

LINK INTERNET-PANEL

Online research in the largest and most representative panel in Switzerland

More than 115'000 active, recruited panelists from all three language areas are ready to carry out your online market research.



The unique quality of the LINK Internet panel sample and the innovative responsive design of our questionnaires are the cornerstone for reliable

As pioneers of Swiss online research, we have been running the LINK Internet Panel since 1998. Meanwhile it is made up of more than 115'000 people from all parts of the country who regularly participate in surveys.



German-speaking Switzerland:
79'000 panelists

West Switzerland:
27'000 panelists

Ticino:
9'000 panelists

Surveying the Swiss population:

The panel is representative of 15–79 year-olds using the internet in Switzerland. Our surveys deliver findings on the Swiss you can really rely on.

Interviewing small target groups:

Is your target group highly exclusive? Thanks to the size of our panel, even the smallest of target groups can be interviewed in the LINK Internet Panel.

B2B surveys:

Decision-makers from all kinds of different sectors (e.g. IT, banking, energy) can be easily reached in the panel. You decide which sector, the size of the companies and which functions you want to find out about.

Unique sample quality

One of the key factors for the quality of a panel is how the respondents are recruited. The LINK Internet panel is **100% actively recruited** as part of representative, telephone studies with landline telephone numbers and randomly generated mobile telephone numbers. This ensures optimal geographic and sociodemographic coverage as well as the superlative quality of the sample.

It also rules out any form of recruitment to the LINK Internet Panel that might lead to systematic falsification of the results – no self-registration, no enrolling of friends, no recruitment on websites, no recruitment from limited address pools.

Cutting edge online questionnaire technology

The LINK questionnaire layout combines the experience that comes from conducting more than 3'000 online studies with innovative **responsive web design**. Surveys take place across the entire device spectrum – from wide-screen computer displays to tablets and smartphones – attractively set out and easy to complete. This enables us to address all kinds of target groups and prevents distortion of the sample.

Audiovisual contents, such as advertising spots, logos, product images or graphic explanations can be easily embedded in the online questionnaire. In combination with customisable questions, they enable us to interactively and realistically ask customers/consumers about their decision-making processes – e.g. for conjoint analysis.



Quality-conscious field management and active panel maintenance

Meticulous management of fieldwork paired with systematic quality controls ensure the excellent quality and consistency of the data collected. Our panelists are not contacted unduly often and are allowed at least a week for taking part in a study. This ensures our samples are well-balanced, and utilisation can be as high as up to 50%.

Extensive and continually up-dated information on sociodemographics and consumer behaviour is available for all panelists. This means survey responses can be supplemented with valuable extra information.

LINK Visual Bus*

The fast and reasonably-priced way to survey online multiple topics in the LINK Internet Panel. Every week we conduct guaranteed 1'000 interviews in the German-speaking part of Switzerland as well as in West Switzerland and, as an option, a further 200 interviews in Ticino. The LINK Visual Bus is ideal for short questionnaires with visual elements.

LINK Cookie-Tracking*

A large part of the LINK Internet Panel is „pre-flagged“. This means panel information or survey responses can be linked with technical measurement data on online contact with ads or website visits – opening the door to completely new prospects for market research.

*separate FactSheets available

We look forward to developing a study design customised to your needs for a survey in the LINK Internet Panel.

You too can profit from the expertise of the market leader in online research.

LINK Institute – your partner for decision-making fundamentals you can rely on.

your contact

Dietmar Zentner
Head of Research Operations
Tel +41 41 367 74 60
dietmar.zentner@link.ch