

Panelbook 2020



Your reliable partner
in online data collection

Who we are?

The European National Panels 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](#), in 2018 we established [panel in Hungary](#), and in 2019 we launched proprietary [panel in Bulgaria](#).

What makes our Panel being leader in the region?

1. We put the respondents first

In order to collect best quality data, [we treat all our participants fairly](#).

At European National Panels, we incentivise every respondent who participates in any study. 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](#).

2. A unique way of recruiting

The panellists are [recruited](#) by wide range of [online and offline](#) channels to ensure diversity and embrace all of our client's needs.

Over [40% of the members have been recruited offline](#).

3. TRANSPARENCY brings trust.

We supply you with any piece of information about how we run our panels.

We strictly follow industry quality standards: [ESOMAR](#), [SIMAR](#), [GDPR](#).

4. Profiling

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

5. Technology

Everything from user interface to back-office is [developed in-house](#),

including project management tools, incentives management, or the Lie score control.

Panellists have access to a branded all-in-one app.

60% response rate

Why work with us:

- **Pro-active** and flexible approach
- Compliance with industry quality standards (**Esomar, SIMAR, GDPR**)
- Double opt-in email verification
- **Phone interview** with each new panel member
- **Limits** on complete surveys (each respondent can complete 2 per week, 36 per year). However, the average is only 12 surveys a year.
- Response rate of **more than 50%**
- **Lie score** - profile information checked against survey answers for consistency and quality in more than 50% of surveys for each panellist.

We are prepared to calculate the price, set up and launch your study in an instant.

Selection criteria:

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



Car



Media



B2B, employment and study



Holiday



Telco / Mobiles



LeisureTime



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.**

Panel Structure

| Czech Republic 55,000 respondents | | Slovakia 28,000 respondents | | Poland 30,000 respondents | | Bulgaria 10,000 respondents | | Hungary 25,000 respondents | |
|--|---|---|---|---|---|--|---|---|---|
|  34% |  66% |  30% |  70% |  32% |  68% |  30% |  70% |  32% |  68% |
| 15-24 | 20% | 15-24 | 18% | 15-24 | 28% | 15-24 | 22% | 15-24 | 13% |
| 25-34 | 23% | 25-34 | 30% | 25-34 | 31% | 25-34 | 27% | 25-34 | 19% |
| 35-44 | 20% | 35-44 | 24% | 35-44 | 19% | 35-44 | 22% | 35-44 | 20% |
| 45-54 | 16% | 45-54 | 15% | 45-54 | 11% | 45-54 | 16% | 45-54 | 18% |
| 55-64 | 12% | 55-64 | 9% | 55-64 | 8% | 55-64 | 9% | 55-64 | 18% |
| 65+ | 9% | 65+ | 4% | 65+ | 3% | 65+ | 4% | 65+ | 13% |

References

STEM MARK
MARKETINGOVÝ VÝZKUM JE DIALOG

nielsen | ADMOSPHERE

nms
MARKET RESEARCH

Ipsos

N
norstat

dynata™

KANTAR

Affiliations

SIMAR

ESOMAR
member

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For feasibility of your study and price ask at:

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