

GB kids

Fast and reliable research

Research Express provides fast, shared-cost access to consumers for a variety of research uses. Backed up by Kantar's quality assured data collection methods, Research Express focuses on offering clients quick, accurate and affordable insights upon which to base effective business decisions.

Our GB kids surveys run on demand amongst a representative sample of 500-1,000 kids.

- Provides a representative sample across GB
- Results available in one week
- Minimum spend: £2,500
- Inclusive rates – no hidden charges, or entry fees to worry about

Easy access to your research findings

Results delivered in just one week. Final confirmation required by midday.

The standard banner includes breaks for: age, gender and geographic region.

Parental demographics available upon request.

Ideal for:

- Hard to reach respondents aged 6-15 years old
- Survey lengths of up to 15 minutes
- Showing stimulus
- When parents and children's views are needed

About Research Express

Our offer meets a wide range of research needs with a reach of over 100 countries, including:

- Awareness, attitude and usage studies
- Concept screening and testing
- Consumer satisfaction surveys
- Crisis management research
- Market size measurement
- Image and positioning research
- Pre/post advertising measurements
- Evaluating product launches
- Price elasticity studies
- Tracking surveys
- Topical research

Our experienced team can help you with advice and guidance on your next survey. Please get in touch with Emma or Anita:

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