

Media usage – Nordic Media Policy 2-2009

Excerpts from Nordic media usage surveys

Overview

Six to seven hours - about a quarter of the hours in a day. This is the average daily gross time spent on the media by Nordic media users, according to comprehensive Nordic media surveys such as the Norwegian and Swedish media barometers. Gross time is the sum of the users' own perception of time spent on specific media. This does not take into consideration that multiple media can be used simultaneously. For example, a TV set may be switched on when an internet-connected PC is in use.

In Sweden, 26% of the gross time was spent on TV, 25% on radio, 19% on the Internet, 8% listening to music (CD, mp3, etc.) and 8% on newspaper reading (all 2008 figures).

http://www.nordicom.gu.se/eng_mt/filer/English_Mbar_2008.pdf

In Norway, 37% of the gross time was spent on TV, 21% on radio, 17% on the Internet, 10% listening to music (CD, mp3, etc) and 7% on newspaper reading (all 2008 figures).

http://www.ssb.no/english/subjects/07/02/30/medie_en/

For pan-Nordic information, visit **Nordicom's Comparative Nordic Media Statistics**

http://www.nordicom.gu.se/eng.php?portal=mt&main=nord_stats_translate.php&me=1

Internet usage 2008

The percentage of the Nordic population using the Internet is increasing, and is far higher than the European average level. According to Eurostat's latest Internet survey 60% of households in the European countries had Internet access in 2008. In Sweden, Iceland and Norway 84% of the population had Internet access, in Denmark 82%, Finland 72%, all according to Eurostat. On the bottom of the list was Greece, with 31%.

<http://europa.eu/rapid/pressReleasesAction.do?reference=STAT/08/169&format=HTML&aged=0&language=EN&guiLanguage=nl>

In the Nordic countries, the average share of the population who were Internet users range from 85% in Denmark (daily or almost daily), 71% in Norway, 68% in Sweden (all daily) to 66% in Finland (daily or almost daily).

Daily reading of newspapers 2008 (Denmark 2006)

	Denmark (1)	Finland (2)	Norway (3)	Sweden (4)
All, an average day	72% (over 12 years)	79% (over 12 years, down from 81% in 2007)	68% (over 9 years, down from 84% in 1991)	77% (over 9 years, down from 84% in 1990)
Younger age groups – an average day	59% (12-30 years)	66% (20-24 years, down from 70% in 2007)	51% (16-24 years, down from 84% in 1991)	60% (15-24 years, down from 78% in 1990)
Older age groups – an average day	83% (over 60 years)	87% (over 65 years, down from 88% in 2007)	84% (67-79 years, down from 88% in 1991)	93% (65-79 years, up from 89% in 1990)
Time usage daily newspaper reading – all			27 minutes (9-79 years, down from 39 minutes in 1994)	36 minutes (9-79 years, as in 1995)
Time usage daily newspaper reading – younger people			12 minutes (16-24 years, down from 26 minutes in 1994)	22 minutes (15-24 years, down from 26 minutes in 1995)
Time usage daily newspaper reading – the oldest ones			55 minutes (67-79 years, down from 65 minutes in 1994)	53 minutes (65-79 years, down from 55 minutes in 1995)

(1) TNS Gallup – Denmark.

(2) The Finnish Newspapers Association

(3) The Norwegian media barometer 2008

http://www.ssb.no/english/subjects/07/02/30/medie_en/

(4) Nordicom-Sweden's Media Barometer 2008

http://www.nordicom.gu.se/eng_mt/filer/English_Mbar_2008.pdf

Daily Internet usage 2008 (Denmark and Finland daily or almost daily)

	Denmark (1)	Finland (2)	Norway (3)	Sweden (4)
All, an average day	85% (12-74 years)	66% (16-74 years)	71% (9-79 years, up from 18% in 1999)	68% (9-79 years, up from 31% in 1999)
Younger age groups - an average day	90% (20-39 years)	80%	87% (16-24 years, up from 27% in 1999)	86% (15-24 years, up from 45% in 1999)
Older age groups – an average day	72% (60-74 years)	60% (65-74 years)	29% (67-79 years, no registered users in 1999)	39% (65-79 years, up from 4% in 1999)
Time usage on average – all			65 minutes (9-79 years, 18 minutes in 2000)	101 minutes (9-79 years, 62 minutes in 1999)
Time usage daily – younger users			104 minutes (16-24 years, 32 minutes in 2000)	141 minutes (15-24 years, 63 minutes in 1999)
Share daily use of newspapers’ net versions	62% (12-74 years)	Over 50% (16-74 years)	50% (9-79 years)	25% (9-79 years)
Share daily use of newspapers’ net versions – younger users	70% (20-39 years)		59% (25-44 years)	32% (25-44 years)
Share highly educated users	90%		86% (33% in 1999)	78% (50% in 1999))
Share – users with a low education	80%		52% (9% in 1999)	38% (10% in 1999)

(1) Statistics Denmark.

http://www.dst.dk/HomeUK/Statistics/focus_on/focus_on_show.aspx?sci=707

(2) Statistics Finland.

http://www.stat.fi/til/sutivi/2008/sutivi_2008_2009-04-27_tie_002_en.html

(3) The Norwegian media barometer 2008

http://www.ssb.no/english/subjects/07/02/30/medie_en/

(4) Nordicom-Sweden's Media Barometer 2008

http://www.nordicom.gu.se/eng_mt/filer/English_Mbar_2008.pdf

Daily use of news programmes on TV - 2008

	Norway (1)	Sweden (2)
Share of all TV users in the population - an average day	52% (9-79 years, down from 67% in 2000)	41% (9-79 years, down from 55% ca. 2000)
Younger age groups	20% (16-24 years)	12% (15-24 years)
Older age groups	75% (45-54 years)	54% (45-64 years)
High education	70%	49%
Low education	58%	58%
Share of population that watch TV an average day	80% (9-79 years, 81% in 1991)	85% (9-79 years, 84% in 1993)
Time usage TV	142 minutes (9-79 years, 114 minutes in 1991)	113 minutes (9-79 years, 124 minutes in 1993)

(1) The Norwegian media barometer 2008

http://www.ssb.no/english/subjects/07/02/30/medie_en/

(2) Nordicom-Sweden's Media Barometer 2008

http://www.nordicom.gu.se/eng_mt/filer/English_Mbar_2008.pdf