

# Thinking Differently: National Segmentation of Children & Young People and Parent & Carers

Why it matters: key findings and implications

Presented at DUG Conference  
8th October 2009

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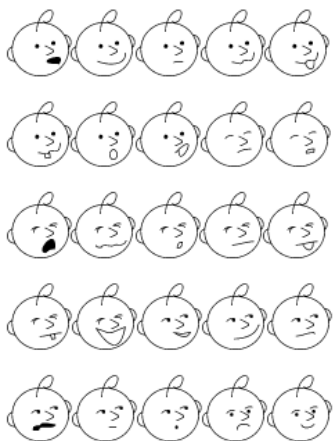
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## DCSF Customer Insight - role & remit



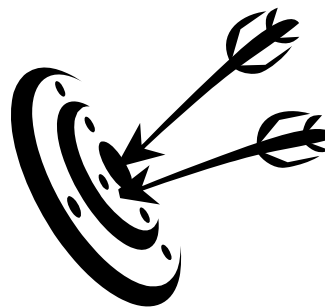
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### Segmentation – so what’s different? (1)



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### Segmentation – so what’s different? (2)



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## Three main phases of work



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## Families Segmentation

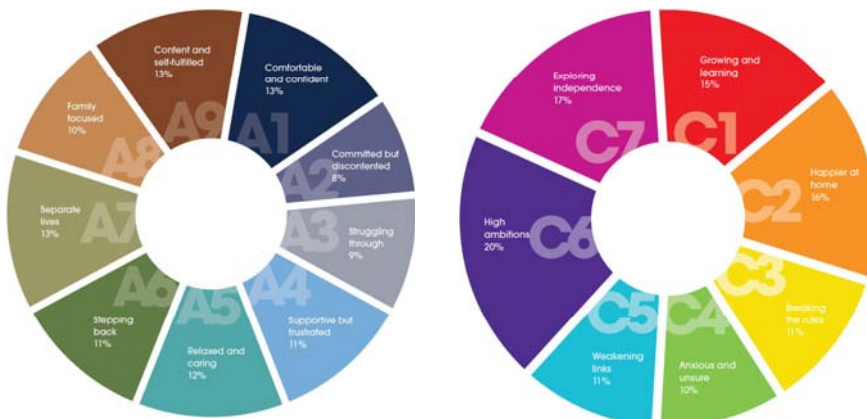
- We interviewed around 2,500 parents and carers of children aged 0-19 and 1,150 children and young people aged 10-19, to answer this question:

**Which factors and aspects of family dynamics influence parents' and children's attitudes, aspirations and outcomes?**

- The resulting data was analysed to provide 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.

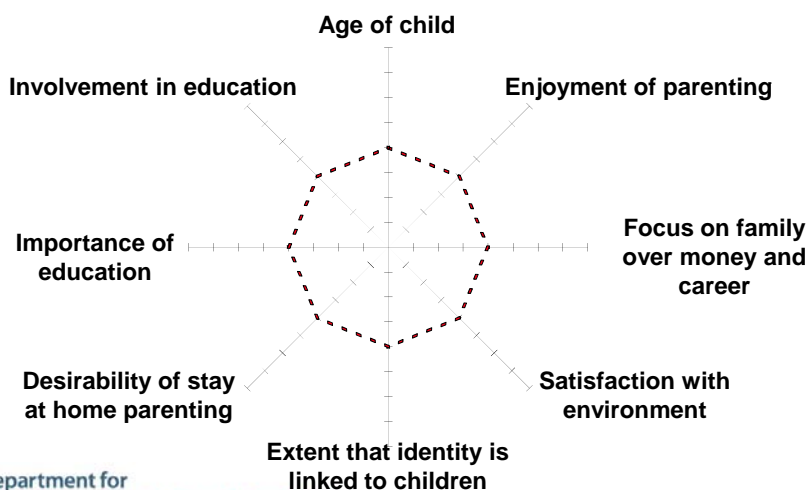
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## Parents & Young People segmentations



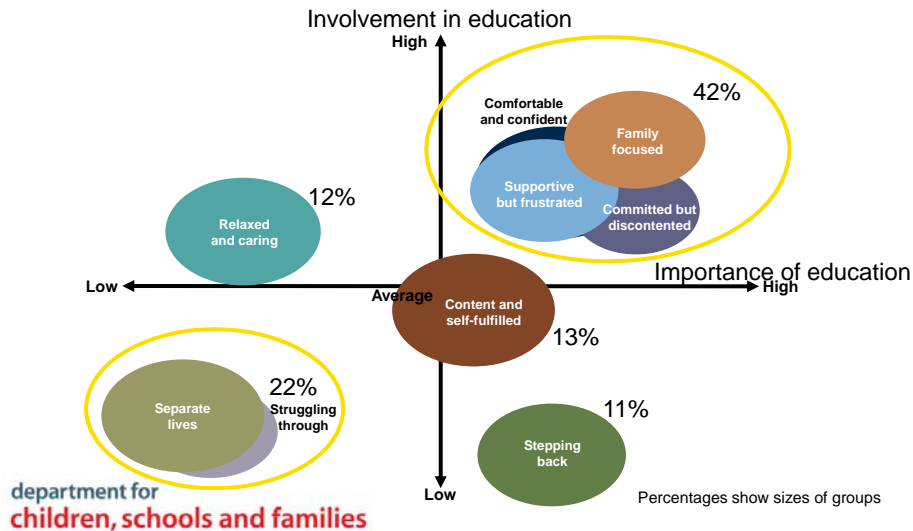
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## Dimensions driving the segmentation of parents & carers



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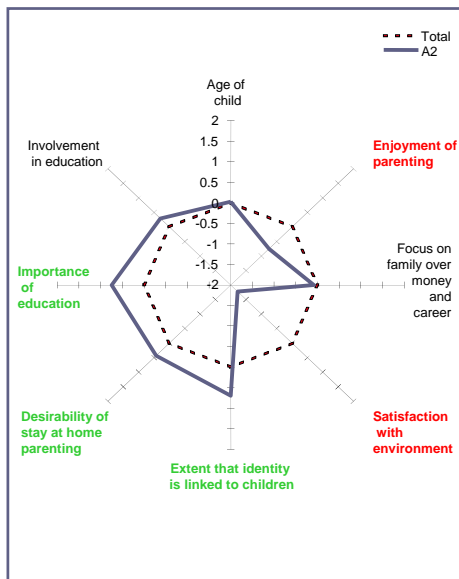
**There is a clear pattern of segments that are strongly engaged or disengaged with their child's education**



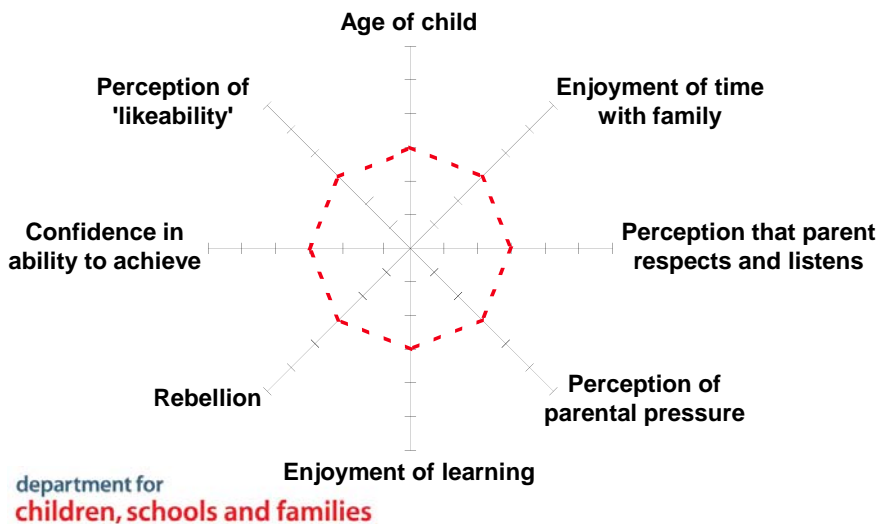
## A2: Committed but discontented – 8%

- 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%)

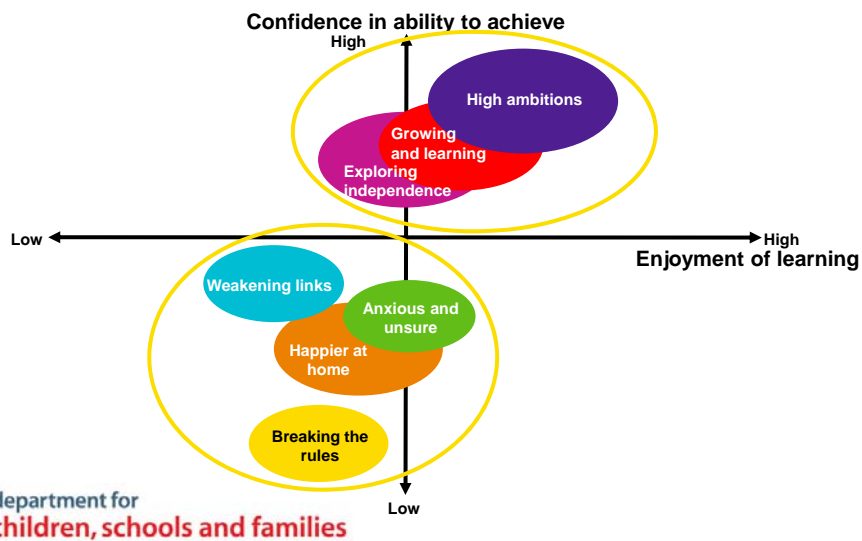
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## Dimensions driving the segmentation of children and young people



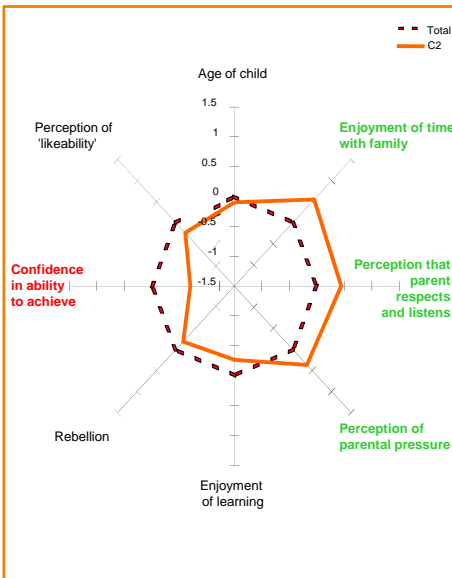
## The segments split into two broad groups in terms of confidence



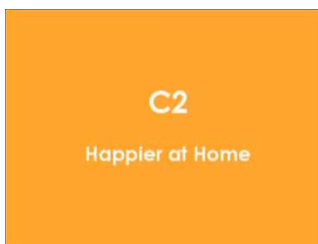
## C2: Happier at home – 16%

- 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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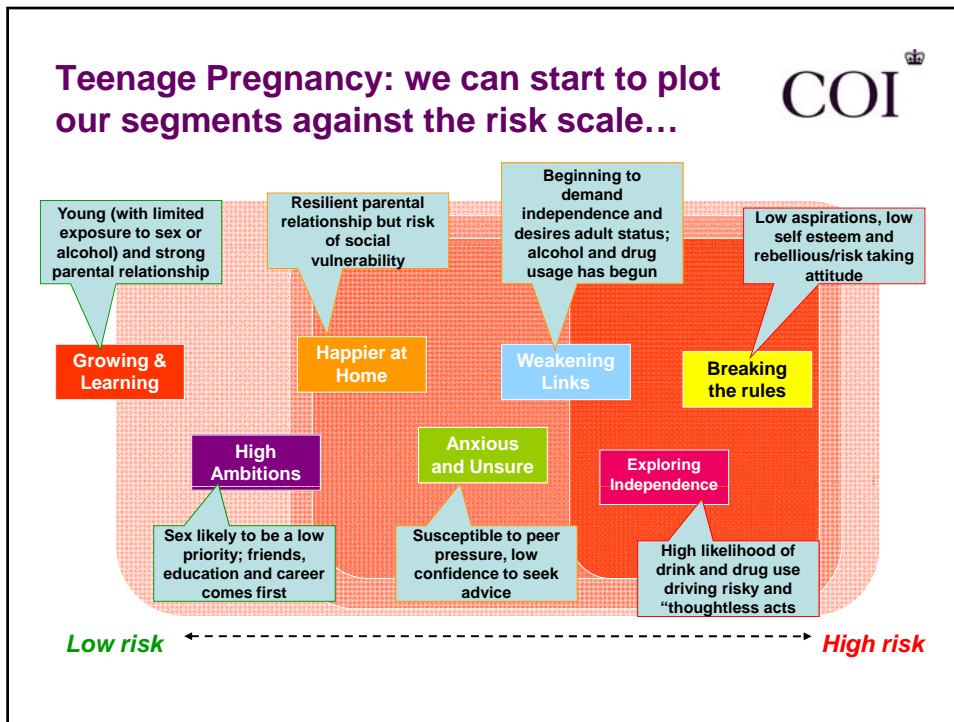


## C2: Happier at home – video clip



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### Some segments, such as Weakening Links, are a high priority target for a number of areas

#### Weakening Links – 11%


- Argue frequently with their parents, who they don't respect much
- More likely to say they have been drunk or smoked in the last year
- Education is not very important to them – a view shared by their parents who are less involved in their education
- Aspirations are to get a job and leave home
- Typically early to mid-teens; 68% female


#### Social Issues

- Poor relationship with their parents, but strong peer group links
- Already indulging in risky behaviours that makes them a **key target for alcohol, teenage pregnancy, & FRANK**

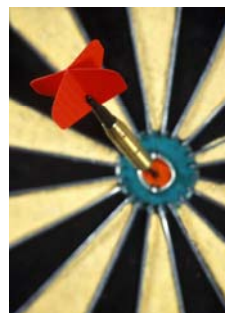
#### Educational Attainment

- Lack of aspiration to continue education mean they **will be impacted by RPA, and require high levels of IAG and CE**





## Why the Families' segmentation matters



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## Questions and discussion

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