



intervista Online Panel

with 125,000 participants throughout Switzerland

- **Highest sample quality** for population-representative studies as well as studies with exclusive target groups (over 300 selection variables)
- **Representative coverage** in German-speaking Switzerland, French-speaking Switzerland and Italian-speaking Switzerland
- **35,000 managers and professionals** from all industries in the B2B panel
- **Unique recruiting sources**
- **ISO 20252:2019 certified:** Compliance with high international quality standards
- **Competent fieldwork management** and continuous quality control



Our services

✓ Full-service online research

Conception, implementation and evaluation of quantitative and qualitative studies and surveys (online, mixed mode)

✓ Sampling only

Access to relevant target groups and competent fieldwork management for your self-programmed questionnaire

✓ Omnibus

Get the answers to your current questions quickly and cost-effectively every week with a representative sample

✓ Footprints Research Panel & Geolocation Tracking

App-based measurement of the travel and movement behaviour of the Swiss population for questions of mobility, tourism and advertising research

✓ Data Science, AI & custom IT solutions

State-of-the-art tech services to generate relevant insights from more data

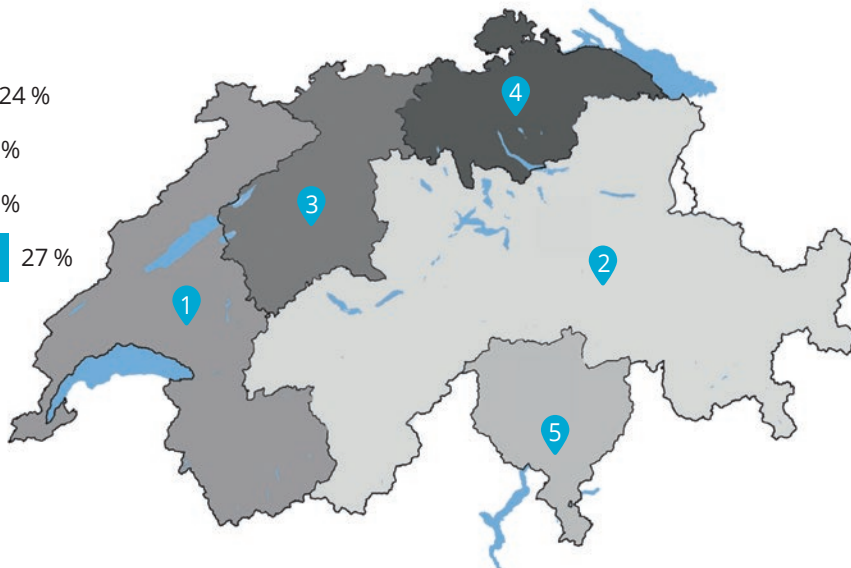
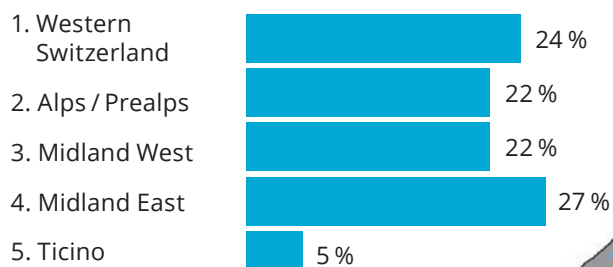
intervista Online Panel

More than 125,000 survey participants throughout Switzerland

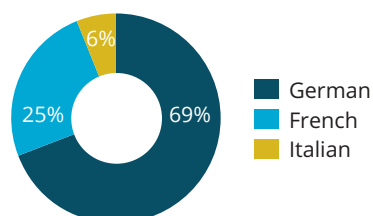
> for population-representative studies in all linguistic and economic regions of Switzerland

> for studies with exclusive target groups, selectable according to over 300 variables

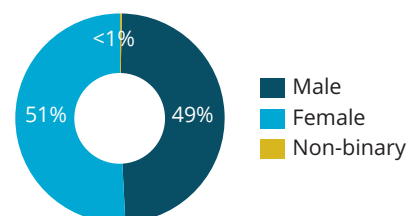
WEMF regions



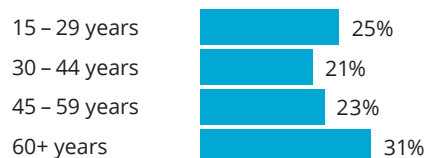
Language



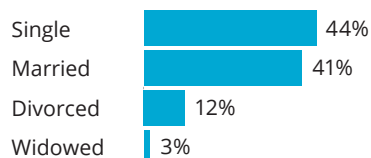
Gender



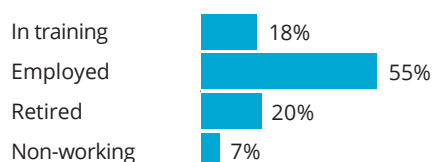
Age



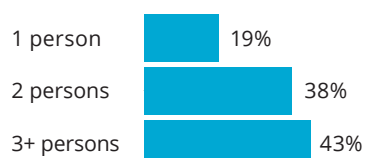
Marital status



Professional status



Household size





Available background variables



Education & career

- > Level of education
- > Employment
- > Industry
- > Position
- > Responsibilities, decision-making powers



Finance

- > Income
- > Available assets



Real estate and energy

- > Residential property
- > Housing situation
- > Energy-related infrastructure in the household



Mobility

- > Rail use and season ticket ownership
- > Car ownership and vehicle brand
- > Air travel
- > E-bike and e-car



Internet, media, telecommunications

- > Device usage
- > Telecommunications provider
- > Media usage
- > Diffusion types (early adopters etc.)



Banks, insurance companies, health insurance companies

- > Online banking
- > Banking institutions
- > Insurance type and provider
- > Health insurance



Health

- > Symptoms and illnesses
- > Smoking/non-smoking



Leisure time

- > Leisure and entertainment activities
- > Sports interests and activities
- > Hobbies



B2B panel

35,000 decision makers and executives throughout Switzerland from all sectors



Responsibilities within the company (solely or jointly responsible) for:

- › Marketing
- › IT
- › Personnel / HR
- › Insurance
- › Finance
- › Technical management
- › Distribution / Sale
- › Telecommunications
- › Logistics / Post
- › Energy
- › Legal



Company size and location

- › Small business
- › Medium-sized businesses
- › Large companies
- › Location: Canton



Management functions in the company

- › Department / team management
- › Middle management
- › Upper management
- › Ownership / Management / Board of Directors
- › Responsible without a management function



Various industries, including:

- › Finance and insurance
- › Mobility and tourism
- › Media and advertising
- › Industry
- › Services
- › Public offices and authorities
- › Education



High quality with intervista

Your partner for high-quality market and social research in Switzerland



ISO certified

As a full-service institute for market and social research as well as a panel access service provider, intervista is certified according to the international standard ISO 20252:2019 and meets the high requirements of the ISO certification body.

Unique panel recruitment

- › Multi-channel recruiting strategy with broadly diversified, carefully coordinated recruiting channels for optimal coverage of all population strata in the intervista online panel
- › intervista has unique opportunities for actively recruiting panellists – this includes recruiting from customer bases of large Swiss companies as well as recruiting through written and telephone surveys
- › Continuous structural checks and targeted recruitment

Highest panel and data quality

- › Extensive, regularly updated master data of all panelists, which is available for selection and to enrich the survey data
- › Careful elimination of duplicates and regular exclusion of inactive panelists
- › Systematic detection of dubious survey participants, documentation in a PCI (Panelist Compliance Index) and exclusion of these panelists
- › Research and target group-neutral incentive system
- › Fairness towards the panelists
 - High quality questionnaires
 - Sufficiently long field time
 - Attractive incentives

Testimonials



We look forward to hearing from you.

anfragen@intervista.ch
+ 41 31 511 39 00
www.intervista.ch

intervista AG
Optingenstrasse 5
3013 Bern

intervista AG
Badenerstrasse 696
8048 Zürich

intervista is a member of:

