



# We're Always Sending Our People Back To School For Better Research

## *What better place to interview children?*

Keeping with the philosophy of going to where the consumer is, Sorensen Associates interviews children in schools, skating rinks, movie theaters and other locations. Use Sorensen's 30 years of experience interviewing kids for your next study.

## *Here's Why:*

- Familiar surroundings promote free expression of opinions
- Quota can often be completed in 1-2 days (topline data available next day)
- A consumer research lesson plan for classroom use is provided to participating schools
- Parents' usage and demographic information can be collected
- Children are interviewed 1:1 to ensure the child understands the questions

**Please call Sorensen Associates to discuss your quantitative and qualitative children research needs.**

Children research capabilities include: one-on-ones, mini-groups, concept testing, taste tests, packaging and promotion testing

Sorensen Associates **the in-store research company™**

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