

2021



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

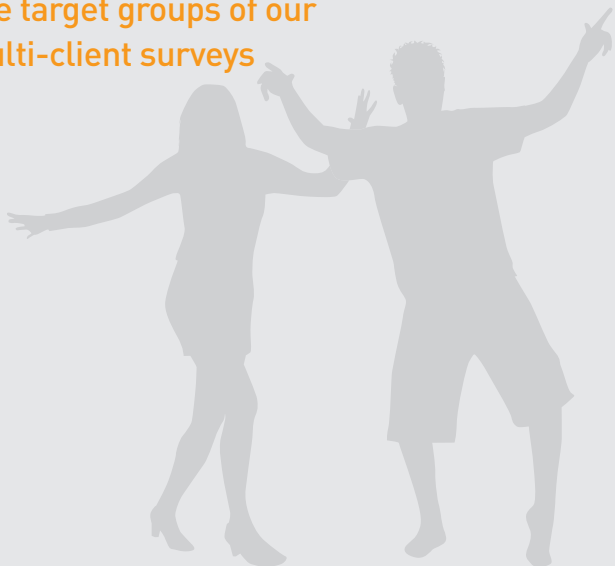
What is a multi-client survey?

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

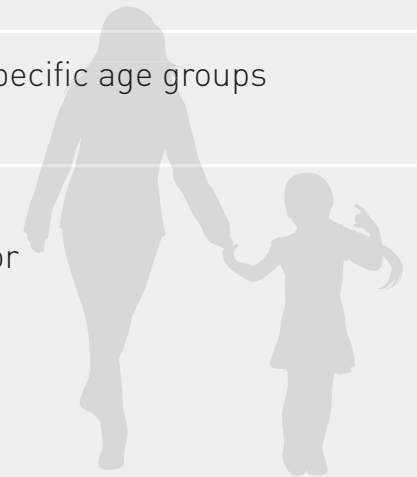


iconkids & youth offers **tailor-made multi-client surveys among young target groups**:

- ▶ 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

Personal survey situation – 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>
Advice from experts	Experienced researchers who are specialized in children and teenagers give advise on the design of questionnaires and ensure that the wording of the questions is suitable for the target groups
Specifically aimed at young target groups	Exclusive interviews of children and teenagers guarantee results that are representative for the respective population. ▶ <i>No misinterpretations due to results obtained from subgroups of adult surveys!</i>
Group differences can be analysed	Because of the big sample size it is possible to distinguish between subgroups significantly , e.g. gender and age.
Addressing sub-samples	In every target group, sub-samples can be selected , e.g. specific age groups or boys/girls only.
Testing of concepts, packaging and products	The personal face-to-face interview situation allows us to conduct concept and product testing (also taste testing!) for up to 7 monads or splits.



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 mothers with children</p> <ul style="list-style-type: none"> ▶ aged 0 to 5 years ▶ and / or children aged 3 to 5 years 	<p>Sample size</p> <ul style="list-style-type: none"> ▶ n = 700 mothers ▶ n = 350 children aged 3 to 5 years
	5	iconKIDS bus	<p>Survey among children</p> <ul style="list-style-type: none"> ▶ aged 6 to 12 years ▶ and / or their mothers 	<p>Sample size</p> <ul style="list-style-type: none"> ▶ n = 700 children ▶ and / or their mothers
	6			
	12	iconYOUTH bus	<p>Survey among young people</p> <ul style="list-style-type: none"> ▶ aged 13 to 19 years ▶ and / or their mothers 	<p>Sample size</p> <ul style="list-style-type: none"> ▶ n = 700 young people ▶ and / or their mothers
	13			
	19			

THE TIME-TABLE FOR OUR MULTI-CLIENT SURVEYS IN 2021

AGE OF TARGET GROUP IN YEARS	0	iconBABY+ bus	Editorial deadline for your questions ...		Delivery of the results	
			20 th January		Beginning of March	(end CW 9)
	24 th February			Middle of April	(end CW 15)	
	7 th April			Middle of May	(end CW 20)	
	19 th May			Beginning of July	(end CW 26)	
	25 th August			Middle of October	(end CW 40)	
	22 nd September			Beginning of November	(end CW 44)	
	3 rd November			Middle of December	(end CW 50)	
	6	iconKIDS bus	20 th January		Beginning of March	(end CW 9)
			24 th February		Middle of April	(end CW 15)
7 th April				Middle of May	(end CW 20)	
19 th May				Beginning of July	(end CW 26)	
25 th August				Middle of October	(end CW 40)	
22 nd September				Beginning of November	(end CW 44)	
3 rd November				Middle of December	(end CW 50)	
12			iconYOUTH bus	24 th February		Middle of April
	19 th May			Beginning of July	(end CW 26)	
25 th August		Middle of October		(end CW 40)		
3 rd November		Middle of December		(end CW 50)		

THE PRICES FOR OUR MULTI-CLIENT SURVEYS

Please pay attention:	Prices depend on sample-size and sort of question!
Price per question at a sample size of n = 700	<div> <div>▶ Simple yes / no question</div> <div>670,- Euro</div> </div> <div> <div>▶ Closed question ...</div> <div>... up to 10 response items</div> <div>1,030,- Euro</div> <div>... up to 20 response items</div> <div>1,130,- Euro</div> </div> <div> <div>▶ Open-ended question</div> <div>1,300,- Euro</div> </div> <div> <div>▶ Scaled assessment of statements per 4 statements</div> <div>1,030,- Euro</div> </div> <div> <p>For clients in Germany: VAT is to be added to all listed prices.</p> </div>
Discounts	<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>
Delivery of results	<p>The results are transmitted in the form of computer tables (Excel file) and – on demand – also as an SPSS data file.</p>
Sub-groups	<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>
Charts, diagrams and written analysis	<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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