



PSYMA GROUP AG

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Psyma is one of the largest privately owned market research institutes in Germany and has been independent and reliable for over 60 years.

An integral part of the Psyma DNA is qualitative market research. That is why we have also been offering a qualitative bus – PsymaTalk – since 2021. Once a month, you receive qualitative insights on your individual questions - efficiently, cost-effectively and qualitatively (high quality).

OMNIBUS ► FOCUS GROUPS

Name	Sample	Dates 2023	Prices (from €)	Method
	<ul style="list-style-type: none"> • Target group • Scope • Partial occupancy 	<ul style="list-style-type: none"> • Copy deadline • Results deadline 		<ul style="list-style-type: none"> • Special features
 PsymaTalk	<ul style="list-style-type: none"> • German population aged 18 and over • 4 group discussions, each with 5-6 participants • <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 	<ul style="list-style-type: none"> • 06 March • 04 April • 08 May • 05 June • 03 July • 04 September • 29 September • 27 October • 27 November* • Results deadline: 2 weeks after editorial deadline 	<ul style="list-style-type: none"> • 30 minutes: 5.400 € • 45 minutes: 7.400 € • 60 minutes: 9.400 € 	<ul style="list-style-type: none"> • Qualitative focus groups (conducted remotely) • Target group: Household decision-makers for finances, cars, grocery shopping, TV & media libraries users

* Further information available at: <https://www.psyma.com/loesungen/psyma-talk-der-qualitative-bus/>



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