

# Mulley Comms Digital Teen Survey

This survey was carried out in the month of November 2010 and was distributed by teenagers to other teenagers. The questions in the survey were also created as a result of feedback from teenagers themselves. 101 teenagers aged from 13 to 19 took part in the survey.

## Main points:

- 14% have a part-time job
- 28% spend their money on socialising, 27% on phone credit
- Gig tickets and music is what teens buy most online
- Most teens use their parents credit card or laser to buy online
- Phone is the most treasured item of teens
- Teens are not downloading all their music for free
- Most music recommendations come via friends
- Nearly half of teens use the online TV players from media organisations with 40% streaming TV and over 1/3 watching via playback services
- 44% of teens are on Meteor
- Nokia are the most popular phones, the iPhone is the most desired
- 74% access the Internet on their mobiles per month
- Communicating with friends: 56% via text message, 38% via Facebook, Phone call 28%, Email 27%

## Money and consumption

### Employment

14% of those surveyed had a part-time job

### Monthly Spending Money

25% have spending money of 10-20 euros per month,  
17% have 20-30 euros spending money,  
15% have over 100 euros spending money per month,  
14% 30-40 euros per month spending money

### What do teenagers spend their money on?

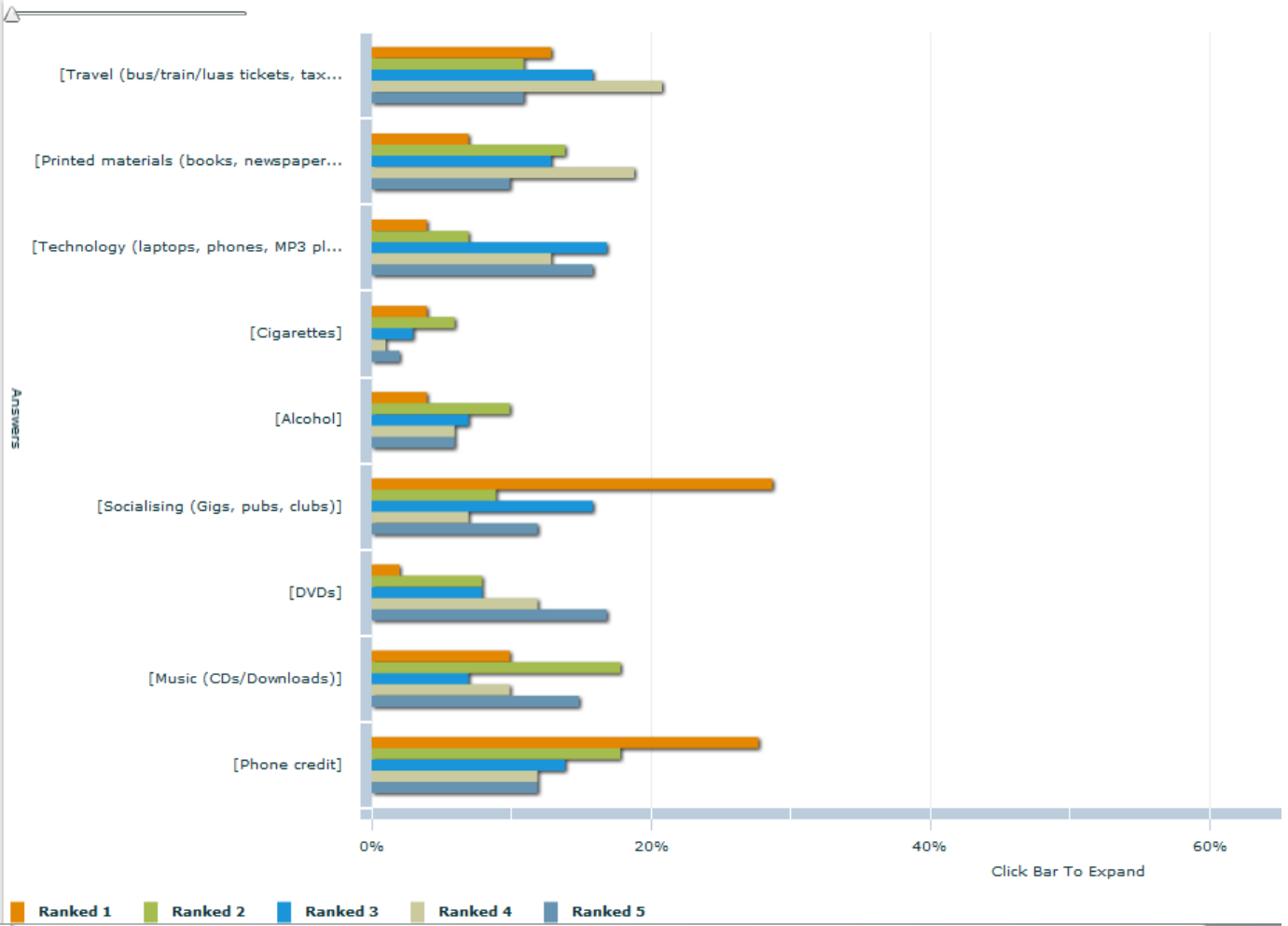
28% Socialising,  
27% phone credit,  
20% travel,  
19% books/print

What do you spend most of your money on? Rank your five biggest expenses by placing numbers 1-5 in the boxes below. No.1 should be the thing you spend the mo

Question Total Response: 101 Question Total Skipped: 0

Show as % of **Standard Results**

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### What teens buy online

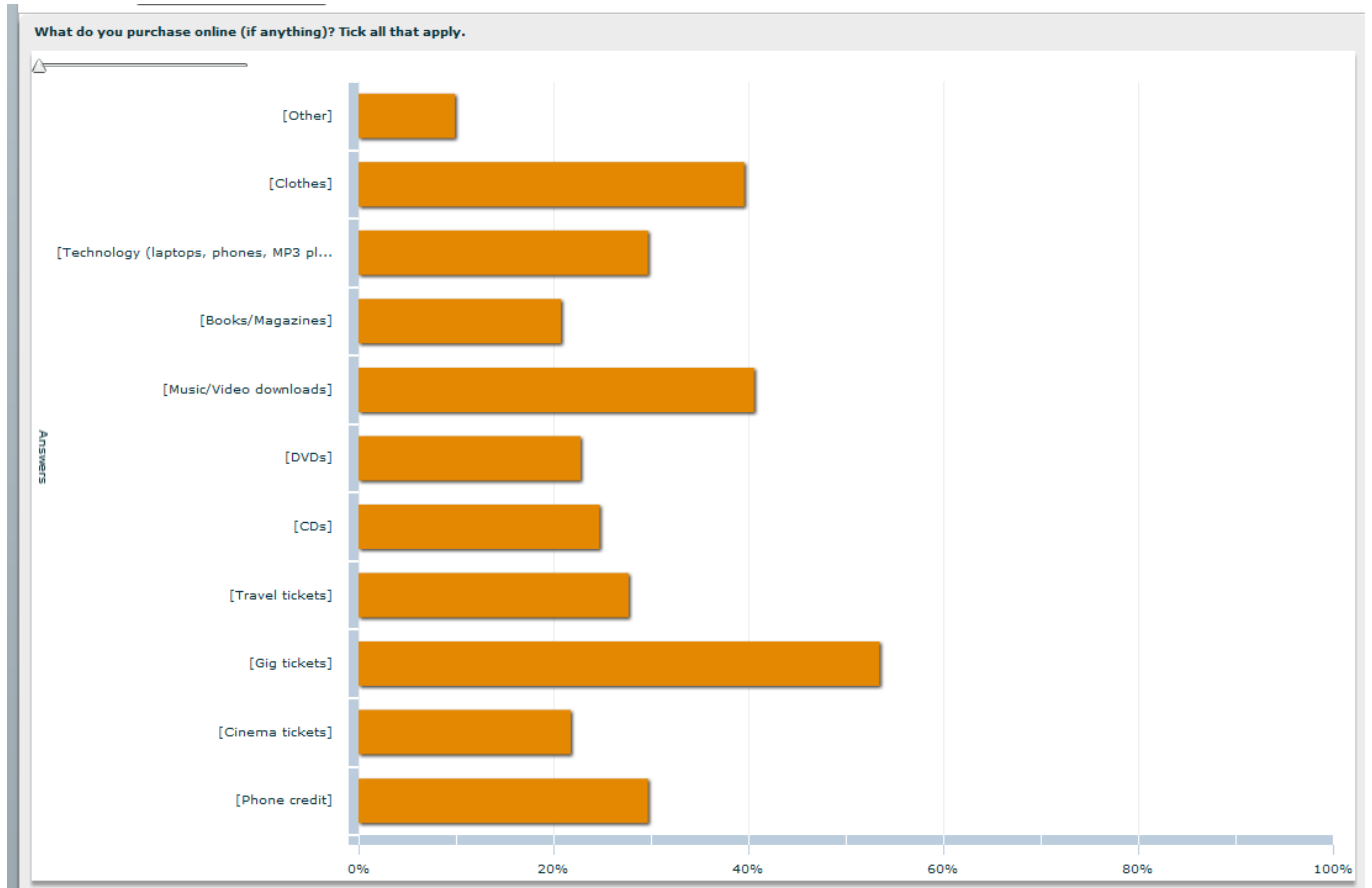
Top items bought online are

53% gig tickets,

40% music/video content,

39% clothes,

29% phone credit



### Payment methods teens use online

Top payment methods are:

55% Parent's credit card,

30% Parent's laser card,

25% Paypal,

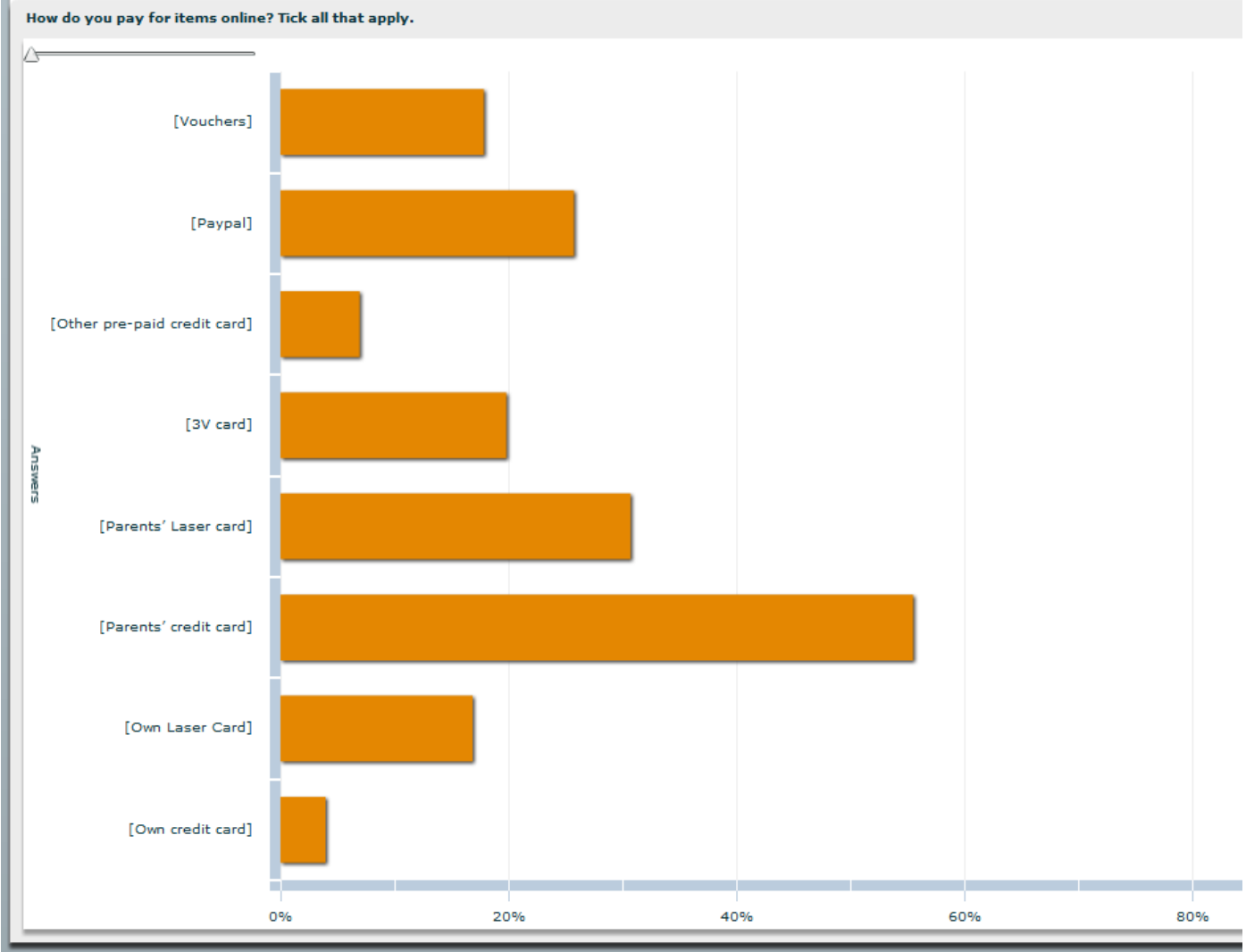
20% 3v card,

17% their own laser

How do you pay for items online? Tick all that apply.

Question Total Response: 101 Question Total Skipped: 0

Show as % of **Standard Results**



**Most treasured items**

The most treasured items of teens are

41% their phones,

32% their laptops,

20% their clothes,

16% their iPod/mp3 player,

13% books,

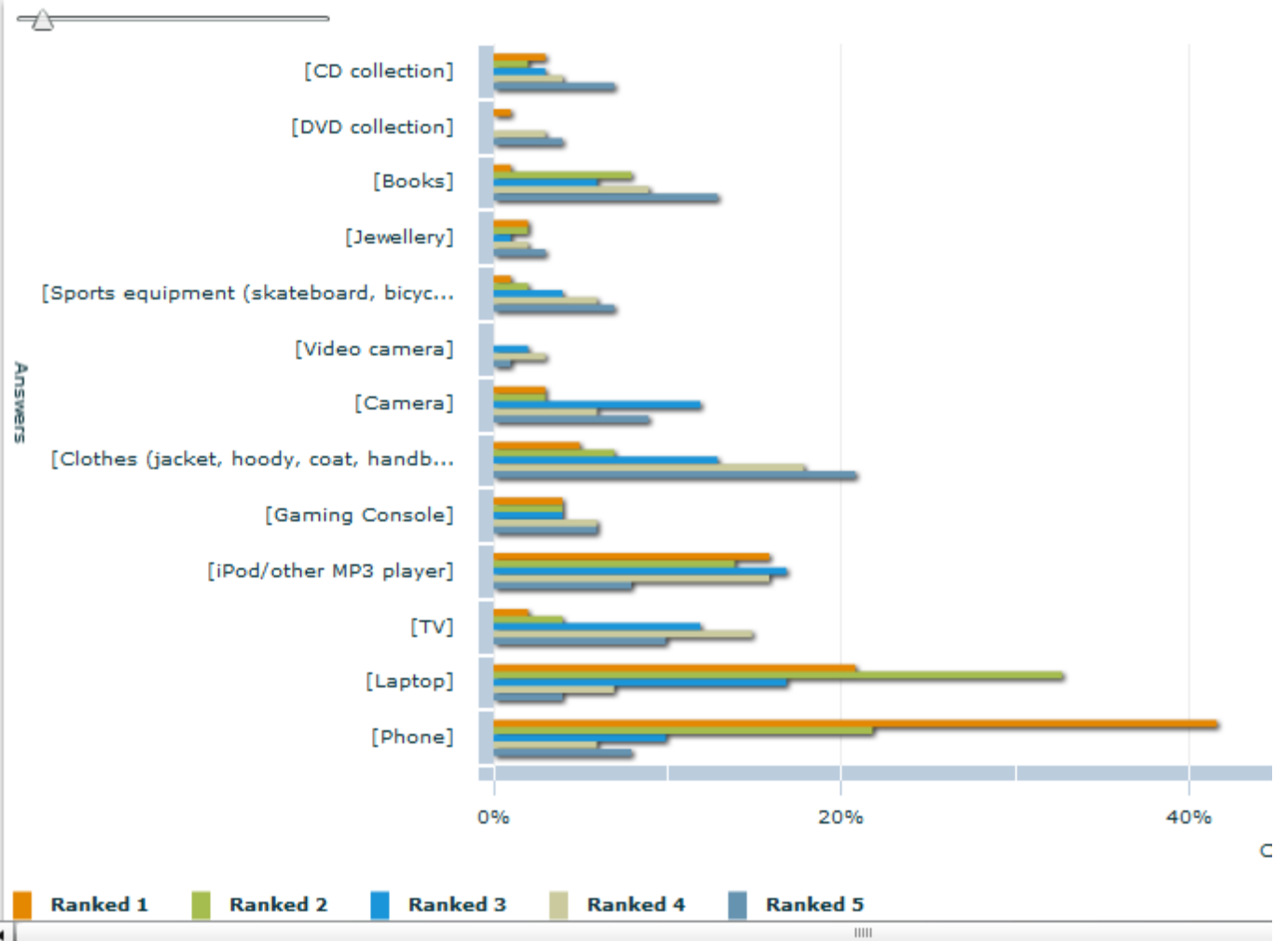
12% camera

What are your five most treasured items? Rank your five favourite items by placing numbers 1-5 in the boxes below. No.1

Question Total Response: 101 Question Total Skipped: 0

Show as % of **Standard Results**

What are your five most treasured items? Rank your five favourite items by placing numbers 1-5 in the boxes below. No.1



### How to do teens get music

While many scary press releases suggest teens are doing nothing but getting music illegally, the survey shows that as many teens pay for music as download it for free

51% download music without paying but they also buy instore at almost the same rate.

51% download without paying,

50% buy music instore,

46% using pay download services like iTunes,

43% borrow CDs from friends.

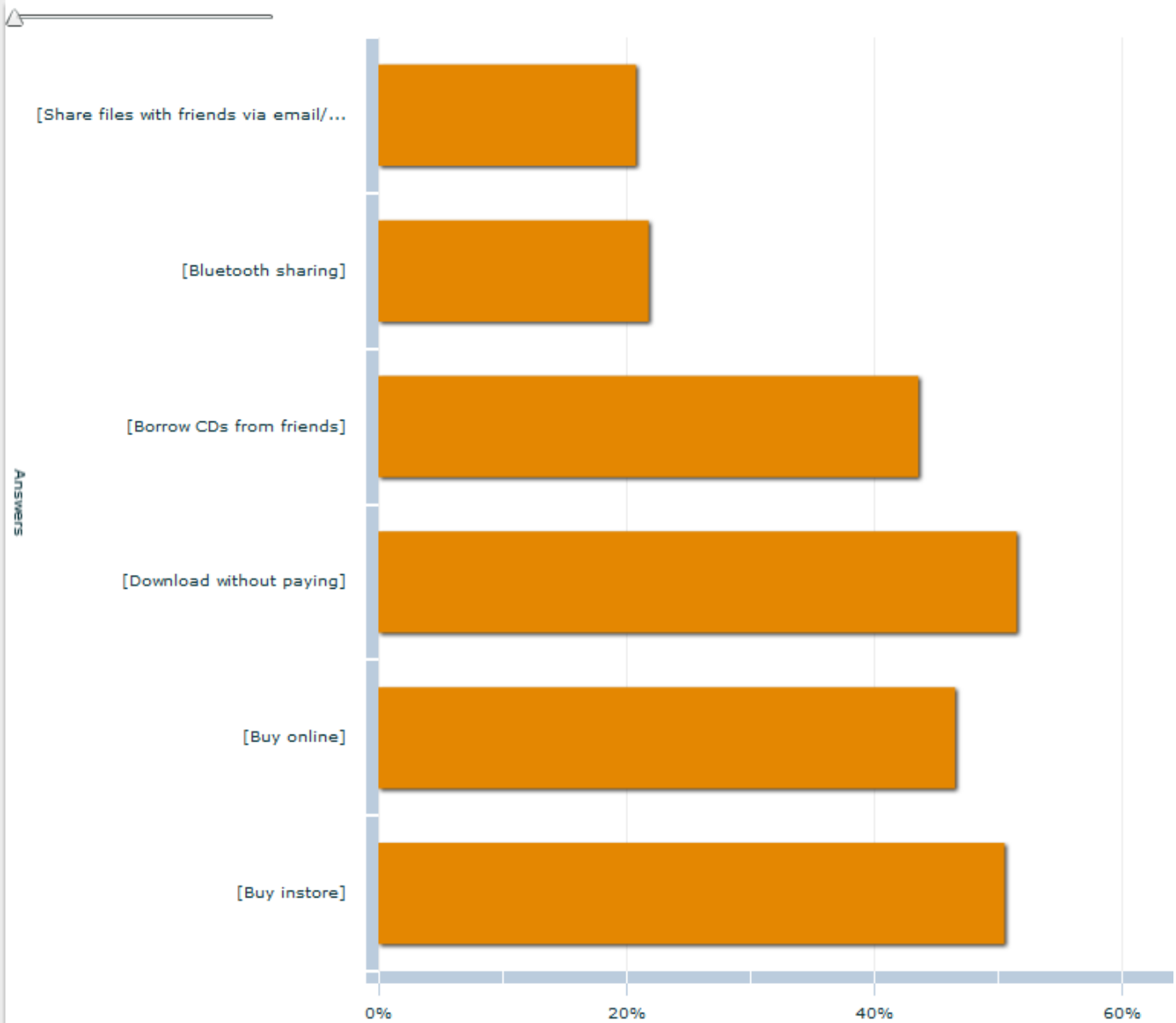
How do you get music? Tick all that apply.

Question Total Response: 101 Question Total Skipped: 0

Show as % of

Standard Results

How do you get music? Tick all that apply.



**How do teens find out about music**

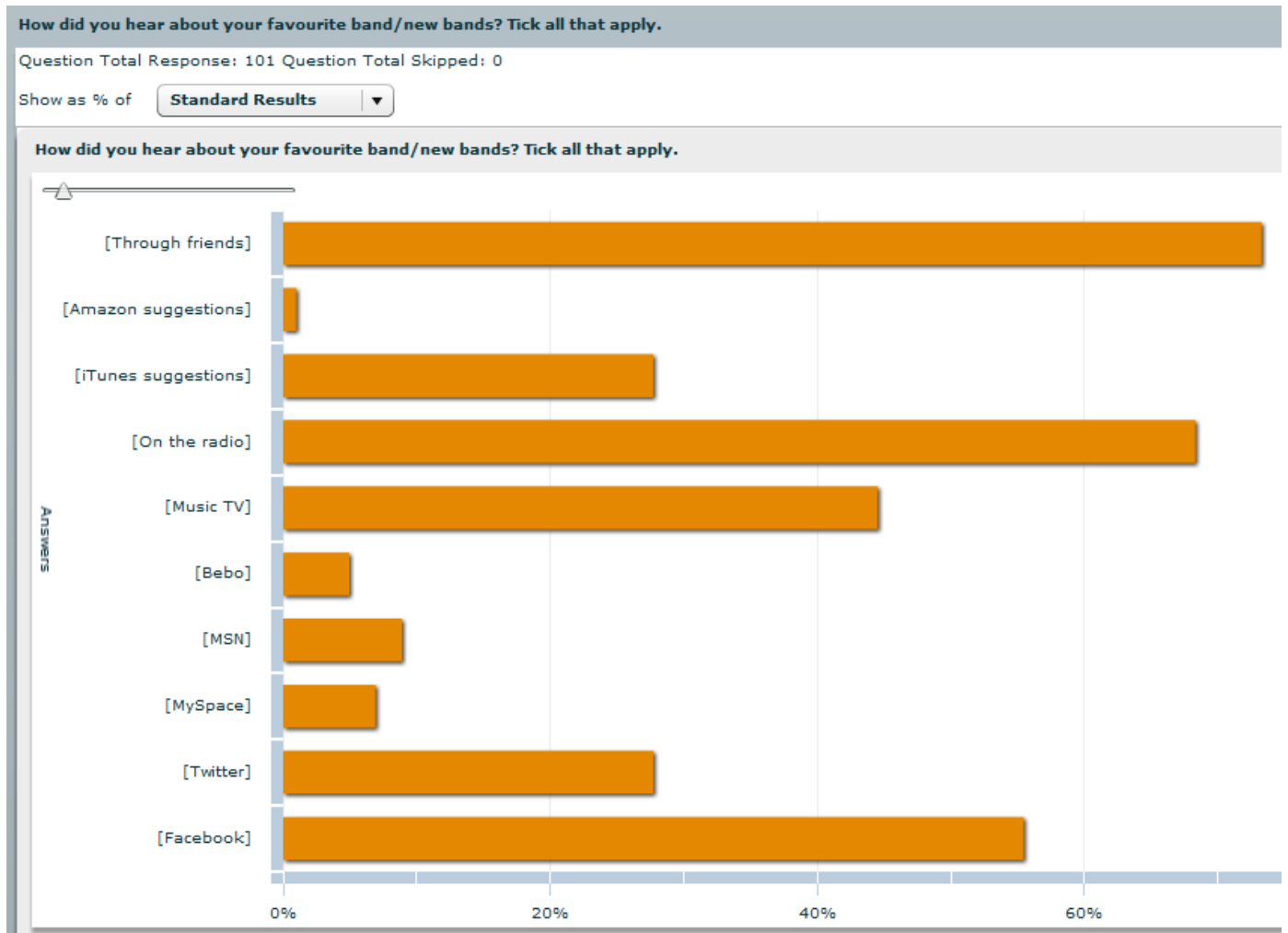
Peer groups are still the most important for music recommendations

73% through friends,

68% on radio,

55% on Facebook,

44% via Music TV



### Supporting favourite bands

52% pay for their favourite bands music,

24% don't pay for their fav band's music but buy concert tickets,

18% don't pay for their music

6% don't pay for their fav band's music but buy merchandise instead

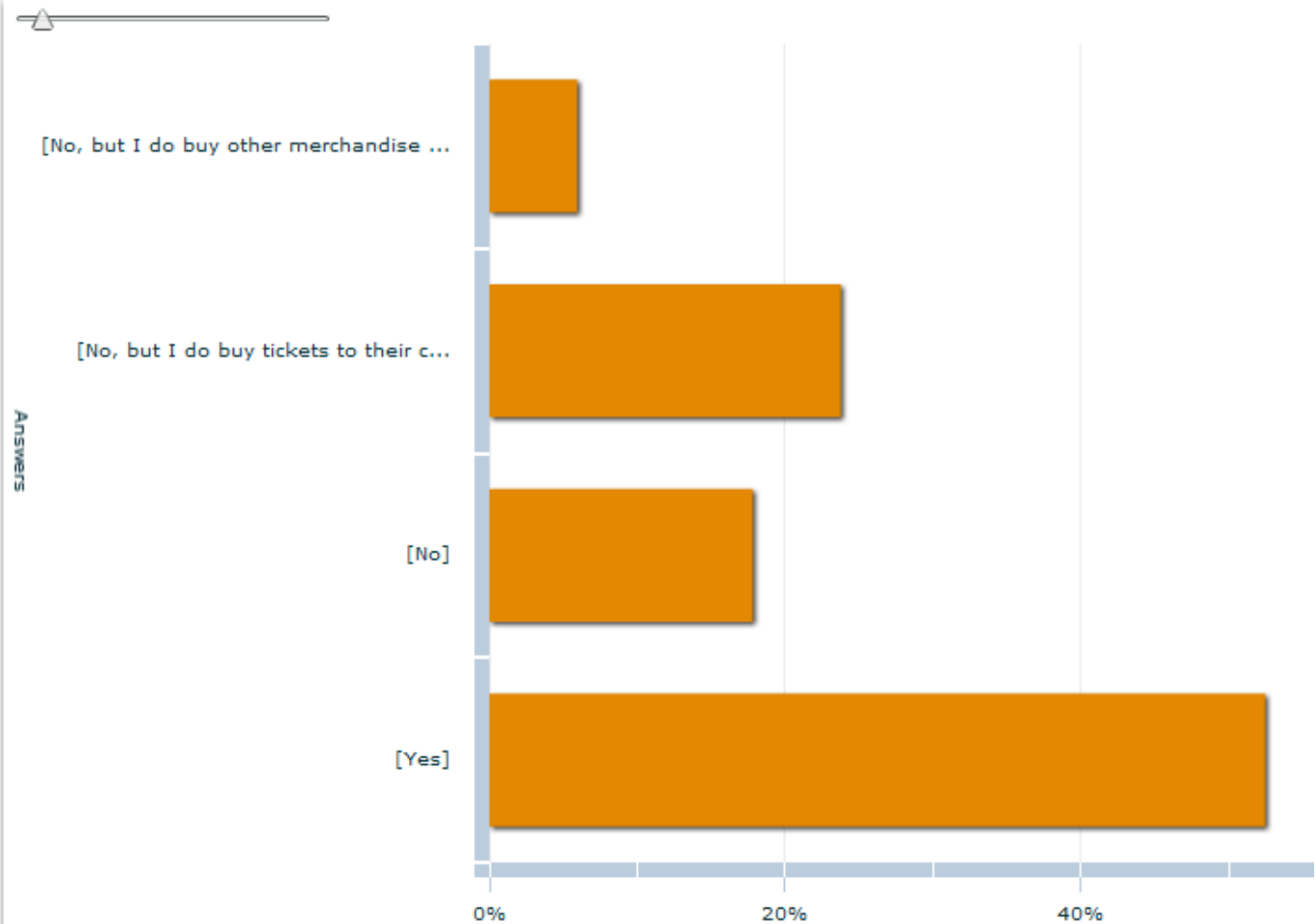
### Do you pay for your favourite band's music to support them?

Question Total Response: 101 Question Total Skipped: 0

Show as % of

Standard Results

### Do you pay for your favourite band's music to support them?

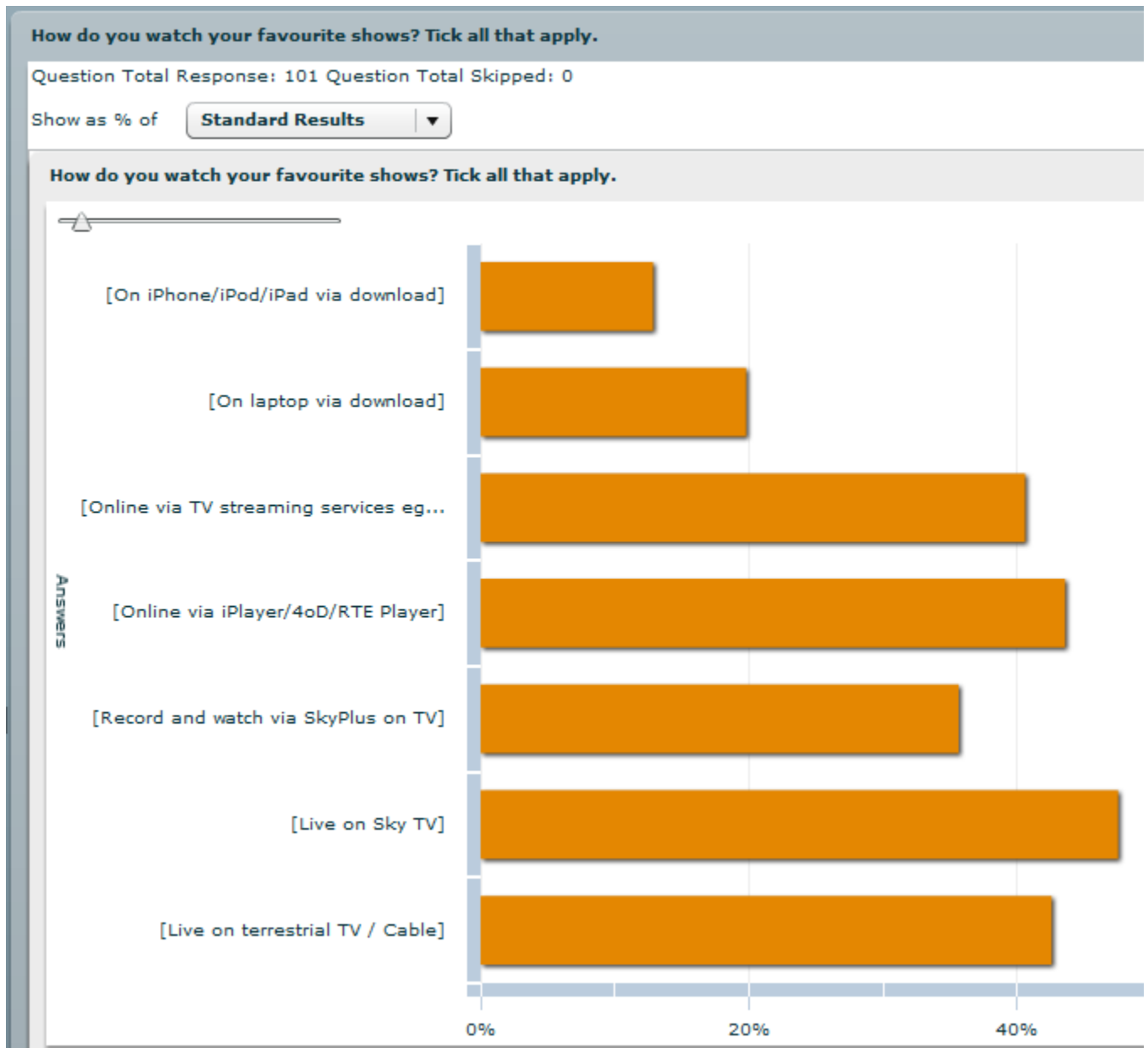


### TV consumption of Irish Teens

Sky is favourite but not by a large amount. Nearly half of teens use the online players from media organisations with 40% streaming TV and over  $\frac{1}{3}$  watching via playback services. A growing trend of a la carte TV watching is happening with teenagers choosing what as well as when to watch TV and not relying on watching TV as it airs.

- 48% live on Sky,
- 44% via iPlayer/RTE player,
- 43% terrestrial/cable,
- 41% stream online,
- 35% Sky plus,
- 20% on laptop via download



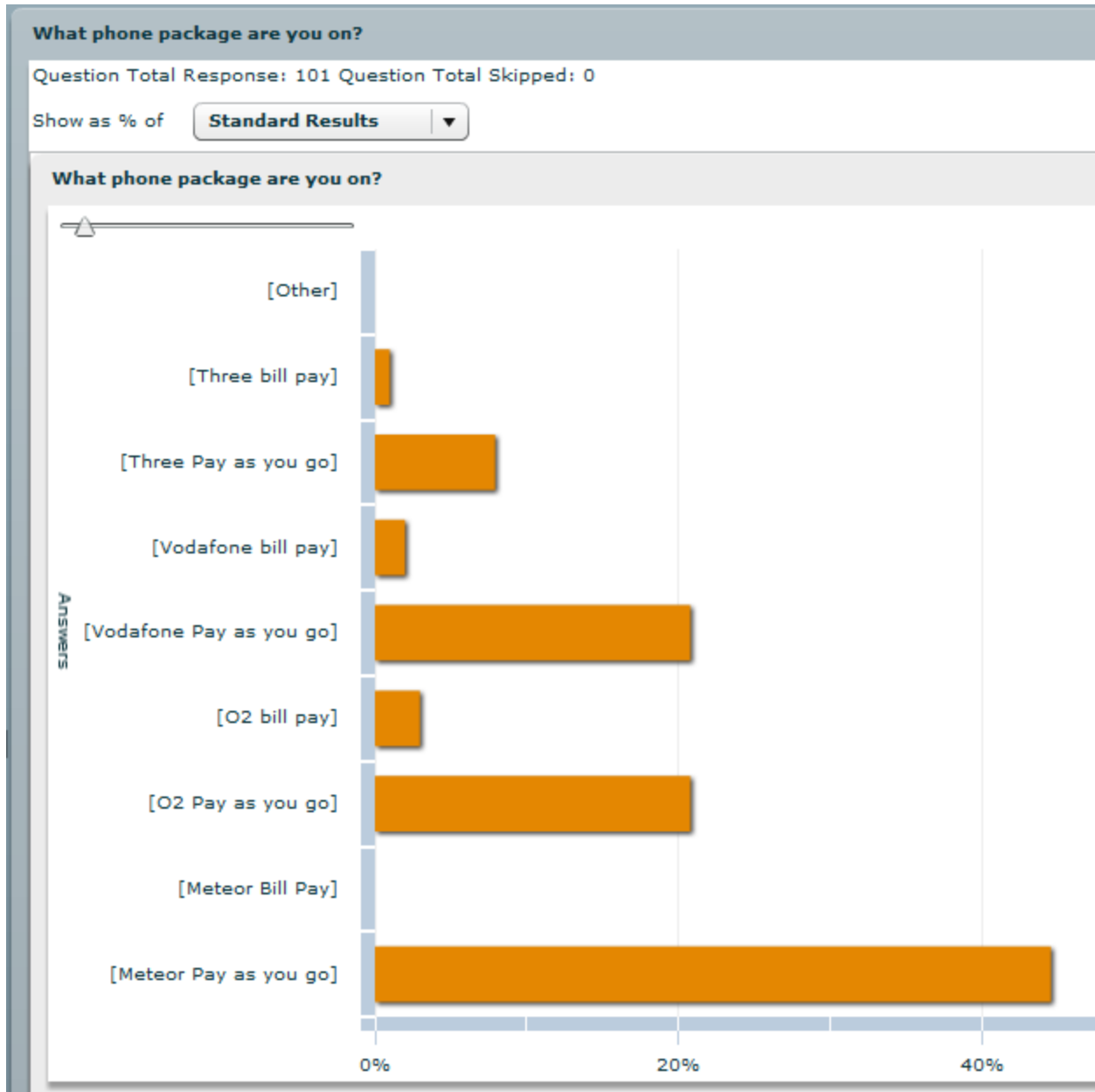


## Telecoms/Mobile

### Phone packages

Pay as you go is the most popular package for teenagers with almost 94% of teens on such a package from one of the mobile providers. Meteor is the most popular network for teenagers with twice as many teens using it as compared to o2 and Vodafone

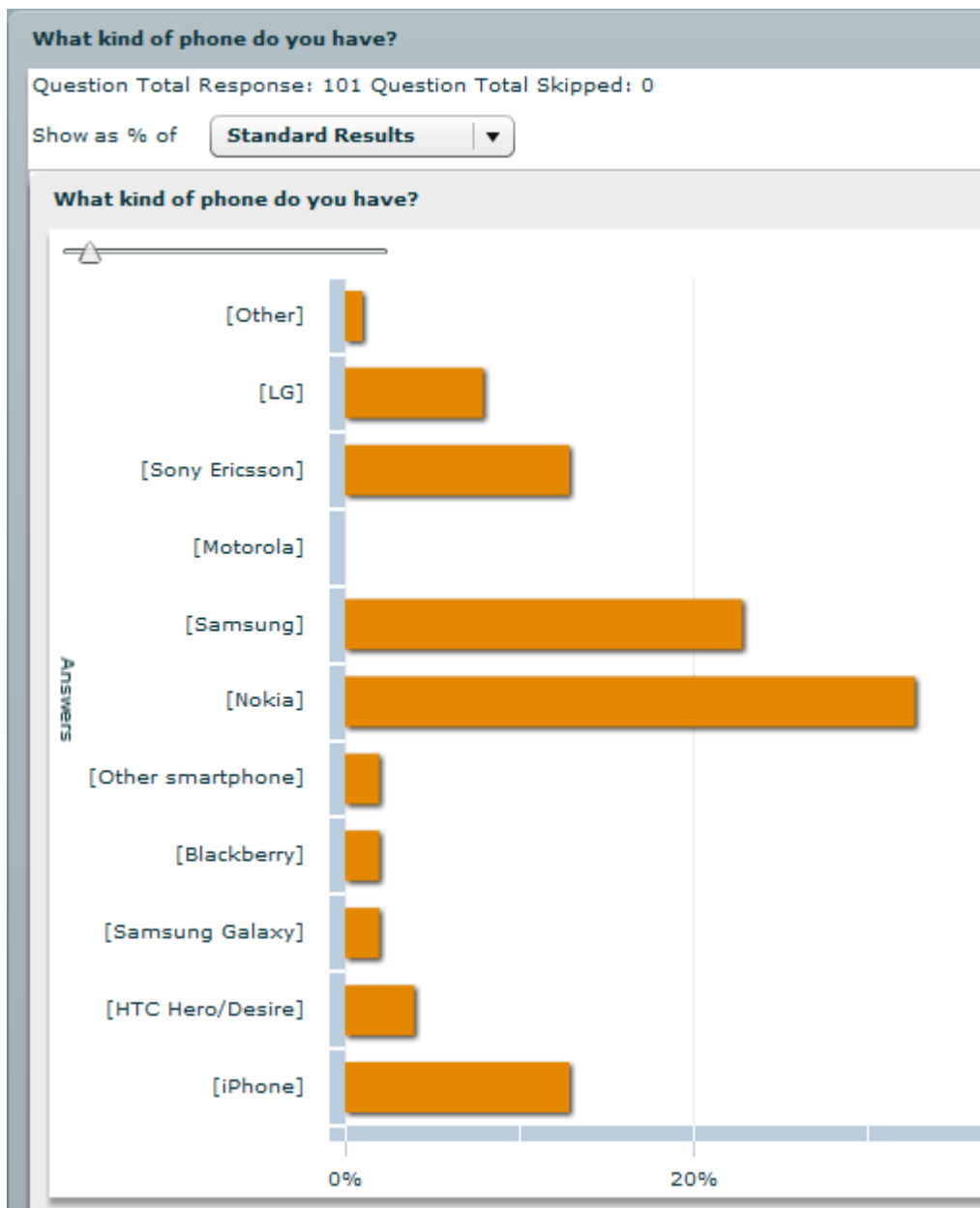
44% Meteor pay as you go,  
20% o2 pay as you go,  
20% Vodafone pay as you go,  
8% 3 pay as you go



### Phone Types

Nokia is the most popular phone of teenagers

32% Nokia,  
22% Samsung,  
13% Sony Ericsson,  
13% iPhone, 8% LG



### **Ideal phone**

While Nokia is the most popular phone of teens, the iPhone is the most desired phone by teenagers with

- 64% wanting an iPhone,
- 13% wanting a Blackberry,
- 6% wanting a HTC and
- 5% wanting a Nokia

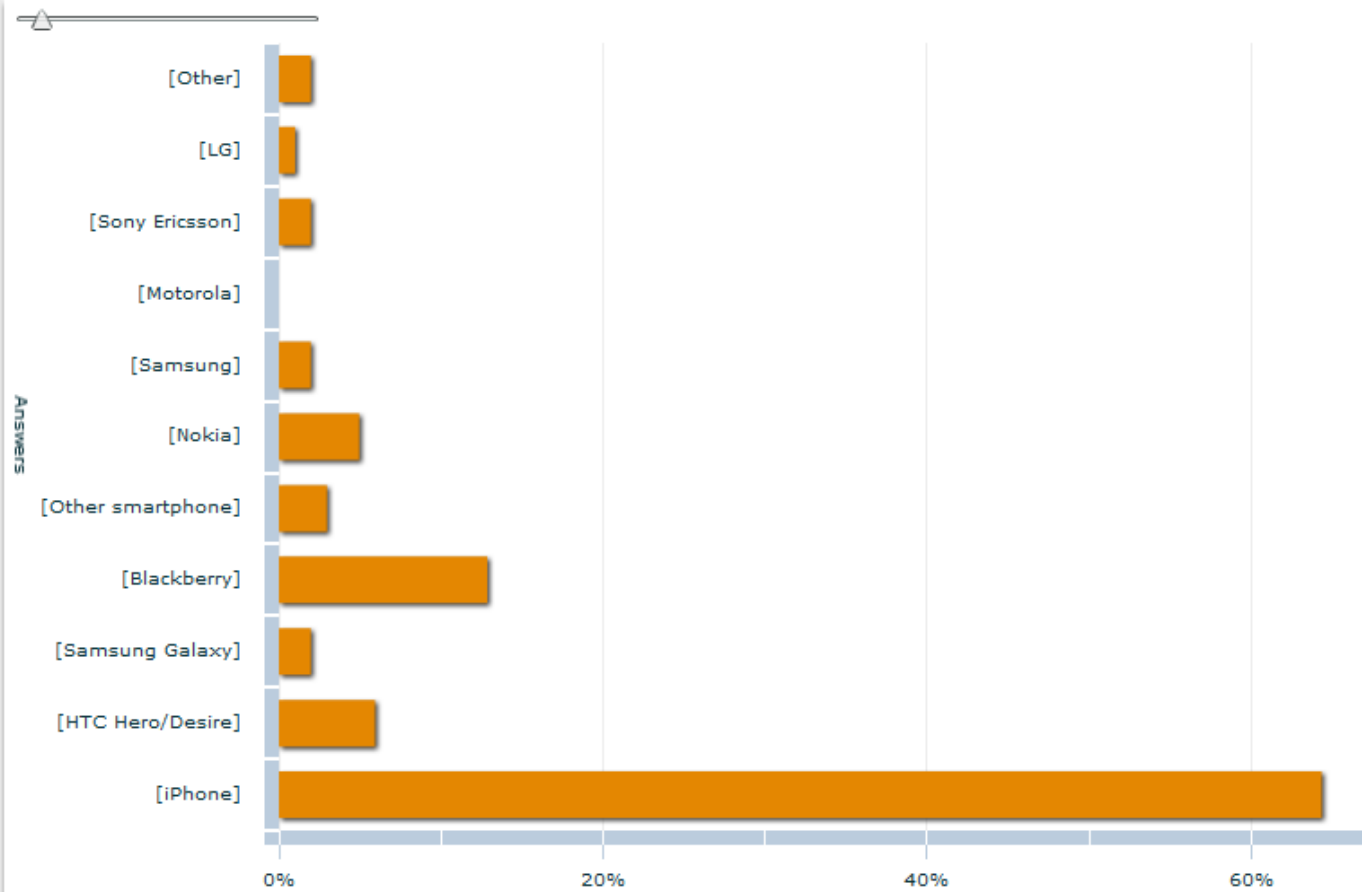
What kind of phone would you get if you could afford it?

Question Total Response: 101 Question Total Skipped: 0

Show as % of

Standard Results

What kind of phone would you get if you could afford it?



**Phone spend**

61% of teens spending 10-20 euros a month on phone credit,

21% spend 20-30 euros a month,

12% spend less than 10 euros a month

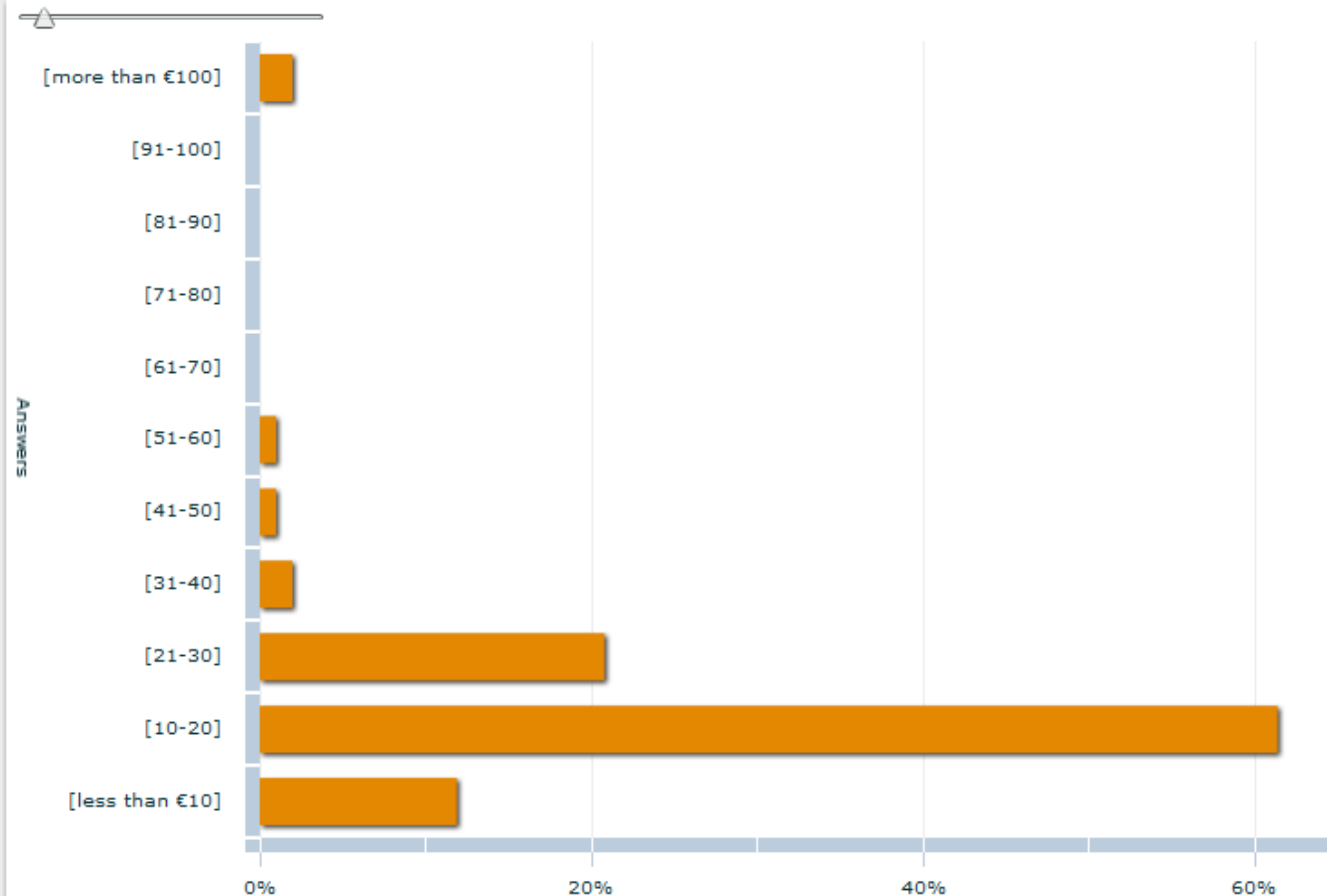
### How much, on average, do you spend on your phone per month?

Question Total Response: 101 Question Total Skipped: 0

Show as % of

Standard Results

### How much, on average, do you spend on your phone per month?



### Free webtexts

Occasionally 22.80%,

I use all my free webtexts every month 2%,

I use my free webtexts when I run out of credit 42.60%,

I use my free webtexts when I'm at a computer 14.90%

### Internet Access on mobiles

74% access the Internet on their mobiles per month,

26% never use their mobile for Internet access.

25% access the Internet on their phone daily,

17% access the Internet weekly

### Getting a new phone

35% get a new phone once a year,  
54% get a new phone every few years

### **Switching phone numbers**

23% have only had one phone number,  
26% have had two,  
26% three

### **Is switching phone numbers an annoyance**

87% have said yes

## **Communications and social media**

### **What social media sites do teenagers use to communicate?**

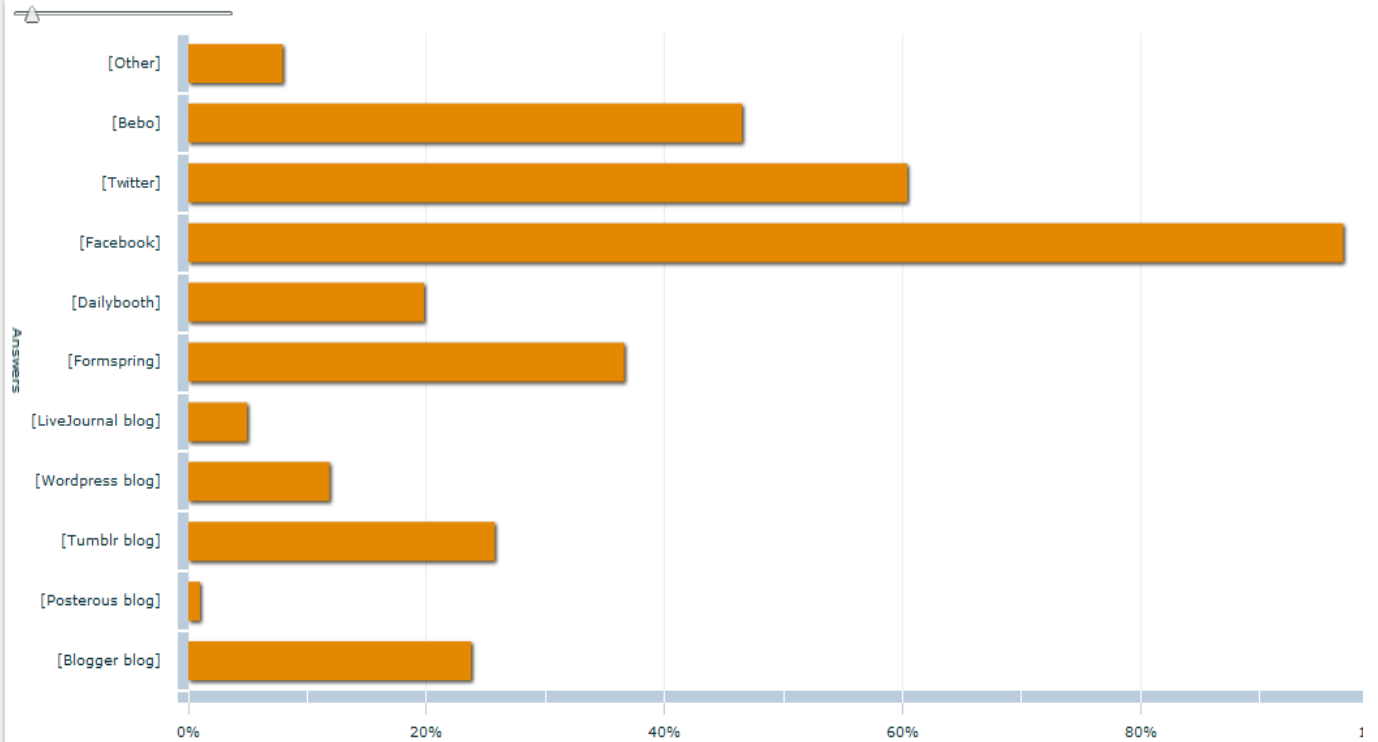
97% Facebook  
60% Twitter  
46% Bebo  
36% Formspring  
25% Tumblr  
23% blogger.com

Do you have any of the following online publishing accounts? Tick all that apply.

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Show as % of **Standard Results**

Do you have any of the following online publishing accounts? Tick all that apply.



Position: Inline - [Fixed](#)

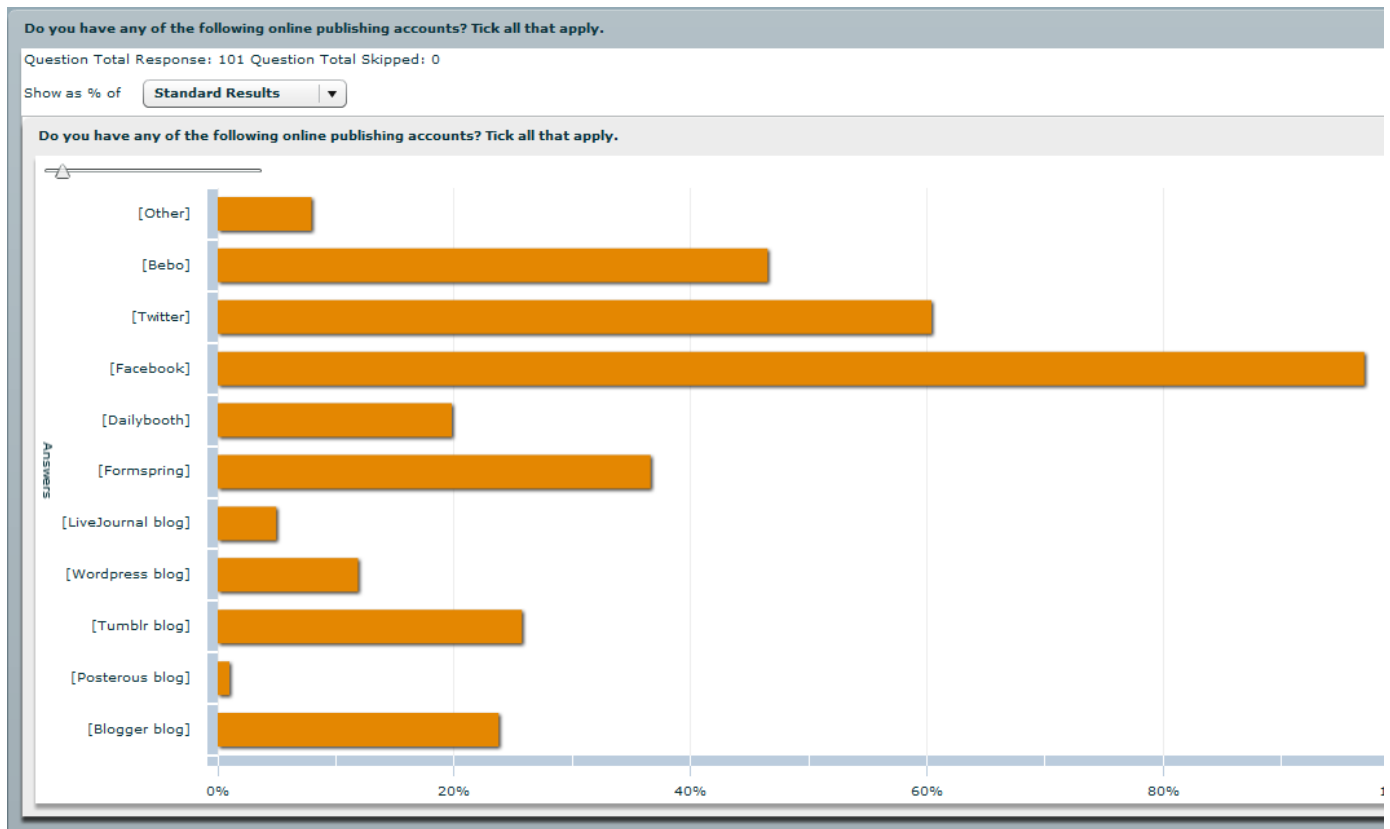
### What tech do teens use communicate with each other?

56% via text message

38% via Facebook

Phone call 28%

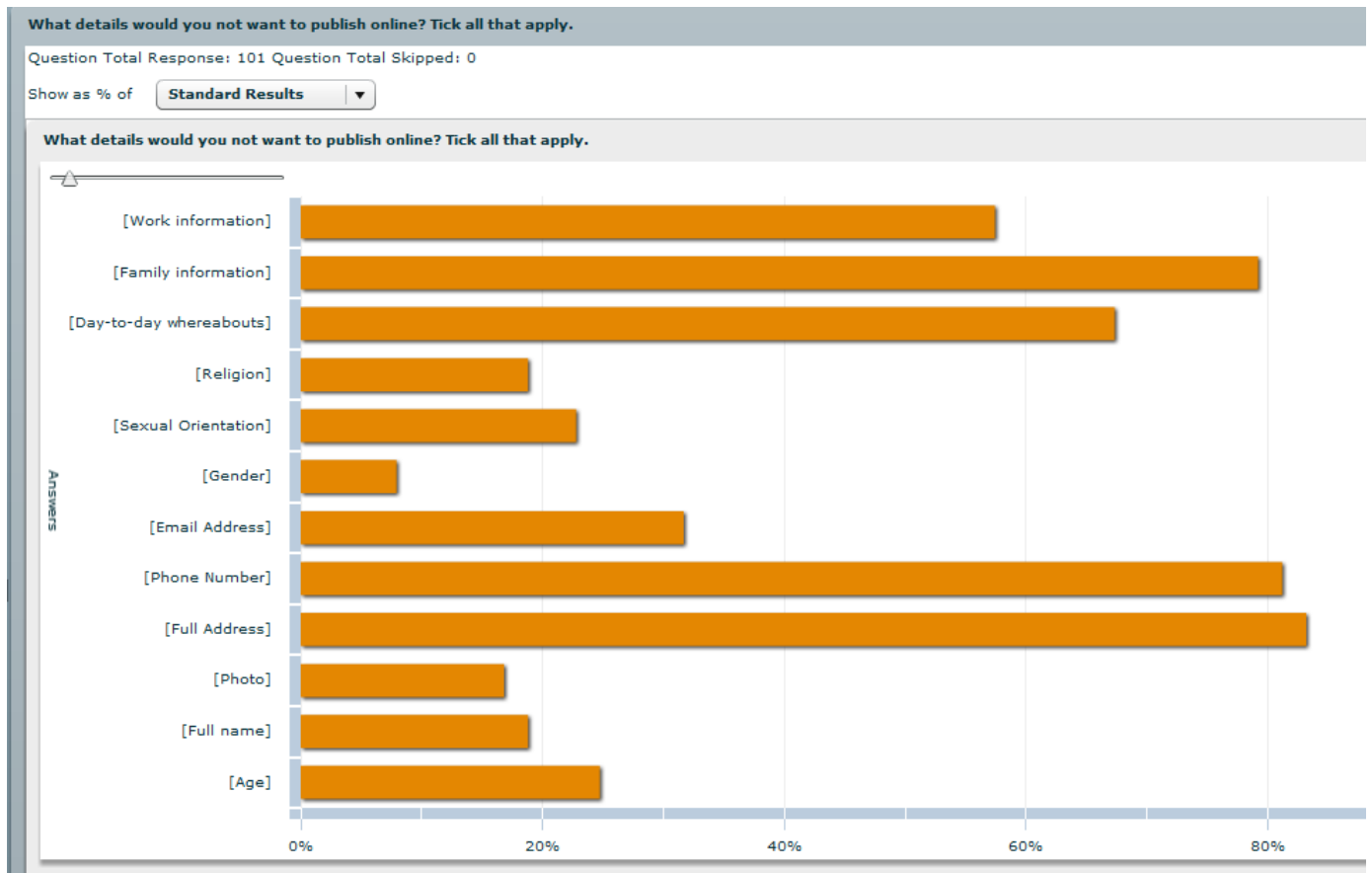
Email 27%



### What details would you not want to publish online?

- Full Address 83.20%
- Phone Number 81.20%
- Family information 79.20%
- Day-to-day whereabouts 67.30%
- Work information 57.40%
- Email Address 31.70%
- Age 24.80%
- Sexual Orientation 22.80%
- Religion 18.80%





**Do you worry about sharing too much information?**

- 51% Yes but keep a blog, Facebook, Twitter anyway
- 19% Yes but I try to keep personal details off the Internet
- 16% No, I think people overreact
- 12% No, I never worry

**Do you ever worry about sharing too much sensitive information?**

Question Total Response: 101 Question Total Skipped: 0

Show as % of **Standard Results** ▼

**Do you ever worry about sharing too much sensitive information?**

