

Teens' and Tweens' Technology Usage - UK - July 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The rapid success of Snapchat with teens/tweens highlights that for young people it is the ability to create and communicate in innovative, fun new ways that is at the heart of their interest in social media. New social media features are being introduced in the hope of similarly capturing the attention and imagination of the influential age-group”.

– Rebecca McGrath, Media Analyst

This report looks at the following areas:

- Social media opportunities and concerns
- Music listening habits

The technology habits of the influential teen/tween demographic continue to evolve. The smartphone is now the clear centrepiece of teens/tweens' media lives, from their use of social media to how they listen to music. In terms of their viewing habits, there is also a clear transition away from the traditional TV model towards streaming services and online videos.

Despite age-restrictions most teens/tweens are avid social media users. In contrast to adults where Facebook is the dominant network, YouTube is the most used social media network among teens/tweens. Snapchat is also an increasingly popular and important platform for the demographic which advertisers are now trying to capitalise upon.

Parents' fears regarding their children's use of technology are numerous and the majority of parents opt to closely monitor their children's online behaviour; an option now readily provided by many media and tech companies. This, however, raises a debate regarding the age at which a child has a right to higher levels of privacy online.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Teens' and Tweens' Technology Usage - UK - July 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The market

12-15-year-olds spend more time online than watching TV

Figure 1: Estimated weekly hours of media consumption at home or elsewhere, by age, 2015

New EU social media policy to be introduced

The government enforces age ratings on music videos

Key players

New social media apps look to appeal to teens/tweens through creative messaging

Streaming services create more teen/tween focused content

Windows 10 update automatically enables parents to monitor activity

The consumer

The smartphone overtakes the laptop as most popular device

Figure 2: Device use, May 2016

Most parents monitor online behaviour

Figure 3: Parents' behaviour, May 2016

"Stranger danger" and inappropriate content are greatest social media concerns

Figure 4: Social Media concerns, May 2016

Nearly half consider streaming preferable to live TV

Figure 5: Viewing habits, May 2016

Older children use music streaming services

Figure 6: Music behaviour, May 2016

YouTube is the most popular social media network

Figure 7: Social media use, May 2016

Tween-only networks still have great potential

Figure 8: Interest in social media networks, May 2016

Social media is a powerful tool for brands to reach teens/tweens

Figure 9: Social media behaviour, May 2016

What we think

Issues and Insights

Social media opportunities and concerns

The facts

The implications

Music listening habits

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Teens' and Tweens' Technology Usage - UK - July 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The facts

The implications

The Market – What You Need to Know

12-15-year-olds spend more time online than watching TV

Most feel tablets can be useful tools for children

Further measures taken to help keep children safe at school

New EU social media legislation

Many child abuse cases have online links

The government enforces age ratings on music videos

Market Drivers

12-15-year-olds spend more time online than watching TV

Figure 10: Estimated weekly hours of media consumption at home or elsewhere, by age, 2015

Parents feel tablets can be useful tools for children

Figure 11: Attitudes towards tablets, September 2015

Many child abuse cases have online links

New measures taken to help keep children safe at school

New EU social media policy to be introduced

The government enforces age ratings on music videos

Key Players – What You Need to Know

New social media apps look to appeal to teens/tweens through creative messaging

Streaming services create more teen/tween focused content

Windows 10 update automatically enables parents to monitor activity

New attempts being made to tackle cyber-bullying

Friendship smart bracelet targets teens

Launch Activity and Innovation

Apps look to appeal to teens/tweens with new types of messaging

Musical.ly is an explosive new social media app

Snapchat acquires Bitmoji

New messaging app Rawr explores 3D avatars

Wishbone app skyrockets in popularity with teens/tweens

More online video content being created for teens/tweens

New tween series Project MC2 produced by Netflix

YouTube Red puts teens/tweens at heart of original content

AT&T launches subscription service aimed at young adults

E10p app alerts parents about their child's whereabouts

New attempts being made to tackle cyber-bullying

App helps parents prevent cyber-bullying

ReThink app looks to help children reconsider posts

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Teens' and Tweens' Technology Usage - UK - July 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Vodafone and Snapchat look to encourage bullied children

Windows 10 update lets parents monitor activity

Friendship smart bracelet targets teens

New Harman headphones enable parents to turn down the music

The Consumer – What You Need to Know

The smartphone overtakes the laptop as most popular device

Parents are monitoring and limiting their child's online activities

Interacting with unknown adults is greatest social media concern

Online videos are preferred to TV

The smartphone is primary device for music listening

YouTube is the most popular social media network

Girls are heaviest social media users

Teens/tweens are interested in kid only social media

Device Use

Smartphone overtakes laptop as most popular device

Figure 12: Device use, May 2016

Boys are far more likely to use static games consoles

Figure 13: Device use, by gender of child, May 2016

Parents' Behaviour

Parents are monitoring their children's online habits

Figure 14: Parents' behaviour, May 2016

Younger parents are more likely to monitor their child

Figure 15: Parents' behaviour, by age of parent, May 2016

Nearly a fifth of parents follow their child with GPS

Social Media Concerns

Stranger danger and inappropriate content are greatest social media concerns

Bullying is also a major concern

Figure 16: Social media concerns, May 2016

Technology Behaviour

Most use their smartphone to access social media

Mobile gaming continues to evolve

Many are watching TV on mobile devices

Figure 17: Activities performed on each device, May 2016

Music Behaviour

The smartphone is the primary music device for teens/tweens

CDs not dead yet even among teens/tweens

Figure 18: Music behaviour, May 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Teens' and Tweens' Technology Usage - UK - July 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Older children use music streaming services

Figure 19: Use a music streaming service, by age of child, May 2016

Viewing Habits

Kids prefer online videos to TV

Most teens/tweens are not watching adverts

Figure 20: Viewing habits, May 2016

Many have a preference for streaming over live TV

Age of parents impacts viewing habits

Figure 21: Viewing habits – answered yes to following questions, by age of parent, May 2016

Social Media Use

YouTube is the most popular social media network

Snapchat has become a key platform

Figure 22: Social media use, May 2016

Social networks are used more by older children

Figure 23: Social media use, by age of child, May 2016

Girls are more likely to use image based networks

Figure 24: Social media use, by gender of child, May 2016

YouTube is also the favourite network

Figure 25: Favourite social media networks, May 2016

Social Media Interest

Tween only networks have great potential

Figure 26: Interest in social media networks, May 2016

School based social networks appeal to younger children

Figure 27: Interest in social media networks, by age of child, May 2016

Interest-based networks appeal more to boys

Figure 28: Interest in social media networks, by gender of child, May 2016

Social Media Behaviour

Social media can perform key role for brands targeting teens/tweens

Figure 29: Social media behaviour, May 2016

Livestreaming takes off

Girls and older children are more likely to follow a celebrity

Figure 30: Has followed a celebrity on social media, by age of child, May 2016

Figure 31: Has followed a celebrity on social media, by gender of child, May 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com