



Data 4U

The institut for

market and opinion research

targeting ethnic minorities

The immigration country Germany

In Germany, more than 16 million inhabitants have an immigrant background

*"Germany gains attractiveness as a destination country for migrants. Immigration should be of growing importance to our country, especially with the perspective view of the debate on demographic change and the recovery of foreign experts. This will remain in the years to come."*¹

Those are the first sentences of the current migration report from the government. Due to the rising number of immigration from abroad, the population of Germany increases - after years of decline - for the first time in years again.

Currently Germany is home to more than 16 million people, whose roots lie abroad. Those are - with a significant increasing trend - about 20% of the total German population. - In younger age groups this proportion is even higher. Indeed, about one third (33%) of all children living in Germany (age 0-14) have an immigration background; in large urban neighborhoods often even more than half of all students have foreign roots.

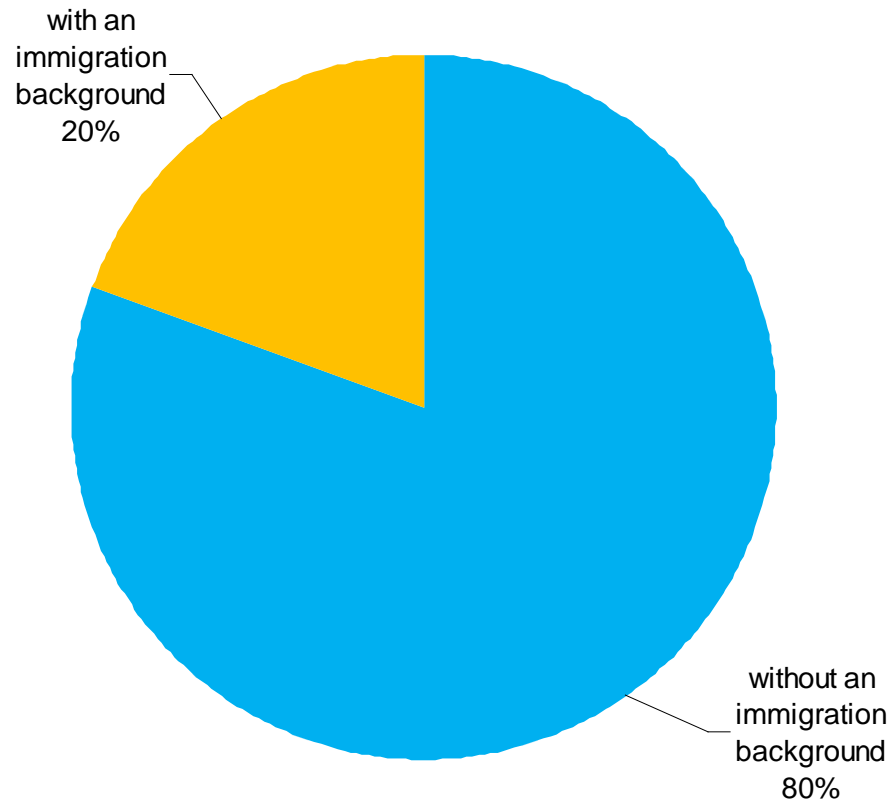
By far the largest ethnic groups among migrants with around 3 million members are the Turkish and the Russian community. - Followed by ex-Yugoslavs, Poles, Italians and Romanians. Currently the fastest growing groups are Poles, Romanians and Bulgarians.

All migrants in Germany have a collective private annual purchasing power of around 210 billion euros and thus establish themselves as increasingly more and more economically attractive target groups.

¹Migration report of the Federal Office for Migration and Refugees on behalf of the Federal Government (Migration Report 2011), published in January 2013, page 5

The immigration country Germany

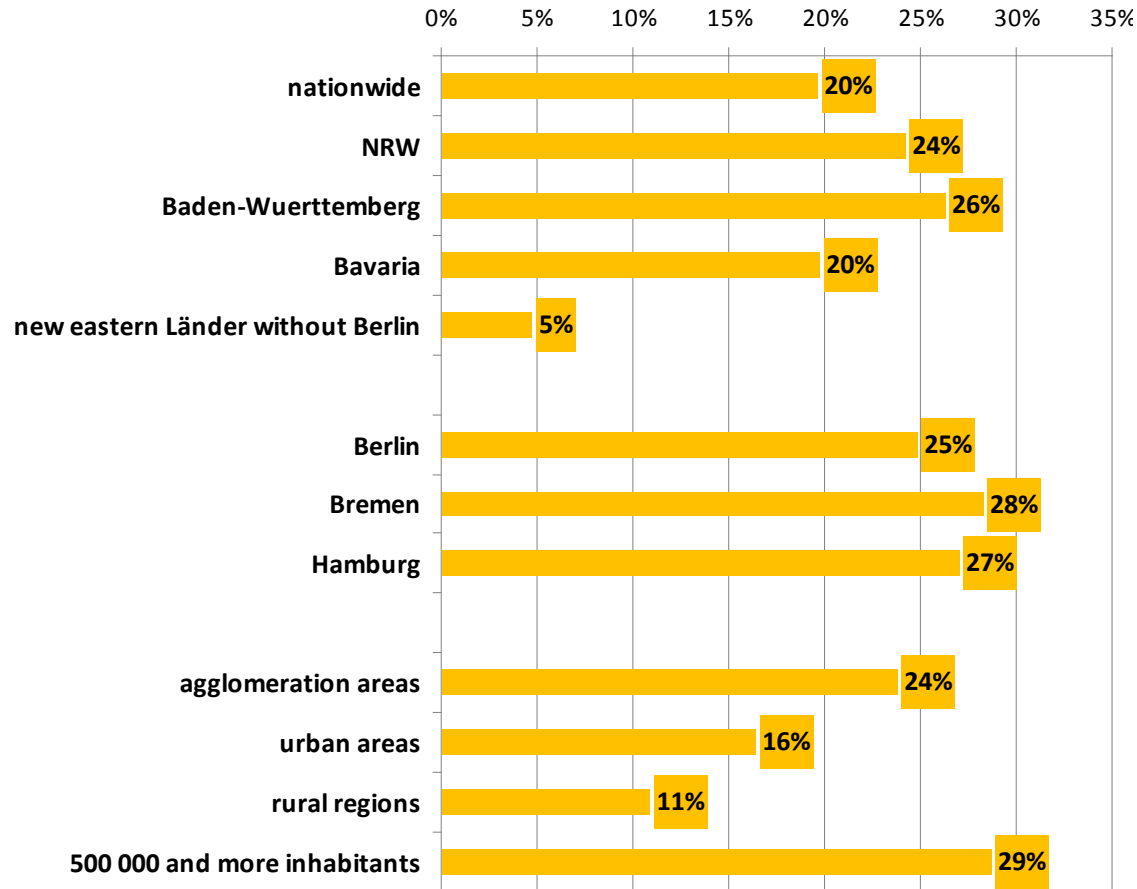
more than 16 million inhabitants have an immigrant background



Source: Federal Statistical Office, Series 1 Series 2.2, people with a migrant background, micro-census 2011

The immigration country Germany

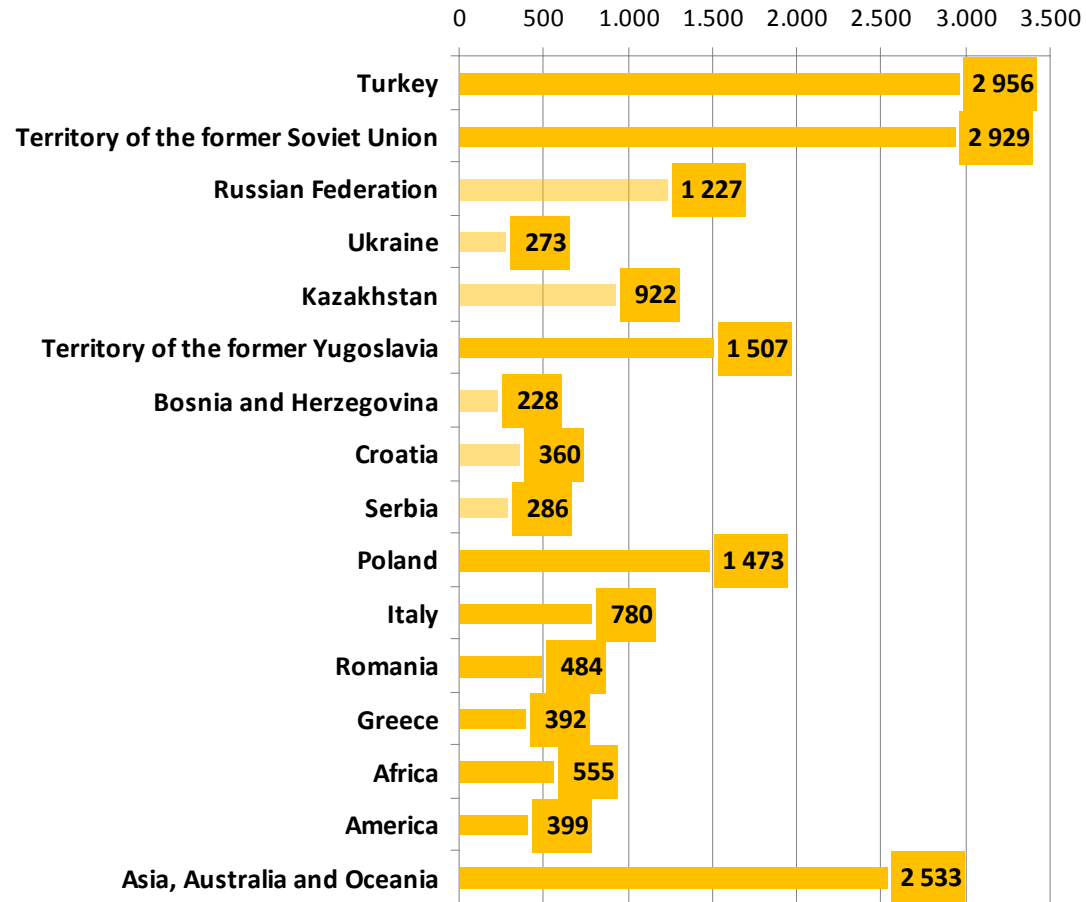
number of migrants in the total population



Source: Federal Statistical Office, Series 1 Series 2.2, people with a migrant background, micro-census 2011

The immigration country Germany

origin of migrants (in 1.000)



Source: Federal Statistical Office, Series 1 Series 2.2, people with a migrant background, micro-census 2011

Market and opinion research in ethnic target groups

Experience, market and fact knowledge from more than 20 years

The Data 4U - society for communication research - is a market and opinion research institute, which focuses exclusively on the market of ethnic minorities and in particular has specialized in the Turkish and Russian born population in Germany and Central Europe.

Since 1992 the Data 4U deals with market and opinion research in ethnic target audiences. As a result the Data 4U, which is based in the private sector, has unique experiences in Germany for the market segment of ethnic target groups.

The focus is particularly on the Turkish and Russian-born population. - Since 1992 the institute determined continuously, several times a year, the market share and range of receivable Turkish TV channels in Germany and Central Europe. Several years of active research followed in which the consumption and the advertising behavior of ethnic Turkish consumers were examined. Since 1999 market research in other ethnic groups, such as Russians, Poles and Yugoslavians were operated. Beginning in 2005, German-Turkish entrepreneurs were interviewed in a B2B study and prior to the parliamentary elections in 2009, for the first time, the Data 4U representatively determined the voting intentions of Turkish migrants.

The main survey instruments of the institute are computer-based, telephone interviews (CATI), Face-2-Face personal interviews (CAPI), online surveys (CAWI), qualitative interviews and focus groups.

Key activities of the Data 4U

For more than 20 years - ethnic market and media research in Germany and Europe

Media Research

- since 1992 studies on the market share and range of Turkish TV stations in Germany - several times a year
- since 2006 studies on media use by Russians (RiD), Poland (PiD), South Slavs and other ethnic minorities in Germany

Market research

- consumer research report Turks in Germany (TiD)
- use and acceptance of arts and cultural facilities
- accompanying advertising studies, promotional and advertising materials analysis
- ethnic print media in Germany
- the Turkish telecommunications market in Germany
- voting intentions of ethnic groups
- dairy products in ethnic markets in Central Europe
- product and taste tests
- focus groups to telecommunications, confectionary, food and others

Our strengths: motivated employees in shining atmosphere



Our services

- telephone interviews CATI (Computer Assisted Telephone Interviews)
- personal Face-2-Face interviews CAPI (Computer Aided Personal Interviewing)
- online surveys CAWI (Computer Assisted Web Interviewing)
- qualitative interviews (interviews with experts)
- focus groups
- street surveys
- hall and product testing
- more topics research (omnibus surveys)
- database management - for example name or geo analysis
- advertising tests, advertising accompanying research
- mystery shopping
- and others

References



And many others!

Take advantage of the variety of cultures!



- ➔ Target your customers directly. - We will help you!
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