

Friday, 14 March 2014

Over half of Australian kids now use tablet computers, with girls leading the way

For those doubting if tablet computers are here to stay, the latest data from Roy Morgan Research's Young Australians Survey shows they are now in mainstream use among Australian kids.

In the 12 months to December 2013, more than half of all boys and girls aged six to 13 (53%) owned or used a tablet computer, up from 1 in 3 (33%) in 2012.

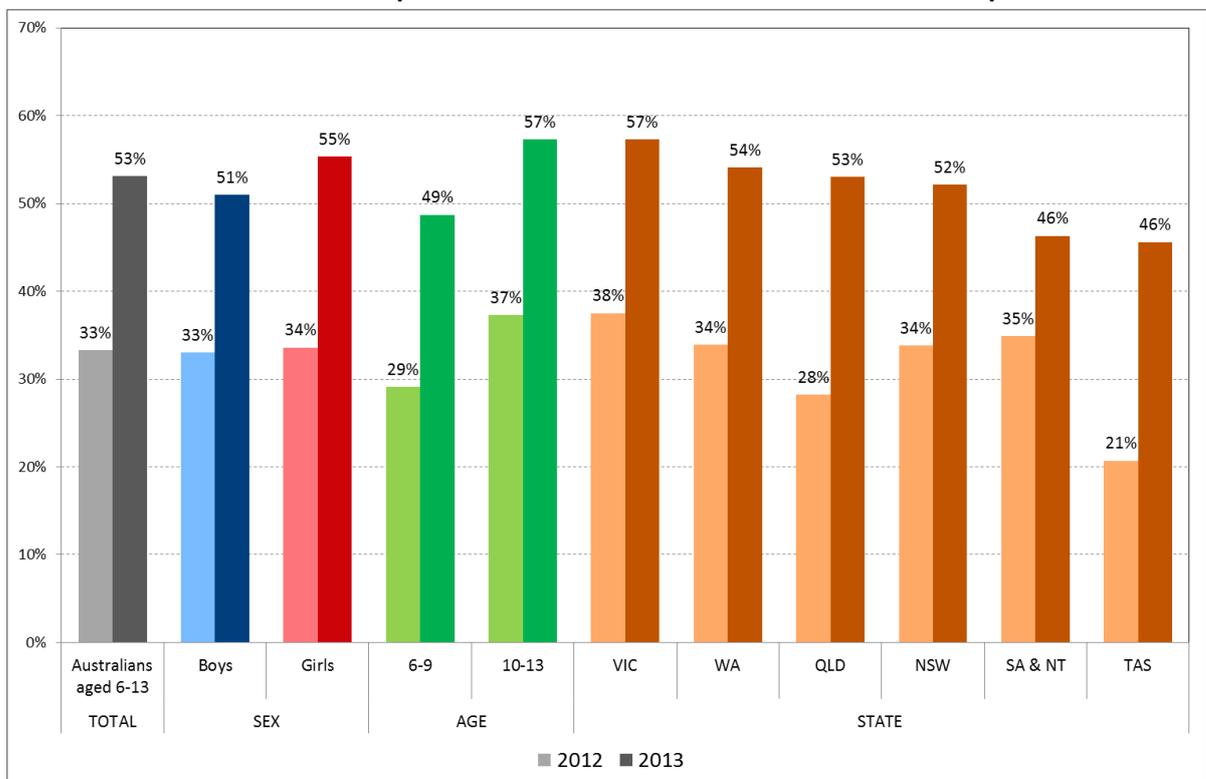
Girls extended their lead over boys from 1% point in 2012 to 4% points last year.

Kids in Victoria remain the most likely to own or use a tablet (57%, up from 38% in 2012), ahead of Western Australia (54%), Queensland (53%) and NSW (52%). Year-on-year, the sharpest rate of growth has been in Tasmania, where usage among kids has more than doubled from 21% in 2012 to 46% in 2013, catching up to be on par with South Australia/Northern Territory.

57% of 10-13 year-olds and 49% of 6-9 year-olds now own or use a tablet.

FOR IMMEDIATE RELEASE

2012 and 2013: Proportion of children who own or use a tablet computer



Source: Roy Morgan Single Source (Australia), January 2012 to December 2013 n = 7348 Australians aged 6-13.

*Discover your **edge***

John La Rosa, General Manager – Agencies, Roy Morgan Research, says:

“The speed with which tablet computers have become mainstream is a phenomenon that we’ll no doubt see repeated many times as more user- and kid-friendly technologies enter the marketplace. Tablet computers will become a model for marketers looking to predict adoption trends in the future, and a case study in how devices move from being considered supplementary to necessary, desirable to indispensable.

“It didn’t take long after tablets were first launched for parents to recognise their value as an entertainment and educational device with multiple applications suitable for everyone in the house.

“The majority of children now own or have access to a tablet, with now girls almost 8% more likely than boys to use one.”

For comments or more information please contact:

John La Rosa, General Manager – Agencies

Telephone: +61 (2) 9261 8233

John.Larosa@roymorgan.com

Please click on this link to the [Roy Morgan Online Store](#)

Related Research

[Click here](#) to learn more about our Young Australians Survey (YAS) as well as our dedicated [Online Store Reports](#).

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5

FOR IMMEDIATE RELEASE

Discover your edge

10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

FOR IMMEDIATE RELEASE