

## Teen Lifestyles - UK - November 2011

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"Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to be more socially acceptable."

– Alexandra Richmond, Consumer and Lifestyles Analyst

### In this report we answer the key questions:

- How is new technology and social networking affecting the role of television and music in teens' lives?
- How is online communication affecting how teens communicate with family and friends - does it overtake face to face communication?
- How are teens' spending their time?
- What is the teen spend worth to the economy?
- What are teens reactions to advertising?

Mobile phones, online video and social networking have become a highly central feature in the lives of today's teenagers, largely eclipsing the domination that was once held by television and music. As a result, almost half of today's teens' leisure time is spent communicating with friends and family, and data show that there is an even split between how much time is spent doing this in the flesh, and doing this via text or online. However, even when they do meet up in person with friends, a growing body of evidence suggests that teenagers are undertaking digital communications simultaneously.

Not only does this tendency reflect the highly social nature of teenagers and the importance they place on the relationships in their lives, but also a growing preference among today's teens to be permanently connected to a personally constructed world, based almost entirely around their peers' and personal interests.

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