International Data on Youth and Media 2017

Current surveys and research compiled by Heike vom Orde (IZI) and Dr. Alexandra Durner
Overview

Media Use, Media Ownership and Importance of Media 3
Children, Adolescents and Television 22
Reading to Children, Children’s Use of Print Media 40
Internet and Social Media 50
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet) 70
Media Use, Media Ownership and Importance of Media
Media ownership in parents’ homes in Britain

By age of children, UK, 2015, selection (percentages)


Basis: n=1,379 parents of 5-15-year-olds; n=688 parents of 3- to 4-year-olds.
Media ownership in the homes of 0- to 8-year-olds

0-8 years, USA, 2013 (percentages)

Source: Common Sense Media: Zero to Eight 2013, pp. 31/33.

Basis: n=1,463 parents of 0- to 8-year-olds.
Media ownership and media equipment by family income

13-18 years, USA, by parental income, 2015, selection (percentages)

- Low income (less than 35,000 Dollar per year)
- High income (100,000 Dollar and more per year)

<table>
<thead>
<tr>
<th>Ownership</th>
<th>Low income</th>
<th>High income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop at home</td>
<td>54</td>
<td>92</td>
</tr>
<tr>
<td>Ownership of personal laptop</td>
<td>25</td>
<td>62</td>
</tr>
<tr>
<td>Ownership of personal smartphone</td>
<td>51</td>
<td>78</td>
</tr>
</tbody>
</table>

Source: Common Sense Media: Media Use by Tweens and Teens 2015, p. 17.

Basis: n=1,462, 13-18 years.
Media in Australian homes

14-25 years, Australia, 2015, selection (percentages)

- TV (flat screen): 80%
- Laptop: 92%
- Smartphone: 89%
- Computer: 67%
- Tablet-PC: 67%
- Blu-ray-Disc-Player/DVD-Player: 56%
- Game console: 74%


Basis: n=2,000, 14-68+ years.
Personal media ownership of British youth

5-16 years, UK, 2016, selection (percentages)

- Computer: 83%
- Tablet: 67%
- Laptop/notebook: 39%

Basis: n=1,936, 5-16 years.
Media access of young people in Sierra Leone

15-24 years, Sierra Leone, 2015, selection (percentages)

- Mobile phone: 82.5%
- Radio: 81.4%
- TV: 50.6%
- Internet: 23%
- Newspaper: 15.2%


Basis: n=813, 15-24 years.
Media access of young people in Cambodia

15-24 years, Cambodia, 2014 (percentages)

- **Mobile phone**: 96%
- **TV**: 92%
- **Radio**: 92%
- **Internet**: 34%

Basis: n=2,597, 15-24 years.
Personal media ownership of adolescents

By age, 12-19 years, Switzerland, 2014, selection (percentages)

Basis: n=1,041, 12-19 years.

Source: Swisscom/zhaw: James-Studie 2014, p. 16.
Media ownership of young people in France

By age, 7-19 years, France, 2015, selection (percentages)

Source: Ipsos: Junior Connect© 2015, p. 17.
How much time do children in the USA spend with media?

According to parents' response
By age group of children, USA, 2014, selection (minutes/day)

Basis: n=1,577 parents with children between 2 and 10 years old.
How much time do young people in Scandinavia spend with media?

13-29 years, 2015, selection (minutes/day)

- **TV**
- **Smartphone**
- **PC**

**Danmark**
- 82 minutes

**Norway**
- 87 minutes

**Finland**
- 75 minutes

**Sweden**
- 71 minutes

**Source:** NRK Analyse: Medienbruk i Norge - Oppsummeringen 2015, p. 16.

**Basis:** n=4,000 13-29-year-olds.
Which media do Canadian children and adolescents use on a daily basis?

9-18 years, Canada und Quebec, 2014, selection (percentages)


Basis: n=1,040, 9-18 years, Quebec and Canada.
Media in the leisure time of Swiss adolescents

Daily/more than once a week, selection
By gender, 12-19 years, Switzerland, 2014 (percentages)


Basis: n=1,046 boys and girls between 12 and 19 years.
Media usage of British children and adolescents

5-15 years, UK, 2015, selection (percentages)

- Internet/PC/Laptop: 74%
- Tablet: 73%
- Game console: 72%
- DVD-Player/Recorder/Blu-Ray-Recorder: 69%
- Digital video recorder (DVR): 67%
- Mobile phone: 58%
- Smart-TV: 38%
- Radio: 38%

Source: Ofcom: Children and Parents 2015, p. 46.

Basis: n=1,379 parents of 5- to 15-year-olds.
Being attached to media: What are the most important media to young people?

“I could not do without ...”
5-15 years, UK, 2014, selection (percentages)


Basis: n=1,379 children and adolescents, 5-15 years.
Which media do teens in Cambodia use daily?

15-24 years, Cambodia, 2014 (percentages)

- TV: 70%
- Mobile phone: 66%
- Radio: 54%
- Internet: 40%

Basis: n=2,597, 15-24 years.
Daily media activities of teens in New Zealand

6-14 years, media usage at home, 2015, selection (percentages)

- **Watch TV**: 74%
- **Listen to music**: 52%
- **Internet**: 51%
- **Listen to the radio**: 25%


Basis: n=708, 6-14 years.
Media Austrian adolescents can`t do without

11-18 years, by gender, selection, Austria 2015 (percentages)


Basis: n=512, 11-18 years.
Children, Adolescents and Television
International comparison: TV viewing time of children

Daily viewing time, North America, Europe, Australia, 2014 (minutes)

Source: Eurodata TV worldwide: Children´s international hits and TV consumption patterns 2015, p. 4.

Basis: Eurodata TV Worldwide.
Development of TV viewing time of European children

Average viewing time in minutes per day, Germany, France, Spain, Italy, UK, 2008-2012

At what time are most children watching TV?

2013 (percentages)

At what time do children stop watching TV in New Zealand?

2015 (percentages)

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 16:00</td>
<td>85</td>
</tr>
<tr>
<td>16:00</td>
<td>77</td>
</tr>
<tr>
<td>16:30</td>
<td>74</td>
</tr>
<tr>
<td>17:00</td>
<td>65</td>
</tr>
<tr>
<td>17:30</td>
<td>59</td>
</tr>
<tr>
<td>18:00</td>
<td>52</td>
</tr>
<tr>
<td>18:30</td>
<td>49</td>
</tr>
<tr>
<td>19:00</td>
<td>41</td>
</tr>
<tr>
<td>19:30</td>
<td>37</td>
</tr>
<tr>
<td>20:00</td>
<td>28</td>
</tr>
<tr>
<td>20:30</td>
<td>18</td>
</tr>
<tr>
<td>21:00</td>
<td>10</td>
</tr>
<tr>
<td>21:30</td>
<td>5</td>
</tr>
<tr>
<td>22:00</td>
<td>2</td>
</tr>
<tr>
<td>22:30</td>
<td>0</td>
</tr>
<tr>
<td>23:00</td>
<td>0</td>
</tr>
</tbody>
</table>


Basis: n=463, 6-14 years; everyone who watched TV the day before the survey.
How much time do young people in Asia spend in front of the TV?

Daily TV viewing time, 6-14 years, Indonesia/Malaysia/Singapore/Thailand/Vietnam, 2016, selection (percentages)


Basis: n=1,824, 6-14 years.
Viewing time by age group in Finland

Daily TV viewing time, by age group, Finland, 2015, selection (in minutes)


Basis: Finnpanel Oy, TAM.
How much time do British preschoolers spend in front of the TV?

According to parents, average viewing time 2016 (hours/day)


Basis: 0-4 years, n=1,005.
Watching shows/videos with different types of devices

9-18 years, comparison Canada and Quebec, 2014, selection (percentages)

Source: Shaw Rocket, Fund, Media and Technology Habits of Canadian Youth 2014, p. 20.

Basis: n=1,040, 9-18 years, Quebec und Kanada.
How do adolescents divide the TV viewing time between the web and stationary TV?

By age group, hours/week, Sweden, 2014, selection


Basis: n=2,801, 16-76+ years; n=250 adolescents, 11-15 years, and 250 parents.
Multitasking: What do young Australians do while watching TV?

Multitasking, 14-25 years, Australia, 2015, selection (percentages)

- Using social networks: 49%
- Surfing the internet: 47%
- SMS: 39%
- Searching for products and offers online: 27%
- Reading emails: 25%
- Playing video games: 24%
- Microblogging (e.g. Twitter, Tumblr): 21%

Basis: n=2,000, 14-68+ years.
Young Canadians like to see relevant, unique, aspirational characters in TV shows

9-18 years, Canada and Quebec, 2014, selection (percentages)
“Keeps me interested in a show”

- **Characters are the same age or in the same grade.**
- **Have strong moral values that I relate to.**
- **I learn something every time I watch it.**
- **Characters' personality is something I aspire to.**
- **Show is based on real life situations that I can relate to.**
- **Characters have a unique, different personality.**

Source: Shaw Rocket Fund, Media and Technology Habits of Canadian Youth 2014, p. 31.

Basis: n=1,040, 9-18 years, Quebec and Canada.
The most popular TV genres of children

Worldwide, Europe and selected countries (worldwide, Europe, France, Portugal, Sweden), 2014 (percentages)

Source: Eurodata TV Worldwide: Children's international hits and TV consumption patterns 2015, p. 9.

Basis: Eurodata TV Worldwide.
Popular TV genres of young people in New Zealand

6-14 years, 2015, selection (percentages)

- Cartoons: 25%
- Sports: 17%
- Drama/comedy (series): 15%
- TV shows: 13%
- TV shows with animals: 10%


Basis: n=708, 6-14 years.
The most popular TV genres of Austrian adolescents

11-18 years, by gender, selection, Austria, 2015 (percentages)


Basis: n=512, 11-18 years.
Favourite TV programmes of Swiss adolescents

12-19 years, Switzerland, 2014, number of mentions, selection


Basis: n=1,086, 12-19 years.
The most popular TV programmes of preschoolers in New Zealand

2-5 years, parental answers, 2015, selection (percentages)

- Dora the Explorer: 11%
- Peppa Pig: 10%
- Thomas the Tank Engine: 4%
- Sesame Street: 3%
- Spiderman: 3%


Basis: n=236, parents of 2- to 5-year-olds.
Disturbing TV content for children in New Zealand

9-14 years, by age, 2015, selection (percentages)


Basis: n=417, 9-14 years, TV user at home.
Reading to Children, Children’s Use of Print Media
Parents’ views on the importance of reading

USA, 2014 (percentages)

Reading is ...


Basis: n=1,026 parents and 1,026 children between 6 and 17 years.
How often do parents read to their children?

Parent survey, USA, 2014, selection (percentages)


Basis: n=1,532 parents of children between 0 and 17 years.
How many youth in the UK are frequent readers?

Read books for fun 5–7 days a week, by age groups, UK, 2015 (percentages)

- 6-8 years: 54%
- 9-11 years: 43%
- 12-14 years: 24%
- 15-17 years: 17%

Basis: n=703 6- to 17-year-olds.
Children’s views on the importance of reading

“How important is it to you to read (or look at) books for fun?”
UK, 2015 (percentages)

Basis: n=703 6- to 17-year-olds.
Reading habits of Americans

„I read (at least) one book in the past 12 months“
By age groups, USA, 2011/2012 (percentages)

Source: Pew Research Center: Younger Americans' library habits and expectations 2013, p. 16.
Basis: n=2,252, 16 years and older.
The very favorite books of Swiss youth

12-19 years, Switzerland, 2014, selection, number of mentions

Basis: n=1,086, 12-19 years.
Reading habits of Austrian adolescents

I like reading ...
11-18 years, by gender, selection, Austria, 2015 (percentages)

Basis: n=512, 11-18 years.
Print or digital: What do young people prefer?

USA, 2014 (percentages)

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print book</td>
<td>55</td>
</tr>
<tr>
<td>Ebook</td>
<td>11</td>
</tr>
<tr>
<td>No preference</td>
<td>34</td>
</tr>
</tbody>
</table>


Basis: n=641, 6-17 year-olds who have read an ebook.
How many young people have read an ebook?

By age, UK, 2015 (percentages)

- In total: 43%
- 6-8 years: 40%
- 9-11 years: 41%
- 12-14 years: 47%
- 15-17 years: 44%

Basis: n=703 6- to 17-year-olds.
Internet and Social Media
Internet access of children in Europe compared to children in Brazil

9-16 years, 2015, selection (percentages)

Source: EU Kids online: Children and Internet use, 2015, p. 9.

Basis: Brazil: n=2,261 children (9-17 years) and their parents; Europa: n=3,500 children (9-16 years).
Families with children between 6 and 13 years, USA, by income, 2016 (percentages)


Basis: n=1,191 families with low and middle income and 6- to 13-year-old children.
Internet access in Cambodia by demographic aspects

15-24 years, by gender, age and place of residence, Cambodia, 2014, selection (percentages)


Basis: n=2,597, 15-24 years.
How often do Swedish children and adolescents use the internet?

By age, Sweden, 2014, selection (percentages)

Source: .se: Svenskarna och internet 2014, p. 11.

Basis: n=2,801, 16–76+ years; n=250 teens, 11-15 years, and their parents; n=514 parents of children between 2 and 11 years.
How much time do French children spend on the web?

1-19 years, by age, France, comparison 2012 and 2015, selection (minutes/week)

Source: Ipsos: Junior Connect¹ 2015, p. 13.

Basis: n=4,000, 1-19 years (for 1- to 6-year-olds, parents' responses were used).
Europe: Where do young people go online?

9-16 years, 7 countries of the EU, 2015, selection (percentages)

- In my own room or another private room
- At home, but not in a private room

Source: EU Kids Online: Children and Internet Use, 2015, p. 7.

Basis: n=3,500 Internet user (9-16 years) and their parents.
Where do French children and adolescents go online?

9-16 years, France, 2012 (percentages)

- At home in the living room: 79%
- At school: 52%
- At a friend’s home: 49%
- At a relative’s home: 43%
- In their own room: 41%
- On the move: 11%
- At the library/in a public space: 7%
- At a cybercafé: 3%


Basis: n=1,000, 9-16 years, Internet user.
What British children and adolescents do while being online

Multitasking of 5- to 16-year-olds while they are online
UK, 2015 (percentages)

- Listening to music: 54%
- Watching TV: 42%
- Using apps: 39%
- Using a mobile phone: 36%
- Playing with a games console: 33%
- Reading a book: 13%

Source: CHILDWISE: The monitor report, 2015, Section 1.
Basis: n=1,120, 5-16 years.
What are Brazilian adolescents often doing on the internet?

Daily activities, 11-16 years, Brazil, 2015 (percentages)

Visiting social networks
- 11-12 years: 37%
- 13-14 years: 57%
- 15-16 years: 57%

Searching for information/reading the news
- 11-12 years: 26%
- 13-14 years: 43%
- 15-16 years: 35%

Instant messaging
- 11-12 years: 20%
- 13-14 years: 36%
- 15-16 years: 33%

Watching video clips
- 11-12 years: 20%
- 13-14 years: 28%
- 15-16 years: 32%

Playing computer games
- 11-12 years: 29%
- 13-14 years: 24%
- 15-16 years: 30%

Source: EU Kids online: Children and Internet use 2015, p. 12.

Basis: ICT Kids Online survey, 11- to 16-year-olds who use the internet.
Internet usage of children and adolescents in New Zealand

6-14 years, Internet activities at home, 2015, selection (percentages)

- Play games: 76%
- Watch YouTube: 75%
- Watch TV shows and movies on the internet: 31%
- Use Facebook: 21%
- Listen to music on sites like Spotify or SoundCloud: 15%
- Streaming movies or TV shows for free: 11%
- Visit a TV show website: 10%
- Stream music for free: 10%

Basis: n=708, 6-14 years.
Where to search for information online

12-19 years, Switzerland, 2014, selection (percentages)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Video platforms</td>
<td>83</td>
<td>83</td>
<td>86</td>
<td>89</td>
</tr>
<tr>
<td>Social networks</td>
<td>78</td>
<td>78</td>
<td>76</td>
<td>73</td>
</tr>
<tr>
<td>Search engines</td>
<td>89</td>
<td>83</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>News websites of newspapers</td>
<td>45</td>
<td>53</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>31</td>
<td>39</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>News platforms of TV channels</td>
<td>25</td>
<td>23</td>
<td>23</td>
<td>23</td>
</tr>
</tbody>
</table>


Basis: n=854, 12-19 years.
How many children and adolescents have a public profile at a social network?

9-16 years, countries of the EU, 2014, selection (percentages)


Basis: n=3,500, 9-16 years.
Daily social media usage in Australia

Daily usage by age groups, Australia, 2015, selection (percentages)


Basis: n=2,000, 14-68+ years.
What are adolescents doing in social networks?

By gender, Switzerland, 2014, selection (percentages)

Source: Swisscom/zhaw: James-Studie 2014, p. 47.

Basis: n=950, 12- to 19-year-olds who have a profile in a social network.
Children’s and adolescents’ responses to friends’ requests on social networks sites

“I accept …”
9-16 years, 7 European countries, 2014, selection, percentages


Basis: n=3,500, 9-16 years.
Which social media are American adolescents using the most?

13-17 years, USA, 2015, selection (percentages)

- Facebook: 71%
- Instagram: 52%
- Snapchat: 41%
- Twitter: 33%
- Google+: 33%
- Vine: 24%

Source: PEW Research Center: Teens, Social Media & Technology Overview 2015, p. 3.
Basis: n=1,060, 13-17 years.
Popular social media of French adolescents

13-19 years, France, 2015, selection (percentages)

- **Facebook**: 78%
- **Twitter**: 25%
- **Instagram**: 14%

Source: Ipsos: Junior Connect' 2015, p. 19.
Basis: n=4,000, 13-19 years.
How many children and adolescents have had negative experiences online?

9-16 years, countries of the EU, selection, 2014 (percentages)

Basis: n=3,500 9- to 16-year-olds who use the internet.

Emotional well-being of social network user

“Using social networks makes me feel ...”
13-17 years, USA, 2012 (percentages)


Basis: n=1,030, 13-17 years, who have a social networking site profile.
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)
Mobile phone access in Cambodia by demographic aspects

15-24 years, by gender, age and place of residence, Cambodia, 2014, selection (percentages)


Basis: n=2,597, 15-24 years.
Ownership of a mobile phone in Africa: Comparison of two age groups in African countries

2014 (percentages)


Basis: Ghana n=1,000, Kenya n=1,014, Nigeria n=1,014, Senegal n=1,000, South Africa n=1,000, Tanzania n=1,016, Uganda n=1,007.
How many young people in France own a personal smartphone or tablet?

7-19 years, by age group, France, 2015, selection (percentages)

- **Smartphone**
  - 7-12 years: 12%
  - 13-19 years: 68%

- **Tablet**
  - 13-19 years: 29%

**Source:** Ipsos: Junior Connect¹ 2015, p. 17.

**Basis:** n=4,000, 1-19 years.
Sweden: Usage frequency of tablets

By age, Sweden, 2014, selection (percentages)


Basis: n=2,801, 16-76+ years; n=250 adolescents, 11-15 years, and their parents; n=514 parents of children between 2 and 11 years.
International comparison: How many children are using smartphone and tablet daily?

9-16 years, 2014 (percentages)

Table: Proportion of children using smartphone and tablet daily, 2014 (percentages)

<table>
<thead>
<tr>
<th>Country</th>
<th>Tablet (%)</th>
<th>Smartphone (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>Denmark</td>
<td>37</td>
<td>72</td>
</tr>
<tr>
<td>Ireland</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Italy</td>
<td>12</td>
<td>42</td>
</tr>
<tr>
<td>Portugal</td>
<td>31</td>
<td>35</td>
</tr>
<tr>
<td>Rumania</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>UK</td>
<td>32</td>
<td>56</td>
</tr>
</tbody>
</table>


Basis: n=3,500 internet user, 9-16 years.
How often do Swedish children and adolescents use a smartphone?

By age, Sweden, 2014, selection (percentages)


Basis: n=2,801, 16–76+ years; n=250 adolescents, 11-15 years, and their parents; n=514 parents of children between 2 and 11 years.
International comparison: How many children and adolescents access the internet via smartphone?

9-16 years, 2015 (percentages)

Basis: European countries: n=3,500 9-16 year-olds; Brazil: n=2,261 9-17 year-olds, and their parents; internet user.

Source: EU Kids Online: Children and Internet Use 2015, p. 9.
What do young people in the USA do most often with smartphones?

8-18 years, USA, 2015, selection (percentages)

- Visit websites: 22%
- Watch videos online: 22%
- Gaming: 23%
- Listen to music: 40%
- Use social networks: 40%

Source: Common Sense Media: Media Use by Tweens and Teens 2015, p. 60.

Basis: n=2,658, 8-18 years.
App-Gap: Parents with higher income download more apps for their child

Income per year in US-Dollar, 0-8 years, USA, 2013 (percentages)

Source: Common Sense Media: Zero to Eight 2013, p. 29.

Basis: n=1,463 parents of 0- to 8-year-olds.
Sources

• BBC media action research and learning: youth in cambodia: media habits and information sources. 2014.

• CHILDWISE: Pre-school-Report 2016.
  URL: http://www.childwise.co.uk/preschool.html (last access: 02.03.2017).

• CHILDWISE: The monitor report 2015, Section 1.
  URL: http://www.childwise.co.uk/monitor.html (last access: 12.08.2016).

• CHILDWISE: The monitor report 2016, Section 1.
  URL: http://www.childwise.co.uk/monitor.html (last access: 02.03.2017).


• Common Sense Media: The Common Sense Census: Media Use by Tweens and Teens. 2015.

  URL: https://www.dropbox.com/s/wmi6g9atfz3rua1/Australia1.pdf?dl=0 (last access: 27.07.2016).

  URL: http://eprints.lse.ac.uk/46442/1/FranceReportEnglish.pdf (last access: 12.08.2016).

• EU Kids Online: Children and Internet use: A comparative analysis of Brazil and seven European countries. 2015.
  URL: http://www.lse.ac.uk/media@lse/research/EUKidsOnline/EU%20Kids%20III/Reports/FullReportBrazilNCGM.pdf (last access: 12.04.2016).

• Eurodata TV worldwide: Children’s international hits and TV consumption patterns 2015.
Sources


• Pew Research Center: Younger Americans’ library habits and expectations. 2013. URL: http://libraries.pewinternet.org/files/2013/06/PIP_Younger_Americans_and_Libraries.pdf (last access: 10.08.2015).

Sources


