

Data on UK Families

November 6 2015

Source: data from an event at Platypus (<http://www.platypusresearch.com/>) . Some of the data is from their own research and some from the Office of National Statistics. Data given to ASDC by Stephanie Sinclair at Wellcome.

- There are 18.6 million families in the UK.
- There are 13.3 million dependent children in the UK.
- 63% of kids live with both biological parents, 29% with a single parent and 8% in a blended family.
- 3.5 million (almost a third) of children in the UK are living in poverty. 26% can't afford a holiday for one week a year.
- Around three in ten children at primary school age are from an ethnic minority. 18% this age do not have English as their first language.
- 16% of all school age children have a special educational need.
- Around a third of adults are introverted and this is higher for young people.
- Parents are looking for experiences they can enjoy as a family. Must appeal to parents as well as kids. Something that works well with the whole family is drawing on tablecloths in restaurants or games that the whole family can play together.
- Humour is really important in engaging families.
- 77% of mums control their family budgets. A third of mums take their kids with them when they go shopping and kids are influential in shopping choices.
- 36% of families use grandparents as main source of childcare.
- 16-24 year olds often said watching a tv programme together as a family was a highlight of the week.

Working with or Researching with Young People

- 48% of kids say something is cool if it helps them express who they are.
- Family members have the most influence on kids, followed by wider family and friends, teachers and other leaders and then celebs and increasingly bloggers.

- Kids can be quite materialistic, asked what they would wish for if they could wish for anything and 23% said a thing and 18% said money, where as 3% for example said world peace.
- In a survey of 1000 8-16 year olds, they were found to spend an average of 1hr 45 mins online a day and an extra one hour on social media.
- When doing research with young people keep tests as visual as possible and keep the session (and participants) moving as they have short attention spans. Participants need to be comfortable so sit on the floor with them, go into their homes and speak to them with family/friends. Make taking part in the research interesting for them ie by setting them a mission to complete.
- Kids love freebies, particularly anything with an element of surprise or that is a collectable (think kinder eggs).
- Competence is an important trait for young people- for example kids like tv shows with a predictable format (think Scooby doo) because they understand what is happening and feel that they 'get it'.

Upcoming trends

- Recycling or evolving old ideas - eg teletubbies making a comeback, Roald Dahl still very popular.
- Media influencing trends eg loom bands craze spread quickly due to YouTube
- Ways for kids to seek out new skills or new info for example a blogger who talks about how to do well in minecraft is massive as kids want to know how to do this and seek out the info themselves.
- Trading and collecting
- Global influences eg Manga from Japan, as it gets easier to share things internationally.
- Back to basics, a bit of a backlash against the tech revolution, eg skipping and cats cradle popular again.