

# CHILDWISE Kids and Family Qual Panel

## What is it?

Unlock the answers to your burning kids-related questions!

Our panel consists of:

- Households with **children aged 7-17**
- **Regional spread** across Great Britain
- Representation of **neurodiversity, gender identification** including non-binary and trans teens, and range of **ethnic backgrounds**



## What does it offer?

### Great value

Get fantastic value for money with the CHILDWISE Kids & Family Qual Panel which starts at just **£1000**



### Diverse panel

Representation of an eclectic mix of kids and teens spanning Gen Z and Gen A, plus their families



### Quick turnaround

Access kids' thoughts and opinions much quicker than traditional research



### Mixed methodologies

Run Q&As, live group chats and video interviews, one time activities, polls, journal activities and more



### No commitment

Use the Kids & Family Qual panel as a one-off or on an ongoing basis, as required



## How has it been used?

Explored how kids interacted with a London museum's website, tracking their journeys and capturing their thoughts through audio commentary.

Gathered first impressions of an online game platform for an engineering charity, capturing kids' initial reactions.

Asked girls and young women about their experiences with sport and exercise, while also testing a new online platform designed to boost engagement in PE and school sports.



Explored children's feelings about the Royal Family transition, capturing their emotions following the Queen's death and their impressions of a new King.

Gathered kids' personal opinions and experiences regarding mental health support in schools.

Documented a range of experiences during lockdown, including changes in social communication, daily life, school return, and holiday celebrations under restrictions.

