

PANEL BOOK



Czech Republic



Slovakia



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 survey and panel engine
- Sources: offline methods (omnibus, CATI, direct and indirect marketing campaigns), on-line recruitment, viral marketing and other
- 26 ESOMAR answers available on www.datacollect.cz
- 28 ESOMAR answers available on www.datacollect.cz
- Panelists data cross-checking system (phone call, double opt-in)
- Mobile phone surveys – CAMI/SMS

2. Panel verification

User registration – double opt-in

Each new user gets a unique link to check the correct email address

Visual check

Several basic information is reviewed for each new user (first name, surname, address, email, occupation etc.) by our supervisors.

Phone verification

A telephone interview is conducted with all new panel members. Several basic attributes are checked during the interview (gender, age, region, town etc.).

Mail verification

We also apply another verification method for selected segments of panel members. We send letters with an unique code to check the physical address of the user.

Check points in the questionnaires

Control points are applied during the online interviews. The results are compared with the registration data.

Questionnaire validation

Data from each questionnaire is analysed and invalid response are detected. The method is based on advanced algorithms using response time and behaviour patterns when passing through the questionnaire.

Technical validation

We also apply technical verification procedures – cookie check, IP-based checks, comparison of encrypted passwords, etc. These methods help detect duplicates in the panel and suspicious accesses.

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3. 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 Dvorák and Bedrich 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	35.000
Census population	10.436.560
Online penetration	60%

Source: Czech Statistical Office Census 2011

Age	General Population	Active Internet Population	Panel Structure
	%	%	%
15-24 years	14%	19%	20%
25-34 years	18%	30%	33%
35-44 years	18%	23%	23%
45-54 years	15%	15%	13%
55-64 years	17%	12%	9%
65+ years	18%	3%	2%

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Sex/Age	General Population	Active Internet Population	Panel Structure
Male	%	%	%
15-24 years	7%	9%	7%
25-34 years	9%	14%	11%
35-44 years	9%	12%	9%
45-54 years	8%	8%	5%
55-64 years	8%	6%	4%
65+ years	7%	2%	1%
Female	%	%	%
15-24 years	7%	10%	13%
25-34 years	9%	16%	22%
35-44 years	9%	11%	13%
45-54 years	8%	7%	8%
55-64 years	9%	5%	5%
65+ years	11%	1%	1%

Region	General Population	Active Internet Population	Panel Structure
	%	%	%
Prague	12%	15%	16%
Středočeský	12%	12%	12%
Jihočeský	6%	6%	6%
Plzeňský	5%	5%	5%
Karlovarský	3%	3%	3%
Ústecký	8%	8%	8%
Liberecký	4%	4%	4%
Královéhradecký	5%	5%	5%
Pardubický	5%	5%	5%
Vysočina	5%	5%	4%
Jihomoravský	11%	12%	11%
Olomoucký	6%	6%	6%
Moravskoslezský	11%	12%	12%
Zlínský	6%	5%	5%

Education	General Population	Active Internet Population	Panel Structure
	%	%	%
Primary	54%	33%	25%
Secondary	33%	48%	54%
University	13%	19%	21%

4. Panel Attributes

For panellist profiling, we set up the following attributes. Please note that the attributes are subject to expand and vary for each country.

Basic attributes
Gender
Age
Region
Education
Marital status
Size of household
Employment

Household
Own residence
Rented residence
Municipal residence
Own house
Rented house
Dormitory, college
Shared flat
Other

Household equipment
Car
Motorbike
Digital camera
Video camera
DVD recorder

Desktop PC
Printer
Video game console
Home cinema
Landline
Cottage, weekend house
Cat
Dog
Other animal

Main car
Audi
BMW
Citroen
Fiat
Ford
Honda
Hyundai
Kia
Mazda
Mercedes Benz
Mitsubishi
Nissan
Opel
Peugeot
Renault

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Seat
Subaru
Skoda
Toyota
Volkswagen
Volvo
Other

Mobile operator
O2 - postpaid
O2 - prepaid
O2 data
T-Mobile - postpaid
T-Mobile - prepaid
T-Mobile data
Vodafone - prepaid
Vodafone - postpaid
Vodafone data
U:fon - postpaid
U:fon - data plan

Mobile phone services
mobile internet access - desktop PC
cell phone mobile internet
roaming
data roaming

Phone ownership
private
work phone
both
none

Digital TV
none
CS Link
Digi TV
O2 TV
Skylink

T-Mobile TV
UPC
other

Letter sending
never, nearly never
1-5 per month
6-10 per month
11-20 per month
more

Parcel sending
never, nearly never
1-5 per month
6-10 per month
11-20 per month
more

Electricity supplier
ČEZ
EON
PRE
RWE
Bohemia Energy
Centropol
Corasta
Czech Carbon
Česká energie
Č. energetické centrum
Elimon
Europe Easy Energy
Global Energy
Lumen Energy
Nano Energies
Optimum Trading
RSP Energy
Sun Tanzer
United Energy
Other
Do not know

Gas supplier
no gas supplier
ČEZ
EON
Pražská plynárenská
RWE
Bohemia Energy
Centropol
Corasta
Česká energie
Č. energetické centrum
Elimon
Europe Easy Energy
Global Energy
Lumen Energy
Nano Energies
Optimum Trading
RSP Energy
Sun Tanzer
United Energy
Other
Do not know

Finance
Current account
Internet banking
GSM Banking
Debet card
Credit card
Virtual card
Electronic wallet (Paypal, PaySec, mPeníze etc.)
SMS payments
Savings account
Investments - funds, shares, commodities, bonds etc.
Third party car insurance
Compulsory car insurance
Home insurance
Life insurance
Pension insurance
Building savings

Loans
Mortgages
Authorised overdraft on current account

Bank
Air Bank
AXA Banka
Citibank
Commerzbank (not mBank)
Česká spořitelna
ČSOB
Deutsche Bank
Equabank
FIO banka
GE Money bank
Unicredit bank
ING Bank
Komerční banka
LBBW
mBank
Oberbank
Raiffeisenbank
Poštovní spořitelna
Volksbank
ZUNO Bank
other bank

Insurance
Aegon
Allianz
AMCICO
AVIVA
AXA
Česká podnikatelská pojišťovna
Česká pojišťovna
ČSOB pojišťovna
D.A.S.
Direct
ING
Generali

Hasičská vzájemná pojišťovna
Kooperativa pojišťovna
Pojišťovna ČS
Pojišťovna Komerční banky
Triglav
Uniqua
Victoria Volksbanken
Other insurance agency

Activities
<i>all activities scaled</i>
never, nearly never
once a year, several times a year
monthly
several times a month
weekly
several times a week
daily

Activities
Restaurant visit - eating
Restaurant visit - drinking only
Buy new clothes
Buy groceries
Cinema visit
Theater visit
Classic music concert
Modern music concert
Active sport activity
Countryside, city walking
Doctor visit
Holiday spent in CZ
Holiday spent abroad
Go by train
Go by city transport
Travel by bus
Travel by car
Fly private trip
Fly business trip

5. 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 patented first actively used parachute in 1914, 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	10.000
Census population	5.433.385
Online penetration	62%

Source: Statistical Office of the Slovak Republic

Sex/Age	General Population	Active Internet Population	Panel Structure
Male	%	%	%
15-24 years	8%	9%	6%
25-34 years	10%	14%	11%
35-44 years	9%	11%	8%
45-54 years	8%	8%	6%
55-64 years	7%	7%	5%
65+ years	6%	1%	1%
Female	%	%	%
15-24 years	8%	8%	11%
25-34 years	10%	15%	22%
35-44 years	9%	10%	14%
45-54 years	8%	8%	10%
55-64 years	8%	6%	6%
65+ years	9%	1%	0%

Age	General Population	Active Internet Population	Panel Structure
	%	%	%
15-24 years	16%	18%	17%
25-34 years	20%	30%	33%
35-44 years	17%	21%	22%
45-54 years	17%	17%	16%
55-64 years	15%	13%	11%
65+ years	15%	2%	1%

Region	General Population	Active Internet Population	Panel Structure
	%	%	%
Bratislavský	11%	14%	16%
Trnavský	10%	9%	9%
Trenčiansky	11%	11%	11%
Nitriansky	13%	12%	11%
Žilinský	13%	13%	13%
Banskobystrický	12%	12%	12%
Prešovský	15%	15%	15%
Košický	15%	14%	14%

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Education	General Population	Active Internet Population	Panel Structure
	%	%	%
Primary	47%	24%	14%
Secondary	36%	50%	56%
University	17%	26%	30%

6. 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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