

Children's Lifestyles - UK - June 2013

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"Parents leading by example would be more effective than disciplining at instilling healthy habits in children and cementing parents' status as role figures."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- Can today's children do what they want without parents' involvement?
- What do children's spending habits mean for tomorrow's shoppers?
- How is technology changing family interactions?
- What is the role of social networks in the future of brand engagement?

Family routines and parenting style vary by age of parents, however, there is a noticeable tendency within families to be seen less as disciplinarian and more as a friend. Parents still maintain boundaries when they are concerned about their children's wellbeing and safety, as is the case with healthy diets, spending time online and outside of home.

As children grow up and renegotiate the relationship with their parents, peers become a highly trusted source of advice, and maintaining a certain image on social networks becomes paramount to fitting in with social circles.

Today's children are coming of age in an uncertain economy, which colours the way they use their pocket money and interact with brands online. Marketers will need to follow a complex path and will often need to be able to convince parents and peers as well as appealing to children's tastes.

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