

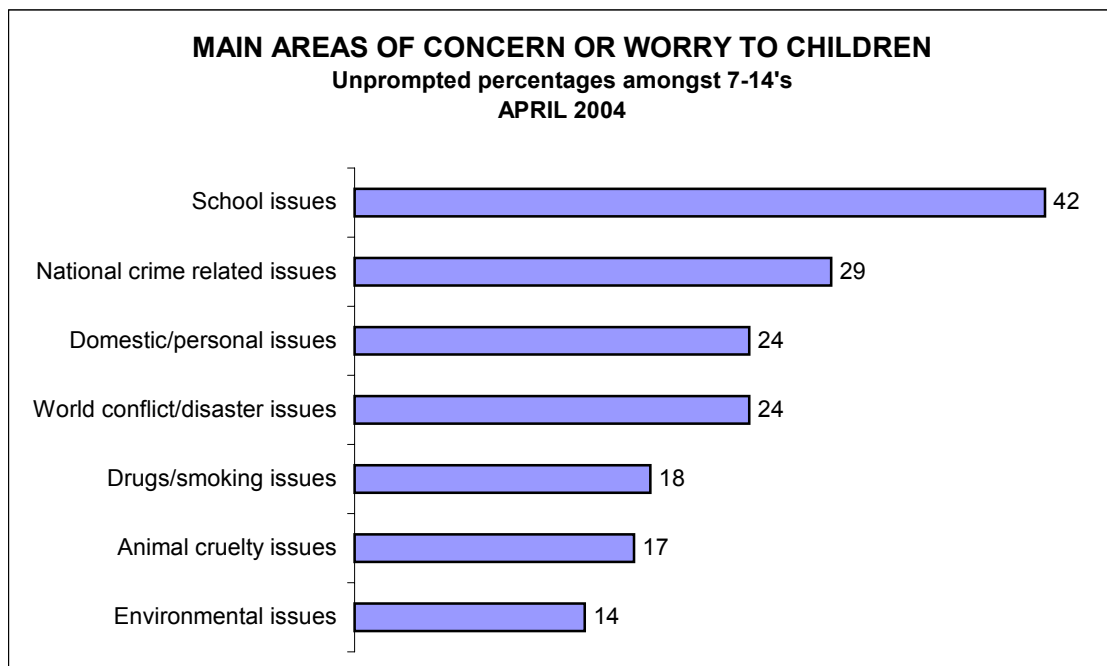
# CARRICK JAMES MARKET RESEARCH

*Specialists in child and youth research*

## PRESS RELEASE

### BULLYING AND VIOLENCE AT SCHOOL TOP BRITISH KIDS WORRY LIST SAYS CARRICK JAMES!

The latest wave of the Carrick James Child Track survey shows that school issues are more likely to worry or concern children than other issues. The survey carried out during April amongst 596 British children aged 7-14 invited them to reveal what sort of things worry or concern them most at present, either in the world as a whole or in the area where they live. A multitude of spontaneous answers were forthcoming which were then grouped into 7 broad categories. This reveals that 42% of children have concerns or worries about school, particularly in respect of bullying/violence, and schoolwork/exams. The next most important category relates to various national crime related issues, followed by domestic/personal issues and world issues.



Girls are more likely than boys to be concerned about school issues, bullying as well as schoolwork and exams, cruelty to animals and environmental issues. Boys on the other hand are more likely than girls to be worried about national crime related issues.

Beyond this, the older children interviewed are more likely than the younger ones to be anxious about crime related issues, world issues, drugs and smoking and the environment.

## CARRICK JAMES MARKET RESEARCH

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## **CARRICK JAMES MARKET RESEARCH**

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- Latest crazes
- Readership of computer magazines, comics and kids magazines
- Video games consoles and computers in the home
- Internet usage
- Clothes and footwear labels owned, wanted, thought fashionable
- Favourite brands and advertising
- Awareness of sponsorship
- Awareness of promotions and participation
- Favourite cartoon characters and heroes
- Things collected
- Confectionery and Snacks liked, eaten

All the above are analysed by age and gender and reports included trend charts and tables.

For further information contact Zosia Skorupa.

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