



CHILDREN

We interview a representative sample of children (aged 8 to 15) weekly. The YouGov Children's Omnibus is sampled through 18,000 opted in parents, representing all ages, socio-economic groups and demographics.

500 Children

Respondents:	500 children aged 8 to 15 in Great Britain
Frequency:	once a week (Thursday)
Results delivered:	3 working days (Tuesday)
Cost:	£600 entry fee £400 per standard question (A minimum of 4 questions required)

1,000 Children

Respondents:	1,000 children aged 8 to 15 in Great Britain
Frequency:	once a week (Thursday)
Results delivered:	5 working days (Thursday)
Cost:	£600 entry fee £700 per standard question (A minimum of 4 questions required)

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T's & C's (available on request).

- Contact us for rates for other age groups and questionnaires of 10 questions or more.
- Standard questions allow up to 10 answer options or 2 statements answered against a scale. There is no additional charge for the inclusion of images.
- Costs cover questionnaire design and data tables including analysis by children's gender, age and region, parent's working status and marital status.

PARENTS

We survey a representative sample of parents daily (excluding public holidays).

- Contact us for full details of rates and sample sizes.
- Standard questions allow up to 10 answer options or 2 statements answered against a scale.
- Costs cover questionnaire design and data tables including gender, age, region, working status and marital status.
- Add further insight to your results with a summary report.

Parents

Respondents:	Parents (sample size varies, e.g. 1,000 parents of children 18 and under)
Frequency:	daily (Monday to Friday)
Results delivered:	in 72 hours
Cost:	£200 entry fee £450 per standard question

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T's & C's (available on request).



CASE STUDIES



National Trust

The National Trust works to preserve and protect the coastline, countryside and buildings of England, Wales and Northern Ireland. They do this in a range of ways,

through practical caring and conservation, through educating and informing, and through encouraging millions of people to enjoy their national heritage.

Through the YouGov Parents Omnibus and Childrens Omnibus products, The National Trust and YouGov worked together to understand how parents and children like to spend their time. The National Trust was able to use their YouGov research to show that more family time spent in natural surroundings is something that is relevant to the public agenda. The National Trust brought the research to life through a series of infographics.

mozilla

Mozilla is a global non-profit organisation best known by millions of people worldwide for its Firefox browser. It recently launched the Digital Makers Programme, providing a network for organisations to come together with the aim of stimulating and promoting digital skills across the UK. The £225,000 fund supports projects that equip young people with the skills they need for a digital future.

Mozilla approached Racepoint Group, the global public relations agency, to find out more about both children's and parents' views on digital learning, and to generate publicity around the launch of the Digital Makers Programme. Racepoint and YouGov conducted research among parents and children with YouGov's fast turnaround omnibus services returning results in under a week. Racepoint and Mozilla were able to incorporate the findings into an infographic and release to support the launch of the Digital Makers programme.

WHY YOUNGOV?

- **Coverage:** The most quoted market research agency in the UK.
- **Accuracy:** From predicting US elections to the X Factor, ask about our well-documented and published track record.
- **Quality:** Our clients give us a 97% satisfaction rate*, receiving support from their research right the way through your project.
- **Reach:** The depth and detail of our panel gives you a true cross-section of society.
- **Speed:** We offer more responses than competitors in the quickest turnaround time.

*Internal CSM data

