

The
Media
barometer
2013

Special Issue: Young People and Media

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The Media Barometer is a collaboration between Nordicom and

Dagens Nyheter
Göteborgs-Posten
.SE (Stiftelsen för Internetinfrastruktur)
Sveriges Radio
Sveriges Television
Utbildningsradion

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About the Media Barometer

The Media Barometer

The Media Barometer provides unique data on peoples use of media in Sweden, from 1979 onward.

The Media Barometer is an annual measure of the reach of various media in Sweden – i.e., the share of the population that partakes in radio, television, teletext, video, cinema, CDs, mp3, morning newspapers, evening tabloids, weekly and monthly magazines and books – presented for an average day during the year. Media use is measured irrespective of distribution technology; radio and television via the web and mobile telephones, web editions of newspapers, audiobooks and social media are all included.

The aim is to provide serial data that describe trends and changes in people's media use. The measures are based on telephone interviews with a random sample of the population aged 9-79 years.

The Media Barometer measures actual contact with the public. That is to say, the focus rests not on people's media habits but on actual behaviour during a given period of time. In technical terms, the measures may be said to focus on 'recency' rather than 'frequency', i.e., the regularity of media use. Respondents are asked about their media behaviour 'yesterday'; that is, the day preceding the interview forms the temporal unit of measure of media consumption. Did they read a morning newspaper? Did they watch television?

Respondents who report having used a given medium 'yesterday' are asked how long they used it. Obviously, this is a gross measure based, what is more, on subjective estimates, but it does allow us to study trends.

Facts

Survey: Telephone interviews

Period: 42 days throughtout the year

Unit of observation: Individuals

Methodological approach: Quantitative

Number of cases: 4500

Nature of the sample: Representative sample of the Swedish population aged 9-79.

About the Media Barometer

Definitions

Radio: Refers to all listening to radio, including web radio and podcasts, whether or not it is the prime activity; listening in the workplace and listening while driving, for example, are included.

Music : Includes all listening to mediated music, concerts and live music are not included.

Television: Includes viewing of TV; cable TV, satellite TV, pay TV, online TV, mobile TV, recorded television programs and streaming TV. Teletext is not included.

Teletext: Includes both use of teletext information pages and use of the special program subtitling that accompanies some programs.

Film: Refers to all viewing of films, including cinema, movies through the Internet and DVD/video.

Morning newspapers: Includes all papers that are published and distributed in the morning and appear at least once a week; includes all subscribed papers in metropolitan cities and the provinces. Free morning newspapers are included, as well as web editions of morning newspapers.

Evening tabloids: 'Evening tabloid' is any of the four titles, *Aftonbladet*, *Expressen*, *GT* and *Kvällsposten*, printed or web edition.

Popular magazines: Includes traditional family magazines, youth magazines, and comics – monthlies as well as weeklies.

Specialized, professional magazines: Professional magazines are work-related magazines and technical journals. Specialized magazines address themes of particular interest to their readers, printed or web edition.

Books: Includes all genres of literature, juvenile and textbooks, in print , recorded and e-books.

Internet: 'Total Internet use' is the sum of use at home, at work, in school and 'elsewhere' , both work-related and private uses.

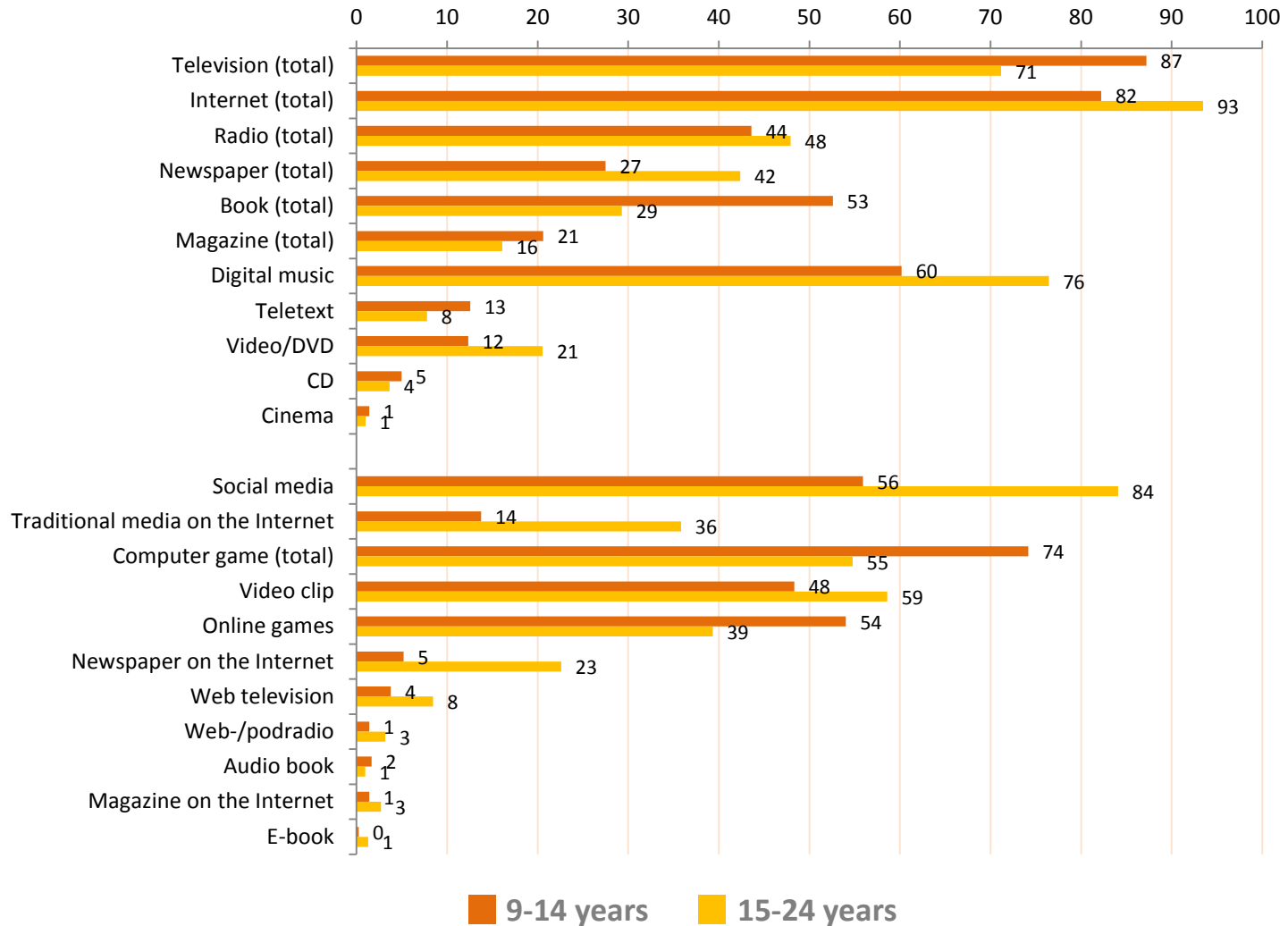
Social media: Refers to any use of social networks, online communities, discussion forums, chat groups or blogs, all devices included.

Computer games: Refers to games to personal computers, televisions, mobile phones and other gaming devices.

Video clip: Refers to watching video clips on the Internet, all devices included.

All media

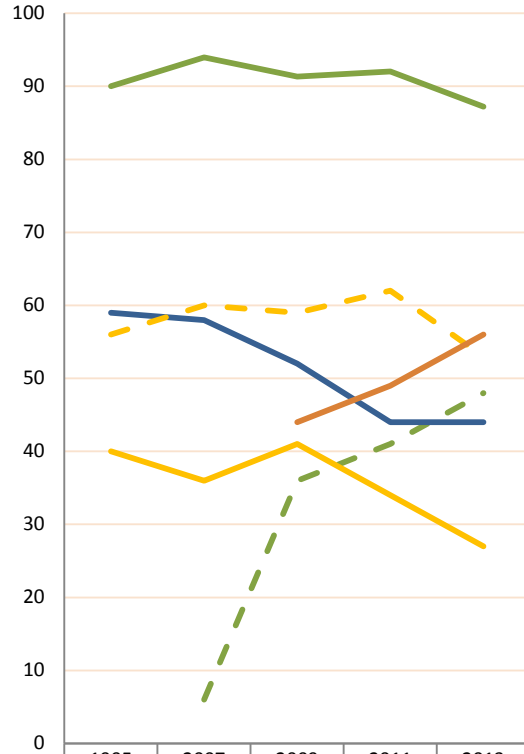
Figure 1. Share of the young population who use different media the average day 2013 (per cent)



Media use

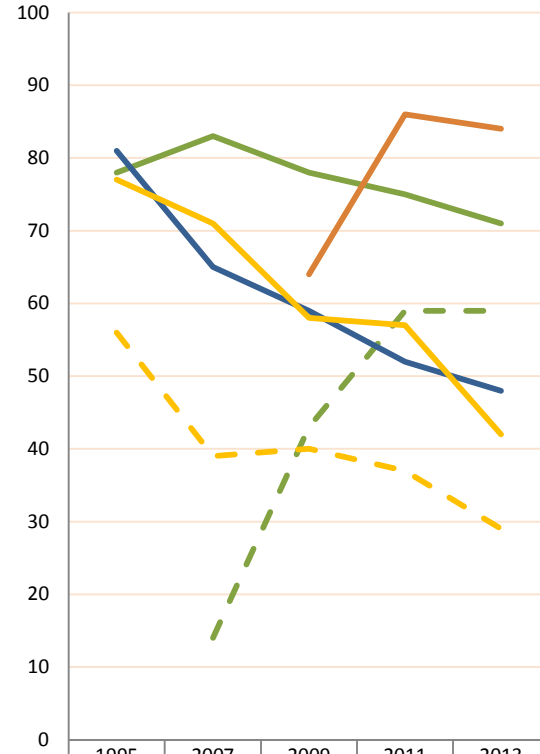
Figure 2. Share of the young population who use different media the average day 2007-2013 (per cent)

9-14 years



	1995	2007	2009	2011	2013
Television	90	94	91	92	87
Video clip		6	36	41	48
Radio	59	58	52	44	44
Newspaper	40	36	41	34	27
Book	56	60	59	62	53
Social media			44	49	56

15-24 years

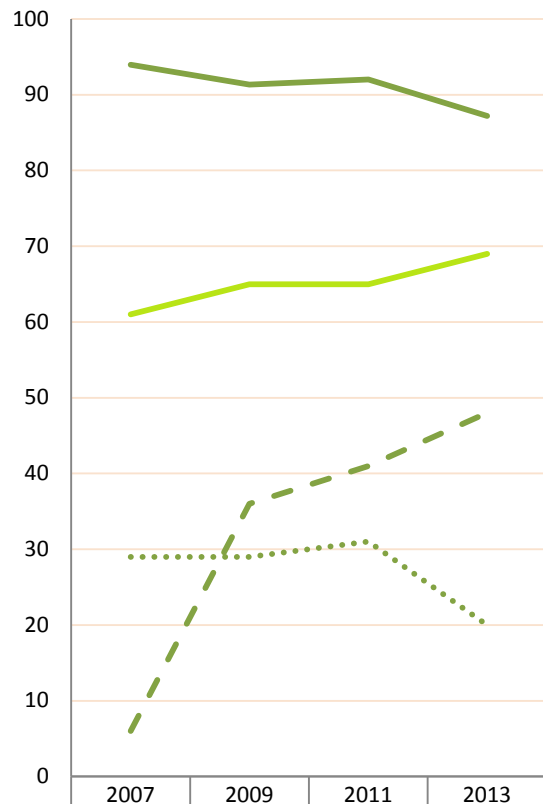


	1995	2007	2009	2011	2013
Television	78	83	78	75	71
Video clip		14	43	59	59
Radio	81	65	59	52	48
Newspaper	77	71	58	57	42
Book	56	39	40	37	29
Social media			64	86	84

Television

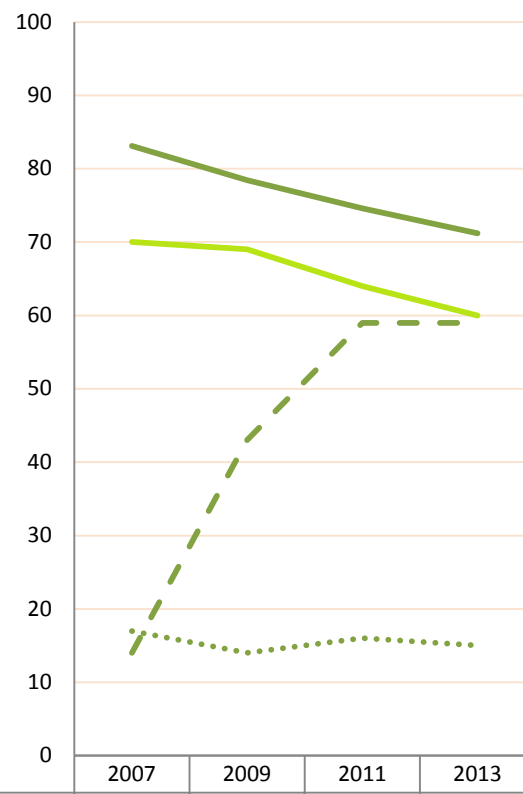
Figure 3. Viewers the average day 2007-2013 (per cent)

9-14 years



	2007	2009	2011	2013
Television (total)	94	91	92	87
Commercial TV	61	65	65	69
Public service TV	29	29	31	20
Video clip	6	36	41	48

15-24 years

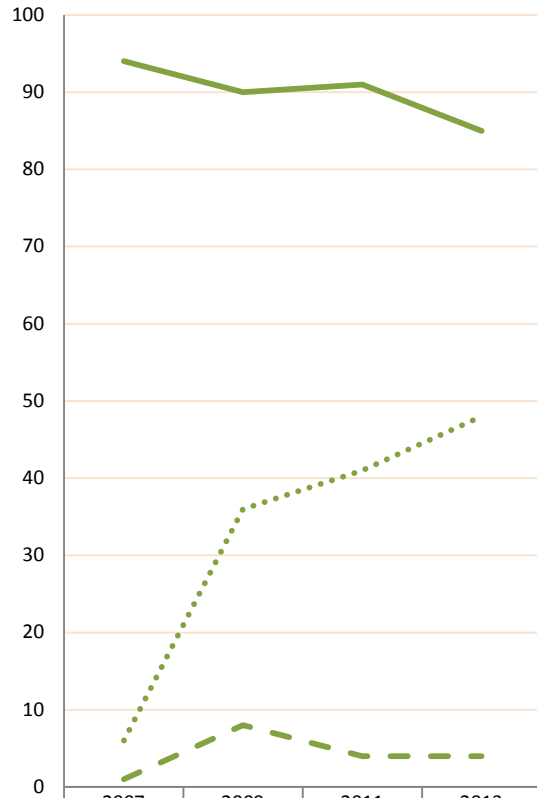


	2007	2009	2011	2013
Television (total)	83	78	75	71
Commercial TV	70	69	64	60
Public service TV	17	14	16	15
Video clip	14	43	59	59

Television

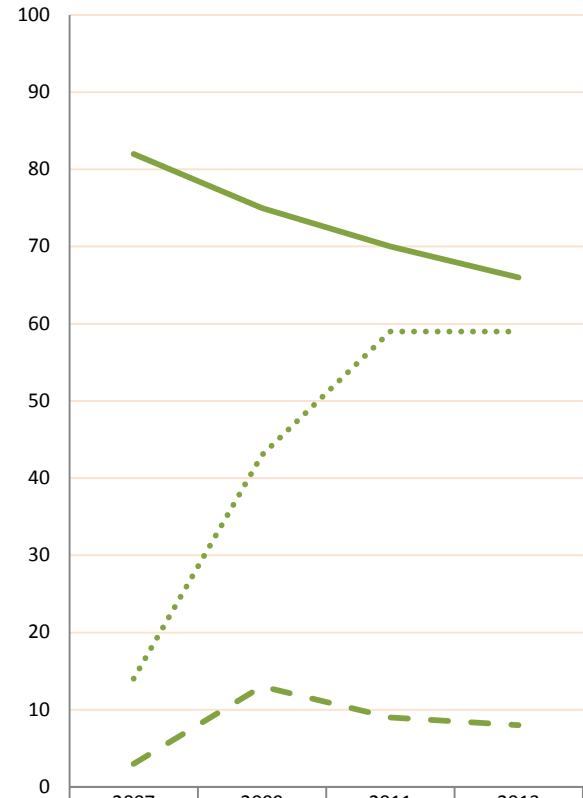
Figure 4. Viewers the average day 2007-2013 (per cent)

9-14 years



	2007	2009	2011	2013
Linear television	94	90	91	85
Web TV	1	8	4	4
Video clip	6	36	41	48

15-24 years

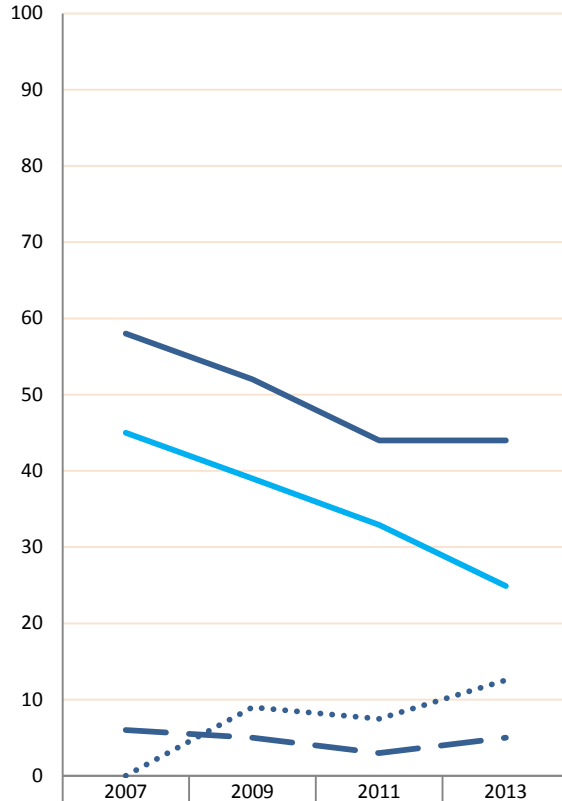


	2007	2009	2011	2013
Linear television	82	75	70	66
Web TV	3	13	9	8
Video clip	14	43	59	59

Radio

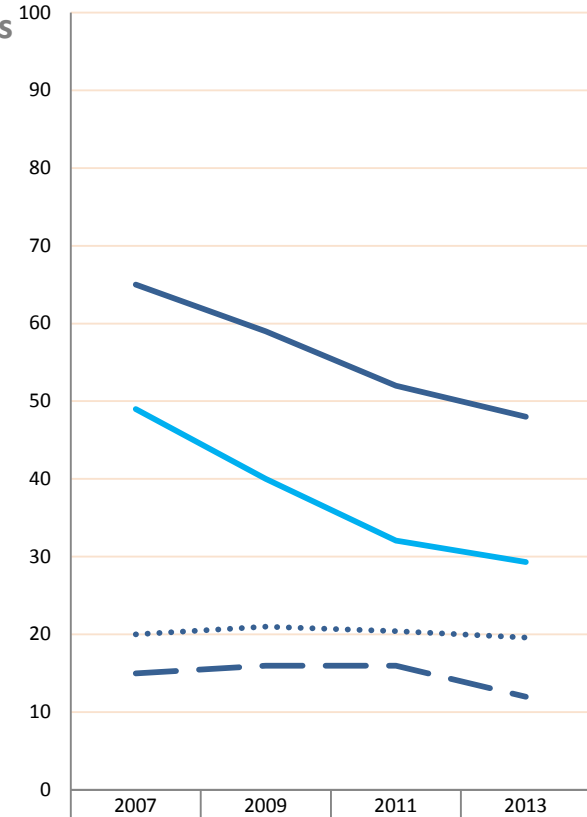
Figure 5. Listeners the average day 2007-2013 (per cent)

9-14 years



	2007	2009	2011	2013
Radio (total)	58	52	44	44
Commercial radio	45	39	33	25
Public service radio	0	9	7	13
SR/P3 (PSB channel)	6	5	3	5
Podcast				1

15-24 years

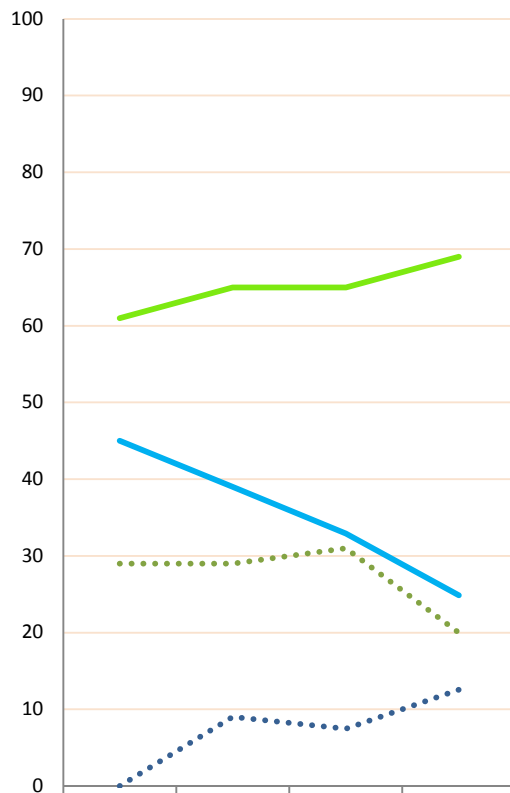


	2007	2009	2011	2013
Radio (total)	65	59	52	48
Commercial radio	49	40	32	29
Public service radio	20	21	20	20
SR/P3 (PSB channel)	15	16	16	12
Podcast				3

Television and Radio

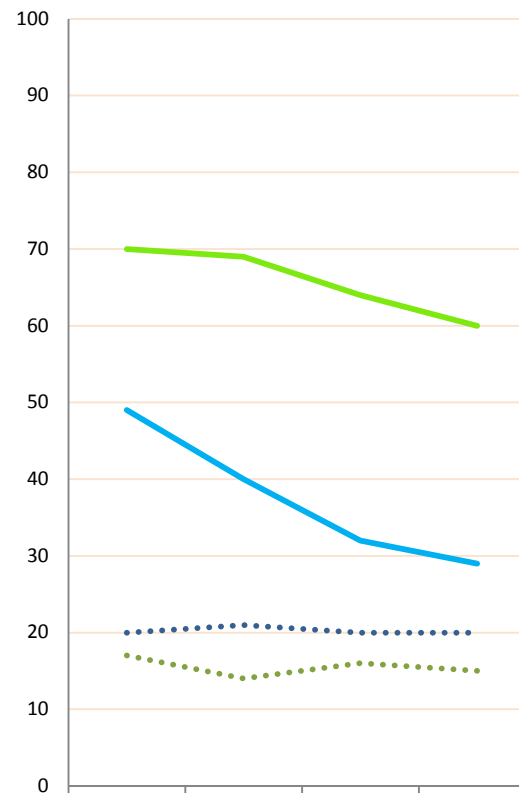
Figure 6. Viewers and listeners the average day 2007-2013 (per cent)

9-14 years



	2007	2009	2011	2013
Commercial TV	61	65	65	69
Public service TV	29	29	31	20
Commercial radio	45	39	33	25
Public service radio	0	9	7	13

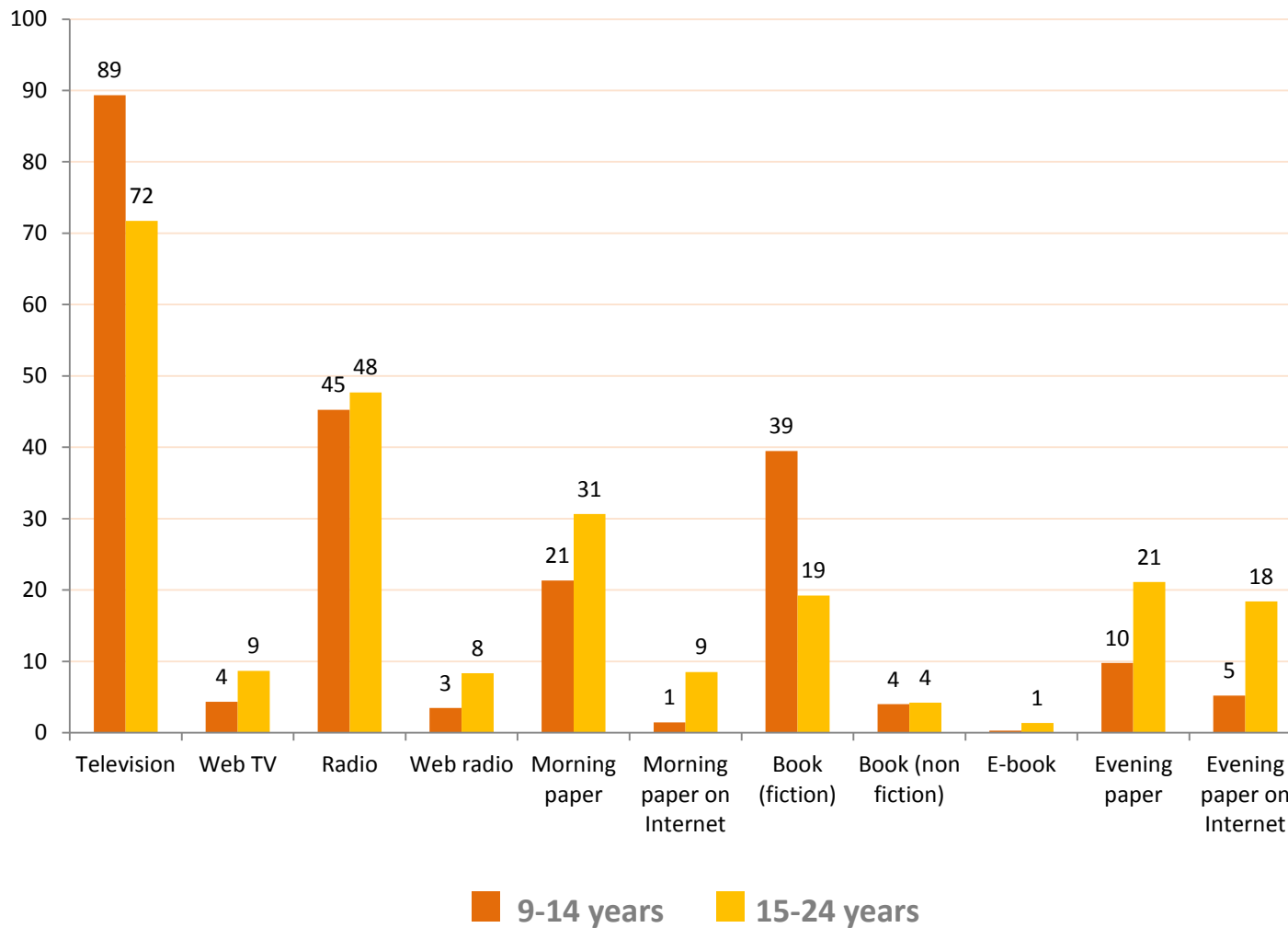
15-24 years



	2007	2009	2011	2013
Commercial TV	70	69	64	60
Public service TV	17	14	16	15
Commercial radio	49	40	32	29
Public service radio	20	21	20	20

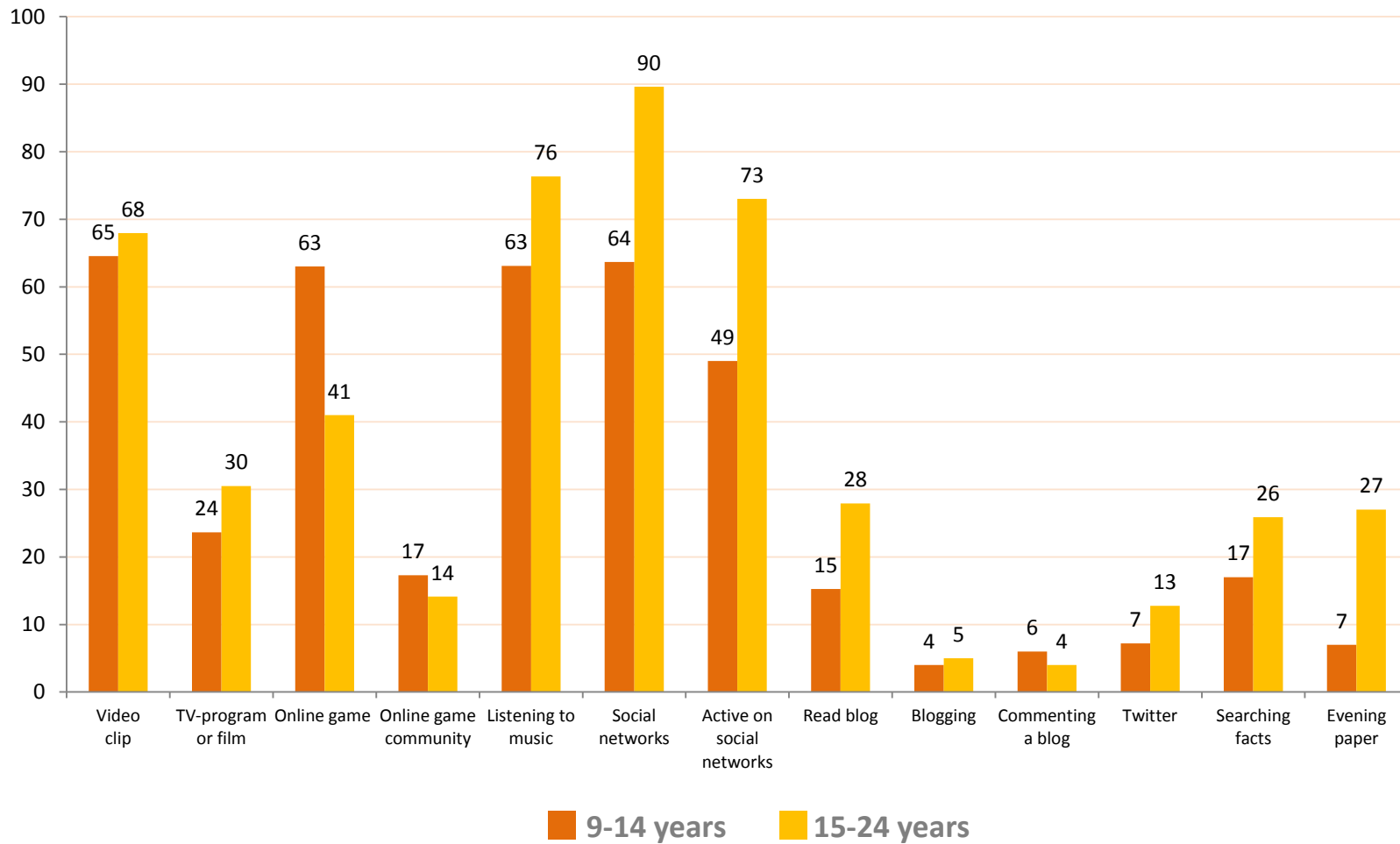
Internet users

Figure 7. Traditional media use among Internet users the average day 2013 (per cent)



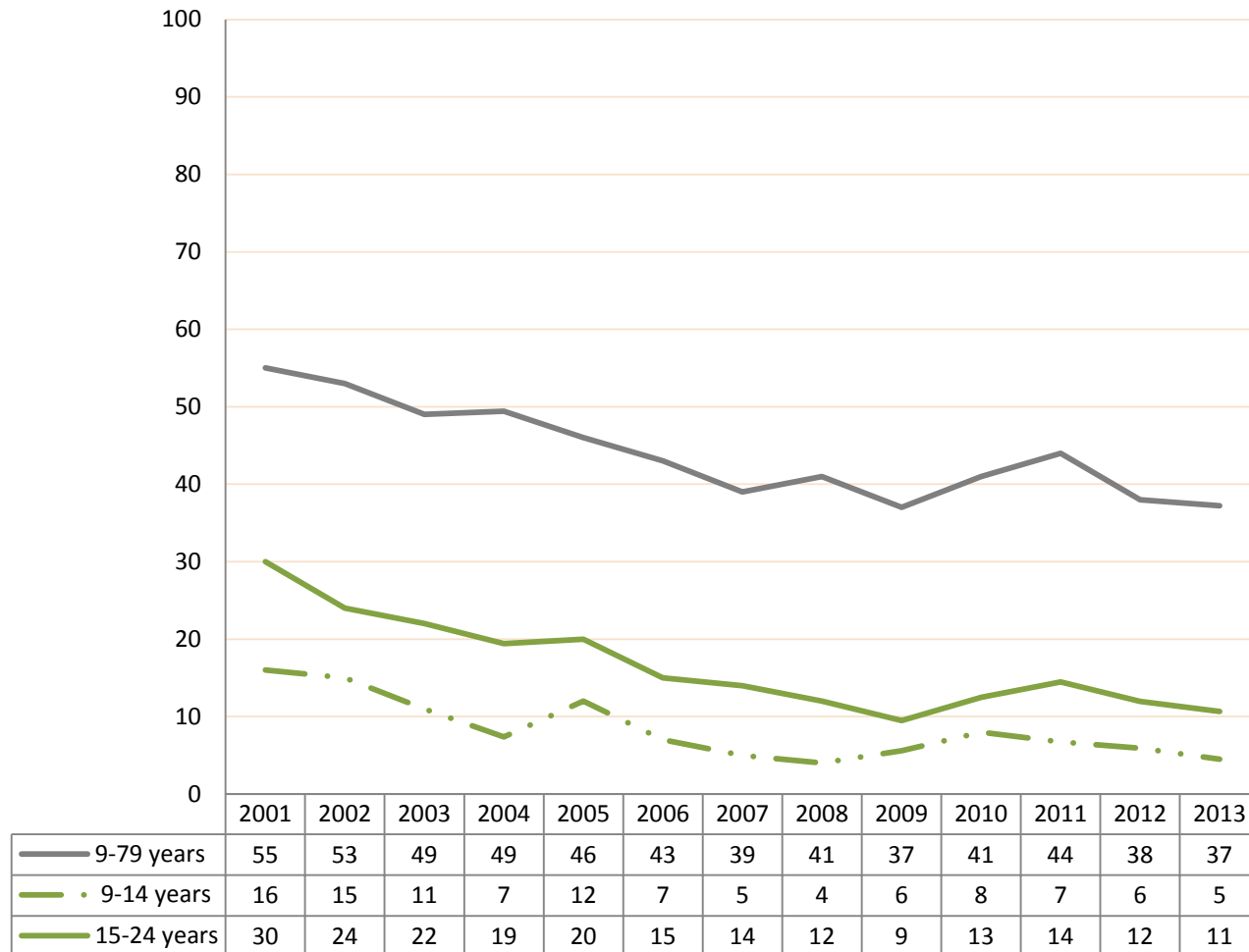
Internet users

Figure 8. Use of different online media among Internet users the average day 2013 (per cent)



News: Television

Figure 9. Viewers of TV news the average day 2001-2013 (per cent)



News: Newspaper

Figure 10. Readers of morning newspaper news the average day 2003-2013 (per cent)

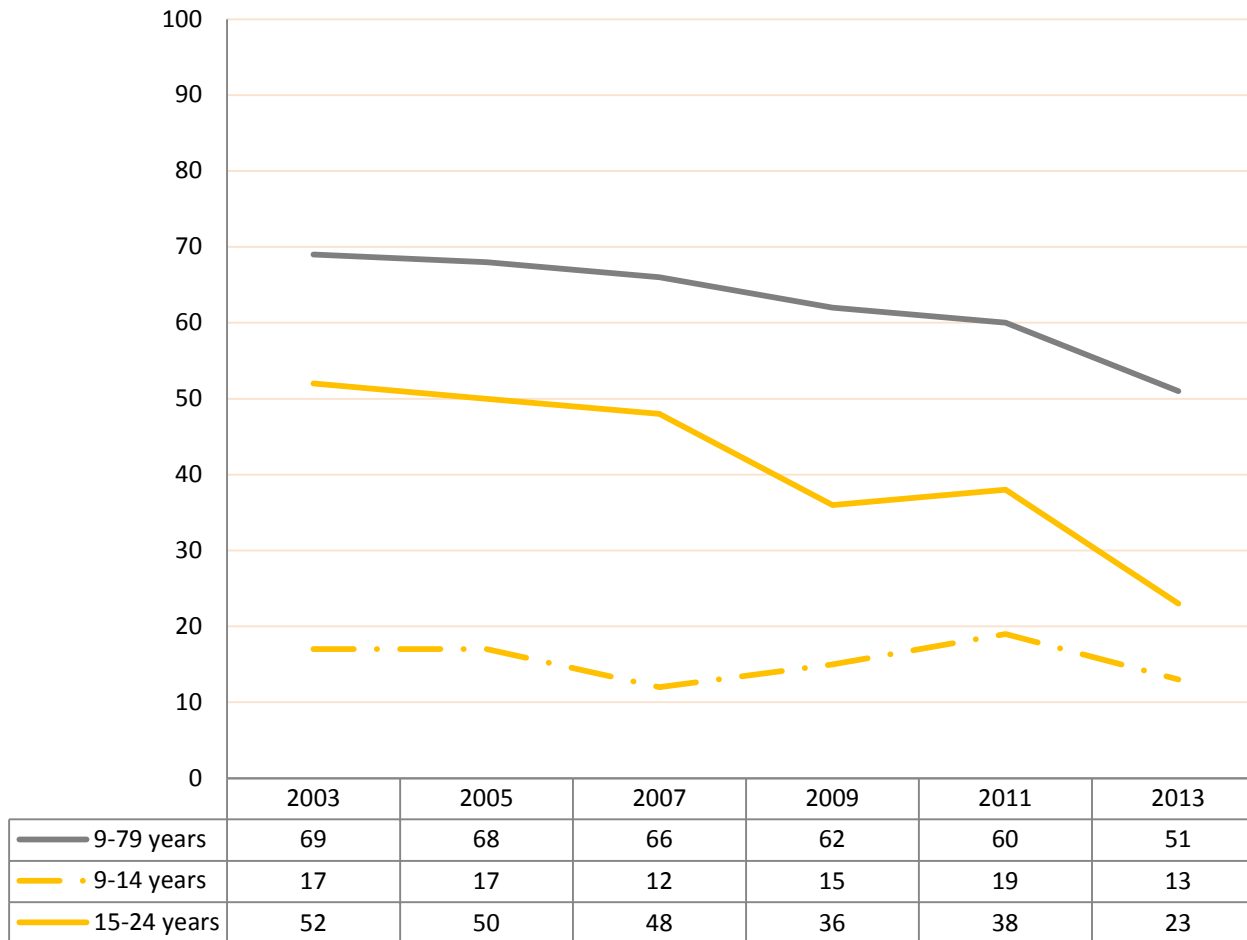
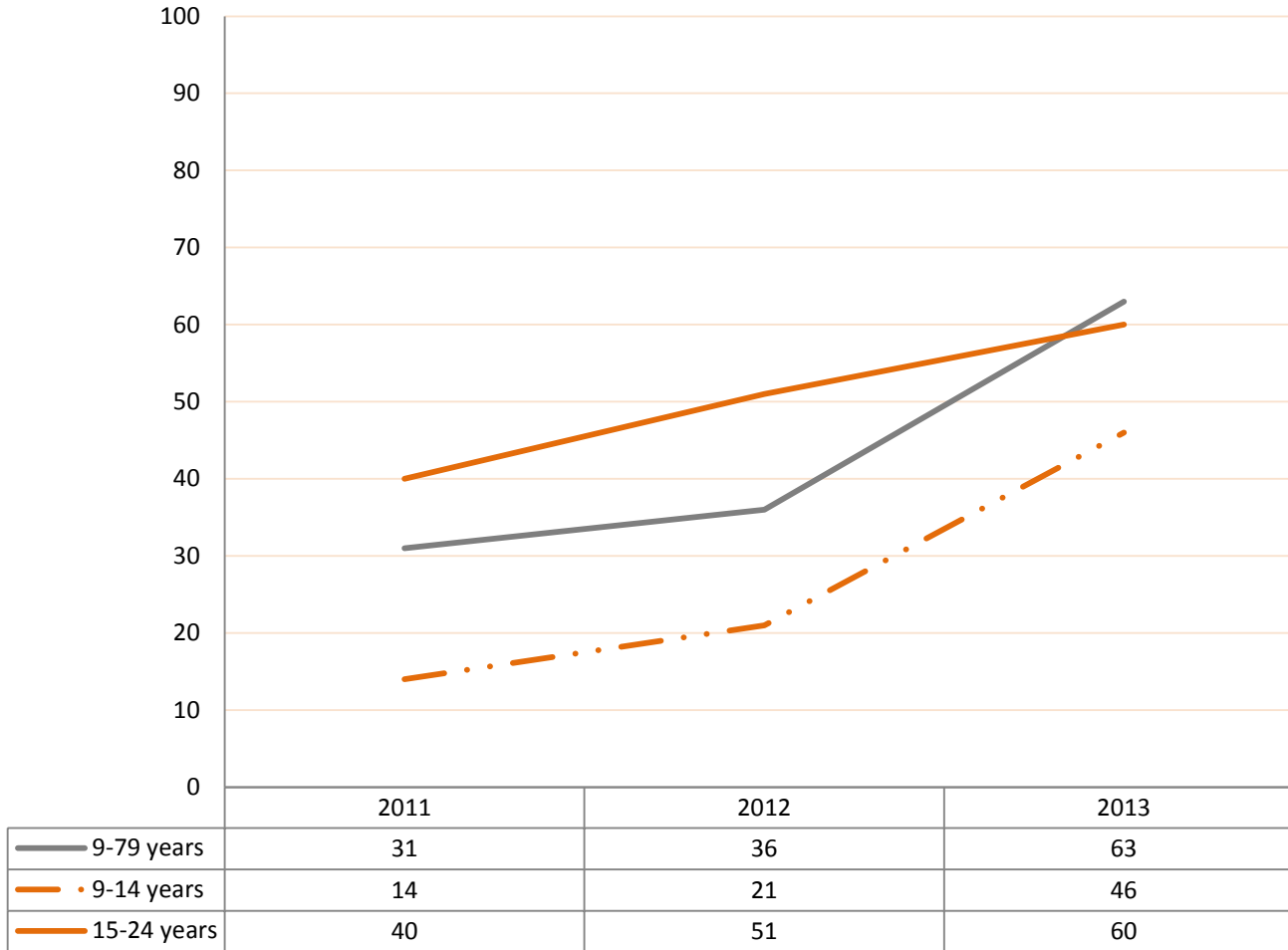
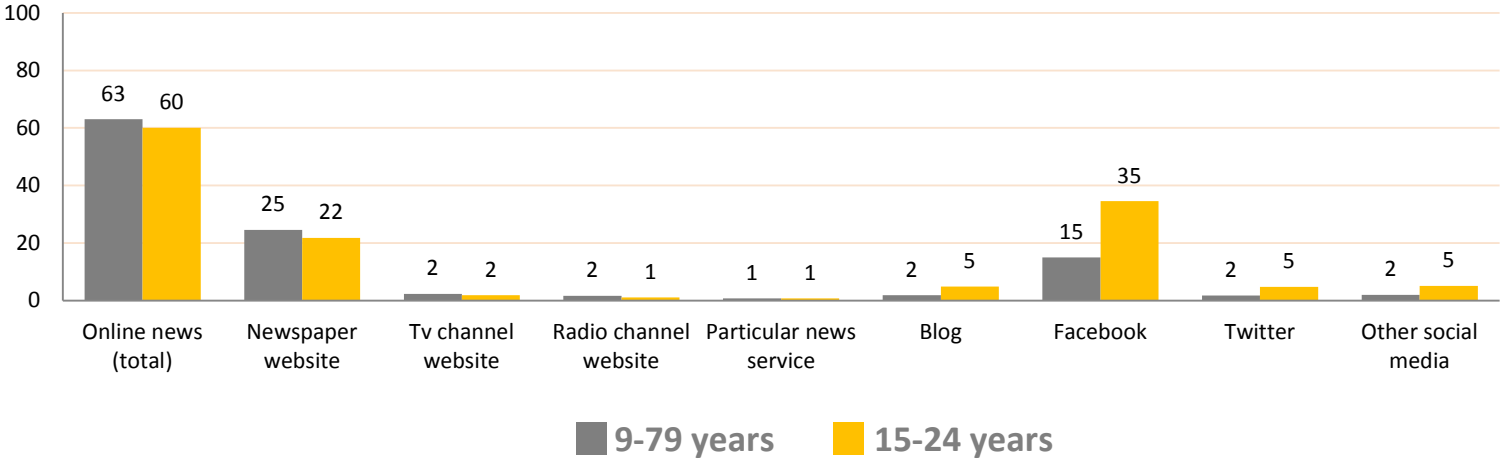
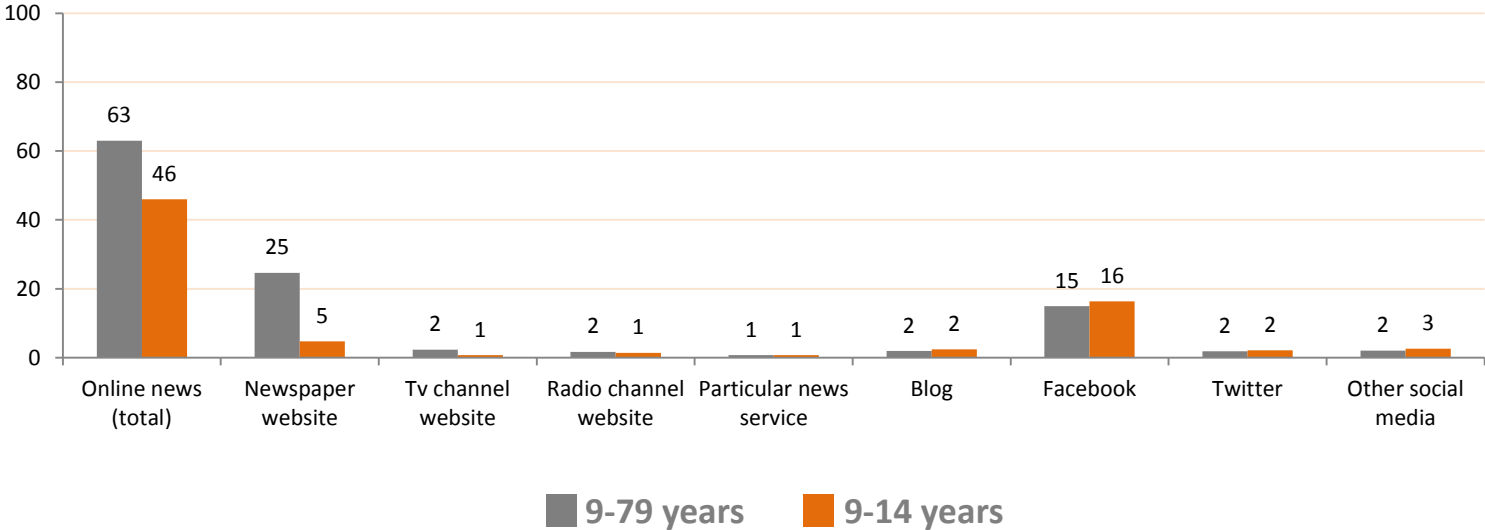


Figure 11. Online news the average day 2011-2013 (per cent)



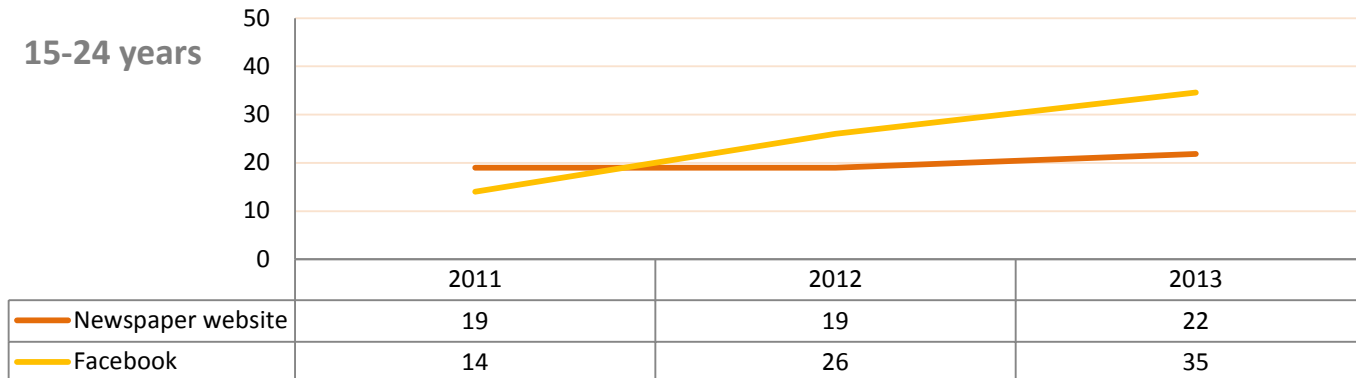
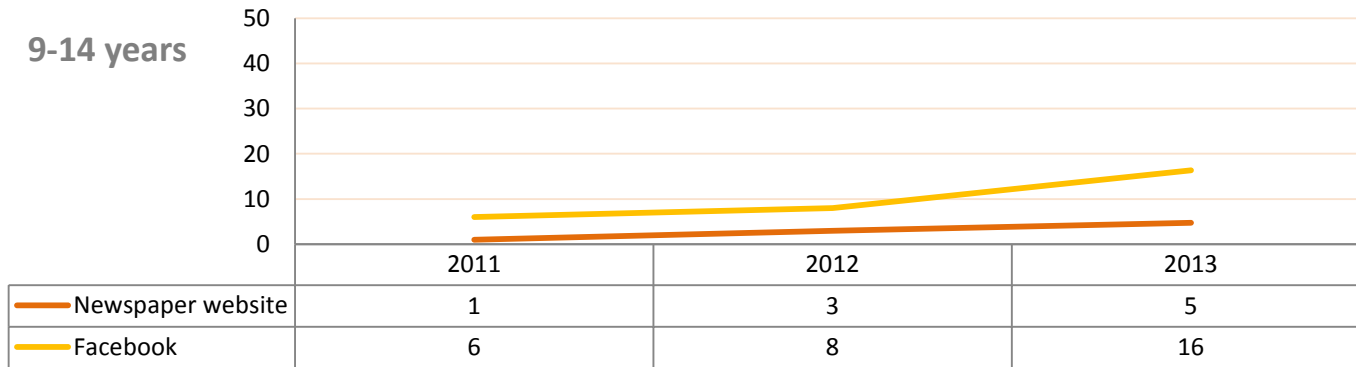
Online news by channel

Figure 12. Online news by channel the average day 2013 (per cent)



Online news: Newspaper website and Facebook

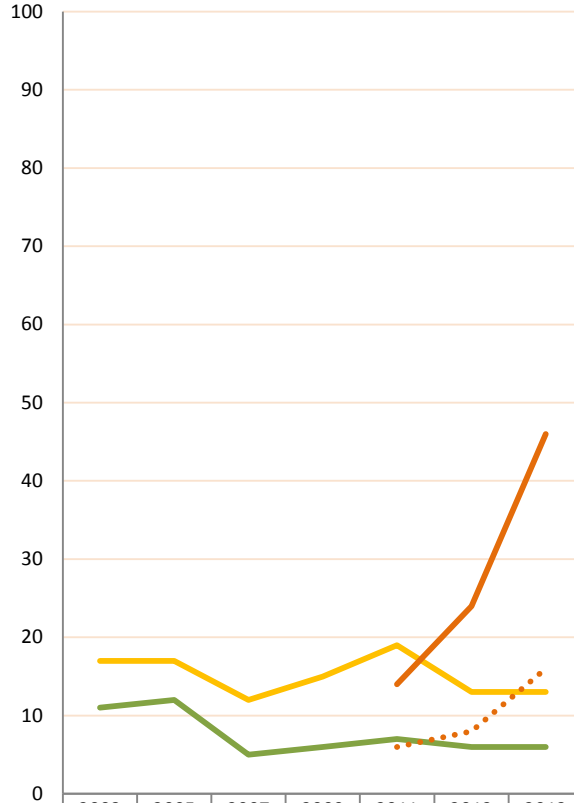
Figure 13. Online news on newspaper website or on Facebook the average day 2011-2013 (per cent)



News

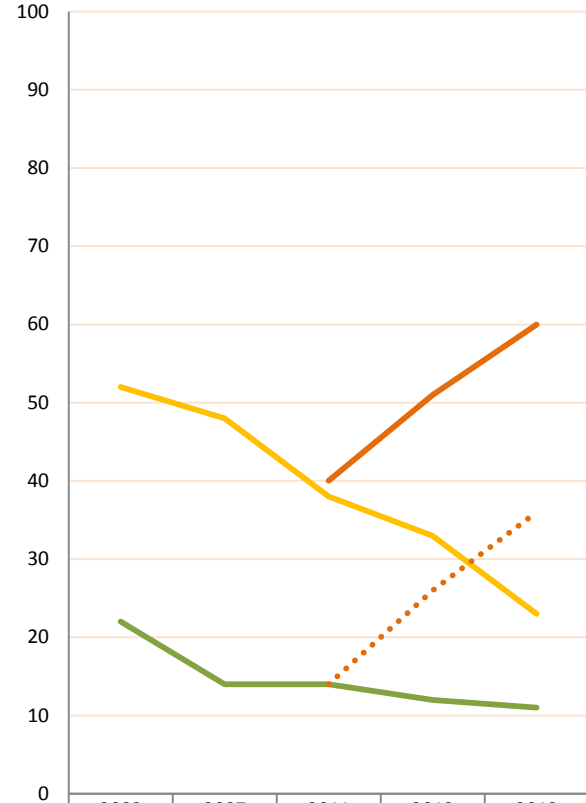
Figure 14. News in morning paper, on television or online the average day in 2003-2013 (per cent)

9-14 years



	2003	2005	2007	2009	2011	2012	2013
Morning paper	17	17	12	15	19	13	13
Television	11	12	5	6	7	6	6
Online					14	24	46
Facebook					6	8	16

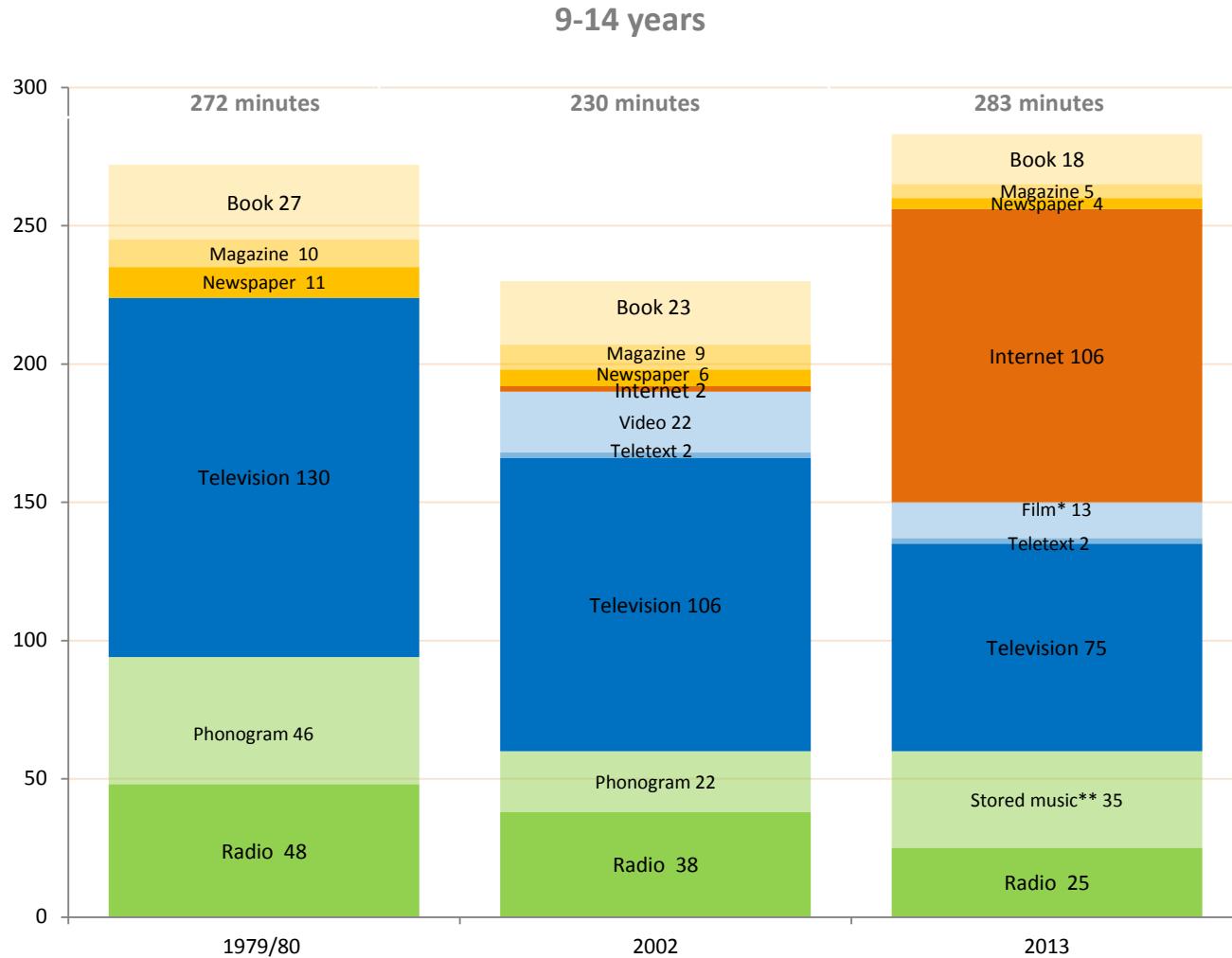
15-24 years



	2003	2007	2011	2012	2013
Morning paper	52	48	38	33	23
Television	22	14	14	12	11
Online			40	51	60
Facebook			14	26	36

Time

Figure 15. Time devoted to media use 1979/1980, 2002 and 2013 (minutes)

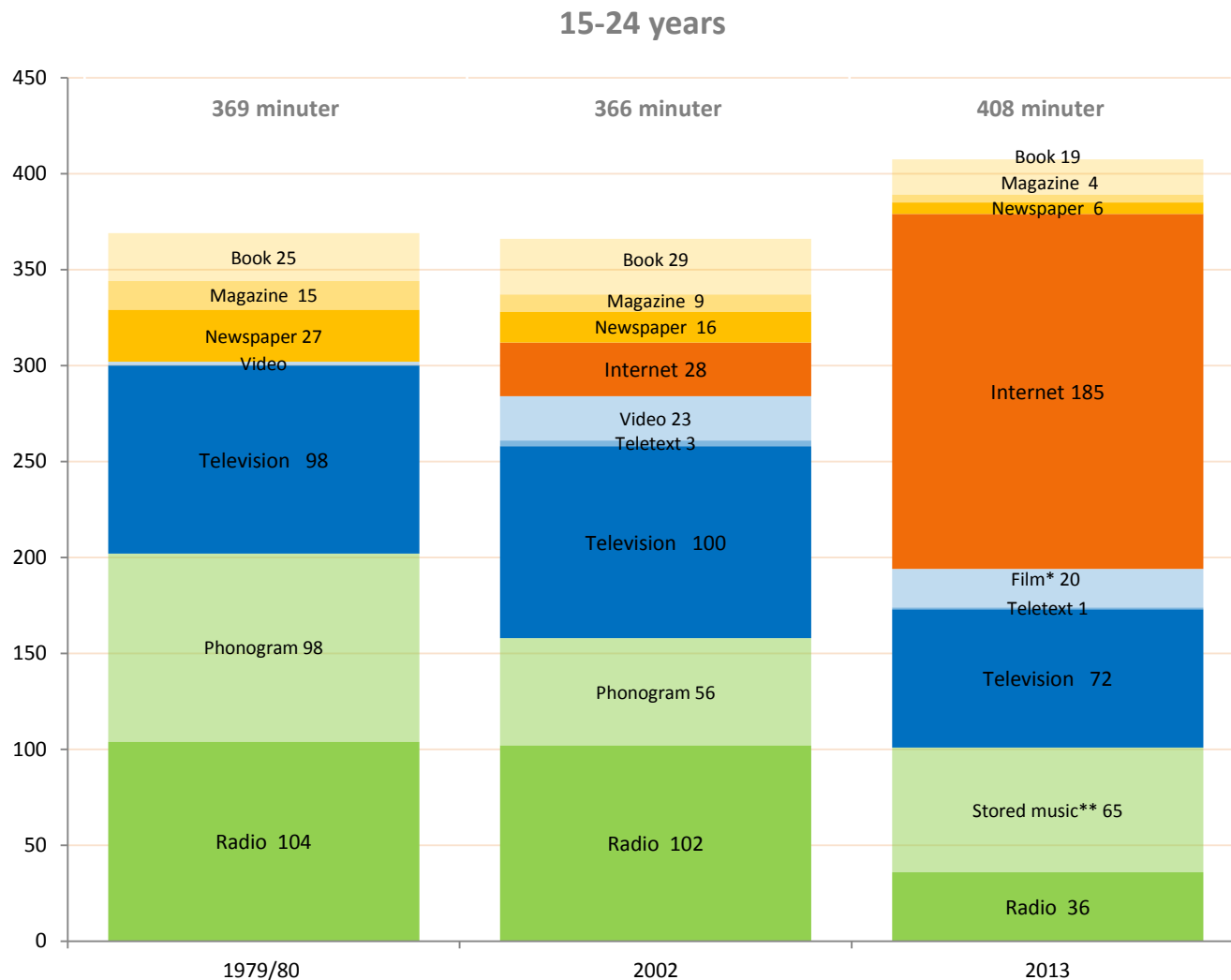


* Cinema or scheduled television not included

** Radio and television not included

Time

Figure 16. Time devoted to media use 1979/1980, 2002 and 2013 (minutes)



* Cinema or scheduled television not included

** Radio and television not included

Figure 17. Access to various media at home 2003-2013 (per cent)

9-14 years

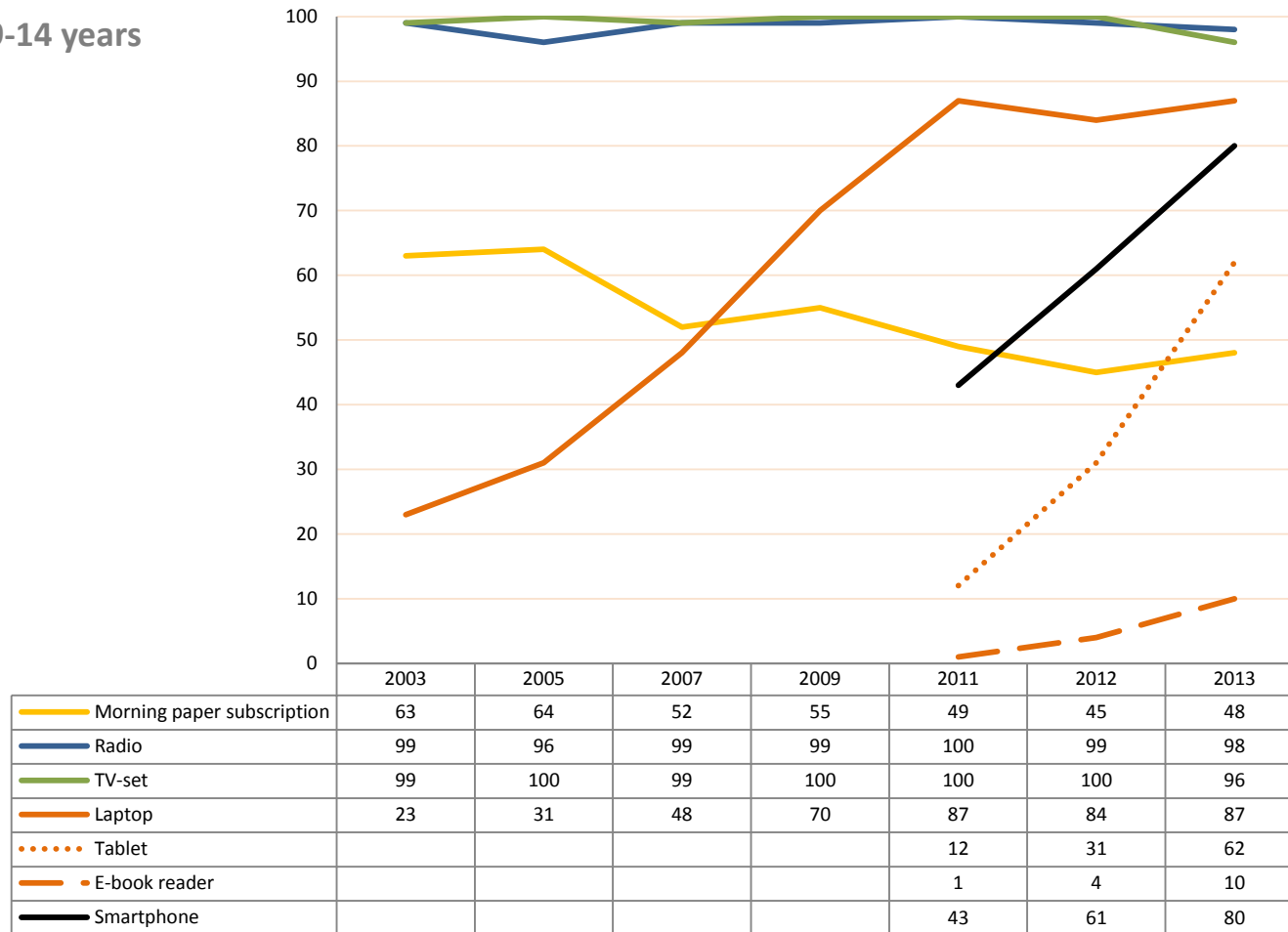
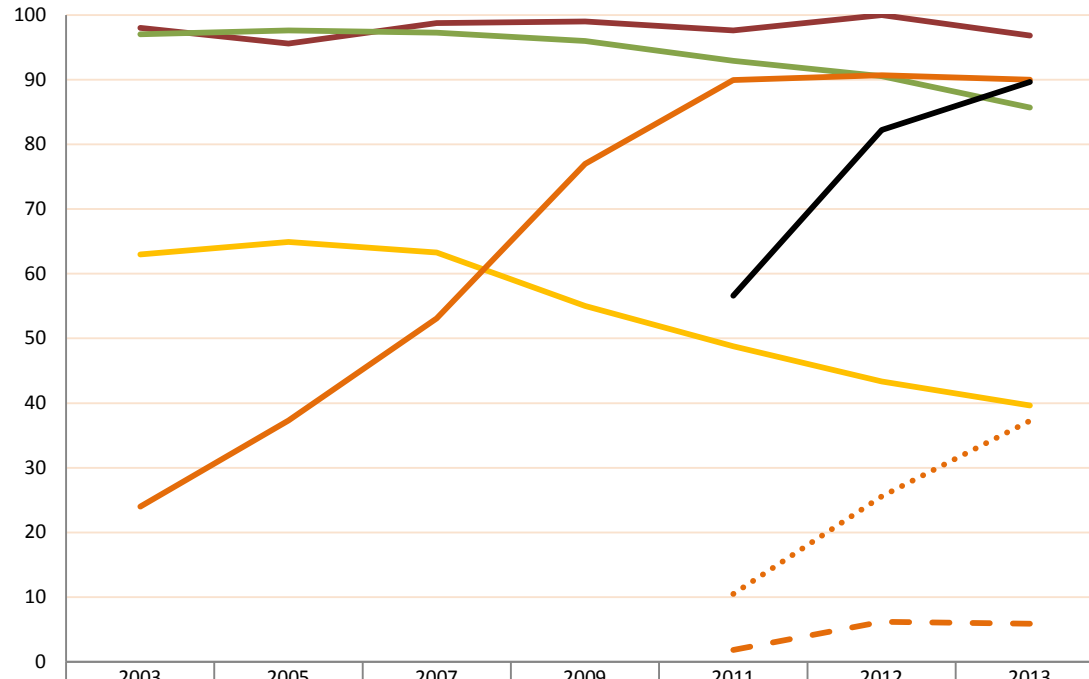


Figure 18. Access to various media at home 2003-2013 (per cent)

15-24 years

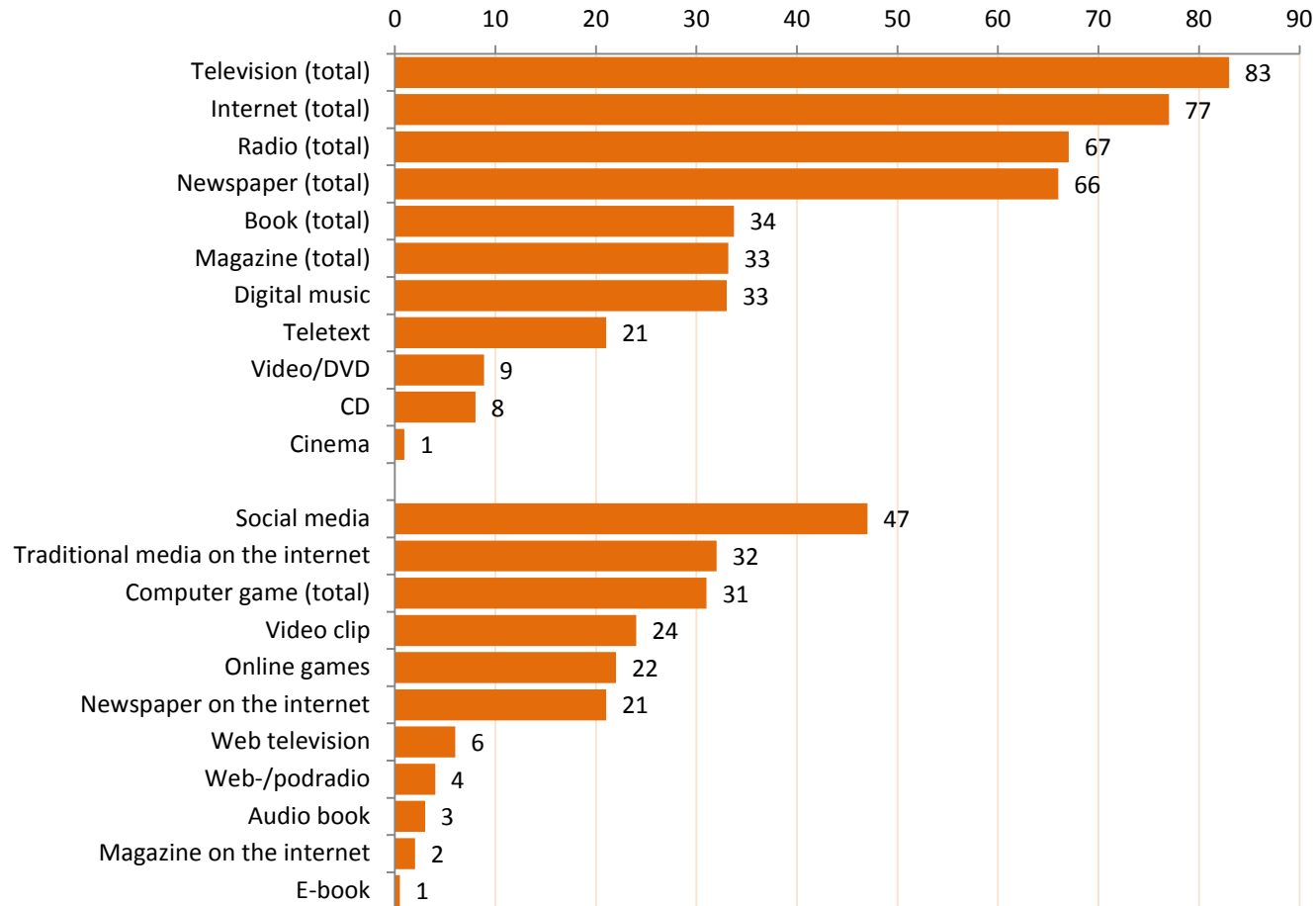


	2003	2005	2007	2009	2011	2012	2013
Morning paper subscription	63	65	63	55	49	43	40
Radio	98	96	99	99	98	100	97
TV-set	97	98	97	96	93	91	86
Laptop	24	37	53	77	90	91	90
Tablet					10	26	37
E-book reader					2	6	6
Smartphone					57	82	90

Media use in population aged 9-79

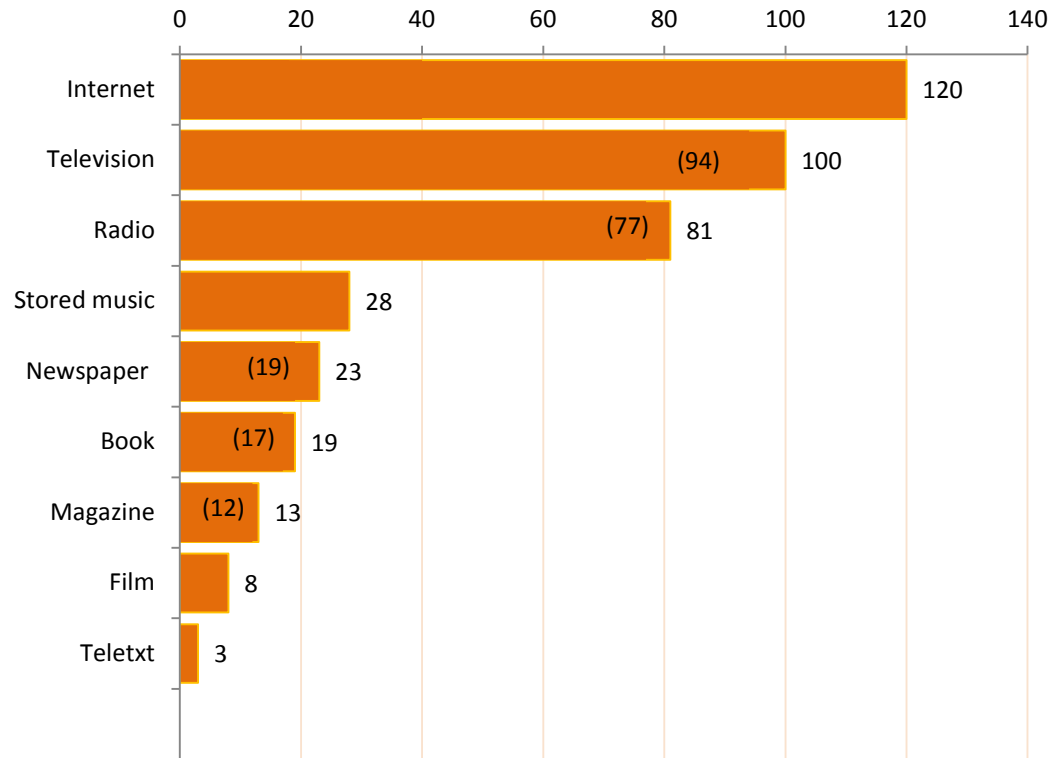
Media use

Figure 19. Share of the population aged 9-79 who use different media the average day 2013 (per cent)



Media use (minutes)

Figure 20. Time devoted to media use among the population aged 9-79 the average day 2013 (minutes)



Comments

Internet: All internet time, incl social media and traditional media on the web (newspapers, magazines, TV and radio).

Average time for social media 40 minutes and traditional media on the web 18 minutes.

TV and radio: Average time for watching traditional TV and listening to traditional radio in parentheses.

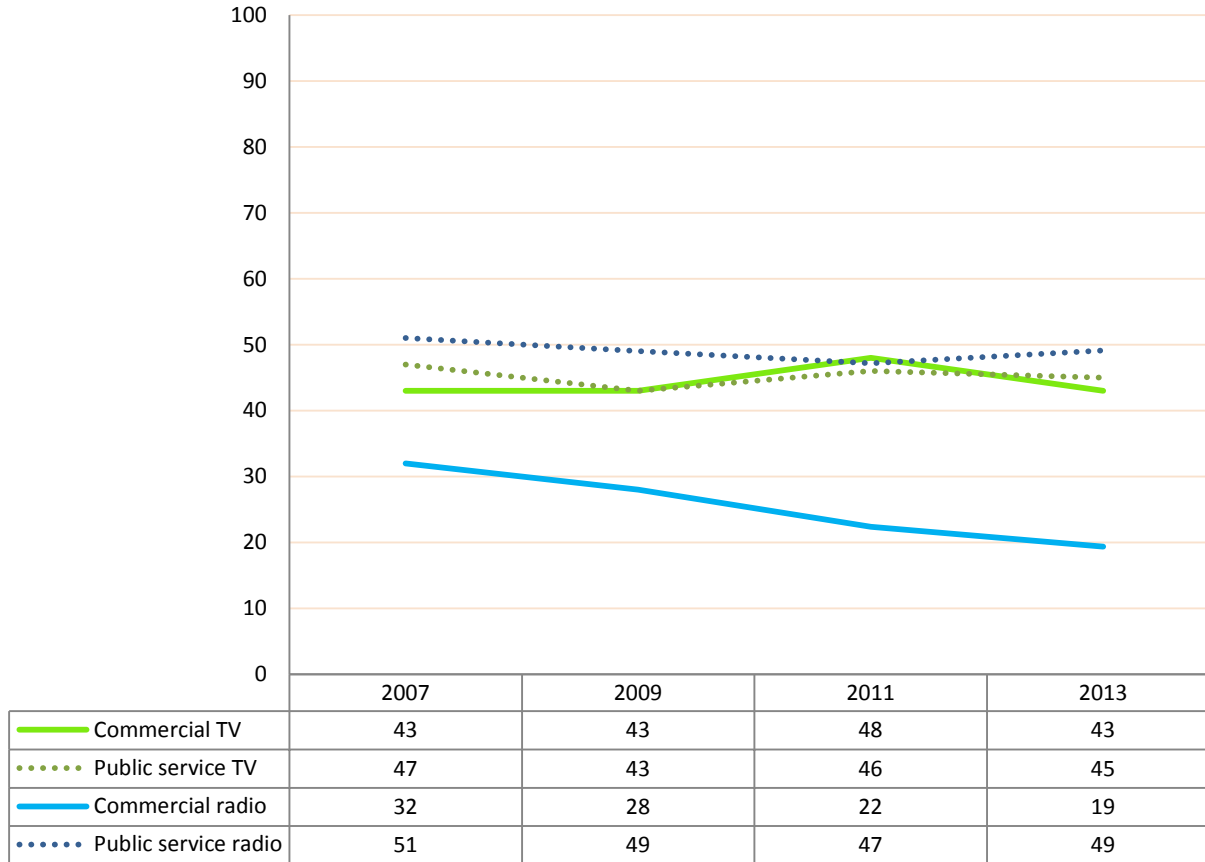
Stored music: Radio and television not included

Newspapers, books and magazines: Average time for reading printed copy in parentheses.

Film: Not including cinema or traditional TV.

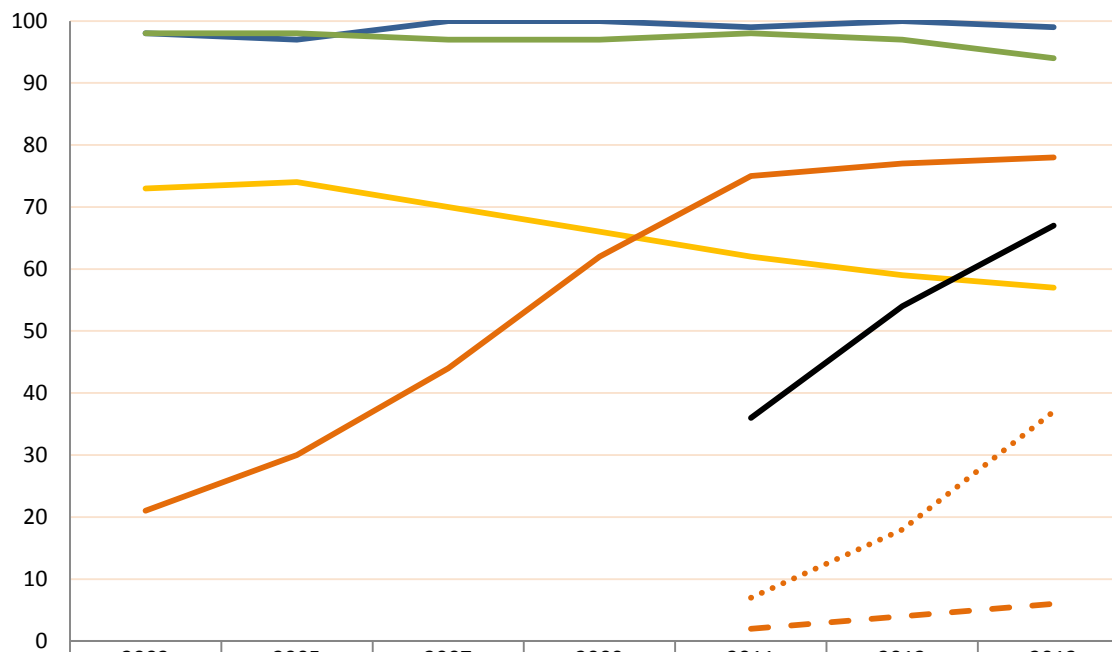
TV and Radio

Figure 21. Viewers and listeners aged 9-79 the average day 2007-2013 (per cent)



Access

Figure 22. Access to various media at home among the population aged 9-79 2003-2013 (per cent)



	2003	2005	2007	2009	2011	2012	2013
— Morning paper subscription	73	74	70	66	62	59	57
— Radio	98	97	100	100	99	100	99
— TV-set	98	98	97	97	98	97	94
— Laptop	21	30	44	62	75	77	78
••••• Tablet					7	18	37
- - - E-book reader					2	4	6
— Smartphone					36	54	67

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