



**2010:**  
**The iconkids & youth  
multi-client surveys in Germany**

**iconkids & youth international research GmbH**

Rückertstraße 4 • 80336 München • Tel.: +49 (0) 89 544 629-0 • Fax: +49 (0) 89 544 629-24  
info@iconkids.com • www.iconkids.com

## The multi-client survey as an instrument of market research

### ● *What is a multi-client survey?*

A multi-client survey is a representative survey of a predefined target group.

Several clients with a variety of questions can participate in a multi-client survey.

The results are exclusively transmitted to the respective client.

### ● *What are the advantages of multi-client surveys?*

The high organizational baseline costs of representative surveys (formation of samples, implementation of the interviews, employment and supervision of interviewers) are substantially reduced by splitting up the costs between several clients.

Clients pay only for their questions and can participate with as little as one question.

### ● *The target groups of our multi-client surveys*

iconkids & youth offers tailor-made multi-client surveys among young target groups:

- ➔ Children at the age of 6 to 12 plus / or their mothers
- ➔ Young people at the age of 13 to 19 plus / or their mothers
- ➔ Mothers of children aged 0 to 5 years

## The advantages of the multi-client surveys at iconkids & youth

- ***Advice from experts***

Experienced children und youth researchers advise on the design of the questionnaire and ensure that the phrasing of the questions is suitable for the target groups
- ***Specifically aimed at young target groups***

The targeted and exclusive interviewing of children and young people guarantees results that are representative of the respective population.

➔ *No misinterpretations due to results obtained from subgroups of adult surveys!*
- ***Group differences can be analysed***

Because of the big sample size it is possible to significantly distinguish between subgroups, e.g. gender in the course of age.
- ***Addressing sub-samples***

Per target group, sub-samples can be selected, e.g. certain age groups or only boys / girls.
- ***Testing of concepts, packagings and products***

The personal face-to-face interview situation allows us to conduct concept and product testing (also taste testing!) for up to 6 monads or splits.

## The design of the multi-client survey at iconkids & youth

### ■ *Method*

- ➔ Personal face-to-face in-home interviews
- ➔ Well structured questionnaire
- ➔ Employment of young interviewers - a generation barrier as disturbing factor is excluded to a large extent

### ■ *Sample*

- ➔ Representative area samples - nationwide - according to sample points
- ➔ Selections of respondents:
  - ◆ **iconBABY+ bus:** according to age and sex of the respondent as well as education of the head of the household as quota characteristics
  - ◆ **iconKIDS bus:** according to age and sex of the respondent as well as education of the head of the household as quota characteristics
  - ◆ **iconYOUTH bus:** according to age, sex and education of the respondent as quota characteristics

## The multi-client surveys at iconkids & youth

AGE OF TARGET GROUP IN YEARS	0	iconBABY+ bus	<p>Survey among <b>mothers</b> with <b>children</b></p> <ul style="list-style-type: none"> <li>◆ aged 0 to 5 years</li> <li>◆ and / or children aged 3 to 5 years</li> </ul>	<p>Sample size</p> <ul style="list-style-type: none"> <li>◆ n = 700 mothers</li> <li>◆ n = 350 children aged 3 to 5 years</li> </ul>
	5			
	6	iconKIDS bus	<p>Survey among <b>children</b></p> <ul style="list-style-type: none"> <li>◆ aged 6 to 12 years</li> <li>◆ and / or their <b>mothers</b></li> </ul>	<p>Sample size</p> <ul style="list-style-type: none"> <li>◆ n = 700 children</li> <li>◆ and / or their <b>mothers</b></li> </ul>
	12			
	13	iconYOUTH bus	<p>Survey among <b>young people</b></p> <ul style="list-style-type: none"> <li>◆ aged 13 to 19 years</li> <li>◆ and / or their <b>mothers</b></li> </ul>	<p>Sample size</p> <ul style="list-style-type: none"> <li>◆ n = 700 young people</li> <li>◆ and / or their <b>mothers</b></li> </ul>
	19			

## The time-table for our multi-client surveys in 2010

AGE OF TARGET GROUP IN YEARS		<i>Editorial deadline for your questions ...</i>		<i>Delivery of the results</i>		
0	<b>iconBABY+ bus</b>	20 <sup>th</sup> of January	→	Beginning of March	(end CW 9)	
		24 <sup>th</sup> of February	→	Middle of April	(beginning CW 15)	
		14 <sup>th</sup> of April	→	End of May	(end CW 21)	
		2 <sup>nd</sup> of June	→	Middle of July	(end CW 28)	
		1 <sup>st</sup> of September	→	Middle of October	(end CW 41)	
		6 <sup>th</sup> of October	→	Middle of November	(end CW 46)	
5		3 <sup>rd</sup> of November	→	Middle of December	(end CW 50)	
		<hr/>				
		20 <sup>th</sup> of January	→	Beginning of March	(end CW 9)	
		24 <sup>th</sup> of February	→	Middle of April	(beginning CW 15)	
		14 <sup>th</sup> of April	→	End of May	(end CW 21)	
		2 <sup>nd</sup> of June	→	Middle of July	(end CW 28)	
6	<b>iconKIDS bus</b>	1 <sup>st</sup> of September	→	Middle of October	(end CW 41)	
		6 <sup>th</sup> of October	→	Middle of November	(end CW 46)	
		3 <sup>rd</sup> of November	→	Middle of December	(end CW 50)	
		<hr/>				
		24 <sup>th</sup> of February	→	Middle of April	(beginning CW 15)	
		2 <sup>nd</sup> of June	→	Middle of July	(end CW 28)	
12		1 <sup>st</sup> of September	→	Middle of October	(end CW 41)	
		6 <sup>th</sup> of October	→	Middle of November	(end CW 46)	
		3 <sup>rd</sup> of November	→	Middle of December	(end CW 50)	
		<hr/>				
13	<b>iconYOUTH bus</b>	24 <sup>th</sup> of February	→	Middle of April	(beginning CW 15)	
		2 <sup>nd</sup> of June	→	Middle of July	(end CW 28)	
		1 <sup>st</sup> of September	→	Middle of October	(end CW 41)	
		3 <sup>rd</sup> of November	→	Middle of December	(end CW 50)	
19						

## ADDITIONALLY: X-mas - multi-client-survey by children aged 4 to 12 years

■ Sample	n = 700 children aged 4 to 12 years and / or their mothers	
■ Timing	Editorial deadline	Wednesday, 15th of December 2010
	Field	27th of December 2010 until 12th of January 2011 = right after Christmas
	Delivery of results	end of CW 4 in 2011

### Method as it is customary by multi client studies by iconkids & youth:

■ Method	A multi-client survey is a representative survey with syndicated questionnaires with closed as well as open-ended questions. The Interviews are conducted face-to-face at home (paper & pencil) by young interviewers - a generation barrier as disturbing factor is excluded to a large extent.
■ Addressing sub-samples	Per target group, sub-samples can be selected, e.g. certain age groups or only boys / girls.
■ Quota	Sex and age of the respondents, as well as educational level of the head of household, family status of mother, that takes the division into states and community sizes into account.

## The prices for our multi-client surveys

### ■ Price per question at a sample size of $n = 700$

➔ Simple yes / no question	€ 580,--
➔ Closed question ...	
... up to 10 response items	€ 890,--
... up to 20 response items	€ 990,--
➔ Open-ended question	€ 1,150,--
➔ Scaled assessment of statements per 4 statements	€ 890,--

For clients in Germany: VAT is to be added to all listed prices.

### ■ Discounts

For a turnover of €5,000,-- (net) and above we offer a discount of 5% - for sub-samples (e.g. less than all age groups) the costs decrease proportionate.

### ■ Delivery of results

The results are transmitted in the form of computer tables (Excel file and paper copy) and – on demand – also as an SPSS data file.

### ■ Sub-groups


Overall ♦ former FDR / former GDR ♦ boys / girls ♦ 3 age groups and boys and girls according to age ♦ educational level ♦ free selection of a second table head with up to 21 sub-groups.

### ■ Graphical preparation and written analysis / report

If desired, we calculate a graphical preparation and written analysis & report of the results.

## Your contact persons at iconkids & youth

***Axel Dammler***

 +49 (0) 89 544 629-33  
a.dammler@iconkids.com

***Eva Förtsch***

 +49 (0) 89 544 629-27  
e.foertsch@iconkids.com

**This proposal remains subject to confirmation!**

**iconkids & youth international research GmbH**

Rückertstraße 4 • 80336 München

Tel.: +49 (0) 89 544 629-0 • Fax: +49 (0) 89 544 629-24  
info@iconkids.com • www.iconkids.com