

TEEN and PRE-TEEN CARAVAN®



TEEN and **PRE-TEEN CARAVAN®** are two separate shared-cost telephone surveys conducted among a national sample of teens aged 12-17 and pre-teens aged 6-11 residing in private households in the continental United States. Sample sizes of 250 and 500 (1/2 male, 1/2 female) teens and pre-teens are available for either study.

The Schedule

Deadline for both TEEN and PRE-TEEN studies is the third Monday of every month by 5 PM. Inclusion into the study is based on subject matter and space available. Each month interviewing is conducted the third Thursday to Sunday. Full closed-ended tabulations will be delivered via email one day after field ends.

These studies can also be scheduled to your needs. Contact us as late as Monday in a given week to schedule a study for that week.

The Rates

Per Question Unit Cost (Closed-ended)	250 TEENS/PRE-TEENS	500 TEENS/PRE-TEENS
1st	call for price	call for price
2nd-4th each	"	"
5th and beyond	"	"
Open-ended question with coding	"	"

Pricing is based on the number of question units in the study. Examples of a single closed-ended question unit are a yes/no question, an aided question of up to 8 choices, an unaided response list of up to 20 possible choices, or up to three statements rated on the same scale. Questions with long lists require special review and budgeting.

Tabulation is provided on one banner consisting of total, gender, age, region, metro/non-metro and race.

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The Sample

The source of the sample for TEEN/PRE-TEEN CARAVAN® is one or both of the following:

- Sample developed using prior adult CARAVAN® where the presence of teens and preteens has been identified. CARAVAN® utilizes a random-digit-dial probability sample, which is replicated and stratified by region.
- TEEN sample lists are comprised from the White Page Directories and then augmented using various informational sources. The database is enhanced to include geographic and demographic information about all households. The needed geo-demographic information is obtained from the Bureau of the Census and by trading information between compilers/sources. It is from this information that the ages of family members are obtained and only those households recorded as having children between the ages of 6-11 or 12-17 are selected for interviewing.

The TEEN and PRE-TEEN CARAVAN® sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview. Completed interviews are weighted by four variables: age, gender, geographic region, and race, to ensure reliable and accurate representation of the total population of the respective age group.

Interviewers are continuously supervised, monitored and reviewed in order to maintain the highest quality interviewing standards.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all TEEN and PRE-TEEN CARAVAN® studies are parallel to one another. Thus, TEEN and PRE-TEEN CARAVAN® usage is appropriate both for point-in-time analysis, as well as tracking and trend comparisons.

Questions. Answered.

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