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Figure 2. Young Internet users use of traditional media the average day (per cent)

- Television: 89% (9-14 years old), 72% (15-24 years old)
- Web TV: 9% (9-14 years old), 4% (15-24 years old)
- Radio: 45% (9-14 years old), 48% (15-24 years old)
- Web radio: 3% (9-14 years old), 8% (15-24 years old)
- Morning paper: 21% (9-14 years old), 31% (15-24 years old)
- Morning paper on the Internet: 1% (9-14 years old), 9% (15-24 years old)
- Book (fiction): 39% (9-14 years old), 19% (15-24 years old)
- Book (non-fiction): 4% (9-14 years old), 4% (15-24 years old)
- E-book: 1% (9-14 years old), 10% (15-24 years old)
- Evening paper: 21% (9-14 years old), 18% (15-24 years old)
- Evening paper on the Internet: 5% (9-14 years old), 10% (15-24 years old)

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Figure 3. Common online activities among young people using Internet the average day (per cent)

<table>
<thead>
<tr>
<th>Activity</th>
<th>9-14 years old</th>
<th>15-24 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video clip</td>
<td>65</td>
<td>68</td>
</tr>
<tr>
<td>TV-program or film</td>
<td>63</td>
<td>30</td>
</tr>
<tr>
<td>Online game</td>
<td>41</td>
<td>24</td>
</tr>
<tr>
<td>Online game community</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Listening to music</td>
<td>63</td>
<td>76</td>
</tr>
<tr>
<td>Social networks</td>
<td>64</td>
<td>90</td>
</tr>
<tr>
<td>Active on social networks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Read blog</td>
<td>15</td>
<td>28</td>
</tr>
<tr>
<td>Blogging</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Commenting a blog</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Twitter</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Searching facts</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>Evening newspaper</td>
<td>7</td>
<td>27</td>
</tr>
</tbody>
</table>

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Figure 4. Share of young population using social media, traditional media online, computer games and video clip the average day (per cent)

Boys 9-14 år: Social media (53%), Traditional media online (10%), Computer game (50%), Video clip (64%)
Girls 9-14 år: Social media (59%), Traditional media online (18%), Computer game (64%), Video clip (46%)
Boys 15-24 år: Social media (83%), Traditional media online (39%), Computer game (64%), Video clip (62%)
Girls 15-24 år: Social media (86%), Traditional media online (31%), Computer game (43%), Video clip (54%)
Figure 5. Online news, the average day (per cent)

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-79 years</td>
<td>31</td>
<td>36</td>
<td>63</td>
</tr>
<tr>
<td>9-14 years</td>
<td>14</td>
<td>21</td>
<td>46</td>
</tr>
<tr>
<td>15-24 years</td>
<td>40</td>
<td>51</td>
<td>60</td>
</tr>
</tbody>
</table>
Figure 6. Online news by channel, the average day (per cent)

- Online news (total): 63 (9-79 years), 46 (9-14 years)
- Newspaper website: 25 (9-79 years), 5 (9-14 years)
- TV channel website: 2 (9-79 years), 1 (9-14 years)
- Radio channel website: 2 (9-79 years), 1 (9-14 years)
- Particular News Service: 1 (9-79 years), 1 (9-14 years)
- Blog: 2 (9-79 years), 2 (9-14 years)
- Facebook: 15 (9-79 years), 16 (9-14 years)
- Twitter: 2 (9-79 years), 2 (9-14 years)
- Other social media: 2 (9-79 years), 3 (9-14 years)
Figure 7. Online news by channel, the average day (per cent)

- Online news (total): 63% (9-79 years), 60% (15-24 years)
- Newspaper website: 25% (9-79 years), 22% (15-24 years)
- TV channel website: 2% (9-79 years), 2% (15-24 years)
- Radio channel website: 2% (9-79 years), 1% (15-24 years)
- Particular News Service: 1% (9-79 years), 1% (15-24 years)
- Blog: 2% (9-79 years), 5% (15-24 years)
- Facebook: 15% (9-79 years), 35% (15-24 years)
- Twitter: 2% (9-79 years), 5% (15-24 years)
- Other social media: 2% (9-79 years), 5% (15-24 years)
Figure 8. Time spent with media 9-14 years 1979/1980, 2002 and 2013 (minutes)

- **1979/80**: 272 minutes
  - Television: 130 minutes
  - Book: 27 minutes
  - Magazine: 10 minutes
  - Newspaper: 11 minutes
  - Phonogram: 46 minutes
  - Radio: 48 minutes

- **2002**: 230 minutes
  - Television: 106 minutes
  - Book: 23 minutes
  - Magazine: 9 minutes
  - Newspaper: 6 minutes
  - Internet: 2 minutes
  - Video: 22 minutes
  - Teletext: 2 minutes
  - Phonogram: 22 minutes
  - Radio: 38 minutes

- **2013**: 283 minutes
  - Internet: 106 minutes
  - Film: 13 minutes
  - Teletext: 2 minutes
  - Television: 75 minutes
  - Book: 18 minutes
  - Magazine: 5 minutes
  - Newspaper: 4 minutes
  - Stored music: 35 minutes
  - Radio: 25 minutes

* cinema or scheduled television not included
** radio and television not included

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Figure 9. Time spent with media 15-24 years 1979/1980, 2002 and 2013 (minutes)

- **1979/80**
  - Book 25
  - Magazine 15
  - Newspaper 27
  - Video
  - Television 98
  - Phonogram 98
  - Radio 104

- **2002**
  - Book 29
  - Magazine 9
  - Newspaper 16
  - Internet 28
  - Television 100
  - Phonogram 56
  - Radio 102

- **2013**
  - Book 19
  - Magazine 4
  - Newspaper 6
  - Internet 185
  - Film* 20
  - Teletext 1
  - Television 72
  - Stored music** 65
  - Radio 36

* cinema or scheduled television not included
** radio and television not included