

# Quotation for Online Field Services

## Quotation for

Adrien Fabre  
**University of Amsterdam**  
**Technical University of Berlin**

Date: Tuesday, 29 November 2022

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# 1. Project Background

University of Amsterdam and Technical University of Berlin are planning to carry out an online survey in multiple countries worldwide.

## 2. Detailed Description

Method:	<ul style="list-style-type: none"><li>• Ad hoc</li></ul>
Sample Size:	<ul style="list-style-type: none"><li>• Pre-test: n=100 per market/continent (US, FR or EU)</li><li>• USA:<ul style="list-style-type: none"><li>• First survey (US1):<ul style="list-style-type: none"><li>○ Option 1: n= 2,000</li><li>○ Option 2: n= 3,000</li><li>○ Option 3: n= 2,500</li><li>○ Option 4: n= 4,000</li></ul></li><li>• Second survey (US2):<ul style="list-style-type: none"><li>○ Option 1: n= 1,500</li><li>○ Option 2: n= 2,000</li></ul></li></ul></li><li>• France/Europe:<ul style="list-style-type: none"><li>○ Option 1: One survey (FR): n= 2,000 respondents</li><li>○ Option 2: One survey (FR, DE, UK, CH): n= 500 per country, n= 2,000 in total</li><li>○ Option 3: One survey (FR, DE, UK, ES, CH): n= 500 per country, n= 2,500 in total</li></ul></li></ul>
Countries:	<ul style="list-style-type: none"><li>• US</li><li>• France</li><li>• Germany</li><li>• UK</li><li>• Spain</li><li>• Switzerland</li></ul>

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Length of interview:	<ul style="list-style-type: none"> <li>• US1: 10/15 minutes</li> <li>• US2: 10/12/15 mins</li> <li>• FR/Europe: 15/17/20/25 mins</li> <li>• Survey to be device agnostic</li> </ul>
Additional requirements:	<ul style="list-style-type: none"> <li>• <b>Target group:</b></li> <li>• To be residents of respective countries</li> <li>• Male and female</li> <li>• Aged 18-70YO</li> <li>• Quotas:</li> <li>• Nationally representative in terms of gender (2 splits), age (4 splits), income (4 splits), education (3 splits), and region (4-5 splits). In US also along Ethnicity</li> <li>• <b>No further quotas or requirements</b></li> </ul>
Incidence rate (Basis of the offer):	<ul style="list-style-type: none"> <li>• +80% amongst gen pop</li> </ul>
Planning of the project	<ul style="list-style-type: none"> <li>• Main fieldwork: up to 2 weeks per country</li> </ul>

### 3. Services provided by Bilendi&respondi

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|---|
| <ul style="list-style-type: none"><li>• Provision of participants (including incentives – Panel Points)</li></ul> |
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### 4. Services provided by University of Amsterdam and TU Berlin

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| <ul style="list-style-type: none"><li>• Scripting and Hosting of the questionnaire in local language</li></ul> |
| <ul style="list-style-type: none"><li>• Field Management e.g. setting quotas and quota stops</li></ul>         |

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## 5. Project Fees

The costs of the services to be rendered are itemised in the table below:

### USA

n	LOI (min)	CPI (excl. Incentives)	Incentive	CPI (incl. Incentives)	Σ
US1 2,000	15	2.45€	0.75€	3.20€	6,400.00€
US1 3,000	15	2.15€	0.75€	2.90€	8,700.00€
US1 2,500	15	2.45€	0.75€	3.20€	8,000.00€
US1 4,000	10	2.15€	0.50€	2.65€	10,600.00€
US1 3000	10	2.15€	0.50€	2.65€	7,950.00€
US2 1500	10	2.70€	0.50€	3.20€	4,800.00€
US2 1500	12-15	2.70€	0.75€	3.45€	5,175.00€
US2 2000	12-15	2.45€	0.75€	3.20€	6,400.00€
US2 2000	10	2.45€	0.50€	2.95€	5,900.00€
Total Sample Costs					TBD.€

### France

n	LOI (min)	CPI (excl. Incentives)	Incentive	CPI (incl. Incentives)	Σ
2,000	20	2.40€	1.00€	3.40€	6,800.00€
2,000	25	2.40€	1.25€	3.65€	7,300.00€
Total Sample Costs					TBD.€

### Europe

n	LOI (min)	CPI (excl. Incentives)	Incentive	CPI (incl. Incentives)	Σ
2,000	17-20	2.40€	1.00€	3.40€	6,800.00€
2,000	25	2.40€	1.25€	3.65€	7,300.00€
2,500	17-20	2.40€	1.00€	3.55€	8,875.00€
2,500	25	2.40€	1.25€	3.80€	9,500.00€
3,000	17-20	2.10€	1.00€	3.10€	9,300.00€
Total Sample Costs					TBD.€

The prices are listed excl. VAT.

This quotation is valid until 29th February 2023.

Our minimal billing amount is 1,000 EUR

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## 6. Quality Standards

The online Bilendi&respondi panel is used solely for the purposes of market research and for no other purpose. Membership and participation is voluntary and follows a double opt-in registration process. The panel is actively and centrally managed by a professional panel team. In order to ensure a high standard of quality, the panel undergoes a continuous quality control process using a thorough scoring and controlling system.

Since we recruit via our own opinion platforms and the telephone, the focus is on intrinsic motivation thus preventing sample bias due to 'professional' respondents.

We hold a large amount of information on each participant regarding their social demographics, Internet usage, interests, consumer behaviour, health, media usage, investments, and mobility. In accordance with European data protection law, personal data and survey data are stored separately. We would be happy to provide you with further information regarding our response to the ESOMAR guidelines for online access panels.

Bilendi&respondi is a member of the following organizations and operates in strict accordance with their guidelines governing online research.



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## 7. Other

Bilendi&respondi assures its client that all information relevant to the project will be treated in the strictest confidence. In particular, no data such as the names, addresses or other details of target persons will be passed on to a third party.

If quotas are changed or there is a change in the incidence rates included in this quotation, we reserve the right to recalculate the costs. In such a case we will issue a new quotation. Furthermore, we reserve the right to recalculate the costs for a project if the screening questionnaire is to cover more than six questions (including demographic details).

In the case of projects not programmed by respondi and not carried out on the Bilendi&respondi server (sample only), the client may have to close internal quotas.

Every interview carried out exceeding the requested sample size will be billed.

On completion of the project, all data will be destroyed, unless the client instructs Bilendi&respondi to store the data for a future survey.

Please take into account our t&c, accessible [here](#).

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