KidsVerbraucherAnalyse 2014

Engl. transl.: KidsConsumerAnalysis 2014

# Details

## Year

2014

## Scope

National

## Countries

Germany

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

* Preschool (0-5 Years old)
* Kids (6-10 Years old)
* Pre-adolescents (11-13 Years old)

## Funder

Egmont-Ehapa-Verlag

## Funder Types

Private industry / Company

## Informed Consent

Consent not mentioned

## Ethics

Ethical considerations not mentioned

## Data Set Availability

Not mentioned

# Goals

The study aims to explore the consumer and media behaviour of 6- to 13-year-olds in Germany.