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Consumer • Solutions • Research • Convergence • ROI • Technology • Ideas • Leader • Analysis • Focus • Relationships • Future • Consulting
Experience • Satisfaction • Vision • Momentum • Advertising • Media • Evaluation • Multicultural • Information • Opportunity • Qualitative • Crossmedia
Optimization • Predictive • Intelligence • Quantitative • Impact • Loyalty • Online • Measurement • Attitudes • Clarity • Internet • Conceptual • Emotion
Impression • Performance • Digital • Impact • Positioning • Youth • Ideas • Momentum • Consulting • Communication • Advantage • Global • Dynamic
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Best Tips for Research Executed in the Israeli Market

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Media • Evaluation • Multicultural • Information • Opportunity • Qualitative • Crossmedia • Optimization • Predictive • Impact • Quantitative • Intelligence
Loyalty • Online • Measurement • Clarity • Attitudes • Internet • Conceptual • Emotion • Impression • Performance • Positioning • Digital • Impact
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General Information

Working days:

Sunday - Thursday

09:00AM - 18:00PM (GMT+2)

Population:

7,233,701

Age structure:

0-14 years: 27.9% (male 1,031,629/female 984,230)

15-64 years: 62.3% (male 2,283,034/female 2,221,301)

65 years and over: 9.9% (male 311,218/female 402,289) (2009 est.)

Median age:

Total: 29.1 years

Male: 28.4 years

Female: 29.8 years (2009 est.)

*** Source CIA – The World Factbook

General Information

Population growth rate:

1.671% (2009 est.)

Net migration rate:

2.37 migrant(s)/1,000 population (2009 est.)

Urbanization:

Urban population: 92% of total population (2008)

Rate of urbanization: 1.7% annual rate of change (2005-2010)

Sex ratio:

At birth: 1.05 male(s)/female

Under 15 years: 1.05 male(s)/female

15-64 years: 1.03 male(s)/female

65 years and over: 0.77 male(s)/female

Total population: 1 male(s)/female (2009 est.)

*** Source CIA – The World Factbook

General Information

Life expectancy at birth:

Total population: 80.73 years

Male: 78.62 years

Female: 82.95 years (2009 est.)

Total fertility rate:

2.75 children born/woman (2009 est.)

Nationality:

Noun: Israeli(s)

Adjective: Israeli

Ethnic groups:

Jewish 76.4% (of which Israel-born 67.1%, Europe/America-born 22.6%, Africa-born 5.9%, Asia-born 4.2%), non-Jewish 23.6% (mostly Arab) (2004)

*** Source CIA – The World Factbook

General Information

Religions:

Jewish 76.4%, Muslim 16%, Arab Christians 1.7%, other Christian 0.4%, Druze 1.6%, unspecified 3.9% (2004)

Languages:

Hebrew (official), Arabic used officially for Arab minority, English most commonly used foreign language

Literacy:

Definition: age 15 and over can read and write

Total population: 97.1%

Male: 98.5%

Female: 95.9% (2004 est.)

*** Source CIA – The World Factbook

General Information

- The Israeli adult population is a mixed one, consisting of:
 - 👉 68% Hebrew Speaking Jewish, including 5% Ultra Orthodox (UO)
 - 👉 16% Israeli Arabs (AIS)
 - 👉 16% Russian, Immigrated to Israel after 1990 (speaking Hebrew & Russian).
- The Ultra Orthodox and the Israeli Arabs proportions are higher in the entire population than in the adult population, due to a relatively high number of kids in the family.
- The Ultra Orthodox population rarely has a TV at home from religious reasons and rarely uses the internet.
- The satisfaction level and agreement level regarding scaling are higher among the AIS population than in the Jewish population, due to their tendency to social willfulness and flattering.

General Information

- Israel is an urban country (90%), yet, in order to have a representative sample of Israel in a Face to Face study, you should interview in the following centers and not only in the main cities:
 - 👍 Central - Tel Aviv and Gush Dan – 50%
 - 👍 Hifa and the North – 25%
 - 👍 Be'er Sheba and the South – 15%
 - 👍 Jerusalem – 10%.
- In Jerusalem lives ~10% of the Israeli Adult population with an over representation of the UO population.
- Tel Aviv has many satellite cities including the following: Ramat-Gan, Givaatayim, Bney Berak, Holon, Bat-Yam, Petach Tiqva, Herzelia, Raanana, Natanya, Rishon Lezion, Ashdod and several more.

These cities are included in the "bigger" Tel Aviv area, that includes all kind of socioeconomic classes as well as Russians and Ultra Orthodox.

General Information

- The land line penetration is around 85% and mobile phone penetration is 90% with more than 7 million active phones.
- The internet penetration is about 75%' mostly broadband.
- Online panel provider operates in Israel and sells samples and data collection services. The biggest provider of online samples in Israel is [IPanel](http://www.ipanel.co.il) with over 80,000 members. (<http://www.ipanel.co.il>).
- The response rate for surveys in Israel is relatively low, about 1 to 10 in CATI studies and 1 to 20 in CAPI studies.
- In online research the response rate is quite high, about 1 to 2.
- In all the methods the respondents tend to be reluctant to fill long questionnaire and we don't recommend conducting studies over half an hour on the phone or online, and over an hour in face to face studies.

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Thank You & Good Luck!

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