



GALLUP TELEOmnibus

The survey target group used by ISOPUBLIC INHOME Omnibus is made up of 15-74 year-old citizens from German and French-speaking Switzerland. The sample is representative (in other words, it has the same structure as this age group in society, and the results can therefore be generalised). We use random quota samples in that households are chosen at random, and the interviewee is assigned to a category. Households which cannot be reached the first time around are contacted a second and third time at 25-hour intervals.

Every week, 500 CATI interviews are carried out.

We begin every Wednesday (editorial deadline is Monday, 5 pm), and you receive the results the following Monday!

We deliver a compiled series of reports with a methodical description of the study and clear, easy-to-follow computer tables. In addition to totals, these tables contain at least the following subcategories: age, sex, language and economic region, community size class and purchasing power class.

Of course, in addition to the surveys, we are also happy to prepare results and their evaluation exactly as the client wishes.



ISOPUBLIC INHOME-Omnibus

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Each week, 500 interviews are carried out in the homes of interviewees.

These interviews also enable the use of visual material, such as images, packaging and storyboards.

We start every Wednesday (editorial deadline is Monday 5 pm), and the results of the 500 interviews held are available 18 working days after the editorial deadline.

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