

Panelview

Your full solution for data collection in Israel



2014 PanelBook

ONLINE | PHONE | FACE-TO-FACE | MOBILE

Meet PanelView

Balancing professionalism and personal service

We offer the advantages of being a right-size company with the involvement and dedication you need combined with the unique strengths of a market leader.

We specialize in data collection services in all methods: online, telephone, mobile and face-to-face-interviews.

Since our inception in 2010 we have become a market leader and one of the largest panels in Israel with more than 30% market share.

Our online panel consists of more than 40,000 carefully crafted respondents with dozens of profiles.

A broad knowledge base

PanelView is a member of a group of leading companies in related areas, including: **Meida Shivuki C.I.** (Marketing Information) and **Market Watch**, the Israeli subsidiary of global market research giant **Ipsos**, are ranked as two of the three leading research agencies in Israel and have dominated the market for over 20 years. Both are household names.

MDR (Market Data Research) develops advanced technologies for market researches such as neuro analysis and more.

The cooperation between group members provides our customers with broad-based expert guidance, access to cumulative knowledge, synergized expertise and access to CATI and F-to-F platforms.

A multimodal approach

As the only company to offer a complete in-house range of data collecting tools, we provide the flexibility to mix and match research method into an optimally customized collection tools enabling you to penetrate even the hardest-to reach groups.



Why PanelView?

Responsiveness

We are agile, quick to respond and provide round-the-clock support

Professionalism

Proven work procedures to ensure data quality and accuracy

Flexibility

Customized data collection tools to suit your research needs.

Experience

A broad knowledge base combining the superb expertise of several market leaders.

Scale

One of the biggest, most comprehensive and highly profiled panels in Israel.

A Solution for Every Survey

Your needs – our business

The only one-stop-shop in Israel. Our flexible set of solutions supports market researches on any topic and in any scope.

Knowing how important it is to have access to a well-balanced sample, quick completion of quota cells and with budget limits in mind, we offer a set of data collection methods you can mix and match.

We together with our partners deploy these tools to meet projects of any size, reach hard-to-get sectors, extend survey coverage and validate assumptions.

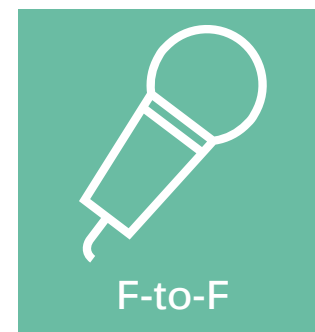
Our data collection tools



Online panel
Access one of the largest Israeli panels



Phone interviews
Take advantage of our group's leading call center facilities



Interviews
Conduct home, office or street interviews



Mobile survey
Run quick and mobile-friendly polls

Our Mix and Match Methodology

We provide the most comprehensive survey solution in Israel. In some instances, mixing data collecting tools can yield deeper and more insightful results. We simply reach your audience in more ways so that no critical aspect escapes our notice. Some of the benefits of our multi-modal approach include:

Drilling deeper

We use different tools to obtain feedback from hard-to-reach individuals, such as sectors in Israeli society with relatively low rates of Internet use.

Data validation

Multimodality enables you to cross-check some of the answers obtained using alternative methods to validate or backup your findings.

Sharper insights

Sometimes personal or phone interviews prove more effective in probing people's minds thanks to the natural strengths of close contact and 2-way interaction with the respondents.

Sensory tests

Our state-of-the-art sensory research lab is available for those who need to analyze emotional reactions to the appearance, touch, and odor of foods & drinks.



Professional Services

A suite of related services for your choice

We can offer you added expertise on survey creation and programming as well as support and extra resources.

Our value-added services



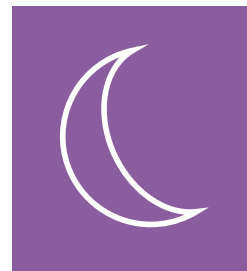
Programming
& hosting



Translations
& localization



Data
processing



Overnight
answers



Online
Omnibus

Unique service: Emotion check

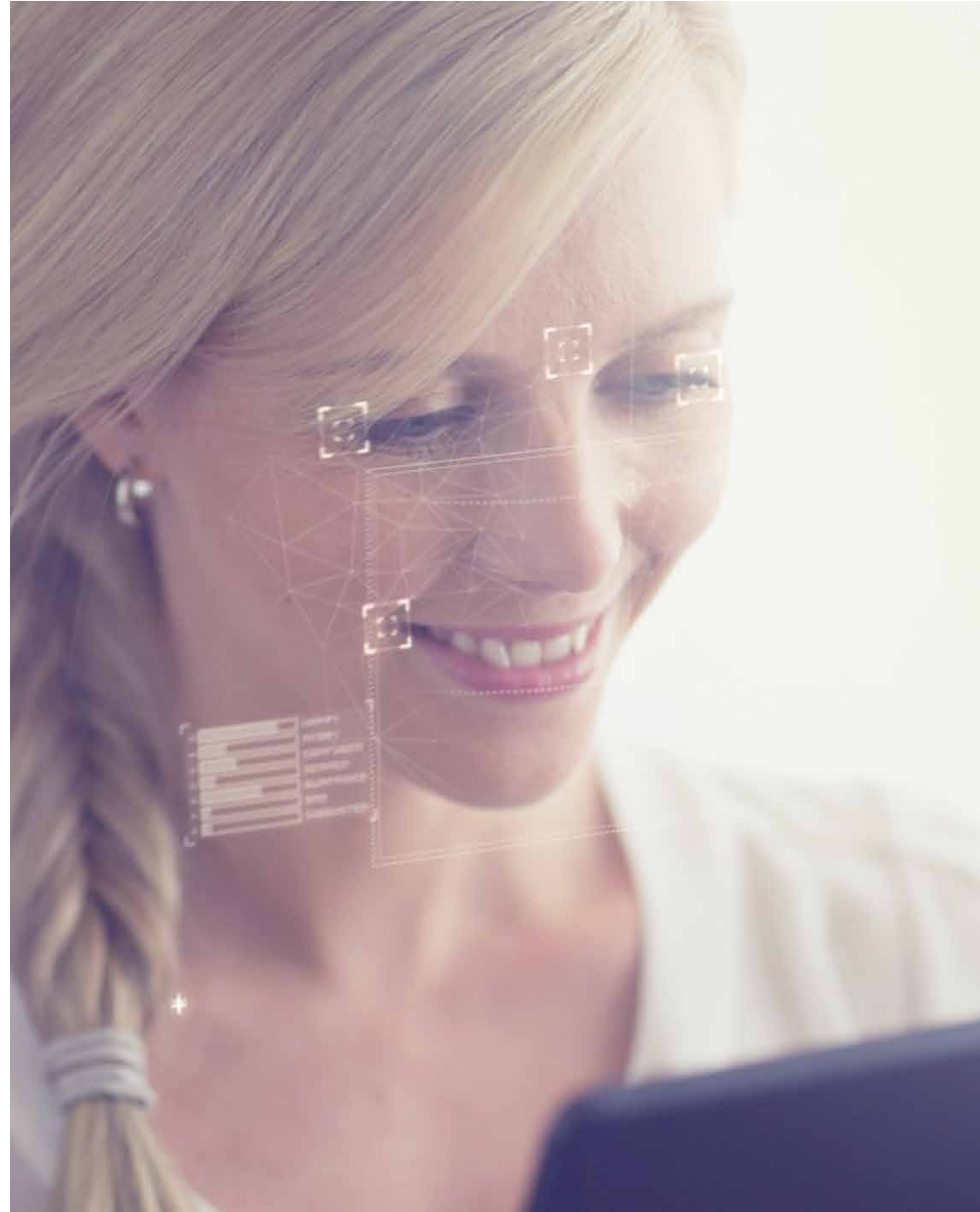
Know exactly what your audience is feeling



We offer a revolutionary test that measures people's feelings using their webcam. By partnering with RealEyes' computer vision technology we are able to provide you with quantitative data on what resonates with audiences and how to use this insight to enhance campaigns.

The more people feel, the more they spend. Research has firmly established that emotional content is the key to successful media and business results. Intangible 'emotions' translate into concrete social activity, brand awareness, and profit. Contact us to learn more about the service.

The service is powered by RealEyes, a technology leader in webcam-based emotions measurement.



Panel Attributes

Panel size: 36,000

Population: 4,330,000*

Online penetration: 78%**

Gender

	Population	Panel
Male	49%	35%
Female	51%	65%

Age

	Population	Panel
16-24	19%	23%
25-34	22%	37%
35-44	19%	21%
45-54	16%	11%
55-64	16%	7%
65-74	9%	2%

Region

	Population	Panel
Jerusalem area	11%	11%
Tel Aviv Area	35%	36%
Haifa and North	25%	20%
South and Shfela	19%	20%
Sharon Area	10%	13%

Religiousness

	Population	Panel
Secular	49%	57%
Traditional	30%	24%
Orthodox	13%	14%
Ultra-Orthodox	8%	5%

Education

	Population	Panel
Less than 12 years	11%	8%
High school	33%	28%
Student or professional	16%	25%
Bachelor	22%	27%
Master	16%	10%
Other	3%	2%

* Jewish population aged 16-74

** Based on Ipsos Israel offline annual survey designed to measure online penetration and internet users profile.

Who we serve?

- Research firms
- Decision makers
- Corporations & brands
- Universities & researches
- Data collection companies

Our survey topics

- Behaviour
- Politics
- Marketing
- Academic
- Consumer

Israel at a Glance

Key figures

Israel is a mosaic of ethnicities, cultures, languages and behaviors. When it comes to data collection – one size can seldom fit all.

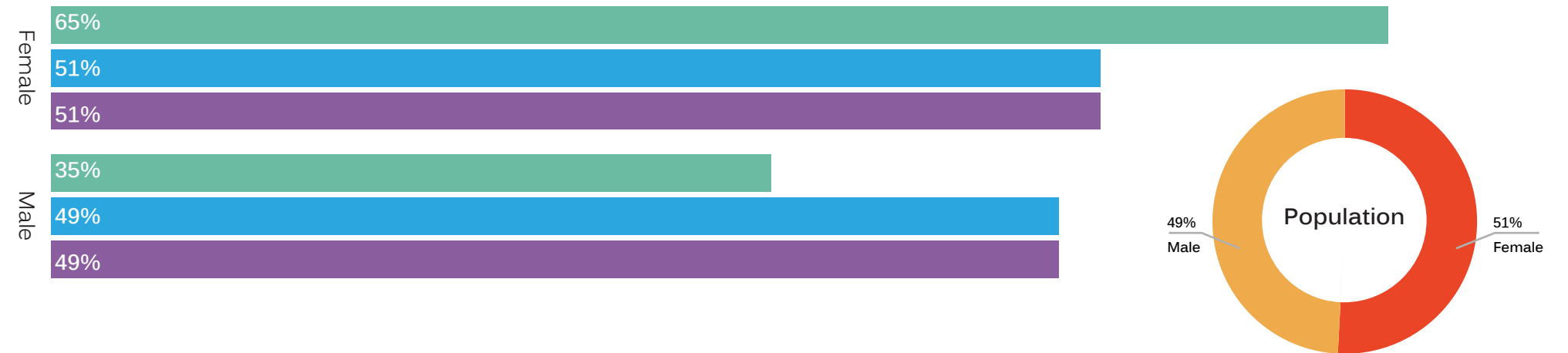
Different sectors, different methods

Israel society is not as homogenous as it may appear at first glance: east meets west, seculars mix with religious of all creeds and immigrants with indigenous populations. Obtaining the perfect sampling and addressing the most hard-to reach audiences is our business.

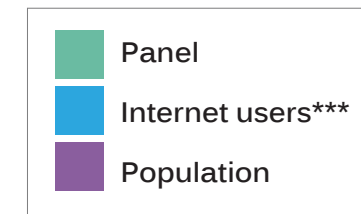
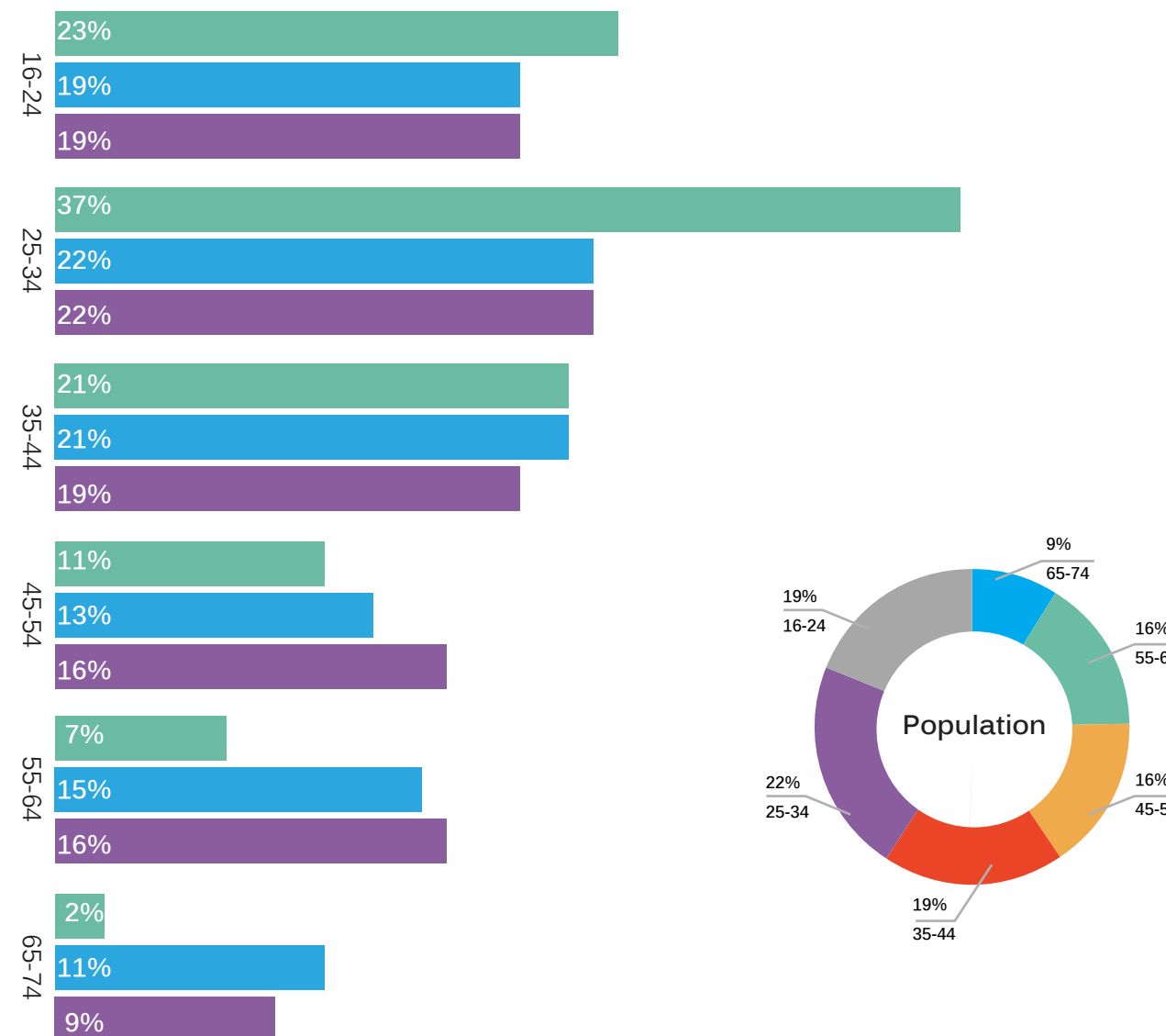
Although on the whole, Israel Internet usage is widespread (70.3%) and mobile connectivity is high (2.1 sets per family), some sectors require other approach media. Teenagers (34.4%) can be more receptive to Internet or mobile interviews, while for the ultra-orthodox (8%) and some of the orthodox (12%) a telephone interviews are a more effective tool.

We have the professionalism, acquaintance and the experience to cover the demographic segmentation of your choice.

Gender



Age



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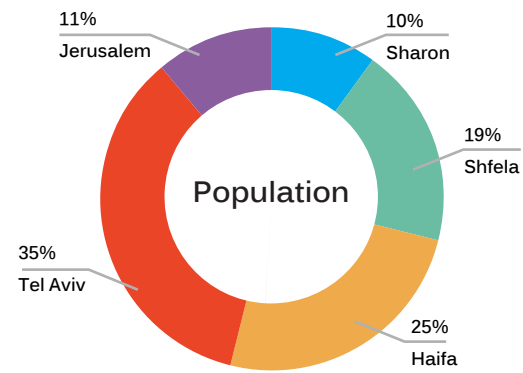
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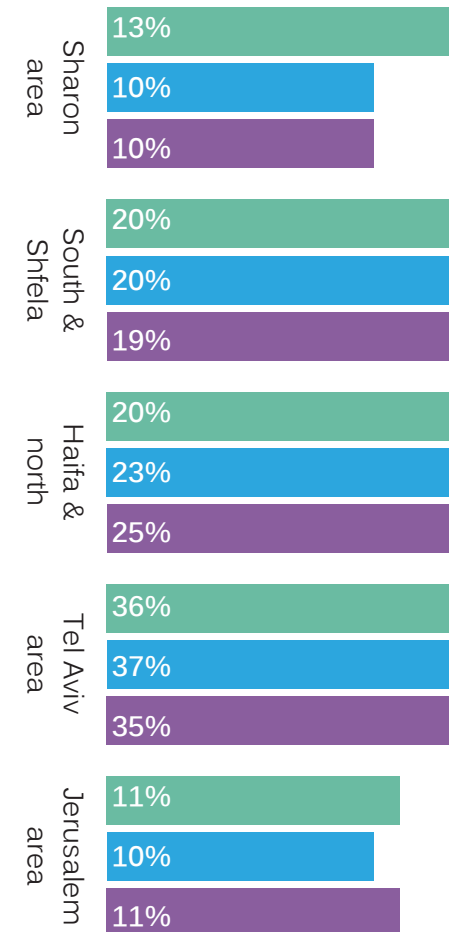
*** Definition of an Internet user: Do you use or surf the internet at least once a month, regardless to your location or the device which you surf with (including computer, laptop, Mobile devices etc.)?

Israel at a Glance

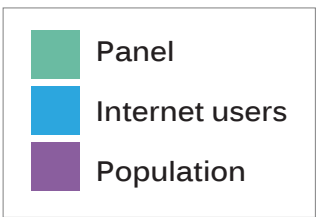
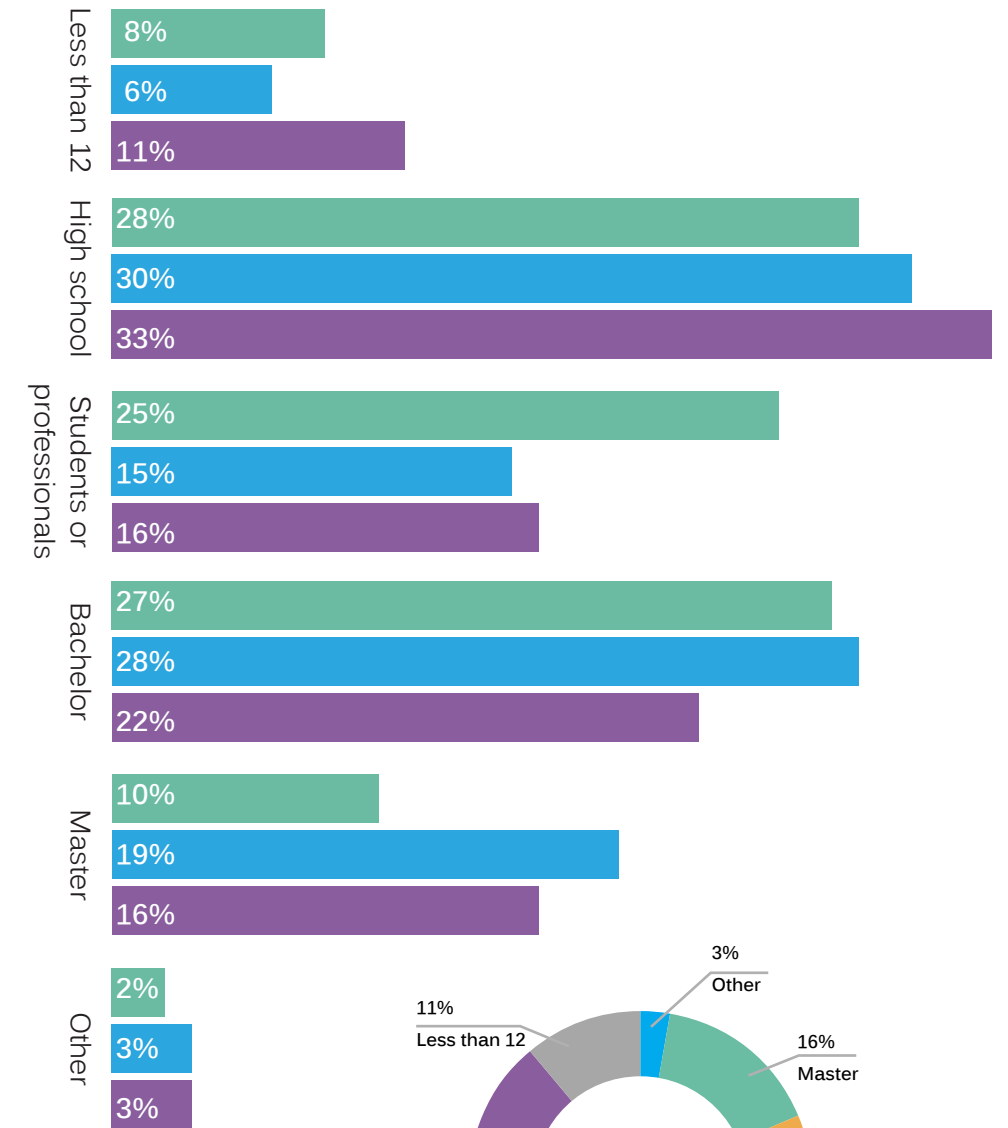
Key figures (cont.)



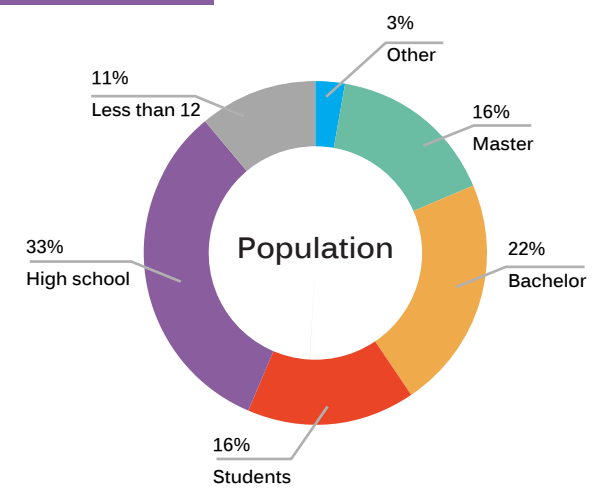
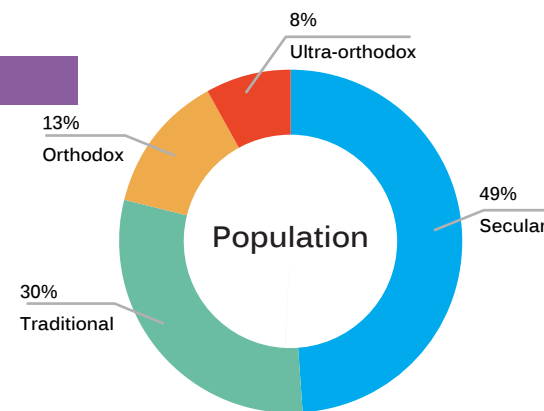
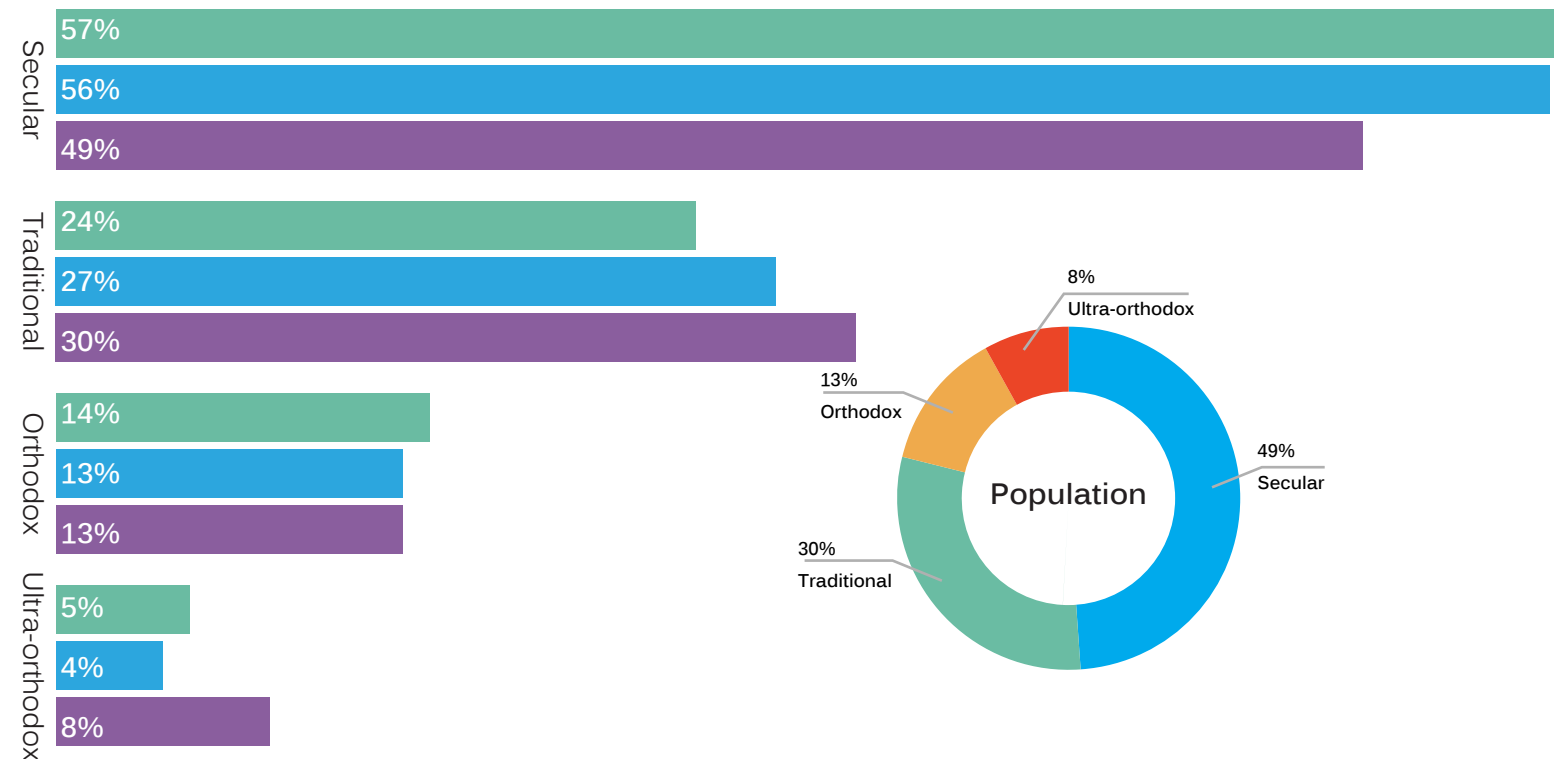
Region



Education



Religiousness



Validation and Security

A team you can trust

Respondent integrity is crucial to the success of your research. We take strict measures to ensure and maintain it throughout the panel lifecycle.

Recruitment

PanelView's online sample consists exclusively of carefully selected panel members. To minimize bias, we use our big enough panel as a single source for most researches.

Our respondents are recruited via our website and vigorous web and social media activity and referral program.

In all stages of participation we keep our communication clear and transparent regarding their privacy and what is expected of them.

To avoid fraud we use proprietary technics developed in the group as well as standard procedures such as double opt-in and cross checking their details to eliminate professional survey takers.

All new members are kept in on "pending" status until they complete their first survey.

Management

Our panel members are our most vital resource – we nurture them with incentive plans and keep them fresh with infrequent survey requests. Our proprietary sampling algorithm regulates the frequency by choosing the less busy panelists first.

Bias minimization is a never-ending task. We constantly monitor the completed surveys using several techniques. Each member has his or her own ID code allowing them to complete just one survey.

For open surveys on the net we validate uniqueness using cookies and apply digital fingerprint techniques, IP tracking and in-study control questions, all to ensure unbiased data.

We and our partners deploy these tools to meet projects of any size, reach hard-to-get sectors, extend survey coverage and validate assumptions.

PanelView

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What next?

To start your next project with us you are invited to reach us anytime and whenever you need us.

Call us

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Write us

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Get more info

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