

The panel book

We deliver trusted data, for your most well-founded decisions.



We know your world

Founded in 1997, we are the largest and leading data collector for market research in Europe, on a mission to give you the very best conditions for crucial analysis and decision making.

At the very core of our data gathering process is our panel - people that have agreed to respond to our customers' surveys and voice their opinions.

In this document you will learn more about our panel, how we work with panel members, and why proper panel management is crucial for good research results.

Countries with panels

19

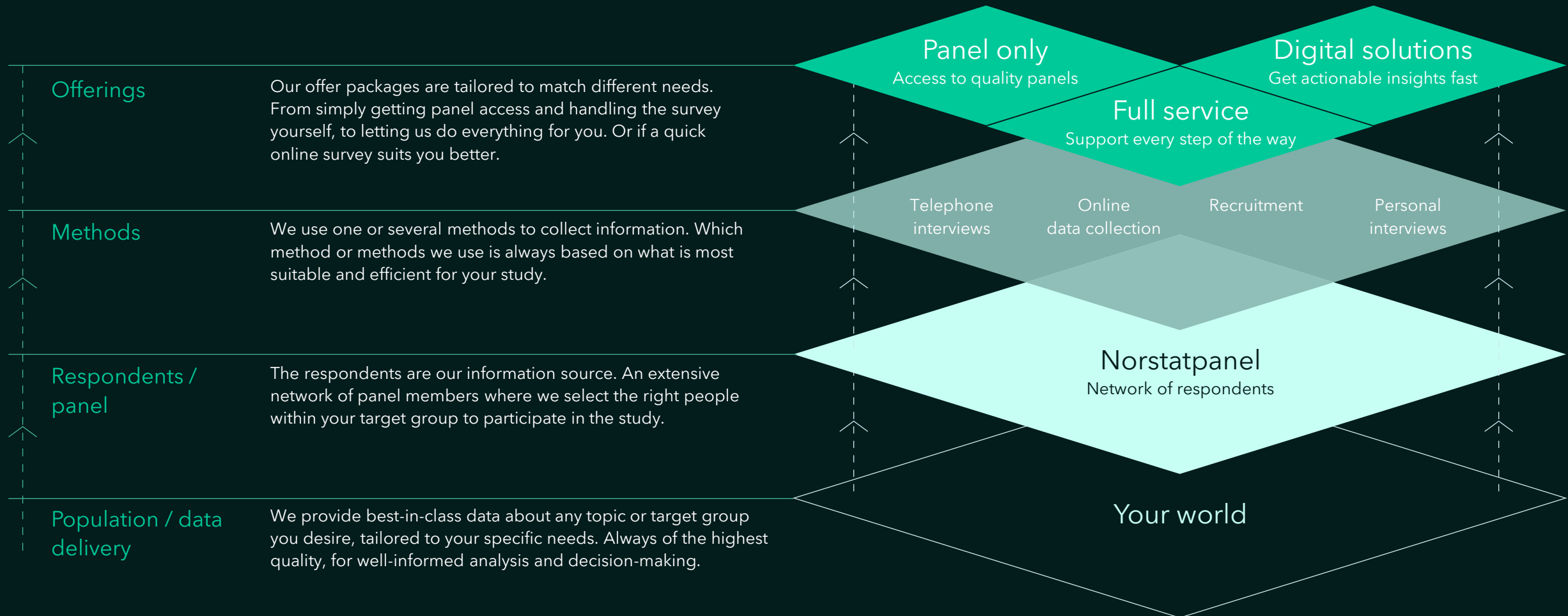
Number of respondents*

+ 4 million



*The total number of individual members in our panels

A fundamental building block for data gathering

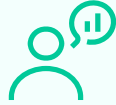




What is the Norstat panel?

Our panel is what truly makes Norstat what it is. An extensive network of people across Europe that have agreed to respond to our customers' surveys and voice their opinions.

For each specific study we carefully gather respondents from our network that match the desired target group. This is done according to relevant variables, and with the right number of people needed for the data to be reliable.



Panel recruitment

Recruiting panel members that mirror the actual population is a cornerstone for obtaining trusted data. We achieve this through a variety of recruitment methods, from social media campaigns to telephone recruitment and everything in between. Our rigorous monitoring systems eliminate the industry wide affliction of bogus accounts. All to ensure we have a representative and reliable panel in place, ready for your next survey.



Panel engagement

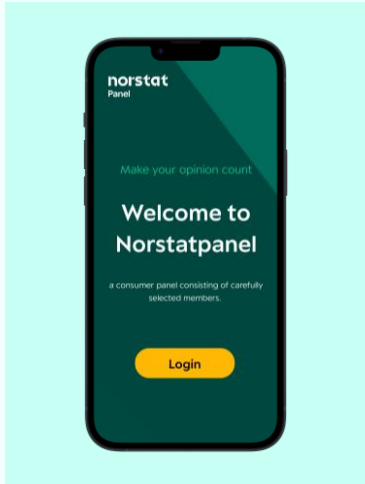
We invest much time and resources in keeping our respondent's participation appealing and meaningful.

We keep our questionnaires engaging, with state-of-the-art layouts for use on different devices. Our dedicated support team is always available to help with specific surveys and questions. A variety of different channels help engage panel members and spread information, from open SoMe channels to engaging posts on the panel pages.

An engaged panel member is the goal

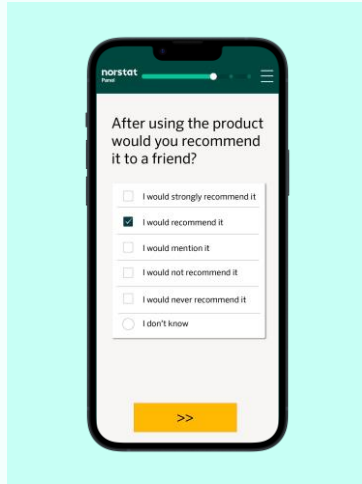
Keeping our panel members happy and motivated is paramount for a successful data gathering process. Therefore, we put great emphasis in making the journey as simple and satisfying as possible, together with attractive rewards once the survey is done.

01
Easy online sign up and login



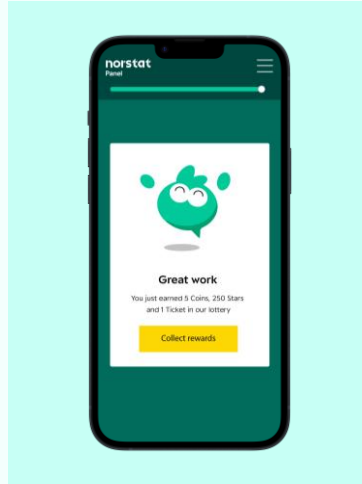
Easy and smooth surveys at your fingertips mobile-friendly onboarding process.

02
Surveys at your fingertips



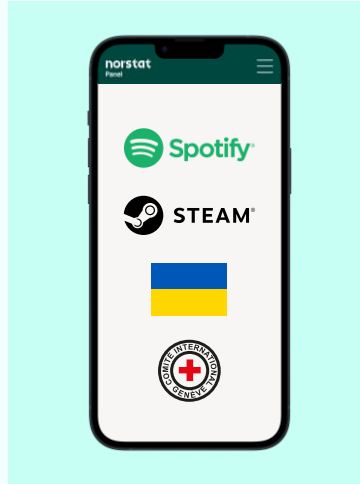
Intuitive and convenient user interface available anywhere and anytime.

03
Norstat Coins awarded after answering

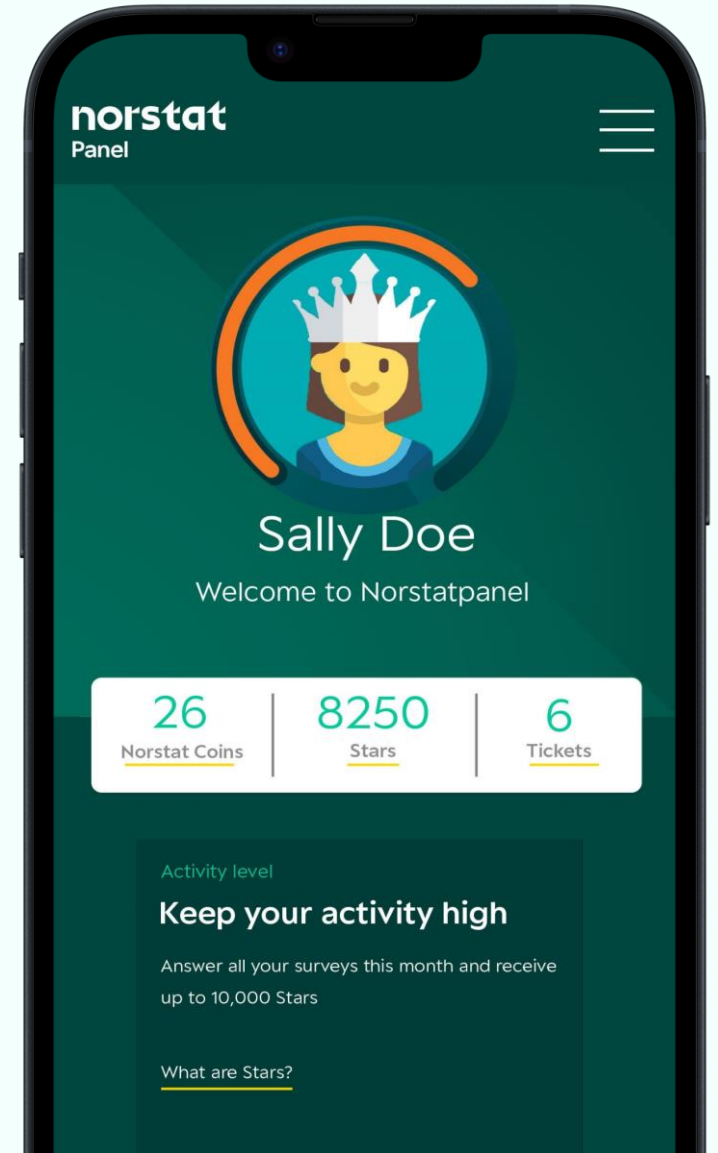


Fun and gamelike award system encouraging panel member activity.












04
Use coins to purchase awards or donate



Panel members can use rewards and coins to pay for a wide range of services or to donate to charities.






















Total network of respondents*

 Austria Respondents: 76,476	 France Respondents: 307,261	 Lithuania Respondents: 76,890	
 Belgium Respondents: 25,369	 Germany Respondents: 523,156	 Netherlands Respondents: 135,693	 Sweden Respondents: 379,247
 Denmark Norstatpanel: 248,556	 Ireland Respondents: 54,747	 Norway Respondents: 439,542	 Switzerland Respondents: 70,826
 Estonia Respondents: 76,255	 Italy Respondents: 283,831	 Poland Respondents: 288,045	 The Czech Republic Respondents: 15,705
 Finland Respondents: 205,564	 Latvia Respondents: 59,314	 Spain Respondents: 23,036	 United Kingdom Respondents: 347,456



*The total number of reachable members of the Norstatpanel and the TestingTime pool

Active panel size overview*

 Austria Active panellists: 13,346 Response rate: 16%	 France Active panellists: 59,426 Response rate: 13%	 Lithuania Active panellists: 23,182 Response rate: 35%	
 Belgium Active panellists: 2,558 Response rate: 37%	 Germany Active panellists: 69,163 Response rate: 19%	 Netherlands Active panellists: 43,594 Response rate: 19%	 Sweden Active panellists: 116,134 Response rate: 29%
 Denmark Active panellists: 87,602 Response rate: 32%	 Ireland Active panellists: 20,090 Response rate: 12%	 Norway Active panellists: 118,186 Response rate: 26%	 Switzerland Active panellists: 7,640 Response rate: 18%
 Estonia Active panellists: 26,310 Response rate: 42%	 Italy Active panellists: 45,275 Response rate: 24%	 Poland Active panellists: 55,625 Response rate: 17%	 The Czech Republic Active panelists: 590 Response rate: 1%
 Finland Active panellists: 69,352 Response rate: 39%	 Latvia Active panellists: 18,641 Response rate: 38%	 Spain Active panellists: 1,009 Response rate: 63%	 United Kingdom Active panelists: 82,524 Response rate: 15%



*The number of active panelists in the Norstatpanels that have responded to a survey within the last six months or signed up for the panel within the last 12 months.



Quality is at our core

Data quality depends on the representativity, reliability, truthfulness, and capacity of the panel. We collect and maintain profile information on each panel member, from regular demographics to what car they drive and their family situation. We use a variety of quality controls to continuously monitor the panel members and detect if anyone is responding untruthfully or being inattentive to the questions asked. This way we can make sure that only high quality panel members are invited to our surveys. And you can trust that the data you get is representative for your desired target group.

Trust is a two-way street

When we maintain fair and trustful relationship with panel members we get truthful and relevant responses to our surveys. Therefore we must handle their data with the strongest respect. Good panel management goes beyond national laws and regulations and we are fully invested in being best-in-class when it comes to data security and panel member privacy.

