

Date: 08/01/2025
To: Adrien Fabre
CNRS

Re: Attitude in Nordic countries (170002)

Dear Adrien Fabre,

Thank you for considering Kantar Profiles Division for your project. As a leading provider of enhanced sample and research services to the global market research industry we are uniquely positioned to serve CNRS. Please review the following proposal carefully, so we can ensure that we have accurately captured your requirements.

This Proposal is offered subject to the potential impact of the coronavirus pandemic which is having multiple and fast-changing impacts on daily lives. Our market research should reflect the prevailing concerns and behavior shifts of the general population in each country or market where data are collected as well as our duty of care to the personnel conducting the research and respondents. It is possible that some types of consumer research will be more affected than others with potential impacts in terms of changes to awareness, attitudes and behaviour. We will ensure that we liaise with you constantly during the study; however, please be aware we may need to make changes to the research program after it has been commissioned. We will discuss any potential changes with you, including revised delivery dates, before they are implemented. Should you have any questions about this proposal, please do not hesitate to ask.

This Proposal is expressly conditioned on Client's acceptance of all the terms and conditions set forth herein. To accept this Proposal and the [Terms and Conditions](#), please reply to me at the email address below. Please be advised that work cannot commence without acceptance of this Proposal.

We look forward to working with you on this project.

Sincerely,

Desislava Taseva (Pricer)
Desislava.Taseva-BOR@kantar.com

Camille Pierotti (Account Director)
Camille.Pierotti@kantar.com

ESTIMATED PRICE

Option 1			Price
			€53,403.20
Country	Qty	CPC	
Switzerland (CHE)	469	€4.95	€2,321.18
Germany (DEU)	1048	€3.71	€3,885.60
Spain (ESP)	603	€3.90	€2,350.35
France (FRA)	798	€3.79	€3,023.10
United Kingdom (GBR)	1493	€3.81	€5,690.85
Italy (ITA)	756	€3.81	€2,878.20
Japan (JPN)	2000	€3.69	€7,370.00
Poland (POL)	1166	€3.91	€4,562.70
Saudi Arabia (SAU)	1000	€7.36	€7,360.00
USA (USA)	3667	€3.81	€13,961.22

The prices in this proposal are in EUR and all-inclusive, with the exception of any applicable taxes. Final costs may be adjusted based on the actual number of questions asked, incidence, and the final number of completed interviews provided, but Kantar Profiles Division will seek client authorization if the final estimated project cost exceeds the original estimate by more than 10%. All requests or revisions beyond normal QA adjustments will be billed at Kantar Profiles Division service bureau hourly rate. Kantar Profiles Division has a minimum engagement fee, which will apply where appropriate. This proposal is valid for 60 days.

*As a benefit of using Kantar Profiles Division for your sample our data is also activated and ready to turn into seeds to establish advertising campaign audiences! Please contact us to learn more about this benefit.

PROJECT SPECIFICATIONS

Service Type: Sample only

Project Type: Adhoc

Target Group definition: M/F, 18+ y.o.

Countries: US, UK, Poland, Japan, Saudi Arabia, France, Germany, Italy, Spain, Switzerland

Sample Size (per country):

Step 1 - Pilot

US, UK, Poland: 2000 in total (equal split)

Step 2 - Main (please exclude respondents from the pilot)

U.S.: 3,000

Japan: 2,000

Saudi Arabia: 1,000

Europe: 5,000 (France: 798, Germany: 1048, Italy: 756, Poland: 500, Spain: 603, Switzerland: 469, UK: 826)

Total sample size: 13 000

Quotas (non-interlocked, including 5% flexibility):

US:

Gender:

Male	50%
Female	50%

Age:

18	25	17%
26	35	23%
36	45	20%
46	55	21%
56+		19%

Region:

Northeast	17%
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Midwest	21%
South	38%
West	24%

Income:

Less than \$ 20,000	14%
\$20 ,000 to \$39,999	19%
\$40,000 to \$74,999	28%
More than \$ 75,000	39%

Education:

Low	11%
Medium	54%
Higher	35%

UK:

Gender:

Male	50%
Female	50%

Age:

18	25	16%
26	35	22%
36	45	21%
46	55	23%
56+		17%

Region:

North	32%
Centre	31%
South	37%

Income:

Up to £20,000	54%
More than £20,000	46%

Education:

Degree or equivalent	24
Higher education	10
A Level or equivalent	22
GCSEs grades A*-C or equivalent	23
Other qualifications	11
No qualification	10

Poland:

Gender:

Male	50%
Female	50%

Age:

18	25	13%
26	35	23%
36	45	25%
46	55	19%
56+		19%

Region:

North	15%
South	21%
Centre	21%
South West	10%
North West	19%
East	14%

Income:

Less than 18000 PLN	15%
18000 - 60000 PLN	75%

More than 60000 PLN 10%

Education:

No school education	2%
Completed primary	17%
Lower secondary	5%
Elementary vocational	26%
Secondary	34%
Higher	16%

Japan:

Gender:

Male	50%
Female	50%

Age:

18	25	14%
26	35	18%
36	45	23%
46	55	25%
56+		19%

Region:

Chūbu	13%
Chūgoku	6%
Hokkaidō	4%
Hokuriku	3%
Kantō	35%
Kinki (or Kansai)	18%
Kyūshū & Okinawa	11%
Shikoku	3%
Tōhoku	7%

Income:

Below ¥4m	32%
¥4m - ¥7m	35%
¥7m - ¥10m	21%

Above ¥10m 12%

Education:

Junior High School 22%
Senior High School 42%
Vocational School 10%
University 13%
Other 13%

Saudi Arabia:

Gender:

Male 60%
Female 40%

Age:

Region:

Income:

Education:

France:

Gender:

Male 50%
Female 50%

Age:

18	25	18%
26	35	29%
36	45	28%
46	55	17%
55+		8%

Region:

Mecca Region	26%
Riyadh Region	25%
Eastern Region	15%
Asir Region	7%
Jazan Region	5%
Medina Region	7%
Al-Qassim Region	4%
Tabuk Region	3%
Ha'il Region	2%
Najran Region	2%
Al-Jawf Region	2%
Al-Bahah Region	1%
Northern Borders Region	1%

Income:

Up to SR 15,000	61%
More than SR 15,000	39%

Education:

Low: 10%

Mid: 35%

High: 55%

Germany:

Gender:

Male	50%
Female	50%

Age:

18	25	14%
26	35	21%
36	45	20%
46	55	24%
56+		21%

Region:

North	16%
West	22%
South	43%
East	19%

Income:

Less than € 2,000	55%
More than € 2,000	45%

Education:

Italy:

Gender:

Male	50%
Female	50%

Age:

Region:

Income:

Education:

Low: 10%

Mid: 41%

High: 49%

Spain:

Gender:

Male 50%

Female 50%

Age:

18	25	13%
26	35	18%
36	45	25%
46	55	25%
56+		19%

Region:

A.M Barcelona (7)	12%
A.M Madrid (8)	15%
Centro (Central) (4)	8%
Levante (Central East) (2)	17%
Noreste (North East) (1)	10%
Noroeste (North West) (5)	9%
Nortecentro (North Central) (6)	9%
Sur (South) (3)	20%

Income:

Less than €1,500	40%
More than €1,500	60%

Education:

Without studies	2%
Primary studies	30%
Secondary studies	25%
Bachelor/	27%

Technical/
Professional
studies
Incomplete
university/
Complete
university/
Post-graduate

16%

Switzerland:

Gender:

Male 50%
Female 50%

Age:

18	25	14%
26	35	22%
36	45	22%
46	55	24%
56+		19%

Region:

German	62%
French	23%
Italian	8%

Income:

Less than CHF 75 000 55%
More than CHF 75 000 45%

Education:

Low: 12%

Mid: 43%

High: 45%

Length of interview/ LOI (in minutes including any download time): **20** minutes

Incidence (based on gen pop):

Incidence Rate (IR) is estimated to be as follows:

95% after targeting age, gender, region, income and education

Please note that if the incidence of one of the quotas / cells drops below the above, feasibility, timings and costs may need to be reassessed.

Devices: Desktop, Tablet, Mobile

Device agnostic: Yes

Other technical requirements (webcam, OS/ browser restrictions): No

Exclusions: Yes - full exclusion between pilot and main

Number of URLs in the project: **1** per country

Timings (per country):

Set-up: **1** day

Fieldwork: **Pilot: 3-4** working days

Main: 6-7 working days

Collection of any Personal Data, Sensitive Data and/or Children's Data:

This proposal is based on the following agreement:

PII/Personal Data will be included in the questionnaire: No

Sensitive Data will be asked in the questionnaire: No

Children under the age of 16 will be interviewed: No

Any collection of Personal Data (PII) needs to be approved by Kantar Profiles and Partners (if included). If any PII/ Sensitive data collection is included in the survey, the final questionnaire will need to be checked and approved by our Privacy team prior to fieldwork. This may take up to additional 48 hours prior fieldwork launch.

Kindly note feasibility and costs may change if any Personal or Sensitive Data will be collected during the interview.

Notes:

- Should there be more than 10 screener questions, prices will need to be reviewed.
- Kantar Profiles assumes the **Dropout Rate (DOR) will not exceed 17.5%**. If the DOR is higher ours and panel partners feasibility is negatively affected or (in worse cases) could result in a system shutdown. Fieldwork will be paused until the questionnaire design is reviewed and amended. Any higher DOR will also be calculated in the Incidence.
- Kindly note that fieldwork in China falls under special local laws. Transferring any personal data (including any data related to a living individual) needs to have a consent. We suggest asking for consent for survey data to be exported and processed outside China at survey start.
- Kantar Profiles would recruit **kids/teens <16 y.o.>** via their parents. The questionnaire would need to consider a handover from adults to kids/teens (and back to parents if applicable).

All Prices are exclusive of Taxes which will be added in final invoice (where applicable).

Kindly note that the proposal validity is 60 days.

This Proposal is expressly conditioned on Client's acceptance of all the terms and conditions set forth here: <https://www.kantar.com/profiles-terms-conditions/> . To accept this Proposal and the T&C's, please reply to me at the email address below. Please be advised that work cannot commence without acceptance of this proposal.

GENERAL SPECIFICATIONS

KANTAR PROFILES DIVISION'S COMMITMENT TO CUSTOMER SATISFACTION

Your satisfaction is important to us. Kantar Profiles Division is committed to deliver superior data and service for every project it conducts on your behalf. We proactively seek feedback from our customers by sending them a satisfaction survey after the completion of every project. Please do take this opportunity to share your feedback with us, so we can continue to improve our service. We thank you for your trust, and look forward to working with you on this project.

KEY TERMS AND DEFINITIONS

Incidence Rate (IR):	The proportion of people in a specific category or panel who qualify for a study over those invited. The calculation is: Incidence = completed respondents / (completed respondents + screened respondents)
CPC (Cost Per Complete):	Total costs of the study (set-up / fieldwork / panel / data) across the specified number of completes.
Length of Interview (LOI):	The average number of minutes required to complete the survey. Kantar Profiles Division assumes an average of 2.5 questions completed per minute.
Data Processing (DP):	A series of operations on data to transform or classify information. Can include data cleaning, data recoding, tables, cross-tabulation and dashboard services.
Data Recoding:	Data that is recoded according to the following criteria.
Data Import/Export:	Raw data file in CSV, SPSS, Excel or ASCII format.
Data Cleaning:	The process of identifying and removing specific respondents from a data set.