

NetQuest 'Quick Reports'



Unlocking research for businesses and their front-line teams

NETQuest "Quick Reports" is a new and innovative web-based application that has been developed by KMR Software as a must-have tool for business decision-makers, who need fast, uncomplicated access to their organisation's research resources.

Pioneered with PMB (Print Measurement Bureau) in Canada, NETQuest streamlines research analysis, enabling organisations to extract even greater value from their research by disseminating it via the web to key stakeholders.

Its straightforward "four-step" process makes it easier and quicker to use than many other analysis applications, making it an ideal browser-based tool for team members who may otherwise not have the opportunity to examine their own research data.

With a minimal amount of training, users can be producing overviews, testing hypotheses, investigating insights and preparing data for presentations. As a web-based tool NETQuest bypasses the need for individual computer software and data installations and can be accessed by secure log-in and password.

On the screen, left, is an example of a NetQuest graph.

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TGI Health Study in Central and Eastern Europe

For any company wishing to expand into new markets, it is essential to research the context of its products – so as to choose the correct market to enter, and the best lines and strategies with which to do this.

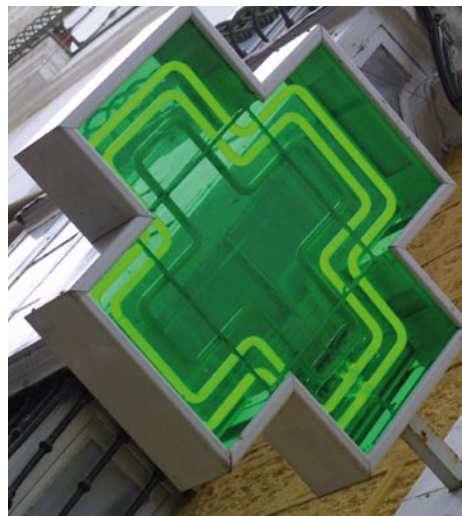
The new TGI Health Study, based on data from nine countries – Bulgaria, the Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Ukraine and Turkey – provides vital insight into consumer health and healthcare. In each country it analyses the ten most common illnesses, who people ask for advice when they are unwell, the remedies they use and where they buy them, and the actions people take to look after their health (including preventative healthcare, cures and doctor's visits).

How diverse is health and healthcare within the CEE region?

The results of the study are supported by a huge sample across an international market. Many trends are more defined by sex, age or education than nationality; in every country, for example, women more often feel ill, and are more likely

to use remedies, consult others about health problems and take preventative health measures. Despite differences between countries, for example in the frequency of remedy usage, the overall trend is often similar.

The heaviest users of remedies tend to be found in Russia and the Ukraine, whilst the heaviest users of vitamins are in the Czech Republic.



Health care responsibility

There are smaller differences between countries when we look at preventative healthcare – although Ukraine and Slovakia emerge as the most proactive and Hungary and Turkey as the least. People in the Czech Republic, Romania and Bulgaria are more likely to wait for the ailment to go away on its own and only go to the doctor when really ill, whereas Poles and Hungarians tend to take more responsibility for their health.

The Health Study is available now. It currently covers nine countries and can be extended to cover additional markets, or questions on a specific area.

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