

ANNEX 5: FINANCIAL OFFER AND MARKET LIST.

Central for this offer is the requirement of respondents with market experience¹ in the specific markets surveyed. This specific pricing/quotation will serve as the basis for calculating the price of future surveys and it is therefore divided into one question unit to one person for each market. In the last two cells the tenderer will add two quotations for the full price of a survey and all included deliverables (for both a survey with five questions per person and a survey with 10 questions per person). The price must be a direct result of the unit pricing calculated as follows:

$$F = A * R * M * Q$$

Where

F is the Full price (A1 and A2 in the table beneath)

A is the average unit price (B1 and B2 in the table beneath)

R is the number of respondents for each market (in all participating countries)

M is the number of markets included

Q is the number of question units (excluding the socio-demographic and screening questions)

The tender must provide a price for one question unit to 500² respondents (with market experience) in all 29 countries for each of the 50 markets listed below. There are some markets in the list below that can be expected to have a relatively low frequency of purchases (resulting in a relatively higher difficulty of obtaining respondents). These markets have been given extended time-brackets in order to ensure a higher frequency of eligible respondents. Markets that can still be expected to be low-frequency after the time-bracket is extended are marked LPF (Low-Purchase-Frequency) in the Column "Market ID number" (as mentioned in section I.5.5 Sampling and Representativity).

Please note that the technical offer must not contain any reference to amounts that could indicate the price offered by the tenderer.

The pricing is based on the price for (in Euros excluding VAT)

¹ Activity in a market is defined as having bought a product or paid for a service in the given timeframe personally. The key is that the survey records the responses of consumers that have actually made a purchasing decision on the market (themselves). The decision of whether to buy one product or another (to switch service provider or keep the current one) must have been made by the respondent.

² With the exception of Malta, Cyprus and Luxembourg where the required number of responses is 250. If Norway and Iceland is included the same applies to Iceland.

| Market ID number | Time bracket Respondents must have had experience in the market within the last (months) | Market | Price for one question unit to one person (in Euros excluding VAT) as an average of all 29 countries (under the assumption of a questionnaire with 5 questions units to 500 respondents for each market) The price quotation will apply for survey's with 5 or less core questions | Price for one question unit to one person (in Euros excluding VAT) as an average of all 29 countries (under the assumption of a questionnaire with 10 questions units to 500 respondents for each market) The price quotation will apply for survey's with 6-10 core questions |
|------------------|---|--|--|--|
| 1 | 12 | Food - Fruit and vegetables (Fresh fruit and Vegetables) | | |
| 2 | 12 | Food – Meat Lamb Veal Pork Beef Poultry Goat Mutton Other) | | |
| 3 | 12 | Food - Bread and Cereals Rice Flour Bread Bakery products Pizza's Pasta | | |
| 4 | 12 | Food – Other Fish shellfish Diary products (milk and cheese) eggs/egg products Oils and fats (butter, margarine, olive oil, edible oil) Baby/Infants foods Herbs and spices Nuts/nut products Soups/Sauces Ready meals Spices Additives Sugar, jam, honey, chocolate and confectionery Cakes dietary products food supplements other | | |
| 5 | 12 | Non-alcoholic beverages Coffee, tea, cacao | | |

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|---|----|---|--|--|
| | | Mineral waters Soft drinks Fruit and vegetable juices | | |
| 6 | 12 | Alcohol beverages Spirits Wine Beer | | |
| 7 | 12 | Clothing (including tailor-made goods) and footwear Children's clothing Women's clothing Men's clothing Sportswear Hats Clothing material Furs Protective clothing Handbags and accessories Children's footwear Women's footwear Men's footwear Sports footwear Other | | |
| 8 | 24 | House maintenance and improvement goods DIY materials (excluding paint and wall coverings) Paint Wall coverings Fence Shed Power tools(e.g. drill chainsaw) Non electrical tools Gardening equipment/tools (non-electrical) Lawn movers Others | | |
| 9 | 12 | Furnishings Furniture (Upholstered furniture Non-upholstered furniture Beds and mattresses Kitchen furniture Fitted furniture Bathroom fittings Antiques Leather furniture Cots High chairs Other nursery furniture Garden furniture Other) Floor Coverings (Carpets Mats and rugs Laminates Ceramics Wood Linoleum Underlay | | |

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|----|----|---|--|--|
| | | <p>Other) Household textiles (Bedding Cushions Curtains and blinds Furniture fabrics Other) Glassware,tableware and household utensils (Crockery Cooking and dining utensils Glassware Other)</p> | | |
| 10 | 12 | <p>Electronic goods (Non ICT/recreational) DVD players-recorders VCRs TVs CD HI-FI media players non- portable CD, HI- FI, media players portable Radios Cameras Video cameras Photographic equipment CDs (blank) DVDs (blank) Audio and video tapes (blank) Other</p> | | |
| 11 | 24 | <p>Large domestic appliances Electronic cookers Fridges and freezers Washing machines Tumble dryers Washer-dryers (combined) Dishwashers Space heaters Fixed heaters Vaccum cleaners Microwave ovens Sewing machines Portable heating appliances Other</p> | | |
| 12 | 12 | <p>Small domestic household appliances Food-processing appliances Coffee machines Irons Toasters Grills Other</p> | | |
| 13 | 12 | <p>Information Communication Technology Goods (ICT) Personal computers Self-built computers Computer accessories Printers and scanners Games consoles Portable Games players</p> | | |

| | | | | |
|----|----|---|--|--|
| | | <p>Computer software Computer software upgrades Laptops, notebooks and tablet PCs, PDA's and smart phones Mobile phone devices Fixed phone devices Modems Decoders Other</p> | | |
| 14 | 12 | <p>Leisure goods (sport equipment, musical instruments, etc.) Camping equipment Sports equipment Musical instruments Toys Games (non-digital) CDs DVDs Audio and video tapes Computer and video games Hobby goods (e.g. stamps, model cars, etc.) Suitcase, luggage</p> | | |
| 15 | 36 | <p>New cars New cars Other</p> | | |
| 16 | 36 | <p>Second hand cars Second hand cars Other</p> | | |
| 17 | 12 | <p>Fuels and lubricants Petrol Diesel LPG autogas Oil Lubricants Other</p> | | |
| 18 | 12 | <p>Books, magazines, newspapers, stationary (Excluding postal delivery) Books Magazines Newspapers Periodicals Stationary</p> | | |
| 19 | 12 | <p>Personal care - Toiletries & Electrical appliances Cosmetics Toiletries (including diapers) Wigs Hair care products Perfumes Electric razors and hair trimmers Hair dyes curling tongs and styling combs Other</p> | | |
| 20 | 36 | <p>Real Estate Estate agents Property managers Letting agents House valuation</p> | | |

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|----------|----|--|--|--|
| | | Conveyance Other | | |
| 21 | 24 | House maintenance and improvement services Roofing Decorator services Plumbers and plumbing Floor covering/fitting Central heating (Installation and service) Electrical services and installations Bricklayers Carpenters Painters Glaziers Iron-mongers Gardeners, tree-surgeons Tarmacking and paving Fitted Kitchens Insulation Burglar alarms Wall coating Damp proofing Solar Heating Guttering Chimney sweeps Replacing doors Fitting bathrooms Swimming pools Other | | |
| 22 | 12 | Personal Care Services Hairdressers Sun studios Diet clubs/centres Beauty treatments Hair therapy Cosmetic therapy Nail shop services Spa, sauna, hamams Tattoo, piercing services Other | | |
| 23 | 12 | Maintenance and reparation of vehicles and other transport Franchise garage/dealer Independent garage Road assistance Other | | |
| 24 | 36 | Legal services & accountancy Notary services Lawyers Legal advice Accountants Tax advisors Auditors Other | | |
| 25 (LPF) | 36 | Funeral Services Funeral Services | | |
| 26 | 24 | Banking-Current account Current account Debit cards | | |

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|----------|----|---|--|--|
| 27 | 24 | Banking-Credit Credit Cards Store Cards Consumer credit Mortgages Revolving credit | | |
| 28 | 24 | Banking-Investments, pensions and securities Packaged investments Portfolio and Fund management Personal pensions Stockbroking and derivatives | | |
| 29 | 12 | Insurance-Dwelling Dwelling | | |
| 30 | 12 | Insurance-Transport Car, other road vehicle Boat, air | | |
| 31 | 12 | Postal Services & couriers Correspondence Packages Expresse mail Periodical publications Addressed advertising Issuance and sale of postage stamps Telex service Couriers Other | | |
| 32 | 12 | Fixed telephony services Telecom provision Other | | |
| 33 | 12 | Mobile telephony services Telephone provision Text messages Other | | |
| 34 | 12 | Internet Services Internet provision Chat rooms News services Domain name services Pay per view services E-mail account services Other | | |
| 35 | 12 | Tram,bus,metro, and underground Tram Metro Bus Underground | | |
| 36 | 12 | Railways Railways | | |
| 37 | 12 | Airlines Airlines | | |
| 38 (LPF) | 24 | Rental services Car rental Motorcycle rental Van rental Caravan rental Boat rental | | |

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|----------|----|--|--|--|
| | | Other rental | | |
| 39 | 12 | Hotels and other holiday accommodation Hotels Other holidays accommodation (e.g. bed & breakfast, youth hostel) Caravan sites Camp sites | | |
| 40 | 12 | Packaged travel Package travel Tours Other | | |
| 41 | 12 | Restaurants and bars Restaurants Cafe',brasserie Caterers Takeaways Pub Mobile food vendors Night clubs Discotheques Bars Other | | |
| 42 | 12 | Sport and leisure services Health clubs and Gyms Sports facilities Sport instructors Music teacher Other | | |
| 43 | 12 | Cultural and entertainment services Theatres Cinema Museums Zoos Amusement Parks Ticket selling services Other | | |
| 44 | 12 | Gambling, lotteries Betting services Lotteries Casinos Internet/Mobile gambling Other | | |
| 45 | 12 | Water Water supply Sewerage collection Other services | | |
| 46 | 12 | Electricity Electricity | | |
| 47 | 12 | Gas Gas | | |
| 48 | 12 | Over the counter medication Over the counter medication | | |
| 49 | 12 | Dentist | | |
| 50 (LPF) | 36 | Removals and Storage Removals Storage | | |

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|--|---|-----------|-----------|
| | Freight & shipping Other | | |
| Average price of one question unit in all markets | | B1 | B2 |
| Offer for full market monitoring | | | |
| | <p>(A1) Combined offer for market monitoring of 50 markets in all 29 countries (5 questions) - including all deliverables and additional costs.</p> <p>Full price = $B1 * (500 * 29) * 50 * 5 + AC$</p> <p>Full price: _____</p> | | |
| | <p>(A2) Offer for full market monitoring of 50 markets in all 29 countries (10 questions) – including all deliverables and additional costs.</p> <p>Full price = $B2 * (500 * 29) * 50 * 10 + AC$</p> <p>Full price: _____</p> | | |

This list of markets is indicative and the Commission does not confine itself to survey these markets only. If other markets are included though – the procedure for assessing the price of surveying new markets comes into effect (see section IV.7. of the technical specifications).

Signature of Tenderer

Full name in capitals

Date