



Panelbook 2025



*"Top service, smooth process, fast
implementation!"*

From A.

ABOUT US

Launched in early 2022, Main Frame is a full-service market research agency.

Our goal is to manage all clients' expectations by offering the best possible services in the industry.

We are proud with the level of commitment and flexibility that we provide on a daily basis.

We are ESOMAR corporate members and we strictly follow the official regulations and ethic codes.

ESOMAR

Corporate

COMMITMENT



Highest
industry
standards



High data
quality



Quick and
reliable



Budget-friendly
pricing

**ONLINE
PANEL
ACCESS**

**INCIDENCE
CHECKS**

**SAMPLE
QUALITY
TOOL**

**CUSTOM
PROFILED
SAMPLE**

**ON-SITE
SHORT
SURVEYS**

**SURVEY
PROGRAMMING
& SERVICES**

PRODUCTS INSPIRED BY YOU



*"Their commitment to as high as
possible data quality is what makes
them my favorite partner!"*

From J.

ONE STOP SHOP FOR YOUR RESEARCH



*"Everything I need in one place! I fully
rely on Main Frame. They are my first
choice when it comes to programming
and data collection!"*

From B.

If you have a project and you don't want to run all the steps for it – we can allocate a Project Manager to help you out! You will have only 1 contact and that person will execute the project for you!

If this requires only testing and the audience reach – we can also assist.

Get in touch to learn more!



Survey programming



Testing



Audience reach



Final data and reports

900,000+
respondents

Panelists participated in at least one survey in
the past 6 months



"Main Frame are very quick in providing back costs for my RFQs and also – when they need to launch a project – it just takes them a few minutes after commissioning. I love working with them! They are a game changer for me and the colleagues!"

From M.

**Europe
480k+**

**Sub-
Saharan
Africa
40k+**

**MENA
40k+**

**APAC
180k+**

**AMS
160k+**



Markets in Europe

Austria	8,014	Lithuania	11,330
Belgium	8,823	Netherlands	13,398
Bulgaria	18,525	Norway	7,235
Croatia	12,144	Poland	37,880
Czech Rep.	24,771	Portugal	15,225
Denmark	7,705	Romania	29,976
Estonia	8,722	Serbia	15,720
Finland	10,315	Slovakia	21,204
France	16,234	Slovenia	7,793
Germany	24,090	Spain	29,128
Greece	18,840	Sweden	9,624
Hungary	26,120	Switzerland	9,440
Ireland	6,588	Turkey	19,054
Italy	27,440	UK	16,717
Latvia	8,470	Ukraine	13,209

Markets in AMS

Canada	18,670	Chile	10,988
USA	39,890	Colombia	15,334
Mexico	22,177	Ecuador	6,125
Argentina	11,072	Peru	10,925
Brazil	25,125	Panama	2,506

Response rates

between 15-45% across the countries

Markets in Sub-Saharan Africa

Kenya	7,524
Nigeria	12,450

South Africa	23,459
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Markets in MENA

Egypt	6,053
Jordan	6,380
Lebanon	5,644
Morocco	9,754

Saudi Arabia	8,149
Tunisia	4,428
UAE	3,485

Markets in APAC

Australia	20,690
China	21,405
Hong Kong	4,799
India	37,231
Indonesia	18,562
Japan	20,495
Malaysia	13,771

New Zealand	8,895
Philippines	13,710
Singapore	7,993
South Korea	12,277
Taiwan	5,475
Thailand	9,166
Vietnam	9,922

Response rates

between 15-45% across the countries

QUICKPOLLS

Quick poll is a fast and easy way to get results when you need to find your answers to just a few questions.

We can interview up to 500 respondents within **24 hours** and provide back report on the findings. Available in all markets that we cover.

An example of a quick poll is below~



2023, July
1 country, 500 respondents

Let's see what respondents in the US said about Twitter changing its name back in 2023.

I don't have a
Twitter/X account

59%



I have a
Twitter/X account

41%



Non-users

49%

I don't find the app useful

35%

I don't like the content

36%

I don't like the new brand name

31%

The brand name doesn't matter

33%

I like the new brand

6%

I will create myself an account now

94%

I'm still not joining Twitter/X

Users

49%

I like the content

38%

I'm just curious about things

51%

I don't like the new brand name

34%

The brand name doesn't matter

15%

I like the new brand

15%

I'll use the app more now

39%

I'll keep using the app as before

46%

I'll might use the app less now

QUICKPOLLS

Beverages quick poll – done in December 2024

Another one where we wanted to explore respondents' preferences when it comes to hot and cold drinks – focusing on the coffees.

When you think about your daily non-alcoholic drinks' consumption lately – which of the following you've consumed at least once a day in the past month?
























As a follow up – if they have selected “**coffee**” as an answer – respondents saw a question asking them about **which is their favorite type of coffee**.

2024, December
24 countries, 300 respondents per market



What part of the respondents drink at least 1 coffee during the day?

+ favorite type among coffee drinkers

	72% -- 31% Cappuccino		70% -- 26% Black coffee
	73% -- 23% Latte		82% -- 34% Black coffee
	80% -- 53% Espresso		78% -- 25% Cappuccino
	80% -- 32% Black coffee		78% -- 28% Cappuccino
	76% -- 37% Espresso		81% -- 38% Black coffee
	72% -- 28% Espresso		79% -- 26% Black coffee
	80% -- 22% Espresso		79% -- 29% Cappuccino
	78% -- 58% Espresso		69% -- 37% Black coffee
	78% -- 33% Black coffee		73% -- 24% Flat white
	72% -- 34% Espresso		66% -- 34% Cappuccino
	76% -- 23% Espresso		79% -- 23% Latte
	76% -- 19% Espresso		74% -- 24% Cappuccino

QUICKPOLLS

Schengen quick poll – done in January 2025

Another one where we wanted to explore Bulgarian and Romanian respondents' opinion on joining the Schengen area. Both countries joined on 1st of January 2025.

What is the Schengen area? It's an agreement between countries that allow for people to travel freely without going through border controls.



2025, January
2 countries, 1000 respondents per country





80%

I think it would be a **positive** thing for the country

92%

I think it would be a **positive** thing for the country

20%

I think it would be a **negative** thing for the country

8%

I think it would be a **negative** thing for the country

Top reasons why respondents think it would be a **positive** change for the country. Coded through an open-end question:

56%

Free travel

51%

Free travel

32%

Boost of the country's economy

36%

Boost of the country's economy

Top reasons why respondents think it would be a **negative** change for the country. Coded through an open-end question:

57%

Increased immigration

58%

Potential crime increase

33%

Potential crime increase

33%

Increased immigration

HELLO! OMNIBUS

With an omnibus - you would not need to set up a survey by yourself.

If you have just a few questions and you need consumers' answers on them on a larger scale and with a nation representative balance - this is the ideal way to do it.

Get quick answers on your questions through our Omnibus offer - quick and cost effective.

We reach to a nationwide census balanced audience, 1000 interviews per market.

You can submit your survey questions by contacting us - and we will share with you our pricing offer plus the timings.

Available in all markets that we cover.

HELLO!OMNIBUS



CAWI

**1000
interviews**

**Census
balance**

INCIDENCE CHECKS

If you are unsure what the incidence for a specific target would be – we can test that.

Regardless if there's only one or multiple questions in place – we can set it up on our side.

Free incidence check – based on 1 question (non-grid), up to 100 respondents, any gender and any age

Premium incidence check – custom pricing, multiple questions, specific targeting if required, quotas on demographics

DATA QUALITY

Before reaching your link - respondents are being filtered for the following quality checks:

- Duplication
- Geo location
- Under-reporting
- Over-reporting
- Knowledge check
- Conflicting answers check
- Attention in survey
- Google reCAPTCHA v2 and v3

CUSTOM PROFILED SAMPLE

Are you looking to reach out to a very niche low incidence audience?

With our internal tools we might be the solution for you!

Utilizing our incidence check and short survey products – we can investigate, gather and collect info on the target of interest.

B2B, ITDM and Healthcare targets are also doable with this method.

ON-SITE SHORT SURVEYS

Are you looking for a place to script and host your short online survey? And to collect answers from the audience of interest?

We can help with that!

With our internal tool – we can script/host short surveys without charging you for the programming and hosting; and then we can collect answers from our audience in short timings.

Quick service,
short timings,
budget-friendly pricing.



CONTACT US AT

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