



norstat

NORSTAT PANELBOOK





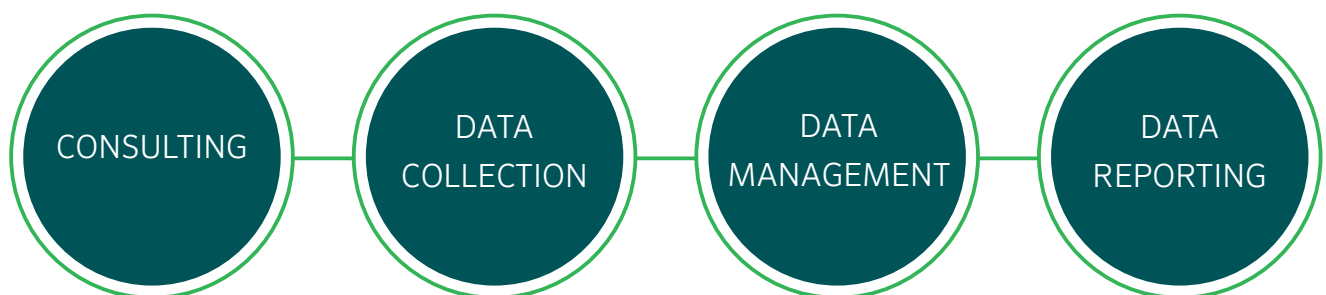
WE ARE NORSTAT

We are about the magic of bringing the right people together: brands and consumers, politicians and voters, publishers and audiences.

We use well-grounded research methods to collect reliable data about any desired topic or target group. This information helps you to make the right decisions and become better in what you do.

A mutual understanding is always the prerequisite for win-win-situations, and this is true for any relationship. If brands understand their target groups, their success is based on better products for the customer. If we understand our research participants, we collect better quality data in a more engaging and motivating way for the respondent.

And if we understand you, as our client, we find the right solutions to make your business even more successful.



PEOPLE

- \\ Fun & Entertainment
- \\ Incentives
- \\ Diversion
- \\ Curiosity
- \\ Express an opinion



RESEARCHERS

- \\ Solve problems
- \\ Collect valid data
- \\ Gain knowledge
- \\ Implement special methods

ABOUT OUR PANELBOOK

To get a better impression of who we are and how we may contribute to your business, we encourage you to take the time to read our lines from A to Z.

Whether you are a partner, client, competitor or stakeholder in Norstat in any other sense, we proudly welcome you to dive into this latest edition of our panelbook.

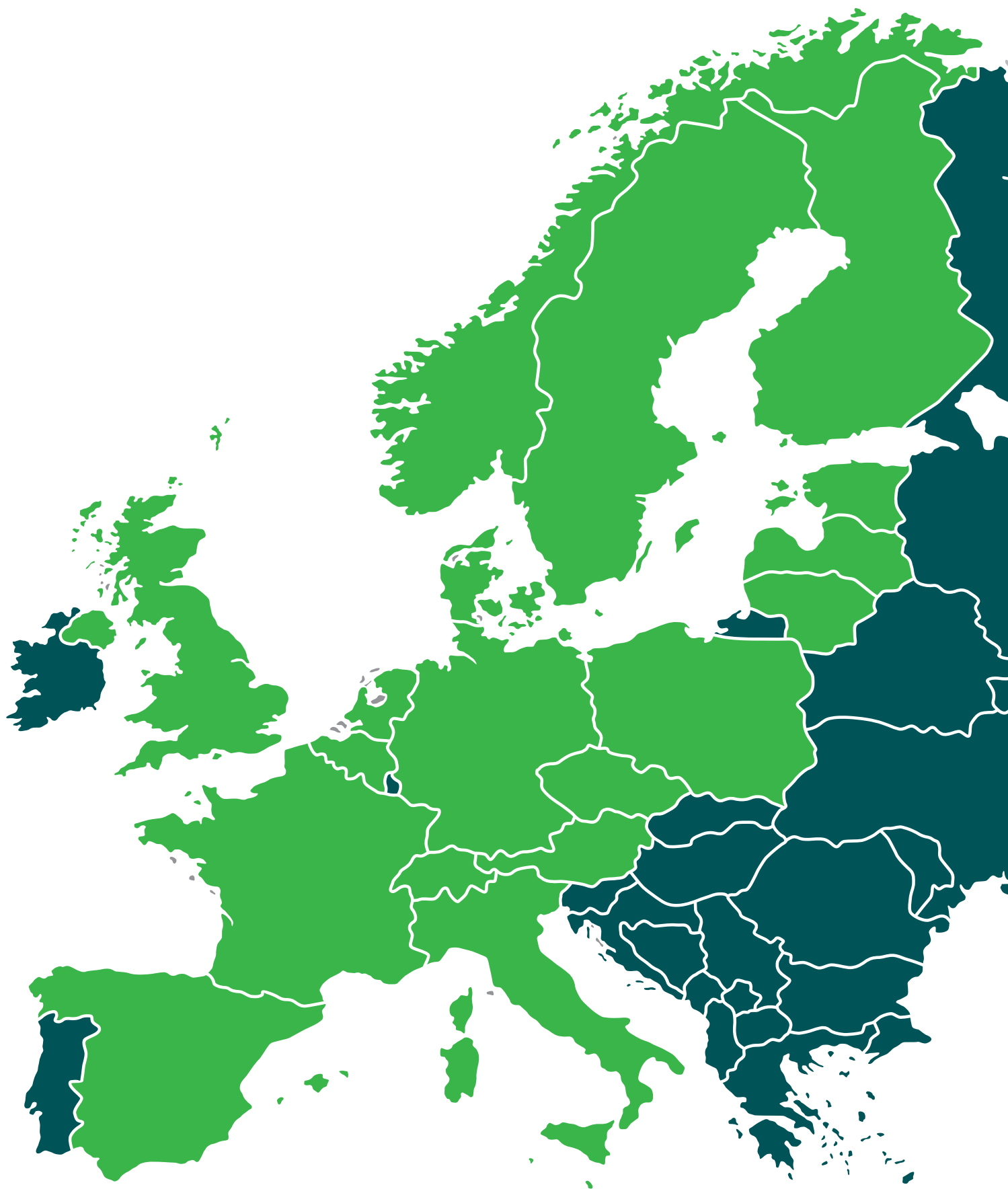
We hope and trust that this document will answer most of your queries.

However, should you be left with any questions or simply prefer a personal presentation of our online panels and sample services, please feel free to contact us:

www.norstatgroup.com

WHERE WE ARE

					
	ONLINE DATA COLLECTION	TELEPHONE INTERVIEWS	PERSONAL INTERVIEWS	FOCUS GROUPS	MYSTERY SHOPPING
AUSTRIA					
BELGIUM					
CZECH REPUBLIC					
DENMARK					
ESTONIA					
FINLAND					
FRANCE					
GERMANY					
ITALY					
LATVIA					
LITHUANIA					
NORWAY					
THE NETHERLANDS					
POLAND					
SPAIN					
SWEDEN					
SWITZERLAND					
UNITED KINGDOM					





A FEW WORDS ON PANELMANAGEMENT

\\ CONNECTING WITH PEOPLE

In everything we do, we have the respondents' experience in mind. This is the reason why we are so effective in engaging with them.

We acknowledge that the people who share their opinions with us are our greatest asset – indeed our raison d'être. With this in mind, we treat our participants with the greatest respect.

\\ BUILDING ENGAGING RELATIONSHIPS

We believe that good panel management goes beyond complying with national laws and regulations. It is also more than meeting formal quality standards, as you will find them documented in our answers to ESOMAR's 28. It is primarily about values and ethics, about engaging and supporting the participants in our research.

We maintain a fair and trustful relationship with our respondents, because we expect nothing less than getting authentic and relevant feedback.

\\ RECRUITMENT

Broad recruitment is of paramount importance in minimizing sample bias. We only engage in active recruitment and for market research use only

\\ SAMPLING

We maintain detailed profile info on all our panelists, allowing us to draw the right participants into our samples.

\\ QUESTIONNAIRE DESIGN

We deploy our surveys with state-of-the-art layouts and optimized for the use on different devices.

\\ INCENTIVES

We find it reasonable and fair to show our appreciation to people who invest their time in assisting us. We aim to satisfy every motivation.

\\ SUPPORT

Our dedicated support teams answer all questions of our panel members regarding specific surveys, their membership or any other issue.

\\ QUALITY

Of course, we run ongoing quality assurance routines in panel recruitment and management, certified by either ISO 9001 or ISO 26362

\\ BEST PRACTICES

As an intermediary between you and the research participants, we aim to make this connection beneficial for both sides. We know the wishes and expectations of research participants. This allows us to approach respondents in an optimal way and achieve a superior data quality.

We do whatever works best: scientifically proven, enjoyable for the respondents and sustainable for the industry.

OUR PANELS

AUSTRIA



8.9 m Population
88% Internet Penetration
14,000 Active Panel
25% Average Response Rate

GENDER

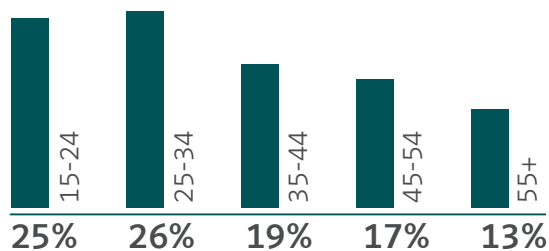


58%
Female

42%
Male



AGE



BELGIUM



11.5 m Population
94% Internet Penetration
8.000 Active Panel
40% Average Response Rate

GENDER

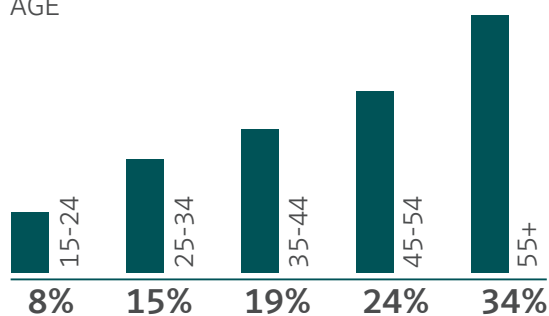


55%
Female

45%
Male



AGE



CZECH REPUBLIC



10.7 m Population
88% Internet Penetration
4.000 Active Panel
30% Average Response Rate

GENDER

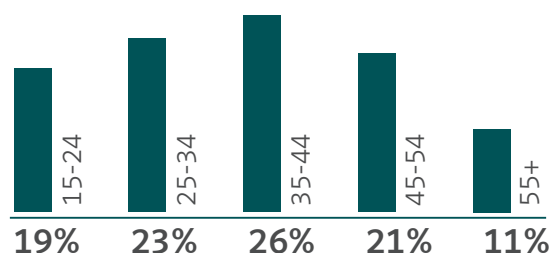


62%
Female

38%
Male



AGE



DENMARK



5.8 m Population
98% Internet Penetration
41.000 Active Panel
38% Average Response Rate

GENDER

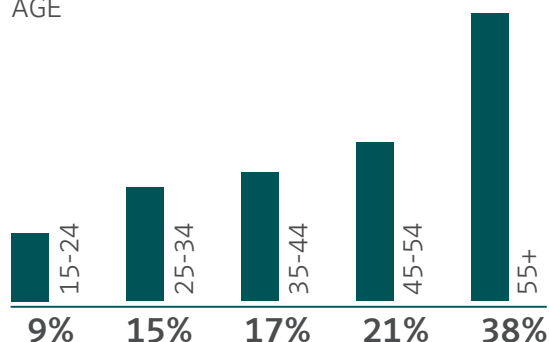


58%
Female

42%
Male



AGE



ESTONIA

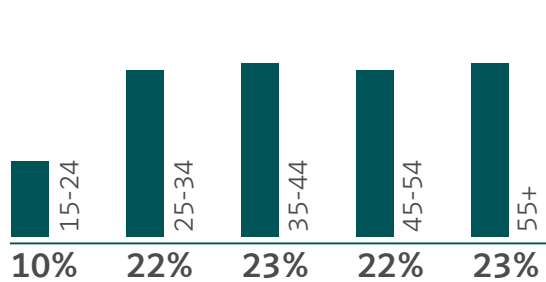


1.3 m Population
98% Internet Penetration
20.300 Active Panel
49% Average Response Rate

GENDER



AGE



FINLAND

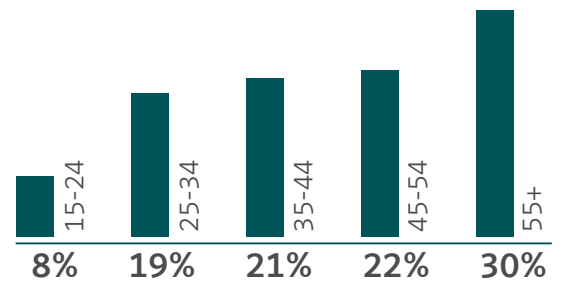


5.6 m Population
94% Internet Penetration
40.500 Active Panel
35% Average Response Rate

GENDER



AGE



FRANCE

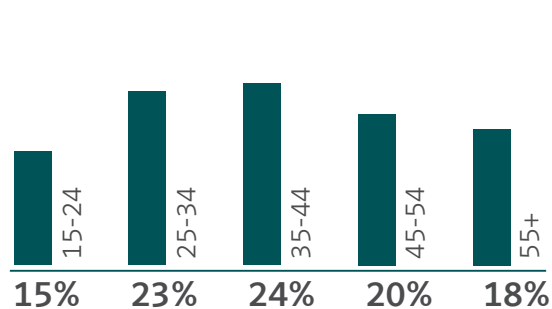


65.1 m Population
92% Internet Penetration
54.000 Active Panel
40% Average Response Rate

GENDER



AGE



GERMANY

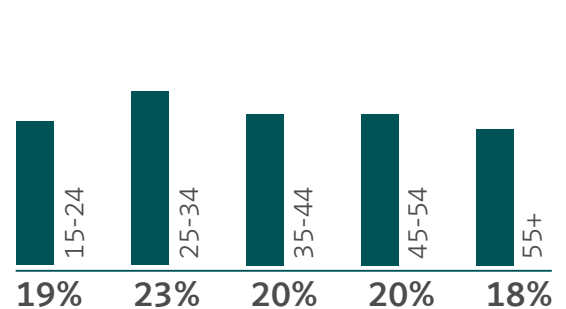


83.5 m Population
96% Internet Penetration
160.000 Active Panel
34% Average Response Rate

GENDER



AGE





ITALY



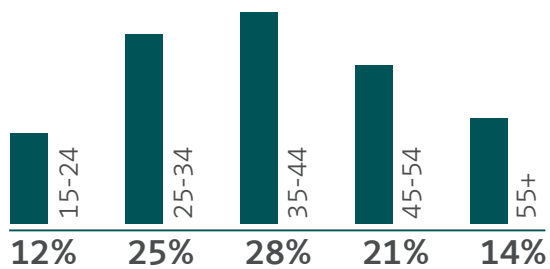
61.1 m Population
62.0% Internet Penetration
50.000 Active Panel
40% Average Response Rate

GENDER

64%
Female

36%
Male

AGE



LATVIA



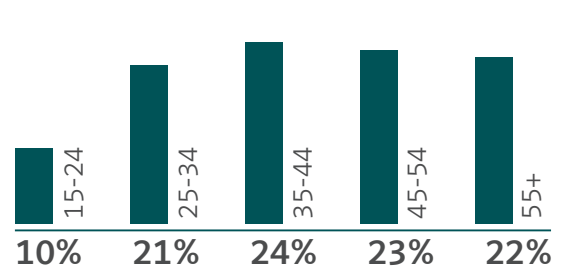
1.9 m Population
87% Internet Penetration
15.000 Active Panel
49% Average Response Rate

GENDER

64%
Female

36%
Male

AGE



LITHUANIA



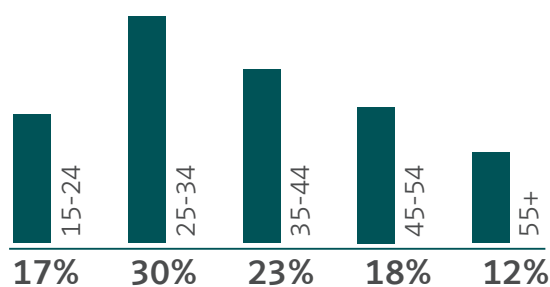
2.8m Population
91% Internet Penetration
20.000 Active Panel
52% Average Response Rate

GENDER

69%
Female

31%
Male

AGE



THE NETHERLANDS



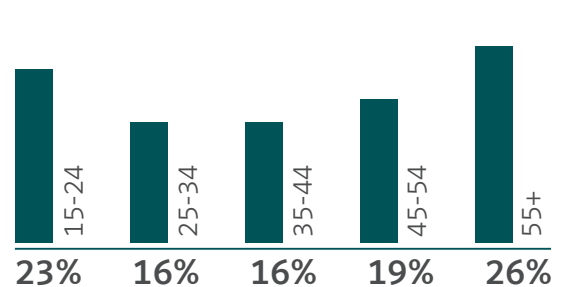
17.1 m Population
96% Internet Penetration
7.000 Active Panel
35% Average Response Rate

GENDER

65%
Female

35%
Male

AGE



NORWAY

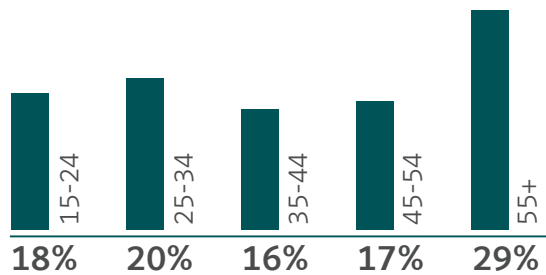


5.4 m Population
98% Internet Penetration
81.000 Active Panel
33% Average Response Rate

GENDER



AGE



POLAND

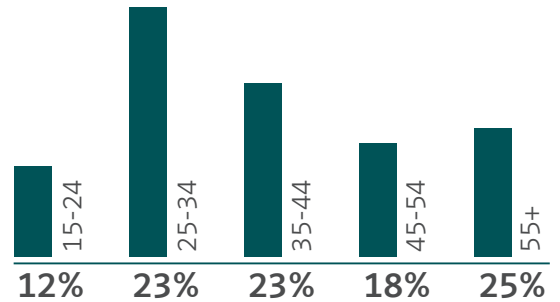


37.9 m Population
78% Internet Penetration
55.000 Active Panel
38% Average Response Rate

GENDER



AGE



SPAIN

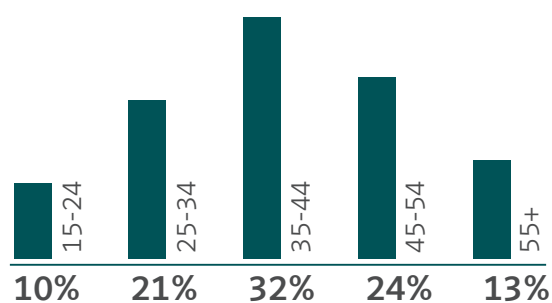


46.7 m Population
93% Internet Penetration
8.500 Active Panel
40% Average Response Rate

GENDER



AGE



SWEDEN

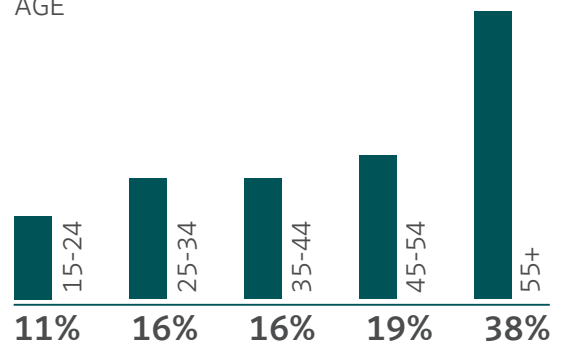


10.1 m Population
96% Internet Penetration
73.000 Active Panel
43% Average Response Rate

GENDER



AGE



SWITZERLAND



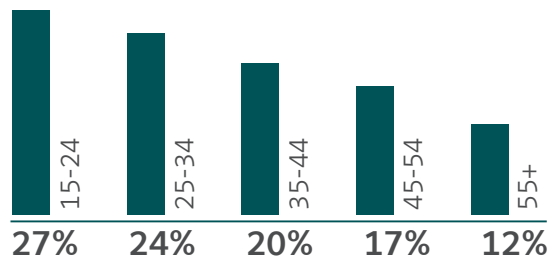
8.6 m Population
94% Internet Penetration
10.000 Active Panel
25% Average Response Rate

GENDER

62%
Female

38%
Male

AGE



UNITED KINGDOM



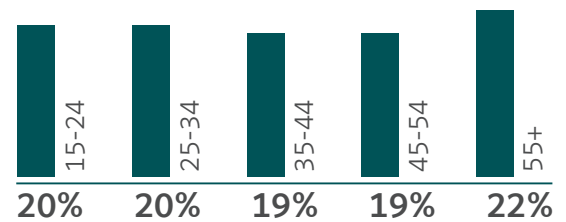
67.5 m Population
95% Internet Penetration
20.000 Active Panel
30% Average Response Rate

GENDER

66%
Female

34%
Male

AGE



WANT TO FIND OUT MORE?
GET IN TOUCH WITH US!

NORSTAT GROUP

info@norstatgroup.com
www.norstatgroup.com

DENMARK \ \ ESTONIA \ \ FINLAND \ \ FRANCE \ \ GERMANY \ \ ITALY \ \
LATVIA \ \ LITHUANIA \ \ NORWAY \ \ POLAND \ \ SWEDEN \ \ UNITED KINGDOM