

Basic Data Children and Media 2023

Current surveys and research on media use among children in Germany

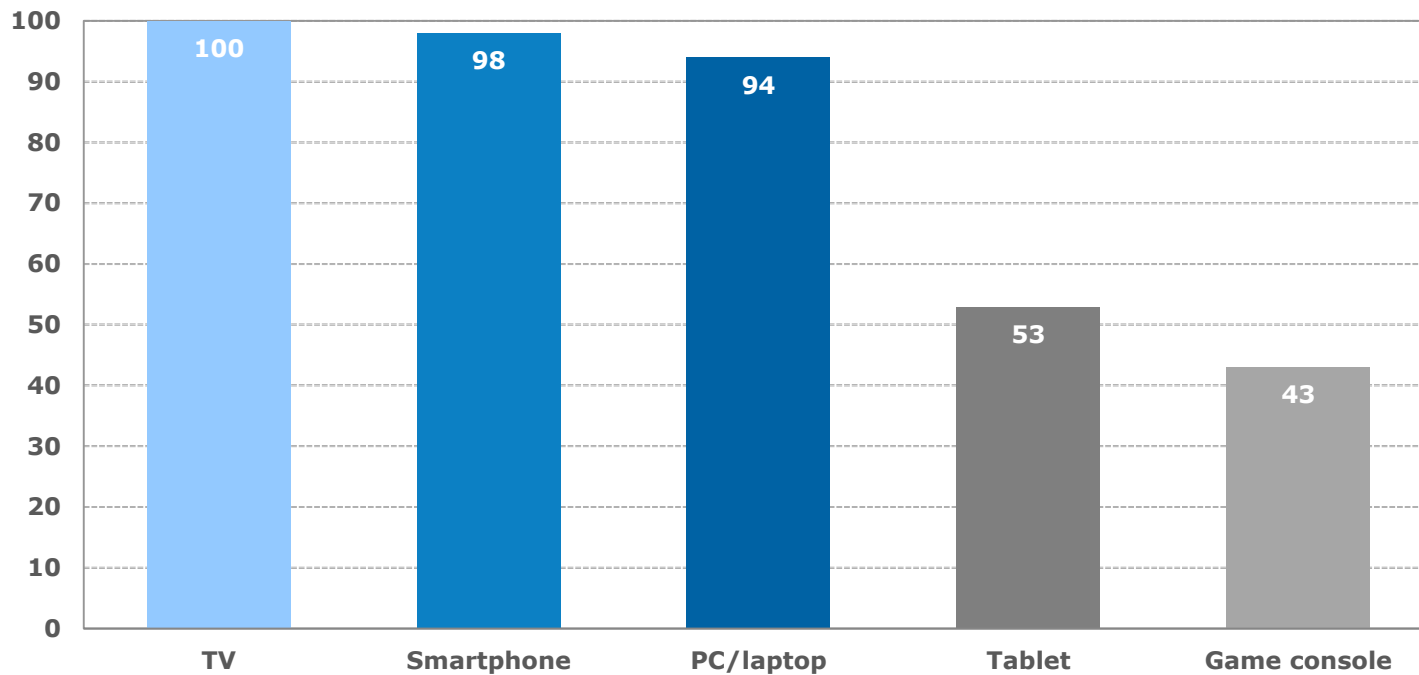
**Compiled by
Heike vom Orde (IZI) and Dr. Alexandra Durner**

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Media Ownership, Media Use and Importance of Media

Media in the homes of German children 2023

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

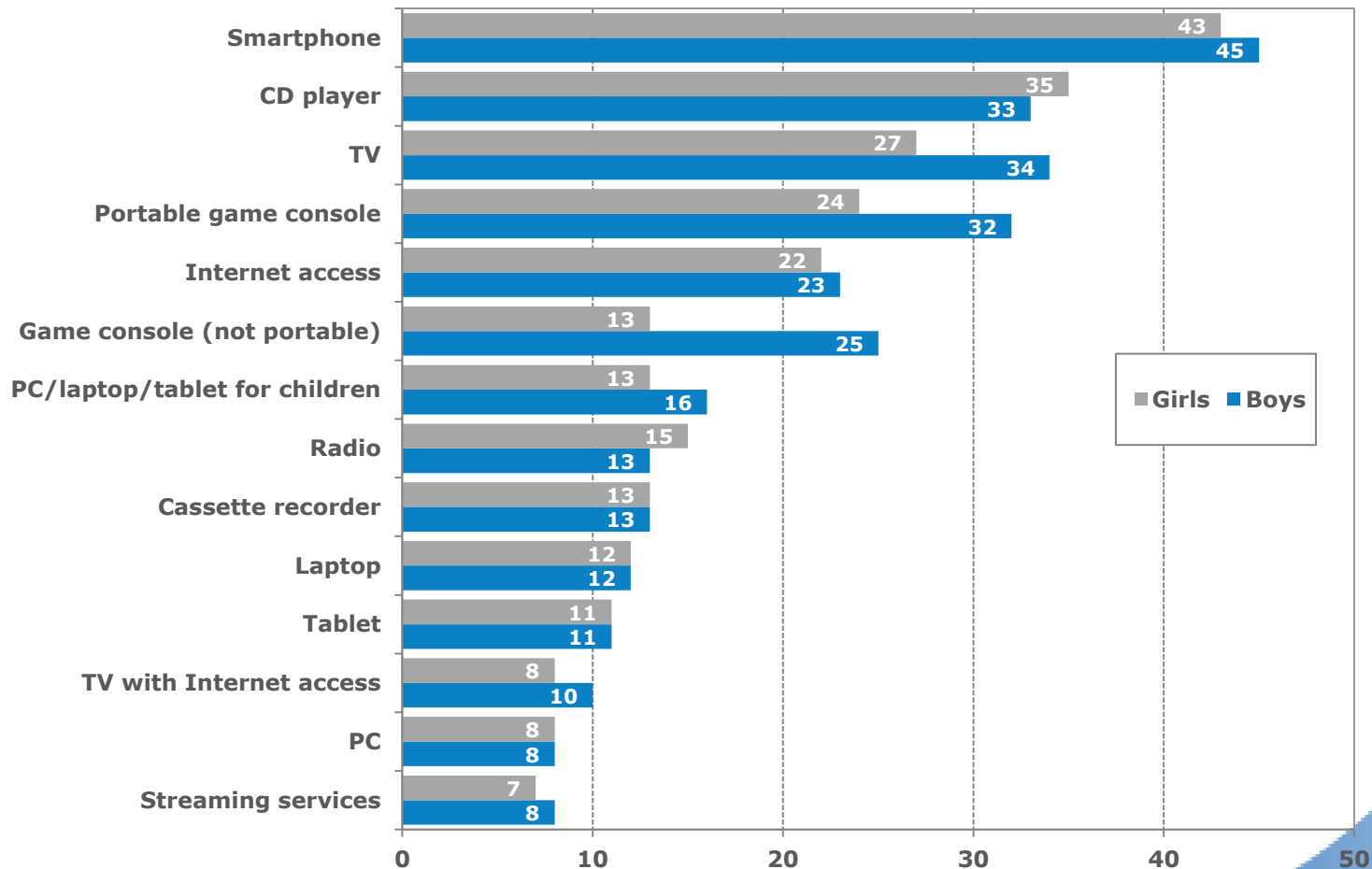


Source: Guth: Kinderwelten 2023, p. 3.

Basis: n=1,222 mothers of children, 3-13 years.

Personal media ownership of German children

By gender, 2022, selection, percentages

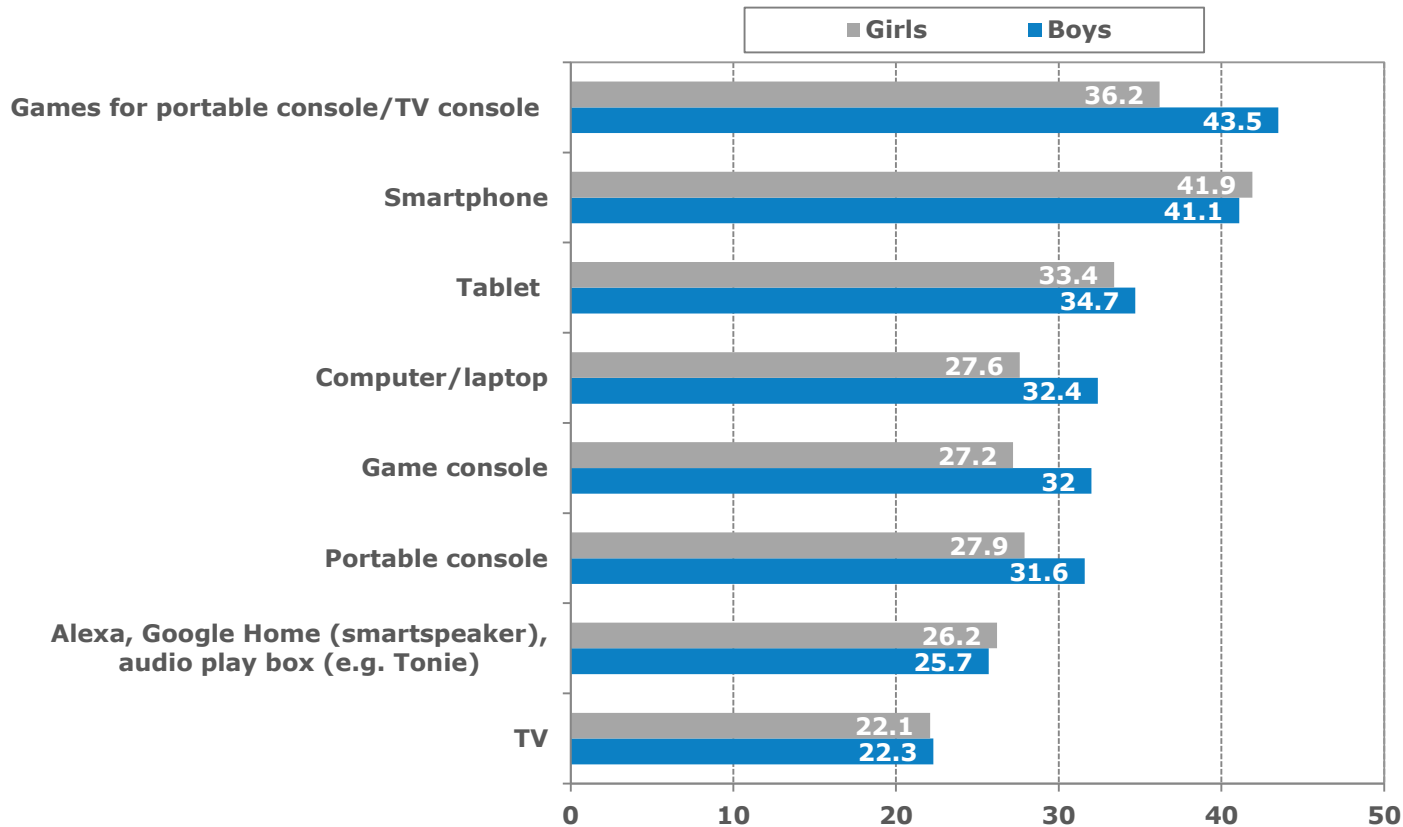


Source: mpfs: KIM-Studie 2022, p. 6.

Basis: n=1,219, main educators of children, 6-13 years.

Which media would you like to own yourself?

By gender, selection, 2022/2023, percentages

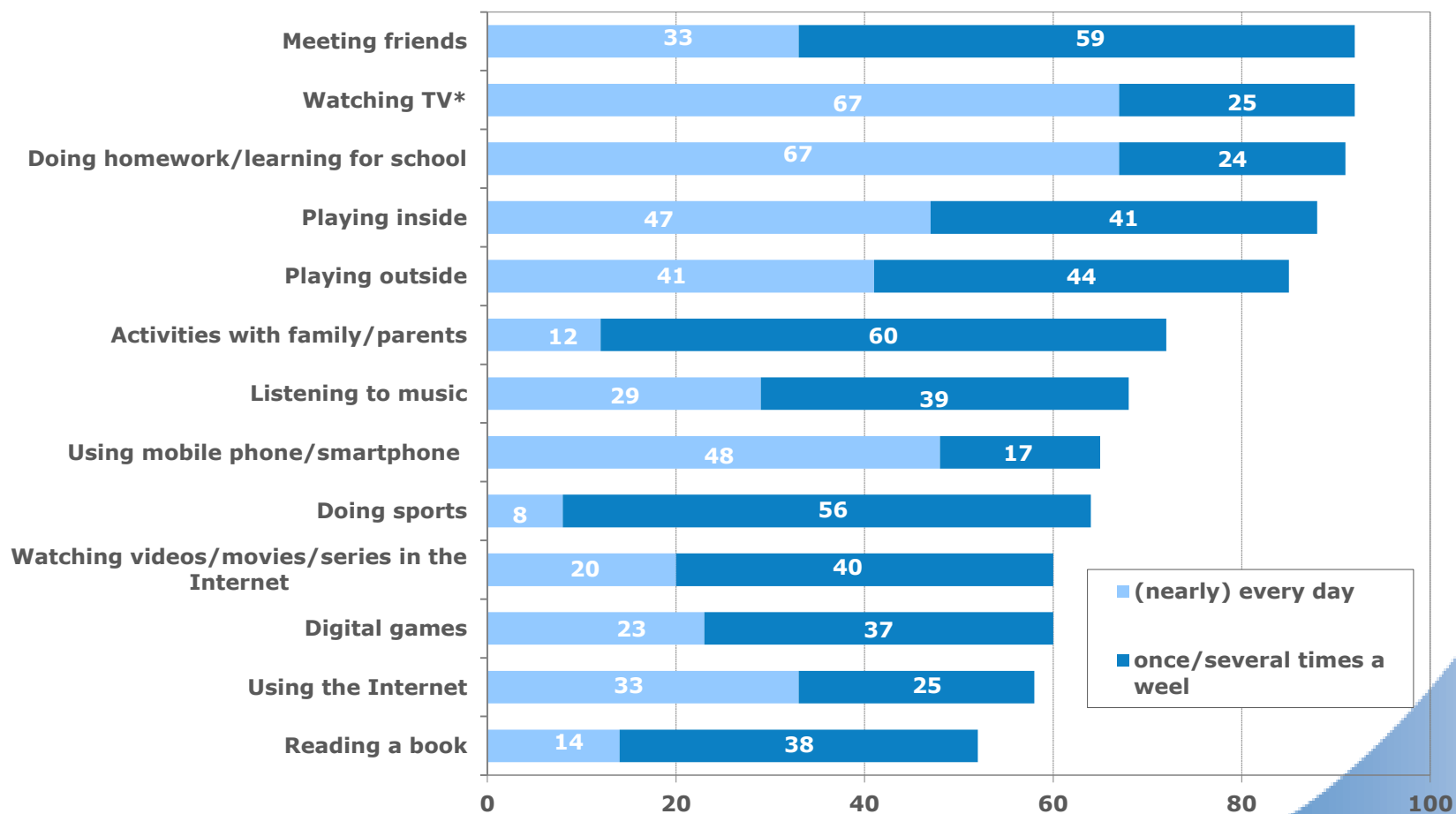


Source: Edeka u. a.: KinderMedienMonitor 2023, p. 46.

Basis: n=1,043 boys and n=987 girls, 6-13 years.

Preferred leisure activities of German children

Leisure activities, selection, 2022, percentages



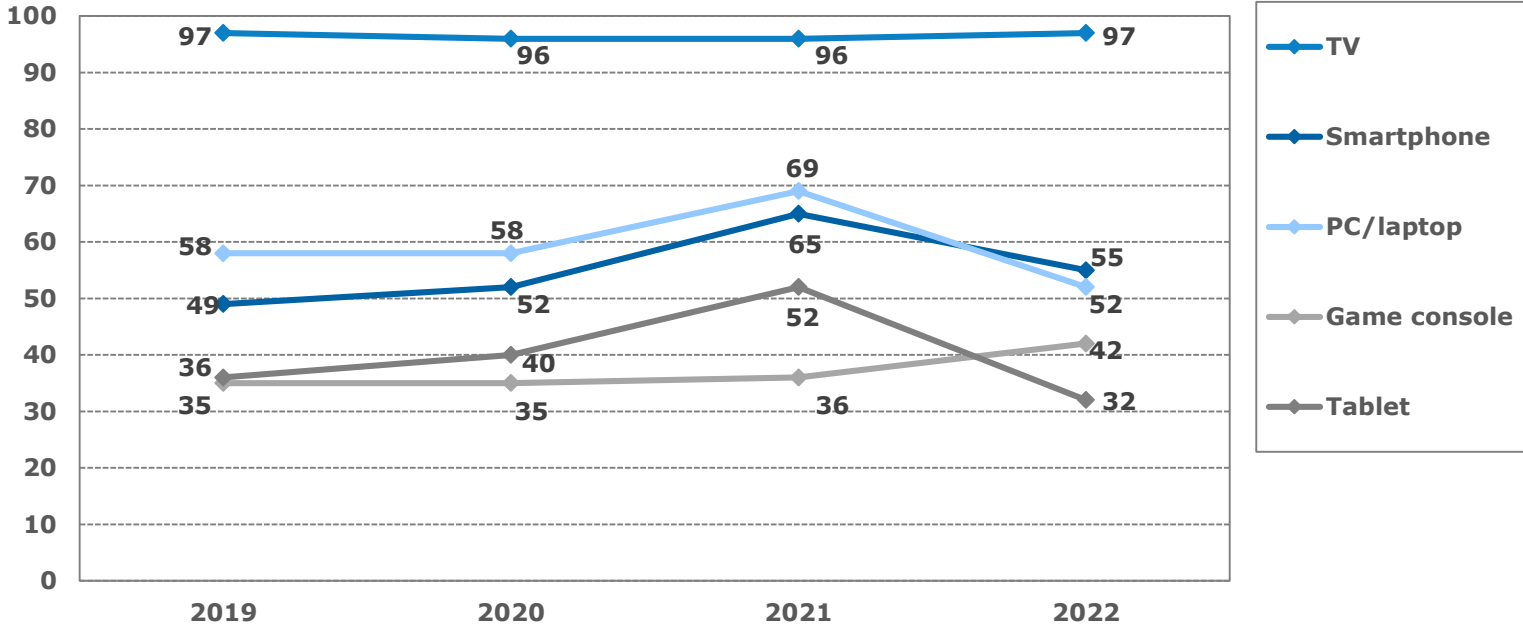
Source: mpfs: KIM-Studie 2022, p. 8.

Basis: n=1,219, 6-13 years.
*regardless of what distribution

Media use before, during and after the pandemic by German children



Selection, 2019-2022, percentages
Child uses more ...

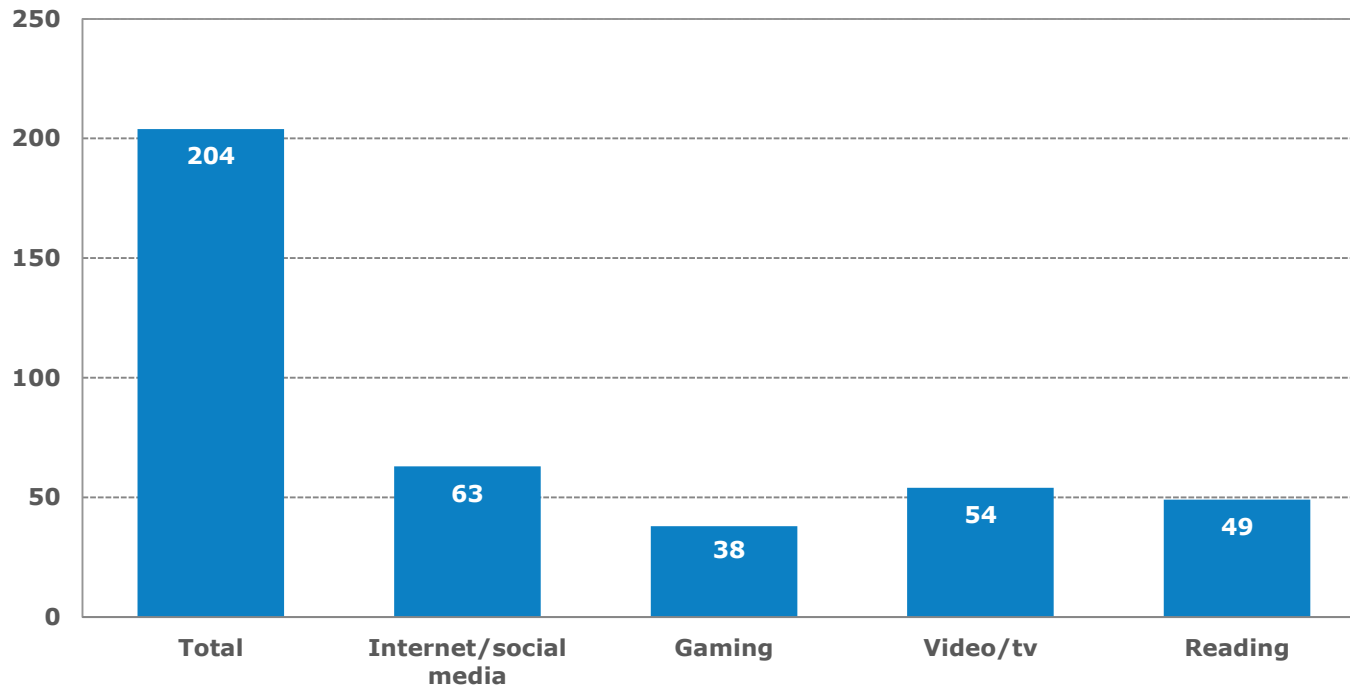


Source: Guth, Kinderwelten 2022, p. 8.

Basis: n=1,176 parents of children, 3-13 years.

Time spent on media on a typical day

2022, minutes per day

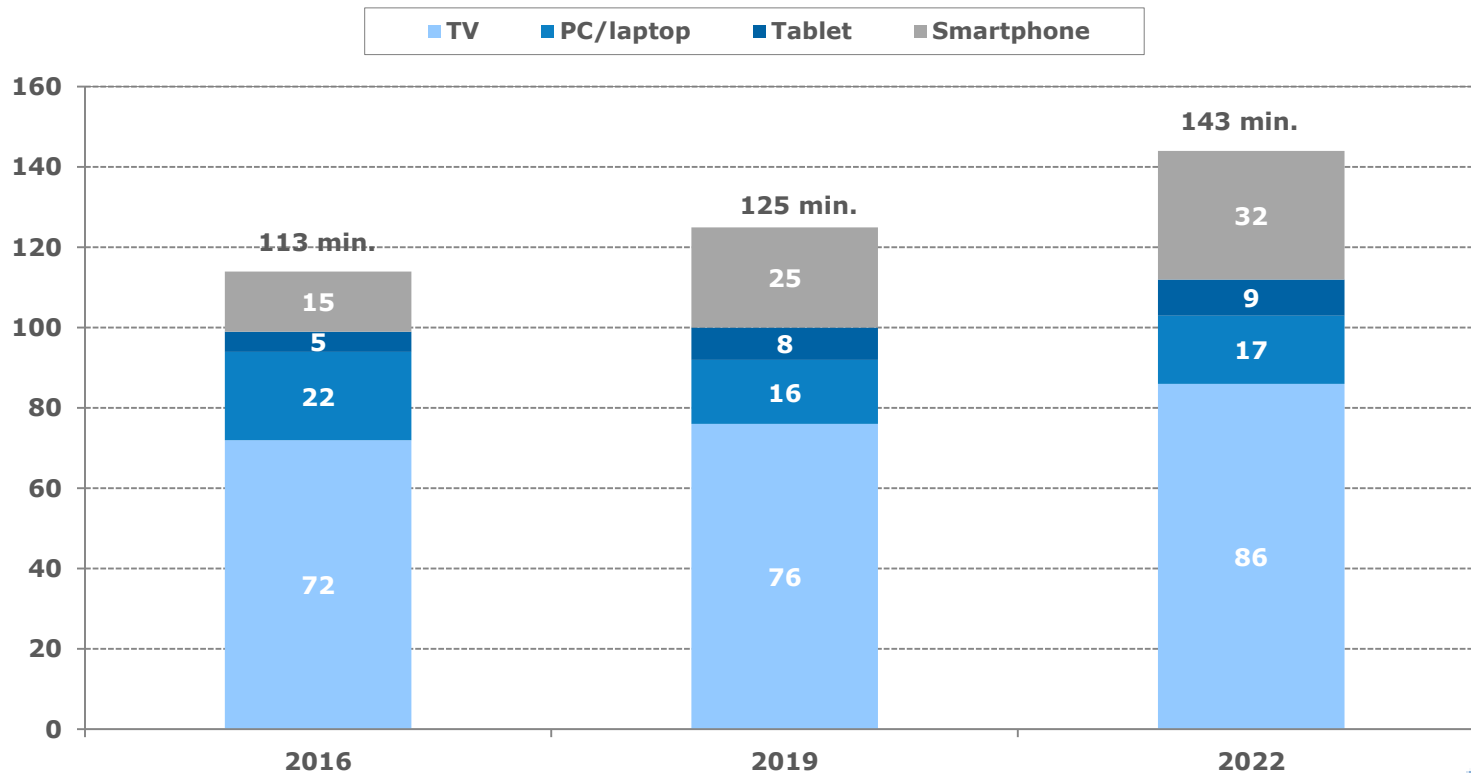


Source: Guth: Kinderwelten 2023, p. 8

Basis: n=7,473 mothers of children, 3-13 years.

Children's media use in Germany

Comparison of 2016, 2019 and 2022 Minutes per day

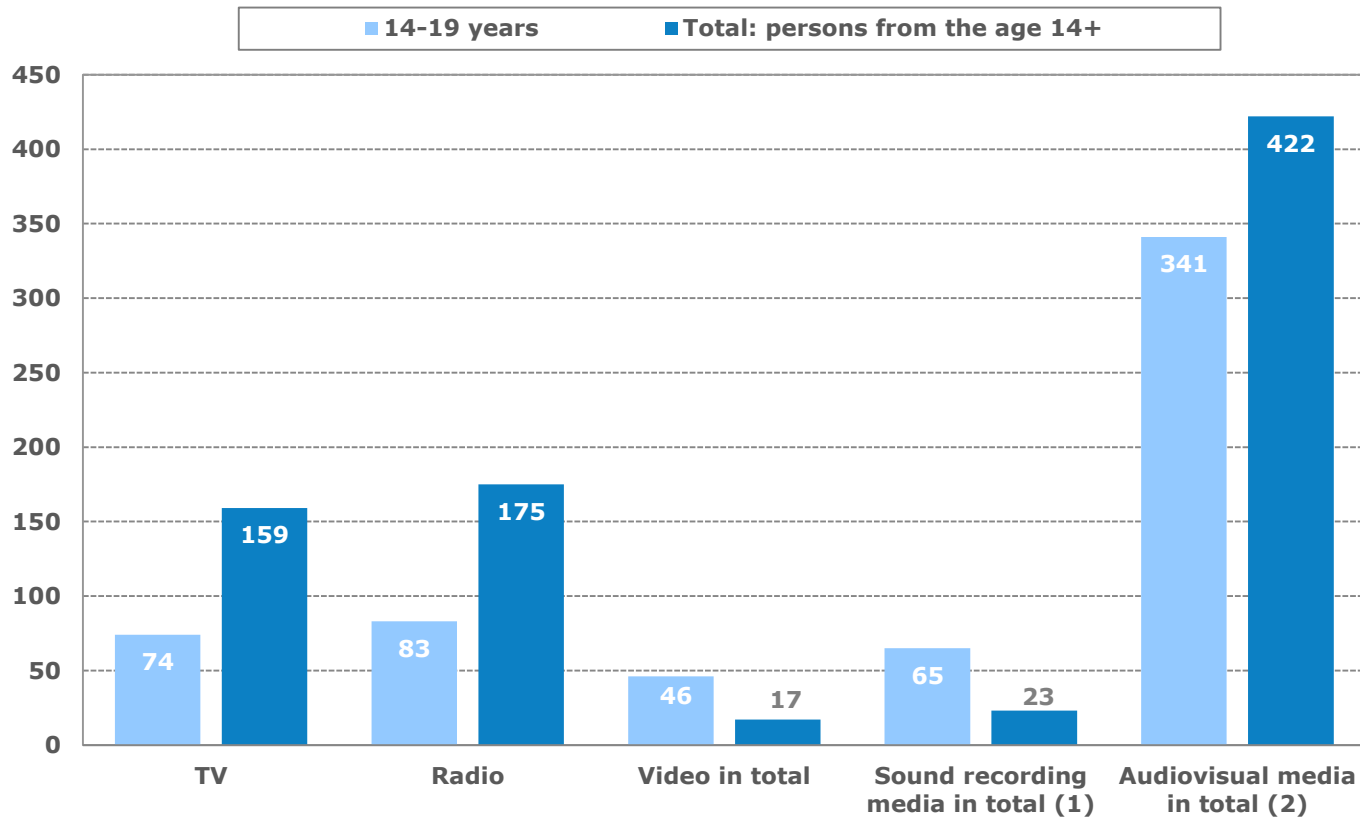


Source: Guth, Kinderwelten 2022, p. 22

Basis: n=1,176 mothers of children aged 3-13 years whose child uses device.

Media consumption: Comparison between young people and total population

Audiovisual media, 2022, minutes per day

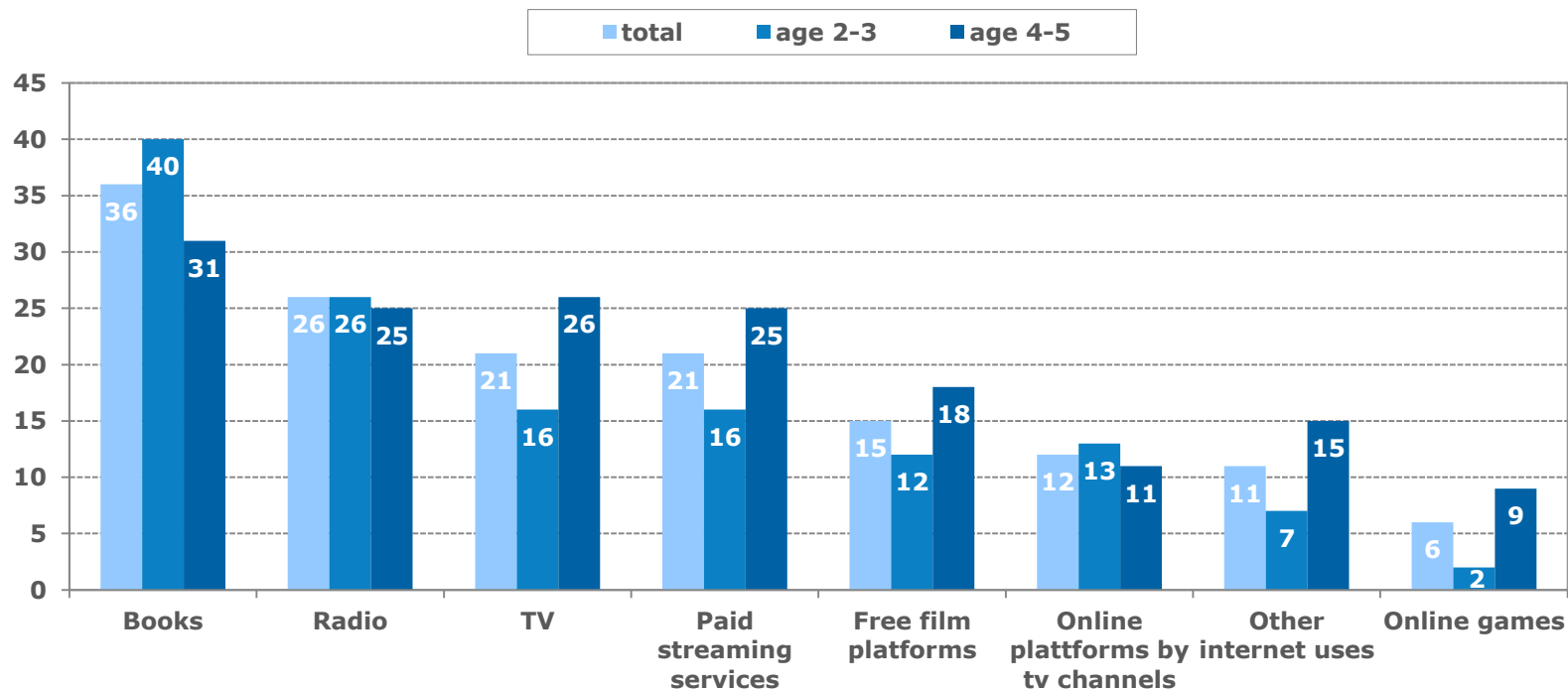


Source: Media Perspektiven Basisdaten
2022, p. 69/70.

Basis: German speaking people 14+ years, 5.00 a.m. to
12.00 p.m., Mon-Sun; (1) record, cassette, CD,
MP3 (2) incl. PC.

Daily media use among preschoolers in Germany 2020

According to main educators, parents of children age 2-5, 2020, Minutes



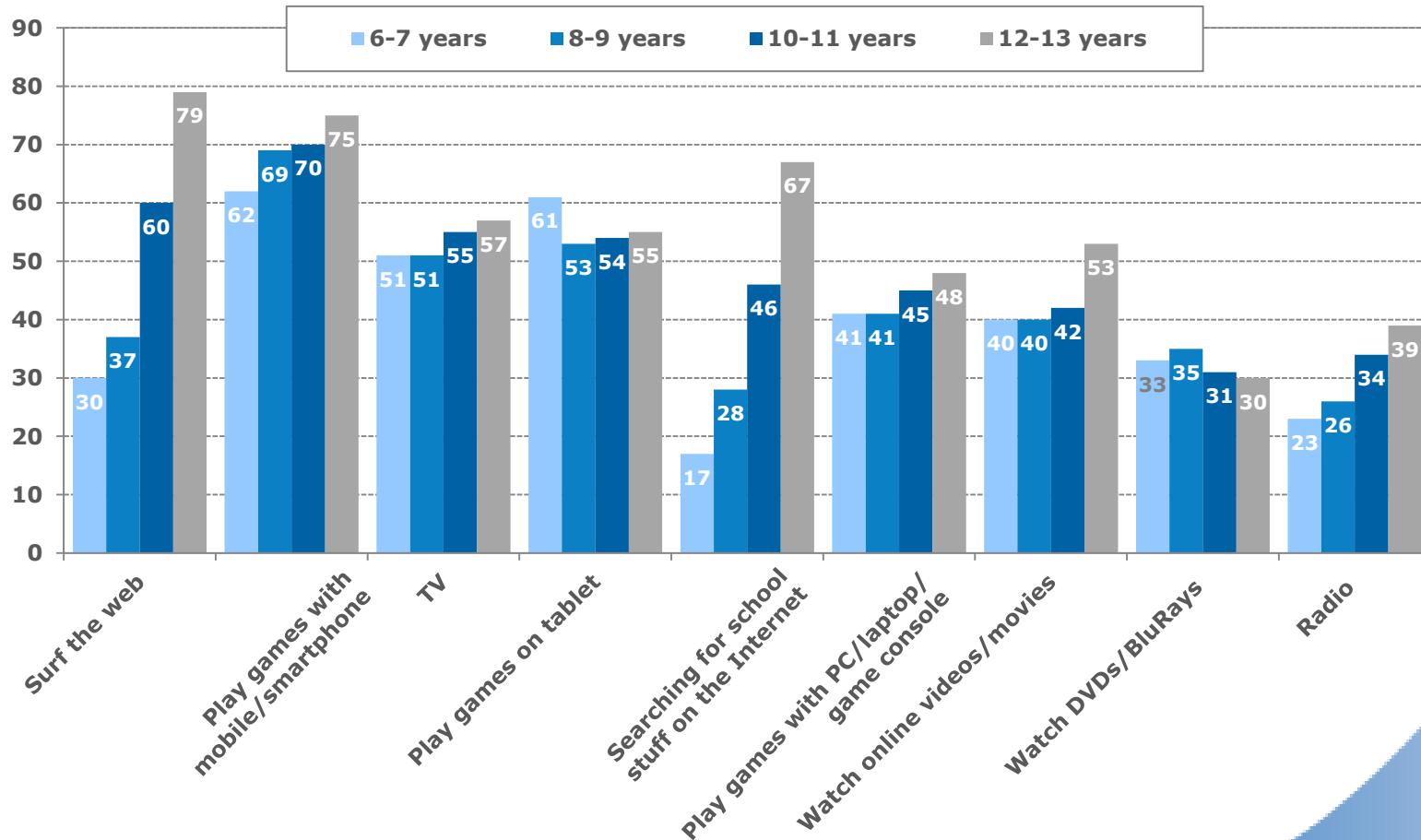
Source: mpfs, miniKIM-Studie 2020, p. 15.

Basis: n=600 main educators of children aged 2-5.

Which media do German children use on their own?



By age, selection, 2022, percentages

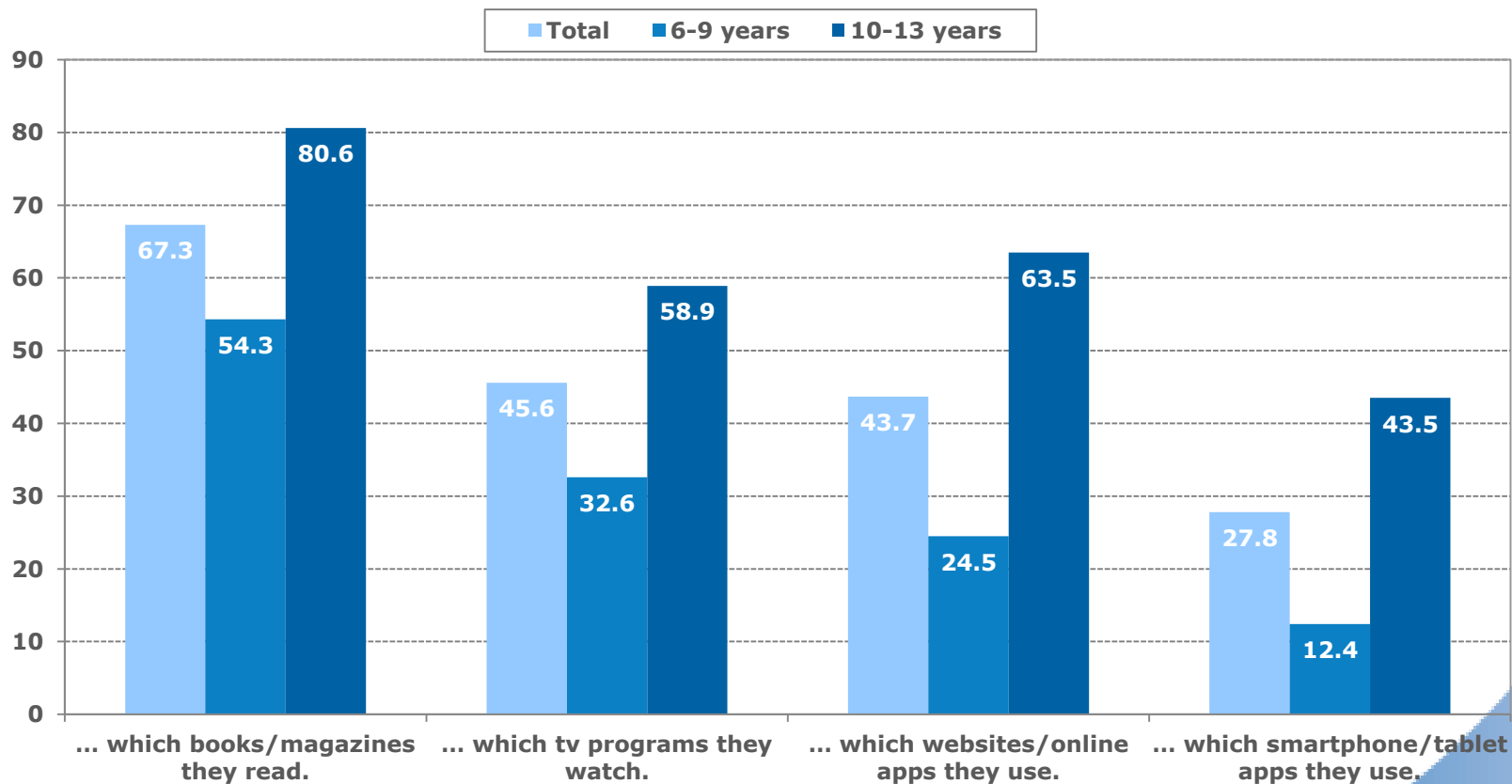


Source: mpfs: KIM-Studie 2022, p. 13.

Basis: n=1,219 children, 6-13 years.

Media usage allowed by parents

2022/2023, selection, percentages
The child may decide on his own, ...



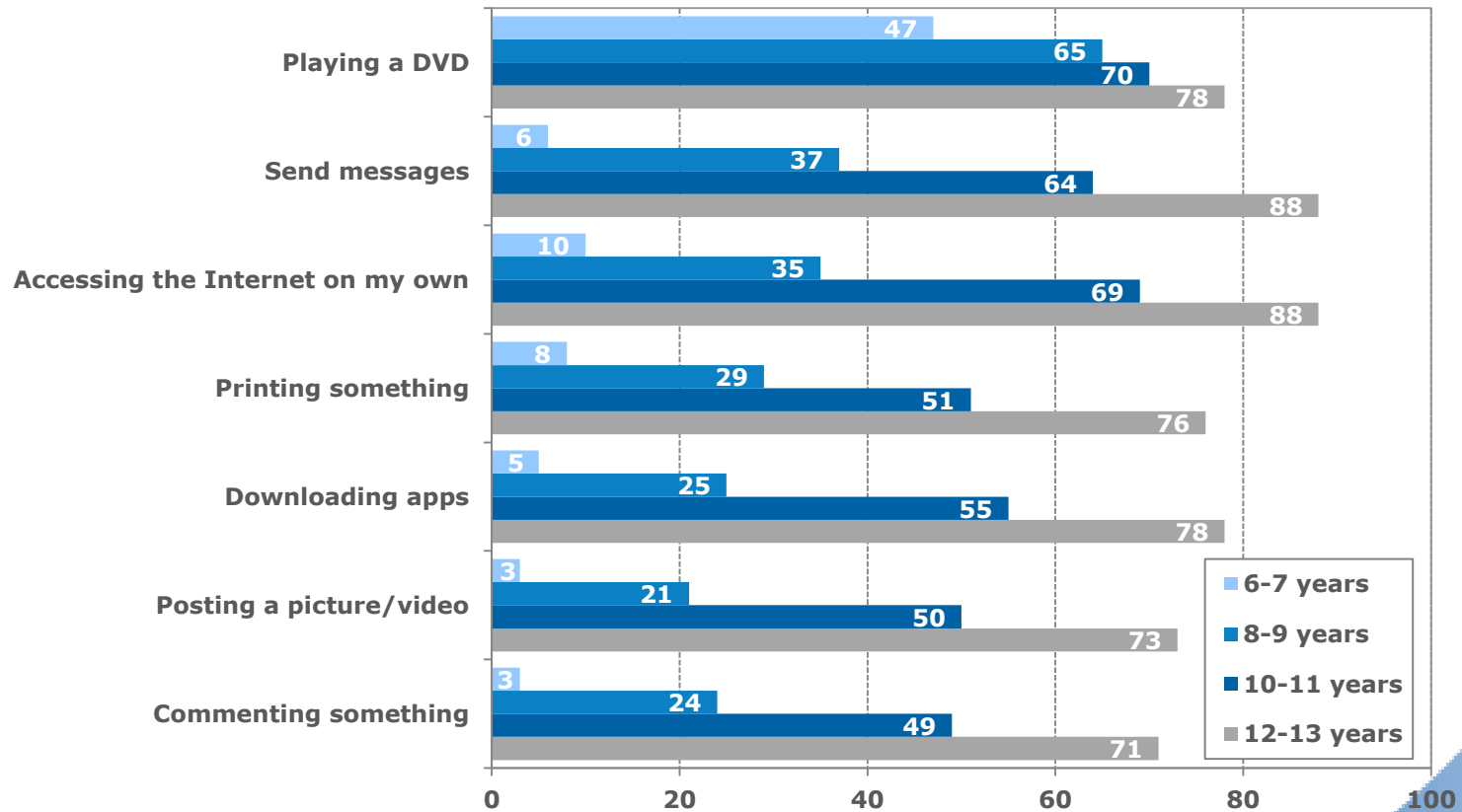
Source: Edeka u. a., KinderMedienMonitor 2023, p. 48.

Basis: 2,029 parents and children, 6-13 years.

Media Literacy: technical skills of German children



Self-assessment "good", by age, selection, 2022, percentages



Source: mpfs: KIM-Studie 2022, p. 62.

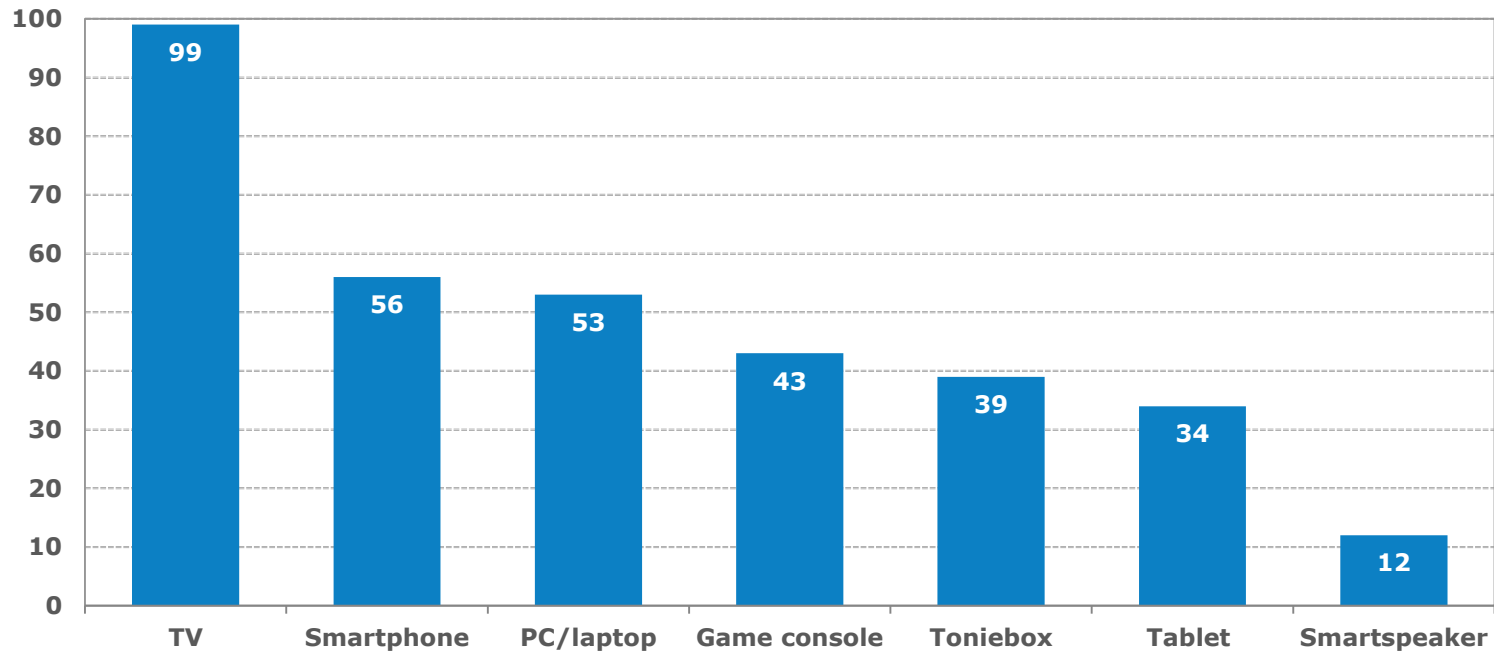
Basis: n=1,219, 6-13 years.

Children and Television

Parents in Germany trust TV

Which media device in your household is your child free to use?

According to their mothers, by age of children, supported question, 2023, percentages

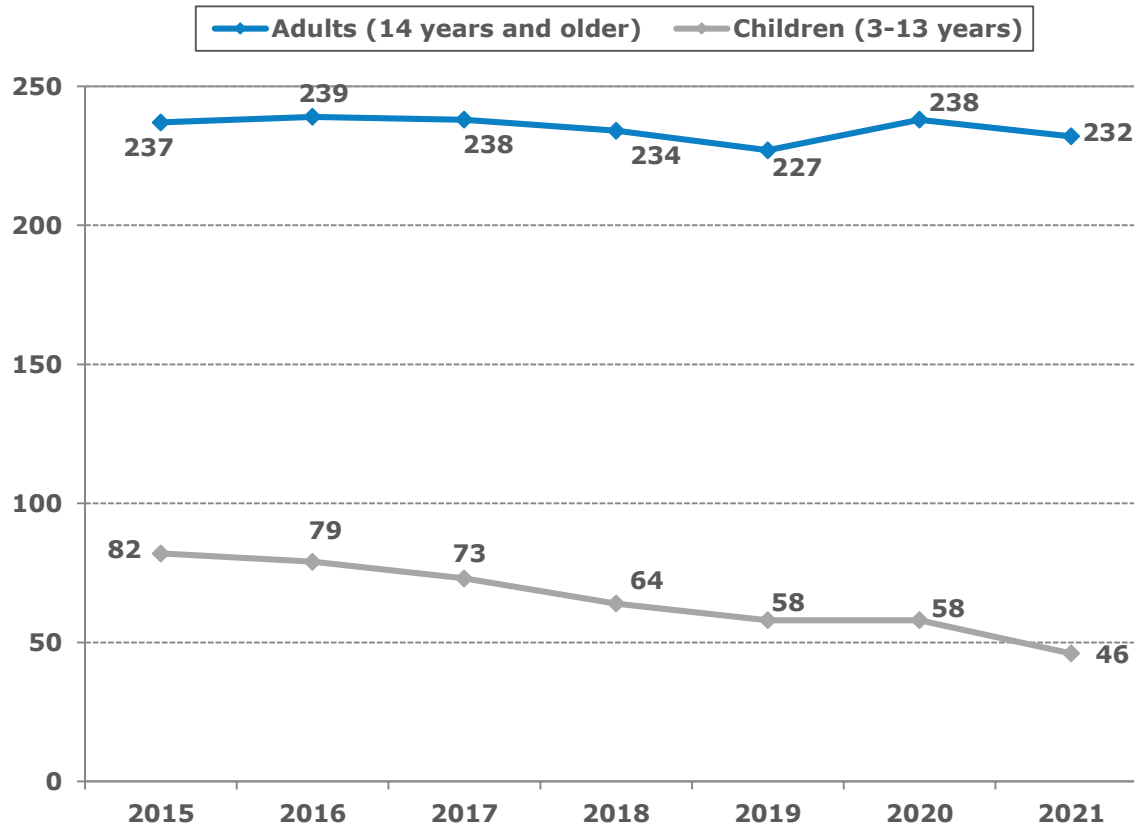


Source: Guth: Kinderwelten 2023, p. 4.

Basis: n=1,222 mothers of children, 3-13 years.

Development of TV viewing time: A comparison between children and adults

Viewing time in minutes per day, 2015-2021 in Germany



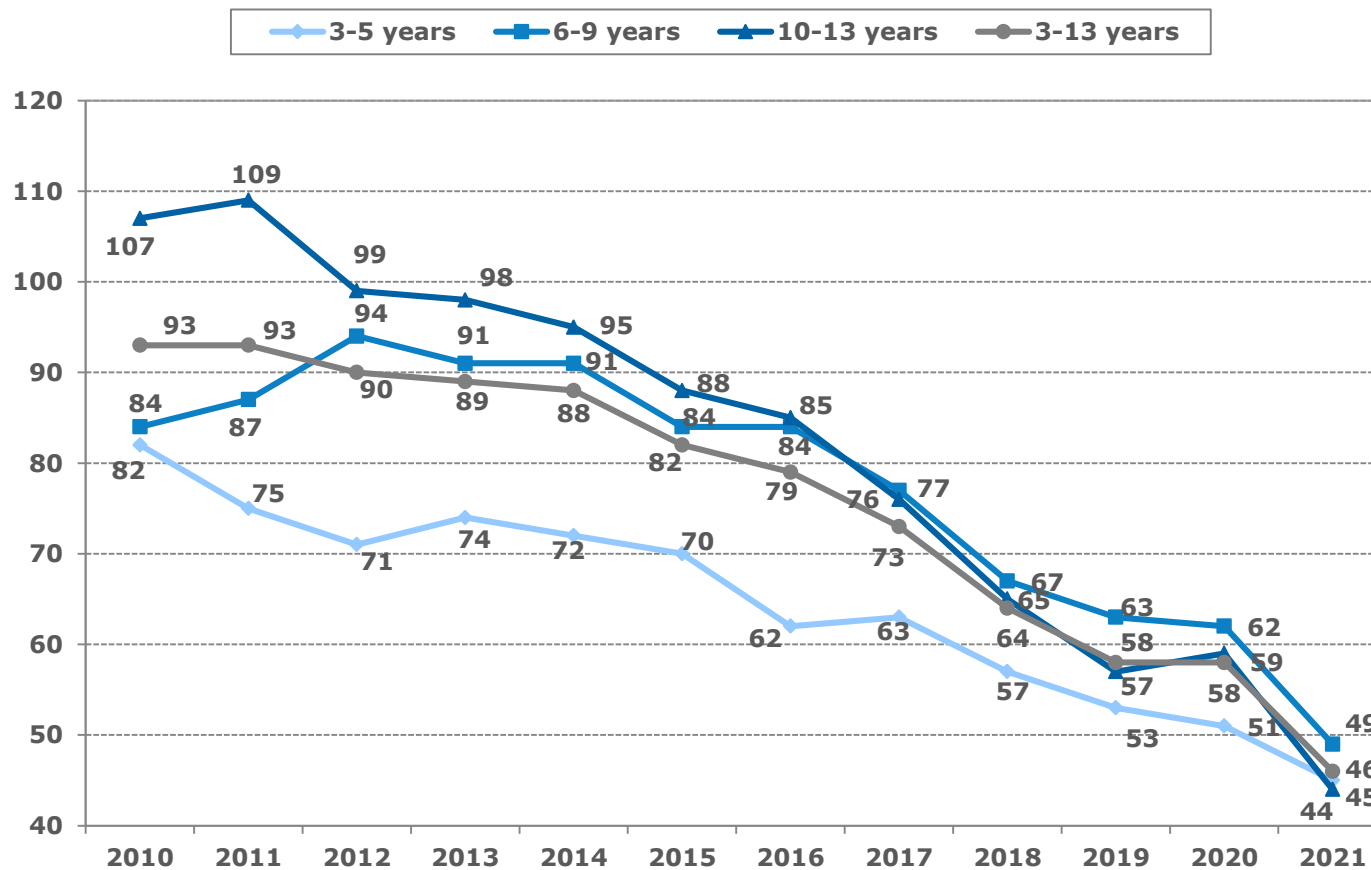
Source: AGF GfK, VideoScope, Fernsehpanel (D+EU) from 2005 on.
In: Feierabend/Scolari, 2022, p. 178.

Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.

Development of TV viewing time by age groups



Viewing time in minutes per day, by age, 2010-2021



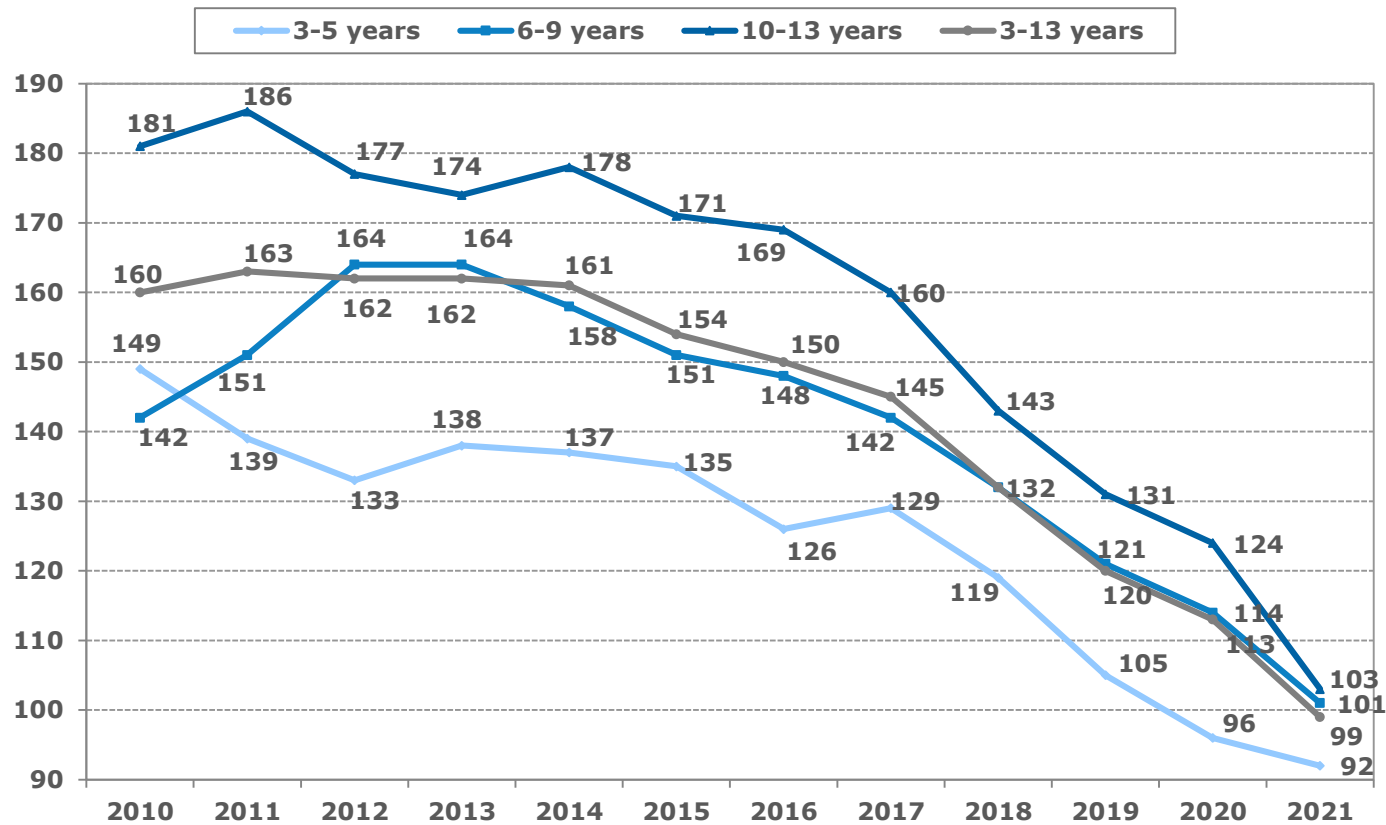
Source: AGF/GfK, VideoScope, Fernsehpanel (D+EU) from 2005 on.
In: Feierabend/Scolari, 2022, p. 178.

Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.

How long do children stay in front of the TV?



Exposure time in minutes per day, by age groups, 2010-2021

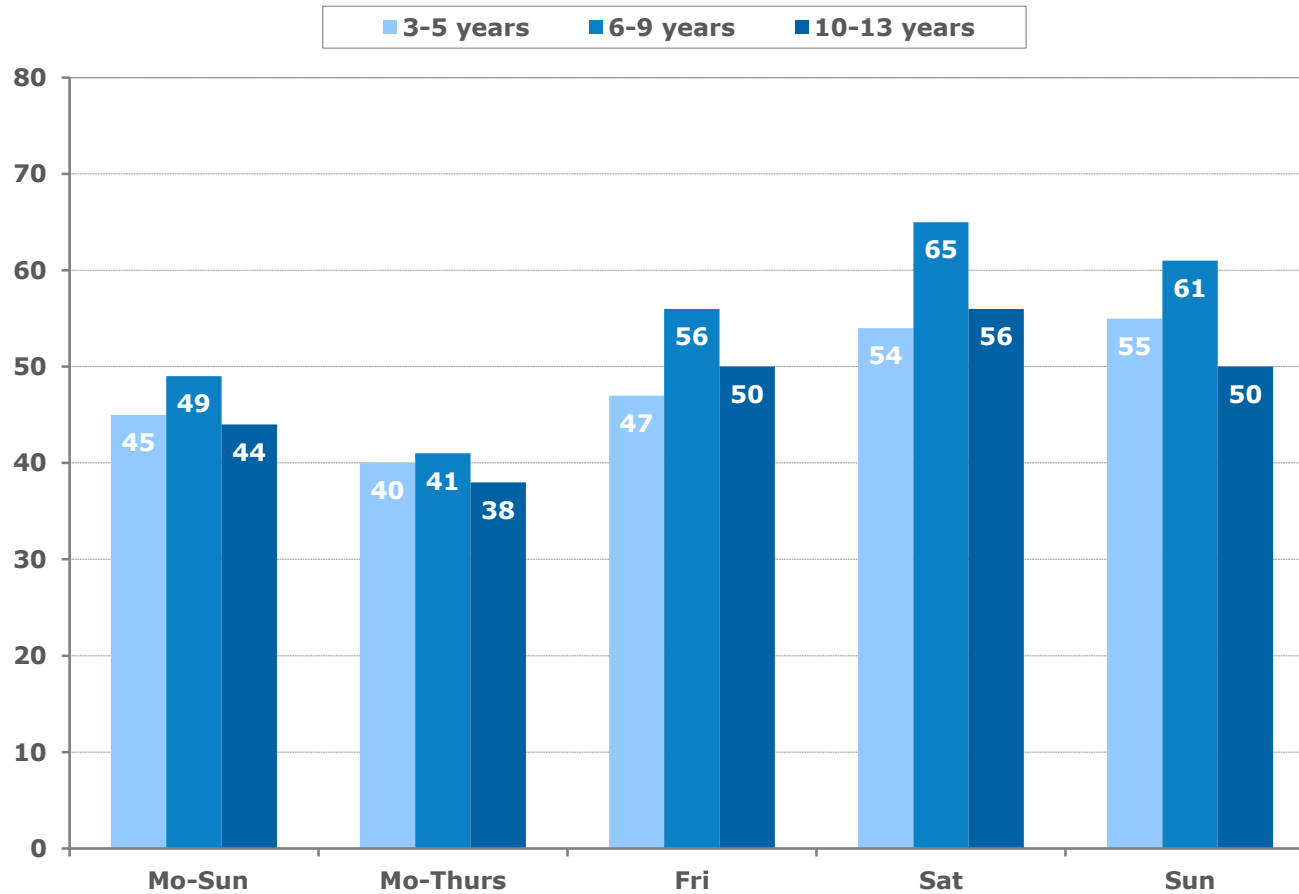


Source: AGF/GfK, VideoScope, Fernsehpanel (D+EU) from 2005 on. In: Feierabend/Scolari, 2022, p. 178.

Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.

TV use during the week among children in Germany

By age groups, viewing time, 2021, min./day

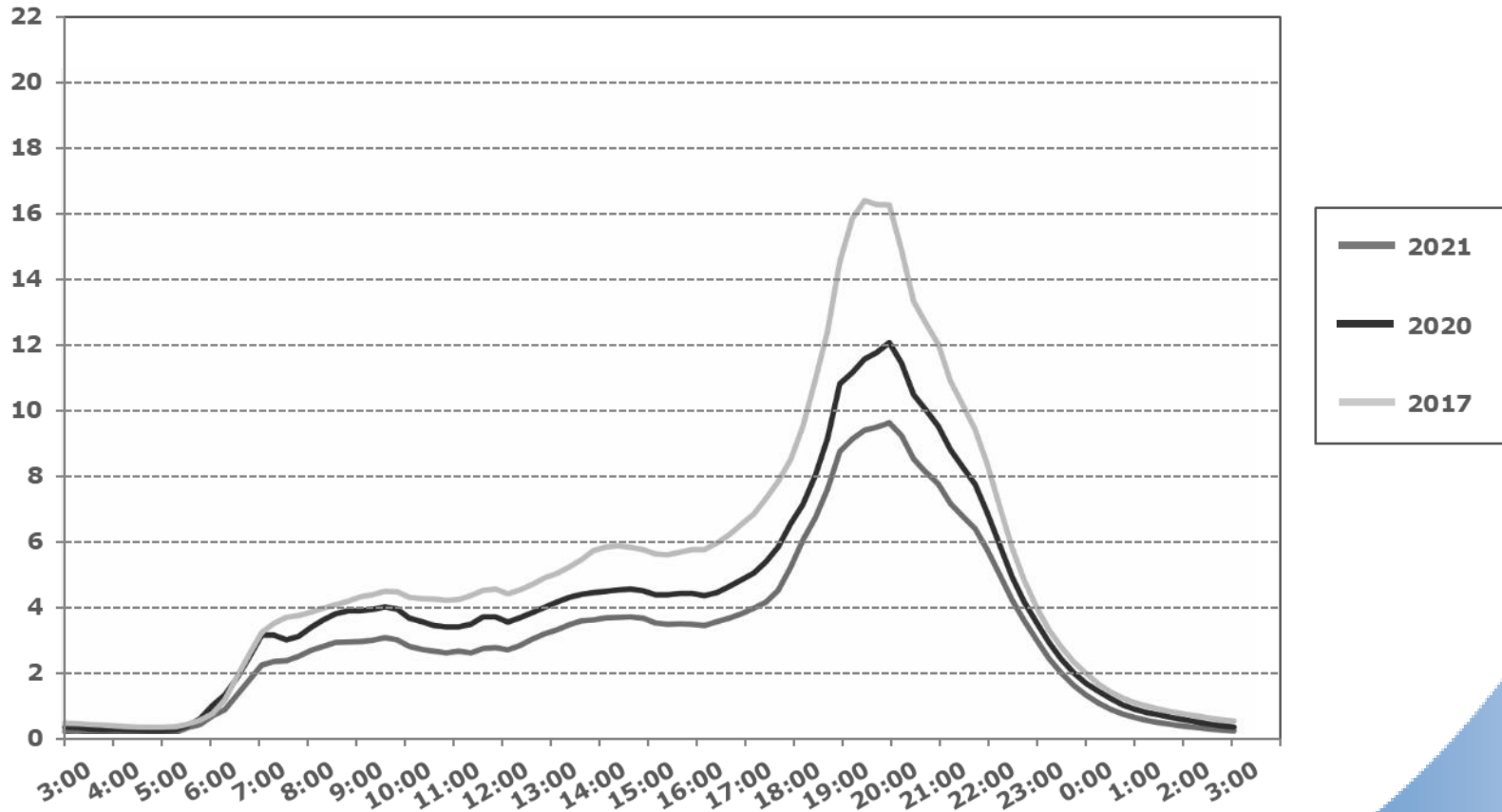


Source: AGF/GfK, VideoScope, Fernsehpanel (D+EU). In: Feierabend/Scolari, 2022, p. 180.

Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m., 3-13 years.

Television use by children during the day

Percentages, 2017-2021

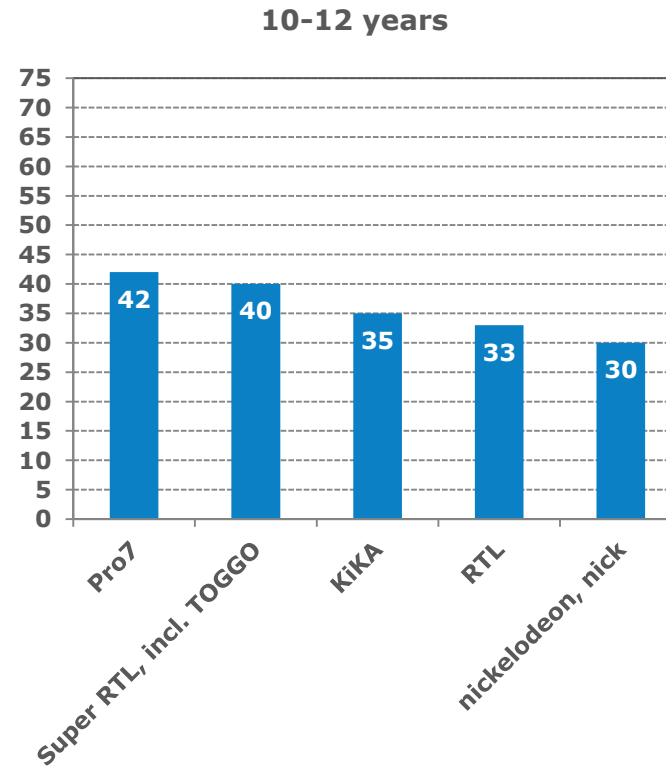
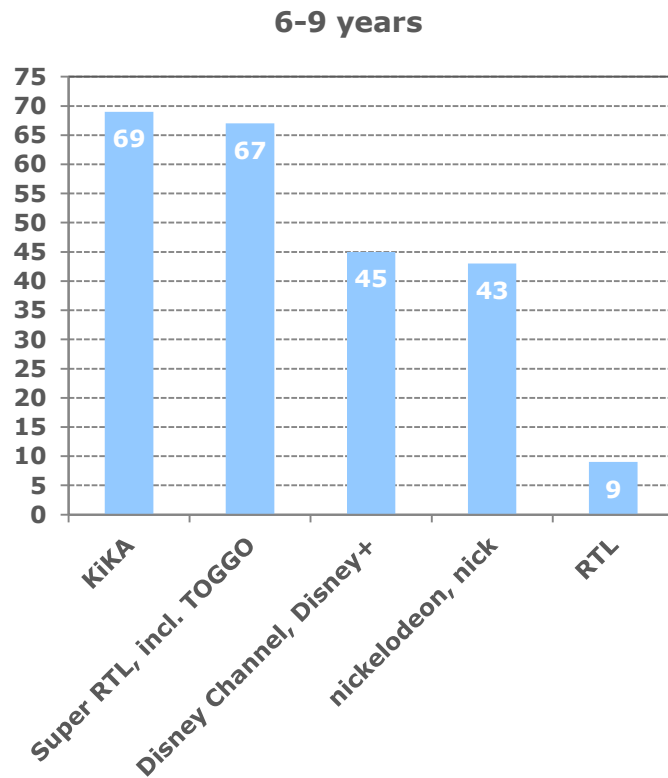


Source: AGF/GfK, VideoScope, Fernsehpanel (D+EU), in: Feierabend/Scolari, 2022, p. 181.

Basis: FRG in total, Mon-Sun, 3:00 a.m.-3:00 p.m.

Favourite TV channels of 6- to 12-year-olds in Germany

Unsupported question (multiple answers possible), top 5, selection, percentages

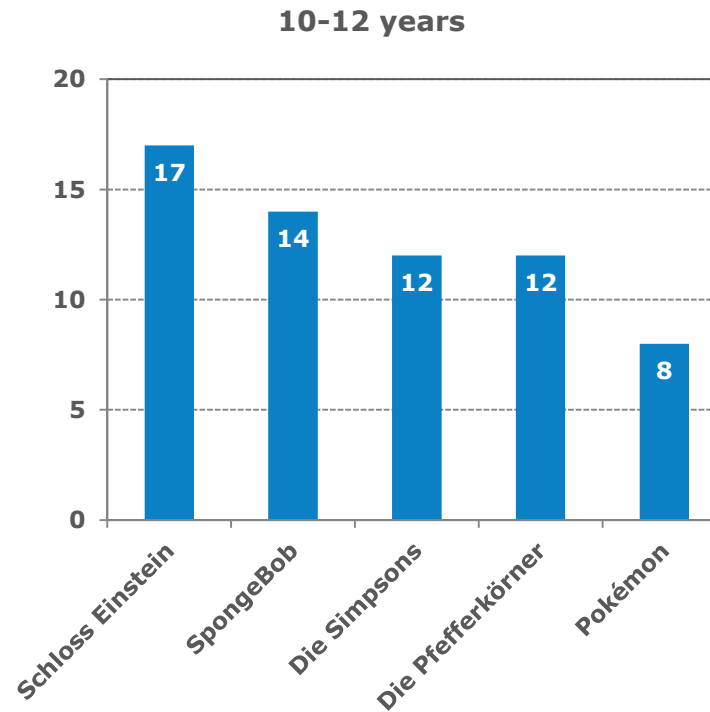
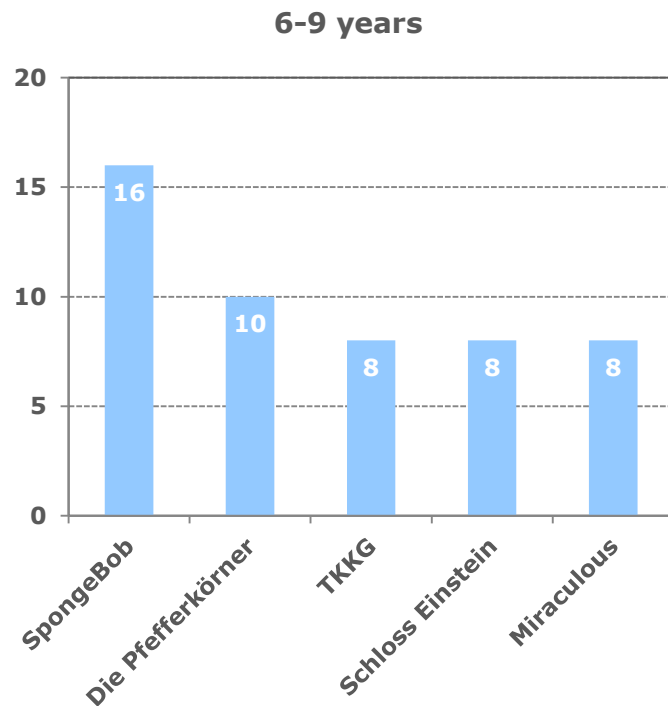


Source: iconkids & youth: Trend Tracking Kids 2023, p. 28.

Basis: n=1,461, 6-19 years.

The most popular TV programmes of German children in 2023

Unsupported question (multiple answers possible), top 5, selection, percentages



Source: iconkids & youth: Trend Tracking Kids 2023, p. 31.

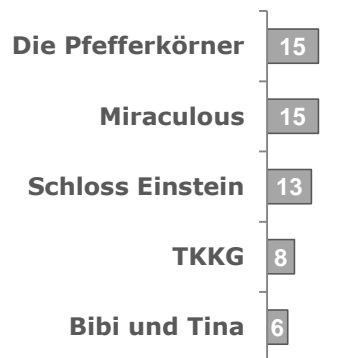
Basis: n=1,461, 6-19 years.

The most popular TV programmes of girls and boys in Germany 2023

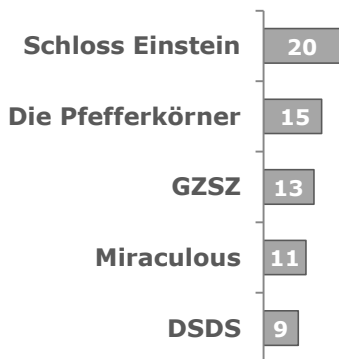
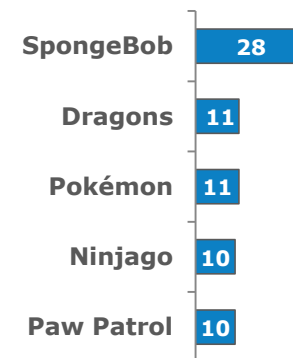
Unsupported question (multiple answers possible), top 5, selection, percentages

Girls

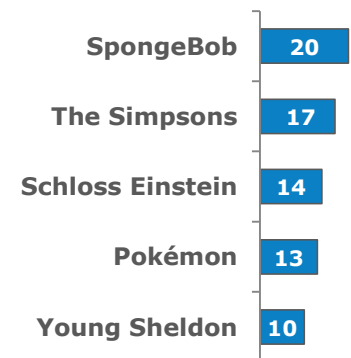
Boys



6-9 years



10-12 years

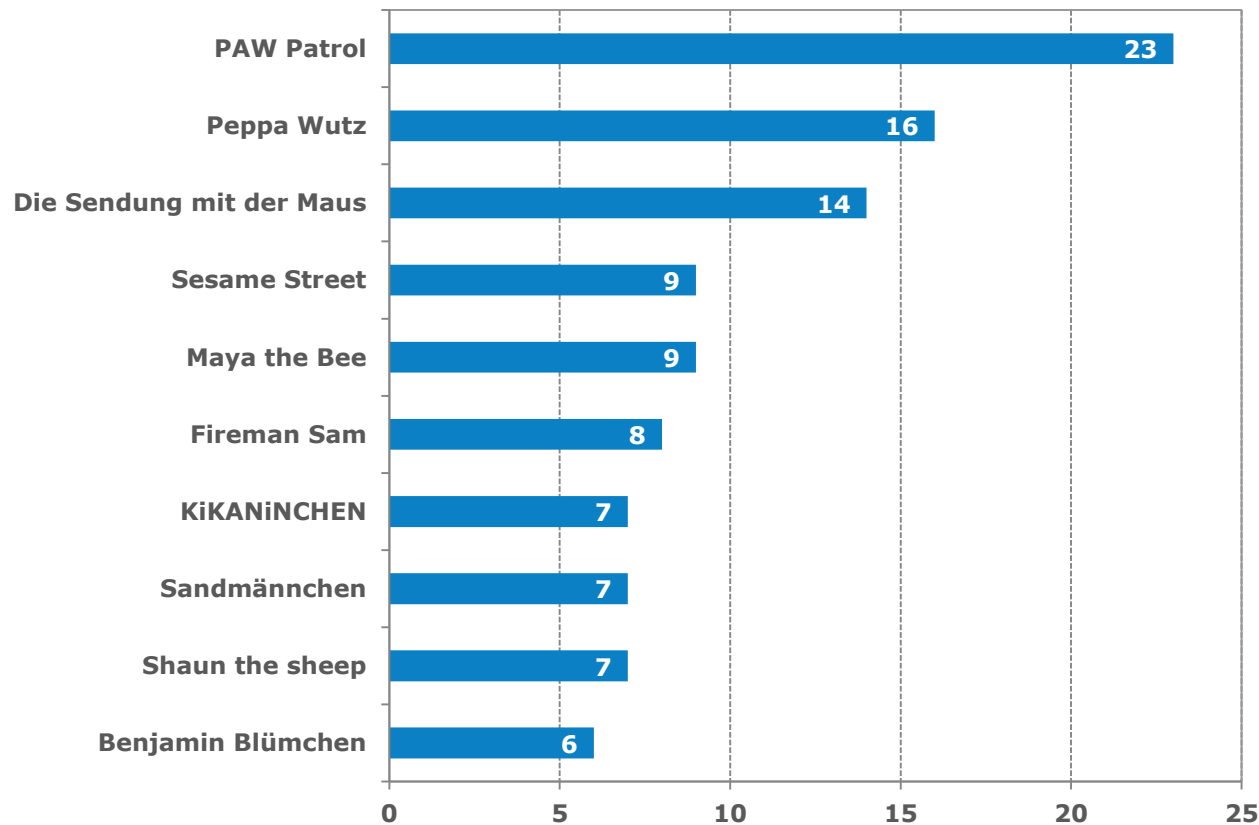


Source: iconkids & youth: Trend Tracking Kids 2023, p. 32/33.

Basis: n=722 girls; n=739 boys; 6-19 years.

Favourite TV programmes of German preschoolers in 2023

According to parents of 3- to 5-year-olds, unsupported question, top 10, percentages
"What is your child's favourite TV programme?"



Source: iconkids & youth: Trend Tracking Kids 2023, p. 42.

Basis: n=384 mothers of 3- to 5-year-olds.

Favourite TV characters of German preschoolers in 2022



- # 1 Peppa Pig
- # 2 Fireman Sam
- # 3 Chase (Paw Patrol)
- # 4 Kikaninchen
- # 5 Heidi

Source: IZI, Die Lieblingsfiguren der Vorschulkinder (Favourite TV characters of German preschoolers), 2022.

Basis: n=342 boys and girls, 3-5 years.

Favourite TV characters of German children by gender in 2022



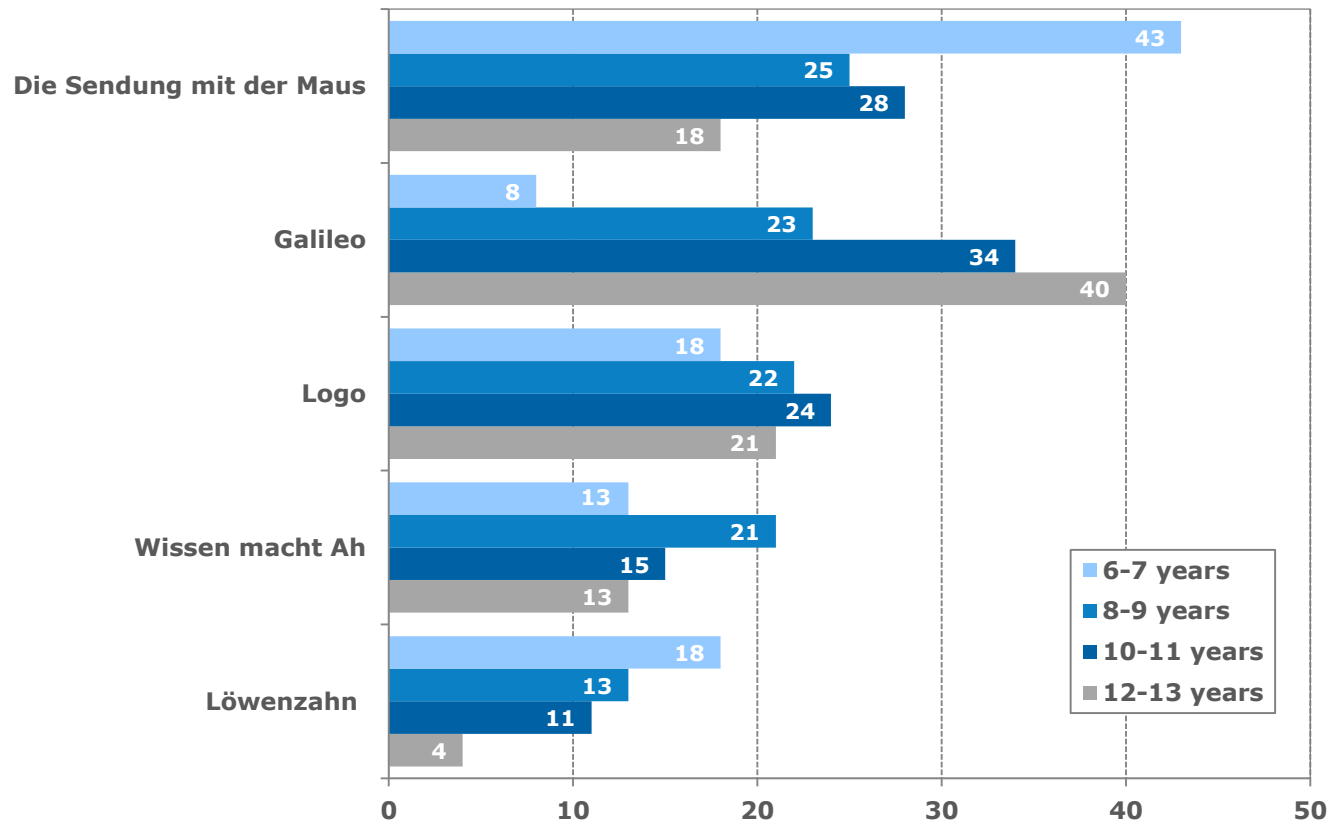
Boys	#	Girls
SpongeBob SquarePants	1	Barbie
Bart Simpson	2	Mia (and me)
Chase	3	Marinette; Bibi Blocksberg

Source: IZI, Die Lieblingsfiguren der Kinder 2022 (Favourite TV characters of German children), 2022.

Basis: n=853 girls and boys, 6-13 years.

Knowledge TV frequently watched by 6-to-13-year-olds in Germany 2022

By age, open question, multiple answers possible, selection, 2022, percentages

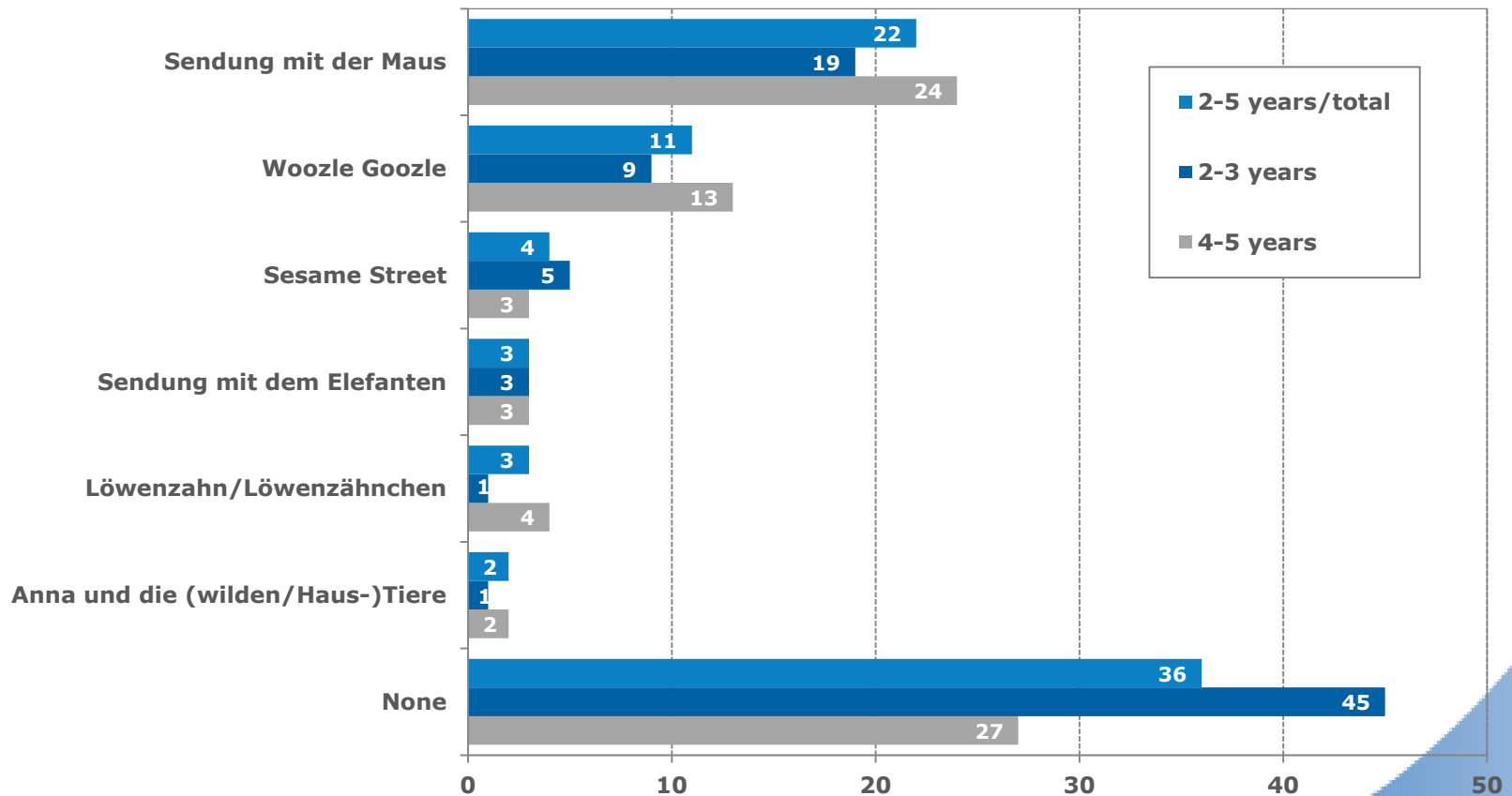


Source: mpfs: KIM-Studie 2022, p. 37.

Basis: n=1,176, 6-13 years; children who watch TV.

Knowledge TV frequently watched by preschoolers in Germany 2020

Multiple answers according to main educators, selection, 2020, percentages

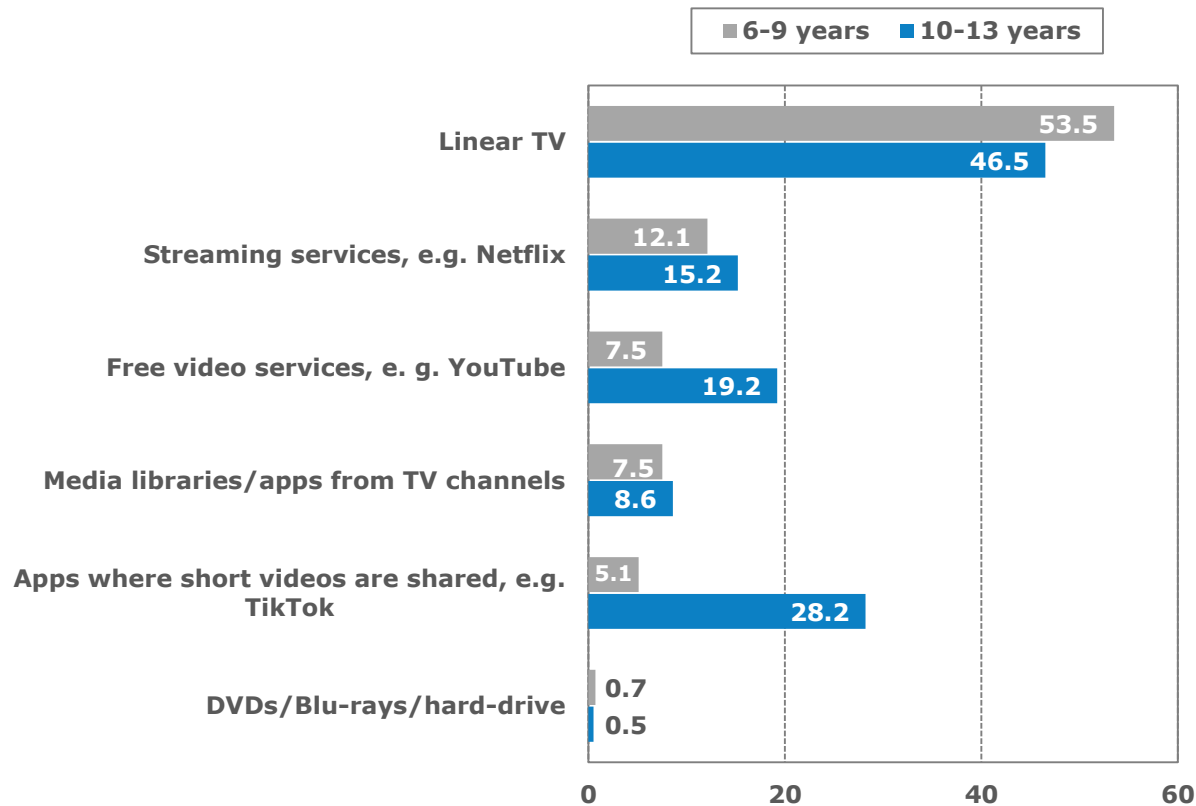


Source: mpfs, miniKIM-Studie 2020, p. 25.

Basis: n=600 main educators of children aged 2-5.

Linear TV remains first choice for watching videos/movies among children in Germany

Watching series, movies or videos via ..., (almost) every day, 6-13 year-olds, 2022/2023, percentages

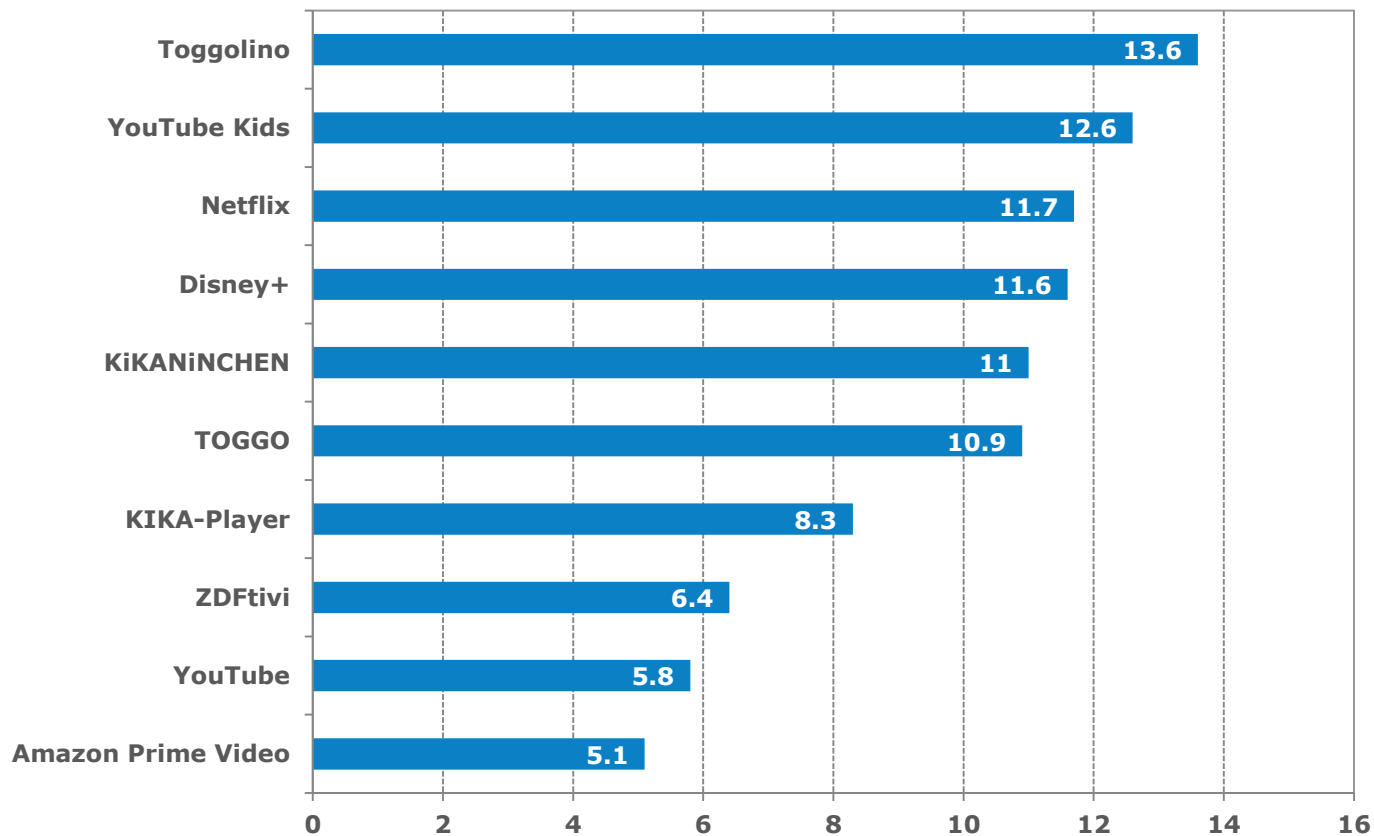


Source: Edeka u. a.: KinderMedienMonitor 2023, p. 58.

Basis: n=2,029 Kinder, 6-13 years.

Video watching among 4- to 5-year-olds in Germany

Media libraries, video or streaming services, used at least several times a week, selection, 2022/2023, percentages



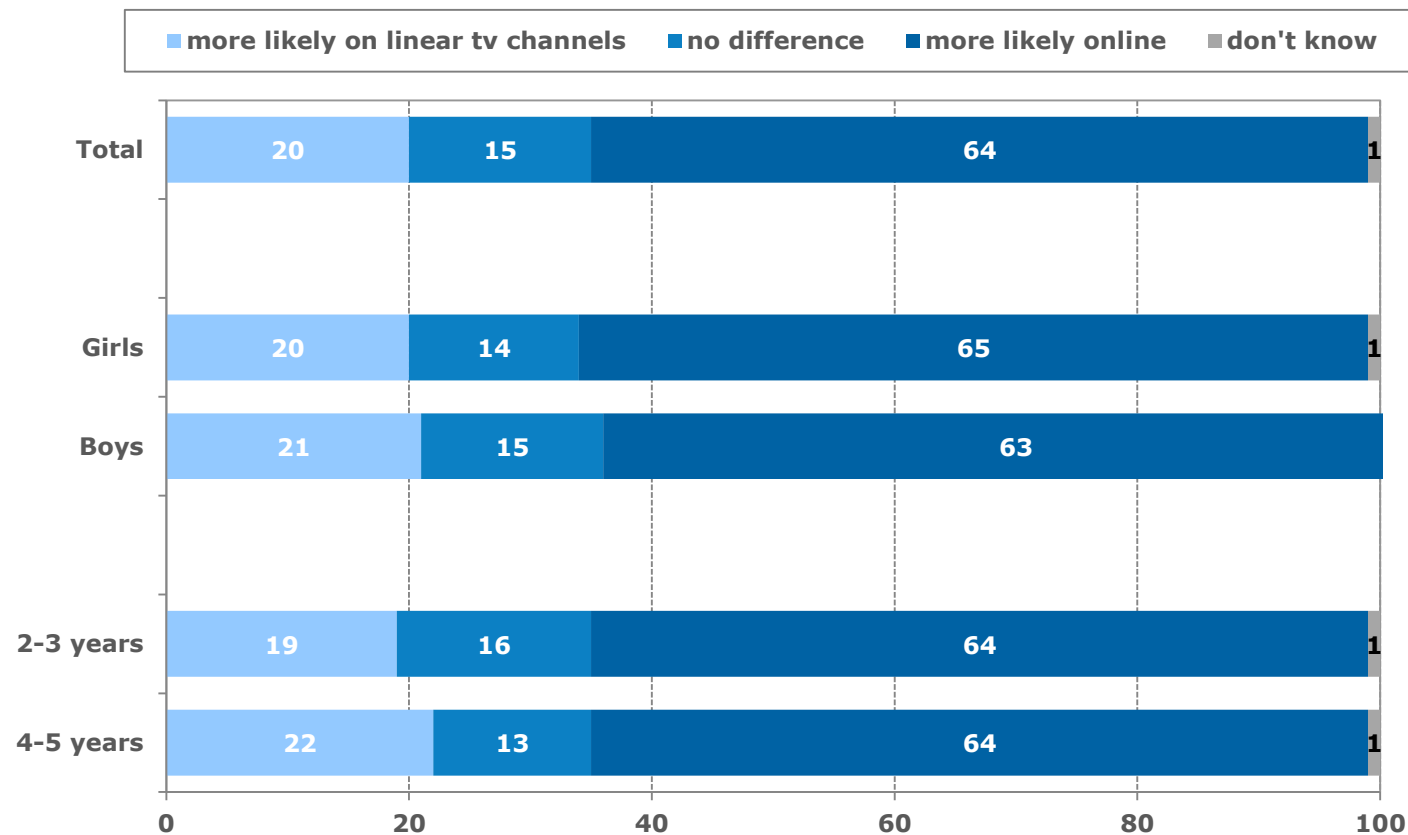
Source: Edeka u. a.: KinderMedienMonitor 2023, p. 107 f.

Basis: n=545 parents of 4-to-5-year-olds.

Young children's favorite TV shows are more likely to be watched online



According to main educators, by age and gender, 2020, percentages



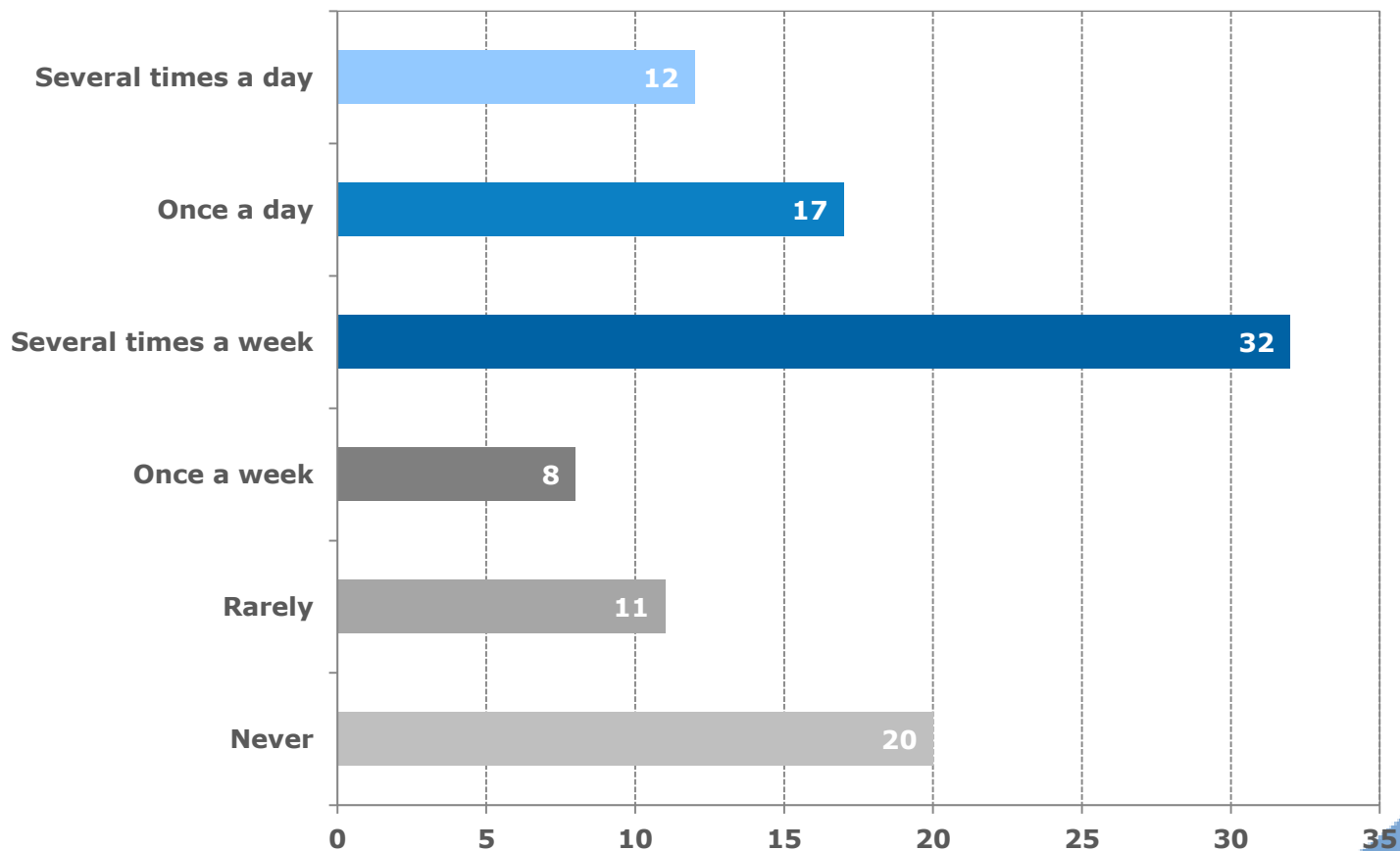
Source: mpfs, miniKIM-Studie 2020, p. 24.

Basis: n= 480 main educators, whose 2-5 year old children have at least one favorite show.

Reading (to Children) in the Family

How often do parents read to their infants?

Parents of 1-8 year-olds, 2022, percentages



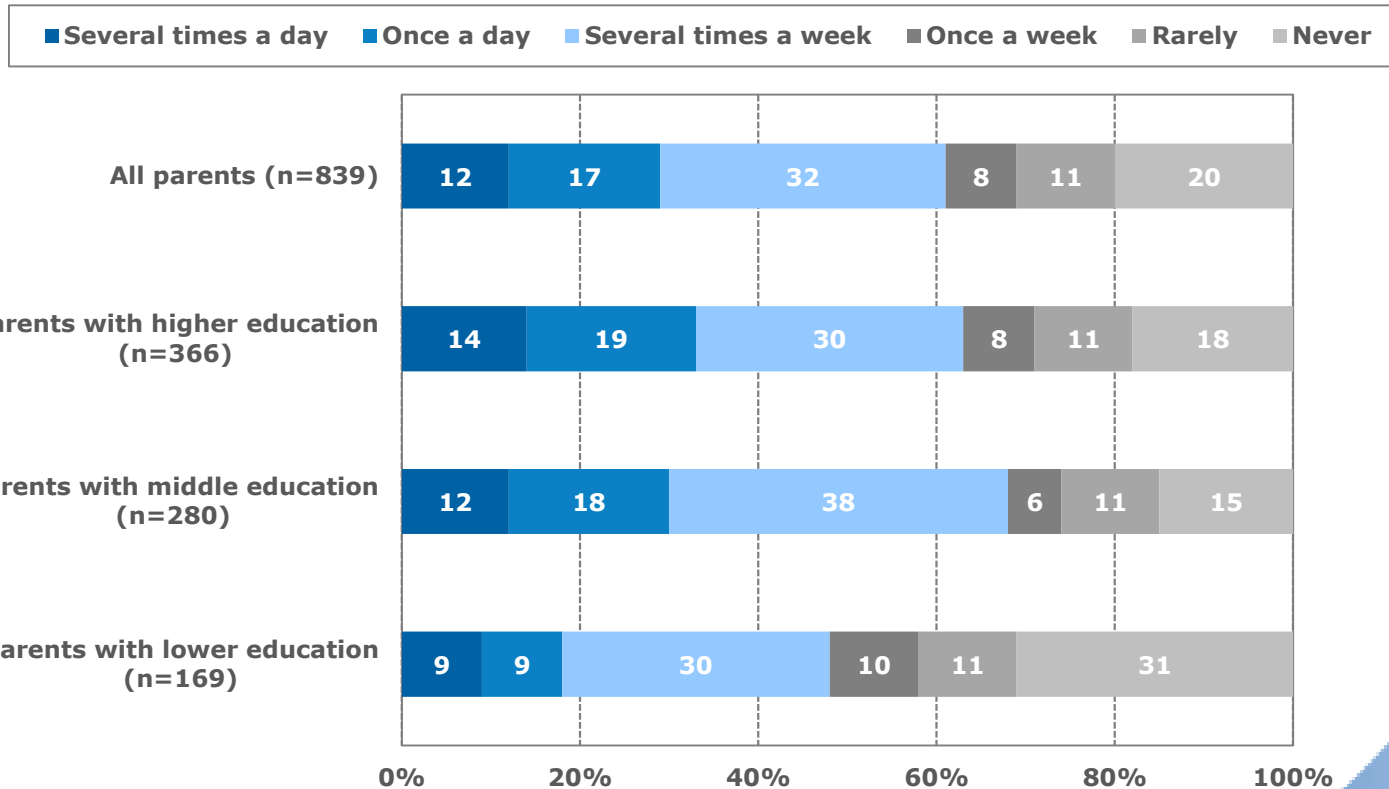
Source: Die ZEIT/Deutsche Bahn/Stiftung Lesen: Vorlesestudie 2022, p. 6.

Basis: n=839 parents of children (1-8 years).

The frequency of reading to children and parental level of education



Answers from parents, 2022, percentage
How often do you read to your child?

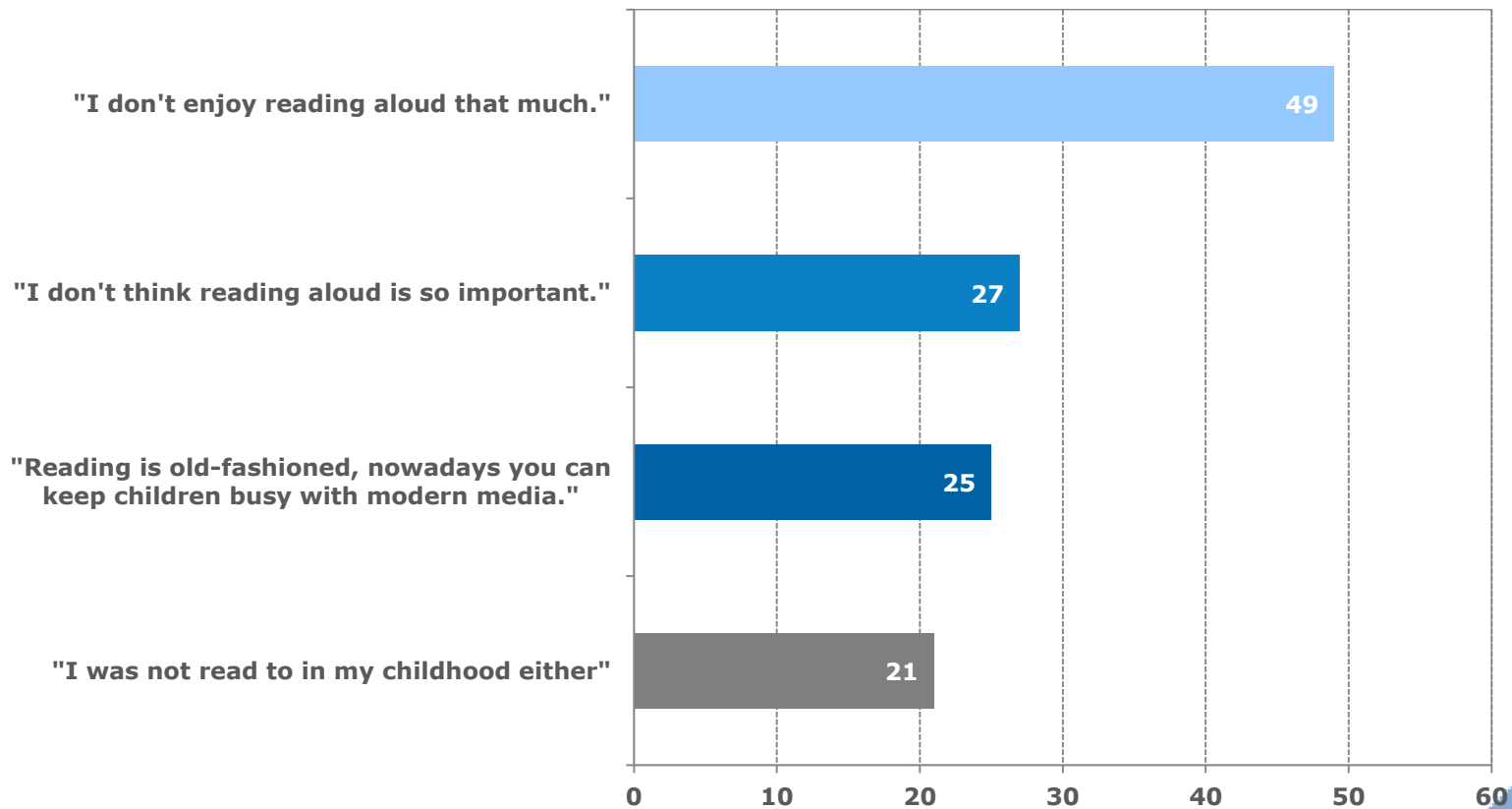


Quelle: Die ZEIT/Stiftung Lesen/Deutsche Bahn Stiftung, Vorlesemonitor 2022, p. 17.

Basis: n=839 parents of 1-8 year-olds.

Why do parents not read to their children?

According to parents, 2020, percentages



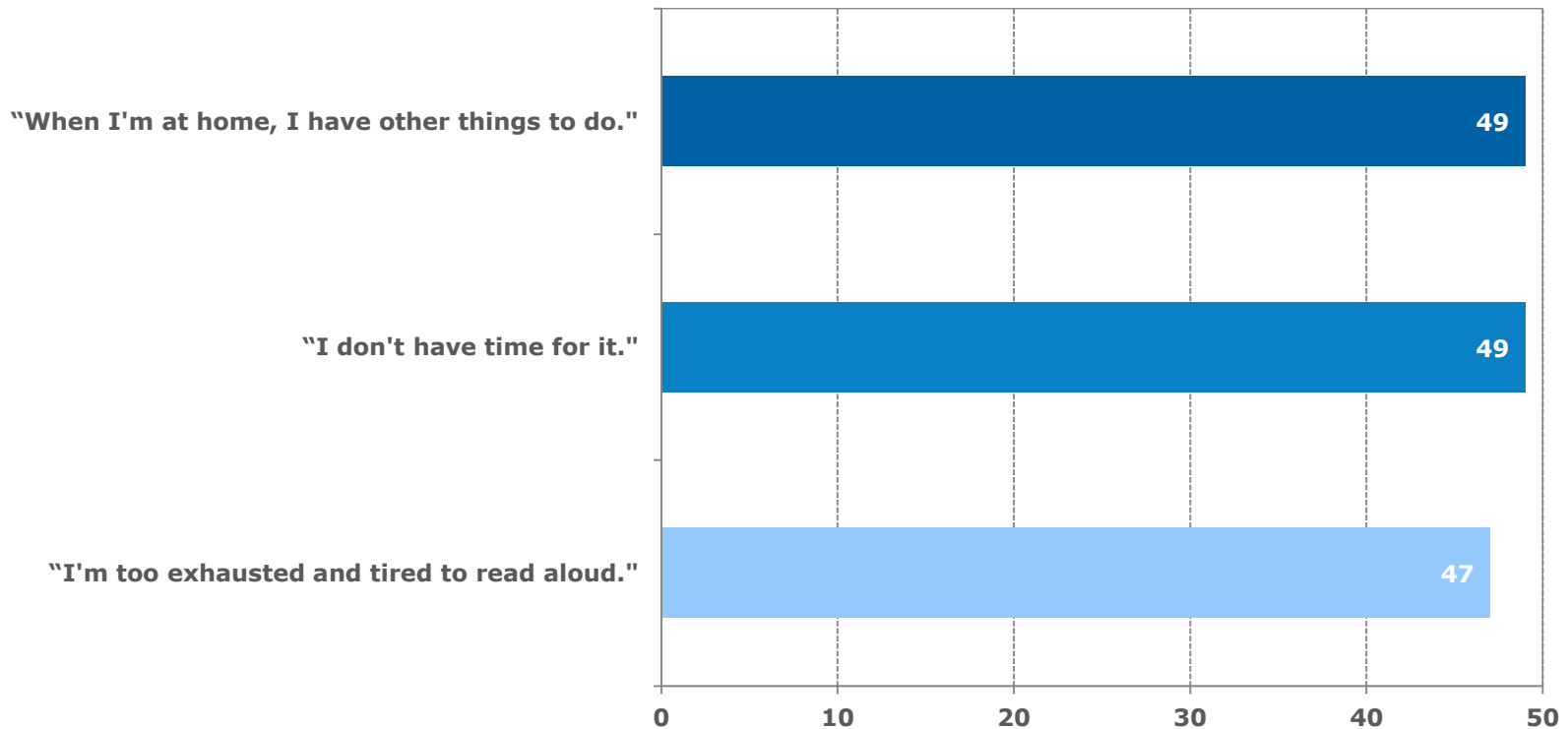
Source: Die ZEIT/Stiftung Lesen/Deutsche Bahn Stiftung, Vorlesestudie 2020, p. 25.

Basis: n=528 parents of children 1-6 years. Mothers who read to their children.

Some parents feel unable to read to their children



2020, percentages



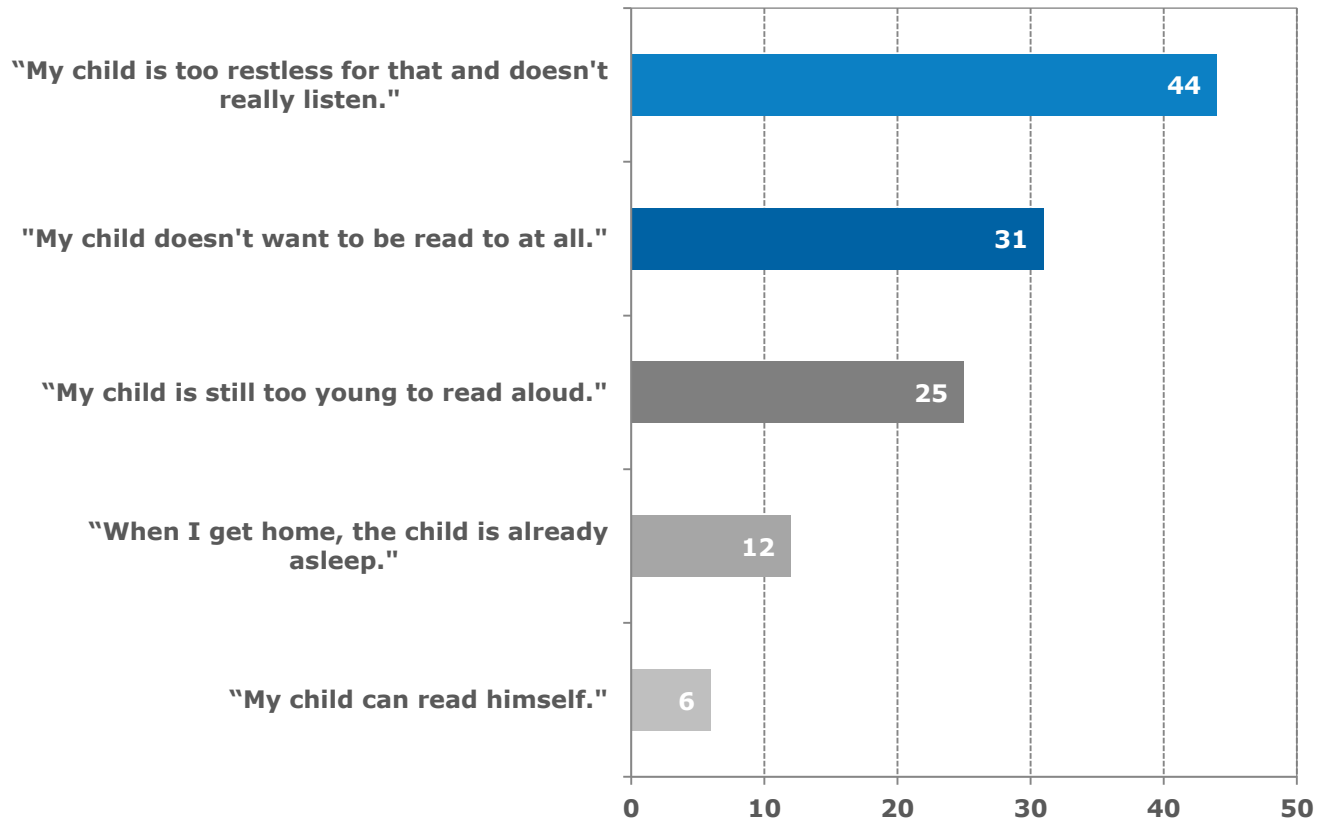
Source: Die ZEIT/Stiftung Lesen/Deutsche Bahn Stiftung: Vorlesestudie 2020, p. 18.

Basis: n=528, parents with children aged 1-6 who rarely or never read to their children.

Some parents see no added value in reading aloud



2020, percentages

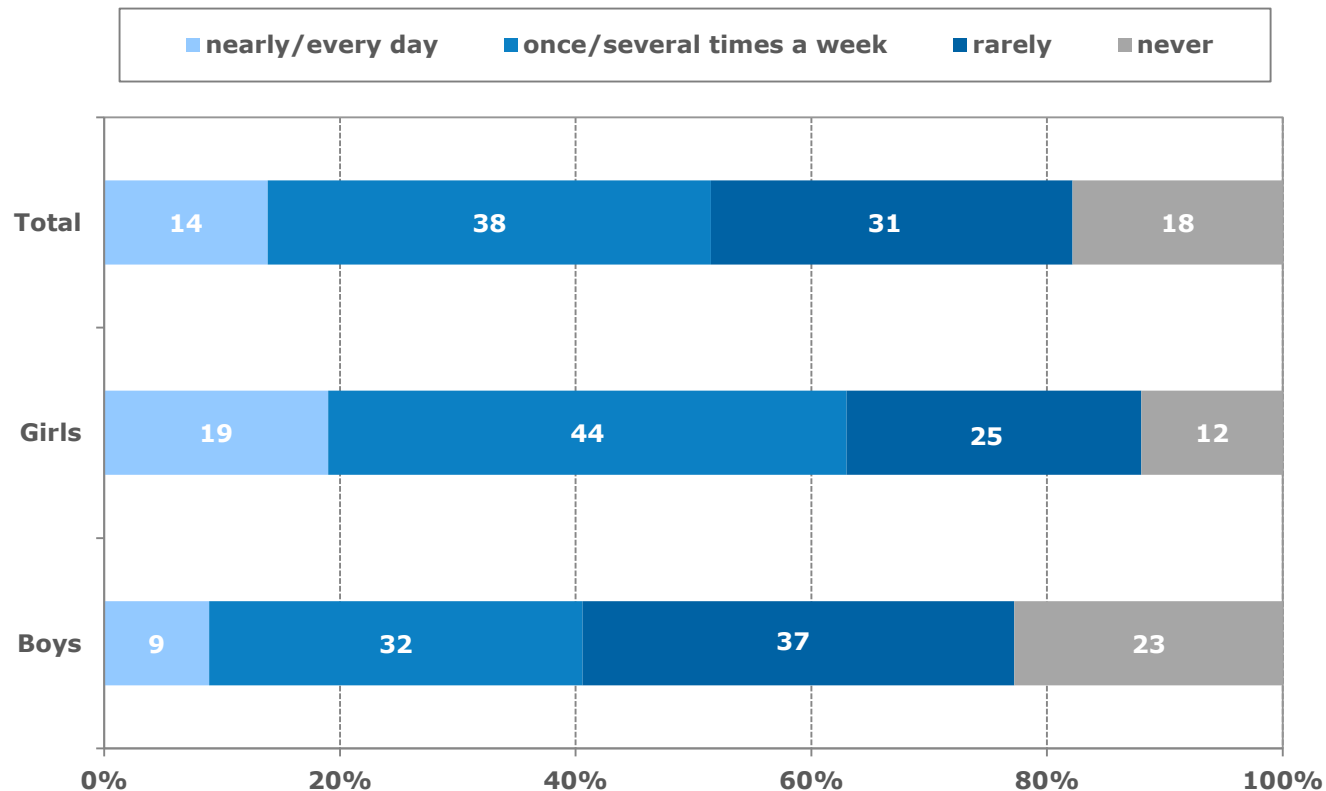


Source: Die ZEIT/Stiftung Lesen/Deutsche Bahn Stiftung: Vorlesestudie 2020, p. 24.

Basis: n=528, Parents with children aged 1-6 who rarely or never read to their children.

How often do German children read a (printed) book?

2022, percentages
I read ...



Source: mpfs: KIM-Studie 2022, p. 21.

Basis: n=1,219, 6-13 years.

Children's book bestsellers in Germany



Children's books, June 2023, selection

- # 1** **„Die Schule der magischen Tiere. Endlich Ferien 8: Franka und Cooper!“**
Margit Auer

- # 2** **„ Woodwalkers – Die Rückkehr (Staffel 2, Band 3). Das Grollen der Löwin“**
Katja Brandis

- # 3** **„Mein Lotta-Leben (19). Hier taucht der Papagei“**
Alice Pantermüller

- # 4** **„Rico, Oskar und die Tieferschatten (Rico und Oskar 1)“**
Andreas Steinhöfel

- # 5** **„Das kleine Böse Buch (Das kleine Böse Buch, Bd. 1)“**
Magnus Myst

Source: [boersenblatt.de/Media Control GmbH](https://boersenblatt.de/Media-Control-GmbH).

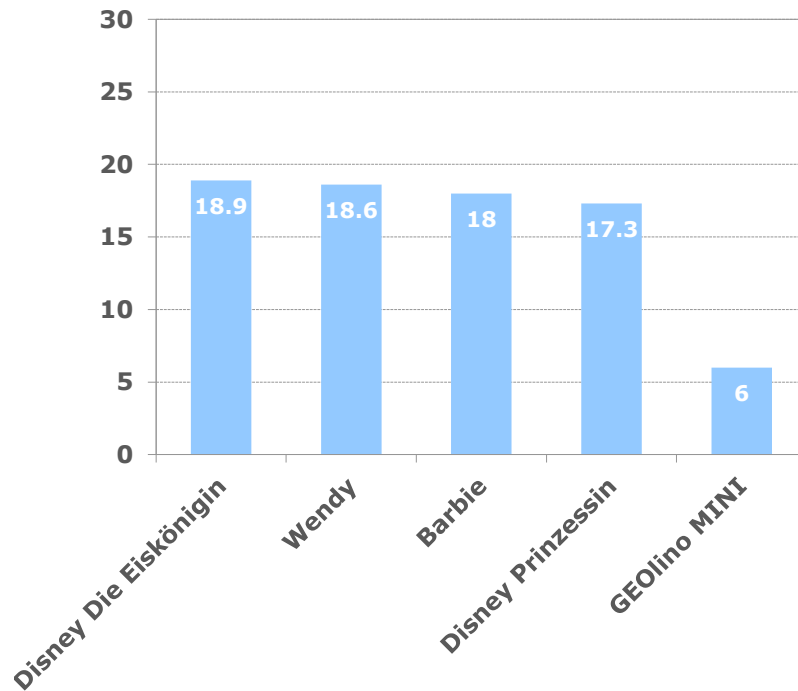
Basis: n=6,550 shops in Germany, sales in June 2023.

Favourite magazines & comics of German girls in 2022/2023

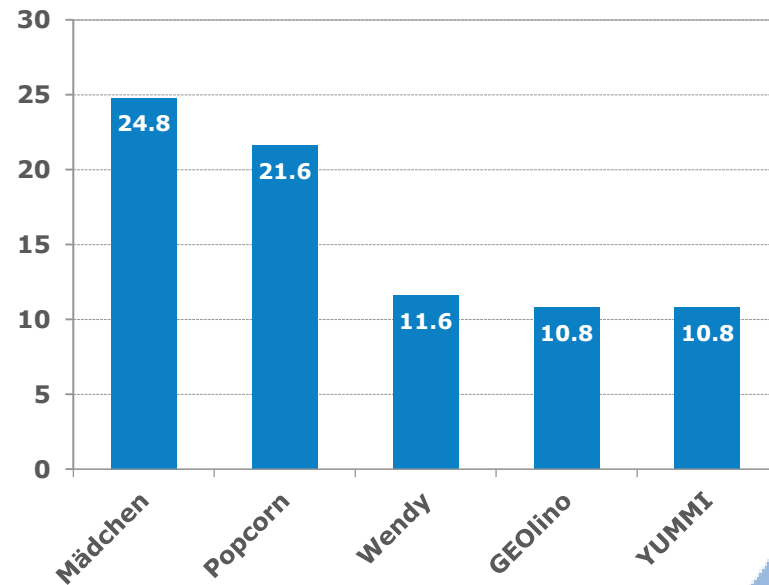


By age, selection, top 5, percentages

6-9 years



10-13 years



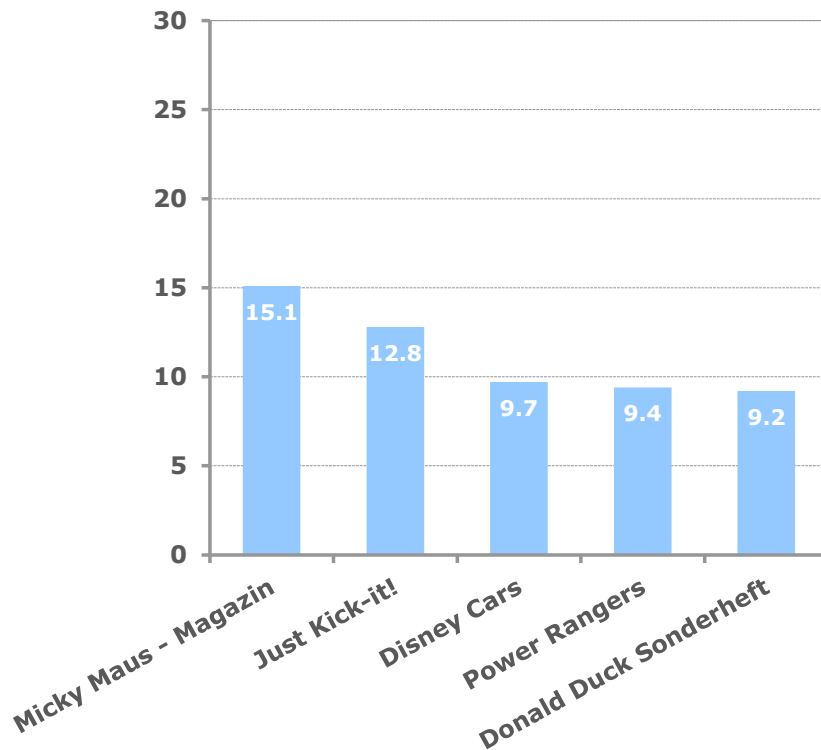
Source: Edeka u. a.: KinderMedienMonitor 2023, p. 18 and 21.

Basis: n=500 girls, 6-9 years; n= 487 girls, 10-13 years.

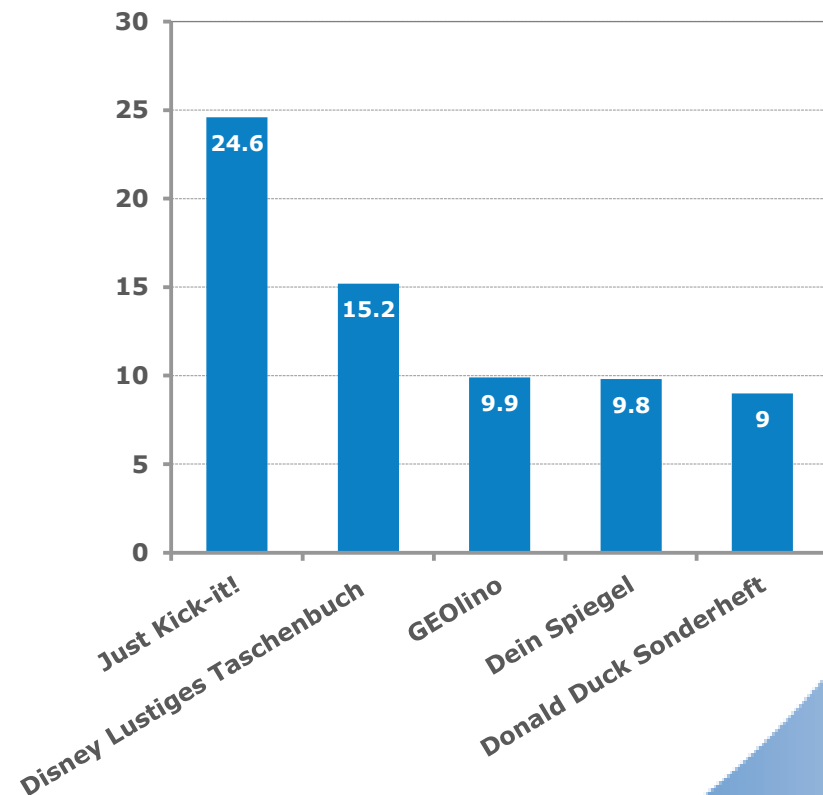
Favourite magazines & comics of German boys in 2022/2023

By age, selection, top 5, percentages

6-9 years



10-13 years

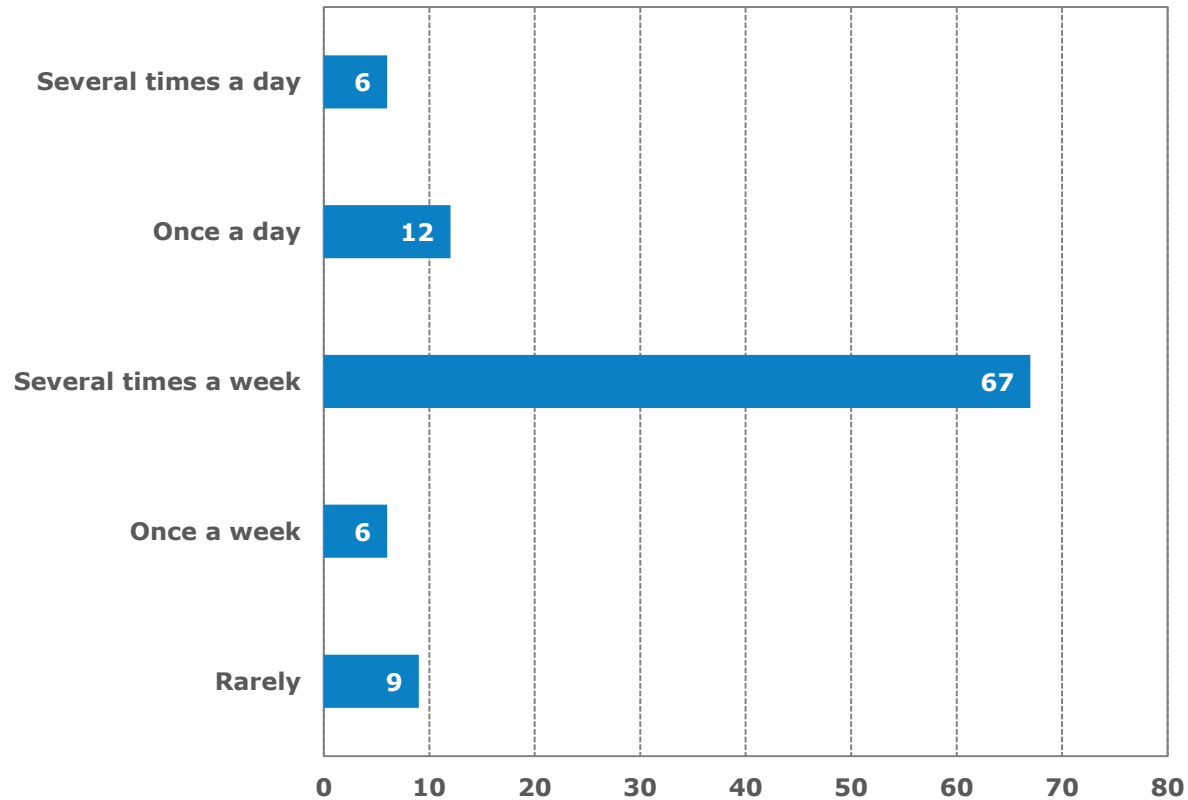


Source: Edeka u. a.: KinderMedienMonitor 2023, p. 19 and 22.

Basis: n=528 boys, 6-9 years; n=514 boys, 10-13 years.

The use of children's books apps

Answers of parents with children aged 1-8, 2022, percentages

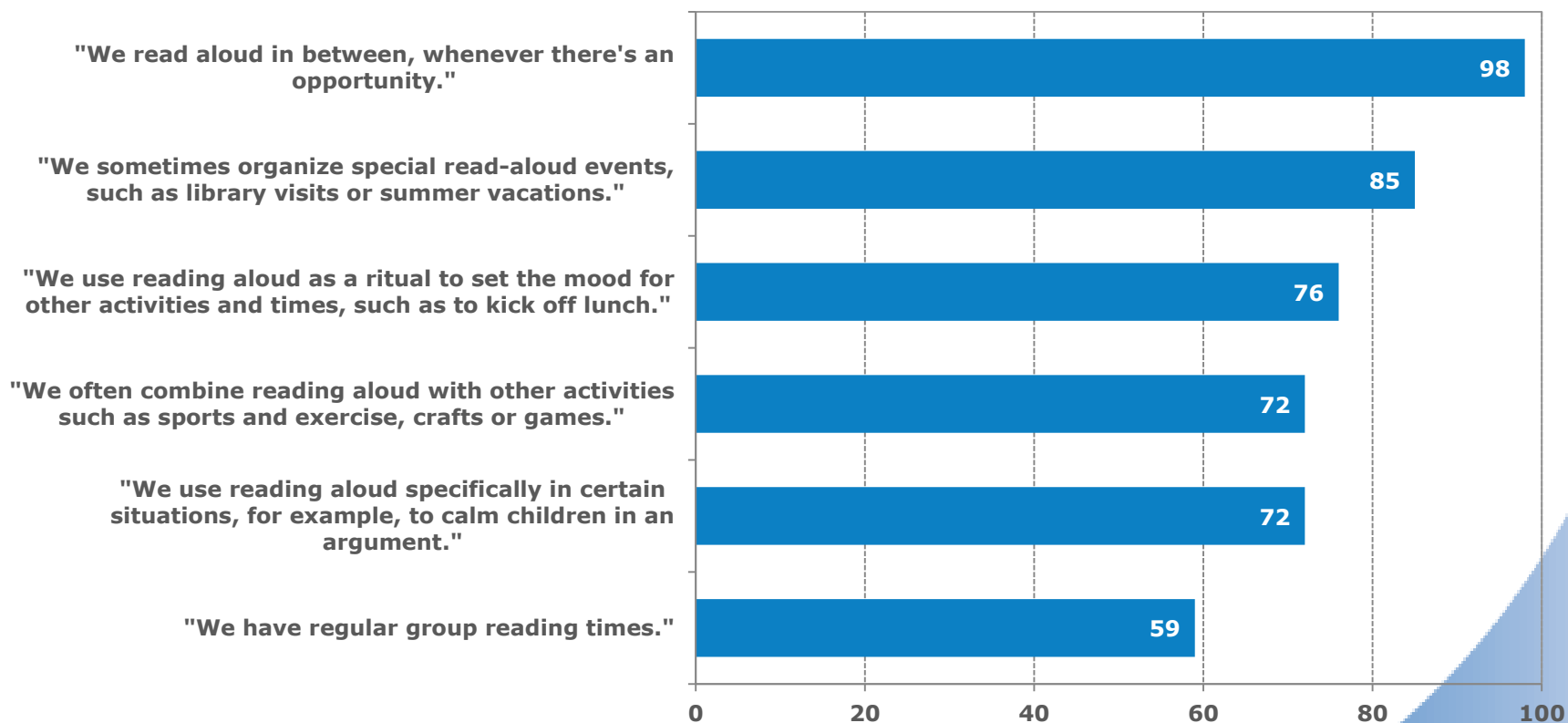


Source: Die ZEIT/Stiftung Lesen/Deutsche Bahn Stiftung, Vorlesemonitor 2022, p. 33.

Basis: n=181 parents using children's books apps.

Reading aloud is integrated into daycare center's daily routine in Germany

"How are read aloud and storytelling incorporated into your daily routine?"
Proportion of daycare centers to which the guidelines apply, percentages

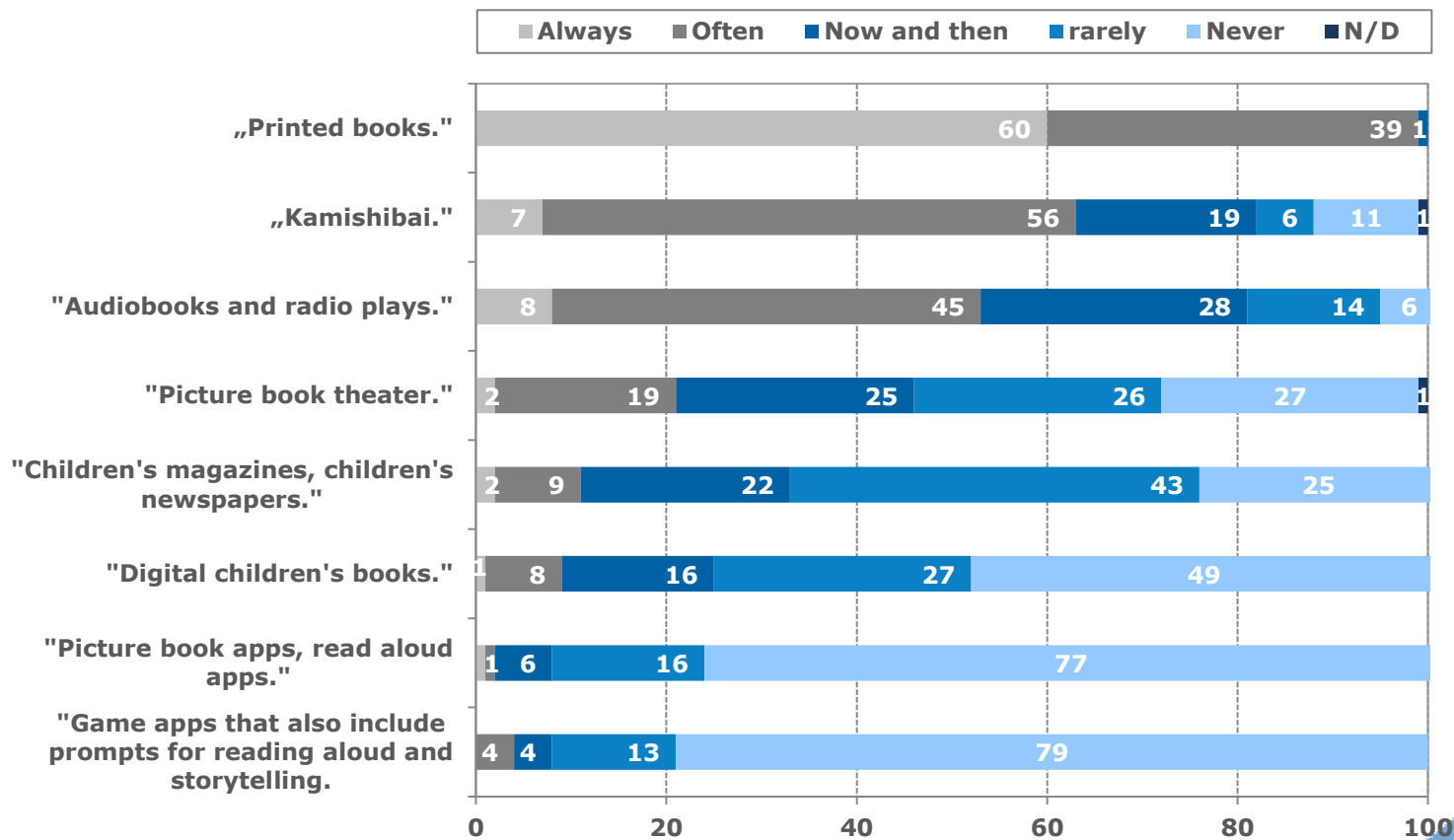


Source: Die ZEIT/Stiftung Lesen/
Deutsche Bahn: Vorlesestudie 2021, p. 8.

Basis: n=507 educational professionals.

Digital media play a minor role in reading aloud in German daycare centers

"When you read to children and tell stories yourself, what media do you use to do so?"
 According to statements by educational professionals, 2021, percentages



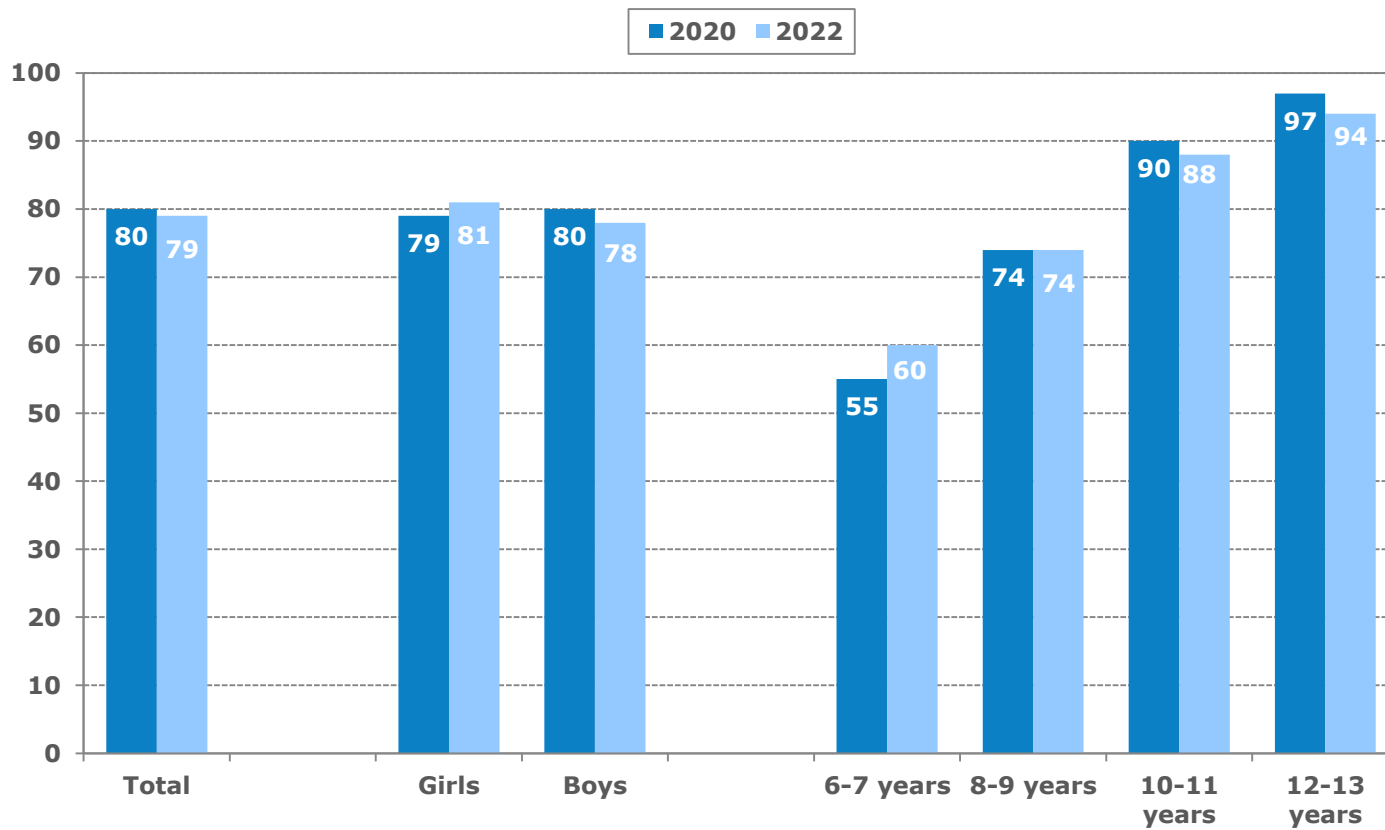
Source: Die ZEIT/Stiftung Lesen/Deutsche Bahn: Vorlesestudie 2021, p. 9.

Basis: 507 educational professionals

Computer, Internet and Social Media

Use of laptop/computer/tablet

Usage at least rearely, selection, 2020-2022, percentages

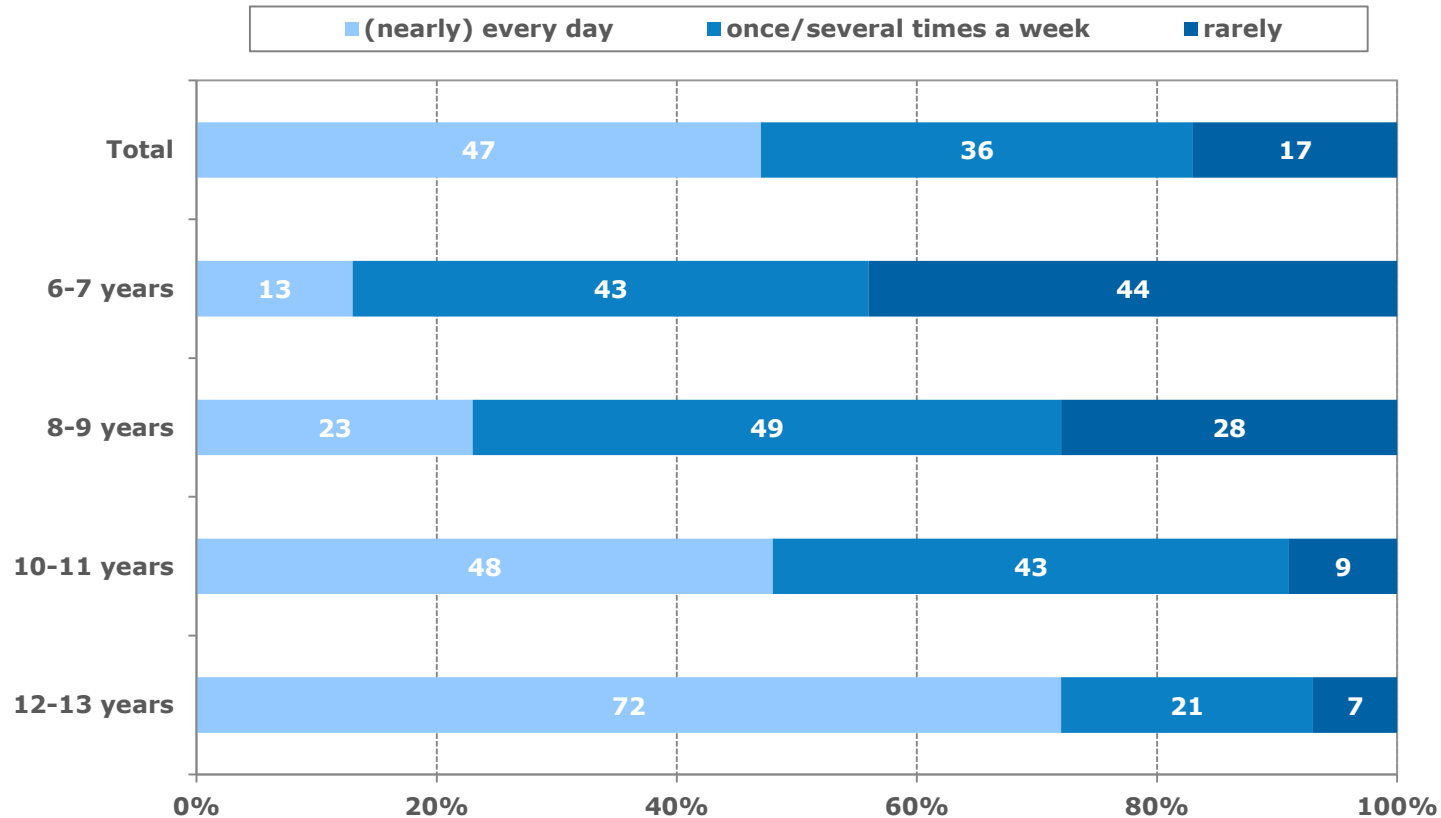


Source: mpfs: KIM-Studie 2022, p. 27.

Basis: 2020: n=1,216; 2022: n=1,219, main educators of children, 6-13 years.

How often do German children surf the web?

By age groups, 2022, percentages

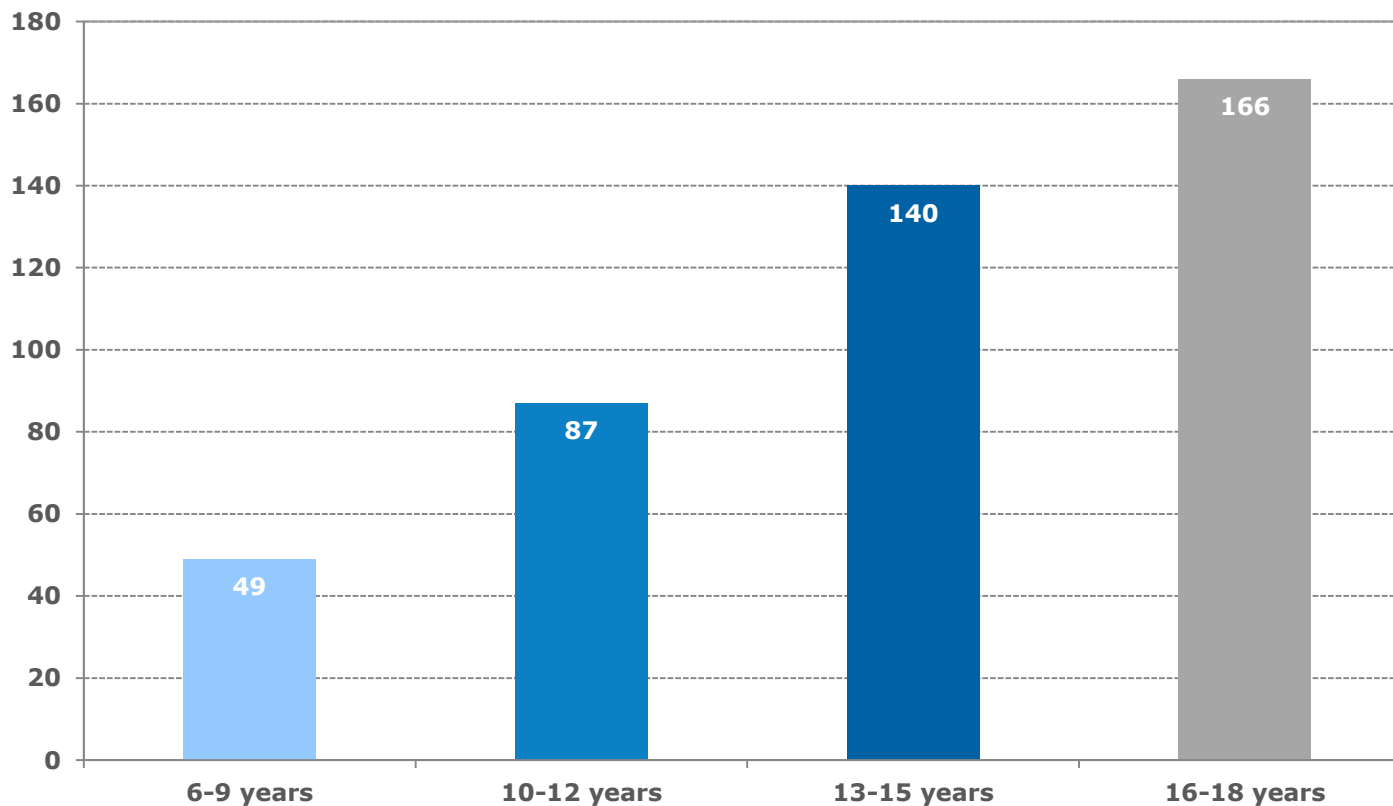


Source: mpfs: KIM-Studie 2022, p. 29.

Basis: n=854, 6-13 years, Internet users.

Internet use increases with age of children

How much time do you spend online per day?
By age, 2021 (minutes per day)



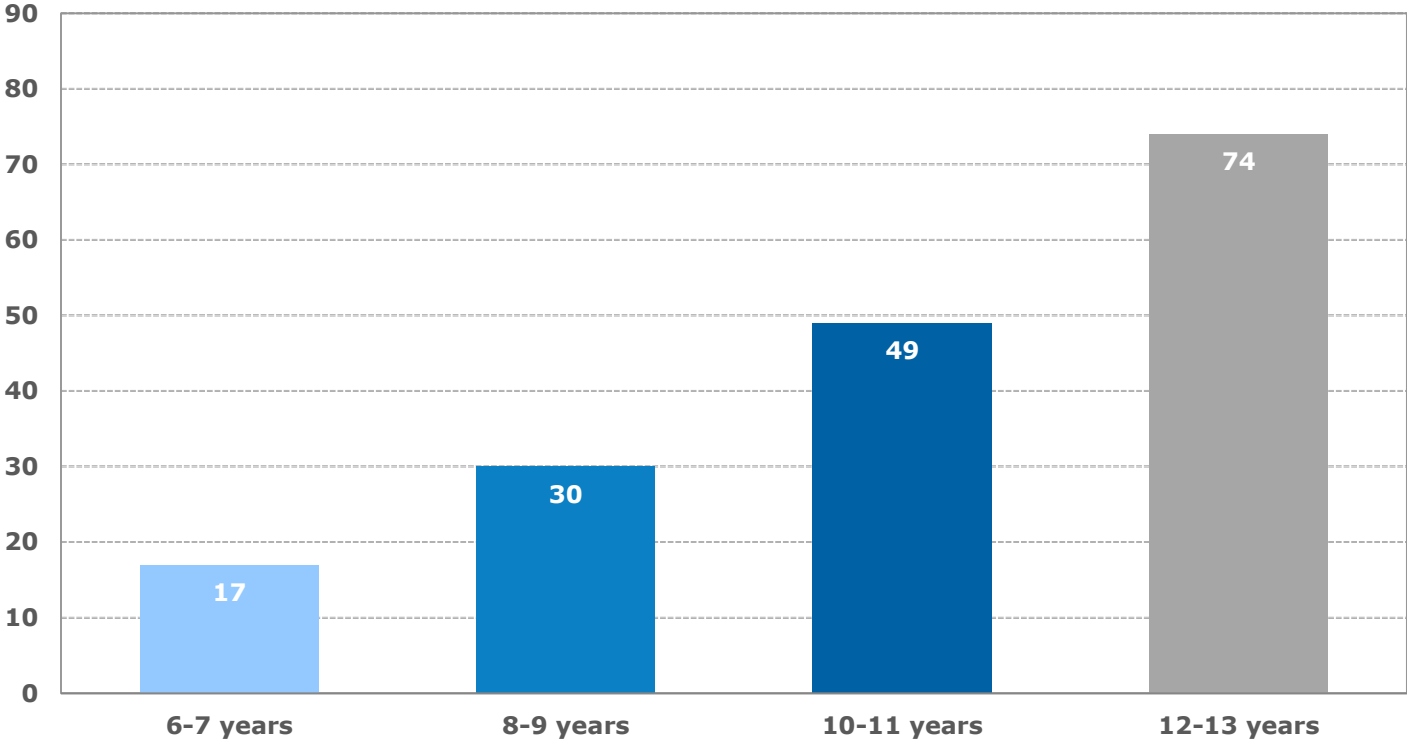
Source: Bitkom/Rohleder 2022, p. 5.

Basis: n=920, 6-18 years, Internet users.

How long do children in Germany surf the web?



Minutes per day, mean, on weekdays, according to their main educators, 2022



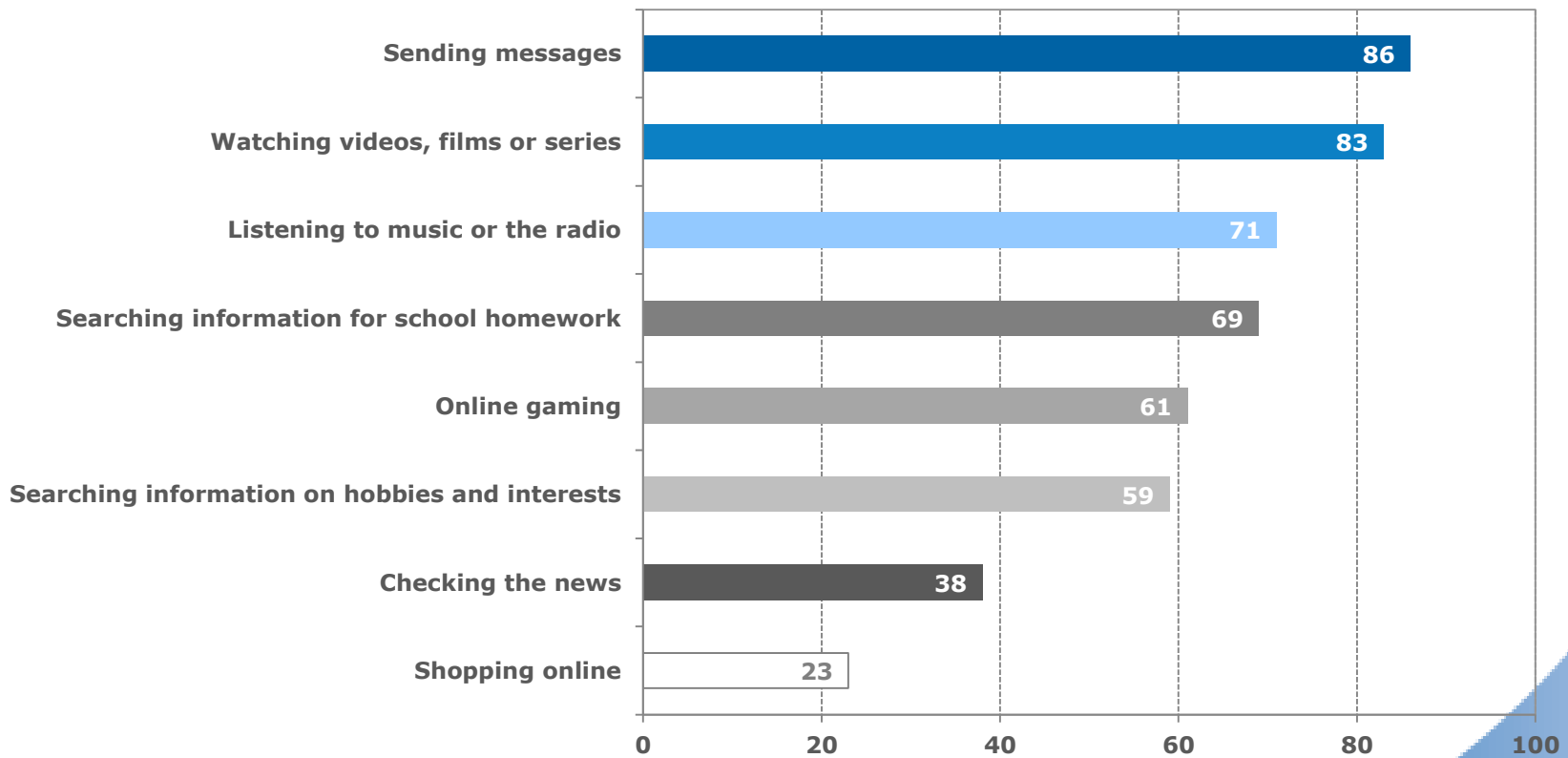
Source: mpfs: KIM-Studie 2022, p. 31.

Basis: n=1,219, main educators of children, 6-13 years.

Online activities of children and adolescents in Germany



What do you do online (at least sometimes)?
Multiple answers possible, 2021, percentages

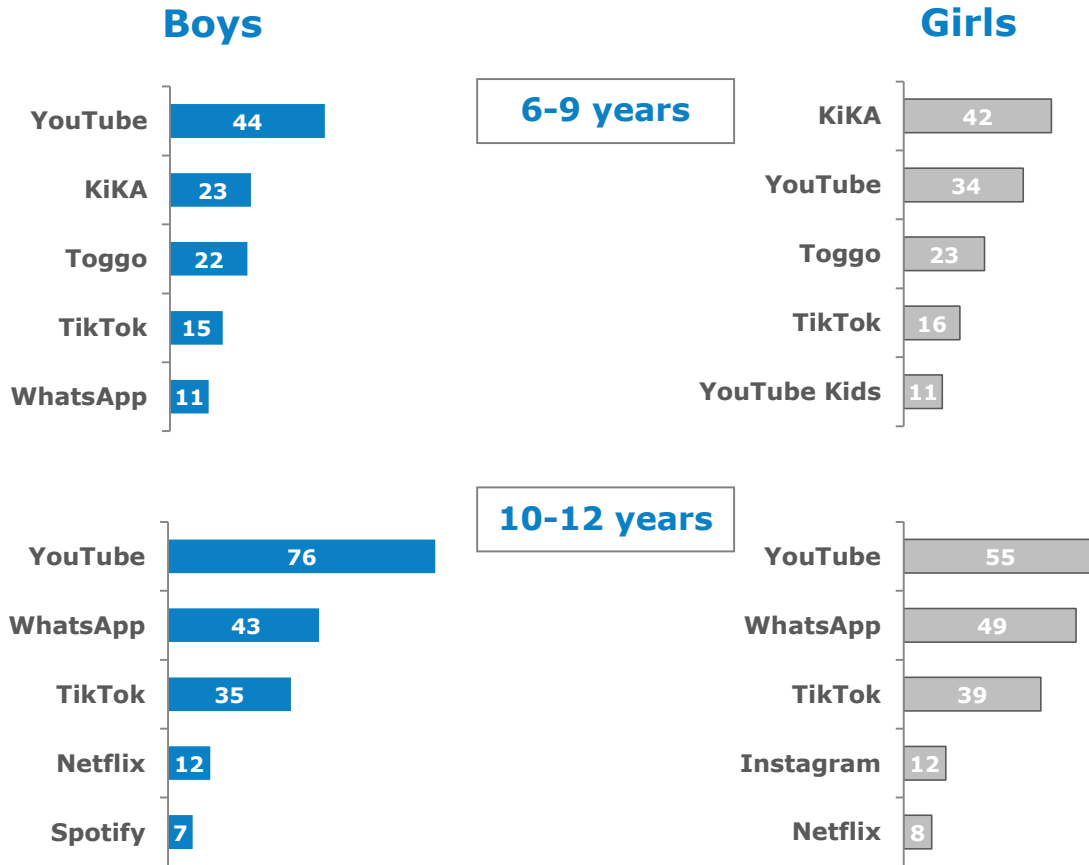


Source: Bitkom/Rohleder 2022, p. 7.

Basis: n=641, 10-18 years, Internet users.

The most popular websites or apps of German children in 2023

Unsupported question, top 5, by age and gender, percentages



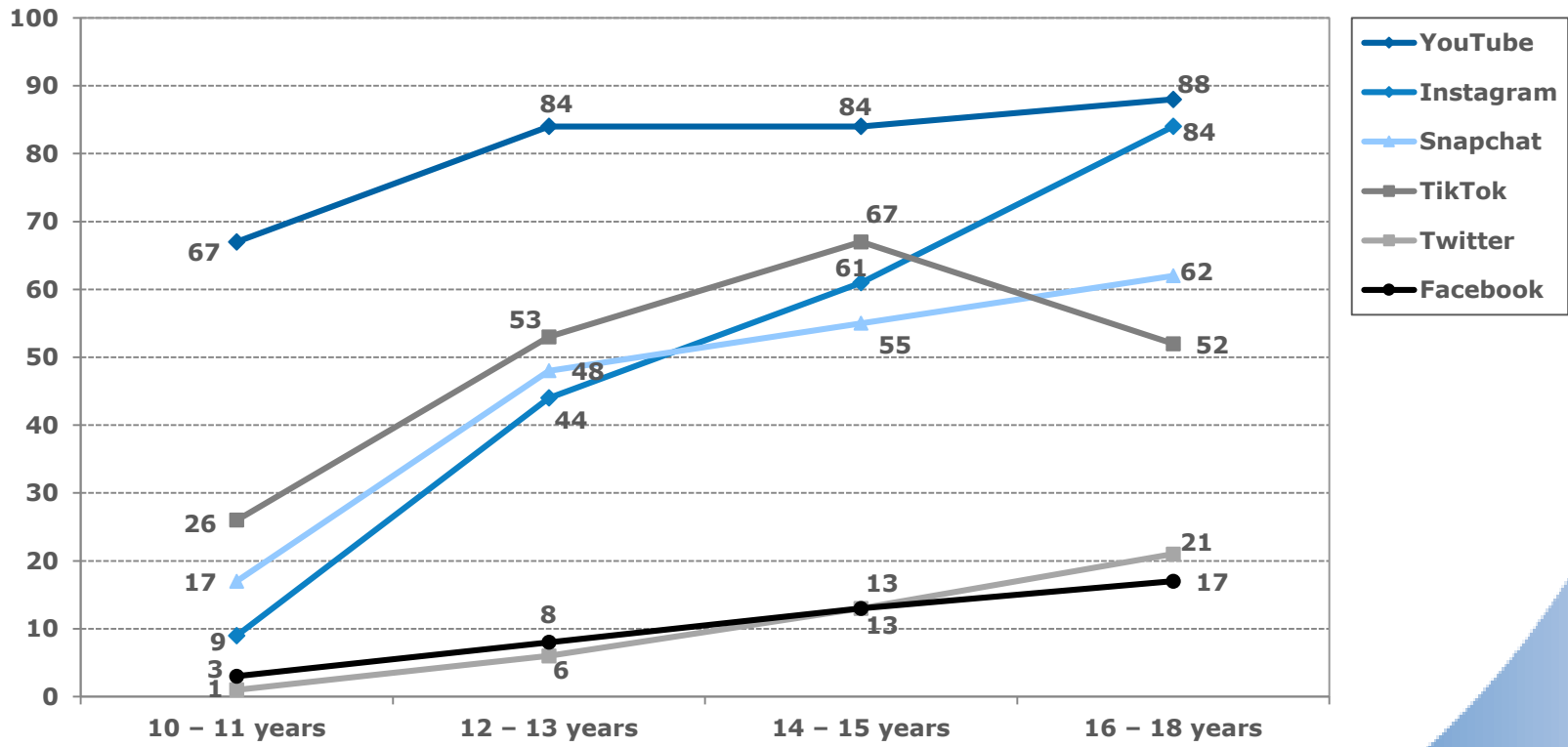
Source: iconkids & youth: Trend Tracking Kids 2023, p. 191-192.

Basis: n=666 girls; n=690 boys; 6-19 years, Internet users.

YouTube and TikTok are favorites of German kids



**What social media are you using?
By age, 2021, percentages**



Source: Bitkom/Rohleder 2022, p. 8.

Basis: n=641, 10-18 years.

Most popular influencers of children in Germany in 2023



By gender, TOP 3, selection (percentages)

Girls	#	Boys
Lisa & Lena	1	Julien Bam
Dagi Bee	2	Montana Black
Julia Beautx	3	Paluten

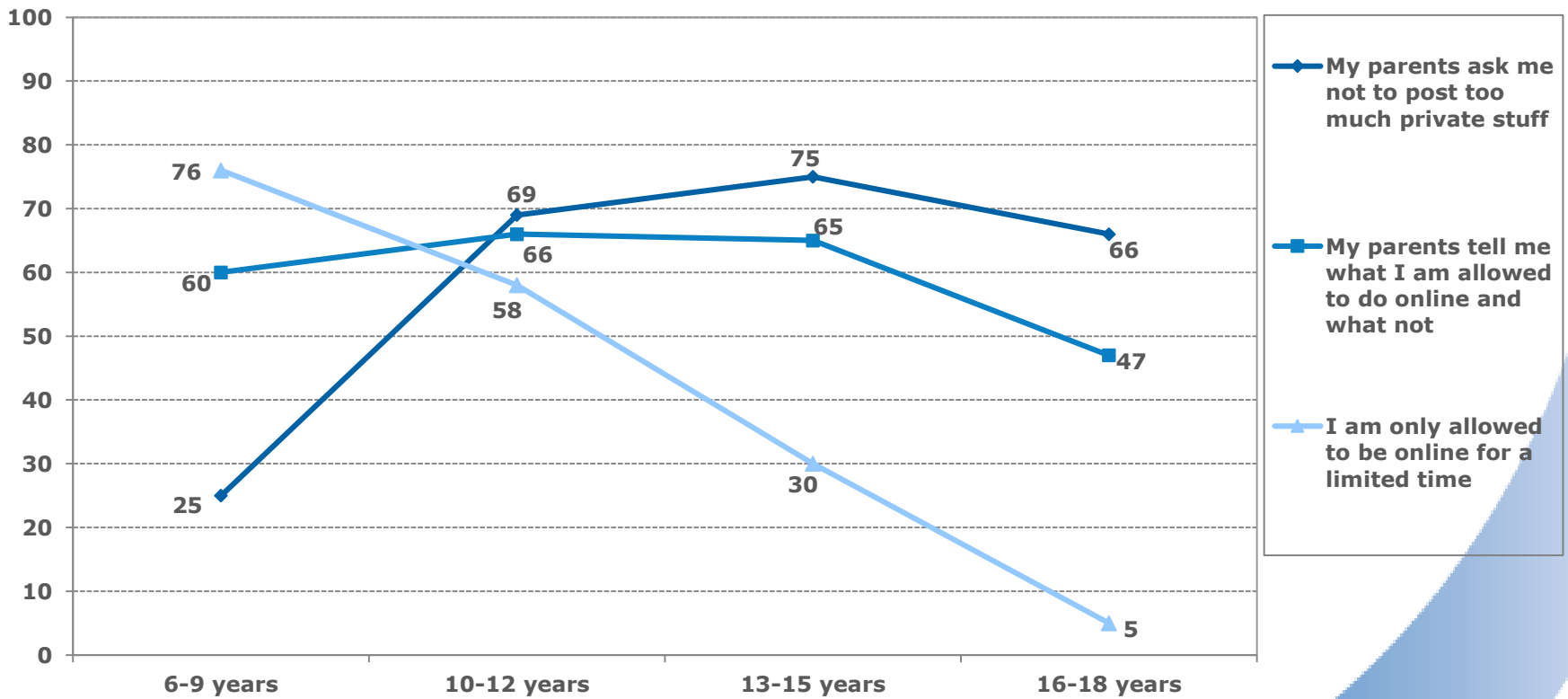
Source: IZI, Die beliebtesten Influencer*innen 2023, 2023.

Basis: n=838, 6-13 years.

With increasing age of the child parental monitoring of web activities declines



Which statements would you answer with a „yes“?
By age, multiple answers possible, 2021, percentages

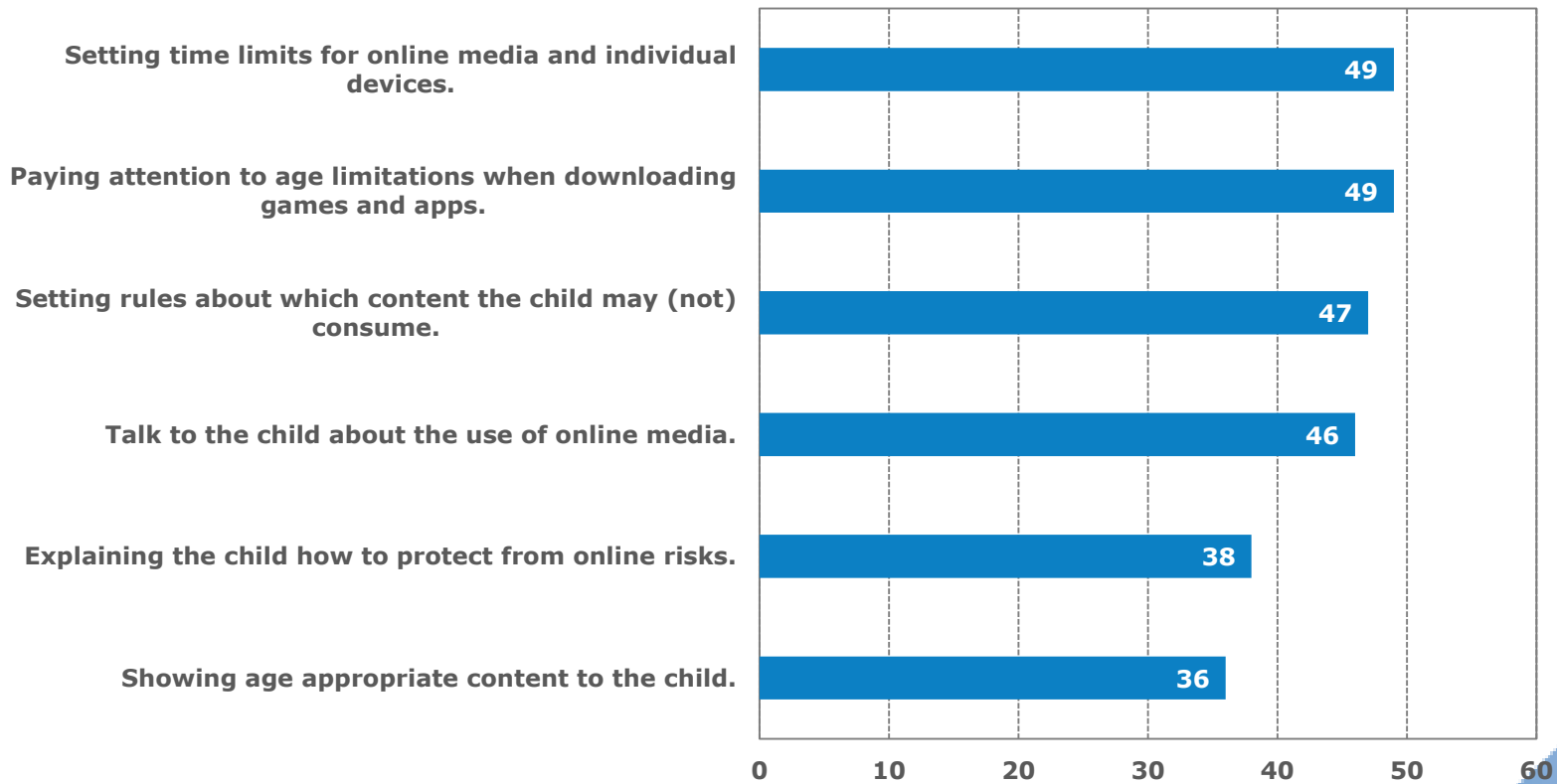


Source: Bitkom/Rohleder 2022, p. 13.

Basis: n=811, 6-18 years, Internet users.

How do parents in Germany protect their children from online risks?

Answers of parents, 2022, percentages

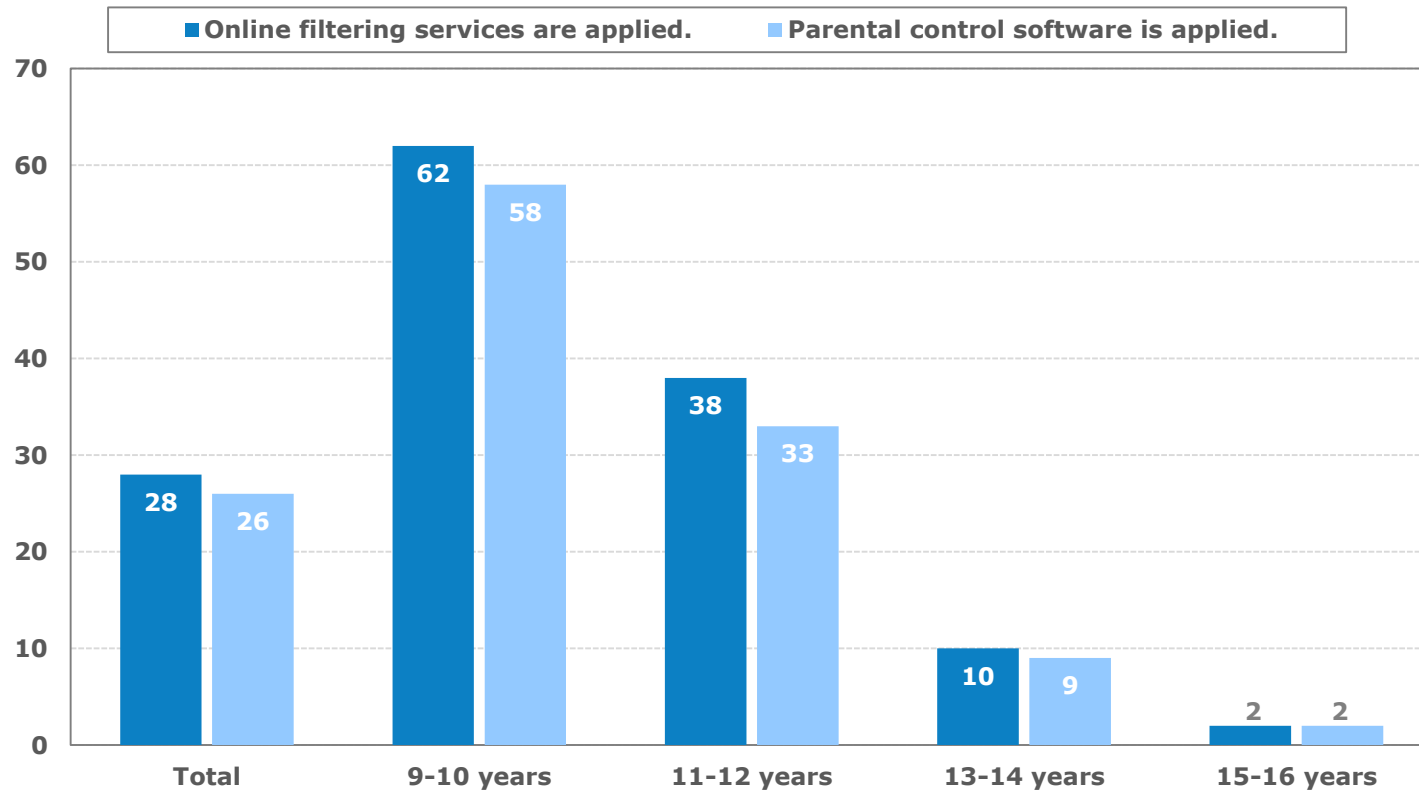


Quelle: Brüggem u. a.,
Jugendmedienschutzindex 2022, p. 24.

Basis: n=805 parents and children (9-16 years).

Parents use of applications to control their children's online usage

Answers of parents, by age of child, selection, percentages

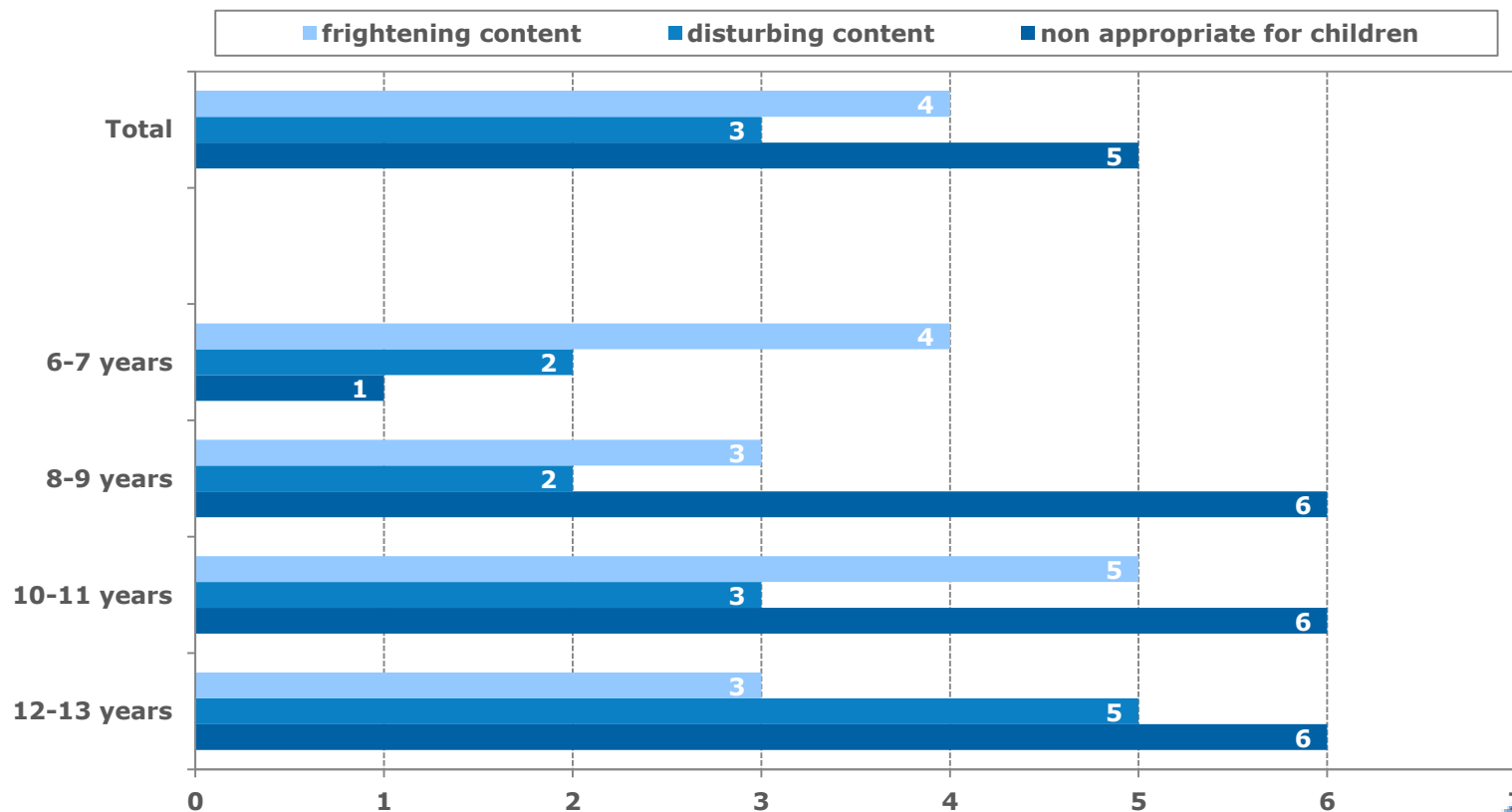


Source: Brüggem u. a., Jugendmedienschutzindex 2022, p. 25

Basis: n=805 parents and children (9-16 years)

Negative Internet experiences: disturbing and frightening contents

Have you already found disturbing or frightening contents in the Internet?
Selection, 2022, percentages

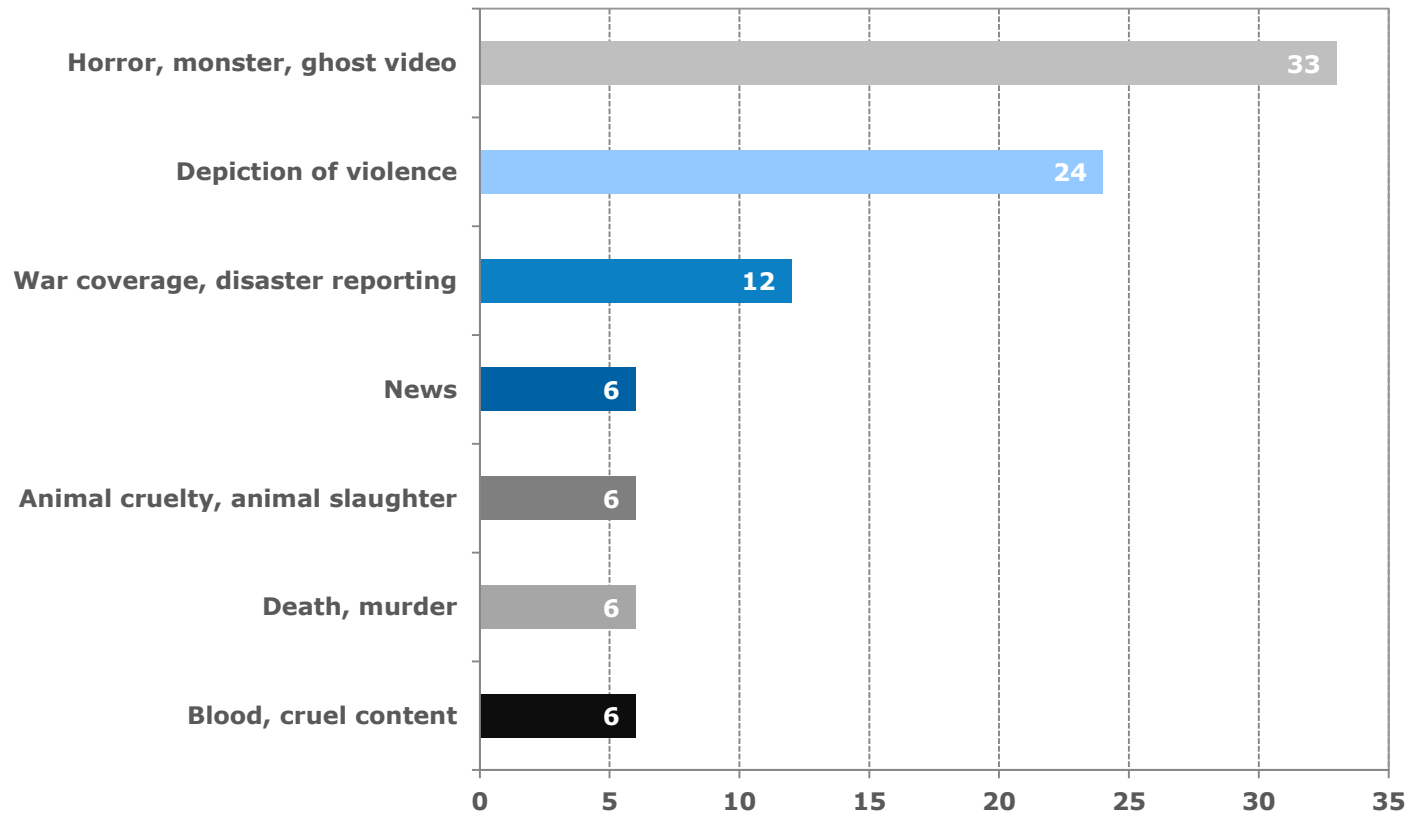


Source: mpfs: KIM-Studie 2022, p. 64.

Basis: n=854, 6-13 years, Internet users.

Frightening content on the web

2022, percentages



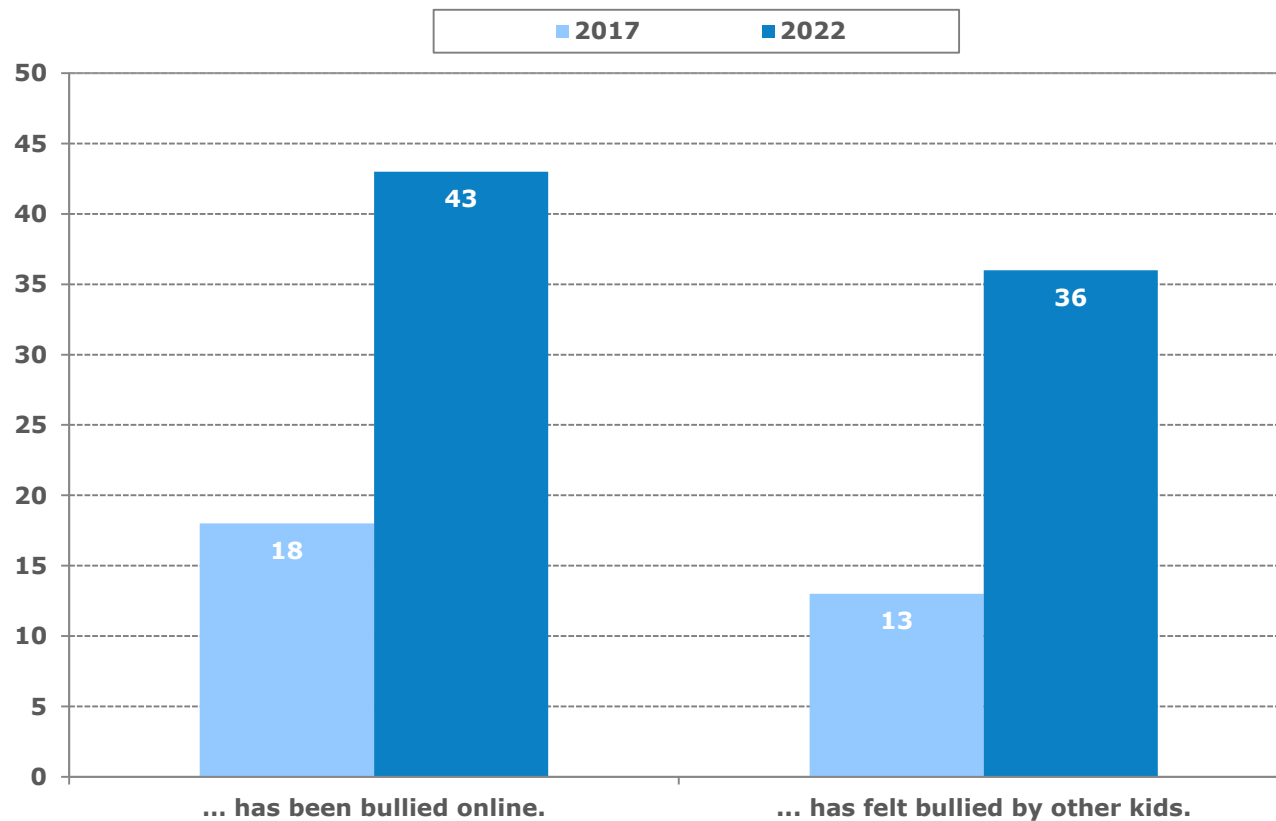
Sourc: mpfs: KIM-Studie 2022, p. 64.

Basis: n=33, 6-13 years, Internet users who have experienced frightening content.

Cyberbullying experiences of children

Comparison 2017 and 2022, percentages

The child ...

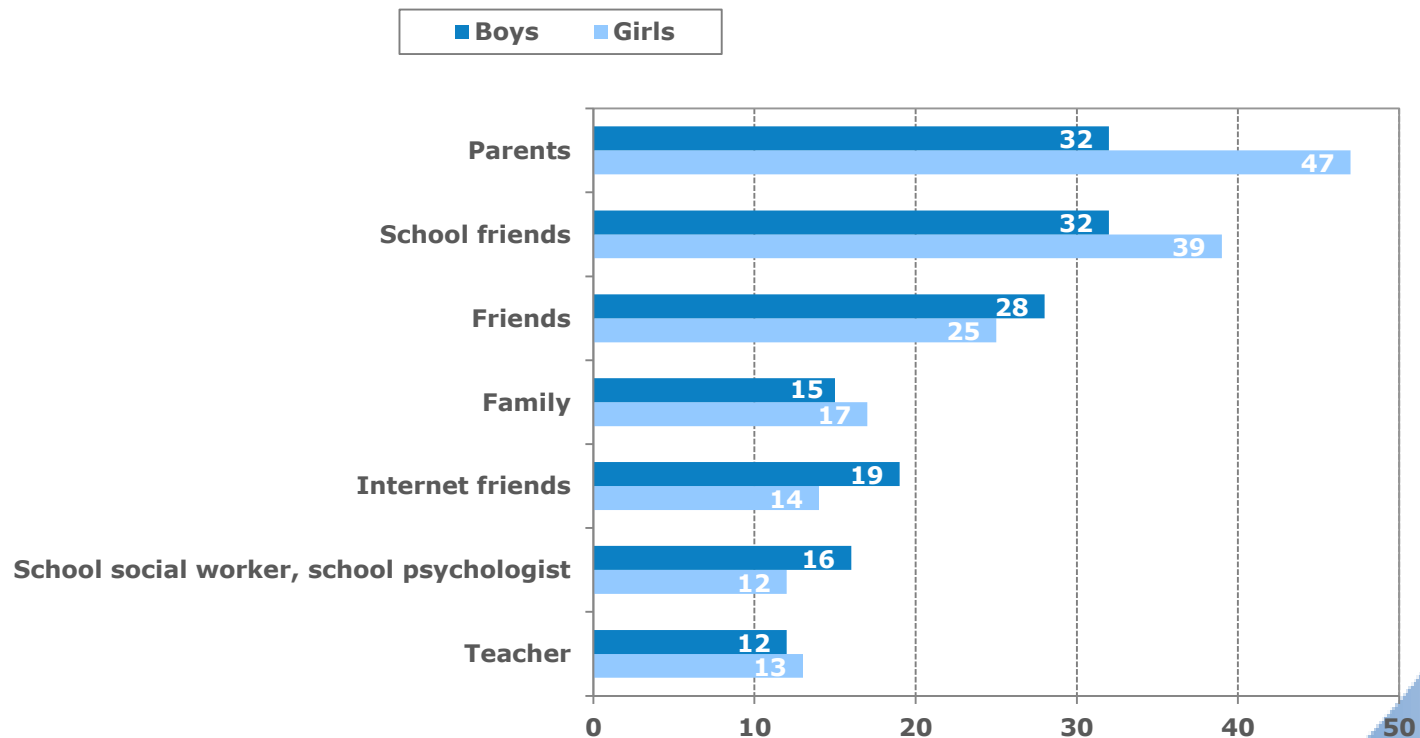


Source: Brüggem u. a.,
Jugendmedienschutzindex 2022, p. 9.

Basis: n=805 parents and children (9-16 years).

A person you can talk to when you had a cyberbullying experience

2022, selection, percentages

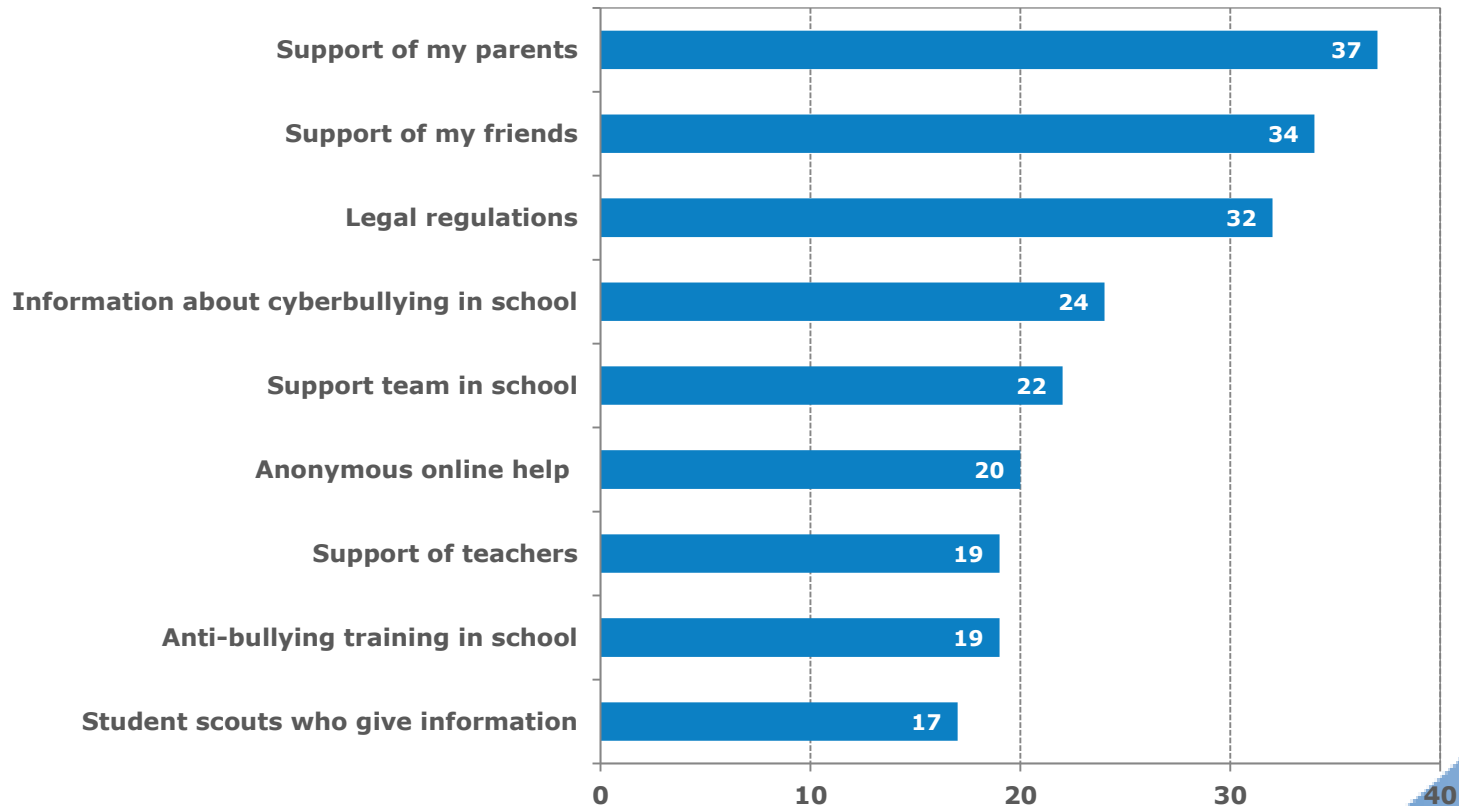


Source: Bündnis gegen Cybermobbing/Techniker Krankenkasse: Cyberlife IV 2022, p. 120.

Basis: n=467 children and youth, 7-20 years.

Which support do children want with regard to cyberbullying?

Multiple answers possible, selection, percentages

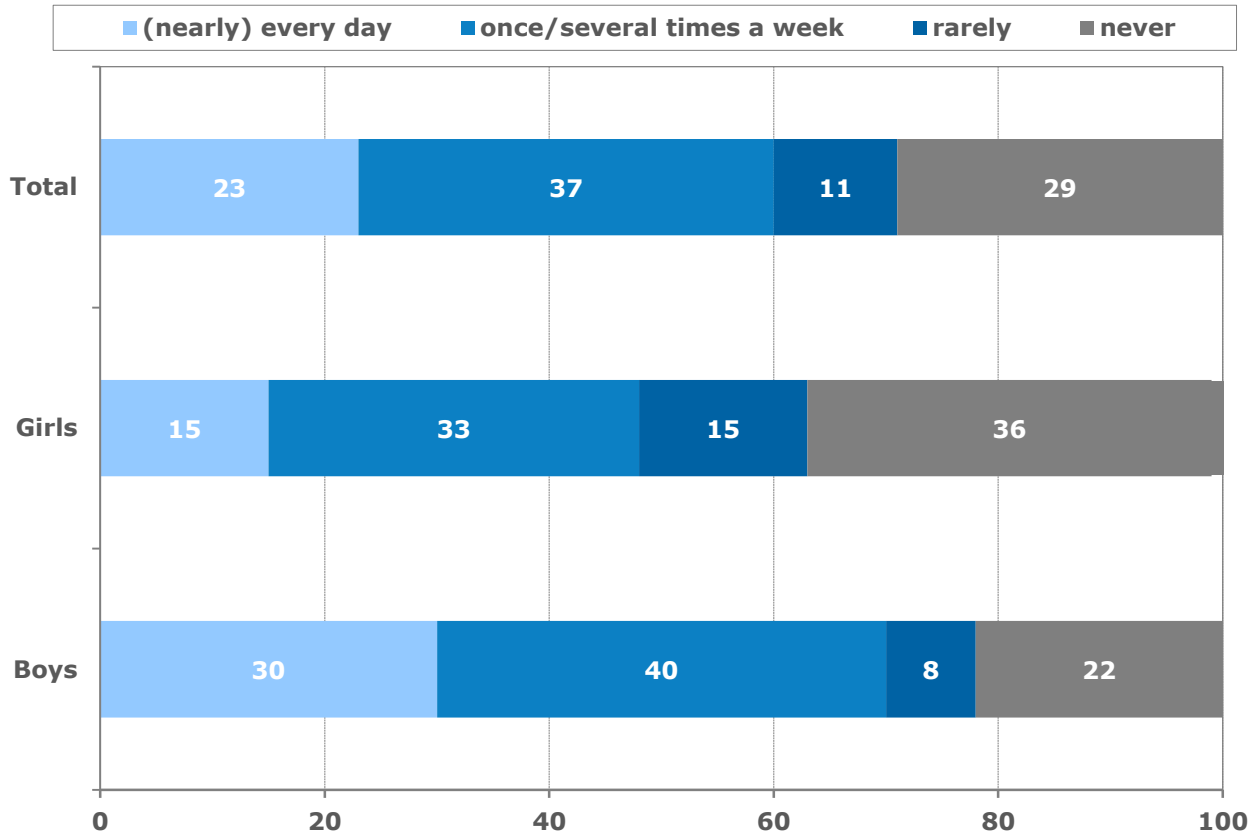


Source: Bündnis gegen Cybermobbing/Techniker Krankenkasse: Cyberlife IV 2022, p. 121.

Basis: n=3,011 children and youth, 7-20 years.

How often do children play computer, console, tablet, online and smartphone games?

PC/laptop/console/tablet/online/smartphone games, selection, 2022, percentages

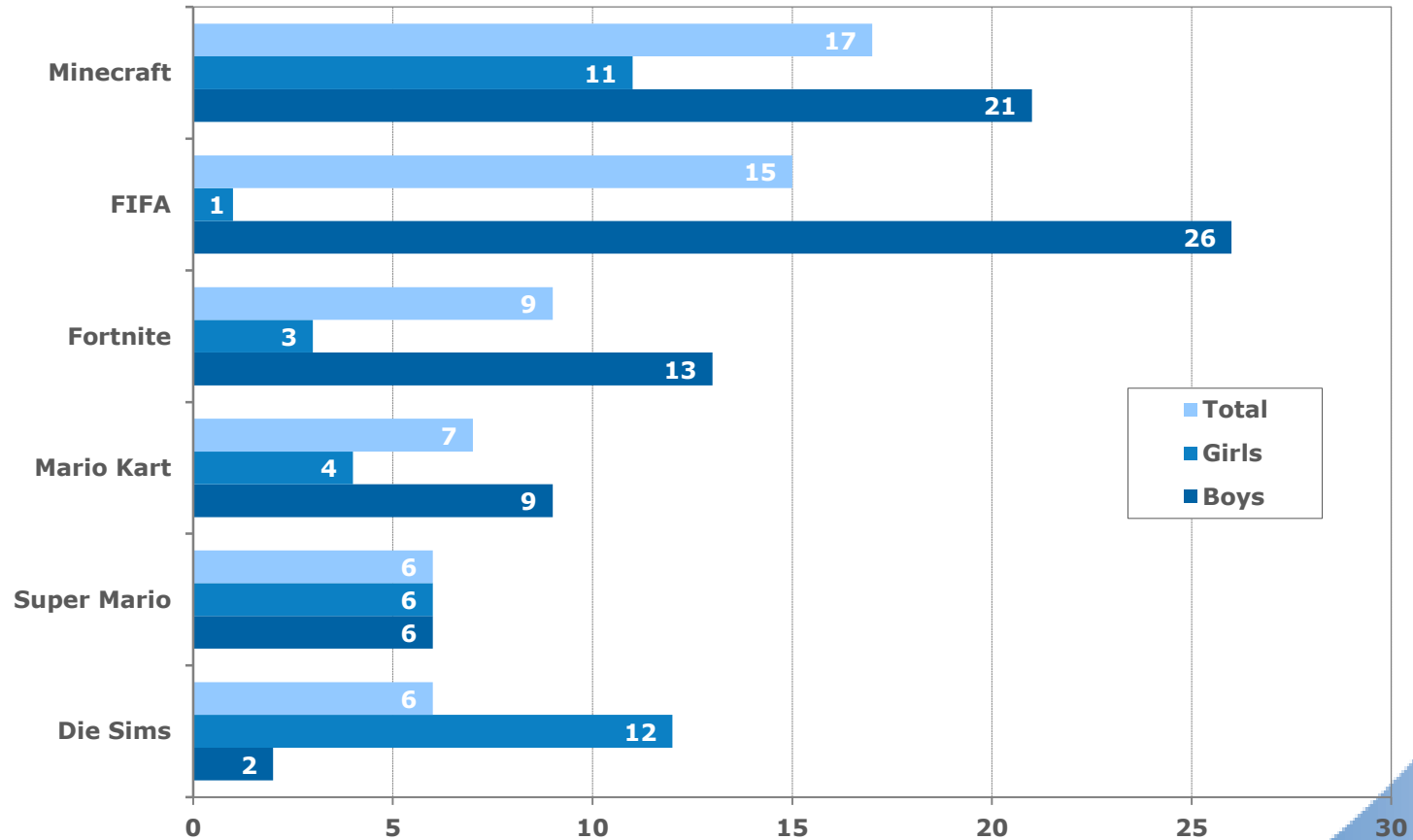


Source: mpfs: KIM-Studie 2022, p. 54.

Basis: n=1,219, 6-13 years.

The most popular digital games for German girls and boys

PC/console/Internet/tablet/smartphone game, up to 3 selections possible, unsupported, 2022, percentages

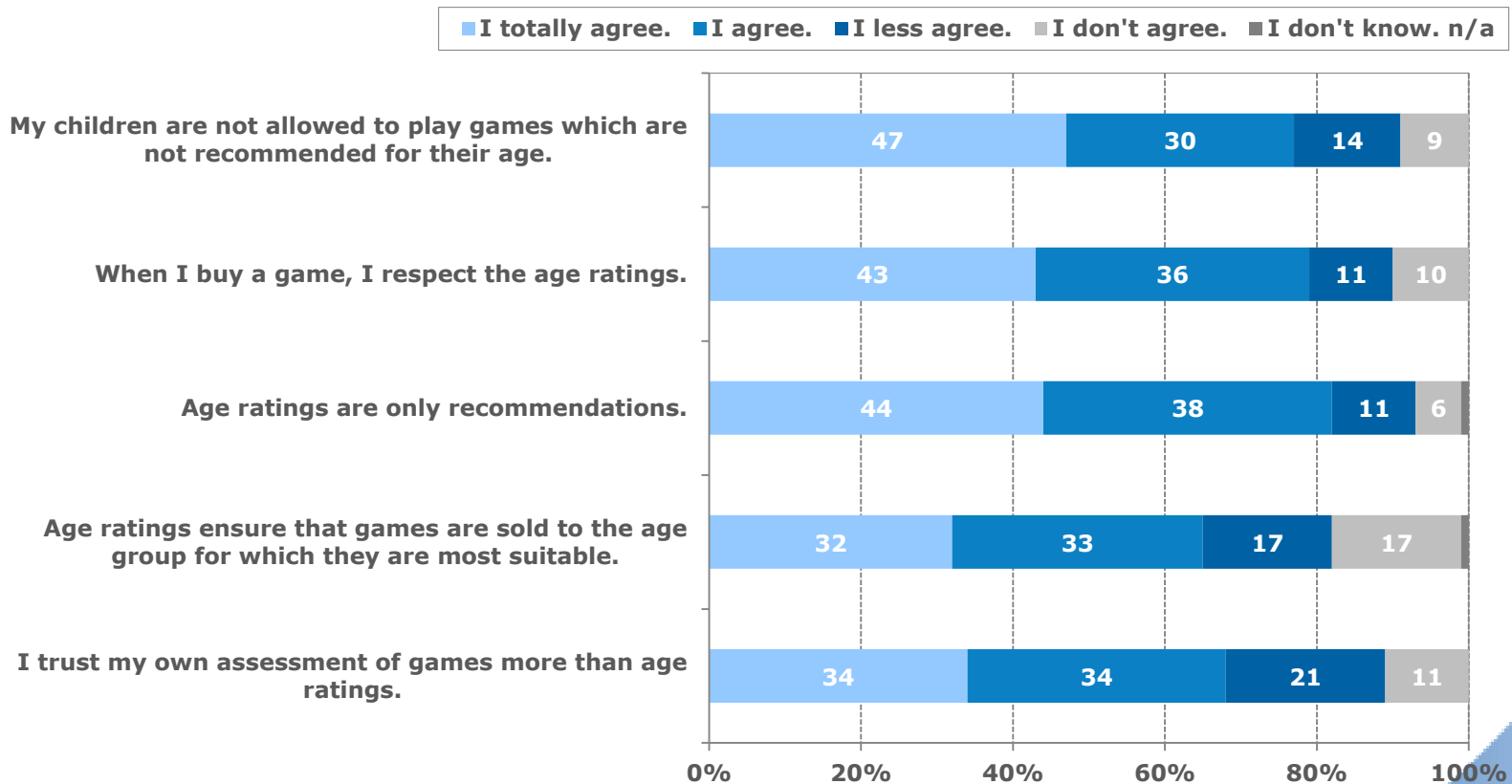


Source: mpfs: KIM-Studie 2022, p. 56.

Basis: n=842, 6-13 years, users of digital games.

Media education: age rated games

According to main educators, 2022, percentages



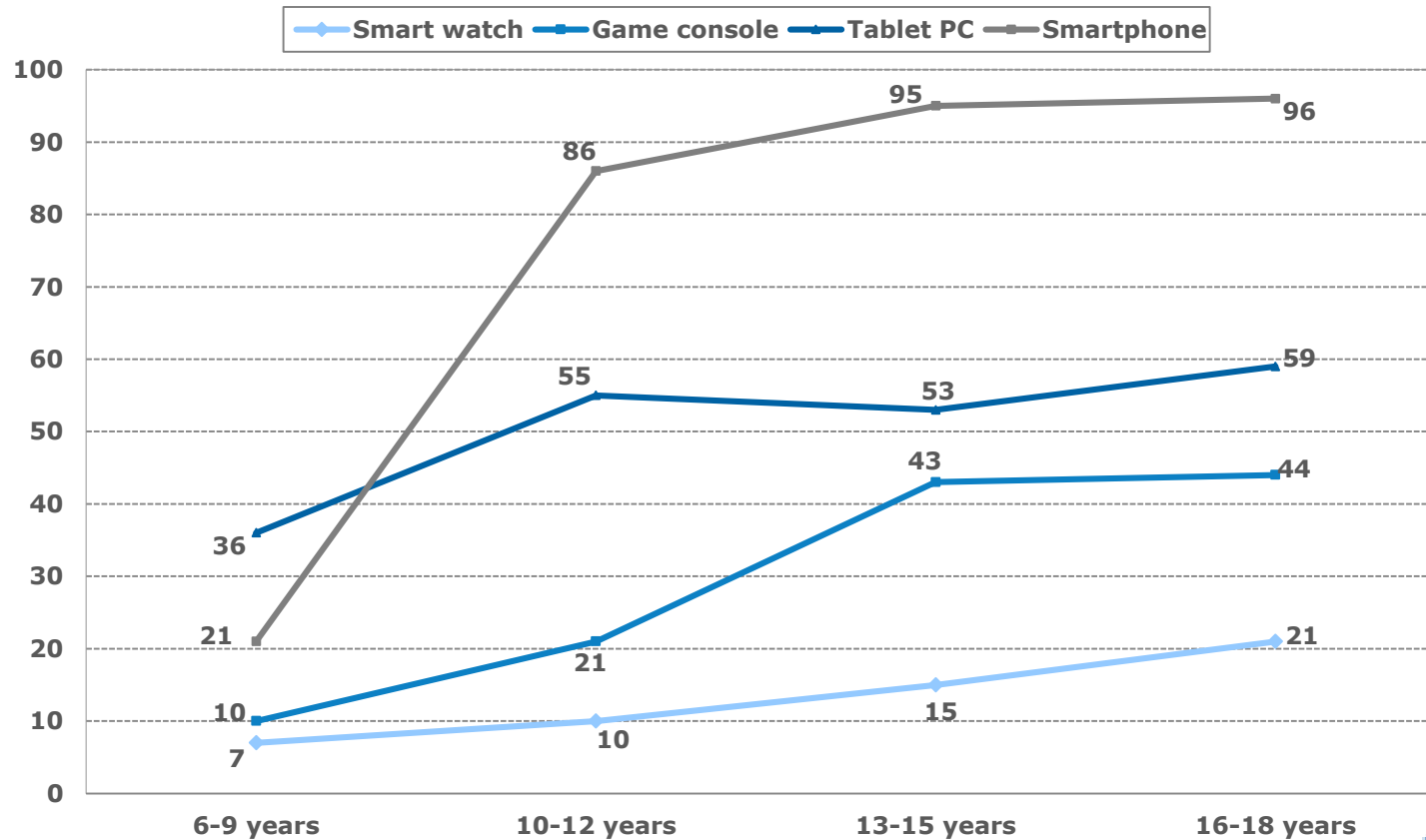
Source: mpfs: KIM-Studie 2022, p. 59.

Basis: n=1,219 main educators of children, 6-13 years.

Children and Mobile Media (Mobile Phone, Smartphone, Tablet PC)

By the age of 10 most children have their own smartphone

Which of the following devices do you already own?
Multiple answers possible, 2021 (percentages)



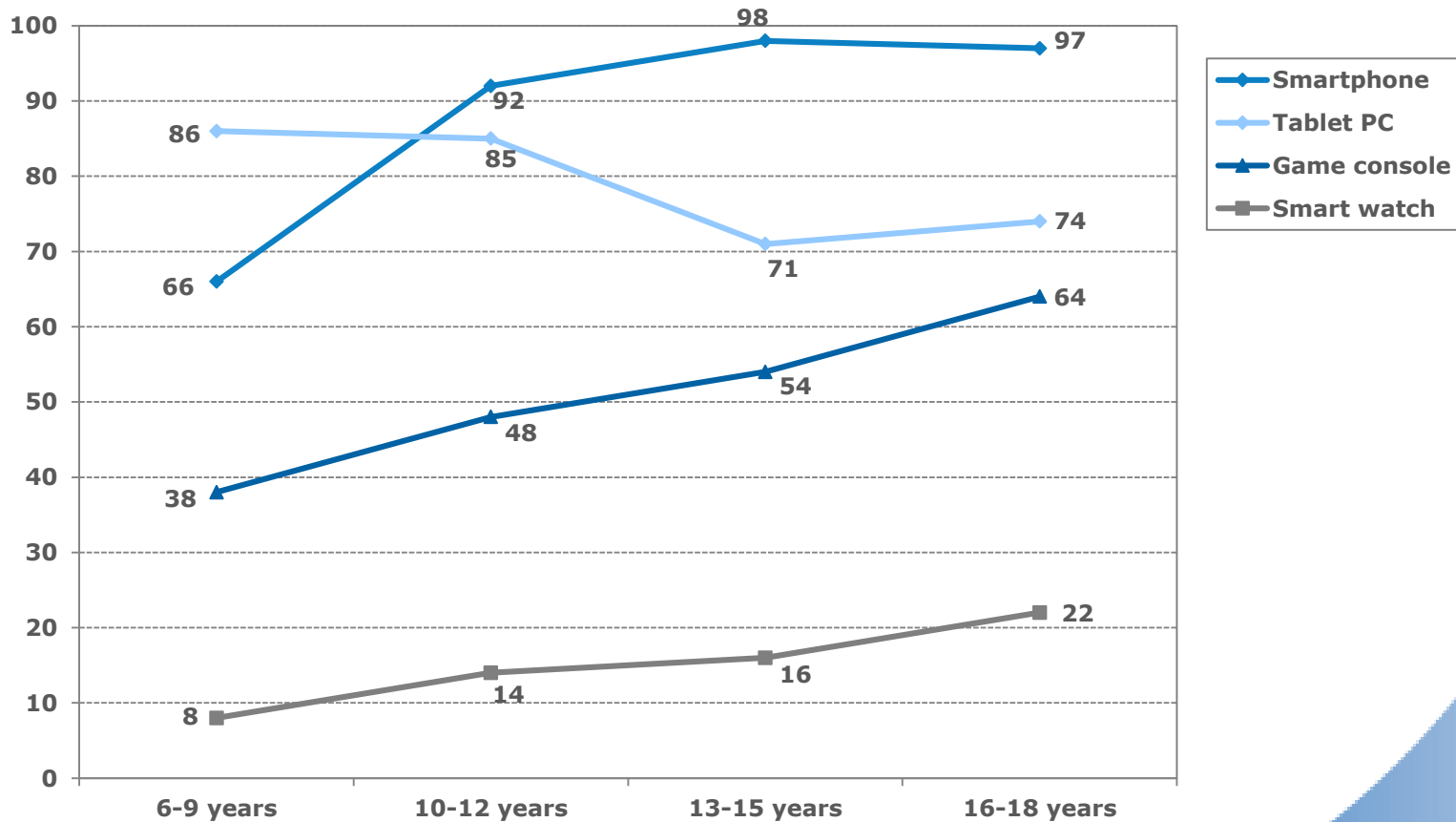
Source: Bitkom/Rohleder 2022, p. 4.

Basis: n=920, 6-18 years.

Smartphones and tablets are the most used devices among young people in Germany



What devices do you use at least from time to time?
Multiple answers possible, 2021 (percentages)

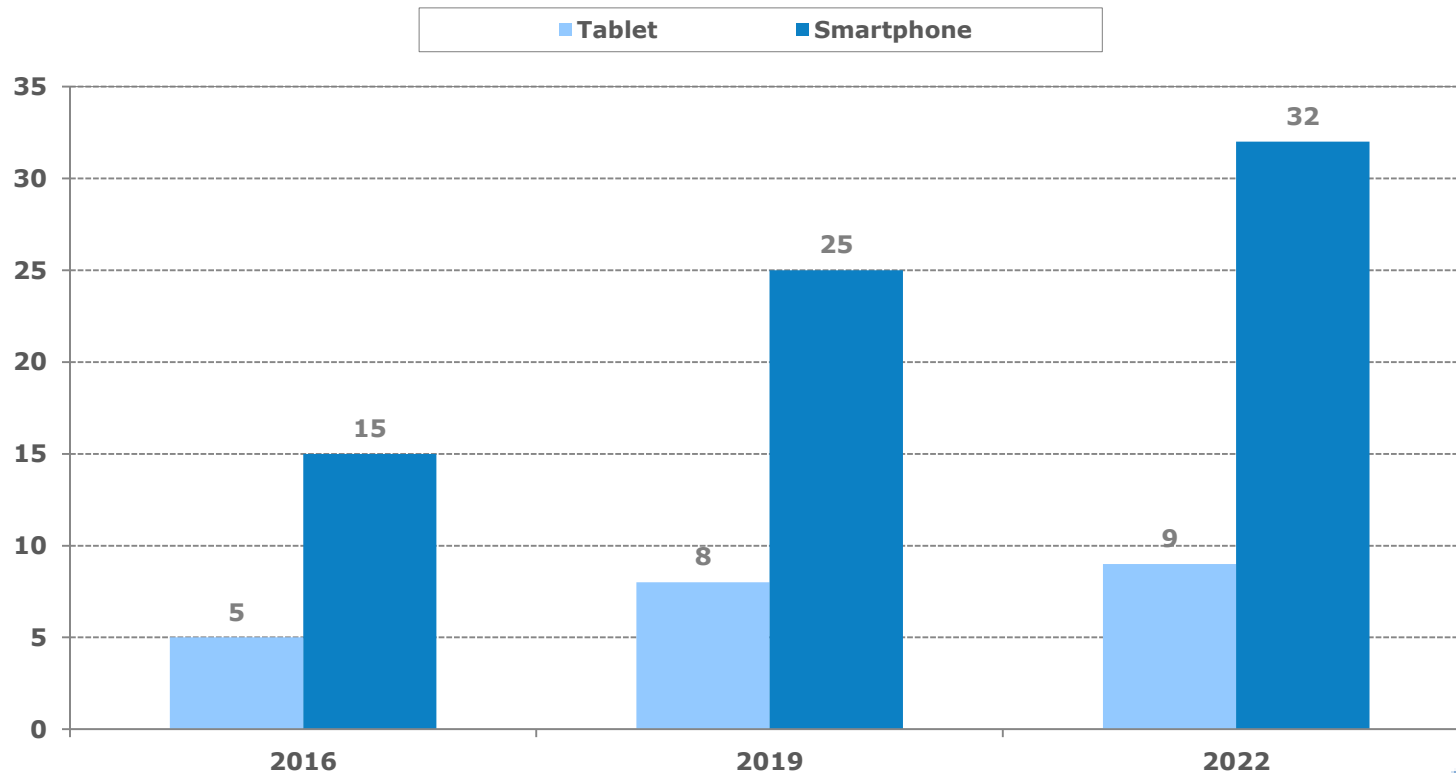


Source: Bitkom/Rohleder 2022, p. 2.

Basis: n=920, 6-18 years.

Mobile media use in minutes per day

Comparison of 2016, 2019 and 2022 Minutes per day

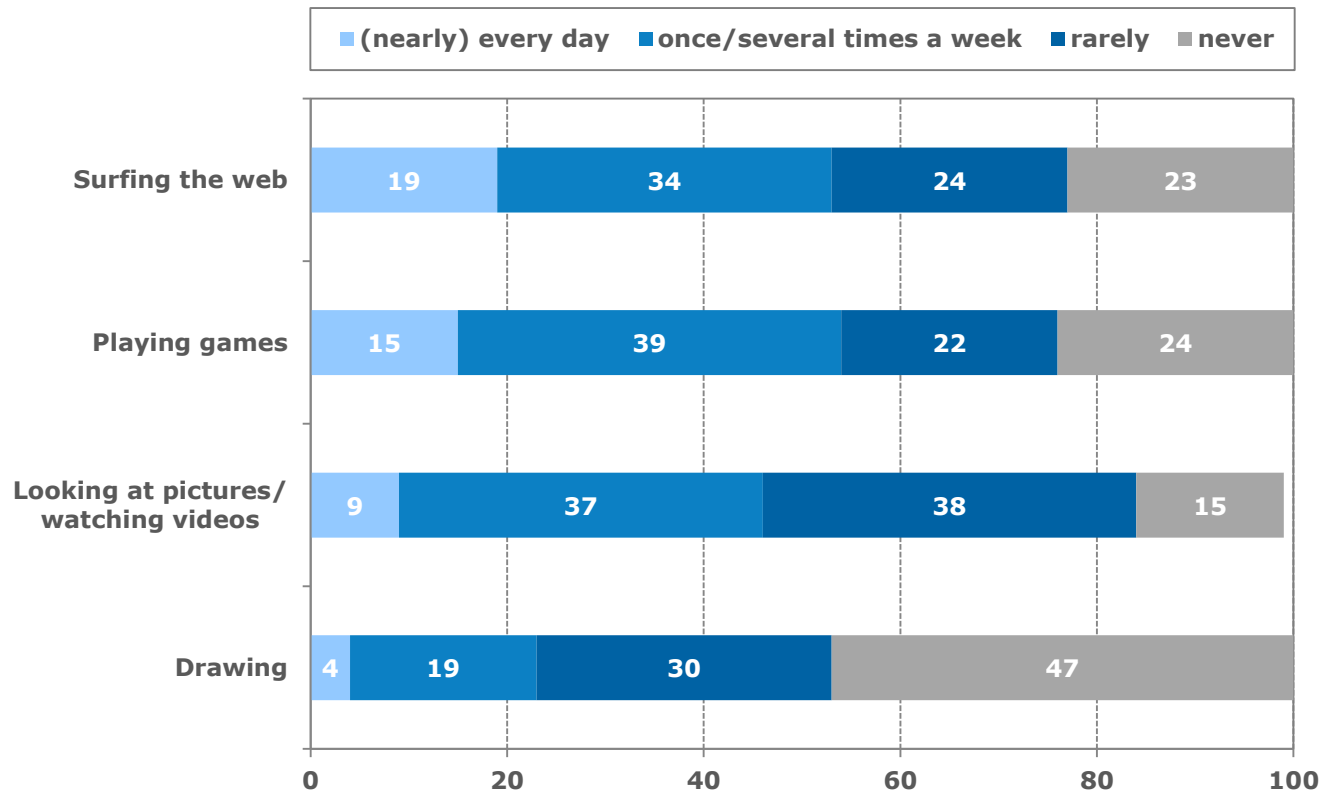


Source: Guth, Kinderwelten 2022, p. 22

Basis: n=1,176 mothers of children aged 3-13 years whose child uses device.

What do German children use tablets for?

By frequency, 2020 (percentages)

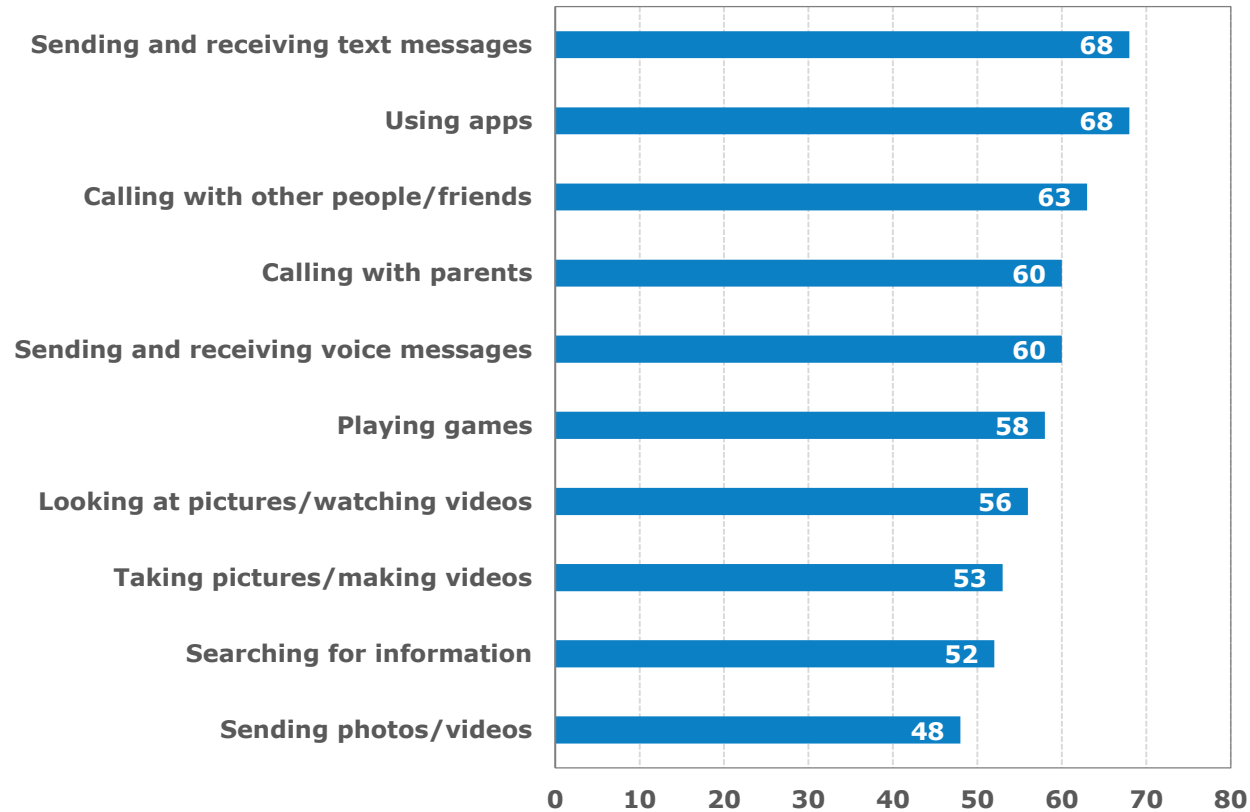


Source: mpfs, KIM-Studie 2020, p. 23.

Basis: n=554, 6-13 years; tablet users.

Smartphone/mobile phone use of children

(Nearly) every day and once/several times a week, selection, percentages



Source: mpfs, KIM-Studie 2022, p. 14.

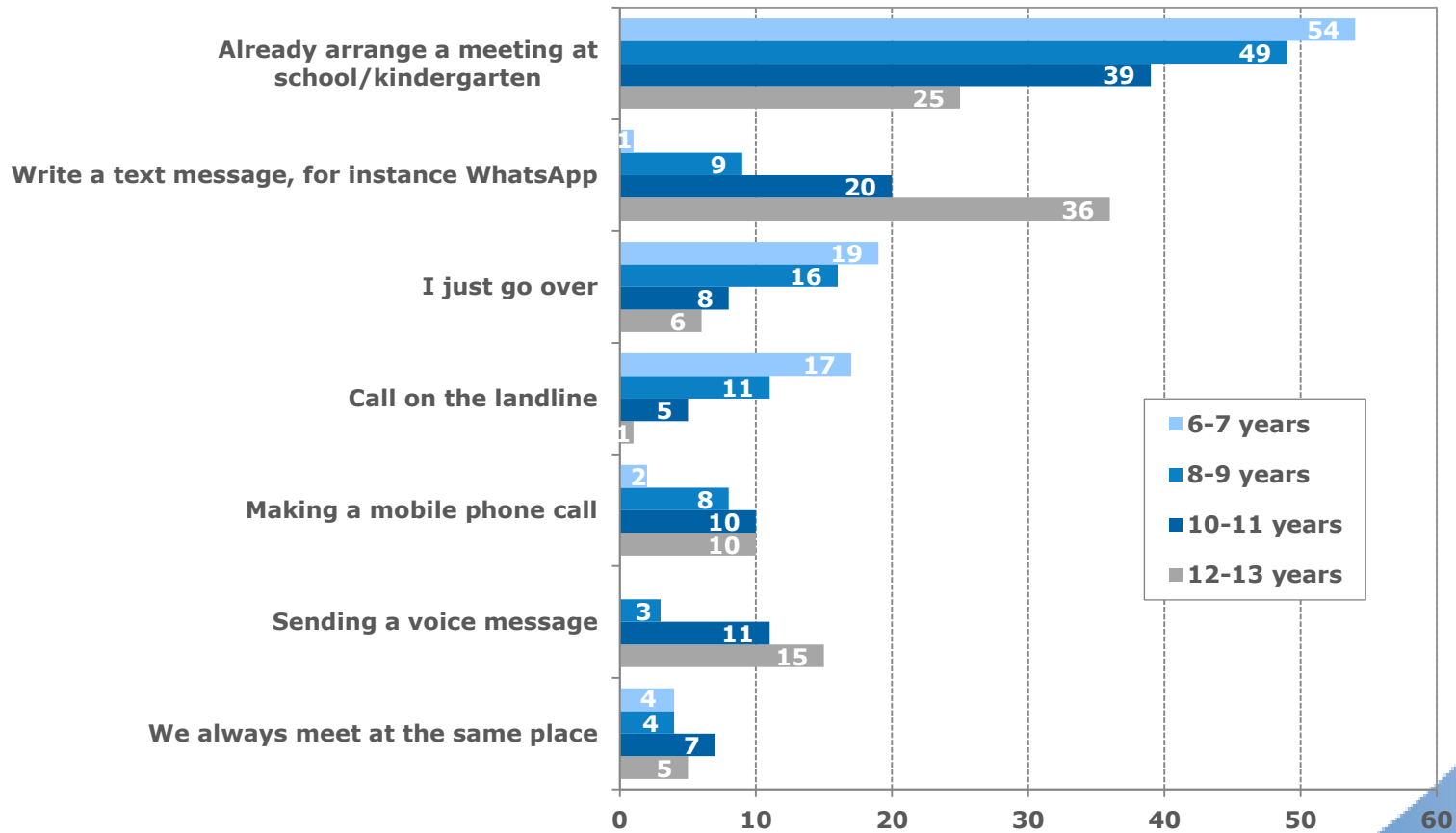
Basis: n=888, 6-13 years; mobile phone/smartphone users.

How do children meet with their friends?



2022, by age, percentages

If you want to meet friends, how do you usually do that?



Source: mpfs: KIM-Studie 2022, p. 42.

Basis: n=1,219, 6-13 years.

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