






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 parents. 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	Dates 2025	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"> • Closed questions • Open questions 	<ul style="list-style-type: none"> • Special features
 iconBABY+ bus	<ul style="list-style-type: none"> • Parents with children aged 0 to 5 years and / or 3 to 5 year olds • 700 parents approx. 350 3- to 5 year olds • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • 22 January • 12 February • 02 April • 14 May • 27 August • 24 September • 02 November • Results deadline approx. 6 weeks after the editorial deadline 	<ul style="list-style-type: none"> • Yes-No question 730 € pre coded 1,150 € • 1,470 € 	<p>face-to-face, in home (CAPI)</p> <ul style="list-style-type: none"> • Quota characteristics: Age, gender, migration background, school-leaving qualification of HH head, marital status of mother
 iconKIDS bus	<ul style="list-style-type: none"> • 6 to 12 year olds and / or their parents • 700 children + their parents • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • 22 January • 12 February • 02 April • 14 May • 27 August • 24 September • 02 November • Results deadline approx. 6 weeks after the editorial deadline 	<ul style="list-style-type: none"> • Yes-No question 730 € pre coded 1,150 € • 1,470 € 	<p>face-to-face, in home (CAPI)</p> <ul style="list-style-type: none"> • Quota characteristics: Age, gender, migration background, school-leaving qualification of HH head, marital status of mother
 iconYOUTH bus	<ul style="list-style-type: none"> • 13 to 19 year olds and / or their parents • 700 young people + their parents • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • 12 February • 14 May • 27 August • 02 November • Results deadline approx. 6 weeks after the editorial deadline 	<ul style="list-style-type: none"> • Yes-No question 730 € pre coded 1,150 € • 1,470 € 	<p>face-to-face, in home (CAPI)</p> <ul style="list-style-type: none"> • Quota characteristics: Age, gender, migration background, school attendance / completion of young people

Contact

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