

Children's Lifestyles - UK - October 2011

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“Being the digital natives, today’s children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 1.95 million children aged 7-12 use Facebook on a daily basis. Friends’ acceptance is an important factor driving social network adoption, but peer influence is also essential in new product discovery, especially for games, electronic gadgets, music and films.”

– Ina Mitskavets, Consumer and Lifestyles Analyst

In this report we answer the key questions:

- What are the key trends and developments in Children’s Lifestyles?
- Are there growth projections and what does this mean?
- What ways are children using in the internet?
- What are the security concerns surrounding children’s use of technology?
- How does technology fare against the real world?
- How brand-aware are children?
- What are the effects of pester power?
- What pressures are children facing?

Children today display more sophisticated attitudes and habits than previous generations; they expect to have and enjoy a number of ‘adult like’ indulgencies such as mobile phones, video games, social networking sites and beauty treatments. They are switched on consumers who find out about new products from a number of sources and have a significant level of influence over their parents and what they want them to buy.

Today’s children have never known a time without the internet and mobile phones and as such are key adopters of new technology. Mobile phones form an integral part of children’s lives, with a third stating that their phone is their most important possession and a fifth stating that they could not live without it.

This report explores children’s level of online activity and attitudes towards modern technology, it explores their leisure habits, how they spend their pocket money and what is most important to them. It also examines how they find out about new products, their methods of communication with their friends and family and who they turn to for help and advice.

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