

Smartphones

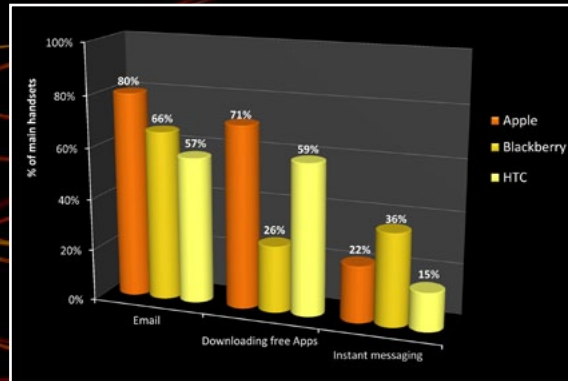


The GfK Smartphone Market Report investigates the consumer behaviour driving the sharp uptake of smartphone devices, providing the core metrics needed to understand this dynamic market, be it from a Network, Manufacturer, Channel or Financial perspective.

Core coverage includes:

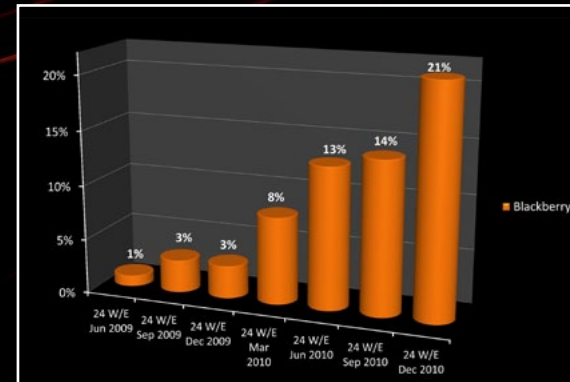
- Ownership, Spend and Acquisitions profiling
- Data split by Network, Payment Plans, Handset Brands, Retailer, Channel
- Full demographic profiling (age 8-65+)

Usage by Brand – contract market



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BlackBerry acquisitions – youth market



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Panel facts

Sample: 12,000 16+ yr old and 1,000 8-15 yr old respondents every quarter

Continuity: 80% continuity wave to wave

Analysis: Smartphone handset:
Ownership, Acquisitions Usage

Time period: Data collected since 2011

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