

## Teens' and Tweens' Technology Usage - UK - May 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“For younger consumers, social media is set to become the favoured communication channel between brands and customers, as support, reviews, advertising and potentially e-commerce all migrate to social channels. High levels of interaction with brands through social channels will serve to empower the next generation of consumers and encourage brands to improve customer relations.”  
 – Harry Segal, Research Analyst

### This report looks at the following areas:

- What can brands expect from the next generation of young consumers?
- How influential are children in the technology device purchasing process?

The use of technology in the home is ubiquitous among 10-15-year-olds and personal ownership is also high. Use of social networks is also high, as 87% have used a social network or app in the last month, and poorly enforced age restrictions have had little impact on usage.

The next year provides a range of opportunities and challenges for technology brands. The next-generation console war is heating up and Mintel findings suggest children play an influential role in the decision making process. Also, recent heavy-handed crackdowns by regulators on in-app purchases and access to explicit content suggests social networks could soon come under fire for failing to enforce age restrictions.

This report examines the use of, and attitudes towards, technology devices and services by 10-15-year-olds. This includes smartphones, tablets, static games consoles, portable games consoles, e-readers, internet-connected smart televisions, desktop and laptop computers, gaming, social networking and any form of digital media consumption. The report also examines parental concerns, the purchasing decision making process, the influence of children in the purchasing process and parent's attitudes towards children using social media. The report also explores social network use by children as well as children's attitudes towards social networks.

For the purposes of this report, Mintel's definition of 'technology' includes smartphones, tablets, static games consoles, portable games consoles, e-readers, internet-connected smart televisions, desktop and laptop computers, gaming, social networking and any form of digital media consumption.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend: Totophobia

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Facebook

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