

Germany-Berlin: Public-opinion polling services
OJ S 228/2022 25/11/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presse- und Informationsamt der Bundesregierung

Postal address: Dorotheenstraße 84

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10117

Country: Germany

E-mail: vergabe@bpa.bund.de

Fax: +49 30-18102722358

Internet address(es):

Main address: <http://www.bundespresseamt.de>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Meinungsforschung

Reference number: 14022#00003#0007

II.1.2. Main CPV code

79320000 Public-opinion polling services

II.1.3. Type of contract

Services

II.1.4. Short description

Umfragen sind ein wichtiges Instrument für die Regierung, um valide zu ermitteln, wie die Bürgerinnen und Bürger sich über politische Themen, Entscheidungen, Maßnahmen und Vorhaben informieren, sie wahrnehmen und bewerten.

Ziel dieser Ausschreibung ist der Abschluss mehrerer Rahmenverträge.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 10 000 000,00 EUR

II.2. Description

II.2.1. Title

Wöchentliche Standardindikatoren

Lot No: 1

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin

Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet wöchentliche Erhebungen aktueller politischer Indikatoren sowie die Einschaltung aktueller Fragen. Die Erhebung dient dem Überblick über die aktuelle Stimmung und der langfristigen Beobachtung von Trends.

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Monatliche Standardindikatoren

Lot No: 2

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin

Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet monatlichen Erhebungen aktueller politischer Indikatoren sowie die Einschaltung aktueller Fragen. Die Erhebung dient dem Überblick über die aktuelle Stimmung und der langfristigen Beobachtung von Trends.

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Befragungen Telefonisch
Lot No: 3

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin
Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet telefonische Erhebungen (CATI).

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzept / Weighting: 70
Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Befragungen Mixed Mode
Lot No: 4

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin
Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet Mixed-Mode-Erhebungen.

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Befragungen Face-to-Face
Lot No: 5

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin
Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet persönlich-mündliche Befragungen (Face-to-Face).

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts / Weighting: 70
Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Befragungen Online
Lot No: 6

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin
Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet Online-Befragungen (CAWI) in einem offline rekrutierten Online-Access-Panel.

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Qualitative Methoden offline

Lot No: 7

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin

Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet Erhebungen mit qualitativen Methoden (offline).

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts sowie Erfahrungen der Mitarbeiterinnen /Mitarbeiter / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Qualitative Methoden online

Lot No: 8

II.2.2. Additional CPV code(s)

79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: DE300 Berlin

Main site or place of performance: Berlin

II.2.4. Description of the procurement

Das vorliegende Los beinhaltet Erhebungen mit qualitativen Methoden (online).

II.2.5. Award criteria

Quality criterion - Name: Qualität des Konzepts sowie Erfahrungen der Mitarbeiterinnen /Mitarbeiter / Weighting: 70
Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 136-389291](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 14022#00003#0007

Lot No: 1

Title:

Wöchentliche Standardindikatoren

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2022

V.2.2.

Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: forsa Gesellschaft für Sozialforschung und statistische Analysen mbH

Town: Berlin

NUTS code: DE300 Berlin

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 2 560 000,00 EUR

Total value of the contract/lot: 2 560 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 14022#00003#0007

Lot No: 2

Title:

Monatliche Standardindikatoren

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Kantar GmbH

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Country: Germany

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 2 560 000,00 EUR

Total value of the contract/lot: 2 560 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 14022#00003#0007

Lot No: 3

Title:

Befragungen Telefonisch

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: dimap, das Institut für Markt- und Politikforschung GmbH

Town: Bonn

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Country: Germany

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: GESS Phone & Field Marktforschung GmbH

Town: Hamburg

NUTS code: DE600 Hamburg

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 1 200 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 14022#00003#0007

Lot No: 4

Title:

Befragungen Mixed Mode

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Infratest dimap Gesellschaft für Trend- und Wahlforschung mbH

Town: Berlin

NUTS code: DE300 Berlin

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 14022#00003#0007

Lot No: 5

Title:

Befragungen Face-to-Face

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3.

Name and address of the contractor

Official name: Institut für Demoskopie Allensbach GmbH

Town: Allensbach

NUTS code: DE138 Konstanz

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 960 000,00 EUR

Total value of the contract/lot: 960 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 14022#00003#0007

Lot No: 6

Title:

Befragungen Online

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Kantar GmbH

Town: Berlin

NUTS code: DE300 Berlin

Country: Germany

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 880 000,00 EUR

Total value of the contract/lot: 880 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 14022#00003#0007

Lot No: 7

Title:

Qualitative Methoden offline

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: GIM Gesellschaft für Innovative Marktforschung mbH

Town: Heidelberg

NUTS code: DE125 Heidelberg, Stadtkreis

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 440 000,00 EUR

Total value of the contract/lot: 440 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 14022#00003#0007

Lot No: 8

Title:

Qualitative Methoden online

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Ipsos GmbH
Town: Hamburg
NUTS code: DE600 Hamburg
Country: Germany
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 400 000,00 EUR
Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Bundeskartellamt Vergabekammern des Bundes
Postal address: Villemombler Straße 76
Town: Bonn
Postal code: 53123
Country: Germany

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Für die Einlegung von Rechtsbehelfen ist Folgendes zu beachten:

- Nach § 135 Abs. 2 GWB endet die Frist, mit der die Unwirksamkeit eines Vertrages mit einem Nachprüfungsverfahren geltend gemacht werden kann, 30 Kalendertage nach der Information der betroffenen Bieter durch den Auftraggeber über den Abschluss des Vertrages, jedoch nicht später als 6 Monate nach Vertragsschluss oder im Falle der Veröffentlichung der Bekanntmachung der Auftragsvergabe im Supplement zum Amtsblatt der Europäischen Union 30 Kalendertage nach dieser Veröffentlichung,
- Nach § 160 Abs. 3 S. 1 Nr. 1 bis 4 GWB ist der Antrag auf Einleitung eines Nachprüfungsverfahrens unzulässig, soweit:
 - der Antragsteller den geltend gemachten Verstoß gegen Vergabevorschriften vor Einreichen des Nachprüfungsantrags erkannt und gegenüber dem Auftraggeber nicht innerhalb einer Frist von 10 Kalendertagen gerügt hat; der Ablauf der in § 134 Abs. 2 GWB geregelten Frist, nach deren Verstreichen ein Zuschlag erteilt werden darf, bleibt unberührt,
 - Verstöße gegen Vergabevorschriften, die aufgrund der Bekanntmachung erkennbar sind, nicht spätestens bis zum Ablauf der in der Bekanntmachung benannten Frist zur Bewerbung oder zur Angebotsabgabe gegenüber dem Auftraggeber gerügt werden,
 - Verstöße gegen Vergabevorschriften, die erst in den Vergabeunterlagen erkennbar sind, nicht spätestens bis zum Ablauf der Frist zur Bewerbung oder zur Angebotsabgabe gegenüber dem Auftraggeber gerügt werden,
 - mehr als 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, vergangen sind.

VI.5. Date of dispatch of this notice

22/11/2022