



NETSONDA

PANEL
BOOK



ABOUT US



For over 20 years, Netsonda provides its clients a powerful and proprietary tool:

THE LARGEST ONLINE PANEL
100% DEDICATED TO MARKET RESEARCH

Helping clientes with fast and accurate insights, along with the highest quality standards in the Market Research Industry defined by ESOMAR and ISO Norm 26362:

- Double opt in registration.
- Multisource recruitment to have the most diverse panel.
- Panelists are rewarded, treated fairly, hence engaged to give quality answers.
- The response rate and activity rate monitored at all times
- The IP address of panelists is checked to confirm a valid origin and prevent duplicates.
- We match the respondent's device to suit surveys experience.
- A clear data protection policy, up to date and accessible to all participants.
- The collected information should only be used for the stated purpose.
- Identification of members should not be disclosed at any time.
- The data collected should be kept safe from possible abuse.
- Panel members should have access to their data and given the right to delete it.



Panel Profile

◦ **Panelists:** 203.500

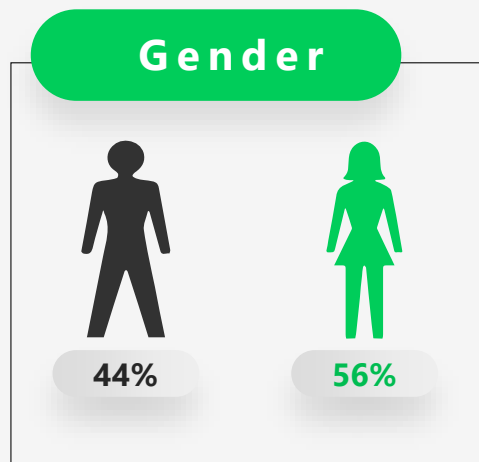
◦ **Average Response Rate:** 55%-60%

The numbers of panelists are always growing through our campaigns.

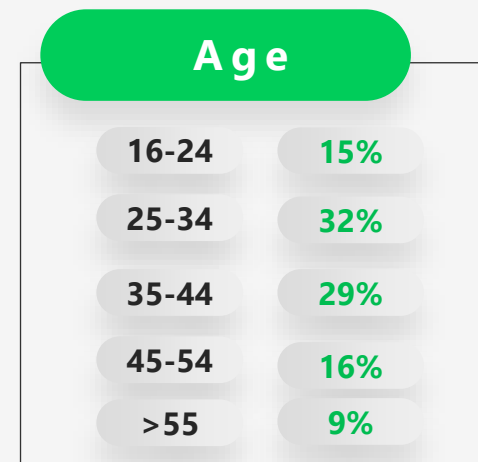
The panel size is calculated according to ISO 20252:2019: the panelist must have participated at least in one research during last year.

Response rate calculated as the % of panelists who participated in the last project they were invited to.

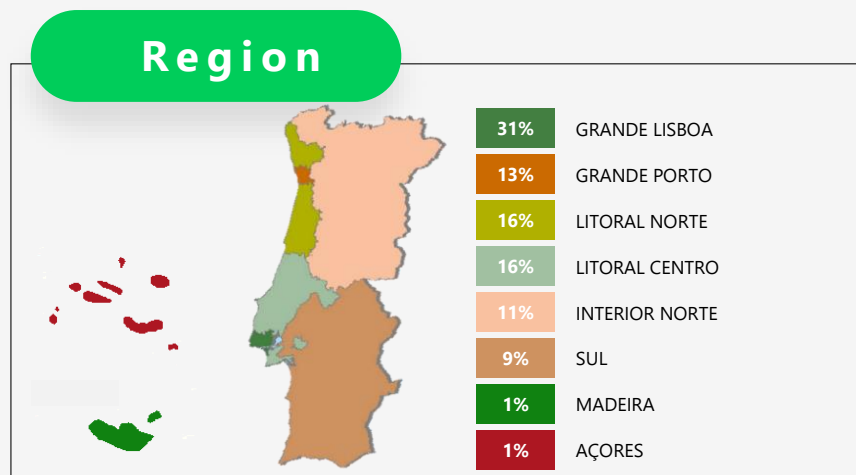
Gender



Age



Region



SocioEconomics

