

YOUTH PANEL



Youth Panel

Wedbush Decision Metrics is:

Customized Surveys

Our team of market research professionals specializes in creating questions that provide insights into historical changes, current market conditions, and forward-looking forecasts based on scenario testing.

Fast

Results are provided within days, not weeks.

Unbiased Interpretation

As an independent third-party, we provide objective, unbiased survey design and results interpretation. We provide anonymity for both you and the respondents.

Fixed Costs

No on-going retainer or subscription fees. Projects are charged on a flat-rate basis that includes access to specialized low-incidence target audiences.

Analytical Insights and Actionable Recommendations

Graphical results are presented via interactive reporting, integrating the expertise of our sector specific analysts.

- We have access to a specialized panel comprised of teens and young adults providing our clients direct access and insights into the opinions and behaviors of young people today.
- Understanding the role youths play in the purchase decision making within a household is critical to forecasting the adoption of new trends. Engaging youth panelists on surveys on topics including entertainment, retail brands, fashion, and gaming are a few examples of what is possible with this specialized audience.
- Targeted respondents ‘*who already own a given product/brand*’ or ‘*who express interest/intent to purchase a specific product/brand*’ can be recruited to participated in a study.

Basic Demographics	Entertainment & Electronics	Hobbies & Activities
Age (13-25 years)	Internet Connection	Type of Video Game Consoles
Gender	Time Spent Online	Preferred Video Game Genres
Geographic Region	Membership Social Networking Sites	Video Game Playing Behavior
Education	Cell Phone Provider	Acting or Theater
Race / Ethnicity	Mobile Phone Features	Dating
Household Income	MP3 Player Brand	Doing Volunteer work
Language(s) Spoke At Home	Brand/Model of Computer	Part-time Employment
Approximate GPA	Computer Peripherals	Going to Coffee Houses
College Preparation Courses		Going to the mall with friends
Career Interests		Going to the movies
	Internet Uses	Playing a music instrument
	Online Chat / IM	Playing role-playing games
	Create or update a web page	Playing team sports
	Do research for school	Preferred restaurants
	Download music or videos	Reading books
	Draw or design my own artwork	Reading comic books
	E-mail	Reading sci-fi books
	Play online games	Skateboarding
	Online shopping	Surfing or snowboarding
	Photo / video clip sharing	Taking care of younger siblings
	Send video clips	Working out

The list above is presented for demonstration purposes and represents only a partial list of the comprehensive youth profile available for selection. A complete list of youth attributes is available by calling 415.263.6628.

For more information contact:

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