

DemoSCOPE becomes part of Norstat and thus strengthens its future in the international environment

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The Swiss market and social research company DemoSCOPE will become part of Norstat, one of the leading providers of data collection in market and opinion research in Europe and America. With this step, DemoSCOPE strengthens its long-term position and opens up new development opportunities in the national and international environment.

Founded in 1961 and with locations in Lucerne and Fribourg, DemoSCOPE is one of the established providers of high-quality data collection and research services in Switzerland. With over 60 years of experience, DemoSCOPE stands for scientifically sound quantitative and qualitative research as well as the highest data quality. The company operates one of the leading proprietary consumer panels in Switzerland with more than 60,000 participants.

DemoSCOPE's customers include state and federal institutions, universities and leading companies from the private sector. The company has an excellent reputation for reliability, methodological competence and long-term partnerships. With around 50 employees, DemoSCOPE serves around 500 customers and conducts more than 600,000 interviews annually.

By joining forces with Norstat, DemoSCOPE will be able to combine its proven local expertise with international reach and technological innovation. In the future, customers will benefit from significantly expanded access to panels and data collection services in a total of 45 markets in Europe and (North/South) America, as well as from modern digital solutions.

The merger enables DemoSCOPE to further expand its range of services while maintaining its usual high quality and proximity to the Swiss market. The common orientation is based on a strong understanding of quality, scientific foundation and sustainable and fair methods in data collection.

Dr. Michael Buess will serve as Managing Director of DemoSCOPE, reporting to Norstat's regional directors, Tue Meier-Poulsen.



Erling J.B. Eriksen, Chief Executive Officer of Norstat, commented:

"We are very pleased to welcome DemoSCOPE to Norstat. As a trusted and established provider of data collection services in Switzerland, DemoSCOPE is an excellent strategic fit for us. Switzerland is an important market, and with its experienced team, in-depth expertise in both social and consumer research, a high-quality panel and long-standing customer relationships, DemoSCOPE further strengthens our position. The company's clear commitment to data quality makes it an ideal addition to Norstat as we build a global leader in data collection."



Dr. Michael Buess, Managing Partner of DemoSCOPE, adds:

"We are very proud of what DemoSCOPE has achieved in the Swiss market over many decades through high-quality work and trusting customer relationships. The step to become a part of Norstat marks an exciting new chapter for us and ideally corresponds to the values that distinguish DemoSCOPE. It allows us to combine our deep local expertise with Norstat's global operational excellence. This will create an even more comprehensive offering for our existing customers and at the same time open up new customer segments."

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About Norstat

Founded in Norway in 1997, Norstat is a leading provider of data collection services for market and opinion research in Europe and the Americas. Using sound research methods, Norstat collects reliable data on a wide variety of topics and target groups. The company offers sampling solutions, full-service fieldwork and digital solutions – always using the most appropriate method: scientifically sound, fair to participants and sustainable for the industry.

About Demo SCOPE AG

Demo SCOPE AG is a Swiss social and market research company with over 60 years of history and is firmly established as a trustworthy institution in Switzerland.

Currently, more than 50 permanent employees work at the headquarters in Adligenswil (LU) and at the French-speaking site in Fribourg. The company offers a comprehensive range of social and market research services and methods from a single source, with a strong focus on scientifically sound quantitative and qualitative research on complex issues.

The online panel of Demo SCOPE AG currently comprises around 60,000 people who regularly take part in surveys. To continuously renew the panel, the company relies on a consistent multi-channel recruitment strategy.