

# Face to Face Kids

Youth research for when questions are a bit more complex and an interviewer is needed.

## What is the Face to Face Kids Omnibus?

An omnibus survey is conducted to a set timetable and takes place regularly throughout the year. The Face to Face Kids Omnibus is the specialist survey comprising of 1,000 interviews with 7-19 year olds each month in GB.

Question space is commissioned by various clients, thus enabling them to share the total cost of conducting the survey whilst maintaining individual client confidentiality.

The Face to Face Kids Omnibus is designed to survey a representative sample of young people, with a view to extrapolating the results to represent this specific population.

## Why would I use the Face to Face Kids Omnibus?

With over 40 years experience in omnibus research, we deliver a high quality service using some of the best trained executives in the industry. We provide expert guidance on how to get the most from your survey. Some of the features include:

- 1,000 interviews with 7-19 year olds each month, broken down as c.250 7-10 yr olds, c.250 11-14 yr olds, c.500 15-19yrs olds.
- All the benefits of the Face to Face sampling design and CAPI Technology.
- Fieldwork from Thursday to Wednesday – your questions can be finalised up to 5pm the preceding Tuesday.
- Respondents can be shown full multi-media visuals and sound bites, greatly increasing accuracy when asking, for example, about advertising recall.
- The presence of highly trained interviewers in the respondent's home means that very complex tasks can be carried out reliably, for example, long response lists and the use of show cards.
- Suitable for complex or sensitive questionnaires.

Flexible cross breaks, youth/adult combinations, minority samples, sub-samples and volume bookings all available

## How does it work?

Children aged 7-14 are recruited at the end of the main adult Face to Face omnibus survey, those aged 15-19 continue as applicable. The interviewer asks the adult respondent if there is a child in the house within the required age range who is available to answer some questions. In households with more than one child available, the child who has had their birthday most recently is selected. Permission is obtained from the adult and the child to proceed interviewing.

## What type of research could I use the Face to Face Kids Omnibus for?

Our clients have used Face to Face Kids to gauge awareness and concern about social issues affecting today's youth. It has also been used for product, advertising and brand awareness studies and concept testing. The presence of an interviewer aids situations where the kids need prompting and verbatims need to be taken down clearly.

## How long does it take to get my results?

Our experienced team can provide you with all the assistance you need to supply fast turnaround of a representative youth sample – from questionnaire design, analysis and data delivery. The survey interviews over a 4 week period to build up the sample with interim results available on a weekly basis as required.

- Questionnaire confirmed by the Tuesday before fieldwork starts
- Pre-coded results available from the Friday after fieldwork ends.
- Open-ended results available from the following Monday (extra analysis schedules by arrangement).

Kids can be a tough audience.

**tns** omnibus

Whoever you want to talk to, talk to TNS, the omnibus world leaders.

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OnLineBus



Face to Face



PhoneBus



Ncompass International



Kids



NightLine



BMRB