Basic Data
Adolescents and Media
2020

Current surveys and research on media use among young people in Germany

Compiled by
Heike vom Orde (IZI) and Dr. Alexandra Durner
Overview

Media Use, Media Ownership and Importance of Media 3

Adolescents and Television 17

Computer, Internet and Social Media 30

Adolescents and Mobile Media 46
Media Use, Media Ownership and Importance of Media
Media devices at home

Media in German households, 2019, selection (percentages)

Source: JIM-Studie 2019, mpfs, p. 5.

Basis: n=1,200, 12-19 years.
Personal media equipment of German adolescents

By gender, selection, 2019 (percentages)

- Mobile phone/smartyphone: 96% (girls), 94% (boys)
- Smartphone: 92% (girls), 88% (boys)
- Wi-Fi (unlimited): 92% (girls), 88% (boys)
- Computer/laptop: 70% (girls), 61% (boys)
- Television: 56% (girls), 54% (boys)
- Laptop: 54% (girls), 54% (boys)
- Game console (portable): 42% (girls), 42% (boys)
- Game console: 29% (girls), 26% (boys)
- Radio: 41% (girls), 41% (boys)
- MP3-player/iPod: 36% (girls), 29% (boys)
- Computer: 22% (girls), 19% (boys)
- Tablet PC: 28% (girls), 20% (boys)
- DVD player/recorder with hard disc: 22% (girls), 20% (boys)
- TV with internet access: 20% (girls), 20% (boys)
- Wearable: 15% (girls), 12% (boys)
- E-Book reader: 13% (girls), 12% (boys)
- Streaming box: 10% (girls), 7% (boys)
- Digital voice assistant: 9% (girls), 6% (boys)
- Radio with internet access: 4% (girls), 4% (boys)


Basis: n=1,200, 12-19 years.
Personal media equipment of German adolescents from 2008 to 2018

Selection (percentages)


Average amount of time spent with various media in 2018

Minutes per day, by age groups

- **Television**: Total: 179 minutes, 14-19 years: 101 minutes
- **Radio**: Total: 181 minutes, 14-19 years: 88 minutes
- **Sound recording media in total**: Total: 19 minutes, 14-19 years: 51 minutes
- **Audiovisual media in total (incl. PC)**: Total: 449 minutes, 14-19 years: 341 minutes

Source: Media Perspektiven Basisdaten 2018, p. 69/70.

Basis: ma 2018, German speaking people 10 years and older, Mon-Sun, 5:00 a.m.–12:00 p.m. Sound recording media = record, tape, CD, MP3.
German adolescents media use in leisure time

Daily/several times a week, by gender, selection, 2019 (percentages)

Basis: n= 1,200, 12-19 years. *Regardless what access used

14- to 29-year-olds and their use of digital vs. print texts

Daily reach, usage yesterday, by age group (percentages)

- **Articles/reports in print media like newspapers/magazines**: 5% (14-29 years), 24% (total population)
- **Printed books**: 12% (14-29 years), 12% (total population)
- **Digital articles on the internet**: 20% (14-29 years), 32% (total population)
- **E-books**: 1% (14-29 years), 2% (total population)

Base: n=2,000, German speaking population from the age of 14, Mo-Su, 5.00 a.m.-24.00 p.m.

How do German young people inform themselves about politics?

“From where do you get your information about contemporary political activities in Germany and the rest of the world?”

Multiple answers possible, selection, 2019 (percentages)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal conversations</td>
<td>69</td>
</tr>
<tr>
<td>News websites/news-apps</td>
<td>67</td>
</tr>
<tr>
<td>TV</td>
<td>58</td>
</tr>
<tr>
<td>Radio</td>
<td>41</td>
</tr>
<tr>
<td>Google</td>
<td>37</td>
</tr>
<tr>
<td>School</td>
<td>36</td>
</tr>
<tr>
<td>YouTube</td>
<td>32</td>
</tr>
<tr>
<td>Instagram</td>
<td>30</td>
</tr>
<tr>
<td>Facebook</td>
<td>28</td>
</tr>
</tbody>
</table>

Base: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 11.
Which news sources do German young people trust?

“How trustworthy do you think are these information sources ...?”
12 to 25 years, 2019 (percentages)

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Very Trustworthy</th>
<th>A Little Trustworthy</th>
<th>Not Very Trustworthy</th>
<th>Not Trustworthy</th>
<th>No Indication</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARD-/ZDF-TV news</td>
<td>39</td>
<td>43</td>
<td>5</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>National newspapers</td>
<td>28</td>
<td>52</td>
<td>7</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>YouTube</td>
<td>7</td>
<td>36</td>
<td>5</td>
<td>40</td>
<td>12</td>
</tr>
<tr>
<td>Facebook</td>
<td>4</td>
<td>21</td>
<td>7</td>
<td>46</td>
<td>22</td>
</tr>
<tr>
<td>Twitter</td>
<td>4</td>
<td>19</td>
<td>23</td>
<td>38</td>
<td>16</td>
</tr>
</tbody>
</table>

Base: n=2,572, 12-25 years.

How often do young people encounter online “fake news“?

“How often do you encounter news and information, on the internet or social media, where you have the feeling that they twist reality on purpose or are completely false?” 2019 (percentages)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a day</td>
<td>12</td>
</tr>
<tr>
<td>(Almost) every day</td>
<td>22</td>
</tr>
<tr>
<td>At least once a week</td>
<td>30</td>
</tr>
<tr>
<td>At least once a month</td>
<td>1</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>7</td>
</tr>
<tr>
<td>Never</td>
<td>15</td>
</tr>
</tbody>
</table>

Base: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 21.
Especially male young people think that they are very good in detecting “fake news”

“How sure or unsure are you, that you can detect Fake News on the internet?“
By gender, 2019, percentages

Base: n=2,149, 14-24 years.

Source: Vodafone Stiftung Deutschland 2019, p. 25.
German adolescents’ political media use

14-17 years, by gender, selection, multiple nominations possible, 2017 (percentages)

- Getting information about political issues: 37% total, 44% boys, 30% girls.
- Electing: 33% total, 38% boys, 27% girls.
- Signing an online petition: 26% total, 32% boys, 20% girls.
- Following a political party / politician on social media: 15% total, 21% boys, 10% girls.

Source: Bravo/YouGov 2017, p. 10

Basis: n=522, 14-17 years.
Favourite social media used for political information

2017, multiple nominations possible (percentages)

- YouTube: 58%
- Instagram: 33%
- Facebook: 30%
- WhatsApp: 27%
- Twitter: 26%
- Snapchat: 15%
- Pinterest: 4%
- Others: 4%
- I don't know: 16%

Basis: n=418, 14-17 years; social media users.

Source: Bravo/YouGov 2017, p. 16.
What do German young people think about politicians in social media?

2018 (percentages)

- **I follow politicians and parties on social media.**
  - I totally agree: 10
  - Rather agree: 16
  - Rather don't agree: 16
  - Don't agree: 51
  - Don't know: 6

- **If I have a question, I would ask politicians through social media.**
  - I totally agree: 11
  - Rather agree: 24
  - Rather don't agree: 27
  - Don't agree: 31
  - Don't know: 8

- **Politicians in social media motivate me to look for more information about politics.**
  - I totally agree: 9
  - Rather agree: 29
  - Rather don't agree: 28
  - Don't agree: 24
  - Don't know: 10

Basis: n=618, social media users, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 41.
Adolescents and Television
Development of TV viewing time by age groups

Viewing time in minutes per day, selection, 2015-2018


Basis: FRG in total, 14 years and older, 5:00 a.m.-12:00 p.m., Mon-Sun.
Popular TV broadcasters among German adolescents in 2019

Market shares in age group 12-19 years, 2019 (percentages)

Basis: n=1,200, 12-19 years.

Source: JIM-Studie 2019, mpfs, p. 36.
Girls' favourite TV genres in 2019

“What type of programme do you like best?”
Multiple nominations possible, 2019, selection (percentages)

Boys’ favourite TV genres 2019

“What type of programme do you like best?”
Multiple nominations possible, 2019, selection (percentages)

<table>
<thead>
<tr>
<th>Genre</th>
<th>13-16 years</th>
<th>17-19 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitcoms</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Cartoons</td>
<td>36%</td>
<td>21%</td>
</tr>
<tr>
<td>Crime</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Sports</td>
<td>16%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: iconkids & youth international research:

Basis: n=763 boys, 6-19 years.
Which TV programmes do German girls like best?

2019, multiple nominations possible, selection (percentages)

- **Germany's Next Topmodel**
  - 13-16 years: 29%
  - 17-19 years: 31%

- **DSDS**
  - 13-16 years: 29%
  - 17-19 years: 20%

- **GZSZ**
  - 13-16 years: 22%
  - 17-19 years: 16%

- **The Big Bang Theory**
  - 13-16 years: 11%
  - 17-19 years: 10%

Basis: n=723 girls, 6-19 years.

Source: iconkids & youth international research: Trend Tracking Kids 2019, p. 17.
Which TV programmes do German boys like best?

2019, multiple nominations possible, selection (percentages)

- **The Simpsons**: 30% in 13-16 years, 17% in 17-19 years
- **The Big Bang Theory**: 24% in 13-16 years, 25% in 17-19 years
- **Two and a half Men**: 11% in 13-16 years, 9% in 17-19 years

Basis: n=763 boys, 6-19 years.

Source: iconkids & youth international research: Trend Tracking Kids 2019, p. 16.
German girls’ media idols 2019

“Who do you find really awesome currently?”
Unsupported, multiple nominations possible, selection (percentages)

Basis: n=723 girls, 6-19 years.

Source: iconkids & youth international research: Trend Tracking Kids 2019, p. 54.
German boys‘ media idols 2019

“Who do you find really awesome currently?”
Unsupported, multiple nominations possible, selection (percentages)

Basis: n=763 boys, 6-19 years.

Source: iconkids & youth international research: Trend Tracking Kids 2019, p. 53.
Ways of video-/TV-use: 14- to 29-year-olds in comparison to total population

Daily reach, usage yesterday, by age groups, 2019, percentages

<table>
<thead>
<tr>
<th>Activity</th>
<th>14-29 years</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV-shows (netto)</td>
<td>45</td>
<td>72</td>
</tr>
<tr>
<td>Watching TV-shows live</td>
<td>37</td>
<td>67</td>
</tr>
<tr>
<td>Watching recorded TV-shows</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Watching TV-shows non-linear/delayed via internet</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Watching movies/videos on streaming platforms</td>
<td>14</td>
<td>36</td>
</tr>
<tr>
<td>Watching movies/videos on video platforms</td>
<td>7</td>
<td>22</td>
</tr>
<tr>
<td>Watching movies/videos on other websites</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Watching videos on bought or borrowed DVD’s/Blu-ray’s</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Base: n=2,000; German speaking population from the age of 14.

Watching programmes, series and movies online

Daily/several times a week, selection, 2016 and 2018 (percentages)


Basis: 2016: n=1,200, 2018: n=1,200, 12-19 years.
Watching programmes, series and films on online platforms

Daily/several times a week, by age groups, selection, 2018 (percentages)

Basis: n=1,200, 12-19 years.

What do adolescents watch on YouTube?

By gender, selection, 2019 (percentages)

- **Music videos/concerts**: Girls 65%, Boys 61%
- **Funny clips/parodies/YouTube-misc.**: Girls 56%, Boys 68%
- **Movie trailers**: Girls 47%, Boys 59%
- **Let's play/gaming/gaming trailers**: Girls 20%, Boys 74%
- **Fashion/beauty**: Girls 55%, Boys 7%
- **Animation/cartoons/anime**: Girls 26%, Boys 33%
- **Series**: Girls 29%, Boys 28%
- **Dance/choreography videos**: Girls 41%, Boys 8%

Base: n=710, 12-19 years, YouTube users.

**Source:** Rat für kulturelle Bildung 2019, p. 25.
Computer, Internet and Social Media
Computer, laptop and tablet PC in personal ownership

By age groups, 2019, percentages


Basis: n=1,200, 12-19 years.
Daily time spent online in 2018 and 2019

Comparison total population and adolescents/young adults, in minutes per day


Base: German speaking population up to 14 years.
2018: n=2,009, 2019: n=2,000.
**Favourite websites and platforms in 2018 and 2019**

Maximum of 3 nominations, selection, 2019 (percentages)

![Bar chart showing the favorite websites and platforms in 2018 and 2019](chart.png)

**Source:** JIM-Studie 2019, mpfs, p. 27.

Basis: 2018: n=1,198, 2019 n=1,181, 12-19 years; internet use at least rarely.
Favourite ways to use social media

Selection, 14-29 years, 2018 (percentages)

- Smartphone: 95%
- Laptop: 80%
- Computer: 52%
- Tablet PC: 47%
- Smart TV: 38%


Basis: n=1,001 social media users, 14 years and older, selection of the 14-to-29-year-olds.
Favourite social media platforms of German youth

Regularly/occasionally use, selection, 2018 (percentages)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>99%</td>
</tr>
<tr>
<td>YouTube</td>
<td>96%</td>
</tr>
<tr>
<td>Instagram</td>
<td>73%</td>
</tr>
<tr>
<td>Facebook</td>
<td>67%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>51%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>23%</td>
</tr>
<tr>
<td>Twitter</td>
<td>20%</td>
</tr>
</tbody>
</table>

Basis: n=1,730, 14-24 years.

What social media would young people miss most?

Selection, 2018 (percentages)

Basis: n=1,730, 14-24 years.

Motives for social media use

Multiple nominations possible, by gender, 2018, selection (percentages)
I use social media in order ...

- ... to stay in contact with my family/friends.
  - Girls: 65%
  - Boys: 51%

- ... to find out what my friends are doing.
  - Girls: 66%
  - Boys: 49%

- ... to follow important/interesting celebrities.
  - Girls: 57%
  - Boys: 47%

- ... to get current news.
  - Girls: 42%
  - Boys: 47%

- ... to find out what is important to my friends.
  - Girls: 31%
  - Boys: 23%

- ... to organize my leisure time.
  - Girls: 27%
  - Boys: 27%

Basis: n=664, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 17.
Online activities of 14- to 29-years olds in comparison to the total population

Daily reach, 2019, selection (percentages)

- **Chat, E-Mail, Messenger, WhatsApp**: 71% (14-29 years), 47% (Total population)
- **Listen to music via YouTube or streaming services like Spotify**: 38% (14-29 years), 13% (Total population)
- **Watch movies/videos on YouTube, MyVideo etc.**: 22% (14-29 years), 7% (Total population)
- **Play online games**: 17% (14-29 years), 8% (Total population)
- **Read articles/reports online**: 32% (14-29 years), 20% (Total population)
- **Quick search for information**: 24% (14-29 years), 19% (Total population)
- **Surf the Internet**: 22% (14-29 years), 12% (Total population)
- **Watch movies/videos on Netflix, Maxdome etc.**: 36% (14-29 years), 14% (Total population)

Base: n=2,000, German speaking population up to 14 years.

Perception of negative aspects of the web

2018 (percentages)

- **I would prefer for everybody to be less online in the future.**
  - I totally agree: 13%
  - I rather agree: 35%
  - I rather don't agree: 33%
  - I don't agree: 19%

- **The internet bothers me.**
  - I totally agree: 3%
  - I rather agree: 16%
  - I rather don't agree: 38%
  - I don't agree: 43%

- **I waste my time being online.**
  - I totally agree: 25%
  - I rather agree: 39%
  - I rather don't agree: 22%
  - I don't agree: 14%

Basis: n=1,730, 14-24 years.

Opinions towards social media influencers

I totally/rather agree, by educational level (percentages)

- Influencers bother me because of the product advertising.
- Influencers give me helpful suggestions.
- I like to participate online in the lives of influencers.


Basis: n=1,730, 14-24 years.
Favourite subjects of influencers

Multiple nominations possible, 2018 (percentages)

- Fitness, sports: 46%
- Fashion: 44%
- Nutrition, health: 44%
- Cosmetics, make-up: 39%
- Travel: 36%
- Celebrities: 33%
- Living at home: 31%
- Personality development: 26%
- Information technology: 23%
- Do-it-yourself: 22%
- Pregnancy, family, children: 13%
- Arts, culture: 12%

Source: Bitkom Research 2018, p. 22.

Basis: Followers of influencers on social media (n=198), 14 years and older.
Digital games: frequency of use 2019

PC/console/tablet PC and mobile phone (percentages)

<table>
<thead>
<tr>
<th></th>
<th>Daily/several times a week</th>
<th>once a week - once in two weeks</th>
<th>once a month - less frequent</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>63</td>
<td>12</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Girls</td>
<td>44</td>
<td>16</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Boys</td>
<td>80</td>
<td></td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Secondary general school and intermediate secondary school</td>
<td>67</td>
<td>10</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Grammar school</td>
<td>60</td>
<td>12</td>
<td>14</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: JIM-Studie 2019, mpfs, p. 44.

Basis: n=1,200, 12-19 years.
Experience with online and offline bullying

Experienced in the last 12 months, 2019 (percentages)

<table>
<thead>
<tr>
<th>Offline (face to face)</th>
<th>never</th>
<th>a few times</th>
<th>at least once a month</th>
<th>no indication</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>70</td>
<td>22</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online</th>
<th>never</th>
<th>a few times</th>
<th>at least once a month</th>
<th>no indication</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34</td>
<td>52</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

Base: n=235; 9-17 years.

Source: Hasebrink et al.: EU Kids Online-Befragung Deutschland 2019, p. 18/19.
Opinions towards school and internet

I totally/rather agree, by age groups, 2018 (percentages)

School is preparing me well for a digital future.

- 14-17 years: 37%
- 18-24 years: 28%

Safety on the web is an important topic at school.

- 14-17 years: 47%
- 18-24 years: 33%

I learn in school how to protect my privacy online.

- 14-17 years: 36%
- 18-24 years: 28%


Basis: n=1,730, 14-24 years.
Negative online experiences – comparison of the indications between parents and children

Happened in the last year, 2019, questioning of the parent and children, selection (percentages)

The child was/has ...

- seen pictures with obviously sexual content on the internet.
- received a sexual message (videos, images, texts).
- asked for sexual information.
- treated rude or hurtful by somebody on the internet.
- met someone in person, that they knew from the internet.
- spent too much money for online games/app-purchases.

Base: n=1,044 children, 9-17 years and n=1,044 parents.

Adolescents and Mobile Media
Personal ownership of smartphone or tablet

By age group, selection, multiple answers possible, 2019 (percentages)

Source: bitkom Research 2019, p. 4.
Use of smartphone and tablet by age group

Usage at least once in a while, by age group, multiple answers possible, selection, 2019 (percentages)


Base: n=915, 6-18 years.
Smartphone activities of German adolescents

Selection, 2017 (percentages)

- Messenger: 88%
- Phone calls: 84%
- Social media: 84%
- Surfing the web: 79%
- E-mail: 77%
- Looking for information: 67%
- Video blogs: 58%
- Online shopping: 47%
- SMS: 44%
- Online gaming: 42%
- Blogs: 22%


Basis: n=513, 14-18 years.
Which media do you use to go online?

In the last 14 days, by gender, 2019 (percentages)

- Smartphone: girls 91, boys 90
- Laptop/notebook: girls 49, boys 33
- PC: girls 24, boys 44
- TV with internet access: girls 20, boys 20
- Tablet: girls 14, boys 21
- Game console: girls 6, boys 25
- Digital voice assistant: girls 4, boys 4

Source: JIM-Studie, 2019, p. 22.

Basis: n=1,193; 12-19 years; Internet use at least once in two weeks.
Mobile internet use

Daily usage, comparison total population (14+) and 14- to 29-year olds, 2017-2019, (percentages)


Basis: German speaking population up to 14 years (2017: n=2,017, 2018: n=2,009, 2019: n=2,000).
German boys’ and girls’ favourite apps

Up to 3 mentions, by gender, selection, 2019 (percentages)

- WhatsApp: girls - 89%, boys - 87%
- Instagram: girls - 55%, boys - 39%
- YouTube: girls - 32%, boys - 50%
- Snapchat: girls - 28%, boys - 13%
- Spotify: girls - 9%, boys - 14%

Basis: n=1,142; 12-19 years, app users.

Source: JIM-Studie 2019, mpfs, p. 28.
Secondary Data / Sources

- Beisch, Natalie/Koch, Wolfgang/Schäfer, Carmen: ARD-/ZDF-Onlinestudie 2019: Mediale Internetnutzung und Video-on-Demand gewinnen weiter an Bedeutung. In: Media Perspektiven 9/2019, pp. 374-388. URL: https://www.ard-werbung.de/media-perspektiven/fachzeitschrift/2019/detailseite-2019/?tx_frspublication_pi5%5Bid%5D=2737&tx_frspublication_pi5%5Bcontroller%5D=Publication&cHash=a921b9f04e06f3a19f6bab57c40f6563 (last access: 26.02.2020).


Secondary Data / Sources


• iconkids & youth international research GmbH: Trend Tracking Kids 2019 Bericht. URL: http://iconkids.com (last access: 26.02.2020).


Secondary Data / Sources


