

Czech Kids & Youth 2010/11

Information about the project



Czech Kids & Youth 2010/11 - information about project

Methodology: Quantitative study

Sample size: 1000 respondents

Target group: Boys and girls
7 - 18 years
Representative sample from whole of the Czech Republic

Questionnaire: Based on unique methodology of Millward Brown - KIDSPeAK™

Data collection: Interviews in households (with parents' agreement)
Children 7 - 10 years - CAPI (shorter version qnr)
Youth 11-18 years - CASI (full version qnr)

Outcomes: Final report with conclusions and recommendations
Trends - comparison with results from 2004, 2006, 2008
Special further analysis on request

Timing: Final report will be available in April 2011

Price

✓ **COMPLETE RESULTS** from project „Czech Kids and Youth 2011“

49.500 Kč

- ✓ Detailed final report of all questions
- ✓ 2 segmentations - based on life values + approach to diet
- ✓ Insights, trends, comparison with results from 2004, 2006 and 2008

✓ **THEME REPORT** (eg., PC & Internet & Games“)

9.000 Kč

- ✓ One topic only (see List of topics on the next slide)

List of topics

- A. Free time & friends
- B. Fashion & subcultures
- C. Amount of autonomy
- D. Values & attitudes
- E. Incomes & spends
- F. Food & Drinks
- G. Toys
- H. Room equipment & technology
- I. Mobile phones
- J. PC & Internet & Games
- K. Media image & consumption
- L. Favorite advertising
- M. Christmas and New Year's Eve

List of topics - DETAILS

A. Free time & friends

- How much free time do they have? How they spend it & how would they like to spend it?
- How often do they do sports?
- How many friends do they have? How have they met them?

B. Fashion & subcultures

- Which fashion brands are „in“? What celebs are „fashion icons“?
- What subcultures are „in“? (hip-hoppers, emos, metalists, skaters, technos etc.)

C. Amount of autonomy

- What are they allowed to decide themselves? What do the parents allow?
- Do they have a feeling they influence their surroundings? How do they perceive their ability/disability to change things around them?

D. Values & attitudes (only youth 11-18 years)

- Attitudes and life values
- Segmentation based on values

List of topics - DETAILS

E. Incomes & spends

- What is their purchase power? How much money do they dispose of?
- What do they spend the money on? What types of products do they buy themselves?
- Do they have own debit/credit card?
- Do they take part on consumer promos?

F. Food & Drinks

- Popularity of different categories of food and drink?
- Attitudes to diet and segmentation based on those attitudes (Gourmets or ascetics? Considering health aspects? Considering weight?)
- Favorite brands of: chocolate bars, tablet chocolates, biscuits & wafers, bonbons, crisps, yoghurts, dairy desserts, juices for kids

G. Toys (only kids 7-10 years)

- How often do they play with toys?
- What is their favorite type of toys / brand of toys?
- Do they collect something? What in particular?

List of topics - DETAILS

H. Room equipment & technology

- What technologies do they own - TV / PC / Hi-fi / MP3 player or iPod / game console / portable console / videogames

I. Mobile phones

- How many of them have own mobile phone?
- What phone do they have & do they wish they had? What brand/ type of phone do they have (touch-screen, „V“ etc.)?
- Do they have prepaid or postpaid? What is their monthly spend?
- What operator do they have & Do they wish they had? Who decides about the operator? How happy are they with the operator?

J. PC & Internet & Games

- How many of them have internet access? Where from?
- How often do they connect to internet & how much time they spend surfing?
- What do they do on internet?
- Extent of parental supervision/ controls on internet & education about safe behavior on internet
- Favorite internet portal? Favorite computer game?

List of topics - DETAILS

K. Media image & consumption

- What media is the most important to them?
- Image of selected media (which are for fun, information etc.)
- Media consumption: frequency of watching TV / surfing on internet / visits to cinema/ reading magazines/ playing PC games
- Favorite magazine/ TV channel/ internet portal / PC game

L. Favorite advertising

- Which ad attracted them?
- Do they remember the advertised brand?

M. Christmas and New Year's Eve 2010

- What they wished / did not wish for as a Christmas present?
- How and with whom did they wish to spend the New Year's Eve with?
- Do they make any new year's resolutions?