

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.**

Key Differences

Aim

Methods

Contents

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



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**

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)

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!

Case studies

Emerging trends

Top 10s

Insightful
commentary

Tables and
charts

Year-on-year
comparisons

£3,300
+VAT

£2,600
+VAT

CHILDWISE