

2025

iconkids
& YOUTH



Multi-client Surveys (representative, face-to-face, inhome) among children, teenager and parents 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.

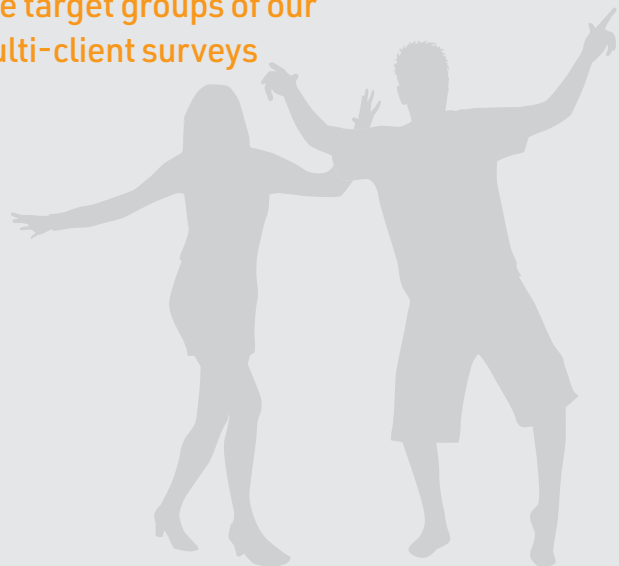
The **results** are **exclusively transmitted to the respective client**.

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

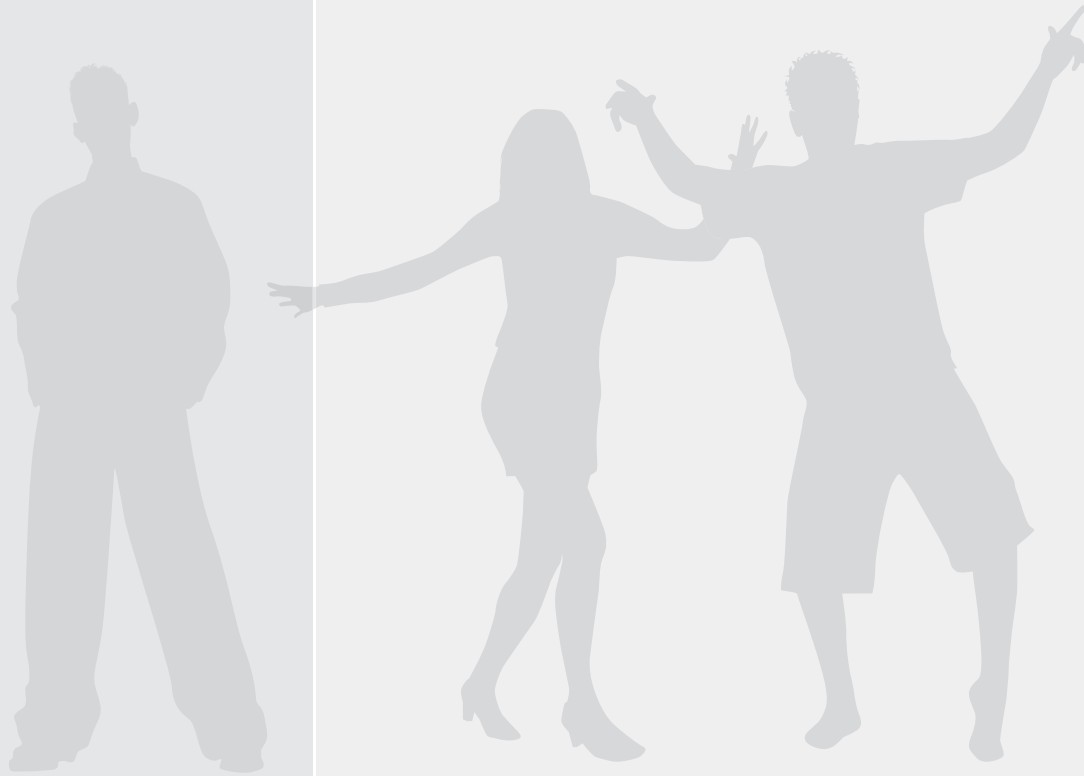


iconkids & youth offers **tailor-made multi-client surveys among young target groups**:

- ▶ Children at the age of 6 to 12 plus / or their parents
- ▶ Teenagers at the age of 13 to 19 plus / or their parents
- ▶ Parents of children aged 0 to 5 years

Why face-to-face and not online?

Only face-to-face interviews provide representative data for **all** sections of the population. This is because the sampling process not only takes into account the age, gender and regional distribution of respondents, but also their level of education, social class and migration background. In this respect, online access panels reach their limits, as they do not reach all sections of the population sufficiently well and therefore cannot represent them in the surveys (online bias).



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 familiar home environment ▶ <i>No artificial studio atmosphere, no street survey, no online bias!</i>
Advice from the iconkids&youth experts	Our 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 for up to 7 monads or splits, e.g.: looking, touching, trying out, comparing, tasting, etc.



Method

- ▶ **Personal face-to-face** in the household of the family (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 parents 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 parents ▶ 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 parents 	<p>Sample size</p> <ul style="list-style-type: none"> ▶ n = 700 children ▶ and / or their parents
	6			
	12	iconYOUTH bus	<p>Survey among young people</p> <ul style="list-style-type: none"> ▶ aged 13 to 19 years ▶ and / or their parents 	<p>Sample size</p> <ul style="list-style-type: none"> ▶ n = 700 young people ▶ and / or their parents
	13			
19				

THE TIME-TABLE FOR OUR MULTI-CLIENT SURVEYS IN 2025

AGE OF TARGET GROUP IN YEARS	0	iconBABY+ bus	Editorial deadline for your questions ...		Delivery of the results	
			22 nd January	● →	Beginning of March	(end CW 10)
12 th February	● →	Beginning of April	(end CW 15)			
2 nd April	● →	Middle of May	(end CW 20)			
14 th May	● →	Beginning of July	(end CW 27)			
27 th August	● →	Middle of October	(end CW 41)			
24 th September	● →	Beginning of November	(end CW 45)			
5 th November	● →	Middle of December	(end CW 51)			
6	iconKIDS bus	22 nd January	● →	Beginning of March	(end CW 10)	
12 th February		● →	Beginning of April	(end CW 15)		
2 nd April		● →	Middle of May	(end CW 20)		
14 th May		● →	Beginning of July	(end CW 27)		
27 th August		● →	Middle of October	(end CW 41)		
24 th September		● →	Beginning of November	(end CW 45)		
5 th November		● →	Middle of December	(end CW 51)		
12	iconYOUTH bus	12 th February	● →	Beginning of April	(end CW 15)	
14 th May		● →	Beginning of July	(end CW 27)		
27 th August		● →	Middle of October	(end CW 41)		
5 th November		● →	Middle of December	(end CW 51)		
13	iconYOUTH bus	12 th February	● →	Beginning of April	(end CW 15)	
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14 th May		● →	Beginning of July	(end CW 27)		
27 th August		● →	Middle of October	(end CW 41)		
5 th November		● →	Middle of December	(end CW 51)		

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"> ▶ Simple yes / no question 730,- Euro ▶ Closed question ... <ul style="list-style-type: none"> ... up to 10 response items 1,150,- Euro ... up to 20 response items 1,250,- Euro ▶ Open-ended question 1,470,- Euro ▶ Scaled assessment of statements per 4 statements 1,150,- Euro <p style="font-size: small; margin-top: 10px;">For clients in Germany: VAT is to be added to all listed prices.</p>
<p>Discounts</p>	<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>
<p>Delivery of results</p>	<p>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>Overall • former FDR / former GDR • boys / girls • 3 age groups as well as boys and girls according to age group • educational level • migratory background • free selection of a second table head with up to 21 sub-groups.</p>
<p>Charts, diagrams and written analysis</p>	<p>If desired, we will calculate a price quote for preparing charts and/or for analysing report results.</p>



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This proposal remains subject
to confirmation!

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