

Harris Poll® ParentQuery

Harris Poll ParentQuery is an omnibus survey that offers a nationally representative sample of parents so that you can ask questions and get fast, accurate, and projectable answers from mothers and fathers of infants, toddlers, kids, tweens, and teens nationwide. You save money by participating along with other organizations in the ParentQuery omnibus, but all data gathered in response to questions that you commission is provided exclusively to you.

Get Projectable, Reliable Results

ParentQuery is fielded online each month and provides 1,000 completed interviews from U.S. parents (about 500 moms and 500 dads) of children age 0-17. This large sample size gives you more options for segmenting your data. Data are weighted to be nationally representative of the U.S. parent population.

Obtain Relevant Insights

Consumer products companies, educators, public policy makers and many others can benefit from this survey in a variety of ways:

- Purchase intent evaluation
- Name/logo testing
- Product/service concept screening
- Package testing
- Attitude & usage studies
- Public policy research
- Brand awareness studies
- And much more!



Professional Guidance From a Knowledgeable Research Partner

You can count on advice from experts throughout Harris Interactive's research practices, including:

- Youth specialists who understand the subtle nuances associated with designing surveys that explore the interrelationships between parents and their children
- Experts in a wide variety of industries, such as technology, media, consumer packaged goods, retail, and public relations, just to name a few
- Survey methodologists who will ensure that results are reliable, representative, and accurate

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Full Functionality

ParentQuery allows for complex skip patterns, randomization, grids, scales, open-ended questions, and multi/single-punch formats. We can also show still graphics, and use HTML for design layout.

Here is How it Works:

- Our research professionals will consult with you and help with the design of your study.
- Your questions are programmed into the survey, and invitations to participate are sent via email to a targeted subset of Harris Interactive's renowned multi-million member online panel.
- The data are tabulated and emailed to you within one week of the field start date.

Deliverables

You receive an easy-to-read set of cross tabs, with answers to your questions among the total population of U.S. parents and across standard banner points that include child's grade level in school, number of children in the household, number of parents in the household, parent's age, and much more. Pricing starts at \$1,300 per question, with discounts available when placing 10 or more questions in a single wave.

Add-ons such as customized banners, analyses and reporting, coding of open-ended responses, and data files are also available.

Contact Us

For more information on Harris Poll ParentQuery or our custom research services, please contact Maria Yarolin at **212.539.9738** or myarolin@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

877.919.4765 info@harrisinteractive.com www.harrisinteractive.com

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