

# Research—When We Listen You Learn



**Whether you're looking to refresh or create a new brand our clients can utilize Weekly Reader panels to gain insight and form targeted brand messaging.**

## **WEEKLY READER INSIDERS Proprietary Online Community**

Weekly Reader Insider panels reach tens of thousands of children, tweens and teens nationwide who let us know their likes and dislikes. They tell us what motivates them and what bores them. They love to be heard and tell us what they think.

### **Population: 33,000 Weekly Reader Insiders ages 6-18**

- Panel is balanced to mirror demographic profile of US census data
- Panel members play interactive games and take surveys to accumulate points that redeem for prizes
- Panel is 100% COPPA compliant

### **WRCPs partners gain knowledge through two distinct ways:**

1. Omnibus Studies
2. Custom Research

#### **1. OMNIBUS STUDIES When We Listen We Learn**

WR Omnibus Studies take the pulse of what matters most to Weekly Reader Insiders panel members.

- A typical survey consists of 10 open and closed-ended questions on a wide variety of topics
- Sample topics include: lifestyles, attitudes, media usage, product usage/preferences, perceptions of client and competitors, etc.
- Concept testing
- Brand awareness
- Market segmentation
- Website evaluation
- Timing February, May, August and October studies launch
- Cost: \$1,000 for each closed-end question

#### **2. CUSTOM RESEARCH Knowledge is Empowering**

Kids know what they like and what they don't. Our research allows partners to establish a meaningful dialog with this target audience and gather data to make informed decisions.

- WRCP works with clients to formulate *customized* questionnaires

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