



TET-O-TBET

TWO SIDES OF ONLINE SURVEYS

Panelbook
of online panel **Tet-o-Tvet**



The project of the NAFI.Research center

An illustration of a person with brown hair, wearing a purple jacket and blue pants, walking through a dark, dense forest at night. The person is holding a flashlight that illuminates a path ahead. The background is filled with dark, silhouetted trees and foliage. In the bottom left corner, there are two small, glowing yellow eyes.

WELCOME TO THE BACK SIDE OF ONLINE SURVEYS

**This is the dark and gloomy
side. Dubious people live here.**



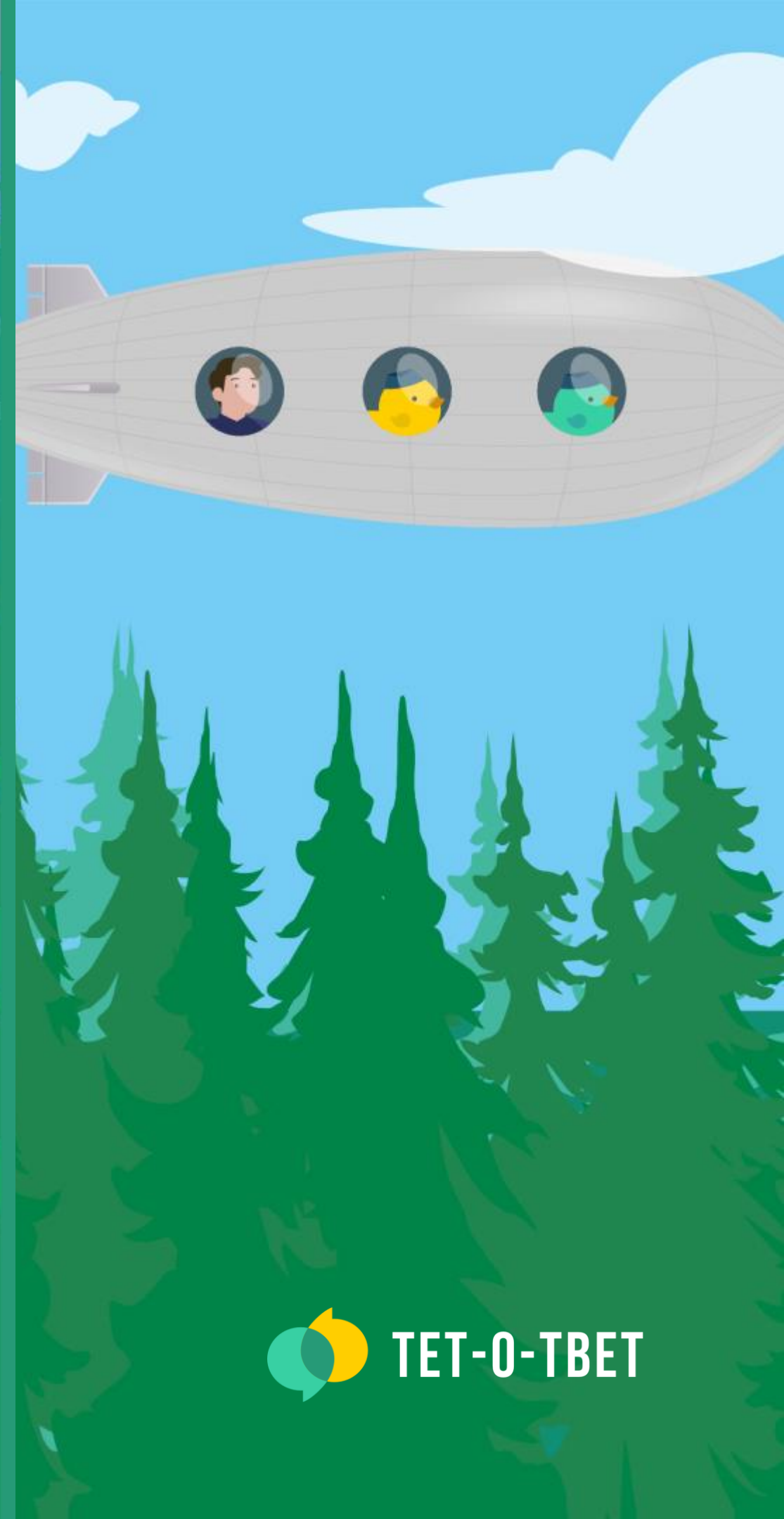
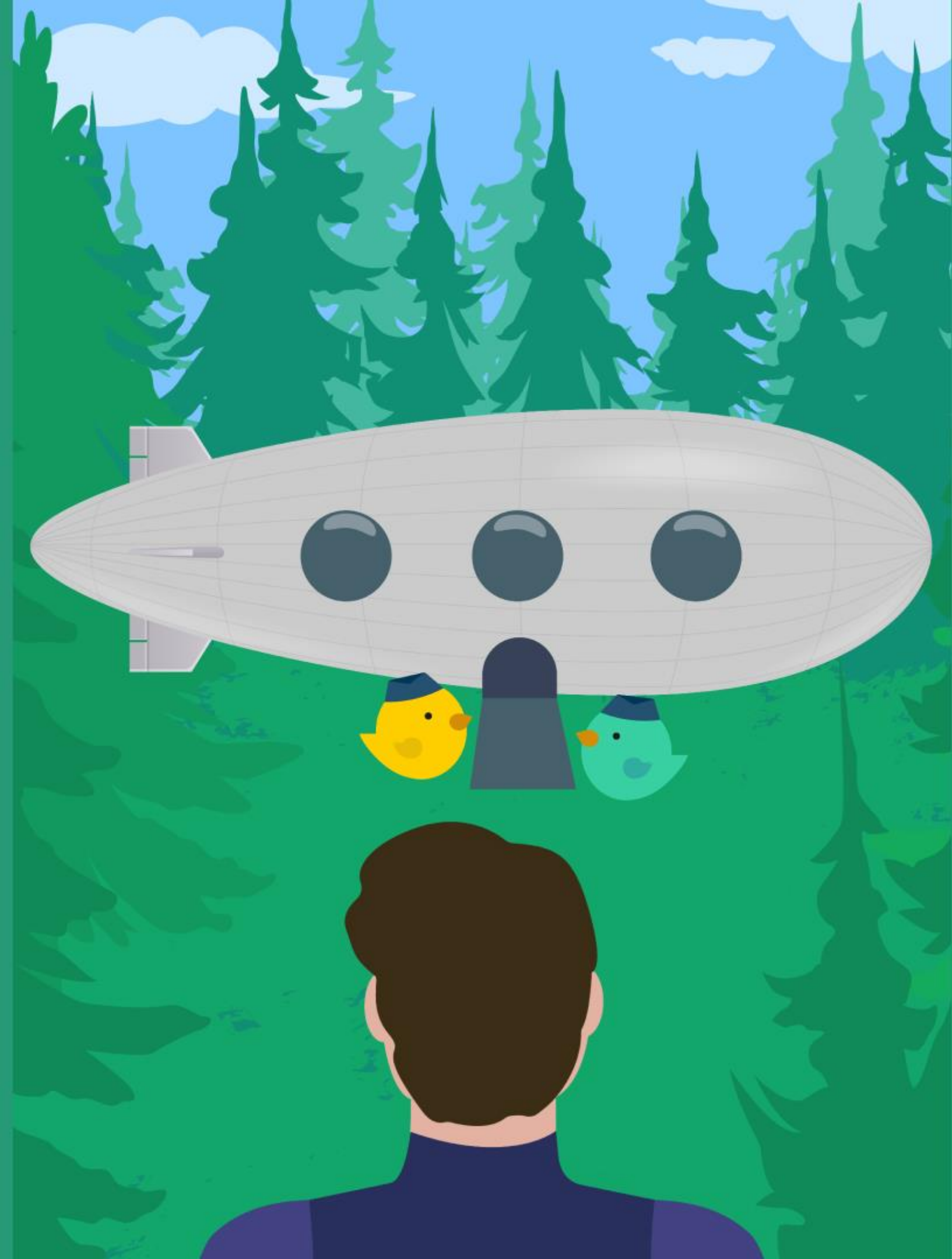
HERE IS A LAZY PANELIST. When participating in online surveys, he acts on the principle of minimizing effort: skipping open-ended questions, answering only “yes” or “no” even where explanations are required, not filling out long questionnaires or abandoning them halfway. But this is not the most dangerous inhabitant of the dark side: if such a respondent is sufficiently interested in the topic of the survey, he ceases to be lazy and becomes conscientious.



THIS IS AN ACTOR. He is ready to fake HIS WHOLE Identity OR provide some false information in order to pass as many surveys as possible for a reward.



AND HERE IS MANY-FACED. We can say that this is an actor of the highest level. He opens several accounts at once on behalf of respondents with different socio-demographic characteristics and adapts to the conditions of the surveys, receiving money for each of them.



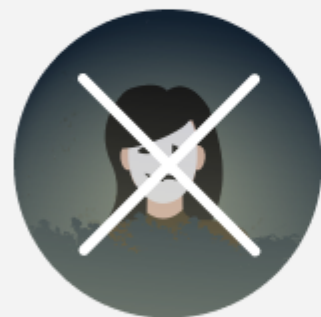
SUPERPOWERS OF THE ONLINE PANEL TET-O-TVET



- Competent design of questionnaires and careful selection of respondents



- Panel software that allows, based on probabilistic algorithms, to evaluate the reliability of personal data, analyze the "digital footprint of the user", include trap questions and perform other checks



- Verification of personal data.
- Fixing the respondent's IP address at the beginning of the survey and prohibiting filling out the questionnaire again from the same address.
- Impossibility to withdraw funds from different accounts to the same phone number or to the same bank card
- Additional checks and cleaning of the existing database of panelists manually and based on self-learning software algorithms.



Control of geography by IP makes it possible to verify the veracity of the information provided and track geographic quotas to maintain the representativeness of the final sample



Regular assessment of the conscientiousness of respondents makes it possible to catch duplicates in registration forms



Cross-matching data helps identify panelists trying to cheat the system

In accordance with international quality standards for sociological research, strict confidentiality of personal data of respondents is observed

THE MAIN ADVANTAGES OF TET-O-TVET: QUALITY, SPEED AND SAFETY

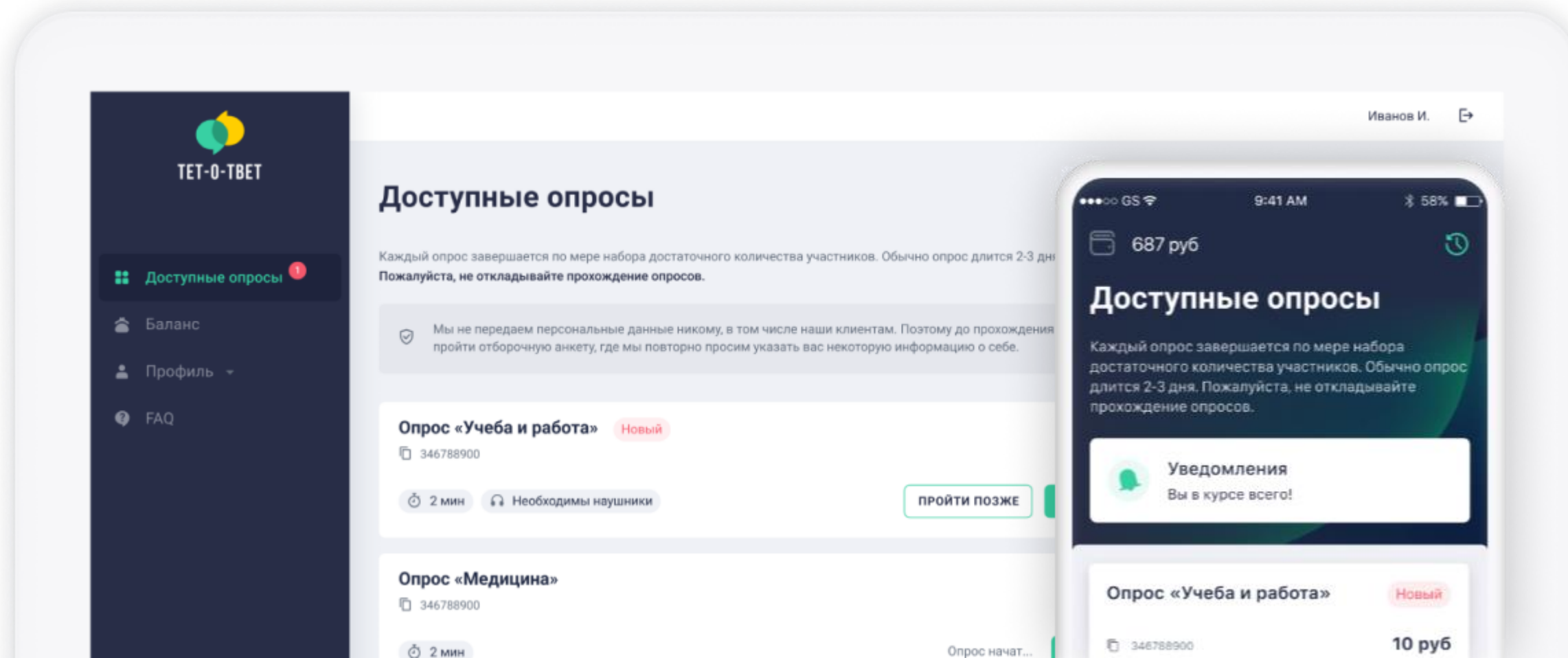


Our surveys meet the highest international and Russian [quality standards](#) ESOMAR and OIROM. Quality management is carried out at all stages of the study: from obtaining a brief to transferring the results to the client.

Due to the constant recruitment of respondents, we avoid their professionalization and distortions associated with periodic answers to the same questions of wave studies.

A wide audience coverage allows you to find even the most difficult respondents and interview them on difficult topics.

Our managers work with each client individually and help to compose a questionnaire in such a way that their questions "hit right on target" - they allow you to get all the necessary information to solve the tasks.





PARAMETERS OF PANEL TET-O-TVET



DEMOGRAPHIC PARAMETERS



We strive to form a panel of respondents in such a way that it most accurately reflects the population of Russia - in all its diversity. Registration in the panel is available for respondents over 14 years old.

>500 thousand

total number of active participants of the online panel

up to 10 thousand

new members per month

Sex	N	%
Male	251 673	48
Female	272 647	52

Education	N	%
Incomplete secondary education	47 188	9
Secondary general education (school or gymnasium)	131 081	25
Secondary professional education	152 056	29
Incomplete higher education (at least 3 university courses)	41 943	8
Higher education	146 811	28
Academic degree	524	1

Age	N	%
14-17 y.o.	36 704	7
18-24 y.o.	152 054	29
25-34 y.o.	167 783	32
35-44 y.o.	104 865	20
45-54 y.o.	36 701	7
55 y.o. and elder	26 213	5

Region of residence	N	%
Altai region	4957	1,0
Amur region	2204	0,4
Arhangelsk region	2887	0,6
Astrakhan region	2972	0,6
Belgorod region	3206	0,6
Bryansk region	3147	0,6
Vladimir region	2991	0,6
Volgograd region	6612	1,3
Vologda region	2943	0,6
Voronezh region	5875	1,1
Moscow	107870	20,6
Saint Petersburg	33929	6,5
Sevastopol	1767	0,3
Jewish Autonomous Region	735	0,1
Transbaikal region	3100	0,6
Ivanovo region	2555	0,5
Irkutsk region	5461	1,0
Kaliningrad region	2732	0,5
Kaluga region	2052	0,4
Kamchatka Krai	1318	0,3
Kemerovo region	6812	1,3
Kirov region	3940	0,8
Kostroma region	2978	0,6
Krasnodar region	19302	3,7
Krasnoyarsk region	8810	1,7
Kurgan region	2468	0,5
Kursk region	2727	0,5

Region of residence	N	%
Leningrad Oblast	2775	0,5
Lipetsk Oblast	2786	0,5
Magadan Oblast	477	0,1
Moscow Oblast	11838	2,3
Murmansk Oblast	2733	0,5
Nenets Autonomous Okrug	213	0,0
Nizhny Novgorod Oblast	11784	2,3
Novgorod Oblast	2995	0,6
Novosibirsk Oblast	16205	3,1
Omsk Oblast	7296	1,4
Orenburg Oblast	6189	1,2
Oryol Oblast	1896	0,4
Penza Oblast	3136	0,6
Perm Krai	12246	2,3
Primorsky Krai	6767	1,3
Pskov Oblast	3573	0,7
Republic of Adeji	1316	0,3
Altai Republic	479	0,1
Bashkortostan	14237	2,7
Buryatia	1785	0,3
Dagestan	8637	1,7
Ingushetia	2209	0,4
Kabardino-Balkaria	1840	0,4
Kalmykia	1103	0,2
Karachi Cherks Republic	683	0,1
Republic of Karelia	1207	0,2
Komi Republic	2205	0,4
Republic of Crimea	4305	0,8
Republic of Mali	2048	0,4
Republic of Moldova	1369	0,3
Republic of Saha	1524	0,3
North Ossetia Alanya Republic	1410	0,3
Tatarstan	14004	2,7
Tuva	582	0,1
Udmurtia	5143	1,0
Khakassia	1417	0,3

Region of residence	N	%
Rostov Oblast	14584	2,8
Ryazan Oblast	2310	0,4
Samara Oblast	10370	2,0
Saratov Oblast	5879	1,1
Sakhalin Oblast	1302	0,3
Sverdlovsk Oblast	15266	2,9
Smolensk Oblast	2525	0,5
Stavropol Krai	8390	1,6
Tambov Oblast	2677	0,5
Tver Oblast	3776	0,7
Tomsk	2571	0,5
Tula Oblast	4255	0,8
Tyumen Oblast	5248	1,0
Ulyanovsk Oblast	3415	0,7
Khabarovsk Krai	4721	0,9
Hantimansi Autonomous Region	2997	0,6
Chelyabinsk Oblast	13305	2,5
Chuvashia	3148	0,6
Chukotka Autonomous Okrug	216	<0,1
Yamalo-Nenets Autonomous Okrug	1317	0,3
Yaroslavl Oblast	3881	0,7



FINANCIAL SITUATION

Self-assessment of financial situation	N	%
We barely make ends meet. Money is not even enough for food.	73 400	14
There is enough money for food, but buying clothes is already difficult.	89 139	17
Money is enough to buy food and clothes, but buying a TV, washing machine, and furniture is a problem for us.	152 052	29
We can effortlessly purchase large household appliances, but we cannot buy cars.	99 624	19
Except for buying real estate (villas or apartments), all the money is enough	68 171	13
We can almost afford everything: cars, apartments, villas, and so on.	41 937	8

Monthly income per person	N	%
Up to 10000 rubles	62 917	12
10 000 – 20 000 rubles	62 919	12
20 001 – 30 000 rubles	57 676	11
30 001 – 40 000 rubles	47 190	9
40 001 – 50 000 rubles	36 703	7
50 001 – 60 000 rubles	31 460	6
60 001 – 70 000 rubles	26 214	5
70 001 – 80 000 rubles	20 969	4
80 001 – 90 000 rubles	15 726	3
90 001 – 100 000 rubles	20 977	4
100 001 – 120 000 rubles	20 972	4
120 001 – 150 000 rubles	15 737	3
150 001 – 200 000 rubles	10 489	2
200 000 – 250 000 rubles	10 482	2
Over 250 000 rubles	26 215	5
Would rather not answer	57 674	11



HOUSING AND REAL ESTATE

Owned by the respondent/his family

	N	%
Belonging to the respondent/their family (including paying mortgage loans)	288 382	55
Friends or acquaintances	47 191	9
Government and provides non commercial means to respondents	41 921	8
Belonging to other individuals or organizations (rental)	89 137	17
Othe	9	1
Would rather not answer	57 680	11

Type of housing currently occupied

	N	%
In a separate apartment	256 904	49
In a room in a public apartment	52 419	10
In a private residence(house), NOT a villa village	68 168	13
In the cottage in the cottage village	26 224	5
A townhouse (part of each individual entrance residence)	10 491	2
Other (specify where)	36 706	7
Would rather not answer	73 408	14

Rural real estate ownership

	N	%
Yes	193 996	37
No	304 123	58
Would rather not answer	26 201	5

Willingness to improve housing conditions

	N	%
Plan to buy a house	120 593	23
Plan to build a house	57 681	11
Plan to repair the current house	131 084	25
Not planning to do any of the things specified above	141 572	27
Would rather not answer	73 390	14

SURVEY TARGETING OPTIONS IN THE TET-O-TVET PANEL



Family and household

- Marital status
- Household size (number of people)
- Presence of minor children in the household
- Is the respondent the main breadwinner in the household
- Presence of home appliances
- Who in the household buys food more often
- Places to buy food
- Presence of pets

Education and work

- The level of education
- Main occupation
- Form of employment
- Work format
- Occupation
- The number of employees at the employing organization
- Industry of employment
- Job responsibilities
- Participation in employee decision making

Financial services

- Bank card holders
- Having a bank deposit or savings account
- Availability of credits (including use in the last year)
- Bank clients
- Use of insurance services
- Experience in using investment services (for the last year)
- Experience in using money transfer services (for the last year)

SURVEY TARGETING OPTIONS IN THE TET-O-TVET PANEL



Transport

- Use of various modes of transport (for the last six months)
- Presence of a car in the family
- Car class
- Possession of a driver's license
- Driving frequency
- Ownership of various types of vehicles

Health

- Smoking tobacco and electronic cigarettes
- Doctor visits in the last year
- Having a disability
- The presence of allergies

Digital technologies

- Availability of digital devices
- Mobile operator subscribers
- Smartphone owners (by brand types)
- Types of digital (media) consumption
- Social media users
- Messenger users
- Frequency of online purchases
- Users of digital services and mobile applications

Free time

- Hobbies and interests
- Sports
- Sports practiced
- Interest in sports broadcasts
- Beverage consumption
- Eating out
- Tourism in the last three years

AND OTHER PARAMETERS

Please contact our manager for details!

Read more about the possibilities of the Tet-o-Tvet online panel [on the website](#)



NAFI is a broad-profile research center providing a full range of research services: public opinion research, market research, market analysis and business consulting. The company was founded in 2006. The research geography includes the Russian market, CIS countries and Eastern Europe. [Read more >](#)

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+7 (495) 982 50 27

info@nafi.ru

<https://nafi.ru/en/>

123056, Moscow, Russia
1st Brestskaya st., 29