



Our kids and teens panels

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Online kids, teens and parent research

We carry out effective kids and teens online research for various agencies, media owners and brands, utilising our specialist in-house kids and teen panels, panelbasekids.com and panelbaseteens.com.

Panelbasekids.com and panelbaseteens.com are the offspring of our established online research community, Panelbase. Collectively these specialist youth panels have over 55,000 6-15 year olds, all ready to engage in your research and provide you with the quality insights you require.

We operate a strict ethical policy across all our panels; all our young panellists are recruited and incentivised in accordance with MRS and ESOMAR standards – all our under 16s members are opted in by their parent or guardian and rewards paid directly into their parent/guardian's bank account.



Panelbasekids.com

[Panelbasekids.com](https://panelbasekids.com) has over 35,000 engaged 6-12 year olds, all opted in by their parent or guardian and ready to provide you with the insights you require.

We frequently achieve an 80% response rate with 6-12 year olds through our bespoke, child friendly surveys. We incorporate films, games and pictures to stimulate interest and ensure we deliver the best quality results.

We also have access to 30,000 parents of children aged 0-6 years. We frequently engage with parents of small children, researching everything from new product and pack design to web testing and overall advertising effectiveness.



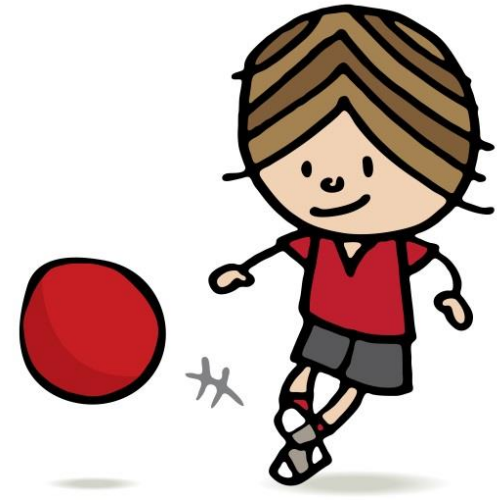
Panelbase Kids

Panelbaseteens.com

We continuously engage with young people, asking what they think, feel and care about across a variety of topics; everything from money, media and religion to politics, sex and brands.

Panelbaseteens.com currently has over 20,000 engaged 13-15 year olds who are ready to give their opinions on and attitudes towards your clients' brands and those of their competitors.

We also have over 22,000 16-19s - We talk their language and communicate on their terms enabling us to deliver detailed, open and honest insights in answer to your clients' marketing questions.



Panelbase TEENS

Profiling

We have a broad range of profiling fields at our disposal, everything from:

- Which TV channels they watch and on which device e.g. TV, Smartphone, Tablet
- Which radio stations they listen to
- What music genres they listen to and on which device e.g. CD player, iPod/MP3, Laptop
- Which web video channels they watch
- What websites they visit



What we provide

We provide a vast range of research services to agencies, media owners and brands wishing to target kids and teens as part of their strategic marketing activity.

These include:

- Advertising research
- Brand tracking
- Product and concept testing
- Website and ad testing
- Social media tracking
- Shopping behaviour research
- Usage and attitude studies
- Bespoke panel management
- International panels



How we do it

We have vast experience in applying a broad range of innovative research techniques to provide the answers your clients need for all their kids and teens marketing questions.

These include:

- Online surveys
- Polls and mini polls
- Online forums
- Friendship pairs and trios
- Vox pops and video diaries
- Eye tracking



Testimonials

“The team approached the brief with outstanding dedication and knowledge, clearly illustrating how they could engage with this hard to reach target audience and deliver high quality, robust data in line with our objectives. Having access to their own panel was essential and we were delighted with the level and quality of response.”

James Guerrier, Channel 4

“We briefed them to research the attitudes of mothers and their young children to potential new flavours for our Pom-Bear snack brand. By using their online panel, panelbasekids.com, they were able to reach this difficult audience to research, and obtain the insights we needed. They used a highly visual online survey to maintain the interest of the respondents and to capture reliable results from both mother and child. These results clearly highlighted the potential flavour preferences separately for mothers and children and therefore enabled us to make an informed decision about future range development for our brand. This was completed quickly and professionally, and proved to be an essential step in our new product development process.”

Steve Harger, Intersnack UK



Fiona Raglan - Director and Co-Founder

After working for several years with Robson Brown, Fiona co-founded Dipsticks Research in 1997. Her extensive experience in every single aspect of marketing and advertising proved to be the perfect foundation for the emergent research agency.

Still hands-on with research, Fiona works with leading agencies, media owners and brands to set up comprehensive studies that deliver a genuine return on investment.

To get in touch please call Fiona on 01434 611160, or email fiona@dipsticksresearch.com.

