

Panel Book

IMAS offers you access to the
opinion of the Polish internet users

FEBRUARY, 2018

PANEL QUALITY

We recruit our respondents from various sources (social media, mailing, recruitment in the course of traditional surveys, referrals, banner ads, SEO, SEM, etc.) in order to maintain demographic diversity;

We verify the panelists using a two-step registration procedure to prevent multiple registrations of the same person or a bot mechanism;

We manage the panel actively, which means that we regularly perform such works as:

- recruitment of new participants,
- recording and analyzing the history of participation,
- checking accuracy of the information given by the panelists,
- removal of the respondents who violate the rules of procedure,
- conducting regular panelists' satisfaction surveys (on a random sample).



PANEL QUALITY

We strengthen the intrinsic motivation of respondents by applying good practices in interactions with our panelists, and in return they reward us with diligence and dedication to their work on our projects:

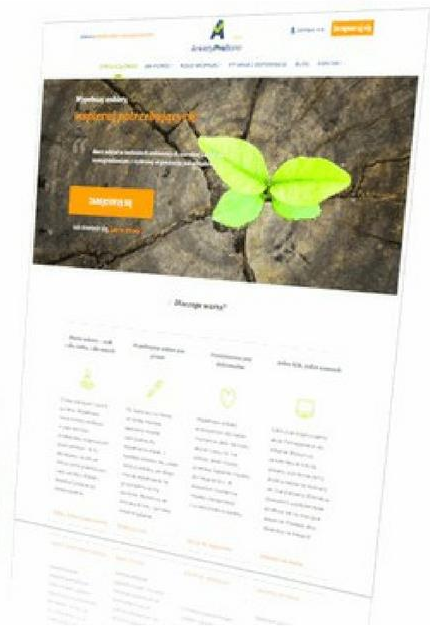
- we make sure that the payments are processed as quickly as possible,
- our dedicated staff unit immediately responds to questions and comments submitted by our panelists via e-mail and telephone,
- we prevent the occurrence of the “professional respondent” effect by evenly inviting the panelists to take part in our projects (not dividing them into “faster” and “slower”, using relatively low remuneration and strengthening the attitude of self-motivation).





PANEL PROFILING

- Basic characteristics: gender, age, education level, place of residence, etc.
- Job status: employed, own business, retired, unemployed
- Trade: segmentation using the trade in which the company operates
- Company department: management, customer service, finance, accounting, IT, etc.
- TV: what channels do they watch, how often, how is the signal received (cable TV, satellite, etc.), attitude towards TV advertisement
- Game console/PC gaming: do they own the equipment, how often do they play
- Mobile phone: what network, telephone brand
- Car usage: do they own a car or have a company car, what make/year
- Internet: how often do they use internet, type of connection, purpose
- Other: do they travel by plane, what computer peripherals do they use, owned home appliances, etc.

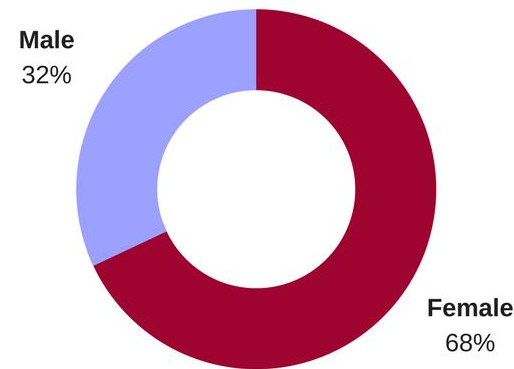


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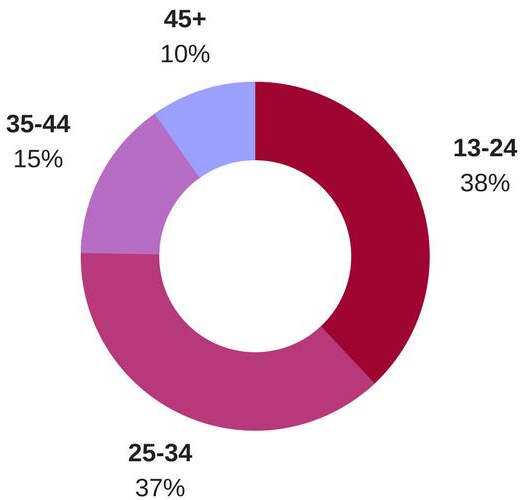
Active panelists in Poland

PANEL STATS

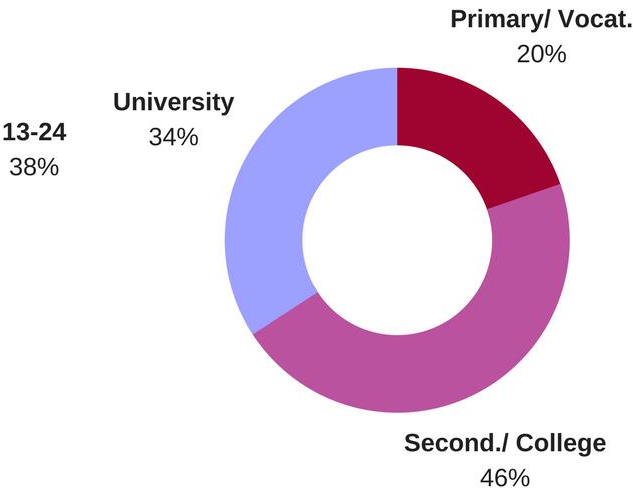
GENDER



AGE

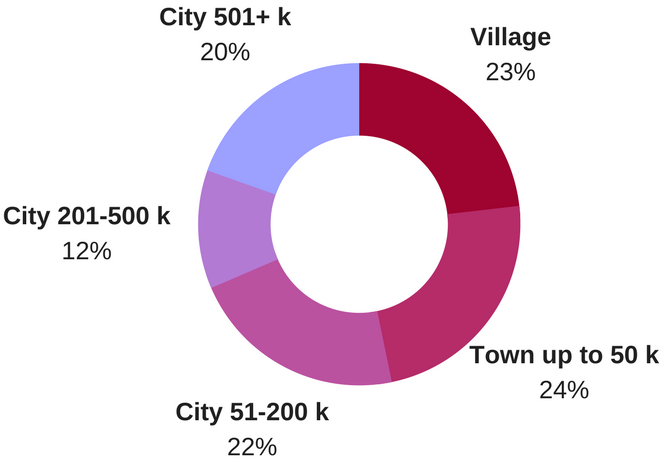


EDUCATION

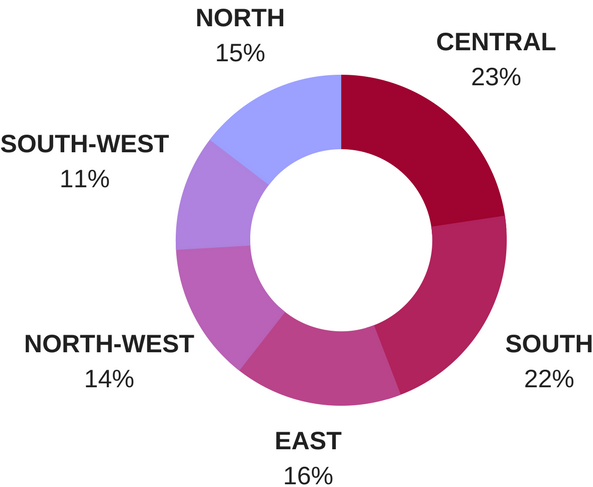


PANEL STATS

SIZE OF RESIDENCE



REGION (NUTS 1)



Contact us.

NEED MORE INFORMATION?

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