



# Panel4All - Panel Book

February 2016



# Introduction

Panel4All commenced activities in 2006. We developed eNquera - a unique panels management system based on three elements:

1. Panelists recruiting and maintenance mechanism.
2. A sophisticated questionnaire generator containing all the requisite features.
3. A Nested Sampling engine enabling us to use any detail we have on the panelist as a sampling variable.

Since our establishment we have been operating one of the largest internet panel in Israel, which allows our clients to gather information from various sectors of the multi-faceted Israeli society in marketing, social and political issues. As our system is "homemade" we are always able to innovate - meeting our clients' most desirable and creative demands.

Our team is comprised of experienced people in the fields of marketing and social research, direct marketing and computerized systems development. This unique mixture enables us to provide our clients with the best on-demand solution for almost every need.

Most of our activity is providing for third party research; however, considerable efforts and resources are invested in conducting proprietary research on our panel, primarily on topics such as better understanding the behavior of an internet panel, and R&D work for new features.

# Panel4All primary advantage

Panel4all is the first online active survey panel in Israel. Our advantage is based mainly on the magnitude of the panel, and the strict and dedicated management of its members by our professional staff. Our total commitment to ongoing quality control throughout the panelist's lifecycle led us to create a system which monitors all aspects of each and every member - from multi-stage recruitment process with a variety of inherent validations, to other measures aimed at ensuring the quality of panelist's answers.

We, at Panel4all, realize that the panelist is our primary asset; reliable and valid answers are the cornerstone of every research project. To achieve that, we established a comprehensive procedure that ranges from questionnaire design, to survey administration, and panelists' reward - all aimed at giving each member of our 'community' of panelists a positive and warm feeling that will deliver authenticity.

The size of our panel, combined with the eNquera sophisticated sampling engine, permits us to give our customers the highest quality sample available.

The scope of our panel enables us to derive various types of representative samples which meet the demands of almost every customer in the fields of marketing research, as well as political & social research.

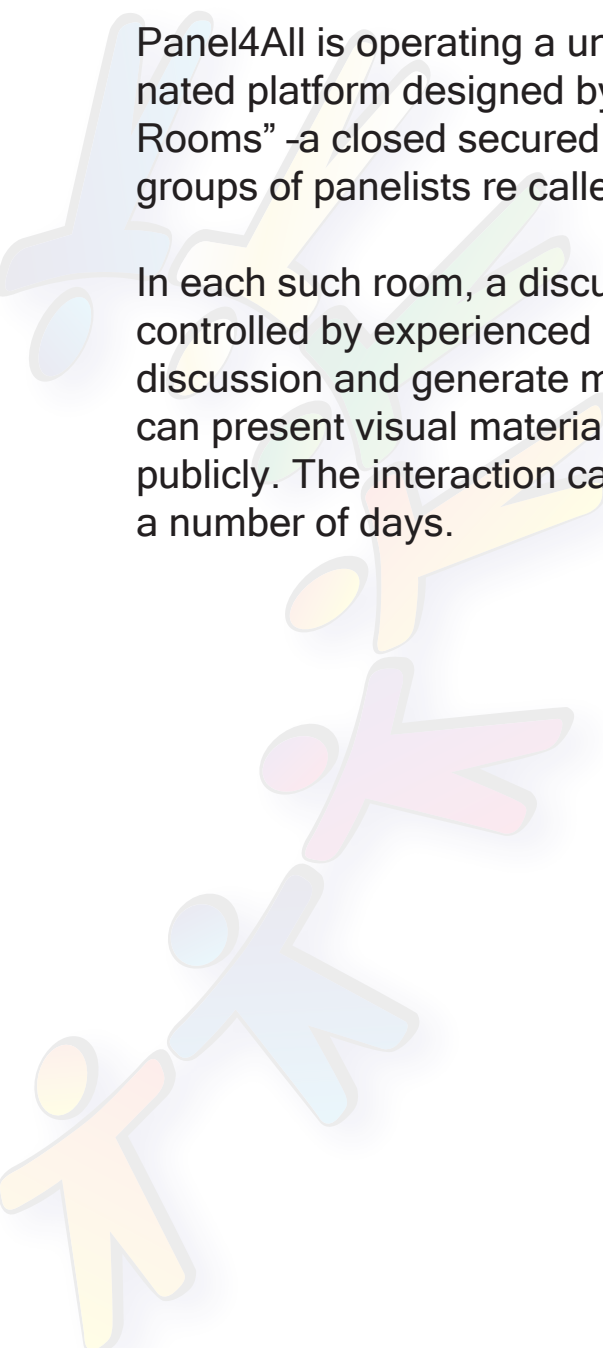
We connect with our panelists not just by sending them survey links, but rather via a dedicated website (to which the links refer). In addition to the relevant survey links for each panelists this website also contains relevant content, announcements and other research activities such as mystery shopper, business intelligence, consumer's log etc.

# Qualitative research

## Interactive Focus Groups (Virtual Room)

Panel4All is operating a unique interactive research facility using a designated platform designed by our R&D crew. This is what we call “Interactive Rooms” -a closed secured virtual surrounding into which well picked-up groups of panelists re called, subject to pre-determined sampling criteria.

In each such room, a discussion is held between the invited members, controlled by experienced supervisors which lay out questions, run the discussion and generate more issues to be considered. The supervisor can present visual materials and address group members personally or publicly. The interaction can be focused, single, or on-going; and can last a number of days.



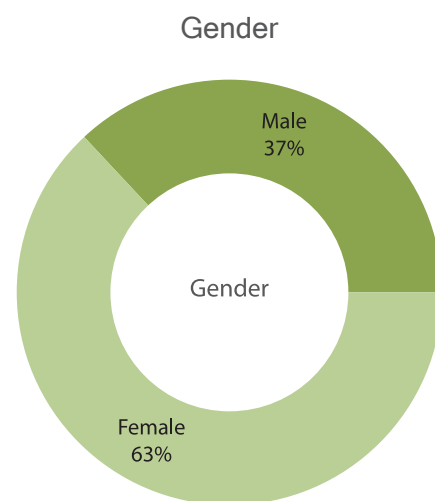
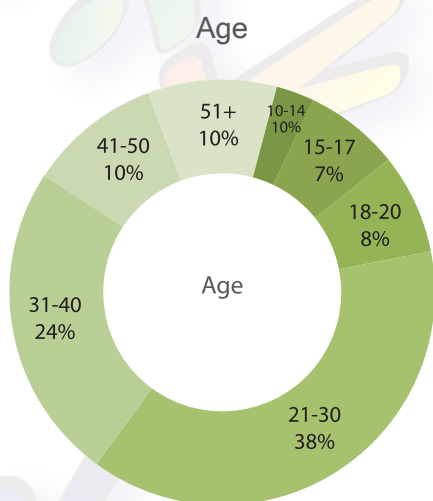


## Demographics

Panel4All Panel Size : 35,000

Israel Population Size (10+) : 6,490,600

Internet Penetration Rate : 76%



# Consumer Panel Attributes

## Region

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North	11.9%
Haifa	12.1%
Center	30.1%
Tel Aviv	21.9%
Jerusalem	6.8%
West Bank	4.6%
South	12.6%

## Education

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Elementary school	11.7%
High school	29.6%
Tertiary education	19.6%
Academic education	39.1%

## Income

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Below average	41.2%
Average income	18.7%
Above average	24.3%
I prefer not to state	15.8%

## Religion

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Secular	60.3%
Traditional	22.6%
Religious	13.4%
Orthodox	3.7%



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