

SINUS Offer

SINUS Milieu Short Surveys + Milieu-Navigator

Quick answers. Long-term target group knowledge.



sinus:

Part of INTEGRAL-SINUS-OPINION Group

SINUS Milieu Short Survey

Representative market research for compact questions - optionally enhanced with AI

The SINUS Milieu Short Survey provides **quick, representative answers to compact research questions**. If desired, we can also integrate the results into the **SINUS Milieu-Navigator**. There, they can be linked to SINUS's comprehensive milieu knowledge and **explored in greater depth through dialogue**.



Advertisement and
campaign testing



Tracking



Pricing



Target group analysis



Product acceptance



Buying behavior



Opinion research



Customer satisfaction



SINUS Milieu Short Survey

Quick answers to your questions - evaluated by milieu and ready for flexible exploration



Cost-effective

Questions from several clients are bundled into a multi-topic survey, with results presented in a standardized format.



Online & representative

1,000 or 2,000 respondents from the German-speaking resident population, aged 18 to 74; representative by age, gender, education and Sinus-Milieus.



Text, audio & video

Image and video elements can be integrated into the survey.



Simple & fast

You provide your questions and receive graphically prepared results around two weeks after the survey starts.



Compact & clear

You receive clear cross tables (Sinus-Milieus, gender, age, education) and standardized graphical reporting by Sinus-Milieus.



Optional: Explore results through dialogue

In the Milieu-Navigator, results can be linked to continuously updated, source-based SINUS milieu knowledge for deeper analysis and comparison.

From research question to actionable milieu knowledge

Collect current survey data, analyze it by milieu and explore it further through dialogue.

The short survey provides up-to-date results for your specific research question. The Navigator places these results in the context of SINUS's comprehensive milieu knowledge.

Define question

01

Compact questionnaire with a maximum survey duration of five minutes.

Representative survey

02

Online survey of 1,000 or 2,000 people, representative of the German-speaking resident population.

Analyze by milieu

03

Cross tables and graphical presentation of results by SINUS Milieus and demographics.

Optional: Explore in the Navigator

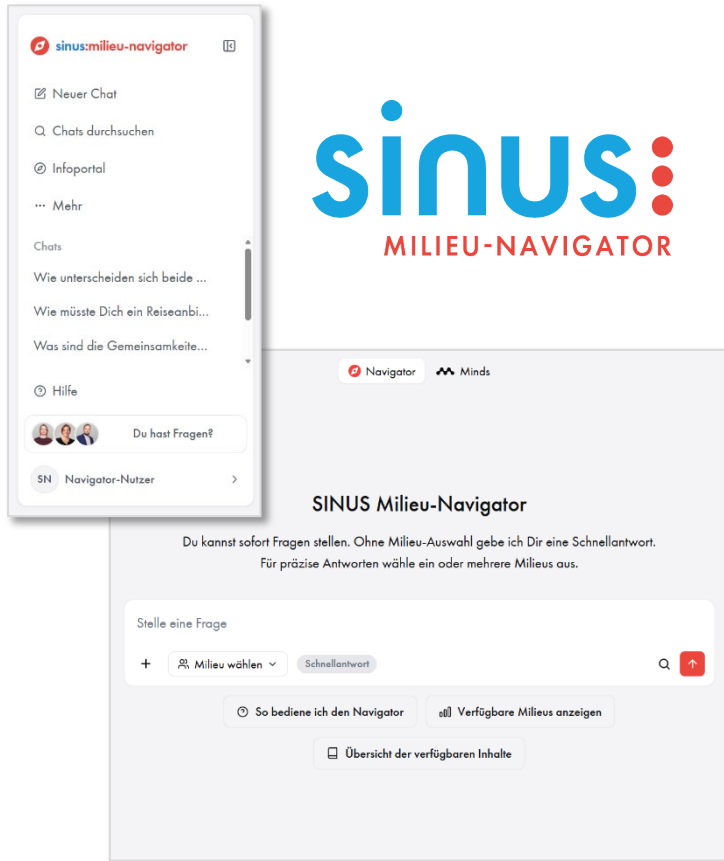
04

Link results to source-based SINUS knowledge, compare milieus and explore new questions through dialogue.

Turn a one-off survey into a knowledge base with long-term value.

Optional add-on: SINUS Milieu-Navigator

Take survey findings further through dialogue



If desired, we integrate the results of your SINUS Milieu Short Survey into the AI-powered Milieu-Navigator. This allows you to link your current survey data with SINUS's comprehensive milieu knowledge, explore it in greater depth and apply it to new questions.

Direct access to milieu knowledge:

The SINUS Milieu-Navigator provides direct access to continuously updated SINUS milieu knowledge. Questions are answered precisely and with source references; hypotheses and missing information are clearly identified.

What the Navigator does:

Answers questions about all ten Sinus-Milieus

Compares milieus directly

Links knowledge across different information packages

Includes your short-survey content and results documents

Develops further hypotheses and strategic starting points

Reduces research effort and supports well-founded decisions

Includes SINUS Milieu-Minds: two synthetic personas per milieu for exploratory dialogue, initial concept assessments and inspiration ahead of further research

Your benefits:

Faster access to milieu knowledge, less research effort and a sound basis for hypotheses, analyses and initial decisions.



[More information about the](#)

[Milieu-Navigator on our website](#)

SINUS Milieu Short Survey

Services and costs

Costs in euros (plus VAT)

Survey duration	1,000 respondents	2,000 respondents
Up to 3 minutes	EUR 6,000	EUR 7,500
Up to 5 minutes	EUR 7,500	EUR 8,750

Services included in the price

- Optimization of the questionnaire you provide
- Questionnaire programming
- Fieldwork incl. quota and quality control
- Excel tables (breaks: demographics, Sinus-Milieus)
- PowerPoint presentation of milieu results

Additional services can be booked as add-ons:

- Complete questionnaire development
- Strategic recommendations
- Presentation of results
- Consulting hours
- Preparation and integration of results into the SINUS Milieu-Navigator (see next page for conditions)

The short survey is available for surveys lasting a maximum of five minutes. If your questionnaire is more extensive or you require additional analysis or consulting, we will be happy to prepare a customized research proposal.

Optional add-on: Integration into the SINUS Milieu-Navigator

Services and costs

Integration of the study into the SINUS Milieu-Navigator	Net costs in euros
Preparation and transfer of project-specific survey results for AI-supported analysis and linkage with existing milieu knowledge	EUR 950 per study
Access to the SINUS Milieu-Navigator*	Net costs in euros
SINUS Milieu-Navigator (3-month license) Includes Milieu-Minds, excluding PDF information packages	EUR 950
SINUS Milieu-Navigator (12-month license) Includes Milieu-Minds, excluding PDF information packages	EUR 3,000
Premium Bundle - SINUS Milieu-Navigator (12-month license incl. Milieu-Minds) - Two PDF information packages of your choice - Online consultation on your individual questions - Premium status	EUR 4,750

**Prices shown apply to one user within the company. Team license prices are available on request.
Includes 2 million tokens/month (fair use - extensive normal usage); no automatic top-ups, no additional costs.*

Do you have a specific research question?

Send us your research question and we will recommend the right survey duration, sample and combination with the SINUS Milieu-Navigator.



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