KidsVerbraucherAnalyse (KidsVA) 2014

Engl. transl.: KidsConsumerAnalysis (KidsVA) 2014

# Keywords

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

# Details

## Year

2014

## Issued

2014

## Language

German

## Authors

Egmont Ehapa Media GmbH

## Type

Report and working paper

## Topics

Internet usage, practices and engagement

## Sample

n = 1.660 joint interviews with one child (aged 6 to 13) and one parent
n = 397 parent interview with parents of 4- and 5-year-old children

# Abstract

The Kids Consumer Analysis (KidsVA) has been researching the media and consumer behaviour of children aged 6 to 13 for more than 20 years. This year 1,660 children in Germany were interviewed with one parent present. This random sample represents 5,83 million German-speaking children and adolescents. Additionally, 397 interviews were conducted with parents of children aged 4 and 5. This sample represents 1,39 million children.

The study is used for marketing and advertising planning among young target groups and provides data for a variety of research interests.

# Outcome

The research evidence shows that books and magazines continue to be relevant for children, even while their access to the digital world is growing.

Nonetheless, children spend time online, too. Using the internet is becoming more important for children - older children are online almost daily. Smartphones are gaining in popularity to access the web. Compared to 2013, the number of children who own a smartphone has doubled. But the traditional mobile phone is also still in use.