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Today's children, tomorrow's consumers!

ALINA GHEORGHE

Project Manager, Daedalus New Media Research

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Who?

1 Parents of children aged 6-15 y.o., with medium & high education and income, and who have access to Internet

Where?

2 8 countries: Romania, Bulgaria, Serbia, Croatia, Czech Republic, Greece, Slovakia, Hungary

When?

3 November 2016

How?

4 CAWI (Computer Assisted Web Interview)

Sample

5 2300 respondents
Quota sampling based on child age, parent age, income
Weighted based on parents' gender & education

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How many of you have children?

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DECISION MAKING

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How many children aged 6-15 do you think they decide what brands of food or beverage to consume?

15% 25% 35% 45% 55%

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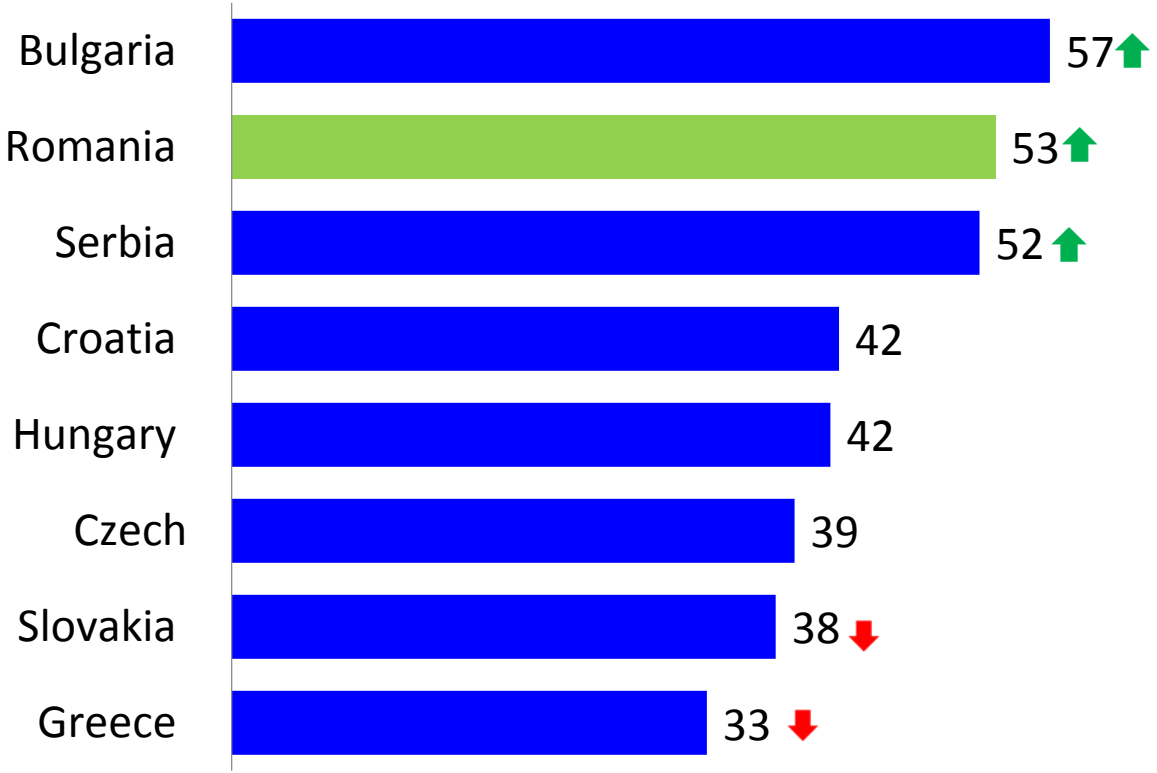
Usually she/he decides what **brands of food/ beverages he/she will consume**

Regional Score

45%



Significant differences towards **Regional Score** (95% level of confidence)

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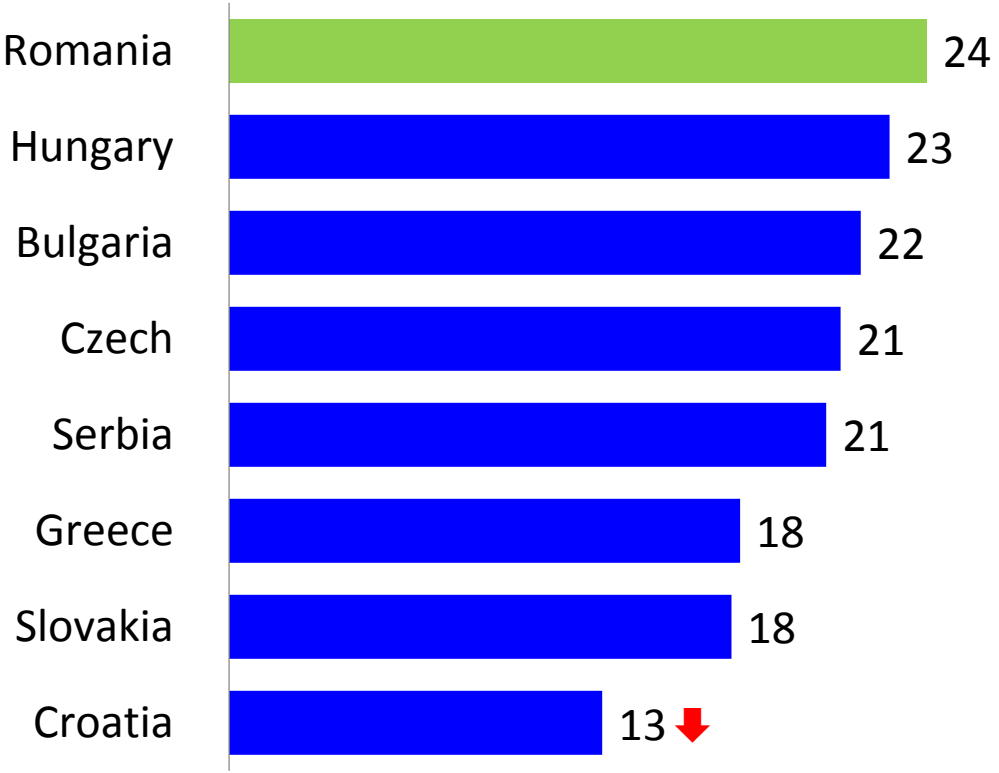
Usually she/he decides what **brands of food/ beverages we consume in our family**

Regional Score

21%



Significant differences towards **Regional Score** (95% level of confidence)

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ATTITUDES TOWARDS ALCOHOL & SMOKING

Alcohol Consumption Under 18 y.o.

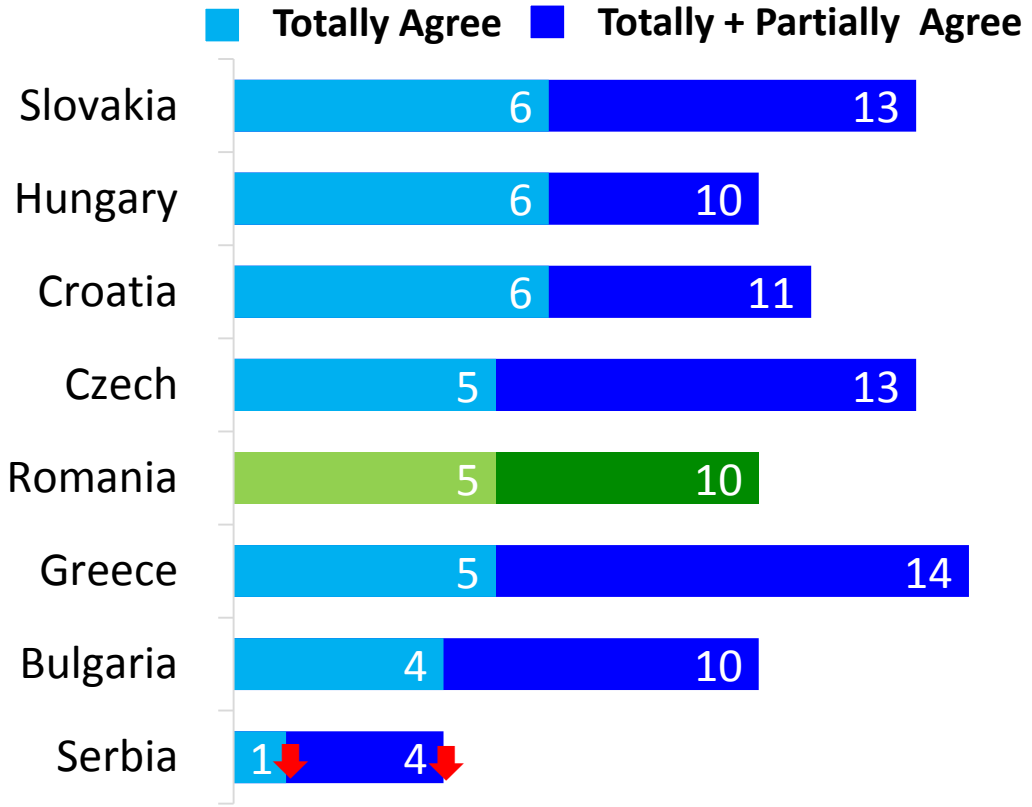
Regional Score

Totally Agree

5%

Totally + Partially Agree

11%



Significant differences towards **Regional Score** (95% level of confidence)

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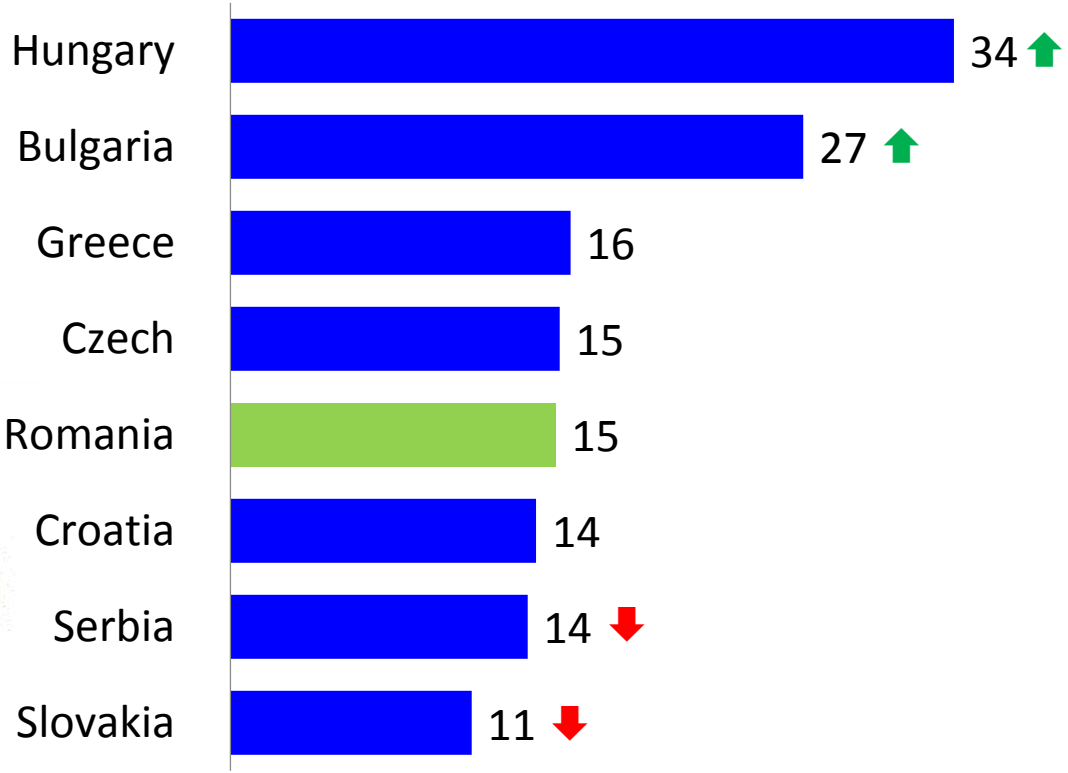
She/he has **consumed alcohol at least once** in a lifetime

Regional Score

18%



Significant differences towards **Regional Score** (95% level of confidence)

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Smoking Under 18 y.o.

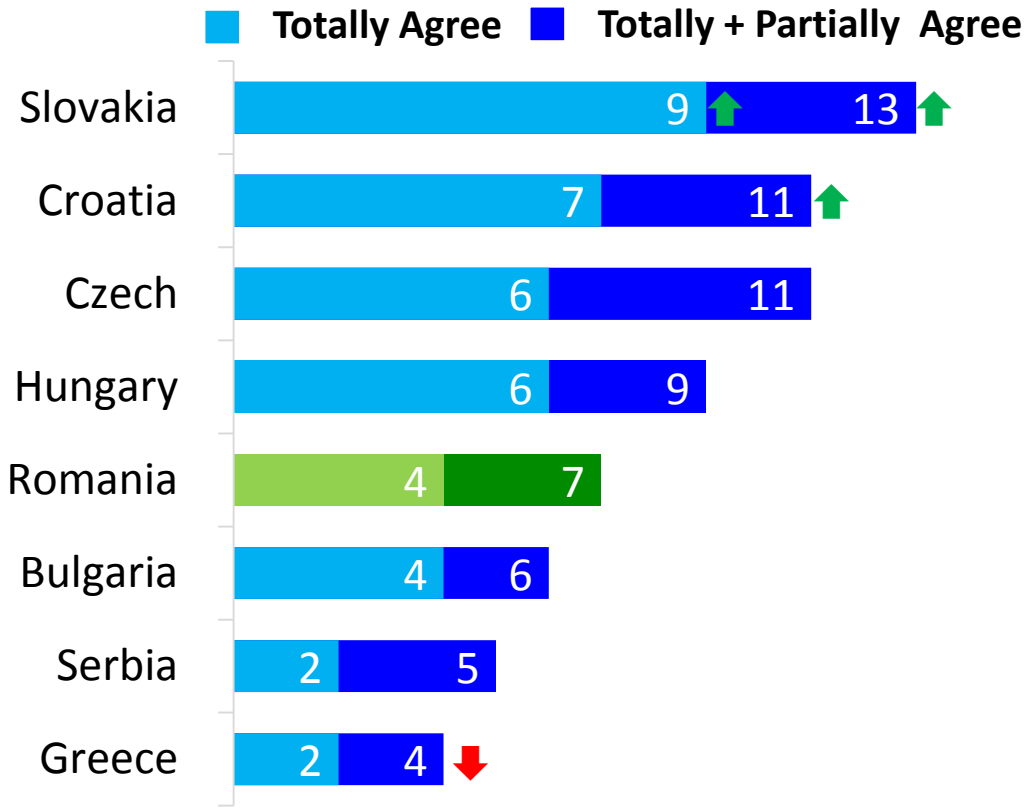
Regional Score

Totally Agree

4%

Totally + Partially Agree

8%



Significant differences towards **Regional Score** (95% level of confidence)

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ATTITUDES & BELIEFS

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Religion in Schools

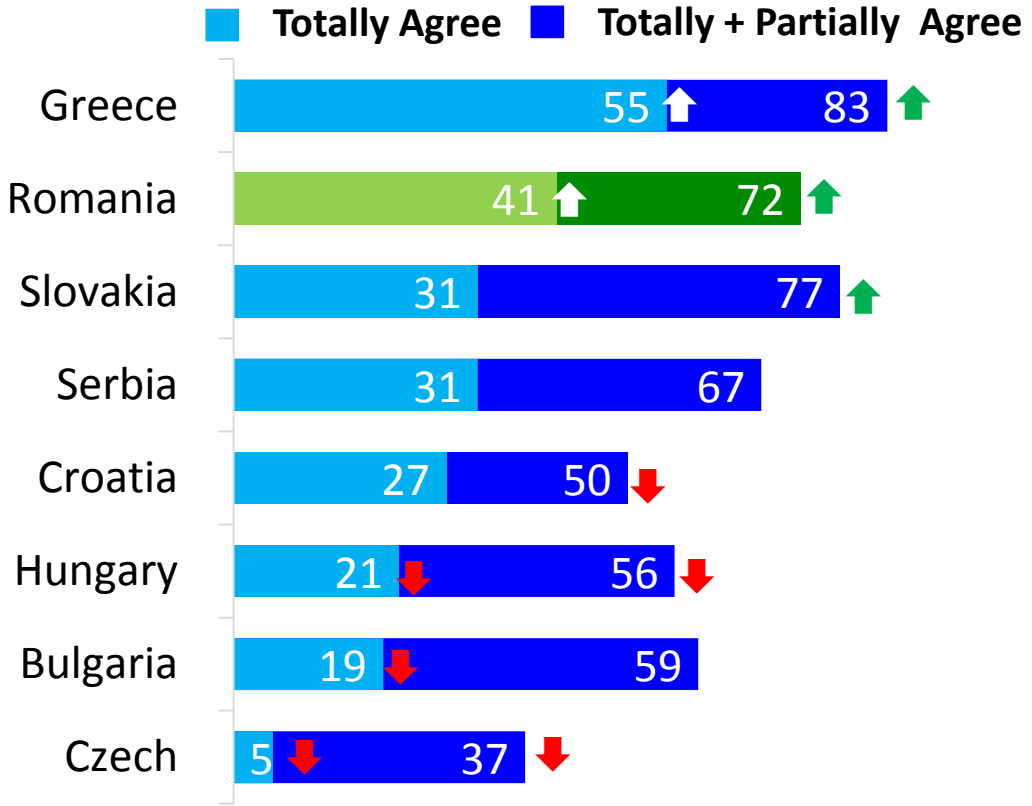
Regional Score

Totally Agree

31%

Totally + Partially Agree

64%



Significant differences towards **Regional Score** (95% level of confidence)

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Mandatory Vaccination

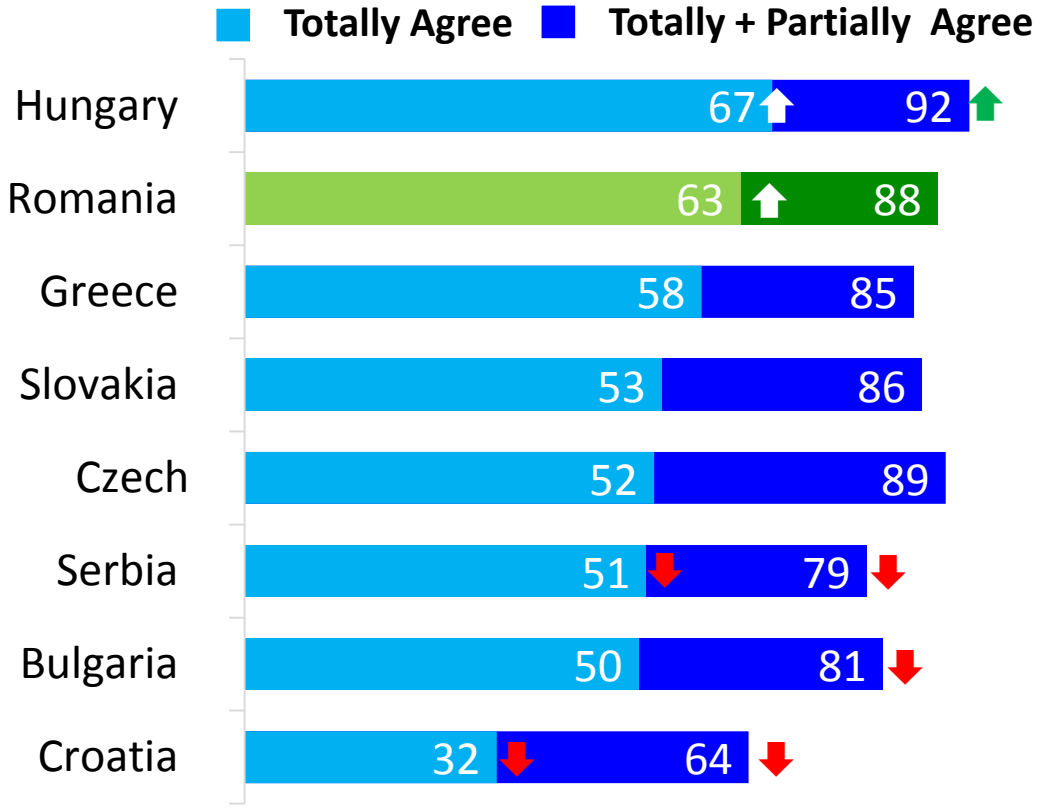
Regional Score

Totally Agree

56%

Totally + Partially Agree

85%



Significant differences towards **Regional Score** (95% level of confidence)

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Administration of Mild Corporal Punishment

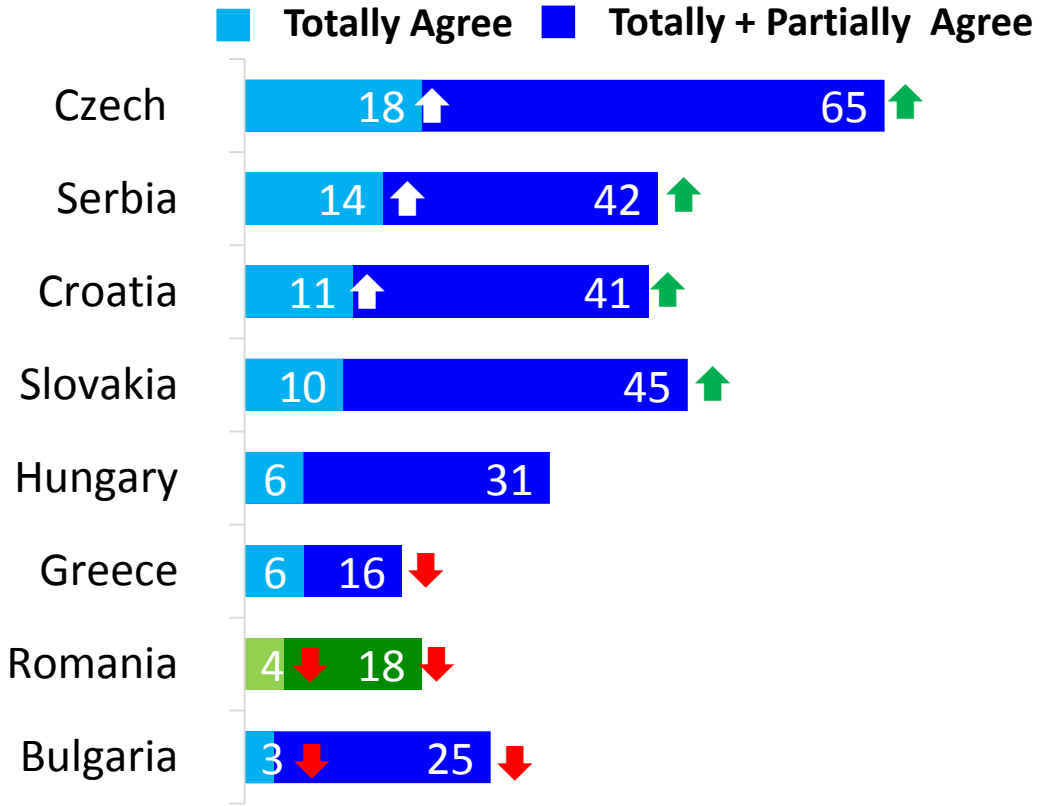
Regional Score

Totally Agree

8%

Totally + Partially Agree

32%



Significant differences towards **Regional Score** (95% level of confidence)

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SCHOOL & EDUCATION

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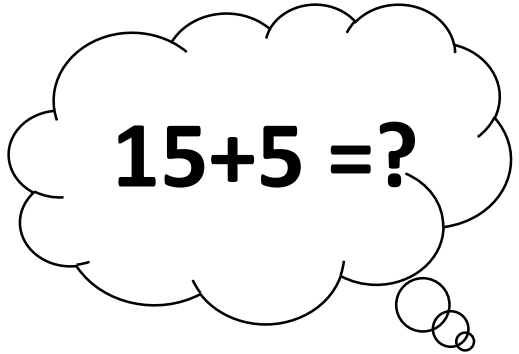
How many parents do you think agree with homeschooling?



15% 25% 35% 45% 55%

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Homeschooling

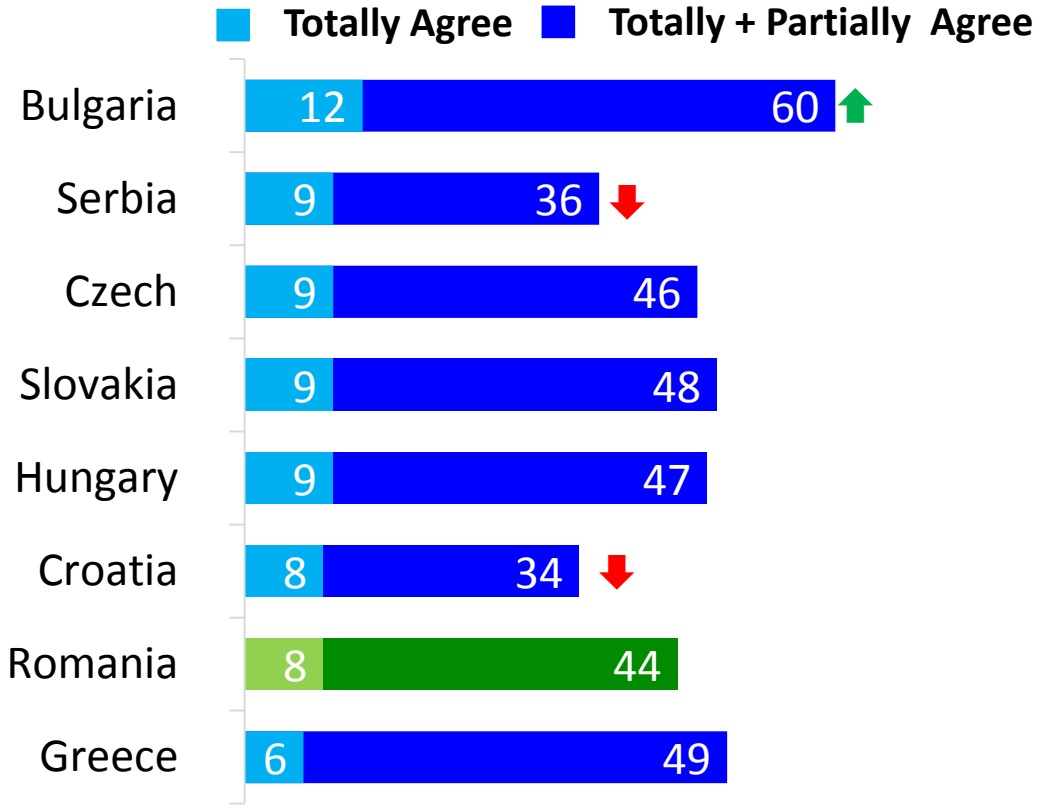
Regional Score

Totally Agree

9%

Totally + Partially Agree

46%



Significant differences towards **Regional Score** (95% level of confidence)

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Financial Education in School

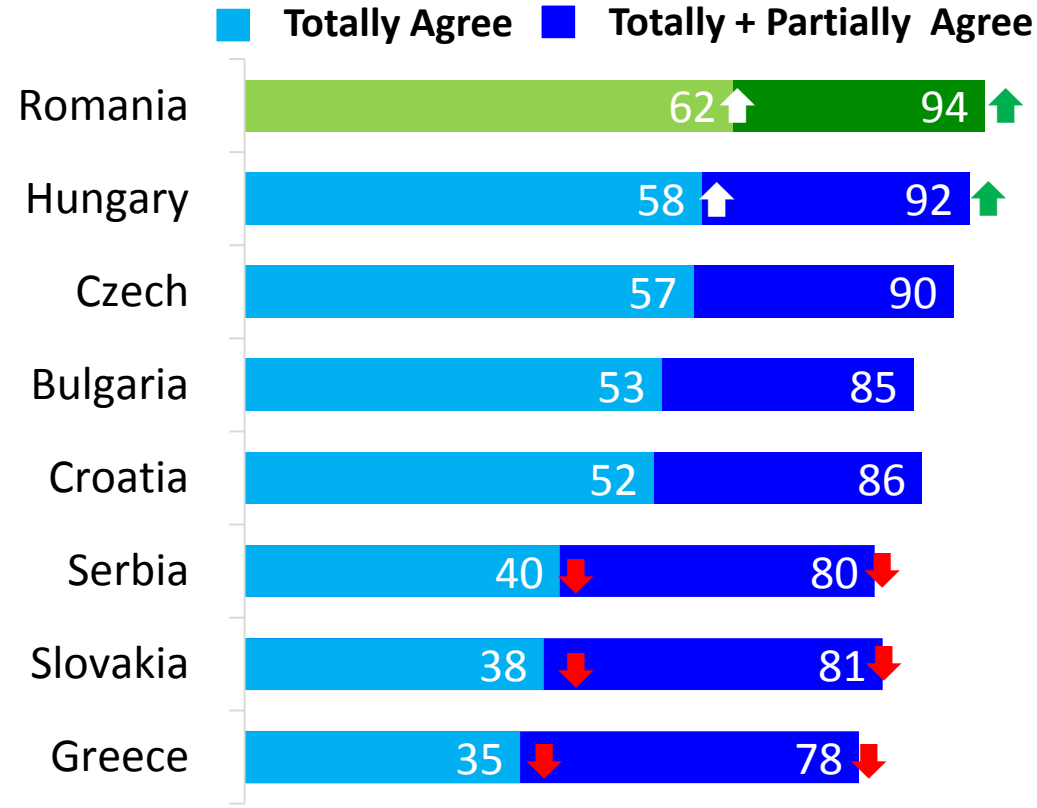
Regional Score

Totally Agree

51%

Totally + Partially Agree

87%



Significant differences towards **Regional Score** (95% level of confidence)

Sexual Education in School

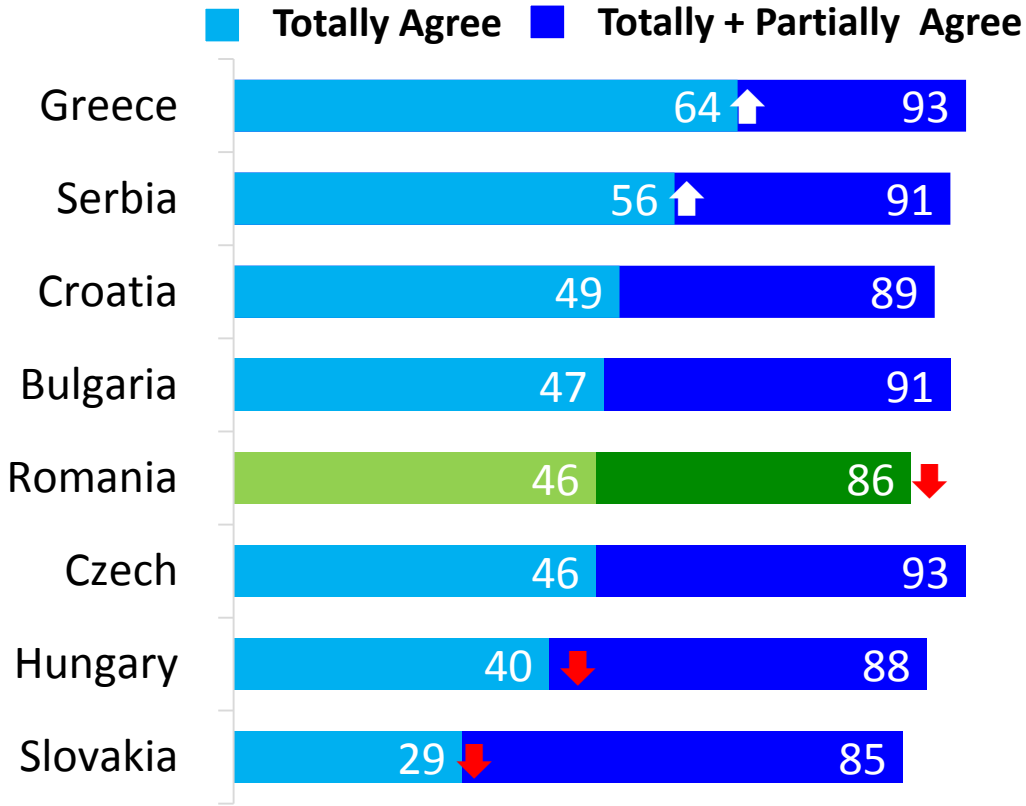
Regional Score

Totally Agree

48%

Totally + Partially Agree

89%



Significant differences towards **Regional Score** (95% level of confidence)

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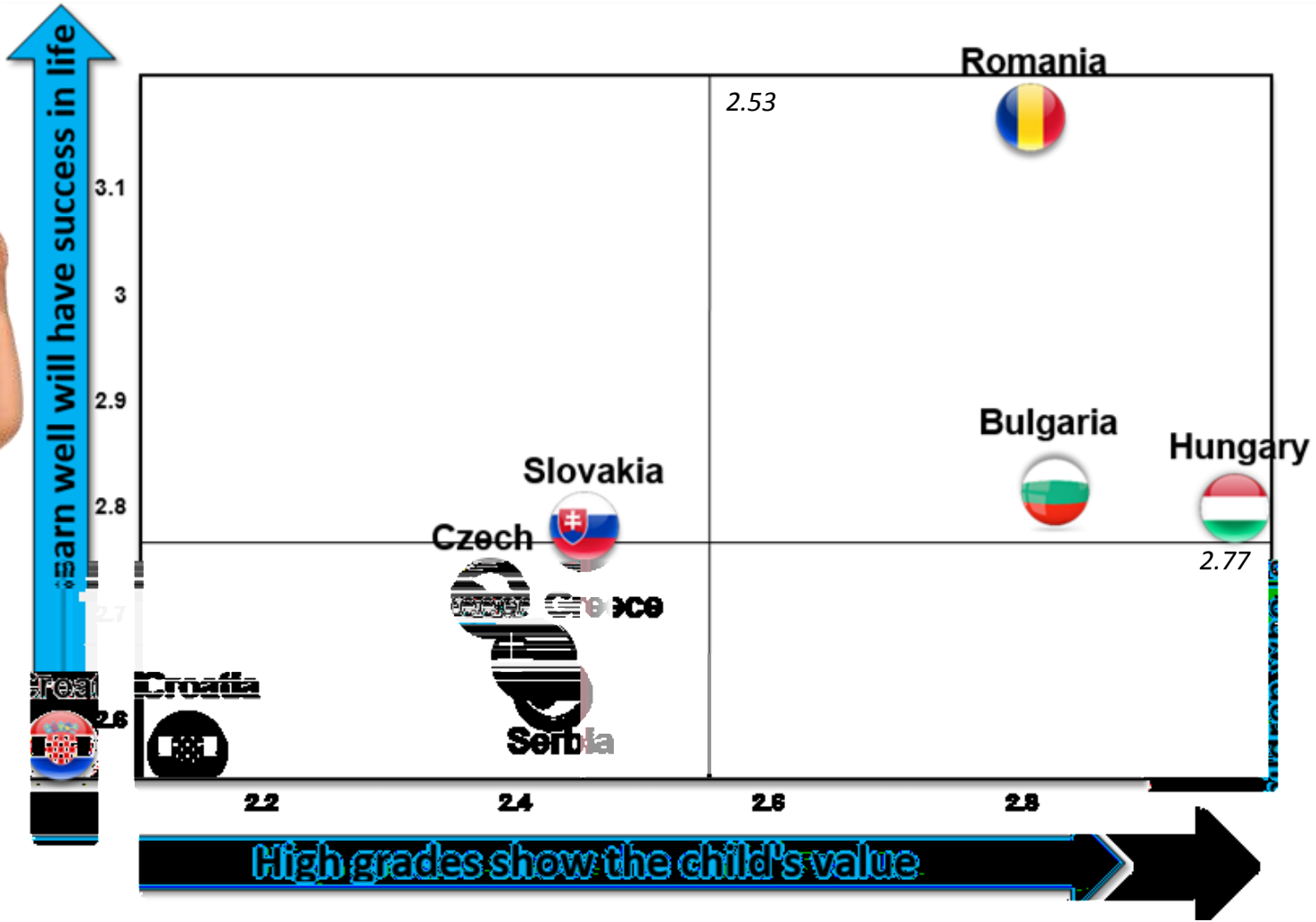

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INTERNET ACCESS & DEVICES OWNED

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The exposure time to the Internet should be reduced as much as possible

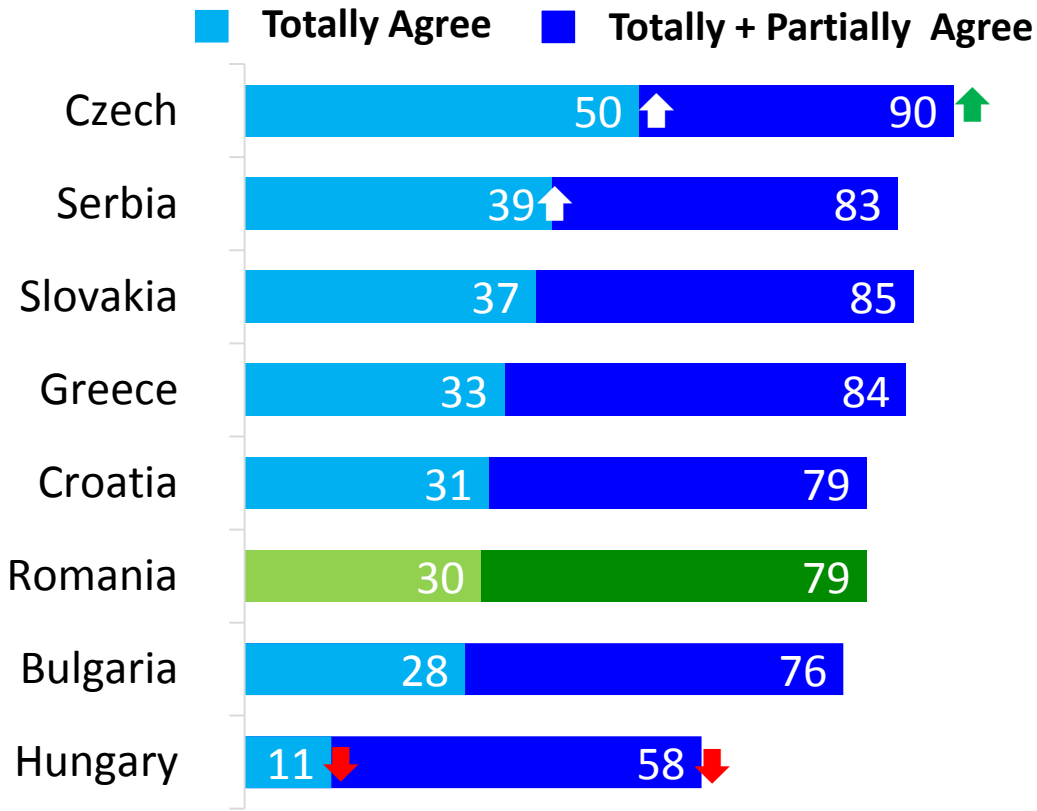
Regional Score

Totally Agree

32%

Totally + Partially Agree

79%



Significant differences towards **Regional Score** (95% level of confidence)

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Time spent on YouTube

Regional Score

Minutes

During a week day

45

During a weekend day

52

Minutes

During a week day **During a weekend day**

	During a week day	During a weekend day
Slovakia	67	58
Czech	64	63
Serbia	50	55
Bulgaria	45	51
Croatia	39	45
Romania	39	52
Hungary	36	48
Greece	32	46

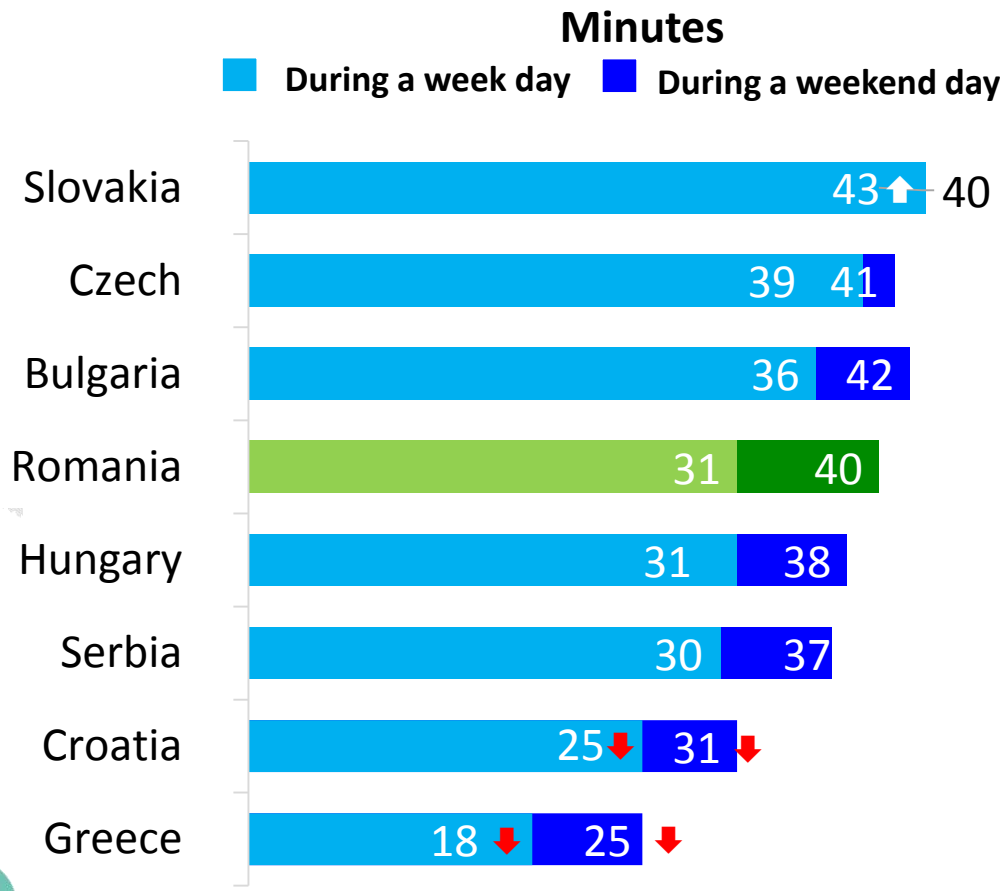
Significant differences towards **Regional Score** (95% level of confidence)

Time spent on Social Media

Regional Score

Minutes

During a week day	During a weekend day
31	37



Significant differences towards **Regional Score** (95% level of confidence)

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How many children aged 6-15 do you think they have their own smartphone?

10% 30% 50% 70% 90%

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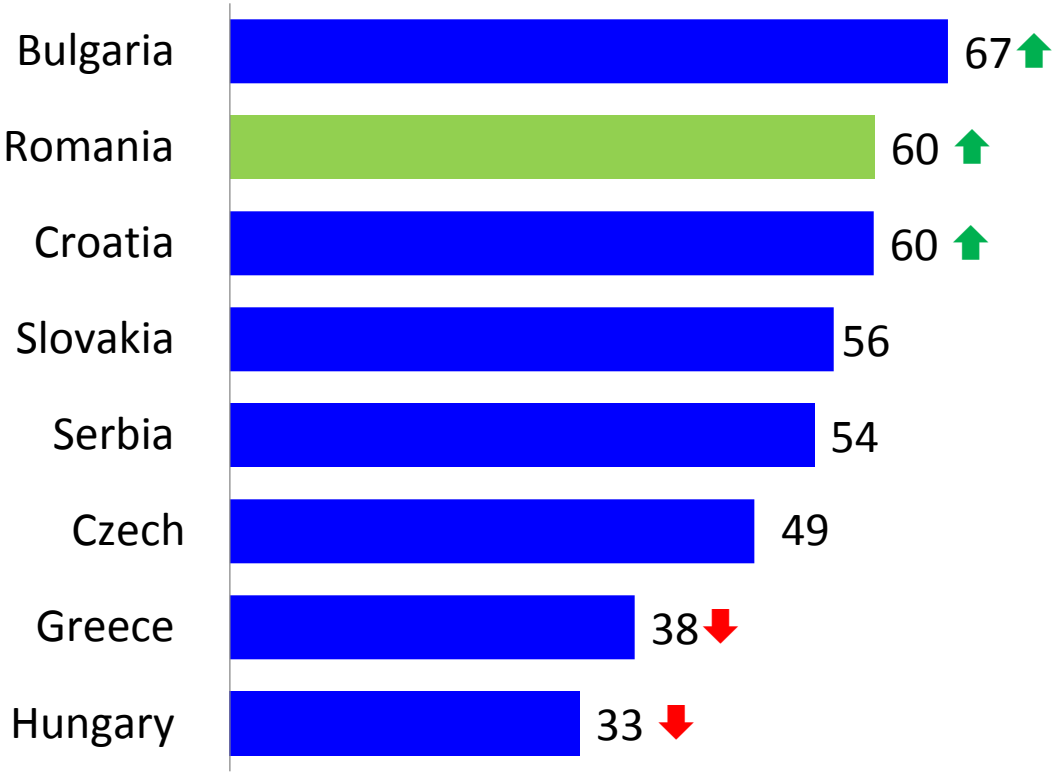
Owns a **smartphone**

Regional Score

51%



Significant differences towards **Regional Score** (95% level of confidence)

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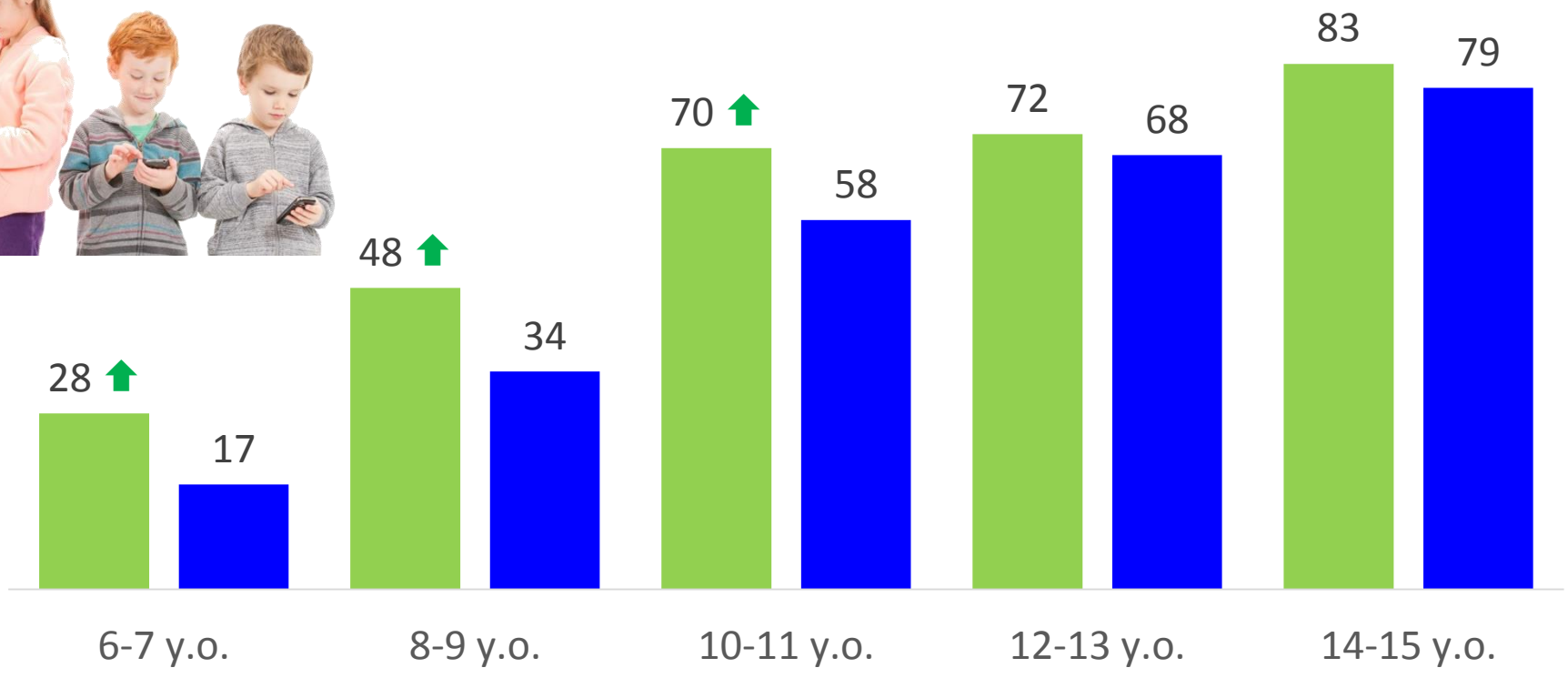
Owns a **smartphone**



Significant differences towards **Regional Score** (95% level of confidence)

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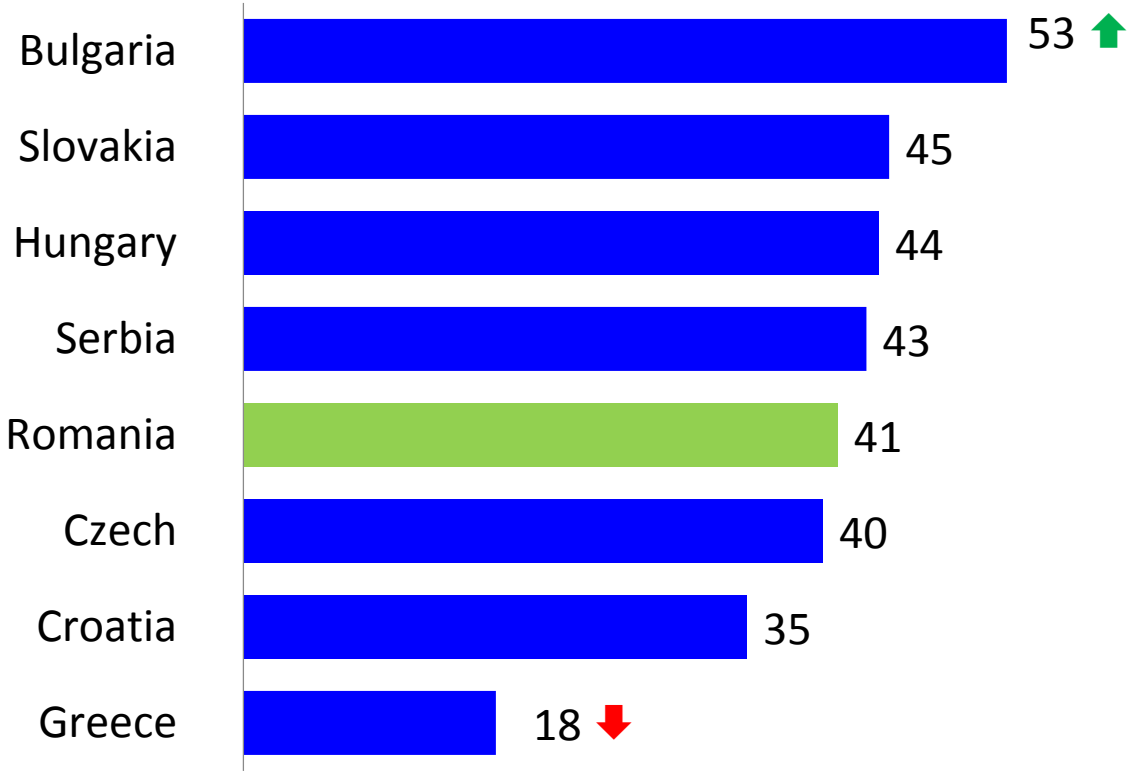
Owns a **computer/laptop**

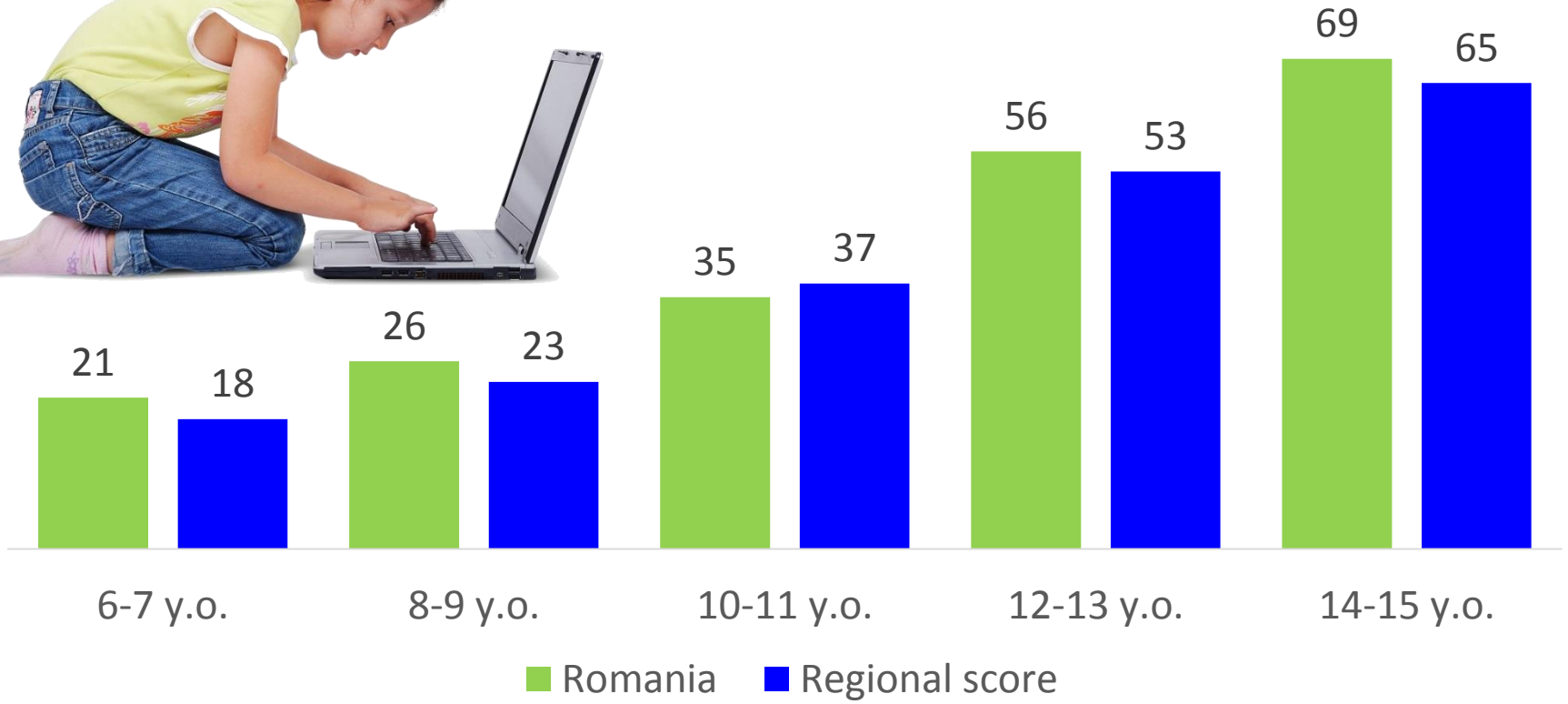
Regional Score

39%



Significant differences towards **Regional Score** (95% level of confidence)

Owns a **computer/ laptop**



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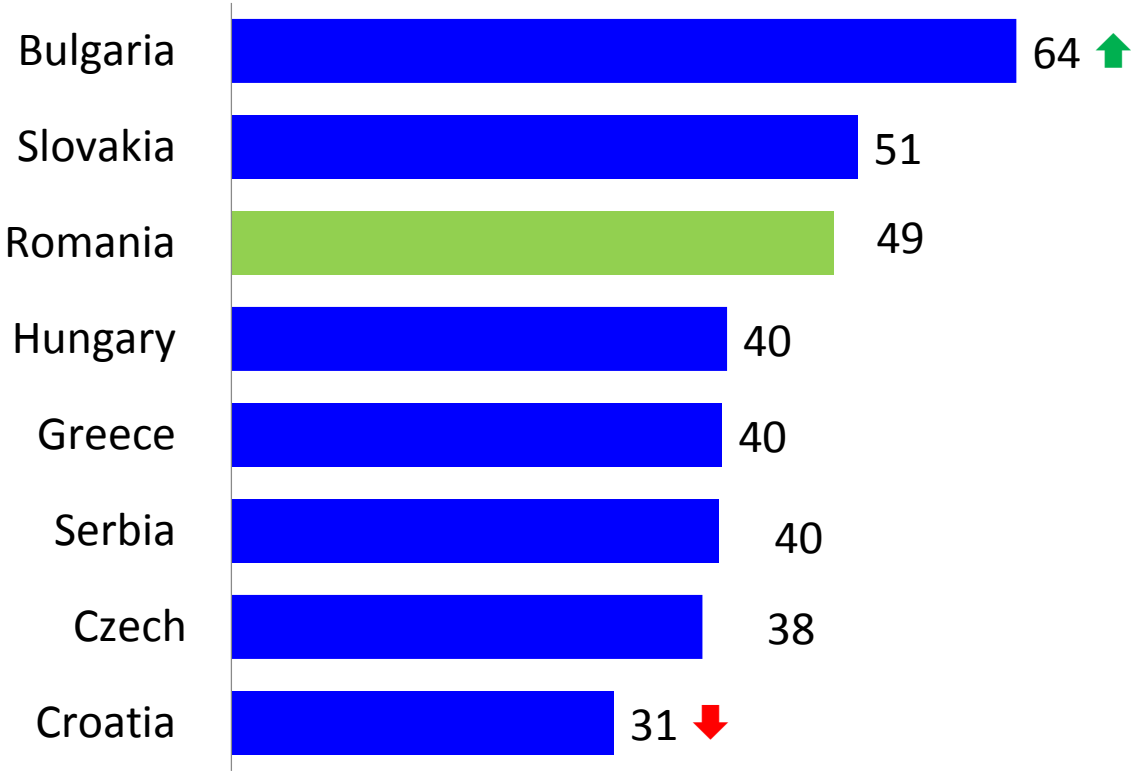
Owns a **tablet**

Regional Score

45%



Significant differences towards **Regional Score** (95% level of confidence)

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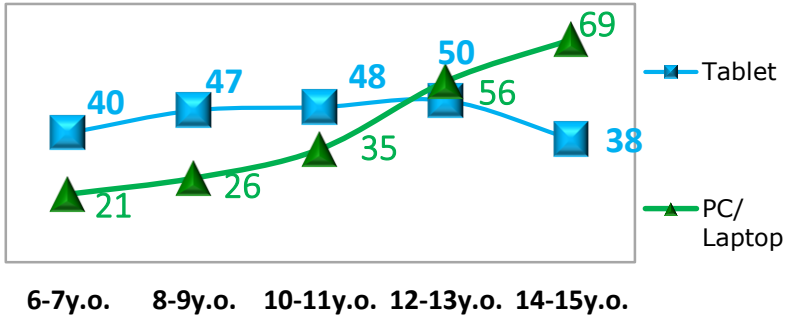
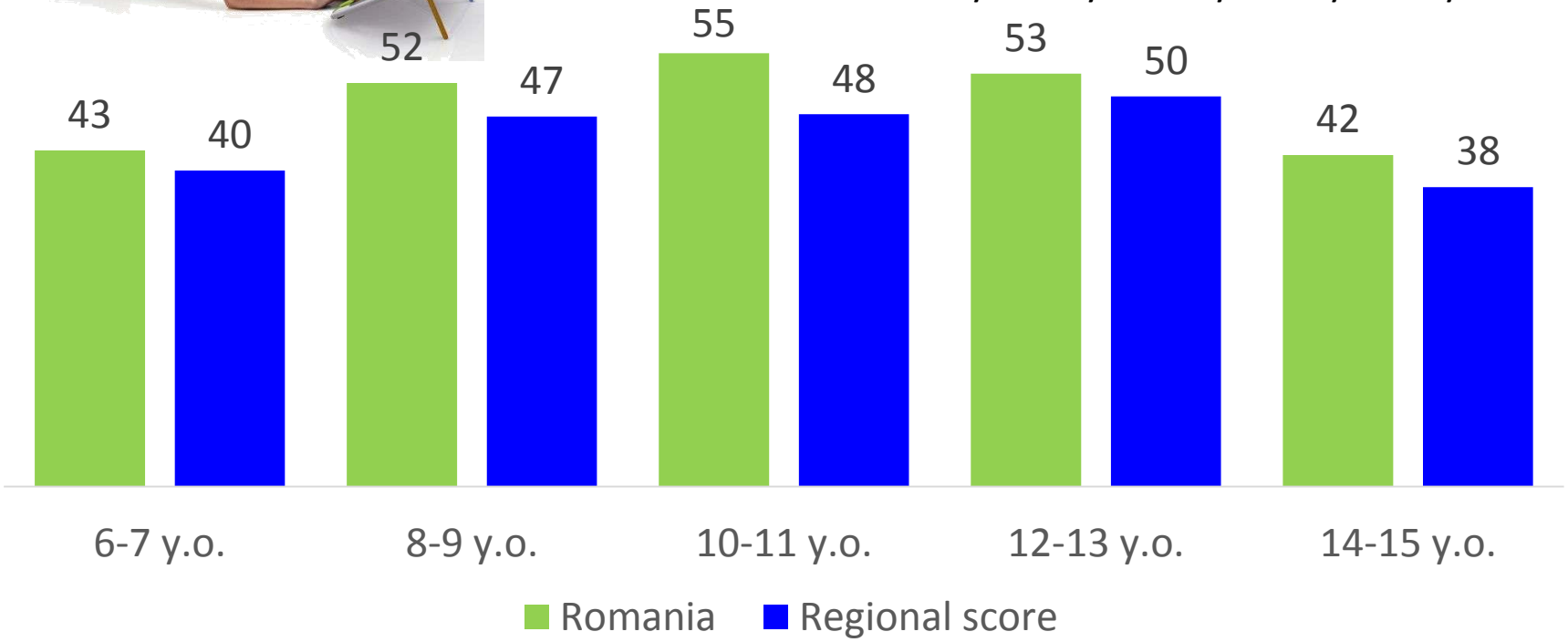
Owns a **tablet**





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Thank You!