KidsVerbraucherAnalyse (KidsVA) 2015

Engl. transl.: Kids Consumer Analysis (KidsVA) 2015

# Keywords

* computer internet
* mobile devices
* children's magazines
* toys
* food drinks
* freedom brand wishes
* free time finances

# Details

## Year

2015

## Issued

2015

## Language

German

## Authors

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## Type

Report and working paper

## Topics

Internet usage, practices and engagement

## Sample

n = 2.494 joint interviews with one child (aged 6 to 13) and one parent
n = 591 parent interview with parents of 4- and 5-year-old children

# Abstract

For more than two decades, the KidsVerbraucherAnalyse (KidsVA) has been researching the media use and consumer behaviour of 6 to 13-year-olds. For this purpose, a total of 2,494 joint interviews with children and one parent have been conducted in German-speaking households. The randomly selected sample is representative of 5.75 million children and adolescents in Germany. A total of 591 additional interviews with parents also provide insights into even younger children. They are representative of a total of 1.36 million four- and five-year-old preschoolers.

The study is used for marketing and advertising planning among young target groups and provides a variety of insights into the lives of children in Germany.

# Outcome

"Media not only plays an integral role in the lives of adults, but it also occupies a broad field among children and adolescents. Magazines and books remain of great importance despite the ever-increasing range of digital media. Children's magazines continue to enjoy great popularity.

According to parents, 92% (1.2 million) of four and five-year-olds are read a book or magazine at least once a week or engage with it themselves.

The share of 6 to 13-year-olds with computer experience stagnates at 82% (4.7 million). Most of them can access the family PC or the shared tablet (66%). Only the older children from the age of nine are increasingly equipped with their own device (42%).

Smartphones and tablets - their own devices or those of their parents - are becoming increasingly important. The share of users increases from 43% to 48% (2.8 million) within one year. Together with the still widespread classic mobile phones, this means that more than half of the children (56%) aged 6 to 13 can be reached on their own device (mobile phone or smartphone). Here, too, the age varies greatly: high prevalence among children aged 10 to 13 years with 80%, but only 31% among 6 to 9-year-olds." (KidsVerbraucherAnalyse 2015, n. P.; translated by the coder)