

Girls' Lifestyles - UK - July 2012

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"Today's girls are highly engaged with social media, with the mobile channel reinforcing their habits. As examples of children using technology creatively or to promote social causes are becoming more frequent, perhaps parents should employ a 'can't beat them, join them' mentality, fostering connections with their offspring, rather than telling them off for spending too much time in front of one screen or another."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- Is there a role for companies to play in encouraging children to help around the home?
- What can be done to encourage families to spend more time together?
- What will girls expect from technology?
- What do the lifestyles of today's girls mean for future female consumer?

Girls aged 7-15 are extremely tech-savvy and regular online access (including on the go) is quickly becoming the new norm. Over four in ten (46%) girls regularly use a smartphone, and out of mobile users nearly two thirds (64%) get their first mobile phone before the age of ten. As smartphones become more affordable, companies would need to rethink their business plans to incorporate mobile apps and other ways of integrating mobile strategies.

This report will go into more detail about girls' online and mobile activities, their leisure habits, technology ownership and use, and ways in which they integrate various technologies into their everyday lives. It will also explore children's snacking habits and attitudes towards appearance, including the use of beauty products.

Mintel conducted online consumer research in April 2012 on a sample of 986 female internet users aged 7-15.

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