



Child Track

2007

Carrick James Market Research has been at the forefront of child and youth research since 1970.

CJMR CHILD TRACK is a quantitative survey designed to monitor changing behaviour, attitudes and preferences amongst British children aged 5-14. This unique survey has been running for 12 years and is constantly developing to keep track of the evolving trends of today's children and to meet the needs of our clients.

Child Track is complemented by our Baby Track survey which covers 0- 4s and Youth Track 15-19's.

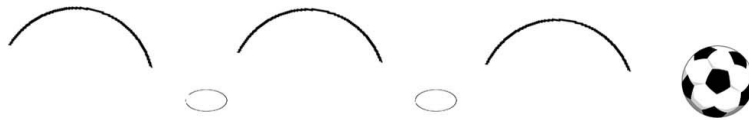
SAMPLE



Each month interviews are conducted with 650-800 7-14 year olds extending to 800-950 5-14 year olds four times a year.

Interviews are conducted face-to-face at approximately 50 randomly selected sampling points throughout GB, and are usually done in-home (not in school) through our CJMR omnibus surveys.

TOPICS



Questions cover a wide range of topics pertinent to children. They are grouped into 14 Modules, which are described on the following pages.

Questions are repeated at regular intervals in order to track trends and spot developments.

RESULTS











NEW! INTERACTIVE CHILD TRACK WITH SEARCHABLE ON-LINE RESULTS CJMR online results system offers our clients the best way to access our research results. Two viewing modes plus other functions help you to easily locate specific information via our website.

These fit into dedicated ring binders and can also be provided electronically. They come in table format with analysis by age, sex, age within sex, social grade; by multi-channel TV homes or by anything else which is relevant.





For each wave 20-30 (PowerPoint) charts and various trend tables (in Excel) are provided to show key findings

There are two levels of annual subscription and a quarterly option available as follows

LEVEL 1 SUBSCRIPTION

-  Reports 6 times per year.
-  Tracking data for each Module showing top trends over several years (in Excel).
-  Charts for each Module highlighting important trends and developments (in PowerPoint).
-  Consultation with subscribers on an annual basis and for each survey.
-  FREE nomination of TV programmes, characters, web-sites for inclusion.
-  Client input into specific questions.
-  Opportunity for clients to include extra questions in CJMR Omnibus without payment of the normal £350 entry fee.
-  Cost: £11,600 (with trend data), £9,700 (without trend data)

LEVEL 2 SUBSCRIPTION

-  All of the above PLUS
-  Two confidential pre-coded questions of client's own choice repeated each quarter to track their own subject. This represents a large saving on rate card costs. Open-ends and prompt cards not included.
-  Cost: £14,900 (with trend data), £13,200 (without trend data)
-  Full subscription is the most cost-effective way of purchasing Child Track. However, separate Modules and questions may be purchased individually. For individual costs, see back page.

QUARTERLY OPTION

This gives a report each quarter of questions asked every 3 months in Modules A (TV) and module B (Characters, etc) and Module C (Collectables only). Other Modules/questions can be added at 20% discount from normal prices. Cost: £5450



Child Track Modules Subjects & Questions Covered

MODULE A

- 1 TV viewing:**
Days per week, hours per day, hours per week
Split between BBC ITV & Channels 4/5, **Q**
- 2 Family Ownership** of TV
(Inc Multichannels/Digital/Teletext) **Q**
- 3 Personal Ownership** - of items at A2 **Q**
- 4 TV Programmes** - overall favourites **Q**
- 5 TV Programmes** - liked very much (full subscribers can nominate 2 **FREE** Programmes) **Q**
- 6 Cable & Satellite Channels**
Children's channels heard of (unprompted) received, ever watched, watched in last 7 days, preferences **Q**
- 7 Interactive and Digital TV**
Type of digital TV
Access to INteractive TV and use for different purposes **T Y**
- 8 Video DVD**
Type watched & frequency, number & titles bought/chosen **A**
- 9 Radio**
Stations listened in last 7 days & yesterday, times when listen **A**

Q: Quarterly
T Y: Twice a year
A: Annual
Y: Yearly

Video Games
Consoles
Video Games
& Computers

MODULE B

- 1 Characters** - favourites **Q**
- 2 Specific Characters**
awareness & how much liked (full subscribers can nominate 2 **FREE** characters) **Q**
- 3 Heroes** - who would you most like to knock on your door! **Q**
- 4 Sports Personalities** - favourites **Q**
- 5 Singers, Musicians & Groups** - favourites **Q**
- 6 Music** - types of music **A**
- 7 TV Personalities** - favourites **A**
- 8 Licensed Products** - acquired in last two months, for each product type, which characters acquired **T Y**

MODULE C

- 1 Leisure Activities** - things done in the past 4 weeks **A**
- 2 Sports** - interested in/played in the past 4 weeks/watched on TV **T Y**
- 3 Crazes** - latest crazes in the playground and among friends **T Y**
- 4 Collectables** - small collectables acquired in last year, month and want to acquire in the future (full subscribers can nominate 2 **FREE** collectables) **Q**

MODULE D

- 1 Toys & Games**
owned, favourites, like to get. Other favourites **A**
- 2 Toys & Games**
Toy shops and toy websites used **A**
- 3 Christmas Presents Wanted**
pre-Christmas **A**
- 4 Christmas Presents Received**
post Christmas **A**

MODULE F1

- 1 VGC** - awareness, ownership (in home & personal), acquisition in last year, want to get (hardware & software), usage & time spent. **T Y**
- 2 VGC in home** - PlayStation/X-Box/Nintendo 64/Gamecube/Gameboy **Q**
- 3 Video Games** - favourite, last played, how & where acquired, numbers bought/chosen/rented, machine played on, etc. **A**
- 4 Computer** ownership (in home & personal), acquisition in last year, want to get (hardware & software), usage & time spent, brands **T Y**
- 5 Computer** in school - usage and time spent on internet at school **A**

MODULE F2

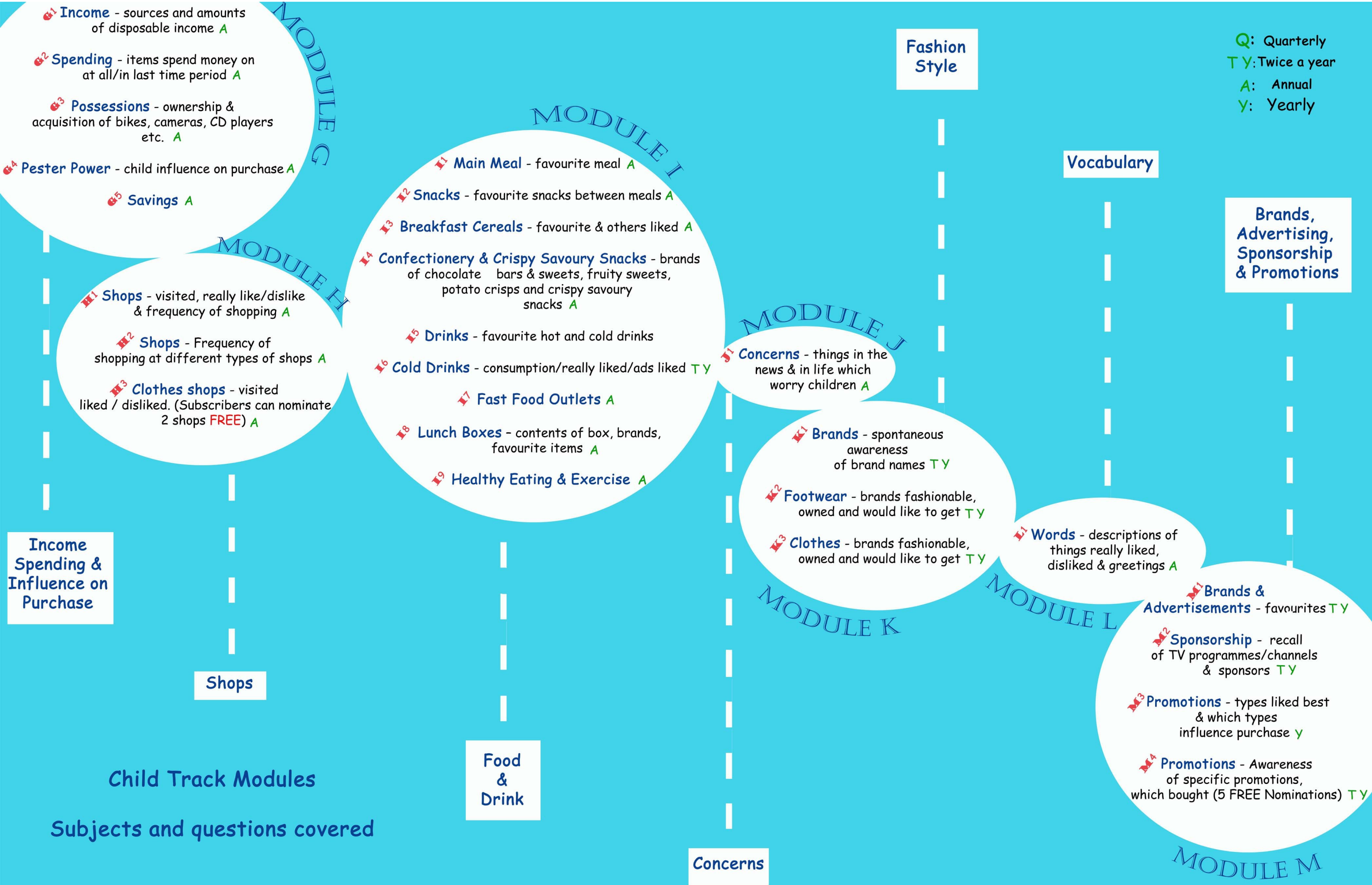
- 6 Internet** access and monthly usage at home/school/elsewhere **Q**
- 7 Internet** in home/school/elsewhere - connection & usage for email and visiting web sites **Q**
- 8 Internet** in home - means of access, broadband, servers, time spent **T Y**
- 9 Internet** in school - time spent, what used for **A**
- 10 Internet Website Track** - Favourite sites, sites visited recently **T Y** (Subscribers can nominate 2 **FREE** sites)
- 11 Mobile Phones** - ownership, like to get, handsets owned, networks **T Y**

MODULE E

- 1 Comics & Magazines** - weeklies, fortnightlies, monthlies read - frequency & recency, computer & video games magazines (JICNARS format) **T Y**
- 2 Newspapers** - dailies and Sundays read or looked at **A**
- 3 Cinema** - frequency & recency of going to the movies, films want to see **A**

Readership
& Cinema

Internet
&
Mobile
Technology



COSTS OF INDIVIDUAL MODULES AND OTHER

The most cost-effective way of buying into Child Track is to become an annual subscriber with its many advantages.
However with the versatility of Child Track it is possible to purchase individual Modules or even individual questions.

FULL SUBSCRIPTION

	With Trend data	Without Trend data
Full Subscription Level 1 see front page for details -	£11,600	£9,700
Full Subscription Level 2 see front page for details -	£14,900	£13,200
Quarterly Option	£ 5,450	

INDIVIDUAL MODULES

Module	Latest results	Per year
A Television, Videos & Radio	£ 1,240	£ 3,675
B Characters & Personalities	£ 865	£ 2,570
C Leisure, Sport, Crazes & Collectibles	£ 795	£ 1,715
D Toys, Games & Christmas Presents	£ 1,080	£ 1,560
E Readership & Cinema	£ 595	£ 975
F1 Computers, Video Games Consoles (twice yearly data)	£ 1,185	£ 2,415
F2 Internet & Mobile Technology	£ 1,080	£ 2,030
G Income, Spending, Influence on Purchase	£ 690	£ 690
H Shops	£ 575	£ 975
I Food & Drink	£ 1,595	£ 2,460
J Concerns	£ 205	£ 205
K Fashion & Style	£ 770	£ 1,310
L Vocabulary	£ 335	£ 335
M Brands, Advertising, Sponsorship & Promotions	£ 935	£ 1,720

If 3 or 4 complete Modules purchased together = 20% discount
If 5 or more complete Modules purchased together = 30% discount

Data in ASCII format (£140 per wave)

Parts of larger Modules can be purchased individually e.g

A4 TV Programmes - favourites/liked a lot	£ 480	£1,495
B1 Characters - unprompted/prompted	£ 480	£1,495
F10 Website Track	£ 480	£1,495

- Individual questions can be purchased from £150 per question.
- Specially commissioned Management Reports based on Child Track data containing a 4 - 5 page commentary and charts available from £300 (+ data).
- Client Presentations based on Child Track data available from £650 (+ data).
- Further Child Track details and copies of questionnaires available upon request.

JOINT SUBSCRIPTION (WITH TREND DATA + PRESENTATION)

Combined Child Track and Baby Track-Level 1
Combined Child Track and Baby Track-Level 2

£15,500
£19,950

OTHER SERVICES FROM CJMR

Monthly CJMR Child, Youth & Parent Omnibus -
commissioned questions
Qualitative surveys, Hall tests, Ad Hocs, National
Surveys with All Ages.
FAST ACTION child/youth telephone and internet
surveys. Panel of over 30,000 children.

**NEW! EUROPEAN CHILD TRACK and OMNIBUS in
France, Germany, Italy, Spain and Poland**

SPECIAL REPORTS

Banks & Savings (7-19's)

Internet & Websites (5-19's)

Fruity Sweets (7-14's)

Characters & Licensed Products (0-14's)

Food & Drink Child Track (5-14's)

Toys Track (0-12's)

Computer & Video Games Track (7-19's)

Fashion & Style (7-19's)

New Brands Track (7-14's)

Mobile Phones Track (7-19's)





CARRICK JAMES MARKET RESEARCH

6 Homer Street, London, W1H 4NT

Tel: +44 (0) 207 724 3836

Fax: +44 (0) 207 224 8257

E-mail: research@cjmr.co.uk

Web Site: www.cjmr.co.uk

