

## Lifestyles of Children and Teens - UK - May 2014

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

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“‘Fun’ is the key concept to utilise when catering to the tastes of younger demographics, with television and social media scoring highly on the ‘fun’ factor and, accordingly, enjoying regular use. Publishers of traditional media would benefit from exploring new formats, add-ons and angles to be more in line with children’s tastes.”

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Could children’s print media benefit from more interactivity?
- How can brands negate the impact of gender on the future aspirations of kids and teens?

Today’s children are immersing themselves into the online world at a younger age – a process that has been facilitated by the wider availability and dropping price points of mobile devices: smartphones and tablets in particular are highly desirable items on birthday wish lists. For kids and teens, being online means being on social networks, as they are ‘fun’ and something that all their friends tend to use, highlighting the need for a solid social media strategy for any youth-orientated brand and retailer.

This report explores how children and teens spend their pocket money, looks at what snacks they ask their parents to buy for them, examines attitudes towards various media, and looks at their future aspirations and present concerns.

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