

Thinking Differently: National Segmentation of Children & Young People and Parent & Carers

Why it matters: key findings and implications

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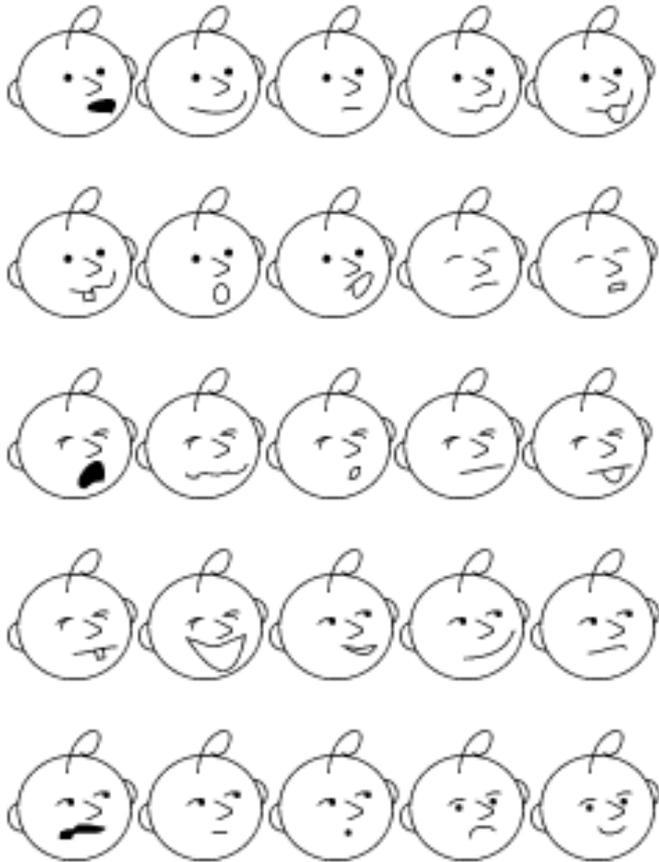
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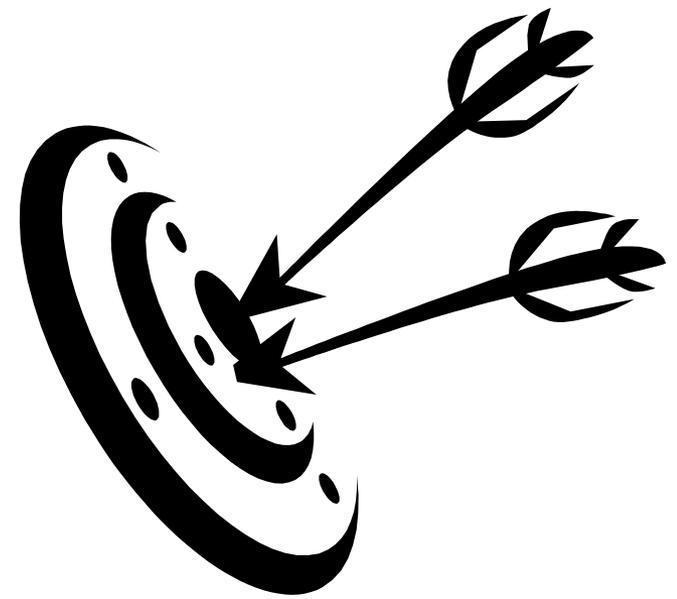


Segmentation – so what's different? (1)



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Segmentation – so what's different? (2)



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Three main phases of work



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Families Segmentation

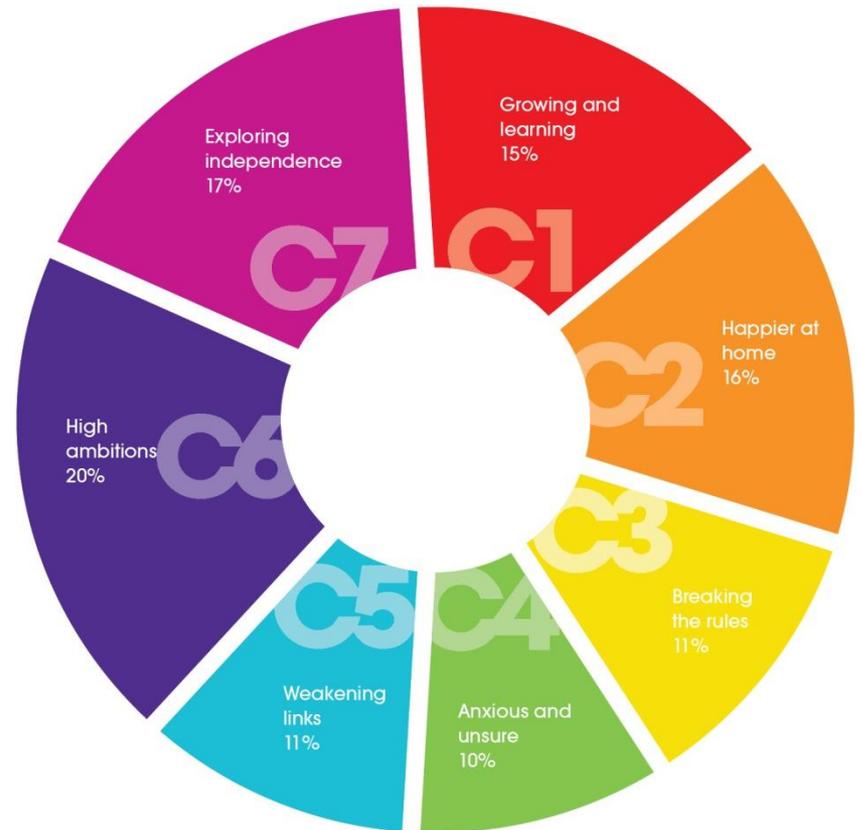
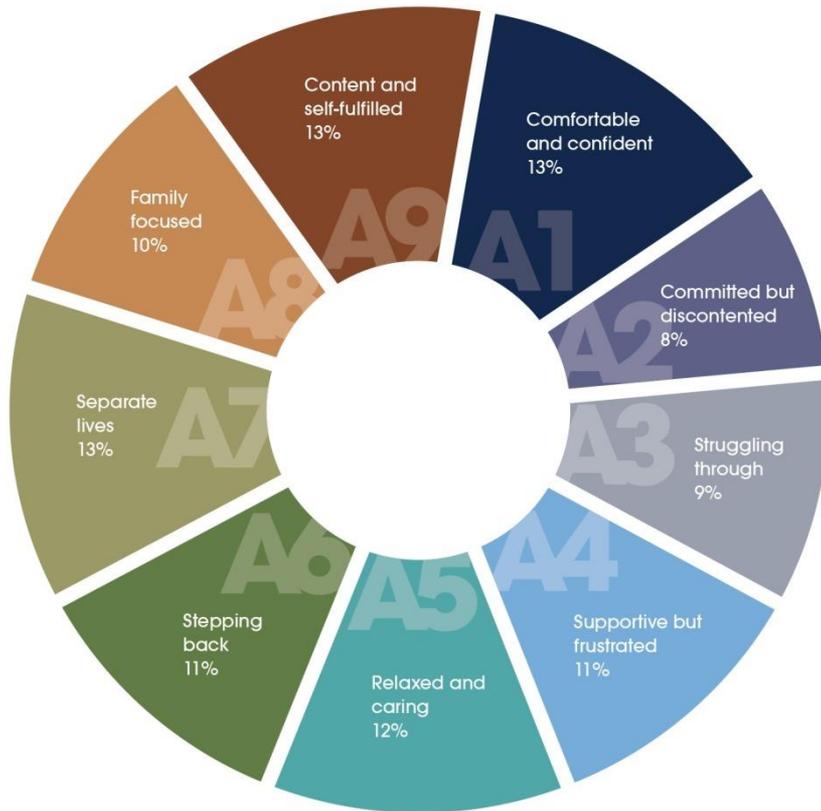
- We interviewed around 2,500 parents and carers of children aged 0-19 and 1,150 children and young people aged 10-19, to answer this question:



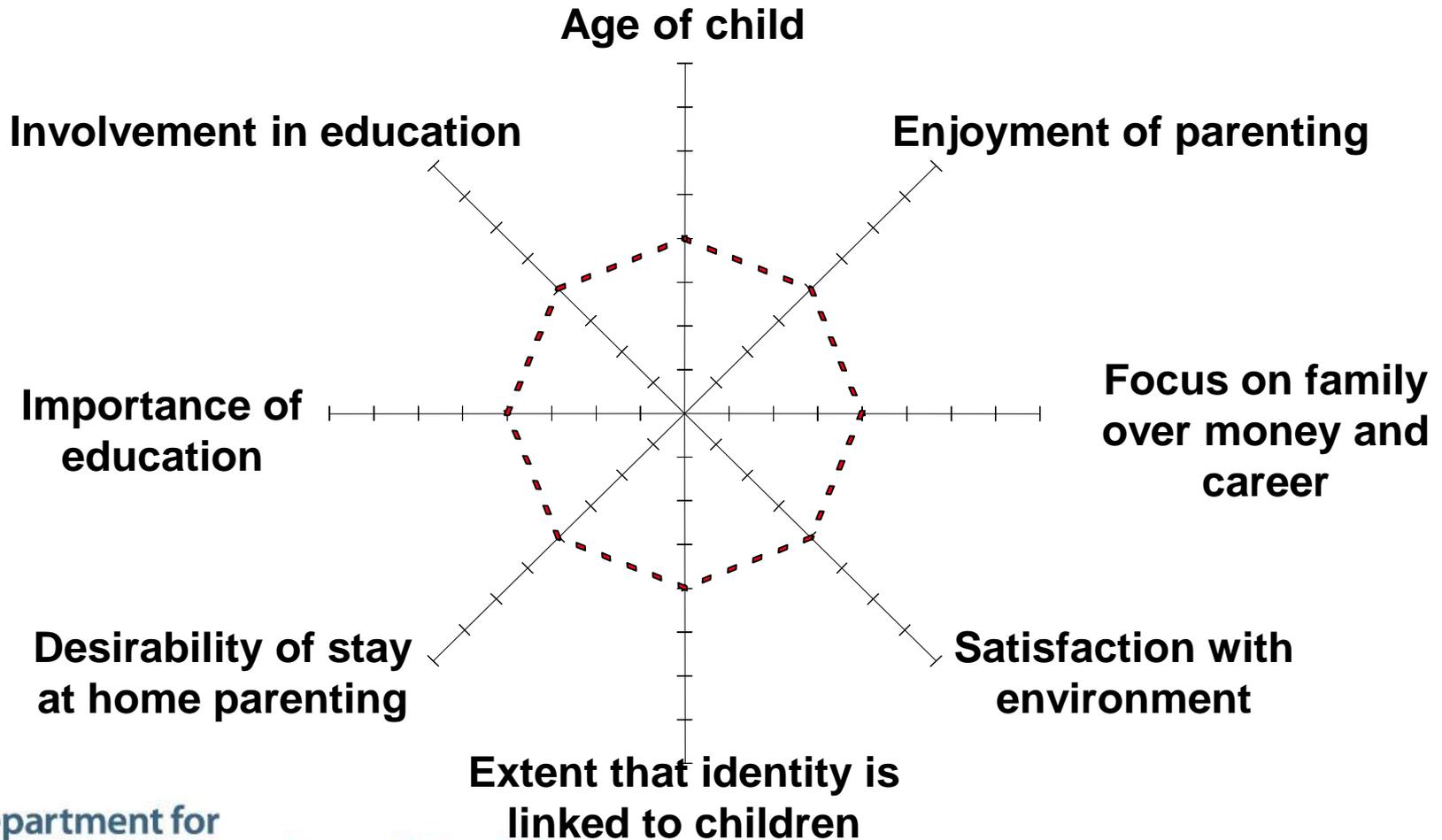
Which factors and aspects of family dynamics influence parents' and children's attitudes, aspirations and outcomes?

- The resulting data was analysed to provide two, linked segmentations (one of parents, one of 10-19 year olds), based on their responses.
- We identified nine distinct attitudinal groups of parents, and seven attitudinal groups of children and young people.

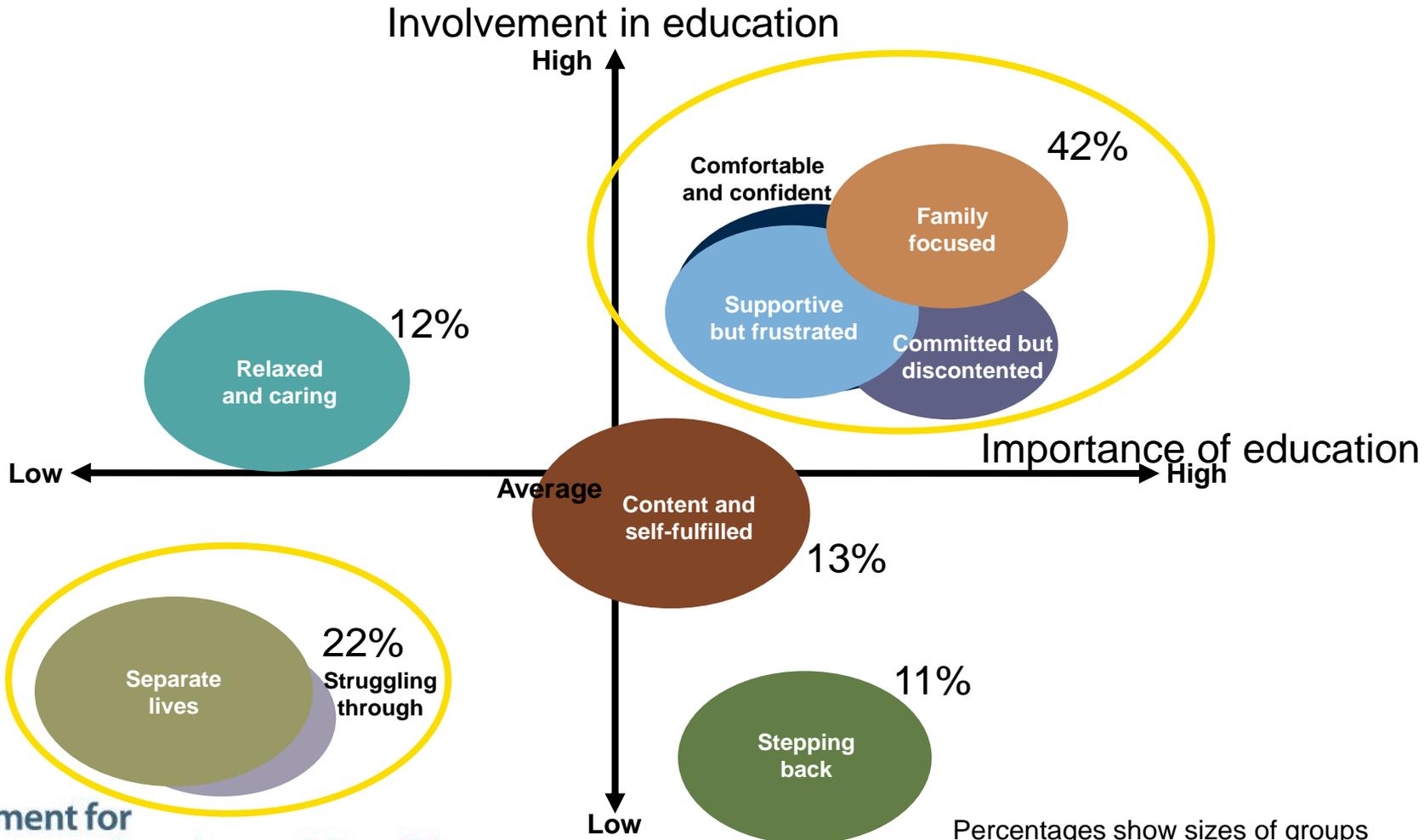
Parents & Young People segmentations



Dimensions driving the segmentation of parents & carers



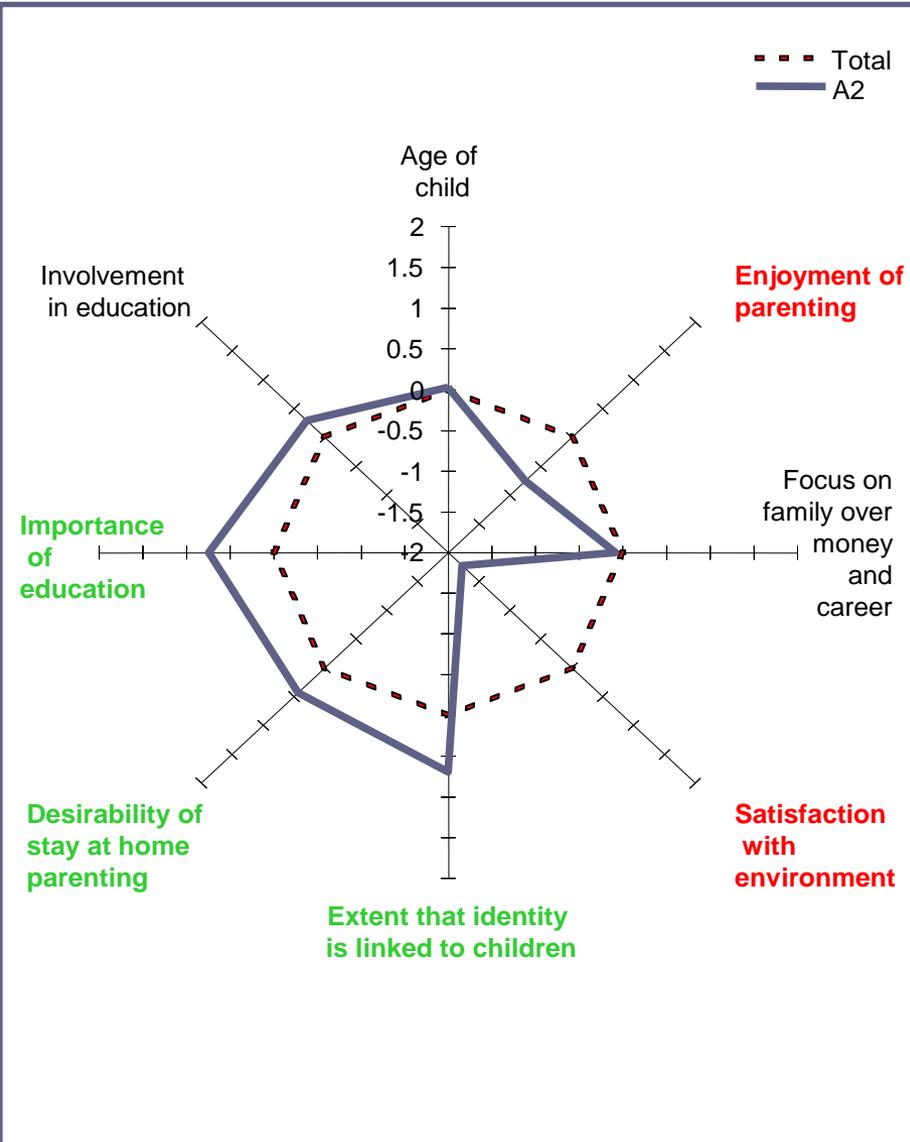
There is a clear pattern of segments that are strongly engaged or disengaged with their child's education



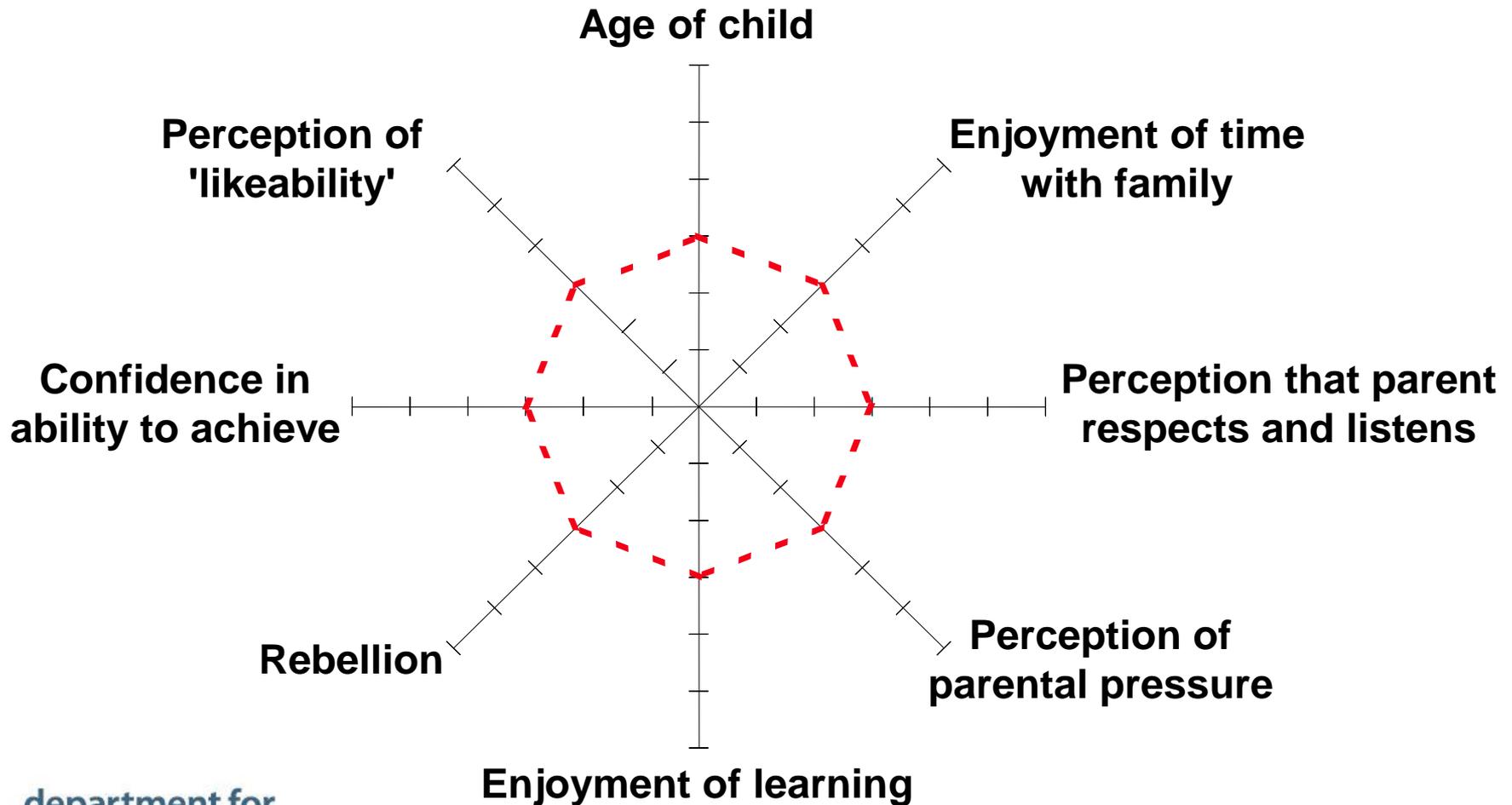
A2: Committed but discontented – 8%

- Although this segment sometimes finds parenting frustrating and difficult to cope with, they are very committed
- They tend to believe that 'stay at home parenting' is important, and to say that they have consistent rules
- Almost half are dissatisfied with their home and the area that they live in – they are the least confident and optimistic segment in general
- It is important to them that their children do well in life and they tend to worry about them reaching their full potential
- They value education highly for its importance to their children's future and are more involved than average
- 65% female with a higher than average proportion of single parents (26%)

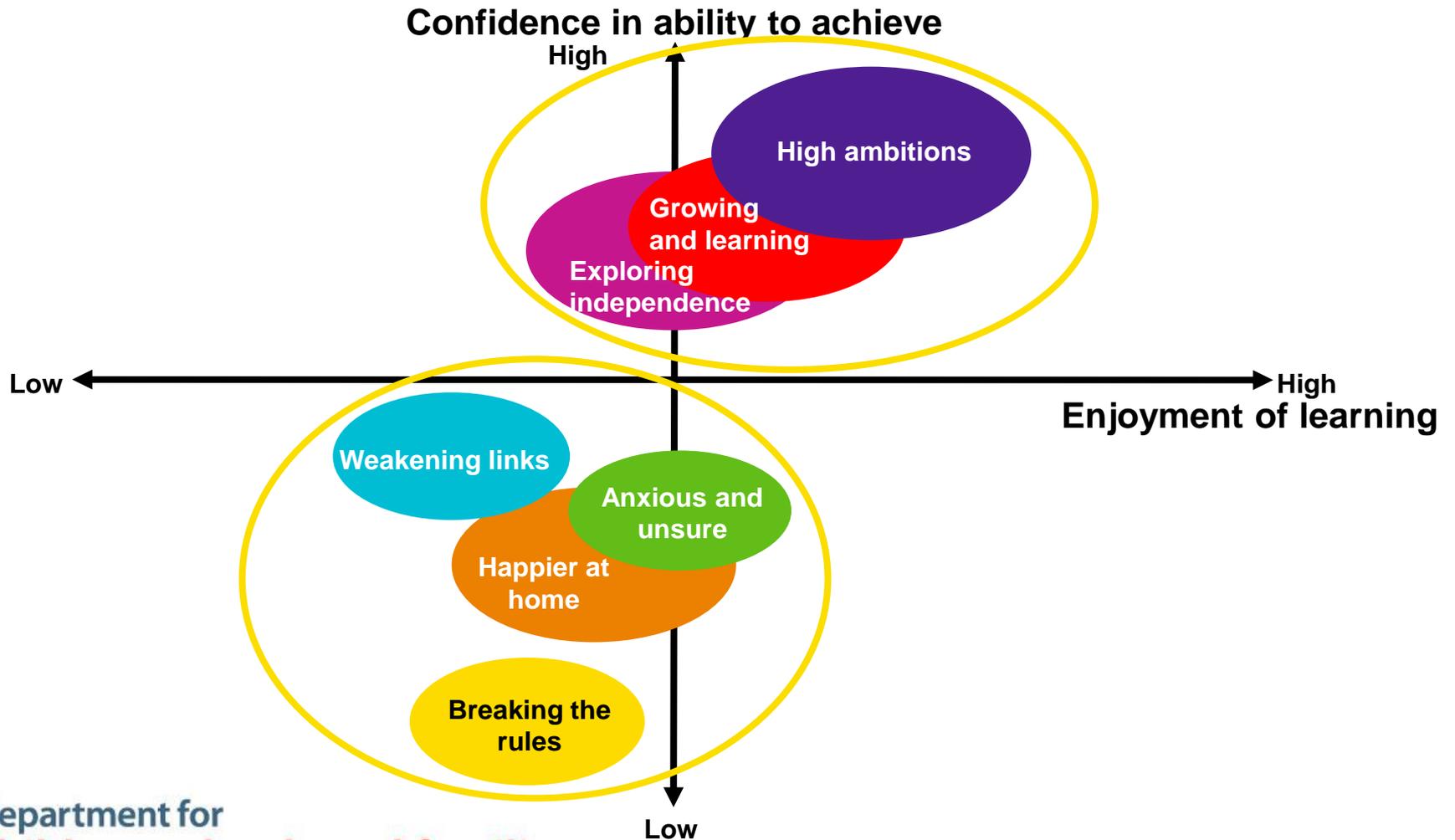
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Dimensions driving the segmentation of children and young people



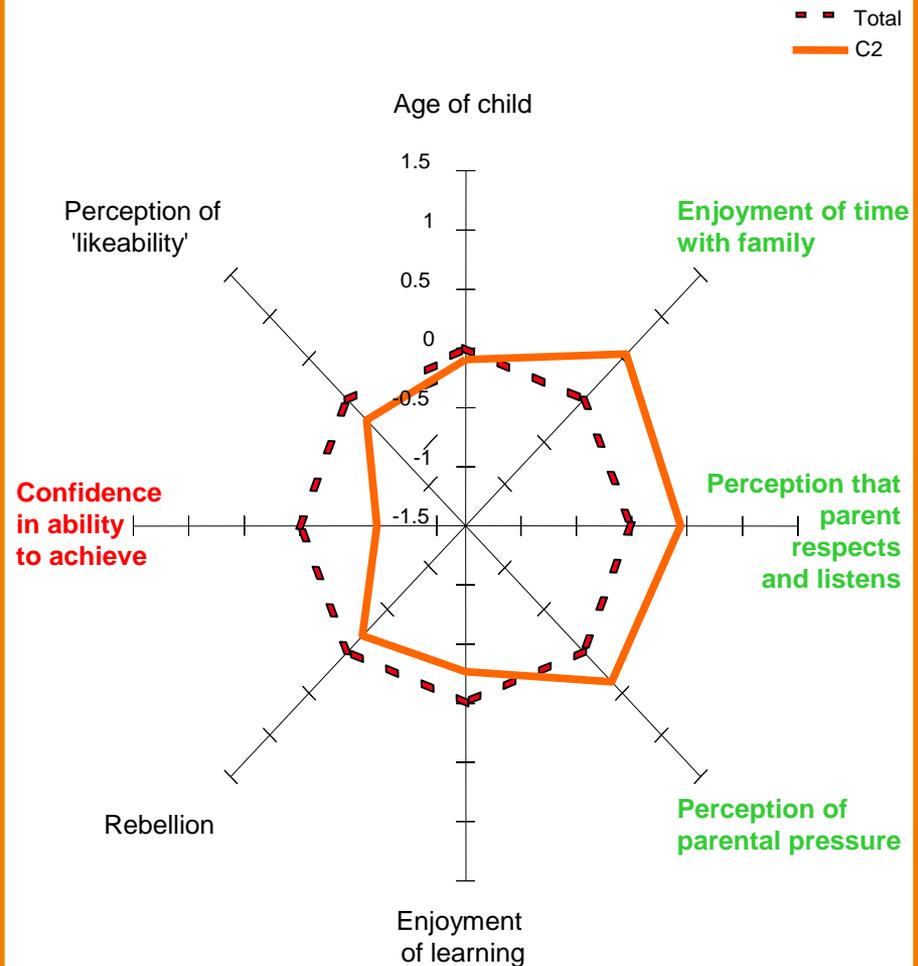
The segments split into two broad groups in terms of confidence



C2: Happier at home – 16%

- Most get on very well with their parents, look up to them and talk to them about things that matter to them, although not particularly about school or homework
- They don't always find it easy to make friends and may prefer spending time with their family
- They are less likely to enjoy learning and more likely to get in trouble at school or get poor marks for their work – their aspirations are more likely to be about getting a job than continuing in education
- They tend to lack confidence in their chances in life and don't always feel that they are doing as well their parent would like
- They cross all age bands and are more likely to live in less well-off areas

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C2: Happier at home – video clip

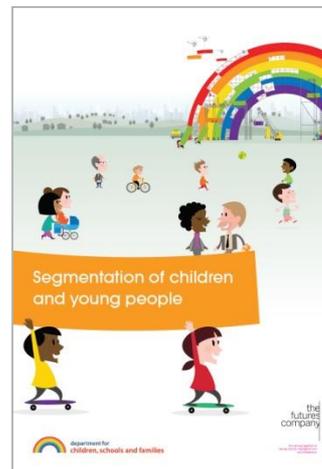
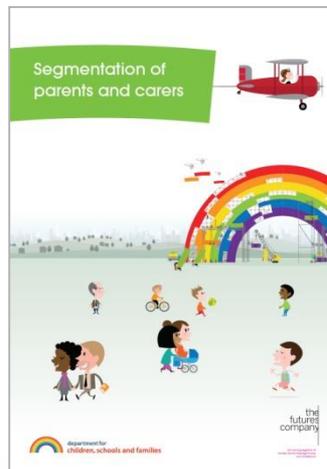


Valuable & engaging outputs



Video clips for each segment...

Segmentation
booklets...



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C1: Growing and learning: 15% of total sample

They enjoy spending time with their families as much as they do with their friends. They have a close relationship with their parents who they respect and talk to regularly about their interests including homework. They don't tend to feel that their parents are very strict or controlling, but rather that they offer them support and praise without putting them under pressure. Confident and optimistic, they enjoy learning, including activities such as sport and music, but are not necessarily focussed on academic achievement as yet.

Quotes:

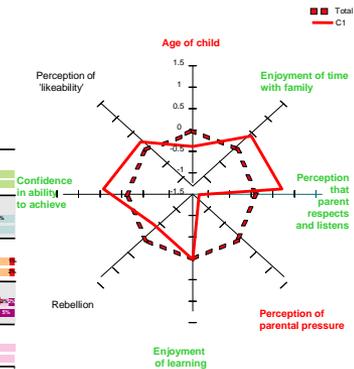
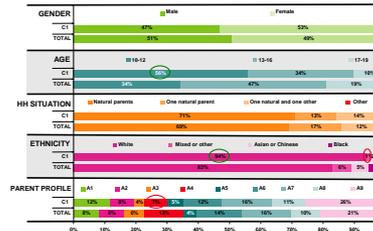
"My mum's funny, and she has got a great sense of humour, really girly, she loves to hang out. Sometimes she can be like a kid. I really like my mum."

"We're always having a laugh"

"My parents let me be free - they're not tight on me."

"I like making friends, a lot. At my school I literally know everyone and I get on with loads of people."

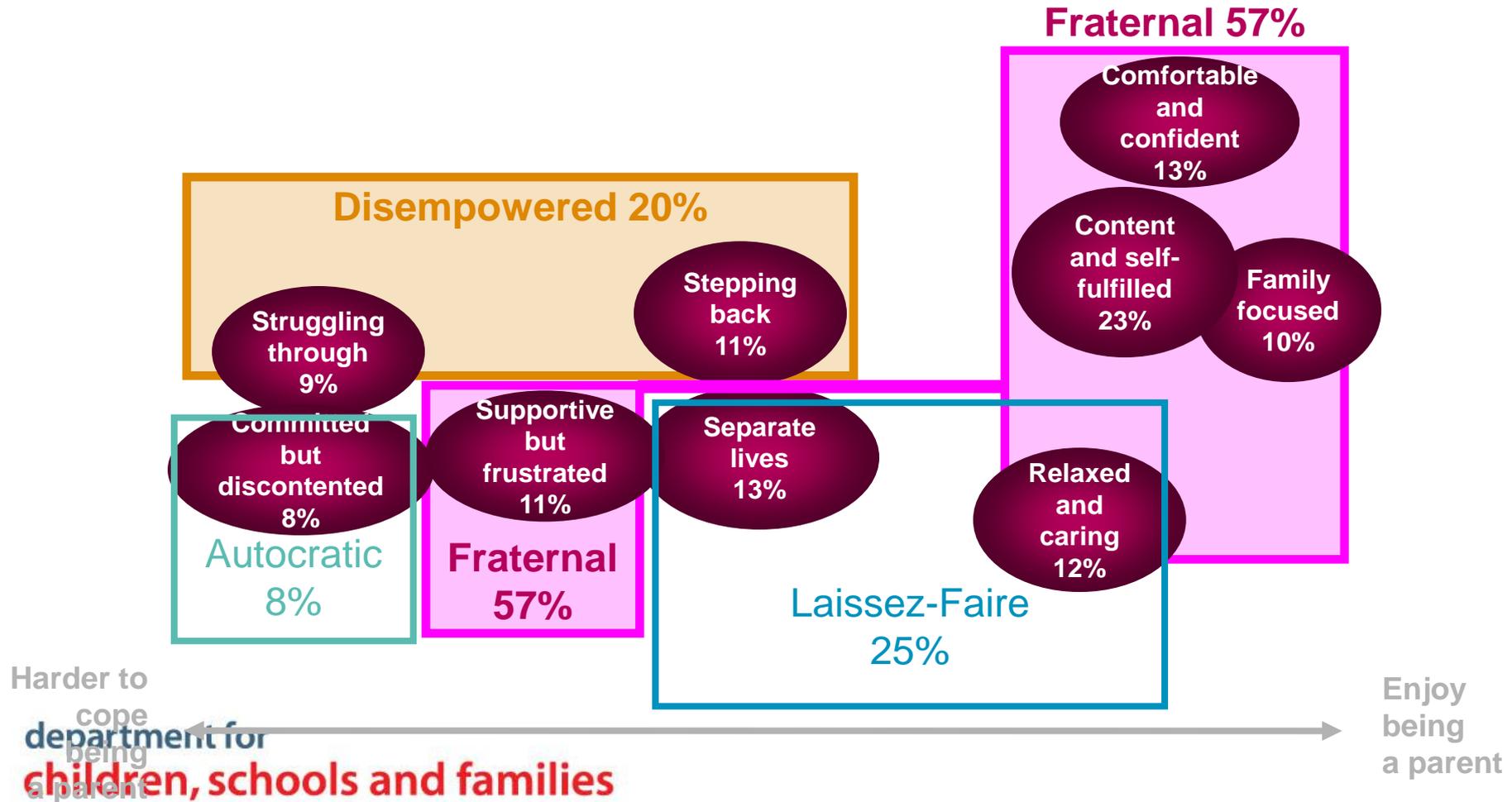
"I like to learn. It's a big thing learning something new. It makes you think about it."



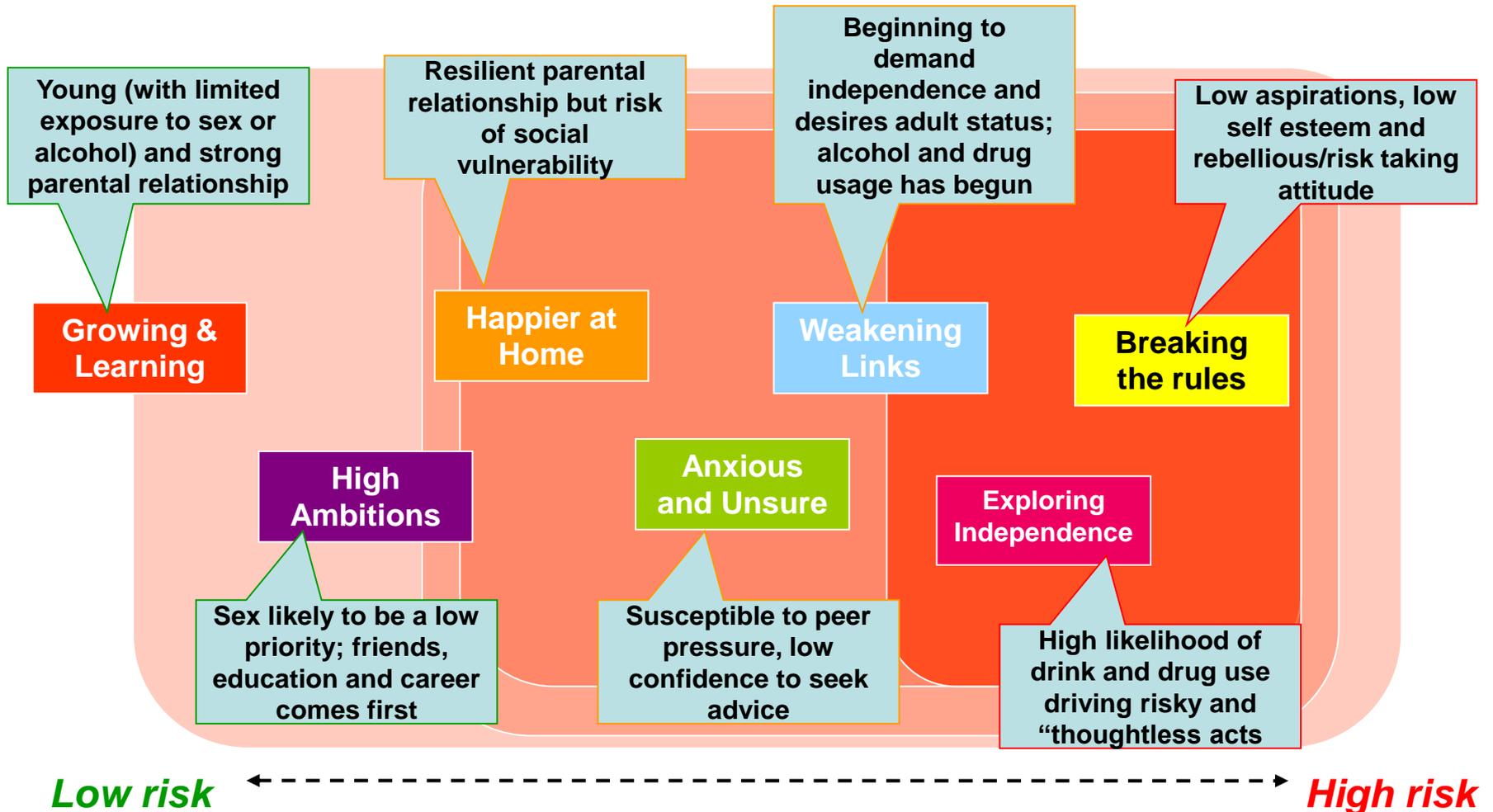
Summary
boards...

...and the full research
report, covering all
the survey data

Young People & Alcohol – using the parent segmentation



Teenage Pregnancy: we can start to plot our segments against the risk scale...



Some segments, such as Weakening Links, are a high priority target for a number of areas

Weakening Links – 11%

- Argue frequently with their parents, who they don't respect much
- More likely to say they have been drunk or smoked in the last year
- Education is not very important to them – a view shared by their parents who are less involved in their education
- Aspirations are to get a job and leave home
- Typically early to mid-teens; 68% female



Social Issues

- Poor relationship with their parents, but strong peer group links
- Already indulging in risky behaviours that makes them a **key target for alcohol, teenage pregnancy, & FRANK**

Educational Attainment

- Lack of aspiration to continue education mean they **will be impacted by RPA, and require high levels of IAG and CE**



Why the Families' segmentation matters



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Questions and discussion

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