



MEDIA. COMPETENCE. COMMUNICATION.

THE EDITORS



EGMONT
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KINDER MEDIEN MONITOR 2021

MORE DATA. MORE COMPETENCE. MORE RELEVANCE.

- The KINDER MEDIEN MONITOR 2021 represents 7.47 million German-speaking children aged four to 13 and provides comprehensive data material for media planning.
- Watching, listening, reading: The KINDER MEDIEN MONITOR 2021 answers questions on all media genres relevant to the target group.
- The KINDER MEDIEN MONITOR 2021 provides representative coverage of 27 print magazines among children and the parents or legal guardians who read them.
- In addition to comprehensive findings on media use, the survey offers versatile insights into various areas of children's lives - through responses from children and their parents.
- The KINDER MEDIEN MONITOR is the only countable study of its kind in Germany.

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THE
KINDER MEDIEN MONITOR
REPRESENTS:

7.47 MILLION

GERMAN-SPEAKING CHILDREN

5.92 M. 6-13 YEARS

1.55 M 4-5 YEARS



2,046 DOUBLE INTERVIEWS
with the six to 13 year olds and one of their legal guardians

+ 526 INTERVIEWS
with a legal guardian (hereafter referred to as parents)
of four to five year olds



PRESENTATION CONTENT



CHAPTER 1: MEDIA ACCEPTANCE & MEDIA COMPETENCE

Parents are the vigilant and critical (media) observers, children are the bright and fast-learning media users. Which media do parents trust? And what do they trust their children to do with media?



CHAPTER 2: MEDIA USE

Watching, listening, reading - the children's media world leaves no channel untouched. Digital and analogue media balance each other out. When it comes to reading, the rule is: very much and very gladly - but on paper, please!



CHAPTER 3: COMMUNICATION CHANNELS & APPS

Chatting is super, talking even more! The relevance of communication via app increases with age. Nevertheless, children seek personal conversation - physically and on the phone.



CHAPTER 4: MONEY & CONSUMPTION

Children like to consume and can afford it: they have a total of 3.3 billion euros per year at their disposal. Parents are spenders: In the past twelve months, they have invested a total of 5.3 billion euros in their children.



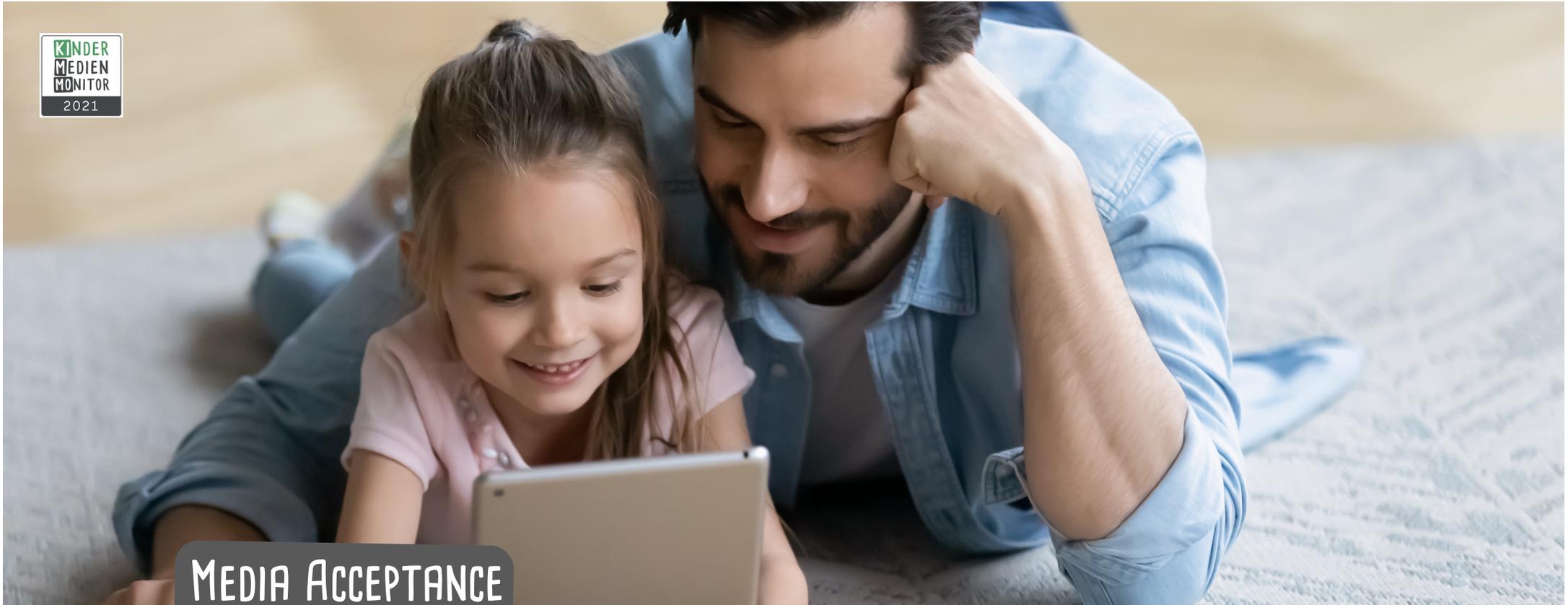
CHAPTER 5: LEISURE BEHAVIOUR & THEMATIC INTERESTS

In their free time, children take advantage of all opportunities: with friends, family, indoors and outdoors, offline and online. Children love variety and being busy. This is also reflected in their thematic interests.



CHAPTER 6: AWARENESS & ENGAGEMENT

(Environmental) awareness is born in children's rooms. Children develop a sense for the big ecological and social issues at an early age. The interest is great and also the need to make their own contribution to a world worth living in.



MEDIA ACCEPTANCE & MEDIA COMPETENCE

CHAPTER 1

Parents are the vigilant and critical (media) observers, children are the bright and fast-learning media users. Which media do parents trust? And what do they trust their children to do with media?

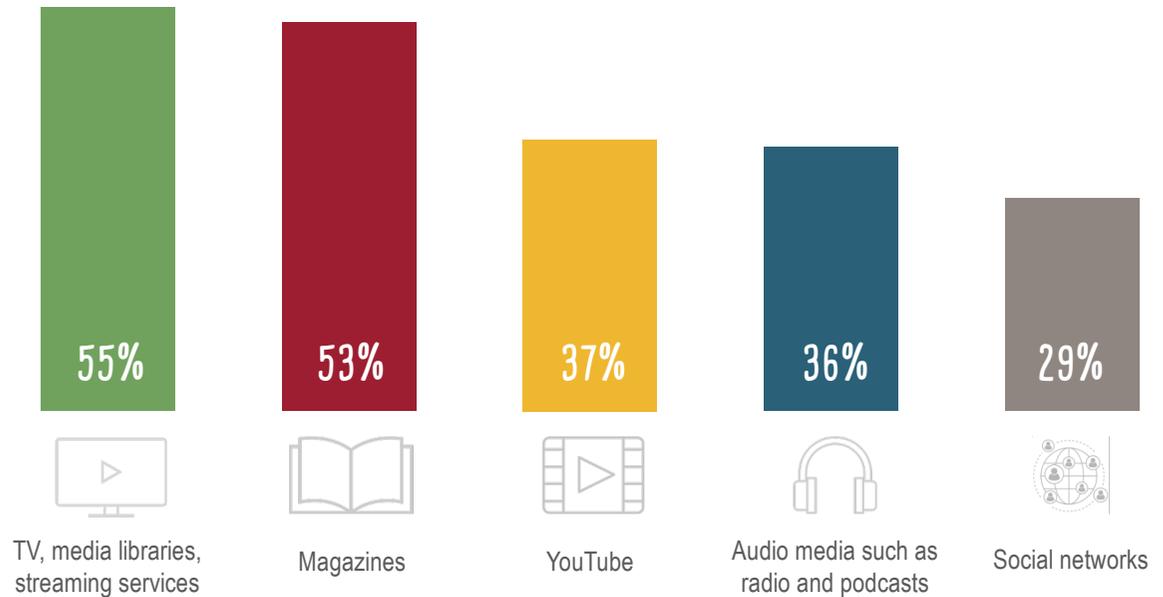
PARENTS TRUST
MAGAZINES.

- Magazines
- TV, media libraries, streaming services
- YouTube
- Audio media such as radio and podcasts
- Social networks



Question: There are other media genres besides children's and youth magazines. Now it is about your opinion on these media. For each of the following statements, please indicate to which media it applies in your opinion. 16 criteria were asked. Basis: 7.47 million total 4-13 year olds. Answers from parents.

PARENTS BELIEVE:
TV PROGRAMMES AND
MAGAZINES IN
PARTICULAR PROMOTE
THEIR CHILDREN'S
MEDIA SKILLS.



Question: There are other media genres besides children's and youth magazines. Now it is about your opinion on these media. For each of the following statements, please indicate to which media it applies in your opinion. The criterion "My child is supported in its media competence" was queried. Basis: 7.47 million total 4-13 year olds. Answers from parents.

FROM THE PARENTS' PERSPECTIVE, HOMESCHOOLING HAS PROMOTED THE COMPETENCE OF CHILDREN IN DEALING WITH DIGITAL MEDIA.

My child has gained new skills in using digital media during the Corona Lockdown school closures.



My child can participate independently in a video conference.



6-9 YEAR OLDS

10-13 YEAR OLDS

AS CHILDREN GET OLDER, PARENTS' CONFIDENCE IN THEIR DIGITAL MEDIA COMPETENCE INCREASES.

My child knows how to search for and find specific information.

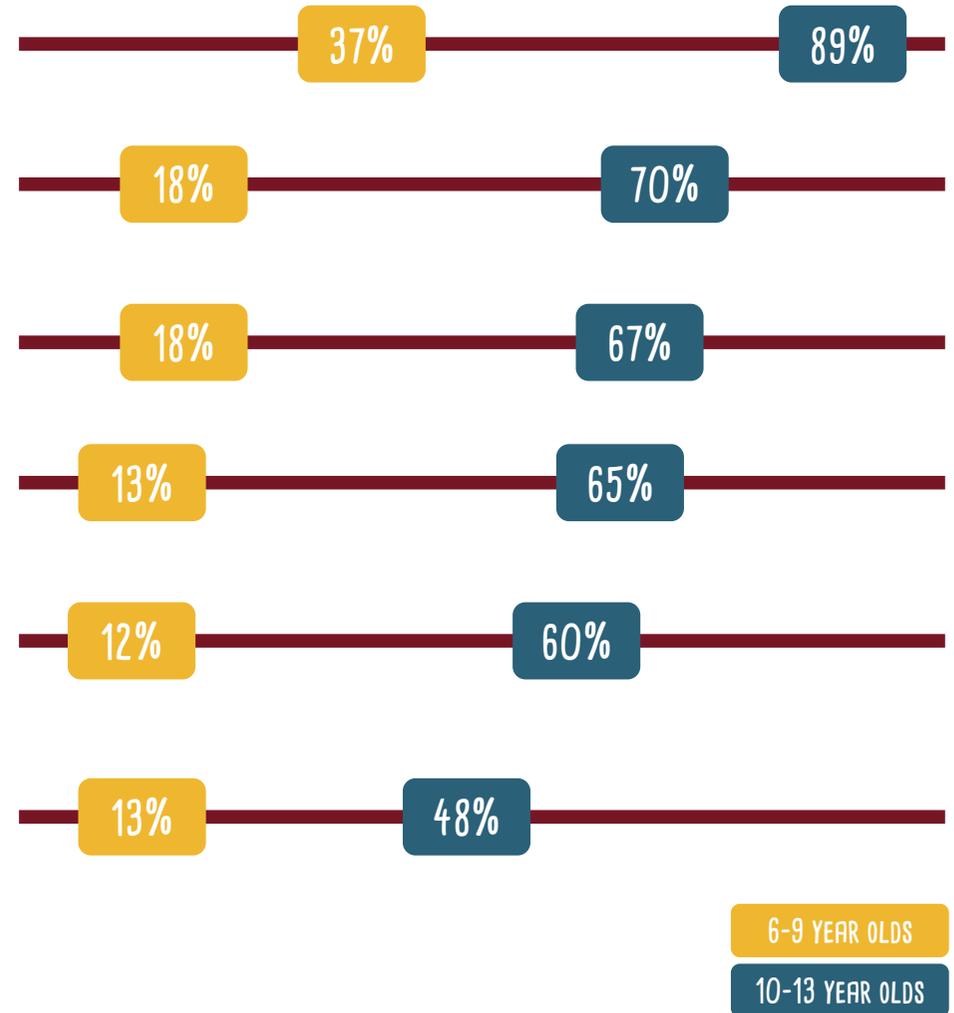
My child knows what information he or she can share on the internet and what is better not to share.

The child may surf the internet/use apps alone without supervision.

My child knows how to block people on social networks.

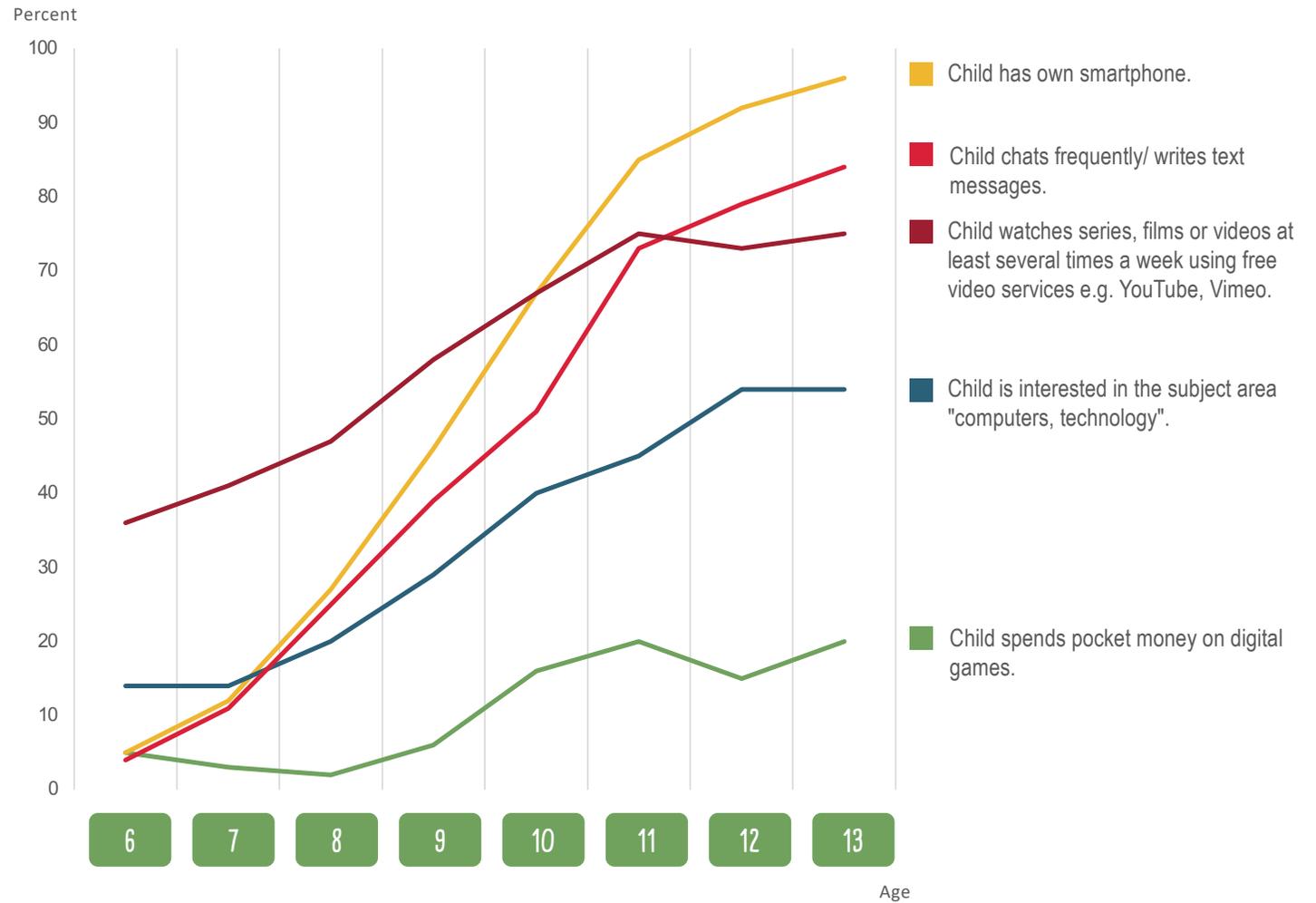
My child can assess content on the internet to see if the information is trustworthy and correct.

The child is allowed to decide for him/herself which apps on the smartphone/tablet he/she uses.



Question: 1. How do you assess the media competence of the child/adolescent interviewed with regard to the following characteristics? 9 characteristics were asked.
2. What is the child/adolescent being interviewed allowed to do? 14 areas were asked. Basis: 5.92 million total 6-13 year olds. Answers from parents.

BETWEEN TEN AND
ELEVEN YEARS
CHILDREN HAVE
ARRIVED IN THE
DIGITAL WORLD.



Question: Different questions on the topics of ownership, communication (only six to 13 year olds), media use "watching", interest in topics and spending pocket money.
Basis: 5.92 million total 6-13 year olds. Children's responses.

MEDIA ACCEPTANCE & MEDIA COMPETENCE

CONCLUSION

- When it comes to their children's media consumption, parents have a clear opinion: magazines enjoy by far the greatest acceptance, followed by television content.
- Dealing with media has to be learned. From the parents' point of view, television, media libraries, streaming services and magazines make the greatest contribution to promoting their children's media competence compared to YouTube, audio media and social networks.
- Much has fallen by the wayside in the past two years. Kids' media use, however, has received a real boost through Corona: From the parents' point of view, homeschooling has promoted children's competence in dealing with digital media and legitimised the use of mobile devices and computers.
- Speaking of digital media competence: Searching for, finding and evaluating information in a targeted way? To share content (on the internet) or not? Block people in social networks? From the parents' point of view, kids can do that and much more - all a question of age, of course.
- Between the ages of ten and eleven, children have arrived in the digital world. This is equally evident in the children's interest, usage behaviour & leisure time activities and in the trust of parents and the freedom they give their children.



CHAPTER 2

MEDIA USE

Watching, listening, reading - the children's media world leaves no channel untouched. Digital and analogue media balance each other out. When it comes to reading, the rule is: very much and very gladly - but on paper, please!

WATCHING, LISTENING AND READING ARE FIRMLY ANCHORED IN CHILDREN'S EVERYDAY LIVES.



AT LEAST SEVERAL TIMES A WEEK:

WATCHING

96%

watch series, films or videos.

LISTENING

84%

listen to music, (children's) radio programmes,
radio plays, audio books or podcasts.

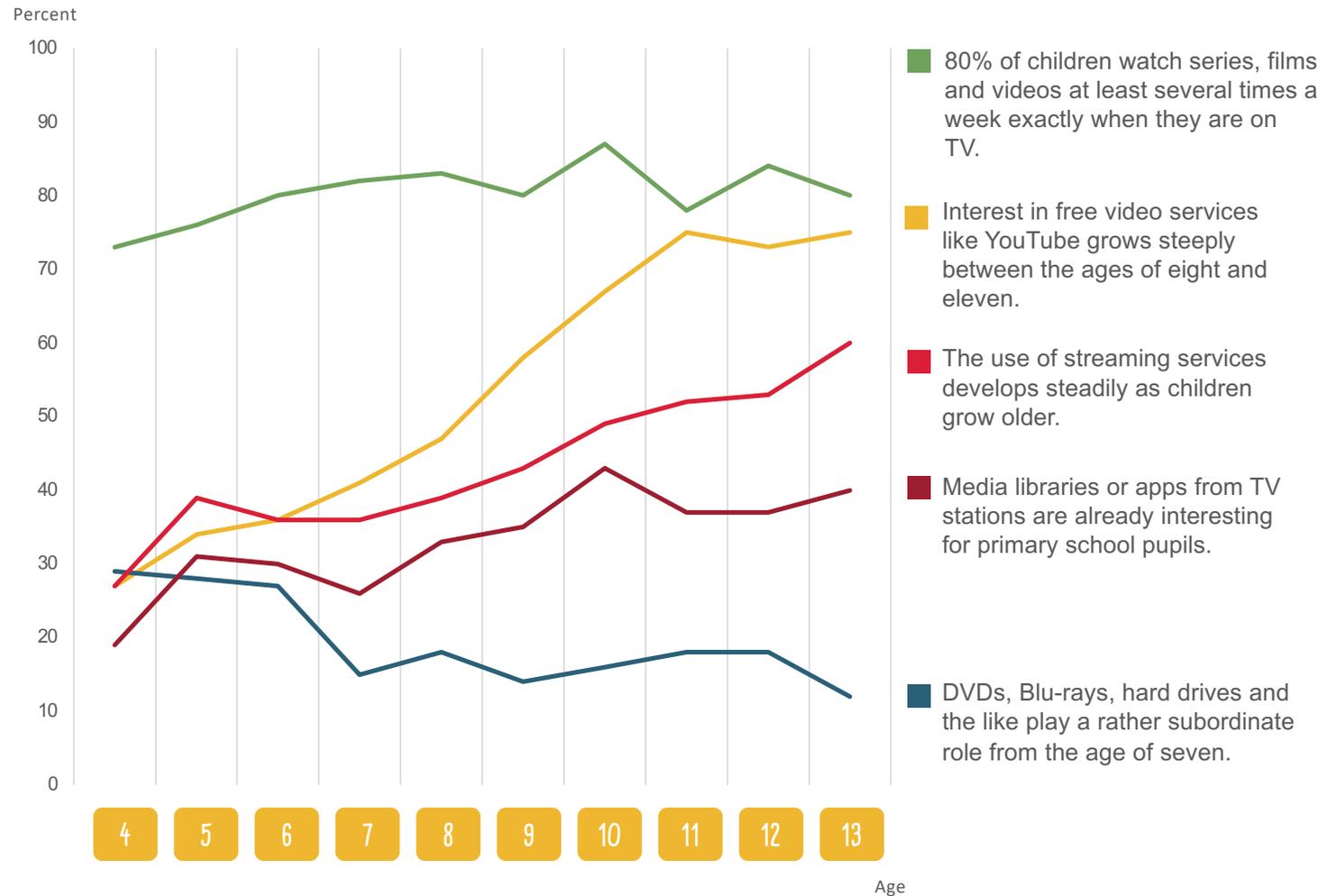
READING

75%

read books, magazines, comics,
e-books or e-magazines.

WATCHING

CHILDREN WATCH ON
ALL SCREENS - AT
LEAST SEVERAL TIMES
A WEEK.

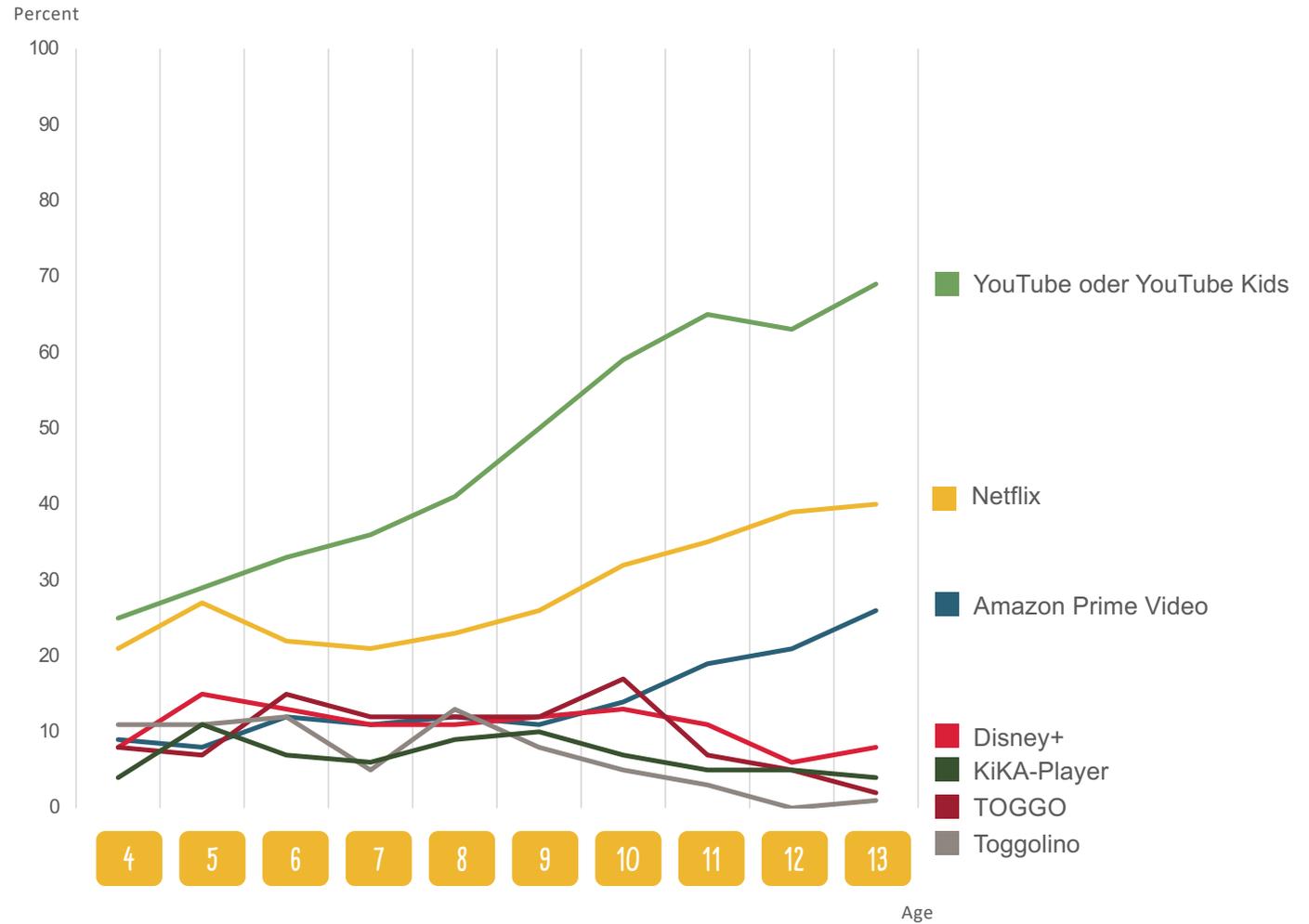


Question: When you watch series, films or videos in your free time, do you do so? (question from 5 items) and if so, how often do you do this? Do you do this in your free time almost every day, several times a week, about once a week, less often or never, regardless of the device with which you do it?

Basis: 7.47 million total 4-13 year olds. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.

WATCHING

WHEN IT COMES TO
STREAMING & CO.,
YOUTUBE IS CLEARLY
AHEAD FROM THE AGE
OF SIX.

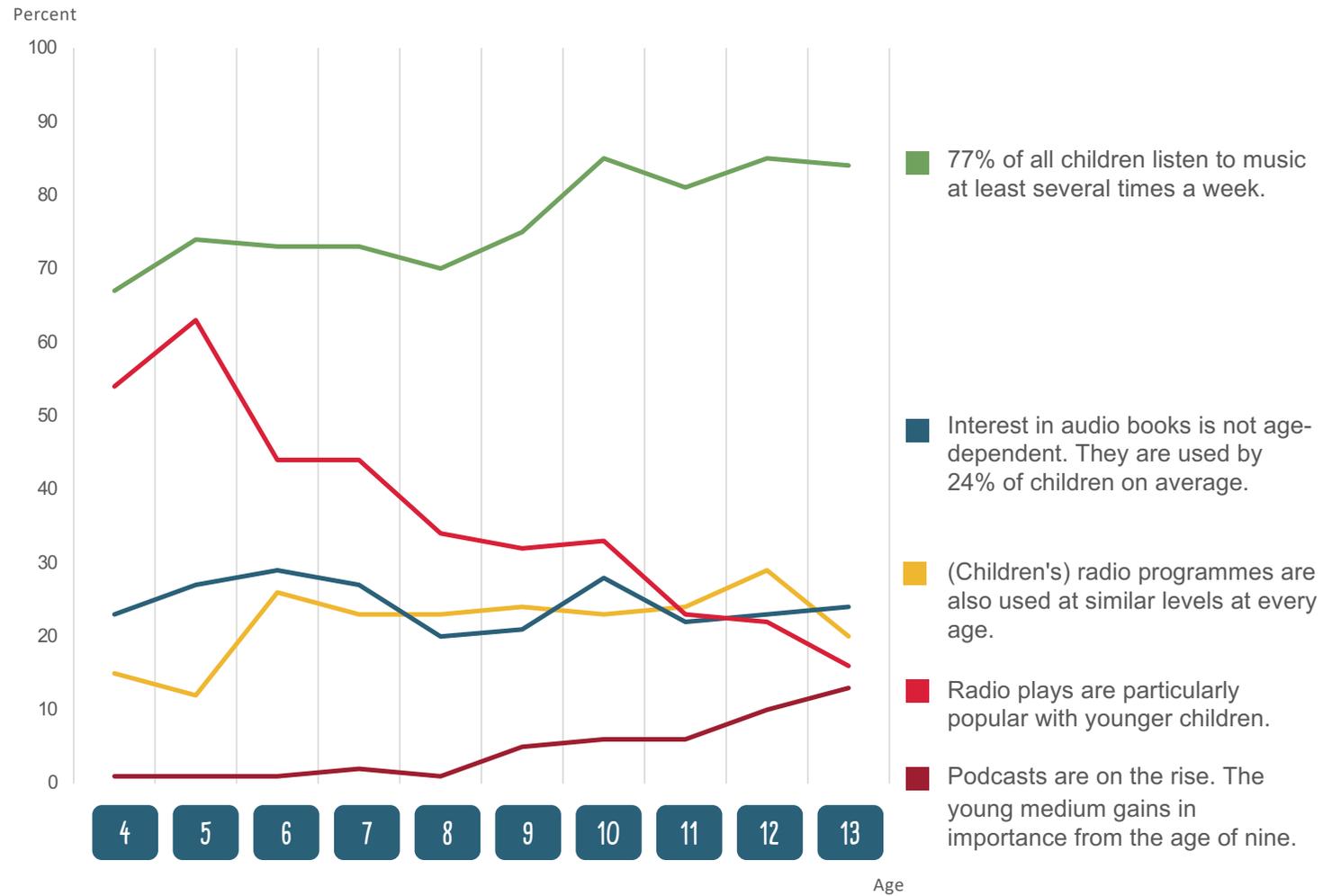


Question: And if you watch series, films or videos in your free time, then you can also do that with media libraries, apps, video services and streaming services in such a way that you can choose when you want to watch what. Do you also do this with . . . (query of 12 items) and if so, how often do you use it? Do you do this in your free time almost every day, several times a week, about once a week, less often or never, regardless of the device with which you do it?

Basis: 7.47 million total 4-13 year olds. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.

LISTENING

MUSIC GETS THE
BIGGEST RESPONSE
FROM YOUNG & OLD.



Question: Do you listen to ...? (query of 5 items) in your free time and if so, how often do you do so? Do you do this in your free time almost every day, several times a week, about once a week, less often or never, regardless of the device with which you do it?

Basis: 7.47 million total 4-13 year olds. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.

LISTENING

ALEXA FOR THE GROWN-UPS,
TONIEBOX FOR THE LITTLE ONES



Devices like Toniebox,
V-Story, tigerbox

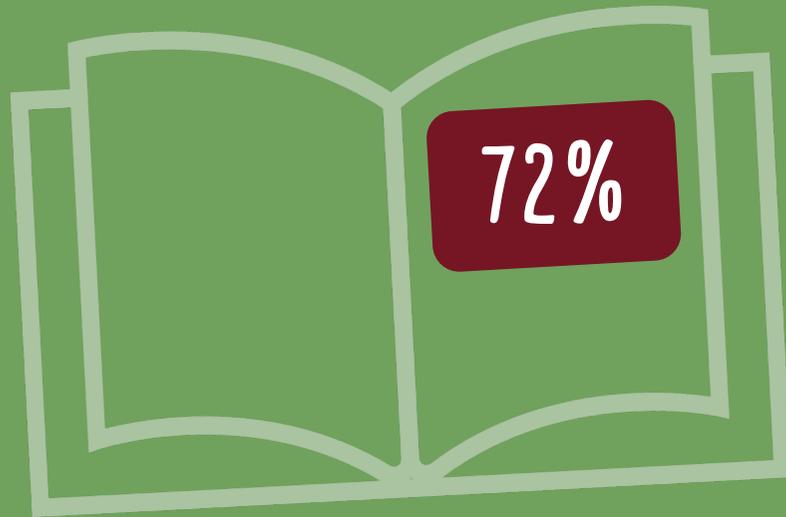
Devices like Alexa,
Google Home



Question: If you listen to these things in your free time, you can use different devices for it. Do you use . . . (8 items, 2 of which are shown) for this purpose and if so, how often do you do it? Do you do this in your free time almost every day, several times a week, about once a week, less often or never?
Basis: 7.47 million total 4-13 year olds. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.

READING

CHILDREN LOVE TO READ AND READ A LOT - BUT PLEASE FROM PAPER!



72%

READ MAGAZINES OR BOOKS FROM PAPER AT LEAST SEVERAL TIMES A WEEK.

5%

USE

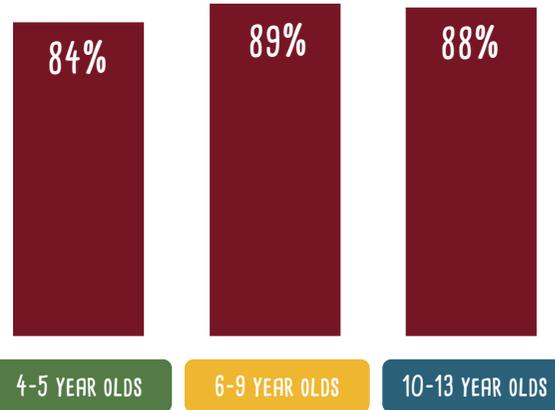


ELECTRONIC READING MEDIA

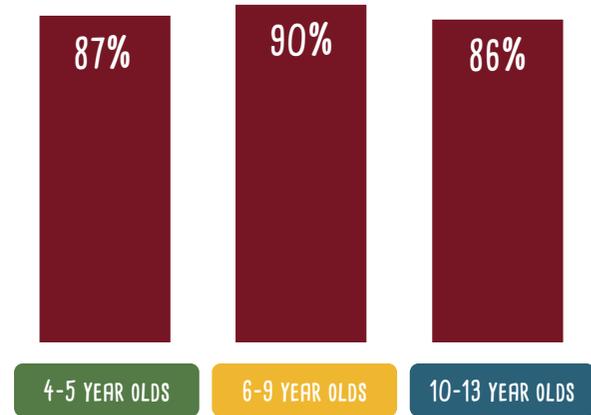
READING

MAGAZINES
ARE USED
INTENSIVELY.

I usually read/ flip through the magazines in their entirety.



I read/ flip through the magazines every now and then.

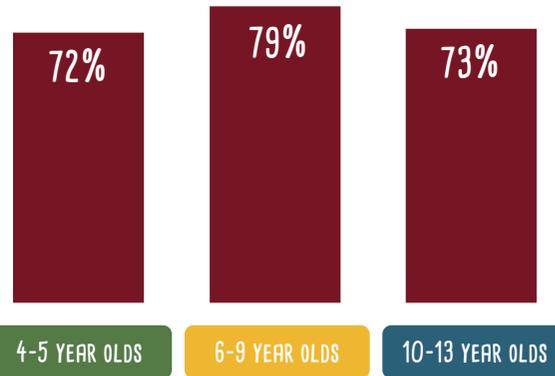


Question: The following statements may apply to you and the magazine(s) you read regularly or occasionally. For each statement on this list (number of statements 9), please tell me if it is true, only partially true because it only applies to very specific magazines, for example, or if it is not true.
Basis: 7.47 million total 4-13 year olds. Agreement: applies/applies in part; 4-5 years: parents' answers, 6-13 years: children's answers.

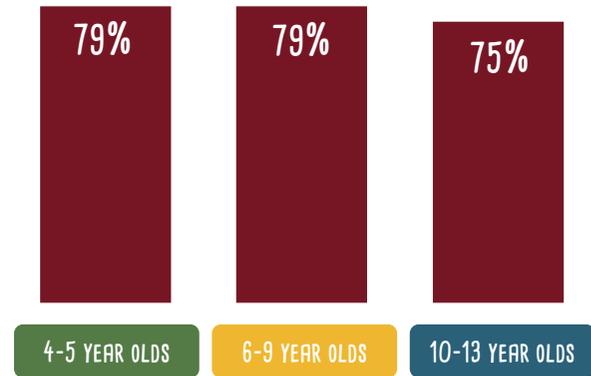
READING

MAGAZINES
ARE VALUABLE
AND CONNECT.

I collect the magazines,
keep them.



I read/ flip through the magazines
together with others.



Question: The following statements may apply to you and the magazine(s) you read regularly or occasionally. For each statement on this list (number of statements 9), please tell me if it is true, only partially true because it only applies to very specific magazines, for example, or if it is not true.
Basis: 7.47 million total 4-13 year olds. Agreement: applies/applies in part; 4-5 years: parents' answers, 6-13 years: children's answers.

MAGAZINES:
A SUPER COMBINATION
OF **FUN & LEARNING.**
THERE'S NO ROOM FOR
ANYTHING ELSE.

I can learn something in magazines.

90%

I am inspired by the characters,
heroes and stories in magazines.

85%

When I read magazines, I don't
listen to or watch other things on the
side.

77%

I can take part in puzzles and
competitions in magazines.

69%

Question: The following statements may apply to you and the magazine(s) you read regularly or occasionally. For each statement on this list (number of statements 9), please tell me if it is true, only partially true because it only applies to very specific magazines, for example, or if it is not true.

Basis: 7.47 million total 4-13 year olds. Agreement: applies/applies in part; 4-5 years: parents' answers, 6-13 years: children's answers.



MAGAZINE USE

CHILDREN READ MAGAZINES, PARENTS READ ALONG!



4.8 MILLION*

of four to 13 year olds read
at least one of the designated magazines

5.8 MILLION**

parents are at least also reached by the
designated magazines.



* Basis: 7.47 million total 4-13 year olds. 4 to 5 year olds: parents' responses. 6 to 13 year olds: children's responses.

** Parent reads at least one of the issues read by the child. Results on a per-readership basis. Basis: 7.47 million total 4-13 year olds.

PARENTS READ ALONG. NAMELY WITH CHILDREN OF ALL AGES.

One parent reads along with ...

90%

of the four to five year olds.

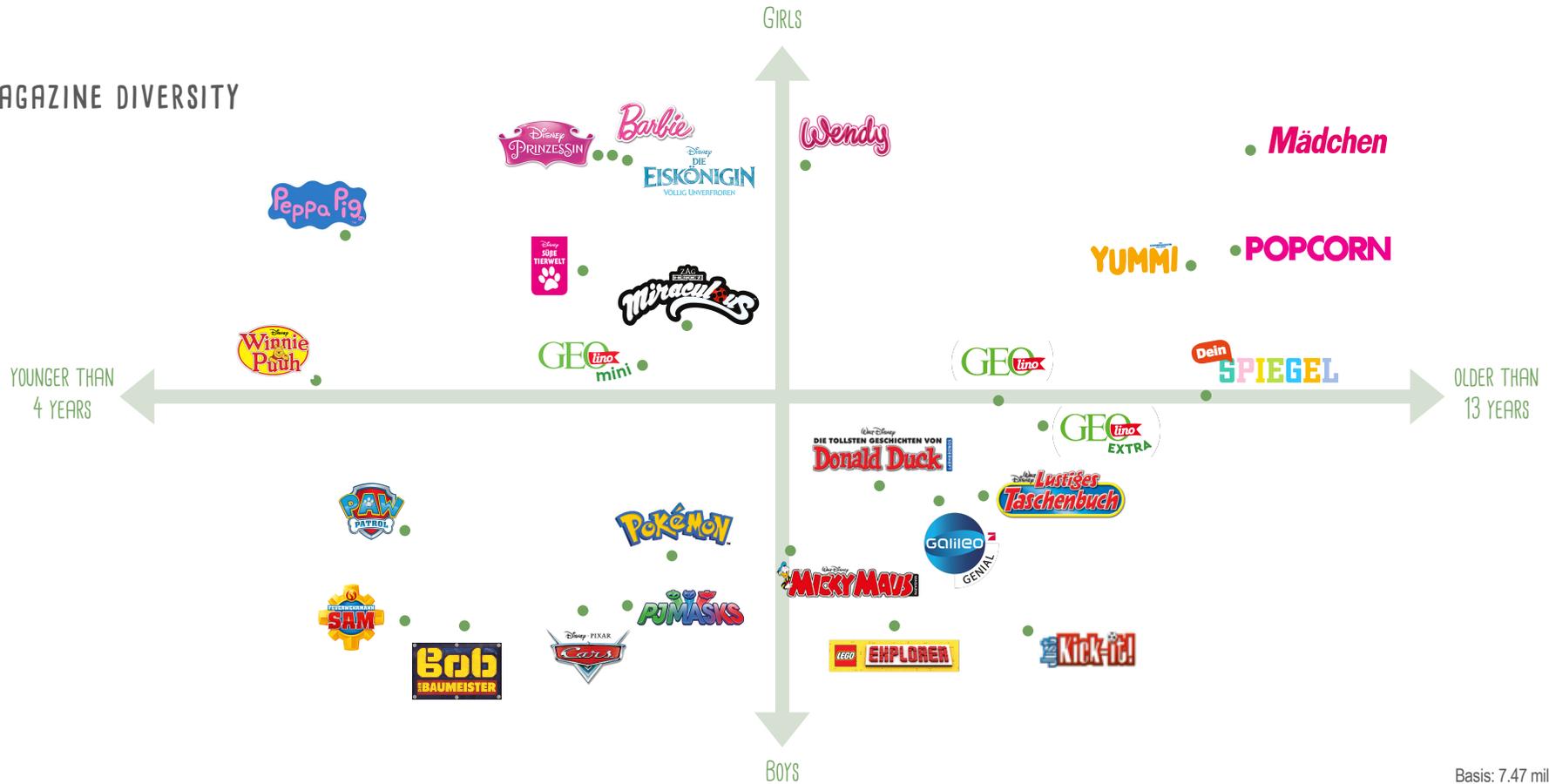
73%

of the six to nine year olds.

67%

of ten to 13 year olds.

MAGAZINE DIVERSITY



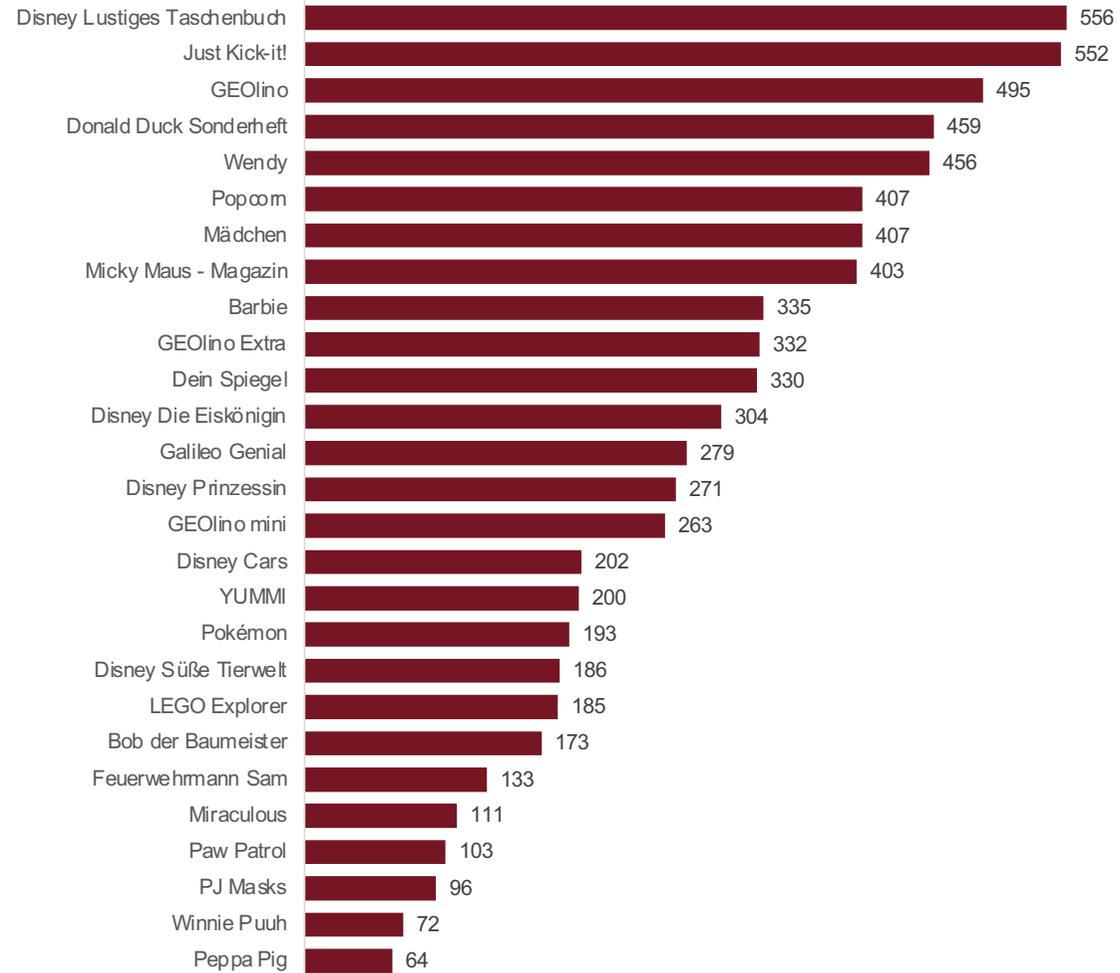
Basis: 7.47 million total 4-13 years.

SOMETHING FOR EVERYONE!
POSITIONING BY AGE & GENDER



CHILDREN'S MAGAZINES REACH

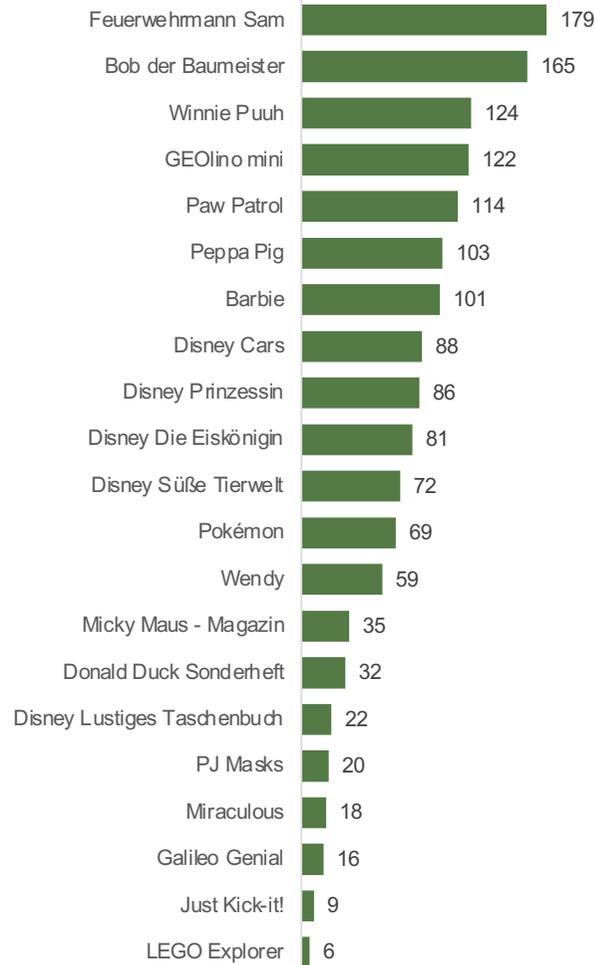
TOTAL 6-13 YEARS
27 MAGAZINES



Basis: 5.92 million total 6-13 year olds. Figures in thousands of children's responses. Reach in detail in the annex to the presentation.

CHILDREN'S MAGAZINES
REACH

TOTAL 4-5 YEARS
22 MAGAZINES



Basis: 1.55 million total 4-5 years. Figures in thousands of responses from parents. Reach in detail in the annex to the presentation.

CONCLUSION

- It is impossible to imagine the everyday life of girls and boys between the ages of four and 13 without media. Depending on their age, they regularly use a diverse media repertoire: watching, listening, reading are firmly anchored in children's everyday lives.
- Linear television is the most important source of moving images for children: 80% of children watch series, films and videos at least several times a week exactly when they are on TV.
- YouTube and similar video platforms are relevant from the age of nine, whereas the paid streaming services also reach younger children - but also achieve the highest frequency of use among the older ones.
- Particularly popular with primary school children are apps or media libraries of TV channels that offer time-delayed content familiar from TV.
- When it comes to listening, music is the content that is most popular with young and old.
- It will be exciting to follow the development of podcasts in the next few years. The young medium is attracting attention from the age of nine.

CONCLUSION

- Magazines play a special role in the lives of children. They are an analogue counterpart to the fast-paced experiences offered by digital media. For the overall pleasure of reading includes real page-turning.
- 72% of all children read books or magazines from paper at least several times a week. Electronic devices and reading media do not play a role at any age.
- Reading is very intensive and attentive: 88% read/ flip through magazines completely most of the time, also 88% read/ flip through magazines from time to time.
- Magazines are valuable and connect: 75% keep their magazines, 78% read together with others.
- Magazines are a great combination of fun & learning. They enjoy undivided attention: when children read magazines, 77% don't listen to or watch other things on the side.
- Children's magazines have a wide readership: 4.8 million of four to 13 year olds read at least one of the 27 magazines identified. In addition, they reach at least 5.8 million parents. Even among ten to 13 year olds, the share of parents reading is 67%.



COMMUNICATION CHANNELS & APPS

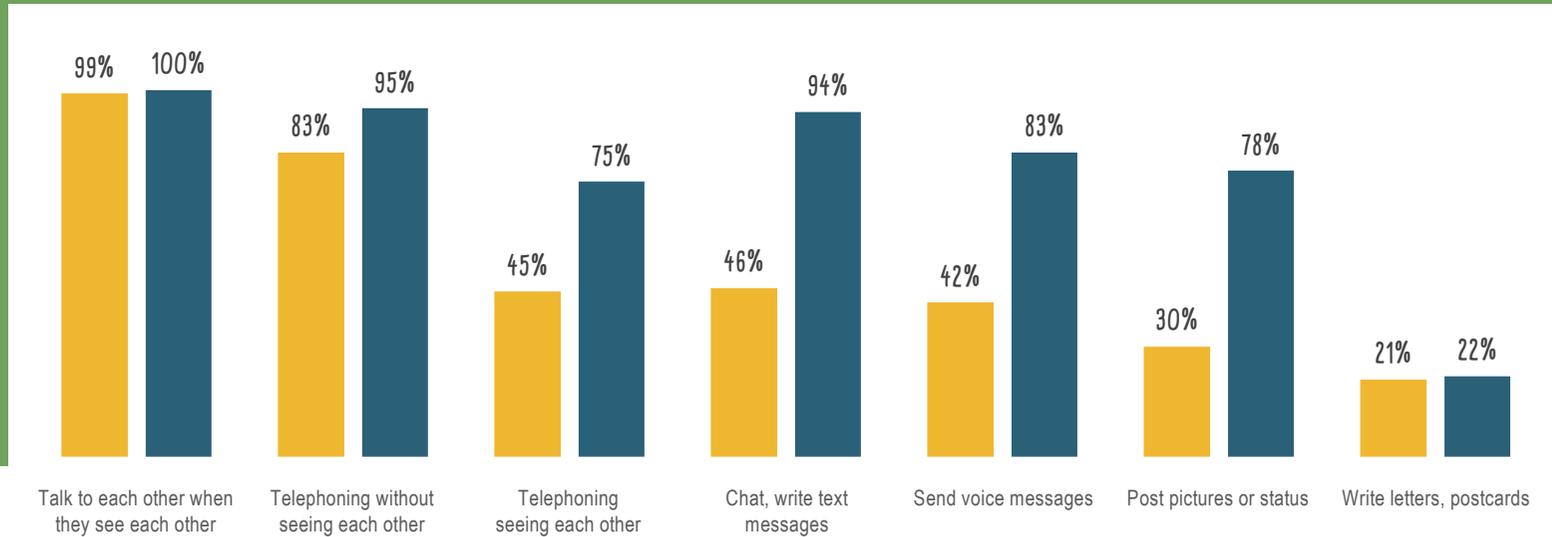
CHAPTER 3

Chatting is super, talking even more! The relevance of communication via app increases with age. Nevertheless, children seek personal conversation - physically and on the phone.

CHILDREN SEEK
PERSONAL
CONVERSATION -
PHYSICALLY AND
ON THE PHONE.

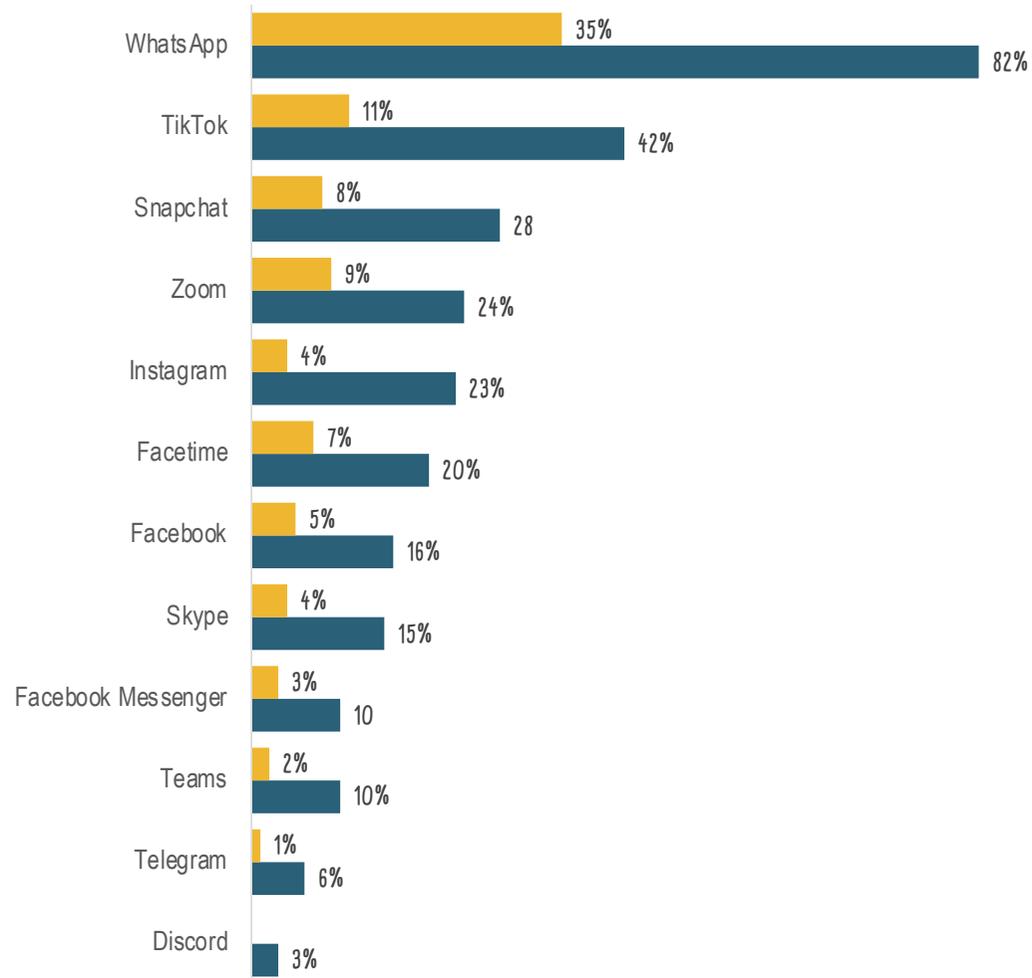
6-9 YEAR OLDS

10-13 YEAR OLDS



Question: In what ways do you talk to your friends? What about ... (question of 7 items), do you do it often, once in a while or not at all?
Basis: 5.92 million total 6-13 year olds, frequency: at least once in a while; children's answers.

WHEN IT COMES TO
COMMUNICATION &
SOCIAL MEDIA APPS
WHATSAPP IS
CLEARLY AHEAD OF
THE PACK.



Question: You said you own or have access to a smartphone or tablet. Which of the following apps do you use?
Basis: 5.92 million total 6-13 years. Children's responses.

6-9 YEAR OLDS

10-13 YEAR OLDS

CONCLUSION

- Children seek personal conversation - physically and on the phone: It goes without saying that children talk to each other when they see each other. It is interesting that the spoken word also beats video telephony on the phone: 89% talk on the phone without seeing each other. 60% talk "face to face" on the phone.
- When it comes to digital communication and social media, WhatsApp is clearly ahead. From the age of ten, the relevance of other offers also increases. For ten to 13 year olds, TikTok is already in second place, followed by Snapchat, Zoom and Instagram. Six to nine year olds use WhatsApp - if at all.



CHAPTER 4

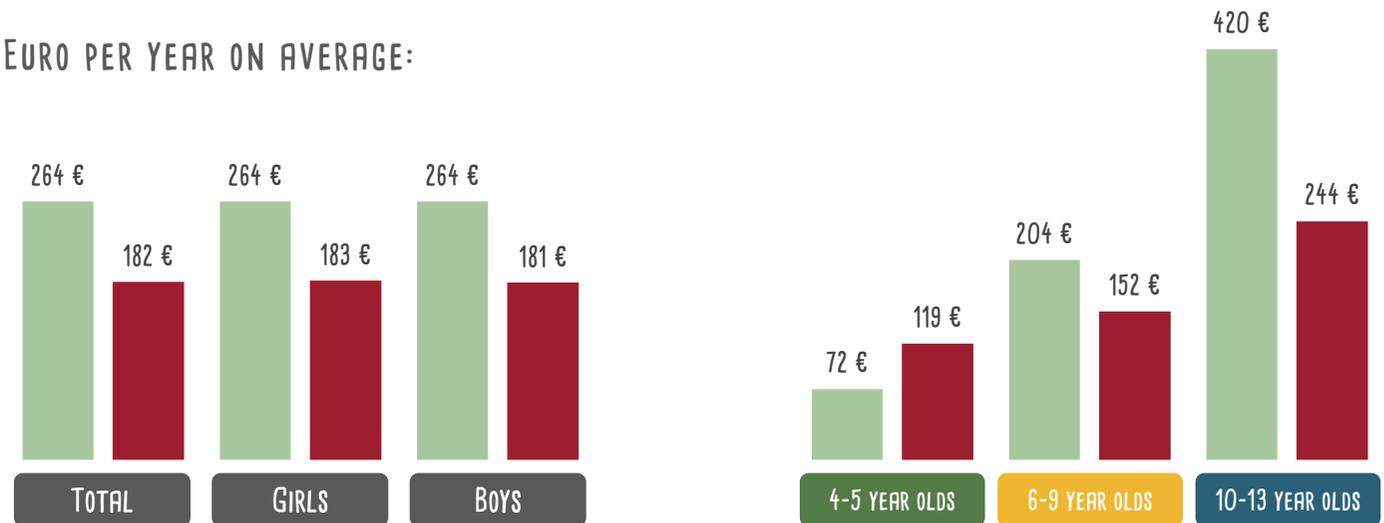
MONEY & CONSUMPTION

Children like to consume and can afford it: they have a total of 3.3 billion euros per year at their disposal. Parents are spenders: In the past twelve months, they have invested a total of 5.3 billion euros in their children.

CHILDREN HAVE A TOTAL OF 3.3 BILLION EUROS FROM POCKET MONEY AND CASH GIFTS.



EURO PER YEAR ON AVERAGE:



Question: 1. approximately how many euros do you have to spend per month or per week when you think of pocket money or gifts from relatives/acquaintances? 2. How much cash in euros did the child/adolescent interviewed last ...? (query from 5 occasions) was given as a gift?
Basis: 7.47 million total 4-13 year olds. 1. 4-5 year olds: answers from parents. 6-13 year olds: children's answers. 2. parents' answers.

THE CHILDREN MAY FREELY DISPOSE OF THEIR POCKET MONEY.

AND THEY DO!

The child may spend his or her pocket money independently.

75%

94%

A large proportion of six to 13 year olds also spend at least half of their monthly disposable income straight away.

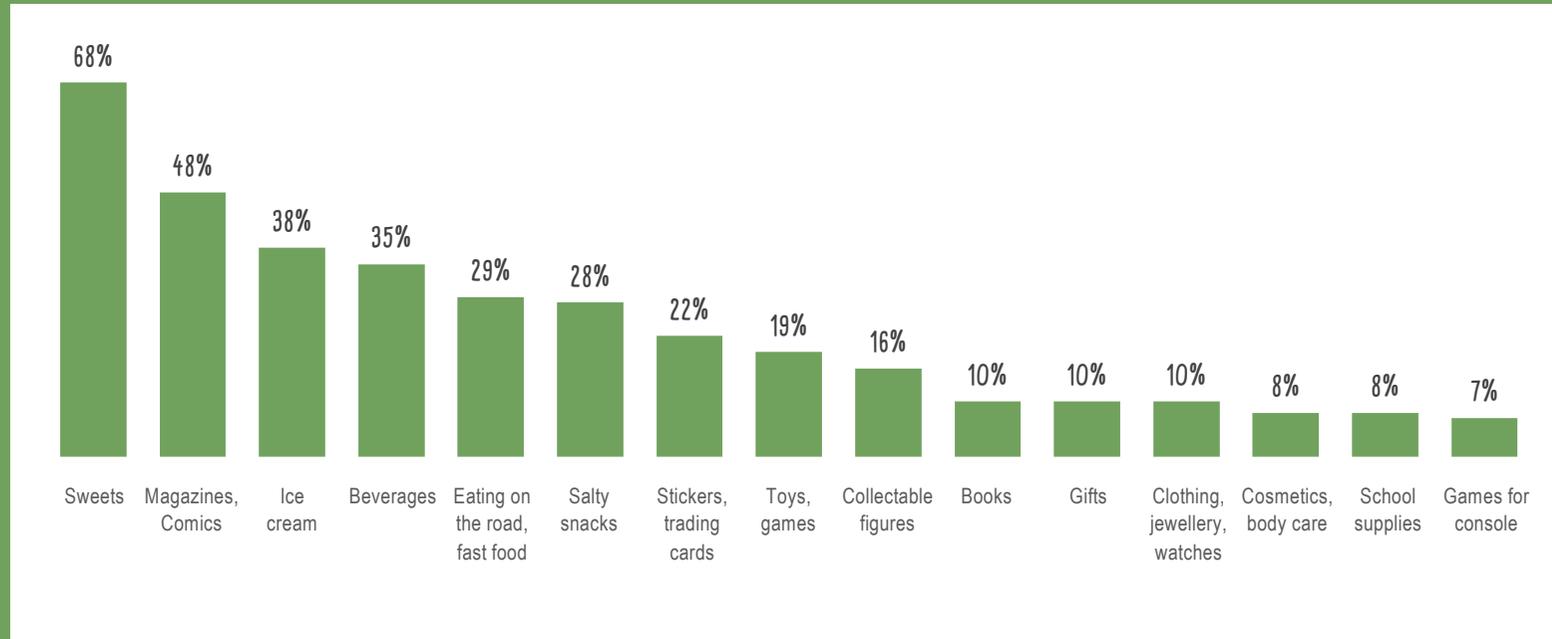
74%

86%

6-9 YEAR OLDS

10-13 YEAR OLDS

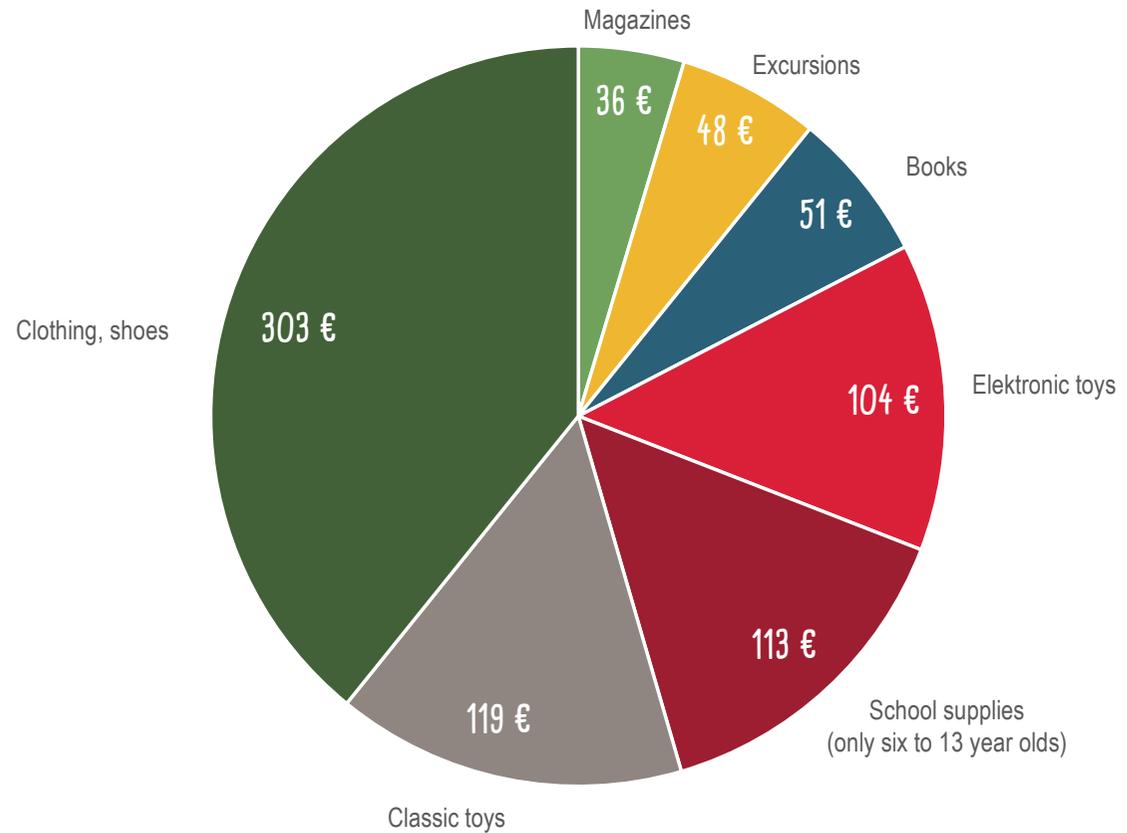
SWEET TOOTH AND BOOKWORMS - WHAT CHILDREN SPEND THEIR POCKET MONEY ON:



Question: What do you usually spend your money on? 22 items were asked.
Basis: 7.47 million total 4-13 year olds. 4-5 year olds: parents' answers. 6-13 year olds: children's answers.

PARENTS INVEST IN
THEIR CHILDREN:

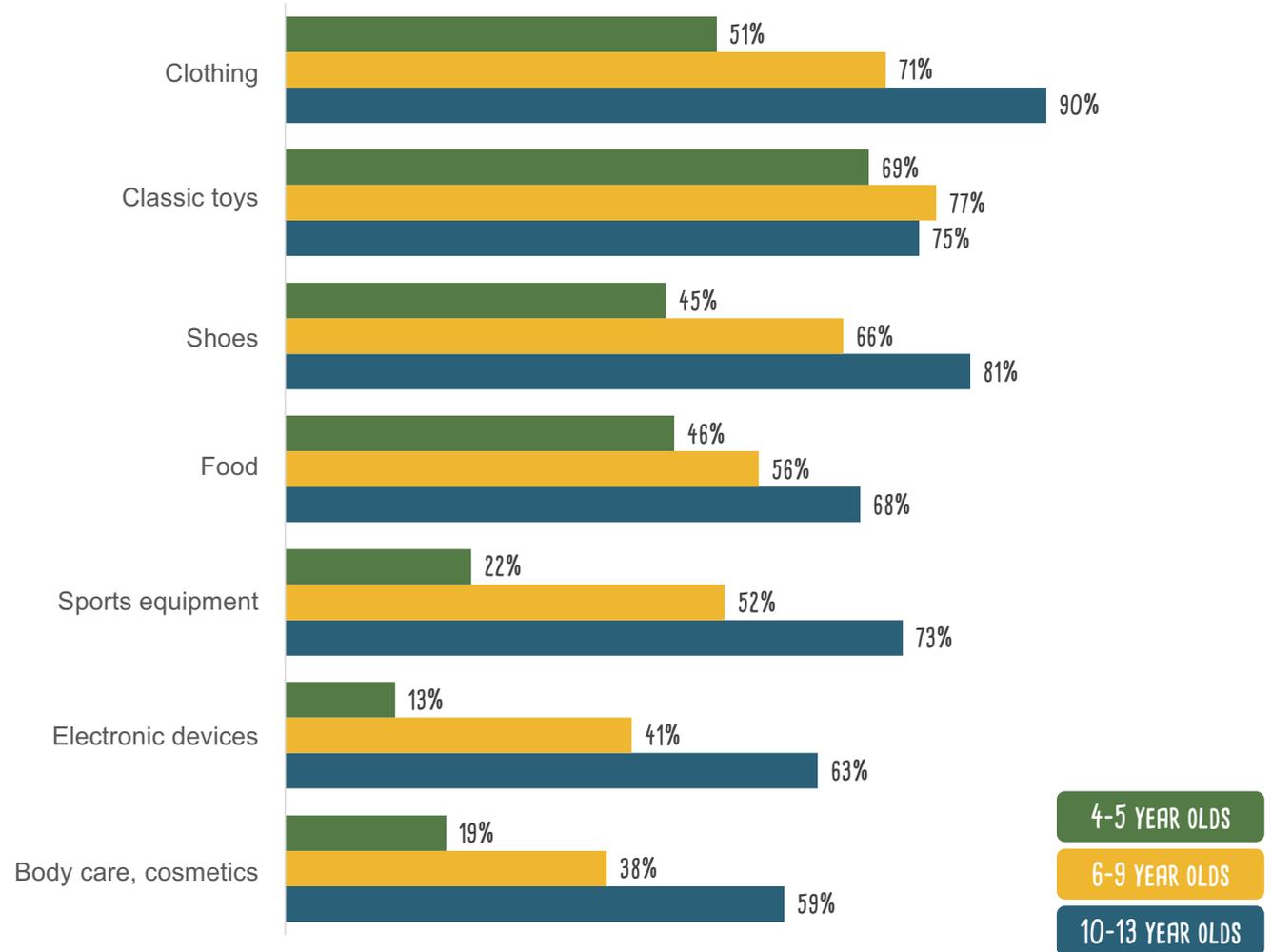
5.3 BILLION EUROS
IN THE LAST TWELVE
MONTHS.



Ø-EXPENDITURE PER CHILD IN
IN THE LAST TWELVE MONTHS

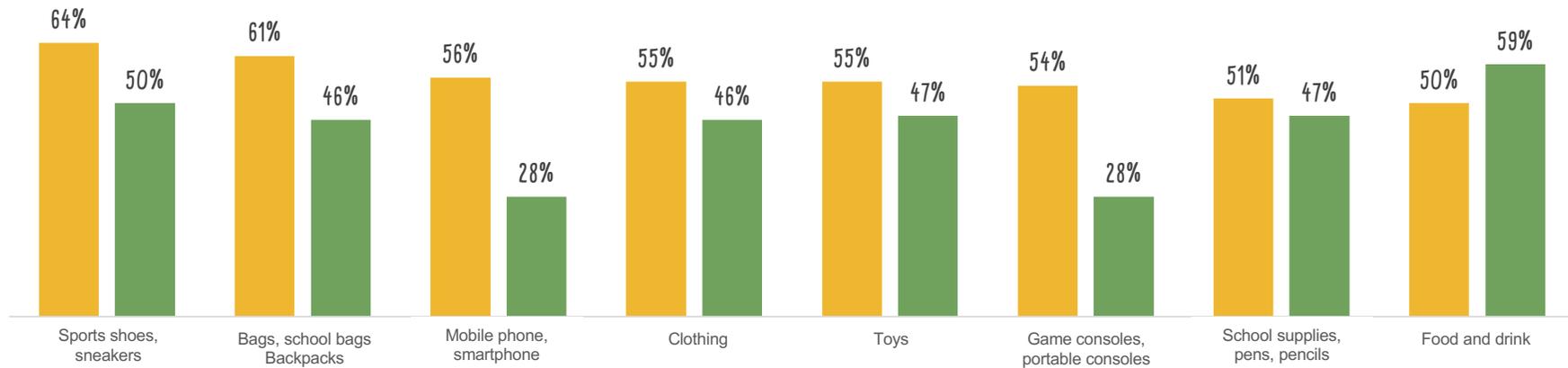
Question: How much euros do you estimate you have spent on ... in the last 12 months? (query of 7 criteria for six to 13 year olds, 6 criteria for four to five year olds) for the child/young person interviewed?
Basis: 7.47 million total 4-13 year olds. Responses from parents.

FOR PARENTS,
CHILDREN ARE USUALLY
THE MOST IMPORTANT
SOURCE OF INFORMATION
WHEN MAKING
PURCHASING DECISIONS.



Question: You can buy the following things for the interviewed child/adolescent. Who do you mainly ask or where do you get information when you want to buy these things for the interviewed child/adolescent?
7 things were asked. Basis: 7.47 million total 4-13 year olds. Answers from parents.

CHILDREN HAVE MANY BRAND WISHES, WHICH ARE OFTEN FULFILLED BY THEIR PARENTS.



Brand important at ...

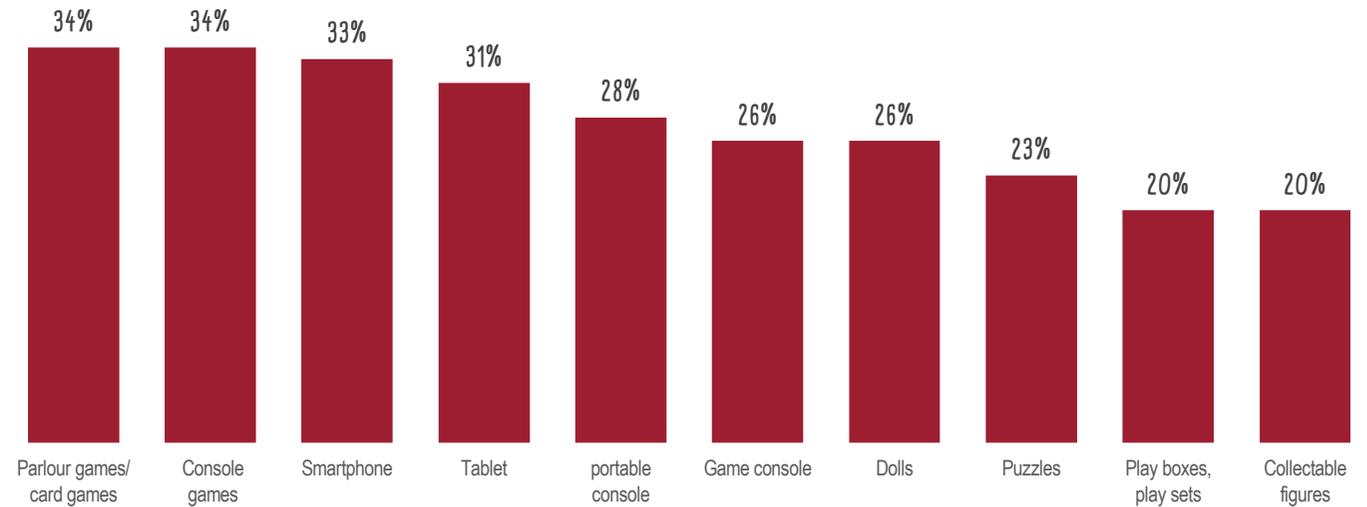
Brand wish is mostly fulfilled at ...

Question: 1. I am going to read you some things that you or your parents can buy for you. For each one, please tell me if it is important for you to get a certain brand or if you don't care what brand it is. 2. I will tell you different products that you can buy for the child/adolescent interviewed. If the child/adolescent respondent wants a certain brand of the following products, does he/she usually get it? The same 8 categories were asked in both questions.
Basis: 5.92 million total 6-13 year olds. 1. children's answers. 2. answers from parents.



TOP 10

GIRLS' WISHES?
CLASSIC TOYS AND
DIGITAL EQUIPMENT.



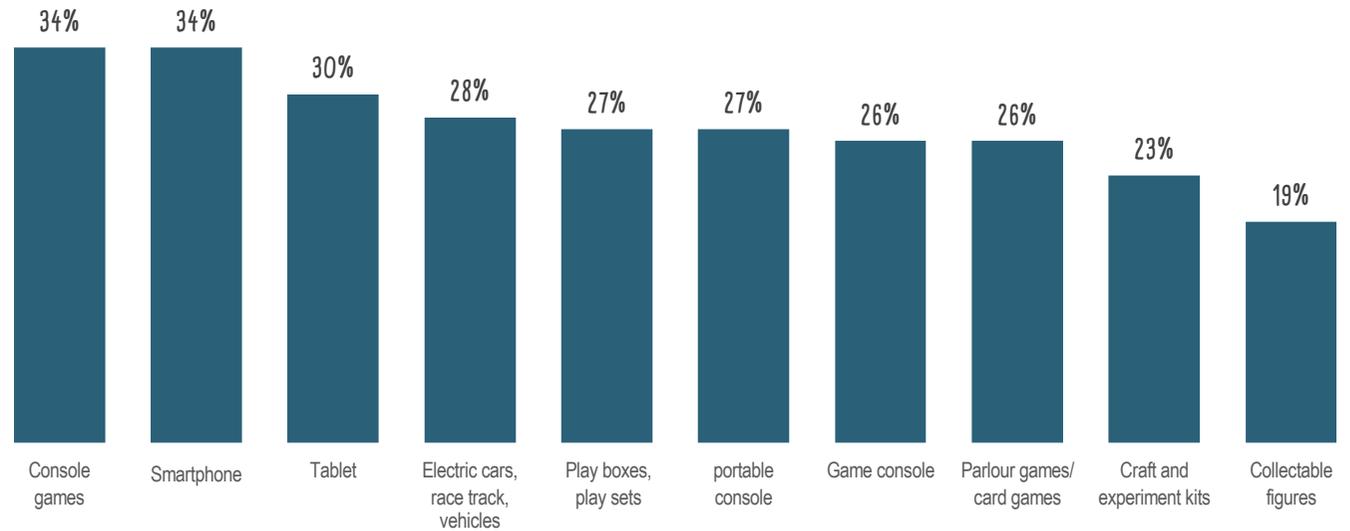
Question: Do you want to have your own ...? (question from 14 items), even if you already have one?
Basis: 3.63 million girls aged 4-13. 4-5 years: parents' answers, 6-13 years: children's answers.



TOP 10

CONSOLE GAMES AND
DIGITAL DEVICES

ARE AT THE TOP OF
THE WISH LIST FOR
YOUNG PEOPLE



Question: Do you want to have your own ...? (question from 14 items), even if you already have one?
Basis: 3.84 million boys aged 4-13. 4-5 years: parents' answers, 6-13 years: children's answers.

CONCLUSION

- Children are worth billions. Pocket money and cash gifts give them enormous purchasing power. They have a total of 3.3 billion euros per year at their disposal.
- Children can freely dispose of their pocket money. 88% of six to 13 year olds spend their money right away - preferably on sweets and magazines.
- Parents are also generous when it comes to their children. In the past twelve months they have invested a total of 5.3 billion euros, among other things in clothing, classic and electronic toys and outings.
- What children do not buy for themselves, parents buy for them, whereby they reinsure themselves so as not to do anything wrong: For parents, children are usually the most important source of information when making purchasing decisions.
- Children have many wishes. Brand-name products play an important role, whether clothes, shoes, toys or mobile phones. At least half of the children express brand wishes, which are often fulfilled by their parents.



LEISURE BEHAVIOUR & THEMATIC INTERESTS

CHAPTER 5

In their free time, children take advantage of all opportunities: with friends, family, indoors and outdoors, offline and online. Children love variety and being busy. This is also reflected in their thematic interests.

ROMPING AROUND OUTSIDE AND SOCIALISING - THE KIDS' LEISURE TIME RECIPE FOR QUALITY OF LIFE AND BALANCE.



78%

ROMPING AROUND OUTSIDE*

* DESPITE CORONA MOST IMPORTANT FOR THE KIDS!

75%

TIME WITH FRIENDS*

70%

REST & CHILL

44%

FAMILY TIME**

** JUST AS VALUABLE AS YOUTUBE!

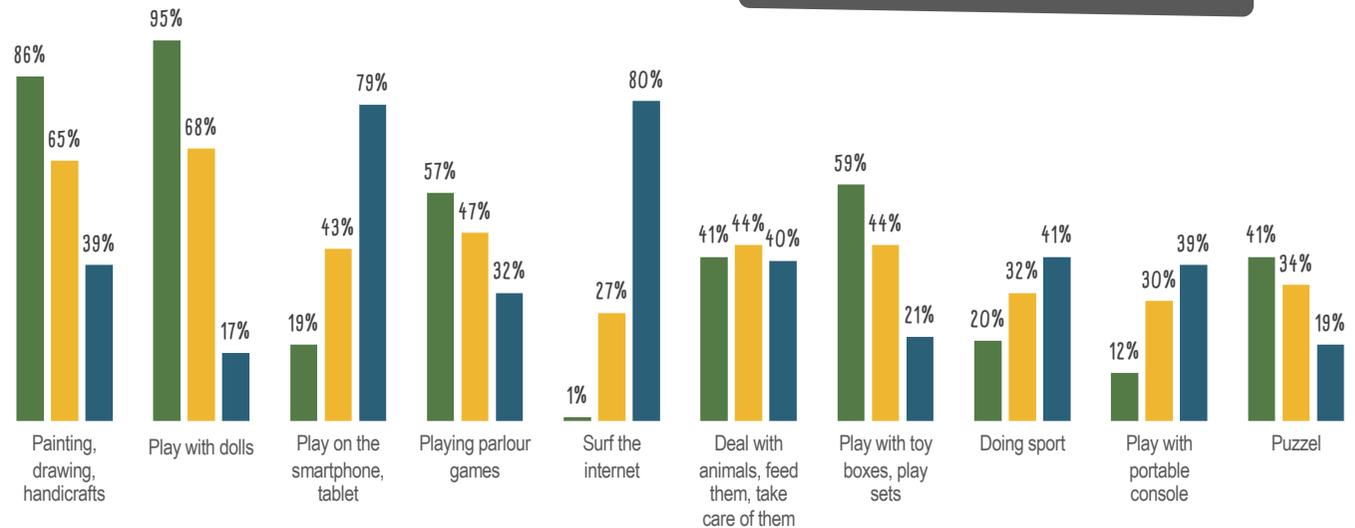


TOP 10

AT LEAST SEVERAL TIMES A WEEK

LITTLE GIRLS LIKE
TO PAINT AND PLAY
WITH DOLLS.

BIG GIRLS PREFER TO
REACH FOR THEIR
SMARTPHONES.



4-5 YEAR OLDS

6-9 YEAR OLDS

10-13 YEAR OLDS

Question: I'm going to tell you a few things that you can do in your free time. Please tell me for each one whether you do it in your free time pretty much every day, several times a week, about once a week, less often or never. The survey asked about 24 leisure activities.
Basis: 3.63 million girls aged 4-13. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.

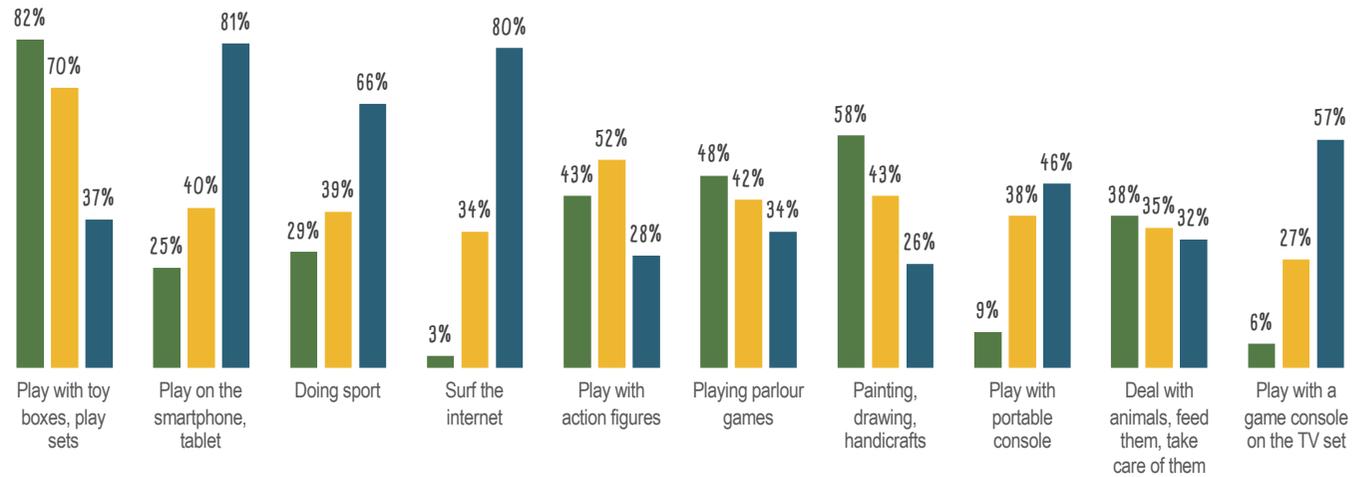


TOP 10

AT LEAST SEVERAL TIMES A WEEK

ALL BOYS LIKE TO PLAY!

DEPENDING ON THEIR AGE, THEY TEND TO PLAY WITH TOY BOXES OR DIGITAL DEVICES.



4-5 YEAR OLDS

6-9 YEAR OLDS

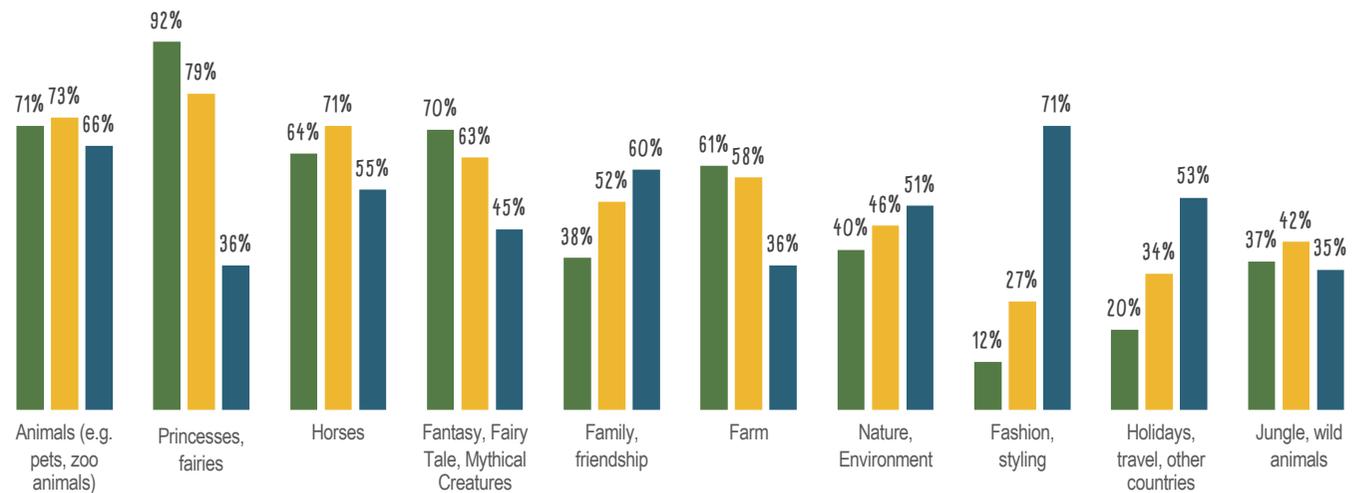
10-13 YEAR OLDS

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Basis: 3.84 million boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.



TOP 10

INTEREST IN
ANIMALS, NATURE &
THE ENVIRONMENT?
FOR THE GIRLS, THIS
IS NOT A QUESTION
OF AGE.



4-5 YEAR OLDS

6-9 YEAR OLDS

10-13 YEAR OLDS

Question: I am now going to tell you some topics that might interest you. For each topic, please tell me if you are interested, even if only slightly. 32 topics were surveyed.
Basis: 3.63 million girls aged 4-13. 4-5 years: parents' answers, 6-13 years: children's answers.



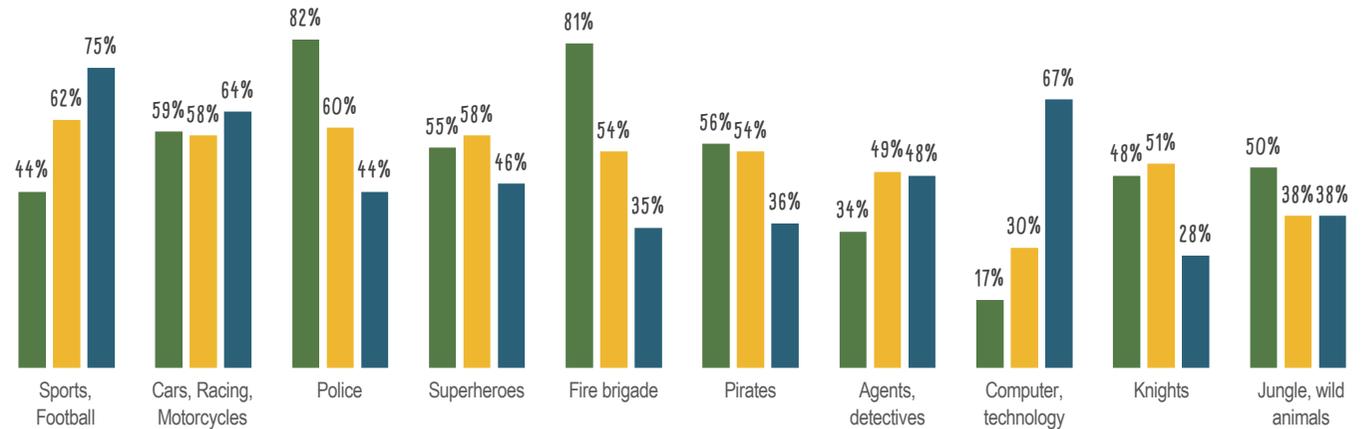
TOP 10

THE LITTLE ONES ARE
ENTHUSIASTIC ABOUT

REAL-LIFE HEROES.

THE OLDER ONES
ESPECIALLY FOR

SPORTS & TECHNOLOGY.



4-5 YEAR OLDS

6-9 YEAR OLDS

10-13 YEAR OLDS

Question: I am now going to tell you some topics that might interest you. For each topic, please tell me if you are interested, even if only slightly. 32 topics were surveyed.
Basis: 3.84 million boys aged 4-13. 4-5 years: parents' answers, 6-13 years: children's answers.

LEISURE BEHAVIOUR & THEMATIC INTERESTS

CONCLUSION

- Despite Corona: romping around in the fresh air and spending time with friends are top priorities for children at least several times a week.
- Important for the balance: rest & chill!
- Family time is just as valuable as YouTube: Almost half of the children do something together with the family at least several times a week.
- Most girls love pets - no matter how old they are. From the age of ten, the love of animals is rivalled by fashion & styling themes.
- Little boys are enthusiastic about real-life heroes: They are fans of the police and fire brigade. The older ones are mainly interested in football & sports, computers & technology. When it comes to cars and racing, everyone agrees, interest in the "hot tyre" is at the same level in all age groups.

AWARENESS

&

ENGAGEMENT

CHAPTER 6

(Environmental) awareness is born in children's rooms. Children develop a sense for the big ecological and social issues at an early age. The interest is great and also the need to make their own contribution to a world worth living in.

CHILDREN CLEARLY
PERCEIVE REALITY
AND TAKE IT
SERIOUSLY - AND
THEY WANT TO
HELP SHAPE IT.

I make sure to separate waste properly.



I am worried about climate change.



I think it's important that things like clothes or toys can be re-used/ recycled.



We buy/ use organic products at home.



I am committed to the protection of animals.



I am committed to climate protection (e.g. in actions at school, kindergarten or clubs/ with parents or friends etc.).

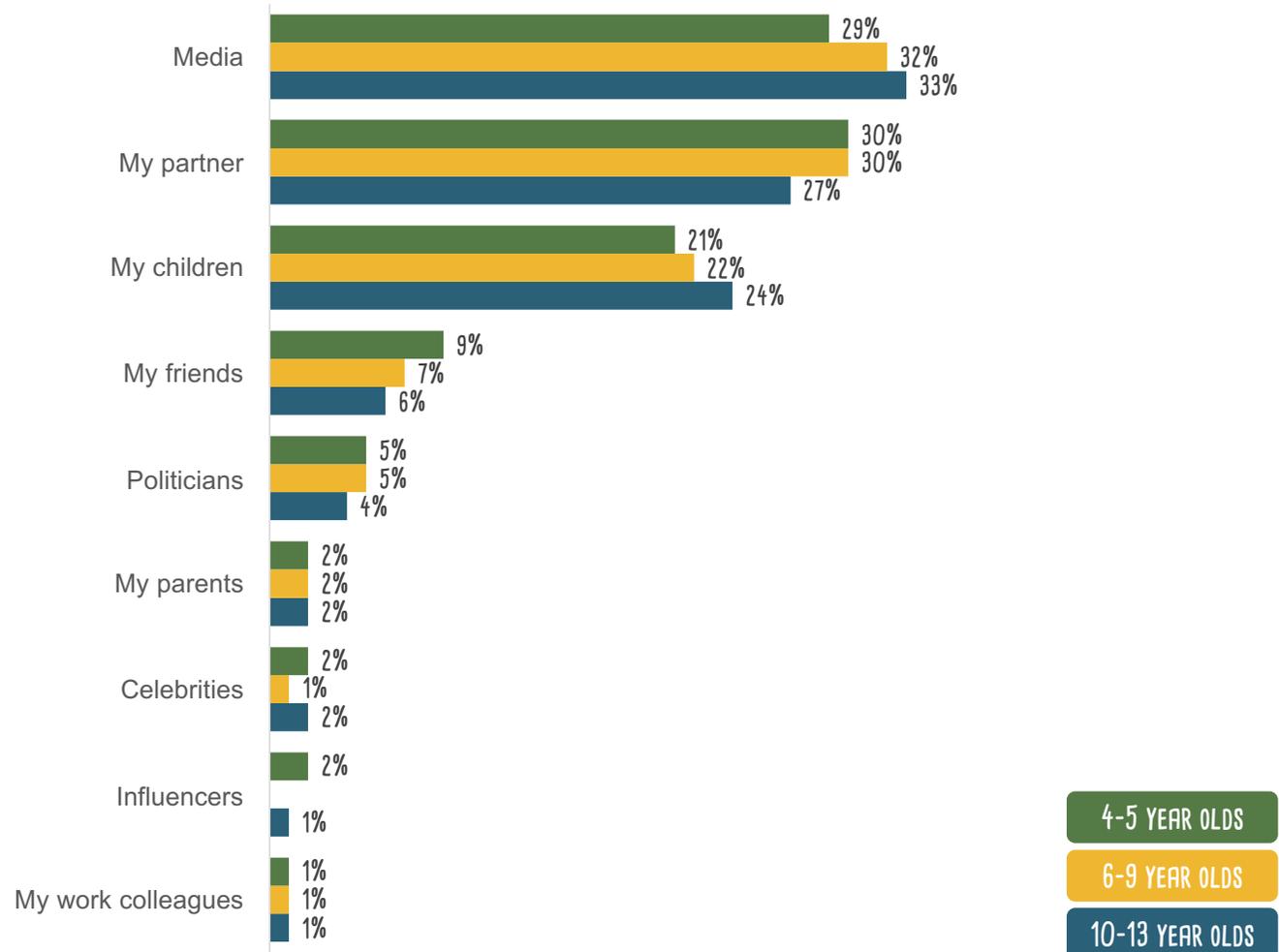


6-9 YEAR OLDS

10-13 YEAR OLDS

Question: Now it's about sustainability or environmental and animal protection. Do the following statements apply to you, even if only sometimes?
7 statements were asked. Basis: 5.92 million total 6-13 year olds. Children's answers.

WHEN IT COMES TO ENVIRONMENTAL ISSUES, EVEN THE YOUNGEST CHILDREN ARE IMPORTANT INFLUENCE SOURCES FOR THEIR PARENTS.



Question: Now another question about sustainability and the environment. Who influences your consumer behaviour the most when it comes to these topics? We asked about 9 sources of influence. Basis: 7.47 million total 4-13 year olds. Parents' answers.

AWARENESS & ENGAGEMENT

CONCLUSION

- Children clearly perceive reality and take it seriously: many are worried about climate change.
- Children are looking to the future. Sustainability in particular is a topic that moves them and that they want to help shape.
- Parents listen to their children. When it comes to sustainability and environmental issues, children have an influence on their parents: After media and their own partner, children are the most important source of influence for parents.



Population	5.92 million German-speaking children aged 6 to 13 years 1.55 million German-speaking children aged 4 to 5 years
Sample	2,046 double interviews '6-13 years' (one child and one legal guardian each) 526 interviews with one legal guardian for the 4-5 year olds
Sampling method	Quota procedure
Survey method	C.A.P.I./C.A.S.I.
Field period Wave 2021	16 February until 31 March 2021
Methodological support/ lead institute	Immediate GmbH, Bremen
Field institutes	KRÄMER Marktforschung GmbH, Münster forsa marplan Markt- und Mediaforschungsgesellschaft mbH, Frankfurt am Main

KINDER MEDIEN MONITOR 2021 - STUDY PROFILE

The KINDER MEDIEN MONITOR 2021 is a reach study according to the ZAW framework.