

The “Turkish Bus” arrives

The low cost entry into the ethnic market research

Since a few years the data 4U realizes a monthly telephone omnibus survey (CATI) at representatives of Turkish origin population segment in Germany - the “Turkish Bus”. This is a cheap ability to enter into the ethnic market research and to experience more about one’s own Turkish Customers. - Interested clients may already board the bus with only “one question in their luggage” -from only € 330,-.

Alternatively, there can be booked survey sample sizes of 500 / 1000 / 1500 or 2000 of realized interviews. (If necessary, the number of cases may continue to be increased.) The drawing of the sample is usually by a systematic random selection. Optionally the interviews can be carried out with people from 14, 16 or 18 years. - The “Turkish Bus” is especially for first, but also for regularly recurring issues (Tracking studies) to the ethnic Turkish population. Especially following advantages and potential uses will be revealed:

- Representative survey of the Turkish population
- Inexpensive entry into the ethnic market research
- Already available from only one question
- Brand and Market Tracking
- Identification of product awareness, or usages
- Advertising accompanying research
- Monitor the competition
- Determination of image values
- Identification of political and social attitudes
- Observations of market developments
- Long-term observations using time series



By default there will be raised various demographic information like age, gender, position in the household, nationality, length of stay in Germany, household size and much more. - The results will be prepared and presented in table form, with up to five data elevations. Additional evaluations are possible at any time, a surcharge will be applied.

Also available: The “Russians Bus”. - The “Polish Bus”.

Price List

Survey sample size	closed question *	open question
n = 500	€ 330,-	€ 400,-
n = 1000	€ 500,-	€ 750,-
n = 1500	€ 750,-	€ 1100,-
n = 2000	€ 900,-	€ 1400,-

We are happy to calculate individual deviations or additional services.

For further more information, send us an email: info@data4u-online.de

All prices quoted are exclusive of applicable VAT.

* With up to 10 answer options; at scaling / profiles: 4 items = 1 question