

Children's use of mobile phones

Since 2008, the GSMA has been collaborating with NTT DOCOMO's Mobile Society Research Institute on a multi-year project to better understand how children aged eight to 18 use mobile phones around the world.

The global study welcomes participation from countries who wish to gain a greater understanding of children's growing use of mobile phones.

91% of children in Egypt own a mobile phone. This is as high as 60% for nine year olds.

79% of children in Chile own a mobile phone with the age of first ownership peaking at age 10.



Nearly **25%** of children in India send over 50 messages a day.

Indonesian children have a particularly high average of **585** contacts on social networks.

41% of children in Paraguay with smartphones are much more likely to use it as their primary device to access the internet.

80% of children's mobile phones in Japan are feature-phones.



Sponsorship opportunity

We are currently seeking countries to participate in and sponsor future research.

As a sponsor, you will be responsible for funding and conducting the in-market research, through your research department or a research partner. Costs vary from country to country but can start from US\$15,000.

You will share ownership rights of the country report with the GSMA and can publish your country's findings in agreement with the GSMA. You can also comment and input on content and survey questions. Your company logo will be on all research materials and you will have the opportunity to participate in any media and launch activities.

Research

The report is formed through analysis of two research activities:

Quantitative

- 20 question survey conducted in each country during the same time period
- Minimum 1,000 pairs of children and a parent or guardian
- Sample controlled by demographic and geographical parameters
- Online, by telephone or face-to-face.

Qualitative

- Face-to-face interviews or focus groups held in each country (where possible)

Each year, the research questions are updated to include the latest trends in mobile such as smartphone and tablet use, social networking and privacy, mobile app use and mobile education.

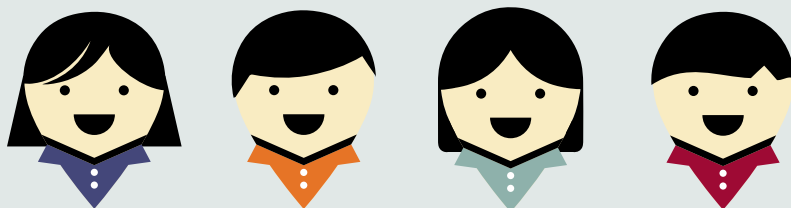
Get involved

To take part contact
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Typical research schedule

January	Sponsorship and survey questions finalised
March - June	Research conducted
June	Final deadline for submission of raw data
July - August	Data analysis
September - December	Report and marketing developed
January - February	Launch of children's research report



Supporters

