

KidSay Announces Tween And Teen Kids Top New Years Resolutions

/EINPresswire.com/ Survey Results from Nationwide Survey Help Firm Understand What Motivates Kids

Market [research](#) firm [KidSay](#) announces the top New Years resolutions for kids ages 8-15 from a nationwide survey. Forty-eight percent of kids surveyed said they had made a resolution looking ahead into 2013. Twenty-four percent of those who made a resolution told KidSay “good grades” was top of mind followed by sixteen percent saying “healthier lifestyle” and six percent saying “better at sports/more athletic.”

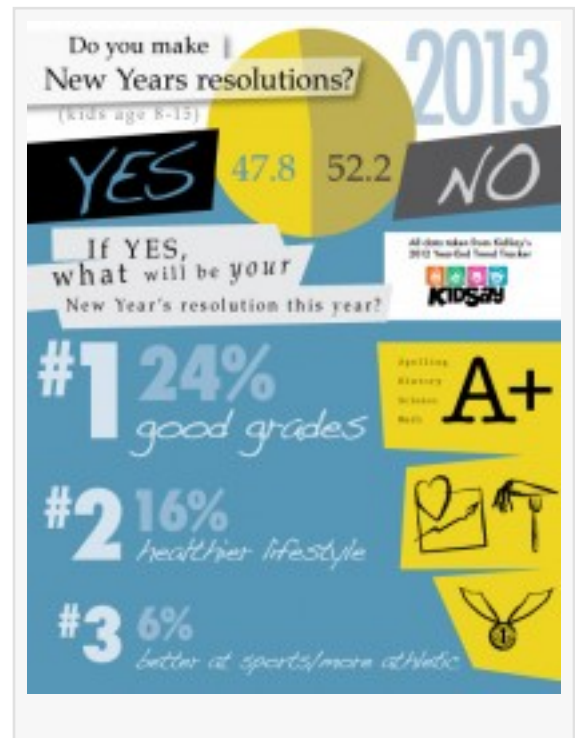
This data is a sampling of the results from KidSay's Year-End 2012 Trend Tracker report.

“It's not only adults who see the New Year as a great time to make changes - kids do too. The New Years resolution survey results help KidSay understand the factors that motivate boys and girls across age and race categories. KidSay resolves that 2013 will see us providing our clients with the freshest data and keenest insights the market has to offer,” says Trend Tracker Editor-in-Chief, Terence Burke.

KidSay publishes Trend Tracker five times annually, which includes both [qualitative](#) and quantitative research done with real kids in school classrooms. The surveys consist of mostly open-ended questions and are done on paper to gather the most pure and top-of-mind responses.

Bob Reynolds, KidSay Founder and President expounds by saying, “KidSay clients call the Trend Tracker data not only helpful, but also essential for staying at the forefront of what is happening in the ever-changing world of kids. What’s more, KidSay clients put trust in the classroom-based methodology because it isn’t the typical online kid panels with self-appointed kids.”

Year-End Trend Tracker research was conducted by KidSay in December of 2012.



Media Contact:
Bob Reynolds
KidSay
(913) 390-8110
<http://www.kidsay.com>

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