

# 2020

iconkids  
& youth



## Multi-client Surveys (face-to-face, inhome) among young target groups in Germany

Design, Timing, Prices

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# 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 – face-to-face, inhome – employment and supervision of interviewers) **are substantially reduced** by splitting up the costs between several clients.

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

## The target groups of our multi-client surveys

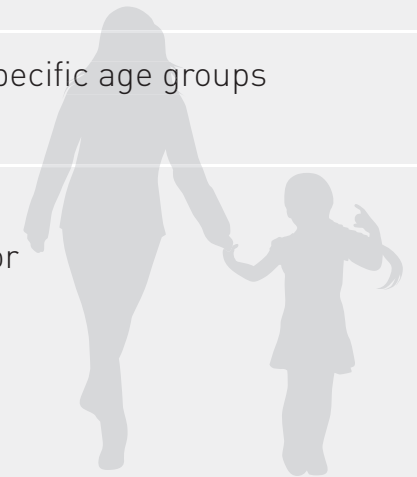


iconkids & youth offers **tailor-made multi-client surveys among young target groups**:

- ▶ Children at the age of 6 to 12 plus / or their mothers
- ▶ Teenagers 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

<b>Personal survey situation</b> – face-to-face, in home	The target group is interviewed in their usual environment  ▶ <i>No artificial studio atmosphere, no street survey, not an online Bias!</i>
<b>Advice from experts</b>	<b>Experienced researchers who are specialized in children and teenagers</b> give advise on the design of questionnaires and ensure that <b>the wording of the questions is suitable for the target groups</b>
<b>Specifically aimed at young target groups</b>	Exclusive interviews of children and teenagers <b>guarantee results that are representative for the respective population.</b>  ▶ <i>No misinterpretations due to results obtained from subgroups of adult surveys!</i>
<b>Group differences can be analysed</b>	Because of the big sample size <b>it is possible to distinguish between subgroups significantly</b> , e.g. gender and age.
<b>Addressing sub-samples</b>	In every target group, <b>sub-samples can be selected</b> , e.g. specific age groups or boys/girls only.
<b>Testing of concepts, packaging and products</b>	The personal face-to-face interview situation allows us to conduct <b>concept and product testing</b> (also taste testing!) for up to 7 monads or splits.



# THE DESIGN OF THE MULTI-CLIENT SURVEY AT ICONKIDS & YOUTH

## Method

- ▶ Personal face-to-face in-home interviews (CAPI)
- ▶ Well structured questionnaire
- ▶ **Young interviewers** – no disturbing factor due to age difference – to a large extent

## Sample

- ▶ **Representative area samples** – nationwide – according to sample points
- ▶ Selections of respondents:
  - **iconBABY+ bus:** according to age, sex and migratory background of the respondent as well as education of the head of the household, family status of the mother as quota characteristics
  - **iconKIDS bus:** according to age, sex and migratory background of the respondent as well as education of the head of the household, family status of the mother as quota characteristics
  - **iconYOUTH bus:** according to age, sex, education and migratory background 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 children</p> <ul style="list-style-type: none"> <li>▶ <b>aged 0 to 5 years</b></li> <li>▶ and / or children aged <b>3 to 5 years</b></li> </ul>	<p>Sample size</p> <ul style="list-style-type: none"> <li>▶ <b>n = 700 mothers</b></li> <li>▶ <b>n = 350 children aged 3 to 5 years</b></li> </ul>
	5	iconKIDS bus	<p>Survey among children</p> <ul style="list-style-type: none"> <li>▶ <b>aged 6 to 12 years</b></li> <li>▶ and / or their <b>mothers</b></li> </ul>	<p>Sample size</p> <ul style="list-style-type: none"> <li>▶ <b>n = 700 children</b></li> <li>▶ and / or their <b>mothers</b></li> </ul>
	6			
	12	iconYOUTH bus	<p>Survey among young people</p> <ul style="list-style-type: none"> <li>▶ <b>aged 13 to 19 years</b></li> <li>▶ and / or their <b>mothers</b></li> </ul>	<p>Sample size</p> <ul style="list-style-type: none"> <li>▶ <b>n = 700 young people</b></li> <li>▶ and / or their <b>mothers</b></li> </ul>
	13			
19				

# THE TIME-TABLE FOR OUR MULTI-CLIENT SURVEYS IN 2020

AGE OF TARGET GROUP IN YEARS	0	iconBABY+ bus	Editorial deadline for your questions ...		Delivery of the results	
			22 <sup>nd</sup> January	●—————→	Beginning of March	(end CW 10)
19 <sup>th</sup> February	●—————→	Middle of April	(end CW 15)			
25 <sup>th</sup> March	●—————→	Beginning of May	(end CW 19)			
6 <sup>th</sup> May	●—————→	End of June	(end CW 26)			
26 <sup>th</sup> August	●—————→	Middle of October	(end CW 41)			
23 <sup>rd</sup> September	●—————→	Beginning of November	(end CW 45)			
4 <sup>th</sup> November	●—————→	Middle of December	(end CW 51)			
5						
6	iconKIDS bus	22 <sup>nd</sup> January	●—————→	Beginning of March	(end CW 10)	
		19 <sup>th</sup> February	●—————→	Middle of April	(end CW 15)	
25 <sup>th</sup> March	●—————→	Beginning of May	(end CW 19)			
6 <sup>th</sup> May	●—————→	End of June	(end CW 26)			
26 <sup>th</sup> August	●—————→	Middle of October	(end CW 41)			
23 <sup>rd</sup> September	●—————→	Beginning of November	(end CW 45)			
4 <sup>th</sup> November	●—————→	Middle of December	(end CW 51)			
12						
13	iconYOUTH bus	19 <sup>th</sup> February	●—————→	Middle of April	(end CW 15)	
		6 <sup>th</sup> May	●—————→	End of June	(end CW 26)	
26 <sup>th</sup> August	●—————→	Middle of October	(end CW 41)			
4 <sup>th</sup> November	●—————→	Middle of December	(end CW 51)			
19						

# THE PRICES FOR OUR MULTI-CLIENT SURVEYS

Please pay attention:	Prices depend on sample-size and sort of question!
<b>Price per question at a sample size of n = 700</b>	<ul style="list-style-type: none"> <li>▶ Simple yes / no question <span style="float: right;">670,- Euro</span></li> <li>▶ Closed question ...               <ul style="list-style-type: none"> <li>... up to 10 response items <span style="float: right;">1,030,- Euro</span></li> <li>... up to 20 response items <span style="float: right;">1,130,- Euro</span></li> </ul> </li> <li>▶ Open-ended question <span style="float: right;">1,300,- Euro</span></li> <li>▶ Scaled assessment of statements per 4 statements <span style="float: right;">1,030,- Euro</span></li> </ul> <p style="font-size: small; margin-top: 10px;">For clients in Germany: VAT is to be added to all listed prices.</p>
<b>Discounts</b>	<p>For a turnover of 5,000,- Euro (net) and above we offer a discount of 5%.</p> <p>For sub-samples (e.g. less than all age groups) the costs decrease proportionally.</p>
<b>Delivery of results</b>	<p>The results are transmitted in the form of computer tables (Excel file) and – on demand – also as an SPSS data file.</p>
<b>Sub-groups</b>	<p>Overall • former FDR / former GDR • boys / girls • 3 age groups as well as boys and girls according to age group • educational level • free selection of a second table head with up to 21 sub-groups.</p>
<b>Charts, diagrams and written analysis</b>	<p>If desired, we will calculate a price quote for preparing charts and/or for analysing report results.</p>

## YOUR CONTACT PERSONS AT ICONKIDS & YOUTH



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**This proposal remains subject  
to confirmation!**

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