

# LINK INSTITUT

Your specialist for market research, social research and digital data collection

LINK Institute's core competence is bespoke ad-hoc survey projects in social, market and media research.



LINK Institute collects precise, reliable and meaningful fundamentals to support your decision-making.

You make the decisions.  
We help you.

## Our Services

### Market research – how to take your company forward

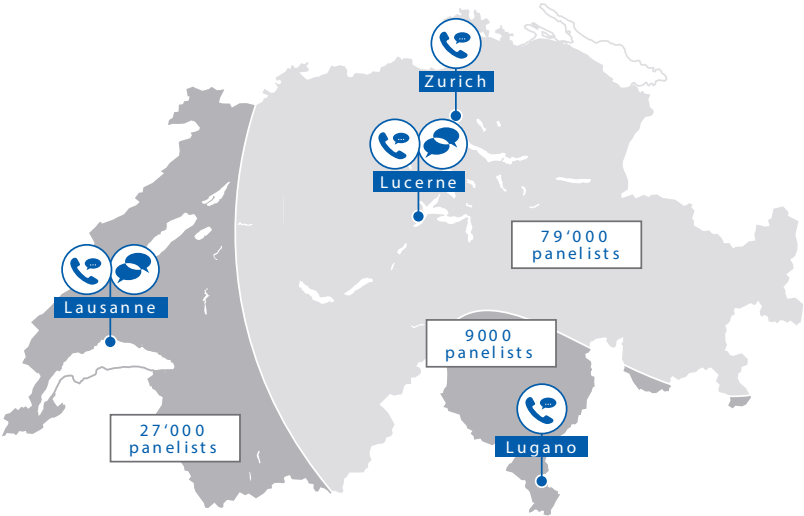
With our survey methods, we are there with you throughout the entire marketing process. We use a wide palette of different types of analytical methods to carry out our market research. We help you introduce assurance into your decision-making processes. From the baseline study to pricing, from brand value to customer loyalty, we deliver reliable data.

### Social research – what makes society what it is

LINK Institute has worked for many years as a partner with public and academic institutions. This commits us to the on-going enhancement and development of market research surveys in the interests of the public. Whatever you've always wanted to know about society – leisure activities, health awareness, utilisation of childcare offerings or mobility behaviour: our surveys give you the answers.

### Media research – how your users tick

We carry out user and subscriber surveys to gain insights on usage behaviour, usage motives and topics of interest. With customised tools we support you in analysing and optimising the effectiveness of your campaign. We link web analytics to survey data from the LINK Internet Panel to gain completely new insights into a user's behaviour.



LINK locations and the number of active members of the LINK Internet Panel per language region

## LINK stands for innovation and quality

As market leader, LINK offers you a vast range of survey tools, in-depth know-how in market research techniques and sector-specific expertise. Precision, representativeness and effectiveness are the central pillars for all phases of our research projects.

### Our infrastructure for survey research:

#### Telephone interviews (CATI)

LINK operates a total of four telephone labs for computer-aided interviews (CATI) in the three main language areas in Switzerland. We conduct our surveys primarily using these methods. Such surveys enable us to reach people who are not listed in phone directories or perhaps own only a mobile phone. LINK unceasingly continues to enhance and further develop its proprietary CATI system.



#### Computer Assisted Telephone Interview

A total of around 550 LINK trained interviewers work at our four locations in Lucerne, Zurich, Lausanne and Lugano.

#### Link Internet Panel

More than 115'000 active, recruited participants from all language regions regularly take part in online surveys on current topics. The unique quality of our panel's sample and the innovative responsive design of our questionnaires are the cornerstone for precise and meaningful results.



#### It is the largest internet panel in Switzerland.

Thanks to its size, our high-standard maintenance, professional support and active and telephone recruitment, it mirrors the Swiss population much more accurately than other panels.

#### Personal interviews

Some issues and projects can only be approached using face-to-face interviews, for example localised surveys. Using innovative instruments for tablets and in-house developed apps, LINK achieves a new dimension in quality when it comes to collecting personal data.

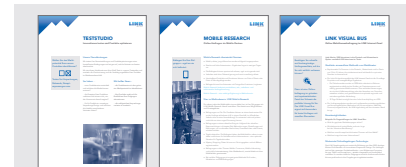


#### Face-to-Face

LINK operates two centrally-located test studios in Lucerne and Lausanne. These test studios are ideal for interviews, simulating market situations, as well as tasting new products.

#### Integrated digital survey systems

Thanks to proprietary IT solutions and extensive practical experience in combining different survey systems, LINK has the supreme methodological and technical expertise necessary for conducting individual, target group-specific and topic-specific, mixed-mode surveys.



For more facts visit us online at [www.link.ch](http://www.link.ch)

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

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