

Teens' and Tweens' Technology Usage - UK - May 2013

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"Gift cards are the primary vehicle used by children for adding the funds needed to purchase apps or digital content. Brands need to shift consumer perceptions away from gift cards being presents and towards them being a regular consumer purchase, lest they risk not being able to capitalise on the consumption habits of children."

– Harry Segal, Research Analyst

In this report we answer the key questions:

- How can brands address concern over the health risk posed by using technology devices?
- How will the changing role of consoles affect parental concerns?
- How will the shift towards digital delivery affect the youth market?
- How can brands use children to gain traction among older consumers?

Usage of technology among 10-15-year-olds is high across a range of devices including laptops (78%), static gaming consoles (77%), smartphones (66%) and tablets (45%), with some 45% of children owning their own smartphone.

Increasing technology usage and internet connectivity among minors provides brands with a wealth of opportunities but also presents a number of obstacles – the shift from hardcopy to digitally delivered content, the rise of freemium games and micro-transactions, the changing role of gaming consoles towards versatile entertainment devices and the more prominent role of digital consumption in company business models all need to be carefully handled by brands that market to 10-15-year-olds.

This report examines the use of, and attitudes towards, technology devices and services by 10-15-year-olds. This includes smartphones, tablets, static gaming consoles, portable gaming consoles, internet-connected smart televisions, computers, games and social networks. This report also examines the attitudes and concerns of parents towards the use of technology by children, their use of and attitudes towards parental controls and their purchasing decision-making process.

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