

# Key Differences

## Monitor Report

 Annual  100-page PDF

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

## 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, gaming, viewing habits, services and content, mobile phones, music, reading, devices, money, spending, 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!



**2025 REPORT  
COMING  
SOON**

Insightful  
commentary

Tables and  
charts

Year-on-year  
comparisons

Case studies

Emerging  
trends

Top 10s

**£3,000**  
+VAT

**£2,400**  
+VAT