

International Data Youth and Media 2022



Current surveys and research compiled by
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Table of Contents



Media Use, Media Ownership and Importance of Media	3
Children, Adolescents and Television	29
Reading to Children, Children’s Use of Print Media	39
Internet and Social Media	46
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)	86

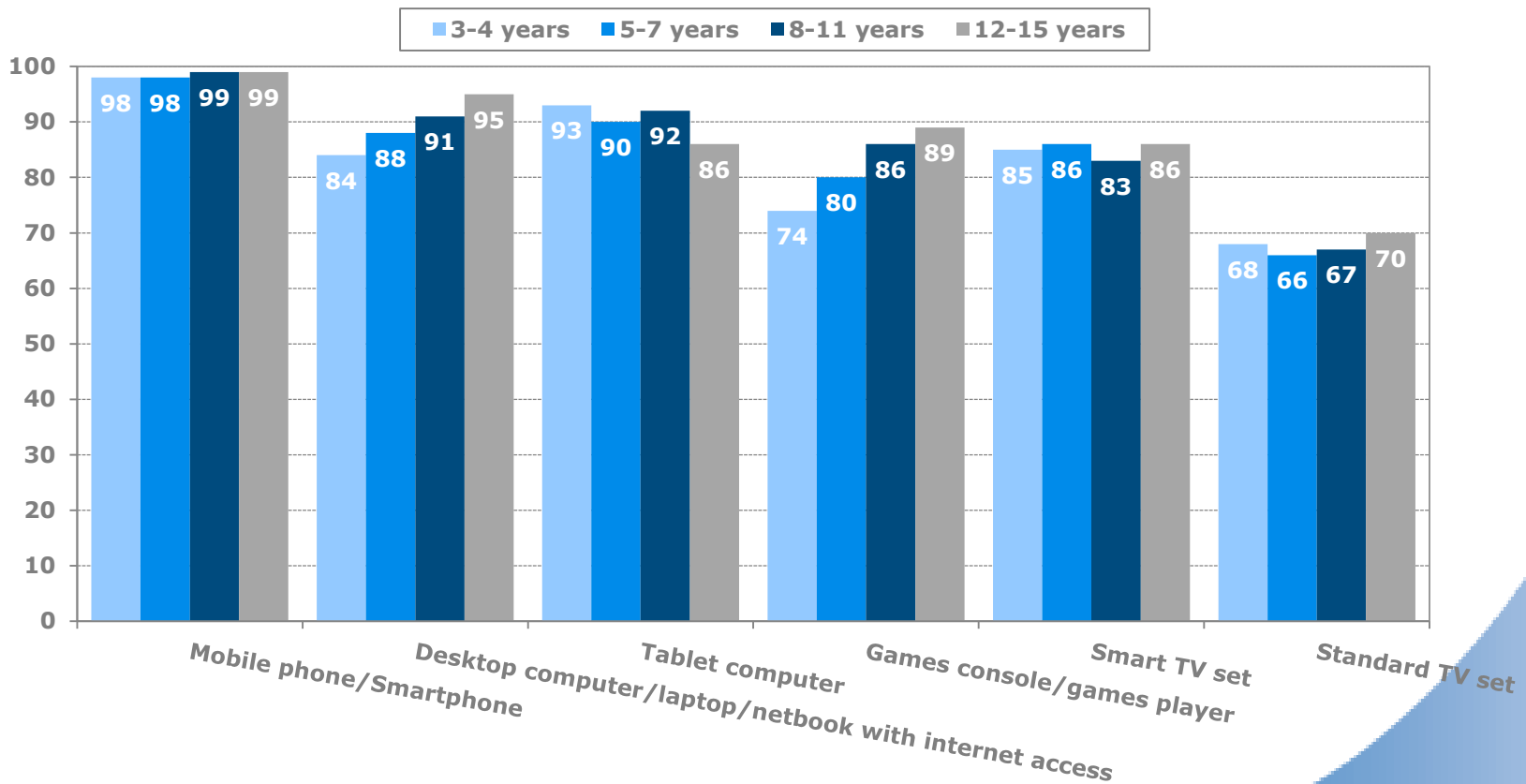
Media Use, Media Ownership and Importance of Media



Which media can be found in British homes with children?



By age of the children and adolescents
3-15 years, UK, 2020/2021, selection (percentages)



Source: Ofcom: Children and Parents: Media Use and Attitudes Report 2020/21 – interactive data.

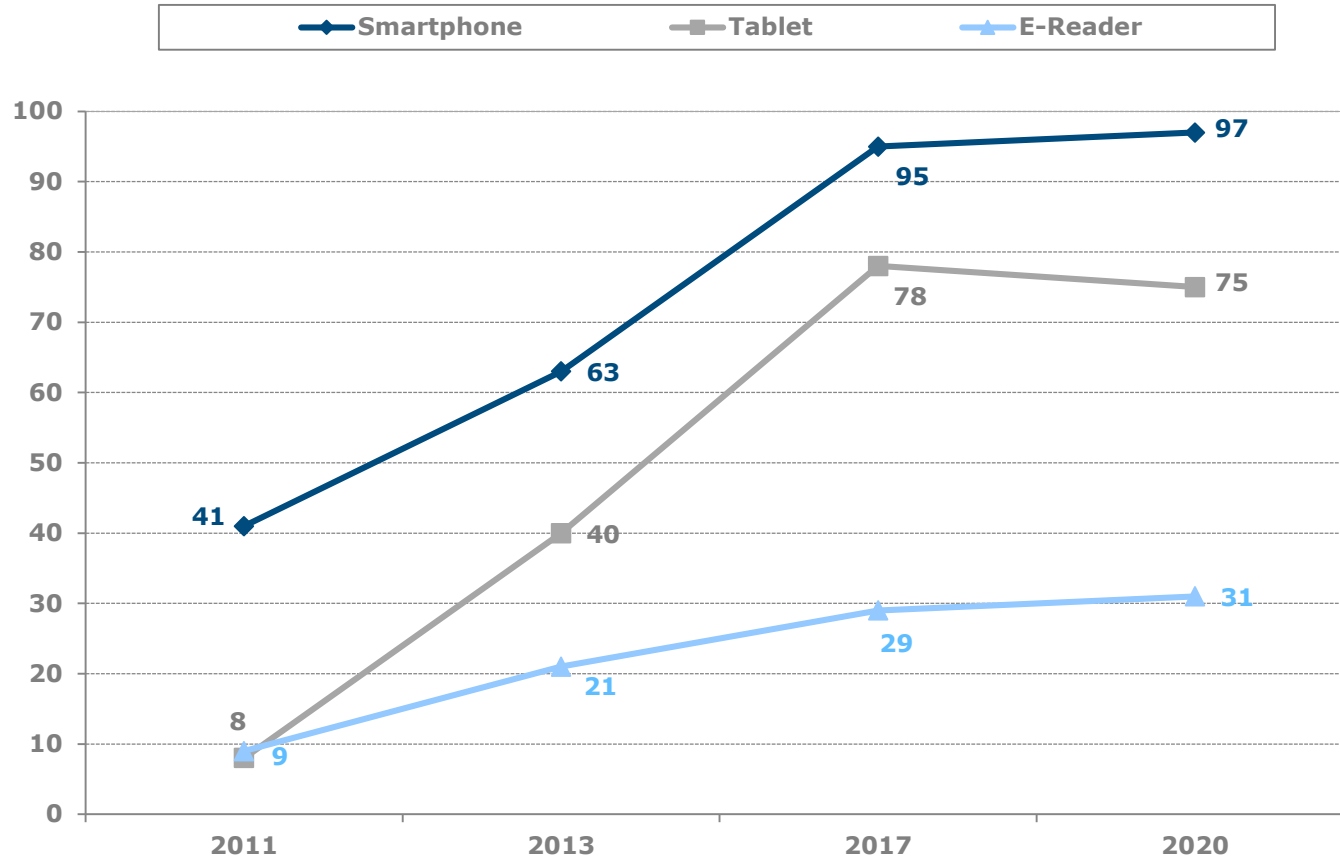
Base: n=2,972 parents of children aged 3-15.



Mobile devices in American homes among 0- to 8-year-olds



According to parents' response, USA, 2020 (percentages)



Source: Rideout/Robb: The Common Sense Census: Media Use by Kids Age Zero to Eight 2020, p. 15.

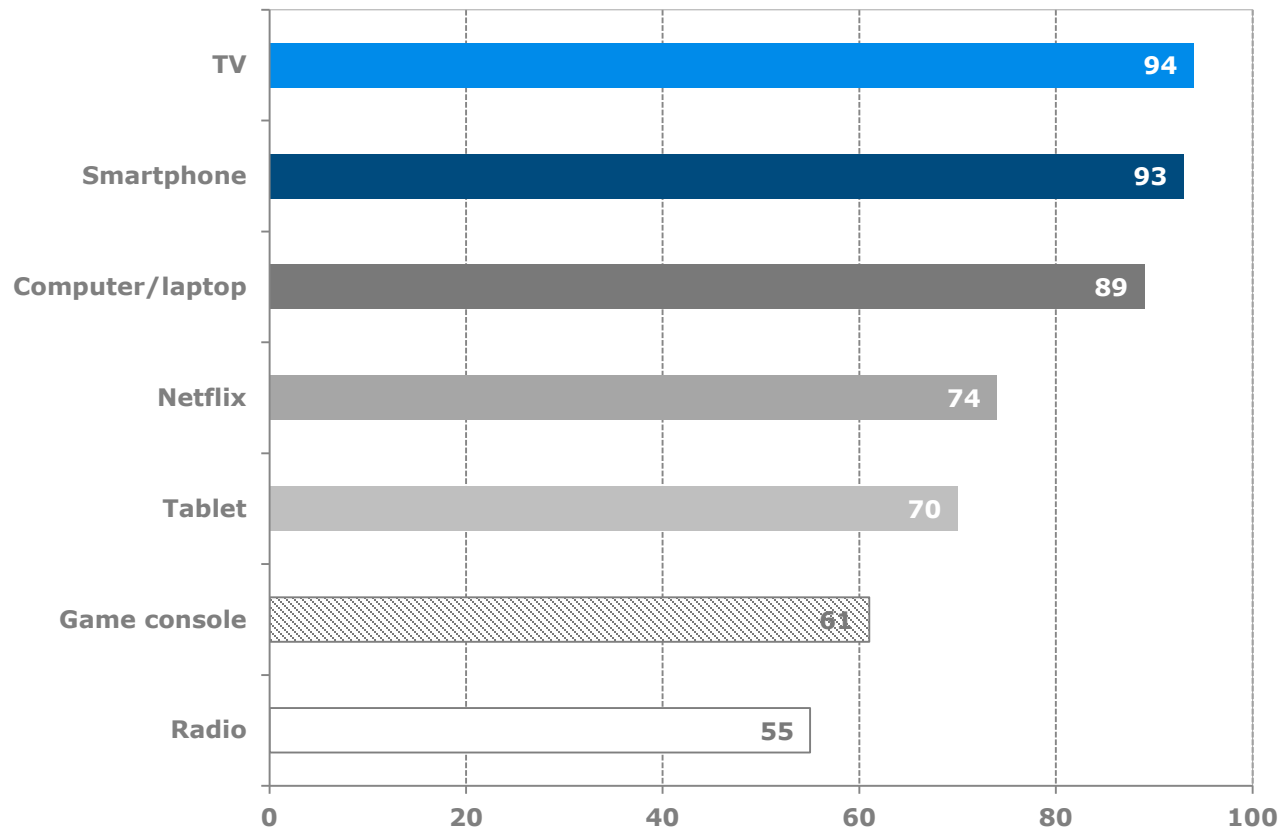
Base: n=1,440 parents of 0- to 8-year-olds.



Which media devices are available in households in New Zealand?



Homes with 6- to 14-year-olds, New Zealand, 2020, selection (percentages)



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

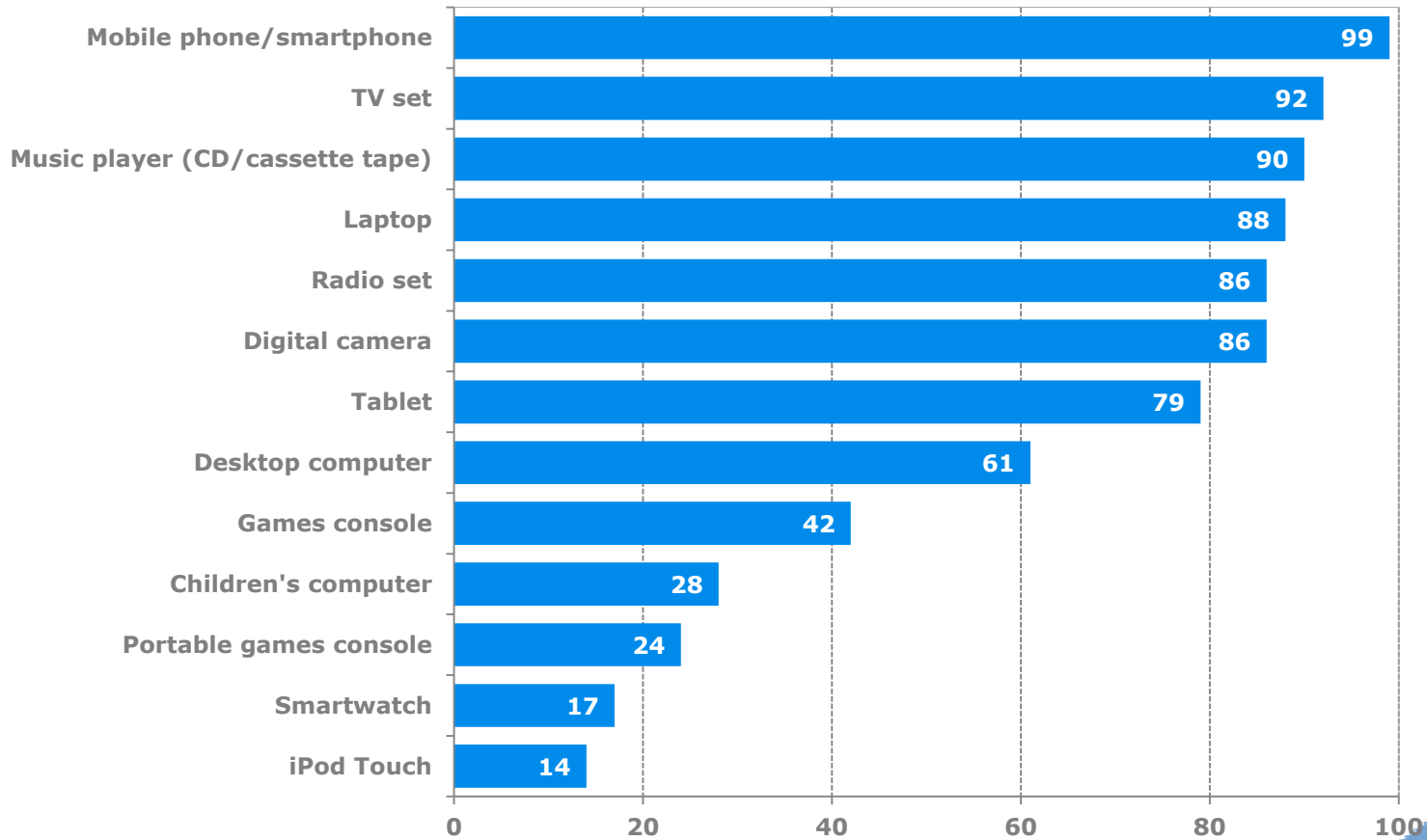
Base: n=1,112 parents of 6- to 14-year-olds.



Media devices in households with pre-school children in Switzerland



4-6 years, Switzerland, 2018 (percentages)



Source: OBSAN: ADELE+ Studie 2020, p. 21.

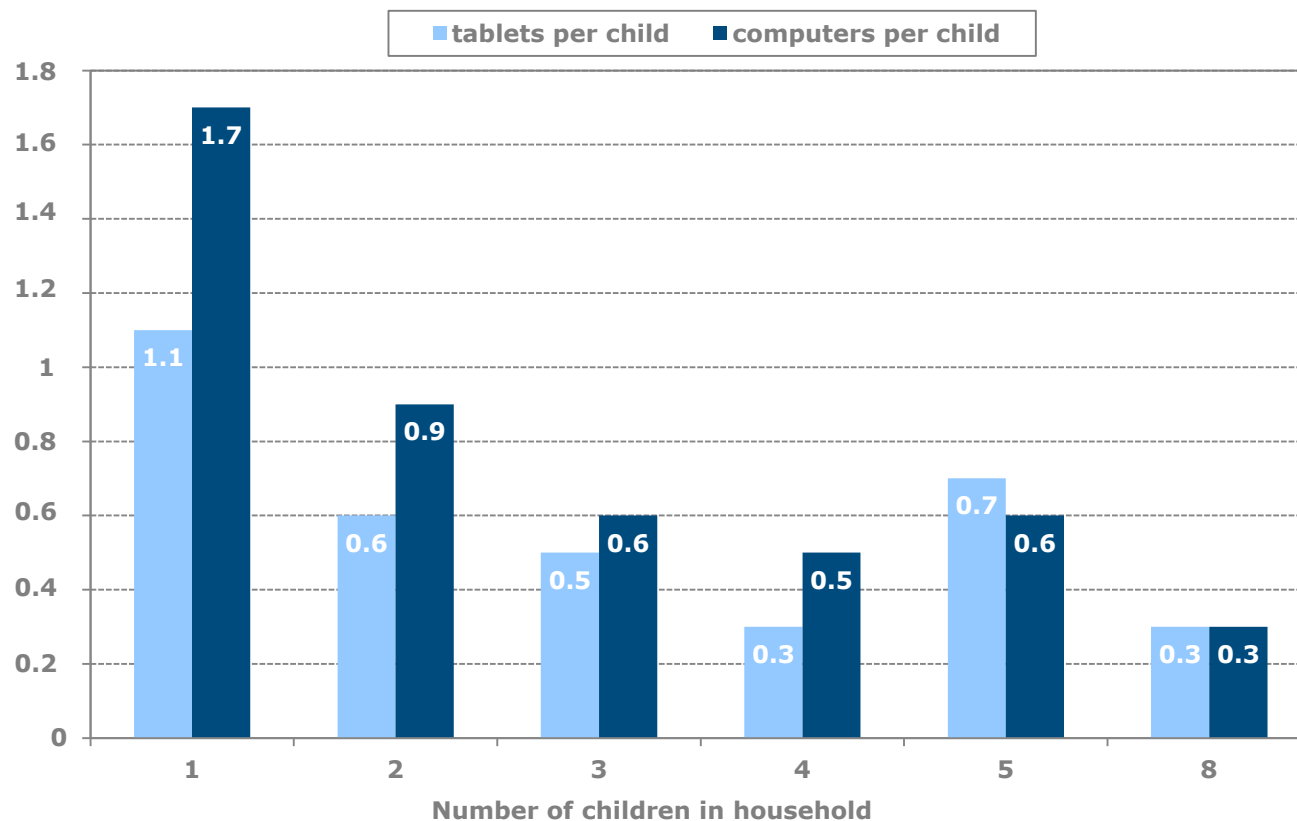
Base: n=879, parents of 4- to 6-year-olds.



Learning devices in Italian households during lockdown



Average number of learning devices (tablets and computers) per child, by total number of children in the household, 10-18 years, Italy, 2020, selection



Source: The KiDiCoTi Project, in: Mascheroni et al.: Learning at a Distance 2021, p. 9.

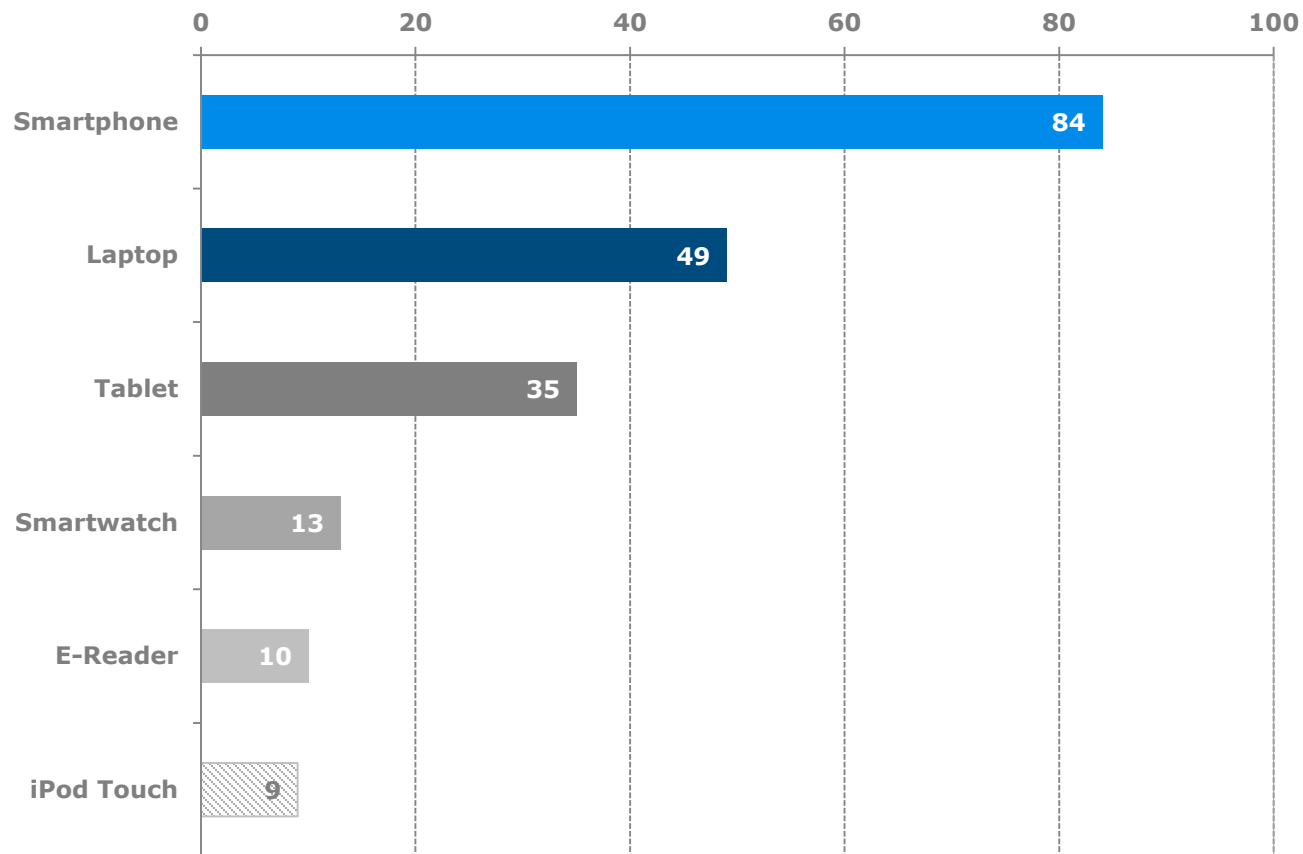
Base: n=1,000 households with internet-using children; 10-18 years.



Media ownership of adolescents in US



13-18 years, USA, 2019, selection (percentages)



Source: Common sense: The Common Sense Census: Media use by Tweens and Teens 2019, p. 28.

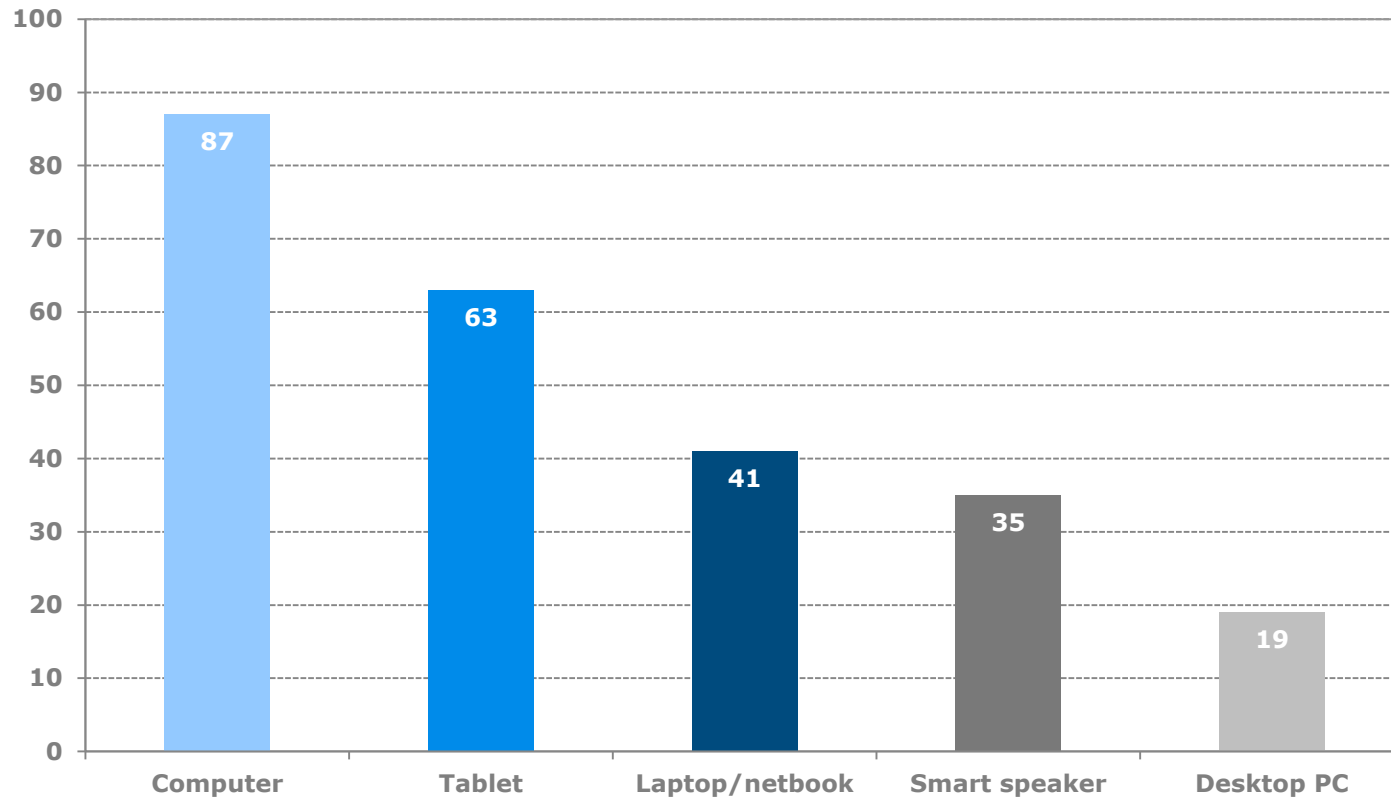
Base: n=1,677; 8-18 years, thereof age 13-18 only.



Personal media ownership of British youth



5-16 years, UK, 2020, selection (percentages)



Source: Childwise: The Monitor Report, 2021, p. 3.

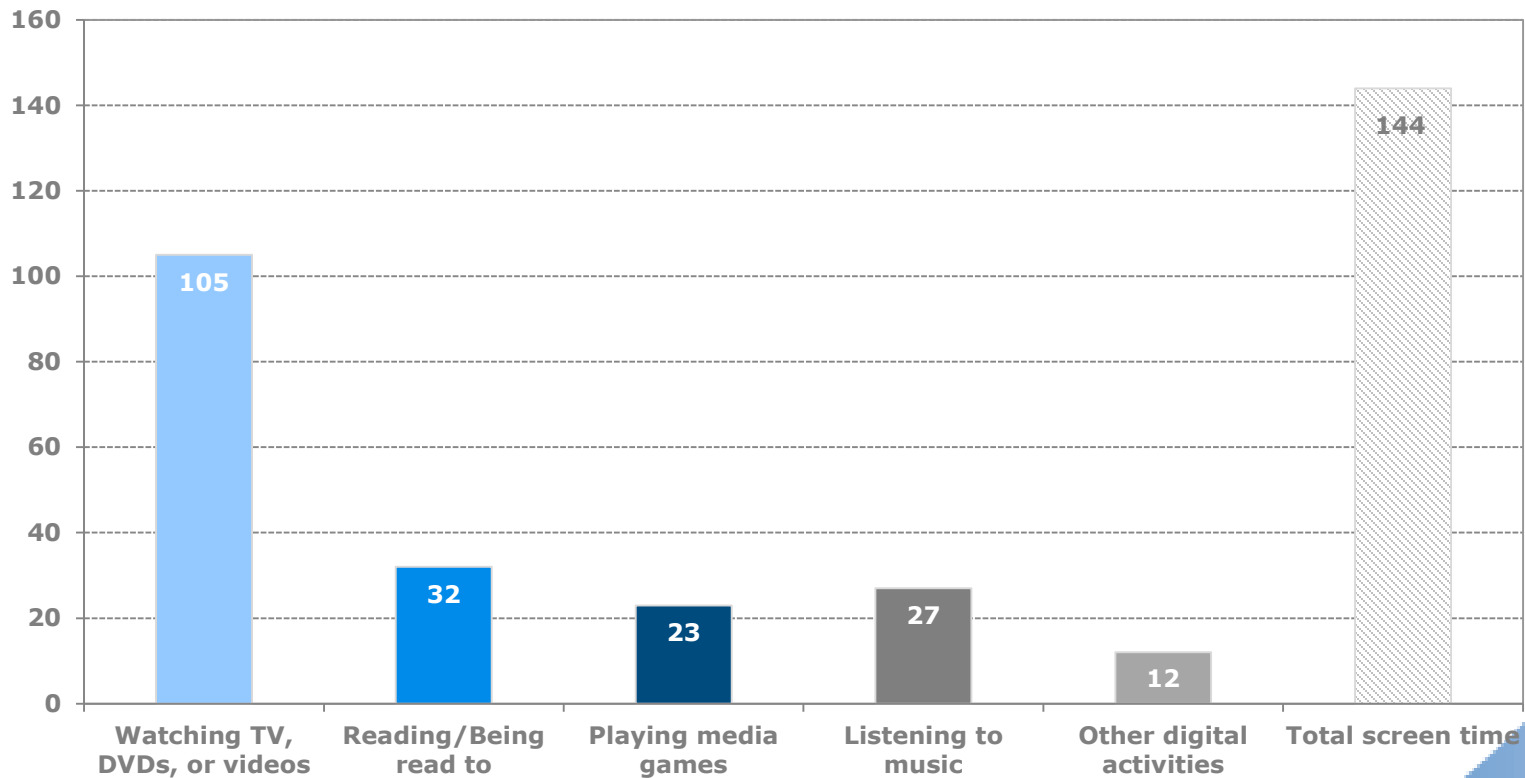
Base: n=1,976; 5-16 years.



How much time do children spend with media?



According to parents' response, 0-8 years, USA, 2020, selection (minutes/day)



Source: Rideout/Robb: The Common Sense Census: Media Use by Kids Age Zero to Eight 2020, p. 13.

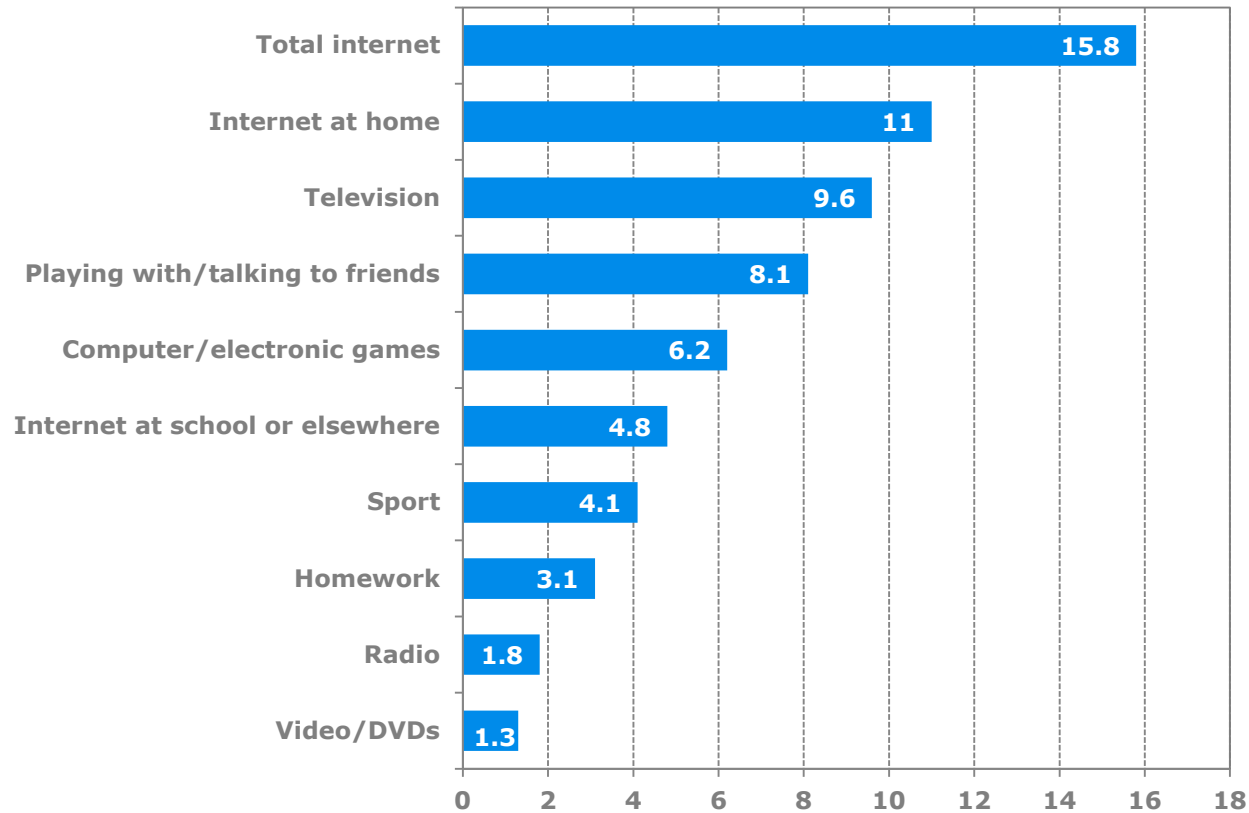
Base: n=1,440 parents of 0- to 8-year-olds.



Time spent on activities by young Australians



6-13 years, Australia, 2020, selection (hours per week)



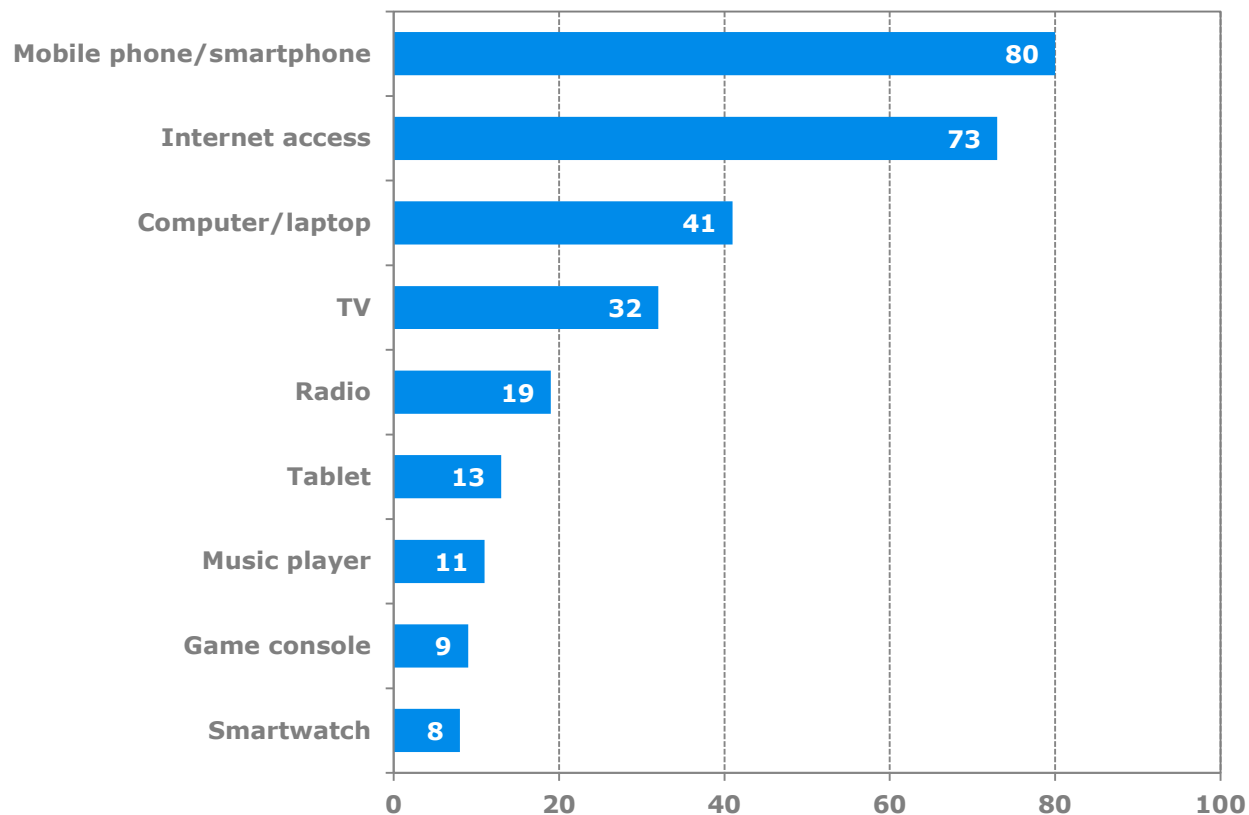
Source: Roy Morgan: Young Australian Survey 2020.

Base: n=2,123, 6-13 years.



Daily use of media by young Austrians

11-18 years, Austria, 2021, selection (percentages)



Source: Education Group: Oö. Jugend-Medien-Studie 2021, p. 31.

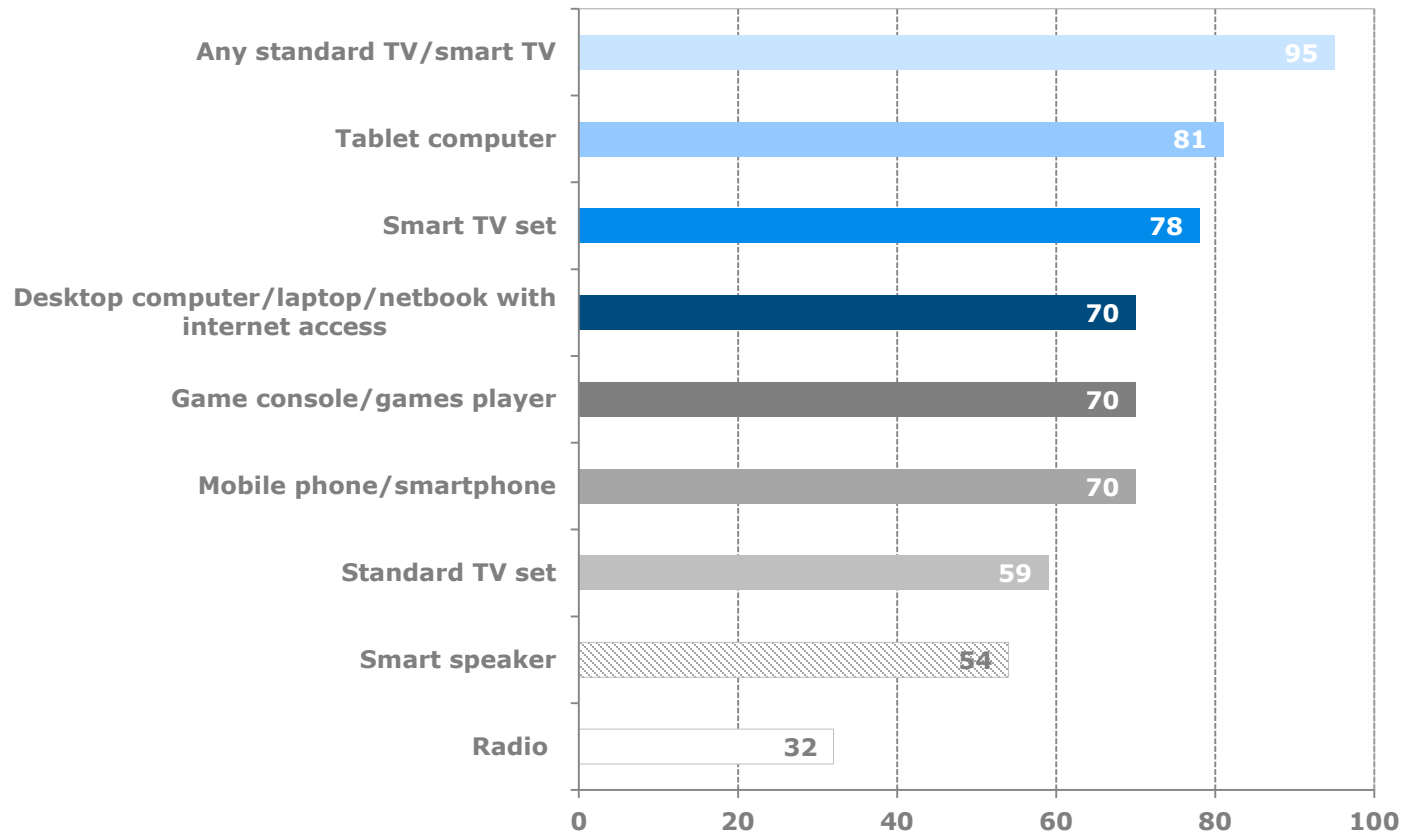
Base: n=481, 11-18 years.



Media use of British children and adolescents



According to parents' response, 3-15 years, UK, 2020/2021, selection (percentages)



Source: Ofcom: Children and Parents Media Use and Attitudes Report 2020/2021 – interactive data.

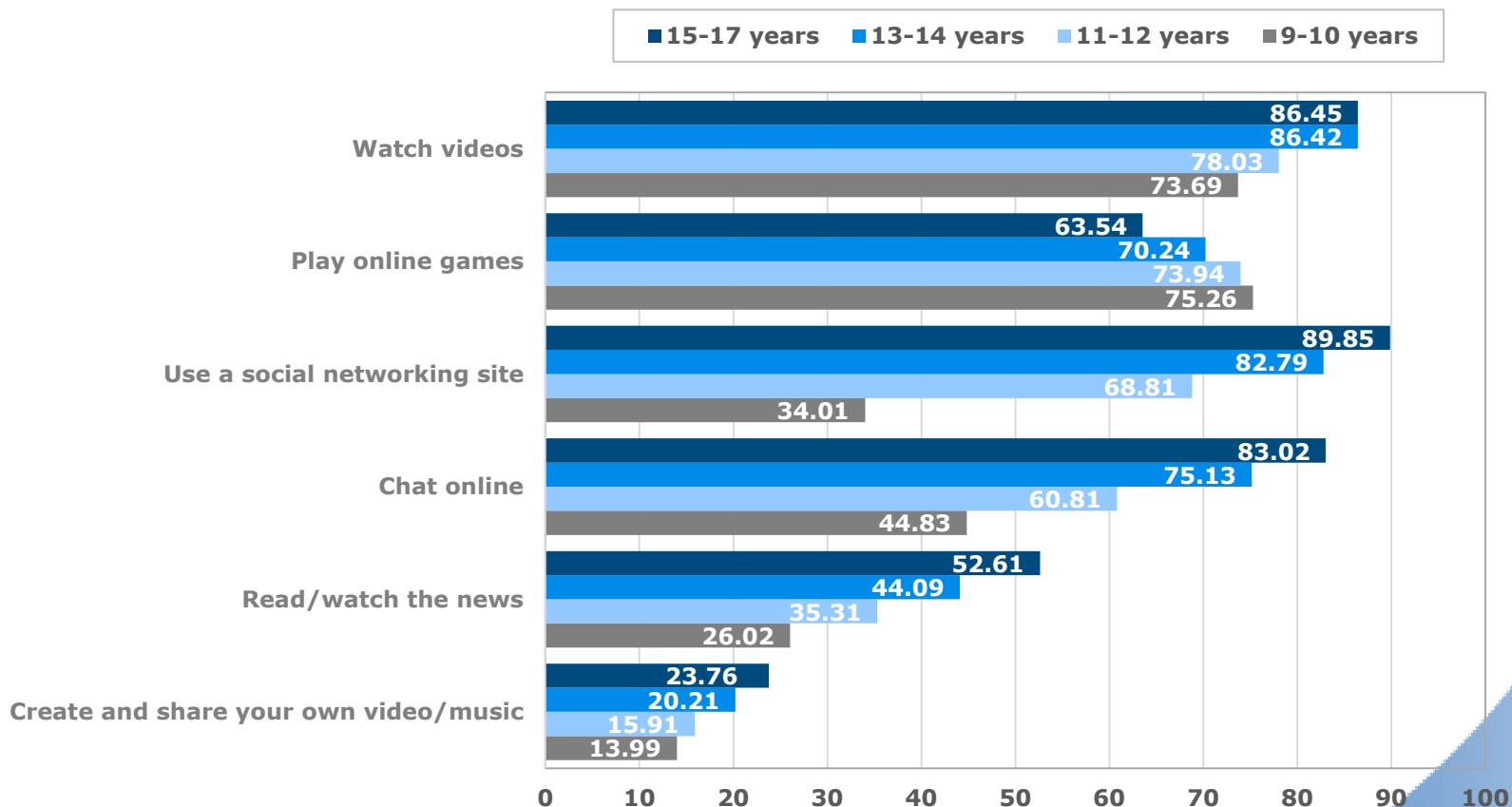
Base: n=2,972, 3-15 years.



Media activities of youth in Latin America



Activities at least weekly, 9-17 years, Brazil/Chile/Costa Rica/Uruguay, 2016-2018, selection (percentages)



Source: Trucco/Palma: *Childhood and adolescence in the digital age 2020*, p. 78.

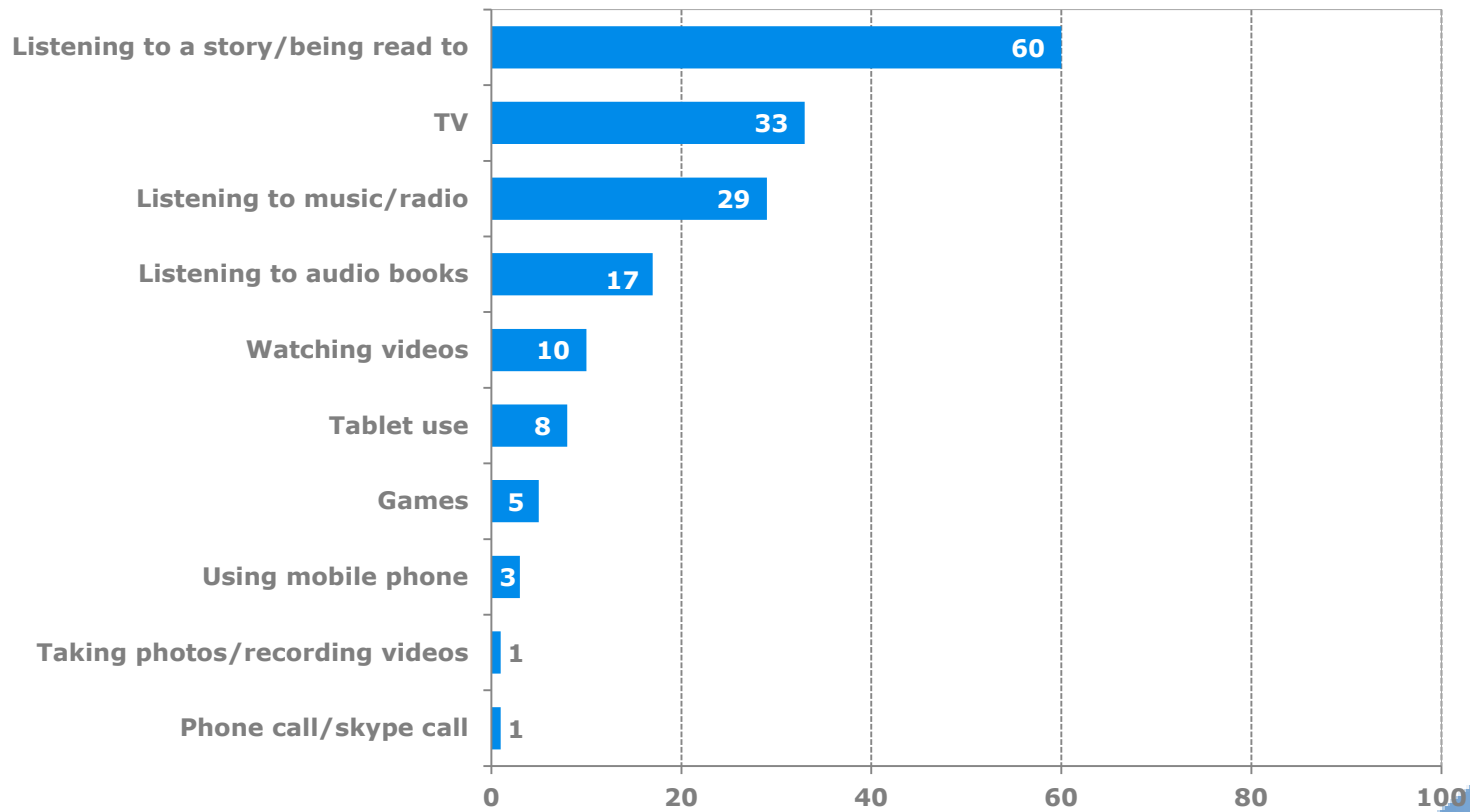
Base: Brazil n=2,999; Chile n=1,000; Costa Rica n=1,008; Uruguay n=948; 9- to-17- years olds and one parent.



Media use of 4- to 6-year olds in Switzerland



According to parents, 4-6 years, Switzerland, 2018, selection (percentages)



Source: OBSAN: ADELE+ Studie 2020, p. 25.

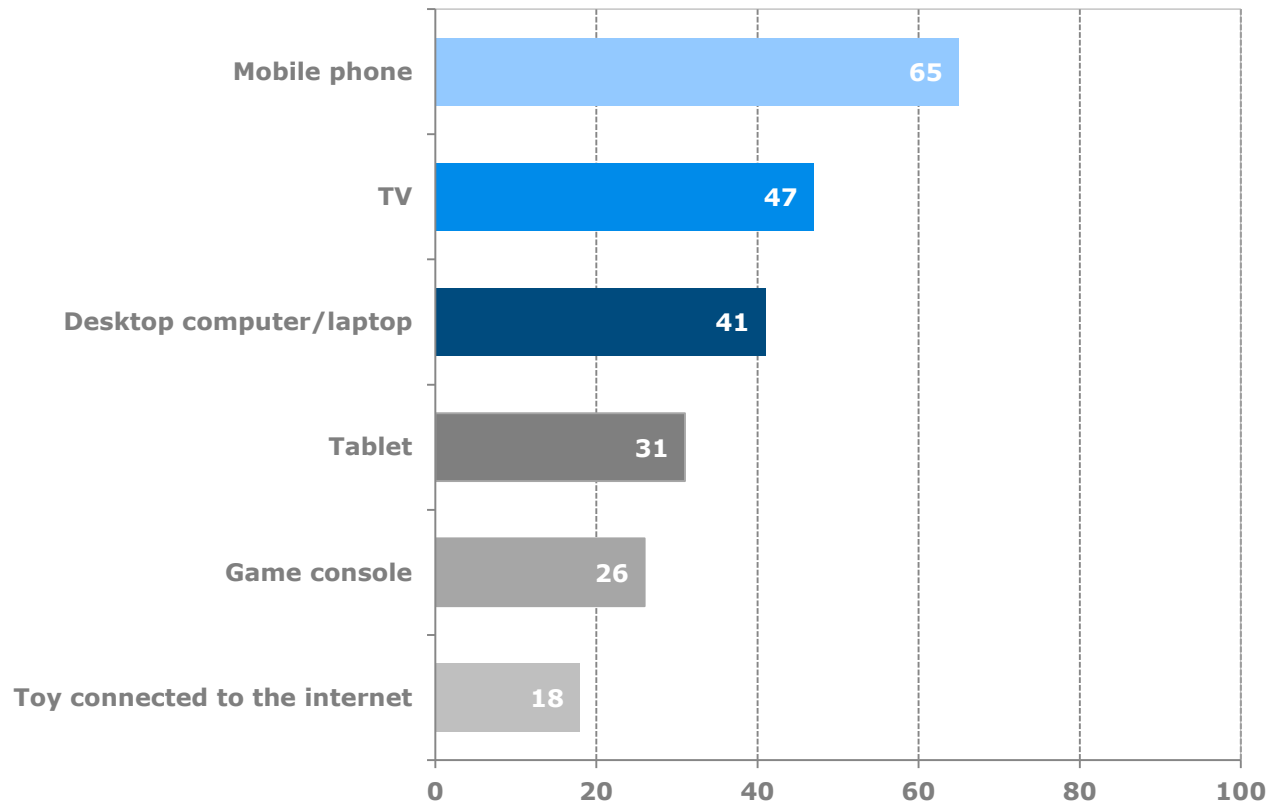
Base: n=879 parents of 4- to 6-year olds.



Youth's daily media use in France



Daily use, 9-16 years, France, 2018, selection (percentages)



Source: Smahel et al.: EU Kids Online 2020, p. 19.

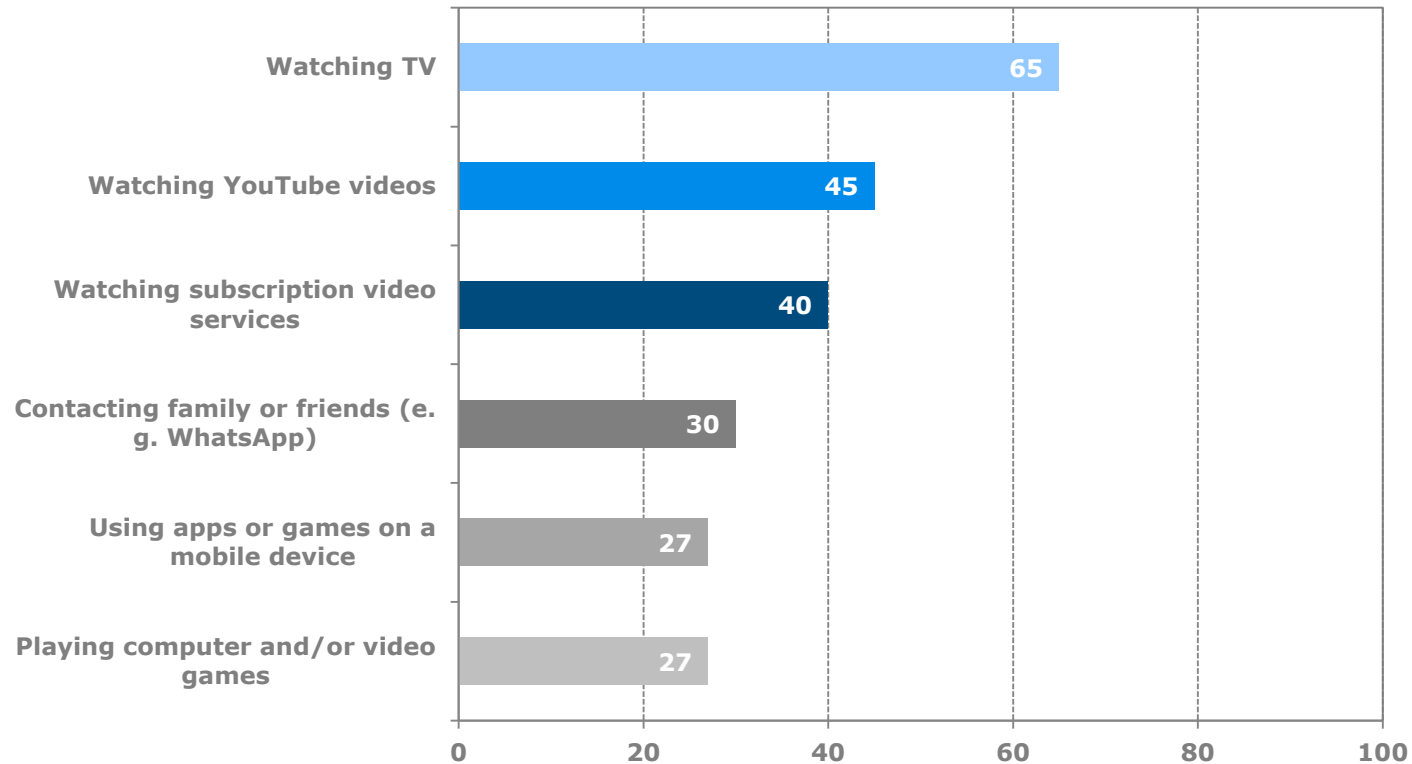
Base: n=21,964, 9-16 years, 19 EU-countries; data according to France.



Digital activities of Canadian families



Families with kids 0-15 years, Canada, 2018, selection (percentages)
Most frequent digital activity of the past week



Source: Brisson-Boivin: The Digital Well-Being of Canadian Families 2018, p. 22.

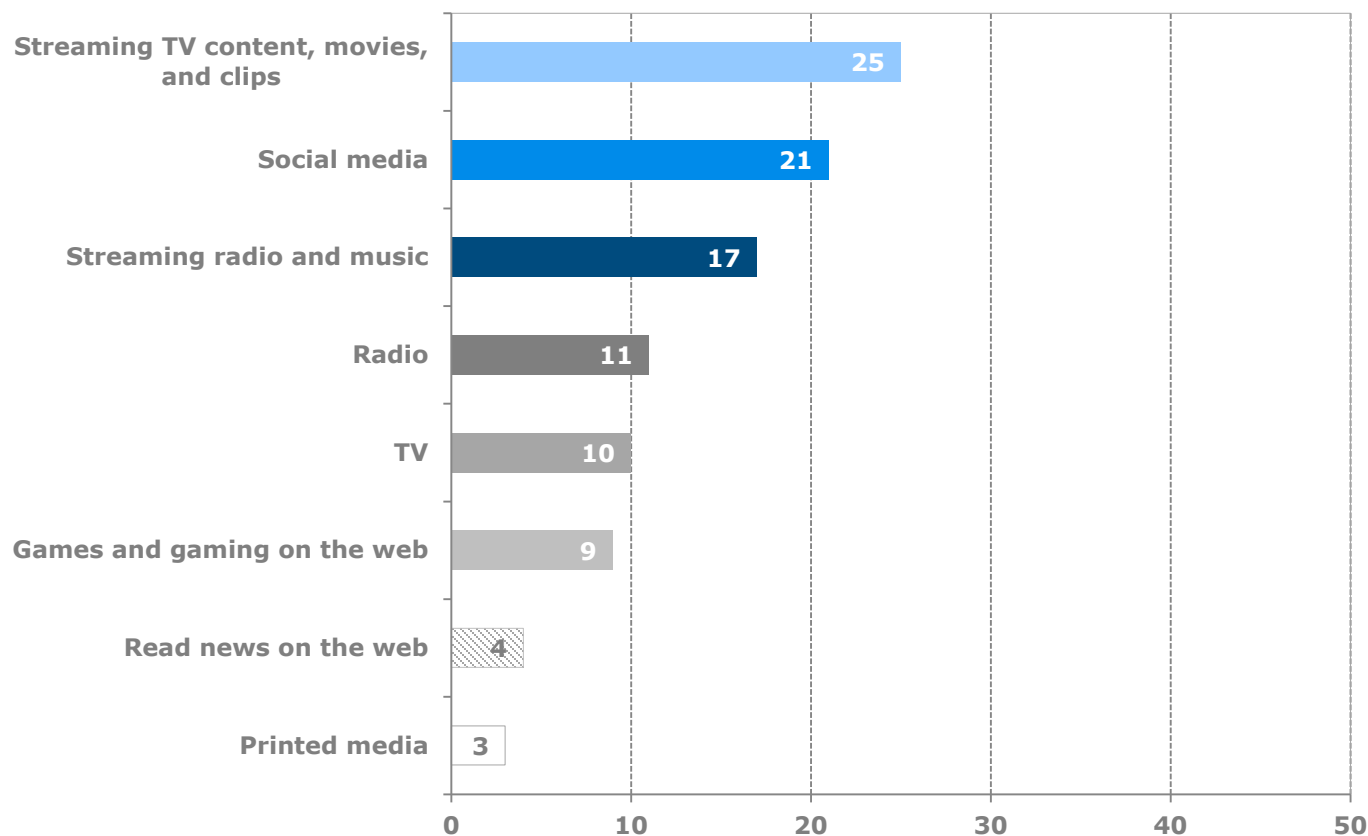
Base: n=825 parents with children, 0-15 years.



Media activities of young people in Denmark



15-31 years, Denmark, 2019, selection (percentages)



Source: DR Audience Research: Media Development 2019, p. 5.

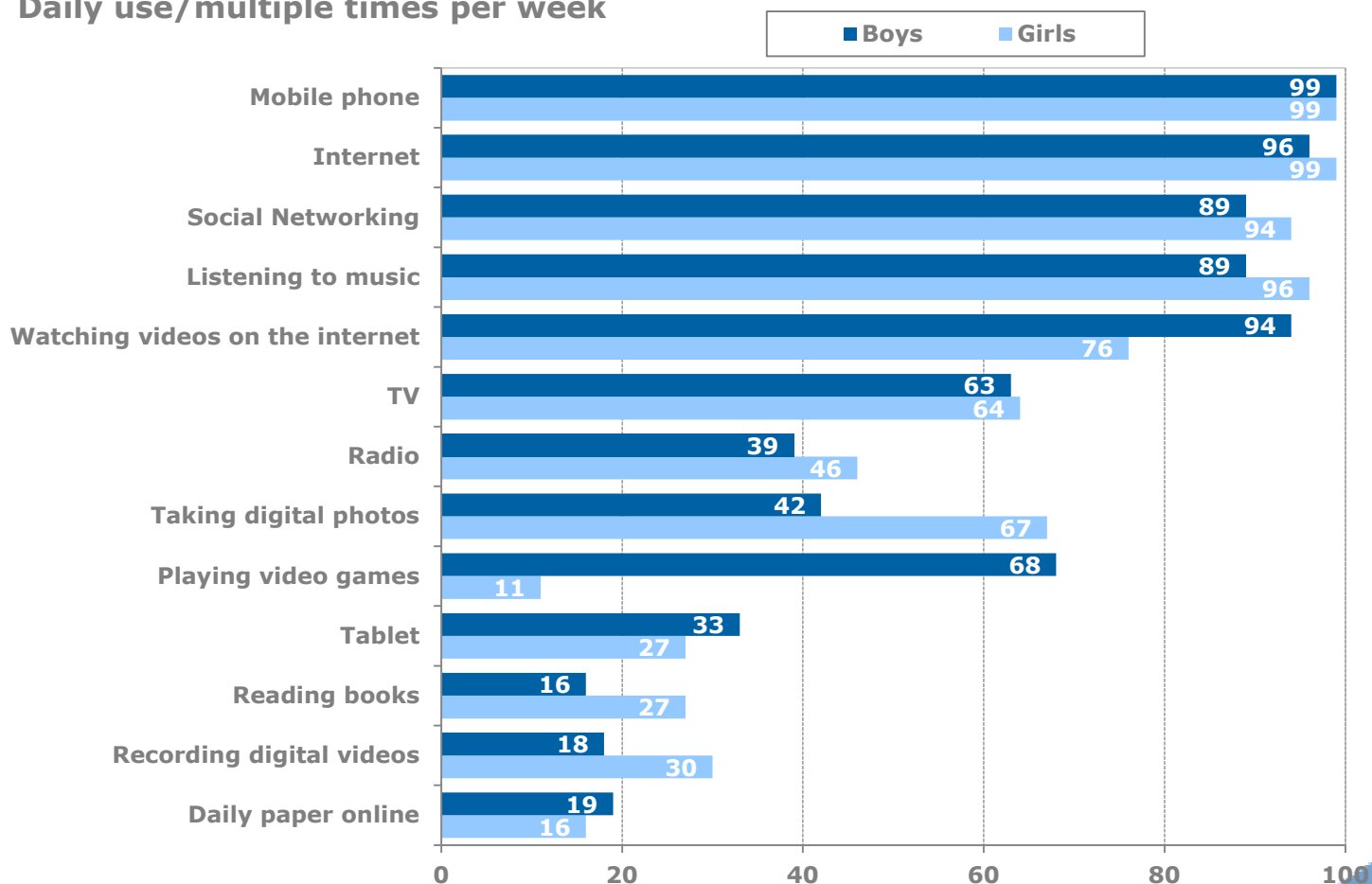
Base: DR Audience Research; 15+ years; 15- to 31-year-olds.



Differences in media use between Swiss boys and girls



By gender, 12-19 years, Switzerland, 2020, selection (percentages)
Daily use/multiple times per week



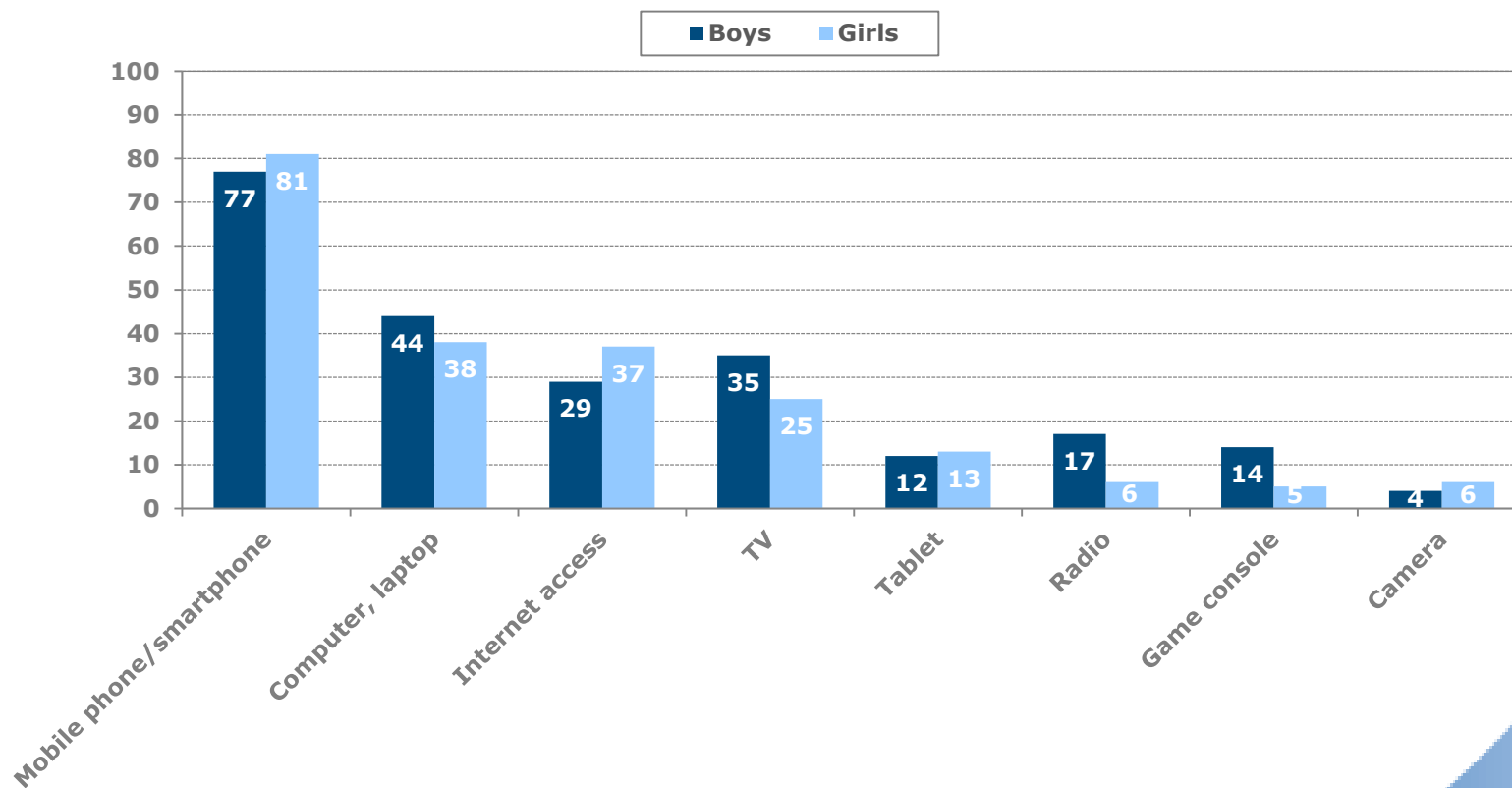
Source: Bernath et al. James-Studie 2020, p. 20.

Base: n=953, 12-19 years.



Austrian adolescents can't do without these media devices

By gender, 11-18 years, Austria 2021, selection (percentages)

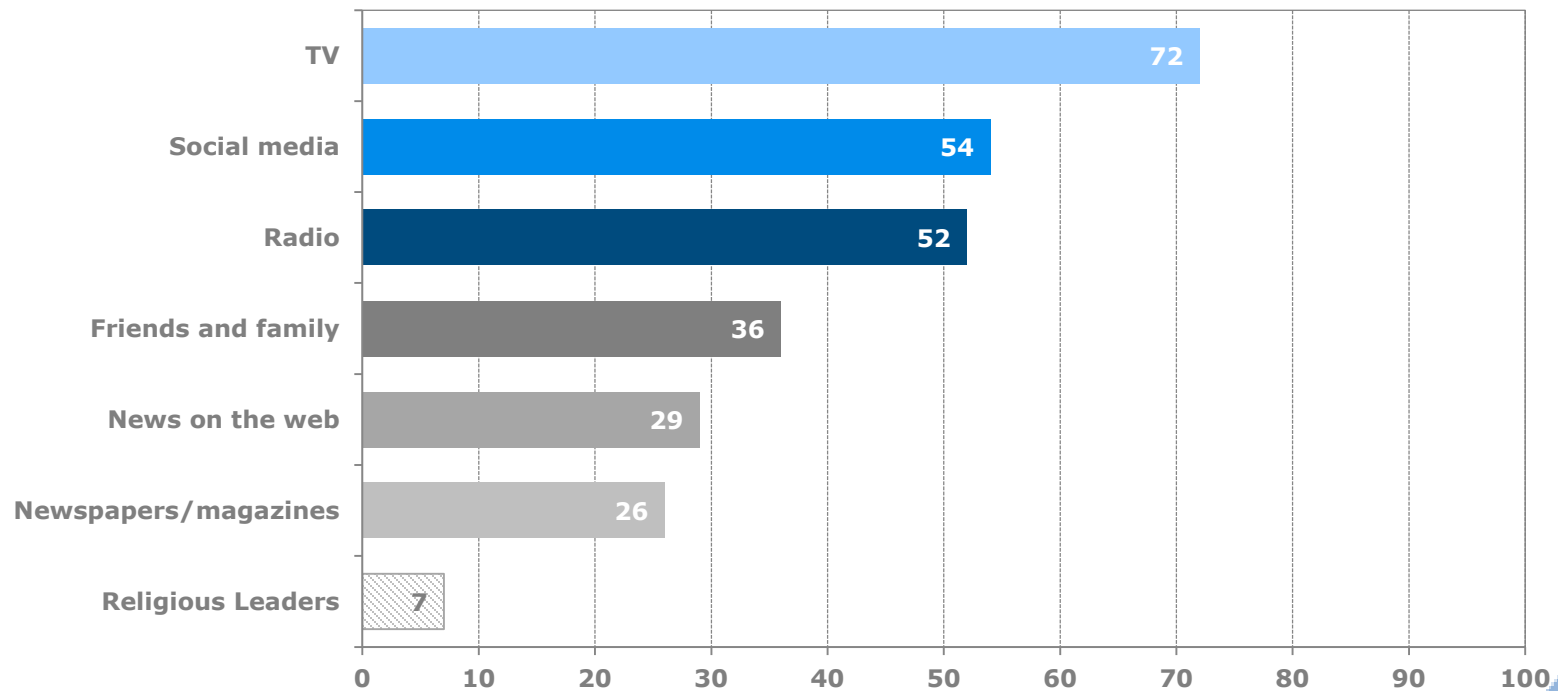


Source: Education Group: Oö. Jugend-Medien-Studie 2021, p. 33.

Base: n=481; 11-18 years.

Where do African adolescents look for news?

18-24 years, 14 African countries, 2019 (percentages)



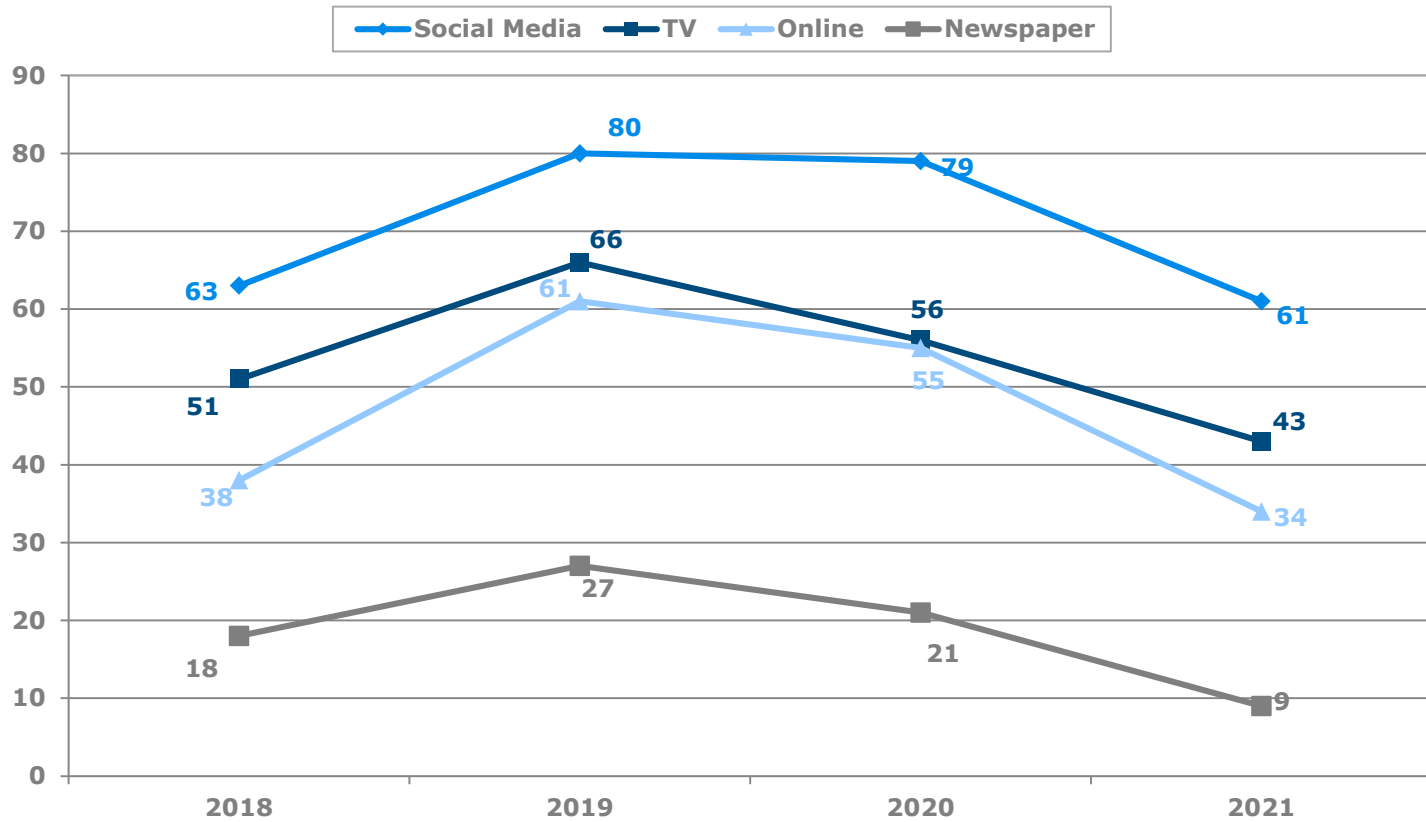
Source: Ichikowitz Family Foundation:
African Youth Survey 2020, p. 66.

Base: n=4,200; 18-24 years, 14 African countries.

Youth's media sources for news in Arabic countries



18-24 years, 17 Arabic countries, 2021 (percentages)
„What medium do you obtain your news information from?“



Source: asdaabcw: Arab Youth Survey 2021, p. 57.

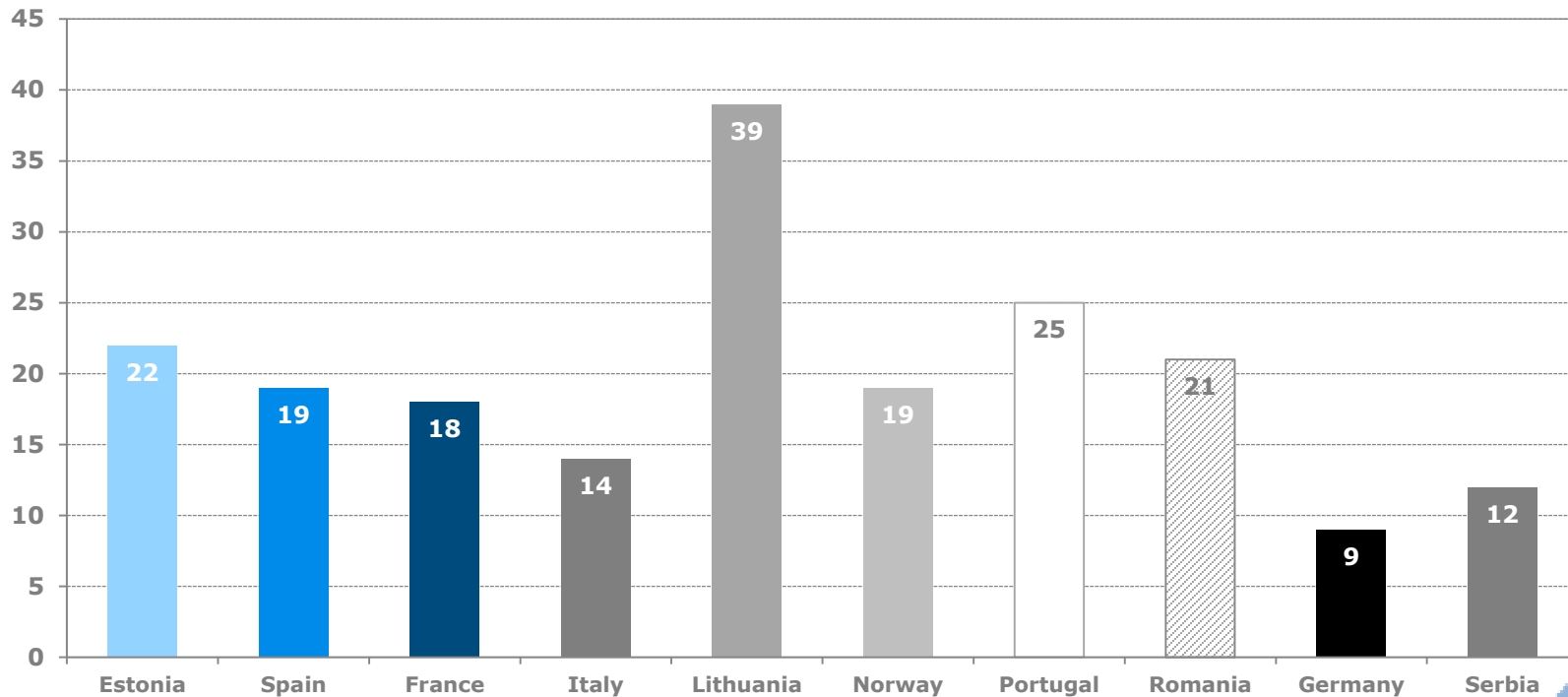
Base: n=3,400, 18-24 years, 17 Arabic countries.



Searching for news and information on the internet



Daily, 9-16 years, 19 European countries, 2017-2019, selection (percentages)



Source: Smahel et al.: EU Kids Online 2020, p. 26.

Base: n=21,964, 9-16 years, Internet users.

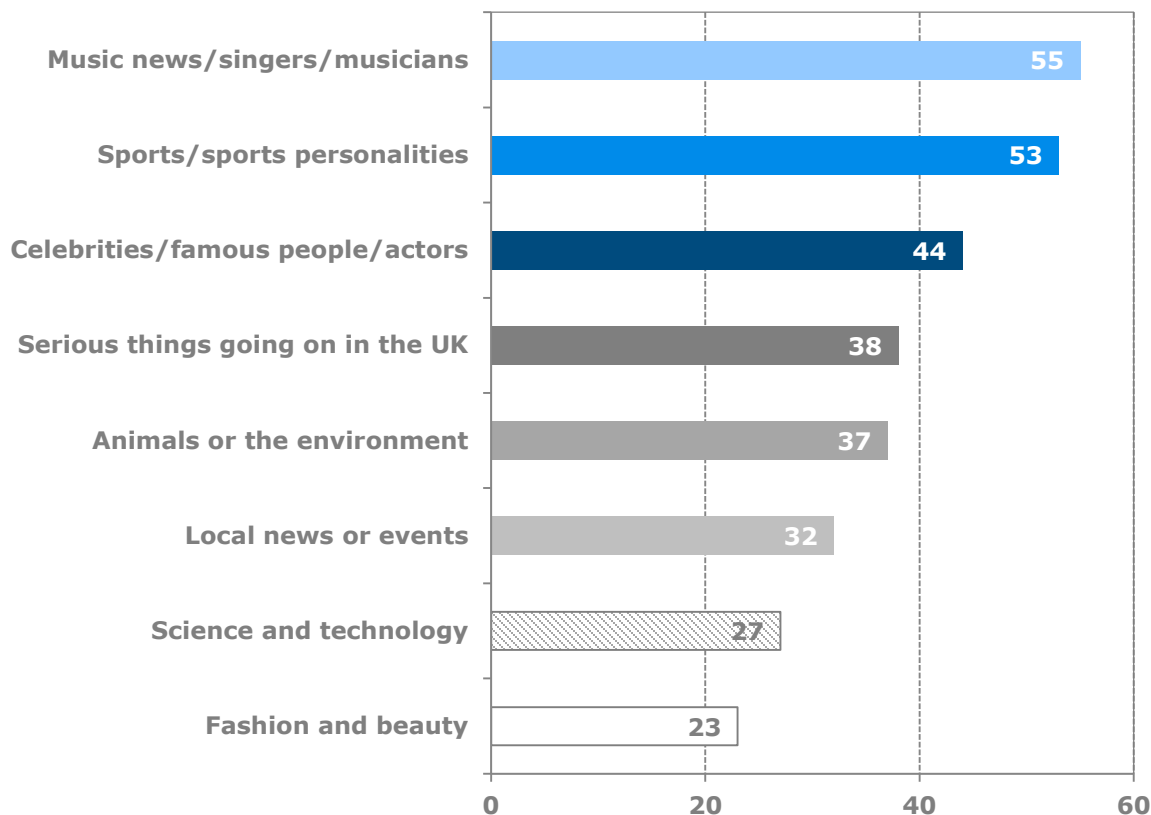


Which type of news content are British adolescents interested in?



12-15 years, UK, 2020/2021, selection (percentages)

Content most interested in/among the top 3



Source: Ofcom: News Consumption in the UK: 2021, p. 104.

Base: 2021: n=1,010; 2020: n=1,007; 12-15 years.

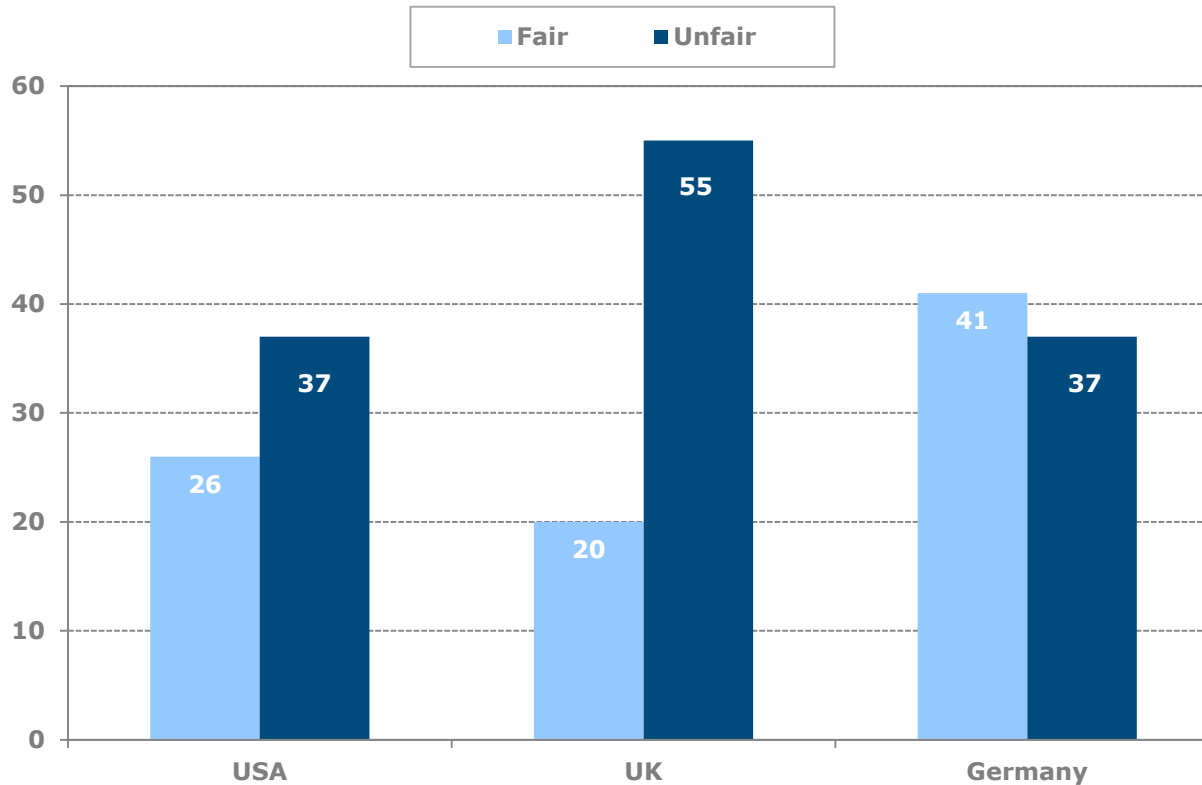


Are news media fair towards young people?



USA/UK/Germany, 18-24 years, 2021, selection (percentages)

“Do you think that news organisations in your country cover people of your age fair?”



Source: Reuters Institute: Digital News Report 2021, p. 20.

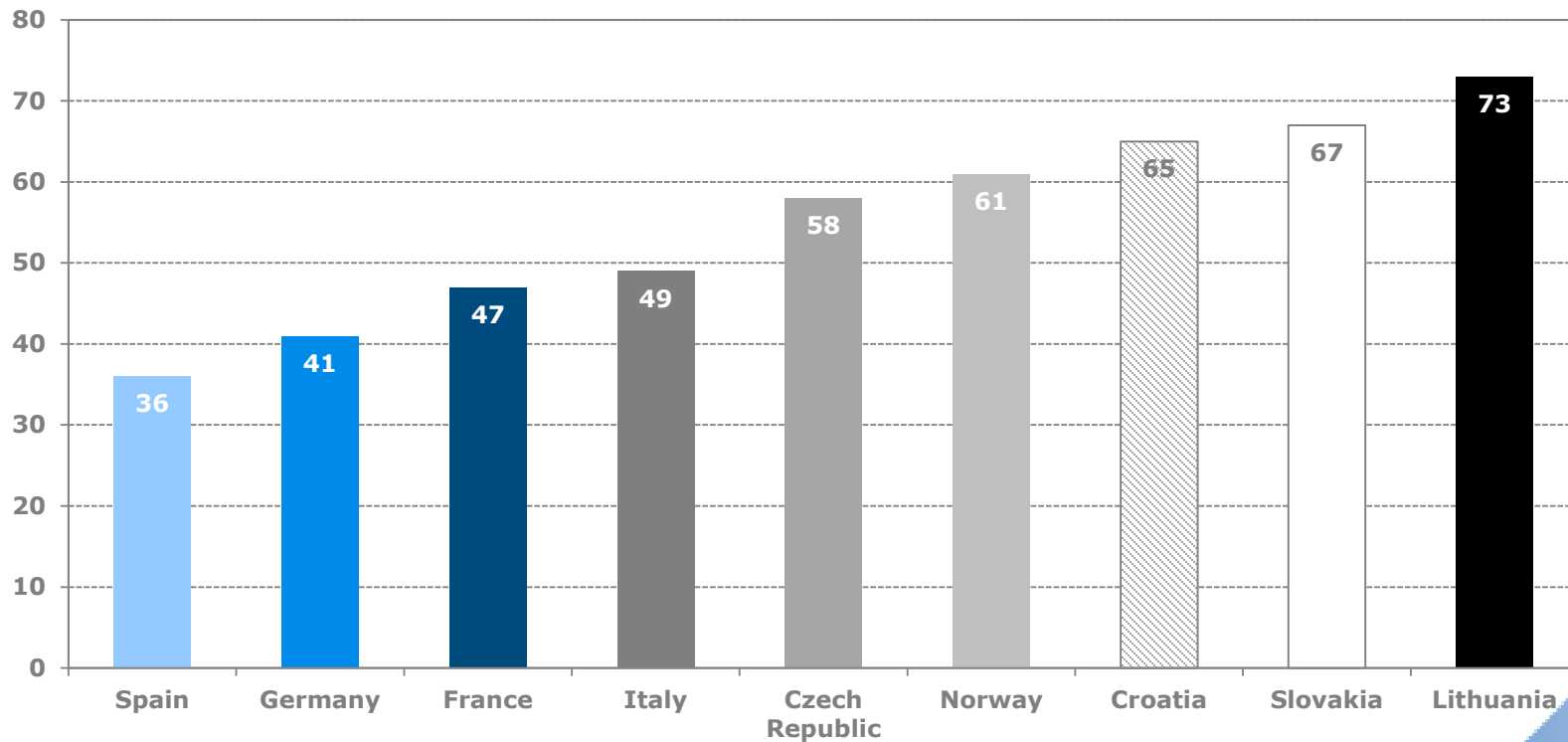
Base: USA n=215; UK n=205; Germany n=194, 18-24 years.



News literacy of young Europeans



12-16 years, by age group, 2017-2019, selection (percentages)
„I find it easy to check if the information I find online is true.“



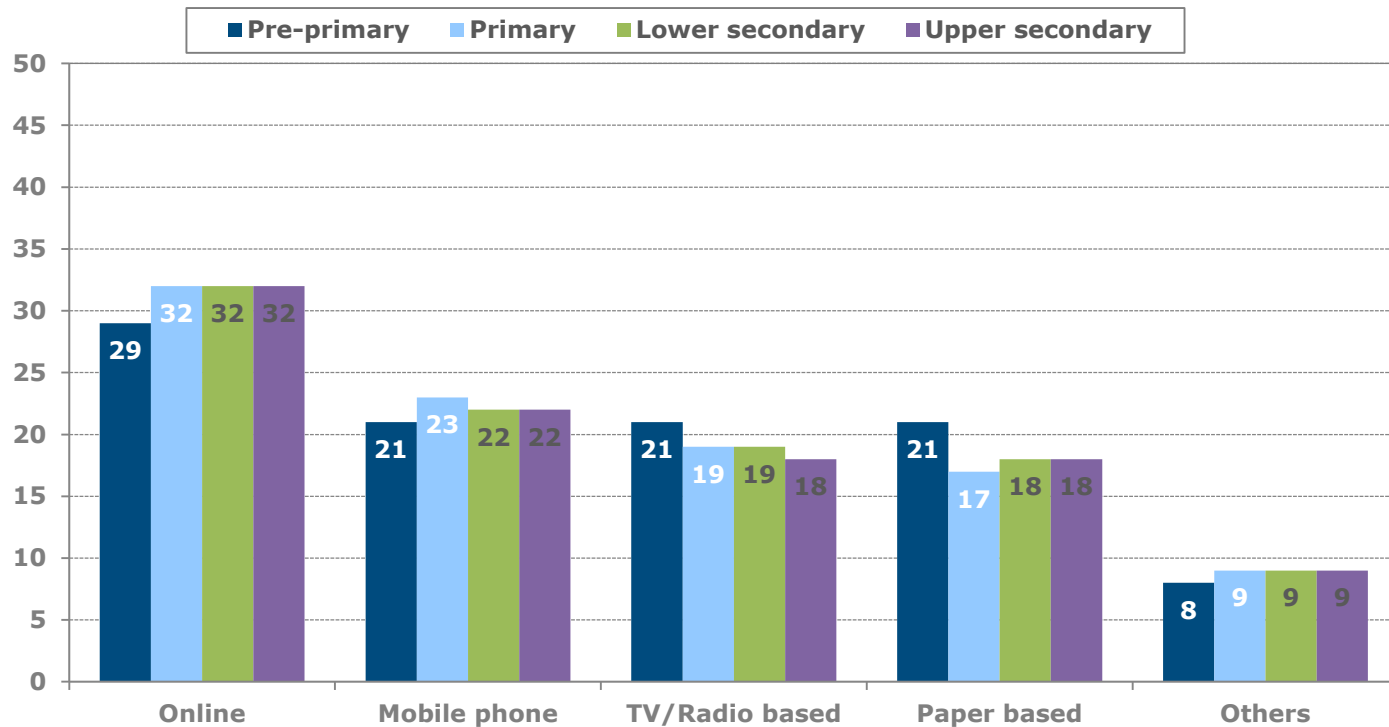
Source: Smahel et al.: EU Kids Online 2020, p. 36.

Base: n=21,964, 12-16 years, internet users.

Homeschooling platforms in Latin America and the Caribbean during the pandemic



By education level, 30 countries, 2020, selection (percentages)



Source: Statista 2022: various sources; UNESCO.

Base: 30 countries, various sources.

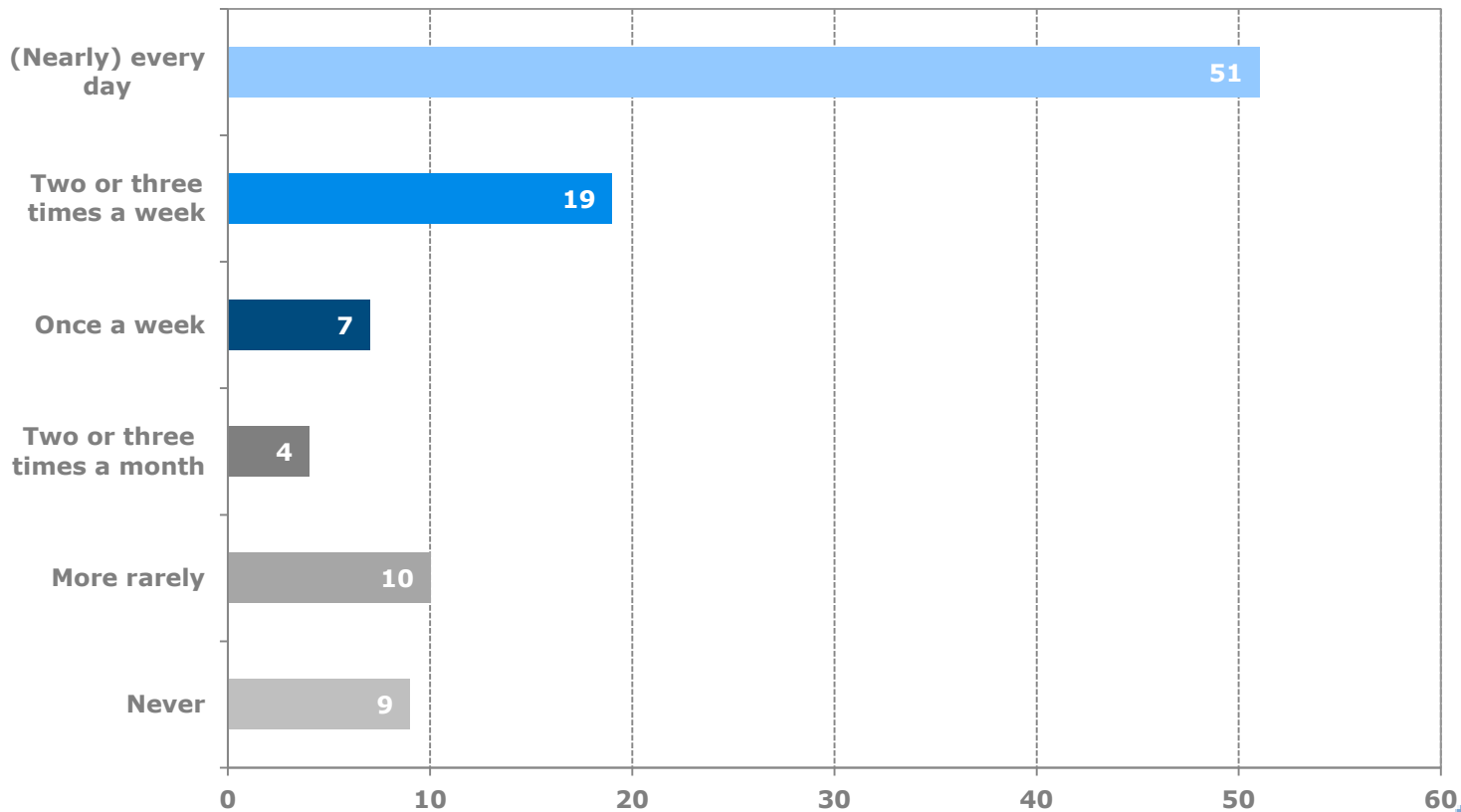
Children, Adolescents and Television



TV use of European youth



15-24 years, 39 countries of the EU/EU applicants, 2020-2021, selection (percentages)



Source: European Commission: Standard-Eurobarometer 94, 2021, p. 12.

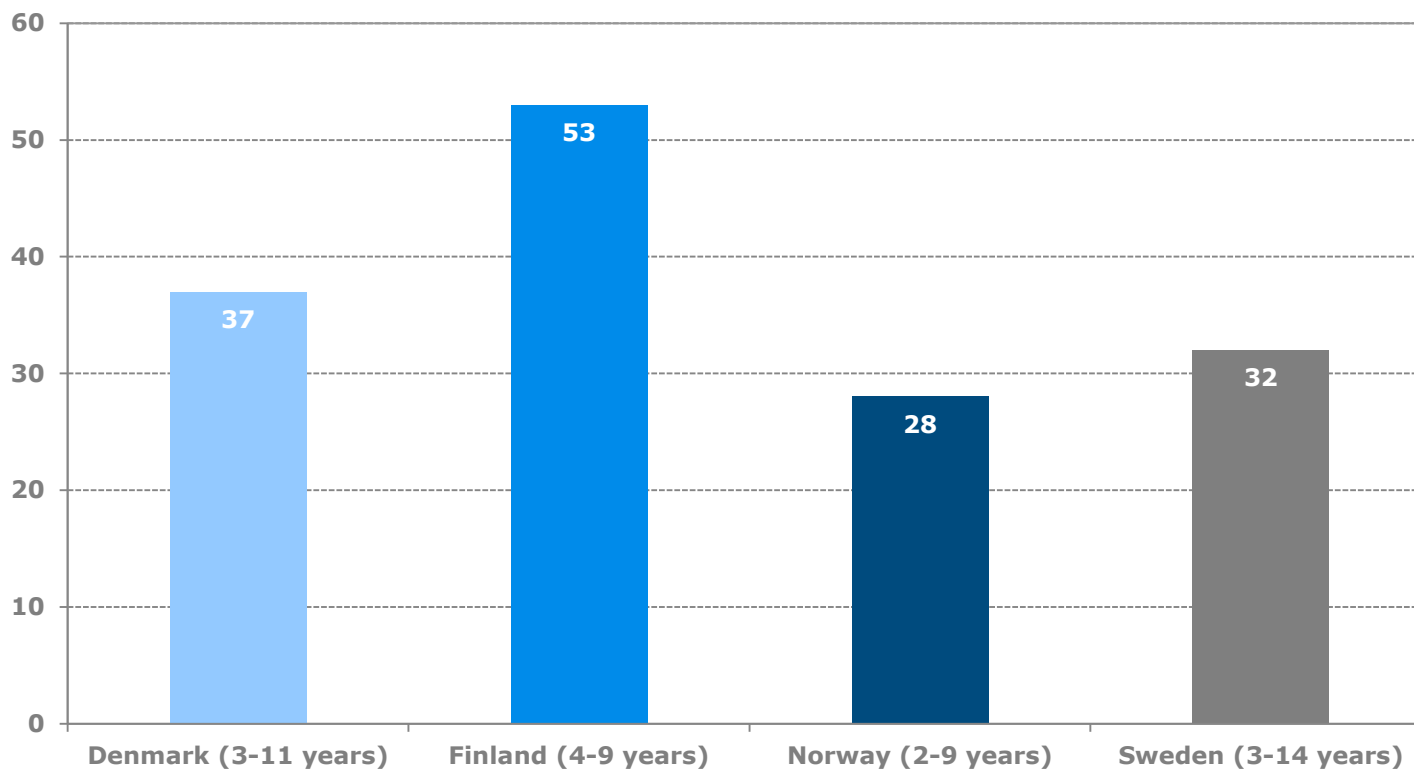
Base: n=38.743 EU citizens, 15+ years.



TV viewing time in the Nordic countries



Denmark, Finland, Norway, Sweden, selection, 2020
Daily TV viewing time (minutes)



Source: Kantar Gallup Denmark/Danish Ministry of Culture, Finnpanel/Statistics Finland, Kantar TNS Norway/medianorways, MMS In: Nordicom: TV viewing in the Nordic Countries in 2020, p. 3.

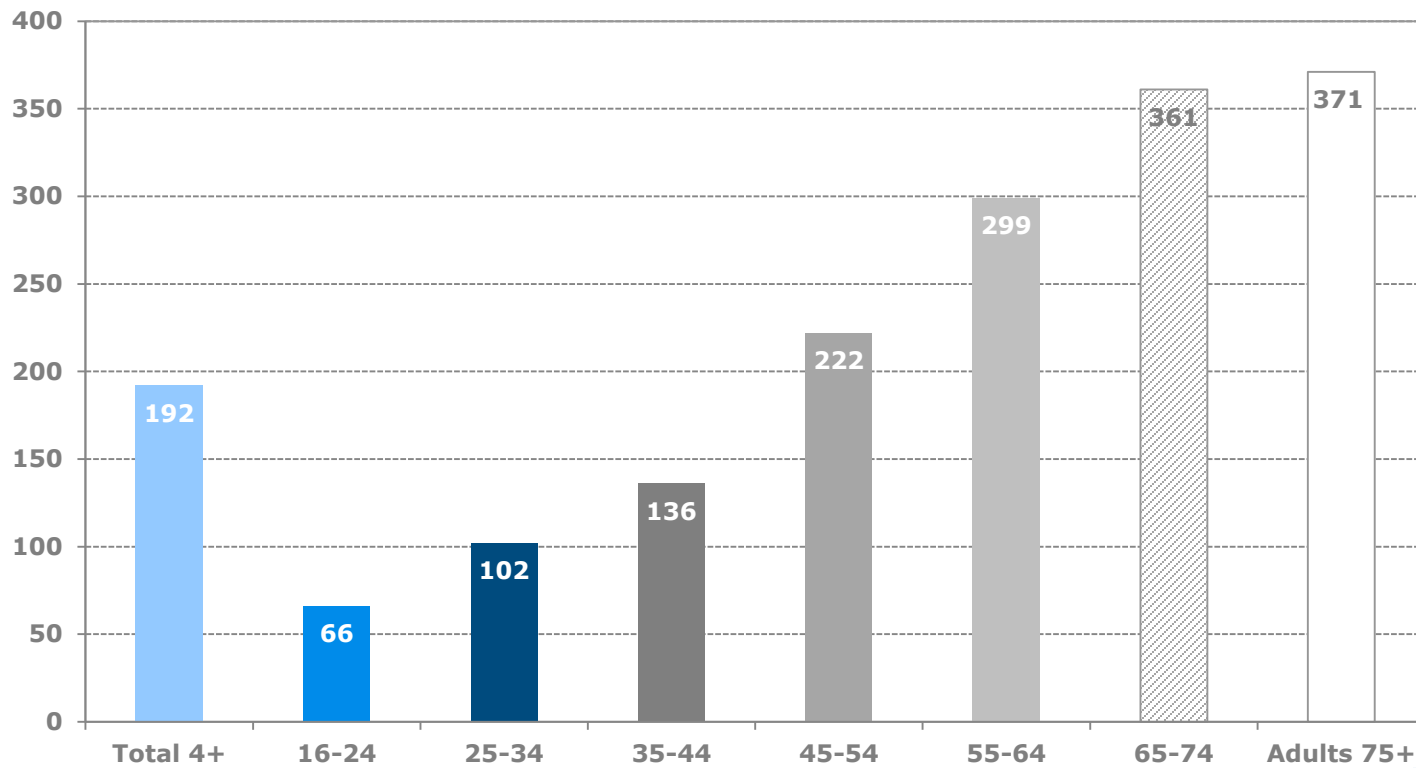
Base: population in Denmark and Norway, TV population in Finland and Sweden.



Time spent watching TV in the UK



By age groups, UK, 2020, selection (minutes/day)
TV Total



Source: Ofcom: Media Nations 2021:
Interactive report, p. 4.

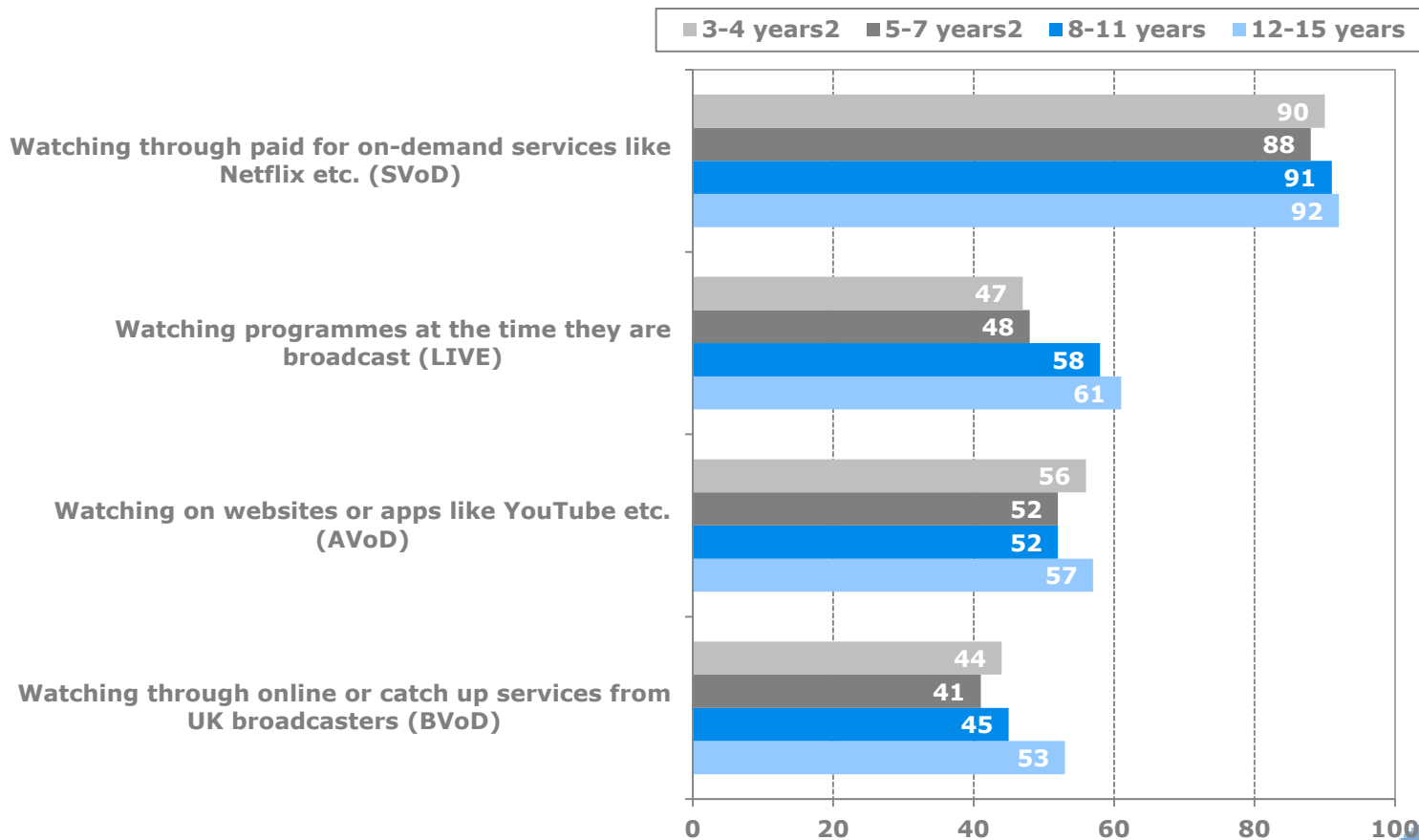
Base: BARB, 4+ years.



Ways in which British youths watch TV programmes and films



By age group, 3-15 years, UK, 2020/2021, selection (percentages)



Source: Ofcom: Children and Parents Media Use and Attitudes. Chart Pack. Research 2020/2021, p. 28.

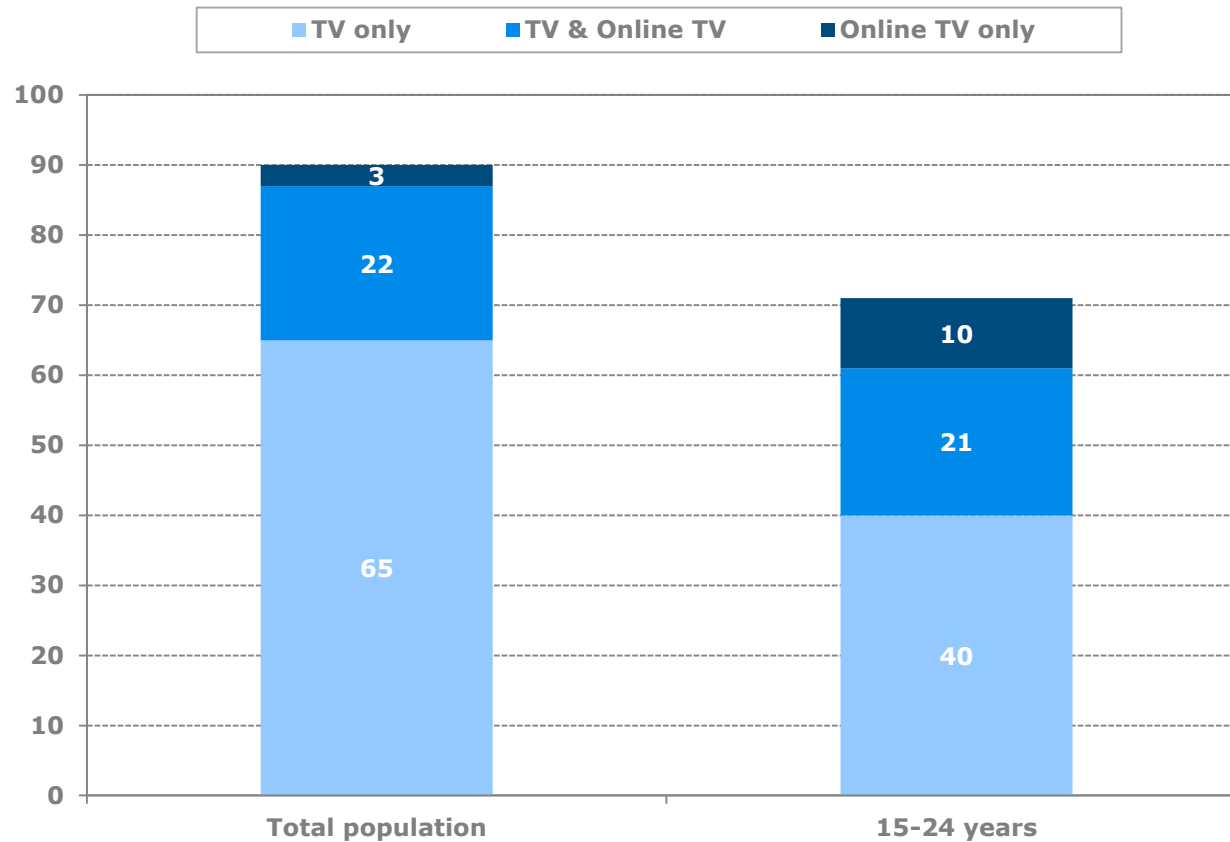
Base: n=2,972 parents of 3- to 15-year-olds.



Linear TV and online TV watching in Finland



By age group, Finland, 2019, selection (percentages)
Weekly range, compared to total population



Source: Finnpanel 2019, p. 10.

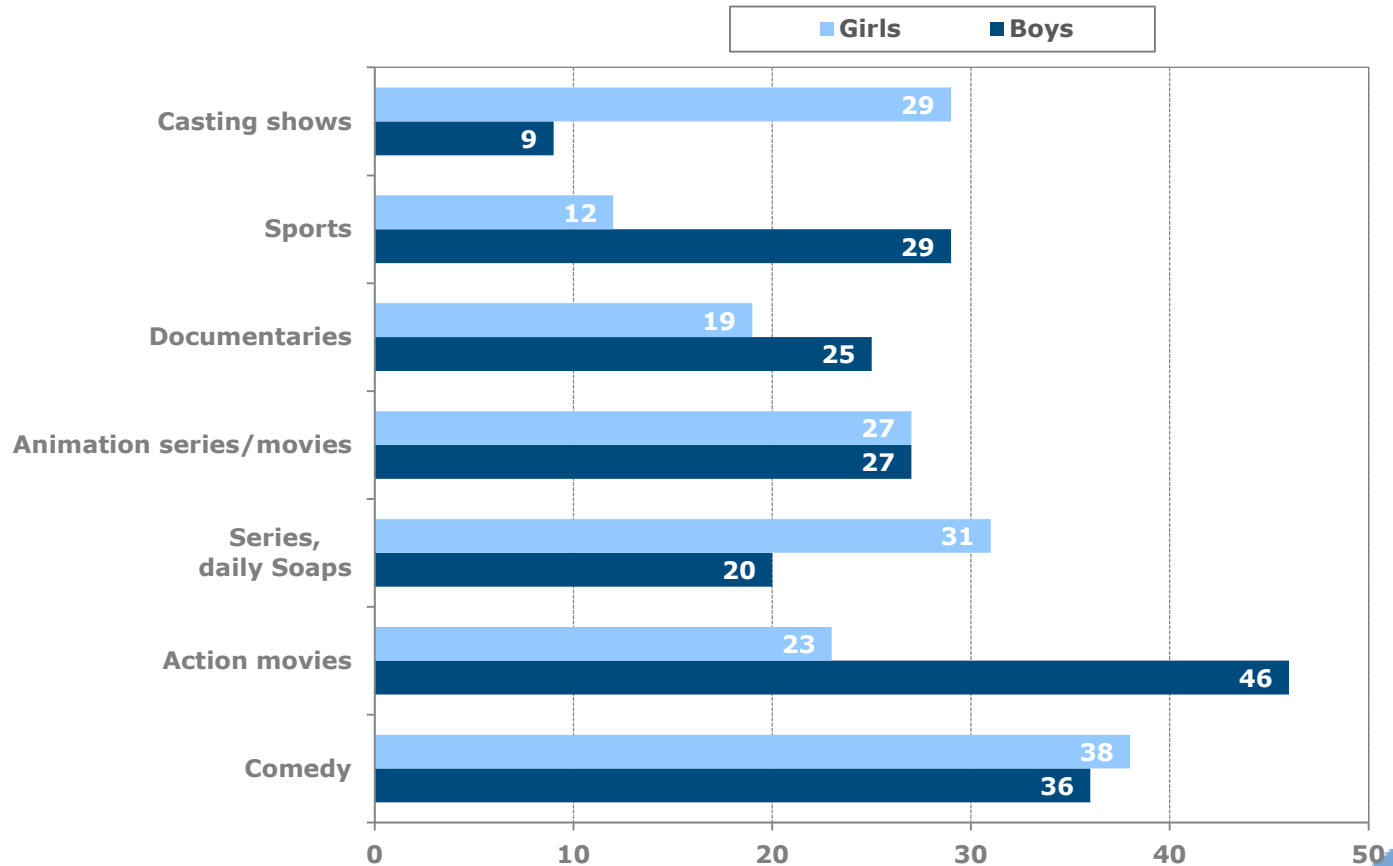
Base: TotalTV (3+):Q4/2019.



Popular TV genres of Austrian children and adolescents



By gender, 11-18 years, Austria, 2021, selection (percentages)



Source: Education Group: Oö. Jugend-Medien-Studie 2021, p. 41.

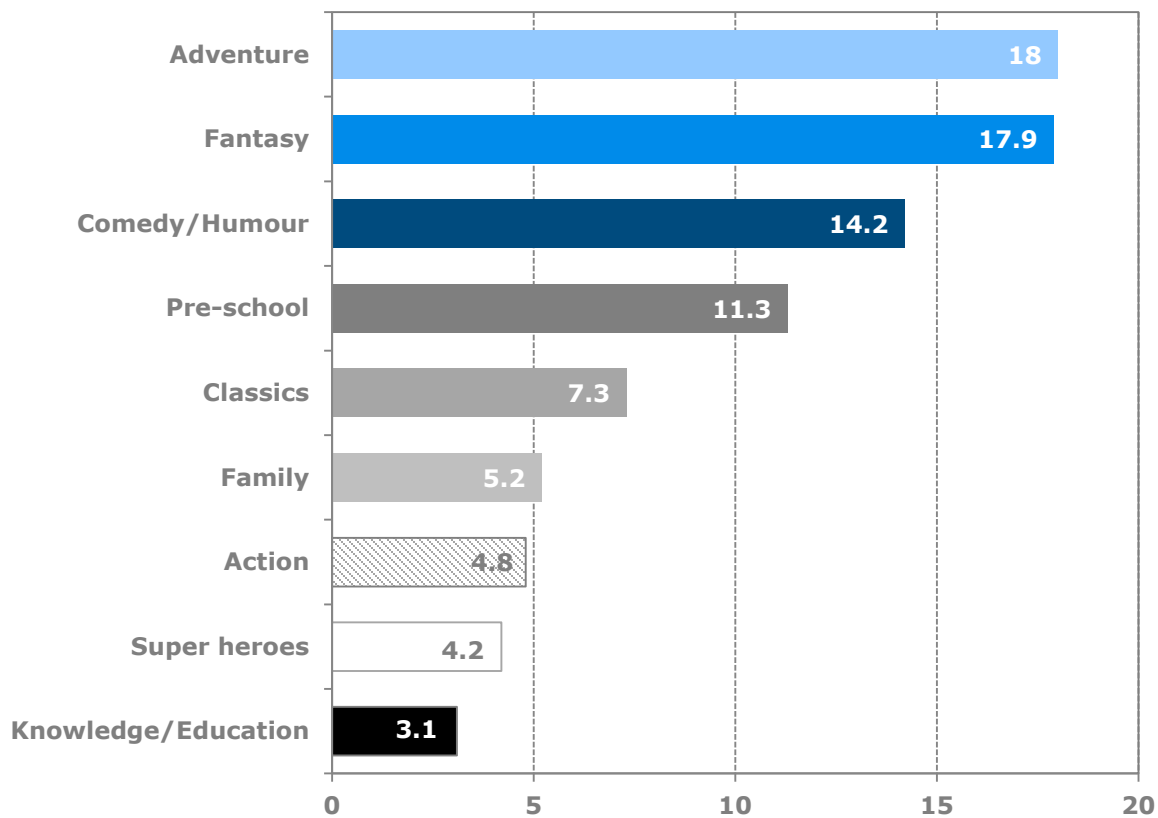
Base: n=481, 11-18 years.



Popular TV content of Swiss pre-school children



4-6 years, according to parents' response, Switzerland, 2018, selection (percentages)



Source: OBSAN: ADELE+ Studie 2020, p. 28.

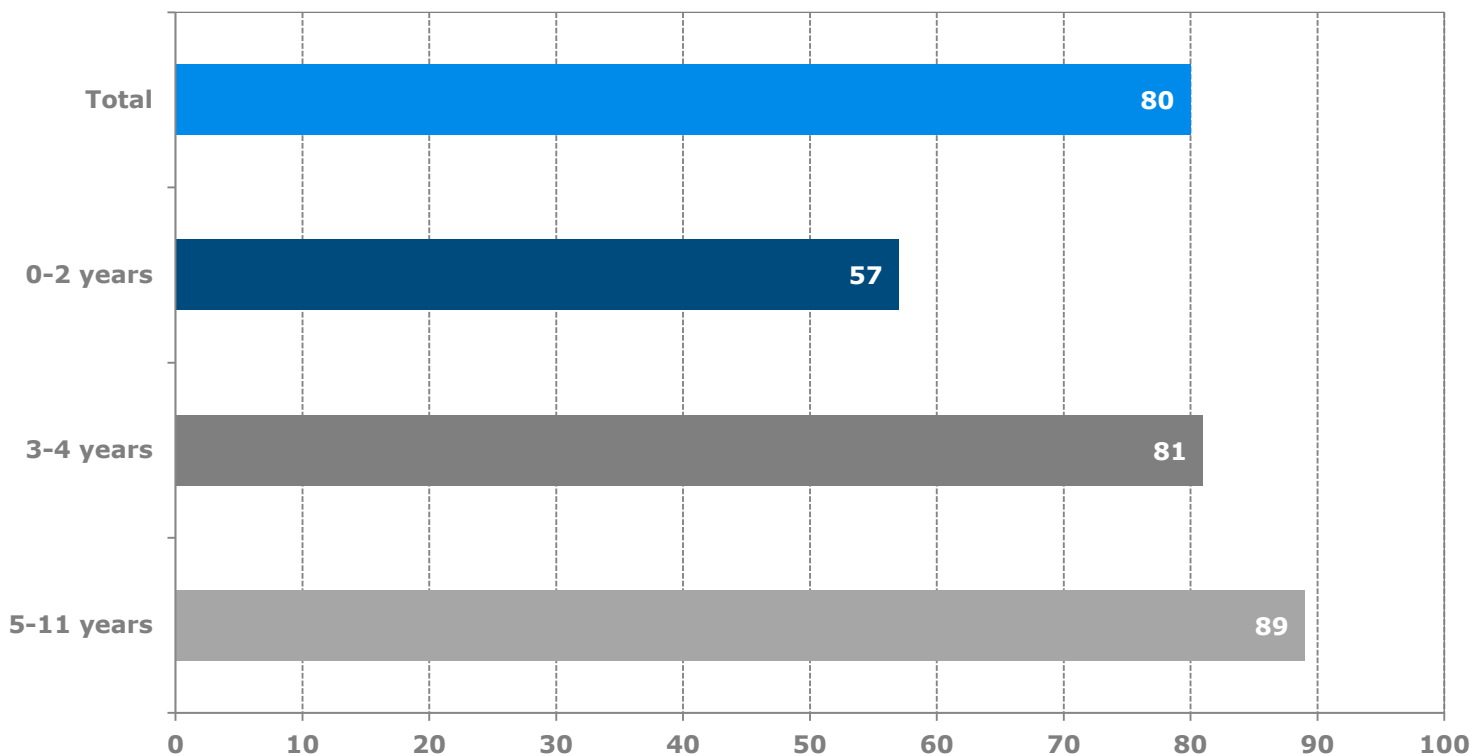
Base: n=879 parents of 4- to 6-year olds.



Watching videos on YouTube



Parents' responses, by age, 0-11 years, USA, 2020, selection (percentages)



Source: Pew Research: Parenting Children in the Age of Screens 2020, p. 6.

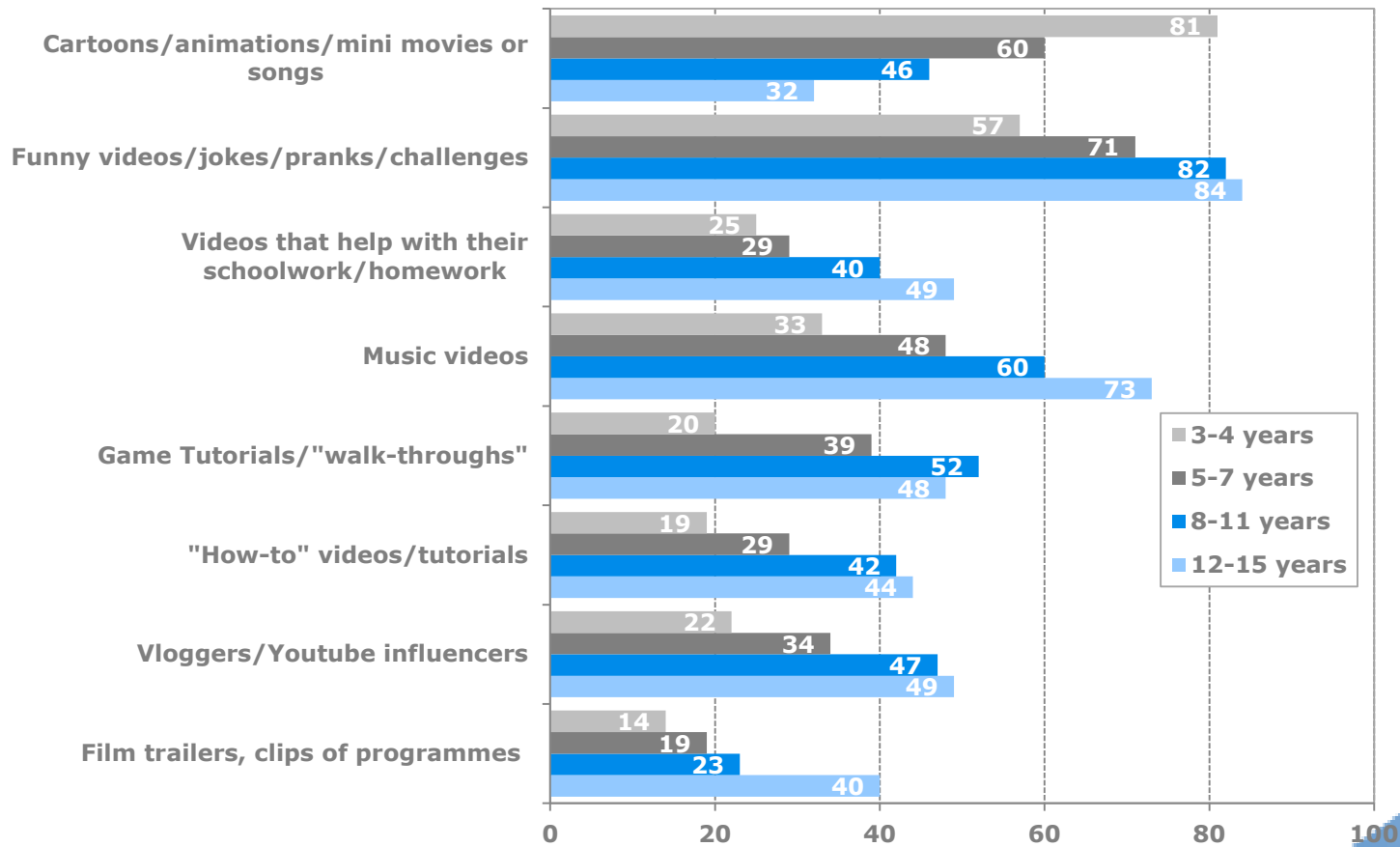
Base: n=3,640 parents of 0- to 17-year-olds.



Popular online video genres of children



Responses from parents of 3- to 7-year-olds and from children aged 8-15 years, by age group, UK, 2020/2021, selection (percentages)



Source: Ofcom: Children and Parents Media Use and Attitudes Report 2020/2021 – interactive Data.

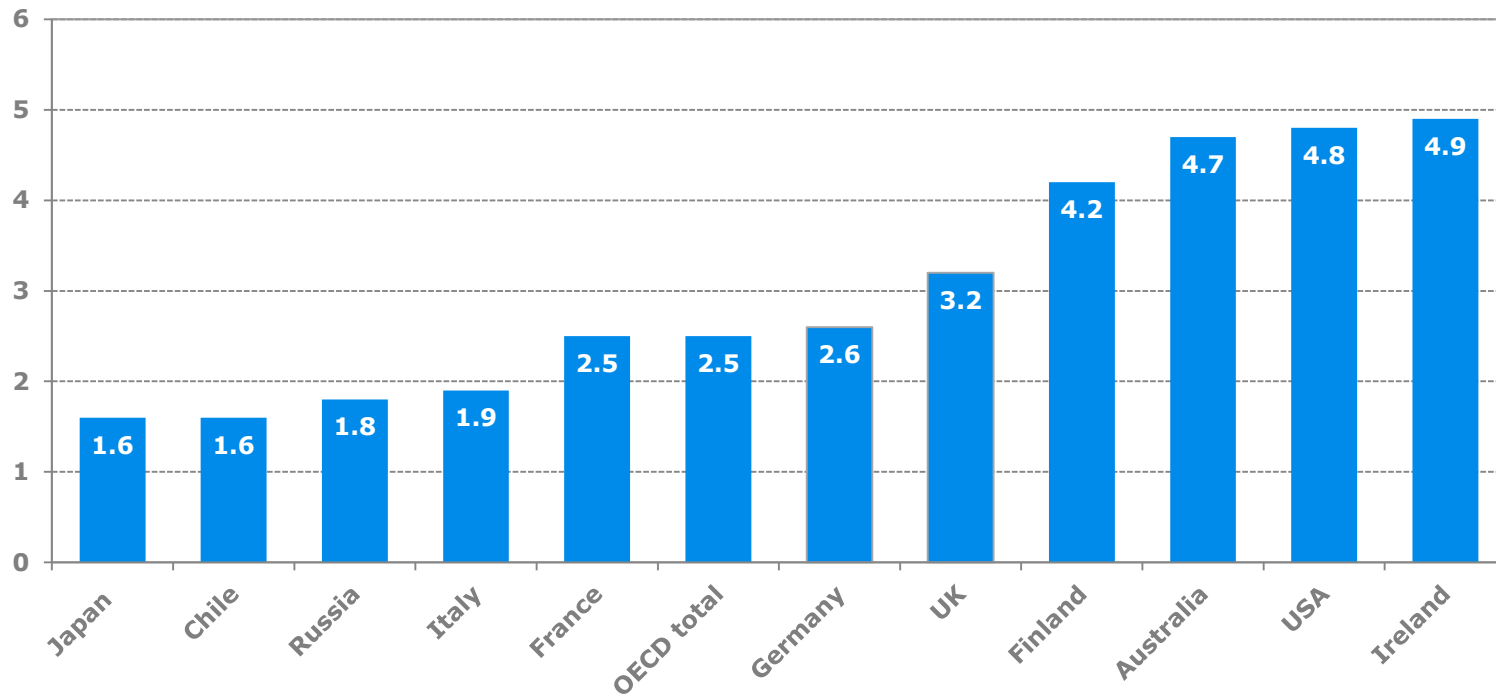
Base: n=1,846 parents and children, 3-15 years; children who watch VSPs.

Reading to Children, Children's Use of Print Media

Literacy of adolescents worldwide



15-24 years, 2017, selection (percentages)
High level of reading competence (5 and 6)



Source: OECD: Top-performing 15-16 year old students in science, mathematics and reading.

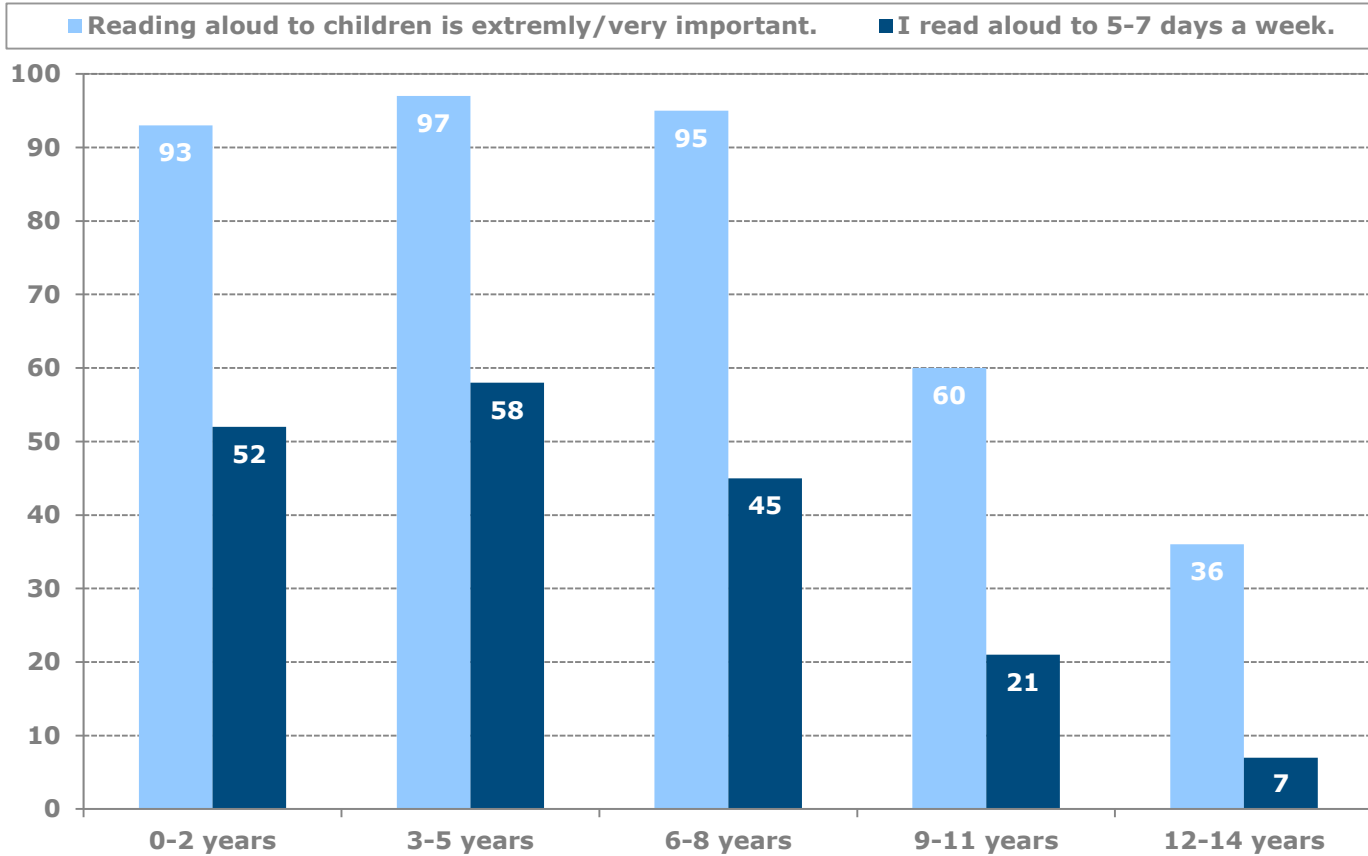
Base: 15-16 years; OECD, PISA (Programme for International Student Assessment) 2018 Database.



Parents' views: Importance of reading aloud to children at home



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



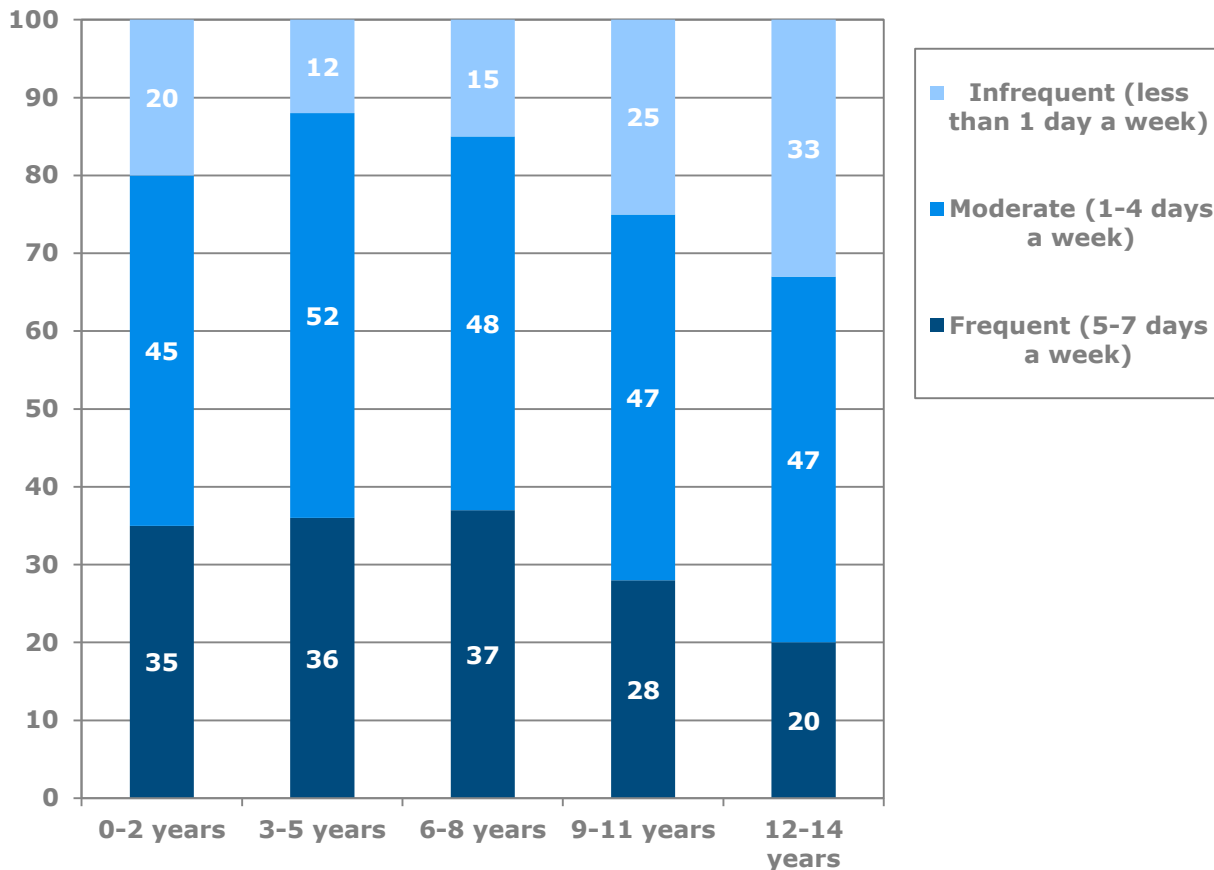
Source: Scholastic/YouGov: Kids & Family Reading Report 2018, p. 7.

Base: n=1,718 parents of 0- to 17-year-old children.



Frequency child is read books aloud to in China

According to parents, 0-14 years, China, selection, 2020 (percentages)



Source: Scholastic/YouGov: Kids & Family Reading Report China 2020, p. 60.

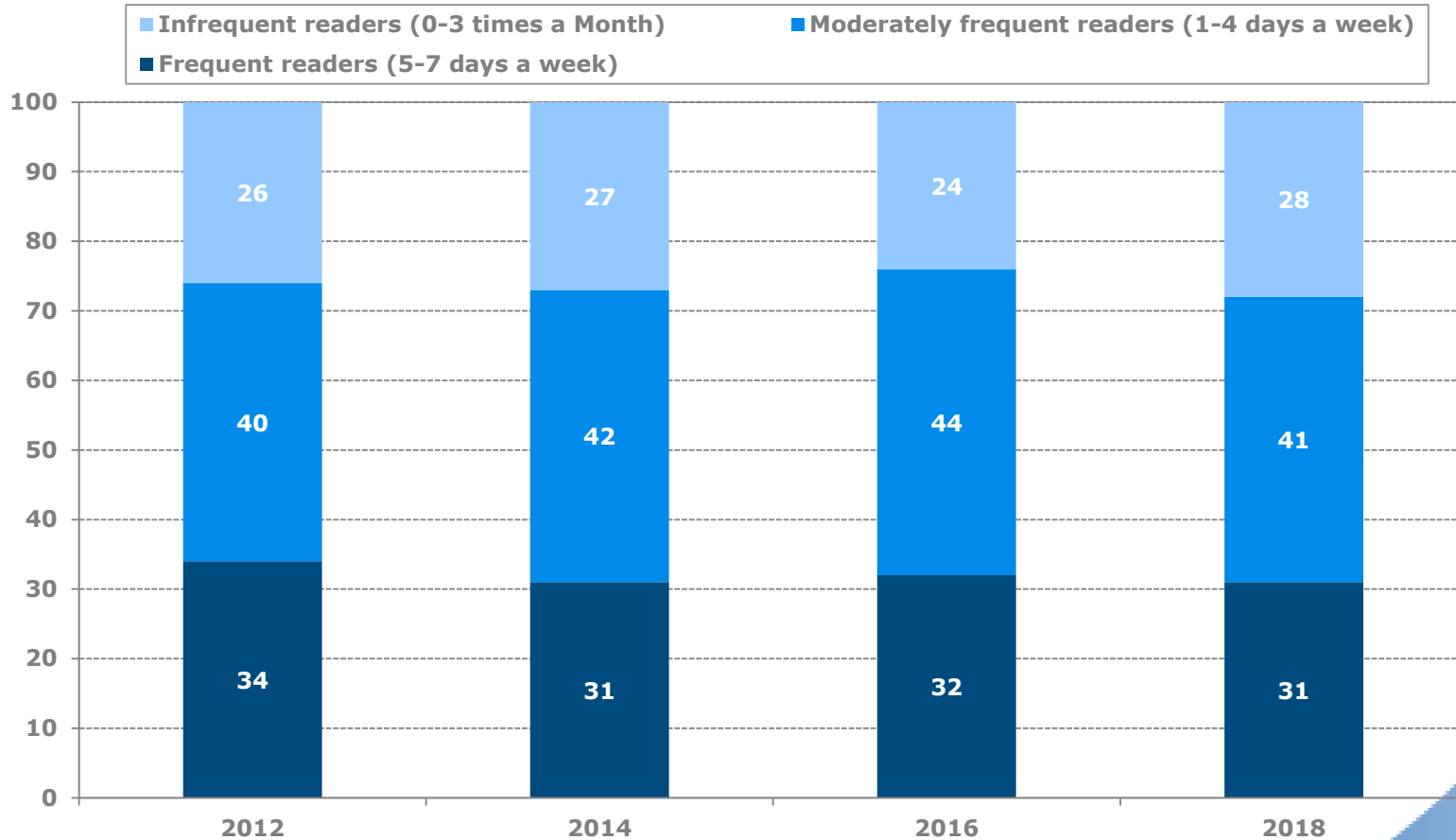
Base: n=1,210 parents of 0- to 17-year-old children.



How frequently do US children and adolescents read?



6-17 years, USA, 2018, selection (percentages)
"Read books for fun"

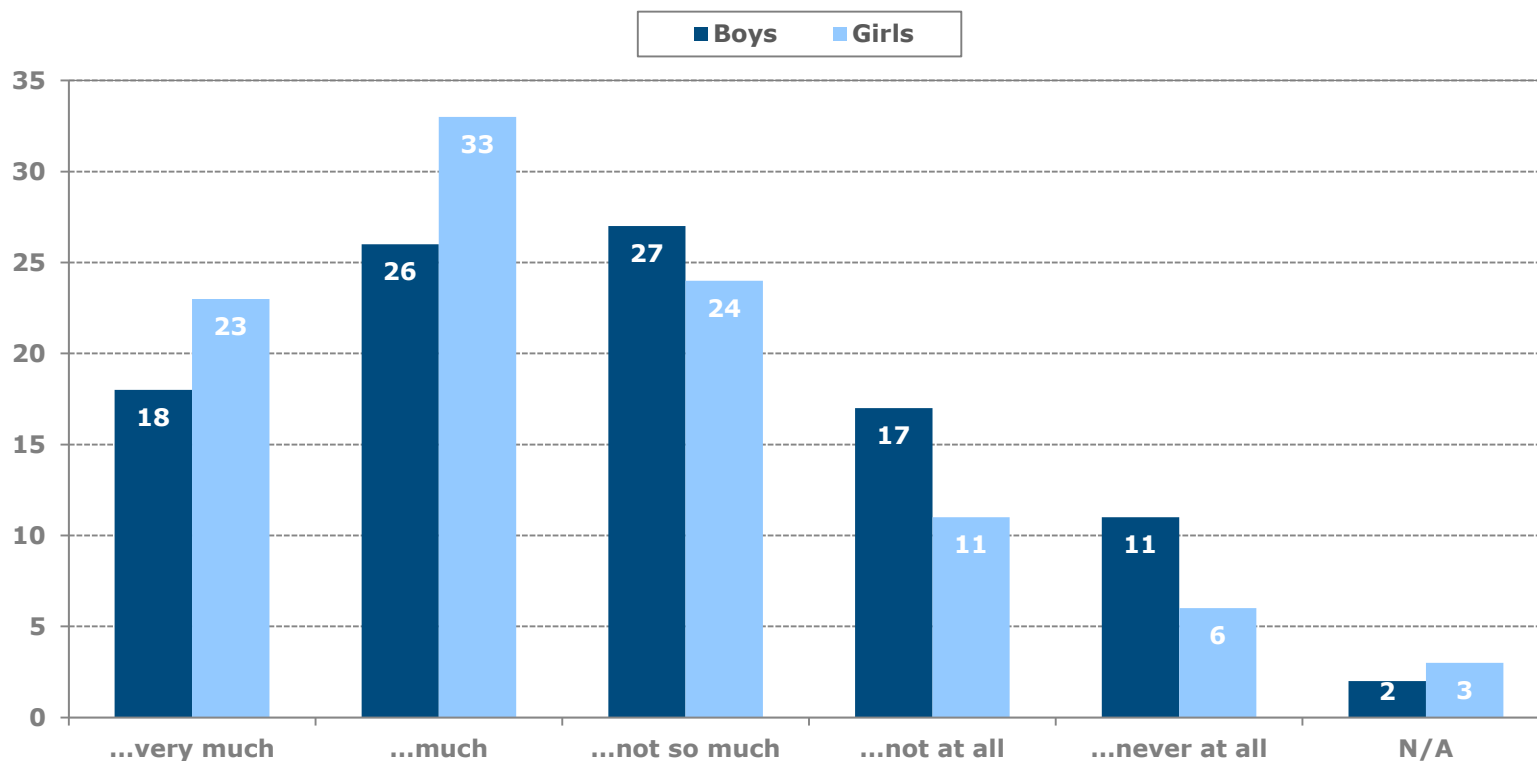


Source: Scholastic/YouGov: Kids & Family Reading Report 2019, p. 10.

Base: n=1,040 children and adolescents between 6 and 17 years.

Reading habits of Austrian children and adolescents

By gender, 11-18 years, Austria, 2021, selection (percentages)
"I like reading ..."



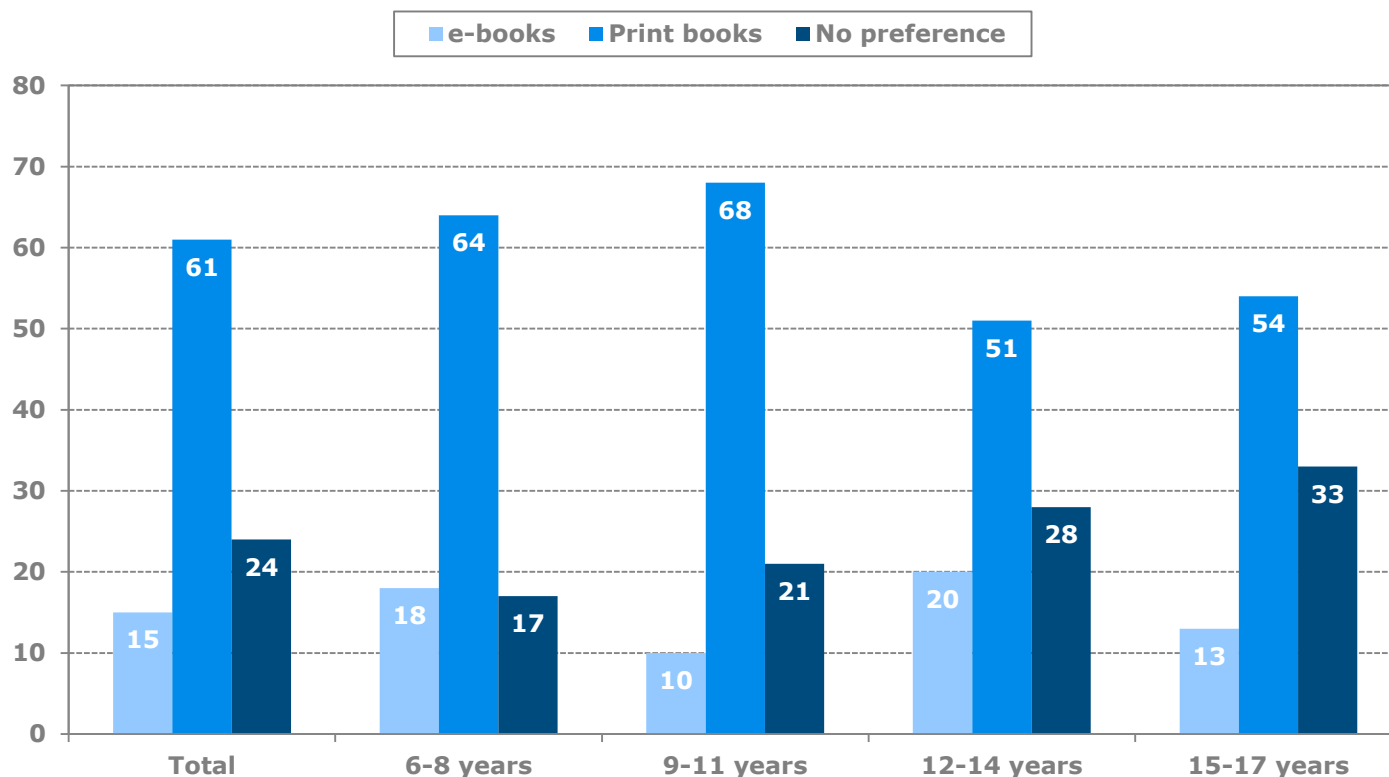
Source: Education Group: Oö. Jugend-Medien-Studie 2021, p. 47.

Base: n=481, 11-18 years.



Print books or e-books? Children's reading preferences in China

By age groups, China, selection, 2020 (percentages)



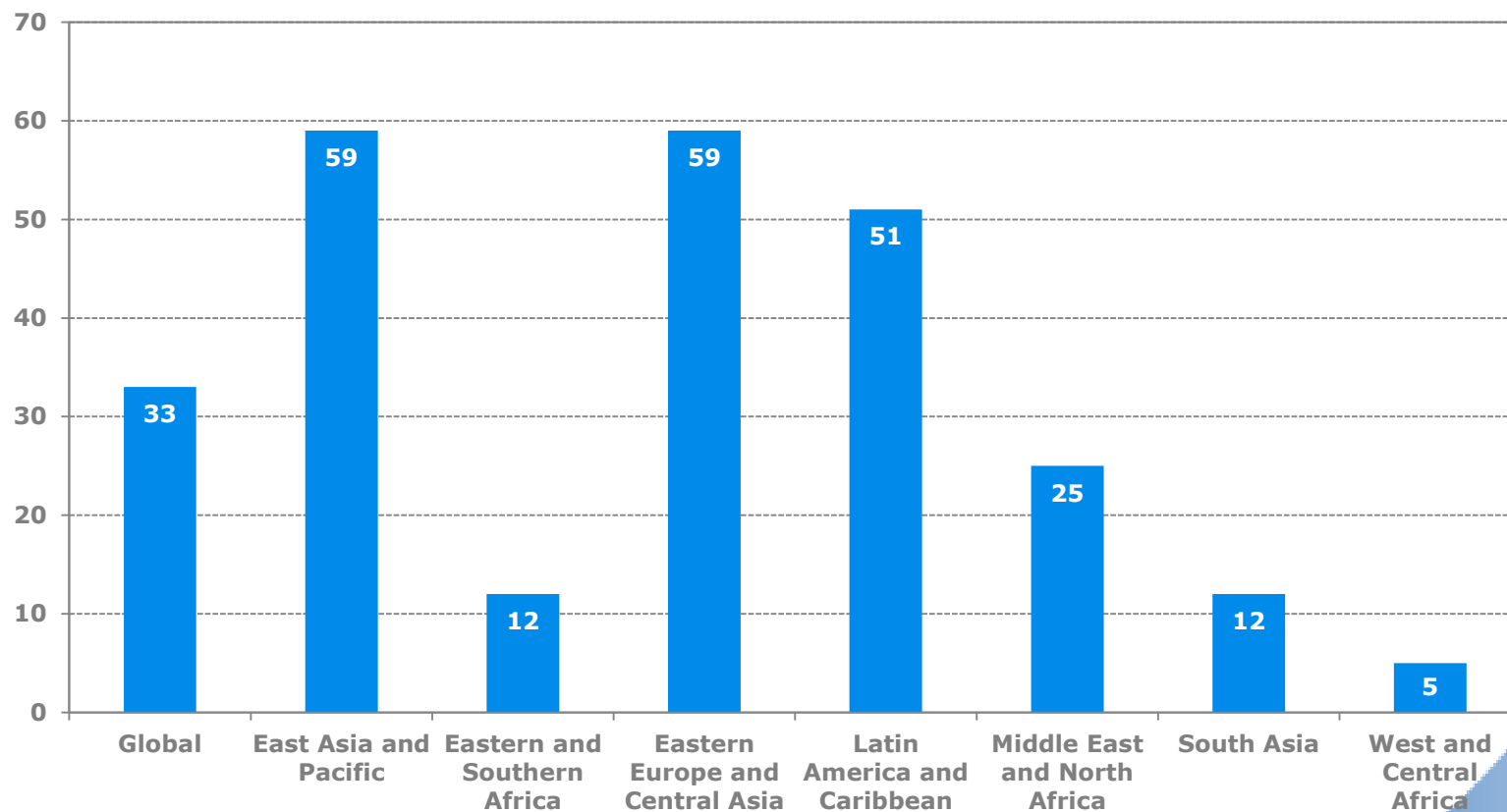
Source: Scholastic/YouGov: Kids & Family Reading Report China 2020, p. 50.

Base: n=701 parents and children, 6-17 years.

Internet and Social Media

Internet access at home worldwide

By regions, 3-17 years, 2010-2020, selection (percentages)



Source: United Nations Children's Fund and International Telecommunication Union 2020, p. 5.

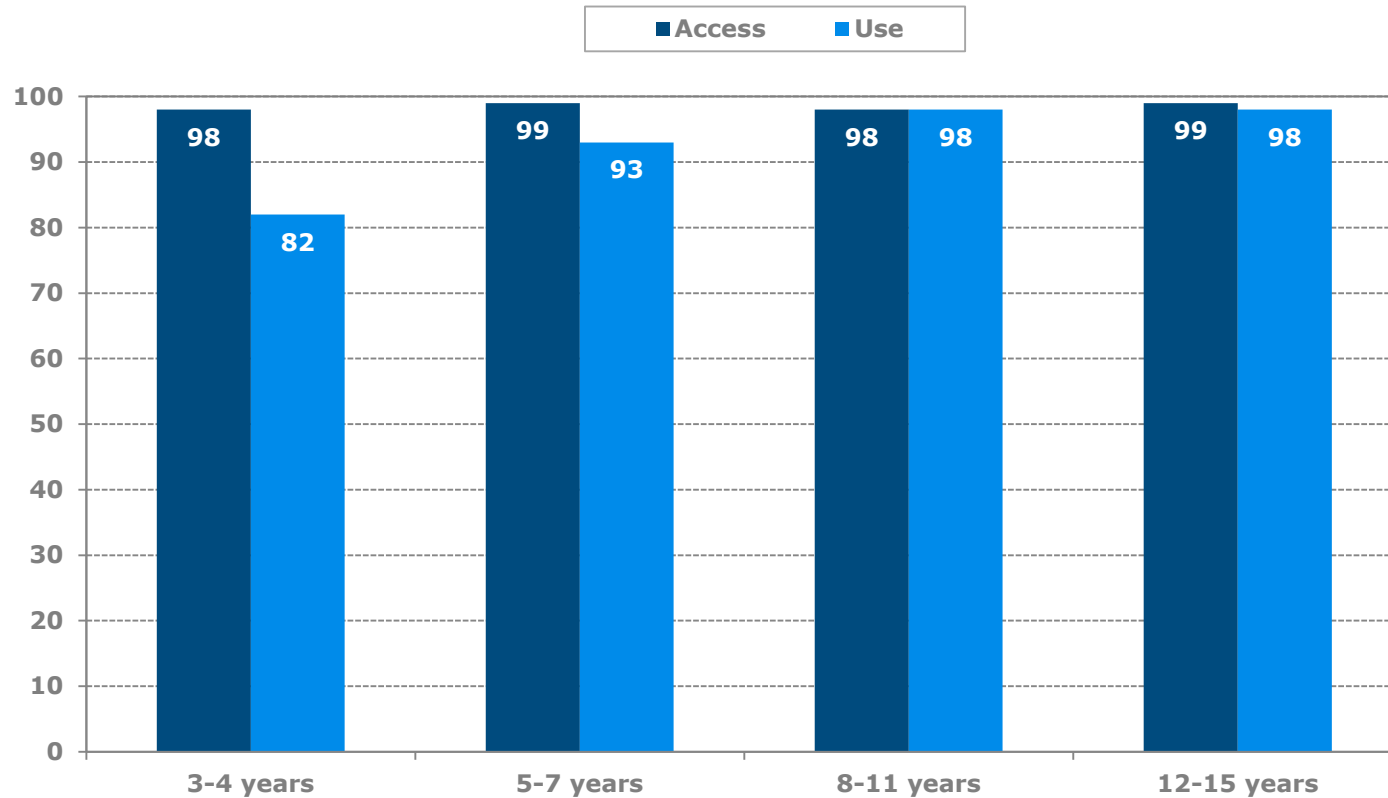
Base: calculations based on multiple indicator cluster surveys, demographic and health surveys and other national household surveys (2010-2020).



Internet access and use in Britain



Any Internet, by age group, 3-15 years, UK, 2020, selection (percentages)



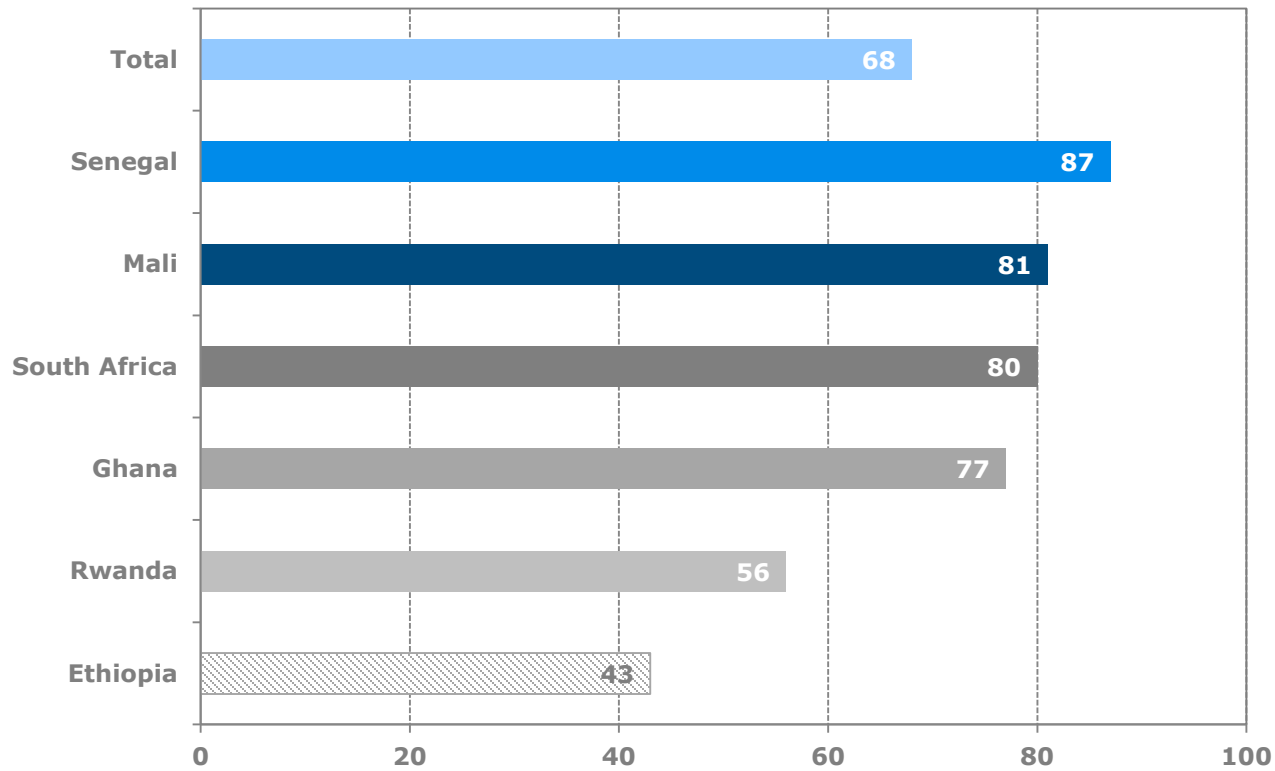
Source: Ofcom: Children's & Parents' Media Use and Attitudes. Chart Pack. Research 2020/21, p. 10.

Base: Parents of children aged 3-4: n=782; parents of children aged 5-15: n=2,190.

Internet access of young adults in African countries



18-24 years, 2019, selection (percentages in %)



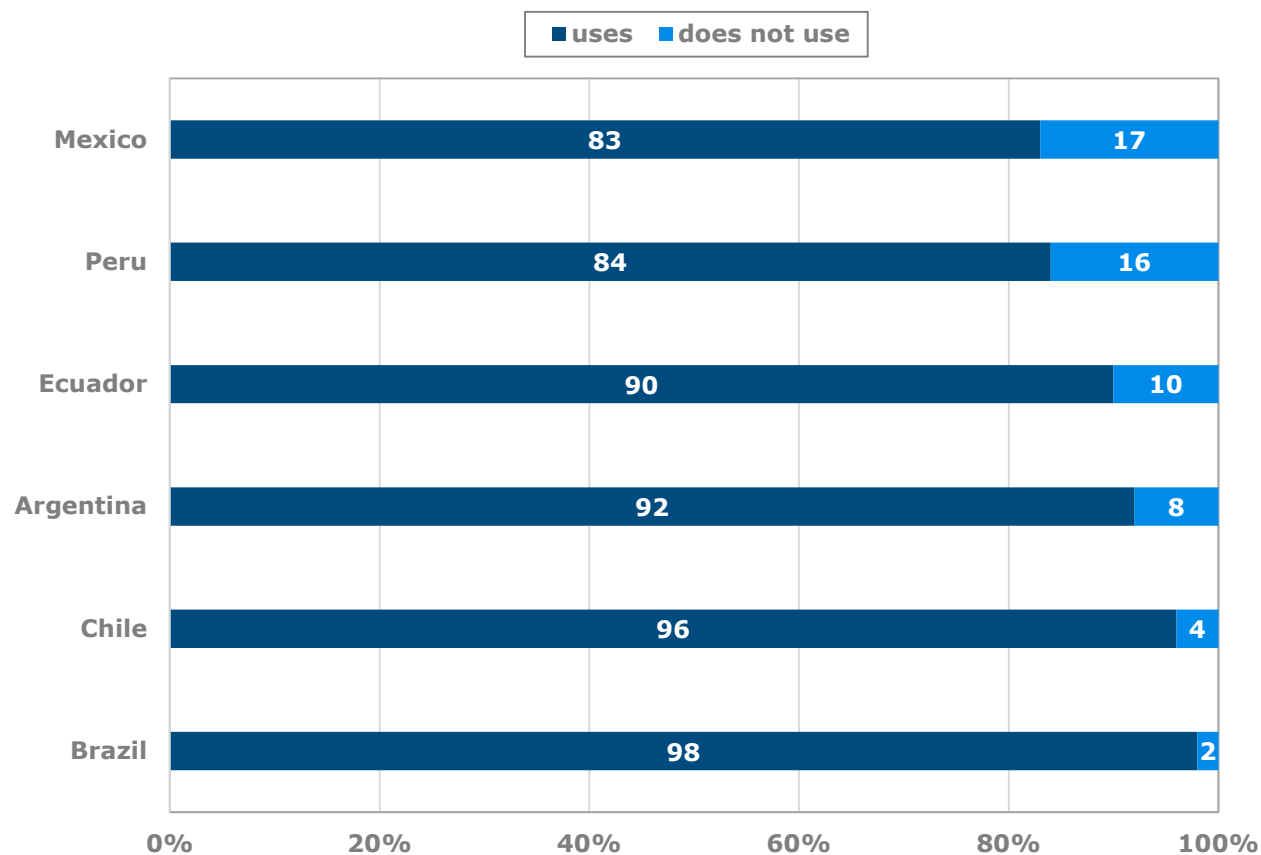
Source: Ichikowitz Family Foundation: African Youth Survey 2020 p. 63.

Base: n=4,200, 18-24 years, 14 African countries.

Internet access of children in Latin America



2018-2019, selected countries in Latin America (percentages)



Source: Statista 2022; Activa Research; WIN.

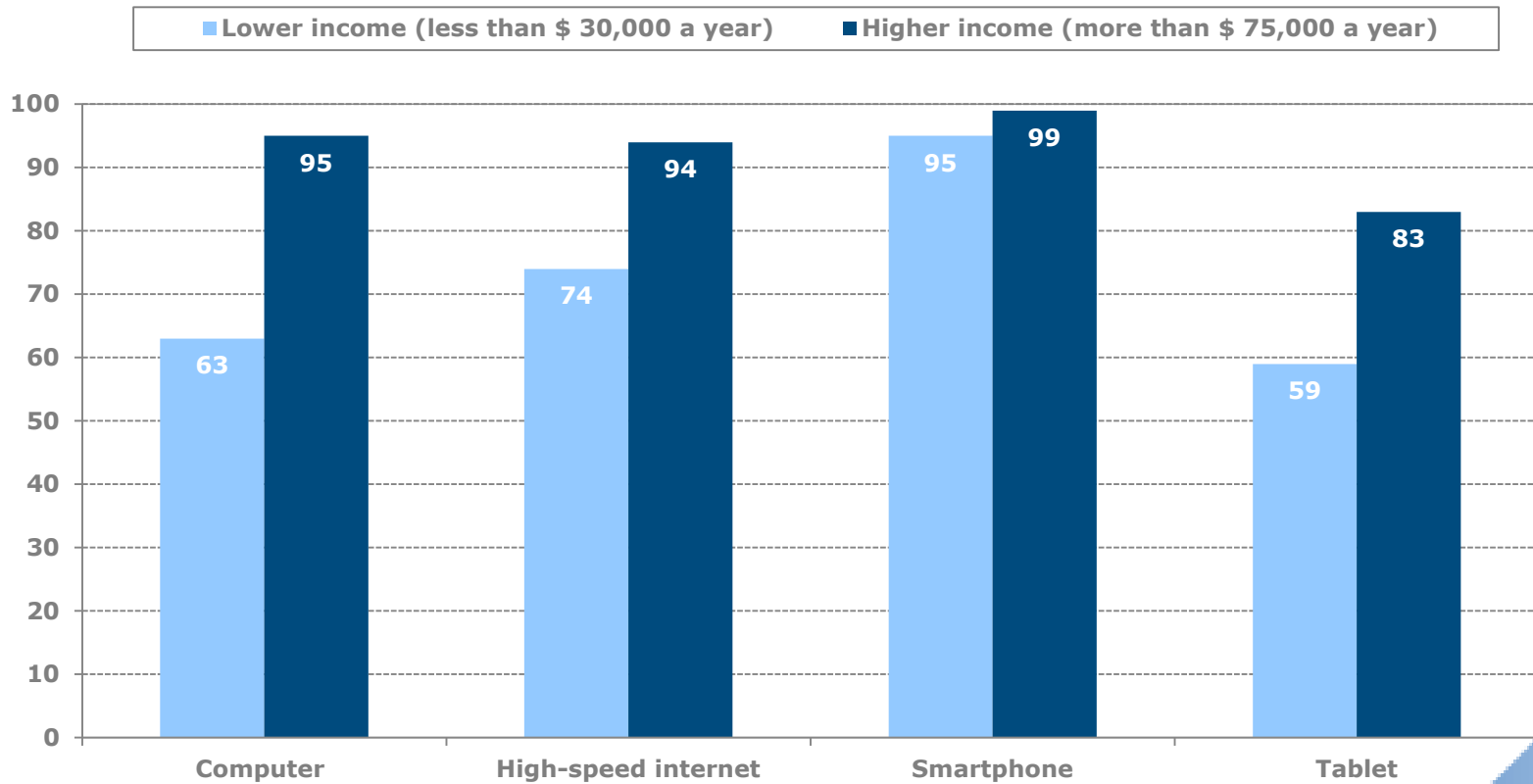
Base: n=3,726 mothers and fathers of children aged 3 to 13.



Computer and internet access by family income



By income, families with children between 0-8 years, USA, 2020, selection (percentages)



Source: Rideout/Robb: The Common Sense Census: Media Use by Kids Age Zero to Eight 2020, p. 28.

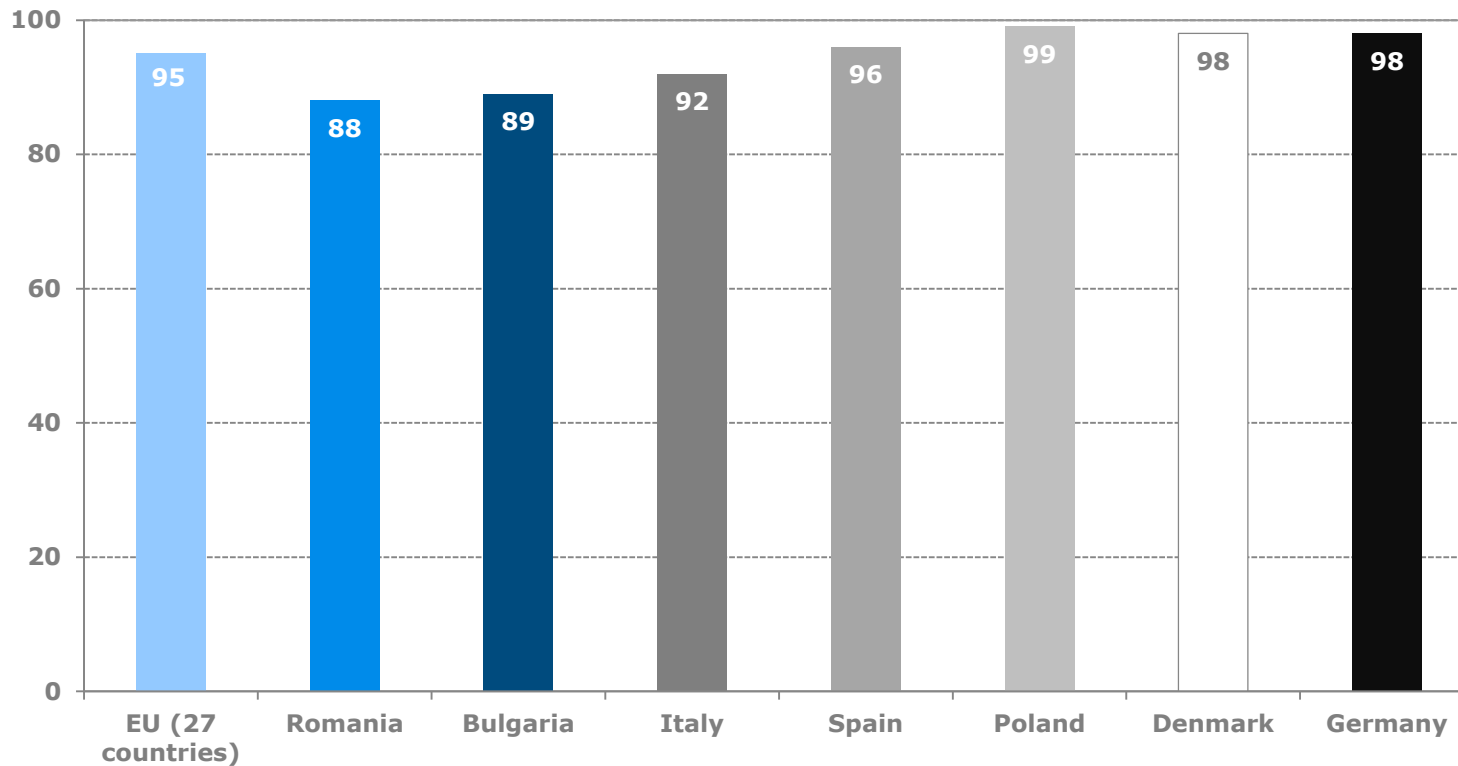
Base: n=1,440 families with 0- to 8-year-old children.



How many adolescents use the internet daily?



By country, 16-19 years, 2020, selection (percentages)



Source: European Union: Eurostat 2020.

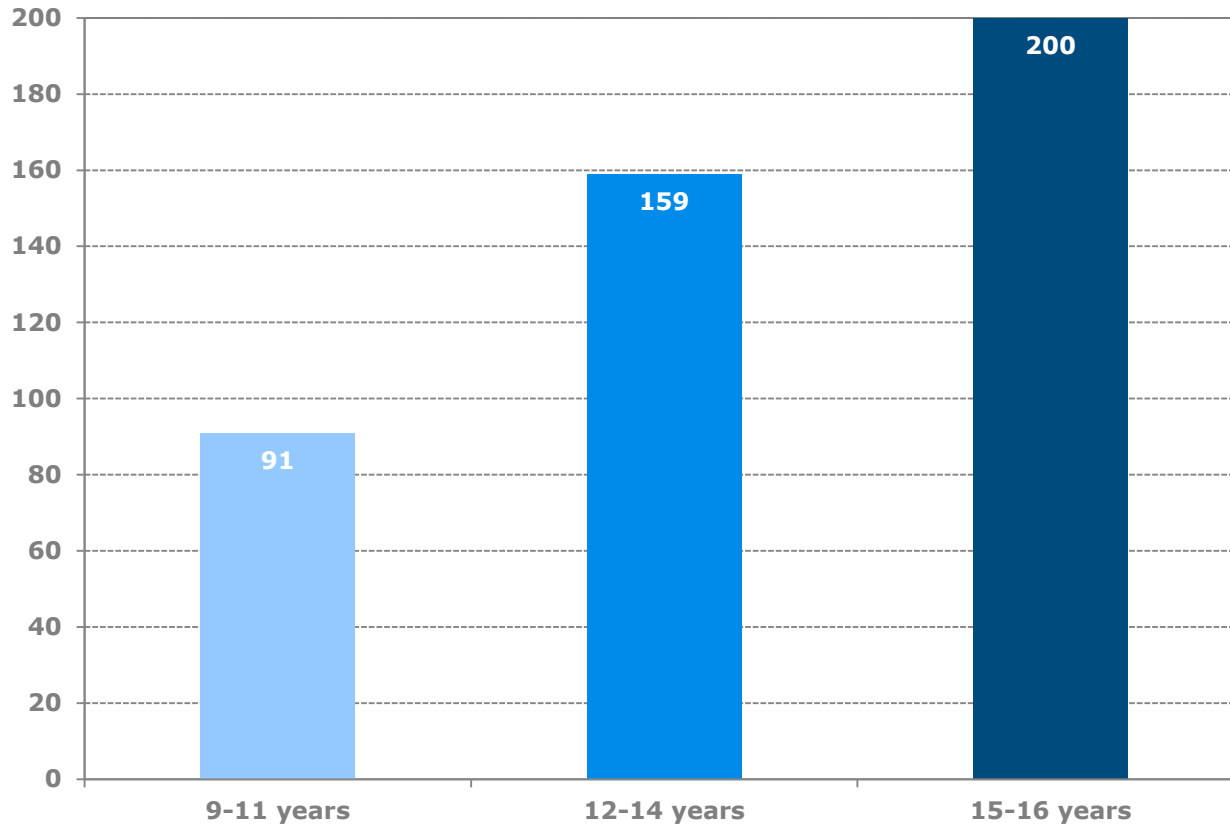
Base: EU citizens, 16-74 years.



How much time do French youths spend online daily?



By age group, 9-16 years, France, 2018
Selection (minutes/day)



Source: Smahel et al.: EU Kids Online 2020, p. 23.

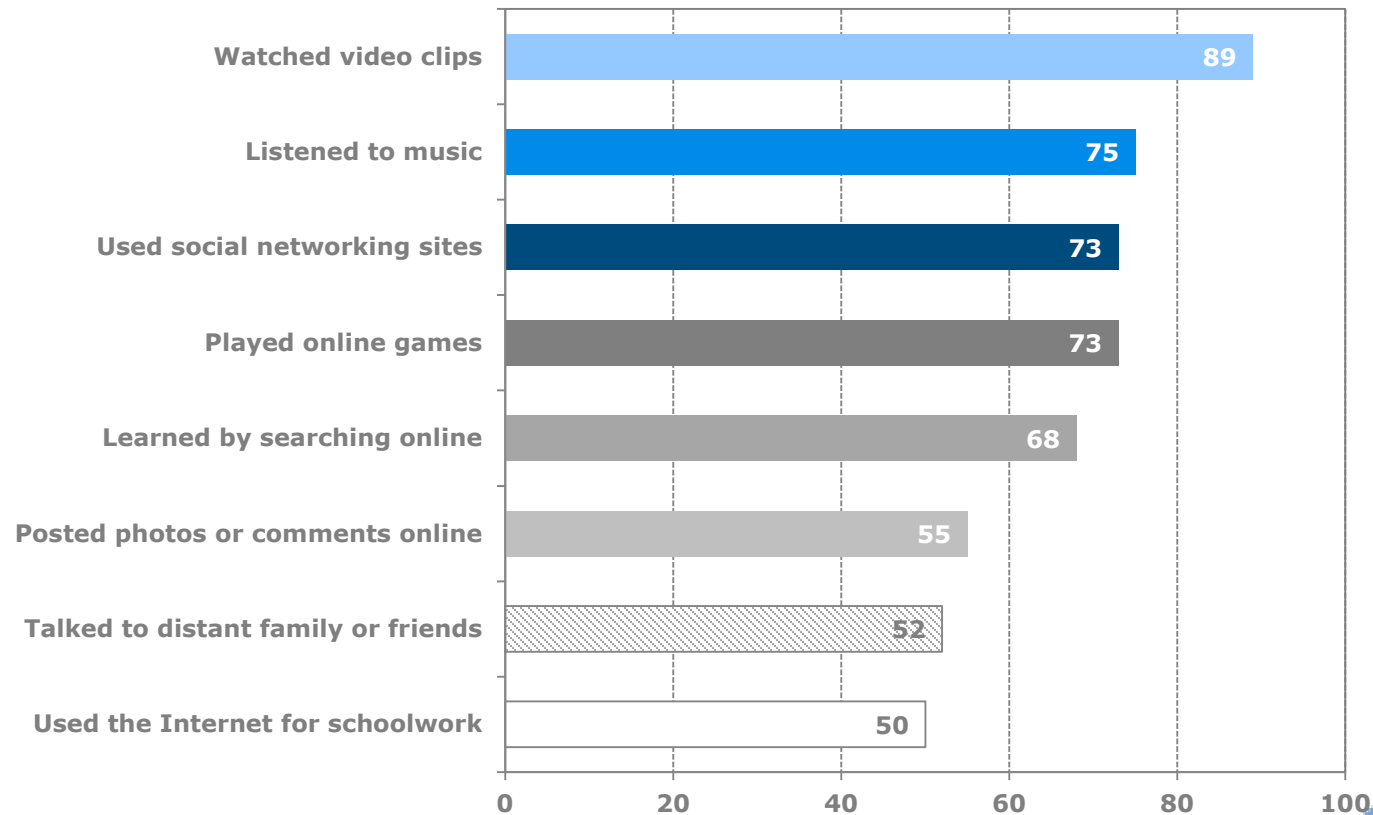
Base: n=21,964, 9-16 years, Internet users, 19 EU countries; thereof French data only.



The most popular online activities in Bulgaria



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



Source: Livingstone et al.: *Is there a ladder of children's online participation. Findings from three Global Kids Online countries, 2019, p. 2.*

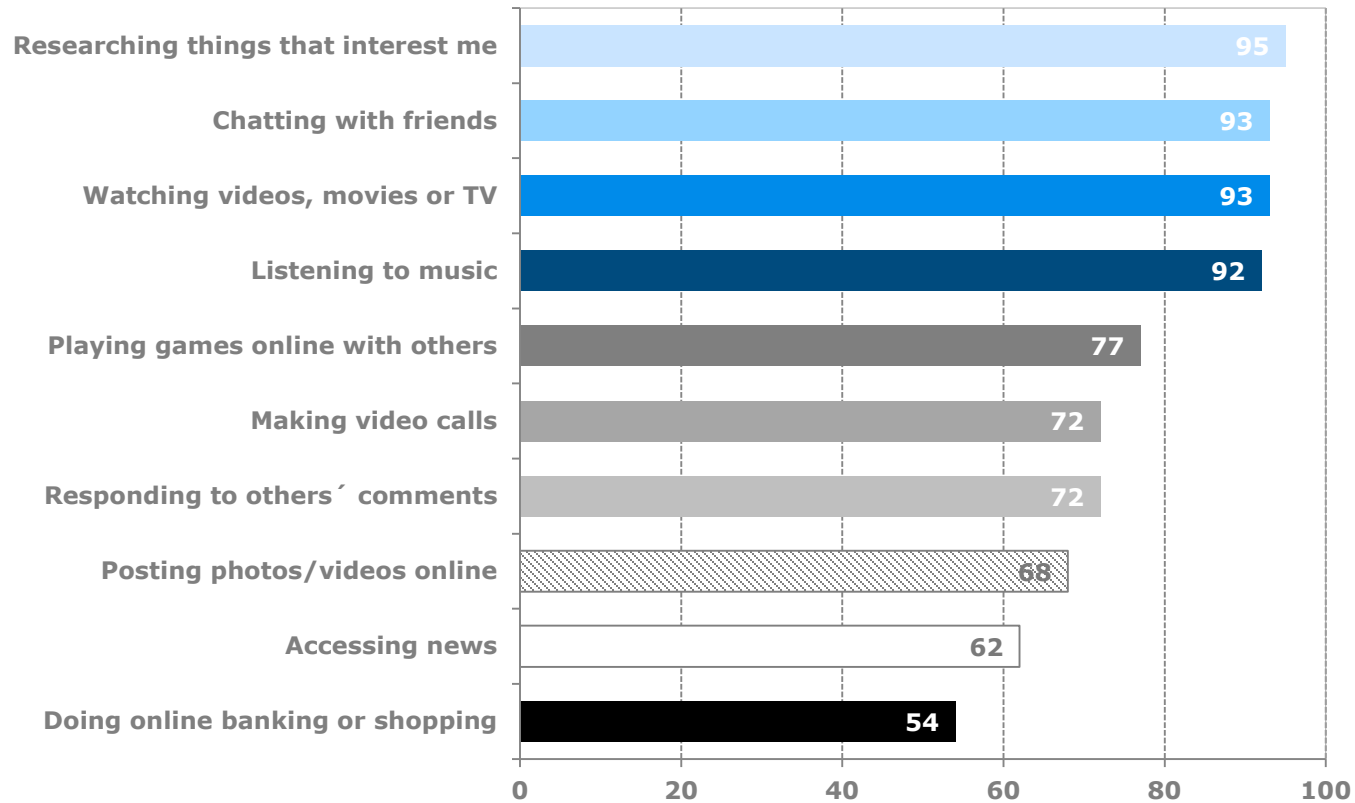
Base: n=1,000, 9-17 years.



Teens' online activities in Australia



12-17 years, Australia, 2020, selection (percentages)



Source: eSafetyresearch: The digital lives of Aussie teens 2021, p. 7.

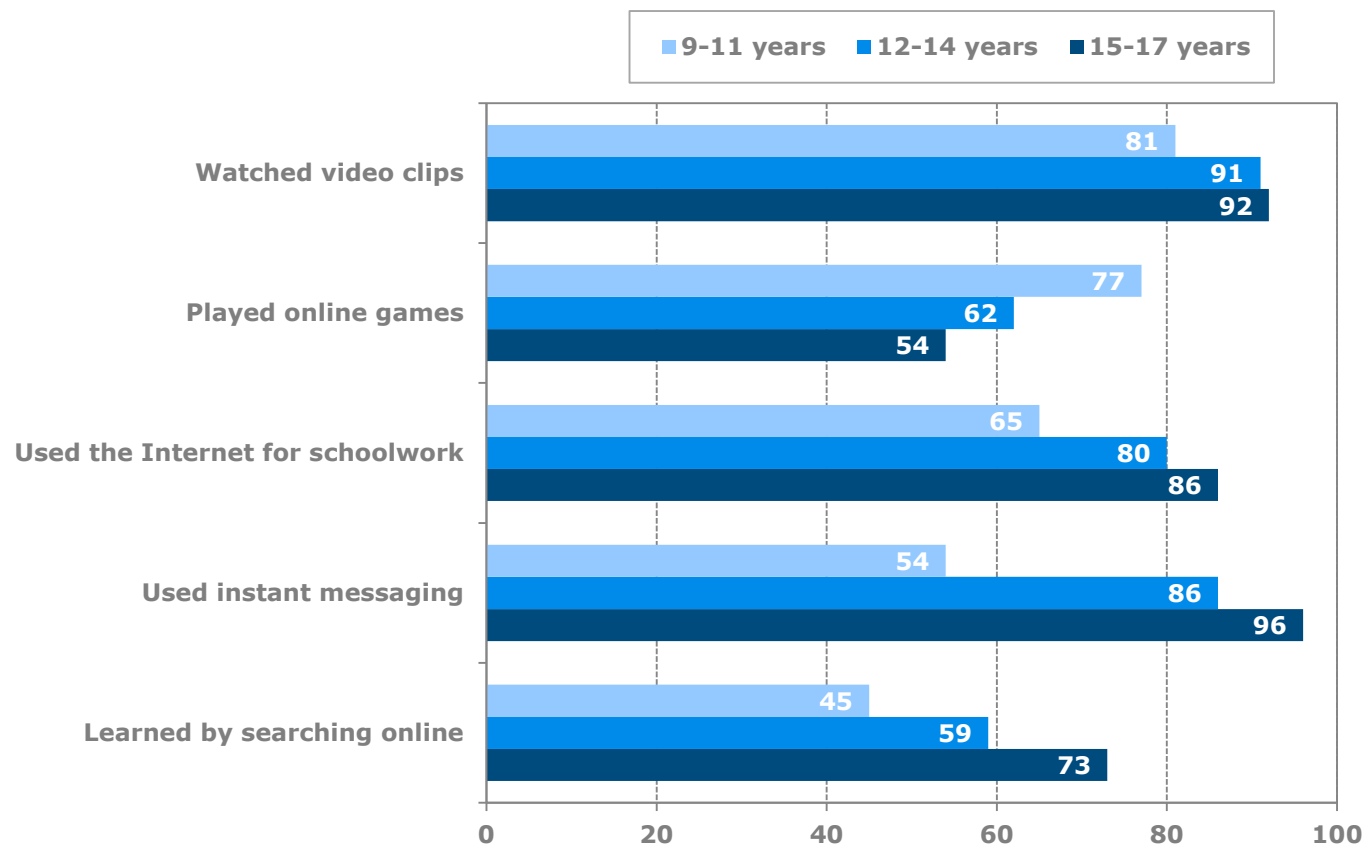
Base: n=627, 12-17 years.



How does internet use change when children become older?



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



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

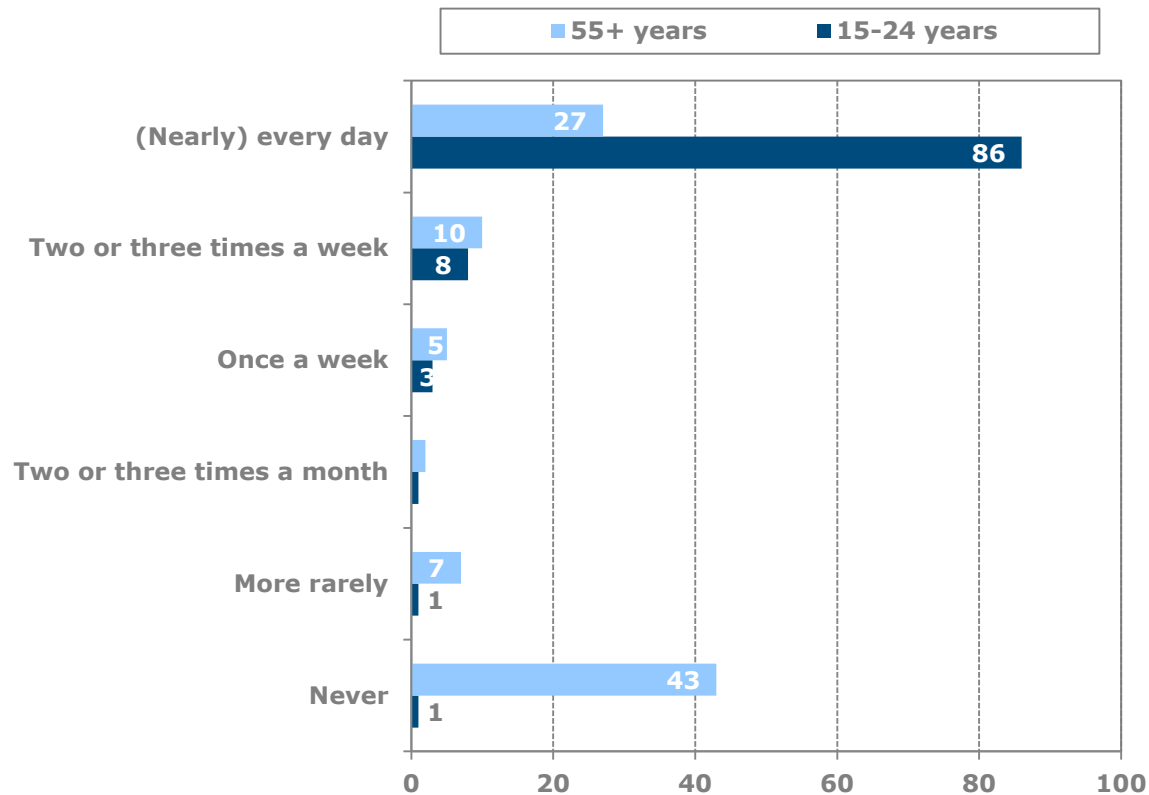
Base: n=1,000, 9-17 years.



Social media use of European youth in comparison with older population



39 countries of the EU/EU applicants, 2021, selection (percentages)



Source: European Commission: Standard-Eurobarometer 94, 2021, p. 26.

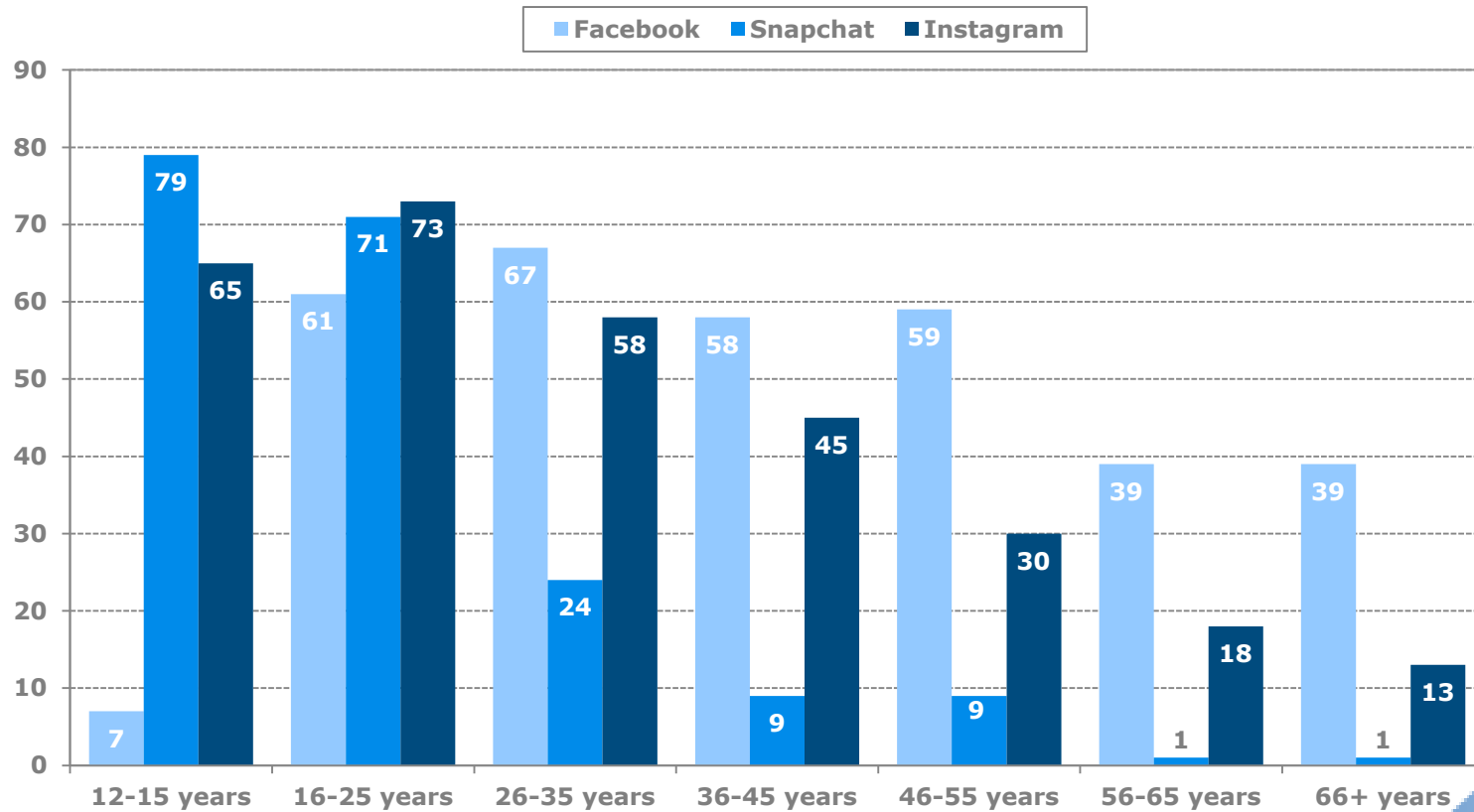
Base: n=38,743 EU citizens, 15+ years.



Use of social media in Sweden: Facebook, Snapchat and Instagram



By age group, 12+ years, Sweden, 2019, selection (percentages)
Daily use



Source: Internet stiftelsen: Svenskarna och Internet 2019, p. 117.

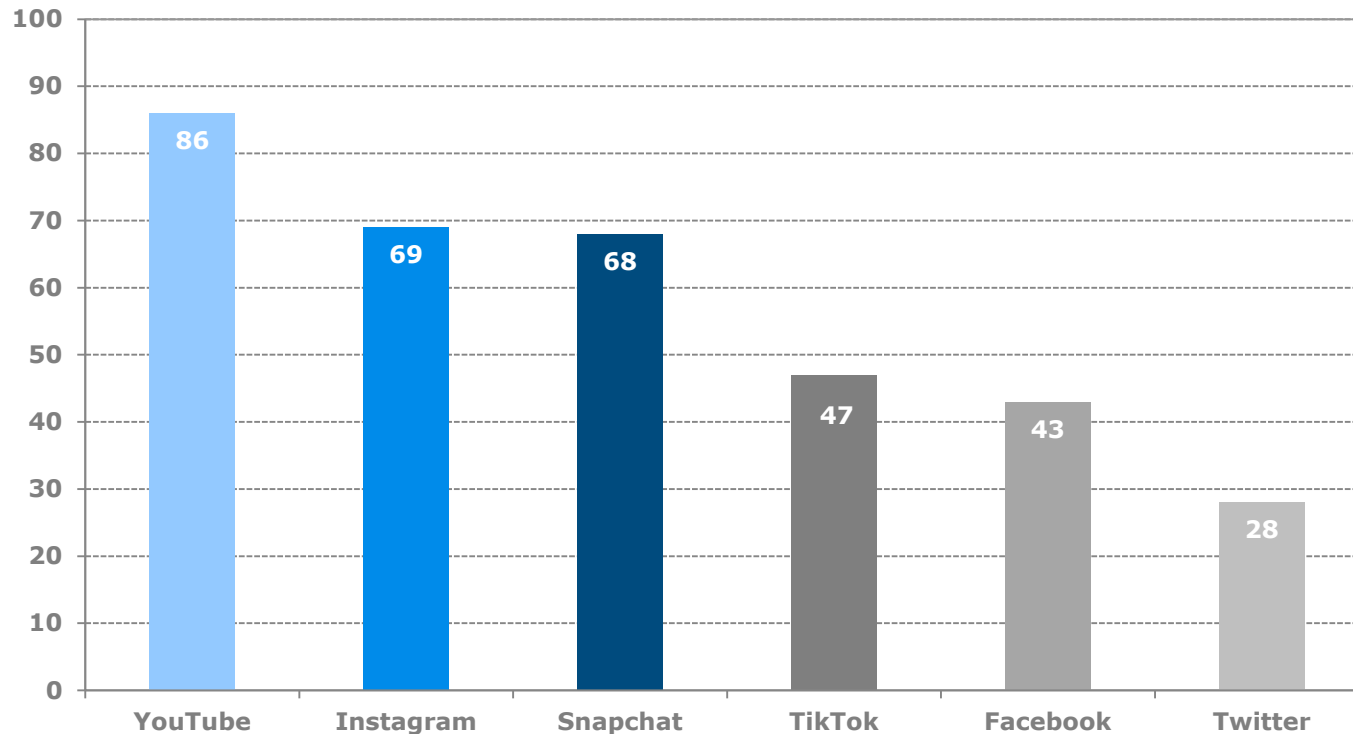
Base: n=2,978, 12+ years.



Which social media platform do American adolescents prefer?



13-18 years, USA, 2020, selection (percentages)



Source: Robb: Teens and the News 2020, p. 12.

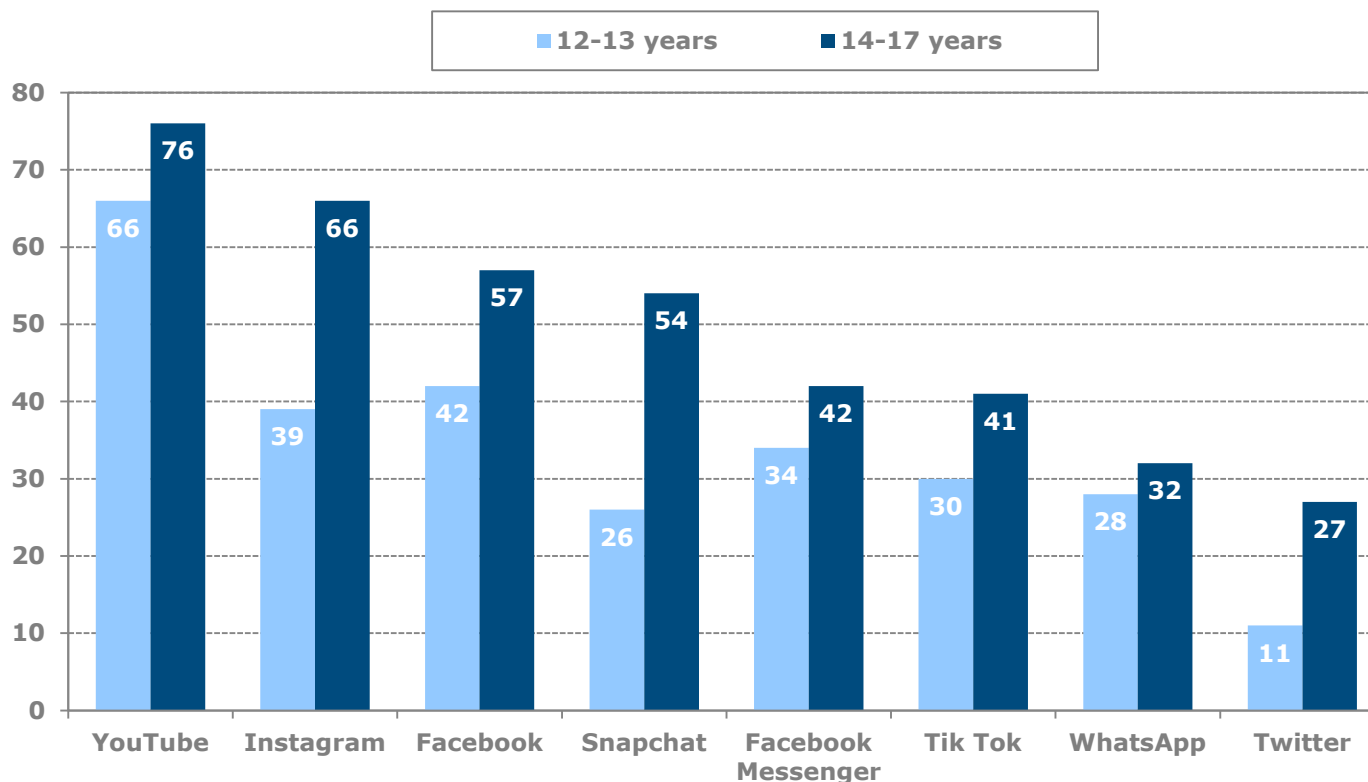
Base: n=804, 13-18 years.



Use of social networks in Australia by age



By age group, Australia, 2020, selection (percentages)



Source: esafetyresearch: The digital lives of Aussie teens 2021, p. 10.

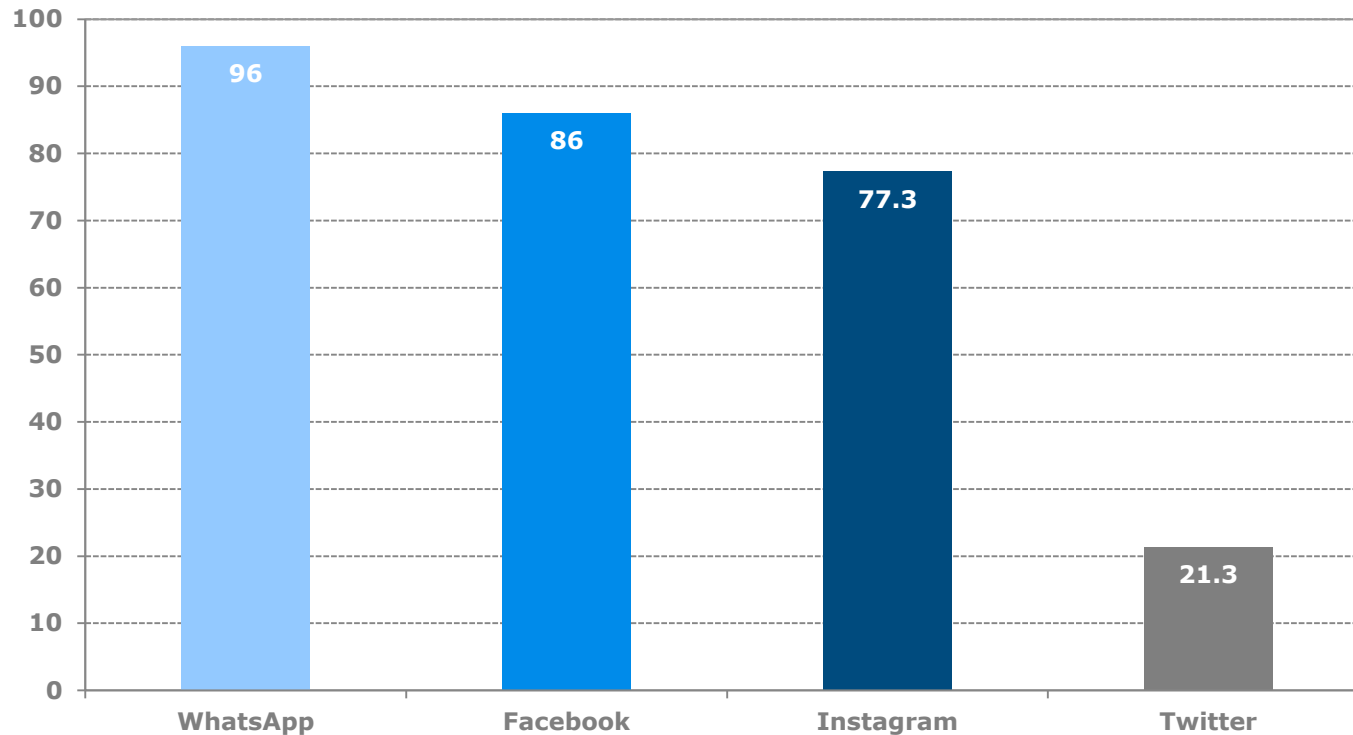
Base: n=627, 12-17 years.



Favourite social media platforms in Chile



18-29 years, Chile, 2019, selection (percentages)

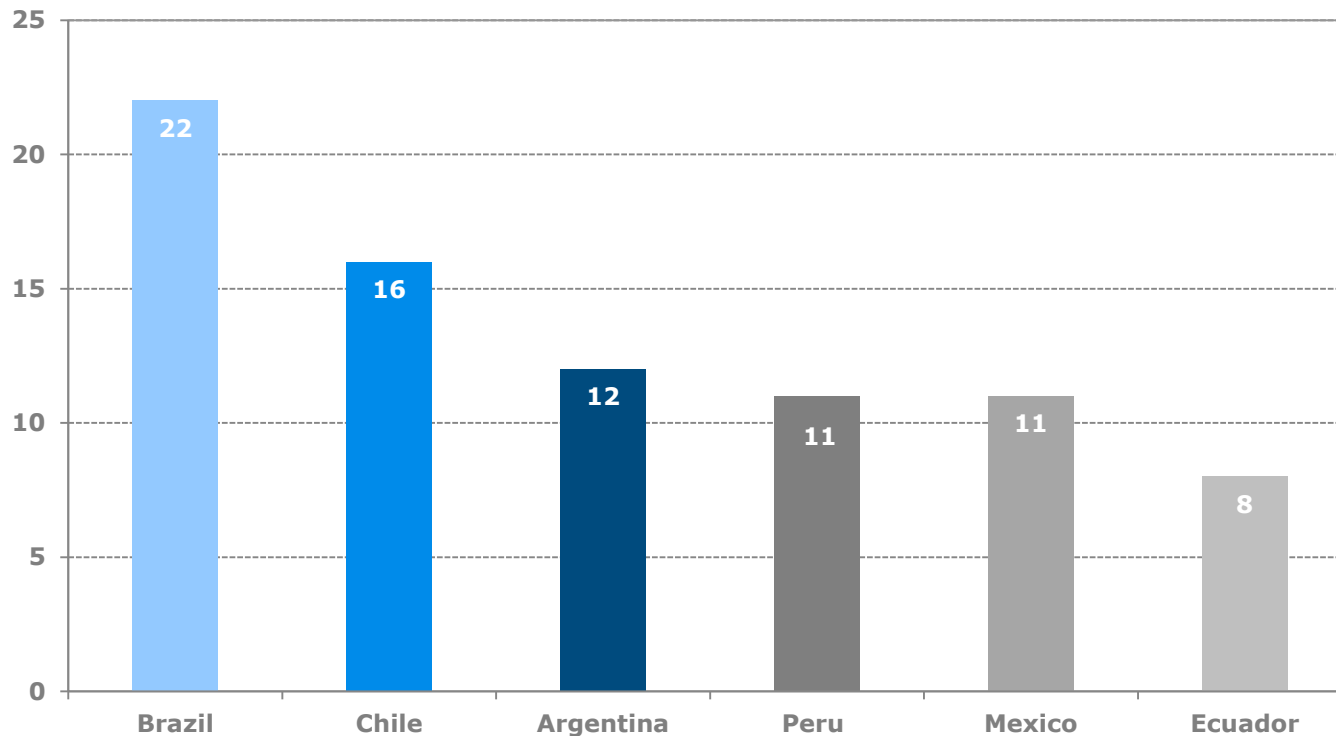


Source: Correa/Valenzuela 2021, p. 36.

Base: n=1,000, 18-29 years.

Instagram use of 3- to 13-year-olds in Latin America

2018-2019, selected countries in Latin America, selection (percentages)



Source: Statista 2022; Activa Research; WIN.

Base: n=3,726 mothers and fathers of children aged 3 to 13.

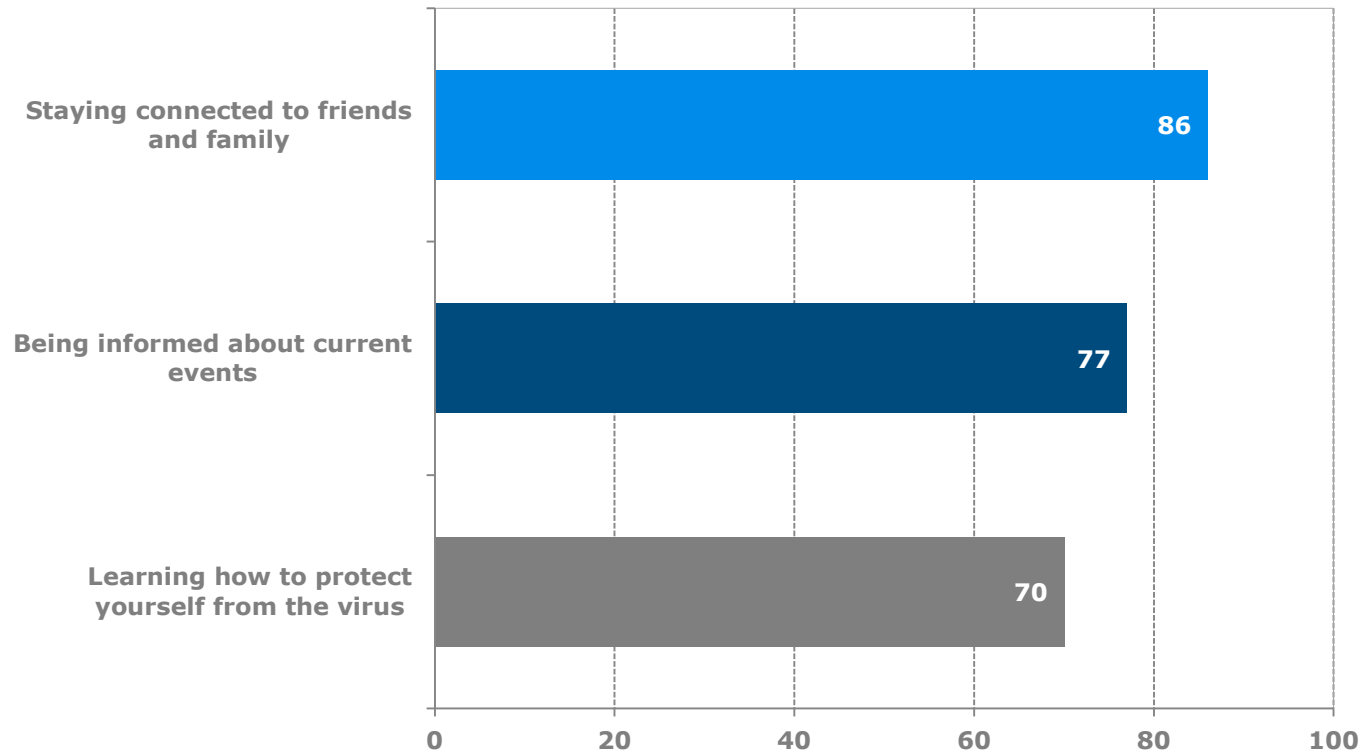


Importance of social media during the coronavirus pandemic in US



14-22 years, USA, 2020, selection (percentages)

Using social media during the pandemic has been very/somewhat important for ...



Source: Rideout et al.: Coping with COVID-19 2021, p. 37.

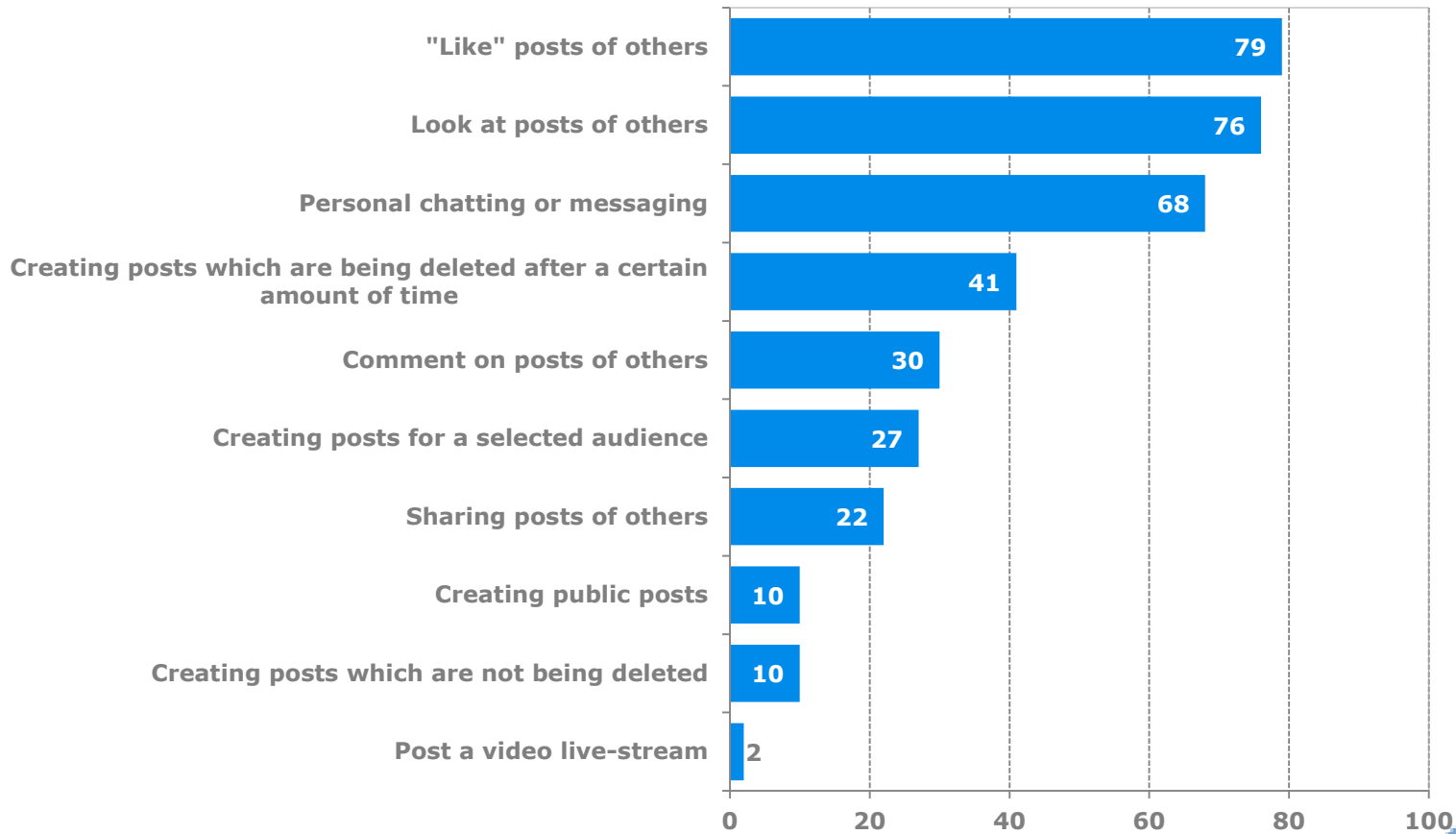
Base: n=1,442, 14-22 years, social media users.



What are Swiss adolescents doing on social media?



Daily/multiple times a week, 12-19 years, Switzerland, 2020 (percentages)



Source: Bernath et al.: James-Studie 2020, p. 42.

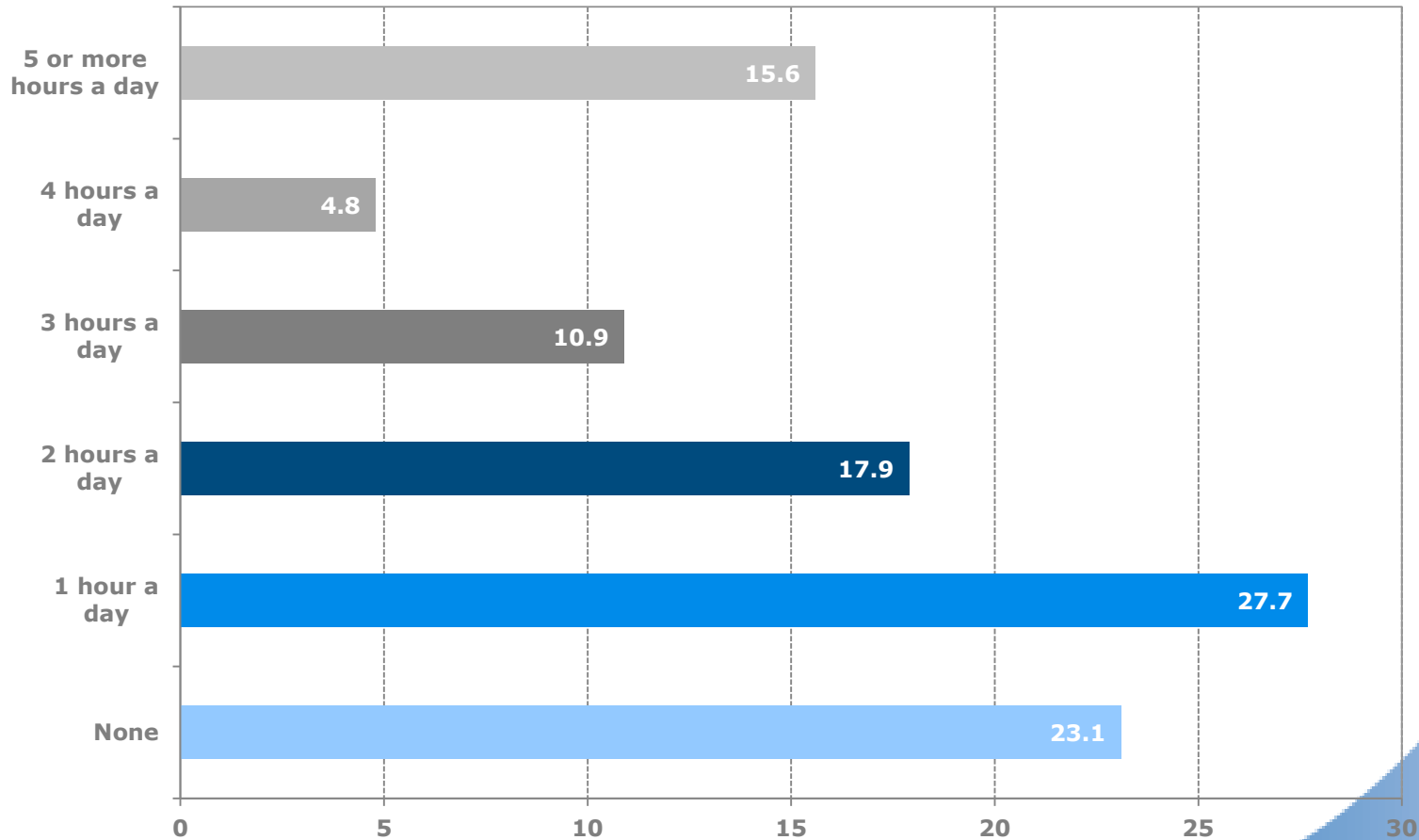
Base: n=894, 12-19 years, social media users.



Social media news use of young adults in Chile



18-29 years, Chile, 2019, selection (percentages)



Source: Correa/Valenzuela 2021, p. 38.

Base: n=1,000, 18-29 years.

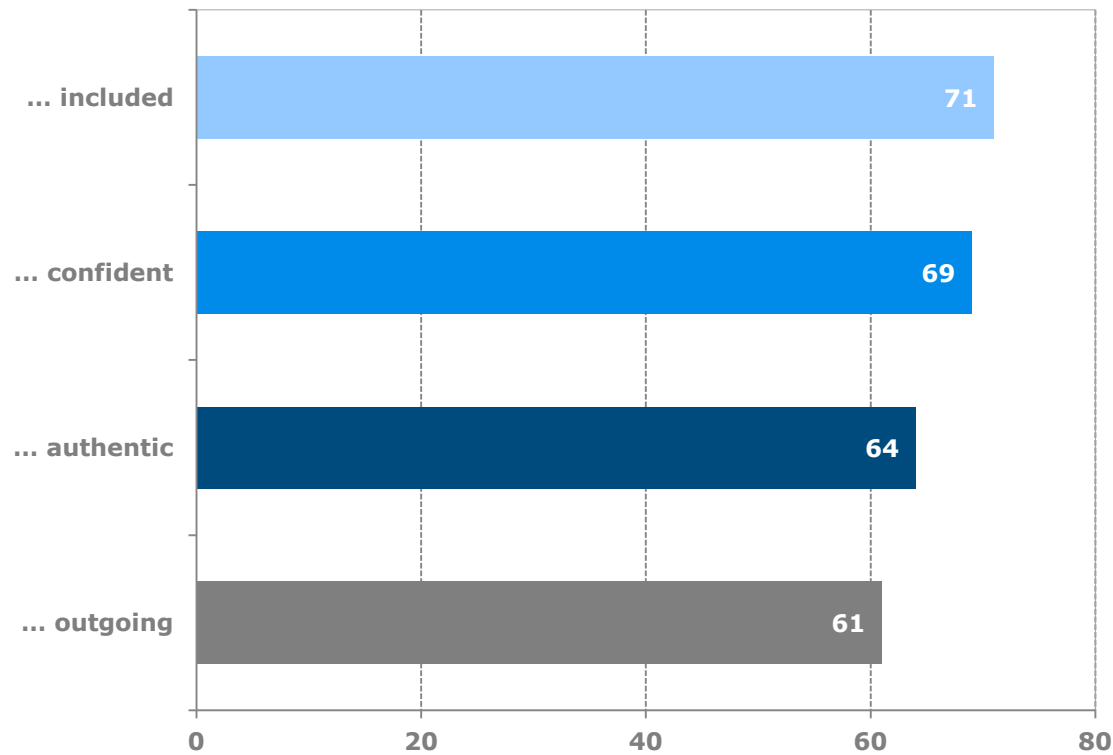


How do you feel when you use social media?



13-17 years, USA, 2018 (percentages)

"When I use social media, I feel more ..."



Source: Pew Research Center: Teens' Social Media Habits and Experiences 2018, p. 7.

Base: n=720, 13-17 years.

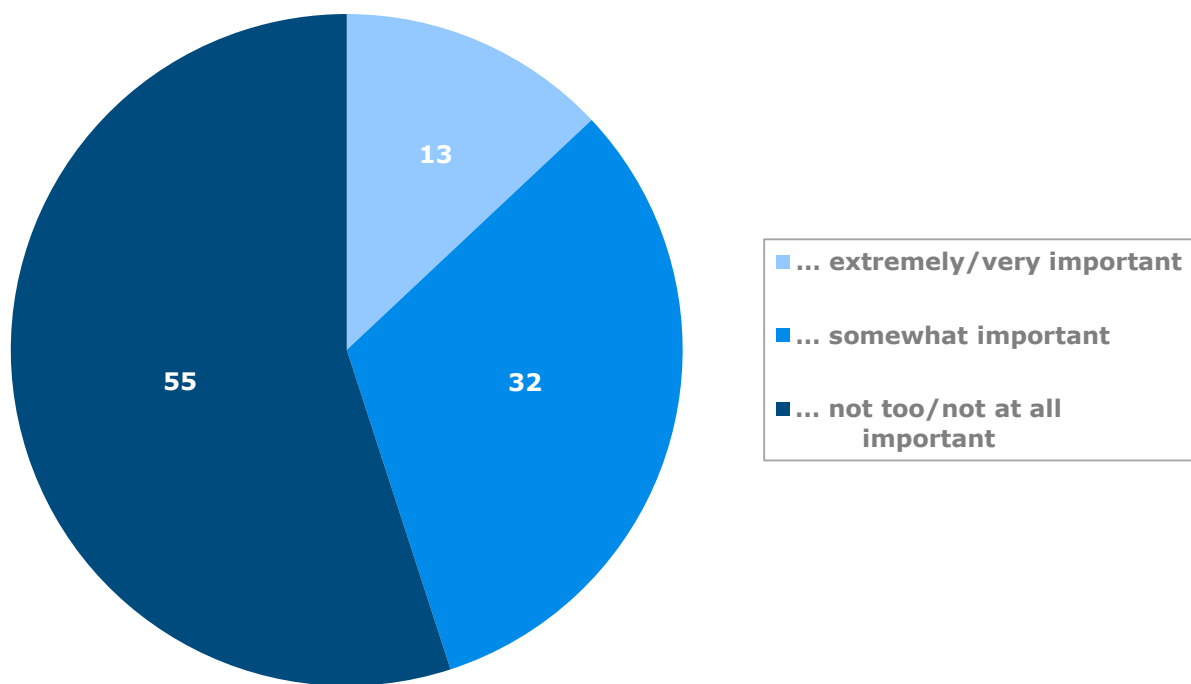


The importance of "likes"



13-17 years, USA, 2018 (percentages)

"Getting lots of likes is ..."



Source: Common Sense: Social Media, Social Life, 2018, p. 28.

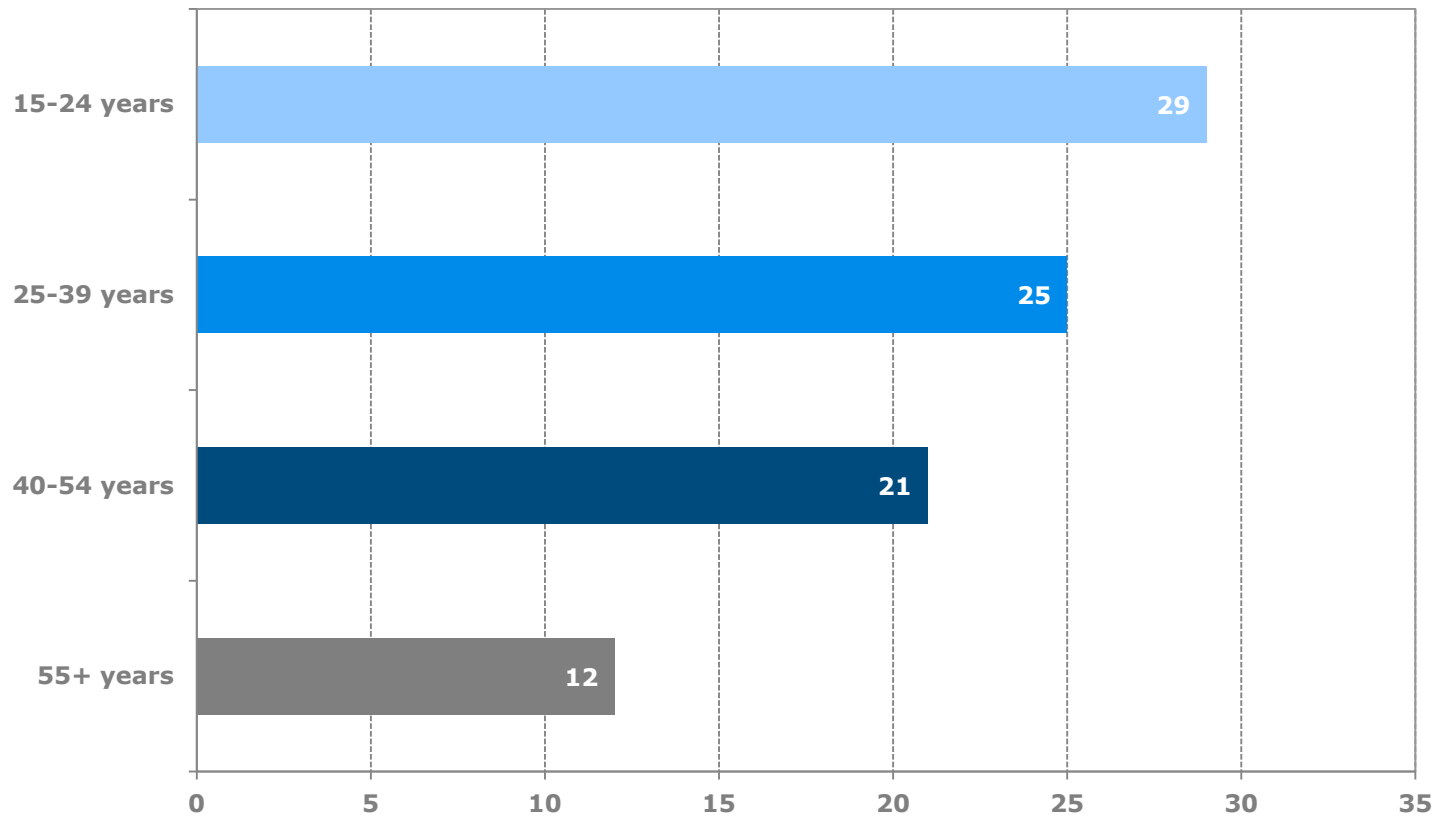
Base: n=1,141, 13-17 years, social media users.



Do European adolescents trust social media?



By age groups, 39 countries of the EU/EU applicants, 2021, selection (percentages)
"I trust social media on the internet."



Source: European Commission: Standard-Eurobarometer 94, 2021, p. 28.

Base: n=38,743 EU citizens, 15+ years.

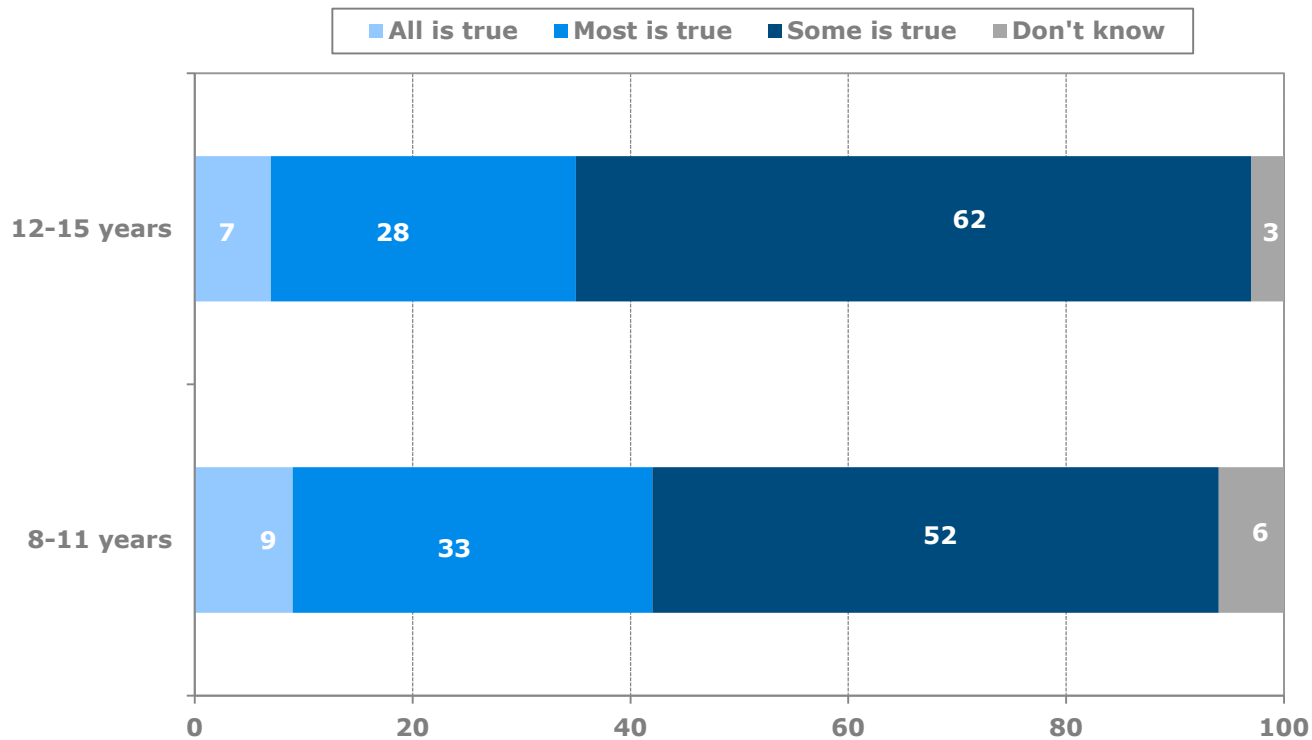


As how trustworthy do British young people see social media?



By age group, 8-15 years, UK, 2020, selection (percentages)

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



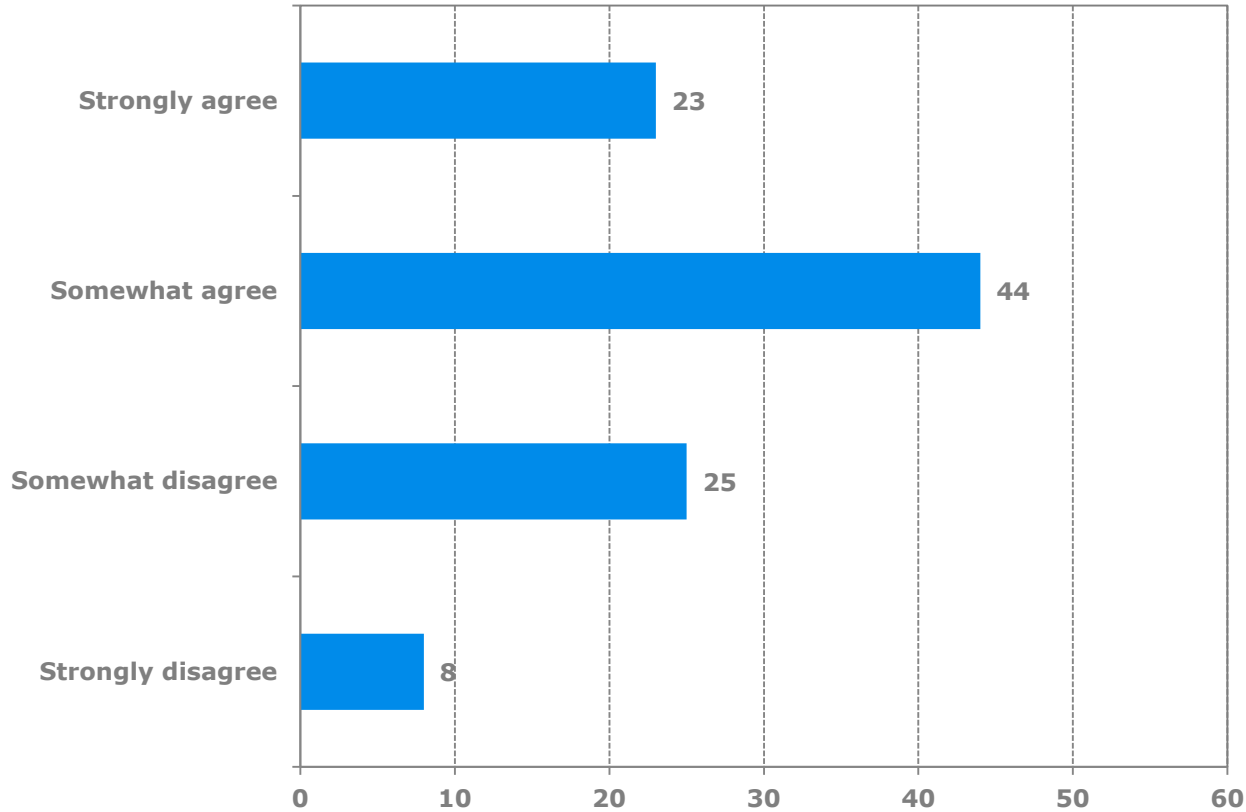
Source: Ofcom: Children's & Parents' Media Use and Attitudes. Chart Pack. Research 2020/21, p. 62.

Base: children, 8-15 years, who go online and who say they visit social media sites: n=1,193 or apps: n=1,141.

Arabic youths often find it difficult to disconnect from social media



18-24 years, 17 Arabic countries, 2021 (percentages)

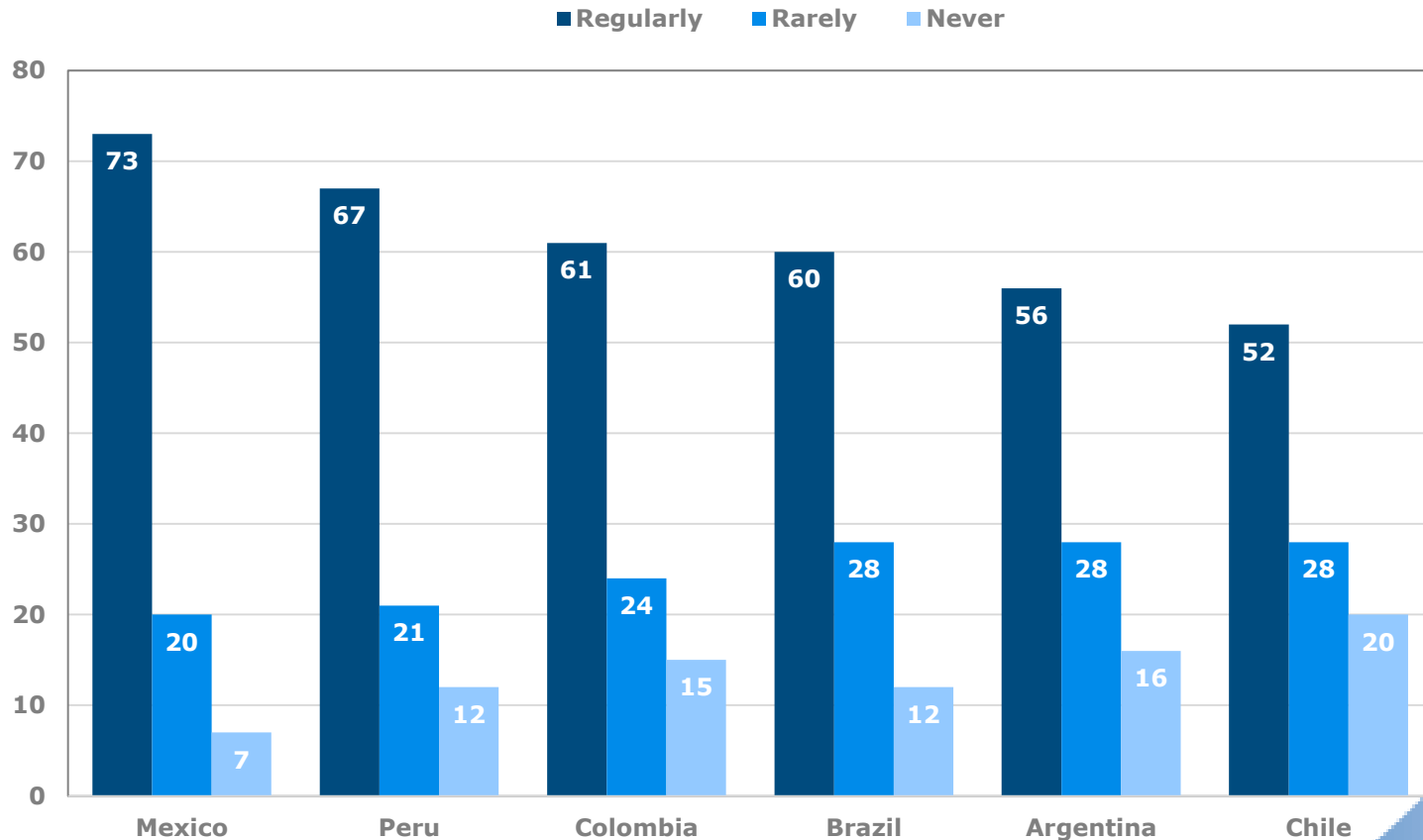


Source: asdaabcw: Arab Youth Survey 2021, p. 59.

Base: n=3,400, 18-24 years, 17 Arabic countries.

Parents' monitoring of children's social media use in Latin America

Frequency of monitoring, 2020, selected countries in Latin America (percentages)



Source: Statista 2022: Kaspersky Lab; CORPA – Estudios des Mercado; Infogate.

Base: n=2,294 parents of children aged 0-18 years.

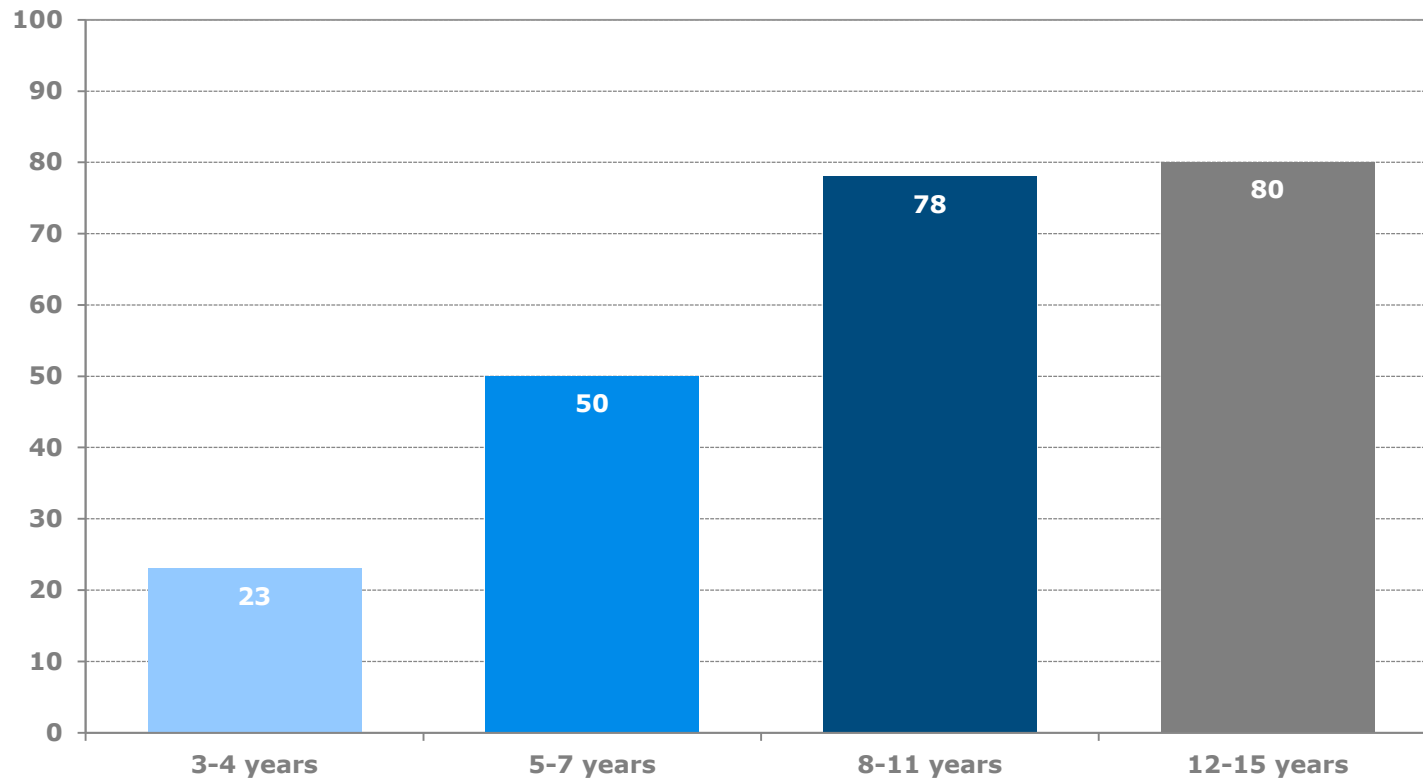


How many children and adolescents play online games?



Responses from parents of 3- to 7-year-olds and from child aged 8-15 years, by age groups, 3-15 years, UK, 2020, selection (percentages)

“Do you ever play games online?”



Source: Ofcom: Children's & Parents' Media Use and Attitudes. Chart Pack. Research 2020/21, p. 57.

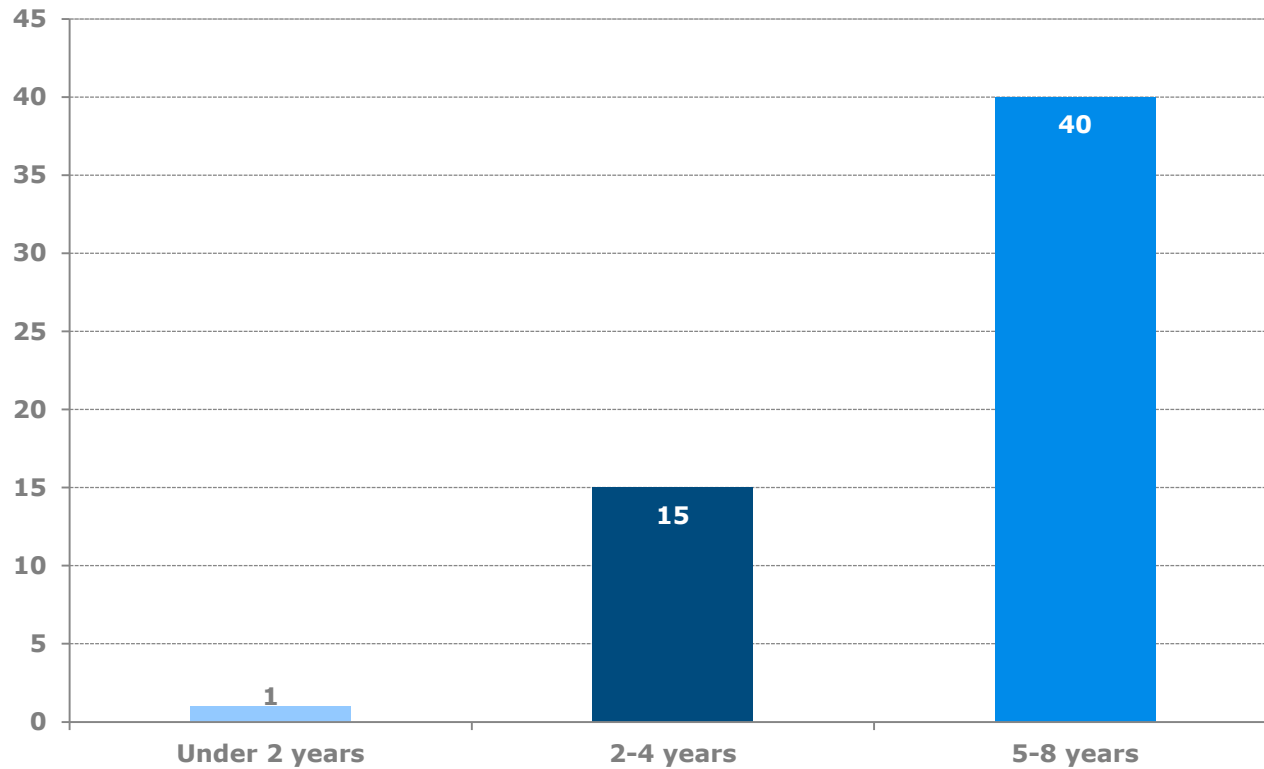
Base: parents and children, 3-15 years; 3-4 years: n=782; 5-15 years: n=2,190.



How much time do children spend with video games in US?



By age, according to parents' response, 0-8 years, USA, 2020 (minutes/day)



Source: Rideout/Robb: The Common Sense Census: Media Use by Kids Age Zero to Eight 2020, p. 14.

Base: n=1,440 parents with kids between 0-8 years.

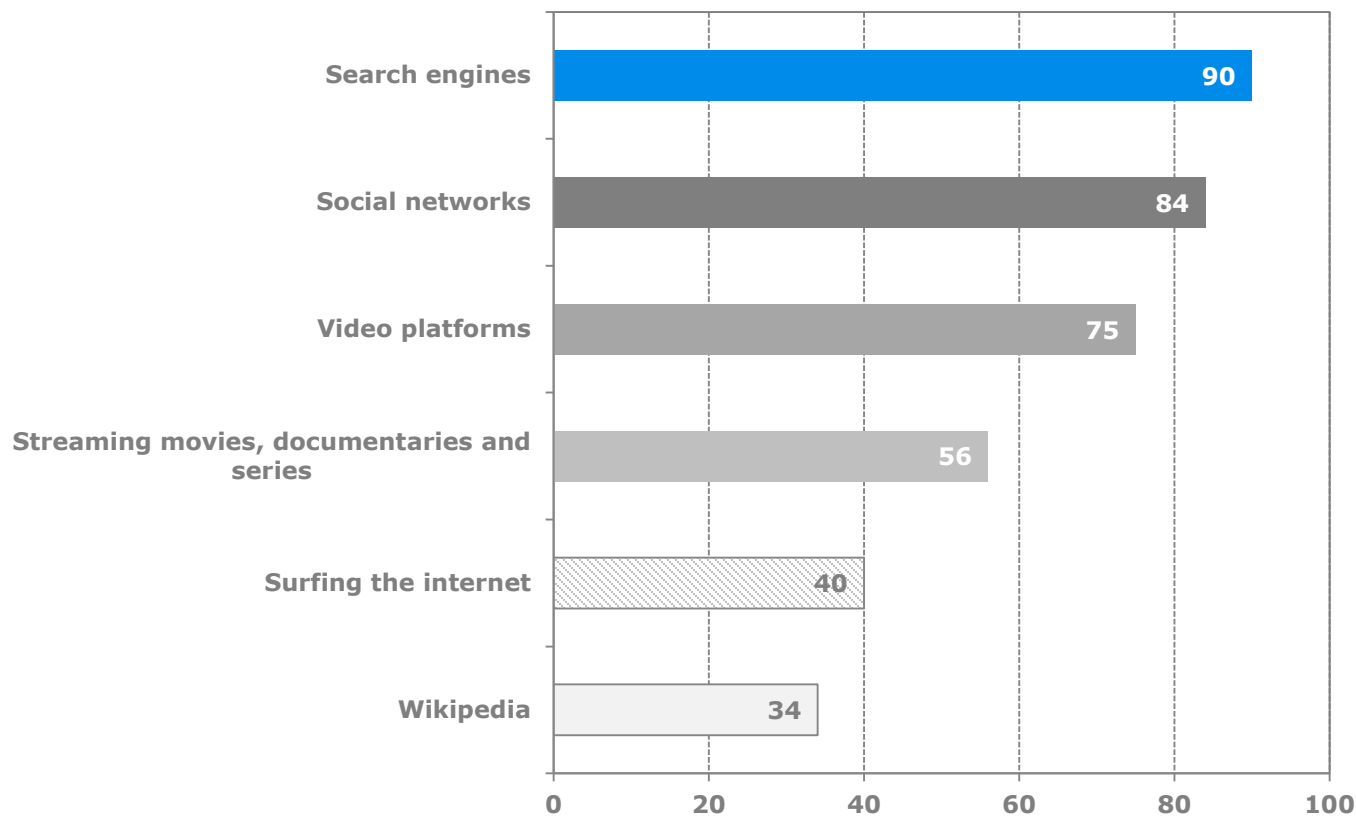


How do Swiss adolescents search for information online?



12-19 years, Switzerland, 2020, selection (percentages)

Daily usage/more than once a week



Source: Bernath u. a.: JAMES-Studie 2020, p. 27.

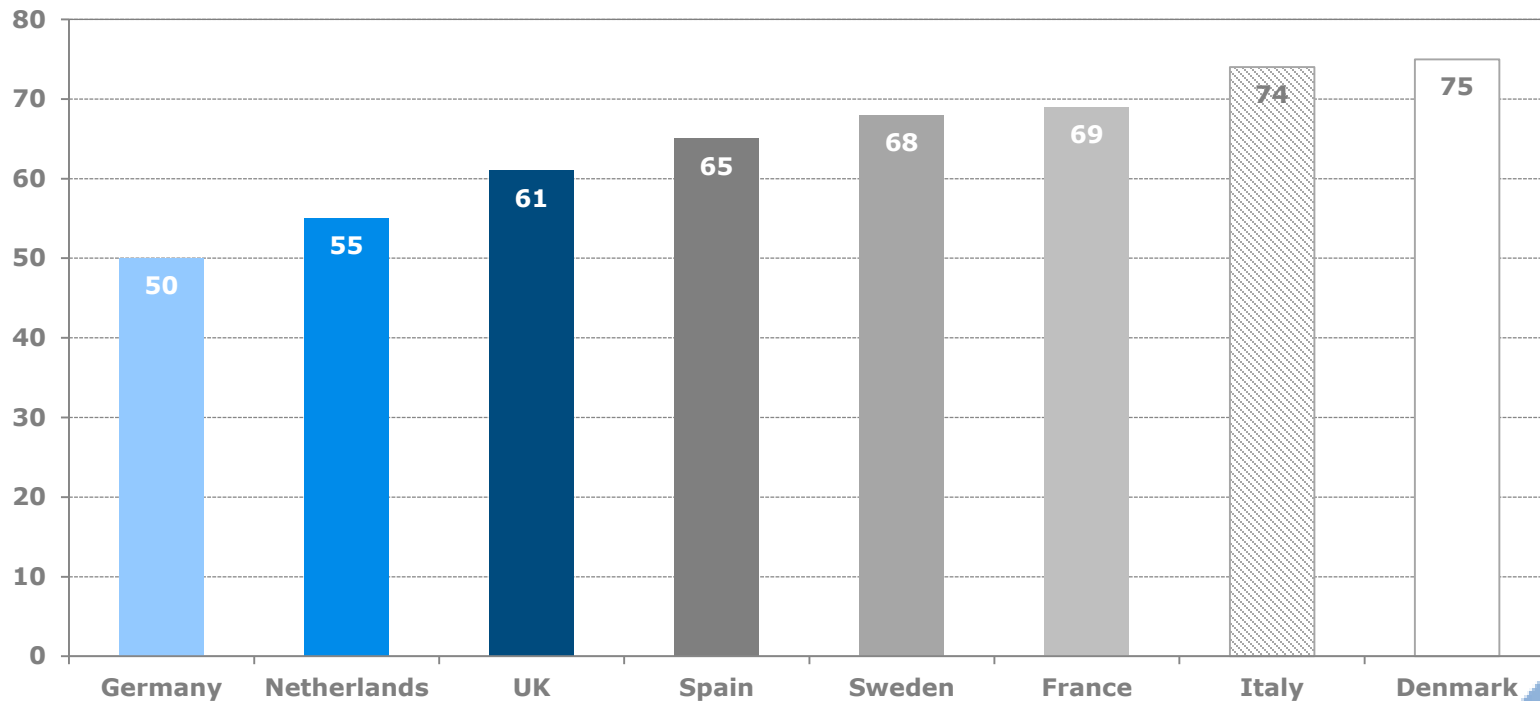
Base: n=467, 12-19 years.



Young Europeans get news mainly through social media



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

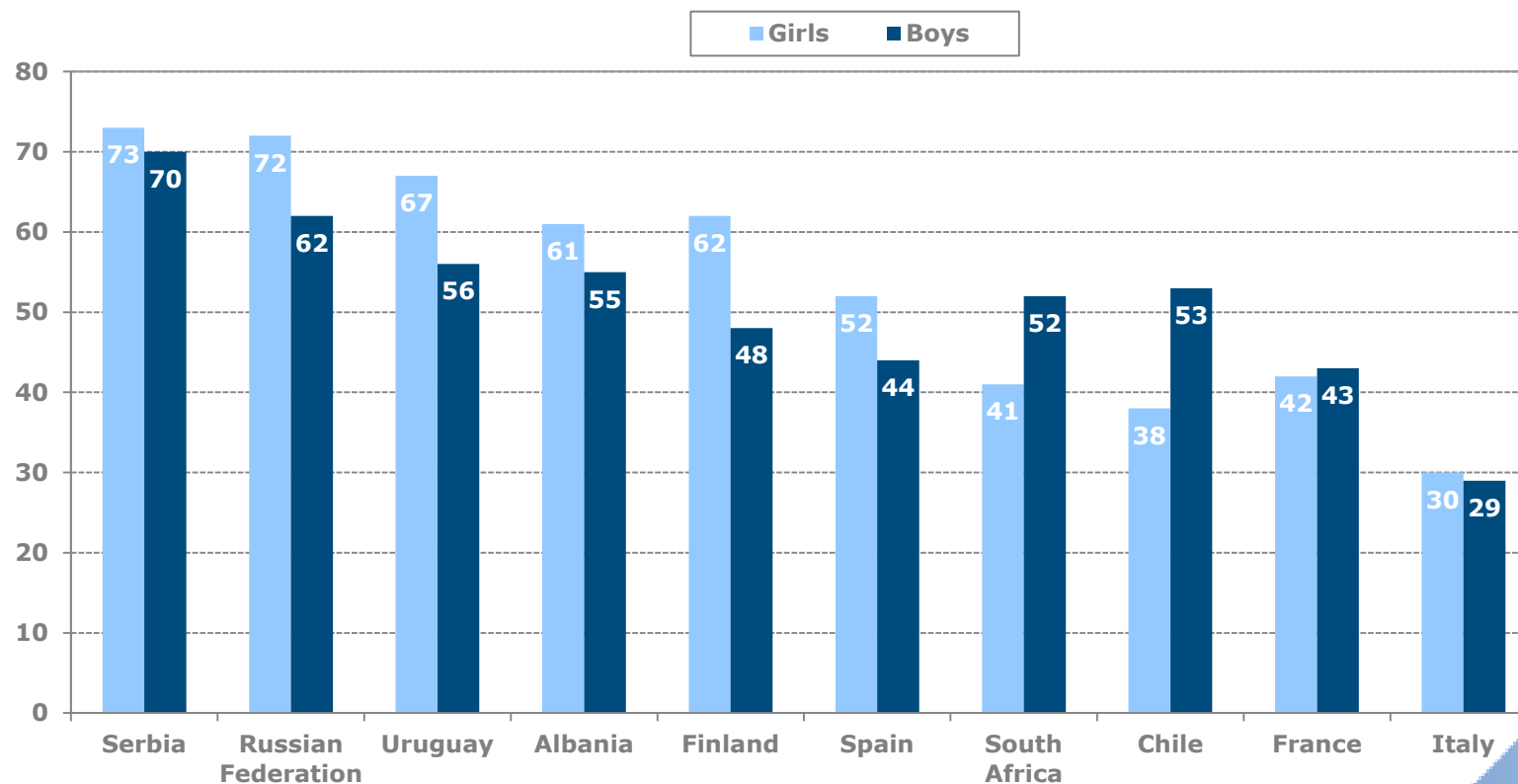


Source: PEW Research Center: Western Europeans Under 30, 2018, p. 13.

Base: Denmark n=2,096, Germany n=1,983, France n=2,011, Italy n=2,043, Netherlands n=2,001, Spain n=2,011, Sweden n=1,968, UK n=2,001; 18- to 29-year-olds.

Looking for health information worldwide

By nations, 12-16 years, 2020, selection (percentages)
At least monthly, by gender



Source: EU Kids Online/Global Kids Online.
In: Kardefelt-Winther et al.: Digital Connectivity during COVID-19, 2020, p. 4.

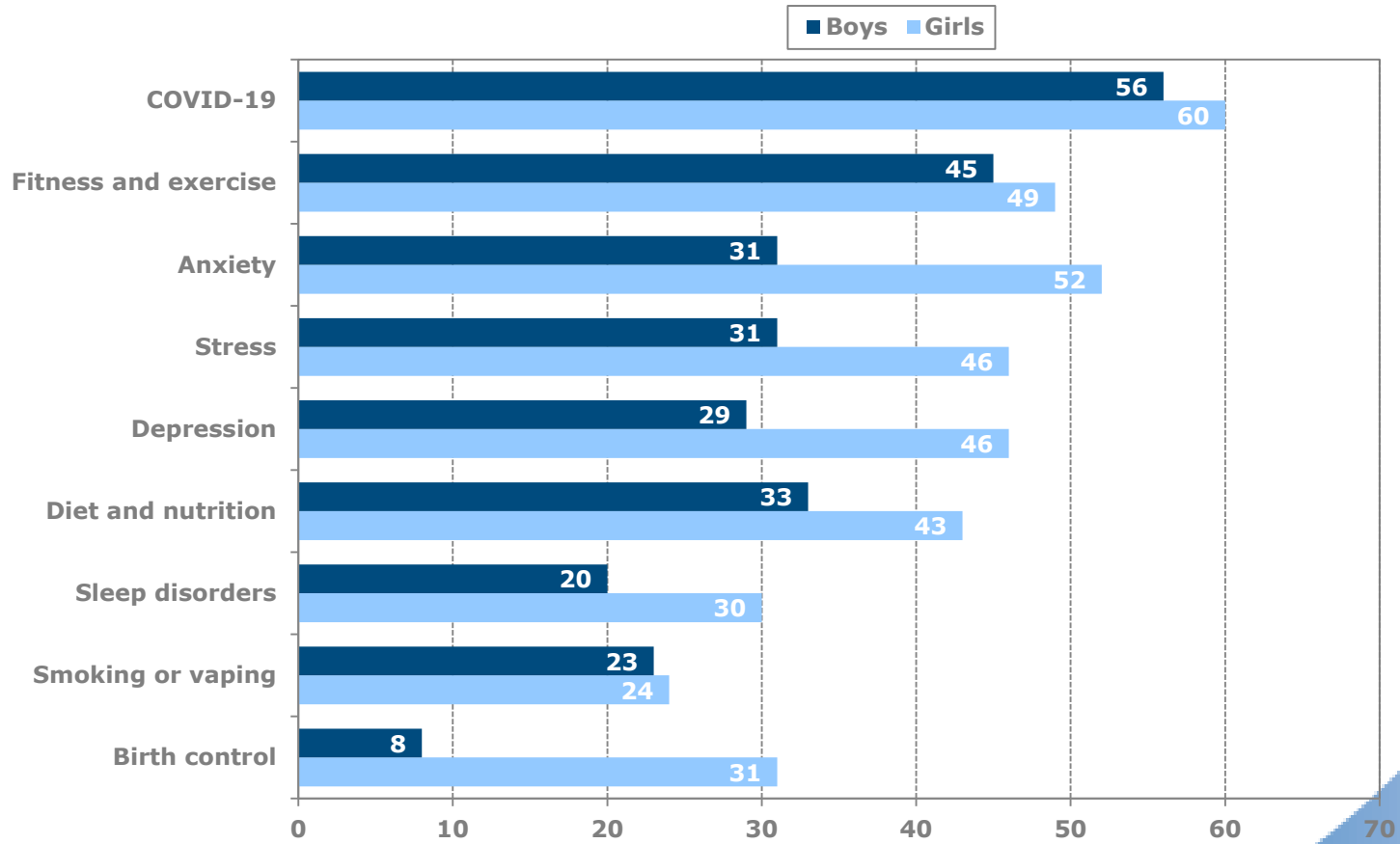
Base: n=approximately 22,000, parents and children, 12-16 years, internet users, 28 countries.



Topics of online health information search requests in the US



14-22 years, USA, 2020, selection (percentages)



Source: Rideout et al.: Coping with COVID-19 2021, p. 12.

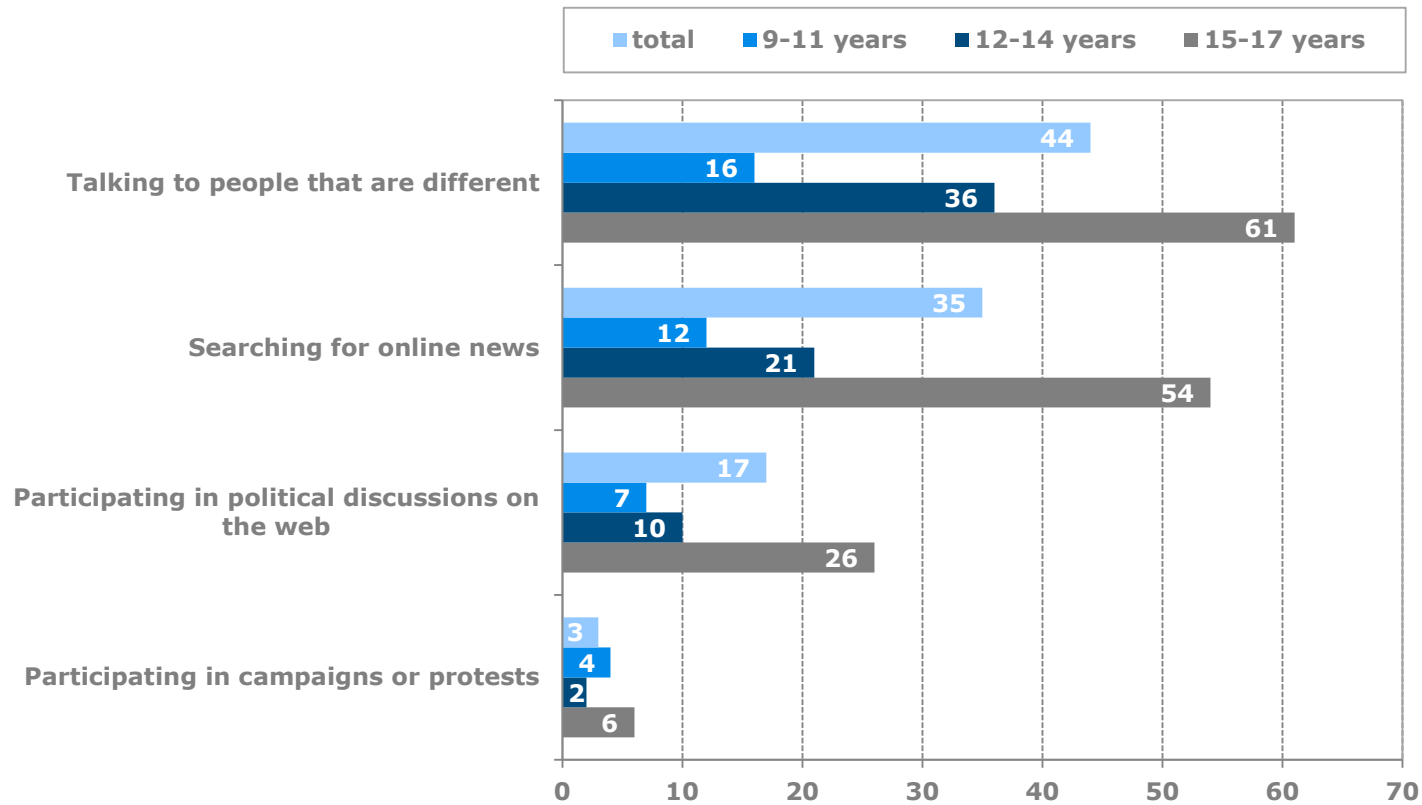
Base: n=1,513, 14-22 years.



Do children and adolescents in South Africa participate in politics on the web?



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



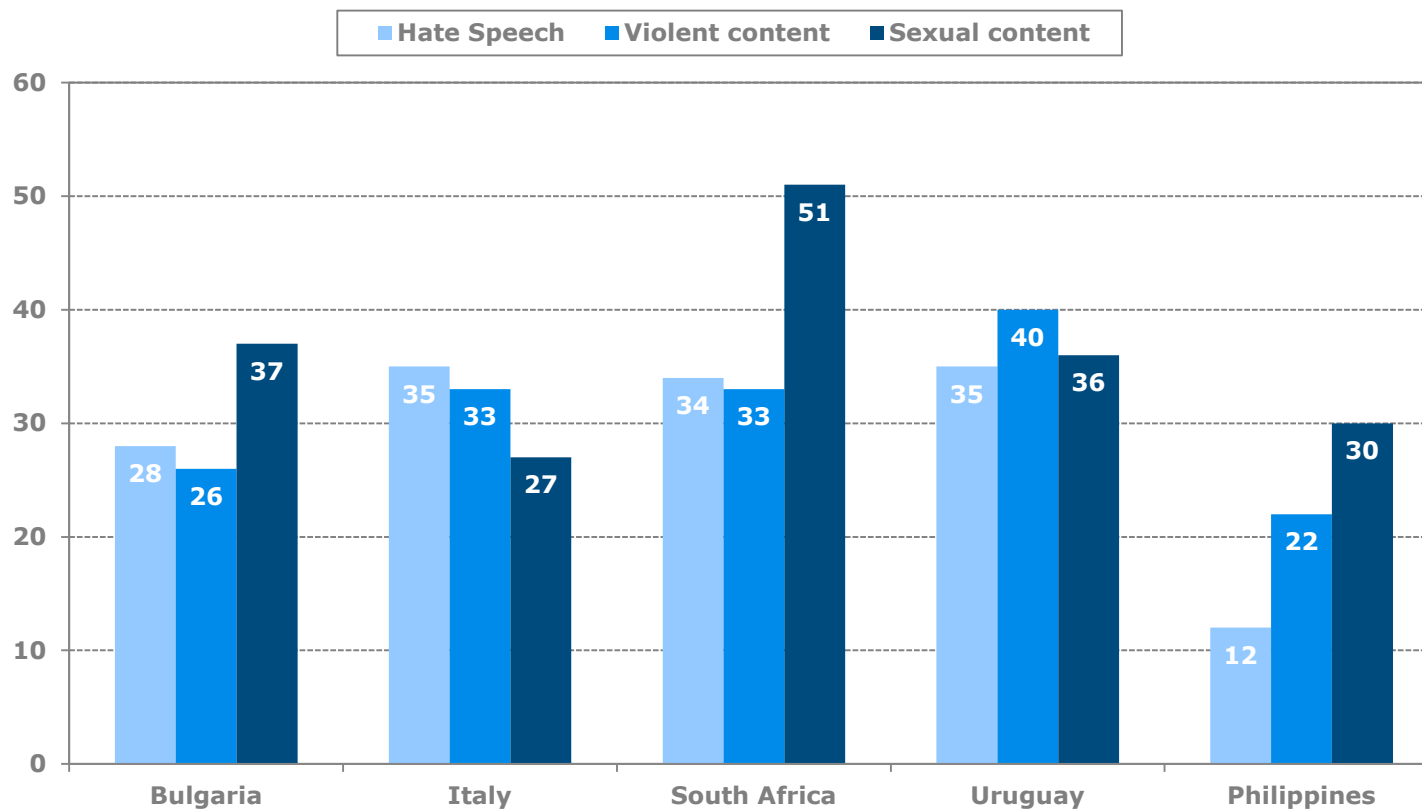
Source: Livingstone et al.: Is there a ladder of children's online participation. Findings from three Global Kids Online countries, 2019, p. 5.

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



Exposure to online risks

By country, 9-17 years, 11 countries worldwide, 2016-2018, selection (percentages)
"Have you seen content relating to ...?"



Source: Livingstone et al.: *Global Kids Online 2019*, p. 51.

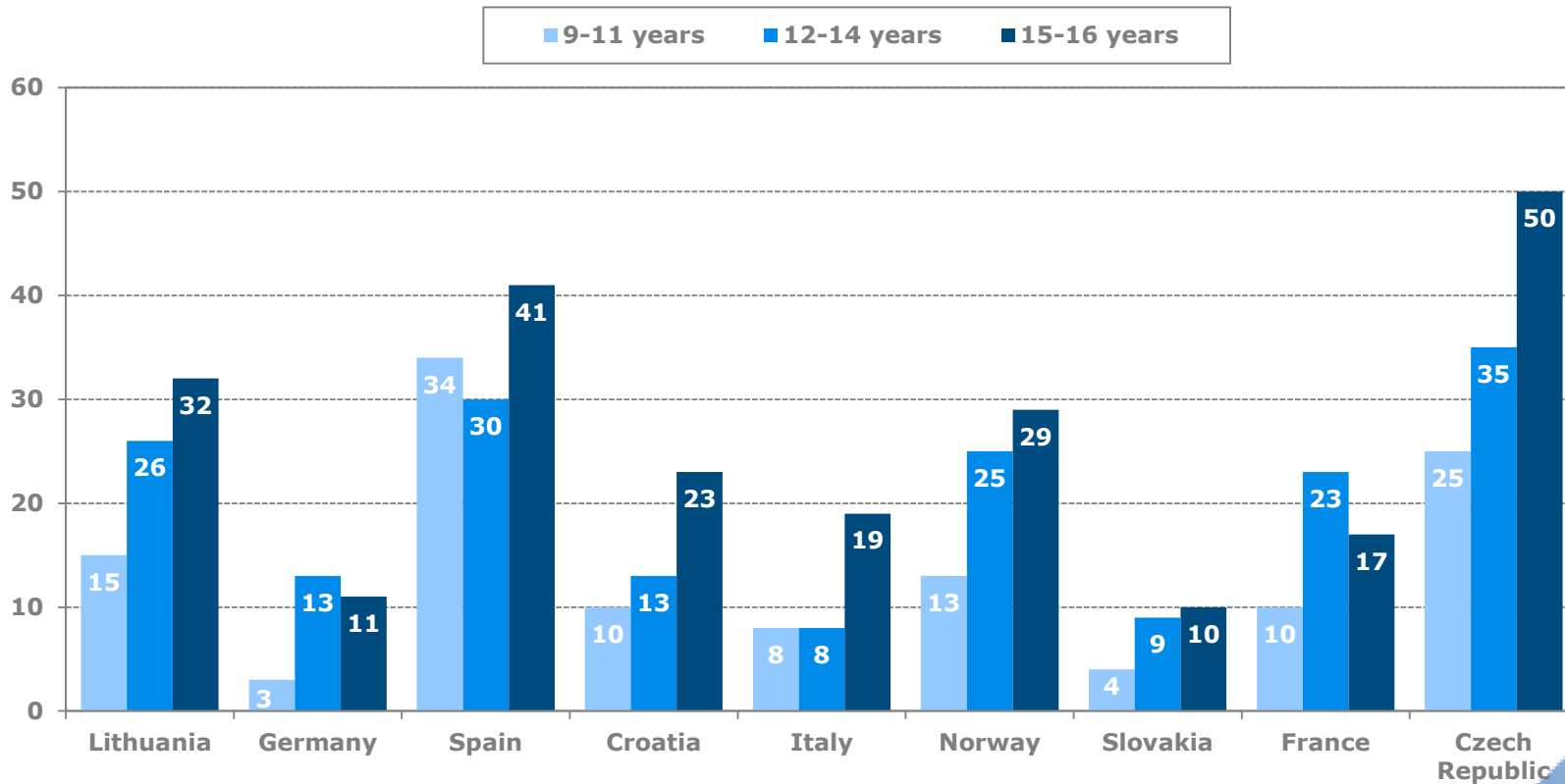
Base: n=14,733, 9-17 years, Internet users.



Negative online experience by age groups



9-16 years, by age group, selection (percentages)
"Did you have an upsetting online experience this year?"



Source: Smahel et al.: EU Kids Online 2020, p. 46.

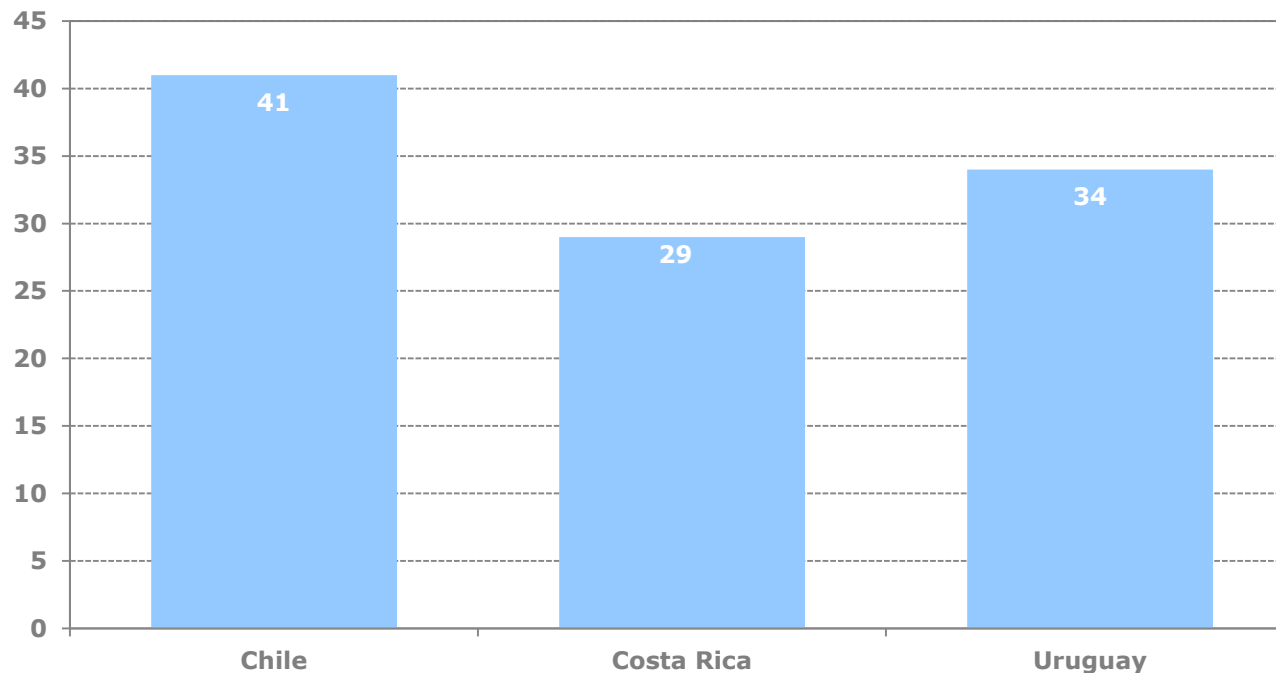
Base: n=21,964, 9-16 years, Internet users.



Upsetting Internet experiences in Latin America



9- to 17-year-olds who have seen something online that upset them in the past year
2016-2018, selection (percentages)



Source: Trucco/Palma: **Childhood and adolescence in the digital age 2020, p. 90.**

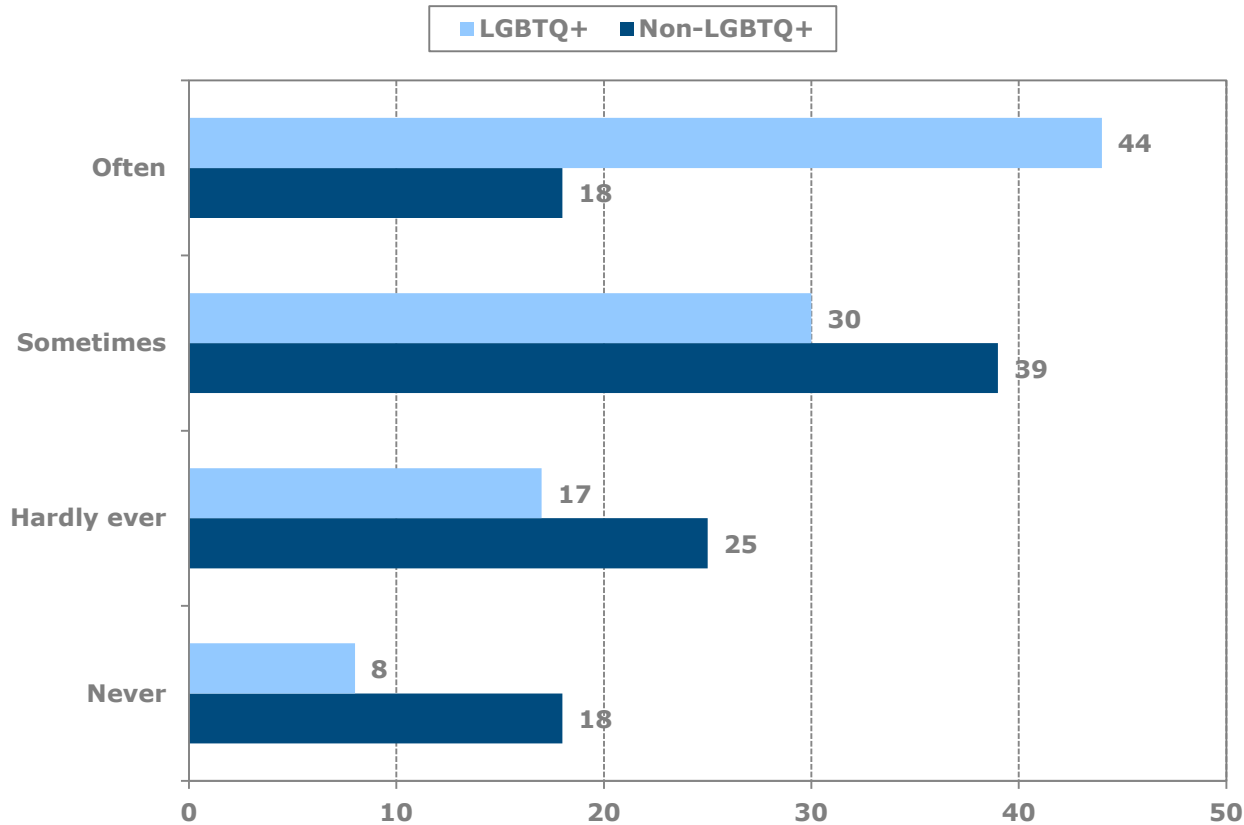
Base: Brazil n=2,999; Chile n=1,000; Costa Rica n=1,008; Uruguay n=948; 9- to-17-years olds and one parent.



Exposure to hate speech on social media by LGBTQ+ youths in the USA



14-22 years, USA, 2020, selection (percentages)



Source: Rideout et al.: Coping with COVID-19 2021, p. 47.

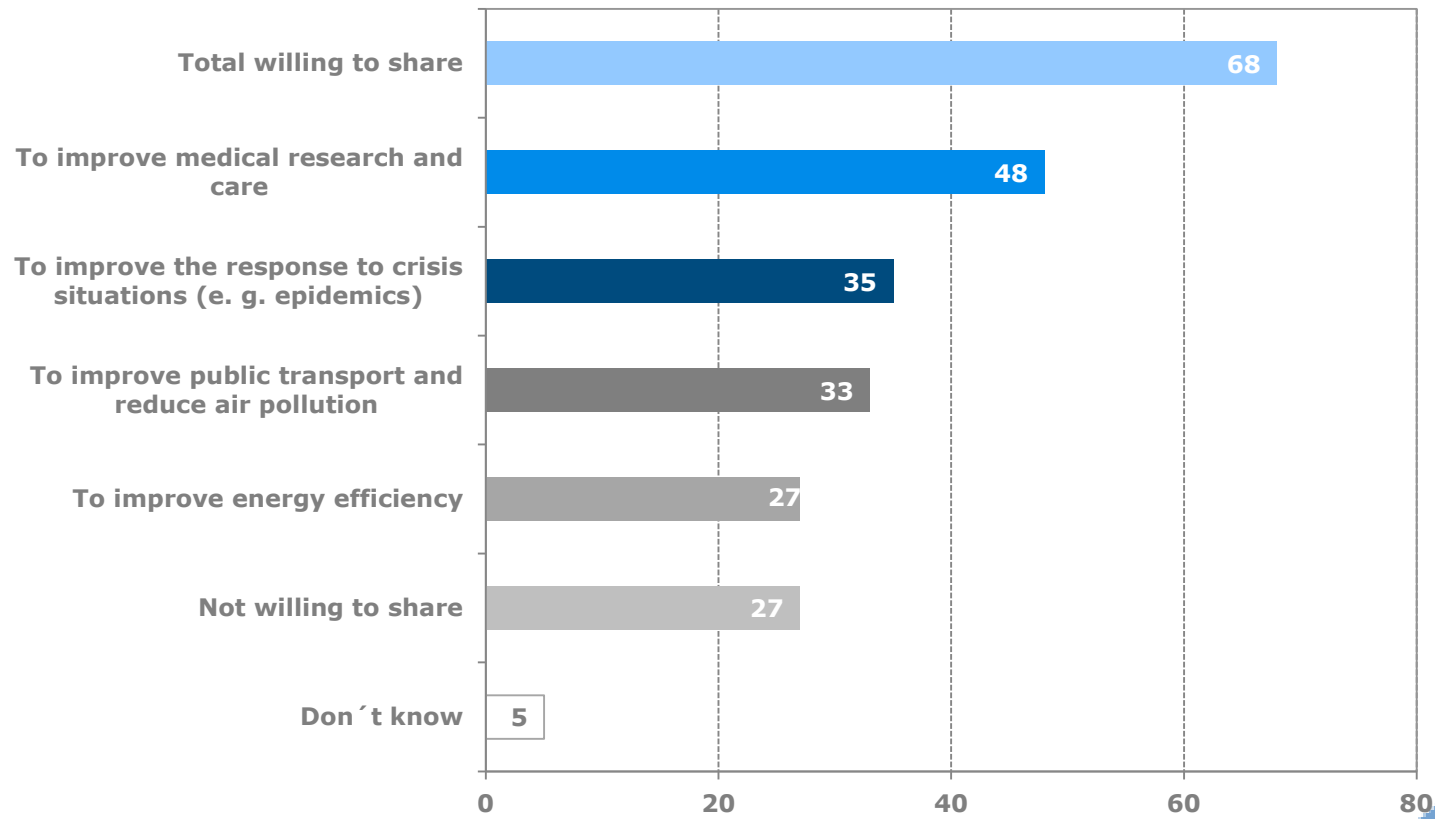
Base: Non-LGBTQ+ n=1,119, LGBTQ+ n=239; 14-22 years.



Purposes of youth to share personal information



15-24 years, 28 countries of the EU with EU applicants, 2019, selection (percentages)
"For what purposes would you be willing to share some of your personal information securely?", multiple answers possible



Source: European Commission: Special Eurobarometer 503: Attitudes towards the impact of digitalisation on daily lives 2020, p. 38.

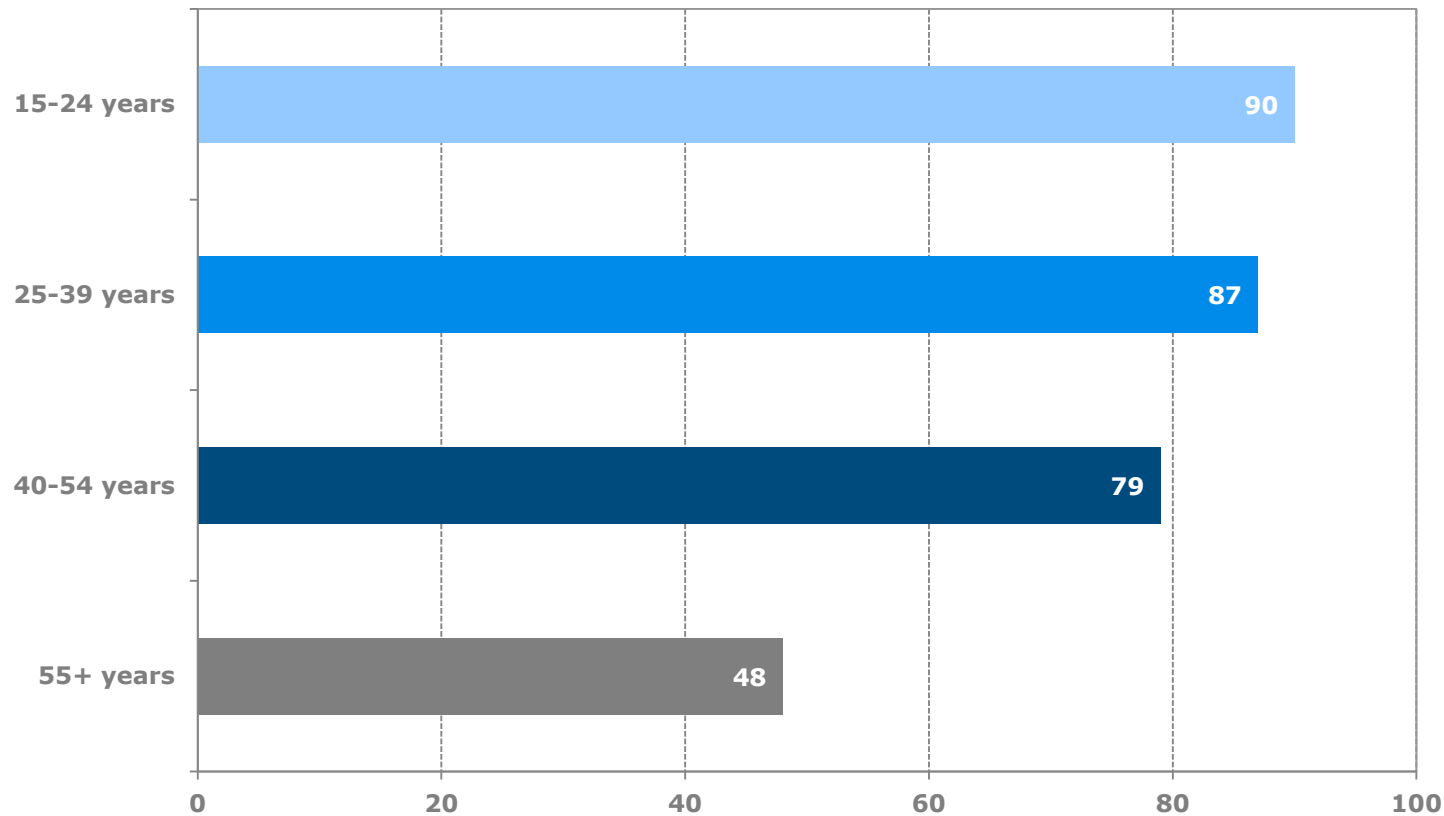
Base: n=27,498 EU citizens, 15+ years.



Feel EU citizens skilled in the use of digital technologies?



By age groups, 28 countries of the EU with EU applicants, 2019, selection (percentages)
“... in your daily life.” , total “agree”



Source: European Commission: Special Eurobarometer 503: Attitudes towards the impact of digitalisation on daily lives 2020, p. 66.

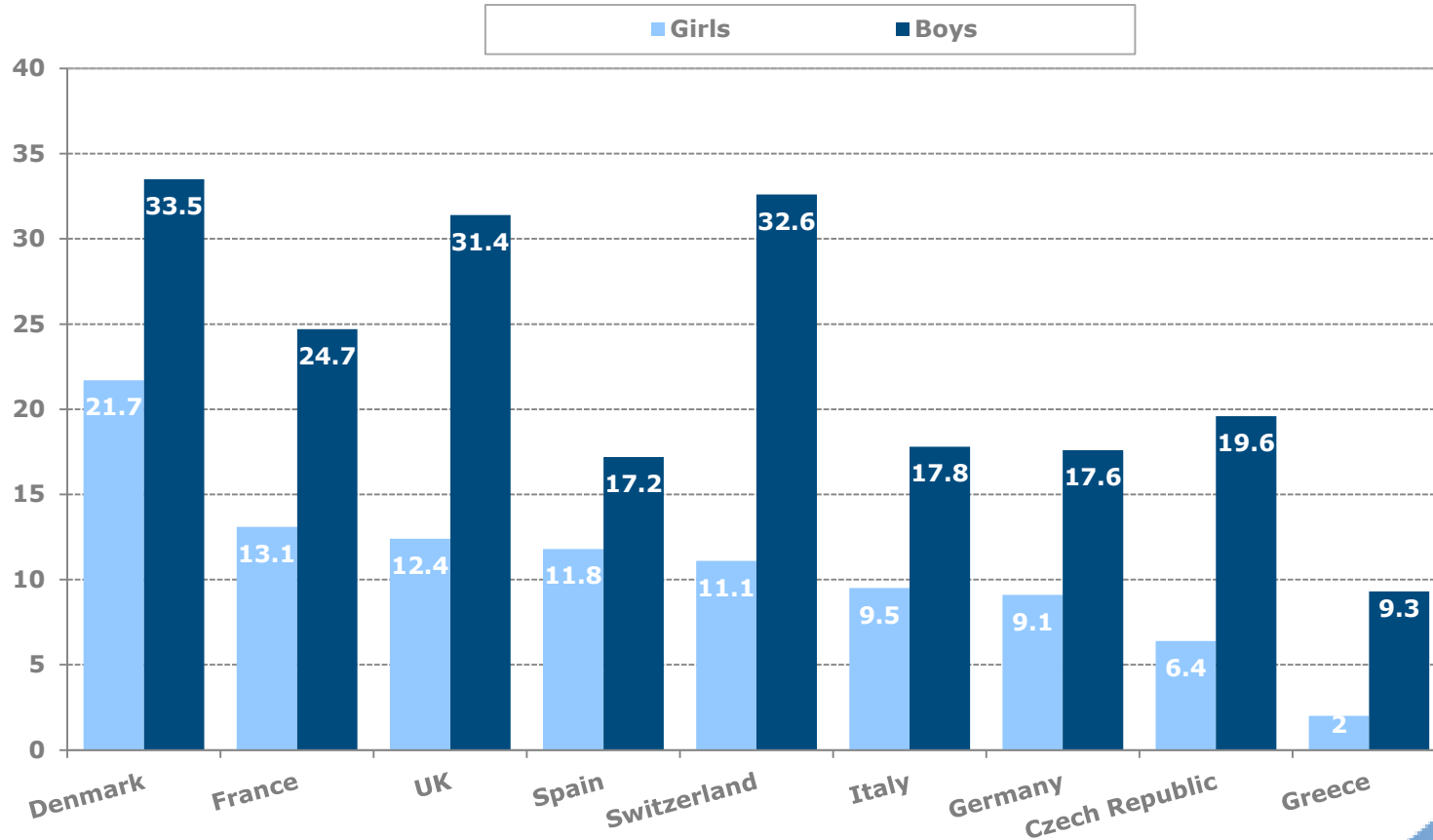
Base: n=27,498 EU citizens, 15+ years.



Programming as a future digital competence by gender



By gender, 16-24 years, 2019, selection (percentages)
Computer programming skills



Source: OECD 2019: Coders aged 16-24 years.

Base: 16-24 years. Based on data by Eurostat, Digital Economy and Society Statistics.

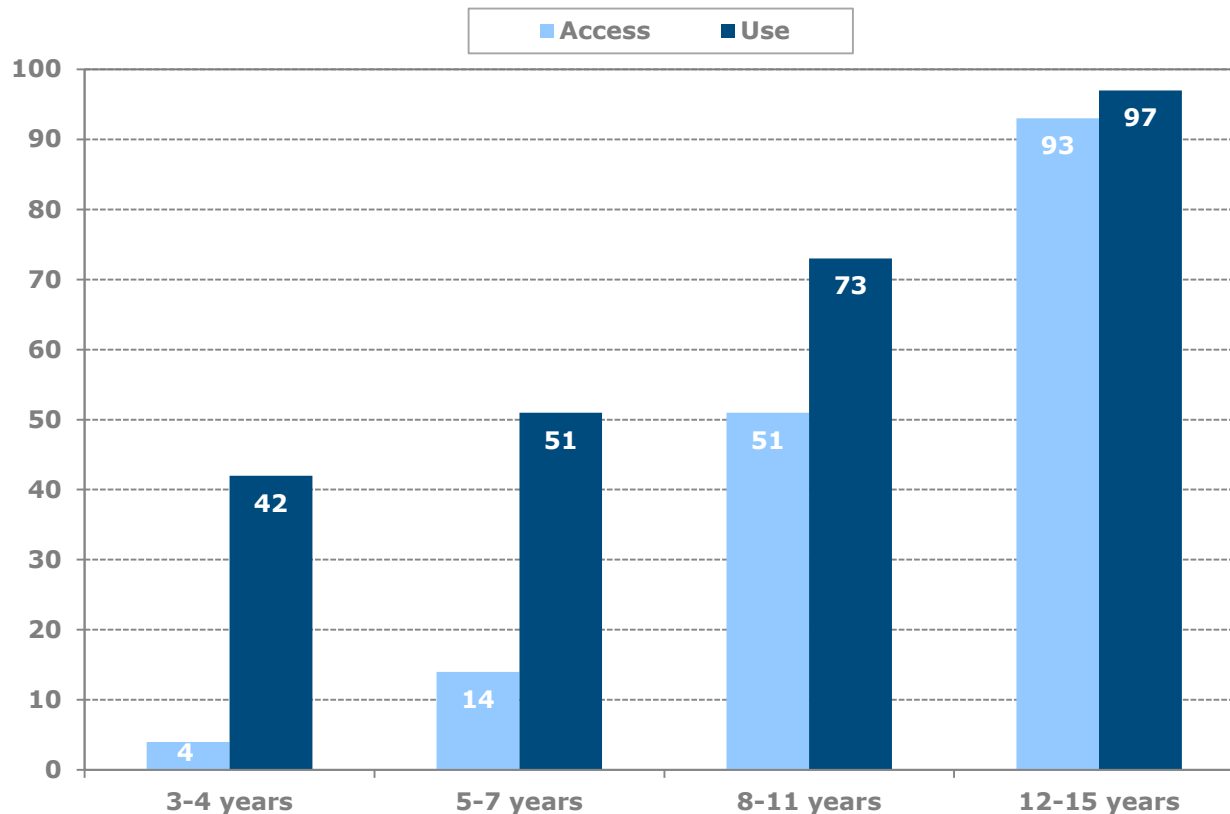
Adolescents and Mobile Media (Mobile Phone, Smartphone, Tablet)



Mobile phone access and use in Britain



By age groups, 3-15 years, UK, 2020, selection (percentages)

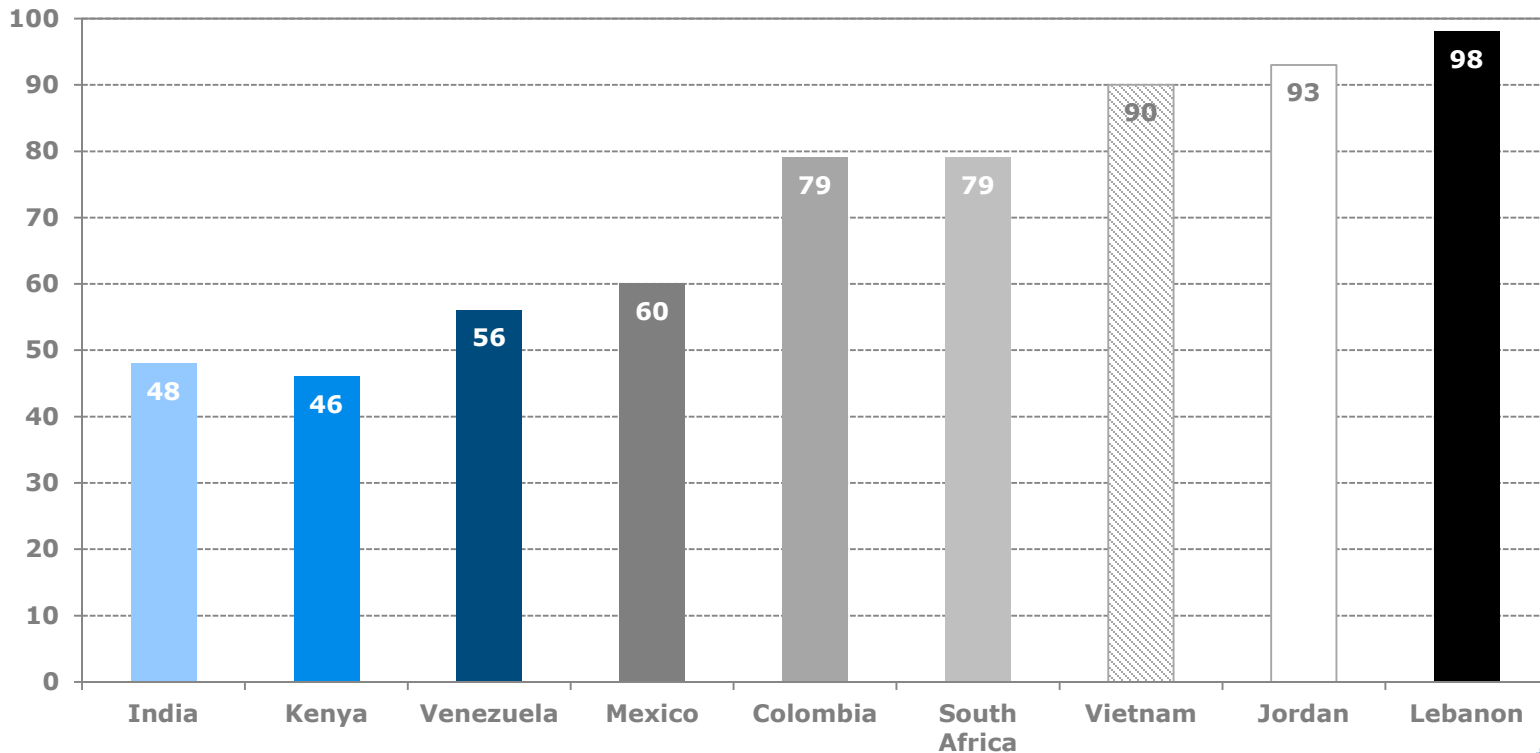


Source: Ofcom: Children's & Parents' Media Use and Attitudes. Chart Pack. Research 2020/21, p. 10.

Base: parents of children aged 3-4: n=782 or 5-15: n= 2,190.

Use of smartphones among young adults in emerging countries

18-29 years, 2018, selection (percentages)



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

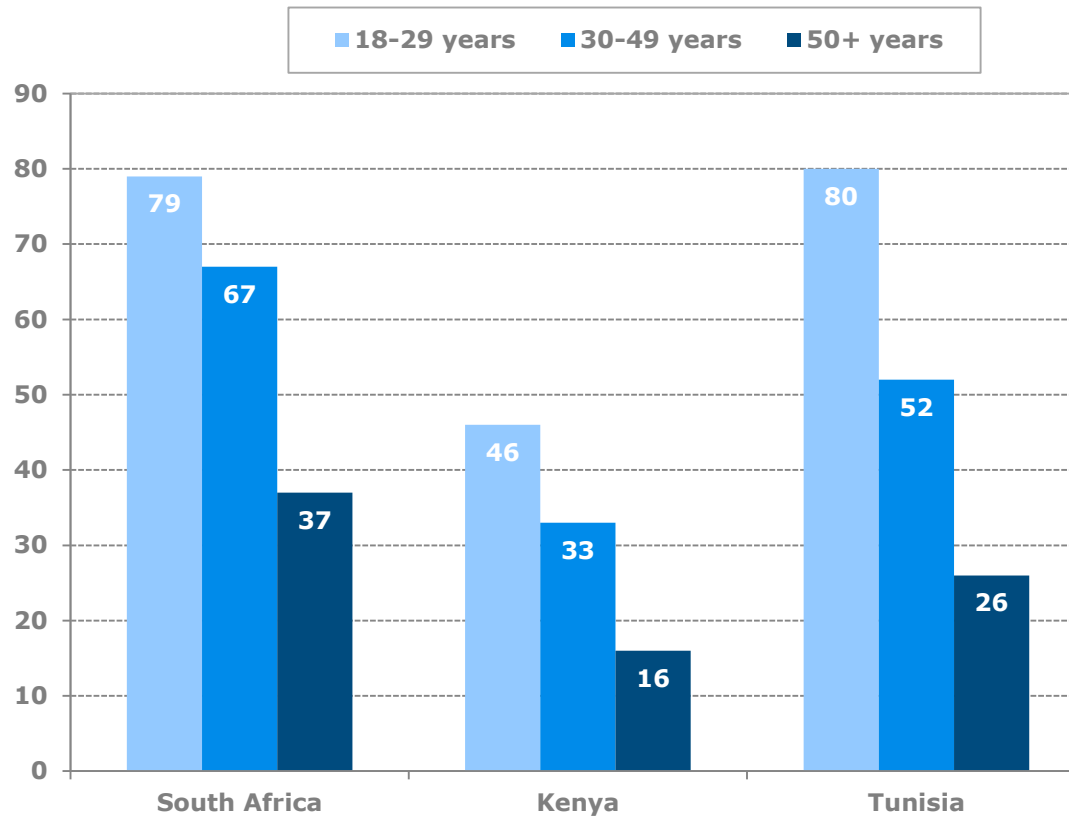
Base: Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500; 18+ years, 18- to 29-year-olds.



How many adolescents use a smartphone in Africa?



By age group, 2018, selection (percentages)



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

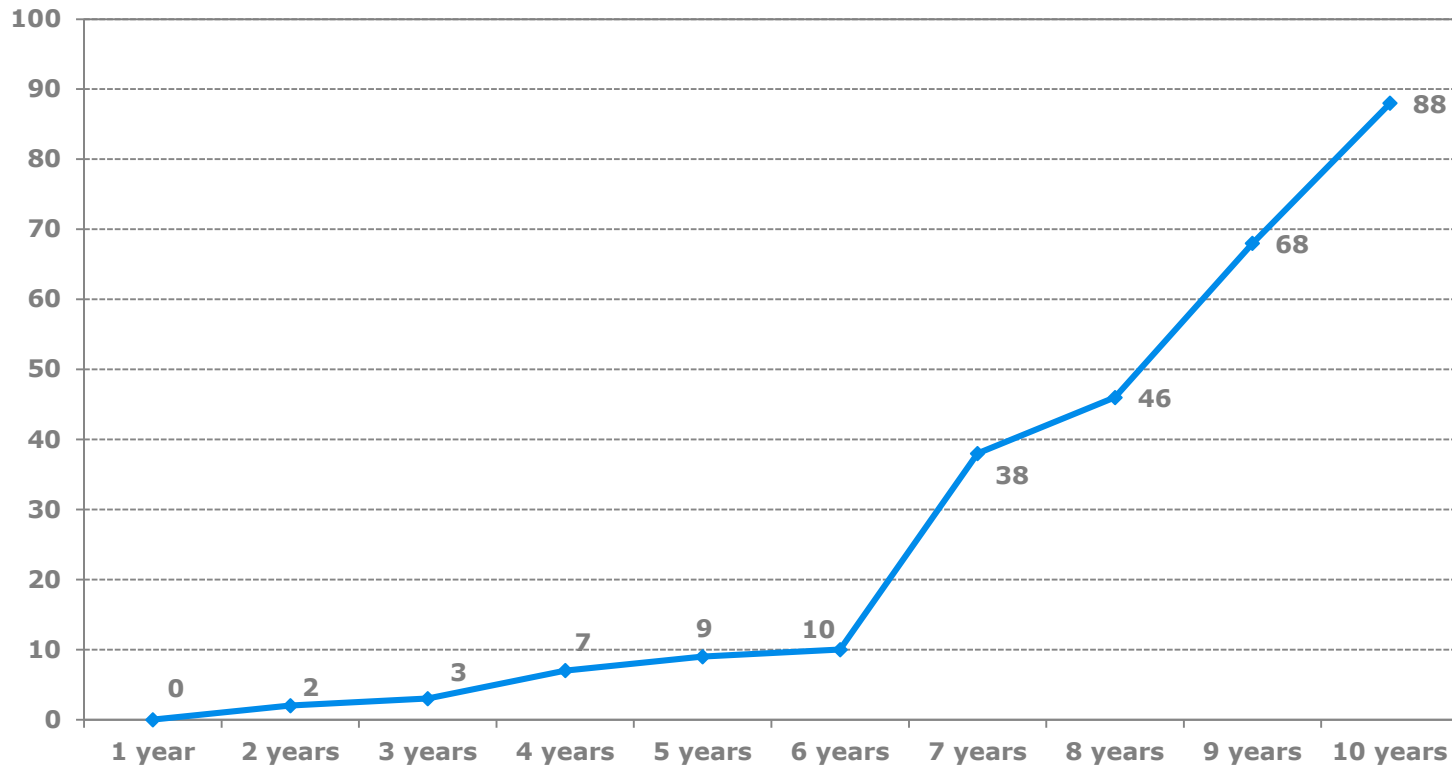
Base: Tunisia n=2,532, Kenya n=2,508, South Africa n=2,466; 18+ years.



How many Swedish children have their own mobile phone?



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



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

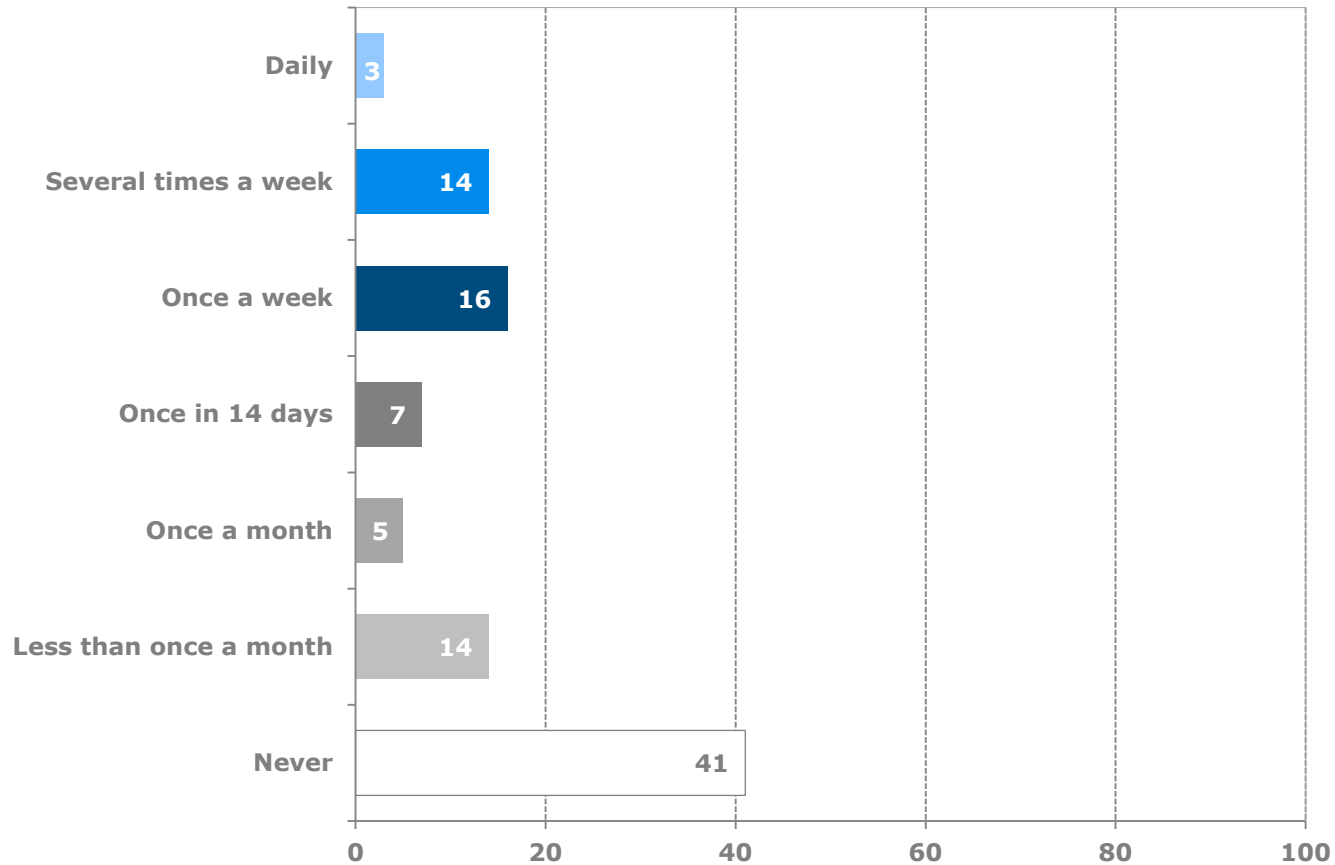
Base: n=603 parents of 0-10-year-olds.



How often do pre-school children use a mobile phone?



4-6 years, Switzerland, 2018 (percentages)



Source: OBSAN: ADELE+ Studie 2020, p. 25.

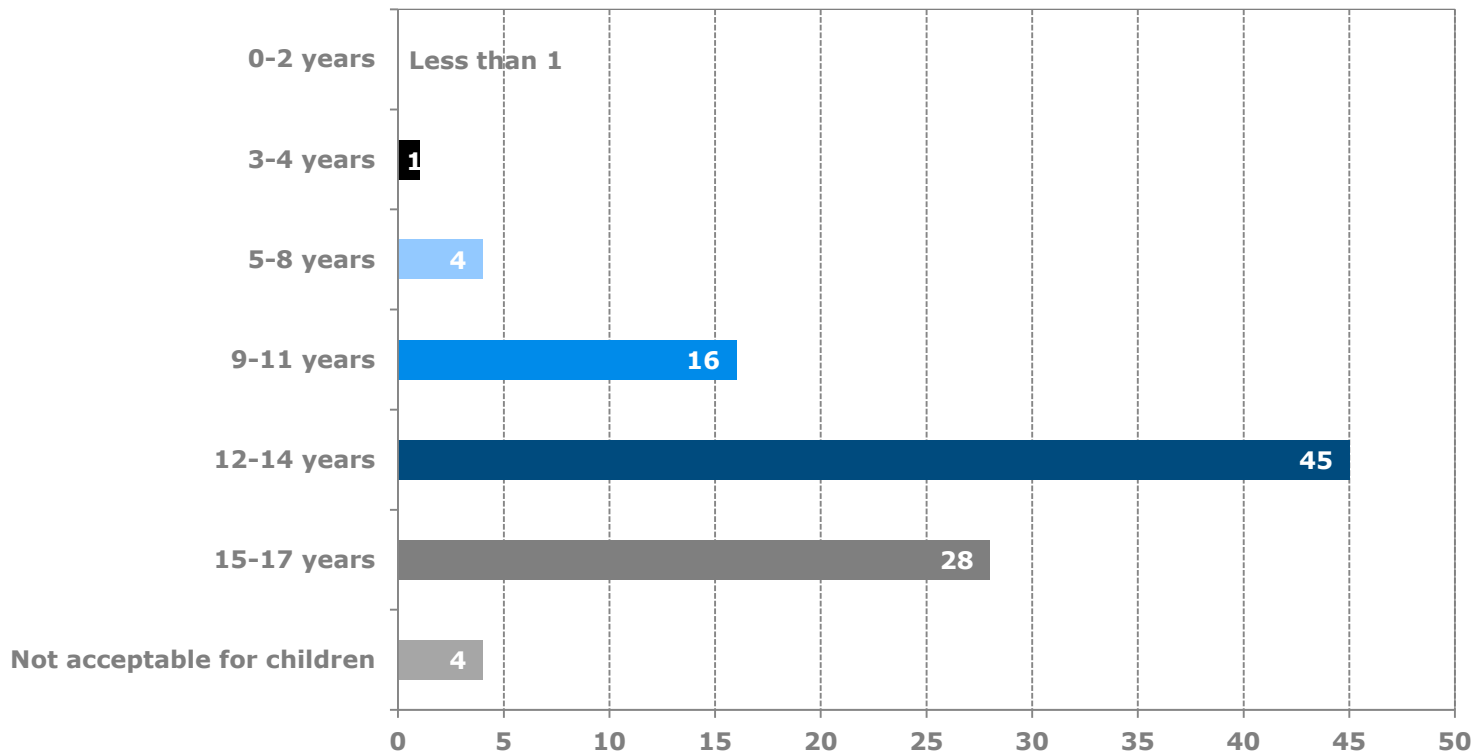
Base: n=879 parents of 4- to 6-year-olds.



At what age it is acceptable for a child to have its own smartphone?



Parents' responses, 0-17 years, USA, 2020, selection (percentages)



Source: Pew Research: Parenting Children in the Age of Screens 2020, p. 8.

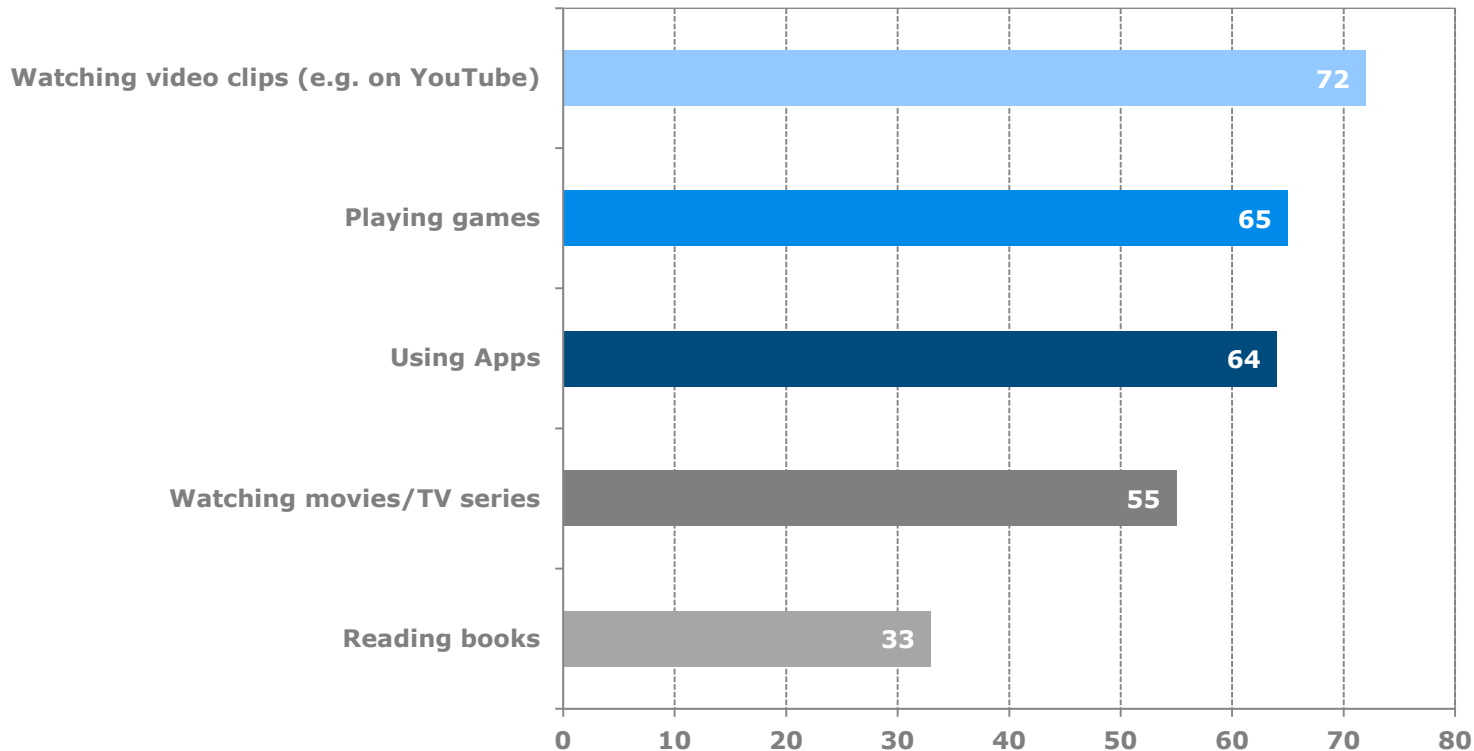
Base: n=3,640 parents with 0- to 17-year-old children.



Usage of mobile devices among children in the USA



0-8 years, USA, 2020, selection (percentages)



Source: Common Sense Media: The Common Sense Census: Media Use by Kids Age Zero to Eight 2020, p. 25.

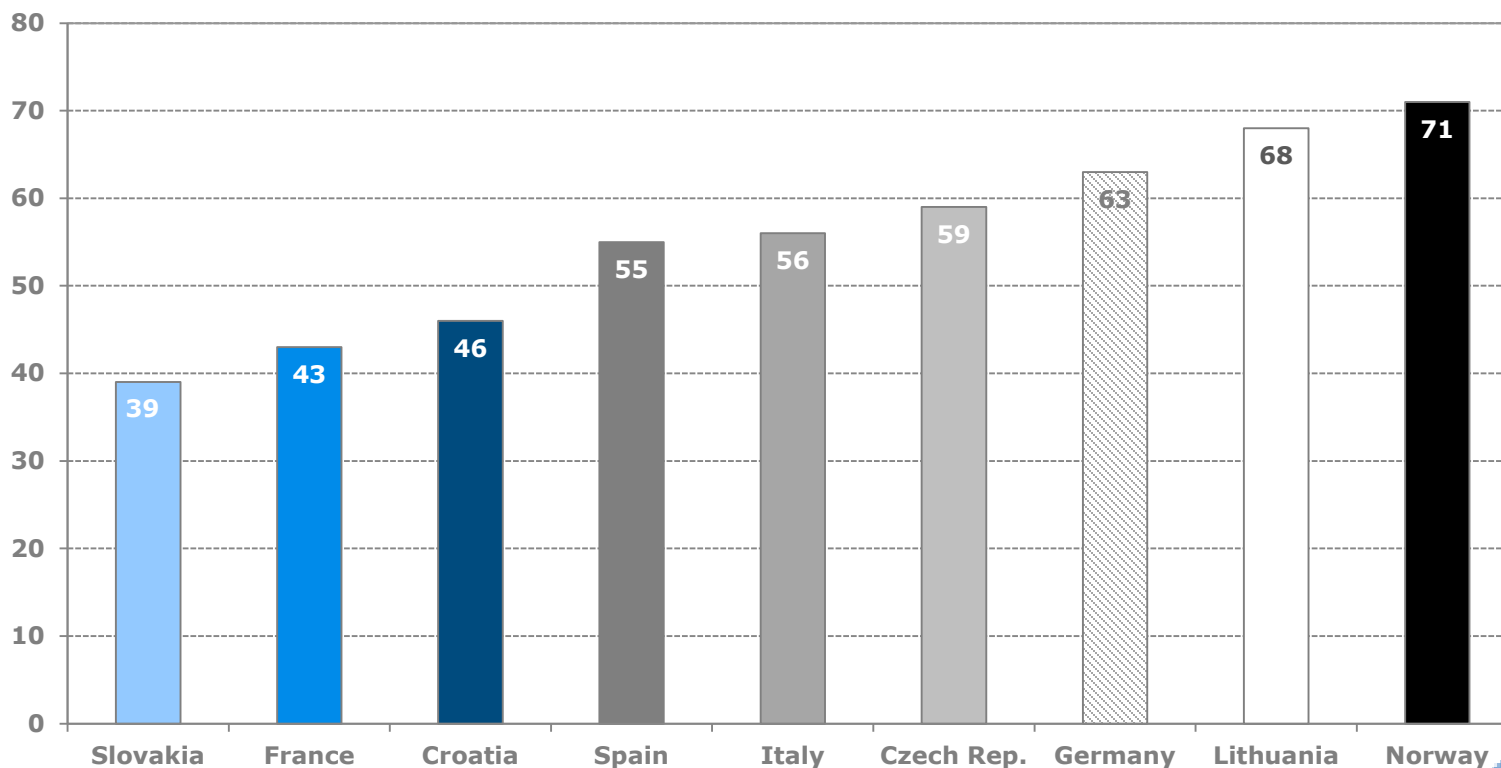
Base: n=1,440 parents with 0- to 8-year-old children.



How many adolescents use their smartphones to access the internet?



By country, 9-16 years, 2017-2019, selection (percentages)
Multiple times per day/always



Source: Smahel et al.: EU Kids Online 2020, p. 20.

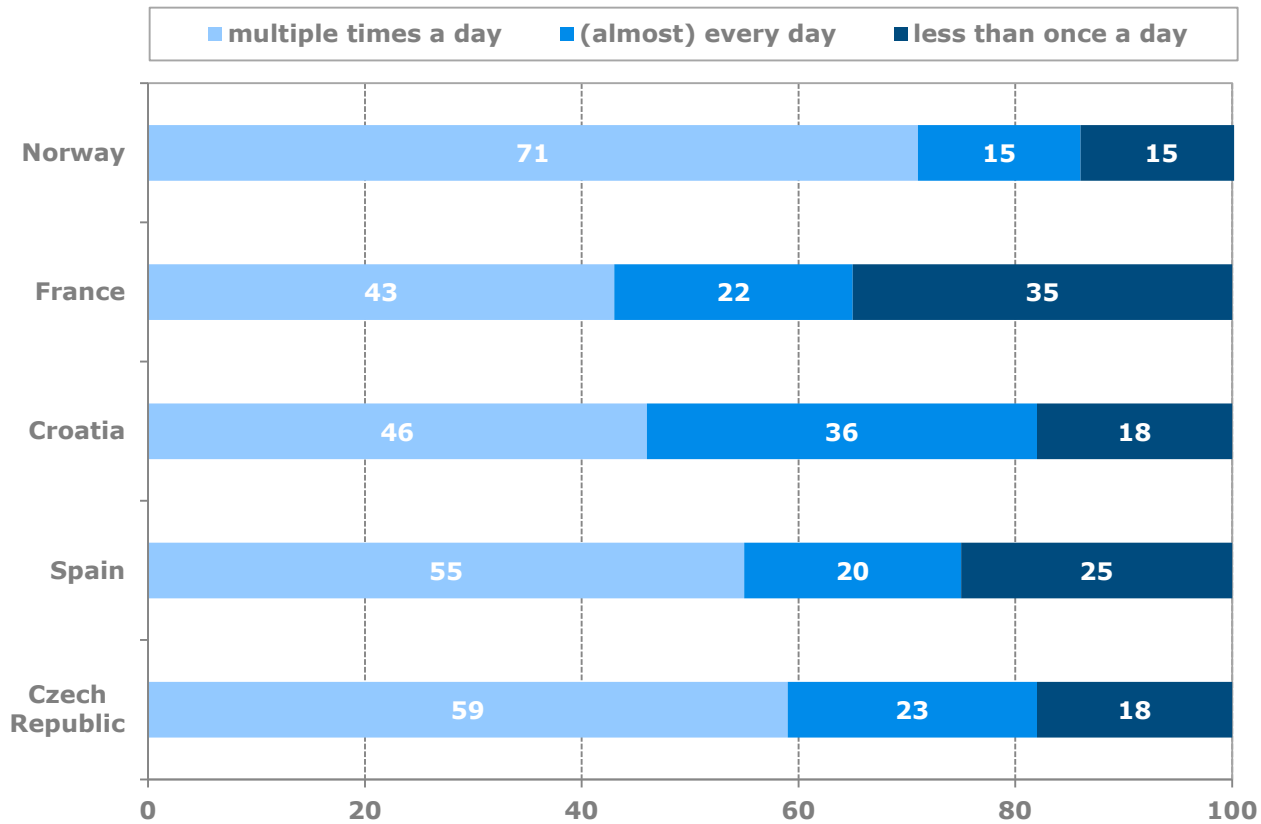
Base: n=21,964, 9-16 years, Internet users.



How often do young people access the internet by phone?



By country, 9-16 years, 2017-2019, selection (percentages)



Source: Smahel et al.: EU Kids Online 2020, p. 20.

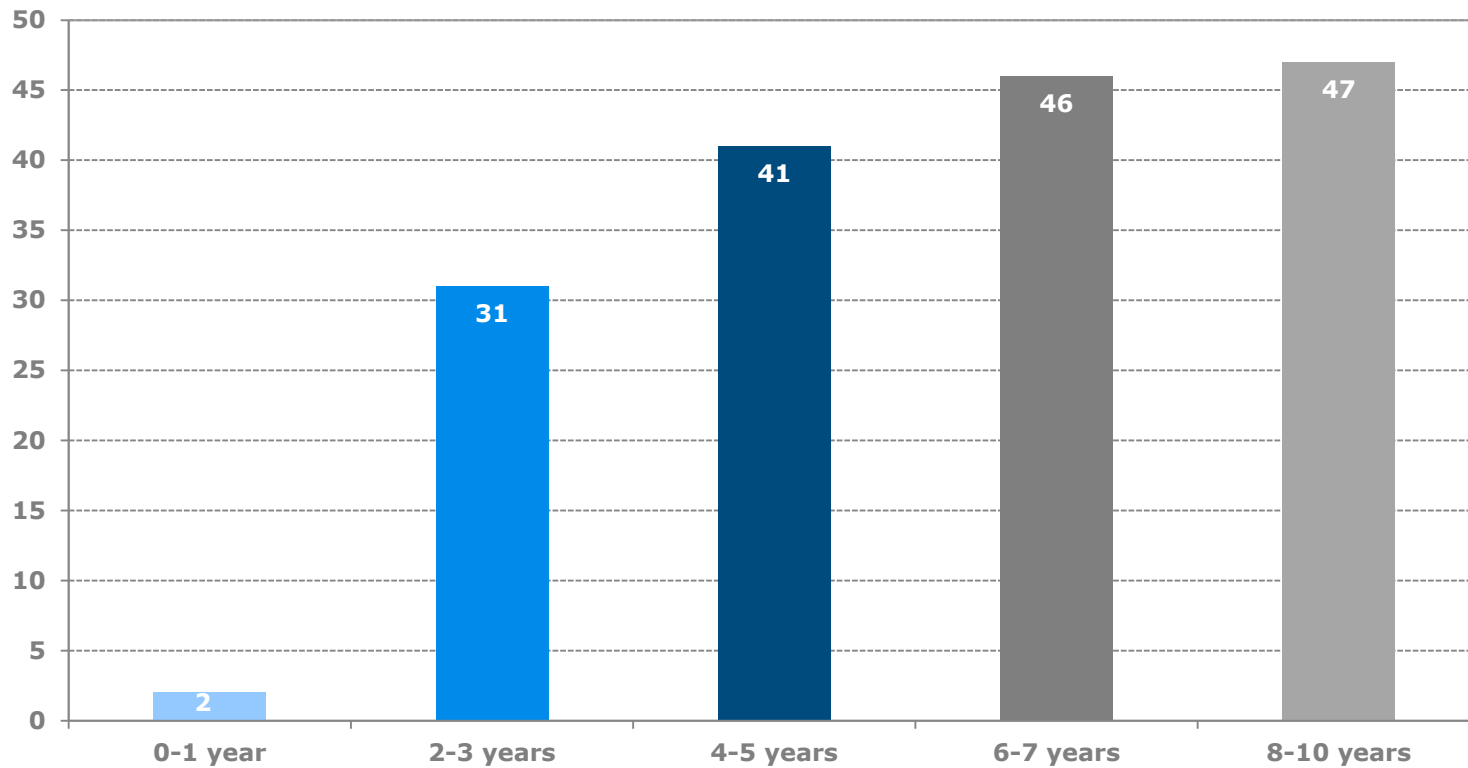
Base: n=21,964, 9-16 years, Internet users.



Daily usage of a tablet for internet access in Sweden



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

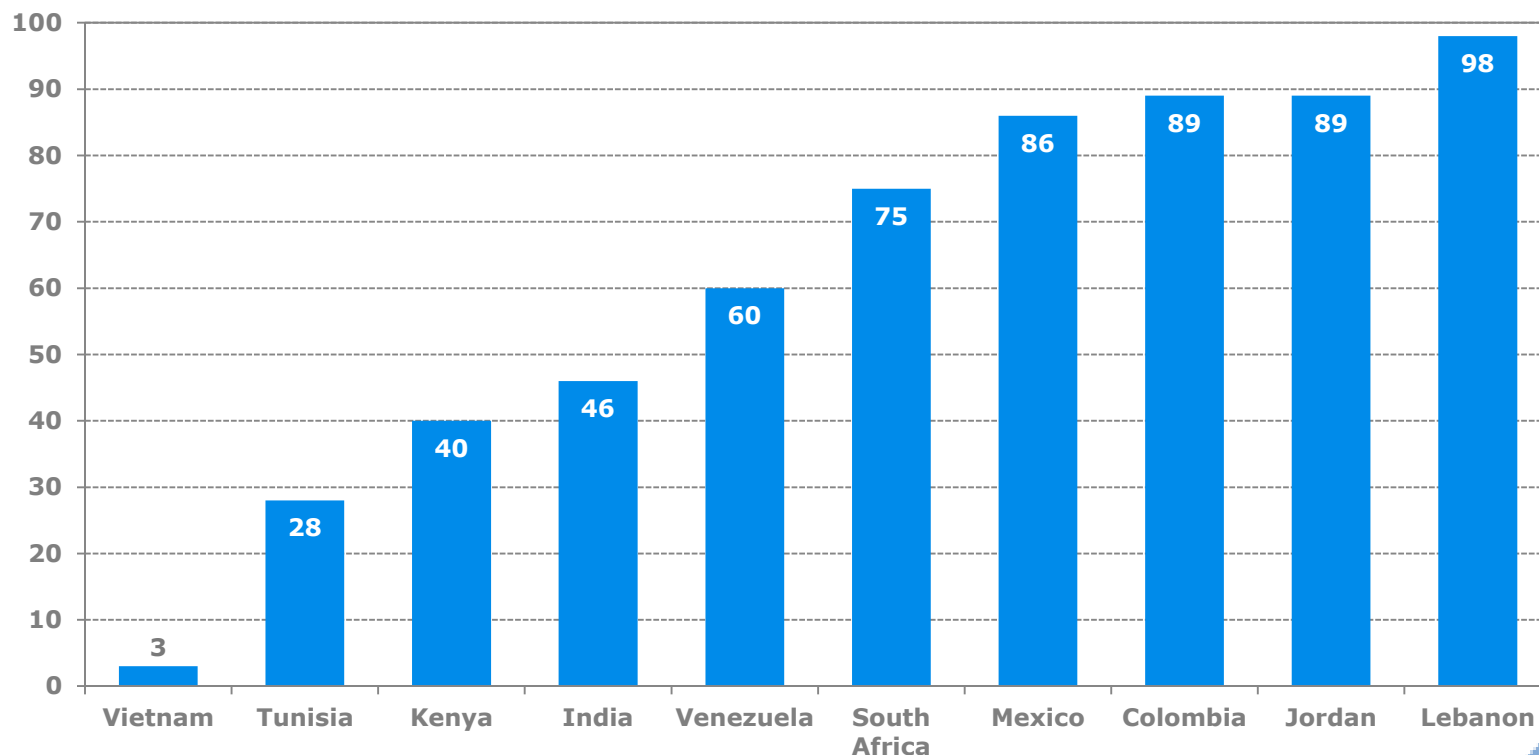


Source: Internet stiftelsen:
svenskarna och Internet 2018, p. 64.

Base: n=603 parents of 0- to 10-year-olds.

Use of WhatsApp in emerging countries

18-29 years, 2018, selection (percentages)
"Currently I use WhatsApp."



Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 25.

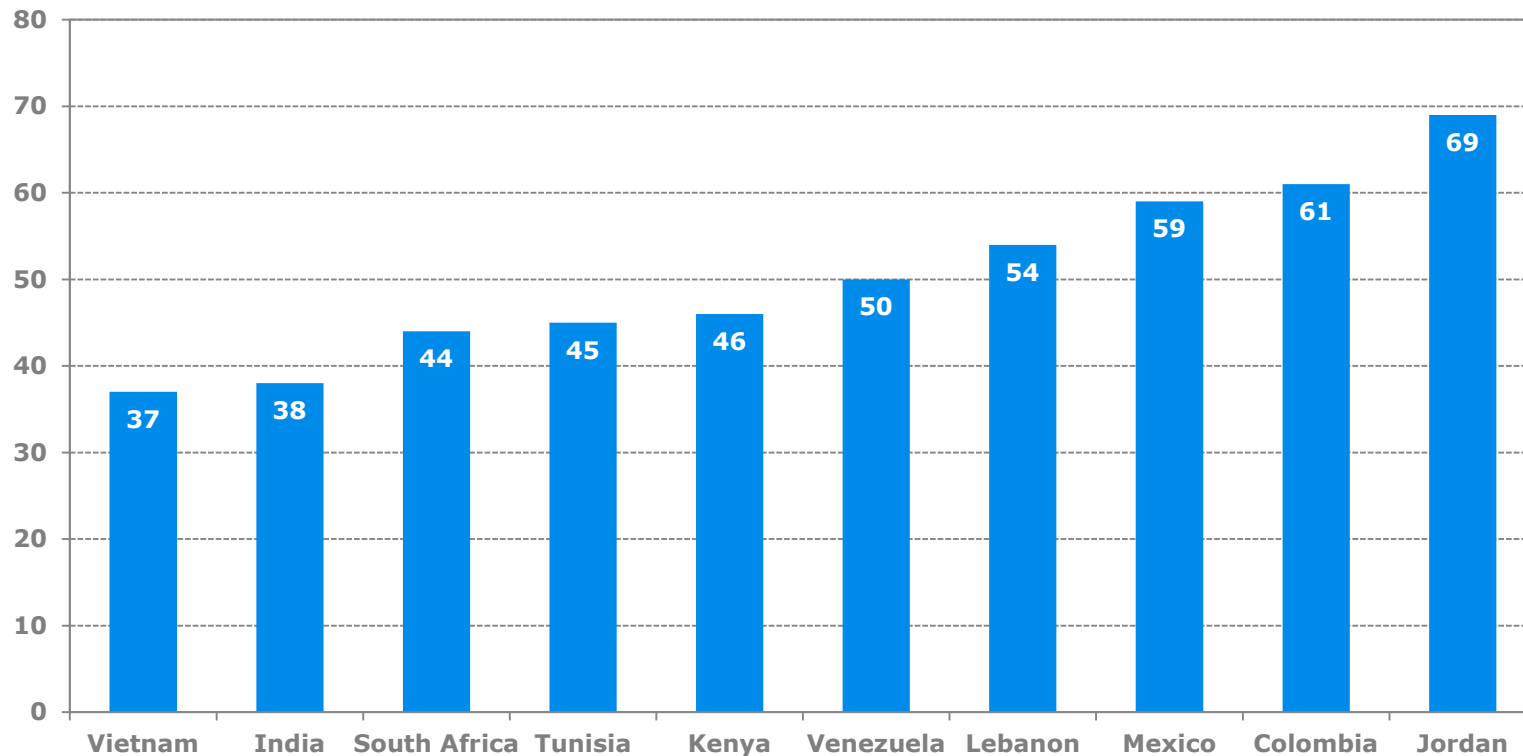
Base: Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500, Tunisia n=2532; 18+ years, 18- to 29-year-olds.

Media education in emerging countries: control of the child's mobile phone usage through the parents



According to parents, 2018, selection (percentages)

"Did you ever check what your child is doing with its smartphone or what it watches?"



Source: Pew Research Center: Mobile Connectivity in Emerging Economies 2019, p. 46.

Base: 18+ years; only parents whose children use a mobile phone. Colombia n=2,487, India n=3,505, Jordan n=2,501, Kenya n=2,508, Lebanon n=2,442, Mexico n=2,220, South Africa n=2,466, Venezuela n=2,474, Vietnam n=2,500, Tunisia n= 2,532; 18+ years, 18- to 29-year olds.

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