

CBBC NEWSROUND SURVEY – CHILDREN'S LIFESTYLES

Autumn 2007

Project Lifestyle - 5715

About the survey

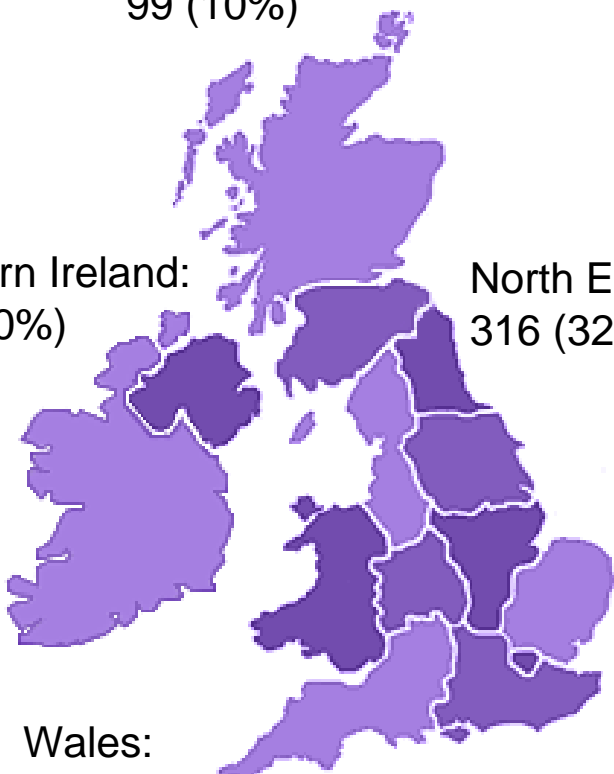
- Objectives: to find out ...
 - What is it like to be a child?
 - What are their hopes and fears?
 - What do they love, what inspires them?
 - How do they feel about the future?
- Research method:
 - 1000 face to face in home interviews
 - Boys and girls aged 6-12 years
 - England, Wales, Scotland and Northern Ireland
 - Robust sample sizes for all key subgroups
 - Fieldwork w/c 1 and 8 October 2007

Who we talked to...

Scotland:
99 (10%)

Northern Ireland:
100 (10%)

North England:
316 (32%)



Wales:
98 (10%)

South England:
387 (39%)

- Boys (507)
- Girls (493)

- 6-8 (377)
- 9-10 (325)
- 11-12 (298)

- ABC1 (436)
- C2DE (502)

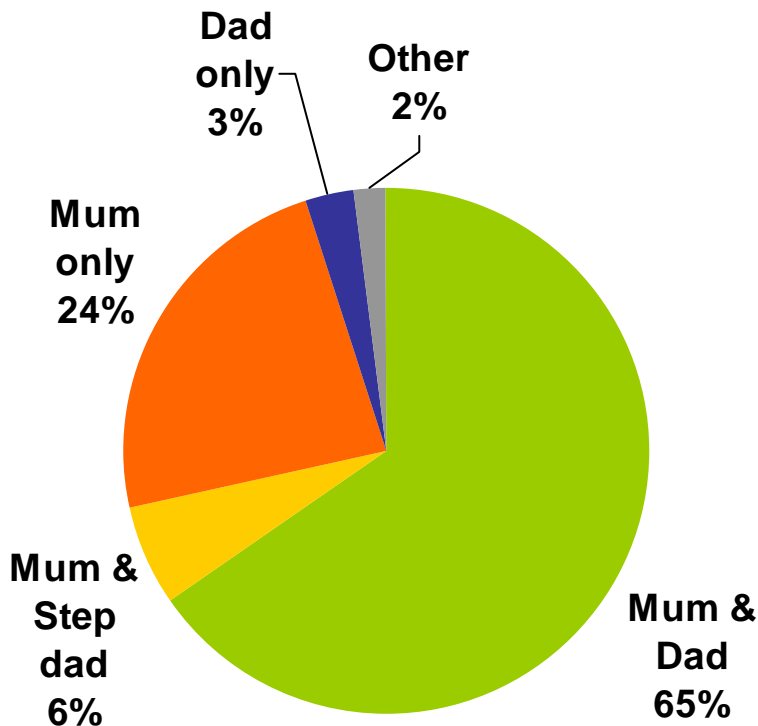
- Ethnic minority - 12% (117)
 - England - 15%
 - Wales, Scotland, NI - 4%

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- ABOUT THE CHILDREN
- PARENTS & FAMILY
- FRIENDS
- SAFETY & FREEDOM
- THEIR WORLD
- SCHOOL & EDUCATION
- THE FUTURE

About the Children

Most live with mum and dad, but a quarter live with just mum



- 65% live with mum and dad
- 50% - older siblings
- 45% - younger siblings
- 51% - brothers
- 49% - sisters
- 20% - only child at home

Most children say they're happy

Happy 78%

Funny 47%

Clever 41%

Sensible 37%

Confident 34%

Loud 31%

Silly 25%

Shy 20%

Quiet 19%

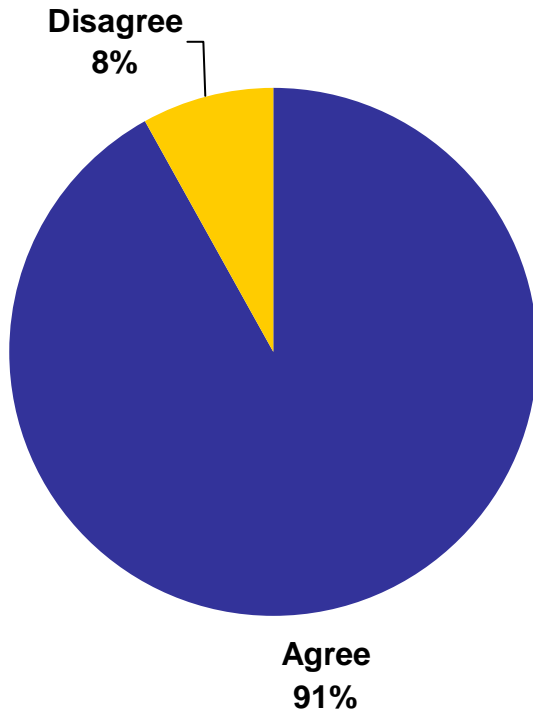
Serious 12%

Stupid 6%

Unhappy 3%

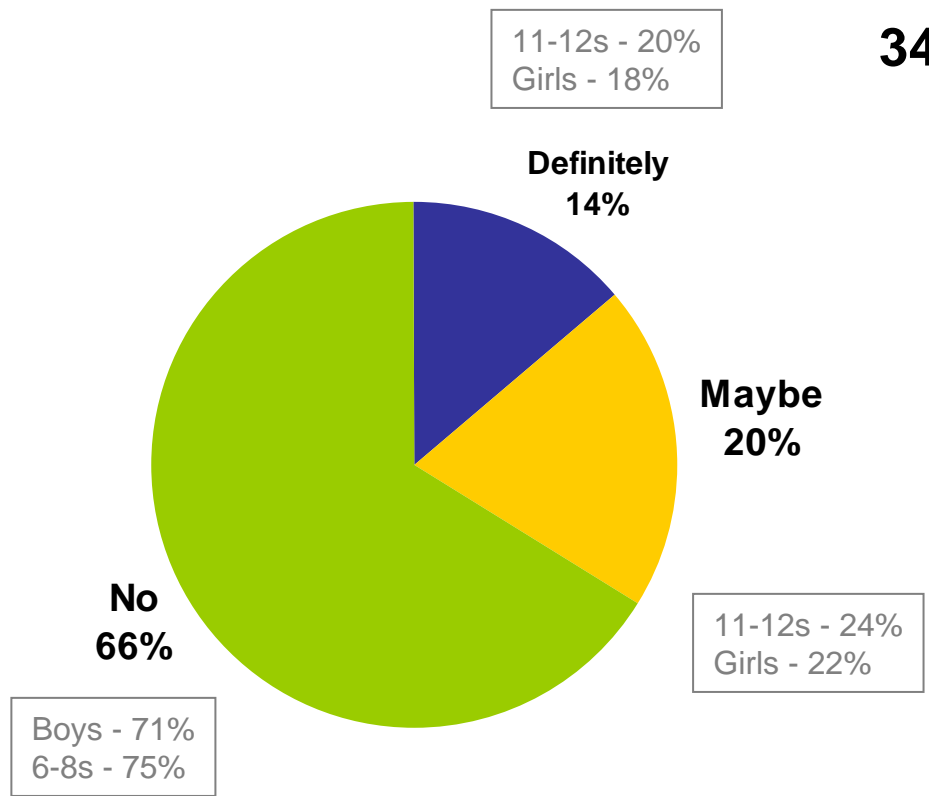
95% - positive
41% - negative

Nine out of ten like the way they are



- Least satisfied are C2DE, older children, and girls
- C2DE (10% disagree)
- Girls (9%)
- 11-12 years (10%)
- ABC1 (6% disagree)
- Boys (6%)
- 6-10 years (7%)

Four in ten girls would like to change the way they look

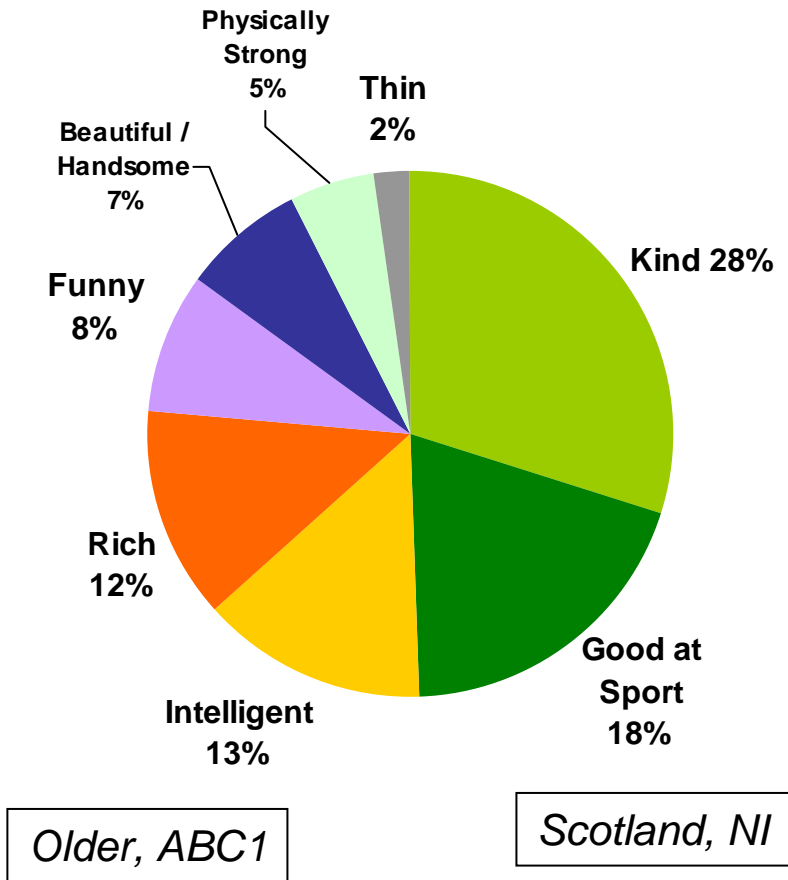


34% would make changes:

- Hair 25%**
- Thinner 15%**
- Taller 14%**
- Face 13%**
- Teeth 12%**
- Body Shape 11%**
- Eyes / no glasses 4%**
- Eye colour 2%**
- Not so tall 2%**
- Clearer skin 2%**

Q34 If you could change something about the way you look (physical appearance), would you? Base: All children 6-12
 Q35 If so – what would you change? Base: All those who would change something (338)

Girls think it's important to be kind, boys want to be good at sport



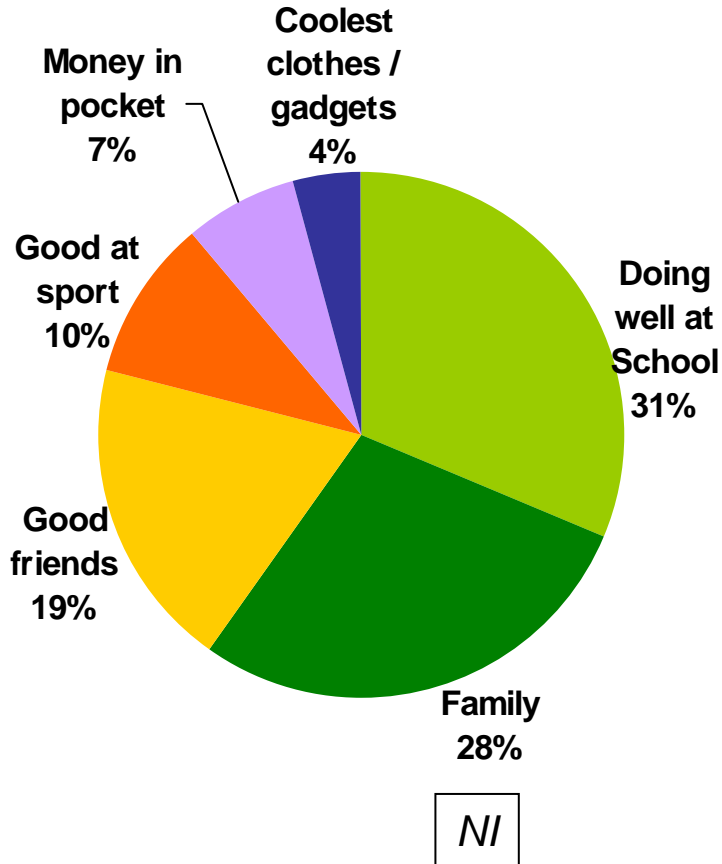
Boys

- Good at sport (27%)
- Kind (20%)
- Rich (15%)
- Intelligent (12%)
- Physically strong (10%)

Girls

- Kind (37%)
- Intelligent (13%)
- Beautiful (11%)
- Rich (9%)
- Funny (8%)
- Good at sport (8%)

Doing well at school matters more than getting on with their family



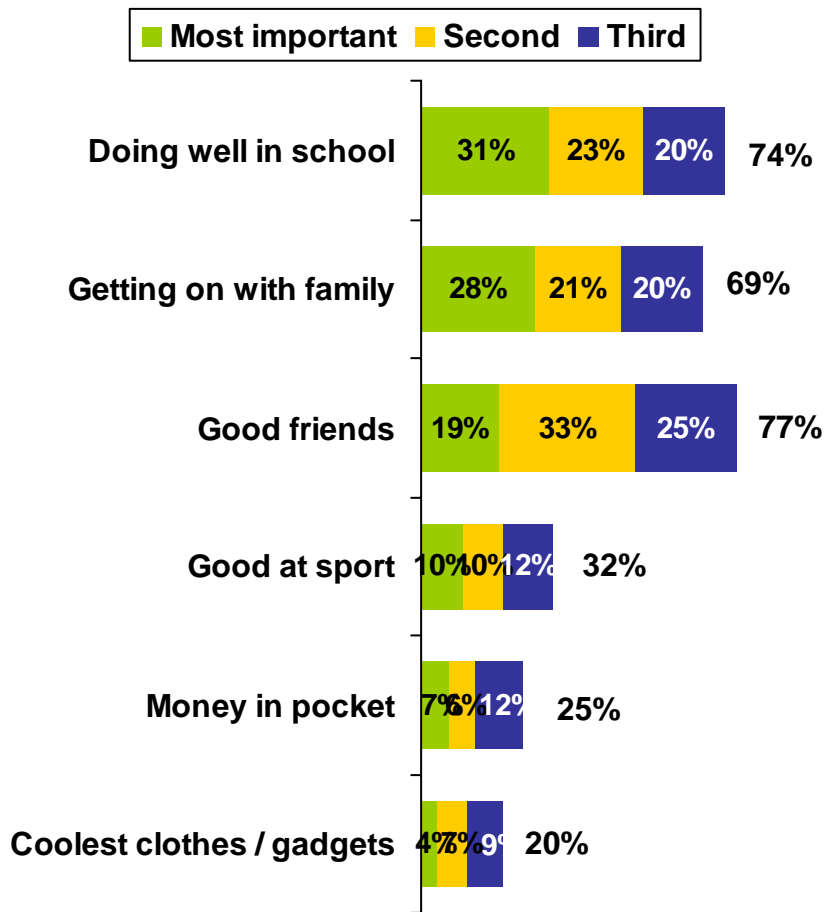
Boys

- Doing well at school (25%)
- Get on well with family (25%)
- Good at sport (18%)
- Good friends (17%)
- Money in pocket (9%)

Girls

- Doing well at school (36%)
- Get on well with family (31%)
- Good friends (22%)
- Money in pocket (5%)

Good friends are important to three in four



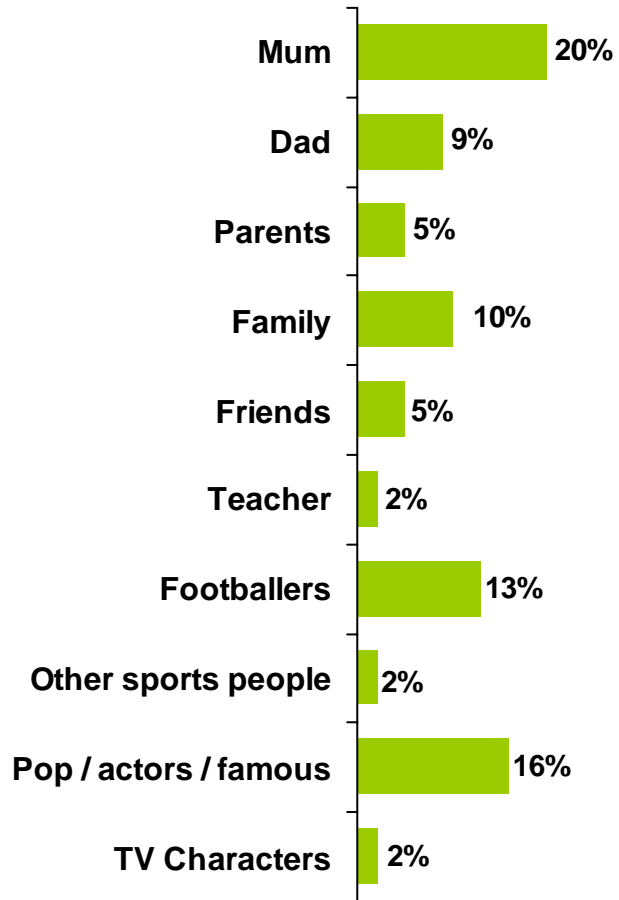
Boys

- Good friends (72%)
- Doing well at school (65%)
- Get on with family (63%)
- Good at sport (46%)
- Money in pocket (30%)

Girls

- Good friends (82%)
- Doing well at school (81%)
- Get on with family (77%)
- Money in pocket (20%)

Boys admire footballers, girls admire their mums



Boys

- Footballer (25%)
- Dad (14%)
- Mum (11%)
- Popstars (9%)

Girls

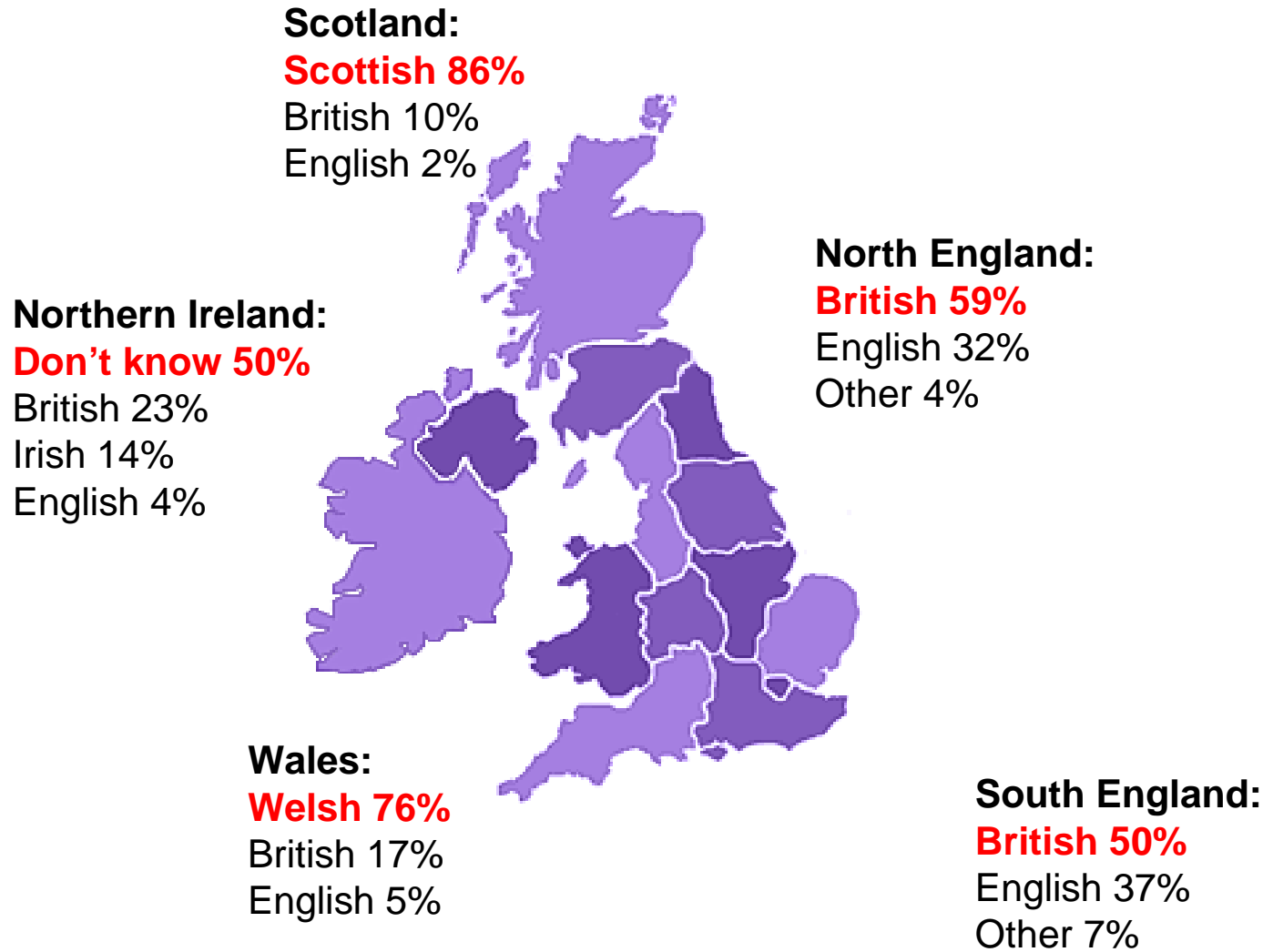
- Mum (29%)
- Popstars (24%)
- Family (12%)
- Parents (5%)

Who do you admire?

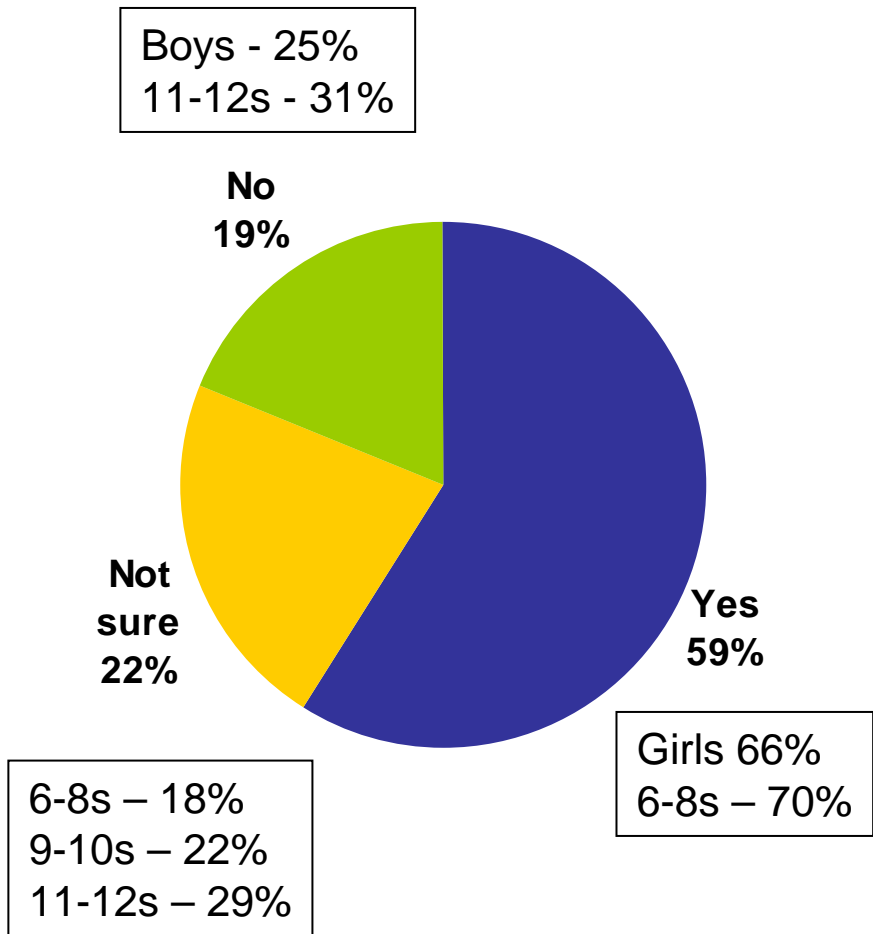
- “MUM AND DAD. BECAUSE THEY’RE REALLY KIND AND ALWAYS BUY YOU NICE THINGS, AND THEY NEVER SHOUT” GIRL, 8
- “MUM BECAUSE SHE LOOKS AFTER ME VERY WELL, I LOVE HER AND WE HAVE SAME FASHIONS” GIRL, 10
- “KYLIE - SHES FAMOUS AND RICH” GIRL, 6

- “DAVID BECKHAM. HE IS A REALLY GOOD FOOTBALLER AND HE HAS LOADS OF MONEY” BOY, 8
- “MY DAD, BECAUSE I THINK HE'S GREAT, WE PLAY FOOTBALL ALL THE TIME” BOY, 6
- “MY MUM SHE IS ALWAYS THERE FOR ME WITH ADVICE AND UNDERSTANDING” BOY, 11

Half say they're British, half say English, Scottish, Welsh or Irish



The majority believe in God, but four in ten don't or aren't sure



- Girls, younger children, those in NI, all more likely to believe

Northern Ireland:

- 95% believe in God
- 3% not sure

Scotland:

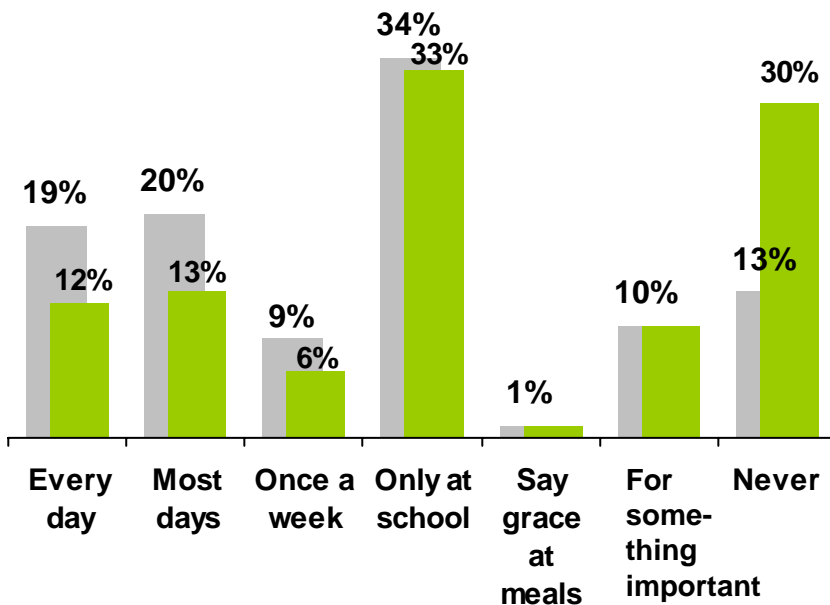
- 55% believe in God
- 33% not sure
- 12% don't believe

England & Wales:

- 50-59% believe in God
- 21-26% not sure
- 20-24% don't believe

Two thirds of children pray, but half of these just pray at school

■ Those who believe in God ■ All Children



- 36% ever pray independently
- 33% only pray at school
- 30% never pray

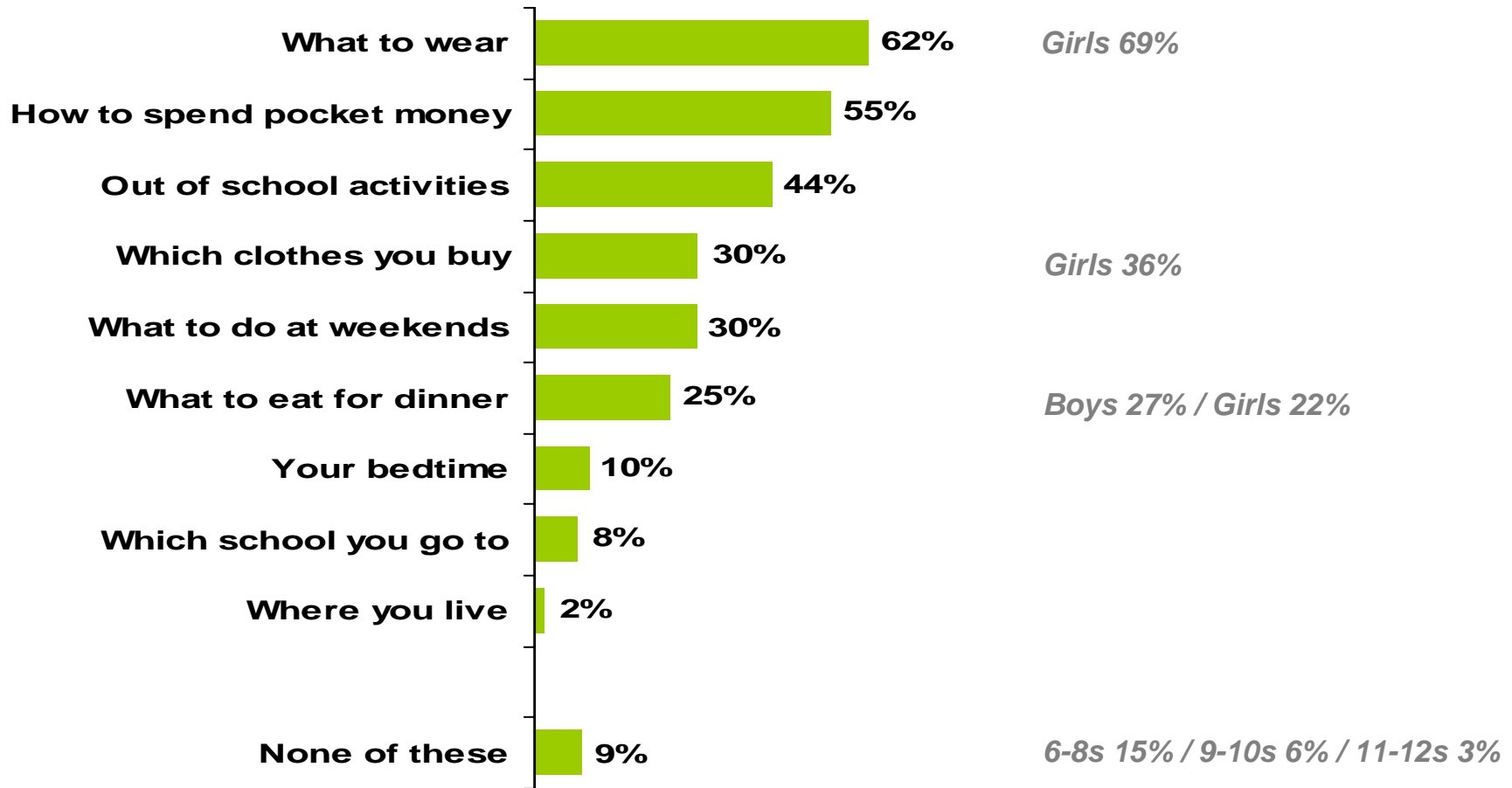
Least likely to pray:

- 11-12s (50% never)
- Boys (34% never)

Most likely to pray:

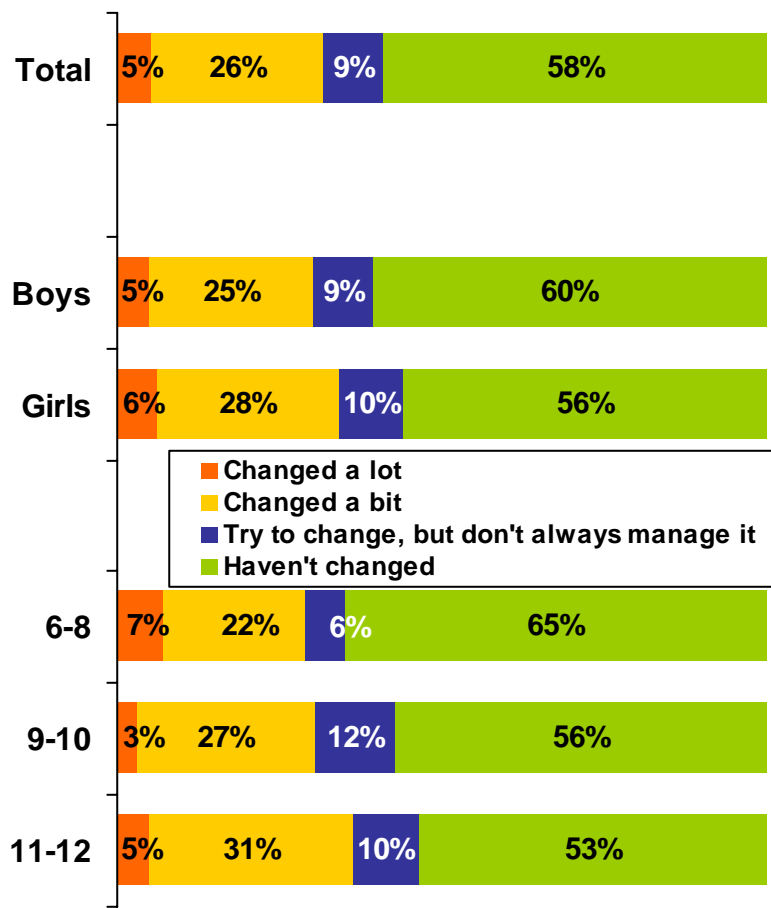
- NI - 65% every / most days

Most feel they only have a limited say in decisions about their life



Proportion making own decisions increases with age for all categories

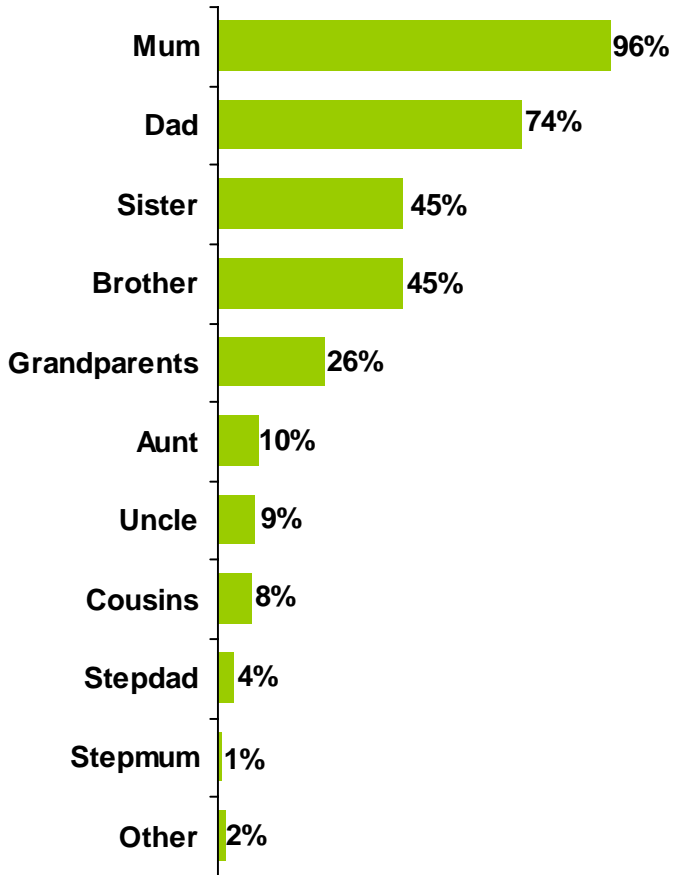
Four in ten have changed what they eat



- 42% have changed what they eat because of the news about healthy living
- Children in the South (47%) and in NI (51%) most likely to have changed
- Older children are more likely to have changed – 47% of 11-12s vs 35% of 6-8s
- Most have changed “a bit”

Parents & Family

One in four children don't include dad as immediate family



Dad – lives with 68%

Dad – immediate family for 74%

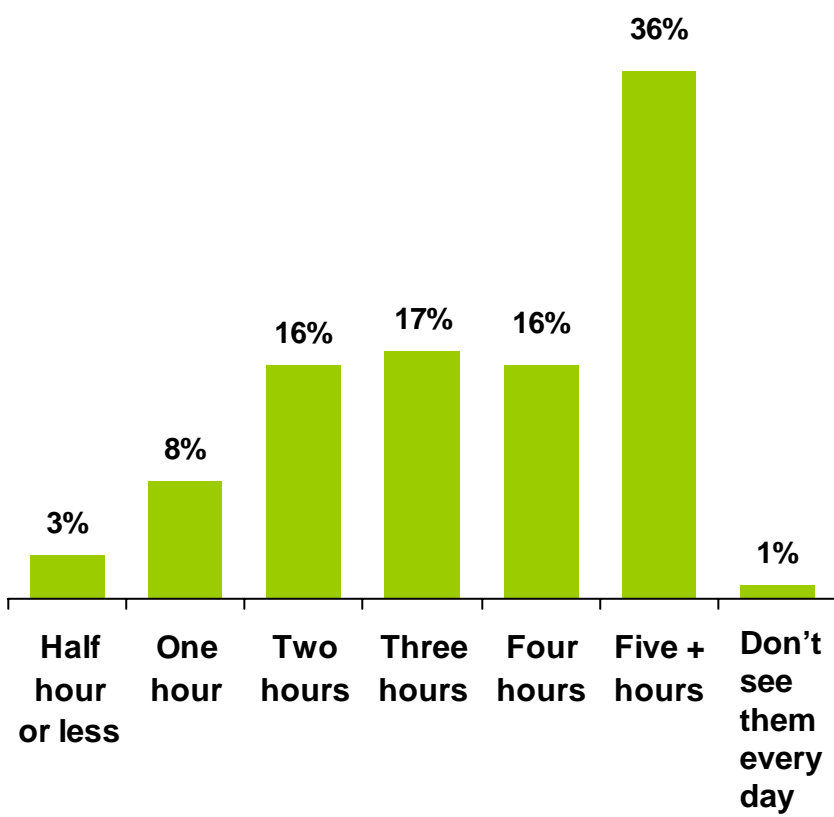
- 81% of ABC1
- 67% of C2DE

⇒ 26% don't count dad as close family

Stepdad included:

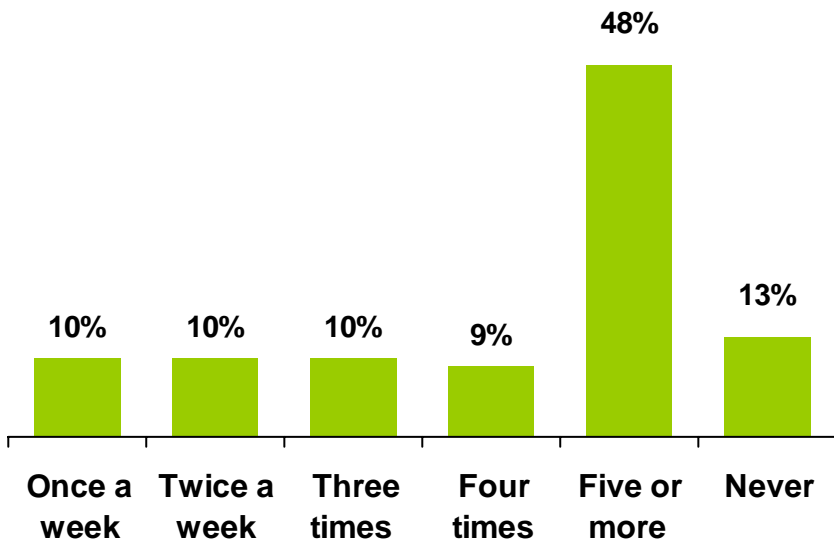
- 7% of 11-12s

Children spend an average of 3 ½ hours a day with their parents



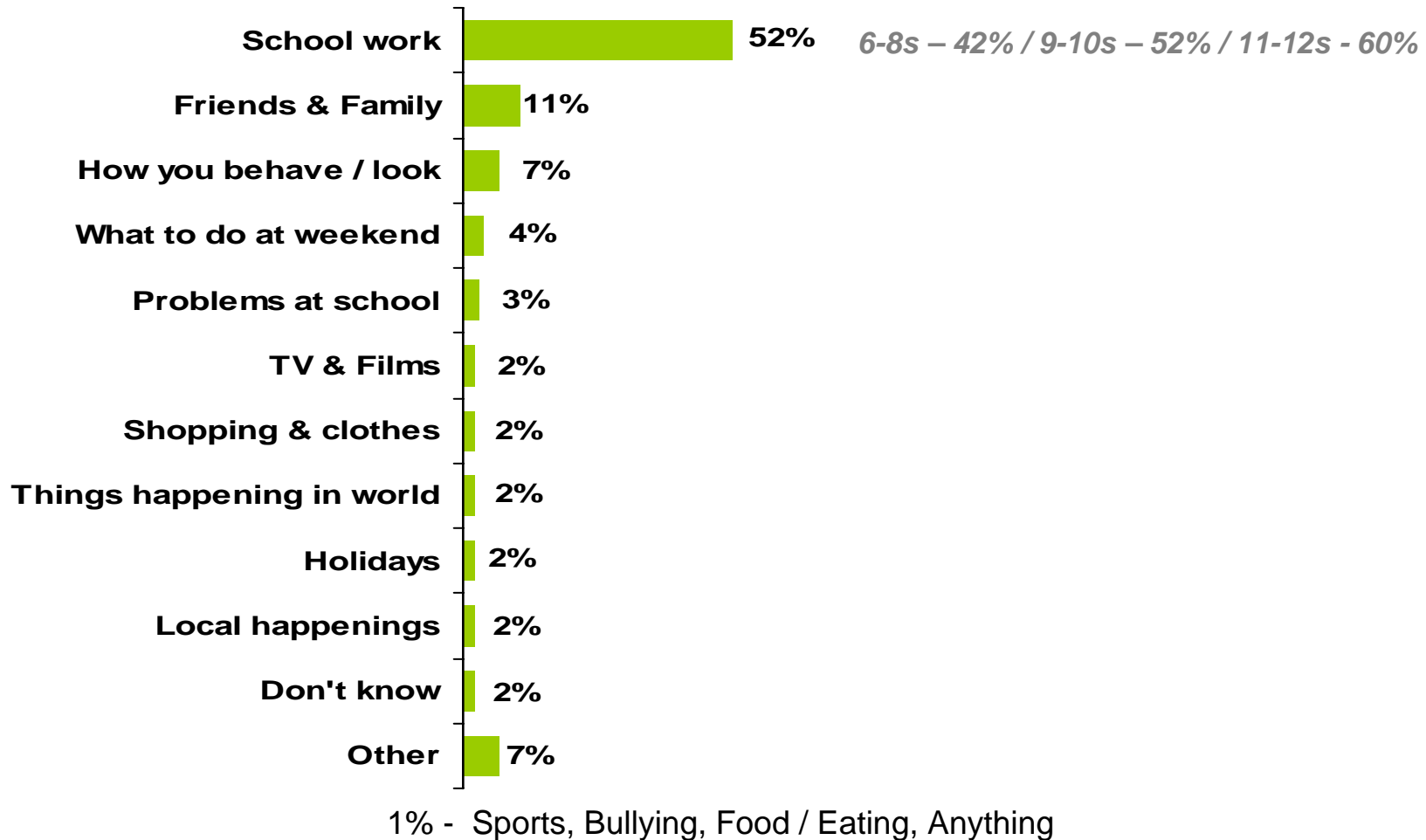
- Claimed average is high – 69% spend 3+ hours per day
- Time spent decreases with age of child
 - 6-8s – 3.7 hours
 - 9-10s – 3.4 hours
 - 11-12s – 3.2 hours

13% never eat together as a family

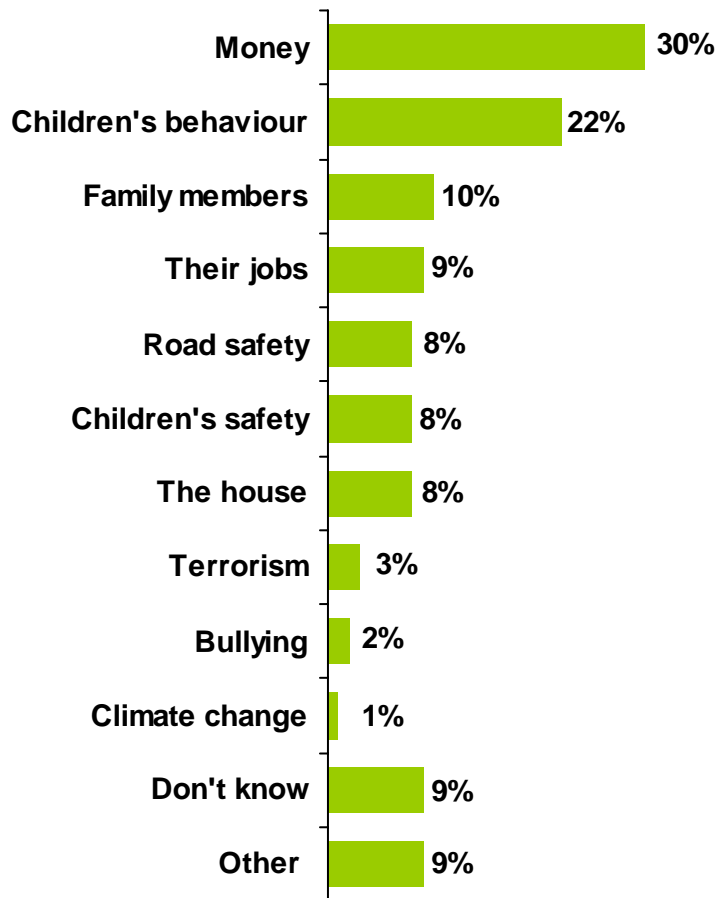


- 68% of children in NI eat together most days (5+)
- Younger children eat together more often
- 13% never eat as a family
 - 17% of 11-12s
 - 16% of C2DEs
 - 21% in Scotland

Schoolwork dominates family conversations

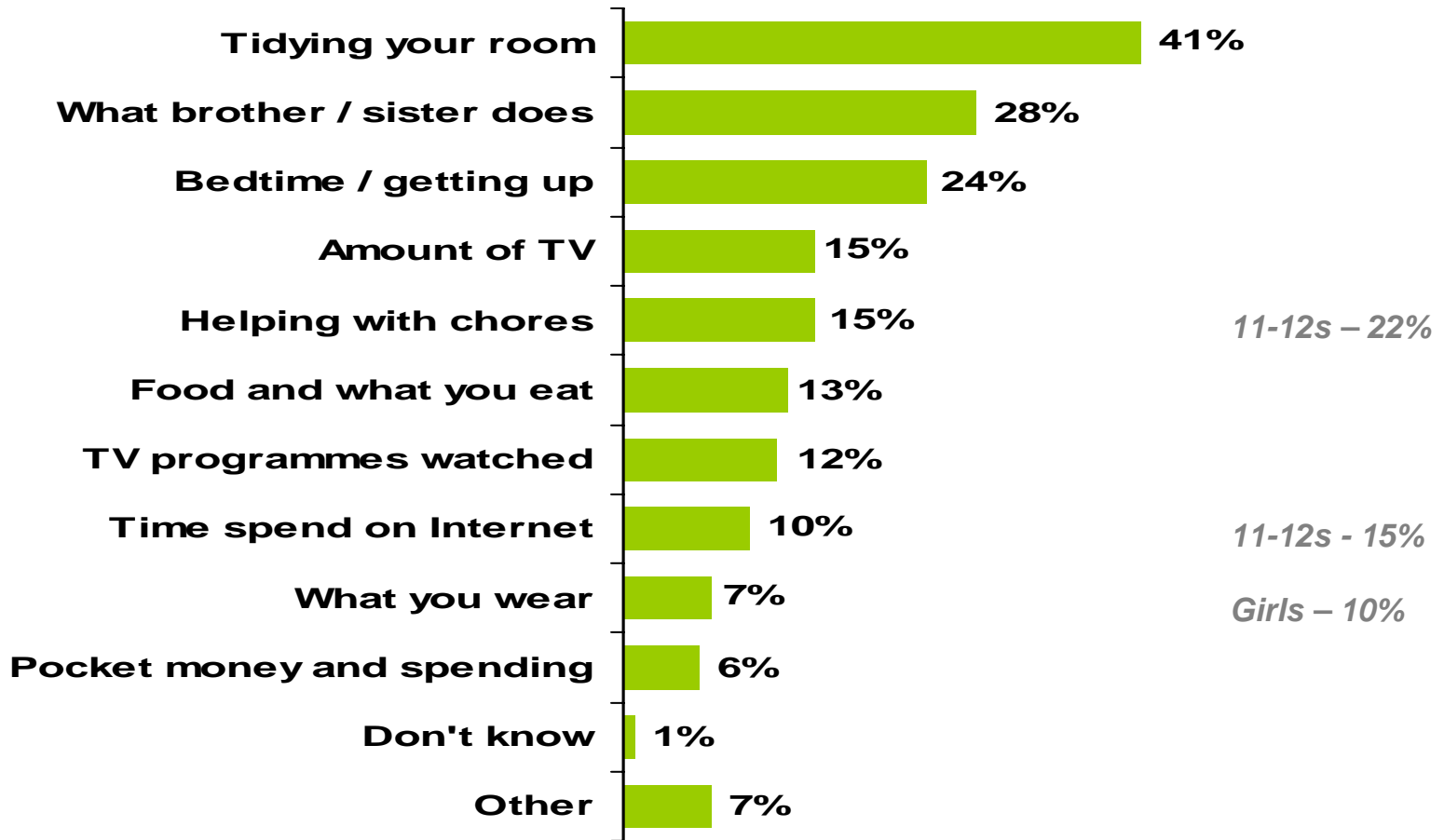


Parents worry about money and children's behaviour



- 74% of 9-12 year olds know what worries their parents
- Scotland, North – more concerns about money
- Boys – more concerns about children's safety
- Younger children less likely to know what worries their parents

Most arguments are still about tidying your room ...



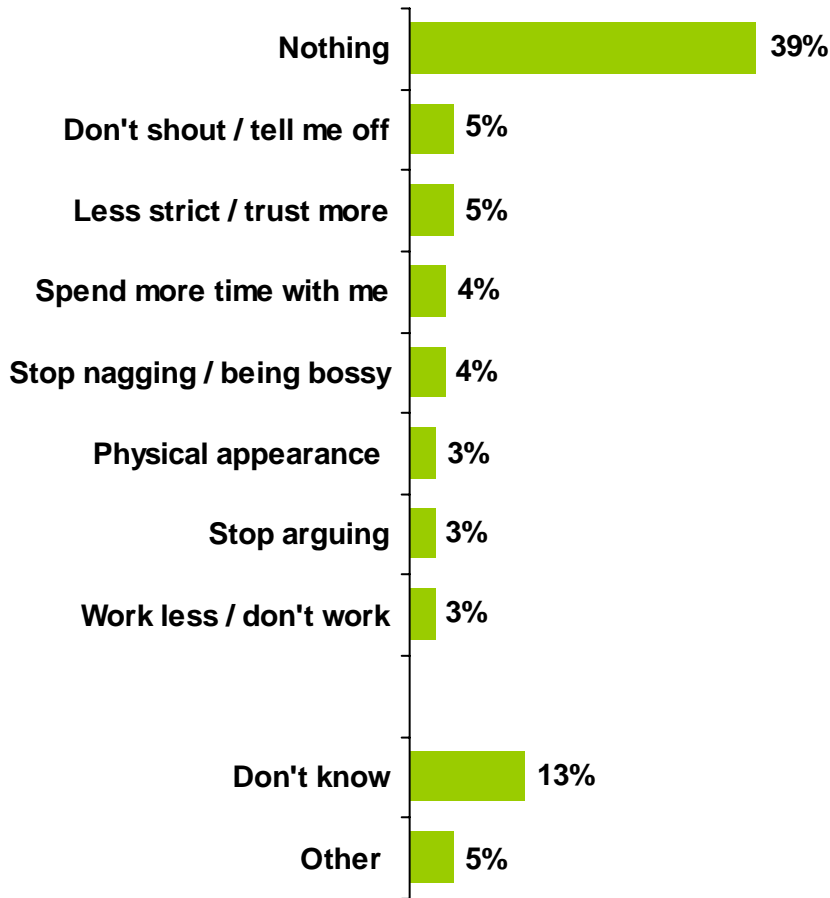
4% - Mobile phones bills, Your friends

3% - Being naughty / cheeky, What you do on the Internet

2% - Homework

Q6 What causes the most arguments at home? Base: All children 6-12

Children want parents to stop shouting, nagging and arguing, and trust them more



- “GIVE ME MORE SPACE, STOP NAGGING” BOY, 7
- “MY MUM TO BE LESS FAT. MY DAD TO HAVE MORE HAIR” BOY, 6
- “THAT MY MUM AND DAD DID NOT HAVE ARGUMENTS” GIRL, 11
- “THAT MY MUM DIDN'T WORK AS MUCH ” GIRL, 6

2% - Be happier, Be rich, Get back together, Stop smoking, Give me more money

1% - Let me stay up later, Buy me more, Don't nag me to tidy room, Don't drink so much

Q7 If you could change something about your parents, what would it be? Base: All children 6-12

What would you change about your parents?

- "I JUST WANT HER THE WAY SHE IS" GIRL, 6
- "WOULDN'T CHANGE ANYTHING" BOY, 8
- "THEY'RE FINE, SO NOTHING" GIRL, 11
- "I DON'T WANT TO CHANGE ANYTHING" BOY, 12

- "NOT TO SHOUT AT ME AS MUCH" BOY, 7
- "NOT SHOUTING AT ME ABOUT EATING MY FOOD" GIRL, 7
- "TO STOP SHOUTING AT ME" BOY, 12

- "MUM TO BE LESS STRICT AND DAD TO PLAY WITH US MORE" GIRL, 10
- "IF MY MUM COULD TRUST ME A BIT MORE, AND TO TAKE US ALL OUT FOR A MEAL" BOY, 10

- "SPEND MORE TIME JUST WITH ME" BOY, 6
- "MY DADDY SLEEPS A LOT AND I DON'T GET ENOUGH TIME WITH HIM" GIRL, 8
- "SPENDING MORE TIME TOGETHER. GOING FOR PICNIC" BOY, 11

What would you change about your parents?

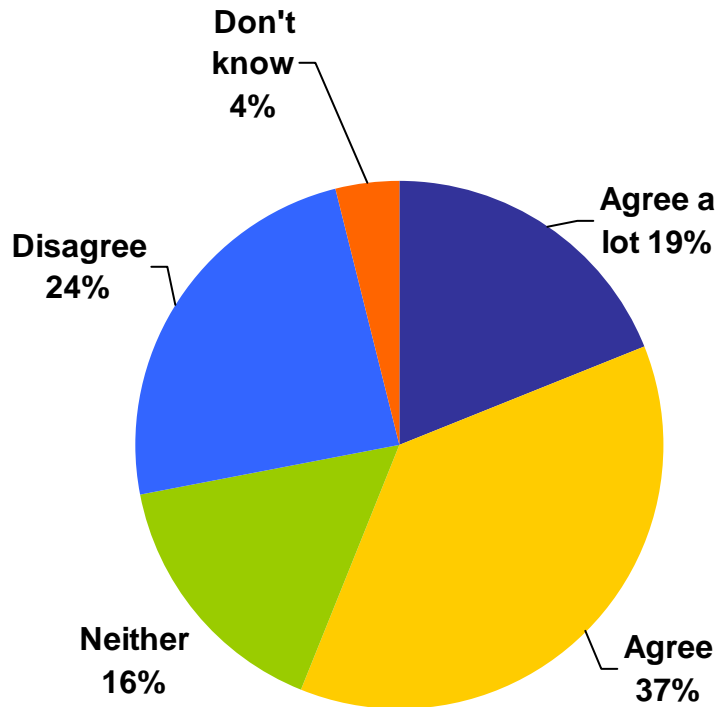
- "GIVE ME MORE SPACE, STOP NAGGING" BOY, 7
- "STOP NAGGING AT ME ABOUT THE SAME THINGS" BOY, 10
- "STOP MUM NAGGING ME SO MUCH" GIRL 12

- "MY MUM TO BE LESS FAT. MY DAD TO HAVE MORE HAIR" BOY, 6
- "I WOULD CHANGE THEIR CLOTHES" GIRL, 8
- "MY DAD TO BE SMALLER, HE IS TOO TALL, I CANNOT GIVE HIM A CUDDLE" GIRL, 10

- "THAT THEY DIDN'T ARGUE SO MUCH" GIRL, 8
- "STOP THEM FROM ARGUING ABOUT MUM STICKING UP FOR US" BOY, 9
- "THAT MY MUM AND DAD DID NOT HAVE ARGUMENTS" GIRL, 11

- "THAT MY MUM DIDN'T WORK AS MUCH " GIRL, 6
- "I WOULD LIKE MY MUMMY AND DADDY TO TAKE MORE TIME OFF WORK" BOY, 7
- "TO WORK LESS. NO CHILDMINDER" BOY, 8
- "THEY DIDNT HAVE TO WORK AT DIFFERENT TIMES" GIRL,12

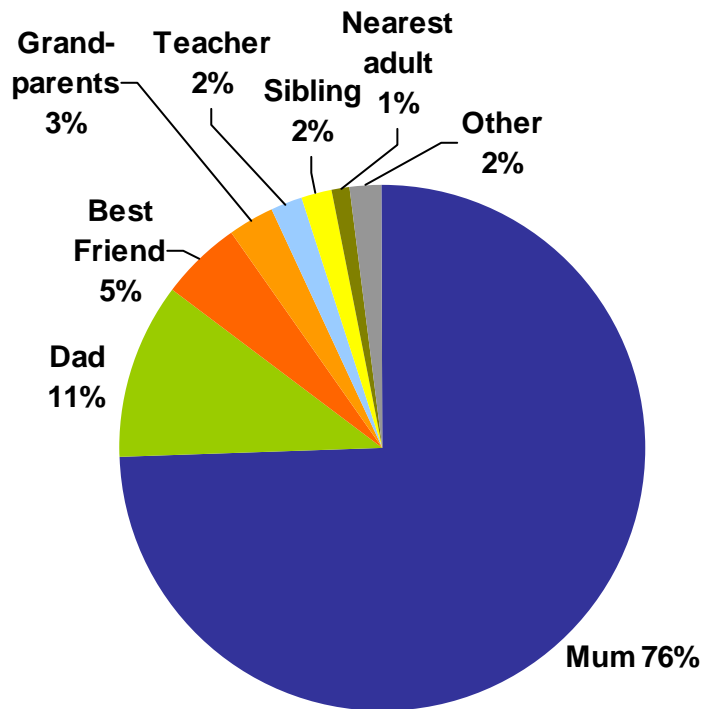
Children would like to spend more time doing things with their parents



24% disagree

56% agree

Most would turn first to mum for help, dad doesn't really figure



Boys

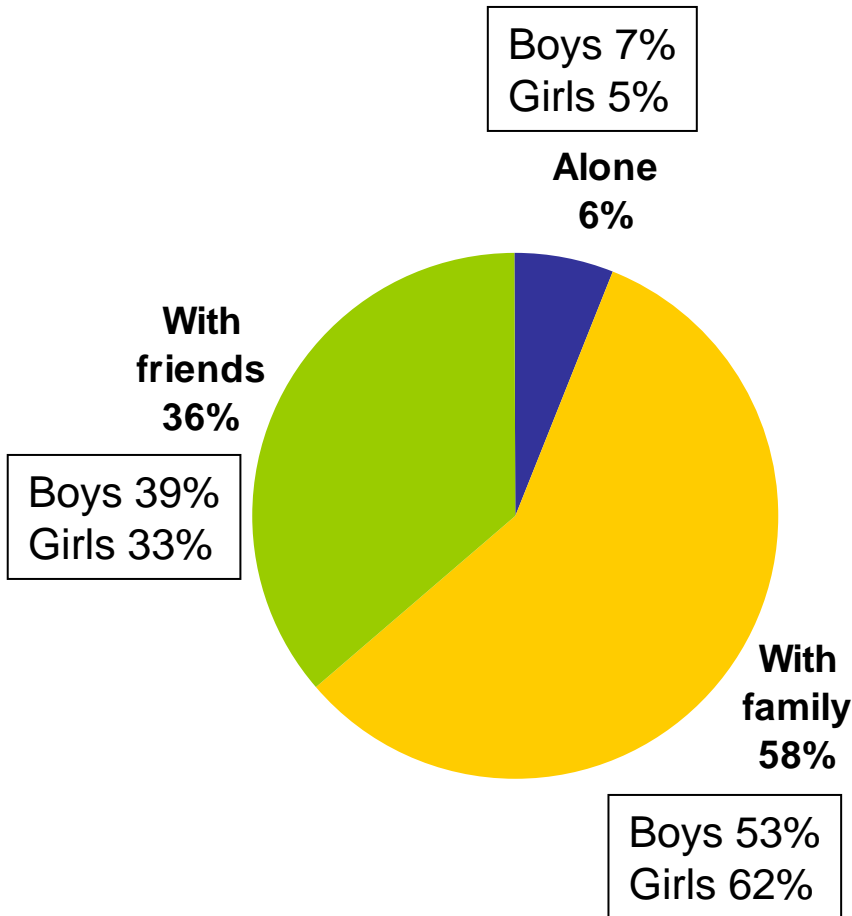
- Mum (72%)
- Dad (17%)
- Best friend (4%)
- Teacher (3%)
- Brother (2%)

Girls

- Mum (80%)
- Best friend (7%)
- Dad (5%)
- Grandparent (3%)
- Sister (2%)

Friends

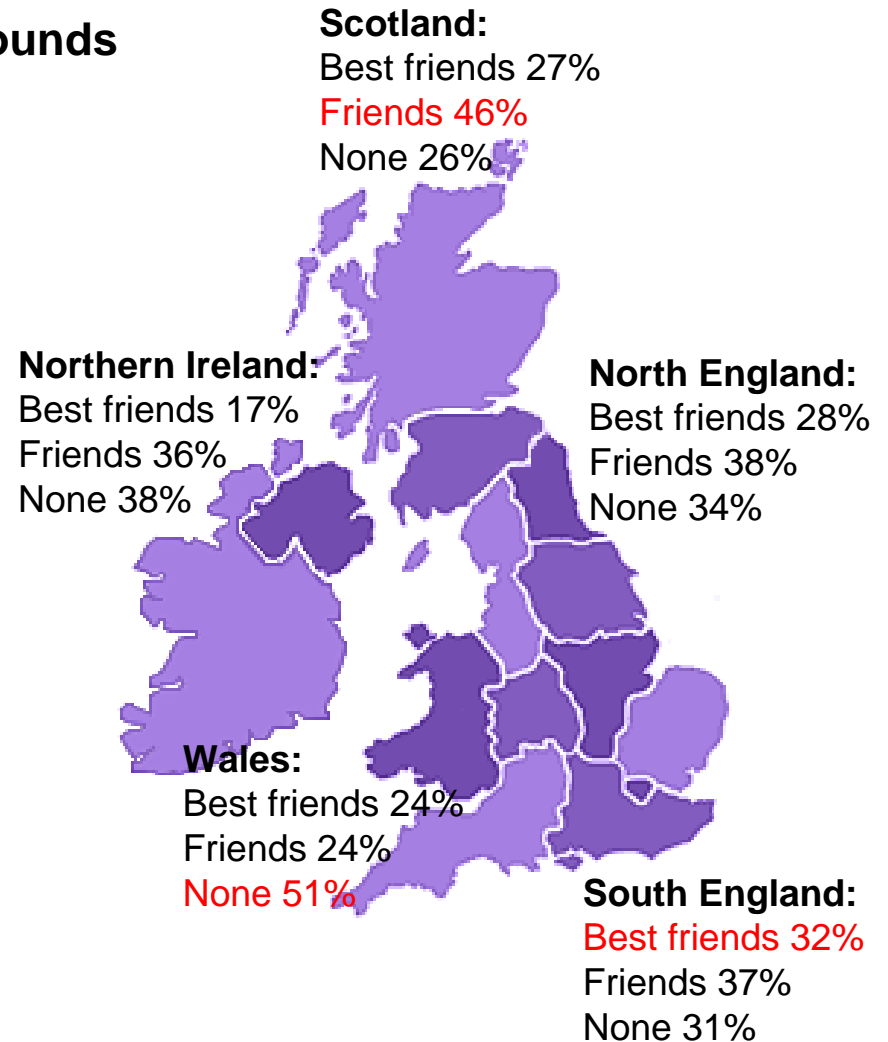
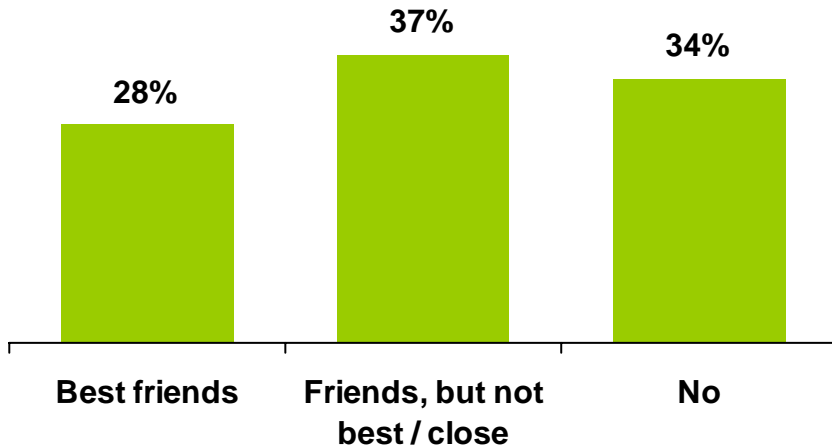
Younger children spend most time with their family, older children with their friends



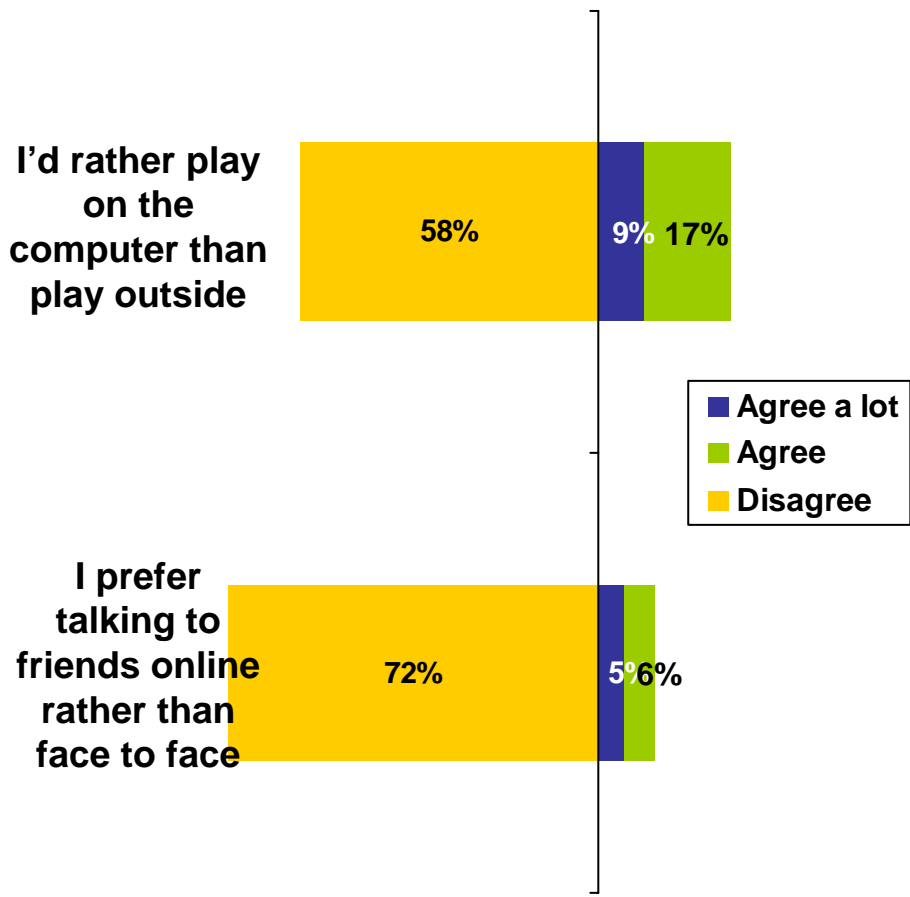
- Younger children – most free time spent with family
 - Family 73%
 - Friends 23%
 - Alone 5%
- Older children – more time spent with friends
 - Family 39%
 - Friends 52%
 - Alone 9%

Most have friends from different backgrounds, often close friends

65% have friends from different backgrounds



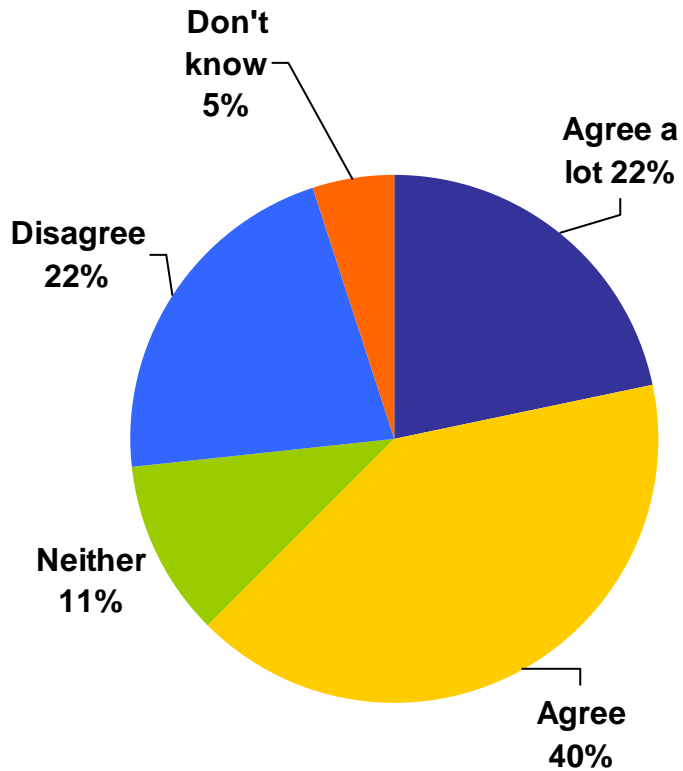
The real world still beats online – they’d rather play outside and talk to friends face to face



- 26% would rather play on the computer than play outside
- Social class split:
 - C2DE – 30% prefer online
 - ABC1 – 22%
- NI, Wales – fewer prefer online
- Just 10% prefer to talk to friends online
- No gender differences

Safety & Freedom

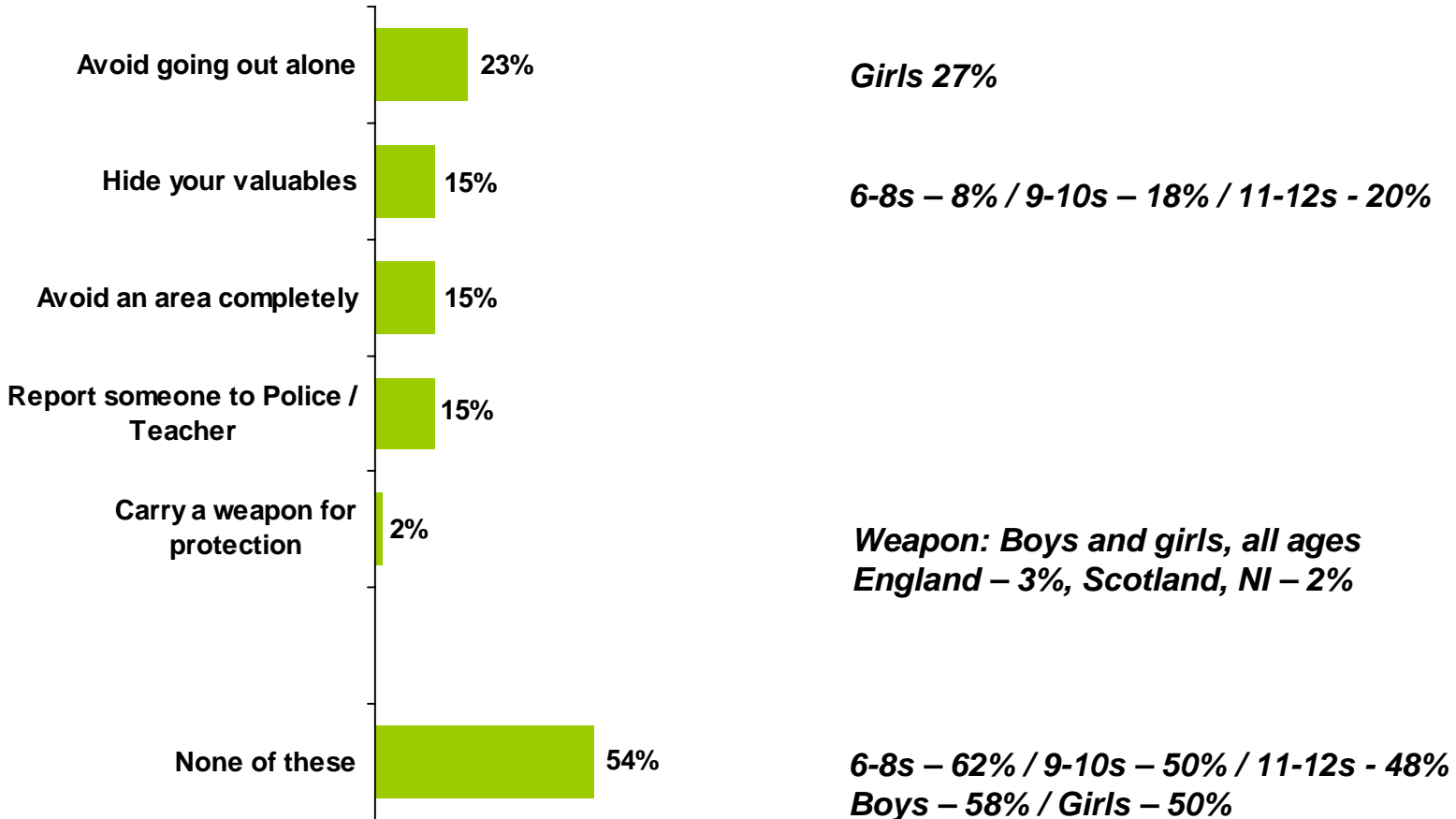
62% feel that their parents worry too much about their safety



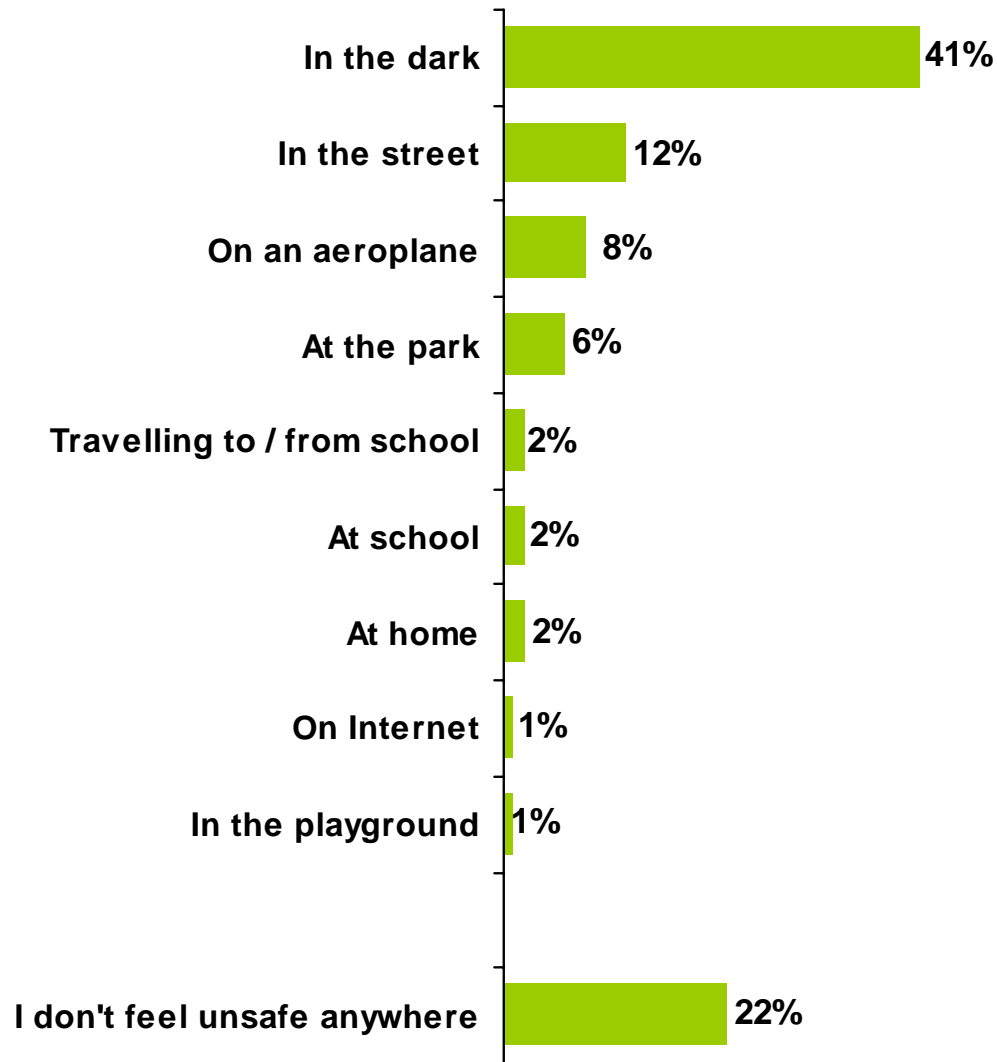
- Highest concern in Scotland – 78%
- Lowest concern in NI – 50%
- Consistent across age groups, social class, and genders

A quarter of children sometimes avoid going out alone

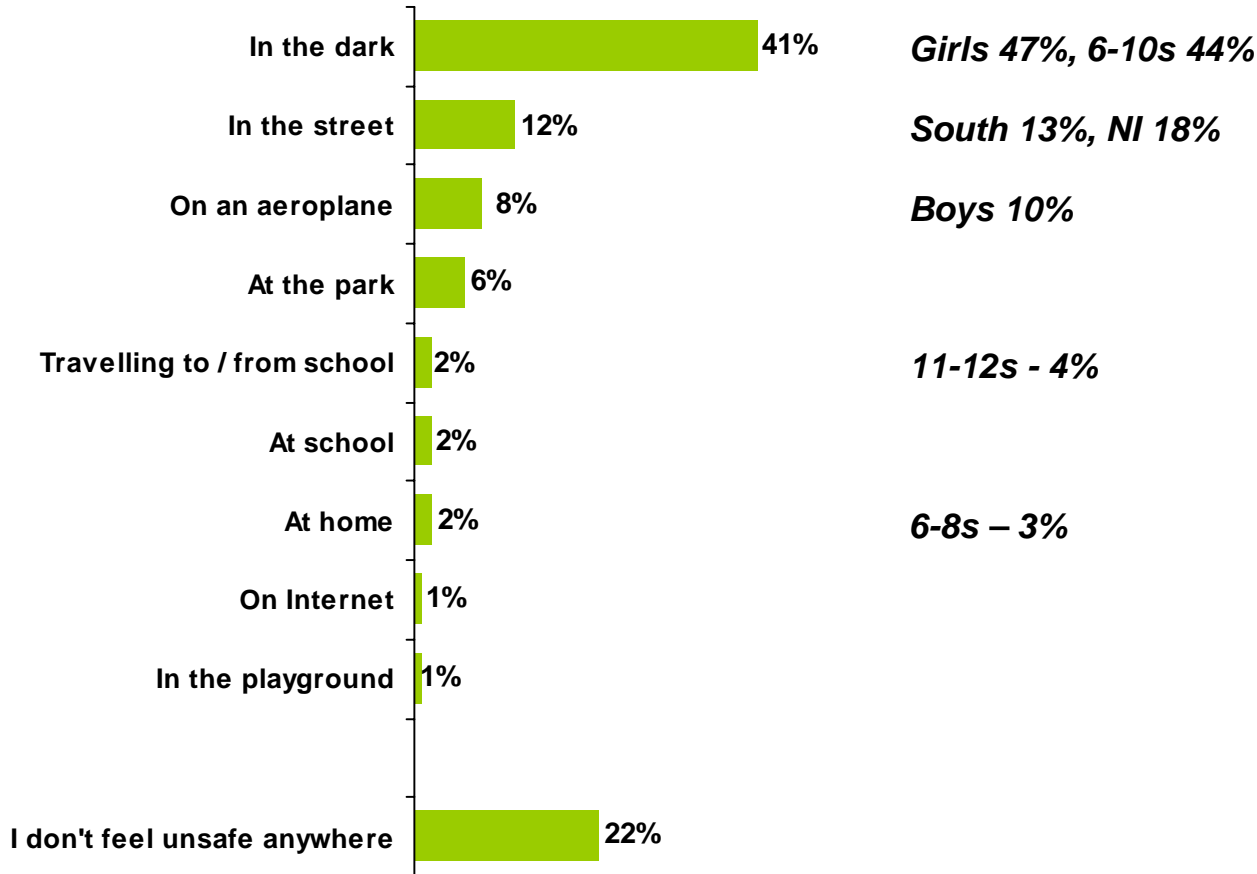
46% are sometimes worried enough to change their behaviour



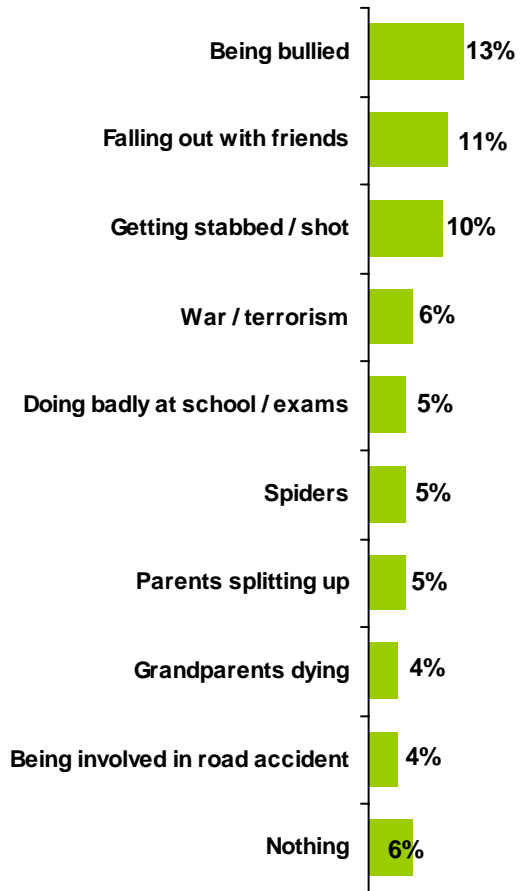
Children feel least safe in the dark, but some feel unsafe in the street or on a plane



Children feel least safe in the dark, but some feel unsafe in the street or on a plane



They're most afraid of bullying or falling out with friends, but some also worry about being stabbed or shot



Getting stabbed or shot:

- Older (16%), Boys (12%), ABC1 (12%)

Falling out with friends:

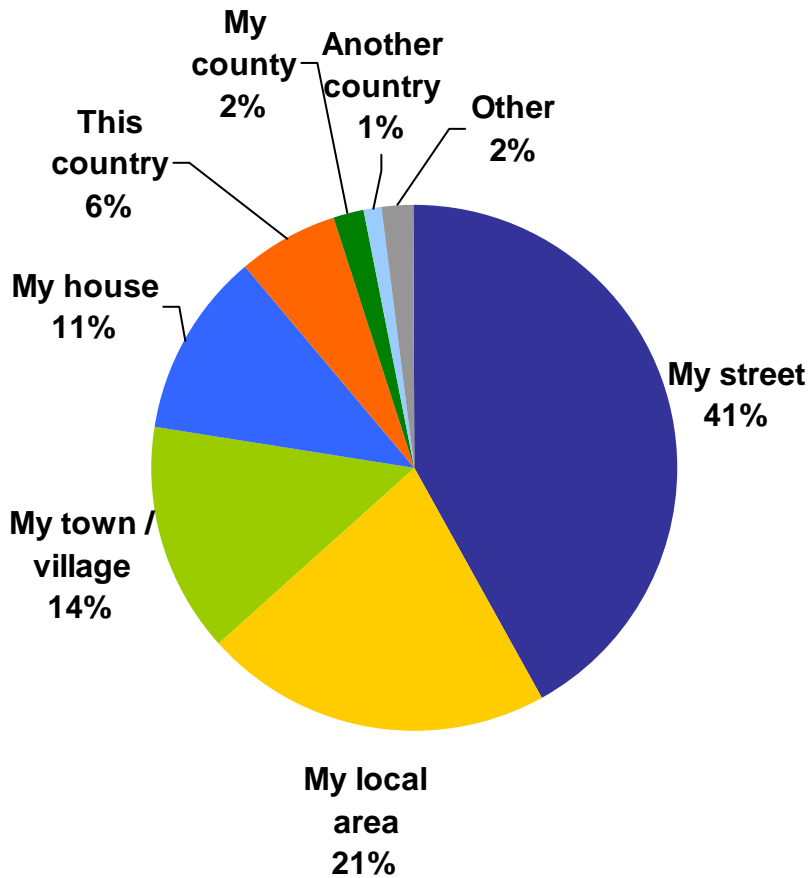
- Girls (13%), Scotland (25%)

Others:

- The dark, Getting hurt playing sport, Being kidnapped or abducted – all 2%
- Parents dying, Losing home, Being burgled, Sibling, Dying – all 1%

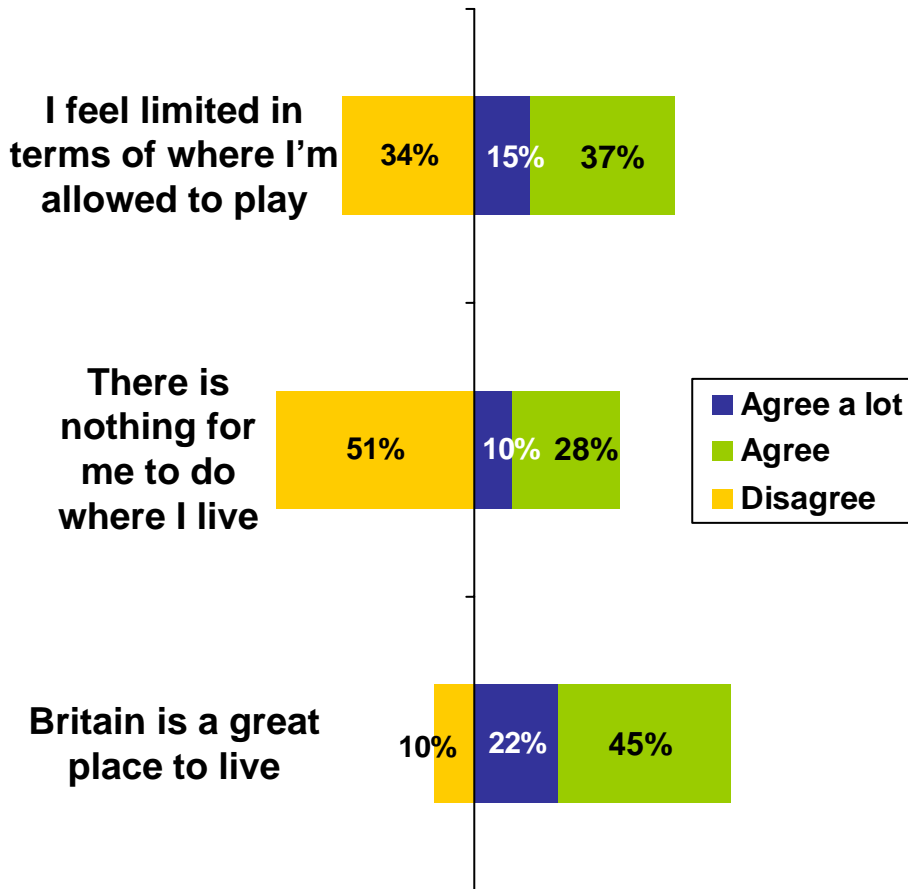
Their world

Home is their house or street



- Half of all children consider home to be their house or street, especially younger children
- One in three think more widely – their local area or town / village
- For England, 7% describe this as home
- For Wales / Scotland / NI, 4% describe this as home

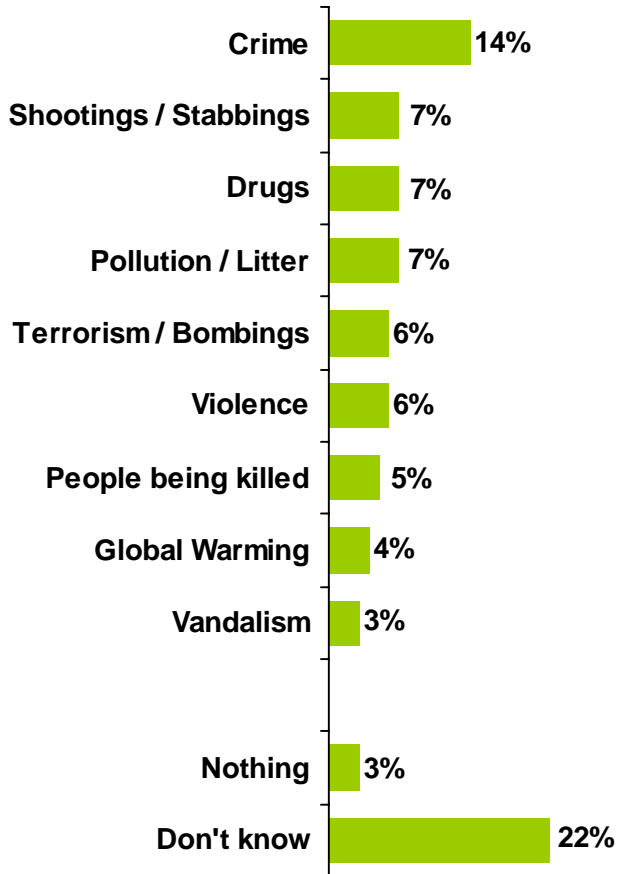
Half feel limited in where they can play



- 52% feel limited in where they can play, especially younger (6-10s - 57% / 11-12s - 43%)
- 38% think there's nothing to do where they live, especially older children, C2DE
 - 11-12s - 43% / 6-10s - 36%
 - C2DE - 42% / ABC1 - 33%
- 67% think that Britain is a great place to live, especially younger children (6-10s - 69% / 11-12s - 62%)

They are preoccupied with crime, terrorism and violence

Wide range of spontaneous concerns – crime predominates

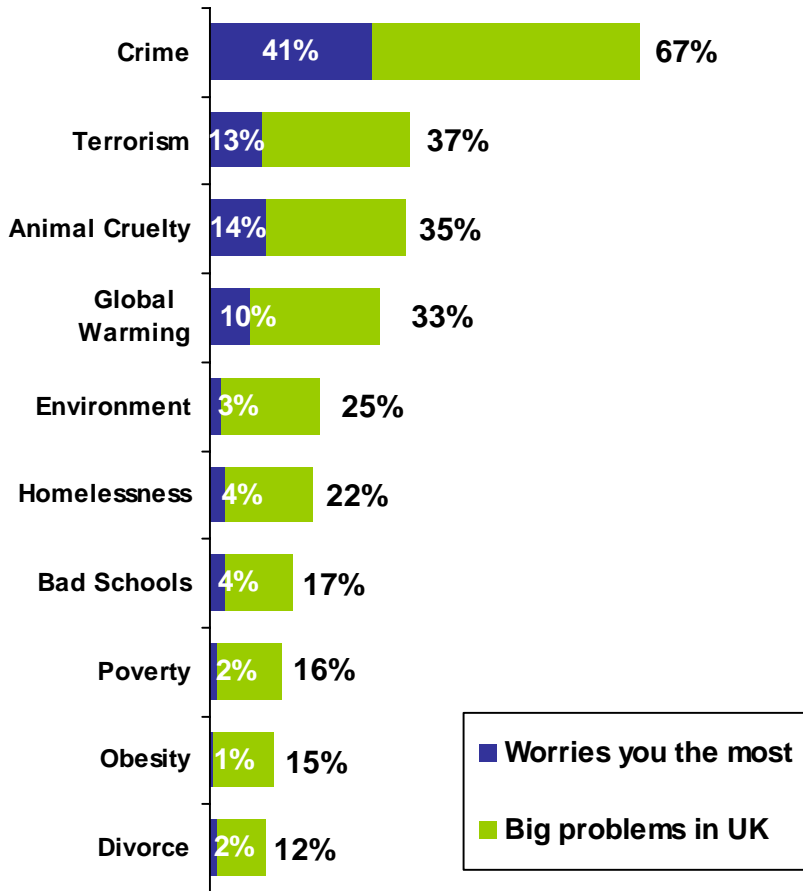


- Other problems mentioned:
- Smoking, Abductions, Racism, Bullying, Environment, War, Bad people, Thieves, Illegal immigrants – all 2%
- Alcohol abuse, Gangs, Weather, Climate change, Obesity, Unemployment, Homelessness, Money worries, Traffic accidents, Flooding, Animal cruelty, Bad schools, Health service, Poverty – all 1%

Problems in the UK

- “CRIME AND PEOPLE USING GUNS” BOY, 8
- “USING PETROL AND ELECTRICITY TOO MUCH IS RUINING THE WORLD WE LIVE IN” GIRL, 8
- “MADDY DISAPPEARING, FINDING LOST CHILDREN” BOY, 9
- “LOADS OF PEOPLE ARE KILLING AND KIDNAPPING” GIRL, 9
- “TROOPS SENT TO IRAQ” GIRL, 9
- “HIGH CRIME RATES, TAXES AND TERRORISM” BOY, 10
- “OBESITY IN CHILDREN AND ADULTS, AND RUBBISH” GIRL, 10
- “CRIME, TWO OF MY FRIENDS HAVE HAD THEIR MOBILE PHONES STOLEN” BOY, 11
- “NOT ENOUGH HOUSES” GIRL, 11
- “SO MANY PEOPLE FROM DIFFERENT COUNTRIES COMING, BOMBINGS, TERRORISM, THE CAR CRASHES AND THINGS ON THE ROAD” BOY, 12
- “DRUGS AND CRIME” GIRL, 12
- “GUN CRIME, RACISM” GIRL, 12

Problems in the UK

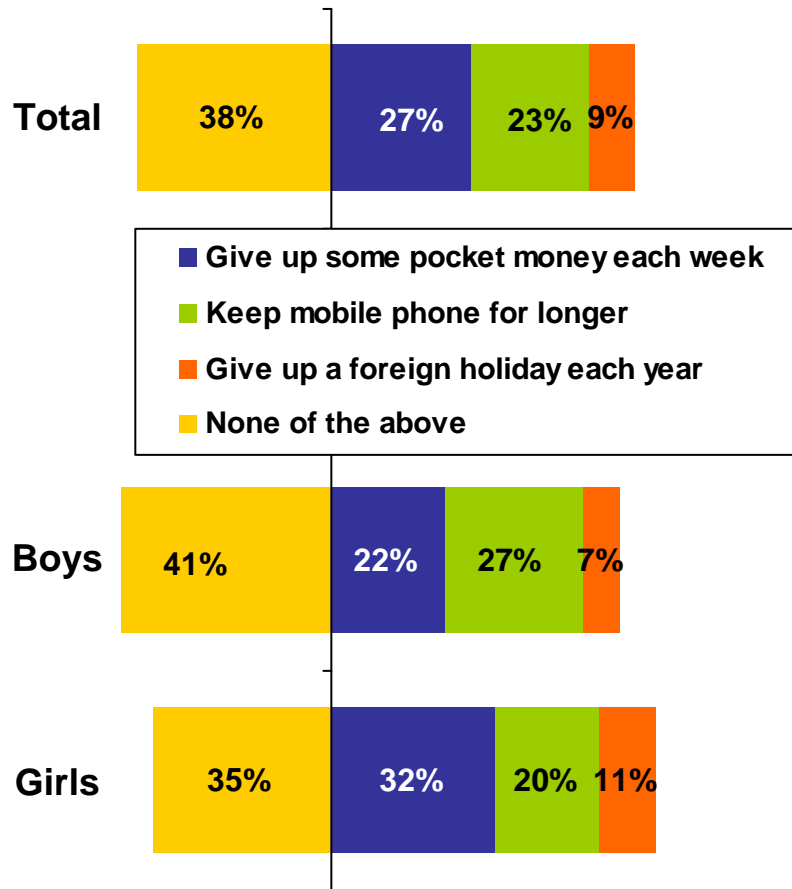


- Girls more concerned than boys about Animal cruelty, Poverty
- Concern increases with age, especially for Terrorism, Crime, Environment, Obesity
- Wales, NI, least concerned about Terrorism, Scotland most concerned
- South more concerned about Global warming, Obesity
- NI more concerned about Animal cruelty, Homelessness

Q23 Which of these do you think are big problems in the UK? Base: All children aged 8-12 (751)

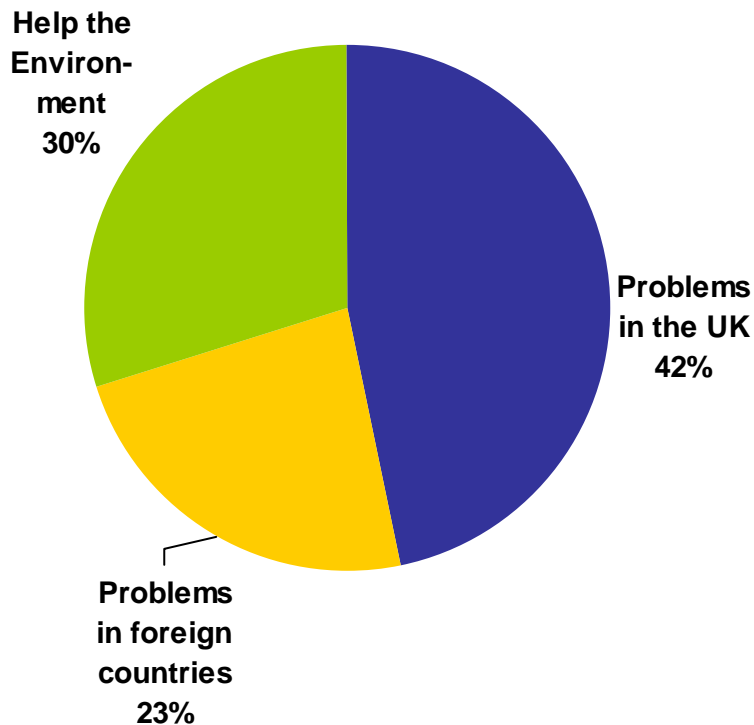
Q24 Which of these problems worries you most? Base: All children aged 8-12 (751)

Half would make a small sacrifice to help the environment



- Only 9% would give up a foreign holiday
- 23% would delay changing their mobile
 - 9-10s: 59% have a mobile, 22% would delay changing
 - 11-12s: 92% have a mobile, 29% would delay changing
- *Mobile ownership – ChildWise Monitor 2006*

Order of priority is UK, environment, then abroad



- Older children are more likely to opt for dealing with problems in the UK
- Younger children are more in favour of helping the environment
- NI – 45% would want to help deal with problems abroad
- Scotland – 64% would want to help deal with UK problems, only 10% would choose to help the environment

Crime and celebrities top their list of things they're fed up with hearing about

Crime 22%

Celebrities 19%

Healthy Living 9%

Terrorism 8%

Hoodies 5%

The Environment 4%

ASBO's 2%

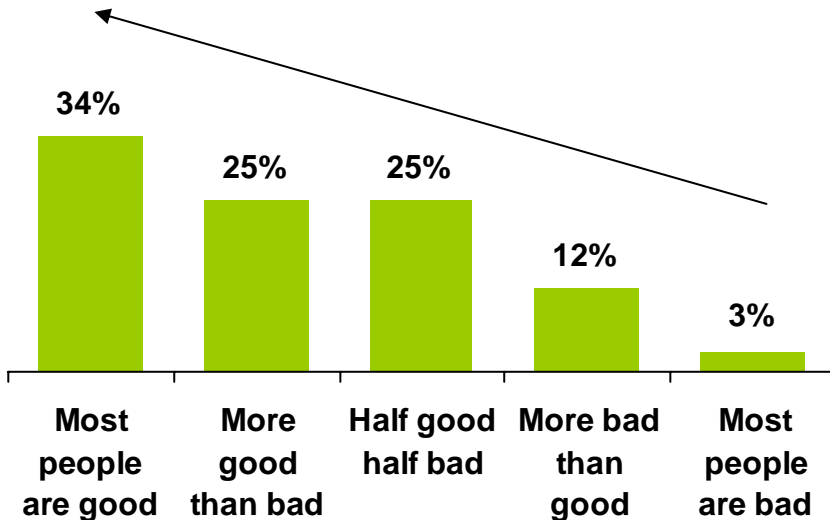
Madeleine McCann 1%

Nothing 7%

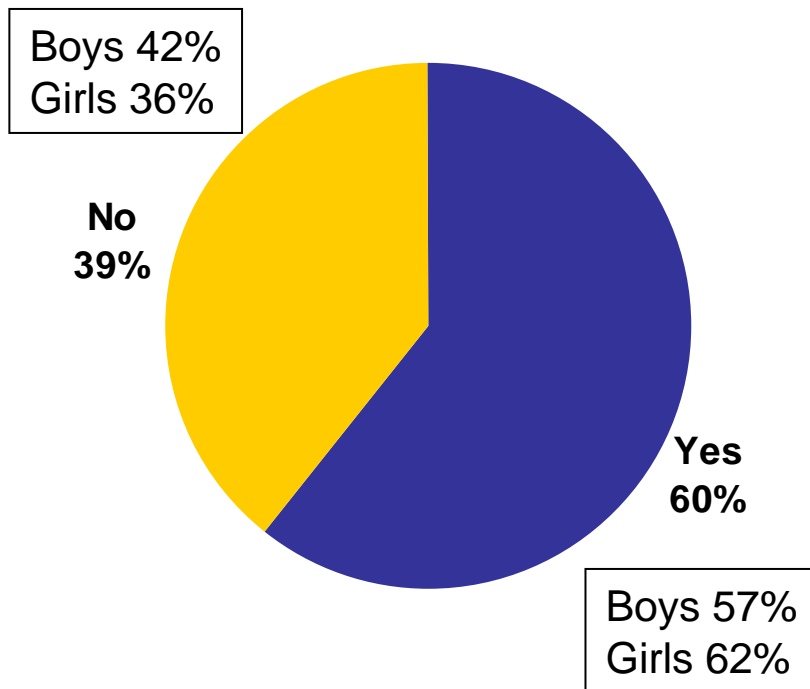
74% can think of something they're fed up with hearing about

Most think that good people outnumber bad

- 59% think there are more good than bad people in the world
- 42% of 6-8s think most people are good
- 29% of children in NI think there are more bad than good people



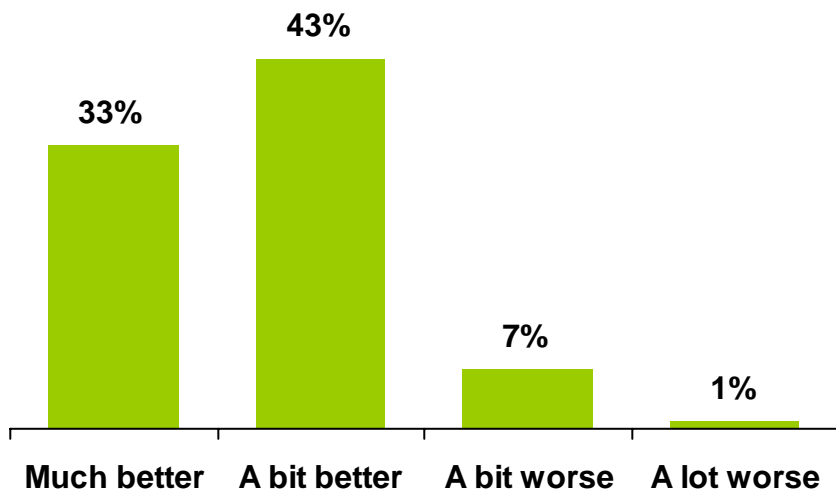
Four in ten think adults don't listen enough



- A significant minority believe that adults don't listen to them enough – 39%
- 47% of children in Scotland think that adults don't listen enough
- Boys and older children are less confident that adults listen

Children are confident that childhood has improved – there's more choice and better technology

76% believe their childhood is better than their parents'

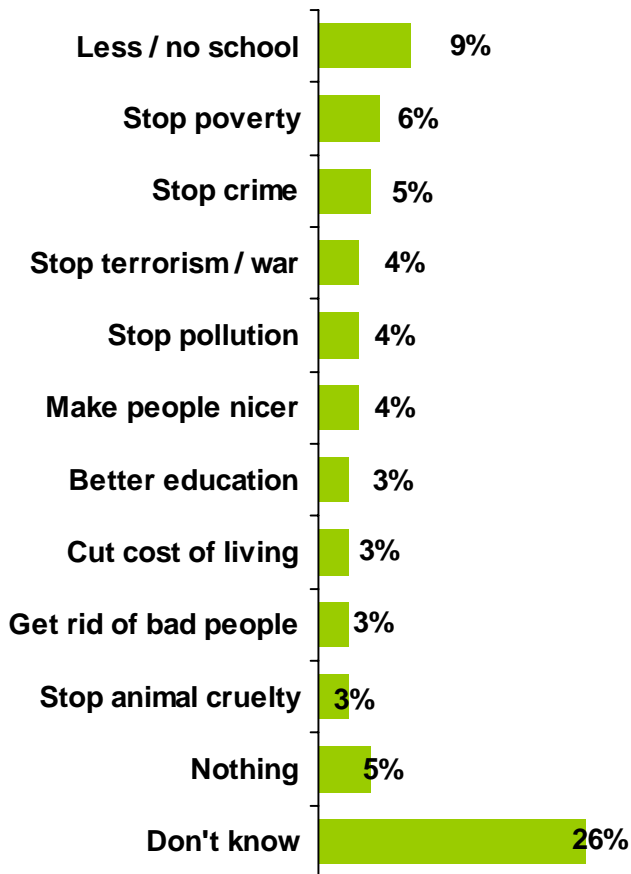


- More to do, more choice – 22%
- Better technology/games – 21%
- More money – 7%
- Get presents/treats – 3%
- Family is loving – 3%
- Parents are less strict – 3%
- Schools are better – 3%
- Don't get beaten – 3%
- Travel more widely – 2%

BUT:

- More dangerous – 2%
- More wars, Parents split up, Bullied – all 1%

Children assume that the PM can make things happen ... stop poverty, crime, war and pollution



- A minority would do something for self / family
- Most would want to sort out one of life's big problems – crime, terrorism, society
- Other issues include:
 - *Give everyone a home, Stop the violence, More punishment, Stop shootings / murder, Ban smoking – all 2%*
 - *More for kids to do, Stop bullying, Stop immigration, Improve road safety, Make people eat healthy food, Help my family, Stop global warming, Reduce taxes, Stop the Iraq war, Give everyone a job, Listen to children, Stop drugs, Better weather, Give everyone sweets / presents – all 1%*

If you were PM ...

- “MAKE TV PROGRAMMES BETTER - NOT SO MUCH FIGHTING AND BAD PEOPLE” BOY, 6
- “ASK PEOPLE TO BE GOOD AND NOT TO BE NAUGHTY” GIRL, 6

- “BIGGER CAR FOR MY MUM” BOY, 7
- “I WOULD NOT ALLOW PEOPLE TO THROW LITTER ON THE GROUND - KEEP THE ENVIRONMENT CLEAN” GIRL, 7

- “STOP CRIMES, MAKE PRISONERS STAY IN PRISON FOR LONGER” BOY, 8
- “ENCOURAGE PEOPLE TO EAT MORE HEALTHY FOOD” GIRL, 8

- “GIVE LONGER SCHOOL HOLIDAYS” BOY, 9
- “RACISM AND DISCRIMINATION” BOY, 9
- “I WOULD MAKE A RULE THAT IF YOU HAD LOTS OF MONEY AND SAW PEOPLE WHO DIDNT HAVE MONEY YOU GIVE THEM SOME” GIRL, 9

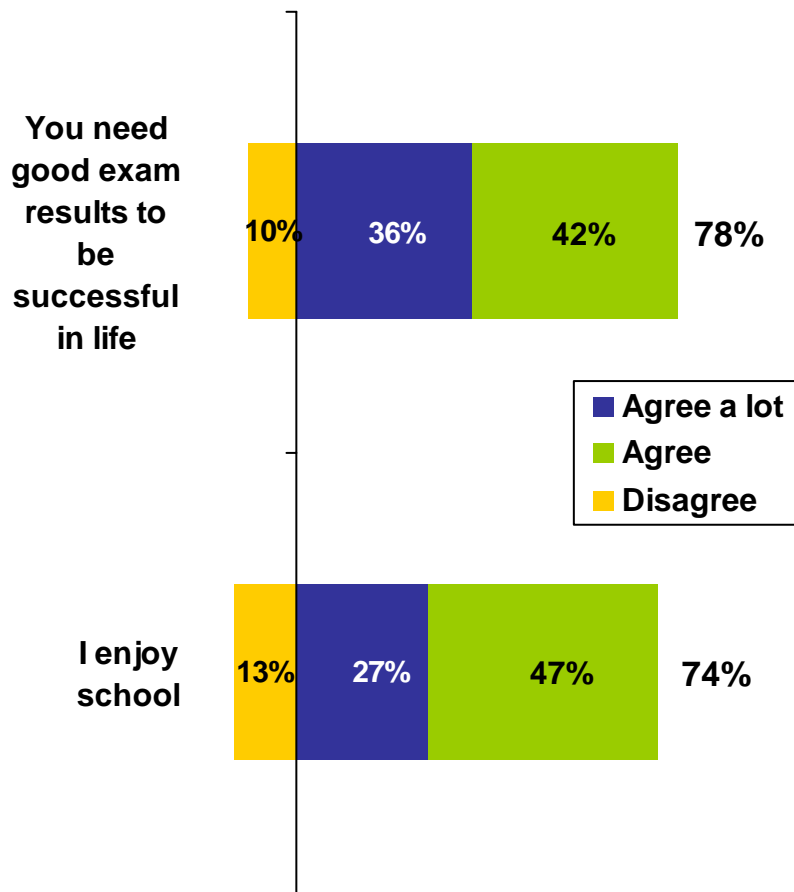
- “I WILL LISTEN TO CHILDREN MORE AND ALLOW CHILDREN TO PLAY COMPUTERS MORE” BOY, 10

If you were PM ...

- “I WOULD CHANGE THE MONEY AND PUT MY HEAD ON IT. I WOULD MAKE IT COMPULSORY THAT YOU COULD WEAR NORMAL CLOTHES TO SCHOOL AND NO MORE LESSONS EXCEPT DRAMA AND YOU COULD MEET ALL THE CELEBS, AND MAKE MY HOUSE OUT OF CHOCOLATE” GIRL, 10
- “ONLY PEOPLE WHO ARE ALLOWED TO HAVE GUNS AND WEAPONS ARE POLICE” BOY, 11
- “ANIMAL TESTING” GIRL, 11
- “MAKE CONCERT TICKETS CHEAPER AND MAKE A RULE THAT ADULTS SHOULD SPEND MORE TIME WITH THEIR CHILDREN” BOY, 12
- “CRIME, LOWER THE CRIME IN BRITAIN. POLITICS, LESS MUMBO JUMBO AND CHANGING WHAT THEY SAY IN POLITICS, IT SEEMS THAT ITS NOT REALLY GOING ANYWHERE” GIRL, 12

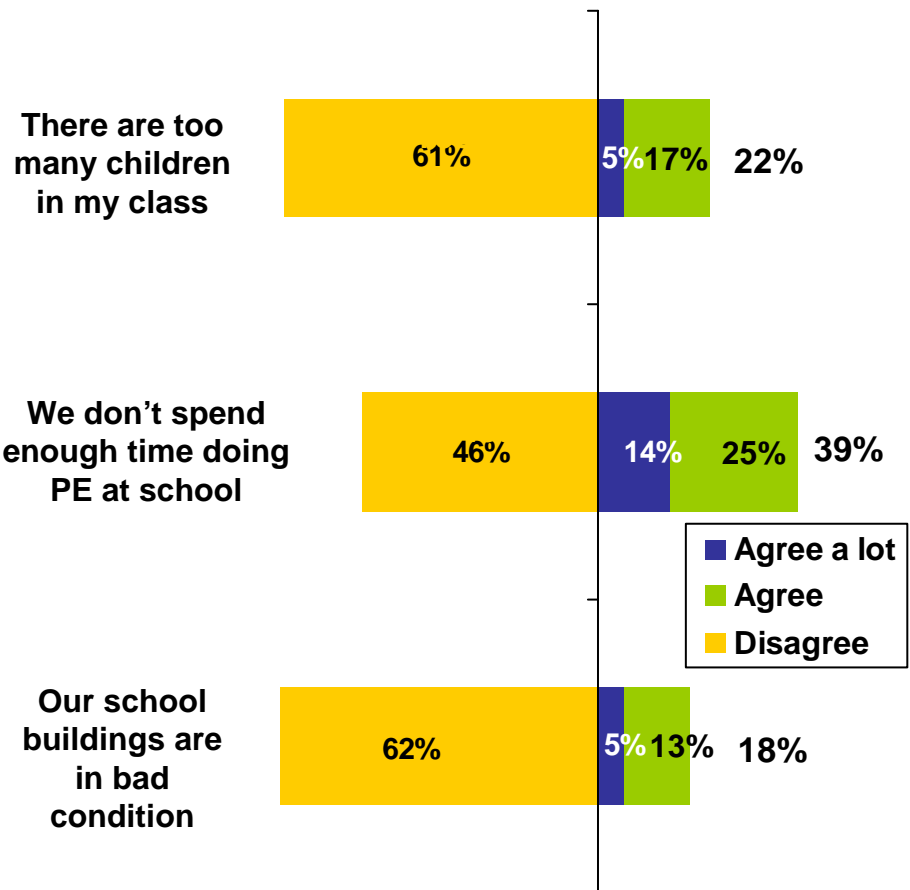
School & Education

School is central - exam results are important, but most children enjoy their school life



- Least concern about exam results in NI – just 52% agree
- Concern increases with age –
 - 6-8s – 73% agree
 - 9-12s – 81%
- Children in NI enjoys school the least (61%), Wales / Scotland enjoy most (> 80%)
- Girls enjoy more than boys
- Enjoyment drops with age
 - 6-8s – 82%
 - 9-10s – 72%
 - 11-12s – 67%

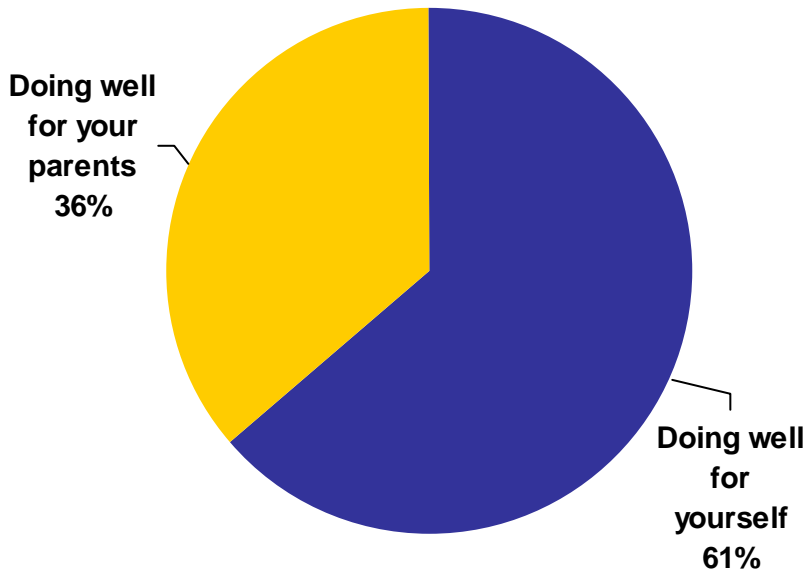
Just one in five think class sizes are too big or buildings are in poor condition – but many would like to do more PE



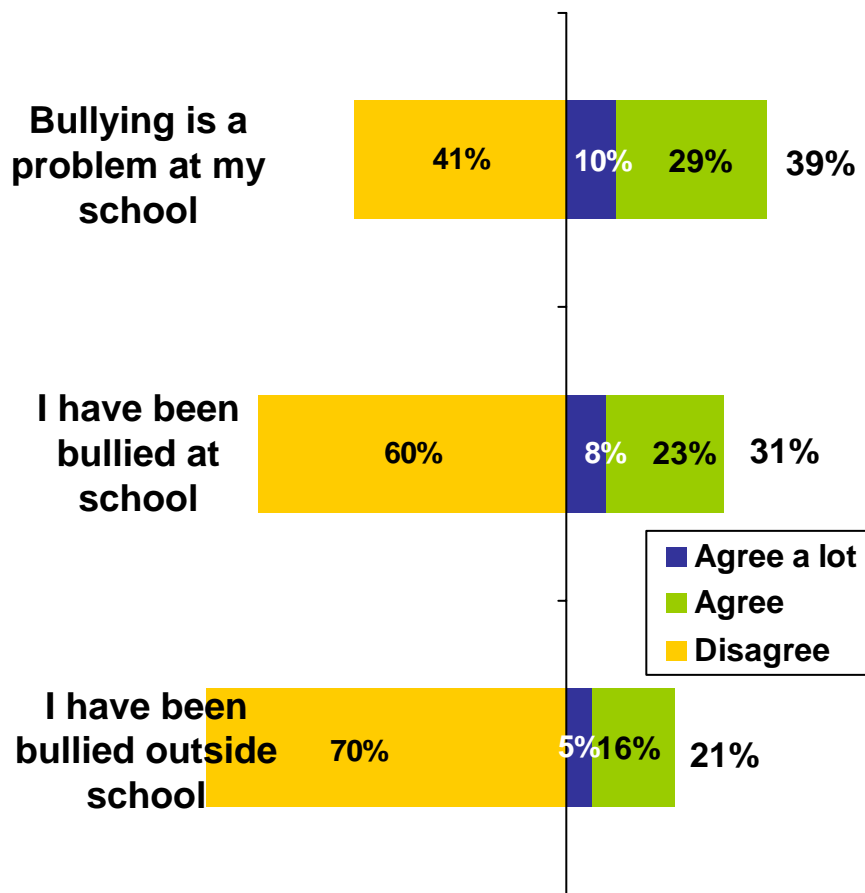
- Primary age children (6-10) more likely to think there are too many in their class
 - 24% agree, vs 18% 11-12s
- Boys want more PE than girls
 - Boys – 45% want more
 - Girls – 32%
- Almost half in NI want more

Most want to do well at school for their own sake, though younger children want to please their parents

- Wanting to do well for yourself increases with age
 - 6-8s:
41% for self / 45% parents
 - 9-10s:
62% for self / 36% parents
 - 11-12s:
69% for self / 28% parents



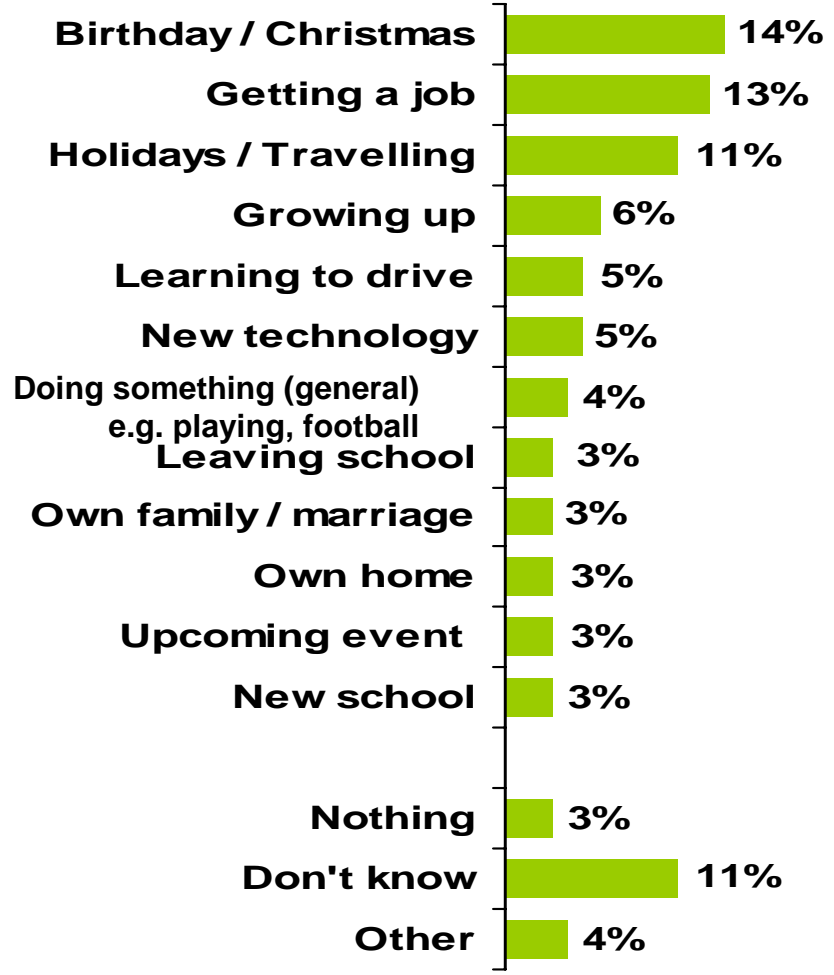
Most bullying happens at school – one in three have been bullied at school, one in five elsewhere



- Most concern among C2DEs
 - C2DE – 45% a problem
 - ABC1 – 33%
 - plus South – 44%
- C2DE – 36% at school
- ABC1 – 28%
- plus South – 34%
- C2DE – 23% at home
- ABC1 – 18%
- plus Wales – 25%

The future

Youngest children are excited about Christmas and birthdays, older children are looking forward to growing up ... getting a job, having their own home and family, and learning to drive



- “GETTING A JOB BECAUSE YOU GET TO HAVE YOUR OWN INDEPENDENCE, YOU CAN GET A HOUSE OR A CAR IF YOU SAVE” GIRL, 12
- “TRAVELLING, GOING ON PLANES - GOING SOMEWHERE I'VE NEVER BEEN BEFORE” BOY, 11
- “GROWING UP AND HAVING NICE CLOTHES AND MOBILE PHONES ” GIRL, 7

2% - Going out on my own, Making my own decisions, Spending time with family, Becoming professional sportsperson, What might happen in the future, Buy what I want, Doing well at school

What most excites you about the future?

- “CHRISTMAS, MUMMY AND DADDY AND FATHER CHRISTMAS BUY ME LOTS OF PRESENTS” GIRL, 6
- “LOOKING FORWARD TO CHRISTMAS, BECAUSE I'M GETTING A NEW COMPUTER” BOY, 8
- “BIRTHDAY - CHRISTMAS - YOU CELEBRATE AND THEY ARE HAPPY” GIRL, 10

- “GETTING A JOB WHEN I LEAVE SCHOOL, I WANT TO BE A PILOT” BOY, 8
- “THAT I WILL GET A GOOD JOB OR BE A FOOTBALLER ” BOY, 11
- “GETTING A GOOD JOB, SINGING AND DANCING” GIRL, 10
- “GETTING A JOB BECAUSE YOU GET TO HAVE YOUR OWN INDEPENDENCE, YOU CAN GET A HOUSE OR A CAR IF YOU SAVE” GIRL, 12

- “GOING ON HOLIDAY SOON, CAN'T WAIT, GOING TO DISNEYWORLD” BOY, 6
- “GOING SKIING IN THE CHRISTMAS HOLIDAYS” GIRL, 7
- “TRAVELLING ALL AROUND THE WORLD” BOY, 9
- “TRAVELLING, GOING ON PLANES - GOING SOMEWHERE I'VE NEVER BEEN BEFORE” BOY, 11

What most excites you about the future?

- “GROWING UP AND HAVING MY OWN KIDS ” BOY, 7
- “GROWING UP AND HAVING NICE CLOTHES AND MOBILE PHONES ” GIRL, 7
- “GROWING UP / BEING ABLE TO DO AS I LIKE ” GIRL, 8
- “GROWING UP, BECAUSE I'D FEEL A LOT MORE FREE, CAN DO MORE STUFF ” BOY, 11

- “I WOULD LIKE TO DRIVE A CAR” BOY, 6
- “BEING ABLE TO DRIVE A CAR” GIRL, 7
- “BEING ABLE TO DRIVE WHEN I GROW UP, I HAVE A MOTOR BIKE NOW SO CAN'T WAIT TO DRIVE A CAR” BOY, 11

- “TECHNOLOGY, NEW INVENTIONS” BOY, 9
- “MORE IMPROVED TECHNOLOGY” BOY, 11
- “NEW TECHNOLOGY, LIKE MOBILE PHONES AND STUFF” GIRL, 12

What most excites you about the future?

- “NOTHING EXCEPT PLAYING” BOY, 6
- “GOING OUTSIDE, PLAYING, JUST PLAY” GIRL, 7

- “LEAVING SCHOOL AND GETTING MONEY” GIRL, 9
- “LEAVING SCHOOL, I GET BORED” BOY, 12
- “LEAVING SCHOOL AND BEING ABLE TO LIVE AWAY FROM MY PARENTS” GIRL, 12

- “GETTING A BIG HOUSE” BOY, 6
- “THAT I'M GOING TO HAVE MY OWN FAMILY AND CHILDREN” GIRL, 8
- “LIVING IN MY OWN HOUSE, HAVING A GOOD JOB AND NO DEBTS ” BOY, 11

- “MY FRIENDS BIRTHDAY PARTY AT COCO'S PLAYGROUND” BOY, 6
- “GOING TO FOOTBALL AT THE WEEKEND WITH MY BROTHER” BOY, 10
- “MY BROTHERS WEDDING AS I'M BRIDESMAID” GIRL, 10

- “GOING TO SECONDARY SCHOOL” BOY, 9
- “NEW SCHOOL IN SEPTEMBER” GIRL, 10
- “GOING TO BIG SCHOOL AND MEETING NEW FRIENDS” GIRL, 10

Boys still dream of being sportsmen, girls want to teach, nurse or do hair. Gender stereotypes are strong

Footballer 26%

Teacher 12%

Sportsperson 12% **Hairdresser / Beautician 11%**

Builder / Electrician / Plumber 8% **Nurse 10%**

Police 7%

Popstar 9%

Fire Service 4%

Vet 9%

Doctor 3%

Actress / Celebrity 7%

Games Designer 3%

Doctor 4%

Vet 2%

Animal Care 3%

Actor / Celebrity 2%

Artist / Fashion Designer 3%

Popstar 2%

Sportsperson 3%

Driver 2%

Police 3%

Executive summary