

# Opportunities ...

... In Researching The Opinions of Children:

## Fast...

Do kids buy your product or influence the purchase? Are you presently researching the opinions of kids in the proper context? Did you know you can have answers and the opinions of children in a week or less?

## Efficient...

Studies have consistently shown that kids have a much greater impact on household purchases than previously thought. Even the automobile industry recently revealed that they are talking to kids as they plan for new family vehicles.

## Effective...

Most researchers familiar with Sorensen Associates understand that we pay attention to the context in which our research is fielded. Staying true to our philosophy of going where the consumer is, Sorensen Associates interviews children in schools across the country. Our kid research is typically conducted one-on-one with an interviewer to ensure the child understands the question and how to respond in the intended manner.

Conducting a large sample study in a short period of time is a major benefit of interviewing school children. Some of the issues to keep in mind:

- As with any child study, there is a minimum age to collect meaningful responses. Generally, children age 6 to 9 are old enough to easily understand preference questions and some scaling techniques. Older children are able to respond to more quantitative scaling techniques such as Smiley Faces, Star Scales, etc. The decision to use scaling devices with kids in any age group is ultimately project dependent.
- When interviewing in a school, a parental permission slip is often required (particularly for a taste test). The permission slip can also be used to collect usage or demographic information from the parent.
- It is important to note that we are not reliant upon schools. Sorensen Associates child research program features the ability of our firm to gather kid data year around. We have established a network of facilities where kids gather during the summer months or school break times such as day care centers and a variety of recreational facilities (skating rinks, water parks, etc.).

These are a few of the many issues to be considered when surveying children's opinions. When properly conducted, interviewing children directly is one of the most efficient means of market research. Please call us if you would like to discuss this methodology further.