






# iconkids & youth

www.iconkids.com

iconkids & youth is the leading German provider of national and international market research in the fields of children and teenagers. Our omnibuses take place face-to-face in the households of the young target groups and their mothers. Due to the natural and personal interview situation all questions are possible: from yes-no answers to concept and product tests to tastings. The large sample sizes allow up to seven monads / splits.

## OMNIBUS ► BABIES, CHILDREN, TEENAGERS

Name	Sample <ul style="list-style-type: none"> <li>• Target group</li> <li>• Scope</li> <li>• Partial occupancy</li> </ul>	Dates 2022 <ul style="list-style-type: none"> <li>• Copy deadline</li> <li>• Results deadline</li> </ul>	Prices (from €) <ul style="list-style-type: none"> <li>• Closed questions</li> <li>• Open questions</li> </ul>	Method <ul style="list-style-type: none"> <li>• Special features</li> </ul>
 <b>iconBABY+ bus</b>	<ul style="list-style-type: none"> <li>• Mothers with children aged 0 to 5 years and / or 3 to 5 year olds</li> <li>• 700 mothers approx. 350 3- to 5 year olds</li> <li>• <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> </ul>	<ul style="list-style-type: none"> <li>• 19 January</li> <li>• 23 February</li> <li>• 13 April</li> <li>• 25 May</li> <li>• 24 August</li> <li>• 28 September</li> <li>• 2 November</li> <li>• Results deadline approx. 6 weeks after the editorial deadline</li> </ul>	<ul style="list-style-type: none"> <li>• Yes-No question 700 € pre coded 1,100 €</li> <li>• 1,400 €</li> </ul>	<b>face-to-face, in home (CAPI)</b> <ul style="list-style-type: none"> <li>• Quota characteristics: Age, gender, migration background, school-leaving qualification of HH head, marital status of mother</li> </ul>
 <b>iconKIDS bus</b>	<ul style="list-style-type: none"> <li>• 6 to 12 year olds and / or their mothers</li> <li>• 700 children + their mothers</li> <li>• <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> </ul>	<ul style="list-style-type: none"> <li>• 19 January</li> <li>• 23 February</li> <li>• 13 April</li> <li>• 25 May</li> <li>• 24 August</li> <li>• 28 September</li> <li>• 2 November</li> <li>• Results deadline approx. 6 weeks after the editorial deadline</li> </ul>	<ul style="list-style-type: none"> <li>• Yes-No question 700 € pre coded 1,100 €</li> <li>• 1,400 €</li> </ul>	<b>face-to-face, in home (CAPI)</b> <ul style="list-style-type: none"> <li>• Quota characteristics: Age, gender, migration background, school-leaving qualification of HH head, marital status of mother</li> </ul>
 <b>iconYOUTH bus</b>	<ul style="list-style-type: none"> <li>• 13 to 19 year olds and / or their mothers</li> <li>• 700 young people + their mothers</li> <li>• <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> </ul>	<ul style="list-style-type: none"> <li>• 23 February</li> <li>• 25 May</li> <li>• 24 August</li> <li>• 2 November</li> <li>• Results deadline approx. 6 weeks after the editorial deadline</li> </ul>	<ul style="list-style-type: none"> <li>• Yes-No question 700 € pre coded 1,100 €</li> <li>• 1,400 €</li> </ul>	<b>face-to-face, in home (CAPI)</b> <ul style="list-style-type: none"> <li>• Quota characteristics: Age, gender, migration background, school attendance / completion of young people</li> </ul>

### Contact

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