

Basic Data Adolescents and Media 2024

**Current surveys and research on media use
among young people in Germany**

Compiled by
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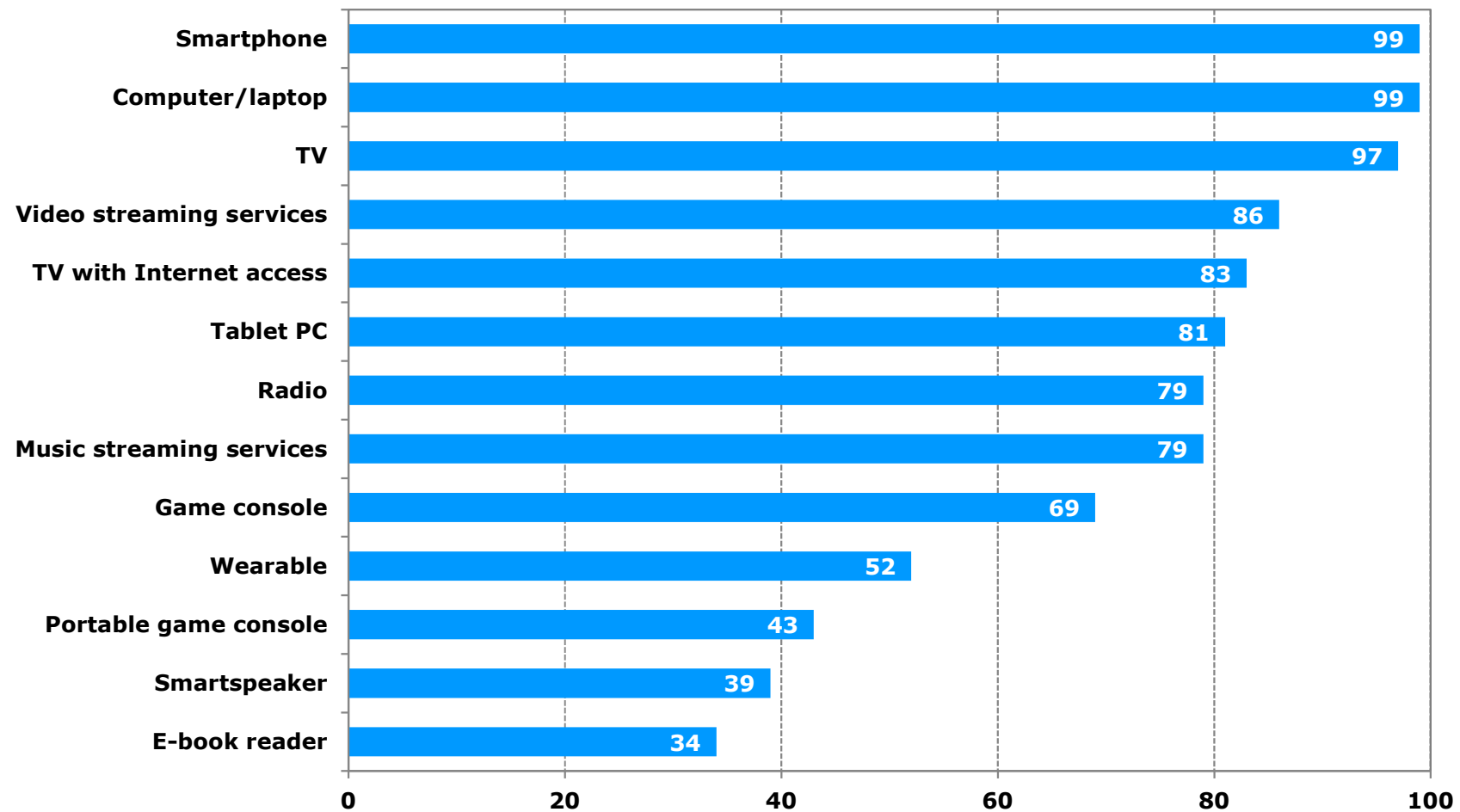
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Media Use, Media Ownership and Importance of Media

Media devices at home in Germany

Media in households in Germany, 12-19 years, 2023, selection (percentages)

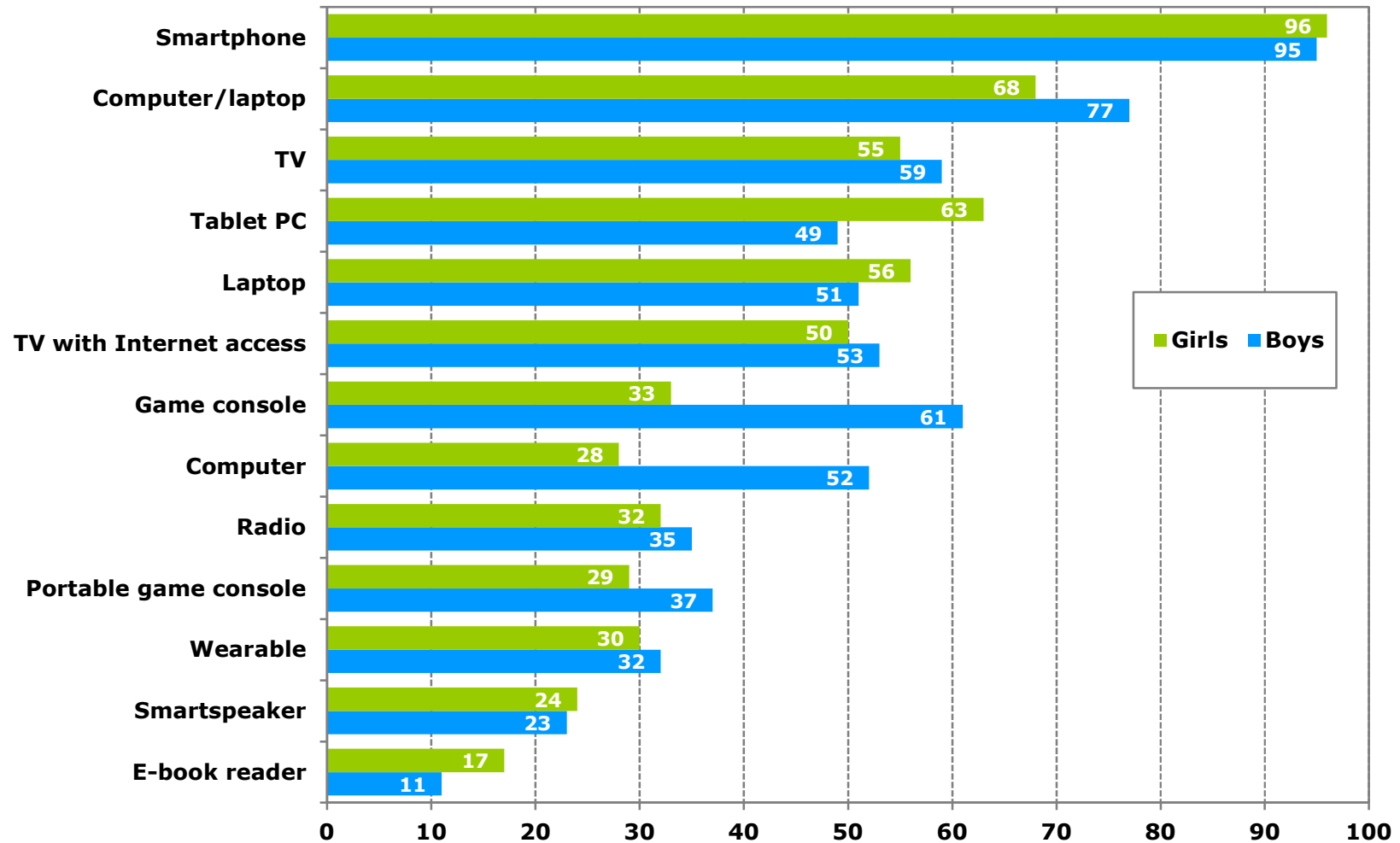


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 5.

Personal equipment of German adolescents

By gender, 12-19 years, selection, 2023 (percentages)

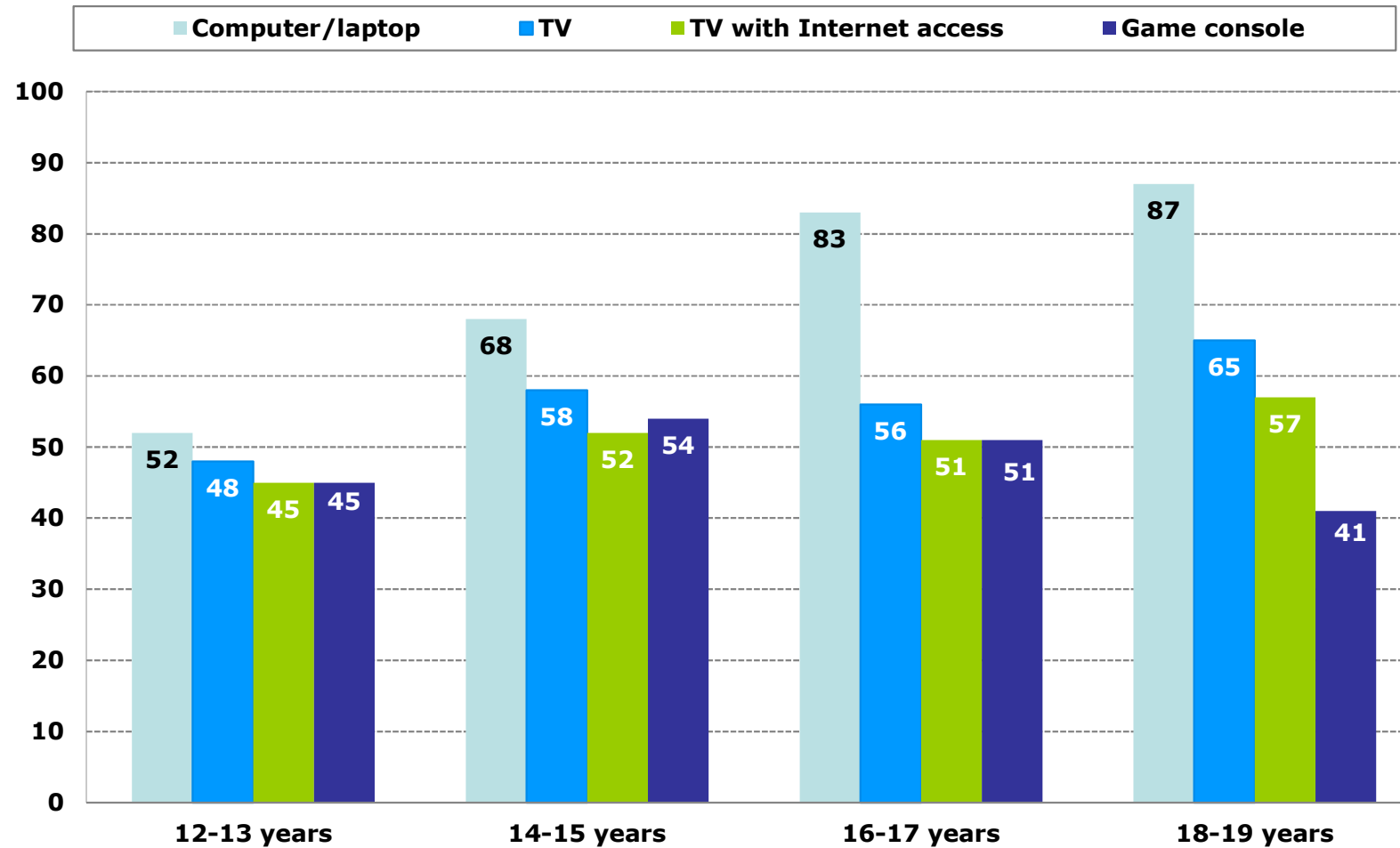


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 8.

Device ownership among adolescents by age groups

12-19 years, by age groups, selection, 2023 (percentages)

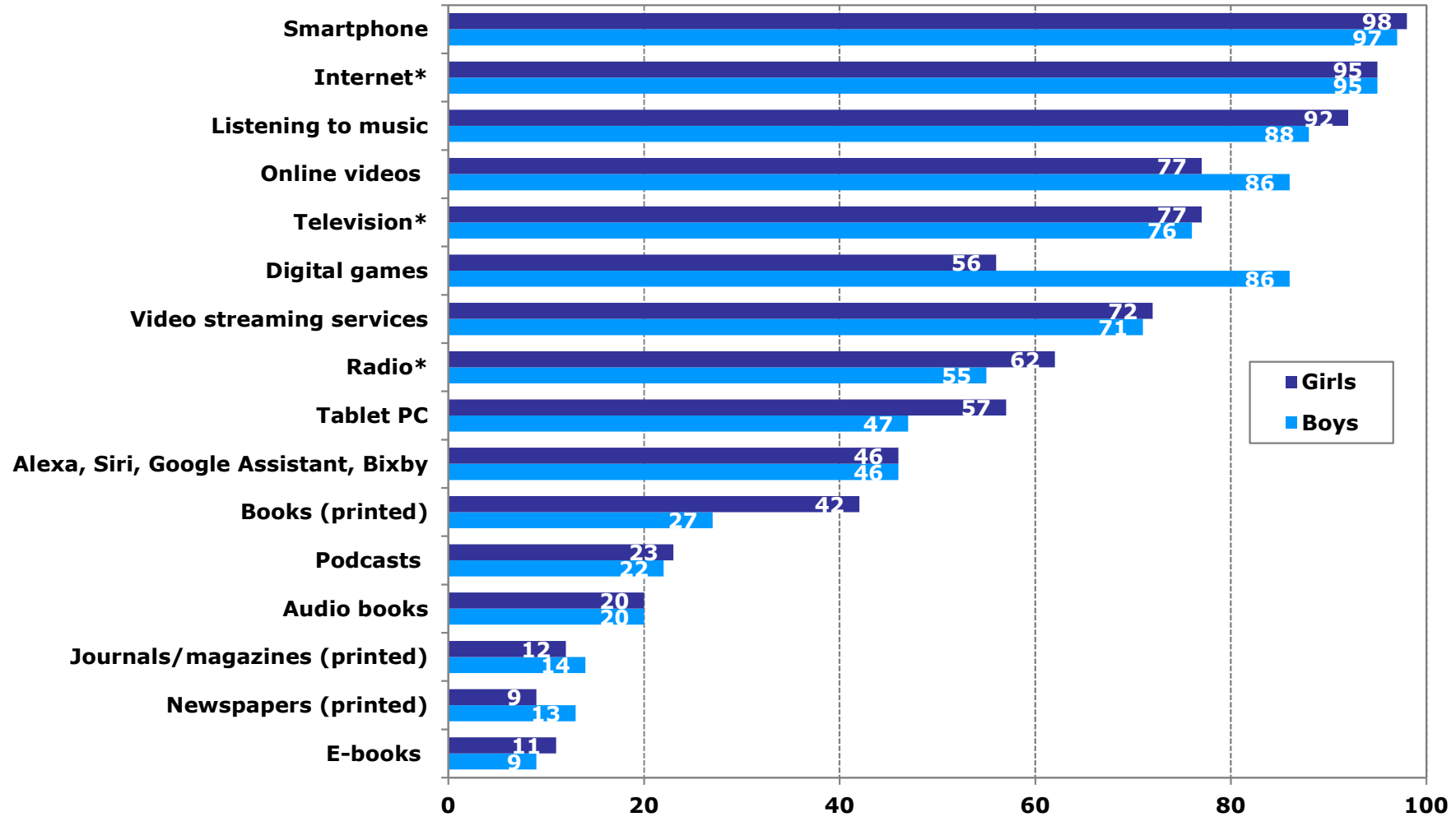


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 9.

German adolescents media use in leisure time

Daily/several times a week, by gender, 12-19 years, selection, 2023 (percentages)

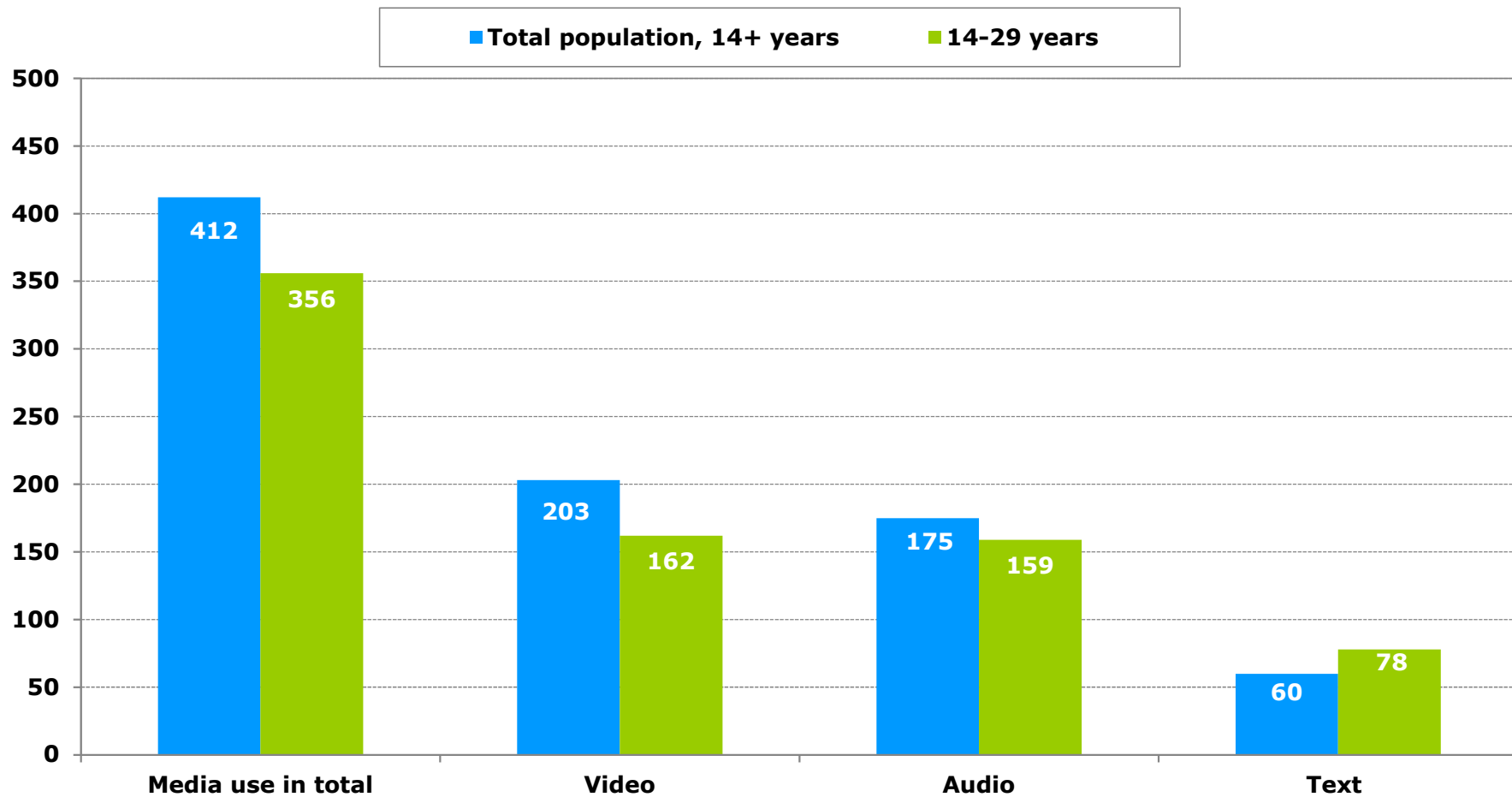


Basis: n= 1,200, 12-19 years.
* regardless what access used

Source: mpfs: JIM-Studie 2023, p. 14.

Average amount of time spent with various media in 2023

Mon-Sun 5:00 a.m.-midnight, 14+ years, by age groups, selection, 2023, minutes per day

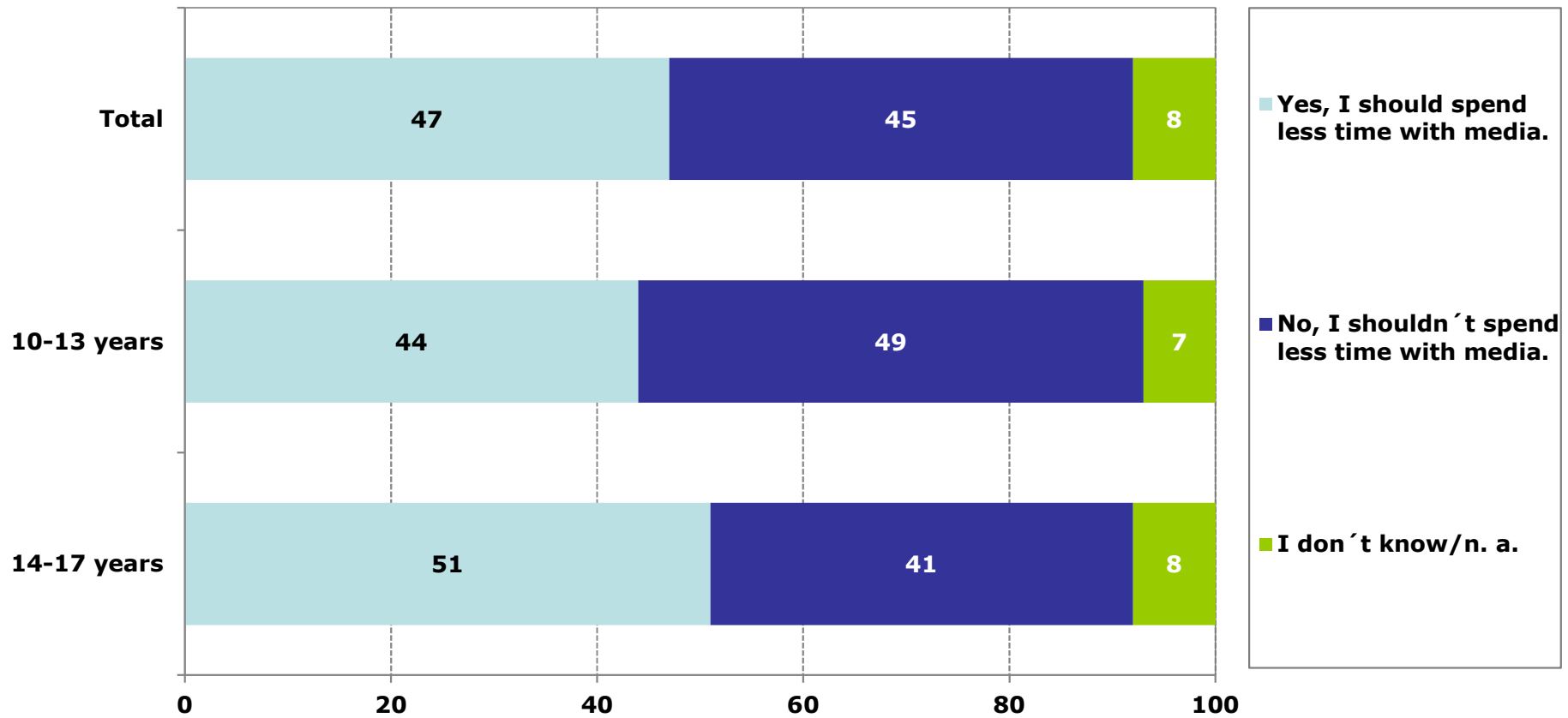


Basis: n=2,000; German speaking people, 14 years and older.

Source: Kupferschmitt/Müller: ARD/ZDF-Massenkommunikation Trends 2023, p. 5.

Should I spend less time with media?

Self-assessment, 10-17 years, by age groups, selection, 2023 (percentages)

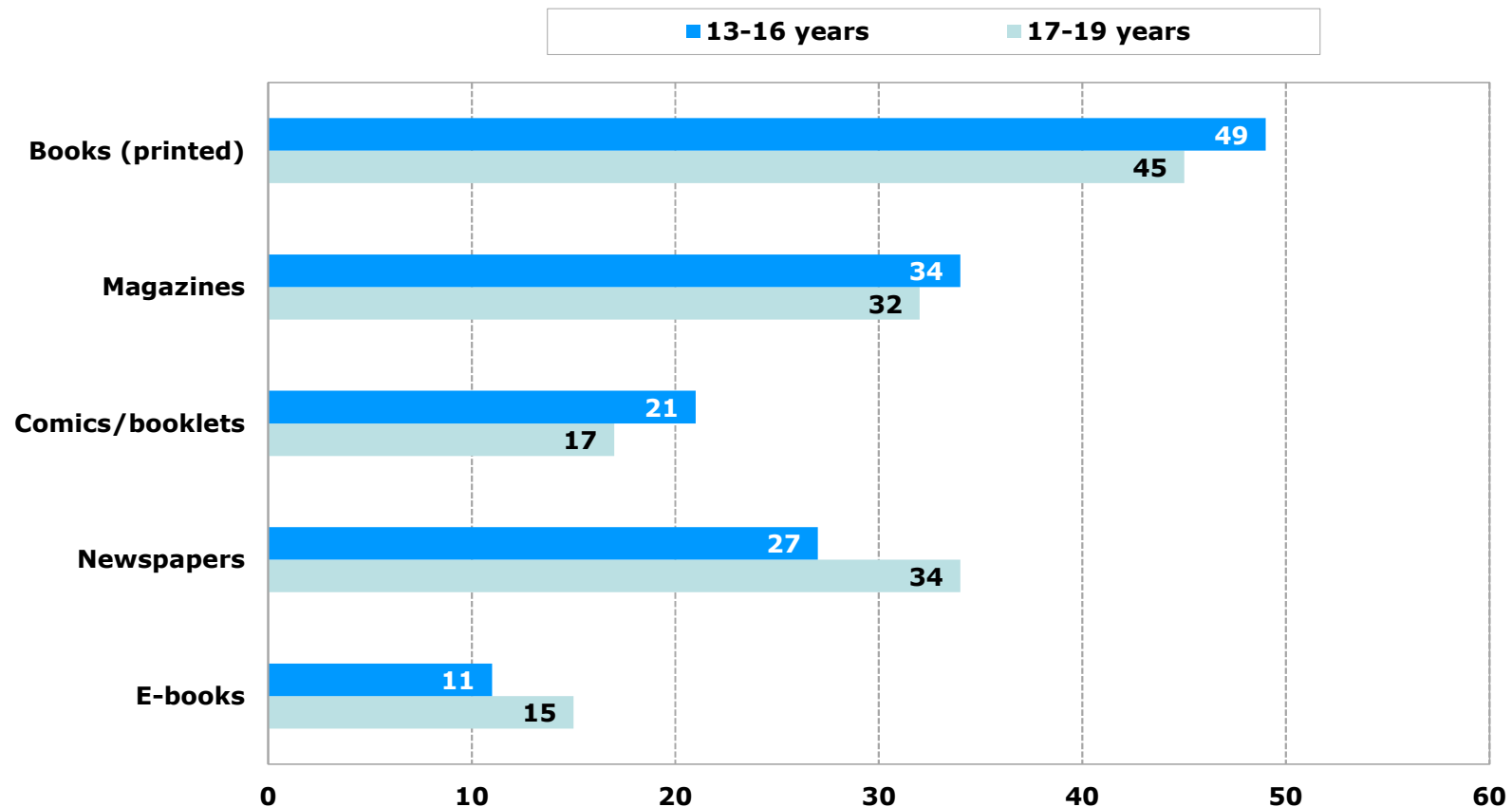


Basis: n=500, 10-17 years.

Source: Klicksafe: Safer Internet Day 2023, p. 5.

How often do young people read?

Minimum once a week, supported answers, 13-19 years, by age groups, selection, 2022 (percentages)

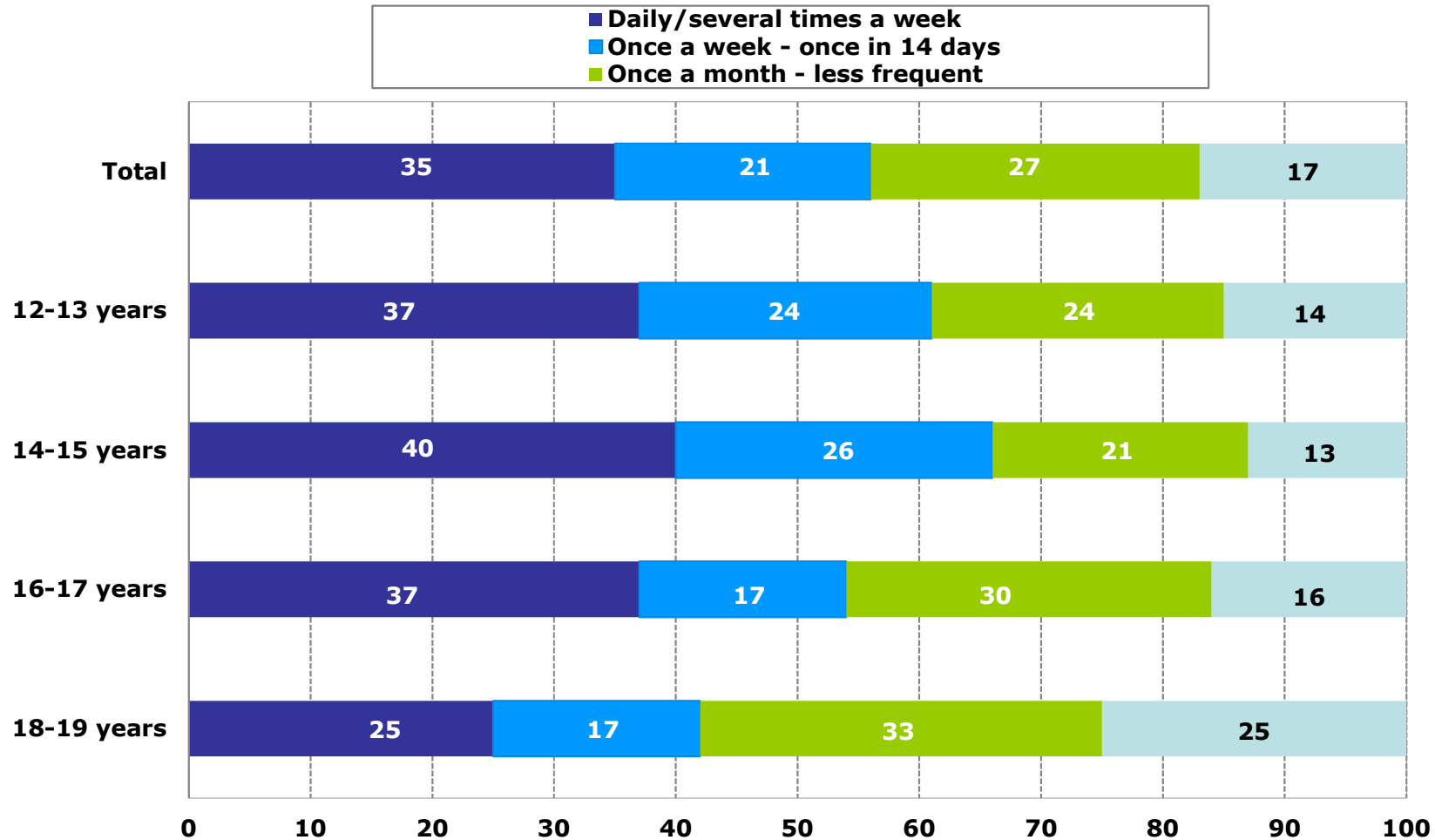


Basis: n=427, 13-16 years; n=298, 17-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 121.

Frequency of reading printed books

12-19 years, by age groups, selection, 2023 (percentages)

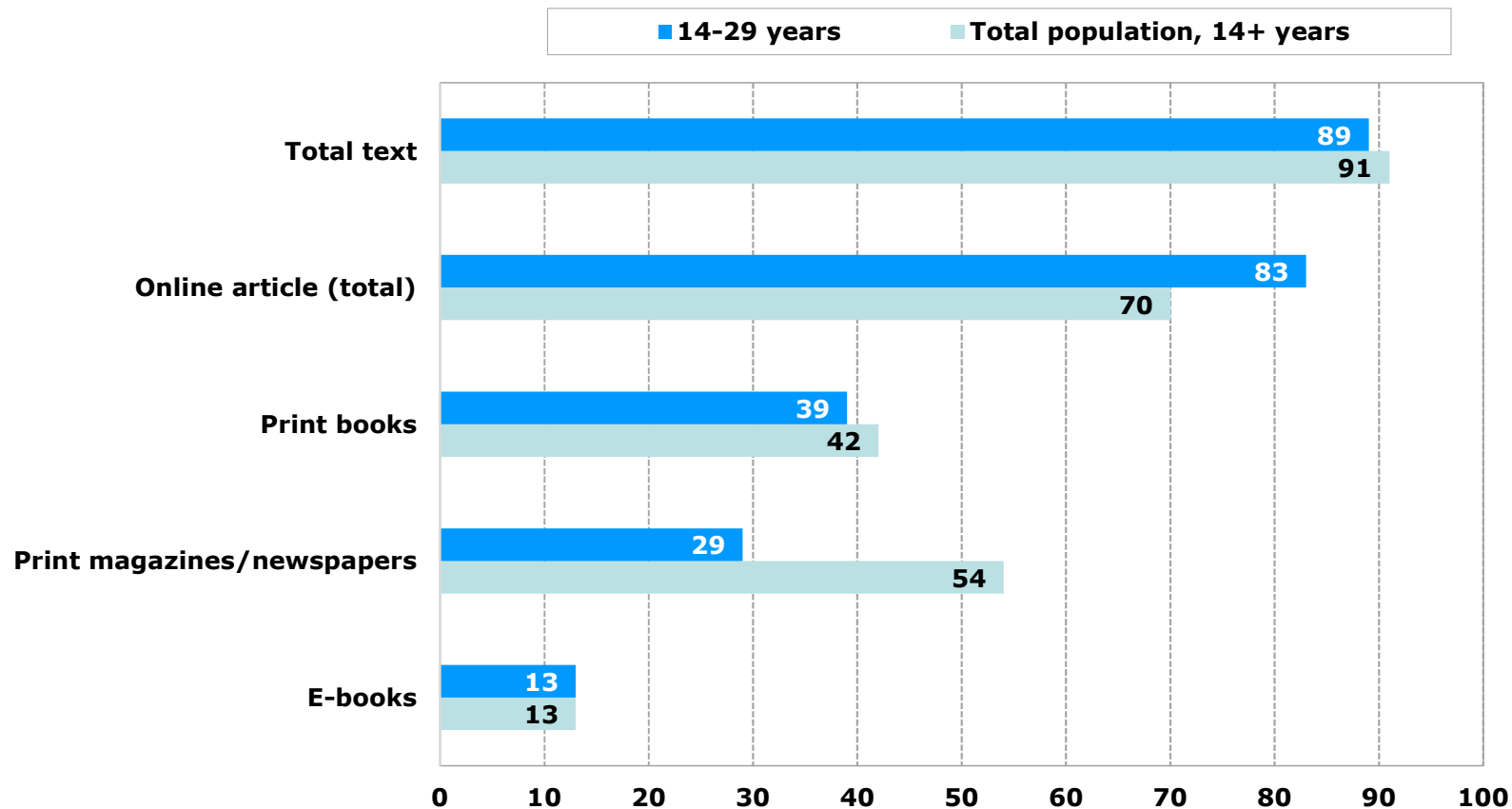


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 18.

Adolescents and the use of texts compared to the total population in Germany

Minimum daily use, by age group, selection, 2022 (percentages)

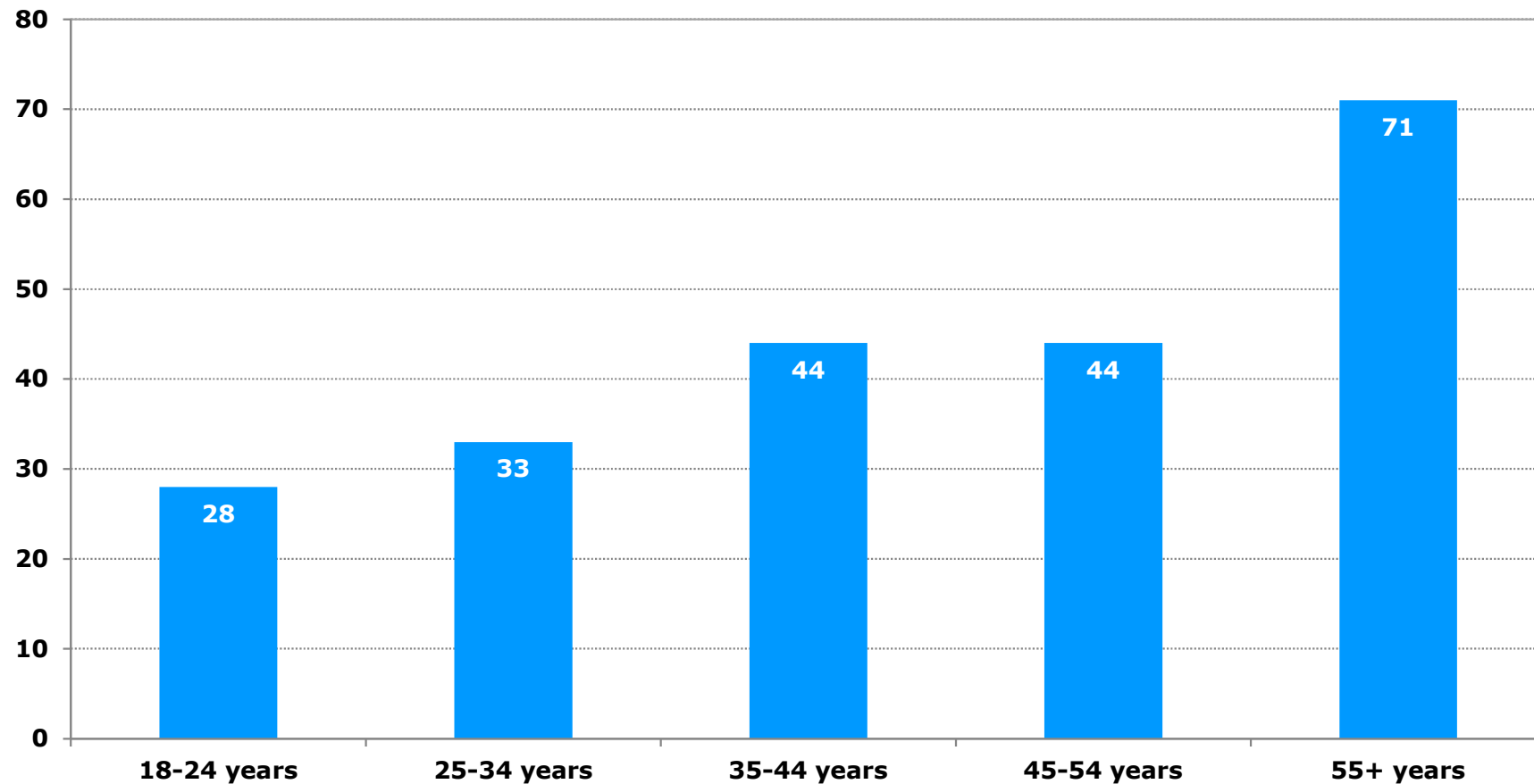


Basis: n=2,000, German speaking population, 14+ years.
*Online article total: articles on websites of newspapers/magazines, radio and tv broadcast providers, social media and other platforms.

Source: ARD/ZDF/Forschungskommission: ARD/
ZDF-Massenkommunikation Trends 2023,
presentation, p. 46/47.

How interested are young people in news?

Extremely interested in news, 18-55+ years, by age groups, selection, 2023 (percentages)

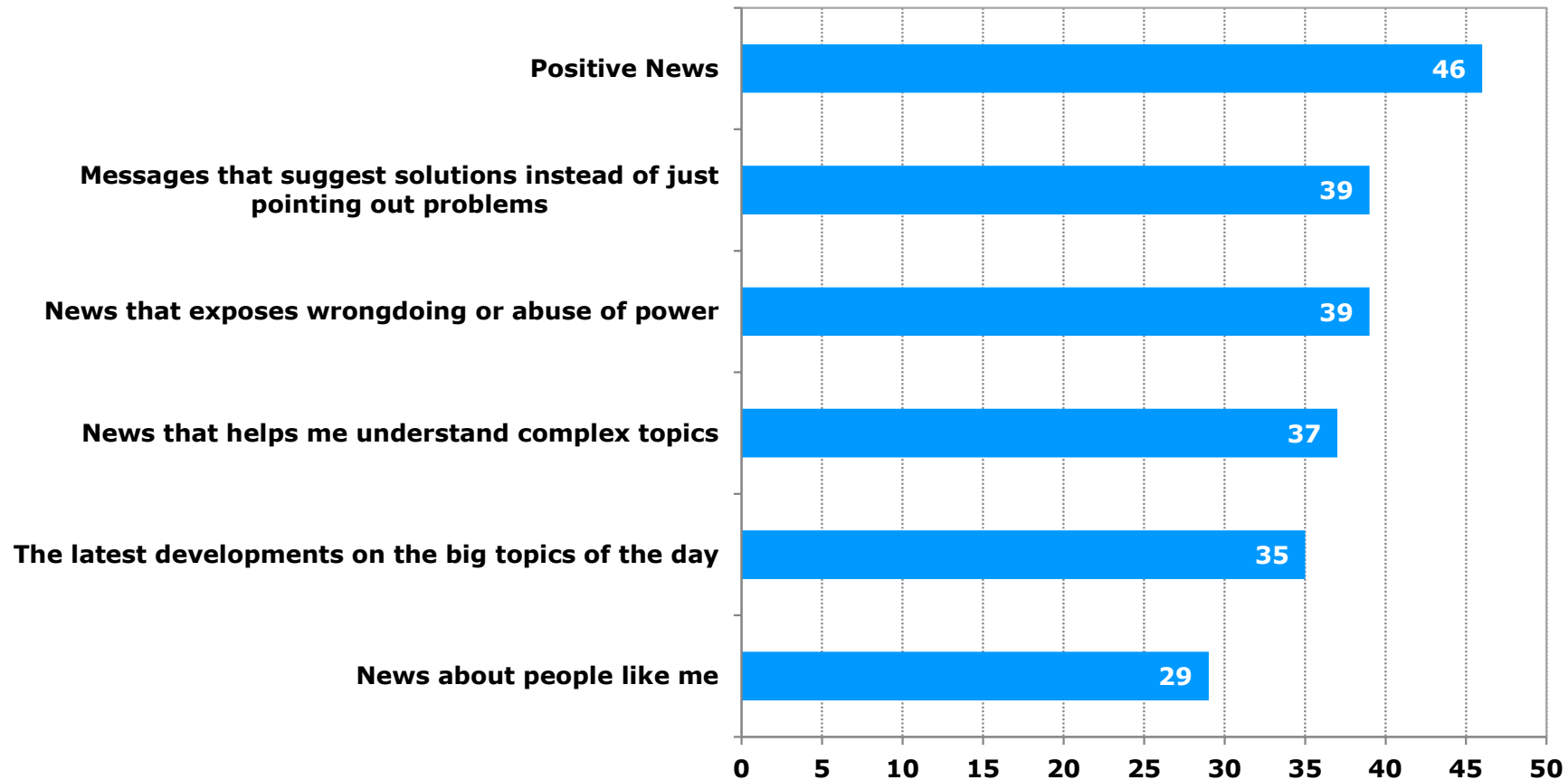


Basis: n=2,012, 18-55+ years.

Source: Behre/Hölig/Möller: Reuters
Institute Digital News Report 2023, p. 11.

What kind of news are well received by young people?

Extremely and much interested in ..., 18-24 years, selection, 2023 (percentages)

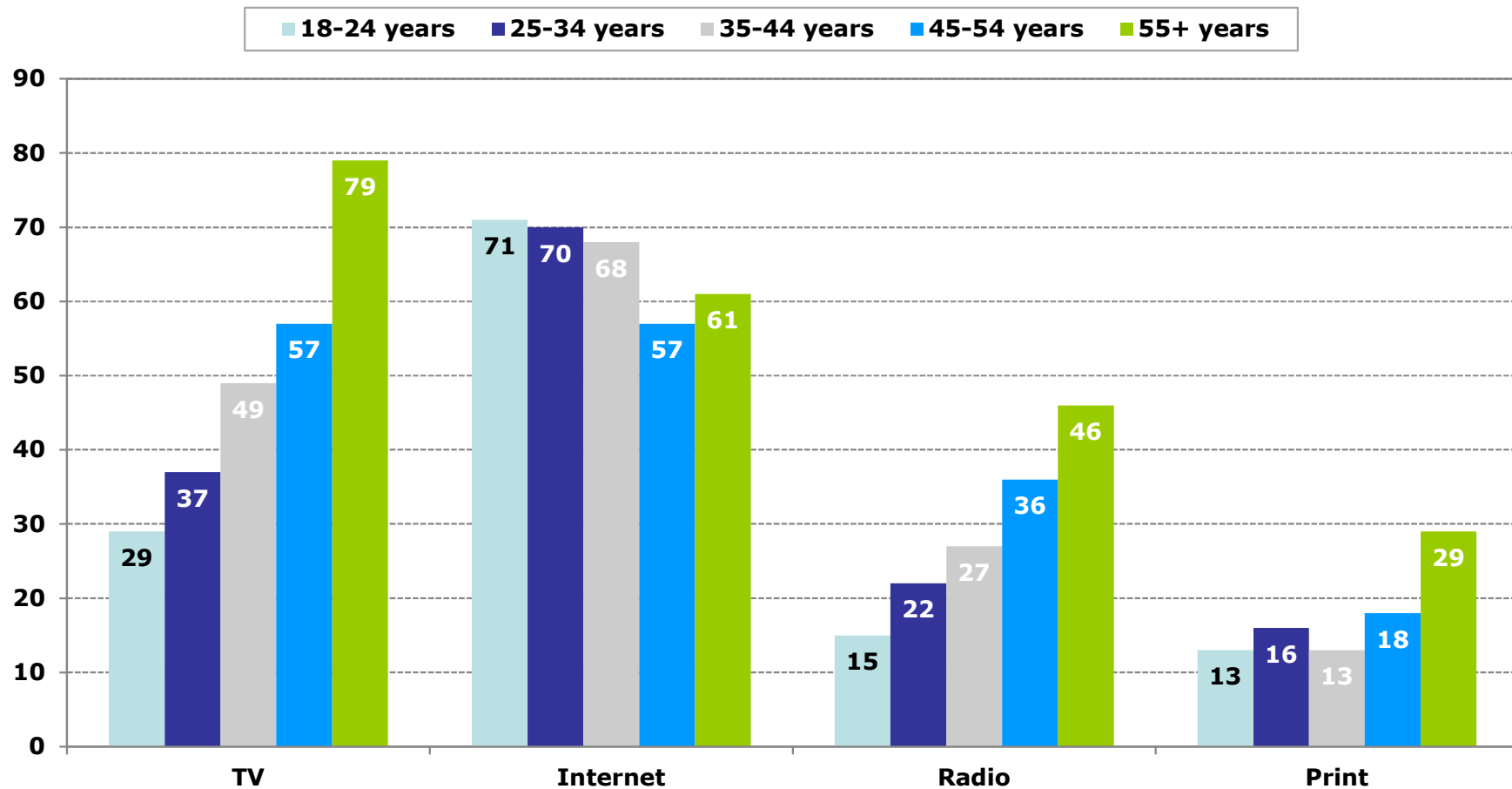


Basis: n=2,012, 18-55+ years.

Source: Behre/Hölig/Möller: Reuters
Institute Digital News Report 2023, p. 17.

Sources of news media

News sources used on a weekly basis, 18-55+ years, by age groups, multiple answers possible, selection, 2023 (percentages)

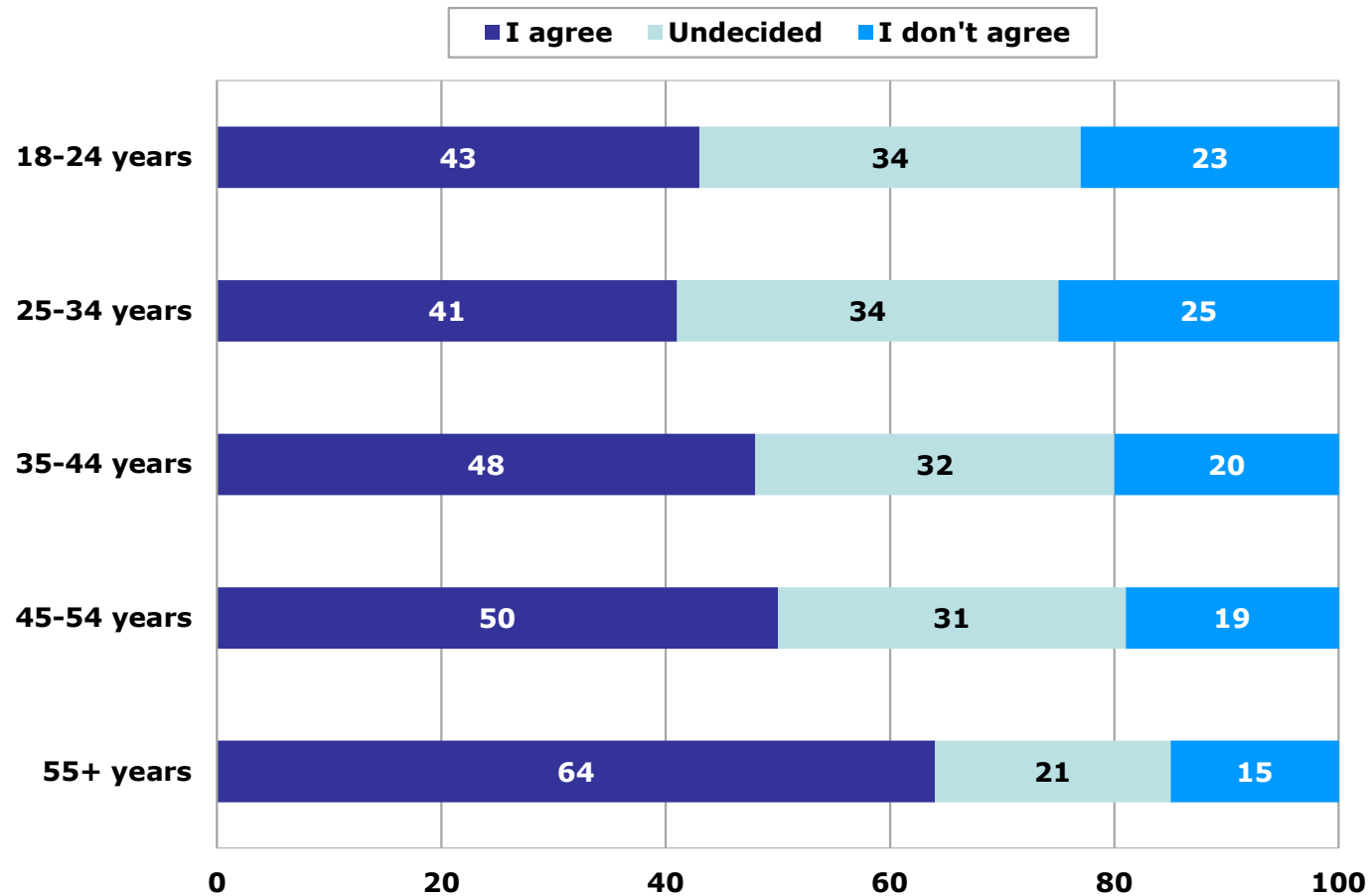


Basis: n=2,012, 18-55+ years.

Source: Behre/Hölig/Möller: Reuters
Institute Digital News Report 2023, p. 20.

Do Germans trust news media?

18-55+ years, by age groups, selection, 2023 (percentages)
„I think, I can mostly trust the majority of the news I consume.“



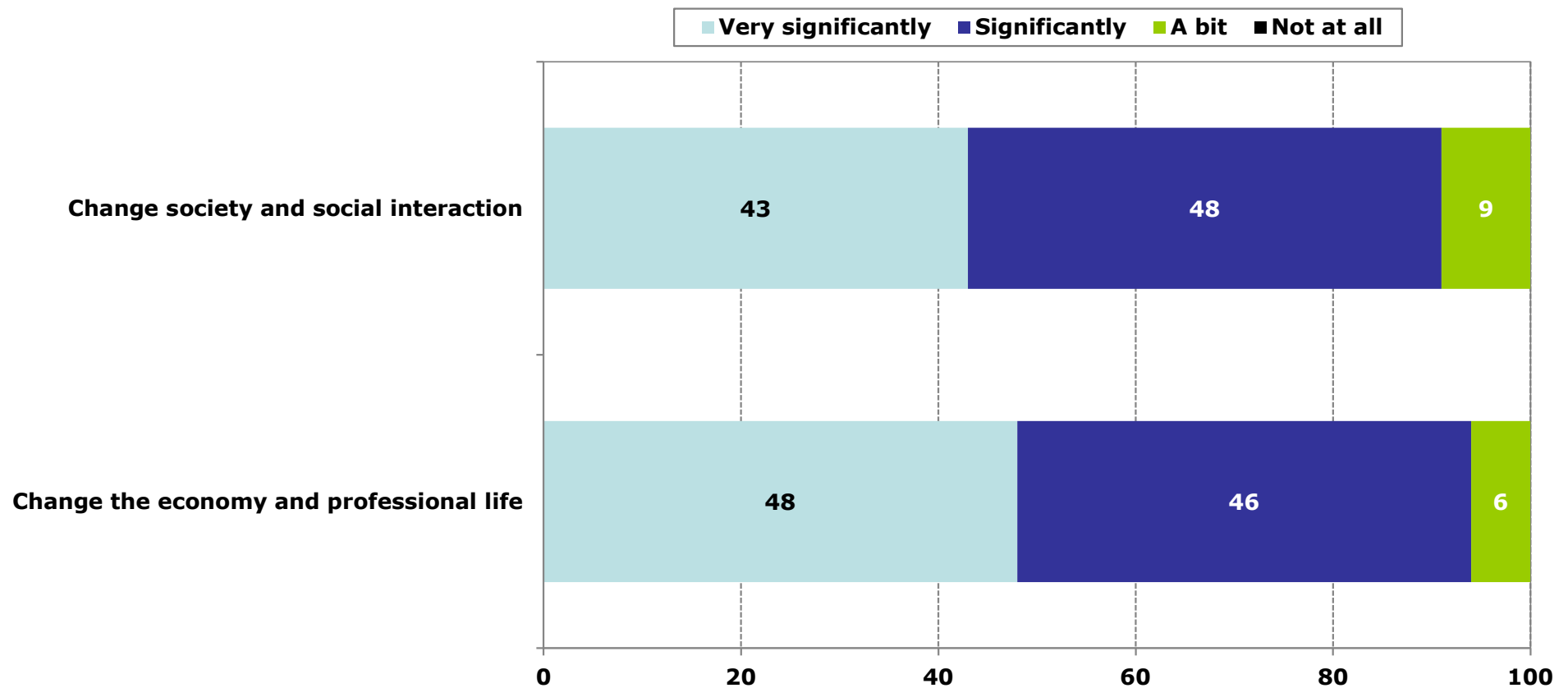
Basis: n=2,012, 18-55+ years.

Source: Behre/Hölig/Möller: Reuters
 Institute Digital News Report 2023, p. 31.

Attitudes of young people towards digitalization

14-24 years, selection, 2022 (percentages)

How much will the use of digital technologies in the coming years ...?

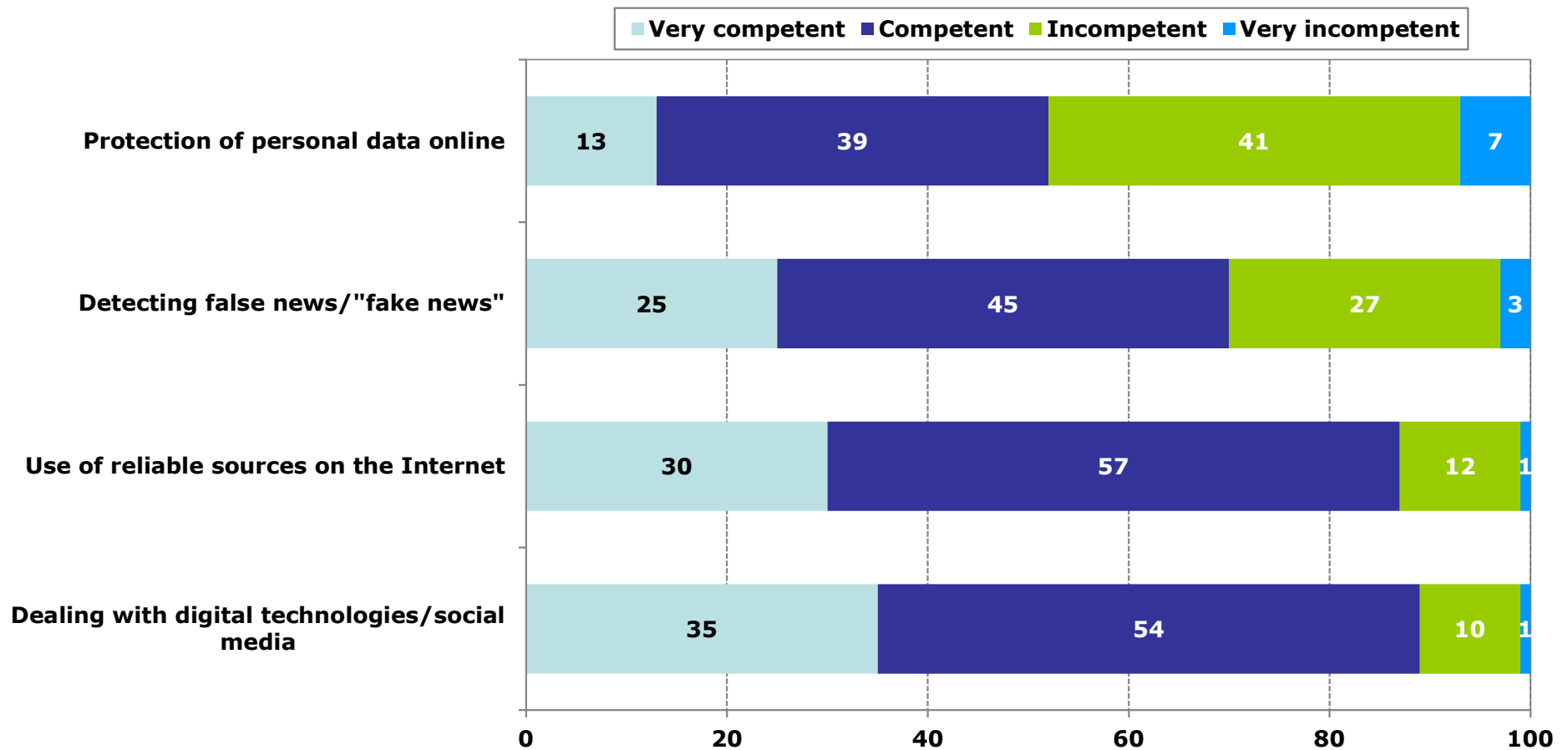


Basis: n=2,069, 14-24 years.

Source: Vodafone Stiftung Deutschland:
Kompetent in die Zukunft? 2023, p. 12.

How media literate are you?

Self-assessment, 14-24 years, selection, 2022 (percentages)



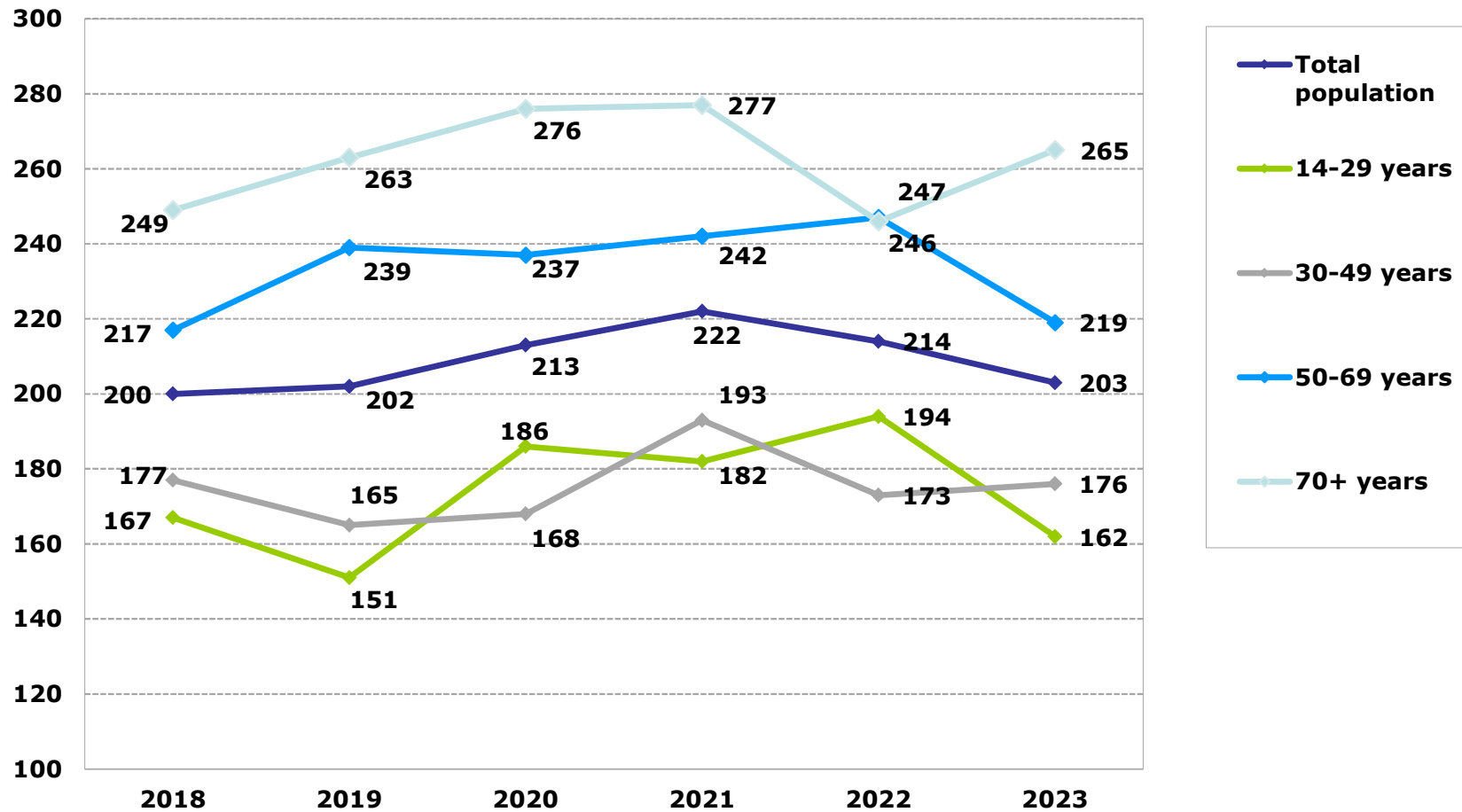
Basis: n=2,069, 14-24 years.

Source: Vodafone Stiftung Deutschland: Kompetent in die Zukunft? 2023, p. 20.

Adolescents and Television

Development of TV viewing time in Germany

Daily viewing time, 14+ years, by age groups, selection, 2018-2023, in minutes per day

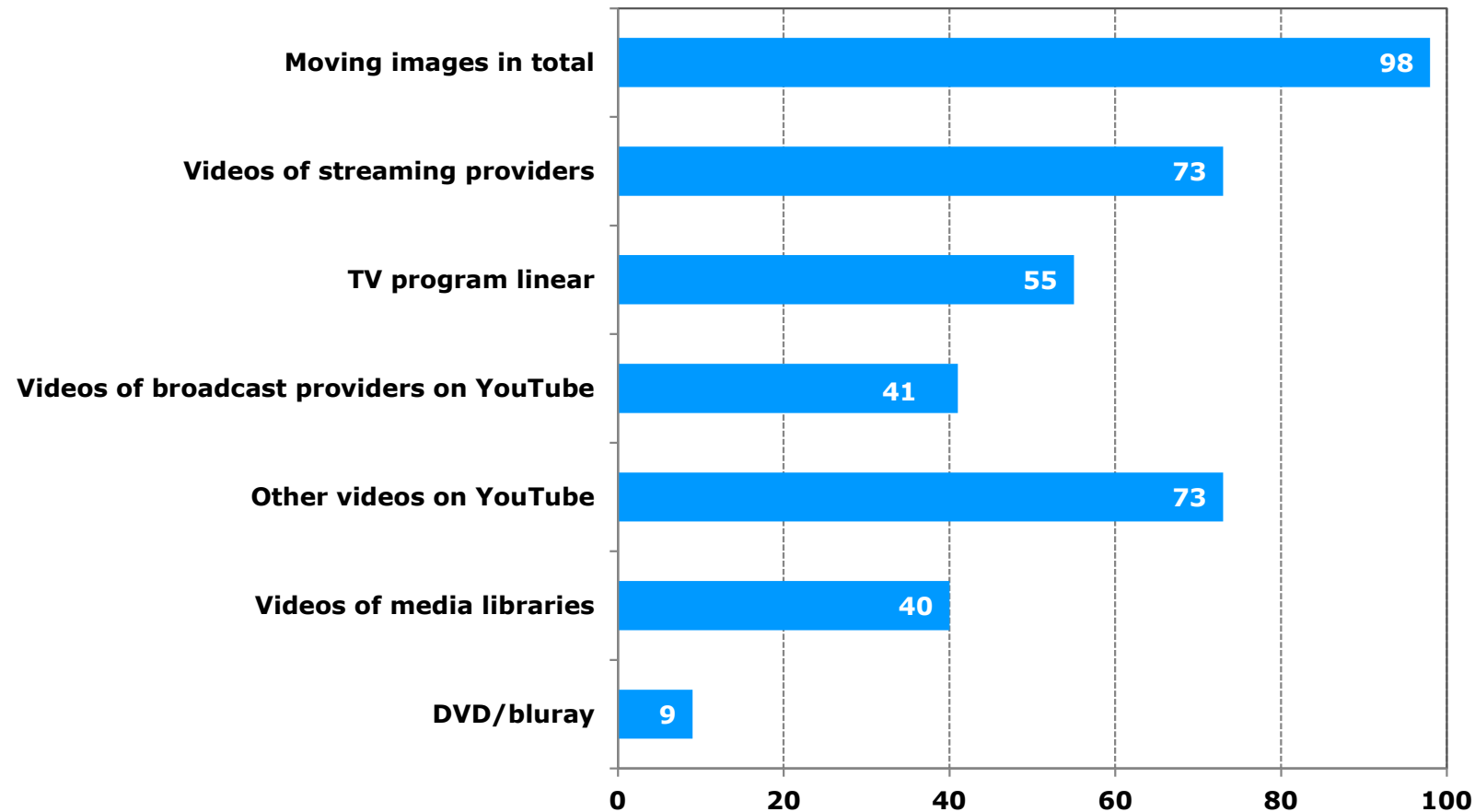


Basis: German speaking population, 14+ years; 2023: n=2,000; 2022: n=2,007; 2021: n=2,001; 2020: n=3,003; 2019: n=2,000; 2018: n=2,009. *Viewing time=TV, online videos and streaming, DVDs/blurays.

Source: Hess/Rhody: Ergebnisse der ARD/ZDF-Massenkommunikation Trends und ARD/ZDF-Onlinestudie 2023, p. 4.

Ways of watching TV or video content in Germany

Minimum once a week, 14-29 years, selection, 2023 (percentages)

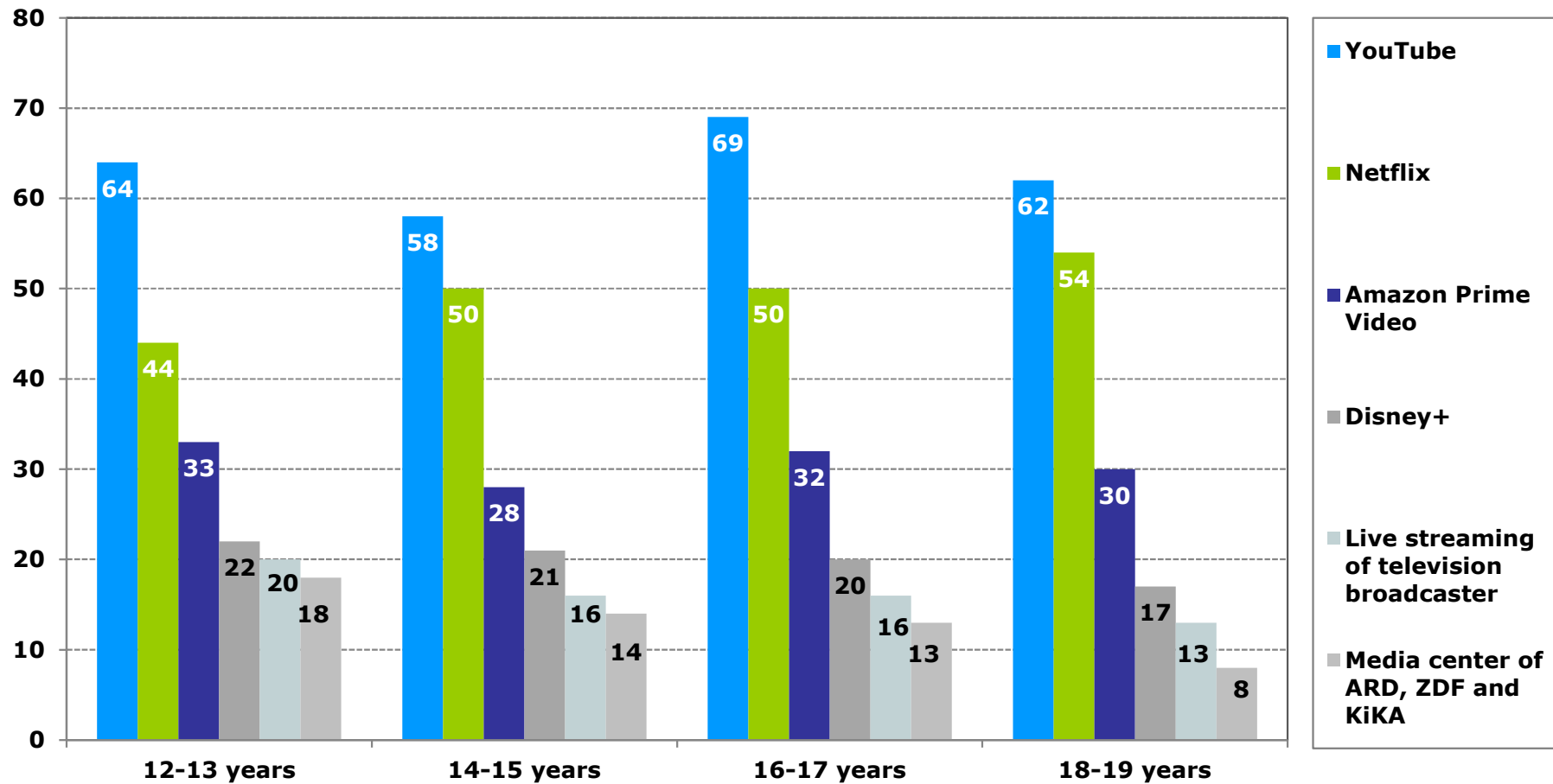


Basis: n=2,000, German speaking population, 14+ years.

Source: ARD/ZDF/Forschungskommission: ARD/ZDF-Massenkommunikation Trends 2023, presentation, p. 15.

Online streaming by age groups

Streaming of shows, series and movies, daily/multiple times per week, 12-19 years, 2023 (percentages)

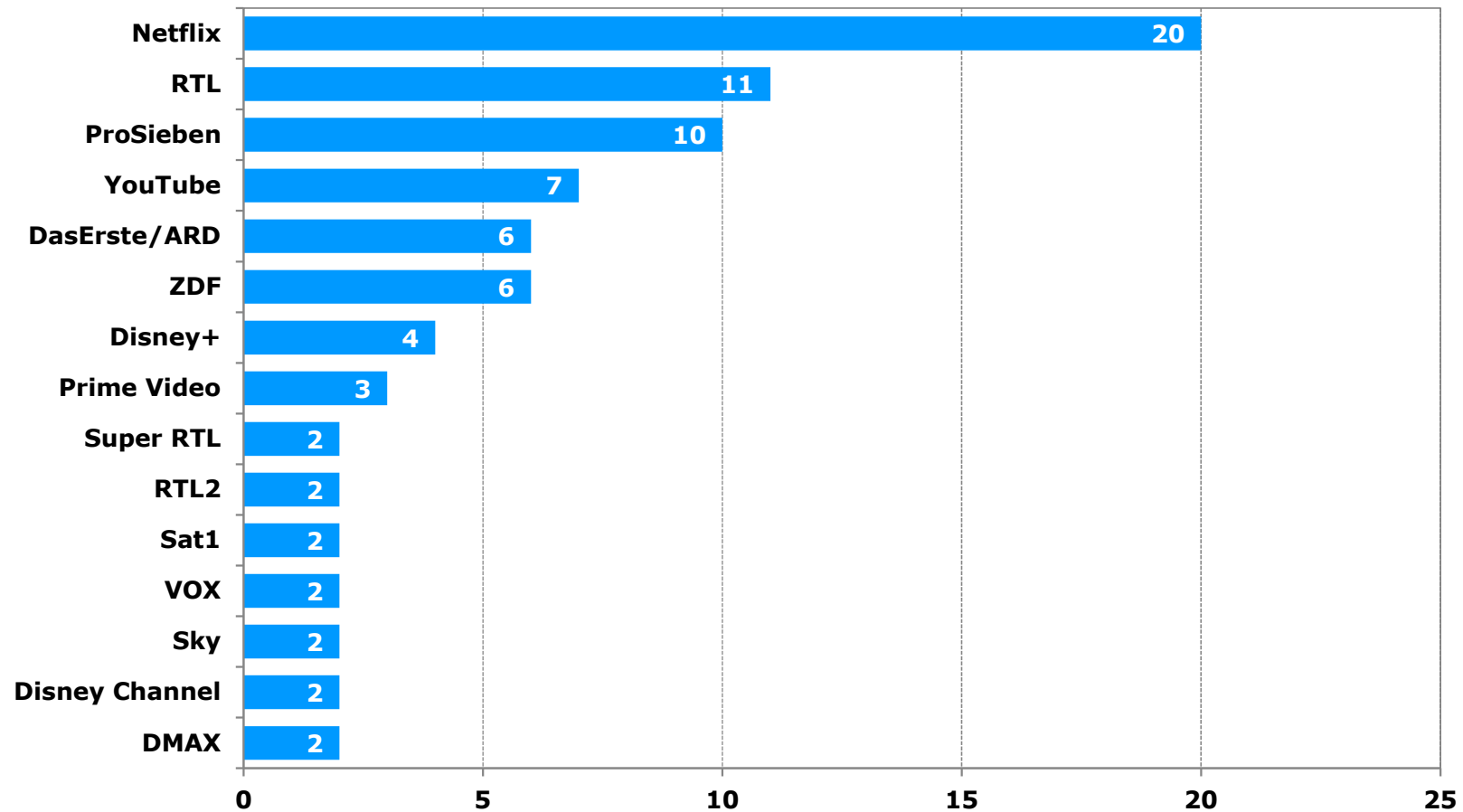


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 39.

Favourite TV/streaming platforms of German adolescents 2023

12-19 years, 2023 (percentages)

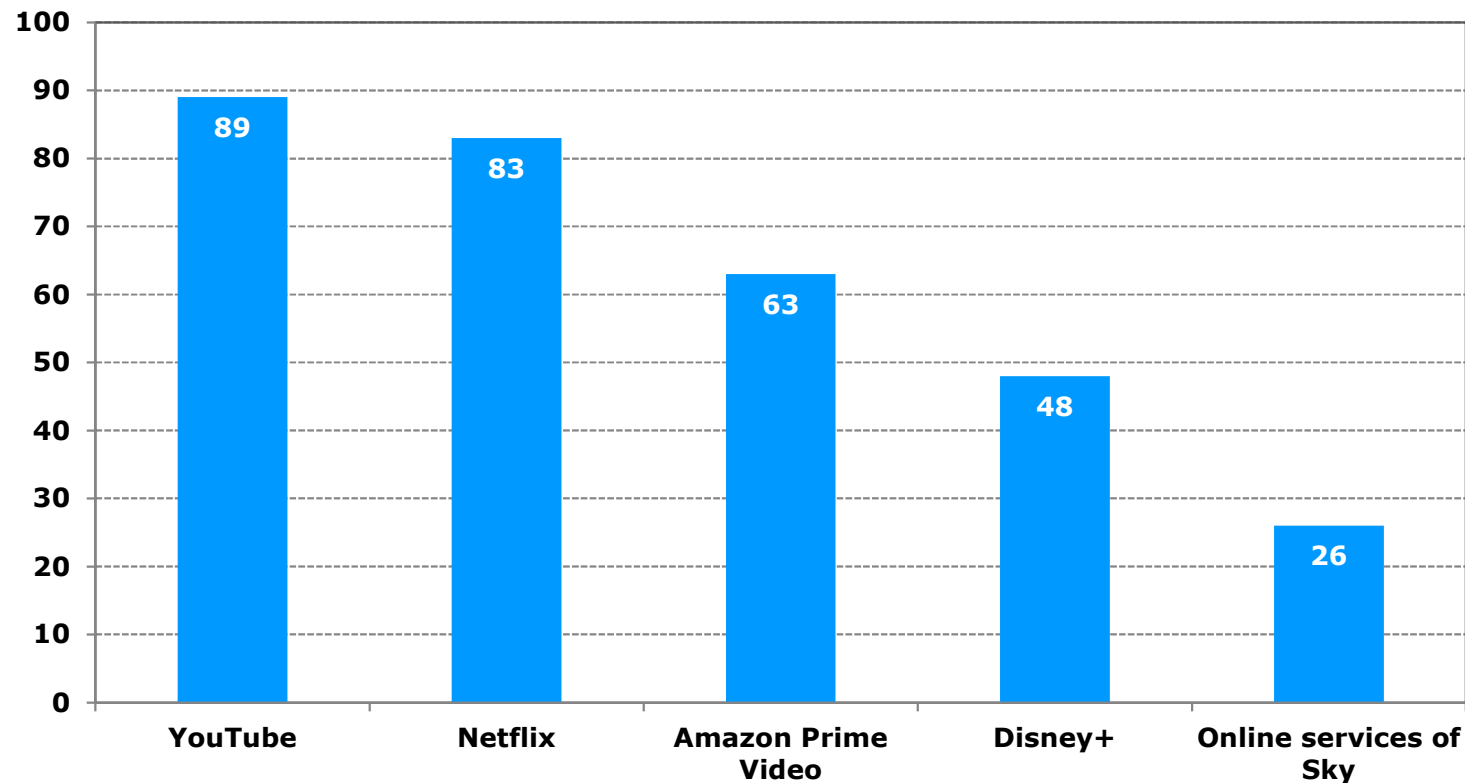


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 36.

Top 5 online VoD-platforms of young people in Germany

Platforms with minimum 5% market scope per month, 14-29 years, selection, 2023 (percentages)

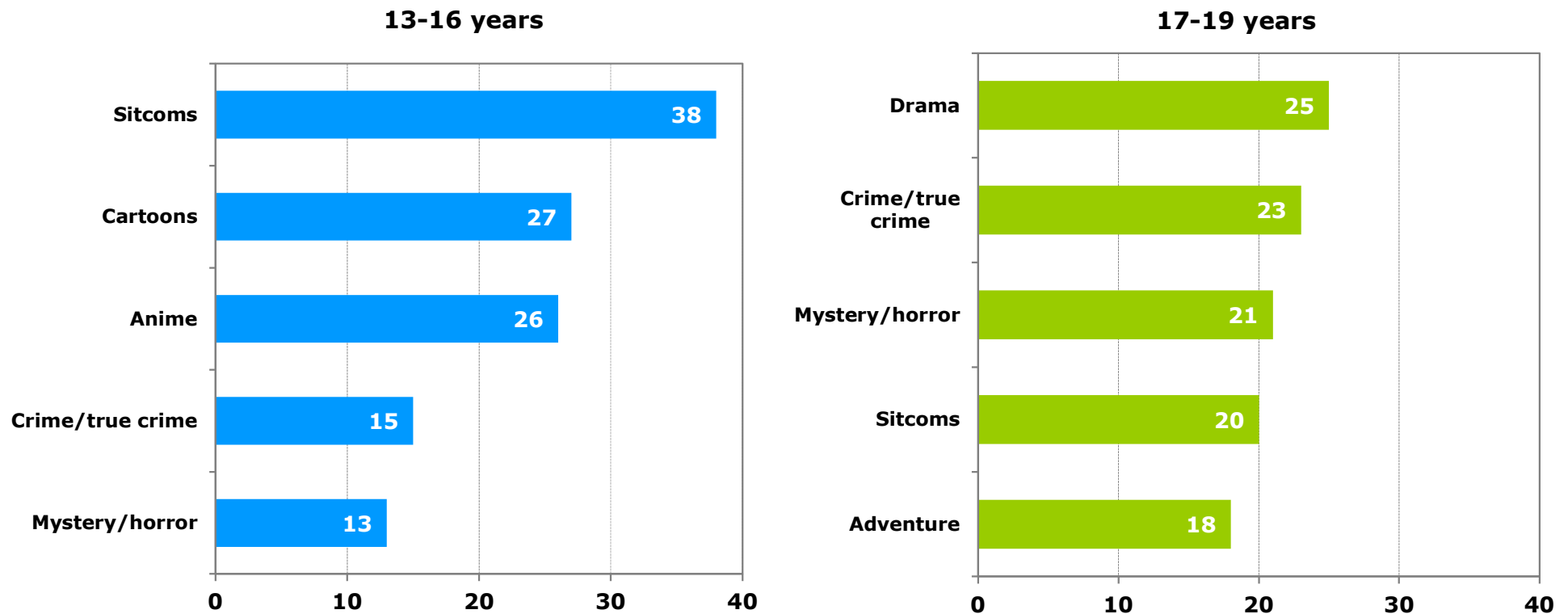


Basis: German speaking population, 14+ years, 2023:
n=2,000; number of cases per age group: n=349-685.

Source: Hess/Rhody: Ergebnisse der ARD/ZDF-Studie Massenkommunikation Trends und ARD/ZDF-Onlinestudie 2023, p. 13.

Favourite genres of boys in Germany

Multiple nominations possible, unsupported answers, 2023, selection (percentages)

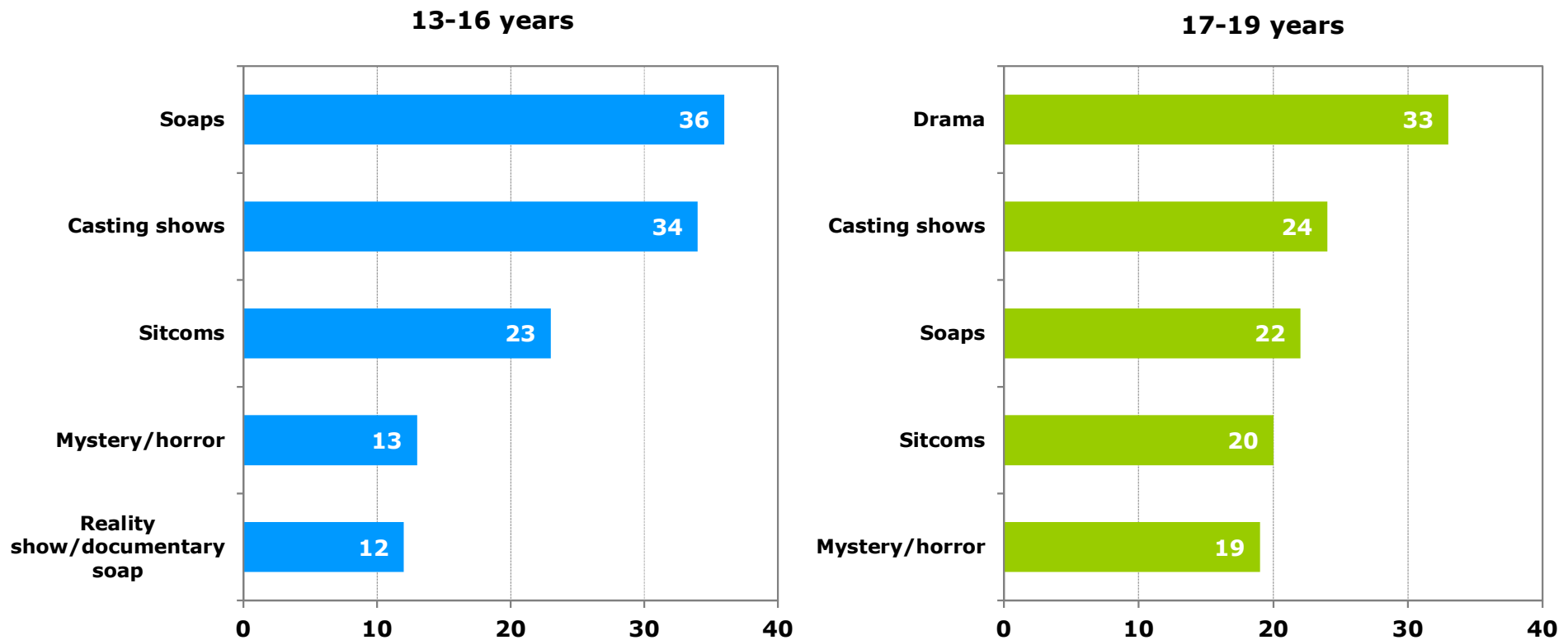


Basis: n=739 boys, 6-19 years.

Sourc: iconkids & youth international research:
Trend Tracking Kids 2023, p. 36.

Favourite genres of girls in Germany

Multiple nominations possible, unsupported answers, 2023, selection (percentages)

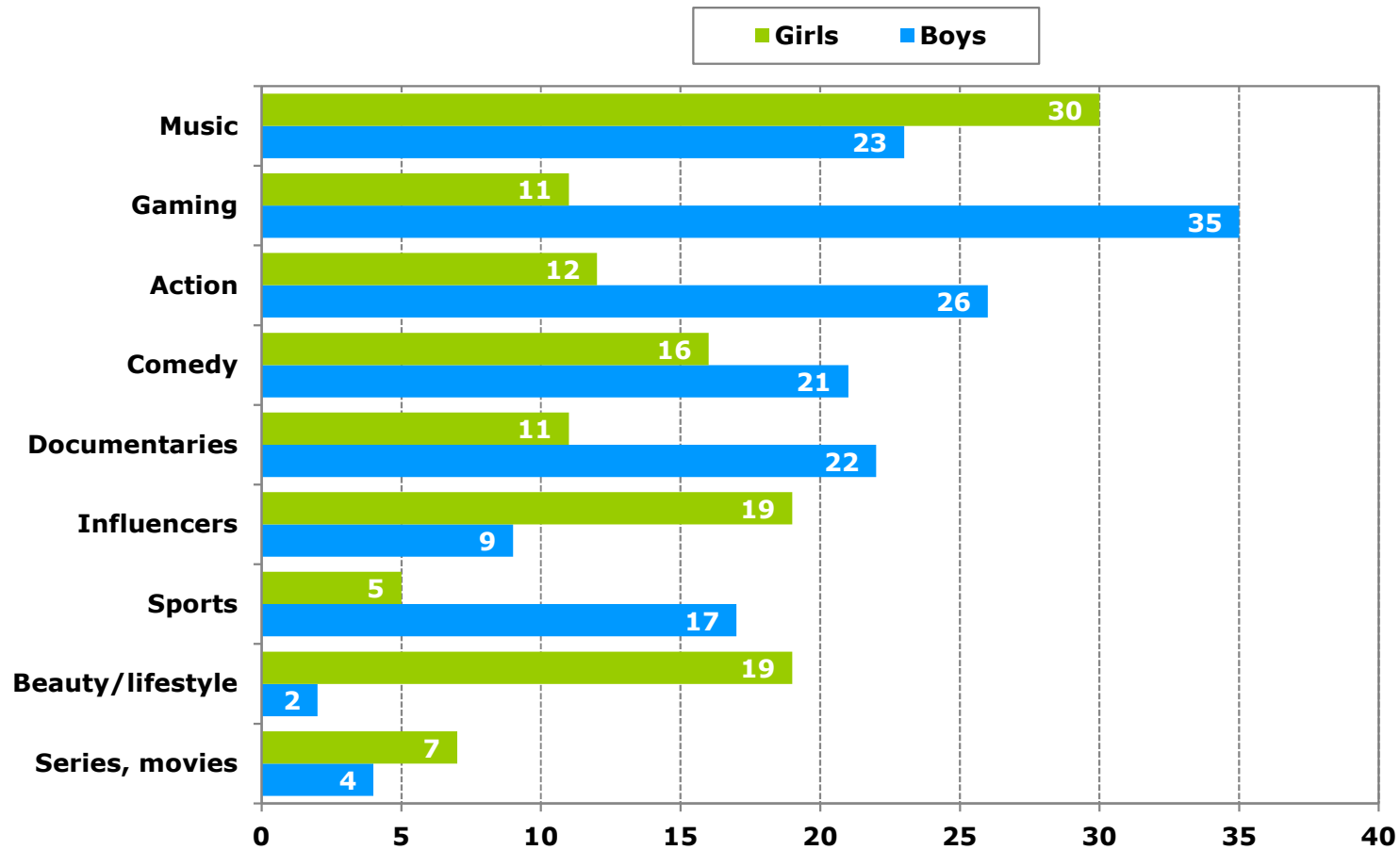


Basis: n=722 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 37.

Popular streaming genres

By gender, selection, 2021 (percentages)

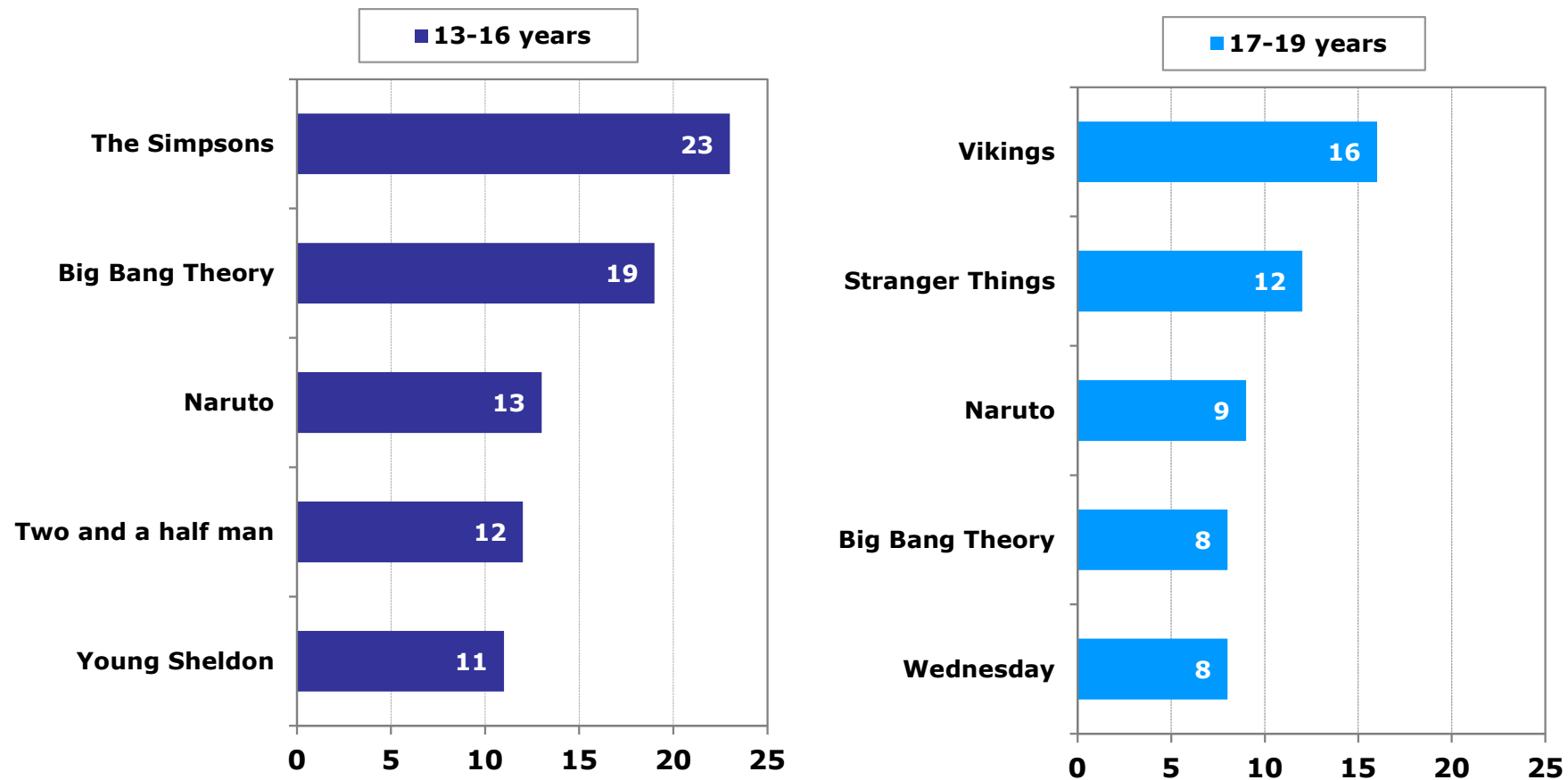


Basis: n=1,250, 10-19 years, users of streaming services.

Source: forsa: Nutzung digitaler Medien im Kindes- und Jugendalter, 2021, p. 11.

What TV show did German boys like best in 2023?

TV/streaming/video platform/app, TOP 5, unsupported answers, multiple nominations possible, 13-19 years, selection, 2023 (percentages)

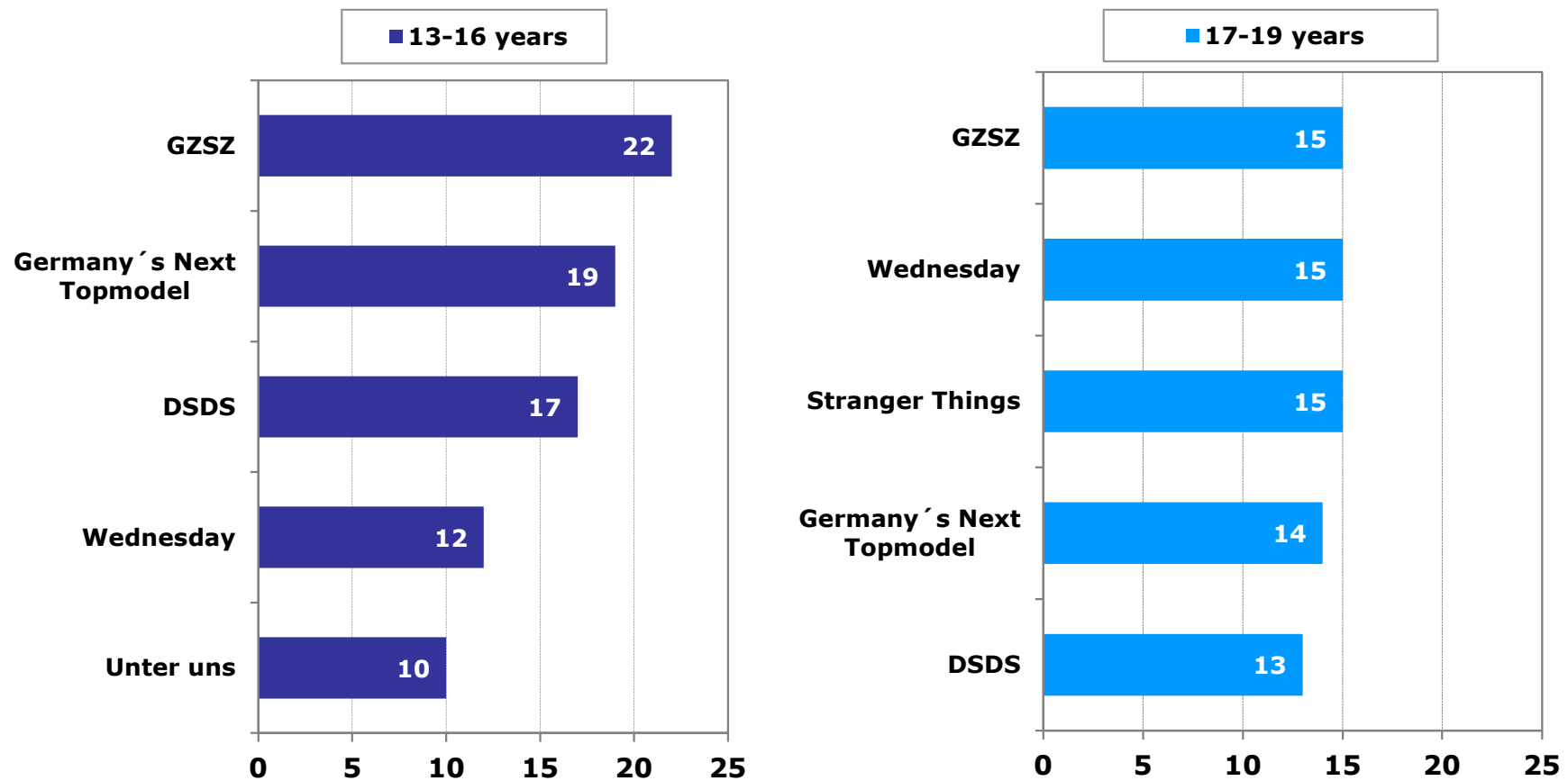


Basis: n=739 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 32.

Which TV shows did German girls like best in 2023?

TV/streaming/video platform/app, TOP 5, unsupported answers, multiple nominations possible, 13-19 years, selection, 2023 (percentages)



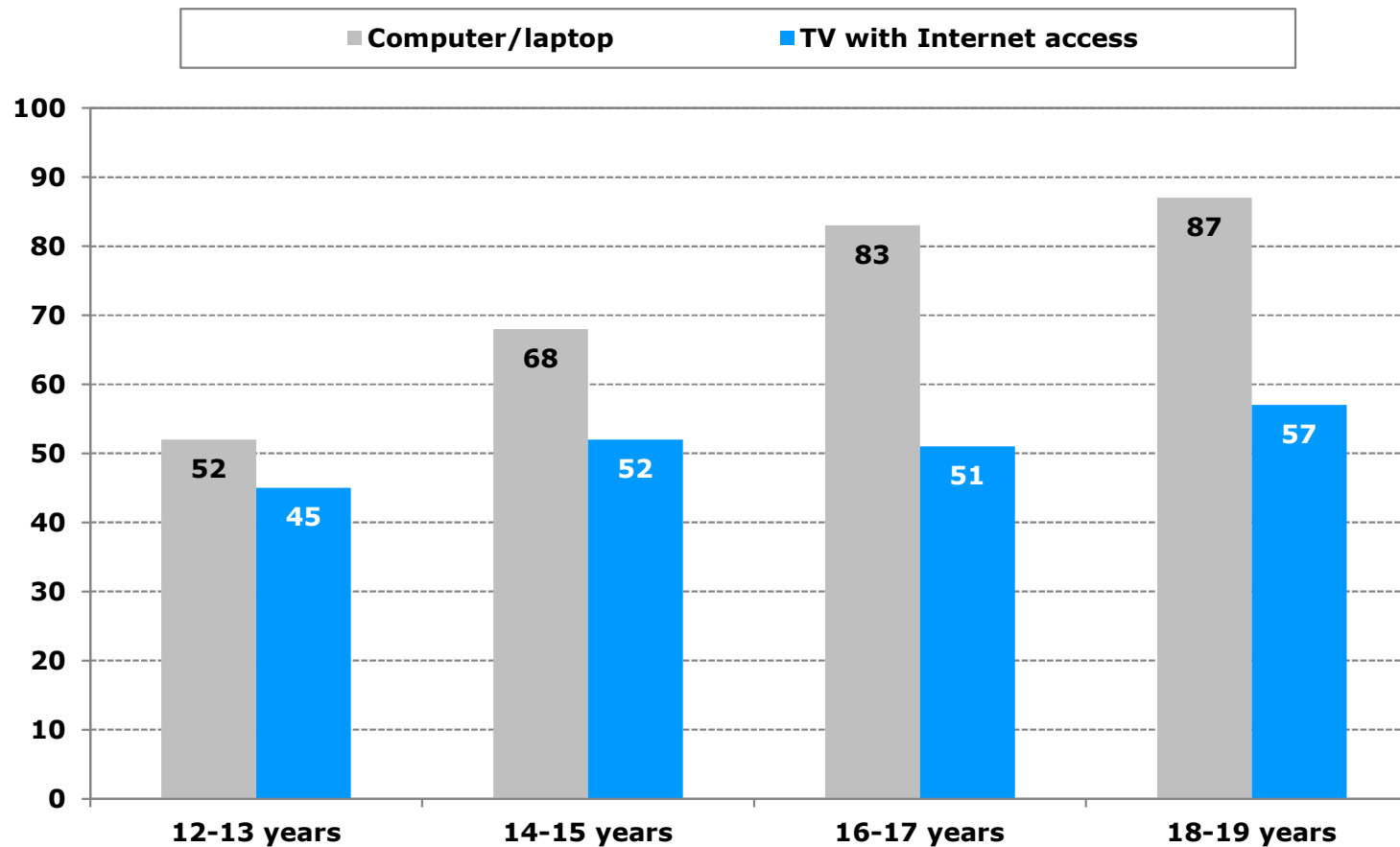
Basis: n=722 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 33.

Computer, Internet and Social Media

Digital devices in personal ownership by age

12-19 years, by age group, selection, 2023 (percentages)

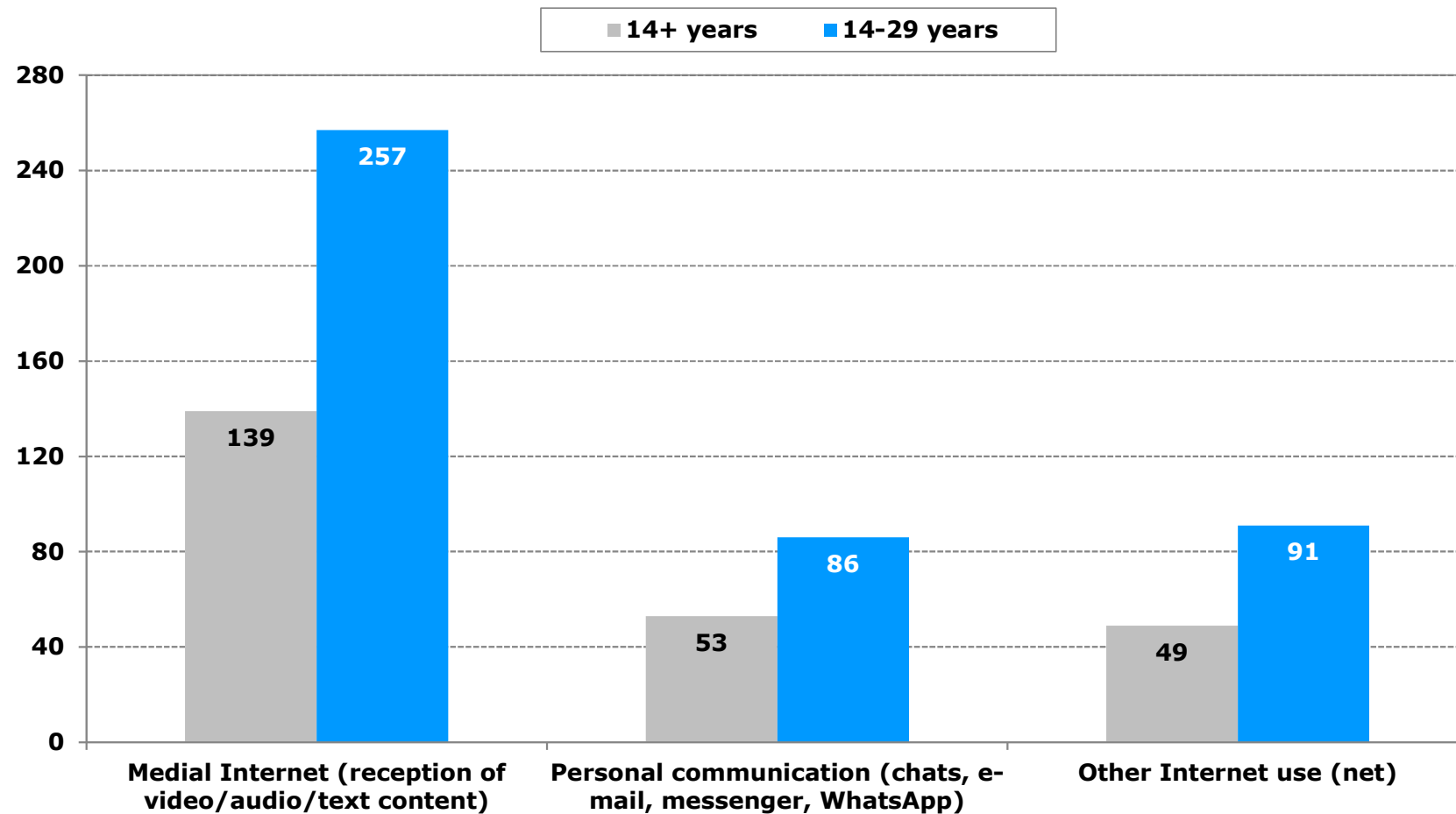


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 9.

Daily Internet use of young Germans in 2023

Comparison of total population and 14- to 29-year-olds, usage yesterday, Mon-Sun, 5 a.m.-midnight, minutes/day (net)

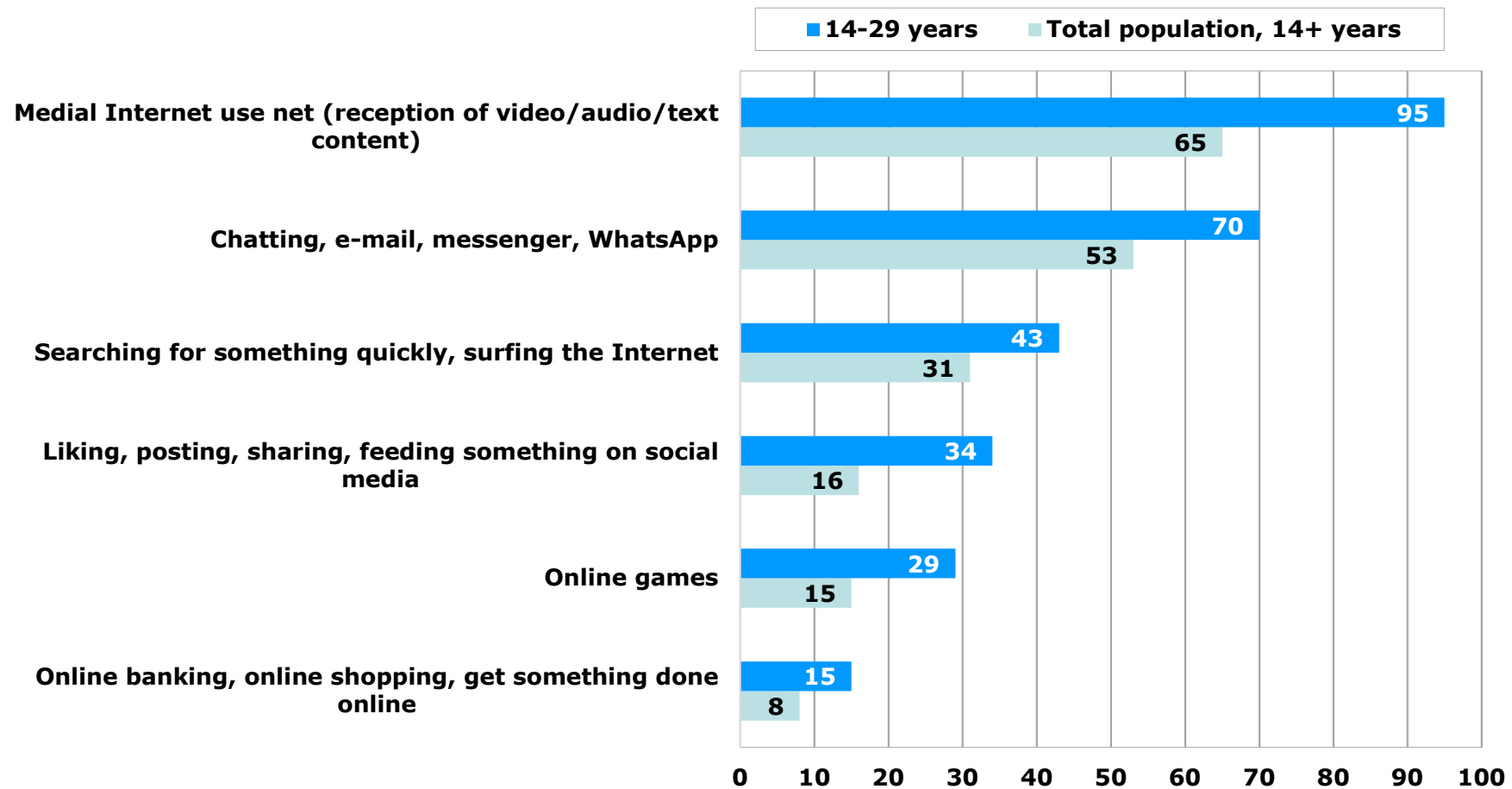


Basis: n=2,000, German speaking population, 14+ years, data from the daily routine schema, day after recall, 5 a.m.-midnight.

Source: Beisch/Koch: ARD/ZDF-Onlinestudie 2023, p. 5.

Online activities of 14- to 29-year-olds compared to total population

Daily range, 14+ years, by age groups, selection, 2023 (percentages)

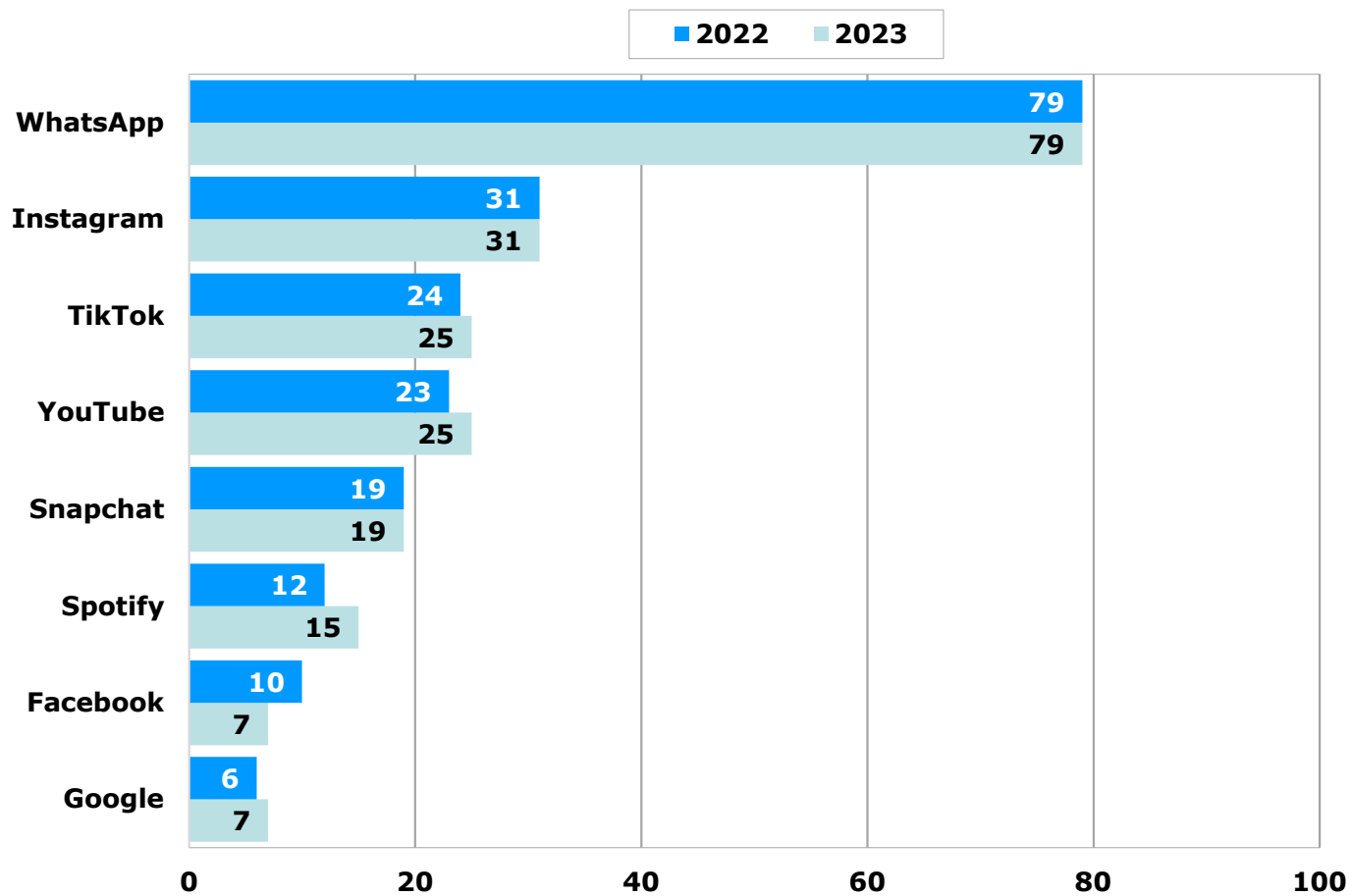


Basis: n=2,000, German speaking population, 14+ years. Data from the daily routine schema, day after recall, 5 a.m.–midnight. The daily range includes all people who carry out an activity in at least quarter-hour intervals.

Source: Beisch/Koch: ARD/ZDF-Onlinestudie 2023, p. 4.

Most important apps of German adolescents

Up to 3 nominations possible, unsupported answers, mentions from 3%, 12-19 years, comparison of 2022 and 2023 (percentages)

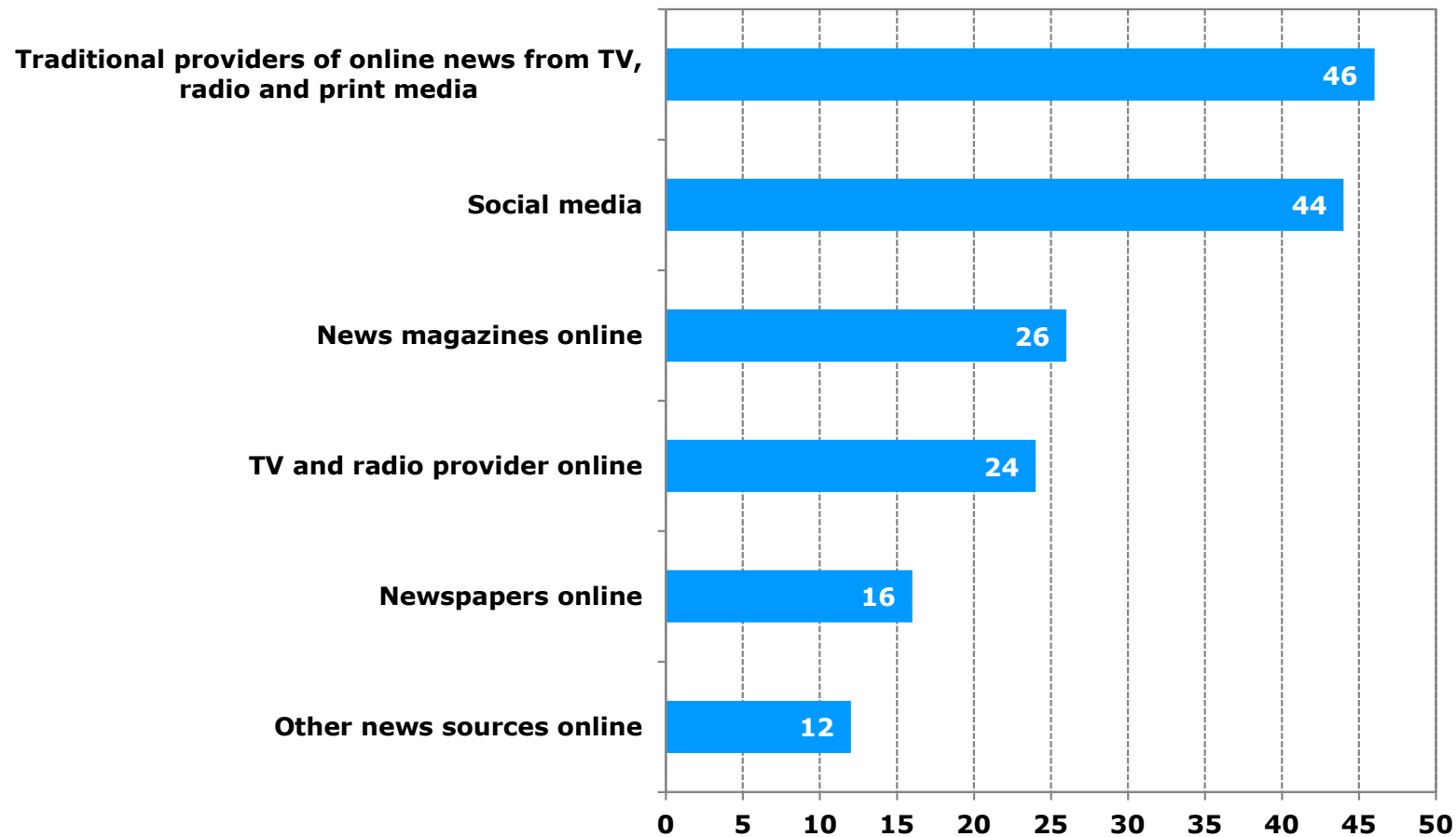


Basis: 2022: n=1,155; 2023: n=1,164; 12-19 years, mobile phone/smartphone owners, Internet users.

Source: mpfs: JIM-Studie 2023, p. 27.

Which online news media are used by young Germans?

Online news sources used weekly, multiple answers possible, 18-24 years, selection, 2023
(percentages)

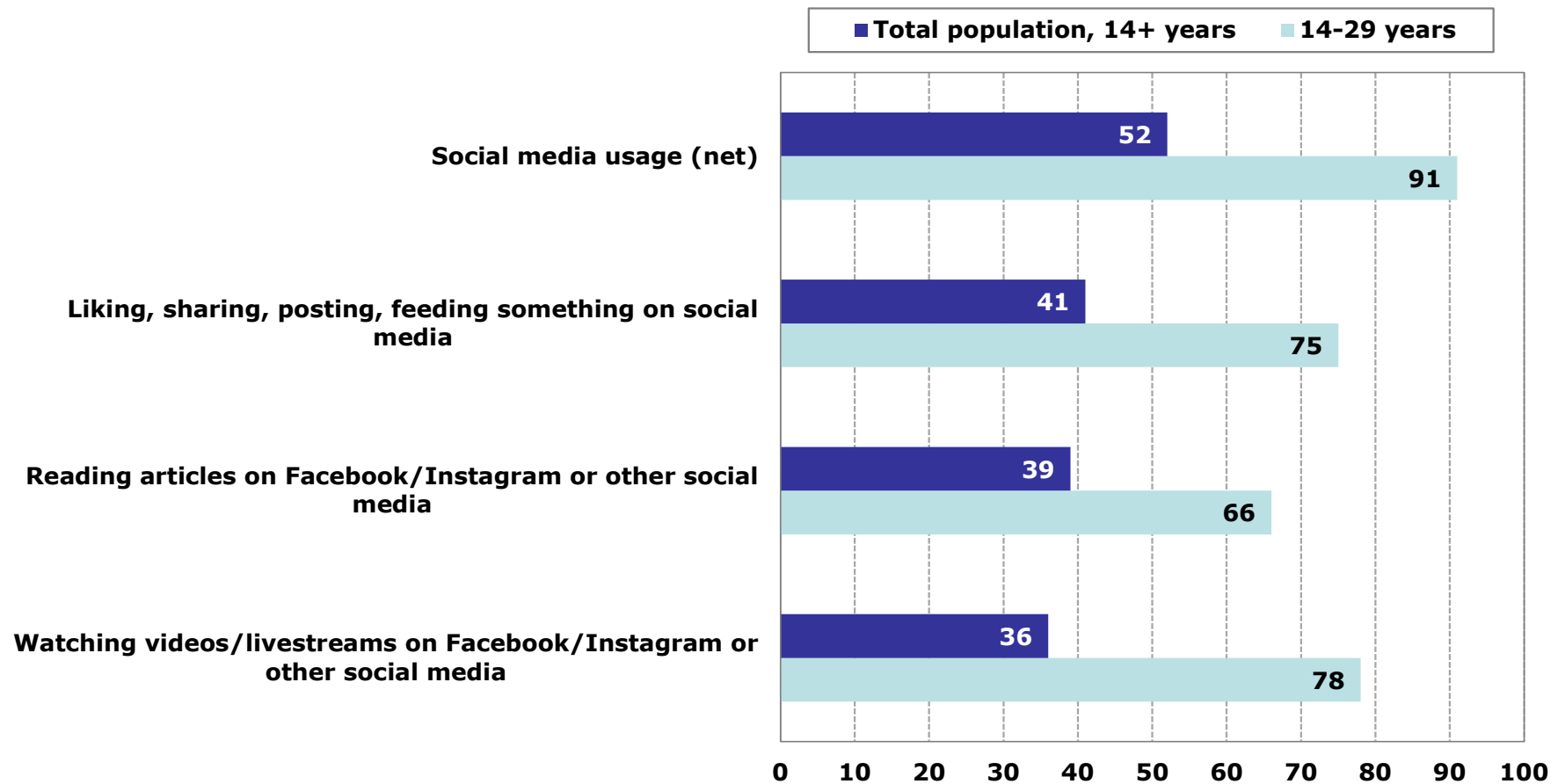


Basis: n=2,012, 18-55+ years.

Source: Behre/Hölig/Möller: Reuters
Institute Digital News Report 2023, p. 20.

Social media use in Germany

At least once a week, 14+ years, by age groups, selection, 2023 (percentages)

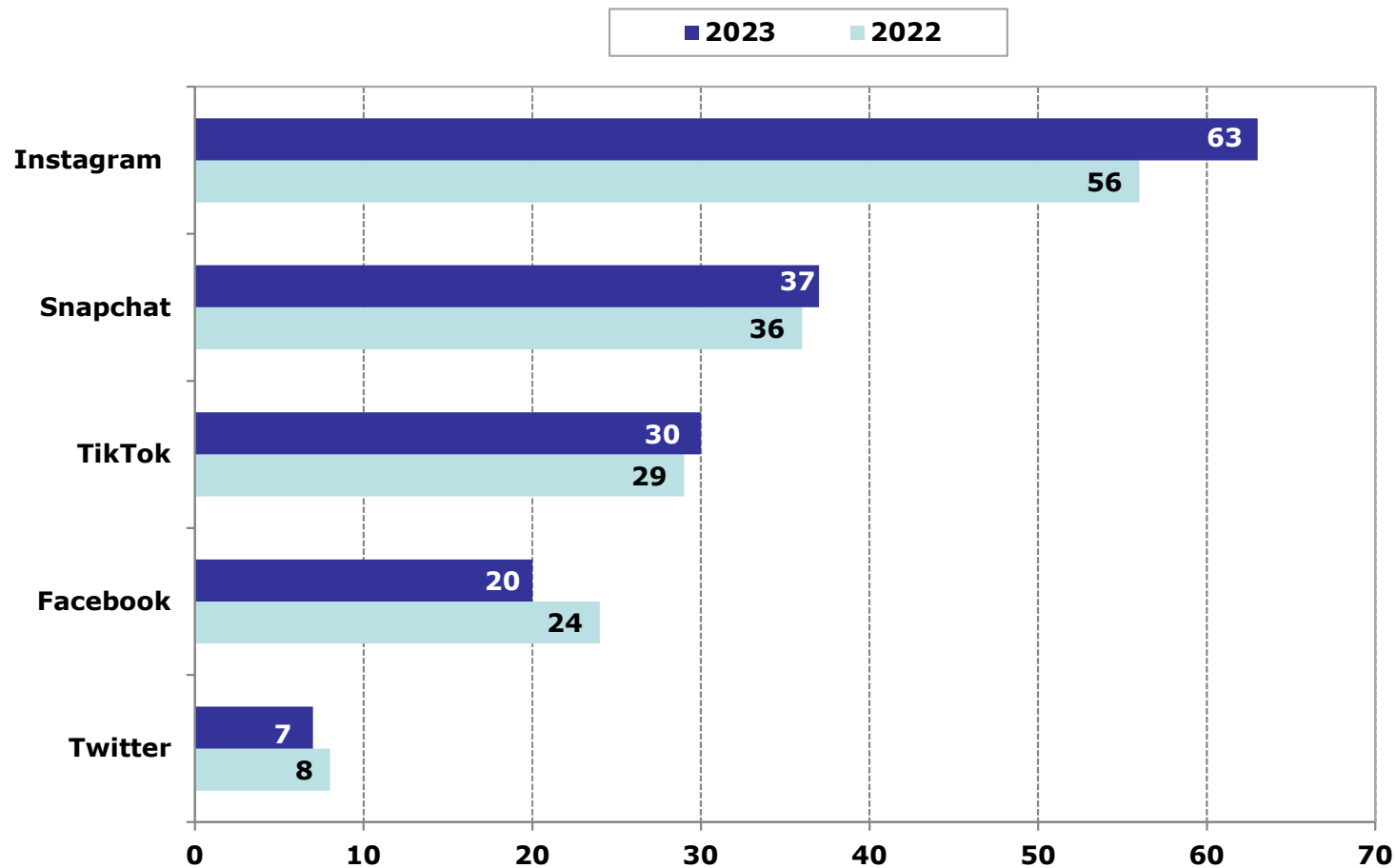


Basis: n=2,000, German speaking population, 14+ years.

Source: Koch: Ergebnisse der ARD/ZDF-Onlinestudie 2023, p. 2.

Most popular social networks among young people in Germany

14-29 years, selection, 2023 (percentages)



Basis: 2022: n=2,007, 2023: n=2,000 German speaking population, 14+ years.

Source: Koch: Ergebnisse der ARD/ZDF-Onlinestudie 2023, p. 4.

Favourite social media influencers of German adolescents

Top of mind, 14-19 years, by gender, selection, 2023

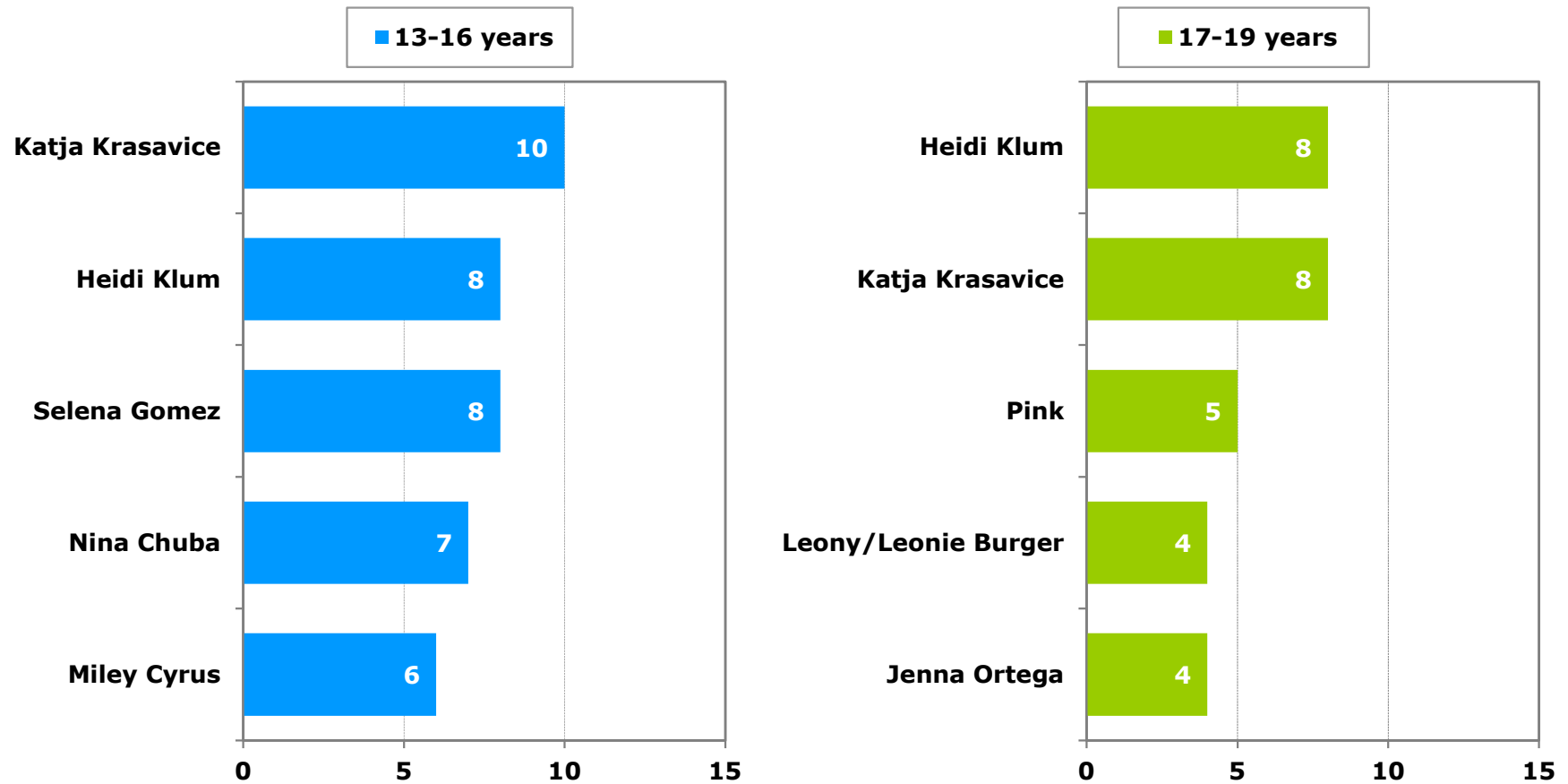
Boys	#	Girls
Rezo	1	Bianca Heinicke
Montana Black	2	Dagi Bee
Julien Bam	3	Julia Beautx
Younes Zarou	4	Pamela Reif
Knossi	5	Katja Krasavice

Basis: n=623 girls and boys, 14-19 years.

Source: IZI-Studie: Die beliebtesten Influencer*innen der Jugendlichen, 2023.

Media idols of girls in Germany

Top 5, unsupported answers, multiple nominations possible, 13-19 years, selection, 2023 (percentages)
 "Who do you find really awesome currently?"

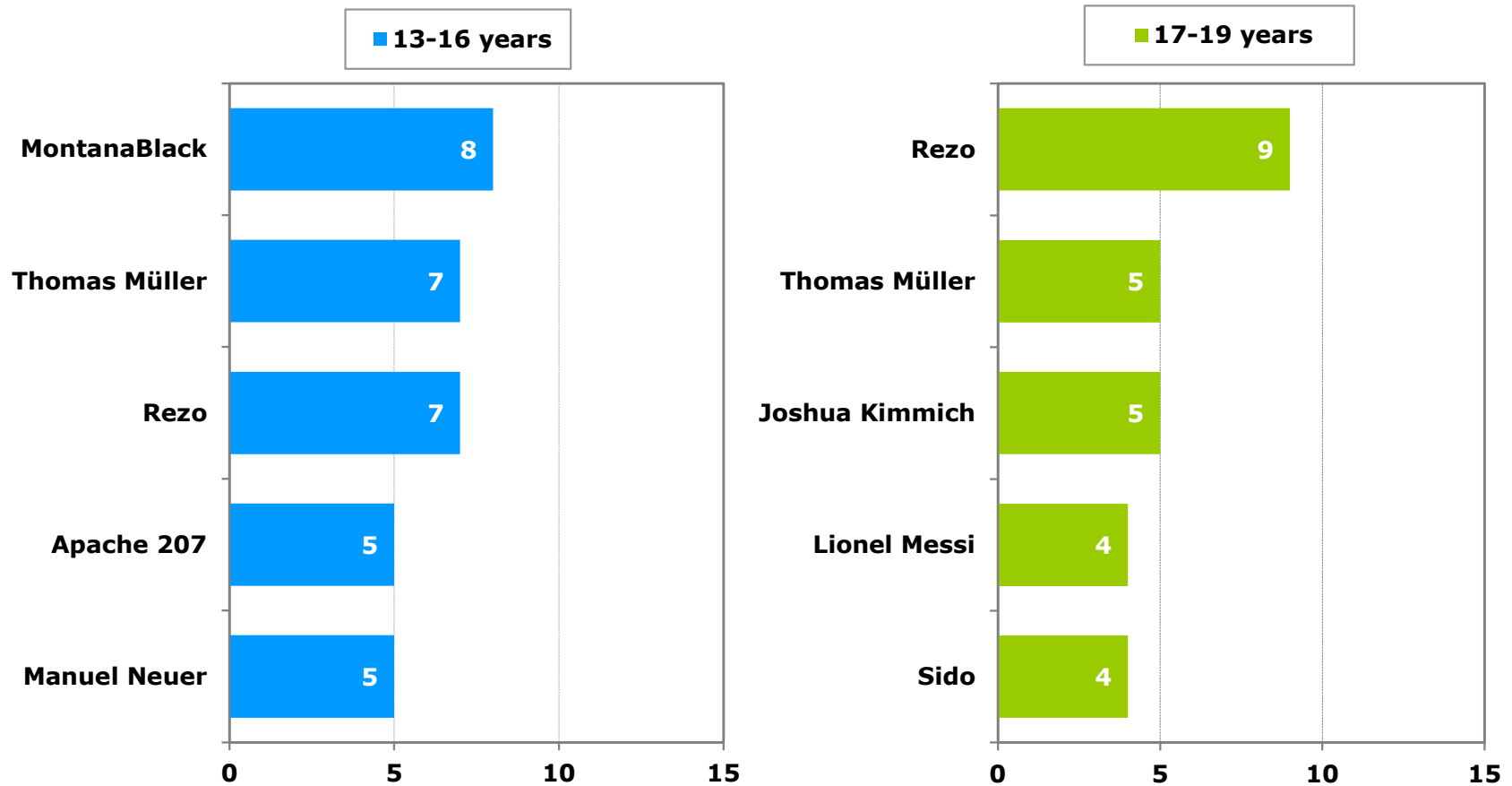


Basis: n=722 girls, 6-19 years.

Source: iconkids & youth international research:
 Trend Tracking Kids 2023, p. 65.

Media idols of boys in Germany

Top 5, unsupported answers, multiple nominations possible, 13-19 years, selection, 2023 (percentages)
 "Who do you find really awesome currently?"

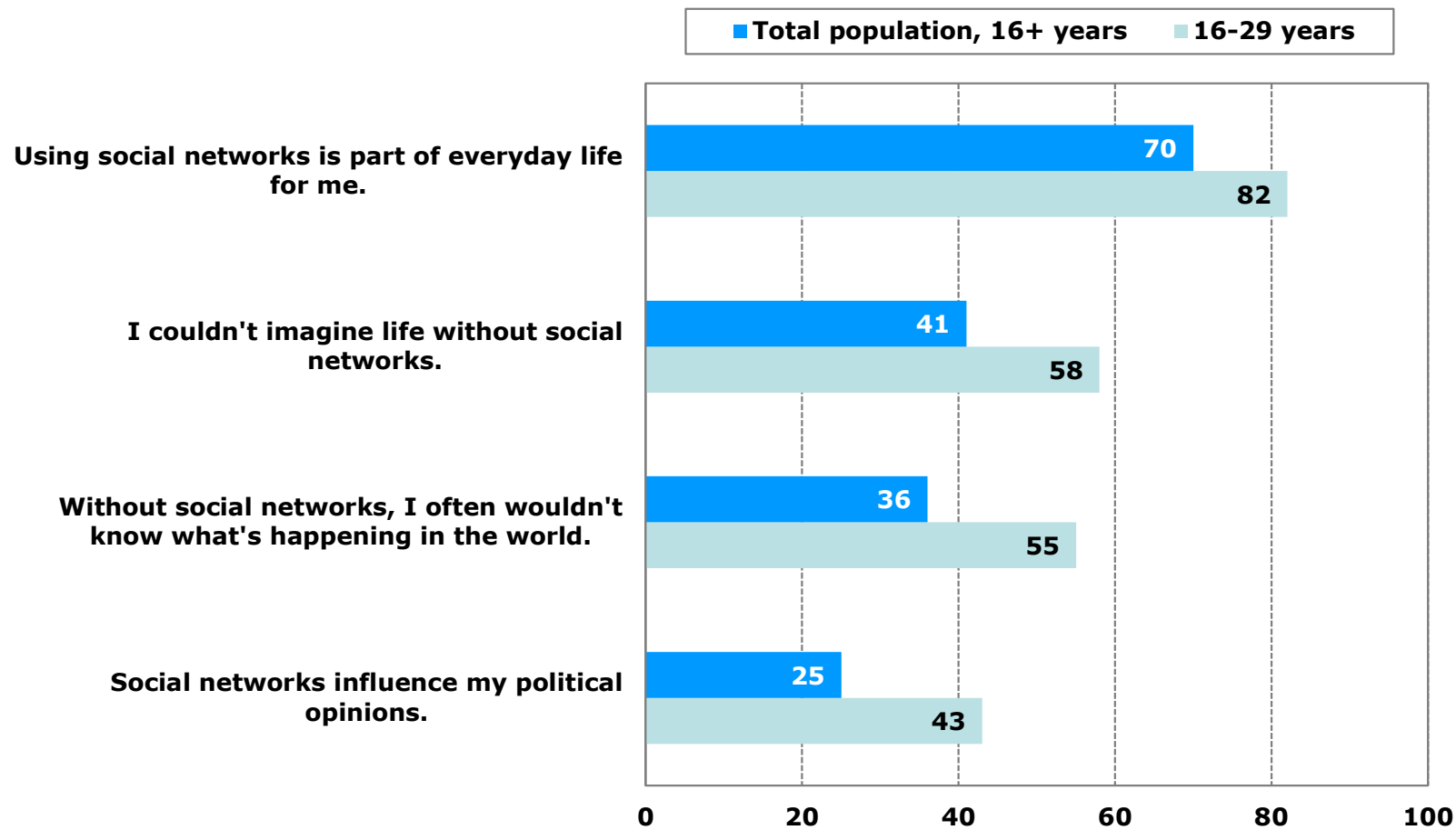


Basis: n=739 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 64.

Attitudes towards social media

Completely agree/tend to agree , 16-29 years, selection, 2023 (percentages)

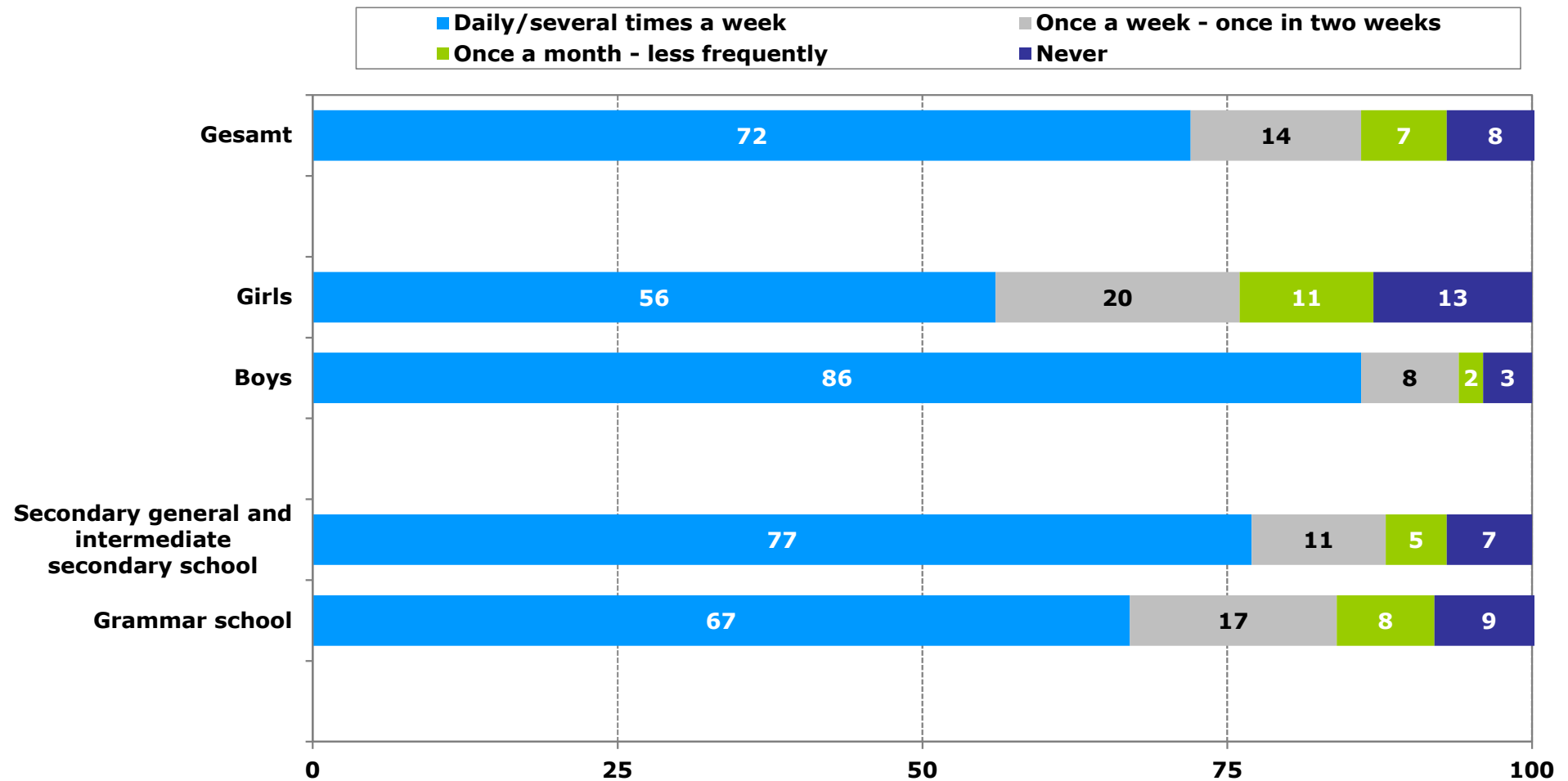


Basis: n=919, 16+ years.

Source: Bitkom Research: Wie die Deutschen Social Media nutzen, 2023, p. 5 and 7.

Digital games: frequency of use in 2023

PC/console/tablet PC and mobile phone games (net), 12-19 years, by gender and by type of school, selection, 2023 (percentages)

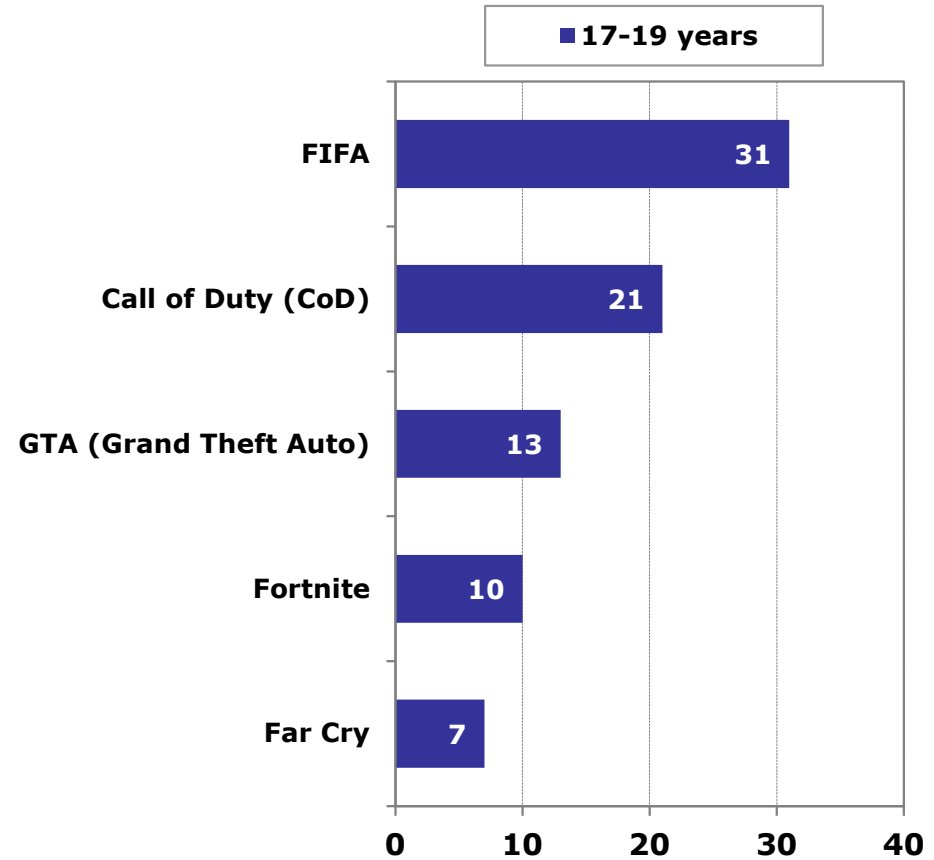
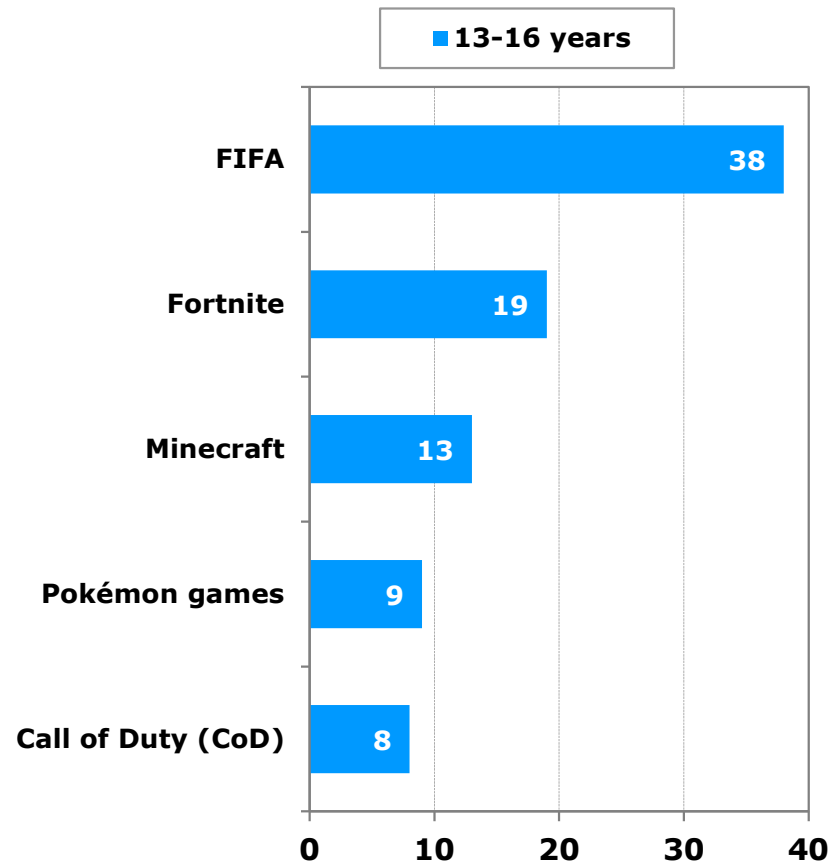


Basis: n=1,200, 12-19 years.

Source: mpfs: JIM-Studie 2023, p. 48.

Favorite digital games of German boys

TOP 5, unsupported answers, multiple nominations possible, 13-19 years, selection 2023
(percentages)

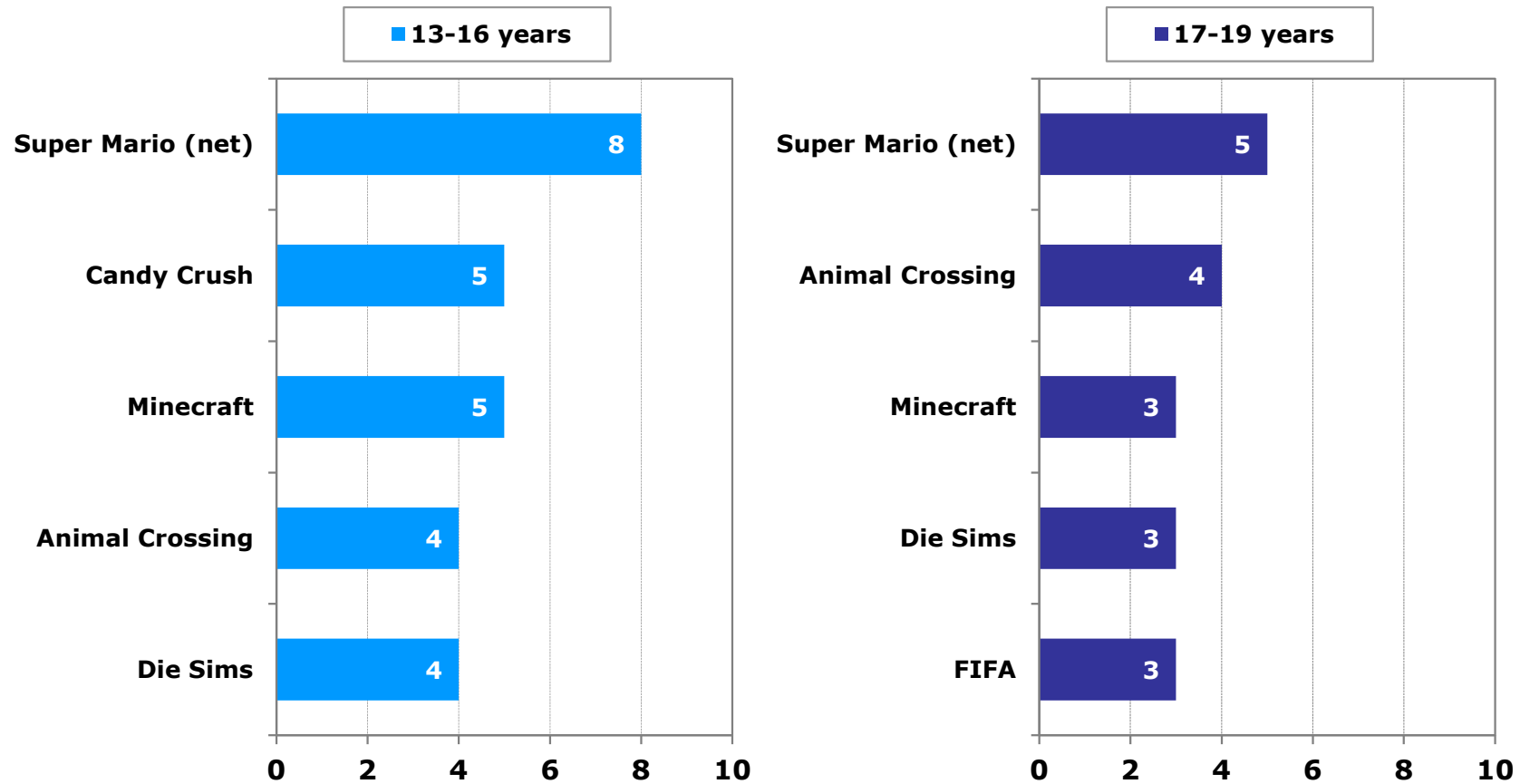


Basis: n=739 boys, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 151.

Favorite digital games of German girls

TOP 5, unsupported answers, multiple nominations possible, 13-19 years, selection 2023
(percentages)

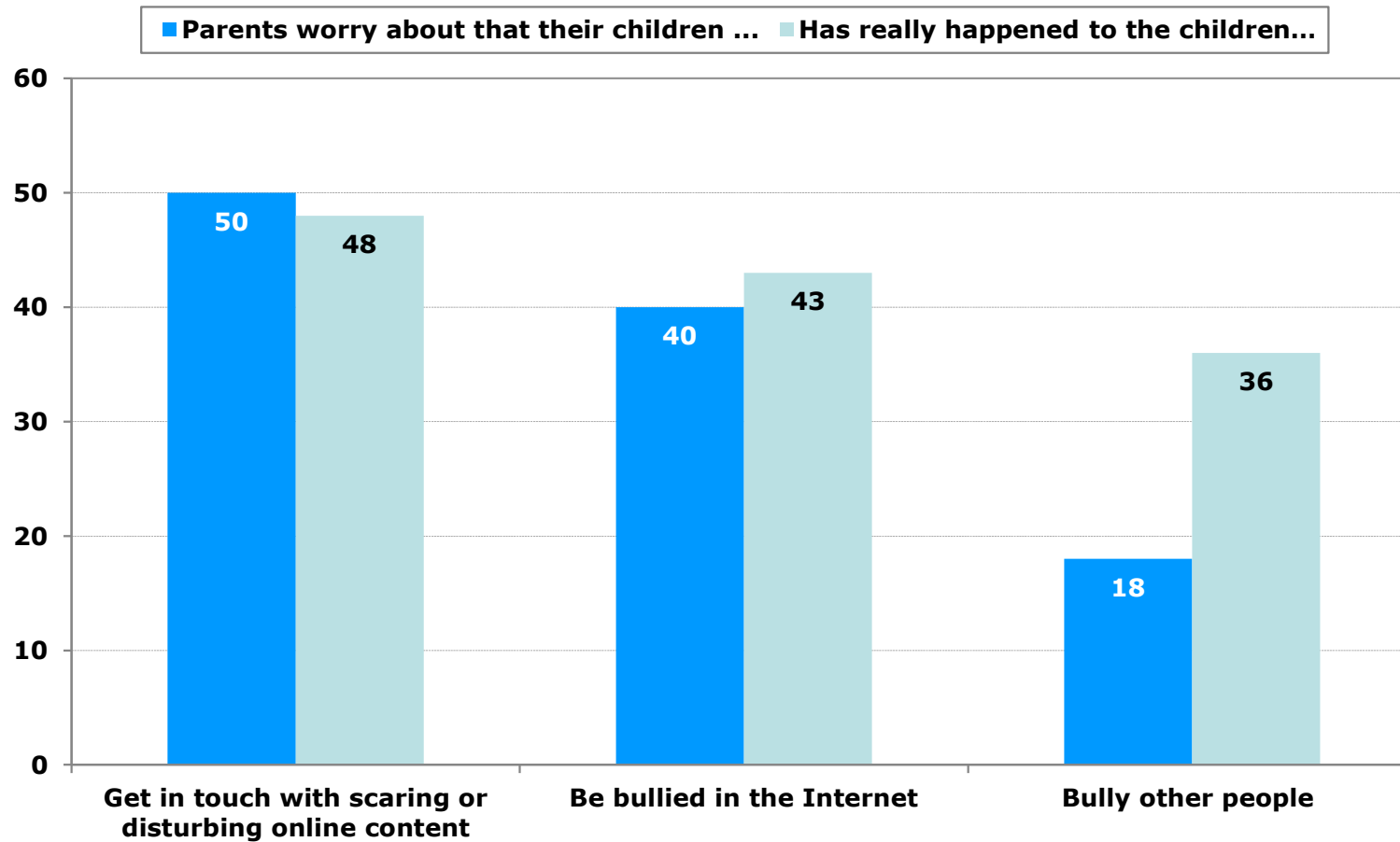


Basis: n=722 girls, 6-19 years.

Source: iconkids & youth international research:
Trend Tracking Kids 2023, p. 152.

Worries about internet use

From the point of view of parents and their children, 2022 (percentages)

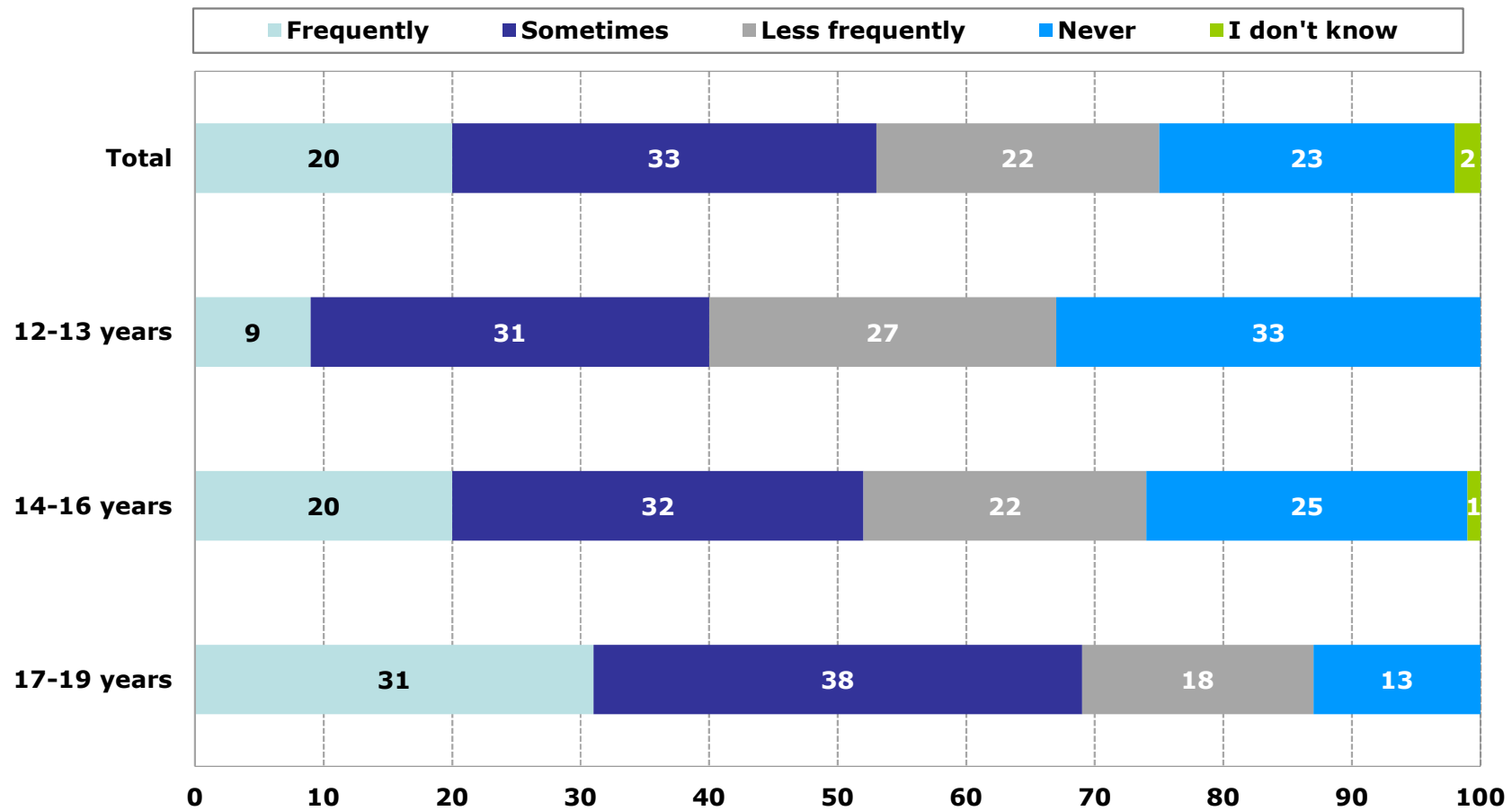


Basis: n=805 parents and their children, 9-16 years.

Source: Brüggem et al.,
Jugendmedienschutzindex, 2022, p. 9.

Hate speech experiences of young people

By age, selection, 2022 (percentages)

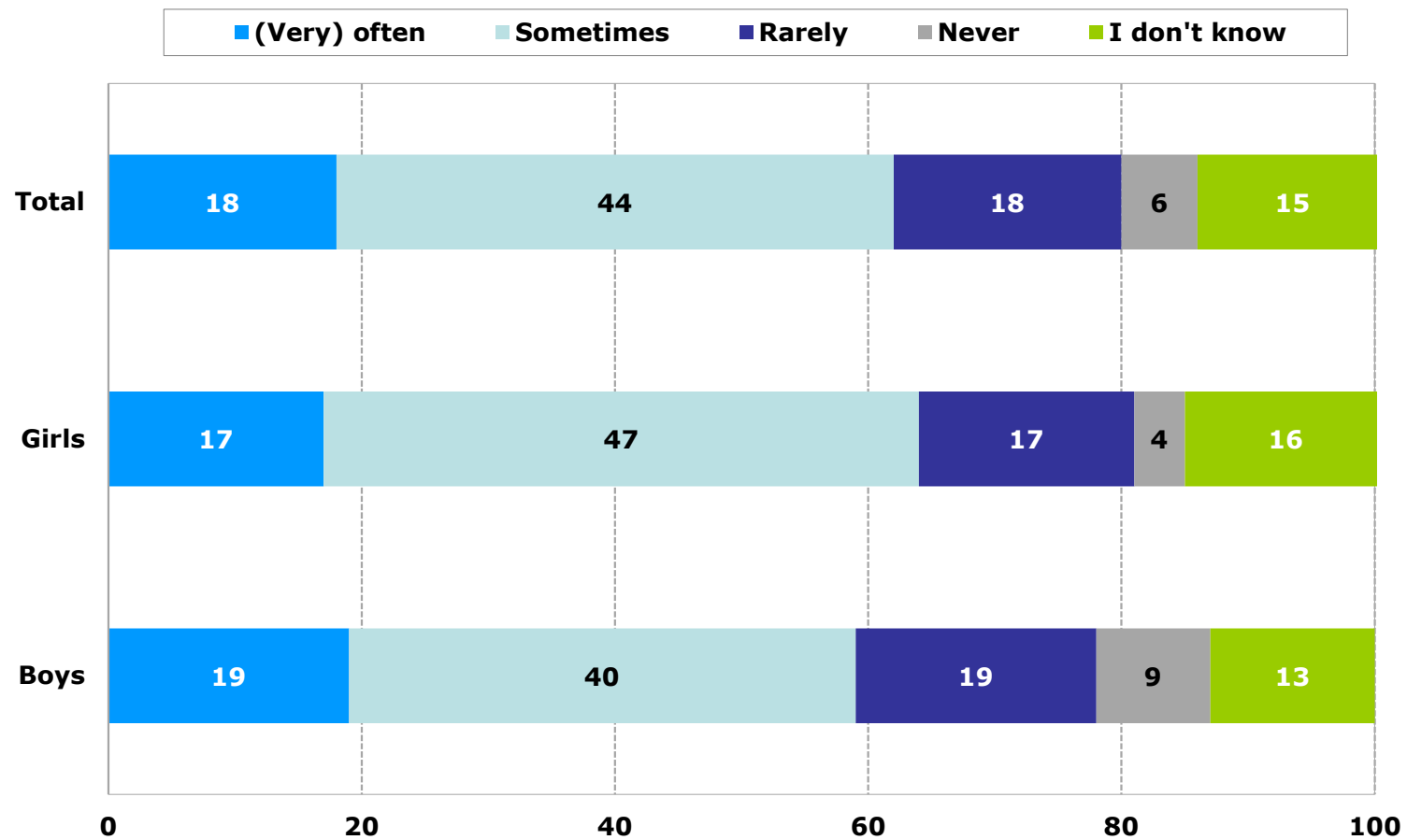


Basis: n=1,060, 12-19 years.

Source: mpfs: JIMplus 2022, p. 27.

How often do young people in Germany encounter online "fake news"?

By gender, 12-19 years, selection, 2022 (percentages)

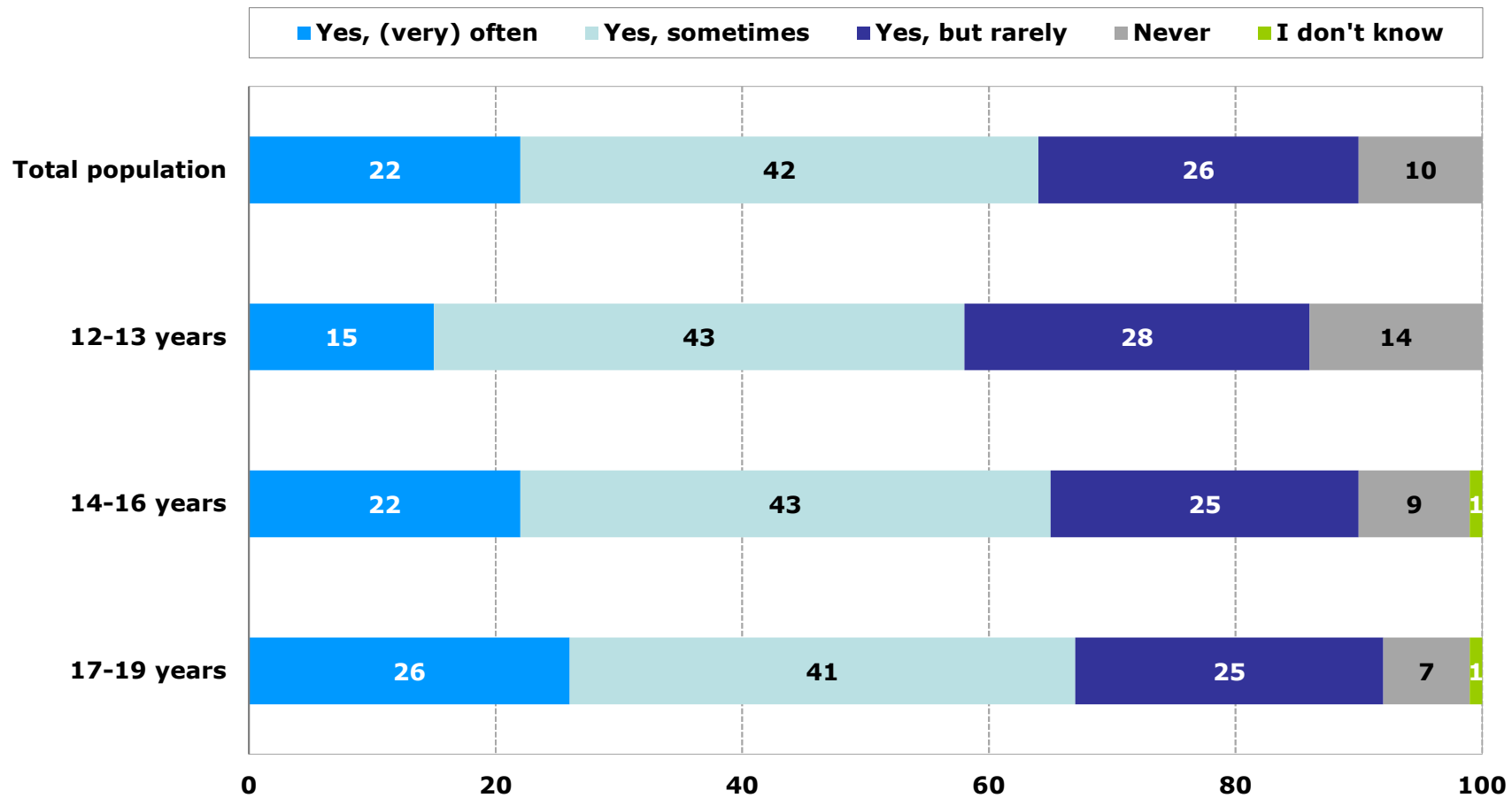


Basis: n=1,060, 12-19 years.

Source: mpfs: JIMplus 2022, p. 17.

Do young people check the credibility of „fake news“?

By age groups, 2022 (percentages)



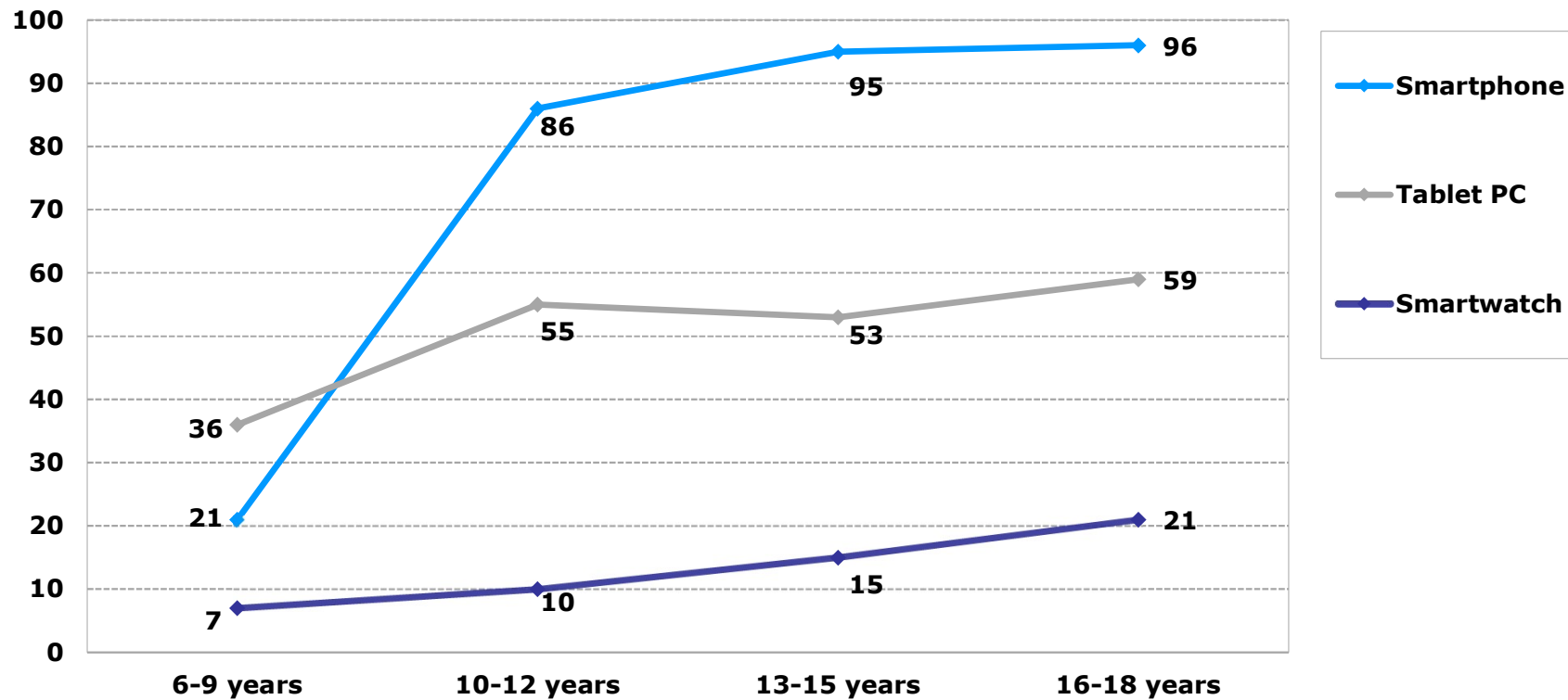
Basis: n=839, 12-19 years; young people who encountered „fake news“ online.

Source: mpfs: JIMplus 2022, p. 19.

Adolescents and Mobile Media

Mobile media ownership of young people in Germany

Multiple answers possible, personal ownership, by age, selection, 2022 (percentages)

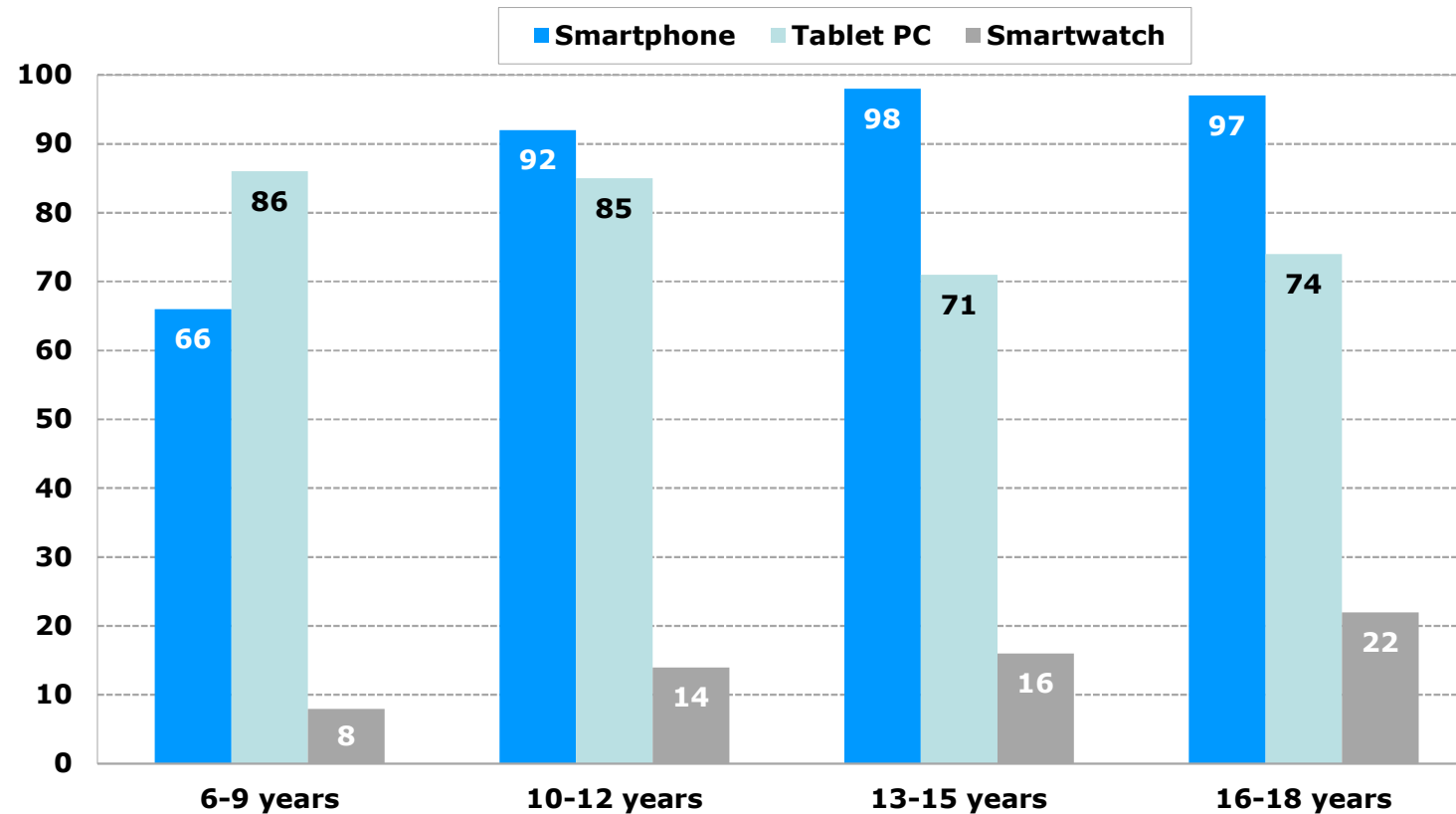


Basis: n=920, 6-18 years.

Source: Bitkom: Kinder- und Jugendstudie 2022, p. 4.

Use of mobile media by age groups

Multiple answers possible, minimum usage from time to time, by age, selection, 2022
(percentages)

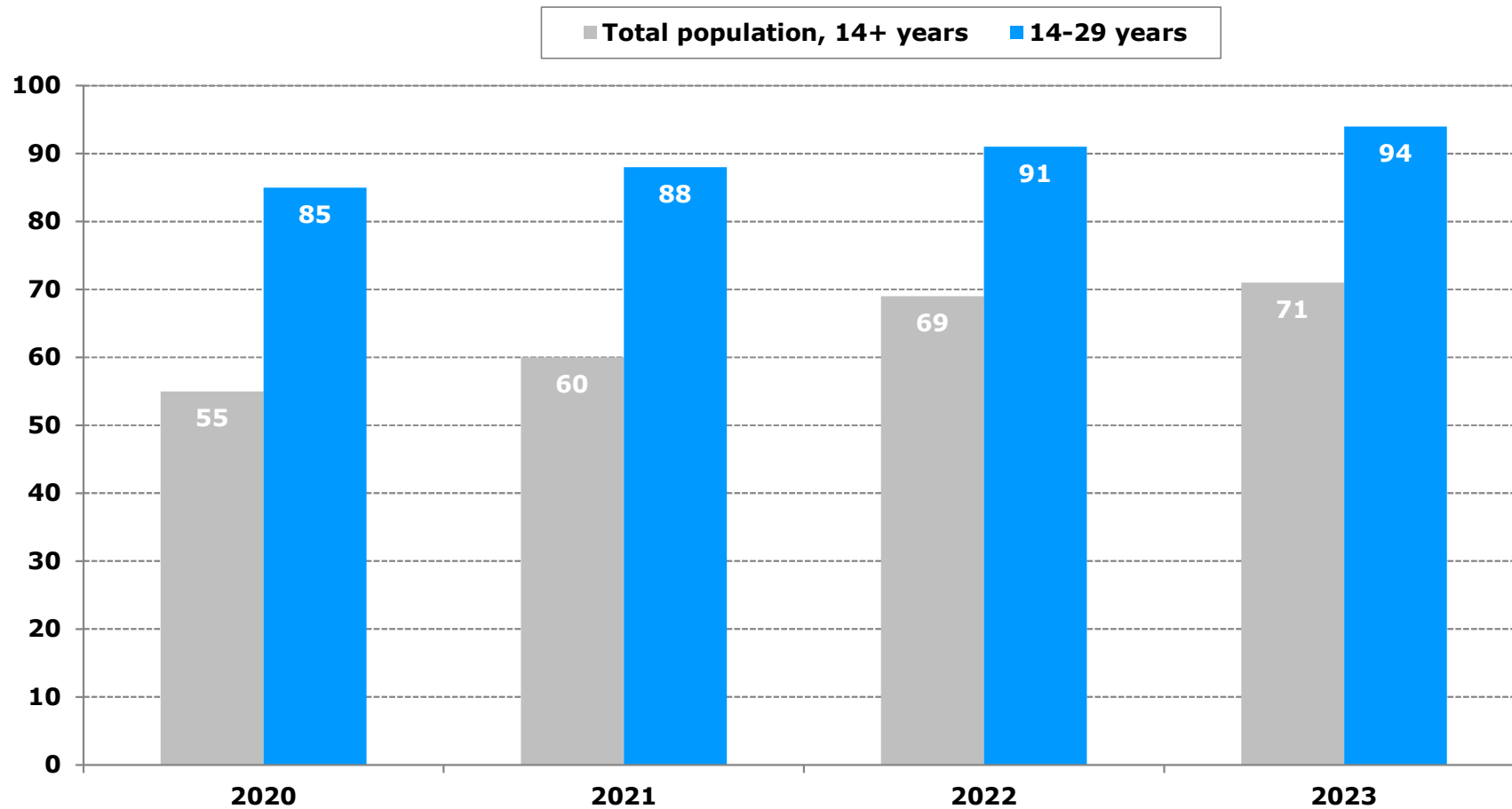


Basis: n=920, 6-18 years.

Source: Bitkom: Kinder- und Jugendstudie 2022, p. 2.

Mobile Internet use

At least weekly, comparison of total population (14+) and 14- to 29-year-olds, 2020-2023 (percentages)

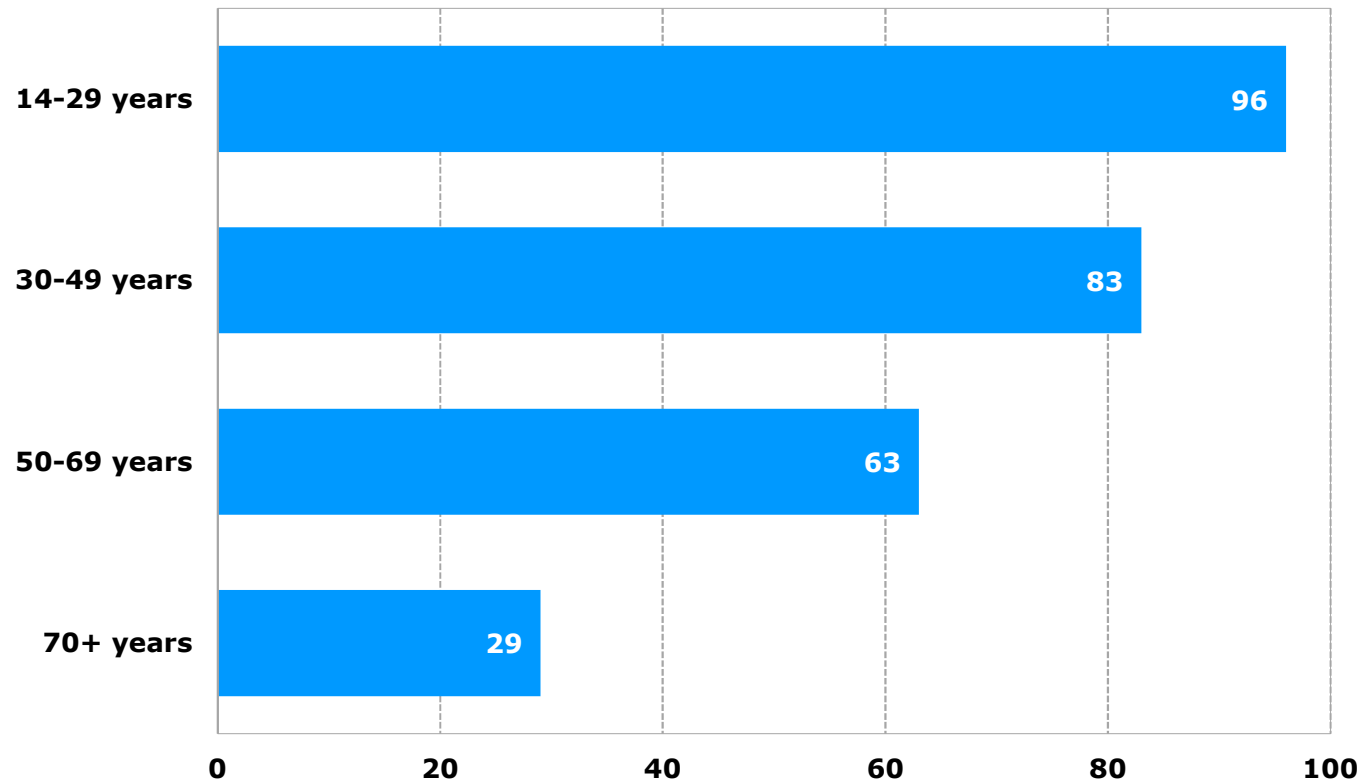


Basis: German speaking population, 14+ years (2020: n=3,003, 2021: n=2,001, 2022: n=2,007, 2023: n=2,000).

Source: Beisch/Koch: ARD/ZDF-Online-Studie 2023, p. 3.

Smartphone users by age groups in Germany

Survey via query throughout the day (5 a.m.-midnight), daily range, 14+ years, by age groups, selection, 2023 (percentages)

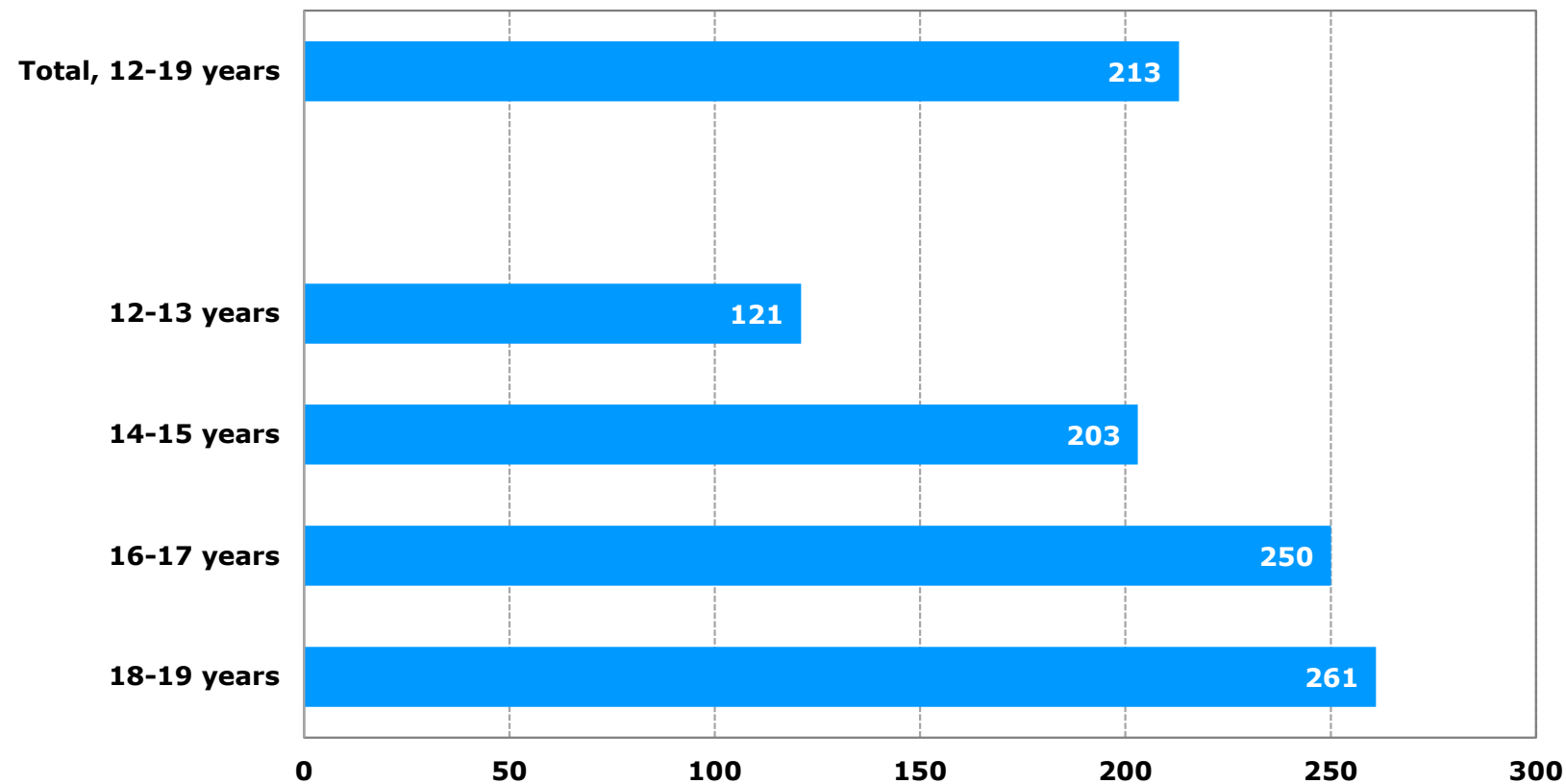


Basis: n=2,000, German speaking population, 14+ years.

Source: ARD/ZDF/Forschungskommission: ARD/ZDF-Massenkommunikation Trends 2023, presentation, p. 56.

Daily usage of smartphone

Average daily screen time, 12-19 years, by age groups, selection, 2023, in minutes per day

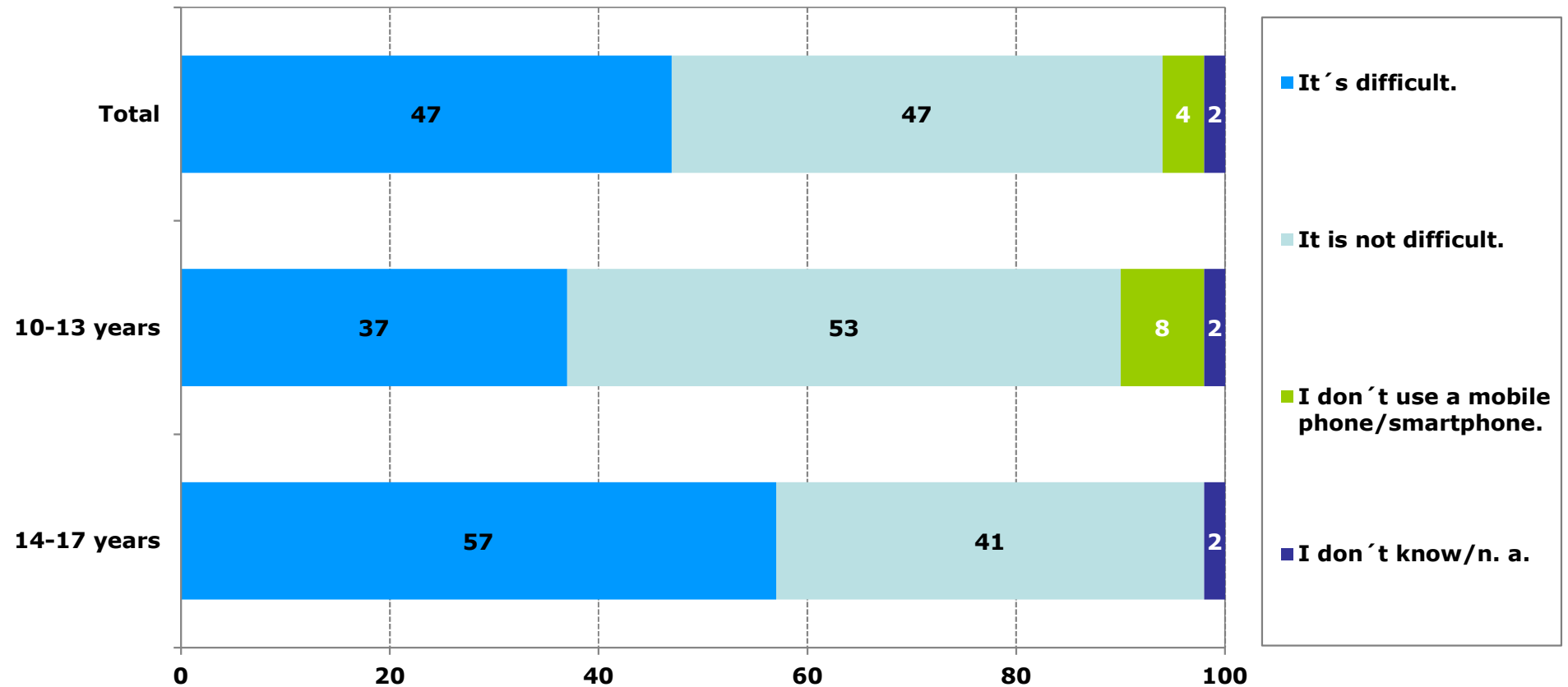


Basis: n=510, 12-19 years, only respondents who check their screen time.

Source: mpfs: JIM 2023, p. 26.

How difficult is it not to look at the smartphone?

10-17 years, by age groups, 2023 (percentages)

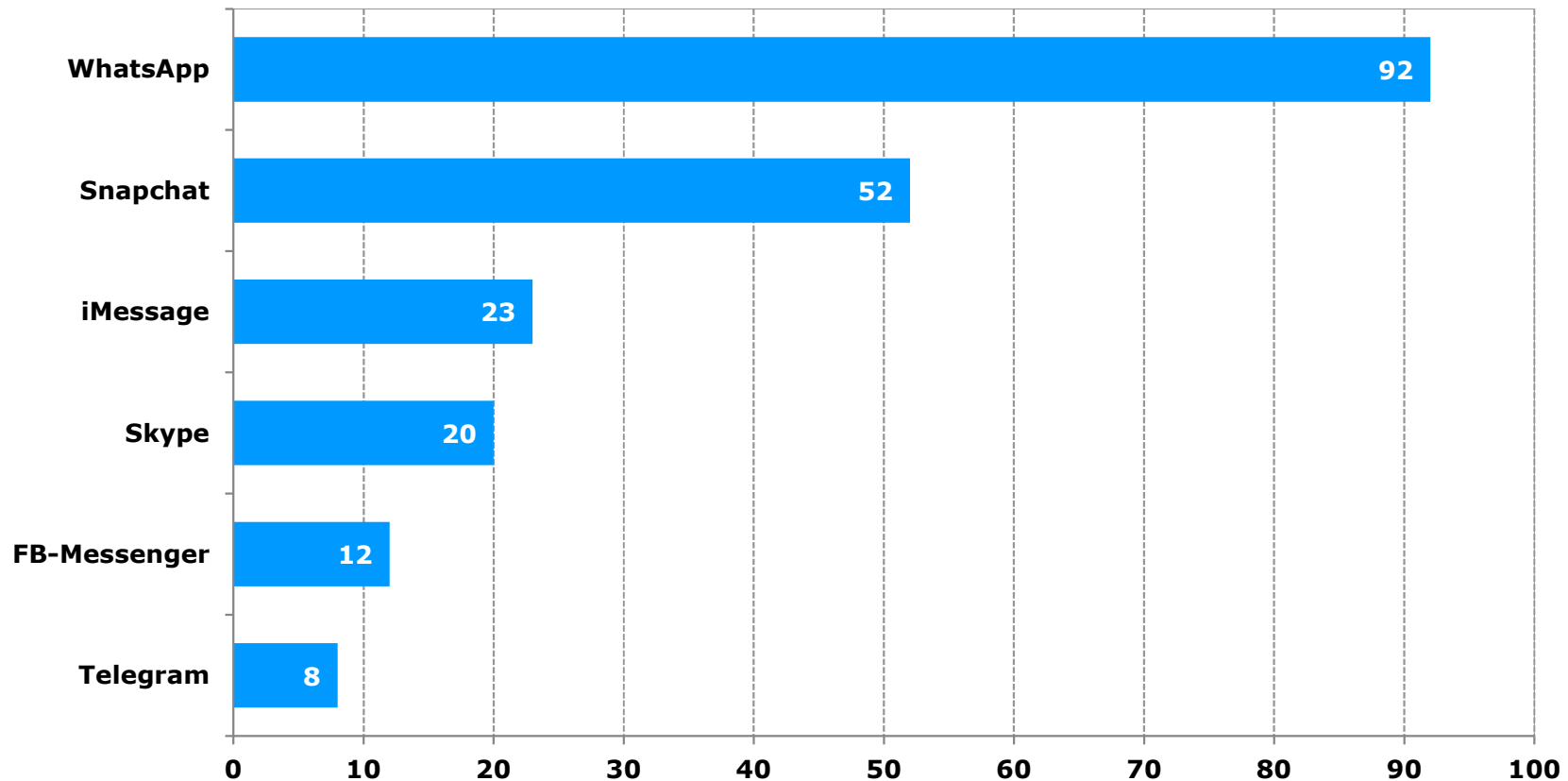


Basis: n=500, 10-17 years.

Source: Klicksafe: Safer Internet Day 2023, p. 3.

Usage of short message services or messenger apps

Frequently/sometimes, selection, 2022 (percentages)



Basis: n=641, 10-18 years.

Source: Bitkom: Kinder- und Jugendstudie 2022, p. 9.

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