

OnLine Kids is the fast, smart way to get 8-15 year olds to give up the kind of valuable feedback you can act on.

## What is an omnibus?

It's a survey conducted at regular intervals designed to be representative of the population upon which it is based – in this case GB children aged 8-15. The survey costs are shared by clients who buy into it on a per question basis, making it more cost-effective than setting up your own bespoke survey. You have the assurance that all the data from your questions remains **confidential** to you, whilst you can access demographic details for cross-analysis.

## Why would I use OnLine Kids?

With our omnibus survey to children aged 8-15 we can provide you with a **quick and easy** way to gain a snapshot of the opinions, attitudes and behaviour of this important part of the population.

## How does it work?

It's **online self-completion**. Invitations to complete the questionnaire are emailed out to a sample of GB online panellists who have agreed to participate in market research and have children in the relevant age group. They pass the completion of the survey on to their child having agreed the child can participate. The survey is open for a week and then closed when the required sample profile has been achieved. Questionnaire filters and data checks are automatically applied during the course of the self-completion interview resulting in **high quality** data collection. Questions are designed to be 'child-friendly' and as straightforward as possible. OnLine Kids is conducted in accordance within professional rules and guidelines.

## What type of research could I use OnLine Kids for?

**Most types of opinion and marketing research.** Our clients have used OnLine Kids for tracking the effectiveness of their advertising; monitoring opinion; obtaining views of products, brands or services for marketing development; monitoring behaviour amongst users or buyers; or to screen new ideas or concepts. OnLine Kids is also used by PR professionals for collecting credible and authoritative survey results for press release activity. Of course, online research is ideal for **showing still or moving images and ads, concepts and logos** to respondents.

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

Our experienced team can provide you with all the assistance you need in questionnaire design and analysis, saving you time. OnLine Kids runs each month and fully tabulated results are available from the day after the survey closes. We can also present your findings or, if you prefer, send you key charts, saving you valuable time and resources.

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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