Basic Data
Adolescents and Media 2019

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 32

Adolescents and Mobile Media 53
Media Use, Media Ownership and Importance of Media
Media devices at home

Media in German households, 2018, selection (percentages)

- Mobile phone/smartphone: 99%
- Computer/laptop: 98%
- Internet access: 98%
- Television: 95%
- Radio: 85%
- DVD player/recorder with hard disc: 83%
- Game console: 71%
- Tablet PC: 67%
- TV with internet access: 62%
- MP3-player/iPod: 55%
- Game console (portable): 53%


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

By gender, selection, 2018 (percentages)

Personal media equipment of German adolescents from 2008 to 2018

Selection (percentages)

Mobile phone / smartphone

iPhone/Smartphone

Internet access

Computer/Laptop

Fernseher

Radio


Average amount of time spent with various media in 2018

Minutes per day, by age groups

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

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.
Media use in leisure time

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

- Internet* (97 girls, 97 boys)
- Smartphone (97 girls, 97 boys)
- Listening to music (96 girls, 94 boys)
- Online videos (87 girls, 93 boys)
- Television* (77 girls, 70 boys)
- Radio* (75 girls, 67 boys)
- Streaming services (64 girls, 59 boys)
- Digital games (73 girls, 43 boys)
- Reading books (45 girls, 33 boys)


Basis: n= 1,200, 12-19 years. *Regardless what access used
How often do young Germans read books?

By age groups (percentages)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Total population, 15 years and older</th>
<th>15-19 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>every day or most days</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>at least once a week</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>at least once a month</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>less often</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>never</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Basis: n=1,502, FRG in total, 15 years and older.

Source: Global GfK Survey 2017, p. 21/22.
Current news sources of adolescents and young adults in Germany

By gender, selection, 2018 (percentages)

Basis: n=664, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 38.
Which German news media are trustworthy according to young people?

By school type, 2018 (percentages)

- **Tagesschau/Tagesthemen (TV)**
  - Total: 84%
  - Grammar school (Gymnasium): 90%
  - Secondary school (Haupt-/Realschule): 73%

- **Local Newspapers (printed)**
  - Total: 78%
  - Grammar school (Gymnasium): 74%
  - Secondary school (Haupt-/Realschule): 77%

- **Public radio**
  - Total: 78%
  - Grammar school (Gymnasium): 74%
  - Secondary school (Haupt-/Realschule): 78%

- **heute/heute-journal (TV)**
  - Total: 79%
  - Grammar school (Gymnasium): 71%
  - Secondary school (Haupt-/Realschule): 79%

- **News magazine (weekly, printed)**
  - Total: 66%
  - Grammar school (Gymnasium): 60%
  - Secondary school (Haupt-/Realschule): 67%

- **Focus Online**
  - Total: 57%
  - Grammar school (Gymnasium): 51%
  - Secondary school (Haupt-/Realschule): 60%

- **Spiegel online**
  - Total: 50%
  - Grammar school (Gymnasium): 35%
  - Secondary school (Haupt-/Realschule): 50%

- **Private Radio**
  - Total: 46%
  - Grammar school (Gymnasium): 46%
  - Secondary school (Haupt-/Realschule): 46%

- **ProSieben Newstime (TV)**
  - Total: 31%
  - Grammar school (Gymnasium): 26%
  - Secondary school (Haupt-/Realschule): 31%

- **Web.de**
  - Total: 28%
  - Grammar school (Gymnasium): 23%
  - Secondary school (Haupt-/Realschule): 23%

- **RTL aktuell (TV)**
  - Total: 23%
  - Grammar school (Gymnasium): 20%
  - Secondary school (Haupt-/Realschule): 23%

- **Bild.de**
  - Total: 20%
  - Grammar school (Gymnasium): 12%
  - Secondary school (Haupt-/Realschule): 15%

- **Bild-Zeitung (printed)**
  - Total: 19%
  - Grammar school (Gymnasium): 12%
  - Secondary school (Haupt-/Realschule): 15%

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

How often do young people come across “fake news” in social media?

2018 (percentages)

- (Nearly) daily/several times a day: 17%
- Minimum once a week: 34%
- Minimum once a month: 21%
- At rare intervals: 12%
- Never: 4%
- I don’t know: 13%

Especially boys are confident to detect “fake news”

How sure/unsure do you feel to detect fake news?
By gender, 2018 (percentages)

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

German adolescents’ political media use

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

- Getting information about political issues
  - Total: 37%
  - Girls: 30%
  - Boys: 44%

- Electing
  - Total: 33%
  - Girls: 27%
  - Boys: 38%

- Signing an online petition
  - Total: 26%
  - Girls: 20%
  - Boys: 32%

- Following a political party / politician on social media
  - Total: 15%
  - Girls: 10%
  - Boys: 21%

Basis: n=522, 14-17 years.

Source: Bravo/YouGov 2017, p. 10
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 2018

Market shares in age group 12-19 years, 2018 (percentages)

Basis: n=1,2000, 12-19 years.

Girls' favourite TV genres in 2019

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

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

Boys‘ favourite TV genres 2019

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

Source: iconkids & youth international research: Trend Tracking Kids 2019, p. 20.

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

Source: iconkids & youth international research: Trend Tracking Kids 2019, p. 16.

Basis: n=763 boys, 6-19 years.
German girls’ media idols 2019

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

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 watching TV

In last 14 days, by age groups, 2018, (percentages)

<table>
<thead>
<tr>
<th>Device Type</th>
<th>12-13 years</th>
<th>14-15 years</th>
<th>16-17 years</th>
<th>18-19 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television set</td>
<td>93%</td>
<td>93%</td>
<td>93%</td>
<td>92%</td>
</tr>
<tr>
<td>Internet/PC/laptop</td>
<td>22%</td>
<td>22%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>19%</td>
<td>19%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Basis: n=1,031 girls and boys, who are watching TV minimum once in 14 days, 12-19 years.

Source: JIM-Studie 2018, mpfs, p. 44.
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)

![Bar chart showing the percentage of adolescents watching programmes, series, and films on online platforms daily or several times a week, categorized by age group (12-13, 14-15, 16-17, 18-19 years) and platform (YouTube, Netflix, Amazon Prime Video, media library of TV broadcaster).]

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

How do young Germans watch fictional movies and series?

Users of fictional genres, 14-29 years, selection, 2017 (percentages)

Basis: n=1,505, users of fictional genres, 14 years and older.

How do young Germans watch documentaries and how-to-videos?

14-29 years, selection, 2017 (percentages)

- **Science, technology**: 14% (Television), 17% (Video portal)
- **Medicine, health**: 8% (Television), 12% (Video portal)
- **Tutorials, information for everyday life**: 6% (Television), 21% (Video portal)
- **Product presentations, tests**: 9% (Television), 14% (Video portal)
- **History, politics, news**: 18% (Television), 21% (Video portal)

Basis: n=1,345, 14 years and older.

What do adolescents watch on YouTube?

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

- **Music videos**: girls 58%, boys 50%
- **Lets-play-videos**: girls 12%, boys 50%
- **Funny clips**: girls 35%, boys 47%
- **Comedy/funny videos of YouTubers**: girls 29%, boys 40%
- **Videos of YouTubers about current news**: girls 16%, boys 29%
- **Sports videos**: girls 13%, boys 34%
- **Fashion/beauty videos**: girls 26%, boys 20%
- **Tutorials**: girls 18%, boys 20%

Source: JIM-Studie 2018, mpfs, p. 50.
Computer, Internet and Social Media
Computer/laptop in personal ownership of German adolescents

By age groups, 2018, percentages

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

Daily use of Internet 2017 and 2018

By age group, minutes/day

<table>
<thead>
<tr>
<th>Year</th>
<th>Total population, 14 years and older</th>
<th>14-29 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>274</td>
<td>149</td>
</tr>
<tr>
<td>2018</td>
<td>353</td>
<td>196</td>
</tr>
</tbody>
</table>

Basis: German speaking people, 14 years and older. 2018: n=2,009, 2017: n=2,017.

Favourite websites and platforms of German girls and boys

Maximum of 3 nominations, by gender, selection, 2018 (percentages)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>55</td>
<td>70</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>52</td>
<td>27</td>
</tr>
<tr>
<td>Instagram</td>
<td>45</td>
<td>17</td>
</tr>
<tr>
<td>Snapchat</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td>Google</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Netflix</td>
<td>16</td>
<td>13</td>
</tr>
</tbody>
</table>

Basis: n=1,198, 12-19 years; internet use at least rarely.

Source: JIM-Studie 2018, mpfs, p. 35.
Usage of social media

Daily use of social media (Computer, tablet or smartphone), percentages

Basis: 1,001, 12- to 17-year-olds.

Favourite ways to use social media

Selection, 14-29 years, 2018 (percentages)

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>95</td>
</tr>
<tr>
<td>Laptop</td>
<td>80</td>
</tr>
<tr>
<td>Computer</td>
<td>52</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>47</td>
</tr>
<tr>
<td>Smart TV</td>
<td>38</td>
</tr>
</tbody>
</table>

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: 47%
  - Boys: 42%

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

- ... to organize my leisure time.
  - Girls: 27%
  - Boys: 25%

Basis: n=664, 14-24 years.

Source: Vodafone Stiftung Deutschland 2018, p. 17.
Activities on the web: a comparison between total population and 14- to 19-year-olds

2018, selection (percentages)

- Online chats, e-mail, messenger, WhatsApp: 45% (14-19 years) vs. 65% (Total population)
- Listening to music on Spotify or YouTube: 47% (14-19 years) vs. 12% (Total population)
- Watching movies/videos on YouTube, MyVideo etc.: 29% (14-19 years) vs. 6% (Total population)
- Online games: 17% (14-19 years) vs. 9% (Total population)
- Reading articles in the internet: 26% (14-19 years) vs. 19% (Total population)
- Quick search for information: 23% (14-19 years) vs. 20% (Total population)
- Surfing the web: 19% (14-19 years) vs. 12% (Total population)
- Watching movies/videos on Netflix, Maxdome etc.: 33% (14-19 years) vs. 11% (Total population)

Basis: n=2,009, German speaking people, 14 years and older.

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. (High level of education: 66%, Middle level of education: 50%, Low level of education: 32%)
- Influencers give me helpful suggestions. (High level of education: 51%, Middle level of education: 51%, Low level of education: 37%)
- I like to participate online in the lives of influencers. (High level of education: 57%, Middle level of education: 57%, Low level of education: 41%)

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%

Basis: Followers of influencers on social media (n=198), 14 years and older.

Source: Bitkom Research 2018, p. 22.
Digital games: frequency of use 2018

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><strong>Total</strong></td>
<td>58</td>
<td>15</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td><strong>Girls</strong></td>
<td>43</td>
<td>17</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td><strong>Boys</strong></td>
<td>73</td>
<td>12</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Secondary general</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>school and</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>intermediate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>secondary school</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grammar school</td>
<td>54</td>
<td>16</td>
<td>19</td>
<td>11</td>
</tr>
</tbody>
</table>

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

Source: JIM-Studie 2018, mpfs, p. 56.
Bullying online and offline – experiences of German students

2017 (percentages)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bullying at school</td>
<td>75.8</td>
<td>24.2</td>
<td>0</td>
</tr>
<tr>
<td>Cyberbullying</td>
<td>80.9</td>
<td>12.7</td>
<td>6.4</td>
</tr>
</tbody>
</table>

Basis: n=1,586; 10-21 years, students.

Source: Bündnis gegen Cybermobbing 2017, p. 81/82.
Which media are used for cyberbullying?

**Percentages**

- **Instant messengers, e.g. WhatsApp**: 78%
- **Social networks, e.g. Facebook**: 53%
- **Chatrooms**: 36%
- **E-mail**: 18%
- **Newsgroups**: 17%

Basis: n=201, students who have been bullied online, 10-21 years.

Source: Bündnis gegen Cybermobbing 2017, p. 83.
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.

Risky Internet use from a parental point of view

“I agree with these statements”
2015, interviews with parents, selection (percentages)

The adolescent ...

- ... spends much more time online than he/she has planned.
- ... feels bad, if he/she tries to minimize his/her web use.
- ... feels absorbed of the Internet.
- ... has lied to his family/friends about his/her Internet use.

Basis: 1,000 mothers and fathers with 12-17-year-old children; children use the Internet in leisure time.

Online hate speech experiences: comparison between total population and young Germans

I have experienced hate speech online...
Selection, 2017 (percentages)

<table>
<thead>
<tr>
<th></th>
<th>very frequently</th>
<th>frequently</th>
<th>less frequently</th>
<th>never</th>
<th>I don't know.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>8</td>
<td>19</td>
<td>40</td>
<td>30</td>
<td>3</td>
</tr>
<tr>
<td>14-24 years</td>
<td>24</td>
<td>35</td>
<td>35</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Forsa: Hate Speech 2017, p. 2.

Basis: n=1,011, Internet users, 14 years and older.
Risky Internet use from youth’s point of view

Own experiences, 2017, selection (percentages)

- **Spending too much time online**: 87% (13-14 years), 85% (15-16 years)
- **Online advertising**: 71% (13-14 years), 74% (15-16 years)
- **Getting virus/malware from the Internet**: 38% (13-14 years), 44% (15-16 years)
- **Disturbing and frightening contents in the web**: 39% (13-14 years), 39% (15-16 years)
- **Providing too much private data**: 33% (13-14 years), 37% (15-16 years)
- **Cyberbullying**: 19% (13-14 years), 25% (15-16 years)

Source: Brüggen u. a., Jugendmedienschutzindex 2017, p. 28/29.

Basis: n=805, 9-16 years, Internet users.
Media literacy competencies

Interviews with adolescents, selection, 2017 (percentages)

- I know how to find out about the costs of an app.
  - 13-14 years: 54%
  - 15-16 years: 68%

- I know where I can get information about safe internet use.
  - 13-14 years: 63%
  - 15-16 years: 73%

- It is easy for me to evaluate true and untrue online information.
  - 13-14 years: 67%
  - 15-16 years: 78%

- I know how to block other members on social networks.
  - 13-14 years: 88%
  - 15-16 years: 93%

- I know what kind of information I can provide online without worrying.
  - 13-14 years: 89%
  - 15-16 years: 95%

Source: Brüggen u. a., Jugendmedienschutzindex 2017, p. 70.

Basis: 805; 9-16 years, Internet users.
Adolescents and Mobile Media
Adolescent smartphone and tablet owners in Germany

By age, selection, multiple nominations possible, 2017
(percentages)

Basis: n=926, 6-18 years.

Source: Bitkom Research 2017, p. 3.
Use of smartphone and tablet PCs

At least rarely use, selection, 2014 and 2017
By age groups (percentages)

Source: Bitkom Research 2017, p. 2.

Basis: n=926, 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, 2018 (percentages)

<table>
<thead>
<tr>
<th>Media</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>92</td>
<td>96</td>
</tr>
<tr>
<td>Laptop/notebook/netbook</td>
<td>46</td>
<td>39</td>
</tr>
<tr>
<td>PC</td>
<td>19</td>
<td>41</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Television with internet access</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Game console</td>
<td>7</td>
<td>24</td>
</tr>
</tbody>
</table>

Source: JIM-Studie, 2018, p. 27.

Basis: n=1,195; 12-19 years; Internet use at least once in two weeks.
Mobile internet usage in Germany

Daily use, comparison total population (14 years and older) and 14- to 29-year-olds 2016-2018, (percentages)

Basis: German speaking people, 14 years and older (2016: n=1,508, 2017: n=2,017, 2018: n=2,009).

German boys’ and girls’ favourite apps

Up to 3 mentions, by gender, selection, 2018 (percentages)

- **WhatsApp**: 88 girls, 86 boys
- **Instagram**: 60 girls, 37 boys
- **Snapchat**: 38 girls, 24 boys
- **YouTube**: 48 girls, 26 boys
- **Spotify**: 11 girls, 9 boys

Source: JIM-Studie 2018, mpfs, p. 36.

Basis: n=1,149; 12-19 years, app users.
Secondary Data / Sources


- Elbdudler/YouGov: elbdudler Jugendstudie 2018. URL: https://jugendstudie.elbdudler.de/ (last access: 27.02.2019).
Secondary Data / Sources


- iconkids & youth international research GmbH: Trend Tracking Kids 2019 Bericht. URL: http://iconkids.com (last access: 13.08.2019).

Secondary Data / Sources

