

Market research for an internet based survey on euro area households' behaviour and consumption patterns

| | |
|--|---|
| <p>I. Scope and aim of the market research</p> | <p>The European Central Bank (ECB) is considering launching a tender process for the procurement of services pertaining to the conduct of internet based surveys. These internet based surveys would be conducted among households with regard to their behaviour and consumption patterns.</p> <p>The rationale of the internet based surveys would be to quickly gather information on consumer expectations and decisions in the euro area and forward the results to the ECB in a pre-agreed format. This information would deepen the ECB's understanding of household sector behaviour, including reactions to policy announcements and macroeconomic shocks.</p> <p>Through this market research, the ECB seeks to collect information on the supplier base in the internet-based surveys market segment and on some relating technical issues.</p> <p>This market research is being carried out for information purposes only and does not form part of a formal procurement procedure or an invitation to submit an offer.</p> |
| <p>II. Background information</p> | <p><i>Business Area:</i> The business areas within the ECB responsible for the survey are Directorate General Economics (DG/E), Directorate General Research (DG/R) and Directorate General Statistics (DG/S).</p> |
| <p>III. How to participate in the market survey</p> | <p>We would be grateful if suppliers interested in participating in this market research could provide some information with regard to the relevant (internet-based survey) services that you offer. Please kindly read and, to the extent feasible, answer the attached questions. Please send your responses in English via email to: nicola.bowen@ecb.europa.eu</p> |
| <p>IV. Follow-up to the market survey</p> | <p>Please note the following: Participation in this market research does not constitute any obligation on the part of the ECB to invite the participants in the research to participate in any future ECB procurement procedure, to award them a contract, or to reimburse them for any expenses incurred in completing this market research.</p> |
| <p>V. Closing date-</p> | <p>26 September 2018</p> |

Please note that the ECB collects market information on suitable and interested suppliers from many different sources. Therefore, certain suppliers could be invited even if they did not participate in this market survey.

| Please answer the following questions: | Please place an "X" in the relevant box | | Answer/Other remarks |
|--|---|----|--|
| | YES | NO | |
| Question 1: Do you offer services to conduct internet-based surveys of consumers? | | | |
| Question 2: Do you have expertise in conducting such surveys on economic topics (e.g. household income and savings behaviour, consumption, labour market, consumer finances, inflation and housing price expectations)? | | | |
| Question 3: Is your company interested in participating in this procurement? Please supply a reason under "comments" if participation is not desired. | | | |
| Question 4: Are you generally able to conduct such a survey on a multi-country basis in Europe? If so, for which countries and at what frequency? | | | <i>If yes, please identify the countries in this cell.</i> |
| Question 5: Are you able to conduct surveys over mobile devices or tablets? If yes, please briefly explain the functionality. | | | |
| Question 6: How do you generally select the original sample of consumers for a given country? | | | |
| Question 7: How do you typically ensure that surveys are representative for the population at large and what sampling stratification strategy do you typically employ in order to ensure representativeness (e.g. by region, age, income, education, etc.)? | | | |
| Question 8: How do you deal with consumers without internet access (or with internet access that is mainly used for entertainment, e.g. web tv)? | | | |
| Question 9: Can you elaborate on any known specific challenges or advantages associated with conducting surveys via the internet? | | | |
| Question 10: How do you ensure adequate response rates for the survey and the survey questions, and how do you incentivise consumers to participate in such a survey? | | | |
| Question 11: Are you able to conduct such a survey in a way that will allow tracking the same consumer over time (i.e. | | | |

| | |
|--|--|
| <p>adopting a panel structure)? If so, how would you address challenges inherent to panel surveys, such as (non-random) panel attrition?</p> | |
| <p>Question 12: Are you generally able to supplement the data collected from the internet-based survey of consumers with other data sources (e.g. regional indicators of economic performance)? If so, please briefly elaborate on the methodology and tools.</p> | |
| <p>Question 13: Once the survey has been launched, are you able to introduce new questions reflecting new interests of your client? If so, how long does this generally take to implement?</p> | |
| <p>Question 14: Generally, what is the time frame after survey completion? How long a time delay would you estimate between survey completion and the availability of survey outcomes to your client? Would you be able to conduct some data quality checks during this time?</p> | |
| <p>Question 15: How do you ensure compliance with EU data protection requirements in conducting surveys?</p> | |
| <p>Question 16: How do you generally ensure anonymity of the individual micro data when transmitting survey results to your client?</p> | |
| <p>Question 17: Generally, after services are definitively ordered from you, how long does it take you to set up the necessary infrastructure?</p> | |
| <p>Question 18: The full name and address of your company is the following:</p> | |
| <p>Question 19: The contact person is the following:</p> | <p><i>Please provide the full name of the contact person and his/her email address in this cell.</i></p> |