

# ABOUT THE STUDY

HDI YOUTH CONSULTANCY



01



**PARTNERED  
WITH THE  
SUNDAY TIMES  
IN 2004.**

02



**OVER  
90 000 YOUTH  
POLLED SINCE  
INCEPTION.**

03



**OVER  
300 FIELD  
STAFF SINCE  
2004.**

04



**THREE YOUTH  
CATEGORIES:  
KIDS 8-13  
TEENS 14-18  
YOUNG ADULTS  
19-23.**

05



**POLLING AND  
LIFESTYLE  
RESULTS.**

06



**MODULES  
PRODUCED:  
MY LIFE, PLANET  
AND  
COMMUNITY.  
MY CONNECTIONS.  
MY IMAGE.  
MY SHOPPING  
BASKET.**