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>
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<th>Topic</th>
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<td>Media Ownership, Media Use and Importance of Media</td>
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<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 2019

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

- TV: 100%
- Computer/laptop: 94%
- Smartphone: 98%
- Tablet PC: 59%

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


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

<table>
<thead>
<tr>
<th>Media</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone/smartphone</td>
<td>49.1</td>
<td>49.5</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>38.1</td>
<td>40.2</td>
</tr>
<tr>
<td>Video games</td>
<td>32.7</td>
<td>43.2</td>
</tr>
<tr>
<td>Computer, laptop</td>
<td>28.3</td>
<td>32.6</td>
</tr>
<tr>
<td>Game console</td>
<td>23.1</td>
<td>38.4</td>
</tr>
</tbody>
</table>

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**: 18% (Nearly every day), 42% (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.
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

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 2018, p. 16.

Basis: n=1,231 children, 6-13 years.
Digital media use by gender

„I really like ...“ (percentages)

- Playing with the game console: 22% girls, 45% boys
- Using the PC/laptop: 23% girls, 28% boys
- Using the smartphone: 24% girls, 26% boys
- Using the tablet: 24% girls, 24% boys
- Surfing the web: 21% girls, 21% boys


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, 2019, percentages
Children are free to decide …

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>6-9 years</th>
<th>10-13 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>… which books/magazines</td>
<td>77.3</td>
<td>64.5</td>
<td>90</td>
</tr>
<tr>
<td>… they want to read</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… which TV programme</td>
<td>56.5</td>
<td>41.8</td>
<td>71.2</td>
</tr>
<tr>
<td>… they want to watch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… how to surf the</td>
<td>41.4</td>
<td>17.1</td>
<td>65.5</td>
</tr>
<tr>
<td>web/use apps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… which apps they want</td>
<td>27.6</td>
<td>8.0</td>
<td>47.1</td>
</tr>
<tr>
<td>… to use on the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>smartphone/tablet PC</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Basis: Parents of children n=2,000, 6-13-years.
Media Literacy: skills of German children

Self-assessment „good“, by age, selection, 2018, percentages


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

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, 2000-2018 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 2018, 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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mon-Sun</th>
<th>Mon-Thur</th>
<th>Fr</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-5 years</td>
<td>57</td>
<td>49</td>
<td>58</td>
<td>90</td>
<td>72</td>
</tr>
<tr>
<td>6-9 years</td>
<td>67</td>
<td>56</td>
<td>73</td>
<td>81</td>
<td>82</td>
</tr>
<tr>
<td>10-13 years</td>
<td>65</td>
<td>57</td>
<td>70</td>
<td>71</td>
<td>77</td>
</tr>
</tbody>
</table>

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, 2017


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

### Girls

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbie</td>
<td>12</td>
</tr>
<tr>
<td>Sally Bollywood</td>
<td>12</td>
</tr>
<tr>
<td>Biene Maja</td>
<td>10</td>
</tr>
<tr>
<td>SpongeBob</td>
<td>8</td>
</tr>
<tr>
<td>Löwenzahn; Schloss Einstein</td>
<td>6</td>
</tr>
</tbody>
</table>

### Boys

#### 6-9 years

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbie</td>
<td>17</td>
</tr>
<tr>
<td>Dragons</td>
<td>12</td>
</tr>
<tr>
<td>Alvin and the Chipmunks</td>
<td>11</td>
</tr>
<tr>
<td>Tom &amp; Jerry</td>
<td>11</td>
</tr>
<tr>
<td>Ninjago (Lego)</td>
<td>10</td>
</tr>
</tbody>
</table>

#### 10-12 years

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GZSZ</td>
<td>18</td>
</tr>
<tr>
<td>DSDS</td>
<td>17</td>
</tr>
<tr>
<td>Germany's Next Topmodel</td>
<td>14</td>
</tr>
<tr>
<td>Schloss Einstein</td>
<td>11</td>
</tr>
<tr>
<td>Jessie</td>
<td>9</td>
</tr>
<tr>
<td>The Simpsons</td>
<td>15</td>
</tr>
<tr>
<td>SpongeBob</td>
<td>11</td>
</tr>
<tr>
<td>The Big Bang Theory</td>
<td>10</td>
</tr>
<tr>
<td>Schloss Einstein</td>
<td>10</td>
</tr>
<tr>
<td>Schloss Einstein</td>
<td>10</td>
</tr>
</tbody>
</table>

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

Basis: n=723 girls, n=763 boys, 6-19 years.
"What is your child’s favourite TV programme?"
According to parents of 3- to 5-year-olds, percentages

- Sesame Street: 15%
- Sandmännchen: 15%
- Die Sendung mit der Maus: 14%
- PAW Patrol: 12%
- KiKANiNCHEN: 10%
- Feuerwehrmann Sam: 9%
- Peppa Wutz: 9%
- Biene Maja: 8%
- KIKA Baumhaus: 8%
- Die Sendung mit dem Elefanten: 8%

Basis: n=386 mothers of 3- to 13-year-olds.
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.
### Favourite TV characters of German children by gender in 2019

**Boys**

<table>
<thead>
<tr>
<th>#</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SpongeBob SquarePants</td>
</tr>
<tr>
<td>2</td>
<td>Angelo</td>
</tr>
<tr>
<td>3</td>
<td>Bart Simpson</td>
</tr>
<tr>
<td>4</td>
<td>Garfield</td>
</tr>
<tr>
<td>5</td>
<td>Sheldon Cooper (The Big Bang Theory)</td>
</tr>
</tbody>
</table>

**Girls**

<table>
<thead>
<tr>
<th>#</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jessie</td>
</tr>
<tr>
<td>2</td>
<td>Barbie</td>
</tr>
<tr>
<td>3</td>
<td>Sally Bollywood</td>
</tr>
<tr>
<td>4</td>
<td>Heidi Klum</td>
</tr>
<tr>
<td>5</td>
<td>Bibi Blocksberg</td>
</tr>
</tbody>
</table>

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

**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 vs. non-linear viewing

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

- **Born in Germany**
  - I totally agree: 36
  - I agree: 34
  - I agree partially: 23
  - I rather don't agree: 6

- **Not born in Germany (child or parent)**
  - I totally agree: 32
  - I agree: 43
  - I agree partially: 14
  - I don't agree: 8

To encourage children's development of speech

- **Born in Germany**
  - I totally agree: 38
  - I agree: 38
  - I rather don't agree: 20
  - I don't agree: 3

- **Not born in Germany (child or parent)**
  - I totally agree: 39
  - I agree: 39
  - I rather don't agree: 19
  - I don't agree: 3


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

Source: Die ZEIT/Deutsche Bahn/Stiftung Lesen: Vorlesestudie 2097, p. 11.

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 can read better than the others." (is/was to read daily: 27%, is/was read to rarely or once a week: 35%
- "I read as well as most of the children in my class." (is/was to read daily: 40%, is/was read to rarely or once a week: 54%
- "I still can not read as well as the others." (is/was to read daily: 11%, is/was read to rarely or once a week: 31%


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

2018, Percentages

I read ...

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Boys (n=12)</th>
<th>Girls (n=19)</th>
<th>Total (n=1.231)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(nearly) every day</td>
<td>12</td>
<td>19</td>
<td>16</td>
</tr>
<tr>
<td>once/several times a week</td>
<td>31</td>
<td>39</td>
<td>35</td>
</tr>
<tr>
<td>rarely</td>
<td>36</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>never</td>
<td>20</td>
<td>14</td>
<td>17</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.
Children’s books

# 1  “Ruperts Tagebuch - Zu nett für diese Welt!”
from Jeff Kinney

# 2  “Rico, Oskar und die Tieferschatten“
from Andreas Steinhöfel

# 3  “Mein Lotta-Leben / Mein Lotta-Leben (15). Wer den Wal hat“
from Alice Pantermüller

# 4  “Vom Fuchs, der ein Reh sein wollte“
from Kirsten Boie

# 5  “Wunder Sieh mich nicht an“
from Raquel J. Palacio

Source: boersenblatt.de/Media Control GmbH.

Basis: 4,400 shops in Germany, sales in May 2019.
Favourite magazines & comics of German girls in 2019

By age, selection, top 5, percentages

6-9 years

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wendy</td>
<td>25</td>
</tr>
<tr>
<td>Bibi Blocksberg</td>
<td>15</td>
</tr>
<tr>
<td>Micky Maus</td>
<td>9</td>
</tr>
<tr>
<td>Lisy</td>
<td>8</td>
</tr>
<tr>
<td>Barbie</td>
<td>7</td>
</tr>
</tbody>
</table>

10-12 years

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAVO</td>
<td>19</td>
</tr>
<tr>
<td>Mädchen</td>
<td>17</td>
</tr>
<tr>
<td>Wendy</td>
<td>11</td>
</tr>
<tr>
<td>BRAVO GIRL</td>
<td>7</td>
</tr>
<tr>
<td>Bibi Blocksberg</td>
<td>6</td>
</tr>
</tbody>
</table>


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

- To tell a fairytale without a book
- To make up a story and tell it
- Look at pictures in a book and tell stories about them
- Look at interactive books with a pen e.g. Tiptoi
- Look at a "hidden object" book or text
- Already reading simple books to babys
- Read to from comics and magazines
- Read books to children via e-Book reader
- Use storybook-apps

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%


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, 2018, 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>40</td>
<td>41</td>
<td>19</td>
</tr>
<tr>
<td>Boys</td>
<td>39</td>
<td>43</td>
<td>18</td>
</tr>
<tr>
<td>Girls</td>
<td>42</td>
<td>38</td>
<td>20</td>
</tr>
<tr>
<td>6-7 years</td>
<td>15</td>
<td>53</td>
<td>32</td>
</tr>
<tr>
<td>8-9 years</td>
<td>25</td>
<td>44</td>
<td>31</td>
</tr>
<tr>
<td>10-11 years</td>
<td>39</td>
<td>45</td>
<td>16</td>
</tr>
<tr>
<td>12-13 years</td>
<td>58</td>
<td>31</td>
<td>11</td>
</tr>
</tbody>
</table>

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>smartphone</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


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

6-7 years

- Watching movies, videos, series: 87%
- Listening to music (stream): 26%
- Playing games: 20%
- Information seeking (for leisure time): 12%
- Information seeking (for school, education): 12%
- Using social networks: 0%
- Shopping in online shops: 0%

16-18 years

- Watching movies, videos, series: 93%
- Listening to music (stream): 65%
- Playing games: 46%
- Information seeking (for leisure time): 65%
- Information seeking (for school, education): 72%
- Using social networks: 75%
- Shopping in online shops: 34%


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

**Boys**

<table>
<thead>
<tr>
<th>Website</th>
<th>6-9 years</th>
<th>10-12 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>36</td>
<td>54</td>
</tr>
<tr>
<td>toggo</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>KiKA</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>spielaffe</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>lego</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

**Girls**

<table>
<thead>
<tr>
<th>Website</th>
<th>6-9 years</th>
<th>10-12 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>30</td>
<td>53</td>
</tr>
<tr>
<td>KiKA</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>toggo</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>fragfinn</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>disney</td>
<td>8</td>
<td>11</td>
</tr>
</tbody>
</table>

Source: Trend Tracking Kids 2019, pp. 204-205.

Basis: n=669, 6- to 19-year-old girls and n=712, 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


Basis: n=607, 10-18 years, Internet users.
Favourite YouTubers of German children 2018

By gender, up to 3 nominations, selection, percentages

Basis: n=622, 6-13 years; Internet and YouTube users.

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


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

- **(Nearly) every day**
- **Once/several times a week**
- **Rarely**
- **Never**

**Total**
- (Nearly) every day: 22%
- Once/several times a week: 38%
- Rarely: 13%
- Never: 27%

**Girls**
- (Nearly) every day: 16%
- Once/several times a week: 36%
- Rarely: 16%
- Never: 32%

**Boys**
- (Nearly) every day: 28%
- Once/several times a week: 40%
- Rarely: 10%
- Never: 17%

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

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: 0%

- **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.
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.
Mobile phone/Smartphone use of German children

2018, 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>Receiving messages</td>
<td>40</td>
<td>30</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Sending messages</td>
<td>40</td>
<td>30</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Getting called by parents</td>
<td>19</td>
<td>50</td>
<td>20</td>
<td>11</td>
</tr>
<tr>
<td>Calling the parents</td>
<td>15</td>
<td>50</td>
<td>26</td>
<td>9</td>
</tr>
<tr>
<td>Calling somebody</td>
<td>17</td>
<td>41</td>
<td>30</td>
<td>12</td>
</tr>
<tr>
<td>Using the Internet</td>
<td>30</td>
<td>24</td>
<td>11</td>
<td>34</td>
</tr>
<tr>
<td>Getting called by somebody</td>
<td>15</td>
<td>39</td>
<td>32</td>
<td>14</td>
</tr>
<tr>
<td>Playing games</td>
<td>21</td>
<td>32</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>Using apps</td>
<td>31</td>
<td>21</td>
<td>12</td>
<td>35</td>
</tr>
<tr>
<td>Making photos/videos</td>
<td>17</td>
<td>35</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td>Watching photos/videos</td>
<td>19</td>
<td>32</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Receiving spoken messages</td>
<td>20</td>
<td>25</td>
<td>20</td>
<td>35</td>
</tr>
<tr>
<td>Record and send spoken messages</td>
<td>18</td>
<td>25</td>
<td>21</td>
<td>35</td>
</tr>
<tr>
<td>Sending photos/videos</td>
<td>12</td>
<td>27</td>
<td>29</td>
<td>32</td>
</tr>
<tr>
<td>Play with others via Internet</td>
<td>4</td>
<td>13</td>
<td>18</td>
<td>65</td>
</tr>
</tbody>
</table>


Basis: n=868, 6-13 years, mobile phone users.
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
- 6-7 years: 1%
- 8-9 years: 14%
- 10-11 years: 36%
- 12-13 years: 52%

I just go over
- 6-7 years: 10%
- 8-9 years: 20%
- 10-11 years: 30%
- 12-13 years: 42%

Call on the landline
- 6-7 years: 8%
- 8-9 years: 13%
- 10-11 years: 25%
- 12-13 years: 28%

Making a mobile phone call
- 6-7 years: 7%
- 8-9 years: 11%
- 10-11 years: 14%
- 12-13 years: 13%

We always meet at the same place
- 6-7 years: 9%
- 8-9 years: 13%
- 10-11 years: 12%
- 12-13 years: 10%

Sending messages, for instance via WhatsApp
- 6-7 years: 3%
- 8-9 years: 6%
- 10-11 years: 4%
- 12-13 years: 0%

Source: KIM-Studie 2018, p. 36.

Basis: n=1,231, 6- to 13-year-olds
Tablets 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)

<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>Surfing the web</td>
<td>20</td>
<td>36</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Playing games</td>
<td>16</td>
<td>38</td>
<td>21</td>
<td>25</td>
</tr>
<tr>
<td>Looking at pictures/watching videos</td>
<td>12</td>
<td>38</td>
<td>36</td>
<td>14</td>
</tr>
<tr>
<td>Drawing</td>
<td>3</td>
<td>15</td>
<td>29</td>
<td>53</td>
</tr>
<tr>
<td>Playing multiplayer games online</td>
<td>5</td>
<td>11</td>
<td>17</td>
<td>67</td>
</tr>
</tbody>
</table>


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


Basis: n=1,486, 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%29IP6RO%5E%5B9%3A8%25%25%26%5BNIZ%2A%25P%2A%2FFZ%40%20%0A%2B7%2A%22%5D%20%0A&type=application%2Fpdf (last access: 30.10.2017).


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