Basic Data
Children and Media
2019

Current surveys and research on media use among children in Germany

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Ownership, Media Use and Importance of Media</td>
<td>3</td>
</tr>
<tr>
<td>Children and Television</td>
<td>17</td>
</tr>
<tr>
<td>Reading (to Children) in the Family</td>
<td>32</td>
</tr>
<tr>
<td>Computer, Internet and Social Media</td>
<td>43</td>
</tr>
<tr>
<td>Children and Mobile Media (Mobile Phone, Smartphone, Tablet PC)</td>
<td>59</td>
</tr>
</tbody>
</table>
Media Ownership, Media Use and Importance of Media
Media in the homes of German children 2017

Devices in households with 3- to 13-year-old children, percentages

Source: Bayer, Kinderwelten 2017, p. 5.

Basis: n=1,176 mothers of children 3-13 years.
Personal media ownership of German children

By gender, 2016, percentages

- Mobile phone/smartphone
- CD player
- Game console netto
- TV
- Game console (portable)
- Smartphone
- Radio
- Game console
- Cassette recorder
- Computer/laptop
- Internet access
- Computer for children
- Laptop
- Video recorder/DVD player/recorder with hard disk
- Digital camera
- Computer
- Tablet PC


Basis: n=1,229, parents of children 6-13 years.
Which media would you like to own yourself?

6-13 years, by gender, selection, 2018, percentages

Source: KinderMedienStudie 2018, p. 46.

Basis: n=1,362 boys and n=1,287 girls, 6-13 years.
Preferred leisure activities of German children

Leisure activities, selection, 2016, percentages

- Watching television: 77% (Nearly) every day, 19% Once/ several times a week
- Meeting friends: 35% (Nearly) every day, 59% Once/ several times a week
- Doing homework/learning for school: 70% (Nearly) every day, 23% Once/ several times a week
- Playing in the house: 53% (Nearly) every day, 40% Once/ several times a week
- Playing outside: 49% (Nearly) every day, 43% Once/ several times a week
- Activities with the family/parents: 11% (Nearly) every day, 69% Once/ several times a week
- Listening to music: 35% (Nearly) every day, 40% Once/ several times a week
- Doing sports: 8% (Nearly) every day, 63% Once/ several times a week
- Computer/console/online games: 22% (Nearly) every day, 38% Once/ several times a week
- Using mobile phone: 42% (Nearly) every day, 17% Once/ several times a week
- Using the computer (offline): 16% (Nearly) every day, 39% Once/ several times a week
- Using the Internet: 27% (Nearly) every day, 28% Once/ several times a week
- Listening to the radio: 23% (Nearly) every day, 31% Once/ several times a week

Source: KIM-Studie 2016, p. 10.

Basis: n=1,229, 6-13 years.
How do German children spend their pocket money?

Selection, 6-13 years, 2018, percentages

- Sweets, cookies, chewing gum: 70.2%
- Magazines, mangas, comics: 53.7%
- Ice-cream: 46.5%
- Beverages: 43.6%
- Food/fast food: 32.9%
- Chips, salty nuts: 30.2%
- Stickers/collector’s pictures: 17.9%
- Toys, games: 16%
- Collector’s figures (e.g. Filly, Lego): 15.7%
- Gifts for relatives/friends: 10.6%
- Music: 9.6%
- Books: 9.1%

Source: KinderMedienStudie 2018, p. 68.

Basis: n=2,534, 6-13-years.
Which media would you use in one hour for extra time?

2017 (percentages)

- TV: 79%
- Smartphone: 41%
- PC/laptop: 31%
- Game console: 26%
- Books, magazines: 12%
- Tablet PC: 10%
- DVD player: 8%
- MP3 player: 4%
- Radio: 3%

Source: Bayer, Kinderwelten 2017, p. 23. Basis: n=806, 6-13 years.
Media use by age

Percentages, by age

Source: DIVSI U9-Studie, SINUS/DIVSI 2015, p. 61.

Basis: n=1,832, parents of children 3-8 years.
Media consumption: A comparison between 14- to 19-year-olds and total population in Germany

Minutes per day, 2018

<table>
<thead>
<tr>
<th></th>
<th>14-19 years</th>
<th>Total: persons from the age 14+</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>101</td>
<td>179</td>
</tr>
<tr>
<td>Radio</td>
<td>88</td>
<td>181</td>
</tr>
<tr>
<td>Video in total</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Sound recording</td>
<td>51</td>
<td>19</td>
</tr>
<tr>
<td>Audiovisual media</td>
<td>341</td>
<td>449</td>
</tr>
</tbody>
</table>

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

Basis: German speaking people +14 years, 5.00 a.m. to 12.00 p.m., Mon-Sun; (1) record, cassette, CD, MP3 (2) incl. PC.
Which media do German children use on their own?

By age, selection, percentages

Source: KIM-Studie 2016, p. 15.

Basis: n=1,229 children, 6-13 years.
Digital media use by gender

„I really like ...“ (percentages)

- ... playing with the game console
  - girls: 22%
  - boys: 45%

- ... using the PC/laptop
  - girls: 23%
  - boys: 28%

- ... using the smartphone
  - girls: 26%
  - boys: 30%

- ... using the tablet
  - girls: 24%
  - boys: 24%

- ... surfing the web
  - girls: 21%
  - boys: 21%


Basis: n=1,029, 6-8 years.
News of the world: What are your information sources?

Percentages

- Parents: 42.6%
- Teachers: 26.6%
- News on TV: 18.6%
- Friends: 17.9%
- Newspapers/magazines: 16.2%
- Online videos: 7%
- Social networks: 6.7%
- Radio: 5.7%
- Wikipedia: 4.9%
- Reference books: 3.8%
- News on the Internet: 2.2%

Source: BDZV 2015, p. 11.

Basis: n=582 children, 6-12 years.
Self-directed media use

According to their parents, 2018, percentages
Children are free to decide ...


Basis: Parents of children 6-13-years.
Media Literacy: skills of German children

Self-assessment „good“, by age, selection, 2016, percentages

- **Playing a DVD**
  - 6-7 years: 64%
  - 8-9 years: 75%
  - 10-11 years: 88%

- **Accessing the Internet by my own**
  - 6-7 years: 70%
  - 8-9 years: 82%
  - 10-11 years: 82%

- **Printing something**
  - 6-7 years: 60%
  - 8-9 years: 76%
  - 10-11 years: 76%

- **Generating files on PC**
  - 6-7 years: 36%
  - 8-9 years: 57%
  - 10-11 years: 57%

- **Downloading apps**
  - 6-7 years: 33%
  - 8-9 years: 65%
  - 10-11 years: 65%

Source: KIM-Studie 2016, p. 63.

Basis: n=1,229, 6-13 years.
Children and Television
Parents have confidence in TV

*Which media device in your household is your child free to use? According to their mothers, by age of children, 2017, percentages*

Source: Bayer, Kinderwelten 2017, p. 7.

Basis: n=1,176 mothers of children 3-13 years.
Development of TV viewing time: A comparison between children and adults

Viewing time in minutes per day, 2000-2015 in Germany

Source: AGF in association with GfK, TV Scope (before 2009 pc#tv); Fernsehpanel (G+EU) from 1.1.2005 on. In: Media Perspektiven Basisdaten 2015, p. 70.

Basis: n=FRG in total, children (3-13 years) and adults (14 years and older).
Development of TV viewing time by age groups

Viewing time in minutes per day, by age, 2010-2017


Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.
How long do children stay in front of the TV?

Exposure time in minutes per day, by age groups, 2010-2017


Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.
TV use during the week

By age groups, viewing time, 2017, min./day


Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m., 3-13 years.
Television use by children during the day

Percentages, 2015-2017


Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.
Favourite TV channels of 3- to 13-year-olds in Germany

Selection, market share, percentages, 2017


Basis: n=FRG in total, 3-13 years, Mon-Sun, 3:00 a.m.-3:00 p.m., market share 2017.
The most popular TV programmes of German children in 2018

Unsupported answers (multiple answers possible), top 5, percentages

6-9 years

- Ninjago (Lego): 12
- SpongeBob: 11
- Tom & Jerry: 8
- Sally Bollywood: 8
- Angelo: 8

10-12 years

- The Simpsons: 14
- Schloss Einstein: 11
- SpongeBob: 11
- GZSZ: 9
- DSDS: 9

The most popular TV programmes of girls and boys in Germany 2018

Unsupported answers (multiple answers possible), top 5, percentages

<table>
<thead>
<tr>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sally Bollywood</td>
<td>Ninjago (Lego)</td>
</tr>
<tr>
<td>Kim Possible</td>
<td>SpongeBob</td>
</tr>
<tr>
<td>SpongeBob</td>
<td>Tom &amp; Jerry</td>
</tr>
<tr>
<td>Hexe Lilly</td>
<td>Angelo</td>
</tr>
<tr>
<td>Löwenzahn; Die Pfefferkörner; 1,2 oder 3</td>
<td>Dragons</td>
</tr>
</tbody>
</table>

| Basis: n=698 girls, n=751 boys, 6-19 years. |
"What is your child’s favourite TV programme?"
According to parents of 3- to 5-year-olds, percentages

- Die Sendung mit der Maus: 16%
- KiKANiNCHEN: 14%
- Sandmännchen: 14%
- Sesame Street: 12%
- Biene Maja: 7%
- Feuerwehrmann Sam: 6%
- Schlümpfe: 5%
- Tom & Jerry: 5%
- Ninjago (Lego): 5%
- Die Sendung mit dem Elefanten: 5%


Basis: n=367 mothers of 3- to 13-year-olds.
Favourite TV characters of German preschoolers in 2018

# 1  Die Maus (Die Sendung mit der Maus)
# 2  Feuerwehrmann Sam
# 3  Kikaninchen
# 4  Bob der Baumeister, Der kleine (blaue) Elefant, Biene Maja
# 5  Sandmann (Das Sandmännchen)

Source: IZI-Survey „Die Lieblingsfiguren der Vorschulkinder“ (Favourite TV characters of German preschoolers), 2018.

Basis: n=1,216 boys and girls, 3-13 years.
## Favourite TV characters of German children by gender in 2018

<table>
<thead>
<tr>
<th>Boys</th>
<th>#</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bart Simpson</td>
<td>1</td>
<td>Hexe Lilli, Sally Bollywood</td>
</tr>
<tr>
<td>SpongeBob SquarePants</td>
<td>2</td>
<td>Barbie</td>
</tr>
<tr>
<td>Garfield</td>
<td>3</td>
<td>Bibi Blocksberg, Kim Possible, K.C.</td>
</tr>
<tr>
<td>Sheldon Cooper (The Big Bang Theory)</td>
<td>4</td>
<td>Garfield, Sherazade, Lisa Simpson</td>
</tr>
</tbody>
</table>

Source: IZI-Survey „Die Lieblingsfiguren der Kinder 2018“ (Favourite TV characters of German children), 2018.

Basis: n=633 boys and n=583 girls, 3-13 years.
Favourite educational TV of German children

By age, multiple answers possible, selection, 2016, percentages

Source: KIM-Studie 2016, p. 45.

Basis: n=1,216, 6-13 years; educational programme viewers.
The use of TV and other video media

According to mothers of 3-to 13-year-olds, 2017, percentages

Source: Bayer, Kinderwelten 2017, p. 21.

Basis: n=1,176 mothers of children 3-13 years.
Reading (to Children) in the Family
Why do parents read to their children?

According to mothers, 2016, percentages

To encourage children's literacy

<table>
<thead>
<tr>
<th></th>
<th>Born in Germany</th>
<th>Not born in Germany (child or parent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I totally agree.</td>
<td>36</td>
<td>32</td>
</tr>
<tr>
<td>I agree.</td>
<td>34</td>
<td>43</td>
</tr>
<tr>
<td>I agree partially.</td>
<td>23</td>
<td>14</td>
</tr>
<tr>
<td>I rather don't agree.</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>I don't agree.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To encourage children's development of speech

<table>
<thead>
<tr>
<th></th>
<th>Born in Germany</th>
<th>Not born in Germany (child or parent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I totally agree.</td>
<td>38</td>
<td>39</td>
</tr>
<tr>
<td>I agree.</td>
<td>38</td>
<td>39</td>
</tr>
<tr>
<td>I agree partially.</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>I rather don't agree.</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>I don't agree.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Basis: n=480 mothers of children 5-10 years. Mothers who read to their children.
How often do parents read to their infants?

2017, percentages

- **Never**: 20
- **Several times a day**: 10
- **Once a week**: 6
- **Once a day**: 30
- **Several times a week**: 33


Basis: n=523 parents of children 3-39 months.
How often do children read a book?

2016, Percentages

I read ...

<table>
<thead>
<tr>
<th></th>
<th>(nearly) every day</th>
<th>once/ several times a week</th>
<th>rarely</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>15</td>
<td>33</td>
<td>36</td>
<td>16</td>
</tr>
<tr>
<td>Girls</td>
<td>20</td>
<td>39</td>
<td>30</td>
<td>11</td>
</tr>
<tr>
<td>Boys</td>
<td>11</td>
<td>28</td>
<td>41</td>
<td>21</td>
</tr>
</tbody>
</table>


Basis: n=1,229, 6-13 years.
German children like stories which are ...

2016, percentages

- exciting: 56%
- funny: 49%
- with a strong character: 47%
- not too difficult: 36%
- with lots of pictures: 29%
- not too long: 27%
- cheer me up: 27%
- relaxing: 25%
- pleasant to my parents: 25%
- important for me: 25%


Basis: n=521, 5-10 years.
German bestsellers 2018 – books for children

Selection, in June 2018

# 1 „Der Räuber Hotzenplotz und die Mondrakete“
by Otfried Preußler

# 2 „Die Schule der magischen Tiere – endlich Ferien 3“
by Margit Auer

# 3 „Alea Aquarius“
by Tanya Stewner

# 4 „Mein Lotta-Leben (14)“
by Alice Pantermüller

# 5 „Woodwalkers (5)“
by Katja Brandis

Source: boersenblatt.de/Media Control GmbH.

Basis: 4,400 shops in Germany, sales volume in June 2018.
Favourite magazines & comics of German girls in 2018

By age, top 5, percentages

**6-9 years**
- Wendy: 27%
- Micky Mouse: 13%
- Bibi Blocksberg/Bibi und Tina: 12%
- Lissy: 11%
- GEOlino: 5%

**10-12 years**
- BRAVO: 17%
- Wendy: 15%
- Lustiges Taschenbuch: 10%
- GEOlino: 8%
- Mädchen: 8%


Basis: n=698 girls, 6-19 years.
Favourite magazines & comics of German boys in 2018

By age, top 5, percentages

6-9 years

- Mickey Mouse: 28%
- Donald Duck: 9%
- Löwenzahn: 8%
- SpongeBob: 8%
- GEOlino: 7%

10-12 years

- Lustiges Taschenbuch: 18%
- Just kick it!: 17%
- Kicker: 11%
- GEOlino: 10%
- Mickey Mouse: 9%

Source: Trend Tracking Kids 2018, p. 244.

Basis: n=751 boys, 6-19 years.
Parental reading to children promotes learning skills

„How would you describe your child?“ (percentages)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Daily (n=134)</th>
<th>Weekly (n=235)</th>
<th>More Rarely or Never (n=155)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;is eager for knowledge&quot;</td>
<td></td>
<td>72</td>
<td>90</td>
</tr>
<tr>
<td>&quot;is very focused&quot;</td>
<td>63</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>&quot;thinks ahead&quot;</td>
<td>67</td>
<td>77</td>
<td></td>
</tr>
</tbody>
</table>


Basis: n=524, children (8-12 years) and their mothers.
Parental reading to children and school archivement

Childrens' answers, by school subject (overall average grade)


Basis: n=524 children (8-12 years) and their mothers.
Listening to a story is very important for German children

2016, percentages

- It is comfortable: 55%
- I can hear interesting stories: 46%
- It’s just great: 45%
- My parents have time for me: 45%
- I have my parents for my own: 41%
- It is so calm: 40%
- It is relaxing: 34%
- My parents/grandparents are good in reading a story to me: 32%
- I can immerse into the story: 31%
- I don’t have to read by my own: 29%
- We get into a conversation: 27%


Basis: n=491, 5-10 years.
Computer, Internet and Social Media
How often do German children surf the web?

By gender and by age groups, 2016, percentages

<table>
<thead>
<tr>
<th>Age Group</th>
<th>(nearly) every day</th>
<th>several times a week</th>
<th>rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>41</td>
<td>42</td>
<td>17</td>
</tr>
<tr>
<td>Boys</td>
<td>42</td>
<td>43</td>
<td>15</td>
</tr>
<tr>
<td>Girls</td>
<td>40</td>
<td>42</td>
<td>18</td>
</tr>
<tr>
<td>6-7 years</td>
<td>14</td>
<td>62</td>
<td>24</td>
</tr>
<tr>
<td>8-9 years</td>
<td>29</td>
<td>43</td>
<td>28</td>
</tr>
<tr>
<td>10-11 years</td>
<td>38</td>
<td>43</td>
<td>18</td>
</tr>
<tr>
<td>12-13 years</td>
<td>58</td>
<td>35</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2016, p. 34.

Basis: n=805, 6-13 years, Internet users.
Which devices are used to go online?

Percentages, in 2016

<table>
<thead>
<tr>
<th>Device</th>
<th>(nearly) every day</th>
<th>several times a week</th>
<th>rarely</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer/laptop</td>
<td>32</td>
<td>49</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Mobile phone/smartphone</td>
<td>31</td>
<td>14</td>
<td>8</td>
<td>47</td>
</tr>
<tr>
<td>Game console</td>
<td>3</td>
<td>11</td>
<td>19</td>
<td>67</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>81</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2016, p. 32.

Basis: n=805, 6-13 years, Internet users.
By the age of 10 nearly all children are online

Do you use the Internet at least sometimes ...
By age, selection, comparison 2014 and 2017, percentages


Basis: n=815, 6-18 years, Internet users.
How long do children surf the web?

Minutes per day, on weekdays, according to their parents

Source: KIM-Studie 2016, p. 35

Basis: n=1,229 parents of children 6-13 years.
What do German children – in comparison to German adolescents – do online?

What do you do online (at least sometimes)?
Multiple answers possible, selection, 2017, percentages

<table>
<thead>
<tr>
<th>Activity</th>
<th>6-7 years</th>
<th>16-18 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing games</td>
<td>33%</td>
<td>46%</td>
</tr>
<tr>
<td>Watching movies, videos, series</td>
<td>69%</td>
<td>84%</td>
</tr>
<tr>
<td>Listening to music (stream)</td>
<td>5%</td>
<td>62%</td>
</tr>
<tr>
<td>Information seeking (for leisure time)</td>
<td>14%</td>
<td>64%</td>
</tr>
<tr>
<td>Calling somebody, e.g. via Skype</td>
<td>17%</td>
<td>40%</td>
</tr>
<tr>
<td>Information seeking (for school, education)</td>
<td>12%</td>
<td>84%</td>
</tr>
<tr>
<td>Using social networks</td>
<td>1%</td>
<td>71%</td>
</tr>
</tbody>
</table>


Basis: n = 815, 6-18 years, Internet users.
The most popular websites of German children in 2018

Unsupported answers, top 5, by age and gender, percentages

**Boys**

- toggo: 30
- YouTube: 21
- KiKA: 18
- spielaffe: 15
- lego: 14

**Girls**

**6-9 years**

- KiKA: 36
- toggo: 32
- YouTube: 20
- Disney Channel: 17
- blindekuh: 10

**10-12 years**

- YouTube: 45
- kicker: 18
- Facebook: 18
- spielaffe: 15
- KiKA: 10

Source: Trend Tracking Kids 2018, pp. 204-205.

Basis: n=626, 6- to 19-year-old girls and n=690, 6- to 19-year-old boys who use the Internet.
Who do children ask for assistance if they want to know something about the web?

By age (percentages)

Source: DIVSI U9-Studie, SINUS/DIVSI 2015, p. 80.

Basis: n=1,832, parents of children 3-8; n=1,500, 9-24 years (DIVSI U25-Studie 2014).
Favourite social media of German pre-teens

By age, multiple answers possible, selection, percentages

<table>
<thead>
<tr>
<th>Social Media</th>
<th>10-11 years</th>
<th>12-13 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>72%</td>
<td>89%</td>
</tr>
<tr>
<td>YouTube</td>
<td>51%</td>
<td>67%</td>
</tr>
<tr>
<td>Facebook</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>Instagram</td>
<td>11%</td>
<td>34%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>8%</td>
<td>20%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2%</td>
<td>7%</td>
</tr>
</tbody>
</table>


Basis: n=646, 10-18 years, Internet users.
Favourite YouTubers of German children

By gender, up to 3 nominations, selection, percentages

![Bar chart showing the preferences of boys and girls for different YouTubers.]

- Bibis Beauty Palace: Total 9, Girls 9, Boys 18
- DagiBee: Total 8, Girls 8, Boys 15
- Dner: Total 6, Girls 3, Boys 3
- Gronkh: Total 3, Girls 1, Boys 5
- Y-Titty: Total 3, Girls 2, Boys 3

Source: KIM-Studie 2016, p. 46.

Basis: n=551, 6-13 years; Internet and YouTube users.
Most parents monitor the web activities of their children

By age, multiple answers possible, selection, 2017, percentages

- I’m only allowed to spend a certain amount of time online.
- My parents explain to me what is and what isn’t allowed online.
- Sometimes it is prohibited to me to surf the web.
- My parents ask me not to post too much personal information online.
- My parents don’t care how I use the Internet.


Basis: n=815, 6-18 years, Internet users.
### Negative Internet experiences

**Have you already found disturbing or frightening contents in the Internet?**
Selection, percentages

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Unpleasant contents</th>
<th>Frightening contents</th>
<th>Not appropriate for children</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>4</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>6-7 years</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8-9 years</td>
<td>4</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>10-11 years</td>
<td>2</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>12-13 years</td>
<td>4</td>
<td>5</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2016, p. 64.

Basis: n=805, 6-13 years, Internet users.
Inappropriate web content

2016, percentages

- **Pornography**: 49%
- **Violence**: 17%
- **Horror**: 10%
- **Games**: 6%
- **Adult content**: 5%
- **Dating sites**: 3%
- **Right-wing extremism**: 3%

Source: KIM-Studie 2016, p. 64.

Basis: n=86, 6-13 years, Internet users.
How often do German children play computer/console games?

Percentages, 2016

<table>
<thead>
<tr>
<th></th>
<th>(Nearly) every day</th>
<th>Once/several times a week</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>32</td>
<td>37</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>Girls</td>
<td>25</td>
<td>39</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Boys</td>
<td>40</td>
<td>35</td>
<td>8</td>
<td>17</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2016, p. 53.

Basis: n=1,229, 6-13 years.
The most popular games (PC, console or online) of German boys and girls

2016, up to 3 selections possible, percentages

**Source:** KIM-Studie 2016, p. 58.

**Basis:** n=909, 6-13 years, users of PC/console/online games.
**Media education: age rated games**

**According to parents, 2016, percentages**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage Distribution</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>My children are not allowed to play games which are not recommended for their age.</td>
<td>52</td>
<td>26</td>
</tr>
<tr>
<td>When I buy a game, I respect the age ratings.</td>
<td>50</td>
<td>31</td>
</tr>
<tr>
<td>Age rating are only a recommendation.</td>
<td>49</td>
<td>38</td>
</tr>
<tr>
<td>Age ratings ensure that games are sold to the age group for which they are most suitable.</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td>I trust my own assessment of games more than age ratings.</td>
<td>29</td>
<td>31</td>
</tr>
</tbody>
</table>

Children and Mobile Media (Mobile Phone, Smartphone, Tablet PC)
By the age of 10 most children have their own smartphone

Which of the following devices do you already own?
Multiple answers possible, percentages

Source: Berg/Bitkom 2017, p. 3.
Basis: n=926, 6-18 years.
Mobile phone use of German children

### 2016, selection, percentages

<table>
<thead>
<tr>
<th>Activity</th>
<th>(Nearly) every day</th>
<th>Once/several times a week</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting called by parents</td>
<td>22</td>
<td>51</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>Calling the parents</td>
<td>18</td>
<td>51</td>
<td>24</td>
<td>7</td>
</tr>
<tr>
<td>Receiving messages</td>
<td>38</td>
<td>31</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Sending messages</td>
<td>38</td>
<td>30</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Calling somebody</td>
<td>21</td>
<td>42</td>
<td>28</td>
<td>9</td>
</tr>
<tr>
<td>Getting called by somebody</td>
<td>18</td>
<td>40</td>
<td>29</td>
<td>13</td>
</tr>
<tr>
<td>Playing games</td>
<td>23</td>
<td>29</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>Taking photos/videos</td>
<td>16</td>
<td>32</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>Using the Internet</td>
<td>25</td>
<td>22</td>
<td>10</td>
<td>43</td>
</tr>
<tr>
<td>Using apps</td>
<td>26</td>
<td>18</td>
<td>11</td>
<td>45</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2016, p. 16.

Basis: n=821, 6-13 years, mobile phone users.
Do mobile phones replace personal encounters with friends?

How do German children contact their friends (almost) every day? 2016, selection, by age, percentages

Source: KIM-Studie 2016, p. 38.
Basis: n=1,229, 6- to 13-year-olds
Mobile media use increases with age

What devices do you use at least from time to time?
Multiple answers possible, comparison 2014 and 2017, percentages

Basis: n=926, 6-18 years.
What do German children use tablets for?

2016 (percentages)

<table>
<thead>
<tr>
<th>Activity</th>
<th>(Nearly) every day</th>
<th>Once/several times a week</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing games</td>
<td>20</td>
<td>36</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>Surfing the web</td>
<td>19</td>
<td>34</td>
<td>22</td>
<td>26</td>
</tr>
<tr>
<td>Watching pictures, videos, movies</td>
<td>10</td>
<td>36</td>
<td>37</td>
<td>17</td>
</tr>
<tr>
<td>Drawing</td>
<td>3</td>
<td>13</td>
<td>33</td>
<td>51</td>
</tr>
<tr>
<td>Playing multiplayer games online</td>
<td>3</td>
<td>10</td>
<td>21</td>
<td>66</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2016, p. 17.

Basis: n=344, 6-13 years; Tablet PC users.
The most frequently used apps by children

Not gaming apps, 2018, percentages

<table>
<thead>
<tr>
<th></th>
<th>6-9 years</th>
<th>10-12 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>12</td>
<td>32</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>10</td>
<td>Facebook</td>
</tr>
<tr>
<td>Facebook</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Wetter.com; Google Maps; Spotify</td>
<td>1</td>
<td>Instagram, Kicker online</td>
</tr>
</tbody>
</table>


Basis: n=1,449, 6-19 years.
Sources

- Bayer: Kinder – Medien – Freizeit. Basisdaten kindlichen Alltags. Vortrag Kinderwelten Fachtagung 2017. URL: https://www.ip.de/loadfile.cfm?file=M9P%2EHPH%5B%23I%3A2%3DHG%5DC%26EYY%40J1WG%5FJ%2DTH%22%3CEP6%3AD%3D%28AI%29N6A9IP6RO%5E%5B9%3A8%25%26%5B%0A%2B7%2A%22%5DN1Z%2A%25P%2A%FFZ%40%20%0A&type=application%2Fpdf (last access: 30.10.2017).


- Boersenblatt.net/Media Control GmbH: Besteller im Bereich Kinder- und Jugendbuch. URL: http://boersenblatt.net/bestseller/kinder-und-jugendbuch (last access: 06.08.2018).


Sources


