

Basic Data Children and Media in Germany 2008

Compiled from various representative surveys

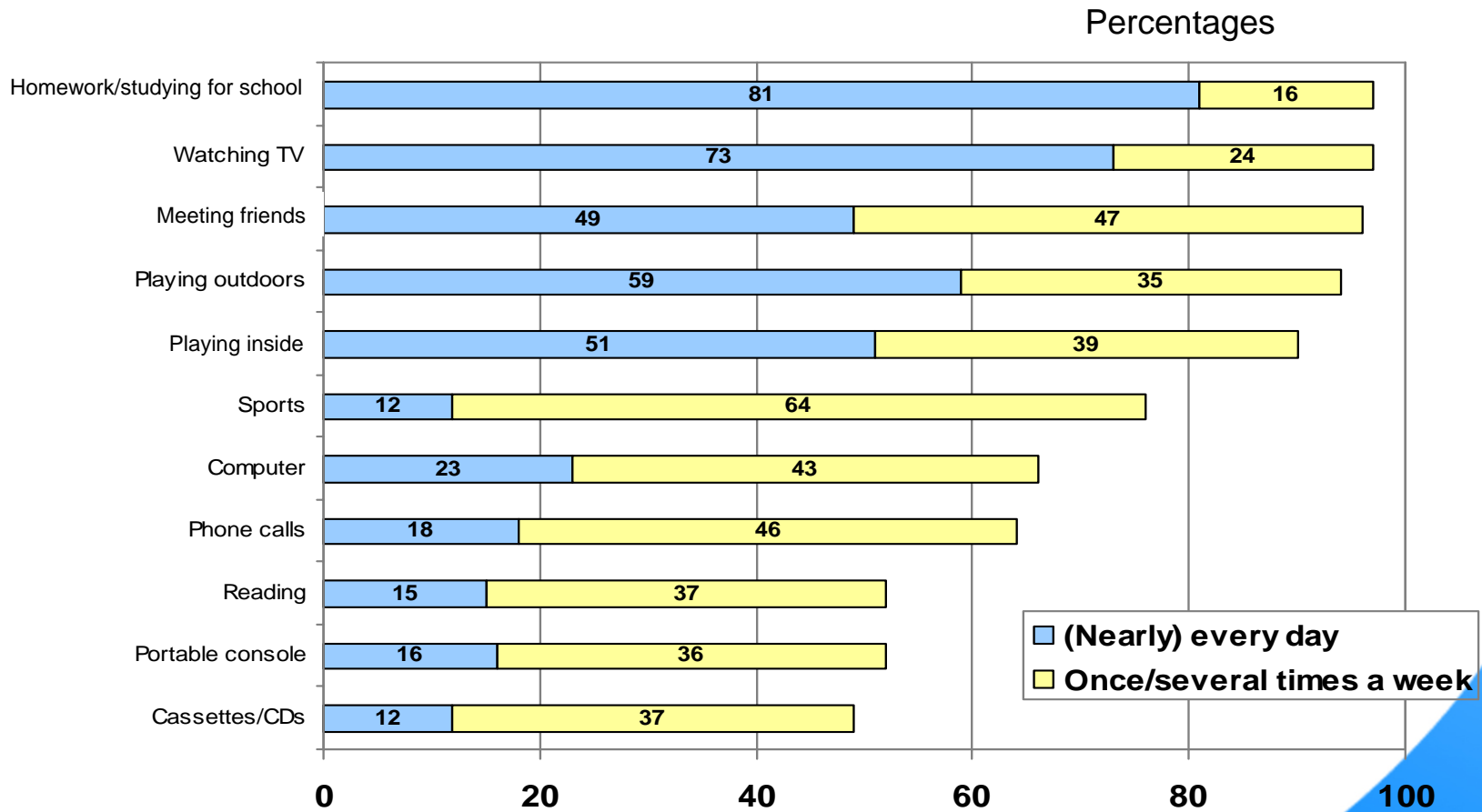
Dipl.-Päd. Alexandra Durner and Heike vom Orde (IZI)

General Basic Data

- **What German children do in their leisure time**
- **Best-liked leisure activities**
- **Which consumer electronics do children own**
- **Use of pocket money**

Media in children's leisure time

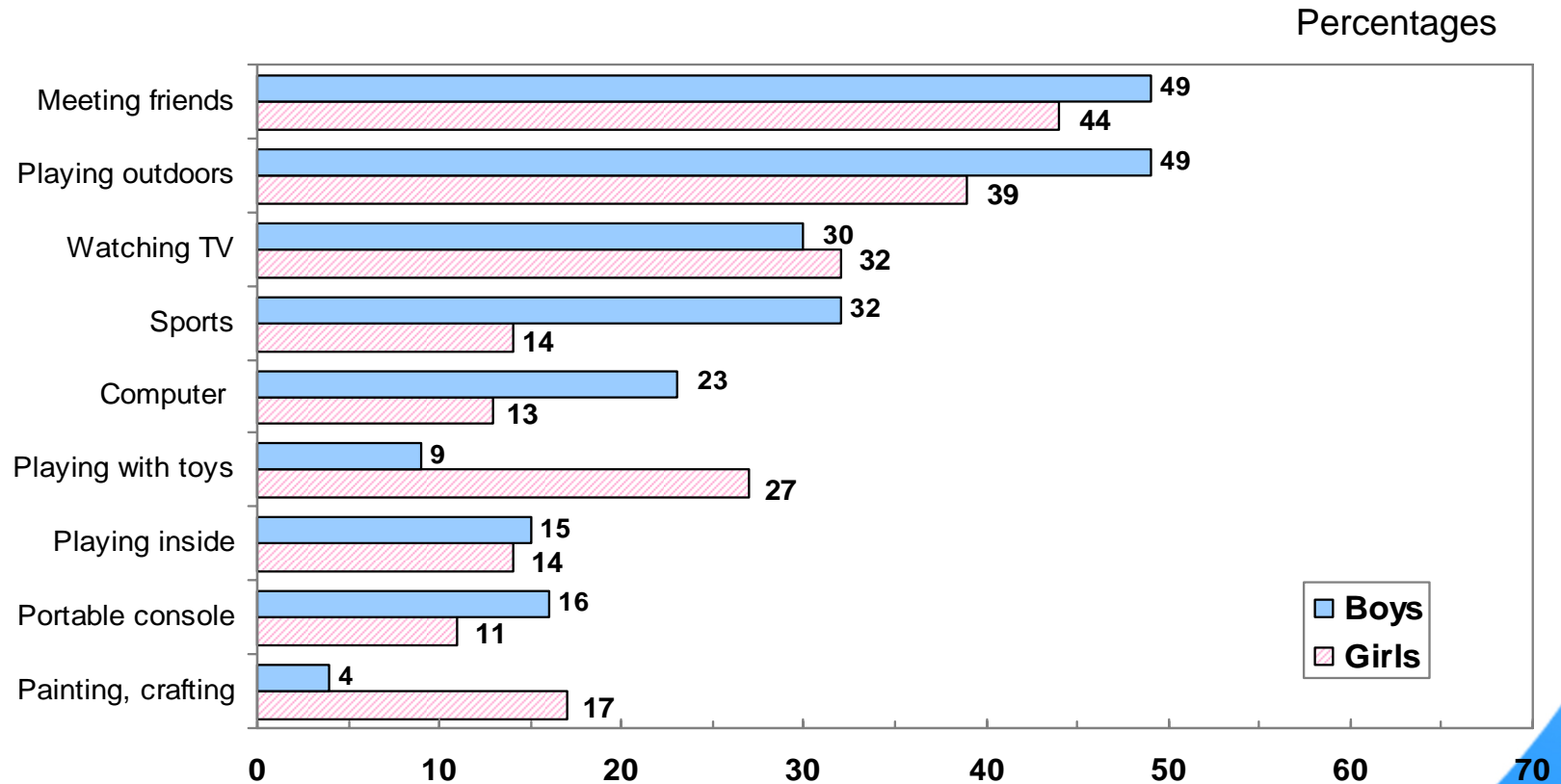
What do children do in their leisure time?



Basis: 1,206 boys and girls, 6–13 years.

Source: KIM-Studie 2008, p. 9.

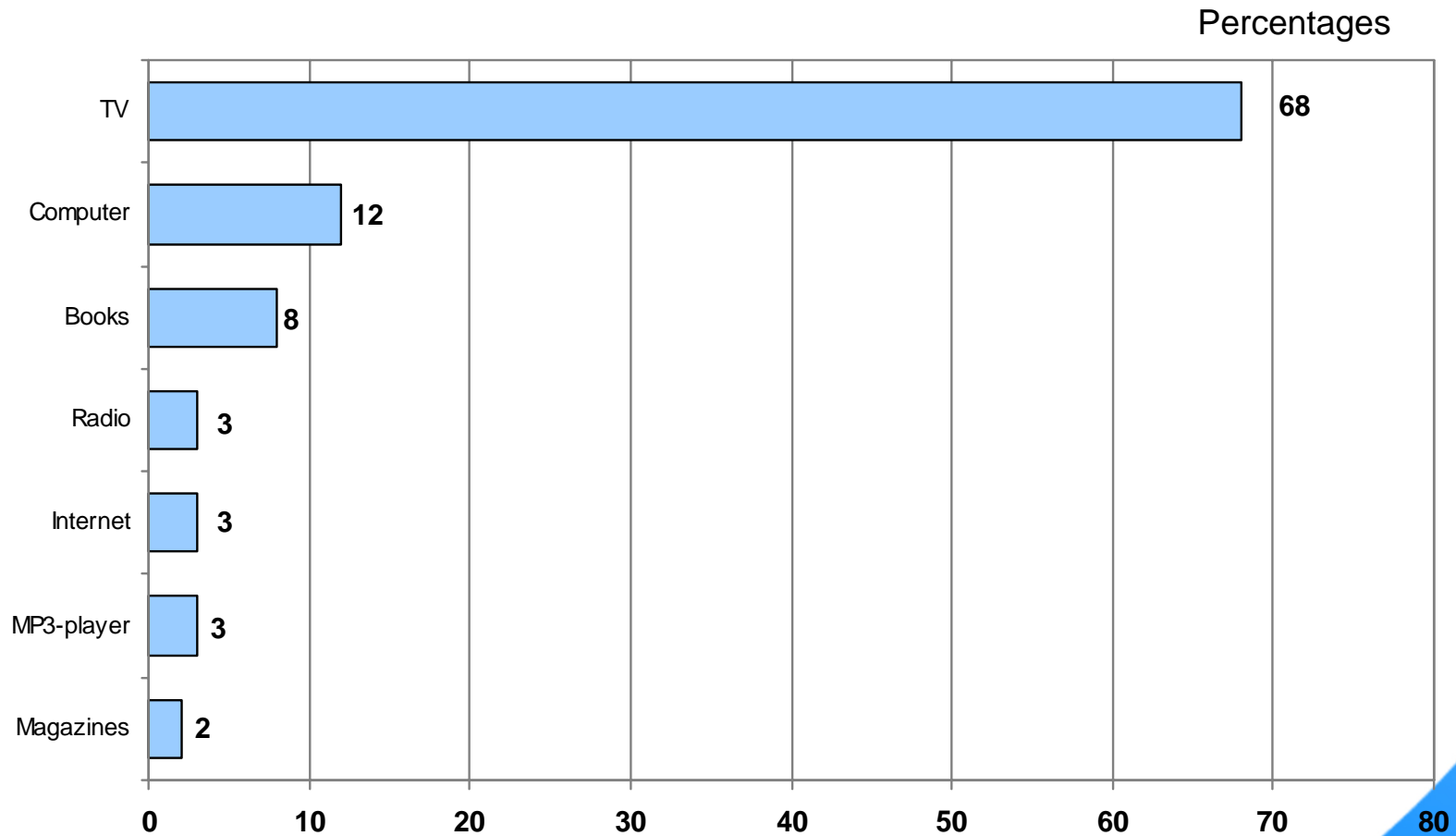
Favourite leisure activities



Basis: 1,206 boys and girls, 6–13 years.

Source: KIM-Studie 2008, p. 11.

Children do not want to do without ...

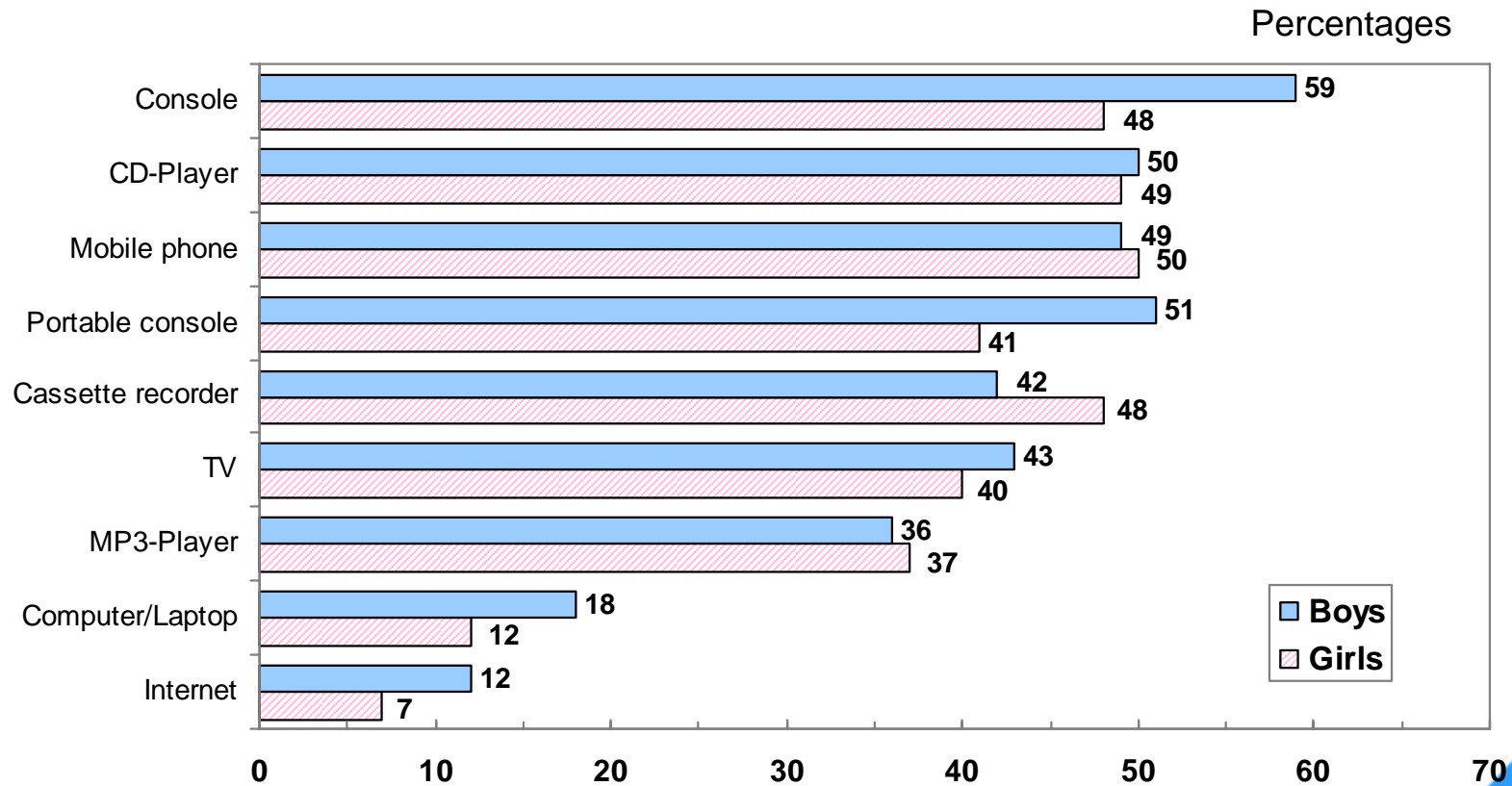


Basis: 1,206 boys and girls, 6–13 years.

Source: KidsVerbraucherAnalyse 2008, p. 56.

Assets of consumer electronics

What kind of consumer electronics do children own?

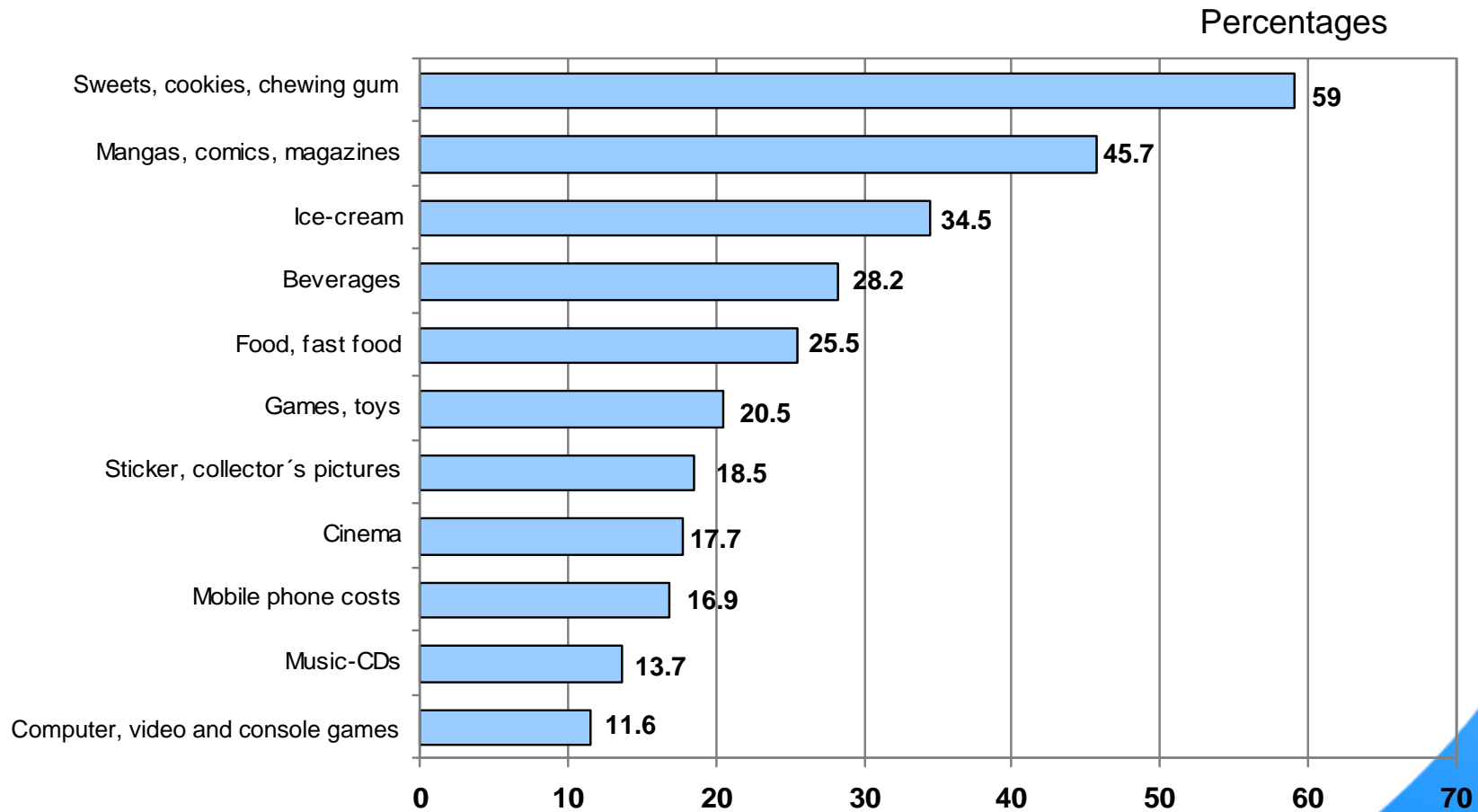


Basis: 1,206 boys and girls, 6–13 years.

Source: KIM-Studie 2008, p. 8.

Use of pocket money

Children use their pocket money for ...



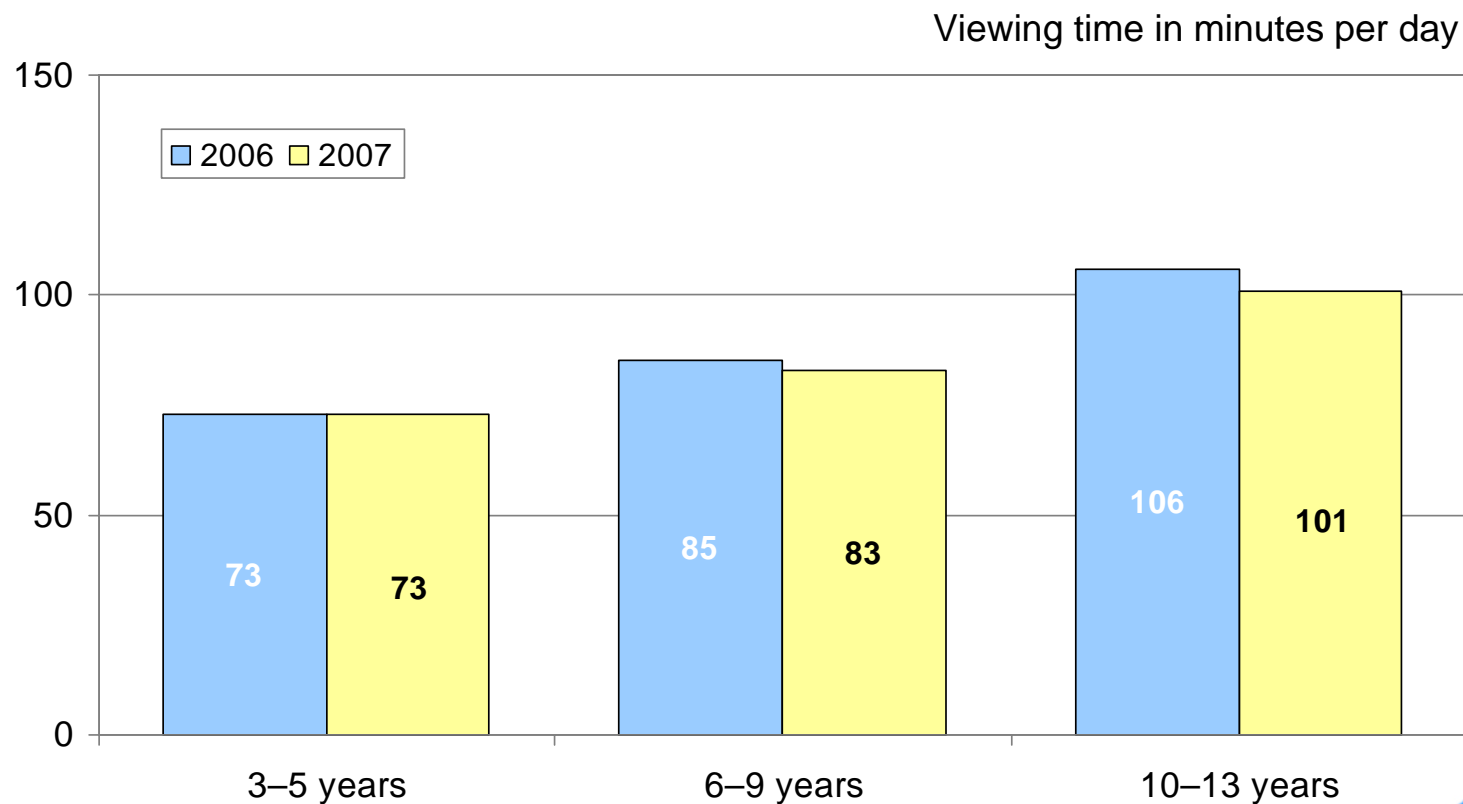
Basis: 1,517 boys and girls, 6–13 years.

Source: KidsVerbraucherAnalyse 2008, p. 25.

- **TV viewing time**
- **Favourite TV programmes and channels of German children**
- **Favourite TV characters and celebrities of German children**

Average viewing time of children of various ages

On average small children watch less TV than older ones.



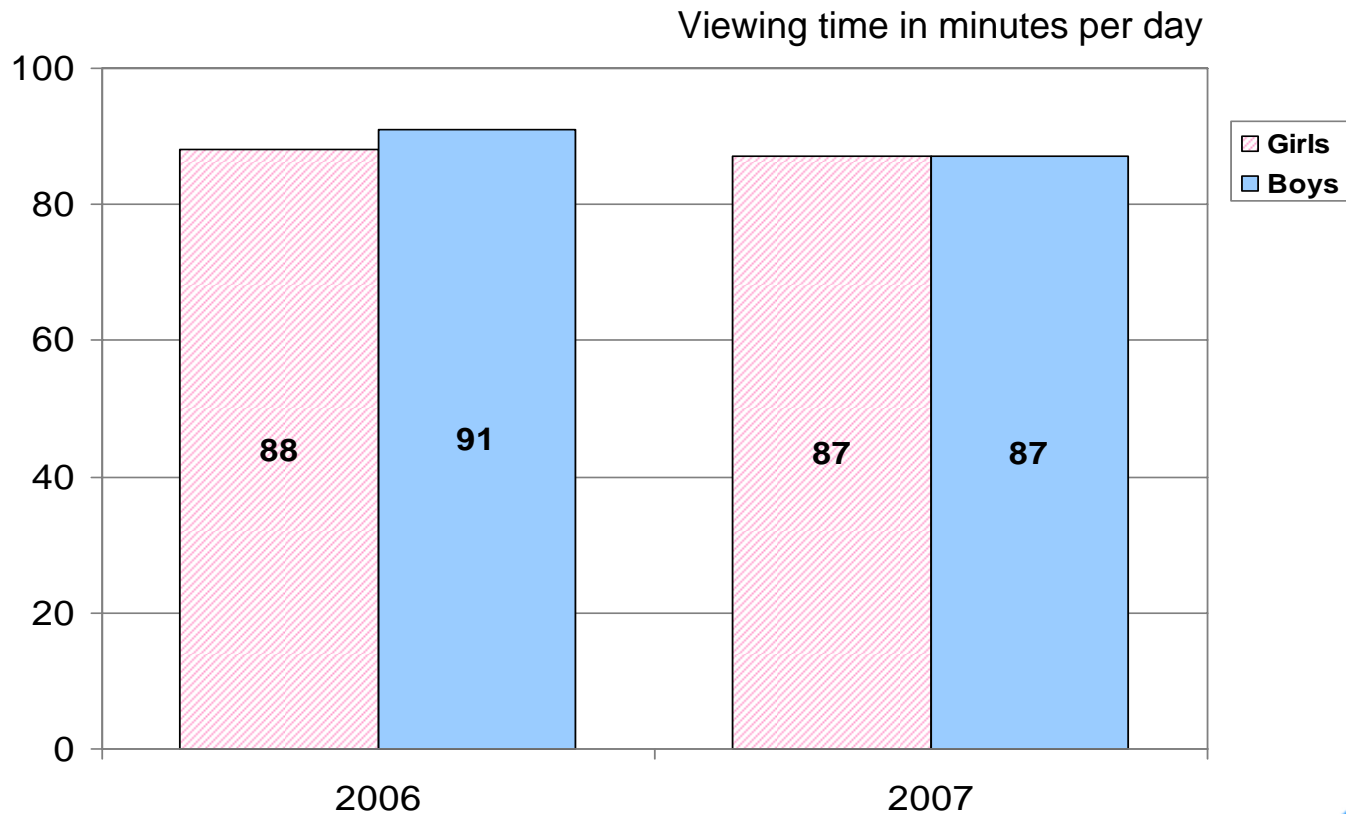
Basis: FRG overall, Mon-Sun, 3:00 a. m. – 3:00 p. m.

Source: AGF/GfK Fernsehforschung, PC#TV Aktuell, Fernsehpanel (D, D+EU)

In: Media Perspektiven 4/2008, p. 191.

Average viewing time of children by gender

Girls and boys watch about the same amount of TV on average.

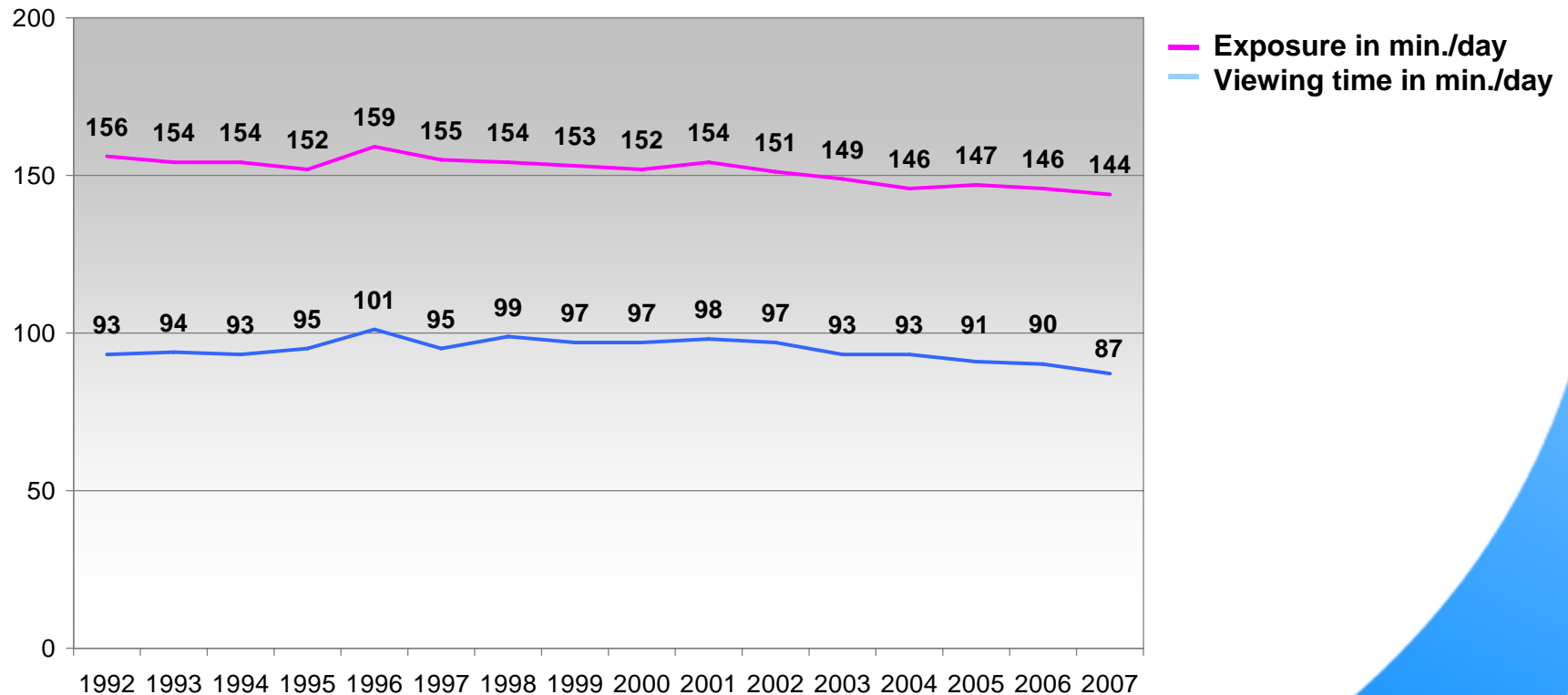


Basis: FRG overall, Mon-Sun, 3:00 a. m. – 3:00 p. m. , 3–13 years.

Source: AGF/GfK Fernsehforschung, PC#TV Aktuell, Fernsehpanel (D+EU).
In: Media Perspektiven 4/2008, p. 192.

Children who switch on the TV will be watching for 2.5 hours.

Every day, 64 % of the children spend time in front of the TV (2004).
Those children who switch on the TV will be watching for about 2.5 hours.

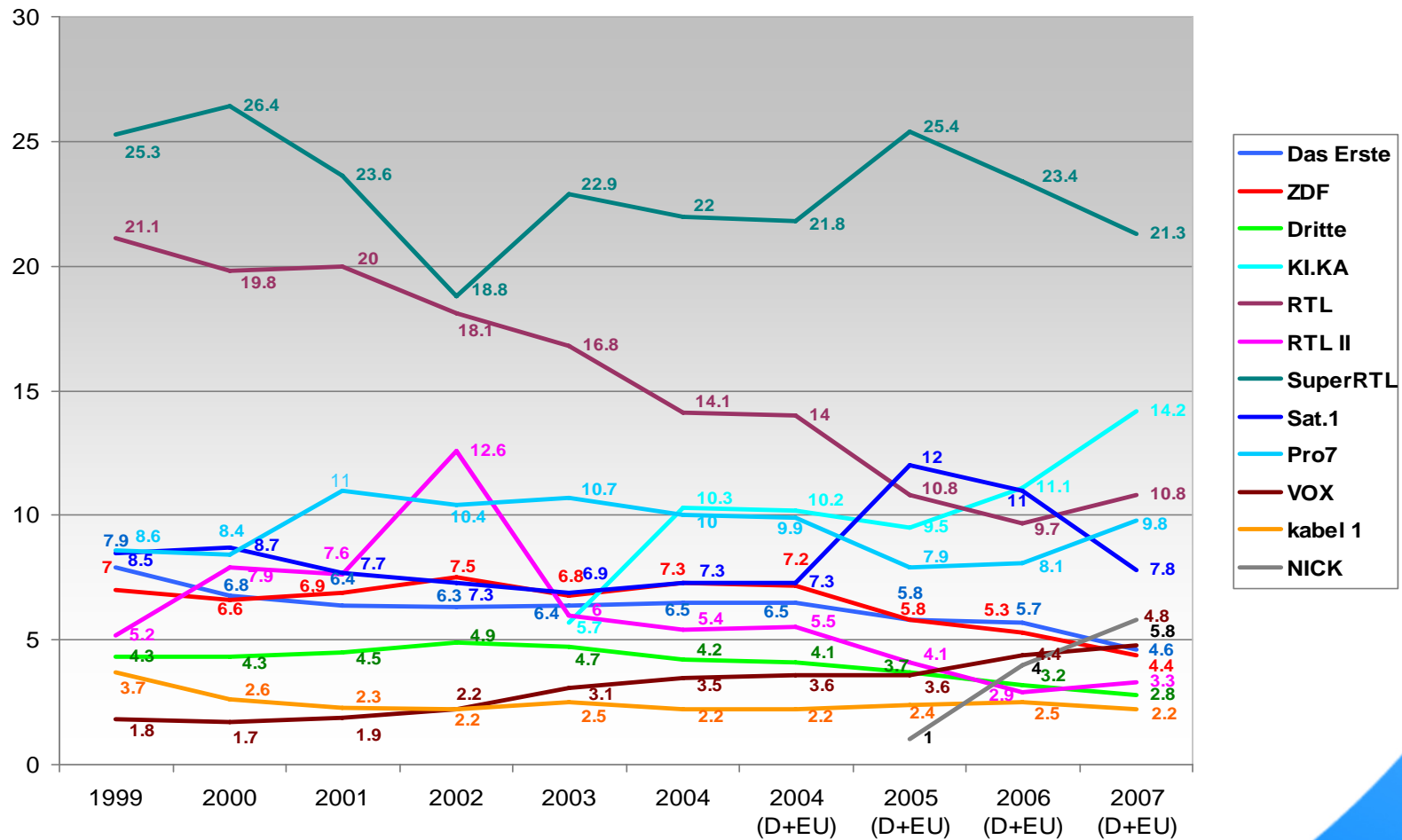


Basis: FRG overall, Mon–Sun, 3:00 a. m. – 3:00 p. m., 3–13 years.

Source: AGF/GfK Fernsehforschung PC#TV Aktuell, Fernsehpanel (D, D+EU).

In: Media Perspektiven 4/2008, p. 191.

Children's channel preferences in the evening

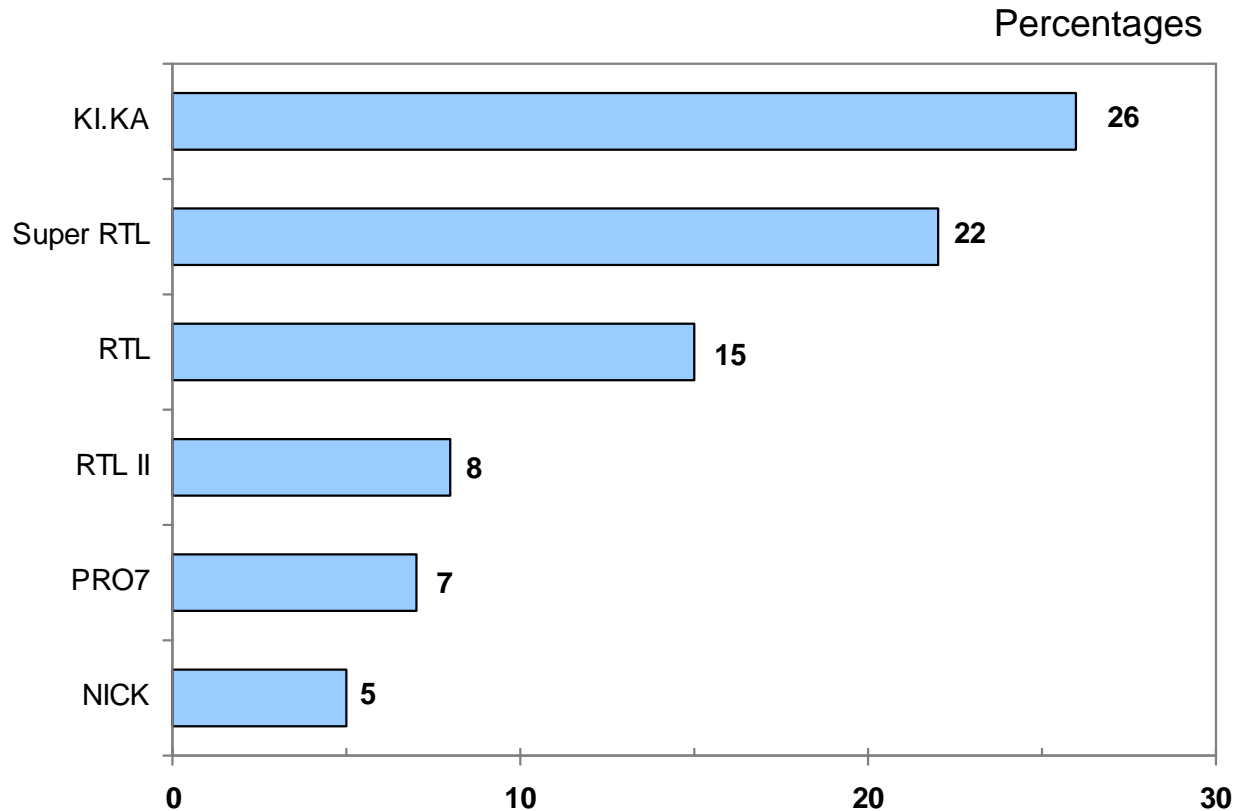


Basis: FRG overall, Mon–Sun, 19:00–21:00 p. m., 3–13 years.

Source: AGF/GfK Fernsehforschung PC#TV Aktuell, Fernsehpanel (D, D+EU).

In: Media Perspektiven 4/2008, p. 199.

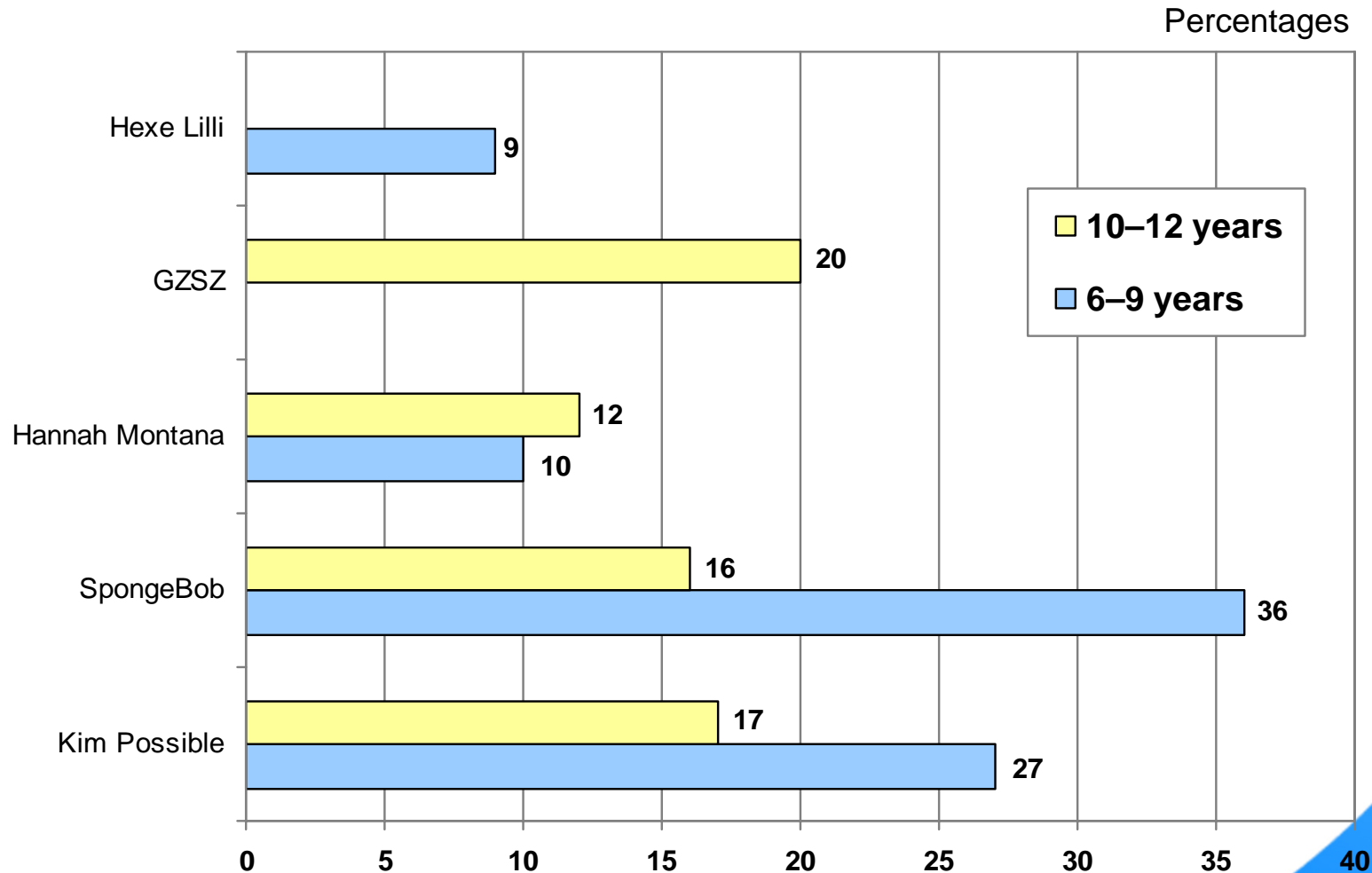
Favourite TV channels



Basis: 1,198 boys and girls, 6–13 years.

Source: KIM-Studie 2008, p. 14 f.

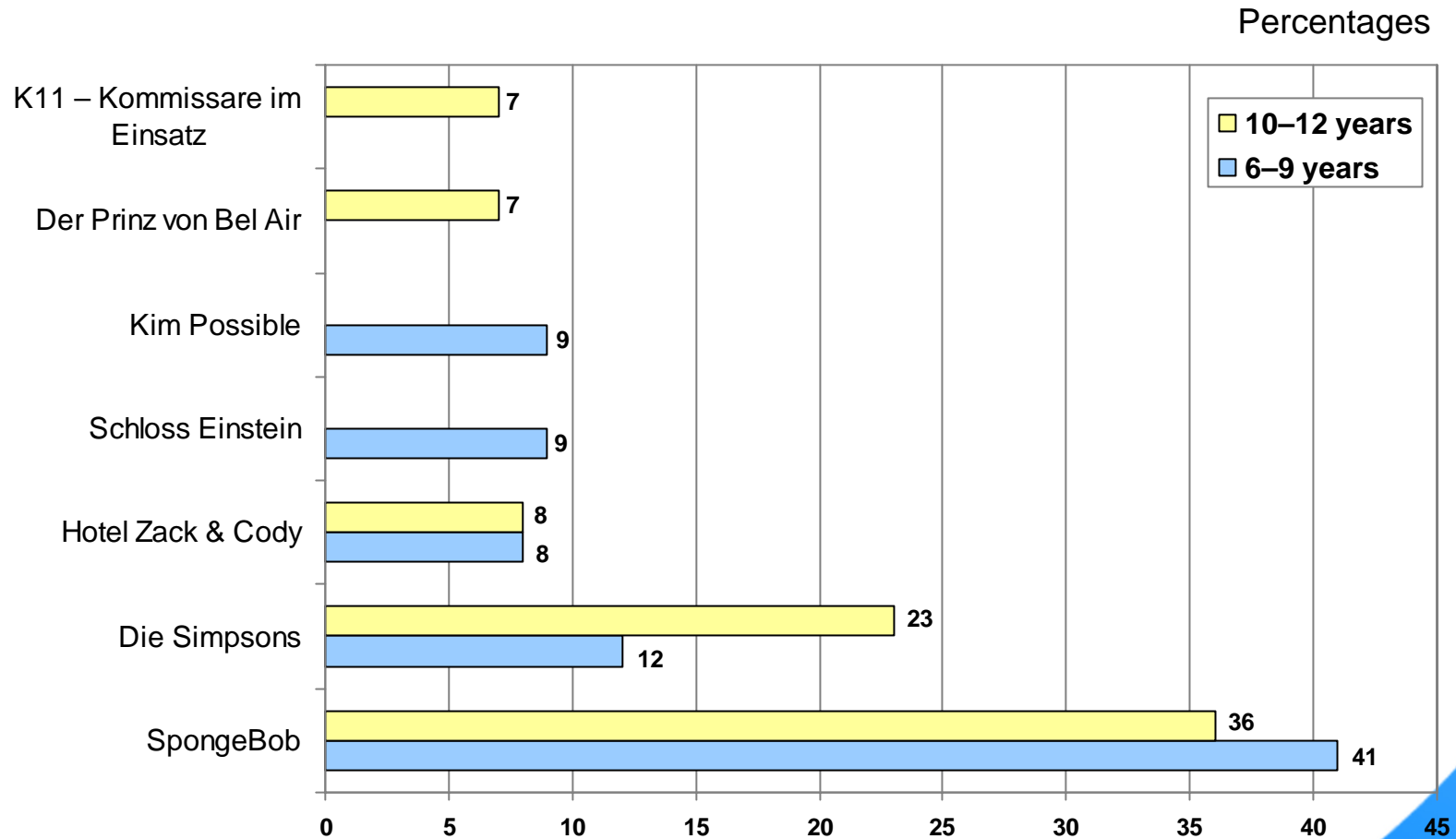
Favourite TV programmes of girls 2008



Basis: 708 girls, 6–19 years.

Source: iconkids & youth international research 2008, p. 20.

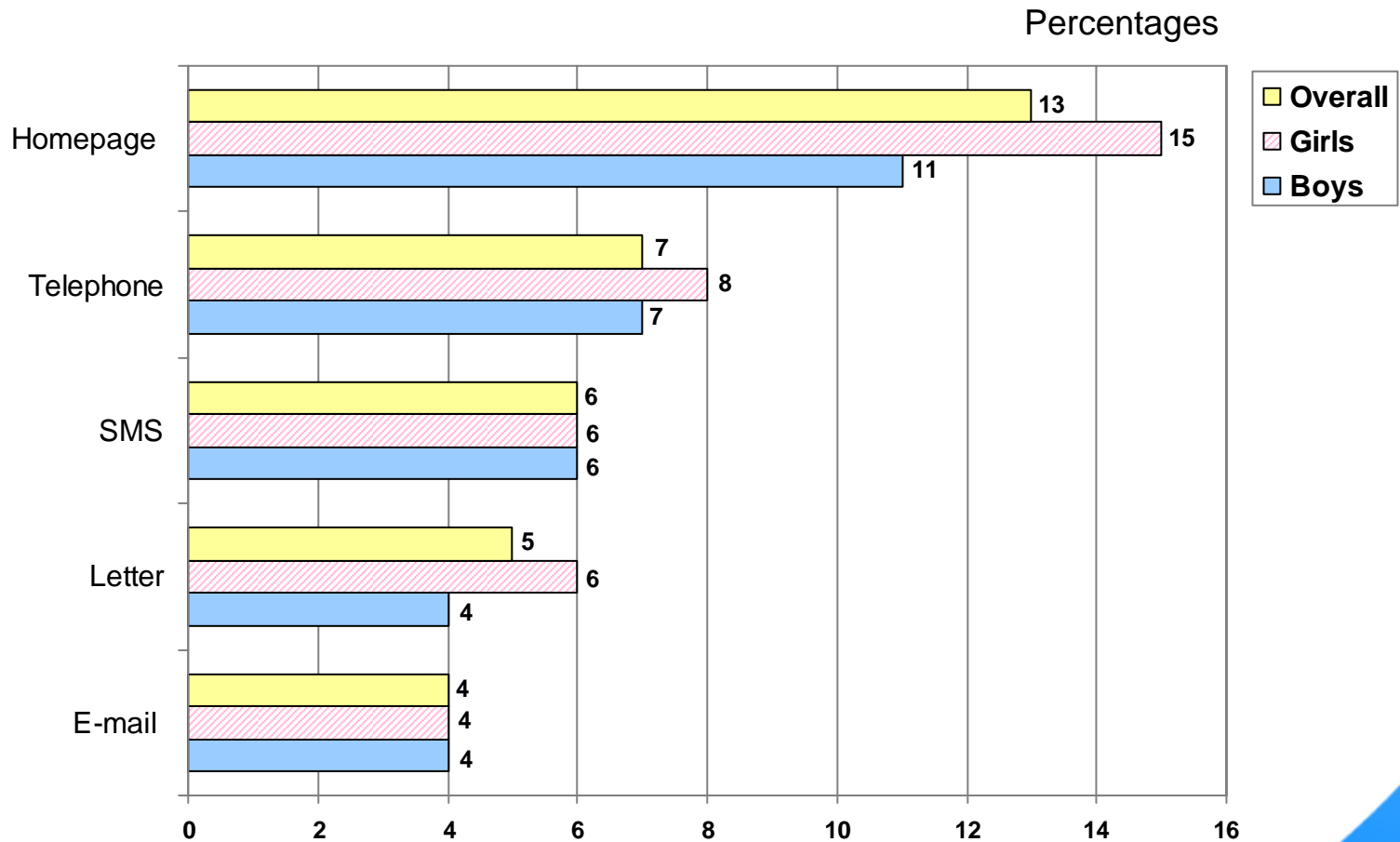
Favourite TV programmes of boys 2008



Basis: 739 boys, 6–19 years.

Source: iconkids & youth international research 2008, p. 19.

How do children contact TV stations?



Basis: 1,198 boys and girls, 6–13 years.

Source: KIM-Studie 2008, p. 17.

Favourite TV characters of German children

- **Favourite TV characters of German children in 2007**
- **Favourite TV characters and celebrities of girls in 2007**
- **Favourite TV characters and celebrities of boys in 2007**

Favourite TV characters in 2007

Rank 1	SpongeBob	16.0 %
Rank 2	Kim Possible	7.7 %
Rank 3	Bart Simpson	6.3 %
Rank 4	Spiderman	2.1 %
Rank 5	Hexe Lilly	1.7 %
Rank 6	Lisa Plenske	1.5 %
Rank 7	Mickey Maus, John (GZSZ)	1.4 %
Rank 8	Rosarote Panther	1.3 %
Rank 9	Andy, Dieter Bohlen	1.1 %
Rank 10	Jimmy Neutron, Homer, Jerry, Willi, Zoey, Charly	1.0 %



Basis: 718 boys and girls, 6–12 years, 2007.

Source: IZI-research, survey conducted by iconkids & youth international research GmbH.

Favourite TV characters of the girls in 2007

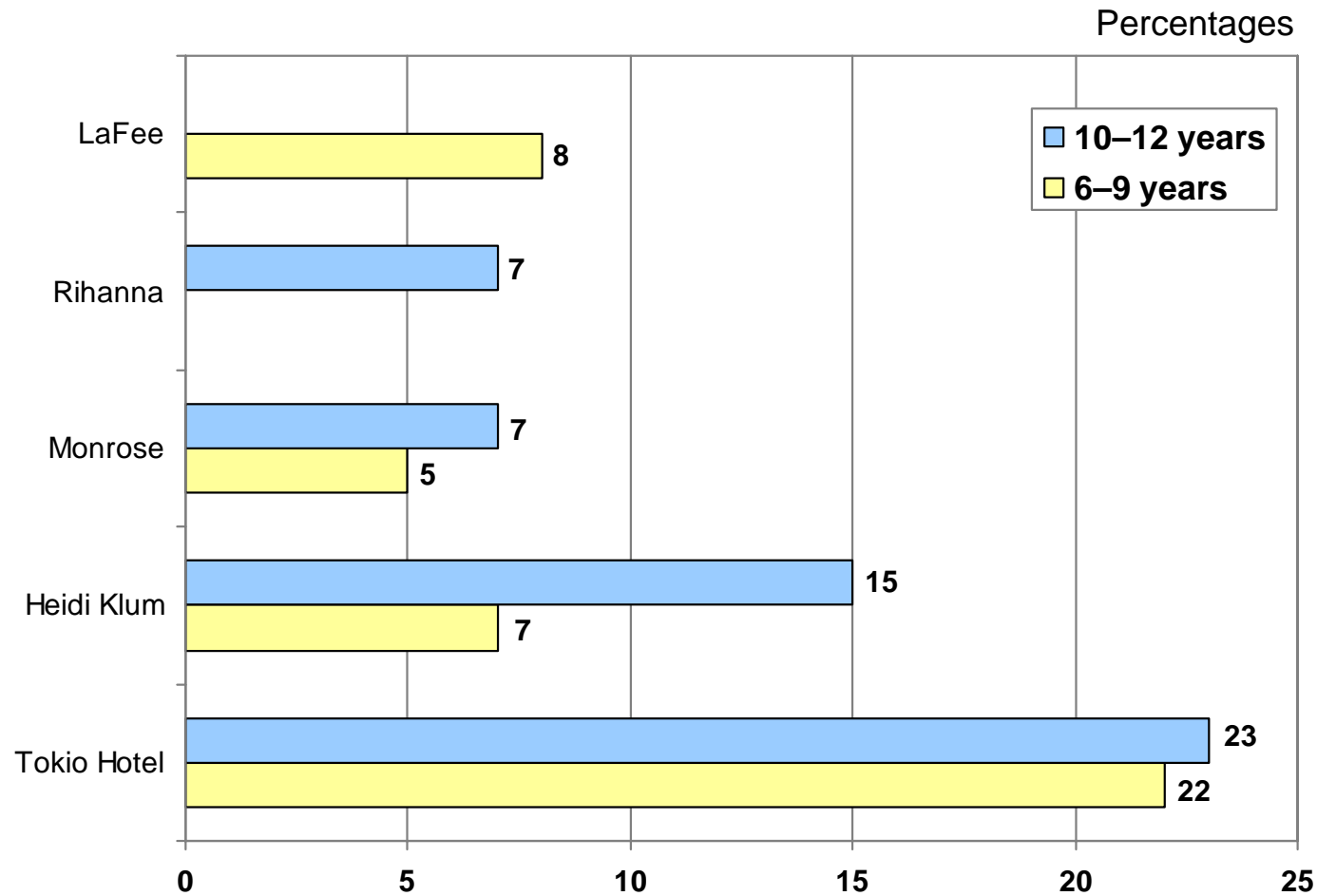
Rank 1	Kim Possible	14.0 %
Rank 2	SpongeBob	8.9 %
Rank 3	Hexe Lilly	3.4 %
Rank 4	Bart Simpson, Lisa Plenske	2.9 %
Rank 5	John (GZSZ)	2.3 %



Basis: 350 girls, 6–12 years, 2007.

Source: IZI-research, survey conducted by iconkids & youth international research GmbH.

Favourite celebrities of girls in 2008

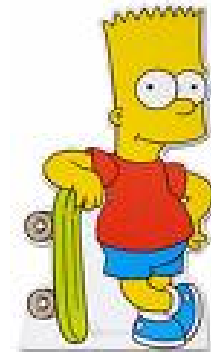


Basis: 708 girls, 6–19 years.

Source: iconkids & youth international research 2008, p. 50.

Favourite TV characters of boys in 2007

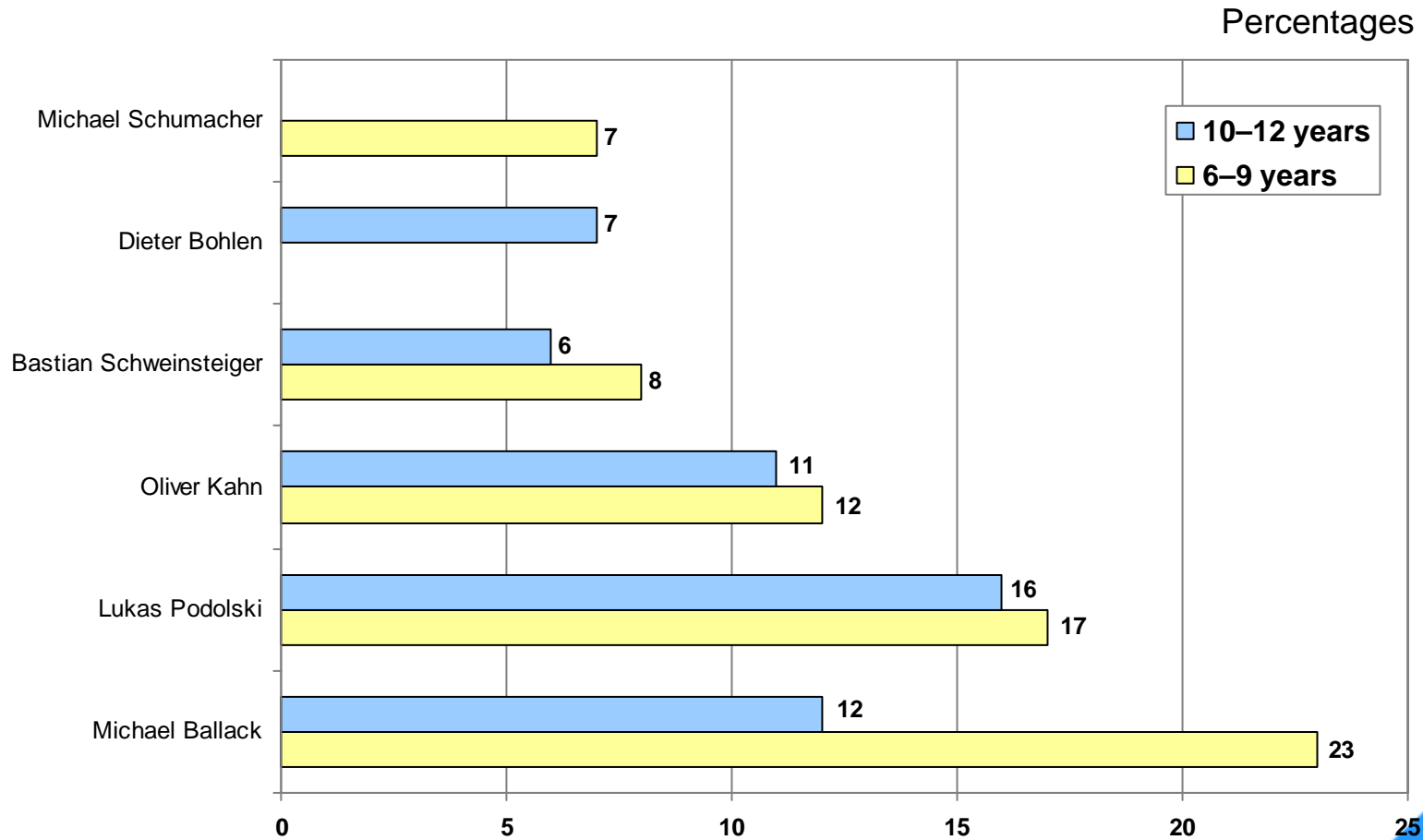
Rank 1	SpongeBob	22.8 %
Rank 2	Bart Simpson	9.5 %
Rank 3	Spiderman	3.5 %
Rank 4	Jimmy Neutron, Mickey Maus, Andy	1.9 %
Rank 5	Kim Possible, Rosaroter Panther, Homer	2.4 %



Basis: 368 boys, 6–12 years, 2007.

Source: IZI-research, survey conducted by iconkids & youth international research GmbH.

Favourite celebrities of boys in 2008

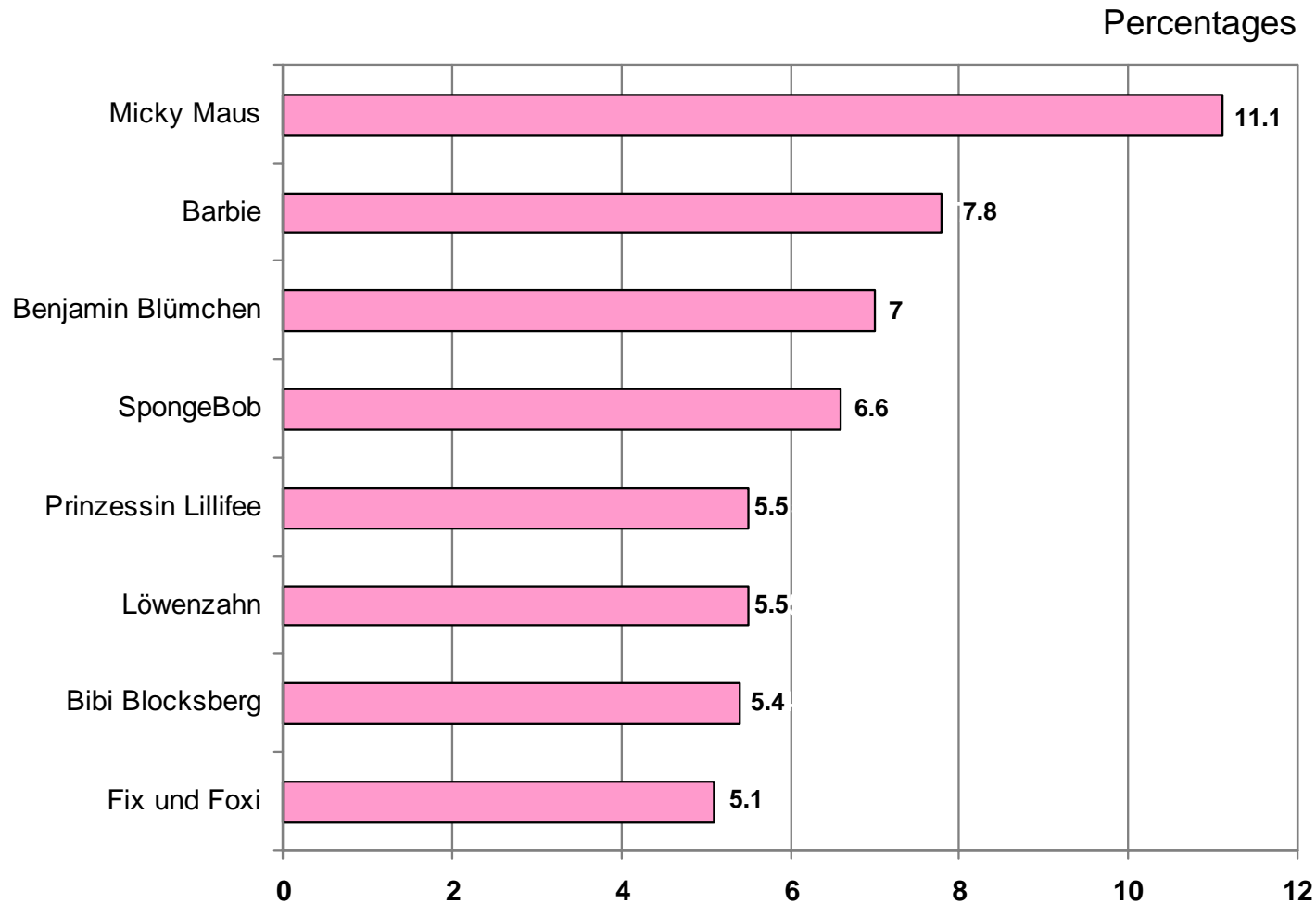


Basis: 739 boys, 6–19 years, 2008.

Source: iconkids & youth international research 2008, p. 49.

- **Which magazines do German children like best?**
- **How do they use the PC and the internet?**
- **How do they use the mobile phone?**

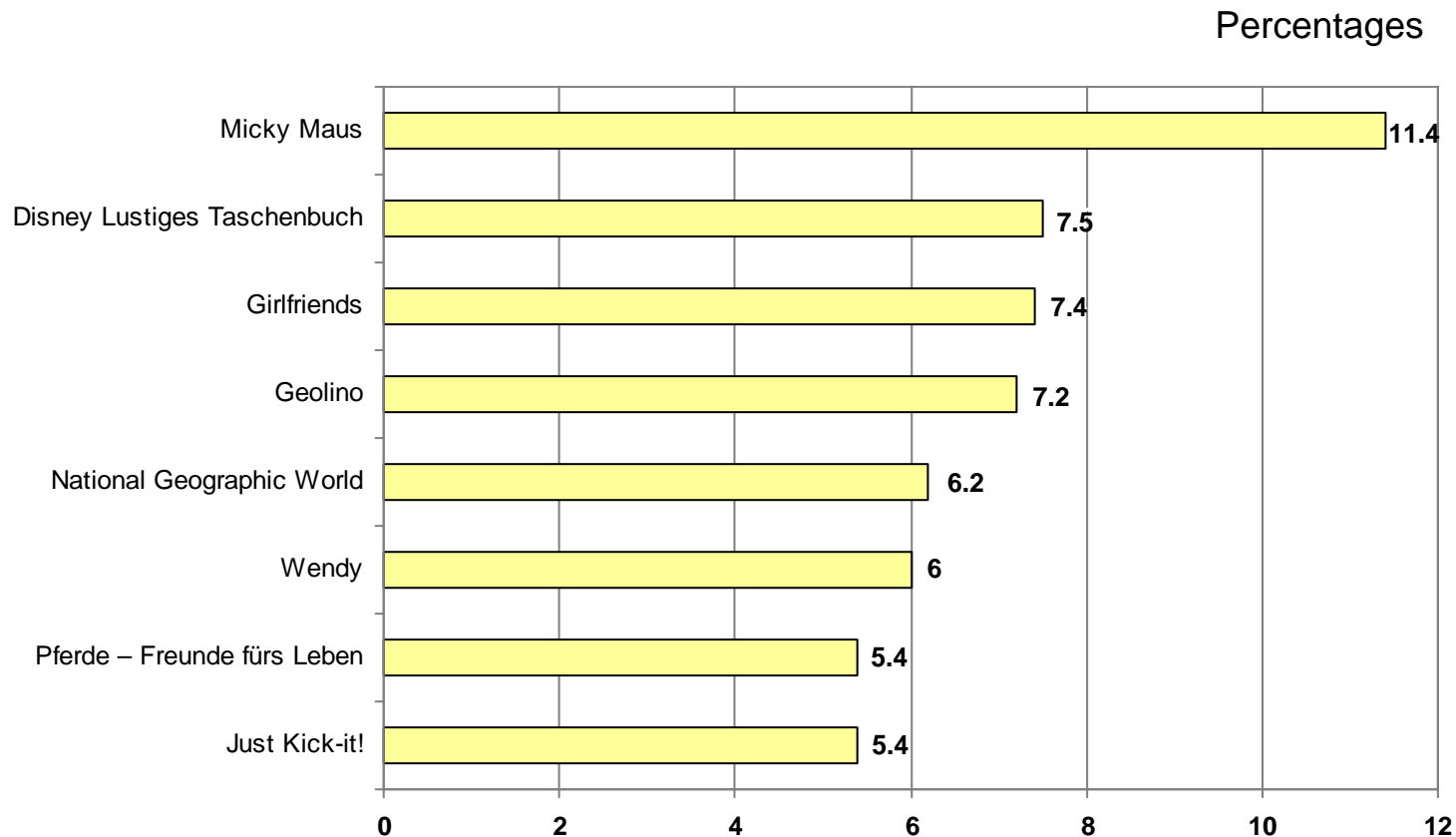
Best-liked magazines of 6–9 year olds



Basis: 816 girls and boys, 6–9 years.

Source: KidsVerbraucherAnalyse 2008, p. 15.

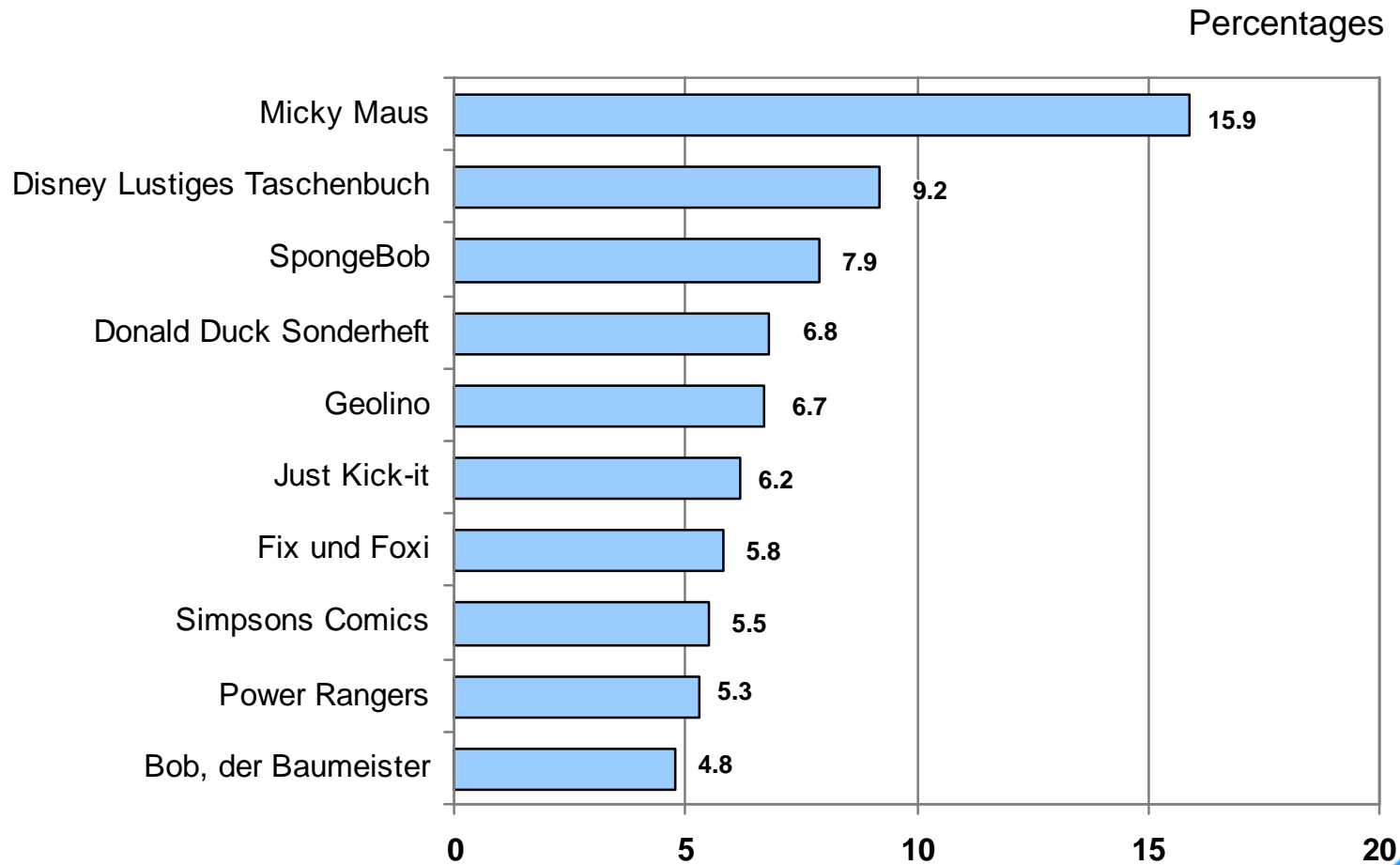
Best-liked magazines of 10–13 year olds



Basis: 815 girls and boys, 10–13 years.

Source: KidsVerbraucherAnalyse 2008, p. 16.

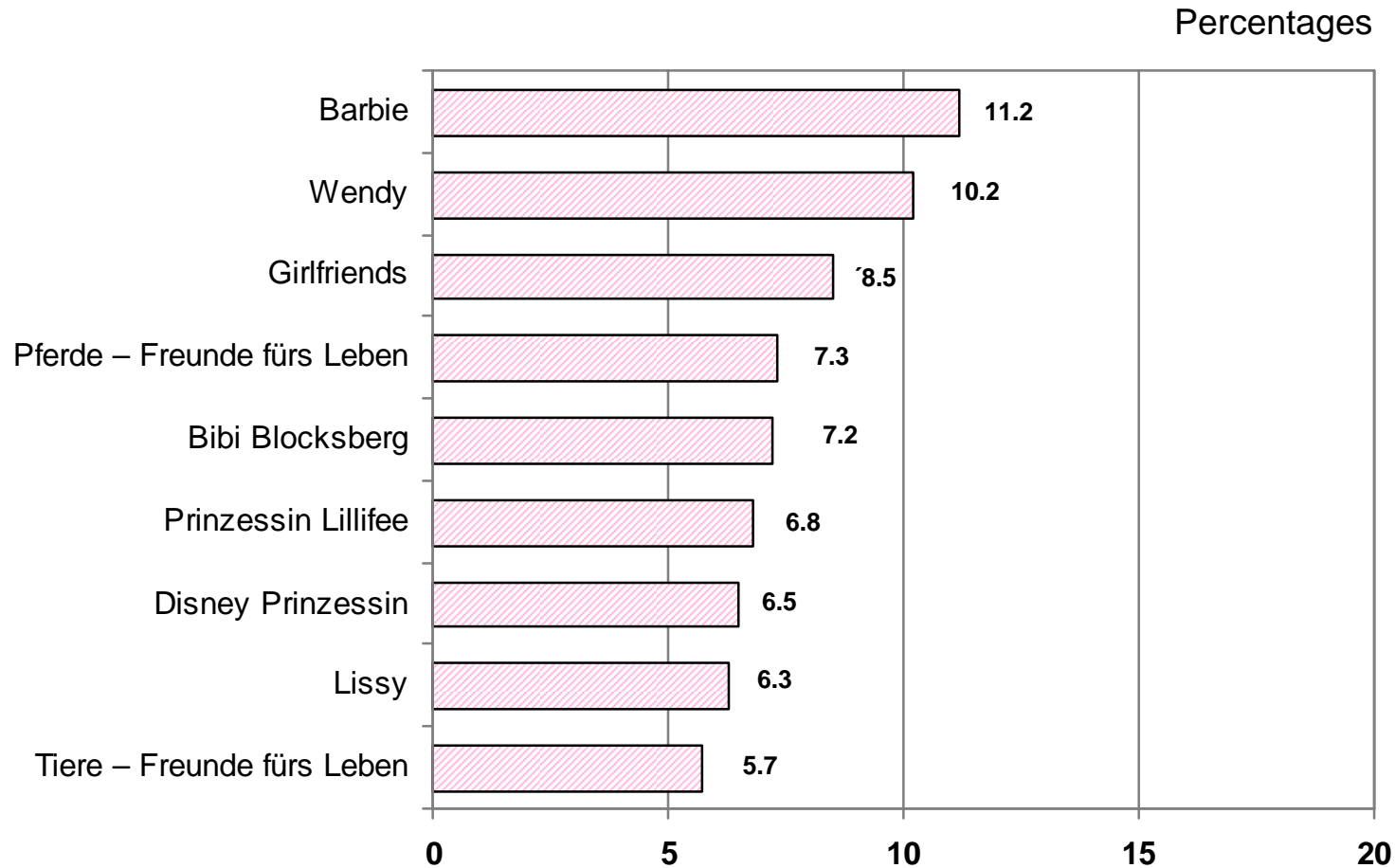
Best-liked magazines of boys



Basis: 837 boys, 6–13 years.

Source: KidsVerbraucherAnalyse 2008, p. 13.

Best-liked magazines of girls



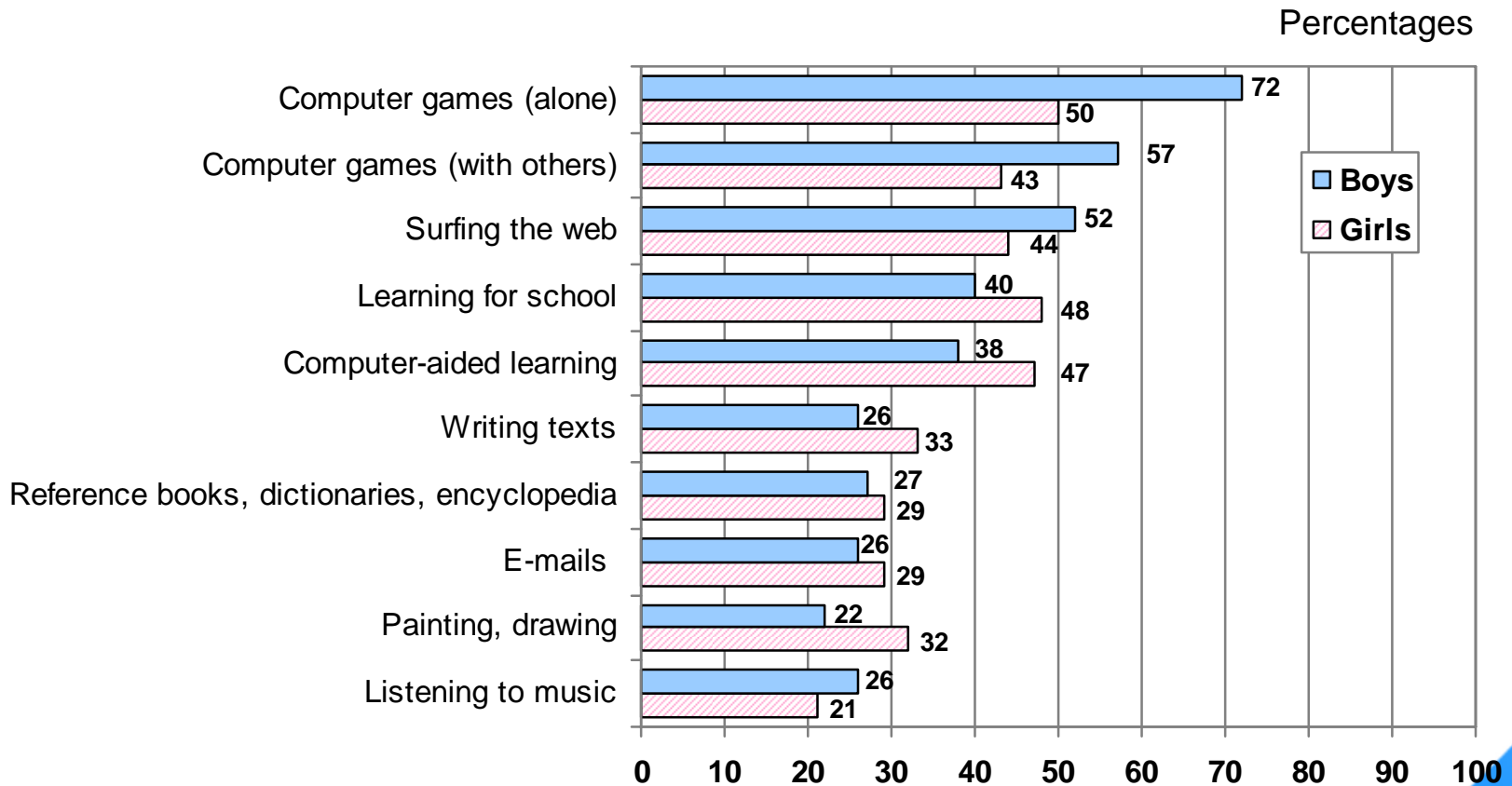
Basis: 794 girls, 6–13 years.

Source: KidsVerbraucherAnalyse 2008, p. 14.

- **How do children use a PC?**
- **How much time do they spend playing PC games?**
- **How do children use the internet?**
- **How often do they go online?**
- **Which websites do they frequently click?**

What do children mostly use the PC for?

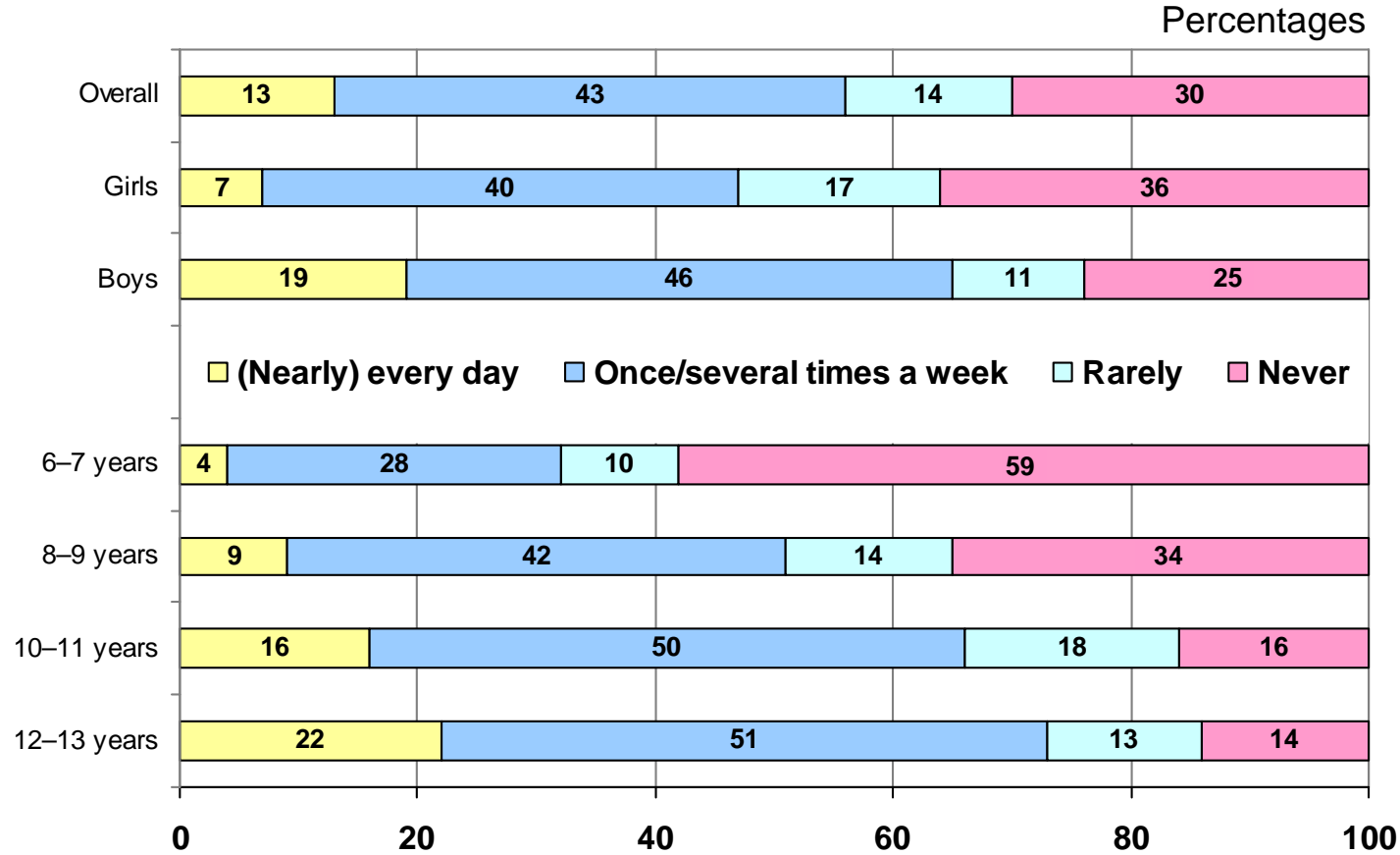
Activities with PC (minimum once a week)



Basis: 938 girls and boys, 6–13 years, PC users.

Source: KIM-Studie 2008, p. 27.

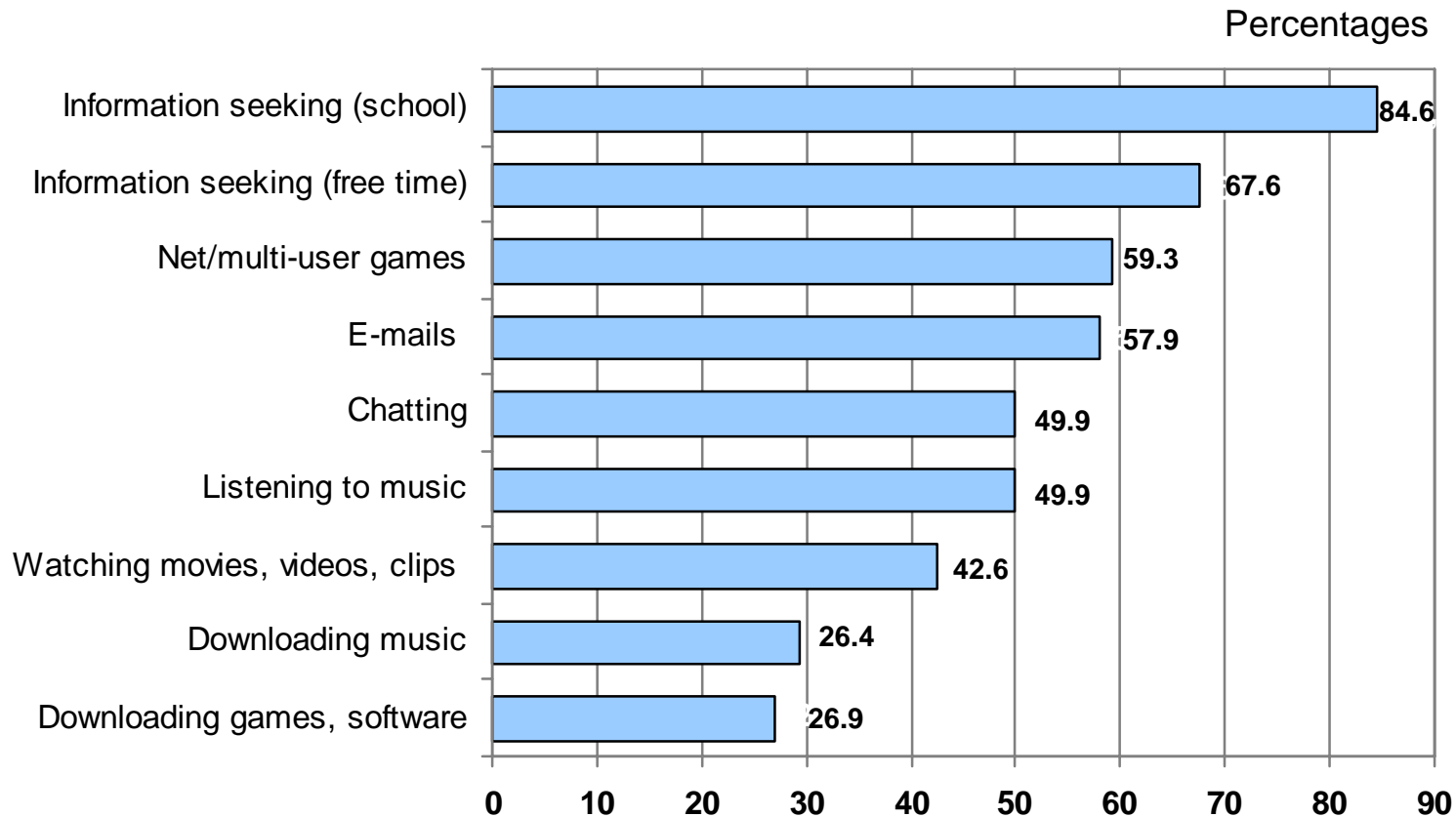
How often do children play computer games?



Basis: 1,206 boys and girls, 6–13 years.

Source: KIM-Studie 2008, p. 28.

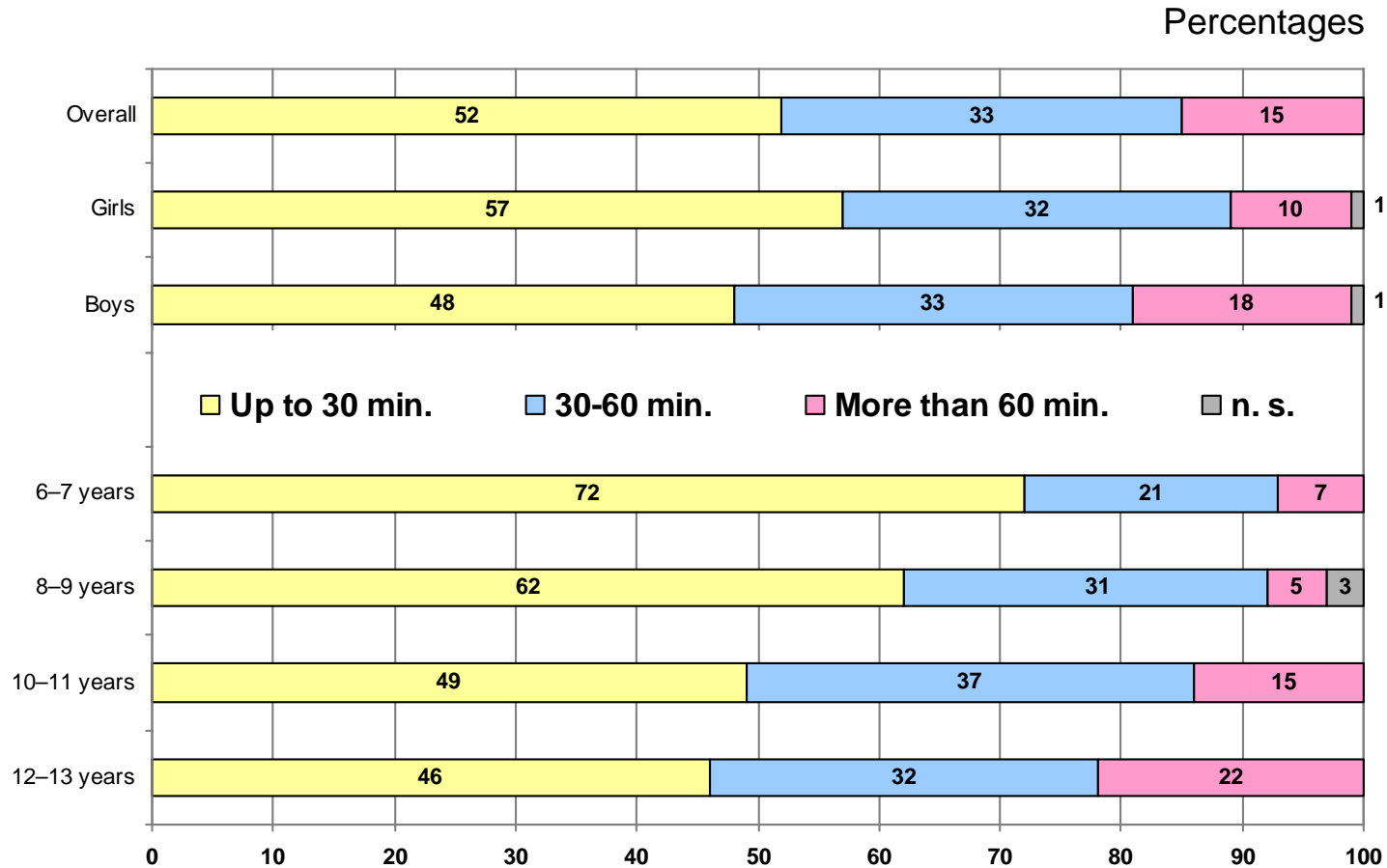
Use of the Internet



Basis: 1,631 girls and boys, 6–13 years.

Source: KidsVerbraucherAnalyse 2008, p. 43.

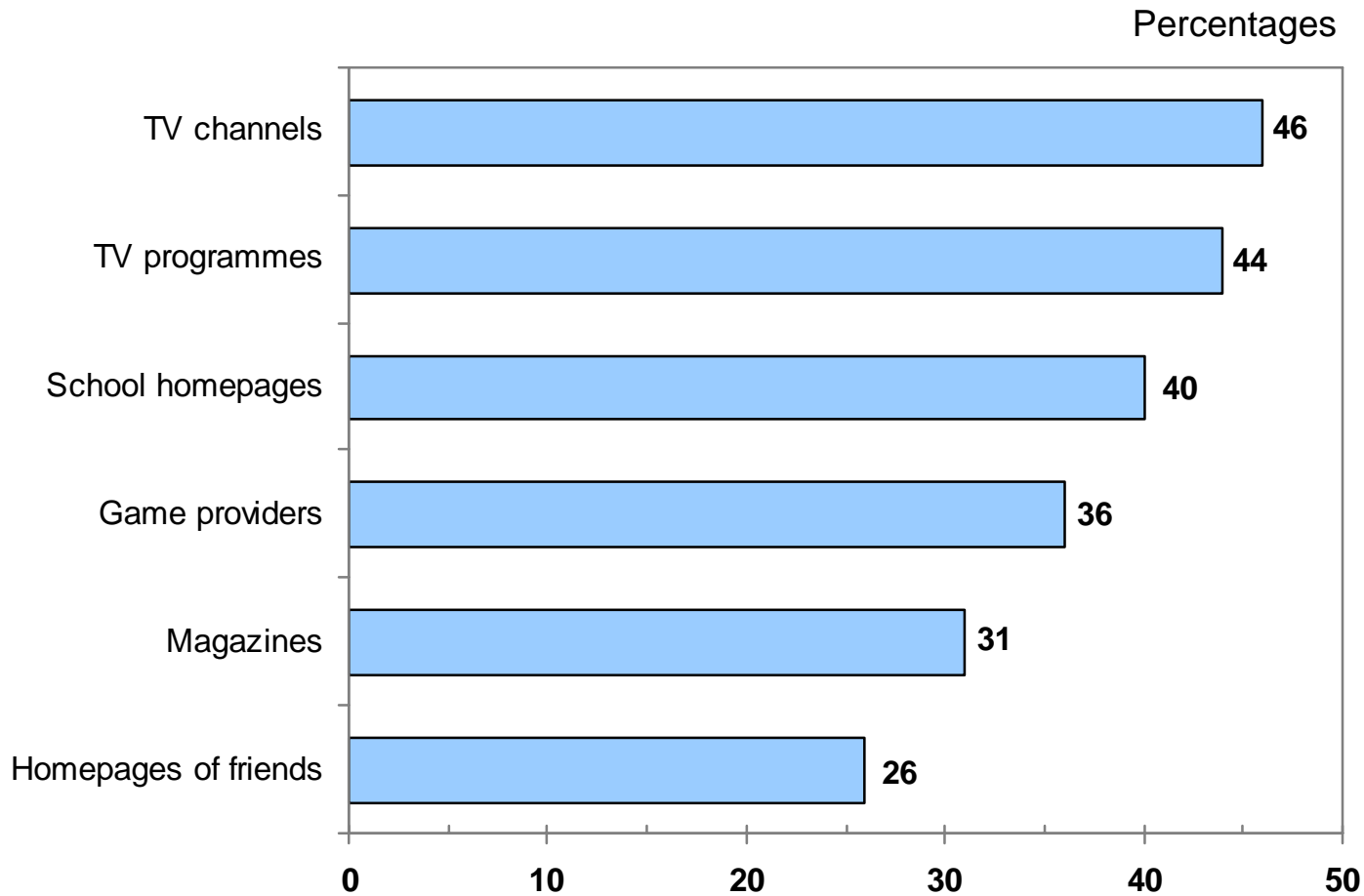
How long do children surf the web?



Basis: 717 boys and girls, 6-13 years, web users.

Source: KIM-Studie 2008, p. 39.

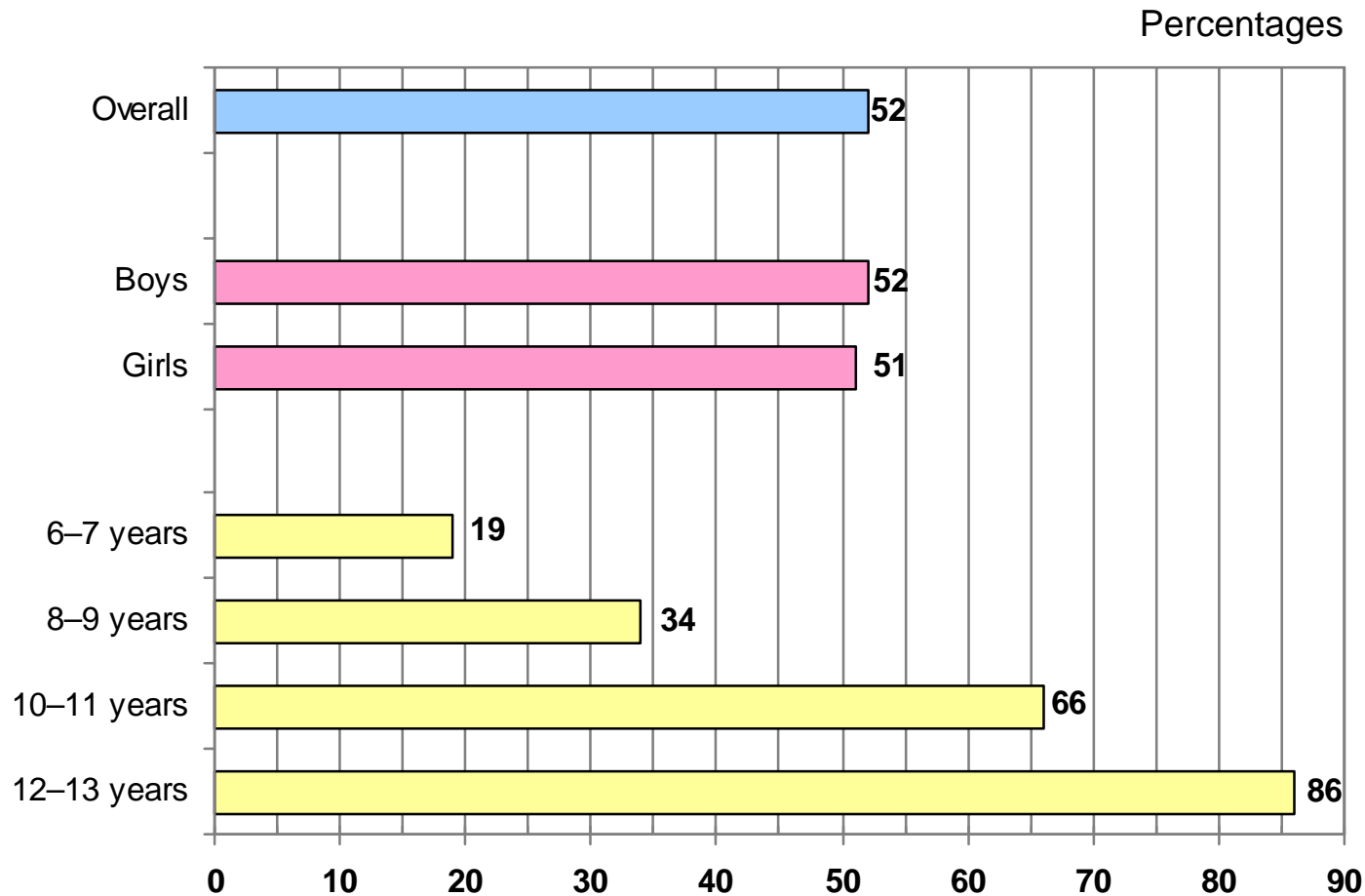
What homepages do children use?



Basis: 717 boys and girls, 6–13 years, web users.

Source: KIM-Studie 2008, p. 42.

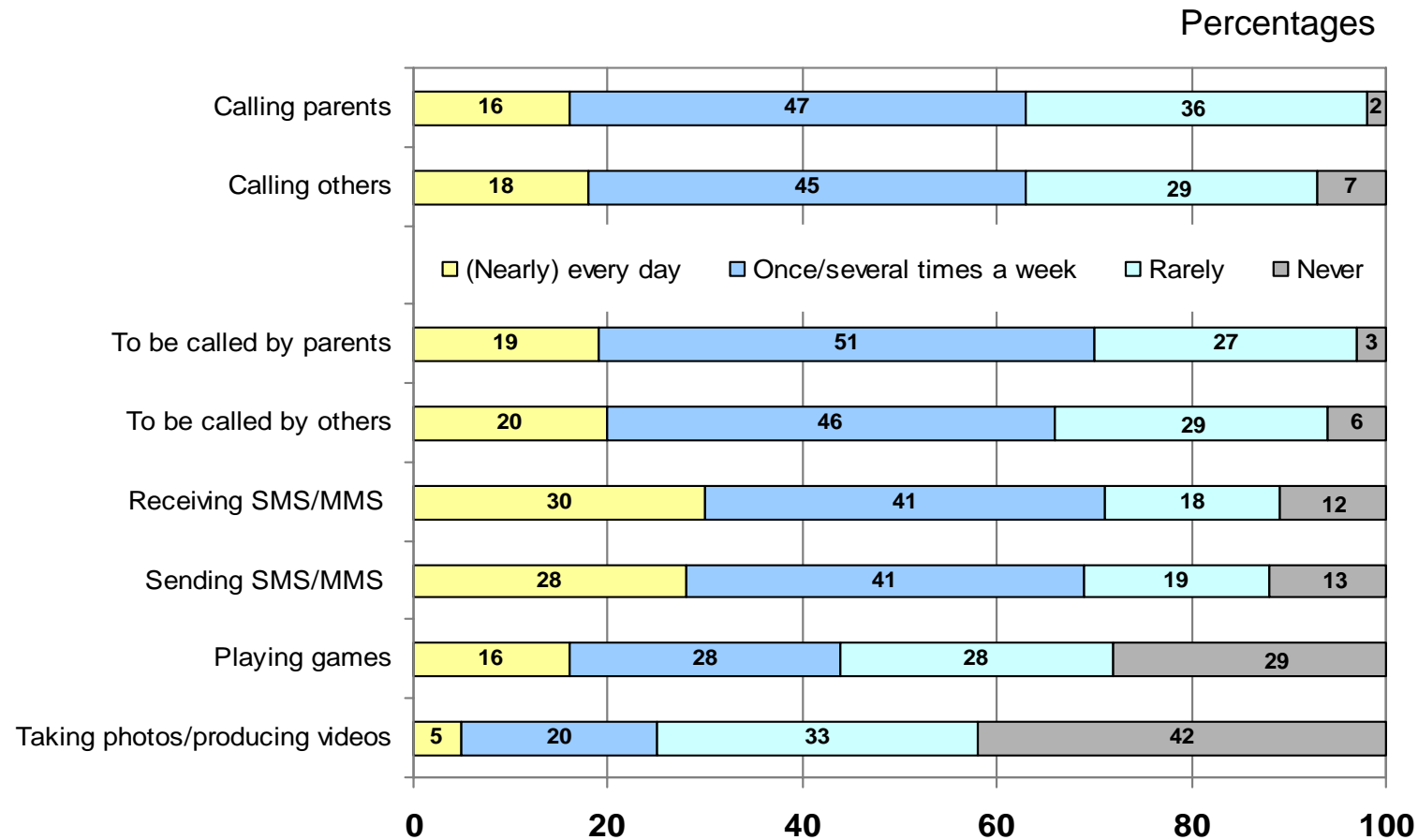
How many children own a mobile phone?



Basis: 1,206 boys and girls, 6-13 yaers.

Source: KIM-Studie 2008, p. 46.

The use of mobile phones



Basis: 625 boys and girls, 6–13 years, owners of a mobile phone

Source: KIM-Studie 2008, p. 48.

Sources:

- iconkids & youth international research GmbH: Trend Tracking Kids 2008. München 2008.
- Egmont Ehapa Verlag Berlin (Hrsg.): KidsVerbraucherAnalyse 2008: Junge Zielgruppen 6 bis 13 Jahre. Berlin: Ehapa 2008.
<http://www.ehapa-media.de/order/index.php>
- Medienpädagogischer Forschungsverbund Südwest (mpfs): KIM-Studie 2008. Kinder + Medien, Computer + Internet. Stuttgart: mpfs 2009.