



Families are complicated.
We make understanding them simple.

YouthBeat's services are designed to *educate, empower and inspire* clients who are committed to helping make the world a better place for preschoolers, kids, tweens, teens and their families.

To create products, messages, and experiences that truly resonate with today's youth and families requires in-depth, authentic understanding of their lived realities and their hopes and aspirations. Making meaningful connections with them necessitates a level of knowledge that goes beyond knowing simply what's popular to having a deep-seated knowledge of what matters to them in terms of growth and development, relationships and friendships, and play and joy. It means knowing their social, emotional, cognitive, moral and physical realities at every age. It means going beyond what they tell us shapes their lives to knowing the role that culture and history have played in our understanding of them.

C+R Research has been involved in the youth space for more than 30 years, and we offer a full range of immersive, qualitative and quantitative solutions. We approach our work with kids, tweens, teens and their parents with an eye towards more than just selecting the best methods. Our YouthBeat® team brings deep applied and academic expertise in the needs and motivations of moms, dads, preschoolers, kids, tweens and teens.

**WE DELIVER COMPREHENSIVE RESEARCH AND INSIGHTS TO
INSPIRE YOUR YOUTH AND FAMILY EFFORTS.**



- Custom Qualitative & Quantitative Research
- Insight Institute Education Series
- Online Panels
- Syndicated Studies
- TrendSpotter

OUR SUITE OF SERVICES

CUSTOM QUALITATIVE & QUANTITATIVE RESEARCH: *Specialized Solutions to Help You Steer Your Youth and Family Businesses in the Right Direction*

Our significant institutional knowledge about kids, coupled with experienced practitioners (including moderators with the gift and talent to connect with kids, tweens and teens and elicit insight from them), makes our custom research of the highest quality.

We bring know-how and experience to adapt and adjust traditional methodologies in age/culture appropriate ways.

We have insight into youth and families that allows us to invent new methods and approaches when the changing lives of youth and families or the new needs of youth and family clients necessitate them.

INSIGHT INSTITUTE: *A curriculum that creates youth and family experts among members of your own team*

A series of presentations on topics that equip marketers, researchers, planners and content creators to gain a deep understanding of the most important topics related to youth and families, designed for organizations that are seeking inspiration and information throughout the year.

ONLINE PANELS

KidzEyes®

- A COPPA-compliant panel comprised of approximately 25,000 6-12 year olds and the only kids panel in the market that offers direct access to teens (rather than through a parent)

TeensEyes®

- A panel of approximately 20,000 13-18 year olds

ParentSpeak

- Interactive online community and panel of parents, both moms and dads, with children 0-18 years of age

SYNDICATED STUDIES: *Reliable, Ongoing Knowledge About Youth and Families' Lives and Loves*

YouthBeat® Annual Study

- A syndicated study of U.S. kids, tweens teens and parents
- 12 topics covered to provide clients with a complete view of their customer's world

YouthBeat® Jr.

- Bi-annual study of parents of 2-5 year olds that offers a deep understanding of the cultural context for the youngest kid consumers

Preschool Property Tracker

- An annual survey of parents' attitudes surrounding preschool characters, content providers, and programs

TRENDSPOTTER: *A Forward Focused Look at Youth and Family Culture*

Inspired by our understanding of and engagement with youth and family culture, we identify the trends that have begun to take hold and that promise to be important in the near future.

We present these trends quarterly and include custom implications.



A division of C+R Research.

For more information about C+R Research's YouthBeat® services, contact Mary McIlrath, Ph.D. at marym@crresearch.com or call (312) 828-9200.