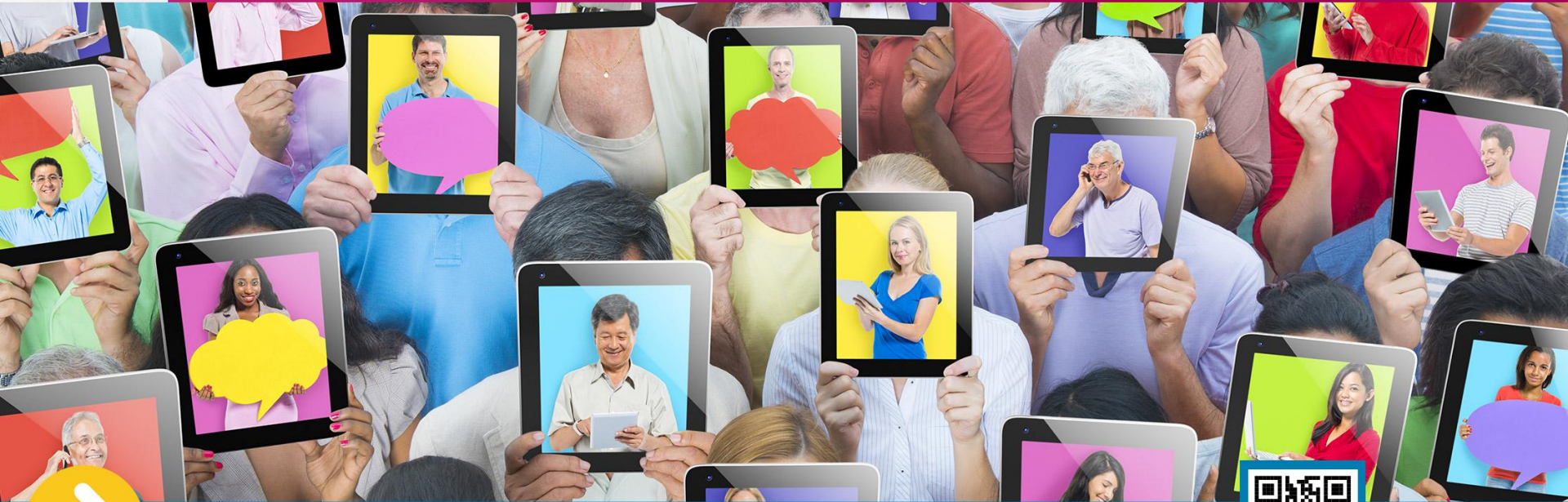




NetPanel – The biggest online panel in Hungary



www.netpanel.hu



Quick. Effective. Reliable.

NRC: Full service market research agency

In support of NetPanel

- ✓ Founded in 1999
- ✓ Office in Budapest
- ✓ ESOMAR membership
- ✓ Over 100 satisfied clients
- ✓ Own developed survey management software (freQuest)
- ✓ Multi-country projects
- ✓ PIXER membership
- ✓ Professional team
- ✓ Online panel provider (NetPanel)



nrc

International coverage

Through online panel network managed
By NetPanel in the CEE region

	Panel size	Internet penetration
Hungary	227 041	69%
Germany	300 000	86,7%
Austria	100 000	83,6%
Poland	253 000	67,1%
Ukraine	233 000	37,4%
Czech Republic	139 000	77,4%
Romania	151 400	51,6%
Slovakia	39 000	82,6%
Slovenia	33 500	72,3%
Croatia	19 300	65,0%
Italy	227 000	59,9%
Serbia	9 700	49,6%
Bulgaria	41 000	56,9%
Russia	115000	53,0%
Spain	156000	74,0%
Kazahstan	4000	



Experience in scripting and
hosting questionnaires in different
languages: managing fieldworks in
the neighbour countries.

www.netpanel.hu



netpanel

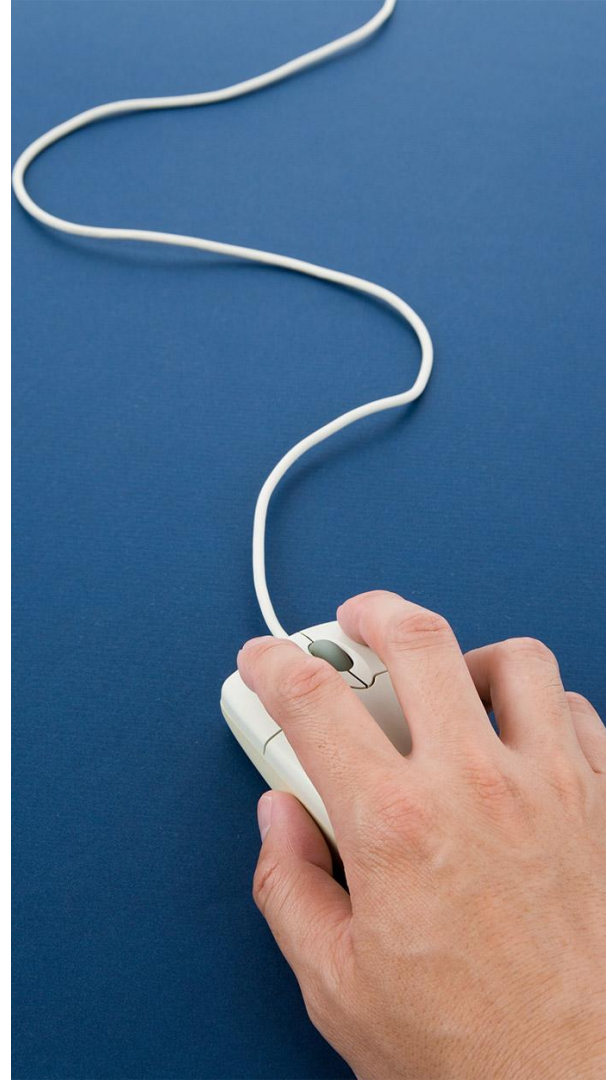
Internet penetration Hungary

Millward Brown – TNS-Hoffmann NOK 2014 Q4

The purchasing age population is able to be researched representatively.

69% / 5 millió

68,4% of the 15-69 years old population connects to the internet at least once in a month. That means nearly 5 million Hungarian internet users above the age of 15.



Quick. Effective. Reliable.

NetPanel

- started in 2000
- continuous recruitment through external websites and offline methods
- continuous data update and cleaning
- more than 250 criteria for screening target group
- incentives: monthly sweepstakes

Importance of quality management

- double opt-in registration
- multi-layered sampling method
- control questions after every participation
- IP address verification
- unique machine ID
- 'straight liners' and 'pro takers' detection
- quarterly purge of inactive members



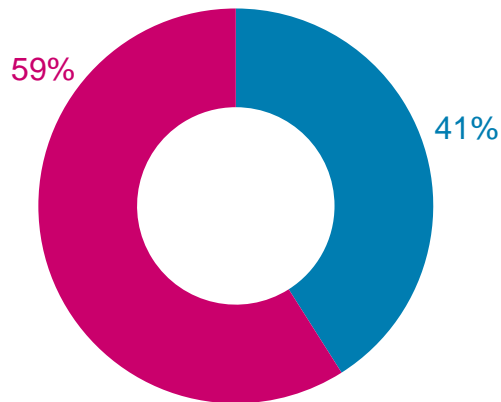
A legnagyobb online panel
Magyarországon!

Aktív panelméret 2014

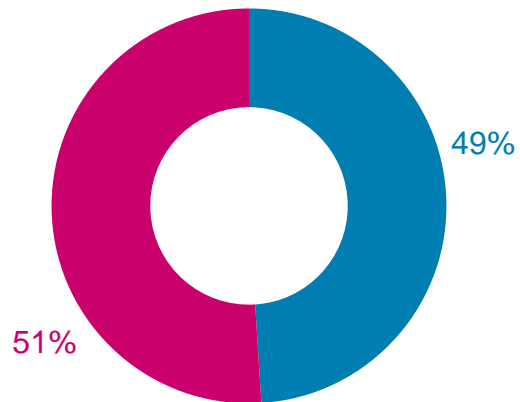
227041

Panel demographics 1/5

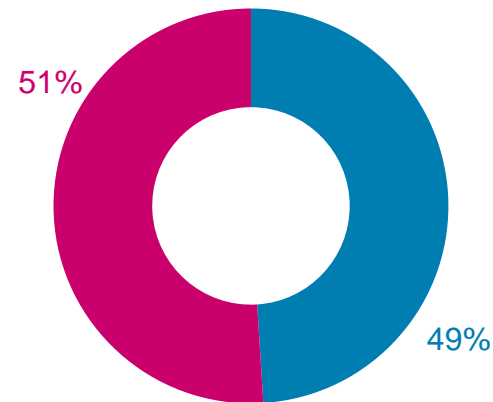
Gender



NetPanel



Internet

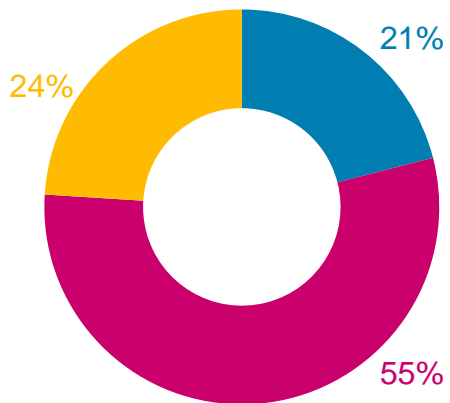


Hungary

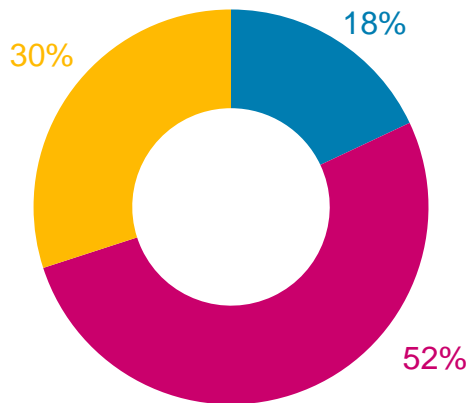
● Male ● Female

Panel demographics 2/5

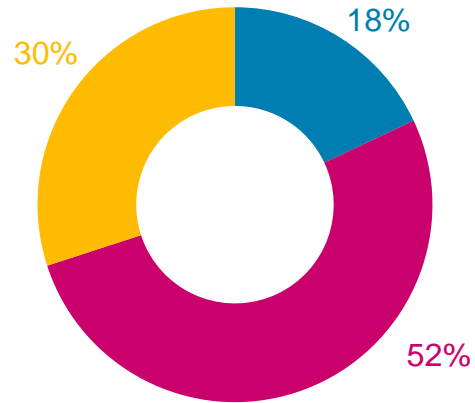
Type of settlement



NetPanel



Internet

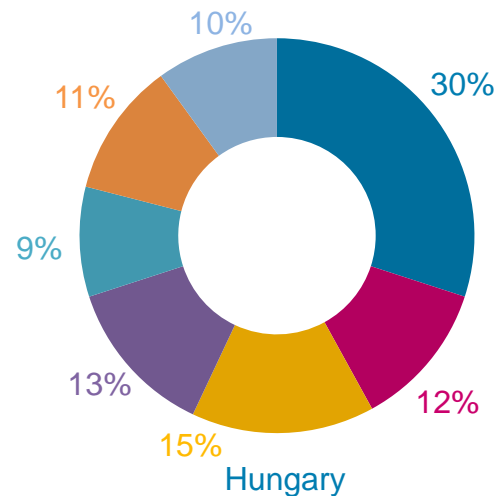
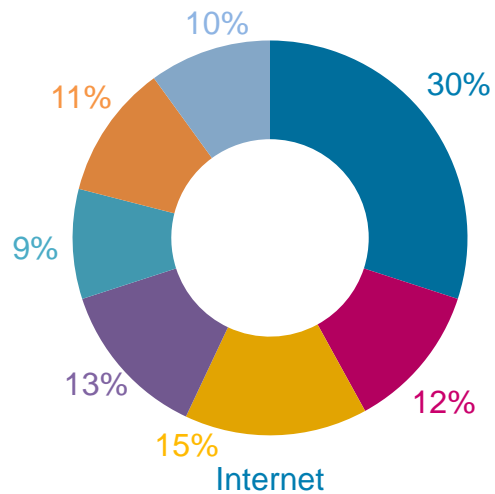
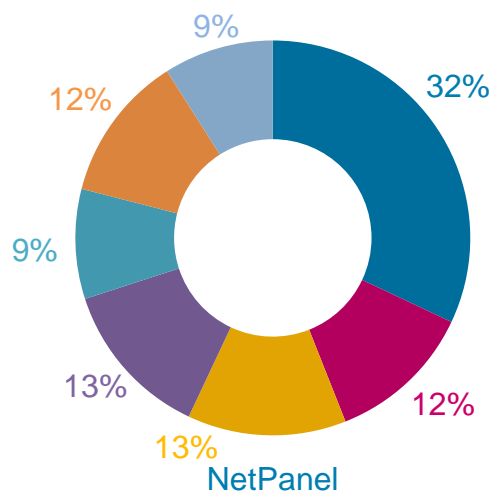


Hungary

● Budapest ● Other cities ● Village

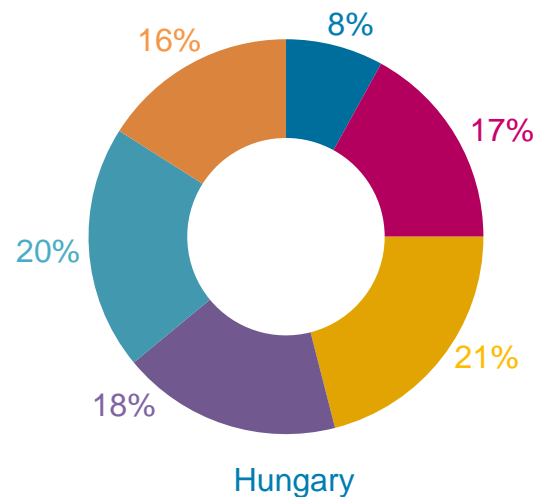
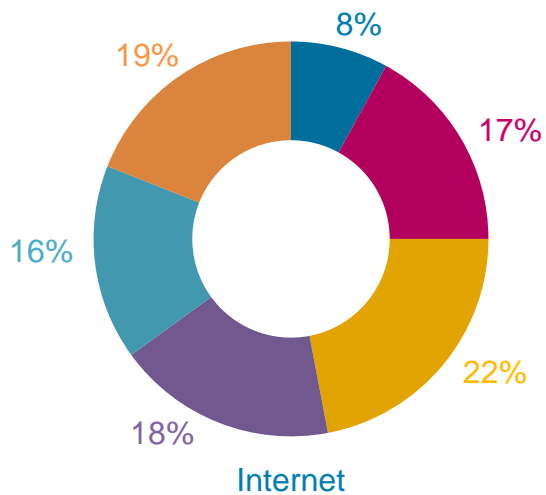
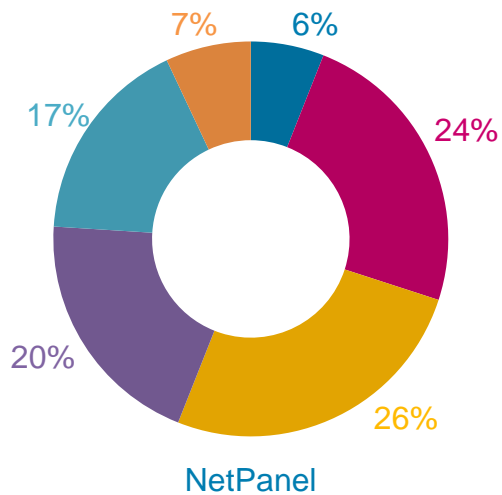
Panel demographics 3/5

Region



Panel demographics 4/5

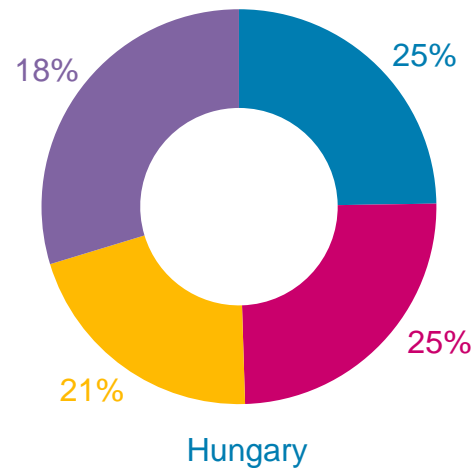
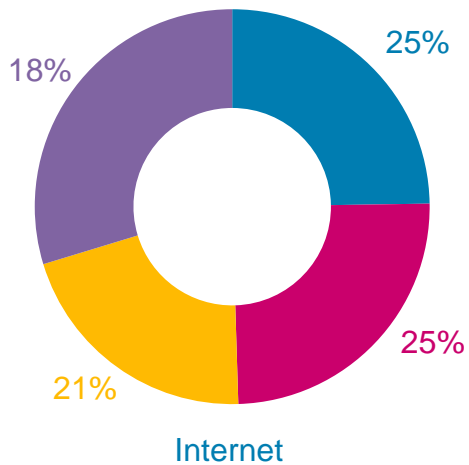
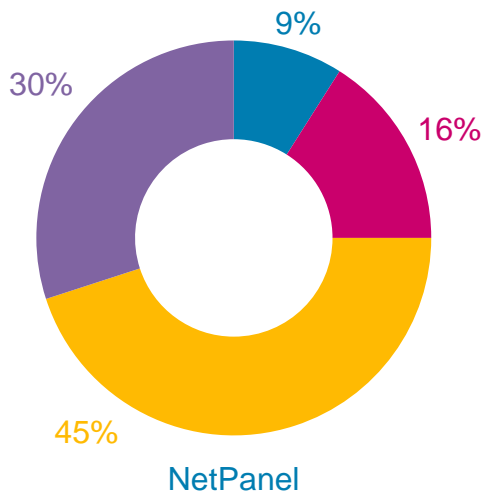
Age



● 15-19 ● 20-29 ● 30-39 ● 40-49 ● 50-59 ● 60-69

Panel demographics 5/5

Education



● Elementary school ● Vocational school ● High school ● College

Simple and reliable process

- ✓ Proposal within one business day
- ✓ Commissioning – no contracting phase before fieldwork
- ✓ Setup – flexible setup process
- ✓ Soft / full launch – even on weekends
- ✓ Representativeness – weighting for the target group based on agreed criteria
- ✓ Closing – once the targeted sample size is reached



Survey management software



Closed-ended questions



Attaching multimedia files



Open-ended questions
mondatkiegészítés



Drag & Drop



Komplex tables



Slider questions



Free rent for NetPanel partners



Flexible system



Modern graphic solutions



Contact us



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References

References from market research



Other clients



A legnagyobb online panel
Magyarországon!

