

Youth Media Consumption Habits - UK - October 2010

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What is this report about?

Media and youth represent something of a symbiotic circle. Media companies are desperate to gain youth credibility and acceptance, while youths are increasingly defining themselves by the laws of the media landscape. As a result we see that media content and media advertising is increasingly geared to a youth audience, to the exclusion of most others.

This report examines the hypothesis: “brands which fail to synergise their presence across varied elements are failing to give their brands the multidimensional effect that young consumers have come to expect from their media-centric lifestyles.”

What have we found out?

- While 16-24s are the most likely to undertake nearly all forms of internet activity, both on PCs and on mobiles, they are less likely than older consumers to watch as much television in any given day (two and half hours compared to the average of three hours and 45 minutes) and less likely to listen to the radio. While they may be easier to reach across a range of media platforms, traditional media is finding the competition from the internet toughest amongst this age group.
- Over half of consumers aged 16-24 admit to having the television on as background noise, even when they aren't really watching it. Furthermore, just under half say that they will have the television on while surfing the net.
- Some 51% of 16-24s have music on in the background that they are not really listening to, 60% of 16-24s tend to listen to music whilst surfing the net and another third listen to music whilst reading newspapers and magazines.
- While using web-based email is the most popular done by 16-24s via their PCs or laptops, social networking emerges as the most popular activity done online via mobile phones, with 38% of young people using it, compared to 35% using email.
- Despite their higher levels of browsing, those aged 16-24 are less likely than older consumers to partake in many types of online transactions. For example, in general retailing, online banking, auction sites and booking holidays, propensity to have made a transaction peaks among 45-54s. The only categories in which 16-24s are the most likely of all the ranges to have made an online payment is in the downloading of music and film.
- 16-24s are much more influenced in their purchasing decisions than older consumers by most aspects of the media (or at least the most likely to admit it), and are more likely than any other base of consumers to rely on online tools for guidance. The most common influence is customer reviews, reflecting the trust that people put in the opinions of other consumers.

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