



What Young People Think ***(and a snapshot of their parents)***

Cultural Change Data from Quantum Market Research



Monitoring Cultural Change

Since 1992
Qualitative & Quantitative
DYG methodology

**Youth
SCAN** 

Biennial

10 - 17s in
NSW/Vic

600

Parents
& face to face

**Australia
SCAN** 

Annual

Adults
National

2000

Face to face &
self-completion



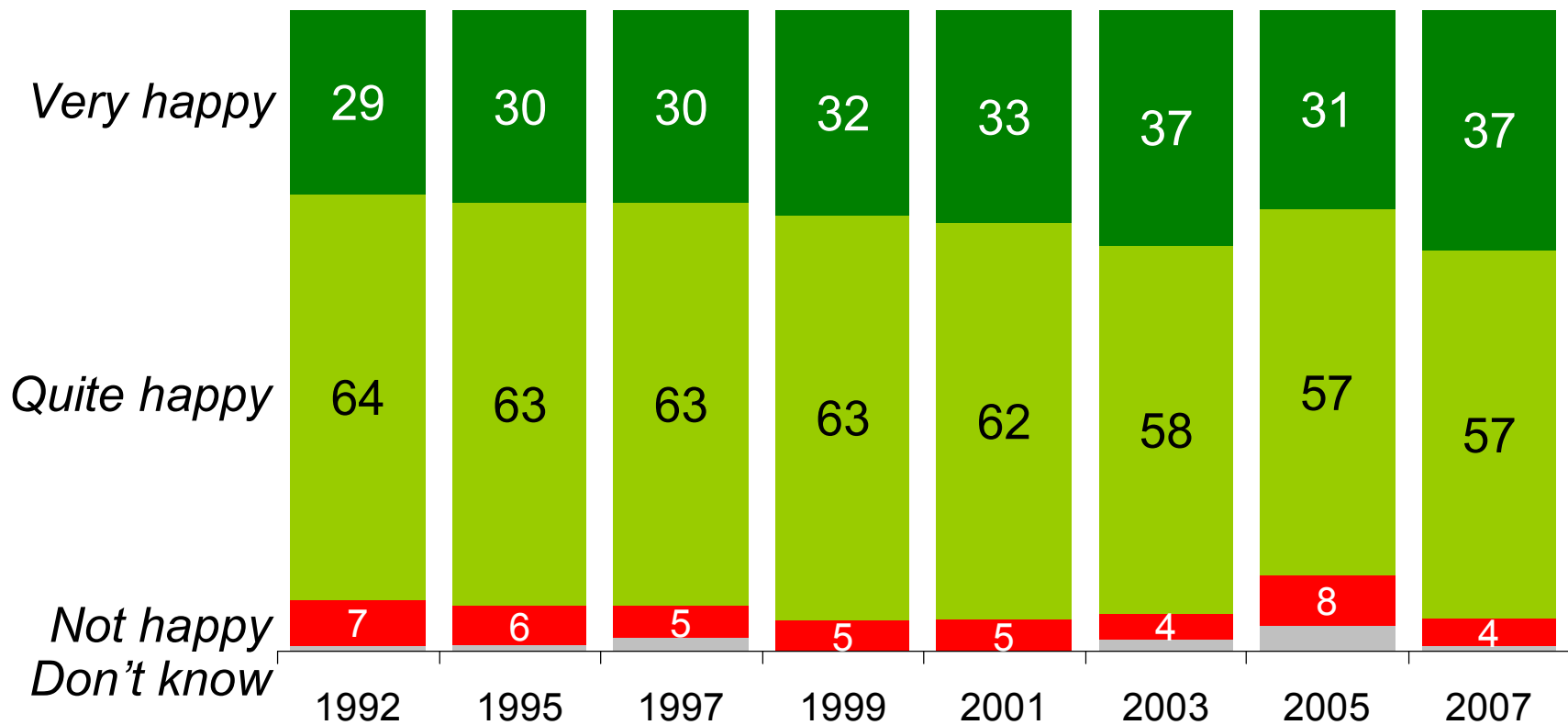
Life Today



Life Is Pretty Good

How happy are you with life today?

% 10-17 year olds

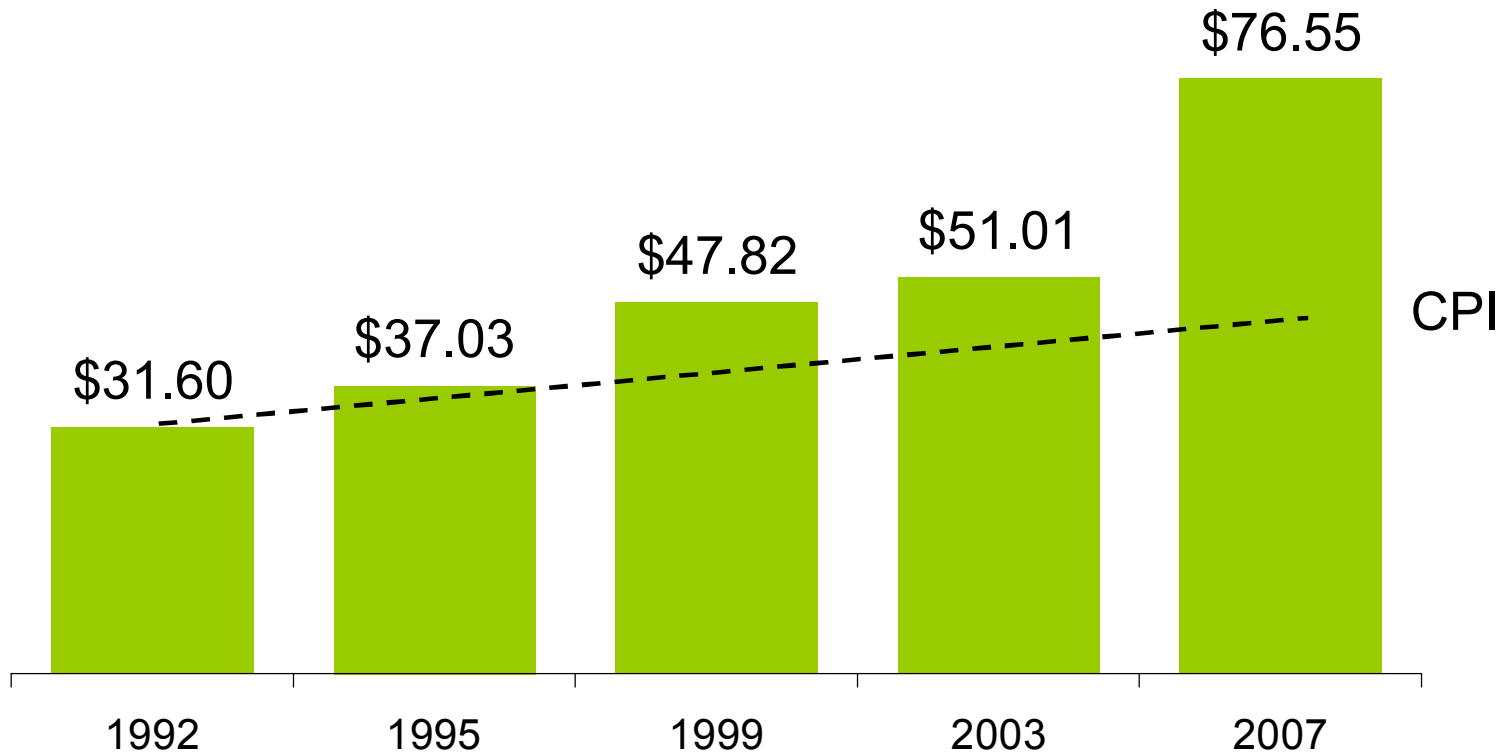




Financially Better Off Than Ever

Total money received per week

\$ per week 10-17 year olds

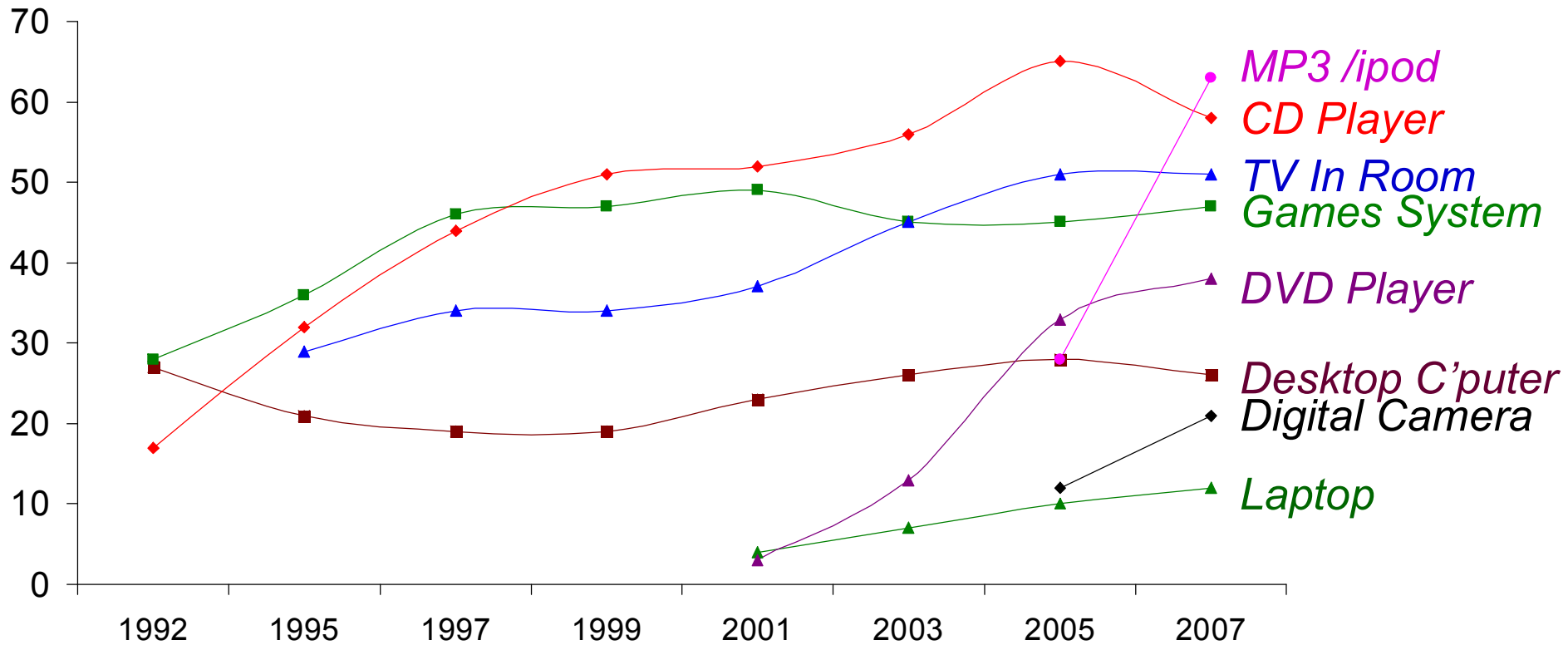




Materially Better Off Than Ever

Items personally have

% 10-17 year olds

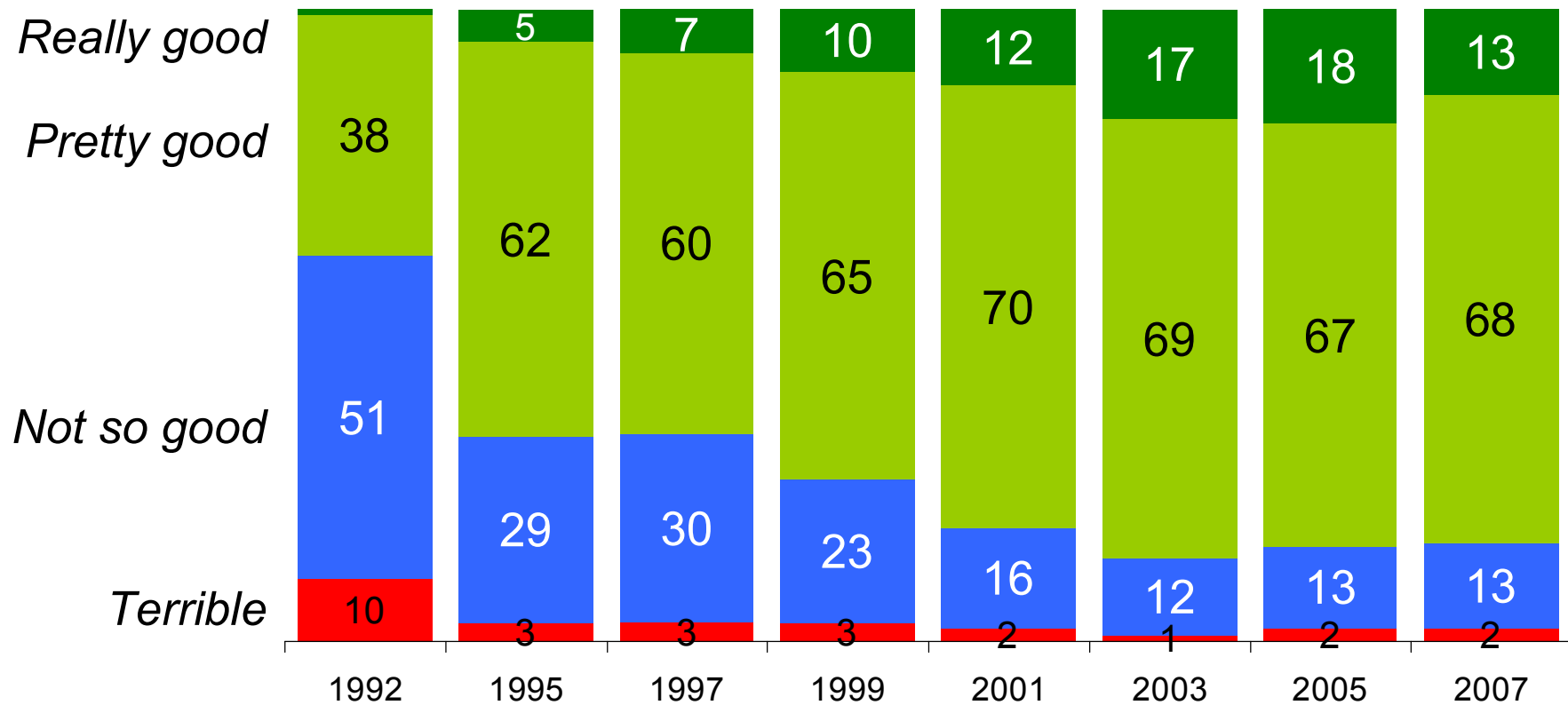




The Future's Pretty Bright

Description of perceived future for young people in Australia

% 10-17 year olds





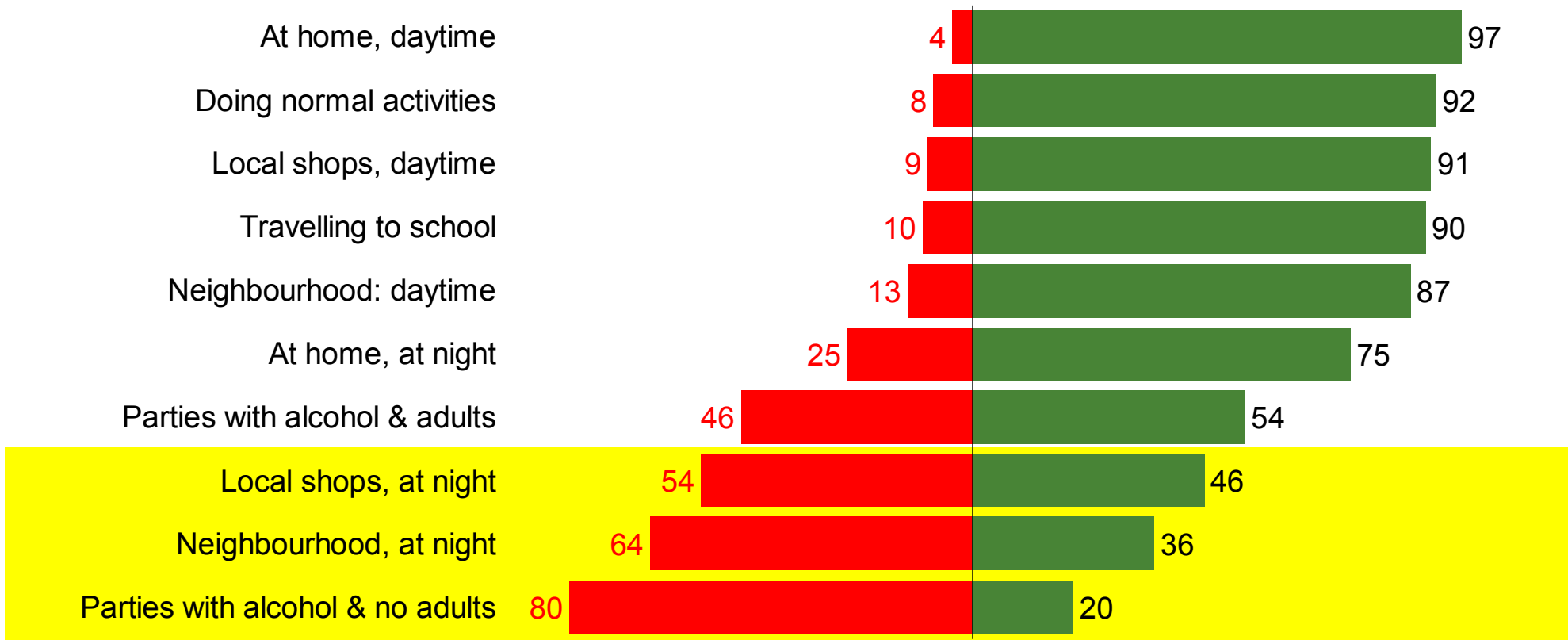
Feeling Safe: Except at Night

Safety rating when alone...

% 10-17 year olds

Unsafe

Safe





But Need For Stress Relief Is Up

“I strongly feel the need to reduce stress”

% 15-17 year olds
Clearly Agree





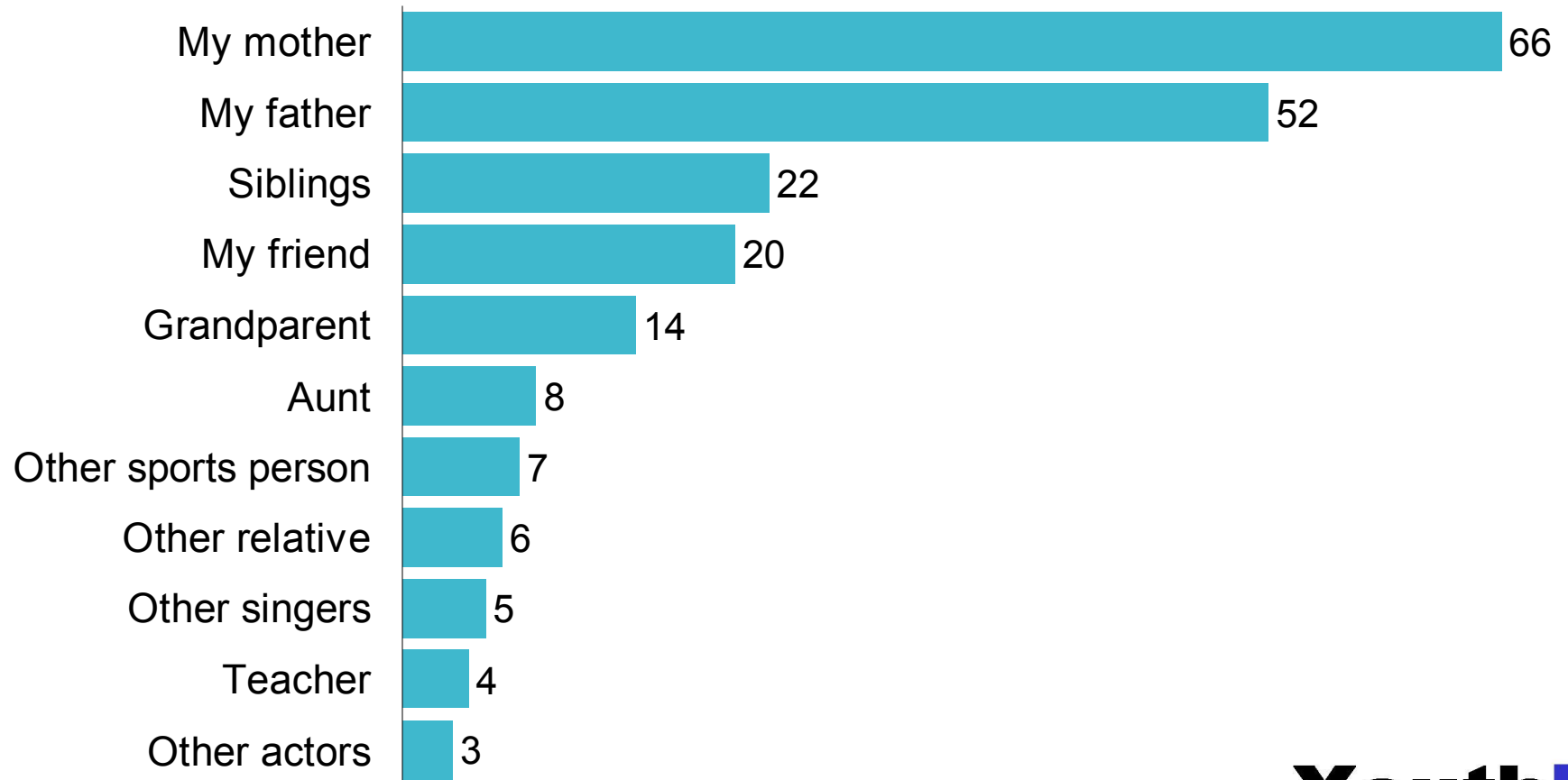
The Importance Of Family



Parents Are The Most Admired

Top three most admired people

% 10-17 year olds
Spontaneous

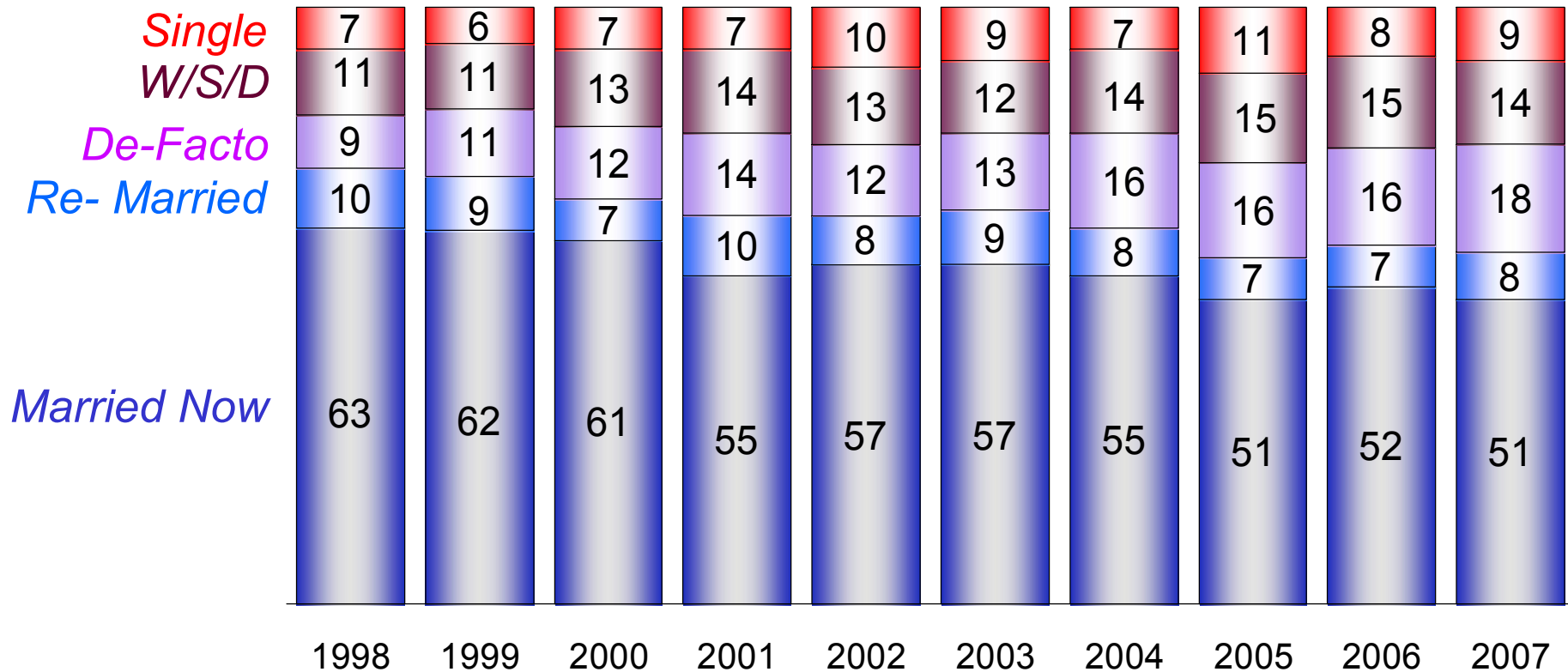




Changing Family Homes

Marital Status

% Parents With Children <18 at home

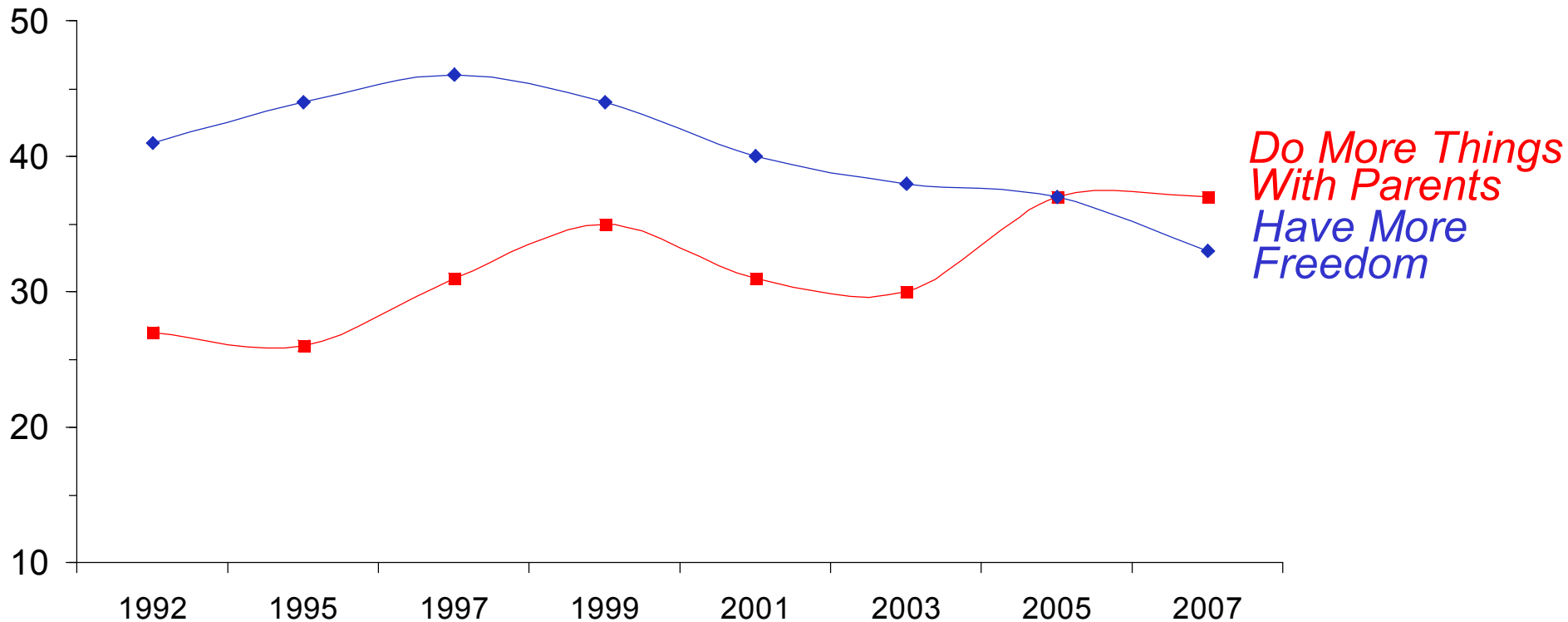




Seeking Re-Connection With Parents

“Things would like to change about their family”

% 10-17 year olds

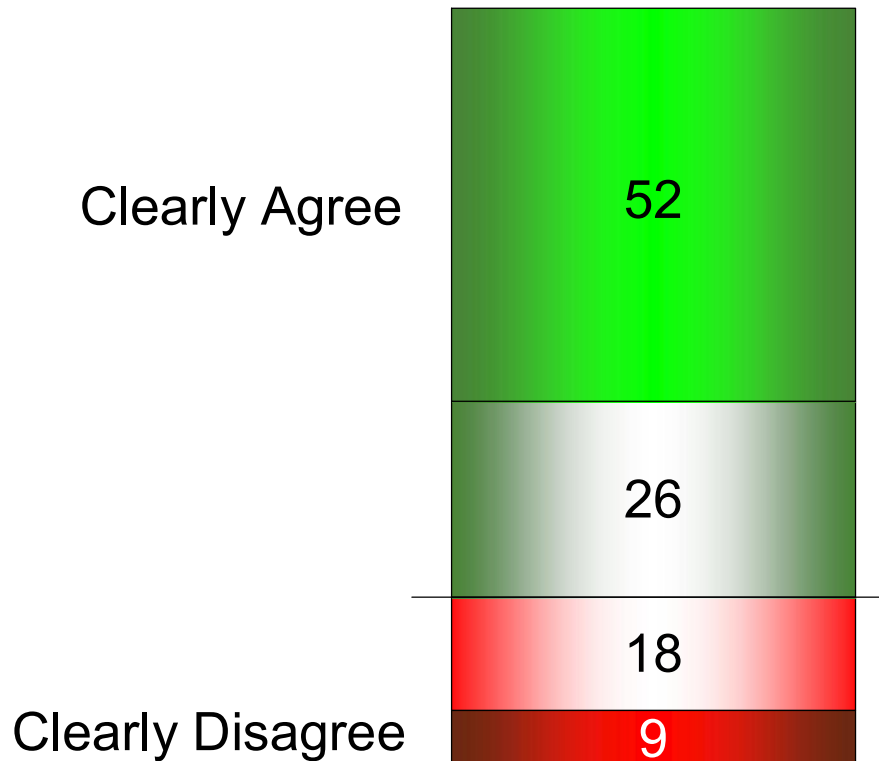




... And The Parent's Agree

*"I wish I could spend fewer hours at work
& more time parenting"*

% Parents 2008

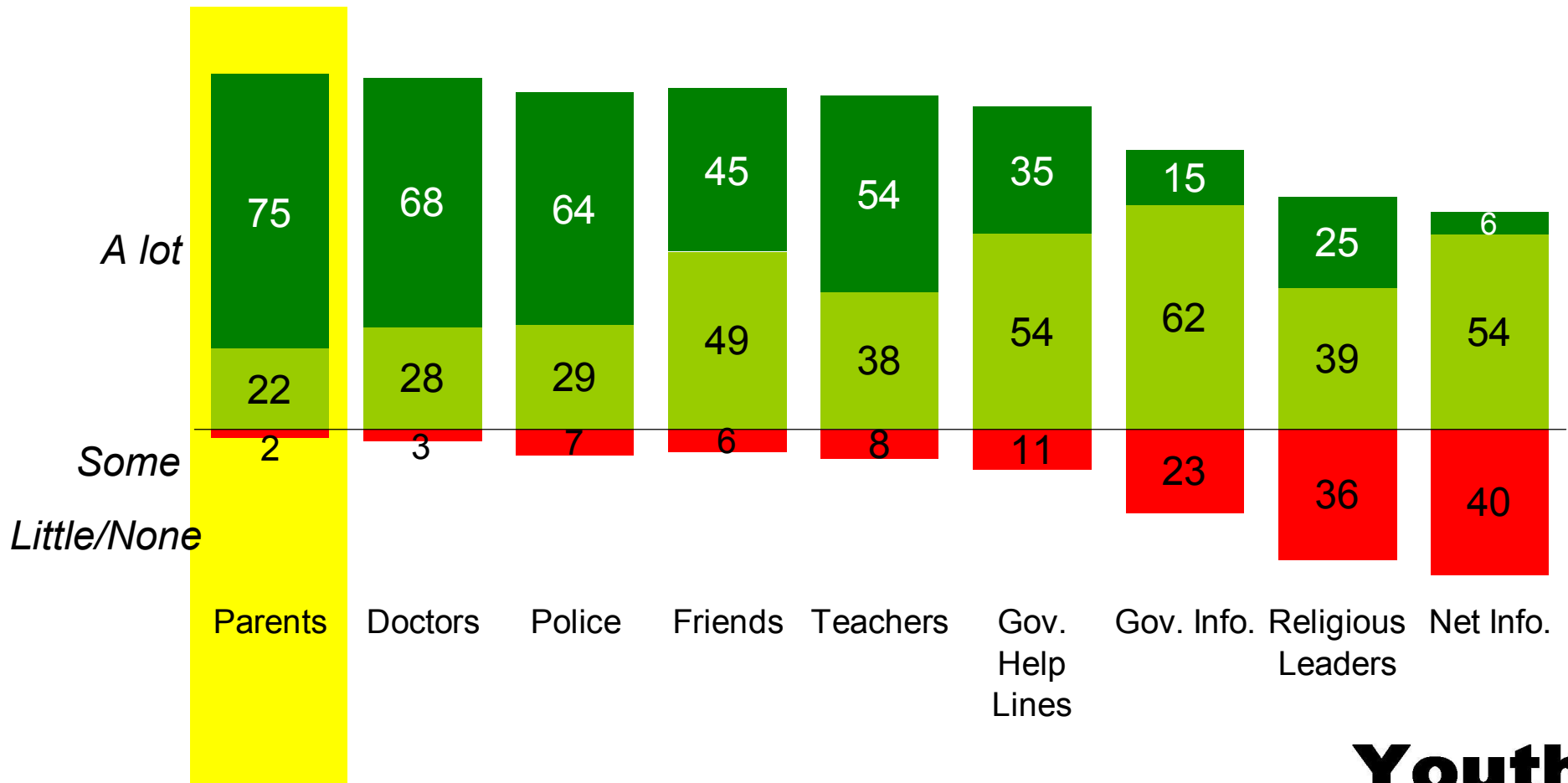




Parents Are 'Real' & Trusted

Level of confidence in different institutions/people

% 10-17 year olds

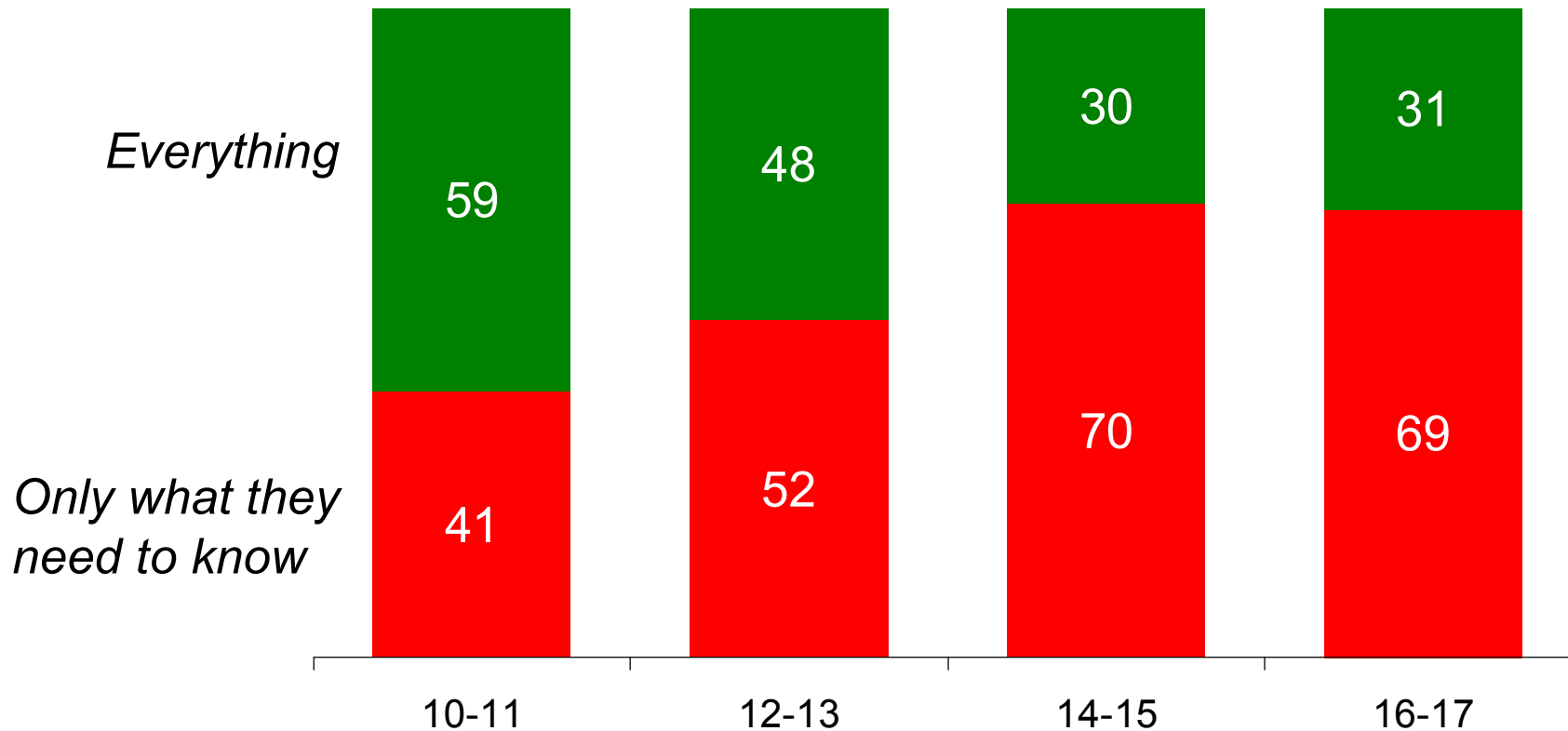




They Don't Get Told Everything ...

"How much do you tell your parents?"

% 10-17 year olds

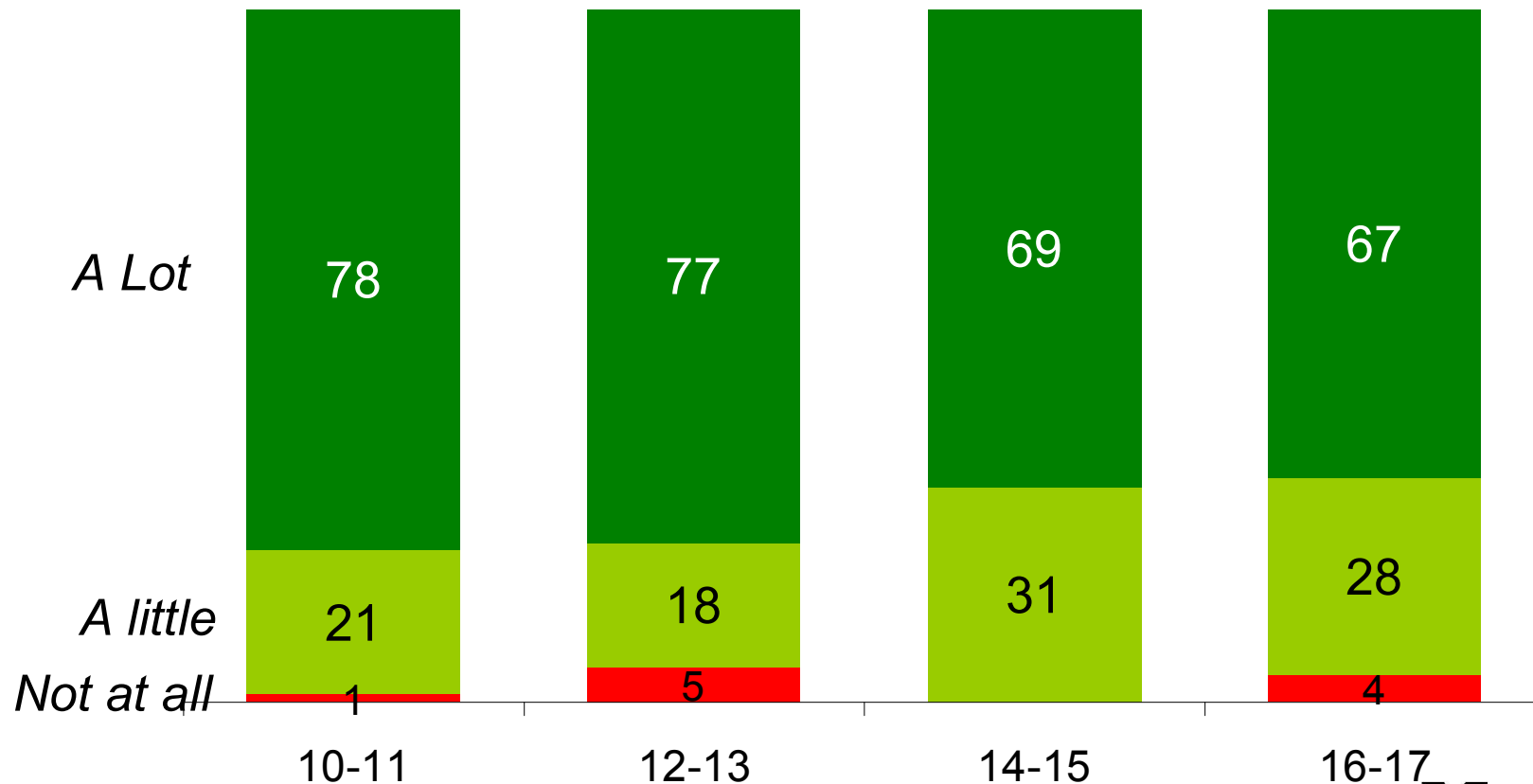




But They're Supposed To Understand ...

How much do you think your parents understand you?

% 10-17 year olds

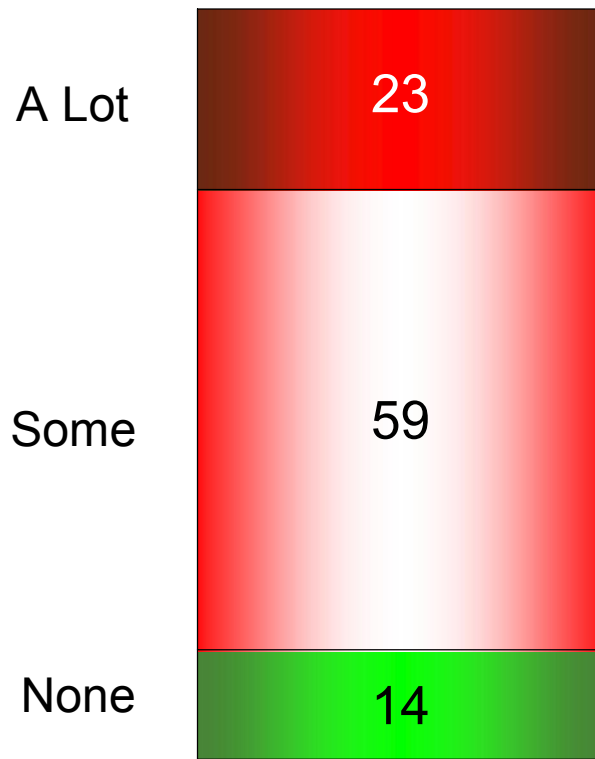




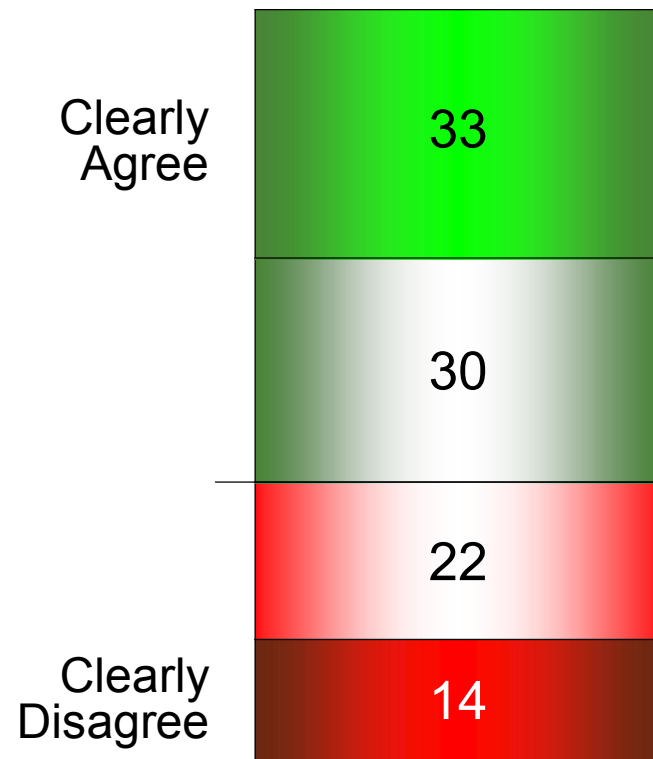
... And The Parents Are Looking For Help

% Parents
2008

*Level of Stress
Caused by Children*



*"I wish that there were
more sources of advice
on child rearing & parenting"*





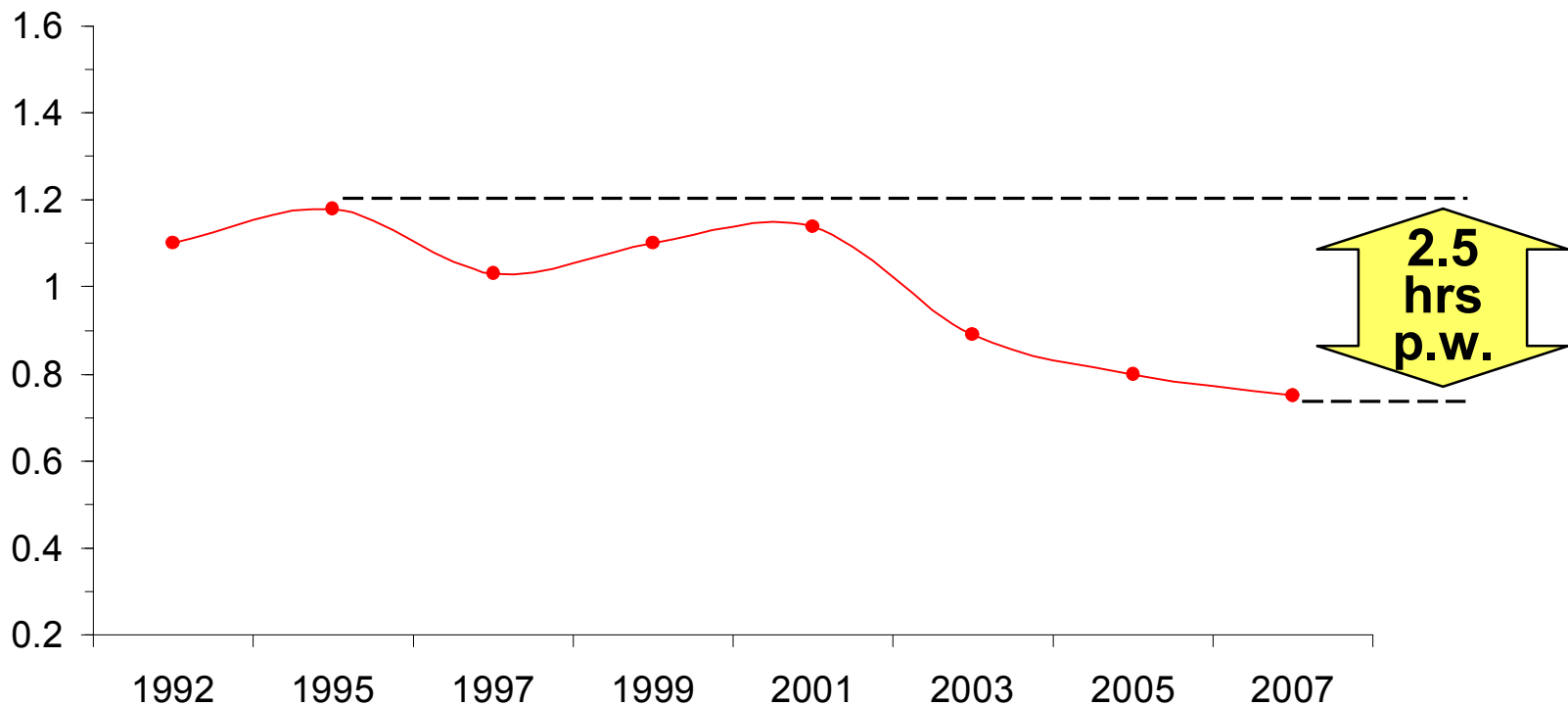
The Importance Of Friends



Less Homework, More Leisure Time

Mean hours spent on homework typical school night

10-17 year olds: Average hours/night

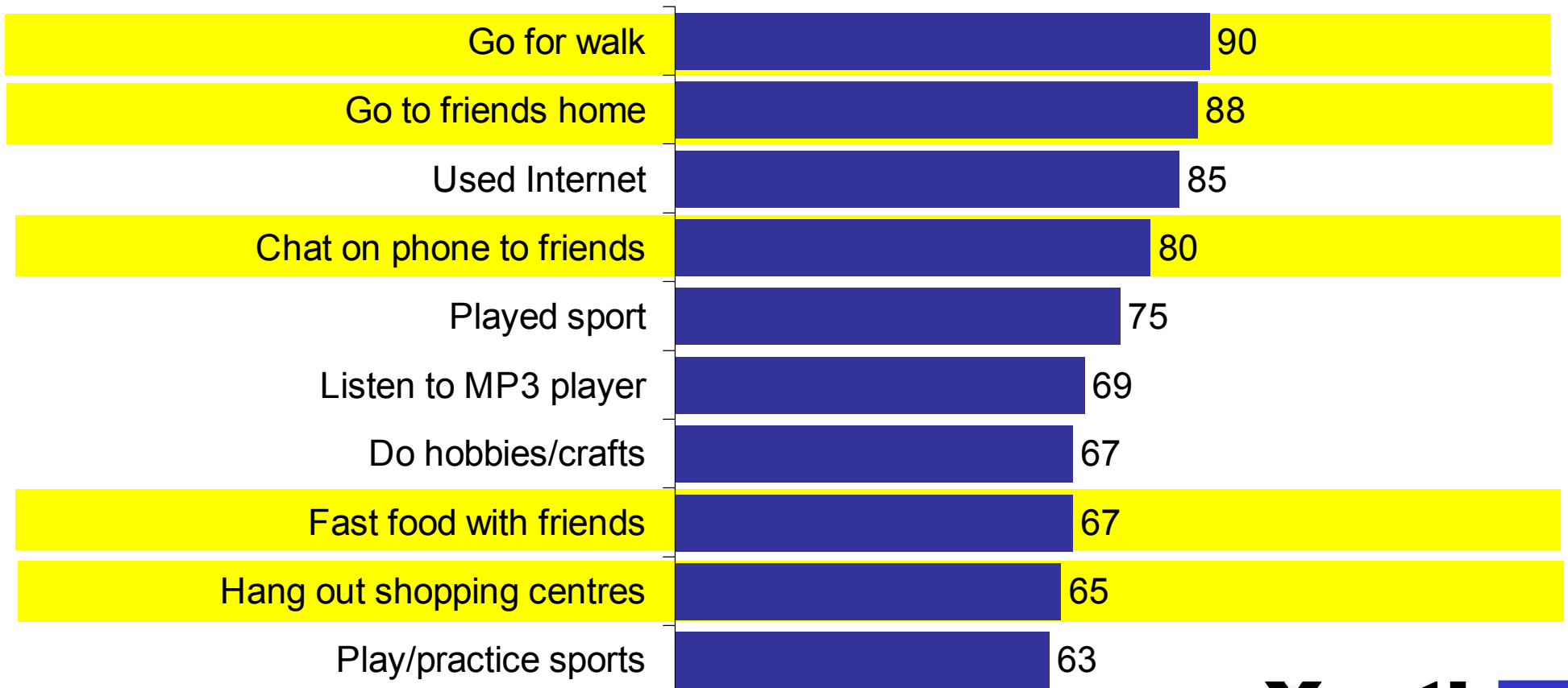




More Time For Friends

Leisure activities done in past month

% 10-17 year olds: 2007

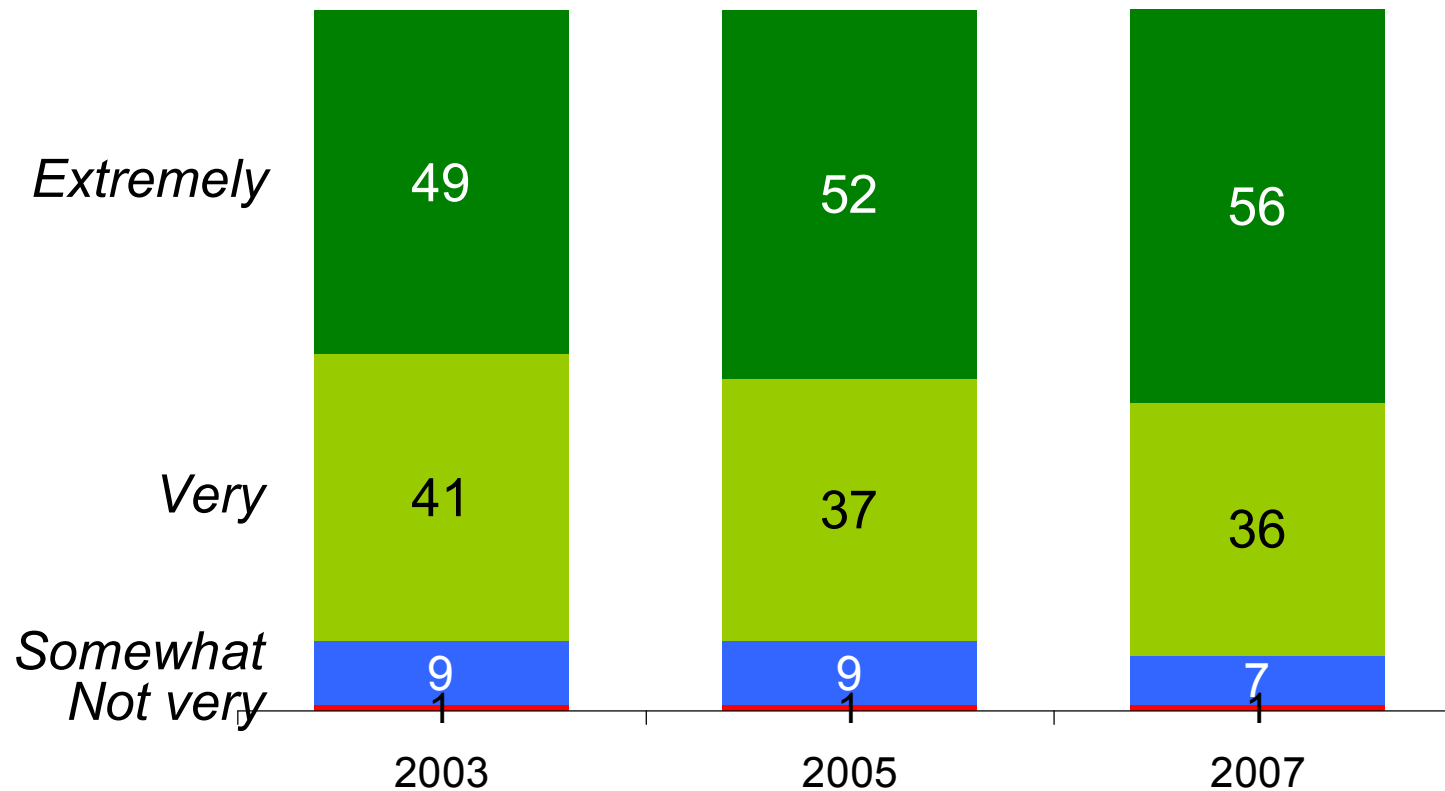




Friends Are Increasingly Important

Importance of friends

% 10-17 year olds

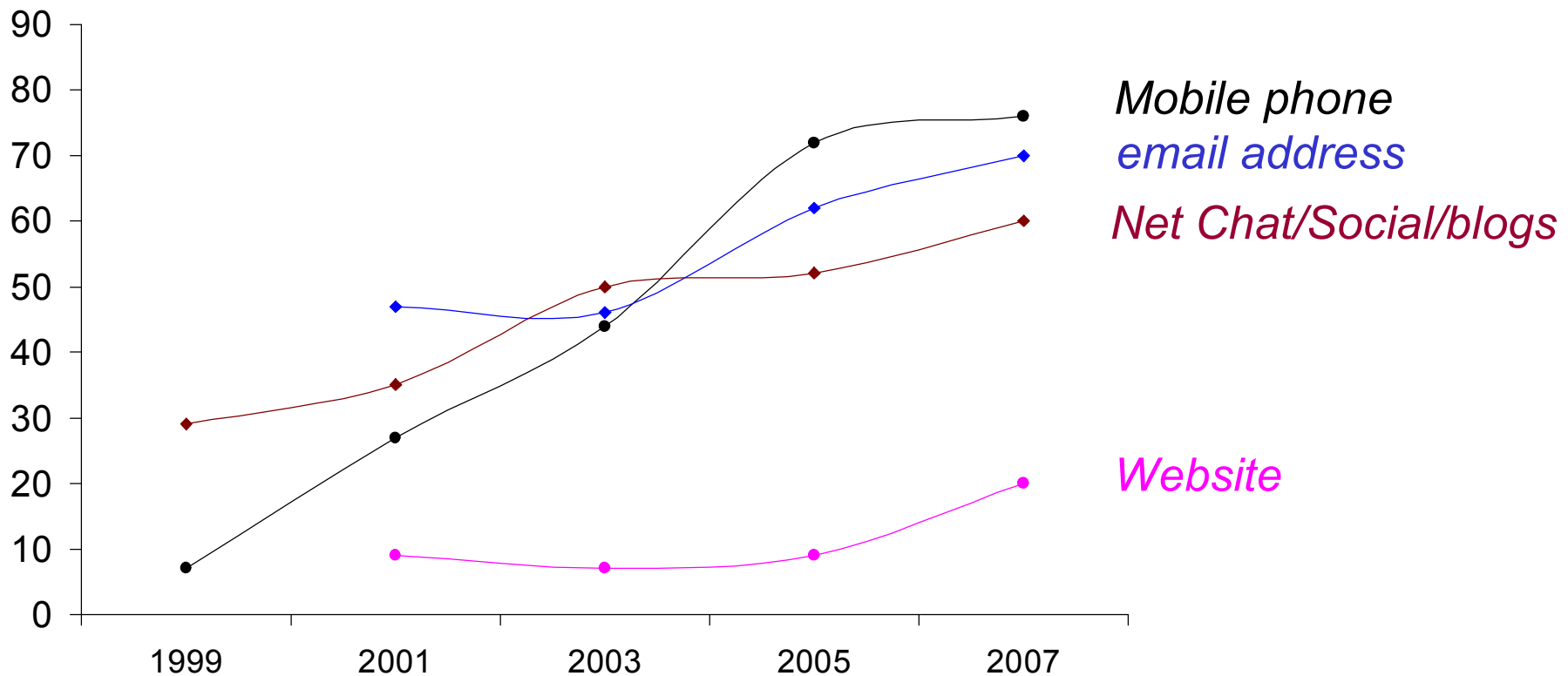




Explosion Of Un-moderated Social Networking

Items personally have/use

% 10-17 year olds





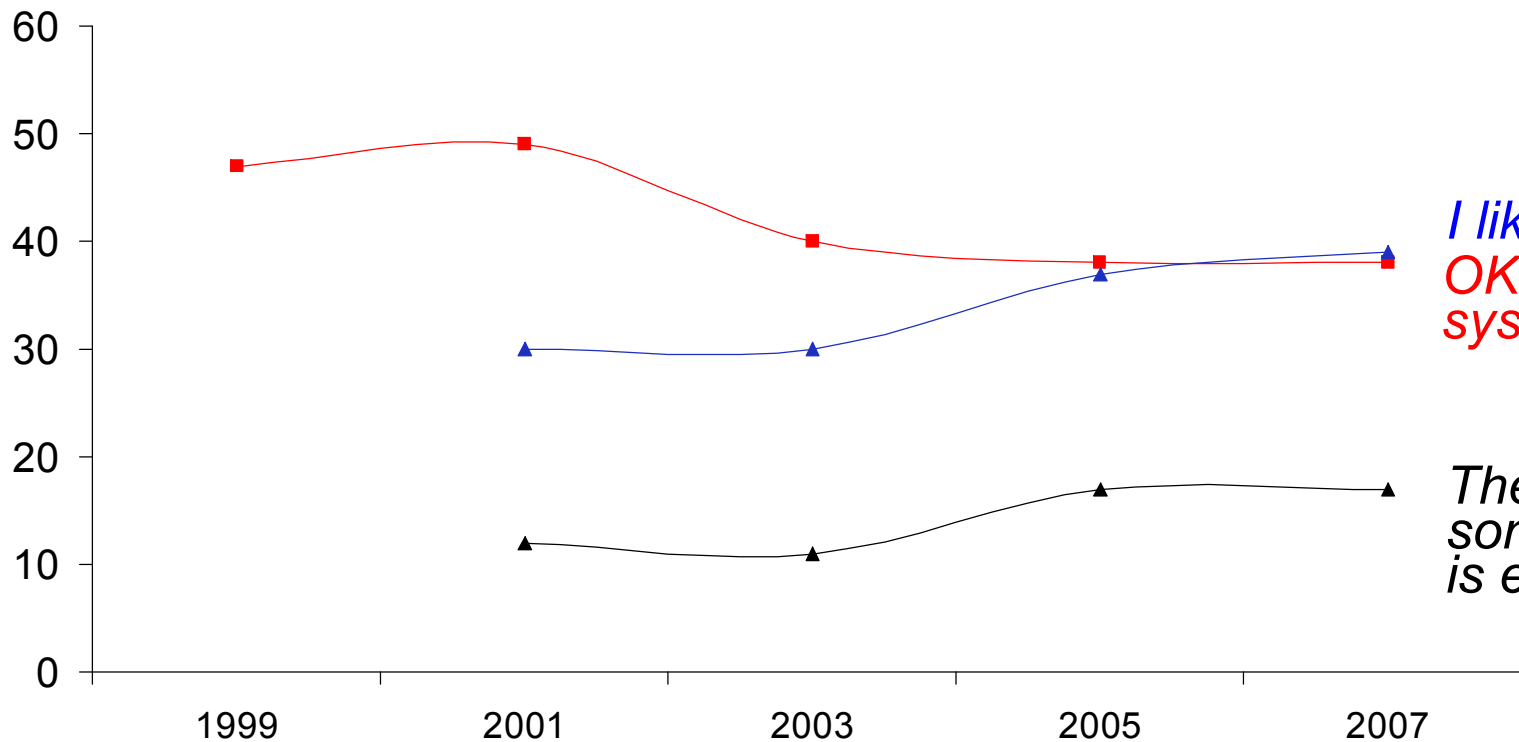
Changing Relationships With 'The System'



Outsmarting 'The System'

Social Values Statements – clearly agree (5,6)

% 15-17 year olds



I like to take risks
OK to outsmart the system if it's legal

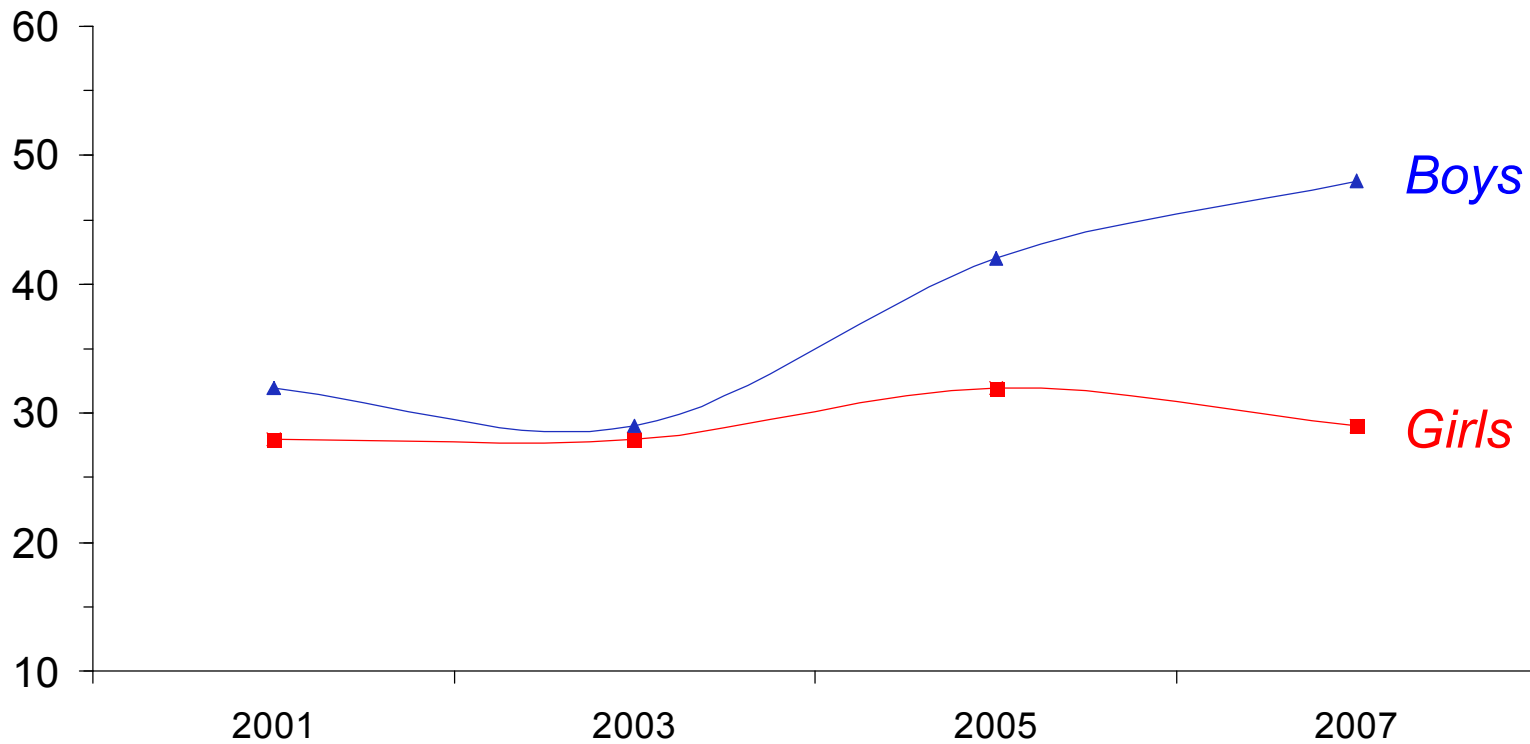
The idea of doing something illegal is exciting



Jackass

"I like to take risks"

% 15-17 year olds
Clearly agree (5,6)



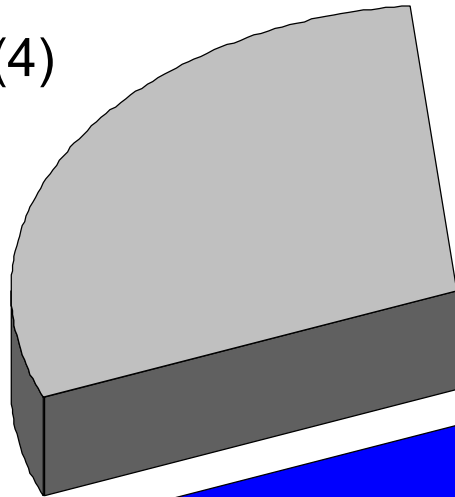


Risk Predisposition

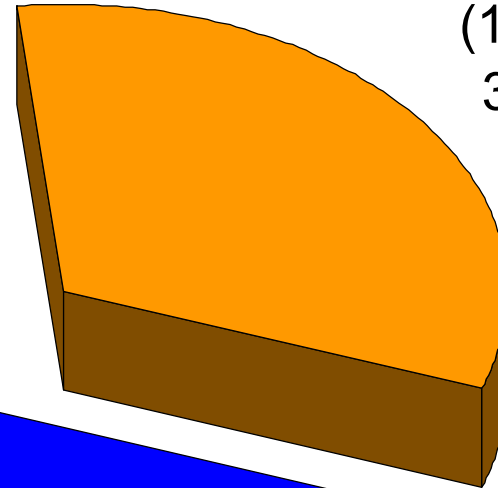
"I like to take risks"

% 14-17 2008

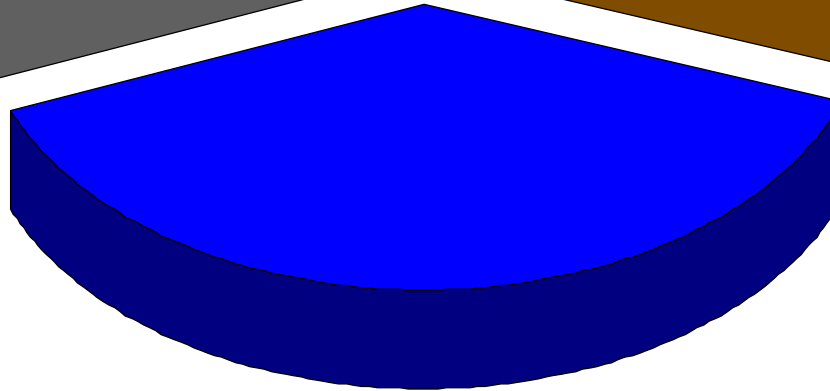
Acceptors (4)
29%



Avoiders
(1,2,3)
32%



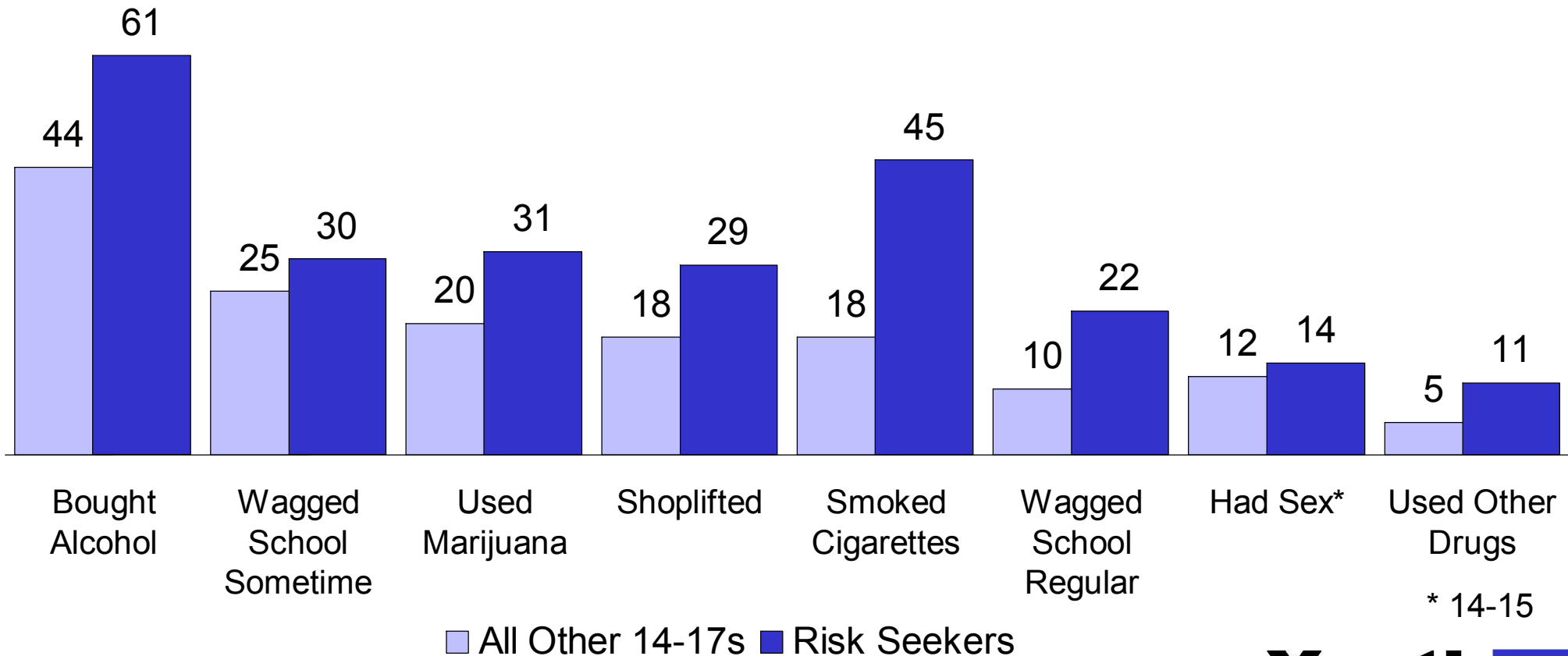
Seekers (5,6)
38%





Illicit Behaviours Linked To Risk Propensity

% 14-17 2008

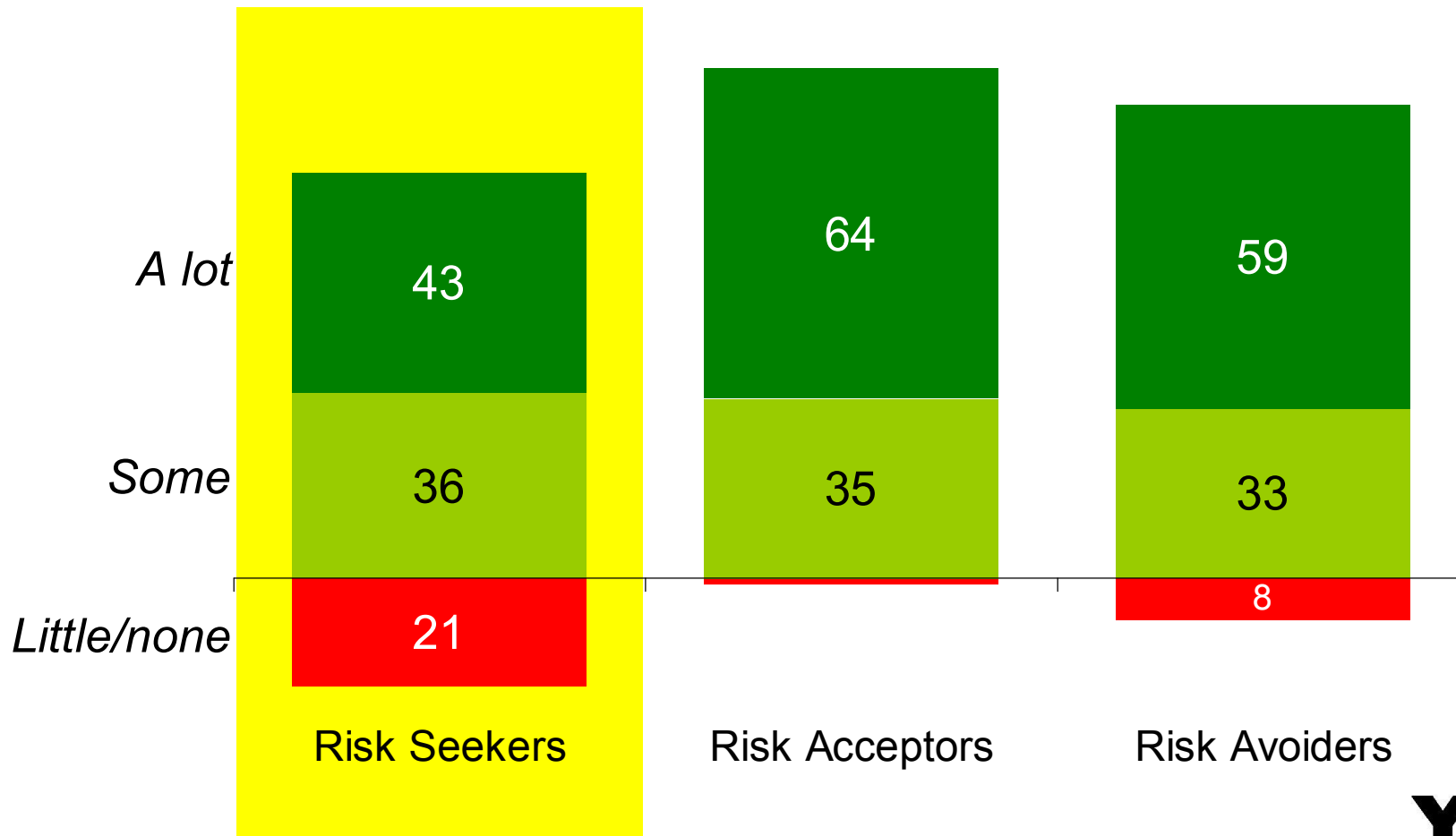




Risk Seekers Lower Confidence In Police

Level of confidence in Police

% 14-17 2008

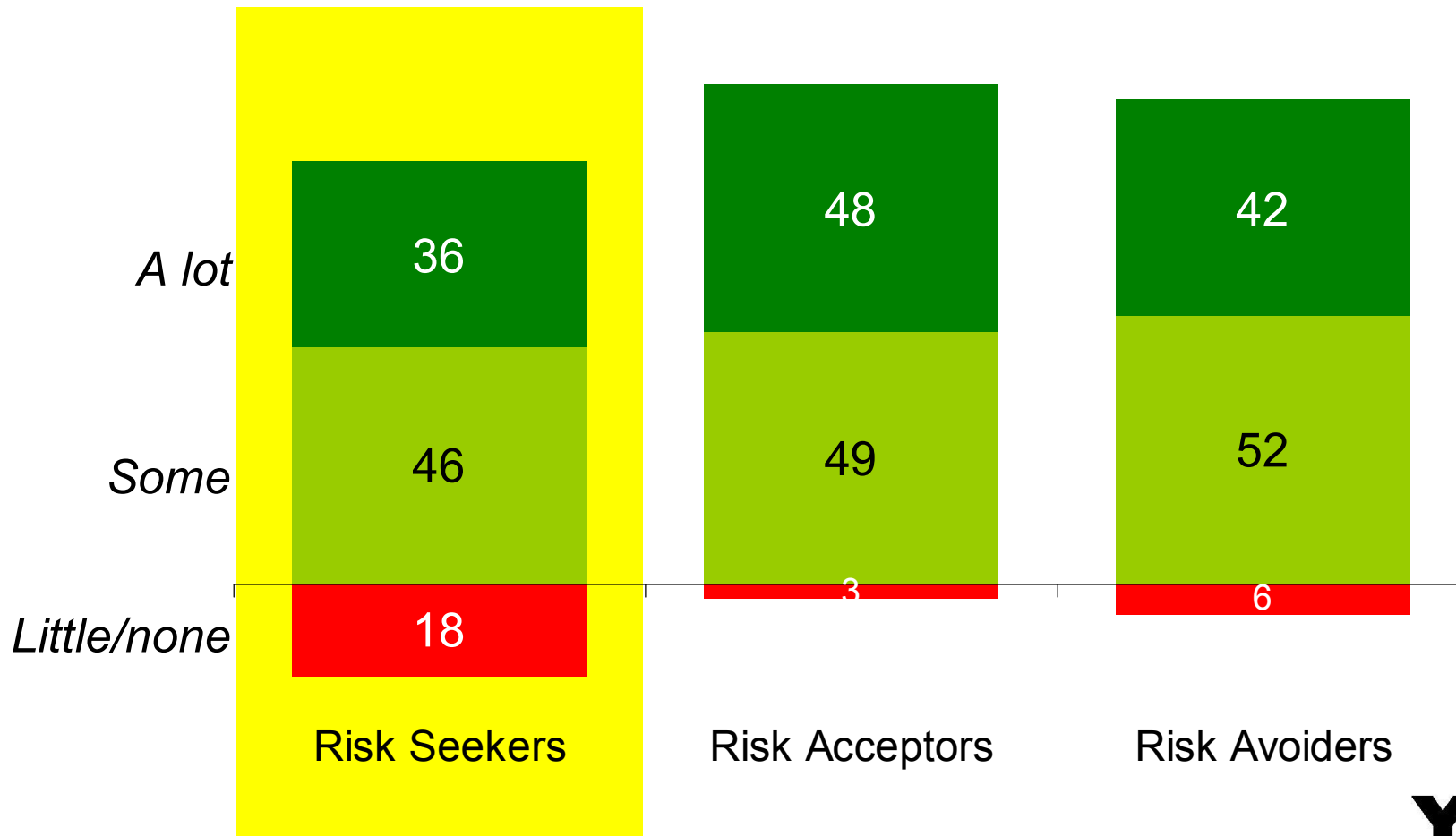




And Lower Confidence in Teachers

Level of confidence in Teachers

% 14-17 2008

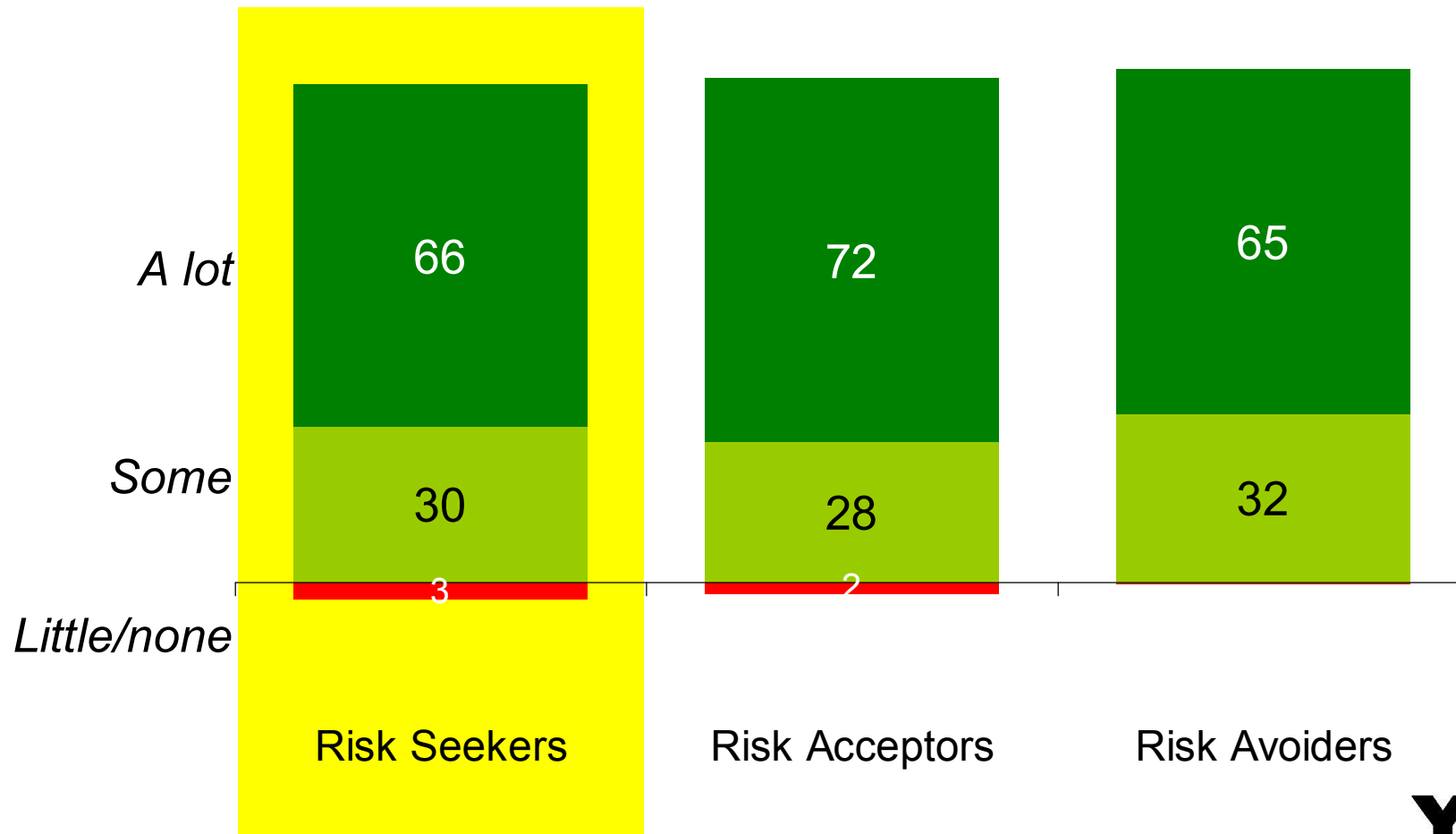




But Still Trust Mum & Dad

Level of confidence in Parents Advice

% 14-17 2008

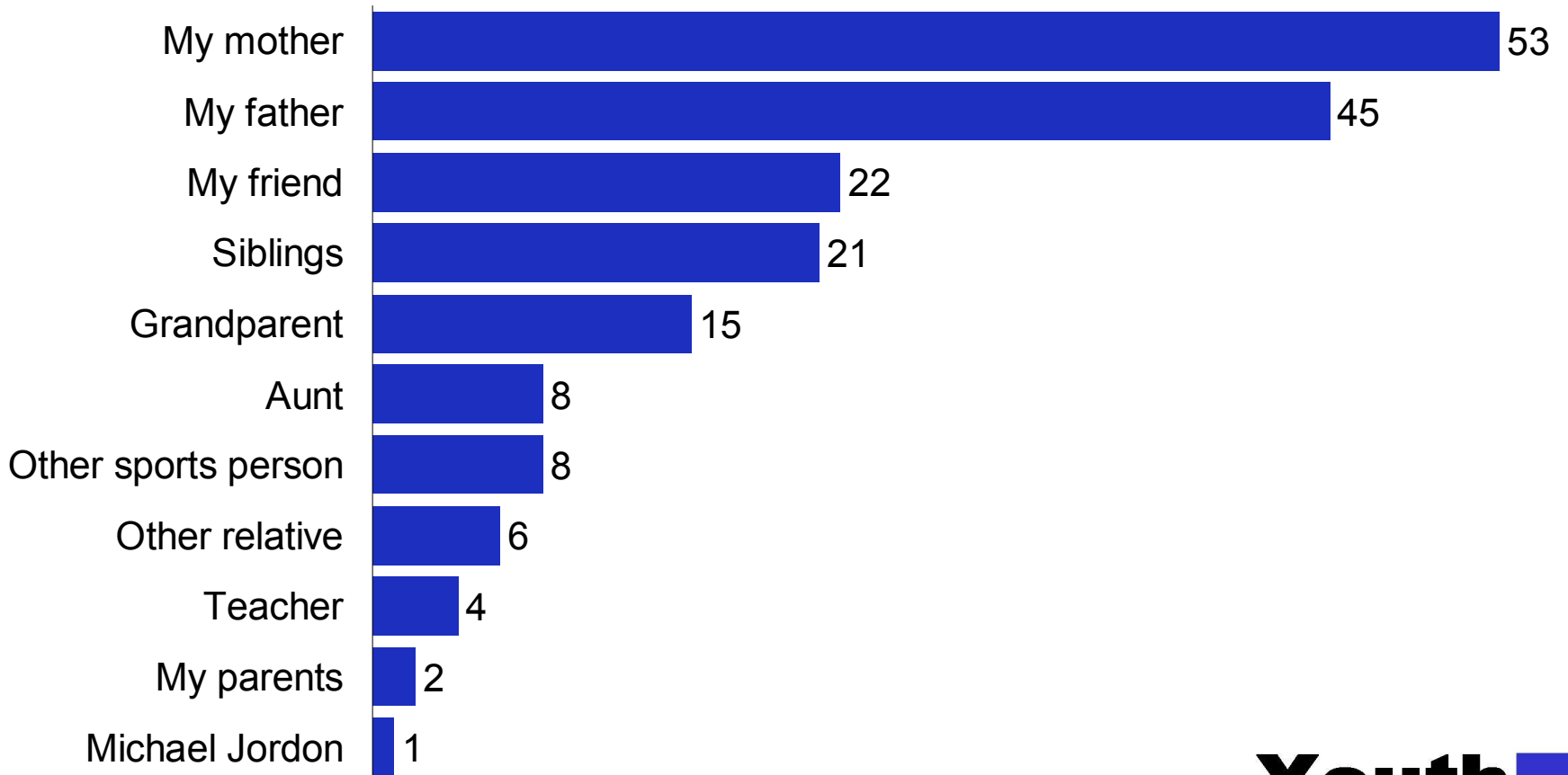




...And Still Look Up To The Family

Top three most admired people

% 14-17 Risk Seekers
Spontaneous





A Social Lightning Rod



“what a muppet!”

“Mum's got a new boyfriend
Dad's in China
and noone id giving a rats about Corey.
Corey has found a way to be noticed.”

“youre a legend corey!
have a sense of humour people! ;]”



Key Findings

Life's Good & The Future's Bright

But the need for stress relief is up

Family Is Changing But Is Still Central

Children & Parents want more time together

Children think parents 'Know' & 'Understand'

But Parents want help

Friends Growing Importance (Filling the family gap)

Explosion of un-moderated social networking

Changing Relationships With 'The System'

Trend to Risk Taking & illegal behaviour

Risk Seekers reduced confidence in Institutions

BUT still look to, and trust their parents

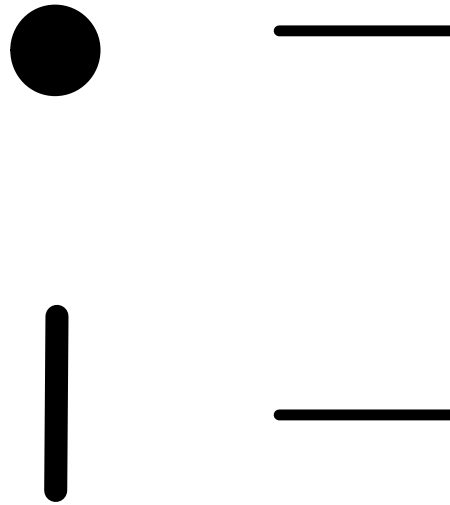
An Opportunity

Educate, Help, & Empower Parents



Secret Kids Business

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quantum

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