

National Segmentation of Children & Young People and Parent & Carers

Summary of set up, key findings and implications

How the segmentation came about

- “HARD TO REACH”....?

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 a 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. We've given each group a descriptive label.

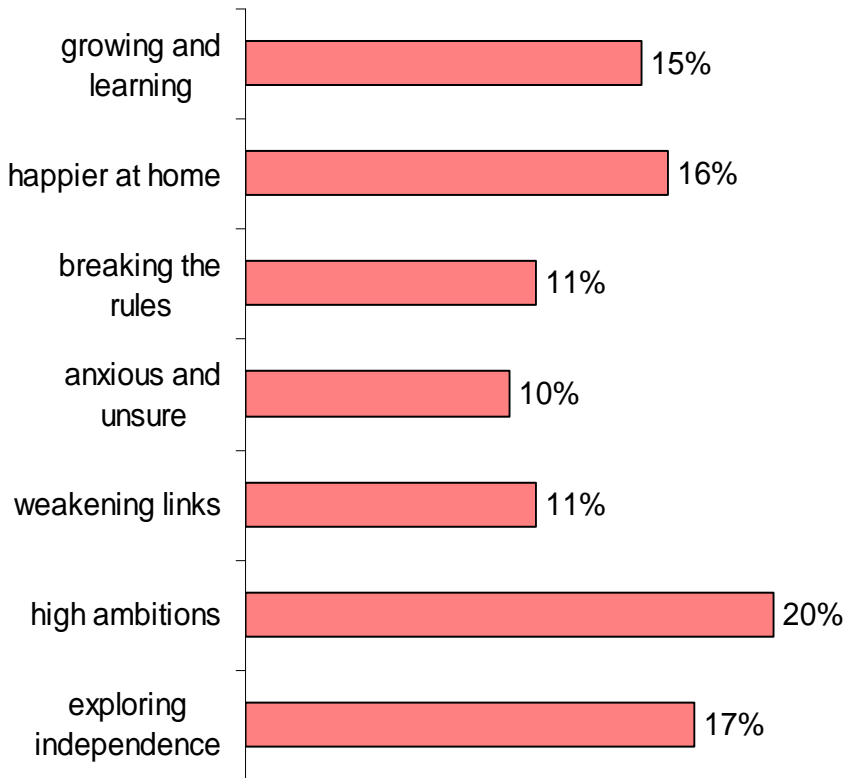
Customer Insight and Social Research

- First project with close collaboration between analytical colleagues and Customer Insight Unit
- Difficulties & tensions, especially in early stages
- But both sides understood the potential long term benefits of the work for DCSF, and brought huge positives to the table
- Analytical colleagues challenged sampling, methodology and ensured robust, very high quality data
- Comms colleagues ensured focus on additional data such as media consumption were included, deliverables were visually engaging

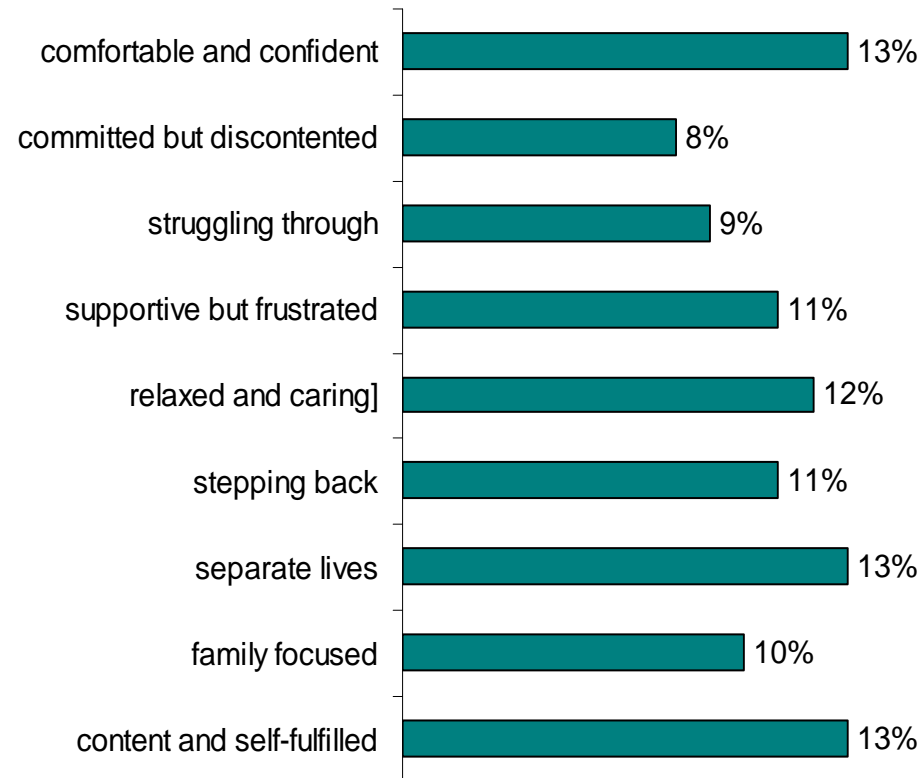


Distribution of the segments

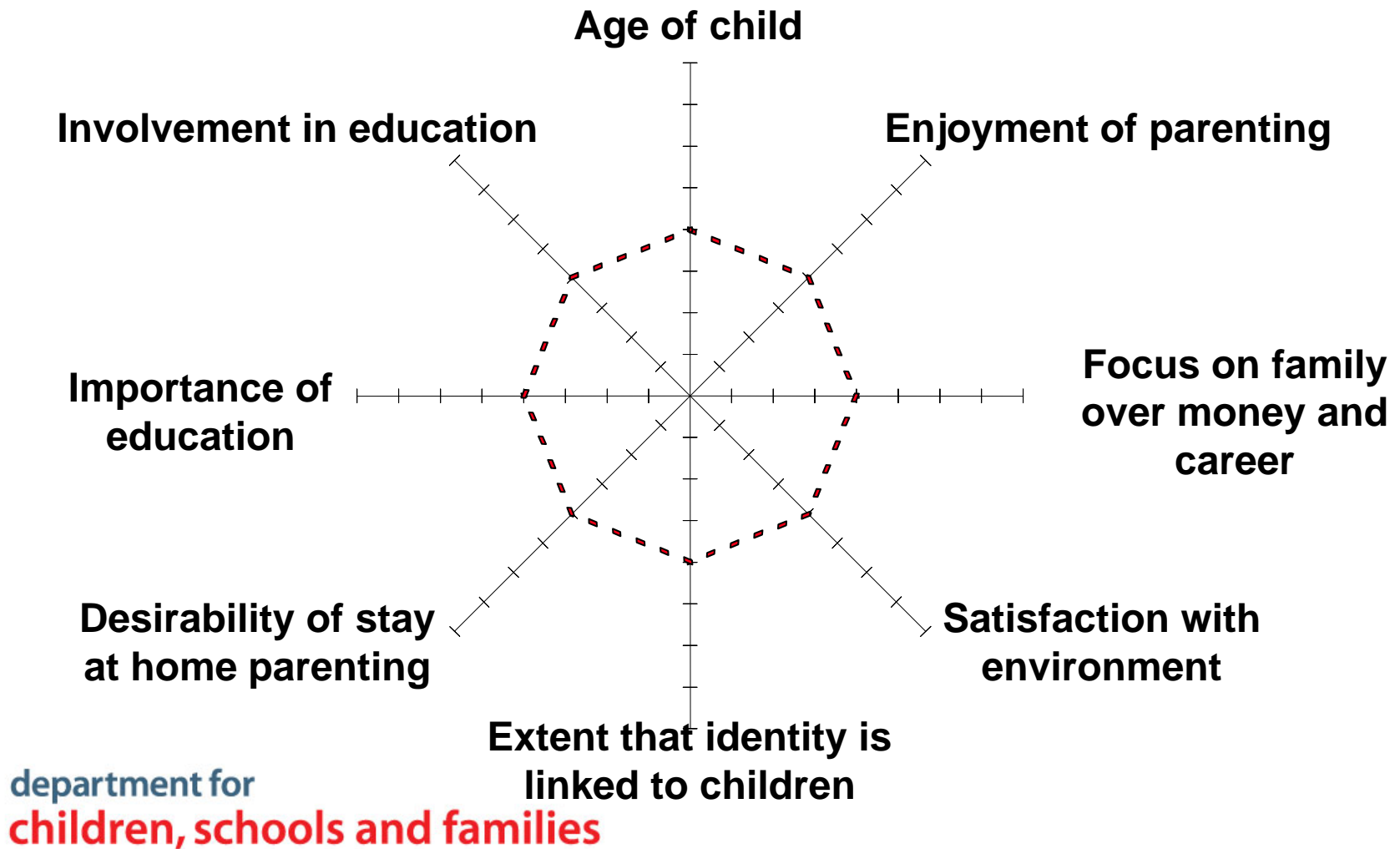
Children and young people



Parents and carers



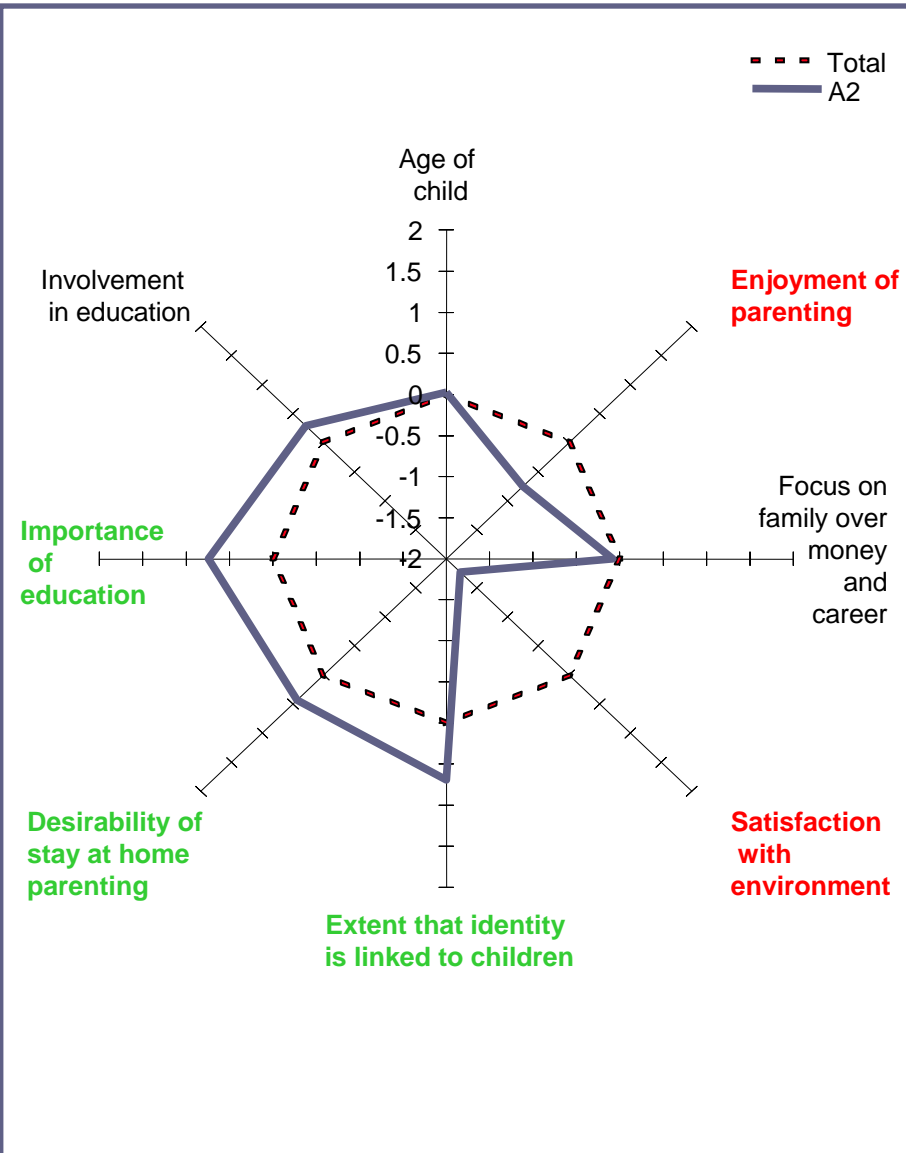
Dimensions driving the segmentation of parents & carers



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%)

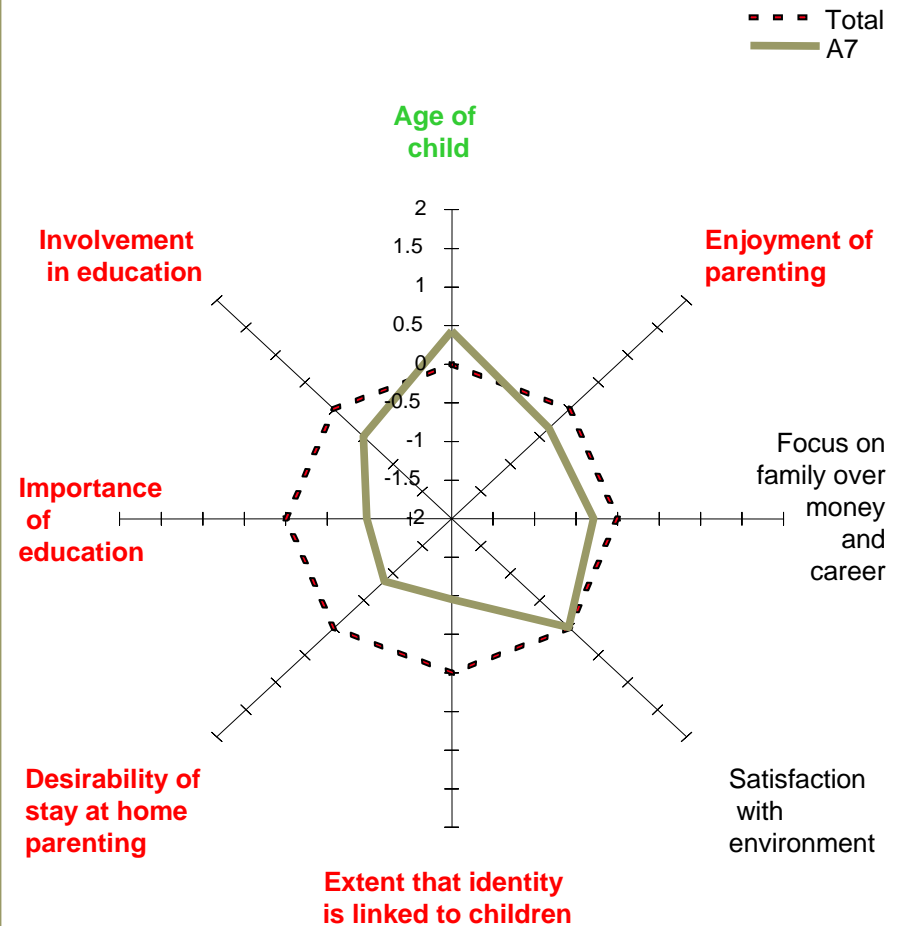
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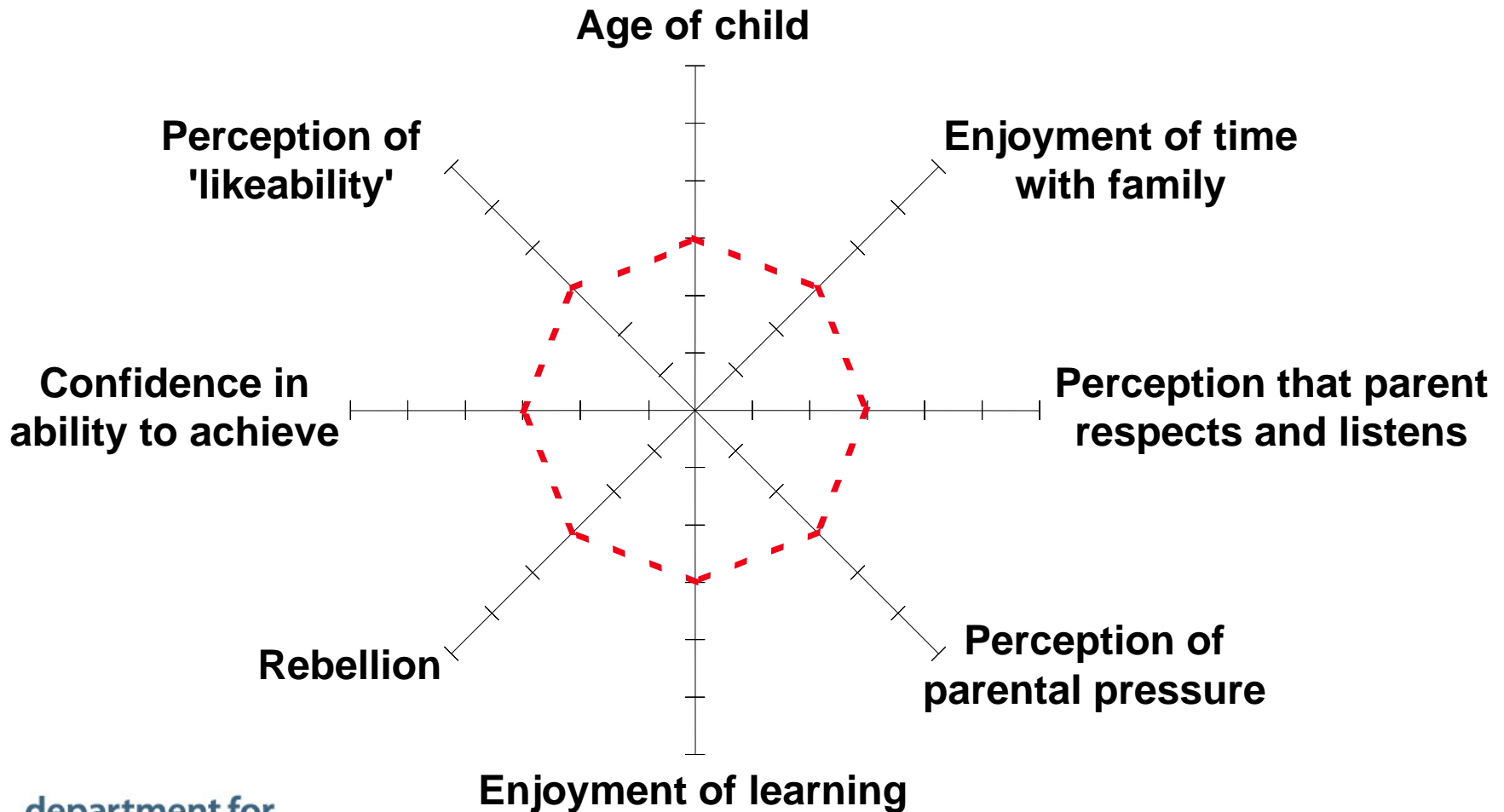
A7: Separate lives – 13%

- Their enjoyment of parenting is lower than average, but the majority feel able to cope most of the time
- They get on at least fairly well with their children and enjoy spending time with them some of the time
- It is less likely to be very important to them that their children do better in life than they did and in general they tend to be less involved in their children's lives than most other segments
- They are much less likely to feel that education will affect how well their child does in life, and they are also less likely to feel very involved in their learning
- More likely than average to be male; tend to older (over 35); children more likely to be at secondary school

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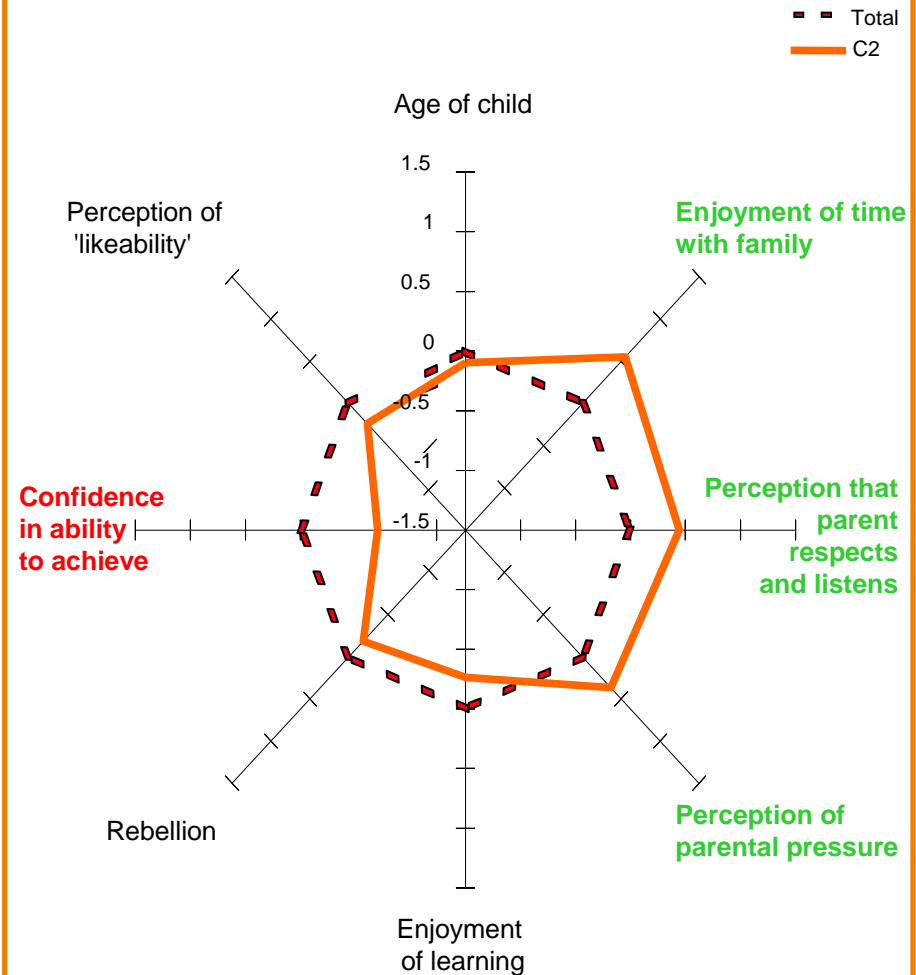
Dimensions driving the segmentation of children and young people



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, age 10

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Moving forward

- There is much to learn from the families segmentation that can be applied to different work-streams
- And the families segmentation can also be applied to broader, strategic questions
- Can inform new projects, and also overlay existing work
- In summary: we want the Department take the families segmentations and use them to put its customers at the centre of its strategy