International Data on Youth and Media 2020

Current surveys and research compiled by Heike vom Orde (IZI) und Dr. Alexandra Durner
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Media Use, Media Ownership and Importance of Media
Britain: Which media can be found in homes with children?

By age of the children and adolescents
3-15 years, UK, 2018, selection (percentages)

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 28.

Base: n=1,430 parents of 5- to 15-year-olds;
n=630 parents of 3- to 5-year-olds
According to parents’ response, 0-8 years, USA, 2017 (percentages)

Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2017, p. 3.

Base: n=1,454 parents of 0- to 8-year-olds
New Zealand: Which media devices/platforms are available in households with children?

New Zealand, 2020, selection (percentages)

- **TV**: 94%
- **Smartphone**: 93%
- **Computer / laptop**: 89%
- **Netflix**: 74%
- **Tablet**: 70%
- **Game console**: 61%
- **Radio**: 55%

Source: Colmar Brunton: Children's Media Use 2020, p. 9.

Base: n=1,112 parents of 6- to 14-year-olds.
USA: media ownership of adolescents

13-17 years, USA, 2018, selection (percentages)

- Mobile device (any): 95%
- Smartphone: 89%
- Computer: 61%
- Tablet: 49%

Source: Common sense: Social Media, social life 2018, p. 18.

Base: n=1,141; 13-17 years
Personal media ownership of British youth

5-16 years, UK, 2018, selection (percentages)

Source: Childwise: The monitor report, 2019, Section 1.

Base: n=2,201; 5-16 years
Media ownership in France

By age, 7-19 years, France, 2017, selection (percentages)

<table>
<thead>
<tr>
<th>Device</th>
<th>7-12 years</th>
<th>13-19 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>19</td>
<td>68</td>
</tr>
<tr>
<td>Game console</td>
<td>16</td>
<td>67</td>
</tr>
<tr>
<td>TV</td>
<td>35</td>
<td>69</td>
</tr>
<tr>
<td>Smartphone</td>
<td>22</td>
<td>81</td>
</tr>
<tr>
<td>Tablet</td>
<td>36</td>
<td>34</td>
</tr>
</tbody>
</table>

Basis: n=4,700; 1-19 years
Personal media ownership in Switzerland: Are there any differences between boys and girls?

By gender, 12-19 years, Switzerland, 2018, selection (percentages)


Base: n=1,160; 12-19 years
USA: How much time do children spend with media?

According to parents’ response, 0-8 years, USA, 2017, selection (minutes/day)


Base: n=1,454 parents of 0- to 8-year-olds
How much time do young people in Nordic countries spend on media?

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

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

Base: n=4,000; 13-29-year-olds
Japan: time spent on media by adolescents

By activity and gender, 13-18 years, Japan, 2017, selection (minutes/day)


Basis: n=1,200 parents and their kids, 13-18 years
### Austria: How often are different types of media used?

According to parents’ response, 0-15 years, Austria, 2018, selection (percentages)

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Daily</th>
<th>Several times a week</th>
<th>Several times a month</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>38.2</td>
<td>23.4</td>
<td>8</td>
<td>13.6</td>
<td>15.9</td>
</tr>
<tr>
<td>Radio</td>
<td>22.4</td>
<td>6.3</td>
<td>15.4</td>
<td>39.4</td>
<td></td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>7.3</td>
<td>9.3</td>
<td>5</td>
<td>11.7</td>
<td>65.2</td>
</tr>
<tr>
<td>Internet</td>
<td>38.2</td>
<td>11.3</td>
<td>.7</td>
<td>4.4</td>
<td>36.9</td>
</tr>
<tr>
<td>Social Media</td>
<td>19.5</td>
<td>2.8</td>
<td></td>
<td>72.4</td>
<td></td>
</tr>
<tr>
<td>Videos</td>
<td>24.8</td>
<td>21.5</td>
<td>11.6</td>
<td>9.9</td>
<td>30</td>
</tr>
</tbody>
</table>


Base: n=260 parents of 0- to 15-year-olds
Britain: media use of children and adolescents

According to parents’ response, 5-15 years, UK, 2018, selection (percentages)

- TV set (standard and smart TV): 97%
- Tablet computer: 76%
- Mobile phone: 67%
- Internet - Desktop/Laptop/Netbook: 63%
- Digital video recorder (DVR): 63%
- Game console/Games player: 53%
- DVD-/Blu-Ray-Player: 47%
- Radio set: 26%

Base: n=1,430 parents of 5- to 15-year-olds
Digital entertainment time in Australia

14-28 years, Australia, 2018, selection (percentages)
“What percentage of your online/digital entertainment time is spent doing the following activities?”

- Watching streaming video: 22%
- Consuming social media: 21%
- Playing games: 17%
- Listening to music: 14%
- Browsing information websites or apps: 9%
- Browsing educational websites or apps: 7%
- Using lifestyle/hobby services: 4%
- Listening to podcasts: 3%
- Other: 3%


Basis: n=2.000+; 14-71+ years; the 14- to 28-year-olds
Canada: media usage by age group

By age group, 6-17 years, Canada, 2017 (percentages)
5-7 days a week

Base: n=784 children; 6-17 years
Switzerland: differences in the media usage between boys and girls

By gender, 12-19 years, Switzerland, 2018, selection (percentages)
Daily/more than once a week


Base: n=1,165; 12-19 years
Media activity of adolescents and young adults in Denmark

15-29 years, Denmark, 2018, selection (percentages)


Base: DR Audience Research; 15+ years; 15- to 29-year-olds
Which media can British children and young people hardly do without?

5-15 years, UK, 2017, selection (percentages)
“I could not do without...”

- Mobile phone: 29%
- TV: 24%
- Tablet: 18%
- Game console: 11%
- PC/laptop: 8%
- Books/magazines/comics: 6%


Base: n=1,388 children und adolescents; 5-15 years
Austrian adolescents can’t do without these media devices

By gender, 11-18 years, Austria 2017, selection (percentages)


Base: n=500; 11-18 years
Europe: the search for news and information - What source do young people prefer?

18-29 years, 8 European countries, 2017, selection (percentages)

- **Online**: 73%
- **Television**: 38%
- **Radio**: 33%
- **Print**: 12%


Base: n=16,114; 18+; Denmark, Germany, France, Italy, Netherlands, Spain, Sweden, UK; 18- to 29-year-olds
Media source for news in African countries

18-34 years, 5 African countries, 2017 (percentages)


Base: n=2,861; 18-34 years.
Britain: Which type of news content are adolescents interested in?

12-15 years, UK, 2018, selection (percentages)

Content most interested in/Among the top 3

- Music news/Singers/Musicians: 61%
- Sports/Sports personalities: 48%
- Celebrities/Famous people/Actors: 43%
- Animals or the environment: 32%
- Science and technology: 31%
- Serious things going on in the UK: 31%
- Local news or events: 28%
- Fashion and beauty: 28%

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 112.
Base: n=1,001; 12-15 years
Attitude of European adolescents towards the news: what makes news media (very) good?

18-29 years, Spain, Italy, Netherlands, Sweden 2017, selection (percentages)

- **Being politically neutral**
  - Sweden: 52%
  - Netherlands: 63%
  - Italy: 31%
  - Spain: 32%

- **Covering all important stories**
  - Sweden: 79%
  - Netherlands: 78%
  - Italy: 78%
  - Spain: 59%

- **Getting the facts right**
  - Sweden: 64%
  - Netherlands: 65%
  - Italy: 49%
  - Spain: 47%

**Source:** PEW Research Center: Western Europeans Under 30 ..., 2018, p. 25.

Base: Italy n=2,043; Netherlands n=2,001; Spain n=2,011; Sweden n=1,968; 18+ years; 18- to 29-year-olds. News media: TV, Print, Radio, digital.
Trust in news media in Europe – comparison of younger and older people

By age group, 2017, selection (percentages)
“I have (a lot of) trust”

Source: PEW Research Center: Western Europeans Under 30 ..., 2018, p. 29.

Base: Denmark n=2,096, France n=2,011, Italy n=2,043, Netherlands n=2,001, Spain n=2,011, Sweden n=1,968; 18+ years.
Children, Adolescents and Television
Europe: How much time do children spend watching TV?

France, Germany, Netherlands, 2017
Daily viewing time (minutes)

Source: Eurodata TV, Stiching Kijkonderzoek (SKO), Mediametrie/Mediamat, AGF in Zusammenarbeit mit GfK; TV Scope 6.1, Jan-Nov 2017; In: RTL Adconnect 2017.
Time spent watching TV in Britain

By age group, 3-15 years, UK, 2018, selection (minutes/day)
“Hours spent watching TV on a television set per day”

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 12.

Base: n=1,430 parents of 5- to 15-year-olds as well as Children, 8-15 years; n=630 parents of 3- to 4-year-olds.
New Zealand: How much time do adolescents spend on video streaming compared to watching TV?

15-24 years, New Zealand, 2016 and 2018, selection (minutes/day)

Source: Glasshouse/NZ On Air: Where are the audiences 2018, p. 16.

Viewing time by age group in Finland

By age group, Finland, 2018, selection (percentages)
Daily TV viewing time

Source: Finnpanel: Television viewing in Finland 2018, p. 5.
Base: TAM 4+.
Finland: watching TV online

By age group, 3-24 years, Finland, 2018, selection (percentages)

Online viewing by device

Source: Finnpanel: Television viewing in Finland 2018, p. 17.

Base: Total-TV-measurement Sept-Dec 2018 (census-data source Comscore); Usage of streaming services: Yle Areena, mtv & C More, Ruutu & Ruutu+.
TV and video use in Africa

18-34 years, 5 African countries, 2017 (percentages)
Access to video entertainment

Source: GeoPoll Straw Poll Survey 2017, p. 4.
Base: n=2,861, 18-34 years.
UK: streaming TV and video-on-demand use of children and adolescents

By age group, 3-15 years, UK, 2018, selection (percentages)

"Does your child ever watch any TV programmes or films via any on-demand and streaming TV and video services that you pay to receive ...?"

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 51.
Base: n=1,430 parents of 5- to 15-year-olds,
n=630 parents of 3- to 4-year-olds.
Multitasking: what do young Australians do while watching TV?

14-26 years, Australia, 2016, selection (percentages)

- Using social networks: 43%
- Surfing the Internet: 36%
- SMS: 31%
- Searching for products and offers online: 22%
- Reading e-mails: 22%
- Playing video games: 23%
- Talking on the phone: 18%


Base: n=2,000+, 14-69+ years.
The most popular TV genres for Austrian adolescents

By gender, 11-18 years, Austria, 2017, selection (percentages)

Base: n=500, 11-18 years.
The most popular TV genres among Swiss youth

12-19 years, Switzerland, 2016, selection (number of times mentioned)

- SciFi/Fantasy, e.g. Harry Potter: 901
- Action/Thriller, e.g. James Bond: 388
- Dramas, e.g. Titanic: 381
- Comedies, e.g. Fack ju Göhte: 349
- Adventure movies, e.g. Pirates of the Caribbean: 80
- Animation, e.g. Minions: 75
- Horror movies, e.g. Saw: 48
- War movies, e.g. American Sniper: 48
- Dance movies/Musicals, e.g. Dirty Dancing: 30


Base: n=1,086, 12-19 years.
Popular YouTube-Genres for preschoolers and elementary school children

By age group, UK, 2018, selection (percentages)

Base: n=591 parents of 3- to 7-year-olds.

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 58.
What kind of videos do young people from Austria like to watch?

16-29 years, Austria, 2018, selection (percentages)

- Music: 51.9%
- Entertainment: 26.8%
- Documentaries, science: 24.7%
- Tutorials: 18.6%
- Gaming: 13.9%
- Comedy: 13.2%
- Sports: 11.9%
- Movies: 11.8%
- How to style, beauty tips: 6.4%
- Politics: 6.3%
- Vlogger: 3.6%

Base: n=1,060, 16+ years; 16- to 29-year-olds.

Source: RTR: Kinder, Jugendliche und junge Erwachsene im VOD-Zeitalter 2018, p. 82.
Reading to Children, Children’s Use of Print Media
Global youth literacy rate

By region, 15-24 years, 2016, selection (percentages)


Base: UIS, more than 200 countries and regions, 15-24 years.
USA: importance of reading aloud to children at home from the parents’ point of view

According to the parents’ response, USA, selection, by age of the kids, 2018 (percentages)


Base: n=1,718 parents of 0- to 17-year-old children.
How many parents in Canada read aloud to their kids several times a week?

By age group, Canada, selection, 2017 (percentages)

5-7 days a week

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 years</td>
<td>56</td>
</tr>
<tr>
<td>3-5 years</td>
<td>65</td>
</tr>
<tr>
<td>6-8 years</td>
<td>41</td>
</tr>
<tr>
<td>9-11 years</td>
<td>16</td>
</tr>
</tbody>
</table>

Base: n=1,939 parents of 0- to 17-year-olds.

UK: Up to what age should children be read to?

According to parents’ response, UK, 2018, selection (percentages)
“Up to what age do you think children should be read to, in order to encourage them to read themselves for fun?”


Base: n=1,596 parents of 0- to 13-year-olds.
Canada: How many children want their parents to read to them?

By age group, 6-17 years, Canada, 2017 (percentages)


Base: n=784, 6-17 years; Children, who are not being read to any more.
How frequently do children and adolescents in the USA read?

6-17 years, USA, 2016, selection (percentages)
“Read books for fun”

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Infrequent readers (0-3 times a Month)</th>
<th>Moderately frequent readers (1-4 days a week)</th>
<th>Frequent readers (5-7 days a week)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-8 years</td>
<td>47%</td>
<td>42%</td>
<td>11%</td>
</tr>
<tr>
<td>9-11 years</td>
<td>39%</td>
<td>43%</td>
<td>17%</td>
</tr>
<tr>
<td>12-14 years</td>
<td>27%</td>
<td>45%</td>
<td>28%</td>
</tr>
<tr>
<td>15-17 years</td>
<td>17%</td>
<td>45%</td>
<td>38%</td>
</tr>
</tbody>
</table>


Base: n=1,043 children and adolescents between 6 and 17 years
Reading habits of Austrian adolescents

By gender, 11-18 years, Austria, 2017, selection (percentages)
“I like reading ...”

Base: n=500, 11-18 years.
Among British children: who does daily leisure time reading?

By age group, 0-17 years, UK, 2018 (percentages)
“(Almost) daily independent reading/looking at books”


Base: n=1,596 parents of 0- to 13-year-olds; n=417, 14-17 years.
Internet and Social Media
Global internet use in emerging countries – comparison of younger and older adults

By age group, 2018, selection (percentages)

Base: 18+ years; Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500, Tunisia n=2,532; Internet, social media and smartphone users.

Internet access and use in Britain

By age group, 3-15 years, UK, 2018, selection (percentages)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-4 years</td>
<td>86%</td>
</tr>
<tr>
<td>5-7 years</td>
<td>93%</td>
</tr>
<tr>
<td>8-11 years</td>
<td>98%</td>
</tr>
<tr>
<td>12-15 years</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 28.

Base: n=1,430 parents of 5- to 15-year-olds, n=630 parents of 3- to 4-year-olds.
Internet use by Swedish children

0-10 years, Sweden, 2018 (percentages)

Daily use


Base: n=603 parents of 0- to 10-year-olds.
Brazil: Which devices are used to access the internet?

9-17 years, Brazil, 2013 and 2017, selection (percentages)

Source: Comité Gestor da Internet no Brasil – CGI.br: ICT Kids online Brazil 2017, p. 262.
Computer and internet access by family income

By income, families with children between 0 and 8 years, USA, 2017, selection (percentages)

Ways of accessing the internet amongst children and adolescents in the Czech Republic

9-17 years, Czech Republic, 2017-2018, selection (percentages)
Daily use

Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 6.
Base: n=2,825, 9-17 years.
Italy: mobile internet use compared to use at home

By age group, 9-17 years, 2017, selection (percentages)

Daily internet use


Base: n=1,006 children and adolescents, 9-17 years.
Ghana: How old were you when you first used the internet?

9-17 years, Ghana, 2017 (years)

Source: Global Kids Online u. a.: Ghana Country Report 2017, p. 34.

Base: n=1,712 children and adolescents, 9-17 years.
Europe: How many adolescents use the internet daily?

16-19 years, 2018, selection (percentages)


Base: EU citizens, 16-74 years.
Brazil: frequency of internet use

9-17 years, Brazil, 2012 and 2017, selection (percentages)


How much time do French children spend online?

By age group, 1-19 years, France, comparison 2012 and 2017, selection (minutes/week)

Source: Ipsos: Junior Connect' 2017.

Base: n=4,700, 1-19 years (parents' response of the 1- to 6-year-olds).
The most popular online activities in Bulgaria

9-17 years, Bulgaria, 2018, selection (percentages)
At least practiced weekly

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used the Internet for schoolwork</td>
<td>50</td>
</tr>
<tr>
<td>Talked to distant family or friends</td>
<td>52</td>
</tr>
<tr>
<td>Posted photos or comments online</td>
<td>55</td>
</tr>
<tr>
<td>Learned by searching online</td>
<td>68</td>
</tr>
<tr>
<td>Played online games</td>
<td>73</td>
</tr>
<tr>
<td>Used social networking sites</td>
<td>73</td>
</tr>
<tr>
<td>Listened to music</td>
<td>75</td>
</tr>
<tr>
<td>Watched video clips</td>
<td>89</td>
</tr>
</tbody>
</table>

Base: n=1,000, 9-17 years.

Source: Livingstone u. a.: Is there a ladder of children’s online participation. Findings from three Global Kids Online countries, 2019, p. 2.
Internet usage in Brazil

9-17 years, Brazil, 2017, selection (percentages)

Daily usage

- Instant messaging: 79%
- Watched videos, TV programs, movies or TV series online: 77%
- Searched for information for school: 76%
- Listened to music online: 75%
- Visited social networks: 73%

Source: Comité Gestor da Internet no Brasil – CGI.br: ICT Kids online Brazil 2017, p. 269 ff..

Base: n=3,102 children, 9-17 years, and parents.
Chile: How does internet usage change when children become older?

9-17 years, Chile, 2018, selection (percentages)
Practiced at least weekly

- Watched video clips
- Played online games
- Used the Internet for schoolwork
- Used instant messaging
- Learned by searching online

Source: Livingstone u. a.: Is there a ladder of children’s online participation. Findings from three Global Kids Online countries, 2019, p. 4.

Base: n=1,000, 9-17 years.
Switzerland: How do adolescents search for information online?

12-19 years, Switzerland, 2018, selection (percentages)
Daily usage/more than once a week

- Search engines: 81%
- Social networks: 51%
- Video platforms: 45%
- Wikipedia: 31%
- News websites of newspapers: 25%
- Just surf the web: 21%
- News platforms of TV channels: 21%
- Streaming of movies, documentaries or TV series: 14%

Base: n=1,121, 12-19 years.
South Africa: Do children and adolescents participate in politics online?

By age group, 9-17 years, South Africa, 2018, selection (percentages)
Practiced at least weekly

Talked online to people who are different
- All: 44%
- 15-17 years: 61%
- 12-14 years: 36%
- 9-11 years: 16%

Looked for news online
- All: 54%
- 15-17 years: 54%
- 12-14 years: 35%
- 9-11 years: 12%

Discussed politics online
- All: 26%
- 15-17 years: 26%
- 12-14 years: 21%
- 9-11 years: 10%

Involved in campaign or protest
- All: 3%
- 15-17 years: 4%
- 12-14 years: 6%
- 9-11 years: 2%

Base: n=1,000, 9-17 years.

Source: Livingstone u. a.: Is there a ladder of children’s online participation. Findings from three Global Kids Online countries, 2019, p. 5.
USA: Young people’s favorite ways to communicate with friends

13-17 years, USA, 2012 and 2018, selection (percentages)

Source: Common sense: Social Media, social life, 2018, p. 25.

Base: 2018: n=1,141; 2012: n=1,030; 13-17 years.
Switzerland: What do adolescents do on social media?

12-19 years, Switzerland, 2018 (percentages)

- Look at posts of others: 82%
- "Like" posts of others: 80%
- Personal chatting or messaging: 75%
- Creating posts which are being deleted after a certain amount of time: 45%
- Comment on posts of others: 35%
- Creating posts for a selected audience: 29%
- Sharing posts of others: 17%
- Creating public posts: 11%
- Creating posts which are not being deleted: 9%
- Post a live-stream: 1%


Base: n=1,072, 12-19 years.
What do adolescents in the USA post on social media?

13-17 years, USA, 2018, selection (percentages)
Often/sometimes

- Things only their closest friends would understand: 50%
- Selfies: 45%
- Updates on their location and what they’re doing: 42%
- Videos they’ve recorded: 41%

Base: n=720, 13-17 years, Social Media users.

Young Europeans get news mainly through social media

18-29 years, 8 European countries, 2017, selection (percentages)
At least daily use


Base: Denmark n=2,096, Germany n=1,983, France n=2,011, Italy n=2,043, Netherlands n=2,001, Spain n=2,011, Sweden n=1,968, UK n=2,001; 18- to 29-year-olds.
Do adolescents trust the news from social media?

15-24 years, 28 countries of the EU, 2017, selection (percentages)

- You generally consider that stories published on online social networks are trustworthy: 8%
- You generally do not trust stories published on online social networks: 26%
- The story looks well referenced: 23%
- You trust the person who shared it: 18%
- You trust the online social networks the story is published on: 10%
- The story comes from a reliable source (e.g. media, brand or organisation): 41%


Base: n=15,957 EU citizens, 15+ years, social media users.
Which social media platform are American adolescents using the most?

13-17 years, USA, 2018, selection (percentages)

- **Snapchat**: 41%
- **Instagram**: 22%
- **Facebook**: 15%
- **Twitter**: 2%

Source: Common sense: Social Media, social life, 2018, p. 17.

Base: n=1,141, 13-17 years.
Popular social media in Arabic states

18-24 years, 16 countries of the Middle East, 2017, selection (percentages)

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>68</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>68</td>
</tr>
<tr>
<td>YouTube</td>
<td>50</td>
</tr>
<tr>
<td>Instagram</td>
<td>48</td>
</tr>
<tr>
<td>Snapchat</td>
<td>42</td>
</tr>
<tr>
<td>Twitter</td>
<td>37</td>
</tr>
</tbody>
</table>

Base: n=3,500, 18-24 years.

The most popular social networks in France

13-19 years, France, 2017, selection (percentages)

- Facebook: 77%
- Snapchat: 57%
- Instagram: 42%
- Twitter: 34%

Source: Ipsos: Junior Connect' 2017.

Base: n=4,700, 1-19 years, 13- to 19-year-olds.
Australia: Which age group uses which social network the most?

By age group, Australia, 2018, selection (percentages)


Base: n=2,000+, 14-71+ years.
Use of social media in Sweden – Facebook or Snapchat?

By age group, 12+ years, Sweden, 2018, selection (percentages)

Daily use

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Facebook</th>
<th>Snapchat</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-15 years</td>
<td>89%</td>
<td>16%</td>
</tr>
<tr>
<td>16-25 years</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>26-35 years</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>36-45 years</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>46-55 years</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>56-65 years</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>66-75 years</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>76+ years</td>
<td>25%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: Internet stiftelsen: Svenskarna och Internet 2018, p. 50.

Base: n=3,057, 12+ years.
Britain: As how trustworthy do children and adolescents see social media websites?

By age group, 8-15 years, UK, 2018, selection (percentages)

“Do you believe that all of the information you see on these sites or apps is true?”

<table>
<thead>
<tr>
<th></th>
<th>8-11 years</th>
<th>12-15 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>All is true</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Most is true</td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td>Some is true</td>
<td>54</td>
<td>63</td>
</tr>
<tr>
<td>Don't know</td>
<td>13</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 96.

Base: n=261, 8-11 years; n=416, 12-15 years; Internet and Social Media users.
UK: How many children and adolescents play online games?

By age group, 3-15 years, UK, 2018, selection (percentages)

“Do you ever play online games?”

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 72.

Base: n=1,430 parents and n=1,430 children, 5-15 years; n=630 parents of 3- to 4-year-olds.
Online gaming in South Africa

By age group, 9-17 years, South Africa, 2018, selection (percentages) “At least weekly use”

Source: Livingstone u. a.: Is there a ladder of children's online participation. Findings from three Global Kids Online countries, 2019, p. 5.

Base: n=1,000, 9-17 years.
USA: How much time do children spend with mobile, console or computer games?

According to parents’ response, 0-8 years, USA, 2017 (minutes/day)


Base: n=1,454 parents with kids between 0–8 years.
Czech Republic: How often do you play online games?

9-17 years, Czech Republic, 2017-2018 (percentages)
In the previous month

Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 8.
Base: n=2,825, 9-17 years.
Addiction to mobile devices according to parents and adolescents in Japan

Japan, 2017, selection (percentages)
“I feel that I am addicted/my kids are addicted to mobile devices.”

According to the parents
According to the adolescents

Base: n=1,200 parents and kids, 13-18 years.

USA: How do you feel when you use social media?

13-17 years, USA, 2018 (percentages)
“When I use social media I feel more …”

- ... included: 71%
- ... confident: 69%
- ... authentic: 64%
- ... outgoing: 61%

Base: n=720, 13-17 years.
The importance of “likes”

13-17 years, USA, 2018 (percentages)
“Getting lots of likes is …“

- ... extremely/very important: 55%
- ... somewhat important: 32%
- ... not too/not at all important: 13%

Source: Common Sense: Social Media, Social Life, 2018, p. 28.
Base: n=1,141, 13-17 years, Social Media users.
What kind of negative experience do adolescents come across the most when they go online?

13-17 years, 23 countries internationally, selection, 2017 (percentages)
“(Almost) every time, when I communicate with other people online”

Source: Microsoft: Civility, Safety & Interaction Online 2018, p. 54.
Italy: experience of hate speech

9-17 years, Italy, 2017, selection (percentages)

“Did you come in contact with hate speech in the last year?”


Base: n=1,006 children and adolescents, 9-17 years.
Europe: negative experience with personal data

9-17 years, 5 countries in the EU, 2017/2018, selection (percentages)
“What did you experience in the Internet last year?”

- I got a virus or spyware
- Somebody used my password to access my information or to pretend to be me
- Somebody used my personal information in a way I didn’t like
- I spent too much money on in-app purchases or in online games

Source: Smahel u. a.: EU Kids Online Survey 2019, p. 2.
By age group, 9-17 years, Italy, 2017, selection (percentages)

“I was bullied in the last year”


Base: n=1,006 children and adolescents, 9-17 years.
Frequency of negative online experiences in the Czech Republic

9-17 years, Czech Republic, 2017-2018 (percentages)
“How many times in the last year?”

Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 13.

Base: n=2,825, 9-17 years.
Brazil: Which internet skills do children and adolescents have?

By age group, 9-17 years, Brazil, 2017, selection (percentages)

- Changing privacy settings on social networking websites:
  - 11-12 years: 30%
  - 13-14 years: 61%
  - 15-17 years: 79%

- Checking whether information found on the internet is accurate:
  - 11-12 years: 46%
  - 13-14 years: 58%
  - 15-17 years: 75%

- Deleting people from their list of contacts or friends:
  - 11-12 years: 80%
  - 13-14 years: 92%
  - 15-17 years: 95%

- Posting videos or music they created on the internet:
  - 11-12 years: 52%
  - 13-14 years: 63%
  - 15-17 years: 71%

- Deactivating the geolocation function:
  - 11-12 years: 45%
  - 13-14 years: 60%
  - 15-17 years: 72%

Base: n=3,102 children, 9-17 years, and their parents.
Media literacy of children and adolescents in the Czech Republic

9-17 years, Czech Republic, 2017-2018 (percentages)
“Very true for me”, “It’s not a problem for me/I know how it works”

- How to remove people from my contact lists: 91%
- Which information I should and shouldn’t share online: 88%
- How to save a photo that I find online: 83%
- To change my privacy settings: 75%
- To choose the best keywords for online searches: 66%
- To check if the information is true: 53%

Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 10.

Base: n=2,825, 9-17 years.
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)
Britain: mobile phone access and use among children and adolescents

By age group, 3-15 years, UK, 2018, selection (percentages)

Source: Ofcom: Children and parents media use and attitudes: annex 1, 2019, p. 28.

Base: n=1,430 parents of 5- to 15-year-olds, n=630 parents of 3- to 4-year-olds.
Use of mobile phones among young adults in emerging countries

18-29 years, 2018, selection (percentages)

Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 21

Base: Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500; 18+ years, 18- to 29-year-olds.
Africa: How many adolescent use a mobile phone? Comparison between different age groups

By age group, 2018, selection (percentages)

Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 21

Base: Tunisia n=2,532, Kenya n=2,508, South Africa n=2,466; 18+ years.
Sweden: How many children have their own mobile phone?

By age group, 0-10 years, Sweden, 2018 (percentages)

Source: Internet stiftelsen: svenskarna och Internet 2018, p. 63.

Base: n=603 parents of 0-10-year-olds.
Ownership of a mobile phone or tablet in France

By age group, 7-19 years, France, 2017, selection (percentages)

<table>
<thead>
<tr>
<th></th>
<th>7-12 years</th>
<th>13-19 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone</td>
<td>22</td>
<td>81</td>
</tr>
<tr>
<td>Tablet</td>
<td>36</td>
<td>34</td>
</tr>
</tbody>
</table>

Source: Ipsos: Junior Connect' 2017.

Base: n=4,700 children and parents, 1-19 years, 7- to 19-years.
Switzerland: What are adolescents doing when on their mobile phones?

12-19 years, Switzerland, 2018, selection (percentages)
Daily/more than once a week

- Chatting (e.g. WhatsApp): 95%
- Using it as a watch: 93%
- Listening to music: 89%
- Surfing the web: 89%
- Chatting in group chats (e.g. WhatsApp): 89%
- Using social media: 88%
- Watching videos on the internet: 82%
- Talking on the phone: 70%
- Using it as an alarm clock: 69%
- Taking pictures/videos: 67%

Base: n=1,125, 12-19 years.
Usage of mobile devices among children in the USA

0-8 years, USA, 2017, selection (percentages)

- Watching video clips (e.g. on YouTube): 73%
- Playing games: 70%
- Using Apps: 65%
- Watching movies/TV series: 59%
- Reading books: 28%


Base: n=1,454 parents with 0- to 8-year-old children.
Europe: How many adolescents use their smartphones to access the internet?

16-19 years, 2018, selection (percentages)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU (28 countries)</td>
<td>90</td>
</tr>
<tr>
<td>Croatia</td>
<td>99</td>
</tr>
<tr>
<td>Germany</td>
<td>97</td>
</tr>
<tr>
<td>Finland</td>
<td>94</td>
</tr>
<tr>
<td>France</td>
<td>88</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>84</td>
</tr>
<tr>
<td>Romania</td>
<td>80</td>
</tr>
</tbody>
</table>

Base: EU citizens, 16-74 years.
Sweden: daily usage of a tablet for internet access

By age group, 0-10 years, Sweden, 2018, selection (percentages)

Daily usage

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Daily Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 years</td>
<td>2</td>
</tr>
<tr>
<td>2-3 years</td>
<td>31</td>
</tr>
<tr>
<td>4-5 years</td>
<td>41</td>
</tr>
<tr>
<td>6-7 years</td>
<td>46</td>
</tr>
<tr>
<td>8-10 years</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Internet stiftelsen: svenskarna och Internet 2018, p. 64.
Base: n=603 parents of 0- to 10-year-olds.
Czech Republic: How many times is the mobile phone used to access the internet?

By age group, 9-17 years, Czech Republic, 2017-2018 (percentages)

Source: Bedrosová u. a.: EU Kids Online IV in the Czech Republic 2017-2018, p. 6.

Base: n=2,825, 9-17 years.
Use of WhatsApp in emerging countries

18-29 years, 2018, selection (percentages)
“Currently I use WhatsApp”

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vietnam</td>
<td>3</td>
</tr>
<tr>
<td>Tunisia</td>
<td>28</td>
</tr>
<tr>
<td>Colombia</td>
<td>89</td>
</tr>
<tr>
<td>South Africa</td>
<td>75</td>
</tr>
<tr>
<td>Mexico</td>
<td>86</td>
</tr>
<tr>
<td>Lebanon</td>
<td>98</td>
</tr>
<tr>
<td>India</td>
<td>46</td>
</tr>
<tr>
<td>Venezuela</td>
<td>60</td>
</tr>
<tr>
<td>Kenya</td>
<td>40</td>
</tr>
<tr>
<td>Jordan</td>
<td>89</td>
</tr>
</tbody>
</table>


Base: Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500; 18+ years, 18- to 29-year-olds.
Ghana: Which skills do children and adolescents in the usage of mobile phones or tablets?

9-17 years, 2017, Ghana, selection (percentages)
“Very true”

Parents and adolescents, 13-17 years, USA, 2018 (percentages)

- **Spend too much time on my cellphone**: 36% (adolescents) vs. 54% (parents)
- **Check phone for messages as soon as I wake up**: 57% (adolescents) vs. 72% (parents)
- **Feel my parents/my children are distracted by their phone when having in-person conversations**: 51% (adolescents) vs. 72% (parents)


Base: n=743, 13-17 years; n=1,058 parents of 13- to 17-year-olds.
Media education in emerging countries: control of the child’s mobile phone usage through the parents

2018, selection (percentages)
“Did you ever check what your child is doing with its smartphone or what it watches?”


Base: 18+ years; only parents whose children use a mobile phone. Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500; 18+ years, 18- to 29-year-olds.
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Sources


