

YouthBEAT[®]

A 360° view of kids, tweens, teens...and their parents.

version 2.0

We're on a mission.

understanding youth culture

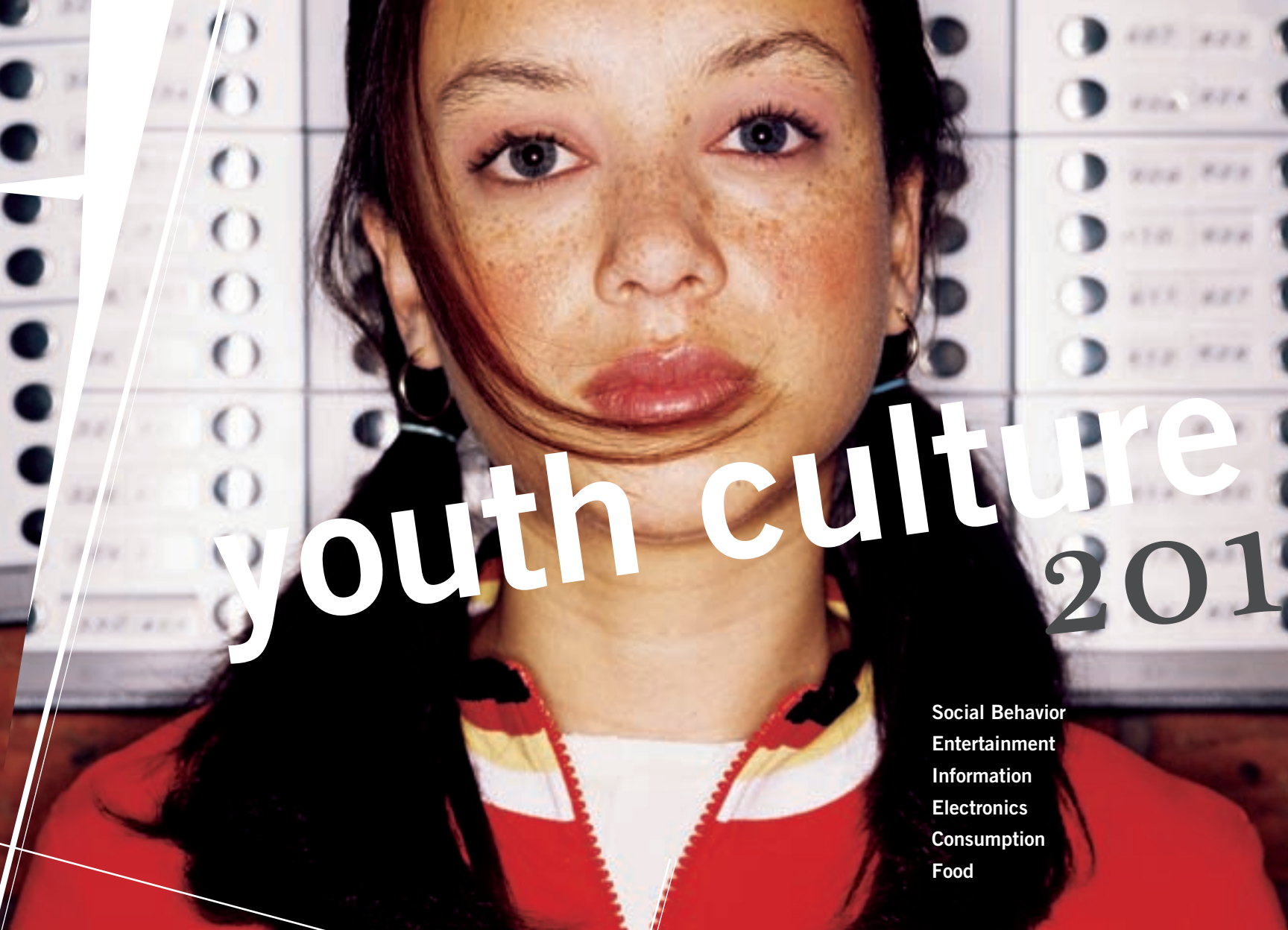
a psycho-social
approach

Attitudes
Beliefs
Values
Behaviors



YouthBeat® comes from people who have been living and breathing the youth space for years. We've learned a lot in this time, but the biggest thing we've learned is that there is always something new to uncover and discover when it comes to understanding the way that youth live today. We're endlessly fascinated by how kids, tweens and teens change the rules—for themselves and for the culture at large. We don't stop at knowing what captivates them, but we actively seek out the whys behind what matters most to them. We seek the authentic truth of today's youth, including what's new and different and what looks the same as it has for generations.

And while we have fun with what we do, we're serious and passionate in our commitment to bringing our partners and clients the most inventive approaches to research and the most sincere and thoughtful analysis. What is our mission? Helping clients see youth in the most holistic way possible—not only as consumers, but as people whose lives they can truly make better with products, services and ideas that truly meet their needs.



youth culture 201

Social Behavior
Entertainment
Information
Electronics
Consumption
Food

Product innovation and **program development** start with a clear understanding of how kids, tweens, teens and their parents uniquely relate to the world around them. YouthBeat® looks at the attitudes and behaviors of these specific age groups on a continuous basis, ensuring an unbiased perspective and a broad picture of their lives. We do this through online surveys and self-created documentaries from a virtual panel of advisors. And we pay attention to parents. YouthBeat® not only explores youth in the context of their families, but also solicits the feedback of both moms and dads.

designed for you

The YouthBeat® service is designed with the needs of researchers and marketers in mind. Each YouthBeat® deliverable looks at the data we've collected from a different angle to help our clients use the information to its fullest, and to reflect the many ways that our clients need to look at the youth space. From our online portal that provides instant access to data, to our YearBook that provides a look at the patterns emerging in the data across multiple categories, to on-call youth consultants, YouthBeat® immerses our clients in youth culture the way no one else can.

Find out how YouthBeat® can help you answer your most pressing questions at YouthBeat.com.

program benefits

YouthBeat Data Portal

Instant online access to customizable data as well as downloadable versions of all deliverables.

YouthBeat Yearbook

An annual 'year in review' that looks at trends from the past year with an eye to the future, in addition to providing a primer on the stages of youth.

Currents

Key findings and analysis for each of our 12 modules based on data from the first six months of the year.

Status Sheets/Updates

Year-end look at how findings from the first half of the year have shifted or changed over the summer and the last six months of the year.

TimeCapsule TV

Qualitative mini-documentaries that show us the trends and topics on the minds of kids, tweens and teens right now.

On-Call Consulting With YouthBeat Experts

Seasoned staff that can help you find the information you need and, more importantly, can offer insight into the challenges that youth marketers and researchers face.

blogs and tweets

YouthBeat® Speaks

Tune in to the voice of YouthBeat® on our blog, Facebook and Twitter pages as we weigh in on the latest in youth and family culture and what it means to you.

Visit YouthBeat® Speaks to find out what we think—or to tell us what you think.

www.youthbeat.com/blog
twitter: @youthbeatspeaks



Address

C+R Research
500 North Michigan Avenue
Chicago, IL 60611

Internet/Phone

www.youthbeat.com
youthbeat@crresearch.com
800.621.5022

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