

# PANEL BOOK



Czech Republic



Slovakia



Document version: December 2011

## 1. Panel Introduction

- The first on-line access panel in Czech Republic since 1999, Slovakia since 2009
- Yearly growth +15%
- Own extremely flexible and robust panel engine
- Sources: on-line recruitment, viral marketing, snowball, offline methods (omnibus, CATI)
- 26 ESOMAR answers available on [www.datacollect.cz](http://www.datacollect.cz)
- Panelists data cross-checking system (phone call, double opt-in)
- Subpanels (TELCO, Finance, Income, Size of household, Car owners, and more)
- Mobile phone surveys – CAMI/SMS

Data Collect s.r.o.

[www.datacollect.cz](http://www.datacollect.cz) | [info@datacollect.cz](mailto:info@datacollect.cz) | phone: 00420 225 020 015

Address: Geologicka 575/2; 15200 - Prague 5; Czech Republic

## 2. Czech Republic



The Czech Republic became an independent state in January 1993 after Czechoslovakia split into its two constituent parts. Before World War II, Czechoslovakia was one of the 10 most industrialised states in the world, and the only central European country to remain a democracy until 1938. The Czech capital, Prague, is more than 1 000 years old and has a wealth of historic architecture of different styles. Manufacturing is still a major economic activity, especially the production of automobiles, machine tools, and engineering products. Iron and steel industries are important in Moravia in the east of the country. Hills and mountains cover about 95% of the country – ideal for skiing, mountain biking and hill walking. Wild boar and foxes are found in the abundant woodlands.

The Czech Republic produces world-famous beer, including Pilsner. Wine is produced in the southern regions of Moravia and in part of Bohemia. A record 900 natural springs have also ensured that the country produces plenty of mineral water.

Famous Czechs include the Art Nouveau artist Alfons Mucha, composers Antonin Dvořák and Bedřich Smetana, marathon runner Emil Zátopek and the writers Franz Kafka and Milan Kundera.

More info at: <http://www.czso.cz/csu/2010edicniplan.nsf/engp/1410-10>

Current panel size	36.537
Census population	10.532.770
Online penetration	54%

*Source: Czech Statistical Office*

Sex	General Population	Active Internet Population	Panel Structure	Panel Reach
	%	%	%	N
Male	49%	50%	49%	17 475
Female	51%	50%	51%	18 525

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Age	General Population	Active Internet Population	Panel Structure	Panel Reach
	%	%	%	N
15-24 years	15%	26%	24%	8 800
25-34 years	19%	33%	40%	14 275
35-44 years	16%	22%	18%	6 575
45-54 years	16%	10%	10%	3 625
55-64 years	17%	8%	6%	2 175
65+ years	17%	1%	1%	550

Region	General Population	Active Internet Population	Panel Structure	Panel Reach
	%	%	%	N
Prague	12%	16%	18%	6 550
Středočeský	11%	10%	10%	3 700
Jihočeský	6%	6%	5%	1 725
Plzeňský	5%	5%	4%	1 575
Karlovarský	3%	3%	2%	825
Ústecký	8%	7%	8%	2 850
Liberecký	4%	4%	4%	1 350
Královéhradecký	5%	5%	5%	1 850
Pardubický	5%	5%	5%	1 625
Vysočina	5%	5%	4%	1 425
Jihomoravský	11%	13%	12%	4 150
Olomoucký	6%	6%	6%	2 050
Moravskoslezský	12%	12%	12%	4 475
Zlínský	6%	5%	5%	1 875

Education	General Population	Active Internet Population	Panel Structure	Panel Reach
	%	%	%	N
Primary	61%	30%	28%	10 200
Secondary	29%	45%	49%	17 650
University	9%	25%	23%	8 150

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<b>Sex/Age</b>	<b>General Population</b>	<b>Active Internet Population</b>	<b>Panel Structure</b>	<b>Panel Reach</b>
<b>Male</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>N</b>
15-24 years	8%	13%	12%	4 225
25-34 years	10%	16%	18%	6 450
35-44 years	8%	11%	9%	3 350
45-54 years	8%	5%	5%	1 800
55-64 years	8%	4%	3%	1 250
65+ years	7%	1%	1%	400
<b>Female</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>N</b>
15-24 years	7%	13%	13%	4 575
25-34 years	9%	16%	22%	7 825
35-44 years	8%	11%	9%	3 225
45-54 years	8%	5%	5%	1 825
55-64 years	9%	4%	3%	925
65+ years	10%	0%	0%	150

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### 3. Slovakia



Slovakia became an independent state in January 1993 after Czechoslovakia split into its two constituent parts. The country is in the heart of central Europe, linked to its neighbours by the River Danube. The Carpathian Mountains extend across the northern half of the country and include the High Tatras – a popular skiing destination. The lowlands of the Danube plain provide a fertile farming region.

Ethnically, the population is 86% Slovak; Hungarians are the largest minority. Perched on many hilltops are fortifications that bear witness to Slovakia's long history of invasions. Bratislava, the coronation place for the kings of Hungary in the past, has a rich heritage of medieval and baroque architecture. Traditional meals include potato dumplings with sheep's cheese and cabbage soup with sausages.

Among the best-known Slovaks are Štefan Banič who invented the parachute in 1913, and Andy Warhol, the American-born pop artist, whose parents were from Slovakia.

More info at: <http://portal.statistics.sk/showdoc.do?docid=359>

Current panel size	8.020
Census population	5.433.385
Online penetration	62%

*Source: Statistical Office of the Slovak Republic*

Sex	General Population	Panel Structure	Panel Reach
	%	%	N
Male	48%	39%	3 120
Female	52%	61%	4 900

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Age	General Population	Panel Structure	Panel Reach
	%	%	N
15-24 years	21%	31%	2 480
25-34 years	18%	28%	2 240
35-44 years	18%	19%	1 500
45-54 years	17%	15%	1 200
55-64 years	11%	7%	540
65+ years	14%	1%	60

Region	General Population	Panel Structure	Panel Reach
	%	%	N
Bratislavský	12%	16%	1 280
Trnavský	10%	9%	700
Trenčiansky	11%	12%	980
Nitriansky	14%	11%	900
Žilinský	13%	12%	1 000
Banskobystrický	12%	11%	880
Prešovský	14%	14%	1 140
Košický	14%	14%	1 140

Education	General Population	Panel Structure	Panel Reach
	%	%	N
Primary	57%	18%	1 460
Secondary	33%	52%	4 200
University	10%	29%	2 360

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<b>Sex/Age</b>	<b>General Population</b>	<b>Panel Structure</b>	<b>Panel Reach</b>
<b>Male</b>	<b>%</b>	<b>%</b>	<b>N</b>
15-24 years	11%	11%	920
25-34 years	9%	10%	840
35-44 years	9%	7%	580
45-54 years	9%	6%	480
55-64 years	5%	3%	260
65+ years	5%	0%	40
<b>Female</b>	<b>%</b>	<b>%</b>	<b>N</b>
15-24 years	10%	19%	1 560
25-34 years	10%	17%	1 400
35-44 years	9%	11%	920
45-54 years	9%	9%	720
55-64 years	6%	3%	280
65+ years	9%	0%	20

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## 4. Other Countries

Thanks to long term partnership with foreign panel providers, we are able to set-up, host and invite respondents on-line from almost every country. Do not hesitate to contact us to receive detailed information about interviewing abroad.

Country	Census Population	On-line population	Panel Reach
Poland	38 482 919	52%	45 213
Austria	8 210 281	72%	13 456
Hungary	9 905 596	60%	12 354
Germany	82 329 758	66%	245 321
UK	61 113 205	77%	315 432
France	62 150 775	70%	234 241
Spain	40 525 002	72%	104 385
Italy	58 126 212	52%	135 643
Switzerland	7 604 467	76%	10 543
Russia	140 041 247	32%	118 396
China	1 338 612 968	27%	500 078
Australia	21 262 641	80%	325 488
USA	307 212 123	77%	315 432
Canada	33 487 208	75%	526 667
Mexico	111 211 789	25%	277 256
Brazil	198 739 269	34%	490 486

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