



# Panelbook

## Our Online Access Panel for Your Studies

- > 100,000 registered private persons from every social class in Switzerland
- > 35,000 decision-makers and teams in companies of all sizes
- > Covers all of German-speaking and Western Switzerland as well as Ticino
- > The best data quality through high expertise in the field of online research and careful panel cultivation
- > Certified according to international standard ISO 26362

# The right target group for your research study

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## About intervista

### An innovative market research institute

intervista is a full-service institute for high-quality, individual market research solutions with an emphasis on qualitative and quantitative online research. We offer comprehensive solutions from a single provider and provide you with reliable foundations for your decisions based on years of experience, well-founded methodological knowledge as well as the use of modern technologies. The interdisciplinary intervista team is composed of staff members with years of experience in institutional and operational market research.

We are a member of the industry associations vsms and ESOMAR as well as IRIS, the largest network of independent market research institutes in the world.

For our quantitative studies, we work with one of the best survey software options on the market. In the qualitative area, we work with innovative tools and take part in their development.

Our tailor-made questionnaires and their responsive design, optimised for all end devices, are the foundation for reliable and meaningful results.



### The intervista Online Access Panel

With our continually growing panel, we offer you access to one of the largest and qualitatively highest-value Online Access Pools in Switzerland. It currently contains 100,000 registered private persons from all social classes and 35,000 decision-makers and teams in companies of all sizes. Our panel is certified according to the international standard ISO 26362 and meets the high requirements of the ISO Certification Body.



intervista possesses recruitment possibilities which are unique in Switzerland and which enable reaching very broad layers of the Swiss online population. Our panel covers the entirety of German-speaking and Western Switzerland as well as Ticino. In this way you always receive the correct target group for your research study – from anywhere in Switzerland:

- > Population-representative samples or specific target groups for quantitative online questionnaires
- > Recruitment of appropriate participants for qualitative studies like personal interviews, focus groups, or online diaries



## The most important details at a glance

For an Online Access Panel, quality, and reach are decisive. Only in this way do you receive qualitatively high-value data and valid insights into your target group.

- One of the largest panels in Switzerland with 100,000 panellists in B2C and 35,000 decision-makers in the B2B panel
- of which 99,9% are active according to the vsms standard (at least one participation in the last 12 months)
- Covering all parts of the country
- Questionnaires in German, French and Italian
- Unique recruitment sources
- 23% Mobile Only panellists (persons without a landline)
- High response rates
- Target group selection from a variety of master data
- Permanent cultivation and quality assurance
- Certified in accordance with standard ISO 26362
- Use of the latest technologies
- Interdisciplinary team with years of experience in institutional and operational market research
- Panel and study partnership with the WEMF AG for advertising media research



## Our panel delivers qualitatively high-value data for your studies

### Panel and data quality

The quality of our panels is of the greatest importance to us and corresponds to the highest standards. As a panel provider, intervista is ISO certified and ensures the quality of the online questionnaires with comprehensive measures for panel cultivation:

- > Regular updating of abundant master data for all panellists
- > Meticulous duplicate cleansing via automated processes and manual review
- > Regular suspension of inactive panel participants
- > Tracking of individual fill-out time, pattern respondents (e.g. straight-lining), answer quality and quantity in open questions
- > Systematic detection of untrustworthy survey participants, documentation in a PCI (Panellist Compliance Index) and exclusion of these panellists
- > Proactive and sustainable panellist support and panellist helpline with answer guarantee
- > Survey data are checked by default for consistency with master data
- > Panellists can participate in a maximum of 3 surveys per month
- > Fairness towards the panellists:
  - Qualitatively high-value questionnaire
  - Sufficiently long field time: at least 5 weekdays
  - Appropriate incentivisation which is absolutely transparent for participants
- > High response rates with questionnaires

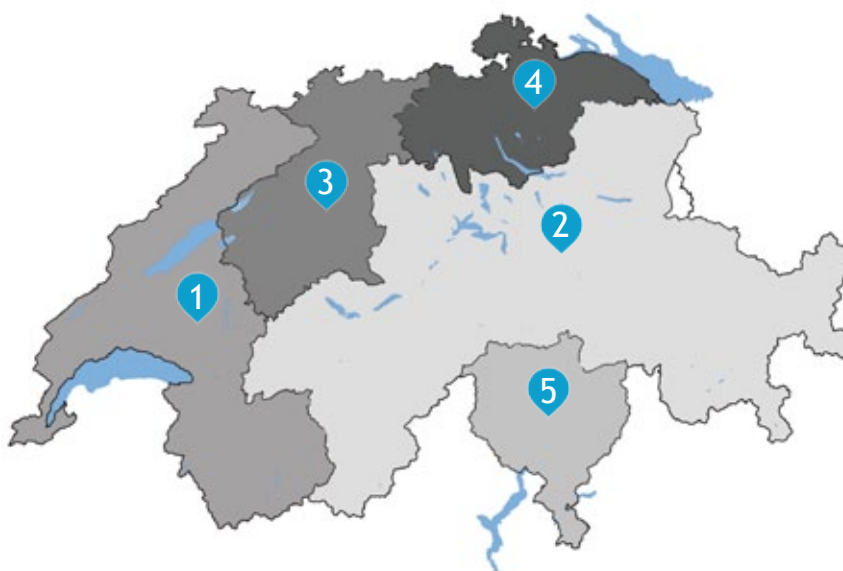
### Recruitment

- > The intervista panel is recruited in a purely active way, i.e. an interested person can only become a panel member by way of invitation with an individual registration link.
- > Among our most important recruitment sources are the databases of Swisscom and SBB, through which we reach over 90% of the Swiss population.
- > We use a wide variety of recruitment channels (email, on-site, telephone, text message) and in this way reach broad portions of the population. Our panel includes, for example, more than 23% of so-called “mobile onlys” - persons without landline telephones who are difficult to reach for panels recruited by telephone.
- > We continually carry out structure tests and add-on-recruitments of underrepresented groups (e.g. persons of the youngest age group or the less educated).

## Panel structure

### You will always find the right target group in our online panel

Our panel structure forms the perfect basis for the drawing of your random samples. By way of guided invitation of study participants via quota plans or optimal sampling strategies, we are able to collect data exactly according to your ideas.



### WEMF Regions

1	Western Switzerland	25%
2	Alps/Prealps	20%
3	Midland West	23%
4	Midland East	28%
5	Ticino	4%





## Panel structure

### Our B2C panel

By way of our B2C panel, you can reach individuals from every social class in Switzerland, who provide answers to your questions.

#### Language

German	65%
French	29%
Italian	6%

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#### Gender

Male	52%
Female	48%

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#### Age

14–29 years	24%
30–45 years	24%
46–60 years	28%
Over 60 years	24%

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#### Family status

Single	43%
Married/legal partnership	43%
Divorced	12%
Widowed	2%

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#### Availability

Landline only	1%
Mobile only	23%
Mobile & landline	76%

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#### Career stage

In education	15%
Unemployed	12%
Employed	57%
Retired	16%

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#### Household size

1 Person	20%
2 Persons	39%
3 Persons and more	41%

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#### Household income

< 6000 CHF	28%
6000–9000 CHF	21%
> 9000 CHF	29%
No information	22%

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#### Home ownership

Owner	46%
Renter	54%

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## Panel structure

### Our B2B panel

With our B2B panel you can interview decision-makers and executives in Swiss companies of all sizes. Access to these difficult-to-reach target groups gives you insights into the use of products and service offerings for companies and into business decisions in a wide range of sectors.

### Company size

Up to 9 employees	21%
10–49 employees	20%
50–99 employees	10%
100–249 employees	13%
Over 250 employees	36%

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### Team functions in the company

Department/team lead	8%
Middle management	34%
Upper management	7%
Owner/board member/member of management	29%
Responsible without management function	20%

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### Responsibilities in company (sole or joint) for

Marketing	26%
IT	25%
Insurance	15%
Personnel	34%
Finance	31%
Sales	28%
Telecommunications	25%
Logistics/mail	30%

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### Company sectors

Our B2B panel covers all sectors – you can choose from among 30 different sectors.





## Available master data

Through a comprehensive profile questionnaire during panellist registration, as well as regular updates of the master data, we are in possession of a large number of background variables and can select persons in a targeted fashion based on specific attributes. We can also enrich your survey data with this basic data and thus provide you with even more information, e.g. for the building of customer profiles.

### Demographics

- > Gender
- > Age
- > Region
- > Nationality
- > Level of education
- > Career
- > Household size and structure
- > Political preference

### Mobility

- > Rail usage and season ticket ownership
- > Vehicle ownership/vehicle brand
- > Air travel
- > E-Bike/E-Car

### Leisure time

- > Sport interests/activities
- > Hobbies
- > Going out (e.g. cinema/restaurants)

### Health

- > Smoker/non-smoker
- > Illnesses
- > Health insurance

### Telephone, electronics, media

- > Telecommunications equipment and providers
- > Internet equipment and providers
- > Internet use (research, shopping, social media, etc.)
- > TV equipment and providers
- > Media usage behaviours (newspaper, magazines, TV programs)
- > Diffusion types (early adopter, etc.)

### Finances & insurance

- > Online banking
- > Income/wealth
- > Banks
- > Insurance type and providers

### Energy usage in household

- > Energy costs
- > Energy infra-structure in household
- > Usage of green energy

### B2B

- > Career situation/management functions
- > Company sector
- > Company size and location
- > Responsibilities



## Our services

On the basis of our extensive experience and our broad spectrum of methods, we implement those processes that will lead you to your goal in the best, most reliable, and fastest way. From the selection of participants to the programming of the questionnaire all the way to tailor-made solutions – we can support you in every phase of your study. The borderlines between quantitative and qualitative research can in this way remain fluid.

### Sampling only

We ensure the connection of your questionnaire to our software and survey suitable participants from our panel according to your quota specifications for your quantitative and qualitative studies. We also take over field management of the online survey (random sample surveys, composition and sending of invitation emails, answering contact questions) and carry out continual quality and quota controls during the field phase.

### Full service: Quantitative research

We accompany you through the entire process of gathering statistically reliable results on the behaviour, needs and attitudes of your target group. In doing so, we combine proven methods with innovative approaches and provide you with your desired decision-making tools thanks to our methodological expertise, including in complex analytical procedures. For our surveys, we work with one of the best survey software options on the market.

### Full service: Qualitative research

Qualitative research opens up new insights. Would you like to enter into dialogue with your target groups and quickly and efficiently gain insights that truly help you? Alongside design and execution of the study, we provide advice and consultation throughout the entire process as well as carrying out workshops. We use the following methods to gather customer perspectives or for the continual optimisation of individual customer experiences:

- > Online diaries (including for mobile end devices)
- > In-depth interviews
- > Group discussions
- > Co-Creation
- > Text message scavenger hunt
- > Usability tests

## Some of our clients



## What do our clients say?

“For me, intervista is one of the most competent and reliable data collection specialists I have ever worked with. Their data quality is very good, and this at a very competitive price. It goes without saying that I have recommended intervista to my colleagues, and I will also hire them in the future.”

**Prof. Dr. Christian Laesser** | Professor of Tourism and Service Management | University of St. Gallen

“Working together with intervista and the use of the panel was a totally positive experience for us – even if there is a certain amount of scepticism in the scientific community regarding the use of market research data: Our interest in background and detail questions regarding data quality was taken seriously and answered very professionally and transparently. In this way, we could adhere to scientific standards and simultaneously get at high-quality data uncommonly quickly – a stroke of luck for us.”

**Prof. Dr. Claudia Diehl** | Professor of Microsociology | University of Konstanz

“We can only recommend the intervista B2B panel and will also use it again in the future. Simple set-up, quick answer times and the possibility of accessing a qualitatively high-value business customer panel is very attractive to us.”

**Karin Ceschi** | Senior Manager of Market Research | Zürich Versicherungs-Gesellschaft AG

“We regularly work with the intervista Online Access Panel, especially with tailor-made special projects. The data quality and especially the smooth implementation has always won us over so far.”

**Dr. Jella Hoffmann** | WEMF AG

## Your contact person

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