

YOUNG PEOPLE OMNIBUS 2009





Every year, Ipsos MORI runs the only schools-based omnibus survey of young people, devoted to exploring the behaviours and attitudes of a representative sample of around 2,500 11-16 year-olds across England and Wales: the Young People Omnibus. The YPO is a very cost-effective way of reaching this key research audience: project administration and fieldwork costs are reduced because they're shared between different clients, but the questions you ask are confidential to you. Self-completion questionnaires are distributed to pupils during a classroom session by trained Ipsos MORI interviewers.

If you need to know what young people are thinking and doing, Ipsos MORI can help you find out.

How can the Young People Omnibus help you?

The Young People Omnibus can be used to provide a unique insight into young people's views or experiences on many different issues. In addition, the survey is an ideal method - if used more than once - to track changes in young people's attitudes over time.

Is the sample representative?

Yes - the sample is designed to be representative of young people within all those secondary and middle schools in the state sector that deliver education to curriculum years 7-11 in England and Wales.

How much does it cost to buy space on the questionnaire?

There is no entry fee to buy space on the survey, so you pay only a fee per question you ask. Questions range in price from £975+vat, depending on their format/complexity. The costs we quote for your section on the survey will be inclusive of:

- Questionnaire design
- Sampling
- Fieldwork
- Topline results and one set of computer tables with two pages of standard cross-tabulations per question
- A written summary report and technical note
- Checking of one press release (or equivalent)

When does the Young People Omnibus run?

Interviewing for the next Young People Omnibus will take place in schools in Spring term 2010, with topline results available in April 2010: **you can find a 'key milestones' timetable overleaf.**

Please let us know that you would like to put questions on the survey no later than 30 October 2009.

How can I find out more?

For more details about the Young People Omnibus, please e-mail **ali.ziff@ipsos.com** or **fiona.johnson@ipsos.com**, or you can call us on 020 7347 3000.

Key Milestones

Milestone	Date
Participation confirmation	30 October 2009
Questionnaire finalised	27 November 2009
Fieldwork	January to March 2010
Topline results available	Late April 2010
Reporting	Late May/Early June 2010

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