



# iPanel Book

2 0 2 0

iPanel  
מובילים את דעת הקהל



The photos displayed above are of real iPanel members



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# I Israel at a Glance

Israel is a relatively small country with a population of approximately 9 million. However, for such a small country, the challenges facing international researchers are many, due to Israel's diverse population. Without an experienced and creative local partner it can be very difficult for researchers to collect the relevant data accurately and in a timely manner.

A few (of many) things to account for when conducting research in Israel: Israel has a very diverse population with different backgrounds, resulting in a wide range of religious, ethnic, socio-economic, cultural and other segments.

Israel possesses unique age distribution amongst the population relative to most western countries; roughly 36% of Israel's population is under the age of 20, while senior citizens (65+) comprise of only 11.5% of the population.

With mobile penetration in Israel over 90% and 33% of the population accessible only by mobile device, the importance of mobile surveys cannot be underestimated.



# About us

- **iPanel** was founded in 2006 by two leading Israeli market research institutions: Shiluv Ltd and Midgam Research & Consulting Ltd, in partnership with Uri Nadler, a leading Israeli Internet professional.
- We provides a wide range of data collection services for conducting market research and public opinion polls.
- We offer sampling and surveying services for the Israeli & global market.
- We serve research institutes, academic institutions, consulting firms, marketing firms and more.
- We are members of ESOMAR since 2008 and complies with the ICC/ESOMAR Code on Market and Social Research and its "28 Questions" guideline.





## | Our Panel

- The largest panel in Israel; with over 100,000 panel members.
- Panel members from ages 12 and above.
- Diverse recruitment methods (online advertising, member referrals, social media and partnerships with high-traffic websites).
- Strict adherence to the ESOMAR panel management principles.
- Single source data: iPanel does not supplement our sample with respondents from external sources.
- A dedicated panel for the Israeli-Arab sector.
- Operating on UNICOM Systems & MARSC panel management platforms.
- Thousands of surveys fielded per year.
- Local Industry Veterans – experienced in panel management and internet surveys.
- Usually, each panel member is participated to no more than 3 surveys each month, in order to discourage “professional panelists”.





## I Fast Facts

1

single source:  
We do not supplement our  
sample with respondents  
from external sources

14

years experience  
in data collection

over

85%

of our panelists  
take surveys on their  
smartphone or tablet

over

100,000

panel members

Hundreds

of new panel members every week.

over a

1,000,000

completed surveys annually

approximately a

1,500,000

survey invitations sent monthly

about

90%

of our surveys are adjusted  
for mobile devices



# | Our Services



## | Sampling

Our panel management system can interface with the vast majority of local and international online survey systems.

If you prefer to program the survey independently, our panel management system can easily interface with your online survey system. We then distribute your survey to our panel members and you receive the responses.



## | Survey Hosting

We utilize the UNICOM Data Collection platform, which offers a variety of question formats, developed to utilize the flexibility of the Internet. Clients receive a test link to the survey for final comments and confirmation. Survey results are provided to clients in SPSS or Excel file format.



## | Omnibus

Omnibus is a survey consisting of several small surveys, where the questions are not related to each other.

We conduct two regular weekly omnibus surveys on Mondays and Wednesdays, with no minimum requirement for inclusion.

The omnibus is conducted in a representative sample (N=500) of the Israeli population.

The advantage of the Omnibus is its speed, the Data is typically available in the following day.



## | Youth Omnibus

We conduct a weekly omnibus survey among Israeli youths, every Tuesday, with no minimum inclusion requirement. The youth omnibus is conducted in a representative sample (N=300) of Israeli youths aged 12-17. Data is typically available the following day.





# | Our Services



## | Popup Surveys

We program the survey and provides the client with an access link to the survey, which can then be embedded as a banner or link on a website or within a mini-site of the client's choosing. Access links can be used to generate responses and feedback from random web-surfers and anonymous website visitors.



## | Monitor/ Tracking Studies

With over 100,000 members, our panel is uniquely suited for long-term monitor surveys, at the sampling frequency of your choice (weekly, monthly or other) for up to several years, with a reach of tens of thousands of respondents over time.



## | International Studies

We provide our clients with the ability to conduct comparative studies internationally. Our international network of partners can access unique segments across the globe, allowing you to compare responses from similar segments across multiple countries. (For example, evaluating the differences in mobile application usage among youths aged 12-15 in Israel, France, Canada and Brazil.)



## | Mailing List Surveys

We will manage the entire online survey process from start to finish. We will distribute email invitations and surveys to the client's mailing list (customer lists or internal organization mailing lists) with the client's look and feel, with no mention of iPanel. The survey's findings and client's mailing list are used solely for the needs of the specific research.



# I Our Services



## I Mobile Surveys

Our surveys are programmed with software specially designed for smartphones and tablets. The system's interface accounts for touch screen technology and screen size. The system can sample panel respondents via email or random respondents via QR code or SMS.



## I Product Testing

We can recruit a panel exclusively to test your product. After an initial screening process, interested panel members receive the product to try out for a predetermined period of time.

At the end of the period, participating panel members complete a product/concept test to capture their experience with the new product or service.



## I Focus Group Recruitment

We have a solid track record in rapid, efficient focus group recruitment services. Based on the defined target population for your focus group, we carefully screen respondents to ensure suitability and permission, and forward respondents' details to our clients to complete individual recruitment.

# | Our Services



## | Online Diary

Online diary research is a powerful tool for capturing perceptions and experiences and for taking a more continuous look at consumers' personal routines. The process is simple: first, panelists are recruited through a survey based on the predefined target profile and asked for acceptance to participate, afterwards the panelists are sent over invitations to complete the daily online surveys, in order to share their feedback. Online diary research is an efficient method for collecting longitudinal information, and can provide significant insights into the study.



## | Multi-Lingual Surveys

We develop surveys in a bilingual format, where panel members choose a language at the beginning of the questionnaire. Language combinations include the major languages spoken in Israel - Hebrew, Russian, Arabic, English, French - as well as additional languages upon request.



## | Developing A Dedicated Panel

We can develop a dedicated panel based on the clients' specific research requirements. This includes the locating and recruitment of a panel with certain characteristics. Dedicated panels are typically used in long-term research that requires the same panel members to be surveyed several times over a defined period (longitudinal research).



# | New Technologies



## Mobile Application

**Our mobile application includes all the features needed for better engagement:**

- **Ethnographic Research:** our mobile app is the ideal tool for capturing people's behavior. The app panelists can record their routines, send pictures or videos, and capture their impressions in online diaries.
- **Push notifications:** to remind respondents to complete surveys / tasks.
- **Geo location:** target survey respondents based on their location.

The iPanel mobile app available for use on Android and iOS.



## Online Focus Group

Online focus groups can be an optimal and convenient solution for quick results when conducting qualitative research. iPanel provides a solution for conducting webcam-based online focus groups and in-depth interviews. This solution includes: Pre-screening of system capabilities & tech checks for all participants, moderator access to the platform for conducting focus groups, access to the platform's video-clip editing & sharing tools, technical support prior to, and during discussion.

# | The Arab population

A dedicated panel for the Israeli-Arab sector

- Israeli Arabs constitute about **21%** of the Israeli population.
- Having identified a professional need on the part of our clients for individual questioning of Arab panelists, we have established a dedicated panel to address this need.
- Following our many years of experience in setting up and managing panels, we have achieved the ability to sample the Arab citizens in Israel. Accordingly, all surveys can be translated into Arabic and referred to the Arab sector panel.
- The Arab sector panel allows the Arab population, which is one fifth of the State of Israel, to receive appropriate representation, to express their views and feelings in the academic, commercial, medical, and political fields and, accordingly, to change the public agenda in Israel.





# iPanel Smart Profiling System

Our profiling surveys are designed to collect insightful information about panel members. After a new member joins our panel, he/she immediately receives two profiling surveys to complete: demographic profile survey and consumer profile survey (including questions about retail habits and consumption, finances, transportation, media consumption, political outlook and more).

One of the most important aspects of managing a panel is to know your panelists and ensure that their data is consistently updated in real time. The panelists' profile data is valuable and necessary for segmenting and reaching the right target audience. That is why iPanel implemented its Smart Profiling System which continuously updates member profiles, ensuring the most up-to-date profile data.

To continuously expand the data of our panel members, the panelists can update their profile information at any time through the panel website or the surveys.

We conduct checks to increase panelists' information accuracy by running profile questions at our weekly omnibus. In addition, we highly encourage our panel members to update their profile information through targeted campaigns.

# I Profiling Criteria

A list of existing profiles\* that allows you to reach targeted populations, with significant cost savings due to filtering costs.



## Occupation

Main Occupation (Full time / Part time / Freelance / Unemployed)  
Profession  
Company Size  
Company Field / Sector  
Seniority Level



## Housing

Homeowner / Renter  
Neighborhood (City, Village, Town, Settlement...)



## Education

Education Level  
Degree Type  
Academic Institute  
Field of Study  
Specialization



## Parenthood

Age / Gender of Children  
Number of children  
/ Order of birth



## Technology

Private / Corporate mobile account  
Mobile Service Provider  
Phone / Smartphone Model  
Tablet Ownership  
Tablet Brand / Tablet Model  
Television Connection (Cable, Satellite, Analog)  
Landline Telephone Provider  
Internet Infrastructure Provider  
Internet Service Provider  
Webcam Enabled



## Transportation

Method of Transportation  
Number of Vehicles in Household  
Model Year  
Vehicle class & Model  
Vehicle Manufacturer  
Vehicle Ownership



## Health

HMO  
Alternative Medicine  
Medical Conditions



## Finance

Credit Cards  
Primary Bank / Secondary  
Insurance  
Mortgage  
Loans  
Investment Portfolio  
(Manager and size of portfolio)



## Media Consumption

Daily Newspaper  
News Website  
News Application



## Retail Habits & Consumption

Main retailer of food products  
Dietary Habits (Organic, Sugar-free, Vegetarian, Vegan...)  
Vitamin Consumption  
Preferred Beverages



## Other

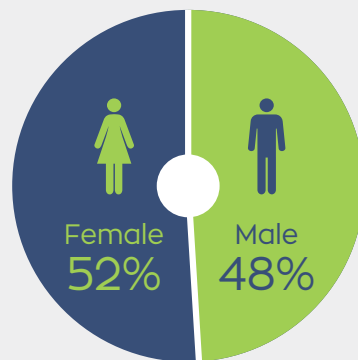
Gas Company  
Gambling  
Smoking  
Political Stances  
Pet Ownership

\*The list is updated from time to time.

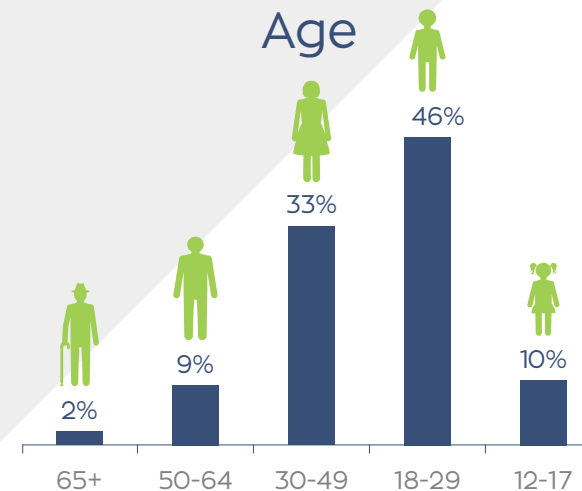


# Sample Feasibility For Example

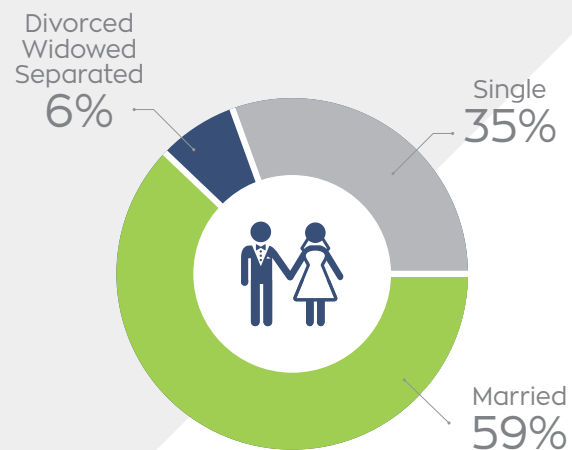
## Gender



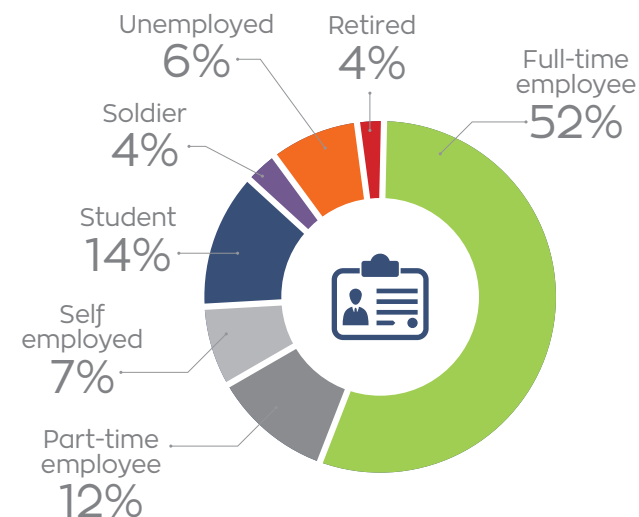
## Age



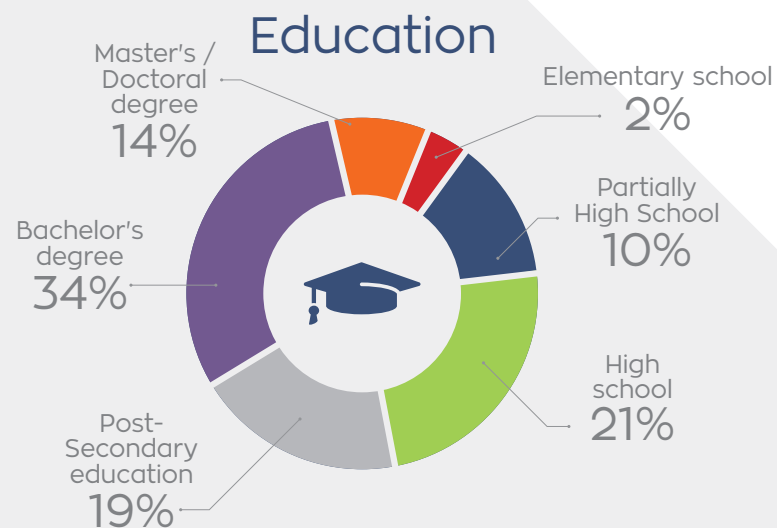
## Family status



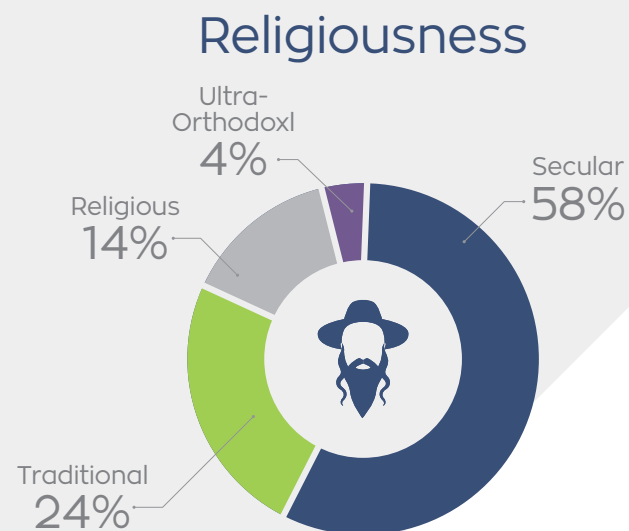
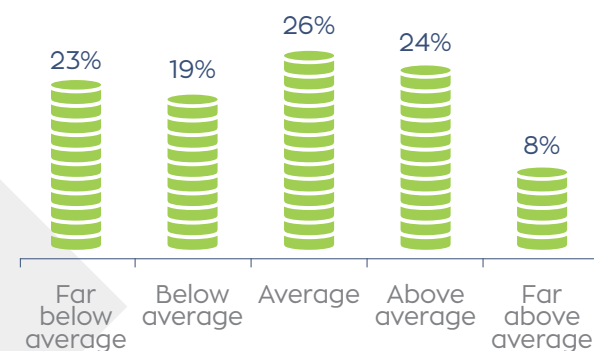
## Occupation



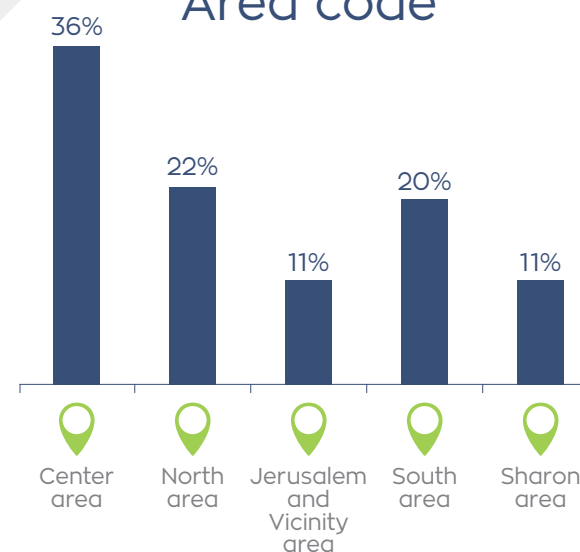
# Sample Feasibility (Example)



### Family income



### Area code





# Work Process Steps



# | Our Clients

KANTAR TNS

KANTAR MILLWARD BROWN



nielsen

Cint



# | Contact Us

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