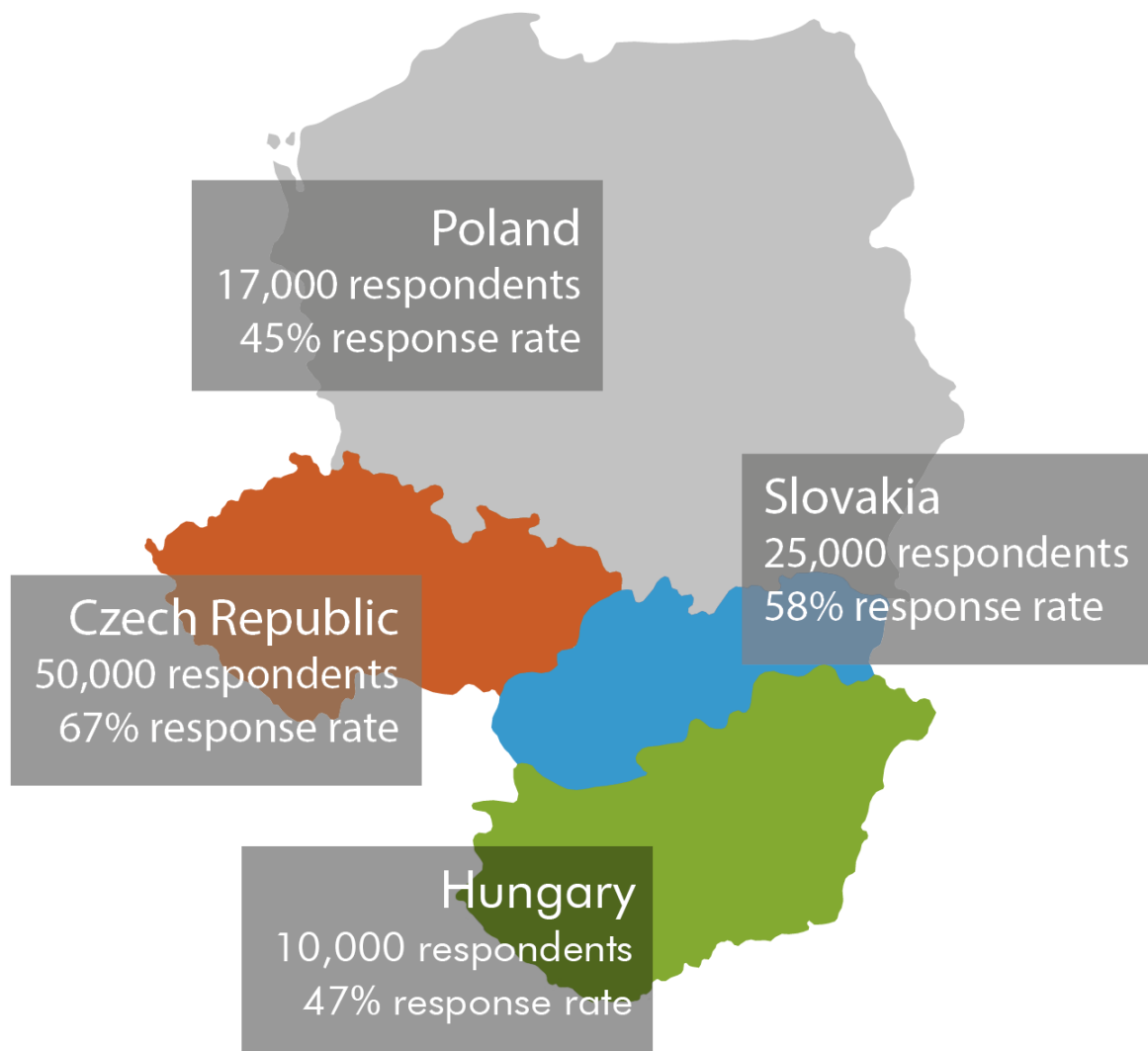


Panelbook 2018



Your reliable partner
in online data collection

Why 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. We conducted 1060+ projects in 2017.

[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 [no more than 2 studies a week](#) and 36 a year at most. However, the average is only 12 surveys a year.

As our client's 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 client's 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](#).



60% 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.



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](#).

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

Speed

- 2000 completes with nat rep quotas 3 days
- 500 completes, IR 30% 3 days
- 5000 completes with nat rep quotas 8 days

Panel Structure

Czech Republic 50,000 respondents		Slovakia 25,000 respondents		Poland 17,000 respondents		Hungary 10,000 respondents	
37%	63%	34%	66%	48%	52%	35%	65%
15 - 24 yo	16%	15 - 24 yo	22%	15 - 24 yo	25%	15 - 24 yo	24%
25 - 34 yo	24%	25 - 34 yo	30%	25 - 34 yo	25%	25 - 34 yo	26%
35 - 44 yo	24%	35 - 44 yo	23%	35 - 44 yo	22%	35 - 44 yo	21%
45 - 54 yo	17%	45 - 54 yo	14%	45 - 54 yo	14%	45 - 54 yo	17%
55 - 64 yo	12%	55 - 64 yo	8%	55 - 64 yo	10%	55 - 64 yo	9%
65+	7%	65+	3%	65+	4%	65+	3%

Representative region distribution in all proprietary panels

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 in 2018 we established [panel in Hungary](#).

References

STEM/MARK
MARKETINGOVÝ VÝZKUM JE DIALOG

LIGHTSPEED

nielsen | ADMOSPHERE

SSI[®]
Science. People. Innovation

nms
MARKET RESEARCH

research
now[®]

KANTAR
MILLWARD
BROWN

Toluna[™]
In touch with people

Ipsos

KANTAR TNS_·

N
norstat

Rakuten Insight

Affiliations

SIMAR

ESOMAR
member

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For feasibility of your study and price ask at:

RFQ@nationalpanel.eu

