

**Germany-Berlin: Public-opinion polling services**  
**OJ S 232/2023 01/12/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Konrad-Adenauer-Stiftung e.V.

Postal address: Klingelhöferstraße 23

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10785

Country: Germany

Contact person: Beschaffung

E-mail: [ausschreibung@kas.de](mailto:ausschreibung@kas.de)

Telephone: +49 3026996-0

**Internet address(es):**

Main address: <https://www.kas.de>

**I.4. Type of the contracting authority**

Other type: Stiftung

**I.5. Main activity**

Education

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Rahmenvereinbarung für Meinungsumfragen in Deutschland (3 Lose)

Reference number: 23-0149-02

**II.1.2. Main CPV code**

79320000 Public-opinion polling services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Die Konrad-Adenauer-Stiftung e.V. beabsichtigt Rahmenverträge abzuschließen für Meinungsumfragen in Deutschland unter der allgemeinen Bevölkerung. Sonderstichproben bestimmter Bevölkerungsgruppen sind ebenfalls inkludiert.

Nicht enthalten sind Umfragen im Ausland, international vergleichende Umfragen, Umfragen unter Stakeholdern, unter Stipendiat/innen oder Altstipendiat/innen sowie Umfragen zu Evaluationszwecken.

### **II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 0,01 EUR

## **II.2. Description**

### **II.2.1. Title**

Repräsentative Telefonumfragen per Zufallsstichprobe (Querschnitt)

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79320000 Public-opinion polling services, 79300000 Market and economic research; polling and statistics

### **II.2.3. Place of performance**

NUTS code: DE Deutschland

Main site or place of performance: Deutschland

### **II.2.4. Description of the procurement**

Gegenstand dieser Ausschreibung ist der Abschluss von Rahmenvereinbarungen - für die Lose 1, 2 und 3 - für Meinungsumfragen in Deutschland.

### **II.2.5. Award criteria**

Quality criterion - Name: Leistung / Weighting: 60,00

Price - Weighting: 40,00

### **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**

Fokusgruppen und qualitative Tiefeninterviews

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79320000 Public-opinion polling services, 79300000 Market and economic research; polling and statistics

### **II.2.3. Place of performance**

NUTS code: DE Deutschland

Main site or place of performance: Deutschland

### **II.2.4. Description of the procurement**

Gegenstand dieser Ausschreibung ist der Abschluss von Rahmenvereinbarungen - für die Lose 1, 2 und 3 - für Meinungsumfragen in Deutschland.

### **II.2.5. Award criteria**

Quality criterion - Name: Leistung / Weighting: 60,00

Price - Weighting: 40,00

#### **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**

BUS-Mehrthemenumfrage

Lot No: 3

###### **II.2.2. Additional CPV code(s)**

79320000 Public-opinion polling services, 79300000 Market and economic research; polling and statistics

###### **II.2.3. Place of performance**

NUTS code: DE Deutschland

Main site or place of performance: Deutschland

###### **II.2.4. Description of the procurement**

Gegenstand dieser Ausschreibung ist der Abschluss von Rahmenvereinbarungen - für die Lose 1, 2 und 3 - für Meinungsumfragen in Deutschland.

###### **II.2.5. Award criteria**

Quality criterion - Name: Leistung / Weighting: 60,00

Price - Weighting: 40,00

#### **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**

The procurement involves the establishment of a framework agreement

##### **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: [2023/S 181-565986](#)

### **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:** 1.1

**Lot No:** 1

**Title:**

Repräsentative Telefonumfragen per Zufallsstichprobe (Querschnitt)

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

28/11/2023

#### **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: USUMA GmbH

Postal address: Berliner Allee 96

Town: Berlin

NUTS code: DE3 Berlin

Postal code: 13088

Country: Germany

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

#### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

---

**Contract No:** 1.2

**Lot No:** 1

**Title:**

Repräsentative Telefonumfragen per Zufallsstichprobe (Querschnitt)

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

28/11/2023

### **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

Postal address: Sachsenstraße 6

Town: Hamburg

NUTS code: DE6 Hamburg

Postal code: 20097

Country: Germany

The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

---

**Contract No:** 2.1

**Lot No:** 2

**Title:**

Fokusgruppen und qualitative Tiefeninterviews

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

28/11/2023

### **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: no

**V.2.3. Name and address of the contractor**

Official name: Mauss Research  
Postal address: Zehdenicker Straße 11  
Town: Berlin  
NUTS code: DE3 Berlin  
Postal code: 10119  
Country: Germany  
The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

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

---

**Contract No:** 2.2

**Lot No:** 2

**Title:**

Fokusgruppen und qualitative Tiefeninterviews

A contract/lot is awarded: yes

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

28/11/2023

**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: no

**V.2.3. Name and address of the contractor**

Official name: Ipsos GmbH  
Postal address: Sachsenstraße 6  
Town: Hamburg  
NUTS code: DE6 Hamburg  
Postal code: 20097  
Country: Germany  
The contractor is an SME: no

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

Total value of the contract/lot: 0,01 EUR

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

---

**Contract No:** 3.1

**Lot No:** 3

**Title:**

BUS-Mehrthemenumfrage

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

28/11/2023

### **V.2.2. Information about tenders**

Number of tenders received: 3

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: 3

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

Postal address: Landsberger Straße 284

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80687

Country: Germany

The contractor is an SME: no

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

Total value of the contract/lot: 0,01 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: Die Vergabekammern des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: [vk@bundeskartellamt.bund.de](mailto:vk@bundeskartellamt.bund.de)

Telephone: +49 2289499-0

Fax: +49 2289499-163

Internet address: <https://www.bundeskartellamt.de>

### **VI.5.**

**Date of dispatch of this notice**

28/11/2023