

...favorite musical artist! PBS Kids. I've never  
...music on a turntable. SpongeBob SquarePants.  
...ah! Tom Brady is my favorite football player.  
...Sports Illustrated. Seventeen. I love Legos.  
...parents never monitor my internet  
...teens. Myspace. Cell phones. iPod. I  
...discover channel. MTV. Lou. Beverly  
...t of my information from my parent  
...om the Internet. Parents. Packaged  
...age is important to me. My friends  
...shopping. Flavored milk is my drink  
...that's the big deal. I love to drink  
...I like to shop with my friends.  
...of LOL. Variety. Avril Lavigne is so  
...ad magazines. MP3s. Animated car  
...uh. Way cool. Justin Timberlake. I  
...ild to go to social networking sites  
...aying games, you know. Video gam  
...ooting games like Halo and Call of  
...opping. Technology. NFL. I go to  
...nce a month. My friends have a Pla  
...n't! I think I have a handle on wh  
...y friends and I love water polo. Hanna Mont  
...y favorite musical artist! PBS Kids. I've never  
...eened to music on a turntable. SpongeBob  
...are pants? Hell yeah! Tom Brady is my favor  
...otball player. Nick Jr. Sports Illustrated. Se  
...ve Legos. My parents never monitor my in  
...e. Facebook. Teens. Myspace. Cell phones. Ipo  
...watch the Discover channel. MTV. Lou. Be  
...t a lot of my information from my parent  
...o from the Internet. Parents. Packaged  
...age is impor  
...shopping. I  
...that's the bi  
...I like to s  
...of LOL. Varie  
...ad magazine  
...uh. Way cool  
...ild to go to  
...aying games  
...you know. I love  
...shooting gam  
...and Call of Duty. Internet shopping. tec  
...FL. I go to the movies about once a month  
...ends have a Playstation and I don't! I thin



# (M)OMNIBUS

Monthly online omnibus surveys - a quick and easy way to tap into the minds of kids, tweens, teens and moms.

2010

# Fast and easy.

Online Omnibus and Momnibus surveys provide incredible value.



ways to save

## 10% off!

Submit the same survey to kids, teens and moms and receive 10% off the cost of both surveys!

## Free question.

If you're a first time buyer, buy two questions at regular price and get a third for free!

rates

	Kids/Teens Omnibus	Momnibus®
<b>Closed-ended questions</b>		
First 4 questions	\$ 1,250 each*	\$ 850 each*
Additional questions	950 each	700 each
Questions repeated for multiple concepts	400 each	350 each
<b>Coded open-ended questions</b>		
	1,700 each	1,100 each
<b>Graphics/static images</b>		
	100/image	100/image
<b>Video</b>		
	350 each	350 each
<b>Late submissions</b>		
	500 flat fee	500 flat fee
<b>Custom banners</b>		
	500 each	500 each

\*Rates are based on a full sample. Partial sample costs are also available. Call your C&R Research contact or 800.621.5022 for more pricing details.

sample

### Omnibus Sample

A total of 1,200 online interviews with kids 6-17 are collected each month.

Kids	Boys	Girls	Total
Ages 6-8	150	150	300
Ages 9-11	150	150	300
Ages 12-14	150	150	300
Ages 15-17	150	150	300
<b>Total</b>	<b>600</b>	<b>600</b>	<b>1200</b>

### Momnibus Sample

A total of 600 online interviews with moms of kids 3-12 are collected each month.

Moms of Kids	Boys	Girls	Total
Ages 3-5	100	100	200
Ages 6-8	100	100	200
Ages 9-12	100	100	200
<b>Total</b>	<b>300</b>	<b>300</b>	<b>600</b>

Sample for our Omnibus and Momnibus surveys is drawn from our KidzEyes®, TeensEyes® and MomsEyes® panels.

## benefits

### FAST AND AFFORDABLE

Cost-effective online data with a one-week turnaround.

### CONVENIENT AND FLEXIBLE

Monthly field schedules to fit your needs.

### SAFE AND SECURE

Fully compliant with all federal online privacy laws.

### DELIVERABLES

Detailed cross-tabulations with standard banners can be delivered via email in two business days after field period ends (allow additional days for coded open-ends).



divisions of C&R Research.

# 2010

## ■ Omnibus (kids 6-17)

Submit questions by the 1st Thursday of every month.

## ■ Momnibus® (moms of kids 3-12)

Submit questions by the 2nd Thursday of every month.

### january

S	M	T	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### february

S	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

### march

S	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### april

S	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### may

S	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### june

S	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### july

S	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### august

S	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### september

S	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### october

S	M	T	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### november

S	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

### december

S	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



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