

THE MOBILE TWEEN:

Big Decisions Come in Small Packages

The age group between eight to 13-year-olds are smack-dab in the middle of tweenagehood: not exactly a child nor a teen but definitely approaching puberty. Tweens are mobile and internet natives to say the least. They spend 41 percent of all screen time on their mobile devices. They can smell content that isn't specifically geared to them and have a strong influence on their family's spending including their next vacation. **Has your content been Tween-proofed?**

23
MILLION

The number of Tweens in the United States by 2020.

(Source: Brandon Gaille)

\$260
BILLION USD

Tweens' buying power in direct sales YOY.

(Source: Brandon Gaille)



77%

The percentage of travelers polled who said children influenced the planning of vacation activities.



From the same survey,

54%

said Tweens helped select the hotel.

(Source: MMGY Global, Portrait of American Travelers, 2018)

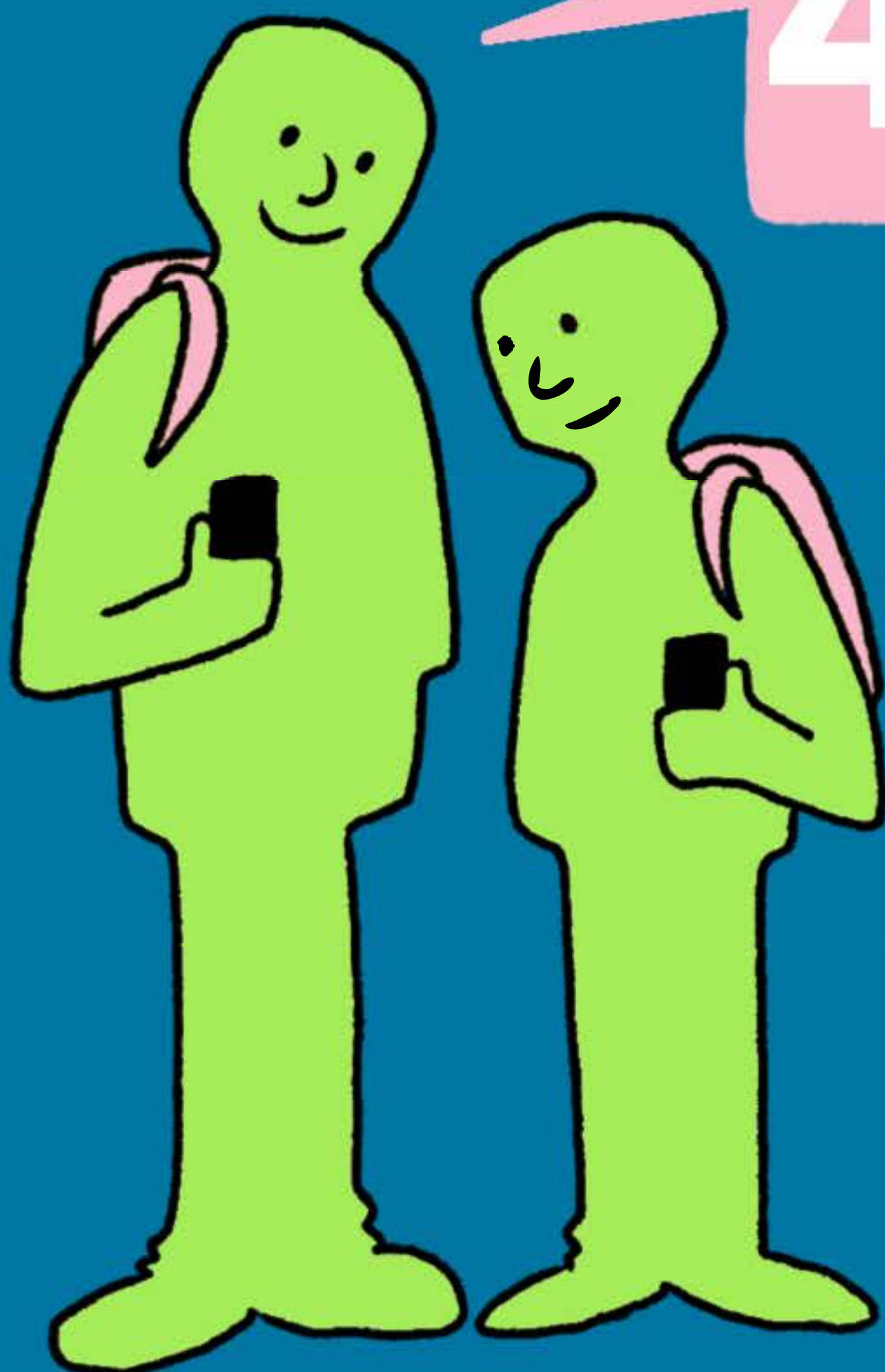
HOURS OF MEDIA PER DAY

6:00:00 NUMBER OF HOURS Tweens spend on average consuming TV programs, video games, social media, Internet, print and music. (Source: The Common Sense Census: Media Use by Tweens and Teens, 2015)

5:59:59
5:59:58
5:59:57
5:59:56

46%

The share of Tweens who watch online videos.



44%

The percentage of 10-15 year-olds who are interested in social media networks for kids their own age.

(Source: Mintel, Teen's and Tween's Technology Usage, UK, June 2017)

\$173

BILLION USD

The annual value of the global volunteer travel sector. Tweens are keenly interested in the idea of voluntourism.

(Source: Thrive Global)

