Basic Data
Children and Media
2020

Current surveys and research on media use among children in Germany

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

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<th>Topic</th>
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<td>62</td>
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</tbody>
</table>
Media Ownership, Media Use and Importance of Media
Media in the homes of German children 2019

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

Source: Guth, Kinderwelten 2019, p. 17.

Basis: n=1,230 mothers of children 3-13 years.
Personal media ownership of German children

By gender, 2018, percentages

<table>
<thead>
<tr>
<th>Item</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone/smartphone</td>
<td>51</td>
<td>50</td>
</tr>
<tr>
<td>Game console netto</td>
<td>43</td>
<td>49</td>
</tr>
<tr>
<td>CD-Player</td>
<td>38</td>
<td>40</td>
</tr>
<tr>
<td>Smartphone</td>
<td>33</td>
<td>38</td>
</tr>
<tr>
<td>TV</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Game console (portable)</td>
<td>26</td>
<td>37</td>
</tr>
<tr>
<td>Game console</td>
<td>16</td>
<td>28</td>
</tr>
<tr>
<td>Radio</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>Computer/Laptop</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Cassette recorder</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Internet access</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Computer for children</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Laptop</td>
<td>11</td>
<td>12</td>
</tr>
</tbody>
</table>


Basis: n=1,231, parents of children 6-13 years.
Which media would you like to own yourself?

6-13 years, by gender, selection, 2019, percentages

Source: KinderMedienStudie 2019, p. 46.

Basis: n=1,028 boys and n=972 girls, 6-13 years.
Preferred leisure activities of German children

Leisure activities, selection, 2018, percentages

- Watching TV*: 74% (Nearly every day), 22% (Once/several times a week)
- Meeting friends: 35% (Nearly every day), 57% (Once/several times a week)
- Doing homework/learning for school: 68% (Nearly every day), 23% (Once/several times a week)
- Playing in the house: 54% (Nearly every day), 37% (Once/several times a week)
- Playing outside: 30% (Nearly every day), 39% (Once/several times a week)
- Activities with the family/parents: 13% (Nearly every day), 64% (Once/several times a week)
- Listening to the radio*: 30% (Nearly every day), 42% (Once/several times a week)
- Doing sports: 11% (Nearly every day), 58% (Once/several times a week)
- Digital games: 22% (Nearly every day), 38% (Once/several times a week)
- Using mobile phone/Smartphone: 42% (Nearly every day), 18% (Once/several times a week)
- Using the Internet*: 27% (Nearly every day), 28% (Once/several times a week)
- Listening to the radio*: 26% (Nearly every day), 28% (Once/several times a week)
- Using the computer (offline): 14% (Nearly every day), 39% (Once/several times a week)
- Reading a book: 16% (Nearly every day), 35% (Once/several times a week)

Source: KIM-Studie 2018, p. 11.

Basis: n=1,231, 6-13 years.
*regardless of what distribution
How do German children spend their pocket money?

Selection, 6-13 years, 2019, percentages

- Sweets, cookies, chewing gum: 72.4%
- Magazines, mangas, comics: 55.5%
- Ice-cream: 48.4%
- Beverages: 47.2%
- Food/fast food: 36.7%
- Chips, salty nuts: 34.6%
- Stickers/collector's pictures: 17.0%
- Collector's figures (e.g. Filly, Lego): 16.9%
- Gifts for relatives/friends: 12.9%
- Toys, games: 12.1%
- Books: 9.6%
- Music: 8.2%

Source: KinderMedienStudie 2019, p. 69.

Basis: n=1.908, 6-13 years.
Which media would you use in one hour of 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.
Children’s media use

Comparison of 2018 and 2019, minutes per day

Source: Guth, Kinderwelten 2019, p. 3

Base: n=1,230 mothers of children aged 3-13 years whose child uses said device.
Media consumption: A comparison between 14- to 19-year-olds and total population in Germany

Minutes per day, 2019

<table>
<thead>
<tr>
<th>Media Type</th>
<th>14-19 years</th>
<th>Total: persons from the age 14+</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>84</td>
<td>170</td>
</tr>
<tr>
<td>Radio</td>
<td>85</td>
<td>184</td>
</tr>
<tr>
<td>Video in total</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Sound recording media in total (1)</td>
<td>44</td>
<td>17</td>
</tr>
<tr>
<td>Audiovisual media in total (2)</td>
<td></td>
<td>313</td>
</tr>
<tr>
<td></td>
<td></td>
<td>433</td>
</tr>
</tbody>
</table>

Source: Media Perspektiven Basisdaten 2019, 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 2018, p. 16.

Basis: n=1,231 children, 6-13 years.
Self-directed media use

According to their parents, 2019, percentages
Children are free to decide ...

Basis: Parents of children n=2.000, 6-13-years.
From a parent’s perspective these media devices have a negative influence on their child

Top-2-box on a scale of 4, parents of children aged 3-13 years

- Internet usage on Smartphones: 53
- Internet usage on Tablets: 39
- Games on consoles: 39
- Internet usage on PC/Laptop: 37
- Normal TV-watching: 16

Source: Guth, Kinderwelten 2019, p. 21

Base: n=1,231 mothers of children aged 3-13 years.
Self-assessment „good“, by age, selection, 2018, percentages

- **Playing a DVD**
  - 6-7 years: 54%
  - 8-9 years: 68%
  - 10-11 years: 79%
  - 12-13 years: 88%

- **Accessing the Internet on my own**
  - 6-7 years: 7%
  - 8-9 years: 32%
  - 10-11 years: 65%
  - 12-13 years: 85%

- **Printing something**
  - 6-7 years: 7%
  - 8-9 years: 19%
  - 10-11 years: 53%
  - 12-13 years: 77%

- **Downloading apps**
  - 6-7 years: 4%
  - 8-9 years: 16%
  - 10-11 years: 45%
  - 12-13 years: 69%

- **Load songs to the MP3 player or the mobile phone/smartphone**
  - 6-7 years: 4%
  - 8-9 years: 12%
  - 10-11 years: 37%
  - 12-13 years: 66%

- **Connect to wifi**
  - 6-7 years: 3%
  - 8-9 years: 13%
  - 10-11 years: 40%
  - 12-13 years: 66%


Basis: n=1,231, 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

![Graph showing the percentage of children allowed to use different media devices by age group.](image)

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, 2000-2019 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 2019, 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, 2010-2018


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, 2010-2018


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

By age groups, viewing time, 2018, min./day

Source: AGF/GfK-Fernsehforschung, TV Scope, Panel (D+EU), in: Feierabend/Scolari, 2019, p. 158.

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, 2016-2018


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, 2018


Basis: n=FRG in total, 3-13 years, Mon-Sun, 3:00 a.m.-3:00 p.m., market share 2018.
The most popular TV programmes of German children in 2019

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

6-9 years

- SpongeBob: 13
- Dragons: 8
- Tom & Jerry: 8
- Alvin and the Chipmunks: 7
- Sally Bollywood: 7

10-12 years

- DSDS: 13
- Schloss Einstein: 10
- GZSZ: 10
- The Simpsons: 8
- The Voice Kids: 8


Basis: n=1,486, 6-19 years.
The most popular TV programmes of girls and boys in Germany 2019

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

<table>
<thead>
<tr>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9 years</td>
<td></td>
</tr>
<tr>
<td>Barbie</td>
<td>SpongeBob 17</td>
</tr>
<tr>
<td>Sally Bollywood</td>
<td>Dragons 12</td>
</tr>
<tr>
<td>Biene Maja 10</td>
<td>Alvin and the Chipmunks</td>
</tr>
<tr>
<td>SpongeBob 8</td>
<td>Tom &amp; Jerry 11</td>
</tr>
<tr>
<td>Löwenzahn; Schloss Einstein</td>
<td>Ninjago (Lego) 10</td>
</tr>
</tbody>
</table>

| 10-12 years                  |                           |
| GZSZ 18                      | The Simpsons 15           |
| DSDS 17                      | SpongeBob 11              |
| Germany’s Next Topmodel 14   | The Big Bang Theory 10    |
| Schloss Einstein 11          | Schloss Einstein 10       |
| Jessie 9                     | Schloss Einstein 10       |

Source: Trend Tracking Kids 2019, pp. 16-17.

Basis: n=723 girls, n=763 boys, 6-19 years.
**Favourite TV programmes of German preschoolers in 2019**

"What is your child’s favourite TV programme?"
According to parents of 3- to 5-year-olds, percentages

<table>
<thead>
<tr>
<th>Programme</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sesame Street</td>
<td>15%</td>
</tr>
<tr>
<td>Sandmännchen</td>
<td>15%</td>
</tr>
<tr>
<td>Die Sendung mit der Maus</td>
<td>14%</td>
</tr>
<tr>
<td>PAW Patrol</td>
<td>12%</td>
</tr>
<tr>
<td>KiKANiNCHEN</td>
<td>10%</td>
</tr>
<tr>
<td>Feuerwehrmann Sam</td>
<td>9%</td>
</tr>
<tr>
<td>Peppa Wutz</td>
<td>9%</td>
</tr>
<tr>
<td>Biene Maja</td>
<td>8%</td>
</tr>
<tr>
<td>KIKA Baumhaus</td>
<td>8%</td>
</tr>
<tr>
<td>Die Sendung mit dem Elefanten</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Basis: n=386 mothers of 3- to 13-year-olds.*

*Source: Trend Tracking Kids 2019, p. 28.*
Favourite TV characters of German preschoolers in 2019

# 1 Feuerwehrmann Sam
# 2 Die Maus (Die Sendung mit der Maus)
# 3 Peppa Wutz; Sandmann (Das Sandmännchen)
# 4 Der kleine (blaue) Elefant
# 5 Shaun – Das Schaf

Source: IZI-Survey „Die Lieblingsfiguren der Vorschulkinder“ (Favourite TV characters of German preschoolers), 2019.

Basis: n=350 boys and girls, 3-5 years.
<table>
<thead>
<tr>
<th>Boys</th>
<th>#</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>SpongeBob SquarePants</td>
<td>1</td>
<td>Jessie</td>
</tr>
<tr>
<td>Angelo</td>
<td>2</td>
<td>Barbie</td>
</tr>
<tr>
<td>Bart Simpson</td>
<td>3</td>
<td>Sally Bollywood</td>
</tr>
<tr>
<td>Garfield</td>
<td>4</td>
<td>Heidi Klum</td>
</tr>
<tr>
<td>Sheldon Cooper (The Big Bang Theory)</td>
<td>5</td>
<td>Bibi Blocksberg</td>
</tr>
</tbody>
</table>


Basis: n=877 girls and boys, 6-13 years.
Favourite educational TV of German children

By age, multiple answers possible, selection, 2018, percentages


Basis: n=1,210, 6-13 years; educational programme viewers.
Linear TV remains first choice for children

Source: Fourscreen Touchpoints Kids 2019, p. 39

Base: n=413 children 8-13 years *Exclusive users of „YouTube music”: 8-10 years 2%; 11-13 years 7%
Which video-on-demand services are used by children?

Percentages

- Netflix: 64%
- Amazon (Prime) Video: 21%
- Sky: 12%
- Other: 3%

Source: Fourscreen Touchpoints Kids 2019, p. 47

Base: n=413 children 8-13 years.
Reading (to Children) in the Family
Why do parents read to their children?

According to mothers, 2016, percentages


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

2019, percentages

- several times a day: 11%
- once a day: 18%
- several times a week: 39%
- once a week: 16%
- rarely: 8%
- never: 8%


Basis: n=700 parents of children (2-8 years).
Children who are never/rarely read to value their reading skills weaker

*How well can you read compared to your classmates? Percentages*

Children who...

- "I still can not read as well as the others." [Graph showing 11% never read to, 31% several times a week, 40% daily, 40% rarely or once a week]
- "I can read better than the others." [Graph showing 10% never read to, 29% several times a week, 35% daily, 27% rarely or once a week]
- "I read as well as most of the children in my class." [Graph showing 51% never read to, 40% several times a week, 54% daily, 60% rarely or once a week]


Basis: 500 students in classes 1-4.
How often do German children read a (printed) book?

2018, 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>16</td>
<td>35</td>
<td>32</td>
<td>17</td>
</tr>
<tr>
<td>Girls</td>
<td>19</td>
<td>39</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Boys</td>
<td>12</td>
<td>31</td>
<td>36</td>
<td>20</td>
</tr>
</tbody>
</table>


Basis: n=1.231, 6-13 Jahre.
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 April 2020 – books for children

Children’s books

# 1  Rico, Oskar und die Tieferschatten
     from Andreas Steinhöfel
# 2  Vorstadtkrokodile
     from Max von der Grün
# 3  Wunder Sieh mich nicht an“
     from Raquel J. Palacio
# 4  Die Schule der magischen Tiere, Band 2: Voller Löcher!
     from Margit Auer, Nina Dulleck (Ill.)
# 5  Nennt mich nicht Ismael!
     from Michael Gerard Bauer

Source: boersenblatt.de/Media Control GmbH.

Basis: 6,550 shops in Germany, sales in April 2020.
Favourite magazines & comics of German girls in 2019

By age, selection, top 5, percentages

**6-9 years**

- Wendy: 25%
- Bibi Blocksberg: 15%
- Micky Maus: 9%
- Lissy: 8%
- Barbie: 7%

**10-12 years**

- BRAVO: 19%
- Mädchen: 17%
- Wendy: 11%
- BRAVO GIRLI: 7%
- Bibi Blocksberg: 6%

**Source:** Trend Tracking Kids 2019, p. 247.

**Basis:** n=723 girls, 6-19 years.
Favourite magazines & comics of German boys in 2019

By age, selection, top 5, percentages

6-9 years

- **Micky Mouse**: 21%
- **Donald Duck**: 10%
- **Lego Ninjago**: 5%
- **GEOlino**: 5%
- **Lustiges Taschenbuch**: 4%

10-12 years

- **Just kick it!**: 10%
- **BRAVO Sport**: 9%
- **GEOlino**: 8%
- **BRAVO**: 7%
- **Kicker**: 7%


Basis: n=763 boys, 6-19 years.
Parents who rarely read to their children also don't use activities similar to reading to their children

Activities who are like being read to or are very similar to it

<table>
<thead>
<tr>
<th>Activity</th>
<th>Parents, who read regularly to their children</th>
<th>Parents, who read rarely to their children</th>
</tr>
</thead>
<tbody>
<tr>
<td>To tell a fairytale without a book</td>
<td>17</td>
<td>69</td>
</tr>
<tr>
<td>To make up a story and tell it</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td>Look at pictures in a book and tell stories about them</td>
<td>19</td>
<td>65</td>
</tr>
<tr>
<td>Look at interactive books with a pen e.g. Tiptoi</td>
<td>17</td>
<td>50</td>
</tr>
<tr>
<td>Look at a &quot;hidden object&quot; book or text</td>
<td>9</td>
<td>48</td>
</tr>
<tr>
<td>Already reading simple books to babys</td>
<td>10</td>
<td>47</td>
</tr>
<tr>
<td>Read to from comics and magazines</td>
<td>19</td>
<td>40</td>
</tr>
<tr>
<td>Read books to children via e-Book reader</td>
<td>8</td>
<td>36</td>
</tr>
<tr>
<td>Use storybook-apps</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>


Base: n=700 parents and their children (2-8 years).
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 myself: 29%
- We get into a conversation: 27%

Computer, Internet and Social Media
How often do German children surf the web?

By gender and by age groups, 2018, percentages

Source: KIM-Studie 2018, p. 32.

Basis: n=833, 6-13 years, Internet users.
Which devices are used to go online?

Percentages, in 2018

<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>28</td>
<td>48</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Mobile phone/</td>
<td>39</td>
<td>19</td>
<td>9</td>
<td>34</td>
</tr>
<tr>
<td>smart phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tablet PC</td>
<td>6</td>
<td>15</td>
<td>9</td>
<td>70</td>
</tr>
<tr>
<td>Game console</td>
<td>6</td>
<td>13</td>
<td>20</td>
<td>62</td>
</tr>
<tr>
<td>Smart-TV</td>
<td>2</td>
<td>12</td>
<td>13</td>
<td>73</td>
</tr>
</tbody>
</table>

Source: KIM-Studie 2018, p. 29.

Basis: n=833, 6-13 years, Internet users.
By the age of 12 nearly all children are online

Do you use the Internet at least sometimes ...
By age, selection, 2019, percentages


Basis: n=915, 6-18 years, Internet users.
How long do children surf the web?

Minutes per day, on weekdays, according to their parents, 2018

- 6-7 years: 15 minutes
- 8-9 years: 27 minutes
- 10-11 years: 51 minutes
- 12-13 years: 83 minutes
- Total: 45 minutes


Basis: n=833 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, 2019, percentages

<table>
<thead>
<tr>
<th>Activity</th>
<th>6-7 years</th>
<th>16-18 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching movies, videos, series</td>
<td>87</td>
<td>93</td>
</tr>
<tr>
<td>Listening to music (stream)</td>
<td>26</td>
<td>65</td>
</tr>
<tr>
<td>Playing games</td>
<td>20</td>
<td>46</td>
</tr>
<tr>
<td>Information seeking (for leisure time)</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td>Information seeking (for school, education)</td>
<td>12</td>
<td>72</td>
</tr>
<tr>
<td>Using social networks</td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>Shopping in online shops</td>
<td></td>
<td>34</td>
</tr>
</tbody>
</table>


Basis: n= 753, 6-18 years, Internet users.
The most popular websites of German children in 2019

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

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6-9 years</td>
<td>10-12 years</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>36</td>
<td>30</td>
</tr>
<tr>
<td>toggo</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>KiKA</td>
<td>19</td>
<td>12</td>
</tr>
<tr>
<td>spielaffe</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>lego</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>YouTube</td>
<td>54</td>
<td>53</td>
</tr>
<tr>
<td>kicker</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>instagram</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>fragfinn</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>wikipedia</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basis:</td>
<td>n=669, 6-19-year-old girls and n=712, 6-19-year-old boys who use the Internet.</td>
<td></td>
</tr>
</tbody>
</table>
A person you can talk to when you had a bad experience online

<table>
<thead>
<tr>
<th>Selection, percentages</th>
<th>9-11 years</th>
<th>12-14 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>My mother or my father (including step-parents or foster parents)</td>
<td>52%</td>
<td>53%</td>
</tr>
<tr>
<td>A friend, male or female (approximately my age)</td>
<td>52%</td>
<td>37%</td>
</tr>
<tr>
<td>My brother or my sister (including step-, foster-, and half-brothers and -sisters)</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>A teacher, male or female</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Source: EU Kids online 2019, p. 34

Base: n=92 children, 9-17 years.
What do children do when they have problems on the web?

By age, selection, percentages

*I have ...*

![Diagram showing percentages of actions taken by children (9-11 years and 12-14 years) when they have problems on the web.](chart)

- **... closed the app or website.**
  - 9-11 years: 35%
  - 12-14 years: 47%

- **... blocked the person, so that he or she couldn't contact me anymore.**
  - 9-11 years: 18%
  - 12-14 years: 29%

- **... felt guilty because of what happened.**
  - 9-11 years: 14%
  - 12-14 years: 27%

- **... ignored the problem and hoped that it would solve itself.**
  - 9-11 years: 13%
  - 12-14 years: 22%

- **... tried to convince the other person to leave me alone.**
  - 9-11 years: 7%
  - 12-14 years: 26%

- **... deleted all messages of this person.**
  - 9-11 years: 7%
  - 12-14 years: 21%

- **... changed my privacy and contact settings.**
  - 9-11 years: 7%
  - 12-14 years: 17%

Source: EU Kids online 2019, p. 33

Base: n=92 children, 9-17 years.
Social Media: WhatsApp and Instagram are most popular with German preteens

What social media/messenger apps are you using?
Selection, by age, 2019, percentages

<table>
<thead>
<tr>
<th>App</th>
<th>10-11 years</th>
<th>12-13 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>80</td>
<td>90</td>
</tr>
<tr>
<td>Instagram</td>
<td>14</td>
<td>44</td>
</tr>
<tr>
<td>Snapchat</td>
<td>22</td>
<td>38</td>
</tr>
<tr>
<td>TikTok</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>Facebook</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Twitter</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>


Basis: n=607, 10-18 years.
# Most popular YouTube stars with German children in 2019

By gender, TOP 5, selection (percentages)

<table>
<thead>
<tr>
<th>Girls</th>
<th>#</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>BibisBeautyPalace (13%)</td>
<td>1</td>
<td>Julien Bam (6.5%)</td>
</tr>
<tr>
<td>Dagi Bee (6.5%)</td>
<td>2</td>
<td>Gronkh (5.8%)</td>
</tr>
<tr>
<td>Lisa &amp; Lena (5.3%)</td>
<td>3</td>
<td>DieLochis (3.8%)</td>
</tr>
<tr>
<td>Shirin David (3.4%)</td>
<td>4</td>
<td>LeFloid (2.5%)</td>
</tr>
<tr>
<td>Mileys Welt (1.9%)</td>
<td>5</td>
<td>Manuel Neuer (2.1%)</td>
</tr>
</tbody>
</table>

**Source:** IZI-Study YouTube Stars, 2019.

Basis: n=847, 6-13 years.
What videos do children watch on YouTube?

Percentages

- Music (-videos) 36%
- Videos of YouTube-Influencers 22%
- Animated series 9%
- Sports videos 7%
- Live action series 6%
- Explanatory videos 5%
- Video game videos/Lets Plays 4%
- Crafting/Do-It-Yourself-Videos 3%
- Learning videos for school 1%
- Cooking and baking videos
- Toy videos
- Other videos 6%

Source: Fourscreen Touchpoints Kids 2019, p. 43

Base: n=413 children 8-13 years.
Most parents monitor the web activities of their children

By age, multiple answers possible, selection, 2019, percentages


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>Total</td>
<td>4</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>6-7 years</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8-9 years</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>10-11</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>12-13</td>
<td>6</td>
<td>6</td>
<td>14</td>
</tr>
</tbody>
</table>


Basis: n=833, 6-13 years, Internet users.
Inappropriate web content

2018, percentages

- Pornography: 51%
- Violence: 18%
- Horror: 15%
- Adult content: 6%
- Games: 5%
- Inappropriate web commercials: 3%


Basis: n=80, 6-13 years, Internet users.
How often do children play computer, console, tablet, online and smartphone games?

Percentages, 2018

**Source:** KIM-Studie 2018, p. 52.  
**Basis:** n=1,231, 6-13 years.
The most popular PC, console, tablet, online and smartphone games for German girls and boys

2018, up to 3 selections possible, percentages

FIFA
- Total: 13%
- Girls: 1%
- Boys: 13%

The Sims
- Total: 12%
- Girls: 6%
- Boys: 9%

Minecraft
- Total: 9%
- Girls: 4%
- Boys: 5%

Pokemon
- Total: 7%
- Girls: 5%
- Boys: 6%

Super Mario
- Total: 6%
- Girls: 6%
- Boys: 6%

Mario Kart
- Total: 8%
- Girls: 5%
- Boys: 7%

Source: KIM-Studie 2018, p. 54.

Basis: n=889, 6-13 years, users of digital games.
Media education: age rated games

According to parents, 2018, percentages

- My children are not allowed to play games which are not recommended for their age.
  - I totally agree: 51%
  - I agree: 24%
  - I less agree: 15%
  - I don't agree: 9%
  - I don't know: 1%

- When I buy a game, I respect the age ratings.
  - I totally agree: 46%
  - I agree: 32%
  - I less agree: 11%
  - I don't agree: 10%
  - I don't know: 1%

- Age ratings are only recommendations.
  - I totally agree: 45%
  - I agree: 39%
  - I less agree: 9%
  - I don't agree: 6%
  - I don't know: 1%

- Age ratings ensure that games are sold to the age group for which they are most suitable.
  - I totally agree: 38%
  - I agree: 35%
  - I less agree: 17%
  - I don't agree: 10%
  - I don't know: 1%

- I trust my own assessment of games more than age ratings.
  - I totally agree: 26%
  - I agree: 35%
  - I less agree: 26%
  - I don't agree: 12%
  - I don't know: 1%


Basis: n=1,231 parents of children 6-13 years.
Parents use technical precautionary measures to control their children’s online usage

Parents of 9- to 11-year-olds who use them, selection, percentages

- Devices or programs to block or filter certain websites or contents: 38%
- Programs to block advertisements: 31%
- Devices or programs to monitor which websites or apps my child uses: 28%
- Devices or programs which can filter apps my child can actually download: 27%
- Devices or programs which show the location of my child (e.g. GPS): 25%
- A service (e.g. an app) or a contract which limits the time my child spends online: 22%
- Devices or programs which alert my when my child wants to buy something online: 18%

Source: EU Kids online 2019, p. 41

Base: n=1,044, parents of 9- to 17-year-olds who use technical precautionary measures.
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 2019, p. 4.
Basis: n=915, 6-18 years.
How do children meet with their friends?

If you want to meet friends, how do you usually do that?
2018, by age, percentages

- Write a text message, for instance via WhatsApp
- I just go over
- Call on the landline
- Making a mobile phone call
- We always meet at the same place
- Sending messages, for instance via WhatsApp

Source: KIM-Studie 2018, p. 36.
Basis: n=1,231, 6- to 13-year-olds
Activities of children on PC/laptop, smartphone and tablet

Percentages of contacts, selection

<table>
<thead>
<tr>
<th>Activity</th>
<th>PC/Laptop</th>
<th>Smartphone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching videos</td>
<td>45</td>
<td>41</td>
<td>17</td>
</tr>
<tr>
<td>Playing games</td>
<td>20</td>
<td>7</td>
<td>27</td>
</tr>
<tr>
<td>Learning for school</td>
<td>13</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Surfing the internet</td>
<td>13</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Using social networks</td>
<td>57</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Base: n=413 children 8-13 years.

Source: Fourscreen Touchpoints Kids 2019, p. 26
Tables are important to small children, smartphones to older children

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


Basis: n=915, 6-18 years.
What do German children use tablets for?

2018 (percentages)

- **Surfing the web**: 20% (Nearly) every day, 36% once/ several times a week, 22% rarely, 21% never.
- **Playing games**: 16% (Nearly) every day, 38% once/ several times a week, 21% rarely, 25% never.
- **Looking at pictures/watching videos**: 12% (Nearly) every day, 38% once/ several times a week, 36% rarely, 14% never.
- **Drawing**: 3% (Nearly) every day, 15% once/ several times a week, 29% rarely, 53% never.
- **Playing multiplayer games online**: 5% (Nearly) every day, 11% once/ several times a week, 17% rarely, 67% never.

**Source**: KIM-Studie 2018, p. 19.

**Basis**: n=456, 6-13 years; Tablet PC users.
The most frequently used apps by children in 2009

Not gaming apps, 2019, percentages

<table>
<thead>
<tr>
<th>Age Group</th>
<th>App</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9 years</td>
<td>WhatsApp</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>YouTube</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>YouTube Kids</td>
<td>1</td>
</tr>
<tr>
<td>10-12 years</td>
<td>WhatsApp</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>YouTube</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>9</td>
</tr>
</tbody>
</table>


Basis: n=1,486, 6-19 years.
Sources

  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%2FFZ%40%20%0A&type=application%2Fpdf (last access: 30.10.2017).


  URL: http://www.kinder-mediendid-studie.de/ (last access: 5.11.2019).

- Boersenblatt.net/Media Control GmbH: Besteller im Bereich Kinder- und Jugendbuch.
  URL: http://boersenblatt.net/bestseller/kinder-und-jugendbuch (last access: 12.05.2020).

  URL: https://www.stiftunglesen.de/download.php?type=documentpdf&id=1921 (last access: 30.10.2017).

  URL: https://www.stiftunglesen.de/download.php?type=documentpdf&id=2397

  URL: https://www.stiftunglesen.de/download.php?type=documentpdf&id=2595 (letzter Zugriff: 5.11.2019)

Sources


