

2021



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

Design, Timing, Prices

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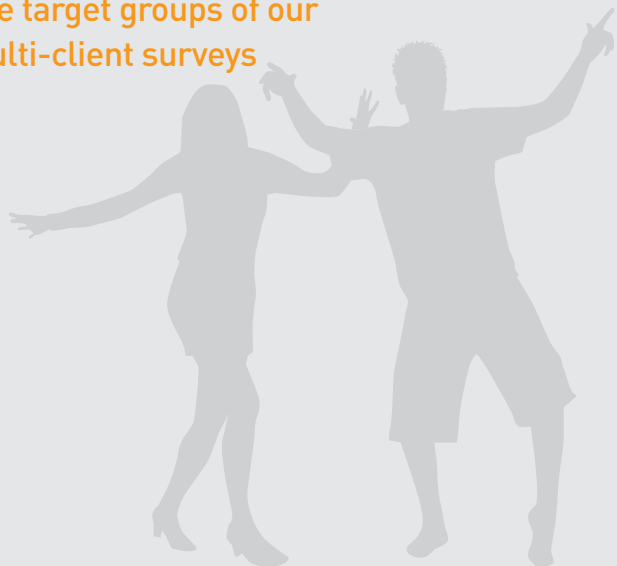
What is a multi-client survey?

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

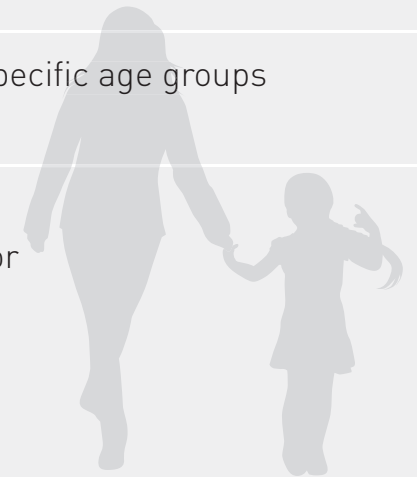


iconkids & youth offers **tailor-made multi-client surveys among young target groups**:

- ▶ 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)	
12	iconKIDS bus	7 th April	● →	Middle of May	(end CW 20)	
		19 th May	● →	Beginning of July	(end CW 26)	
13	iconYOUTH bus	25 th August	● →	Middle of October	(end CW 40)	
		22 nd September	● →	Beginning of November	(end CW 44)	
19	iconYOUTH bus	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!
<p>Price per question at a sample size of n = 700</p>	<ul style="list-style-type: none"> <li data-bbox="808 316 1966 363">▶ Simple yes / no question 670,- Euro <li data-bbox="808 395 1966 531">▶ Closed question ... <ul style="list-style-type: none"> <li data-bbox="875 443 1966 483">... up to 10 response items 1,030,- Euro <li data-bbox="875 491 1966 531">... up to 20 response items 1,130,- Euro <li data-bbox="808 563 1966 603">▶ Open-ended question 1,300,- Euro <li data-bbox="808 635 1966 675">▶ Scaled assessment of statements per 4 statements 1,030,- Euro <p data-bbox="875 722 1451 746" style="font-size: small;">For clients in Germany: VAT is to be added to all listed prices.</p>
<p>Discounts</p>	<p data-bbox="808 786 1899 826">For a turnover of 5,000,- Euro (net) and above we offer a discount of 5%.</p> <p data-bbox="808 866 2045 906">For sub-samples (e.g. less than all age groups) the costs decrease proportionally.</p>
<p>Delivery of results</p>	<p data-bbox="808 954 1955 1034">The results are transmitted in the form of computer tables (Excel file) and – on demand – also as an SPSS data file.</p>
<p>Sub-groups</p>	<p data-bbox="808 1074 2089 1209">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>
<p>Charts, diagrams and written analysis</p>	<p data-bbox="808 1241 2056 1321">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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