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## Kids spend 20 hours a week on mobile apps, says study

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Research conducted earlier this year, of parents across six metros, indicates a huge increase in children using mobile devices

### dna of brands

Your toddler may be more hooked to your mobile phone than you realise. A study conducted by Pulp Strategy has found that children in the age group of 0-5 years are using mobile apps for a whopping 18 to 20 hours a week. The study, which spoke to over 2,000 parents across six metros, has found that increasingly, younger children are embracing smart devices for entertainment purposes.

It's perhaps not surprising, then, to learn that by the age of 8, an estimated 97% of children have already used a smartphone, tablet or similar device. The study, which was conducted during January and February this year, found that mobile app use among very young children is growing rapidly.

Unsurprisingly, gaming apps have a 77% adoption versus 23% for learning apps. Not only are more children using tablets and smartphones, they're using them for longer periods of time, reveals the study. Young children can master the largely intuitive touch screens well before they can read, and that explains why they are hooked to smart devices so easily. Parents, too, don't mind letting their kids use smart devices to keep them busy.

This has certainly been a windfall for app developers and providers. "Companies had not created smart phones and

tablets for kids, but the access to instant play, learning opportunities and potentially quiet time for the parent, all contributed towards creating this secondary user, children, who have seeded an app-revolution of sorts," says Ambika Sharma, MD, Pulp Strategy Communications.

India is witnessing a revolution in mobile data and an increase in smart devices. The current research is a first in series of studies of consumer behavior in relation to mobile applications, and has focused on a very significant consumer segment which isn't the primary owner of a smart device. But kids' 'pester power' is turning out to be a formidable force for brand preference and product adoption and sales.

The opportunity to tap this young, enthusiastic market of children is enticing, and technology can help create tighter bonds between brands and kids. These are times for great transition as kids move from laptops and fixed devices, to mobile ones for staying entertained. The potential to engage with these young consumers early has never been as big. Clearly, marketers are sitting on an amazing, untapped opportunity for building brand engagement.

### Here are some of the key findings of the study

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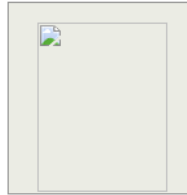
Gaming apps have a 77% adoption versus 23% for learning apps

About 97% of parents reported having at least one smart device, and 35% had more than one.

About 88% of parents let their kids use their smart devices, and 12% said their kids had their own

High usage of apps/ smart devices is opening opportunities for marketers whose core TG is young children

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