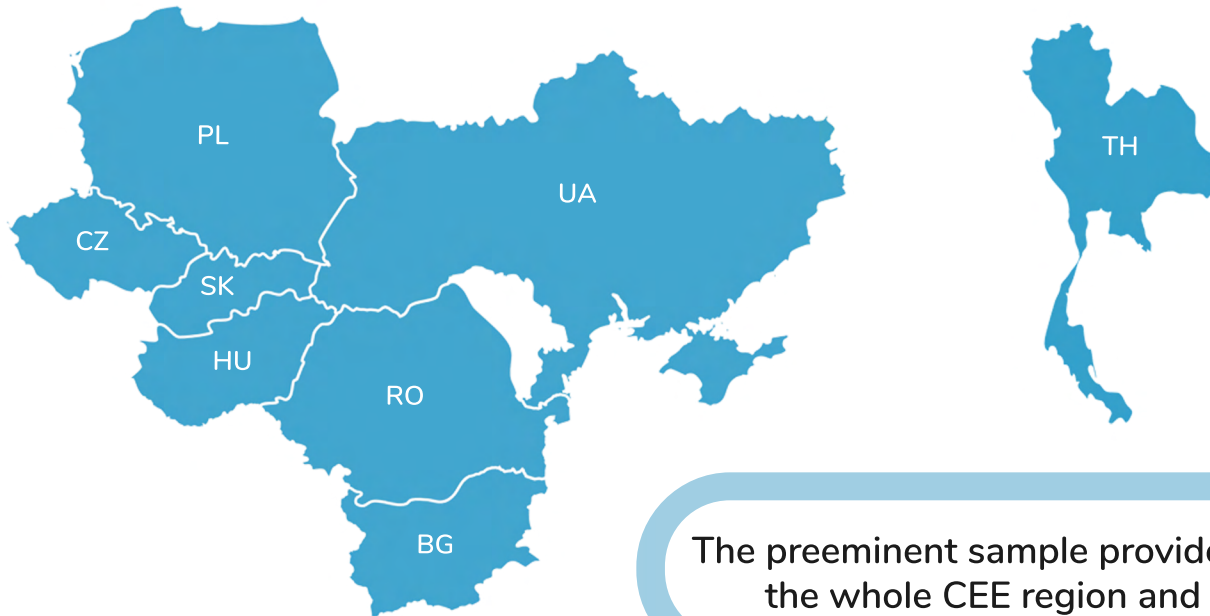


PANELBOOK 2025



The preeminent sample provider across the whole CEE region and Thailand

www.nationalsample.com

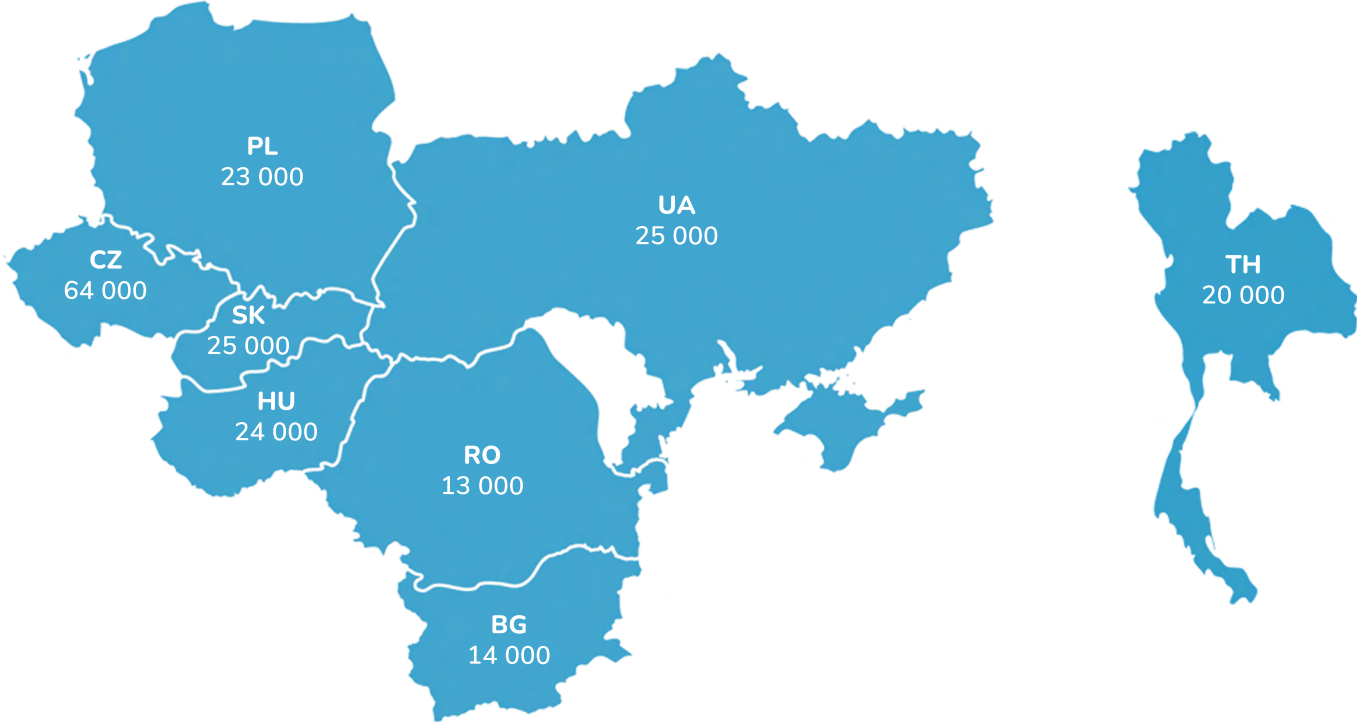
About us

The company was established in 2012 through the merger of the online panels of three leading market research agencies in the Czech Republic and Slovakia: Nielsen Admosphere, NMS Market Research, and STEM/MARK.

By 2024, we had expanded our operations to seven Central European countries under the name **European National Panels, completing over 3 million questionnaires in 3,000 projects for more than 100 clients.**

This year, we are crossing continental borders by entering our first Asian market in **Thailand** and evolving into a **National Sample** company. Even under our new brand, we remain committed to delivering the highest quality data 7 days a week.

Number of active respondents



Panel structure



CZECH REPUBLIC

64 000 respondents

63% response rate



15-24	20%
25-34	22%
35-44	19%
45-54	16%
55-64	12%
65+	11%



SLOVAKIA

25 000 respondents

42% response rate



15-24	14%
25-34	28%
35-44	25%
45-54	17%
55-64	10%
65+	6%



HUNGARY

24 000 respondents

40% response rate



15-24	10%
25-34	18%
35-44	21%
45-54	21%
55-64	15%
65+	15%



POLAND

23 000 respondents

30% response rate



15-24	33%
25-34	22%
35-44	20%
45-54	14%
55-64	7%
65+	4%



BULGARIA

14 000 respondents

31% response rate



15-24	19%
25-34	35%
35-44	22%
45-54	15%
55-64	7%
65+	2%



ROMANIA

13 000 respondents

30% response rate



15-24	17%
25-34	24%
35-44	29%
45-54	22%
55-64	7%
65+	1%



UKRAINE

25 000 respondents

35% response rate



15-24	36%
25-34	30%
35-44	22%
45-54	9%
55-64	2%
65+	1%



THAILAND

20 000 respondents

25% response rate



15-24	31%
25-34	35%
35-44	20%
45-54	10%
55-64	3%
65+	1%

What makes us a market sample-providing leader?

1. We put our panellists first

Respondents are treated fairly; **every survey participant is rewarded**, including quota-fulls and screen-outs, as long as they pass quality control. Money withdrawal limits are reasonable (approximately € 8 minimum). Panel members can also choose a prize from our gift catalogue or donate to selected charities.

Support is always provided by a **local team in the local language**, with a response time of less than 24 hours. We don't use chatbots; instead, our experienced staff handles each request individually.

Our dedication to members ensures a **response rate up to 63 %**, depending on the market. In addition to rewards for research participation, we engage panellists through contests, newsletters, and social media communication.

2. Unique way of recruitment and verification

You won't find robots or duplicate respondents in our data. In addition to using digital fingerprints and monitoring device usage, GPS location, **we verify the identity of each new panellist by phone via SMS**. Those who fail the verification process are not allowed to participate in surveys. Respondents also undergo **AI verification of gender and age using a camera**.

Panel members are recruited through a diverse range of online and offline channels, with approximately **30% of recruitment to date conducted offline**.

We place special emphasis on reaching groups that are traditionally harder to find online, ensuring **the best possible representation of the sample within the market**.

3. Transparency and quality bring trust

Panel management and data protection are fully compliant with **GDPR, ESOMAR, and SIMAR** (Czech association of Market Research Agencies) standards and guidelines. In 2024, we embraced responsibility and are fully committed to upholding the so-called **Quality Pledge**.

Panellists are limited to completing a maximum of **3 surveys per week and 45 per year**, although the average participation is only 15 completed surveys annually.

To ensure high-quality responses, we use a **trust score system** to monitor participant behaviour (e.g., speeding, straight-lining, etc.). **Repeat offenders are permanently removed from the panel**. Additionally, we do not use survey routing or river sampling, ensuring the integrity and reliability of our data.

What makes us a market sample-providing leader?

4. Profiling

More than **270 questions** and **2,000 individual data points** are available for the preliminary targeting of suitable research participants.



5. Technology

All web and mobile panel management **software is developed in-house**. We utilize our proprietary project management tools, robust incentive management system, and efficient support- ticketing platform. National Sample securely stores all its data within the EU.

6. Customer service

We believe that providing samples is not just about automated systems, but also about **ensuring data quality and supporting our clients**. National Sample employs **local experts** with in-depth knowledge of each country where we operate.

If you need assistance with local research, don't hesitate to reach out. Quotations and project preparation are available Monday to Friday from 8:00 AM to 7:00 PM CET. Additionally, **we support projects over the weekend at no extra charge**.

We are committed to providing you with the quality, care and attention you deserve!

Contact information

National Sample s.r.o.

Stepanska 611/14, 110 00 Prague, 1, Czech Republic

For inquiries about the feasibility of your study and pricing, please ask at: rfq@nationalsample.com

References

STEM MARK
MARKETINGOVÝ VÝZKUM JE DIALOG

Nielsen

Res
SOLUTION

Ipsos

nms

KANTAR

dynata

groupm

N
norstat

Bilendi
& respondi

confess

PURESPECTRUM

focus
Marketing & Social Research

G82

MAKE OPINION

DANA E

Affiliations

ESOMAR
member

SIMAR



real
eyes

YOUR TRUSTED PARTNER IN DATA COLLECTION

