



BIK ASCHPURWIS + BEHRENS GMBH is a full-service institute based in Hamburg since 1970, focusing on regional data, sampling services and classical market and social research.

Decades of expertise in regional research have resulted in products such as the **BIK regions/ BIK community size classes** and the **BIK basic data / community file** (in conjunction with the **BIK household estimation model**), which link demographic and social structure information with various spatial territorial units. This valuable data is often used in practice for studies and investigations - by public authorities, institutes, associations or companies. BIK provides target data for weighting purposes.

As a service provider, BIK is in charge of the **ADM sampling systems** CATI (landline & mobile) as well as Face-to-Face (for personal interviews) in Germany; in addition, a **European telephone sampling system** was set up: the **BIK-RSSE** (Random Sampling System Europe). The field of activity also includes the set-up and procurement of **random samples from the residents' registration office**. The **ethno mobile sampling system** was developed for the migrant target group, which is very difficult to reach.

In addition to **representative population surveys** (using the dual-frame approach with fixed-line and mobile numbers), BIK also conducts **media, consumer and regional studies** in its own telephone studio. The institute is particularly competent in **social and migration research**. The portfolio also includes **B2B studies / enterprise surveys** (CATI and online, especially for medium-sized businesses).

BIK is a member of the professional associations **ADM** (Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.) as well as **BVM** (Berufsverband deutscher Markt- und Sozialforscher e.V.) and is certified according to **ISO 9001:2015** and **ISO 20252:2019-02-15** standards.

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