

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, including 60% of nine-year-olds.

79% of children in Chile own a mobile phone, with most receiving their first phone at age 10.



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

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

80% of mobile phones used by children in Japan are feature phones.

Nearly **1 in 4** children in India sends over 50 messages a day.

Sponsorship opportunity

We are currently seeking organisations to sponsor future research in their countries.

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 the analysis of two research activities:

Quantitative

- An approximately 20 question survey conducted in each country during the same time period
- A minimum of 1,000 children paired with a parent or guardian
- Sample controlled by demographic and geographical parameters
- Conducted online, by telephone or face-to-face

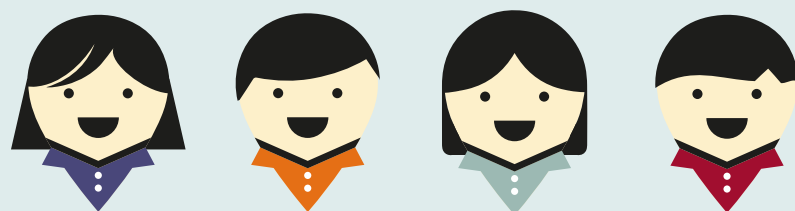
Qualitative

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

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

Typical research schedule

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



Get involved

To take part, contact the mYouth team at **myouth@gsma.com**



Previous research sponsors and supporters

