

# Key Differences

## Monitor Report



Annual 150-page PDF

Monitor examines young people's **media consumption**, including **technology, services, platforms, purchasing habits, sports participation, and overall health & wellbeing**.



Aim

## Buzz Report



Tri-annual 50 page-PDF

Playground Buzz explores the **most popular brands and trends** that young people are engaging with. **Television, social media, music, video games, films and books** are all included



### Methods

c. 1200  
7-18 yrs  
from across 35+ UK schools

Mostly **pre-coded** questions to generate **robust statistics**

c. 1000  
7-17 yrs  
from across 20+ UK schools

Mostly **open responses** that generate '**top 10s**' & **qual insight**

### Contents

14 sections: technology, apps and websites, YouTube, and TikTok, gaming, viewing habits, services and content, mobile phones, music, reading, devices, money, purchasing, sport and activities, health and wellbeing

2 broad sections: Favourites by age (7-12 vs 13-17), favourites by category (TV, films, music, books, gaming, Roblox, social media, TikTok, YouTube, and hobbies)

Tables and charts

Insightful commentary

Year-on-year comparisons

Case studies

Emerging trends

Top 10s

£3,300  
+VAT

**Any burning questions?**

- You can create bespoke, exclusive questions to be included in either **Buzz** or **Monitor** (costs vary depending on length and type)
- You can also purchase supplementary tailored face-to-face qualitative sessions to dig deeper into trends
- Costs available on request!

£2,600  
+VAT