

Kids and Mobiles

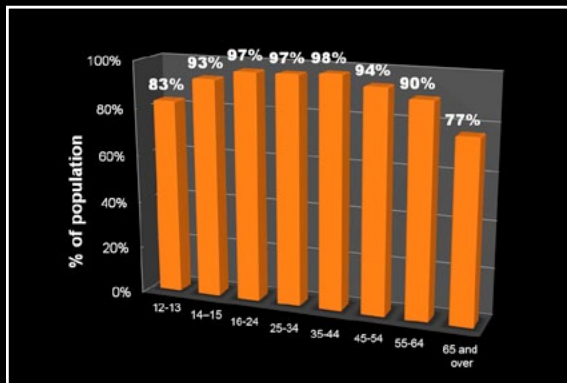


Connected Kids

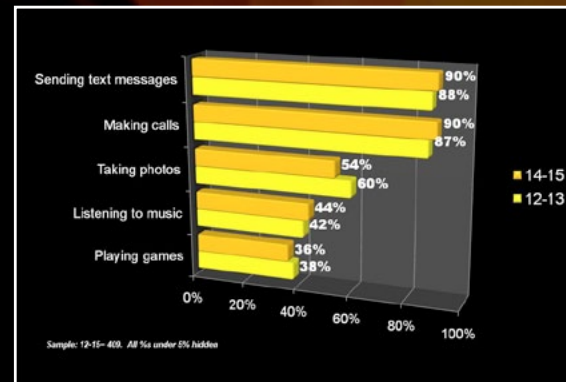
Mobile phones are purchased or used by increasingly younger consumers, and **GfK's Kids and Mobiles Report** pulls into focus this significant market segment.

The ability for in-depth cross-tabulation offers a broad measurement of behaviour across key groups, as well as identifying changes over time. Data is benchmarked against the GfK adult panel, providing a complete picture of the market.

Mobile Phone Penetration



Mobile Usage



Panel facts

Sample: 1,000 respondents quarterly
Analysis: Mobile Phone and SIM card: Ownership, Acquisitions, Usage
Time period: Data collected since 2006
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