

# SCHAEFER research | panel

serves as the agency's basis for collecting data when carrying out a multitude of market research projects, in particular in the field of concept and product research.

## The SCHAEFER research panel comprises:

- approx. 55.000 households with
  - approx. 123.000 individuals, of whom
  - approx. 30.000 are available online.
- (As per 18.03.2010)

The panel has been built up systematically since 1972, based on demographic quota and keeping in mind the specific needs of our clients (regional distribution, age groups, occupations, children in household, recruitment of special target groups) - initially with the help of interviewers and later using a broad mix of active and passive recruitment methods.

The key target group information needed for drawing samples for specific surveys is stored in the panel database:

- Product and brand usage in all areas that are of interest to our clients:
  - body care and cosmetics
  - foods and semi-luxury articles
  - OTC products + health issues
  - cleaning agents and detergents
  - media and services
- Usage and shopping habits
- Usage frequencies
- Hair and skin status, sensitivity of skin
- Standard demographic data

All in all, the usage habits for over 2500 brands and types from 24 product areas have been recorded. In addition 1088 additional data are stored. The data are up-dated annually.

The surveys within the research panel are carried out by mail or online.

The target groups "Children" and "Senior Citizens" are covered by special panels:

# SCHAEFER kids expert | panel

It is made up of 5000 boys between the ages of 5 and 10, who are regularly interviewed about games, leisure activities and current trends.

# SCHAEFER best ager | panel

It is made up of 8750 people aged 50 and above, who are available for any questions concerning this increasingly important section of our society.

### Advantages of the SCHAEFER research | panel:

- „ad hoc“ availability of any target group desired - with no bad contacts - as soon as data are available
- Existing data permit rapid screenings for special target groups
- High nationwide distribution
- Accuracy of sampling through computer-aided selection of randomised matched samples
- High response rate: 70 - 80%
- Qualified supervision of panel members by an experienced panel management team

### Advantages of online surveys:

- Rapid screening of specialised target groups - leading directly into main interview if respondents qualify
- Continuous monitoring of fieldwork and quotas
- Control of order in which questions are answered, filters and rotations, use of open-ended questions
- Possibility of using multimedia technologies
- Low demands on respondents in terms of time taken: they can decide for themselves when to respond; no sending paper to and from
- Advantage in terms of cost despite necessary and appropriate incentivisation
- Rapid availability of data
- Optimum comparability of results in international surveys.

## SCHAEFER central location | approach

is employed in all research projects that cannot be carried out using the research panel, e.g. when

- the structure of the test calls for a complicated set-up (sales shelf, video presentation),
- products are unsuitable for mailing (frozen foods, fresh foods) or are only available in limited amounts (technical products, dummies, perfume samples)
- it is essential to monitor the course of the test closely (sensory tests).

Research products in central locations have been carried out for many years in close collaboration with the field service specialists at Dose.Hagel.Marktforschung. Our jointly trained teams work in Hamburg and selected studios in Southern, Western and Eastern Germany. On an international level, we cooperate with carefully screened and experienced research agencies and field service providers. Strict quality controls are in place.

The interviews take place

- face-to-face
- using paper + pencil
- or in the form of CAPI interviews
  - Web-based using specially developed online software
  - centrally controlled and hosted by the agency (also for international projects)



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