

Key Differences

The Monitor Report

 Annual  100-page PDF

Monitor examines young people's **media consumption**, including the **technology, services, and platforms** they use daily. It also covers their **purchasing habits, sports participation, and overall health and wellbeing**.



2025 REPORT
COMING
SOON

Tables and
charts

Insightful
commentary

Year-on-year
comparisons

14 sections: technology, apps and websites, YouTube, gaming, viewing habits, services and content, mobile phones, music, reading, devices, money, spending, sport and activities, health and wellbeing

Aim

Methods

c. 1200 7-18
year olds from
c. 35 schools
across the UK

Mostly **pre-coded**
questions to
generate **robust**
statistics

Contents

2 broad sections:
Favourites by age (7-12
vs 13-17), favourites by
category (TV, films,
music, books, gaming,
Roblox, social media,
TikTok, YouTube, and
hobbies)

The Buzz Report

 Tri-annual  50 page-PDF

Playground Buzz explores the **most popular brands and trends** that young people are engaging with, across **television, social media, music, video games, films, books** and any other areas of interest.



c.1000 7-17
year olds from
c. 20 schools
across the UK

Mostly **open**
response questions
to generate '**top**
10s' and
qualitative insight

Top 10s

Emerging trends

Qualitative
analysis and case
studies