

Panelbook 2017



*Your reliable partner
in online data collection*

Why to work with us

Due to the **size of our actively managed panels** we are able to provide **large nationally representative samples in a matter of days** and keep supplying new respondents for your tracking studies.

Data quality is our priority.

- We employ **double opt-in** and **offline verification of all new respondents** by a phone call. The postal address and the bank account existence is verified during delivery of an incentive.
- **Unreliable respondents are excluded** on the grounds of their digital fingerprint, lie score and fill-in time analysis.
- Our panellists are involved in **no more than 2 studies a week** and **36 a year at most**. However, the **average is only 12 surveys a year**.

As our clients' satisfaction survey results show – we provide you with an **outstanding client service**. We are prepared to calculate the price, set up and launch your study on the instant.

Our respondents

The panellists are **recruited by various means** in order to **ensure wide diversity** and embrace all of our clients' needs.

We use traditional offline methods (CATI and face to face) as well as snowball via current panel members, we also make use of social media and web campaigns. Over 50% of the members have been **recruited offline**.

The panellists are **motivated both financially and non-financially**. A part of them donates their remuneration to charity.













Our **special care for the panellists** enables us to keep **high response rate**.



65% response rate

Selection criteria

Besides essential socio-demographics (including ABCDE socio-economic status in the Czech Republic) we continuously update **detailed information** on our respondents in **12 areas**.

 Car ownership	 Media	 B2B, employment and study
 Holiday	 Telco / Mobiles	 Leisure Time
 Living	 Shopping	 Smoking and drinking
 Internet	 Finance	 Health

Thanks to **166 selection criteria**, **precise pre-targeting** for every survey and **high response rate** of our respondents **we keep the prices low and attractive**.



Looking for **horse owners** who, however, **go to work by car**?
There are 209 in our Czech and 62 in our Slovak panel.











Or you can reach about 7,600 **grocery shopping decision makers with children** in the Czech and 4,500 in the Slovak panel.



Wondering how many **prepaid mobile phones users** do we have?

Full listing of the detailed information on panellists is available at www.nationalpanel.eu.

Panel Structure

Czech Republic 50,000 respondents		Slovakia 20,000 respondents		Poland 15,000 respondents		Hungary*	
 37%	 63%	 34%	 66%	 48%	 52%	 40%	 60%
15-24 yo	16%	15-24 yo	22%	15-24 yo	25%	18-29 yo	15%
25-34 yo	24%	25-34 yo	30%	25-34 yo	25%	30-39 yo	22%
35-44 yo	24%	35-44 yo	23%	35-44 yo	22%	40-49 yo	24%
45-54 yo	17%	45-54 yo	14%	45-54 yo	14%	50-59 yo	21%
55-64 yo	12%	55-64 yo	8%	55-64 yo	10%	60+	18%
65+	7%	65+	3%	65+	4%		
Representative region distribution in all proprietary panels						* via reliable partner	

About the company

The Český národní panel company operating the Czech and the Slovak National Panel was established in late 2011 by **a merger of online panels of three Czech market research agencies** – STEM/MARK, NMS Market Research and Nielsen Admosphere. Immediately it became one of the leaders in online data collection and sample providing in the region.

In late 2016 we **launched our own panel in Poland** and started **cooperation in sample providing in Hungary** to cover all the Visegrád Group countries.

Should you be interested in **delivery of the whole study** (including the questionnaire and its scripting, data analysis and reporting) we connect you with one of our parent companies.

References

STEM²MARK
MARKETINGOVÝ VÝZKUM JE DIALOG

LiGHTSPEED

nielsen | ADMOSPHERE

SSI[®]
Science. People. Innovation

nms
MARKET RESEARCH

nresearch
now[®]

KANTAR
MILLWARD
BROWN

Toluna[™]
In touch with people

Ipsos

N
norstat

InSites Consulting

infinite insights, infinite possibilities
BORDERLESS
ACCESS

Affiliations

SIMR

DGOF

ESOMAR
member

Contact information

www.nationalpanel.eu

Český národní panel s.r.o., Chlumčanského 497/5, 180 00 Praha 8, Czech Republic

For feasibility of your study and price ask at:

RFQ@nationalpanel.eu

