



# **Swedes and the Internet Year 2003**

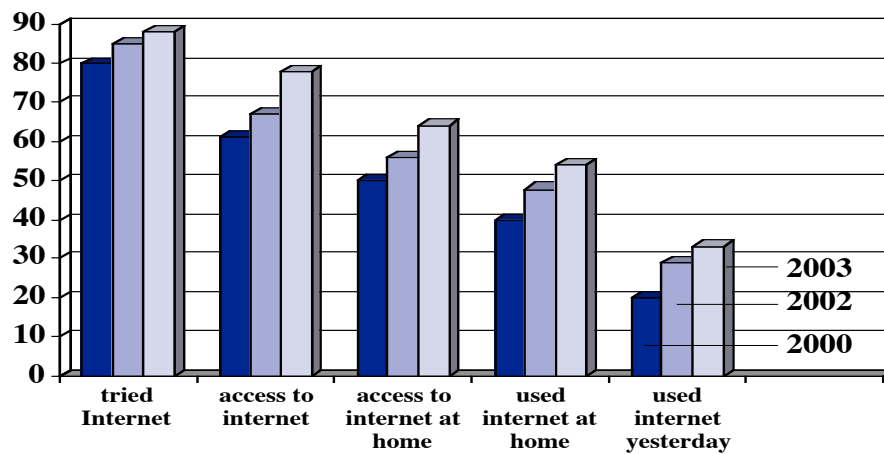
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[www.worldinternetinstitute.org](http://www.worldinternetinstitute.org)

## Internet statistics in different ways



There are several ways to measure access and use of Internet. There are different measures to choose among and the sample used as the base for the statistics can vary. In comparison with traditional media statistics with of all agreed upon measures for newspaper reading and TV-watching, that is not the case for Internet statistics. The age groups included in the samples can be different like the time span that the measure for time refers to.

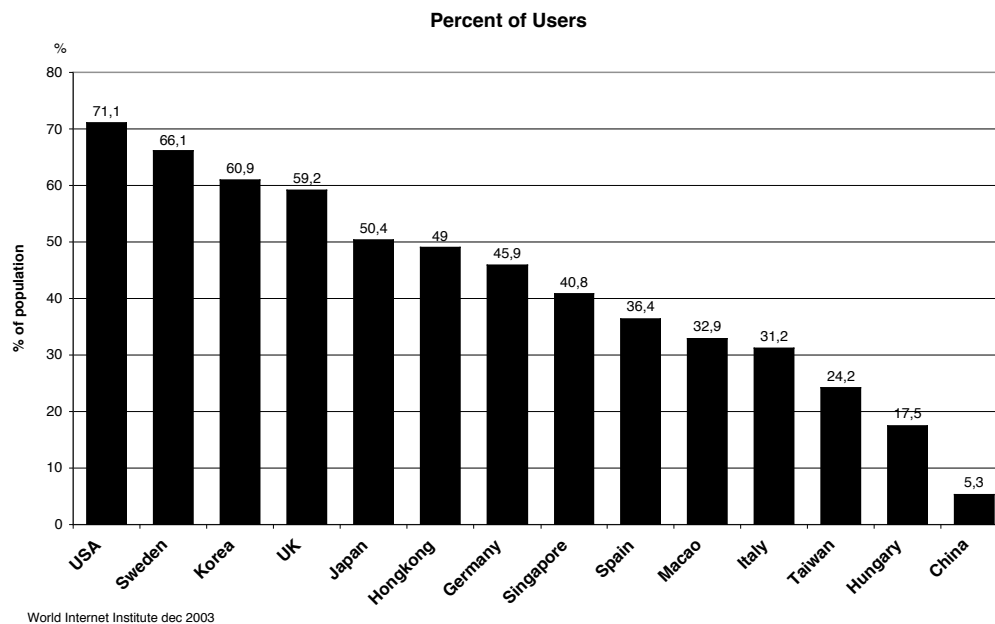
As young people use Internet more than older people it is of great importance if the sample used as a base for the statistics is 18-85 years or restricted to 18-60 years. The younger the sample the higher the measure for access and use. It is not uncommon in international Internet statistics that elderly people are excluded.

It is also important to make a distinction between access and use. Access is always higher than use as some people with access to Internet do not use it. Access can also be divided between access to Internet at home, at work, or anywhere. In Sweden, access to Internet at home, has always been high in an international perspective, as many Swedes have access to a computer at home.

When it comes to the measure of use and users the time span is important. Is it enough that someone sometime has tested Internet to be counted as a Internet user, or has one to have use it during last year, or last month, last week or yesterday. The longer time interval the more users you will find. In this report and in a lot of international statistics like in World Internet Project, the week is used as the measure. But if you want to make a comparison with newspaper reading and TV-watching you should use a daily measure like use in an average day or yesterday.

Whatever measure you use, however, access and Internet use have increased between year 2000 and 2003. (See diagram at the top). The highest figure, 80%, we get if we use the measure "access to Internet anywhere" in a restricted sample 18-64 years. The more official figure, used in international comparisons, is 65% related to access to Internet at home among Swedes-85 years.

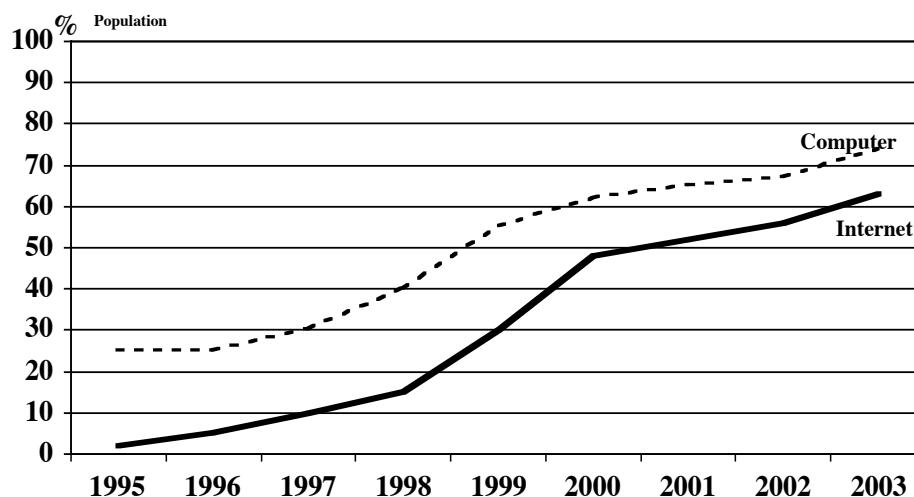
If we consider that figure, Internet at home, the Swedes will be at the top of the international Internet statistics. The diagram below is measured in a different way and includes those who have used Internet somewhere during a week and included are the countries that belong to the World Internet Project. There are still big differences between countries, but the distance between countries like Sweden and USA and many other countries have decreased as the spread of Internet has stagnated in USA and Sweden. The digital divide between rich and poor countries has, however, not vanished and seems to remain for many years to come.



## The penetration of Internet has slowed down but still continuous

If we follow the diffusion curve (below) during the years we can notice the rapid increase during the last years of the 90-ties. Year 2000, when 50% of the Swedes had access to Internet, there is was a trend change and the diffusion curve starts to level out.

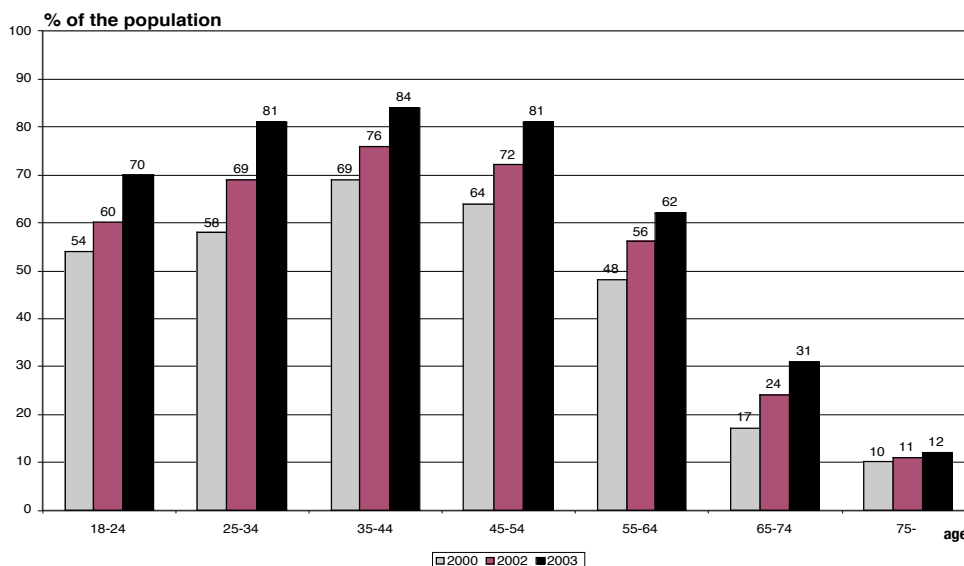
### Access to computer and internet at home



At that moment, year 2000, the development could have stopped and the Swedish population remained divided in two halves of about the same side; those with and those without Internet. In that case Internet would have been a technique only for some like computers were for many years. But the diffusion of Internet has continued and new persons are getting connected even if there are also some dropouts, and still there are many Swedes without access.

If we look closer at what has happened during the last four years (diagram below) we can find a gradually increase of access to Internet at home in all age groups, except among the oldest. The development is very similar in all groups even among the youngest of the retired. The largest increase we can find among those 25-34 years old. Even if the access among those in the middle ages is above 80% there is no sign of ceiling effects.

## Access to internet at home 2000, 2002, 2003

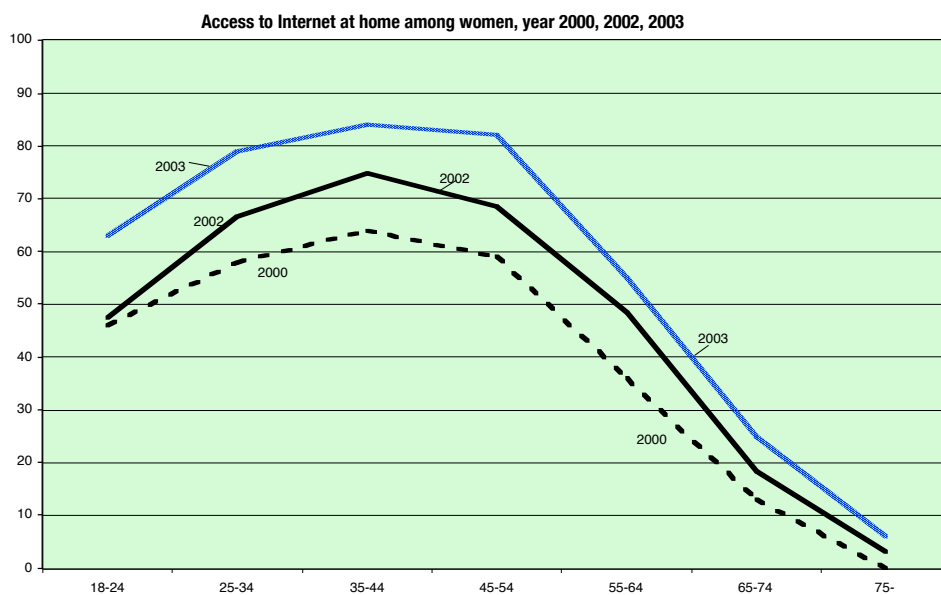
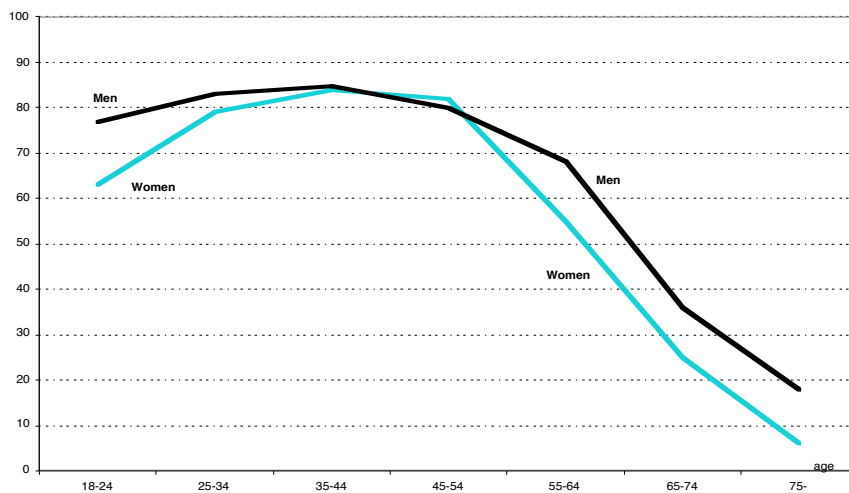


## The difference between men and women has decreased

During the last years also the difference between men and women, when it comes to access to Internet has decreased. Among those middle-aged the difference has vanished but it is still to be found among the oldest and the youngest. Especially the difference between young men and women is noticeable.

In an international perspective the difference between men and women is small in Sweden like in USA and in Taiwan, contrary to the situation in South Europe countries like Italy and Spain.

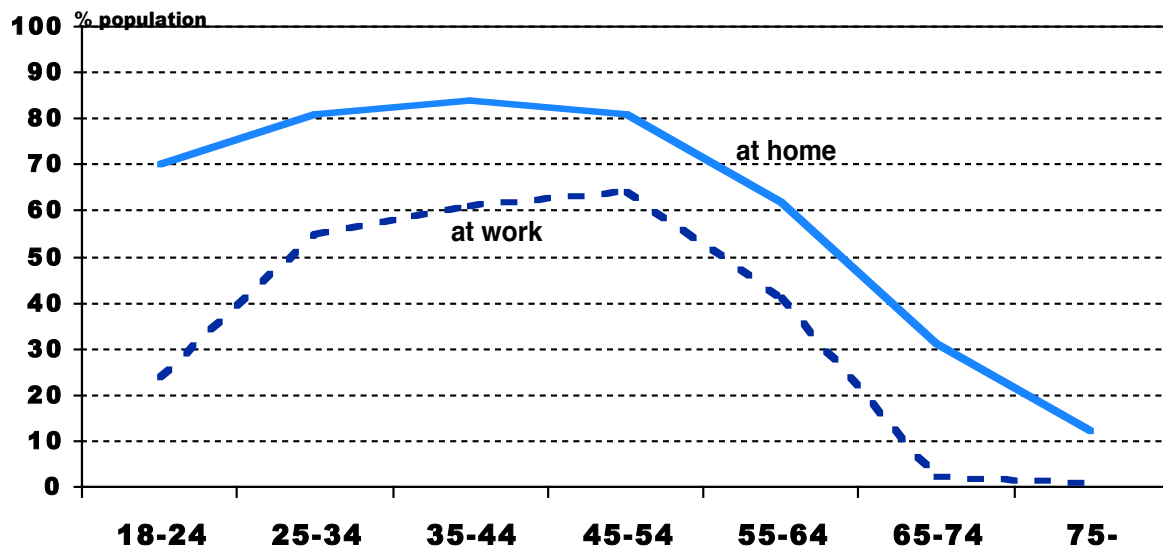
## Percentage of men and women with access to internet



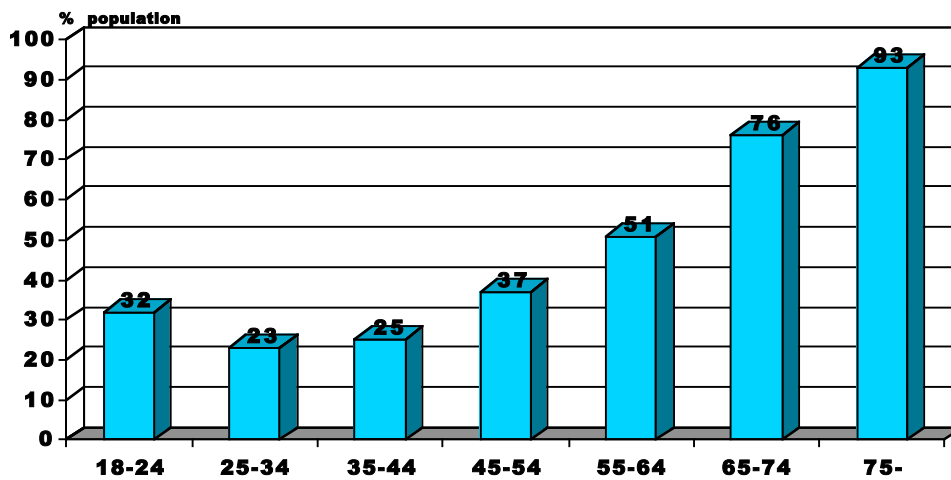
## There are more Swedes with access to Internet at home than at work

There are far from all occupations where there is access to Internet. It is twice as common among white-collar occupations compared to blue-collar occupations. Among the middle-aged many have access to Internet both at home and at work while among the young and old ones it is mostly at home.

### Access to internet at home and at work



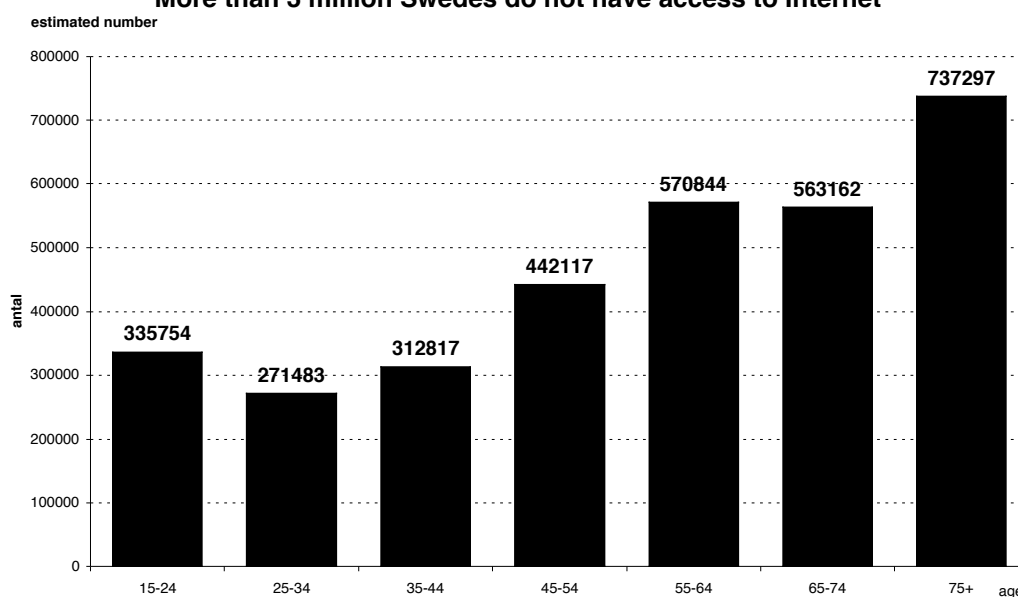
### Those without access to Internet?



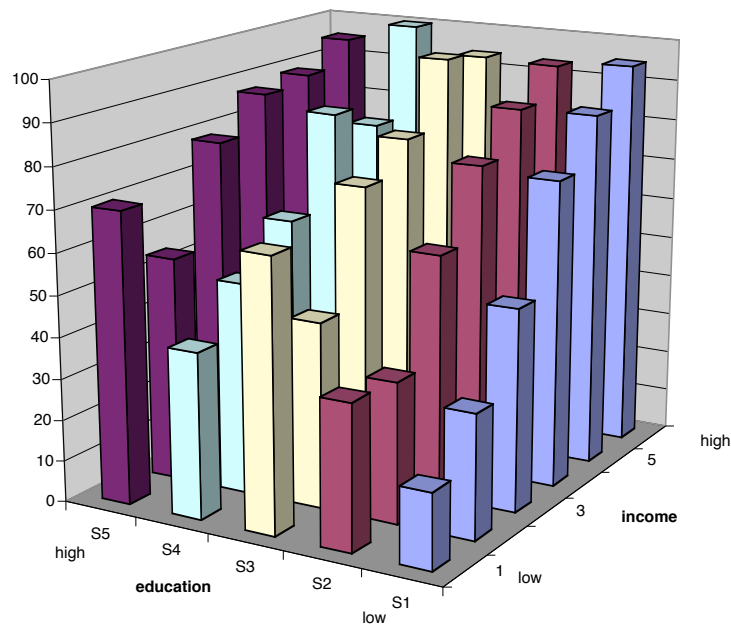
### Who do not have access to Internet?

The majority of the old people do not have access to Internet but there are also 25-30 % without access in other age groups even among the youngest. If we make an estimation and calculate the number of people behind the figures we find that there are 750 000 Swedes more than 75 years old and 560 000 retired between 65 and 75 years without access. There are also 1 million young people and more than 1 million middle-aged without access. That means, if we sum up, that there are more than 3 millions of Swedes without access to the new information society.

### More than 3 million Swedes do not have access to Internet



Percentage of different income-education groups with access to Internet



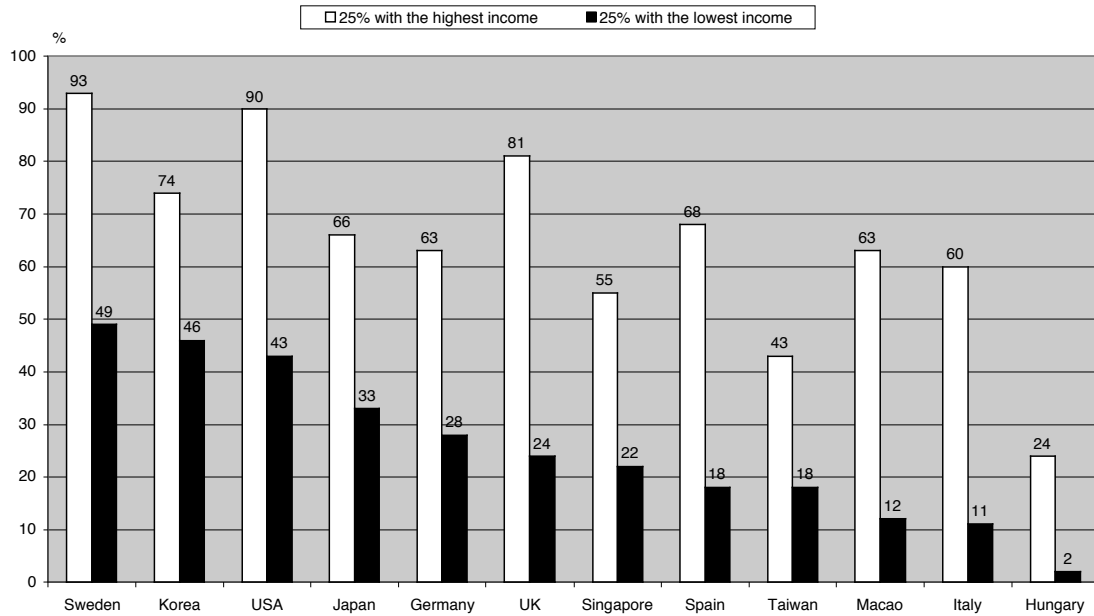
## The digital divide

If we combine 5 groups of education, from primary education to university exam, and 5 groups of income, from low to high, we come up with 25 combinations. We can then calculate the percent of those in every group with access to Internet (see the diagram above). In the back corner we can find the group with the highest education and the highest income and in the corner in the front we can find those with low education and low income (mostly old people). There is an increase in access with higher education and higher income. Among the groups in front there are 25-30% with access to Internet and among the groups in the back 90% or more have Internet.

In spite of these differences, the equality in Sweden is better than in most other countries. Even if there is a digital divide in Sweden there is a larger divide in other countries (see diagram below). In Sweden most of the well educated and wealthy have access to Internet. The situation is the same in most rich countries around the world like USA, Korea and UK, but also in Spain, Japan, Germany and Italy. But contrary to many other countries the Internet in Sweden has spread widely to all occupation groups, and the young ones are not dominating. In the diagram below with data, gathered in the World Internet Project, we can see that the access to Internet in Sweden is the highest among the rich and also the highest among the poor.



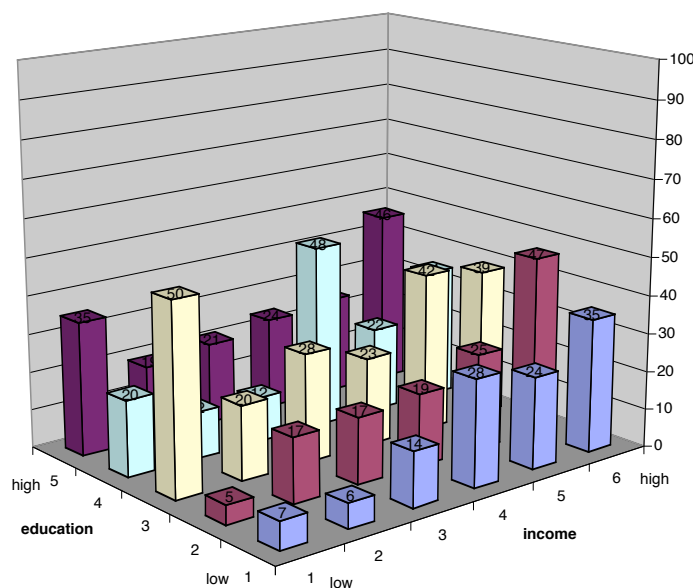
Internet use among those with high and low income



### Access to Broadband is more evenly spread

As broadband connections in Sweden has been installed in many housing estates in the cities where many people live, the diffusion has not so clearly followed the socio-economic conditions as was seen earlier. However this is only the beginning of a development where economy will be important as many people thinks that broadband connections are too expensive.

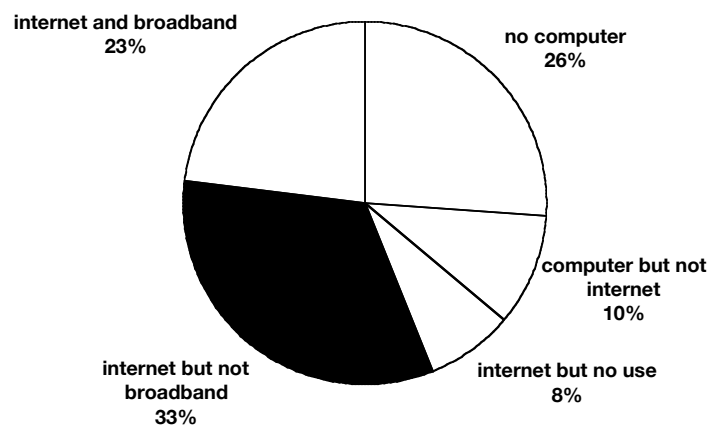
Percentage of different income-education groups with broadband



## Why do not people get a computer and the Internet?

As we have seen there are more than 3 millions of Swedes that are not connected to the Internet. Why? Are there economical or practical reasons? Is it too expensive or too complicated? Are people afraid or not at all interested? In the diagram below we can see that among the Swedes, 18 years or older, there are 26% without access to a computer at home. Still 10% more have a computer but are not connected and further 8% have access to Internet but do not use it. Left is 56% of the population as we can count as Internet users even if some of them use Internet very little. 23% of the population, 40% of the users, have got a broadband connection and 33% have Internet but not broadband

**Access to computer and internet 2003**

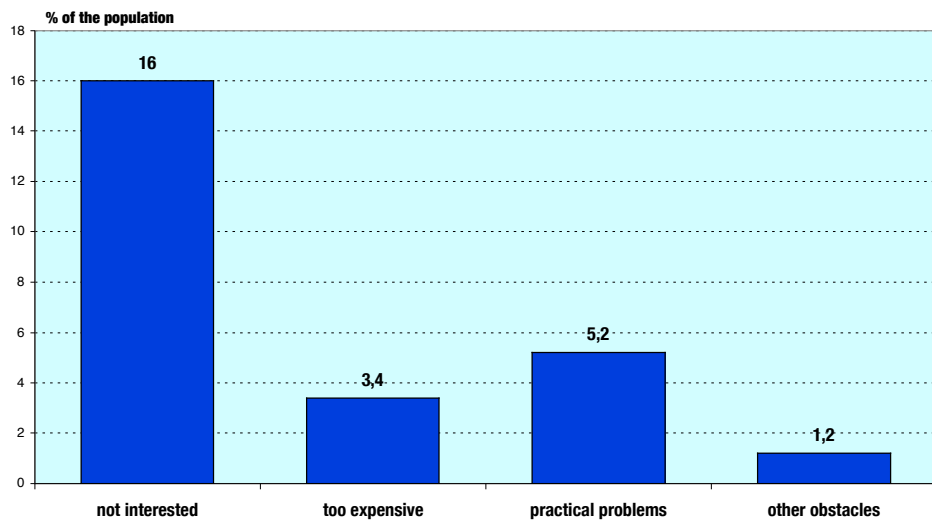


What are then the reasons not to use Internet? Let us start with those without computer and Internet (See the first diagram on the next page). Most of them, around a million, say that they are not interested. Internet is not their cup of tea. Then there is a group (350 000) who gives practical explanations: they have just moved, are divorced etc. A smaller number, 13% of those without computer and Internet, gives economical reasons. There is though primarily the interest and a driving force to get Internet that is lacking. There can of course be different reasons behind that.

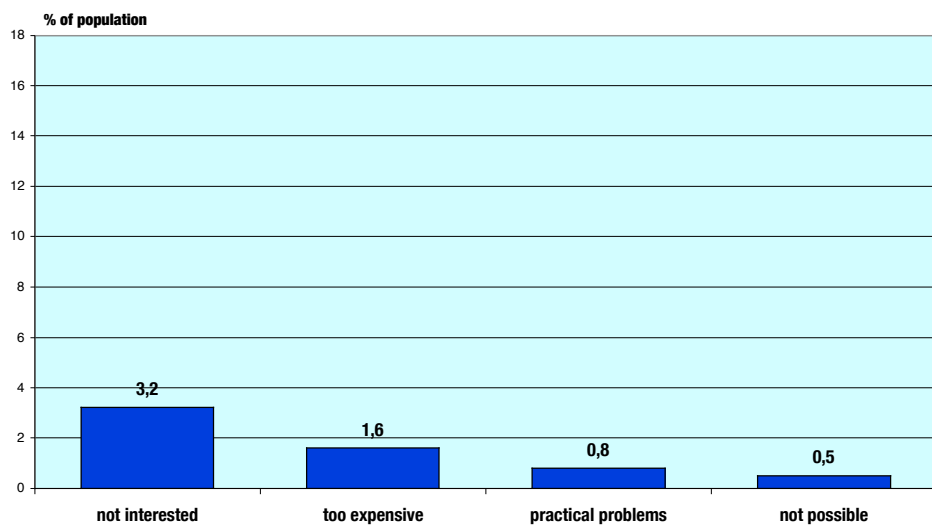
The next group are those with a computer but without Internet. Also here is the reason primarily a lack of interest, but at the second place comes economy. It is too expensive to get an Internet connection and it is too expensive to be online. Together with economical problems are also practical problems, like a too old computer, a broken modem, or that they simply never succeeded to make a connection. There are also those who say that they do not want their children to be online.

We also asked those with Internet but without a broadband connection if they wanted one and why they had not got one? They were all interested but it was too expensive. There are also those living in areas where a broadband connection is not possible of practical reasons.

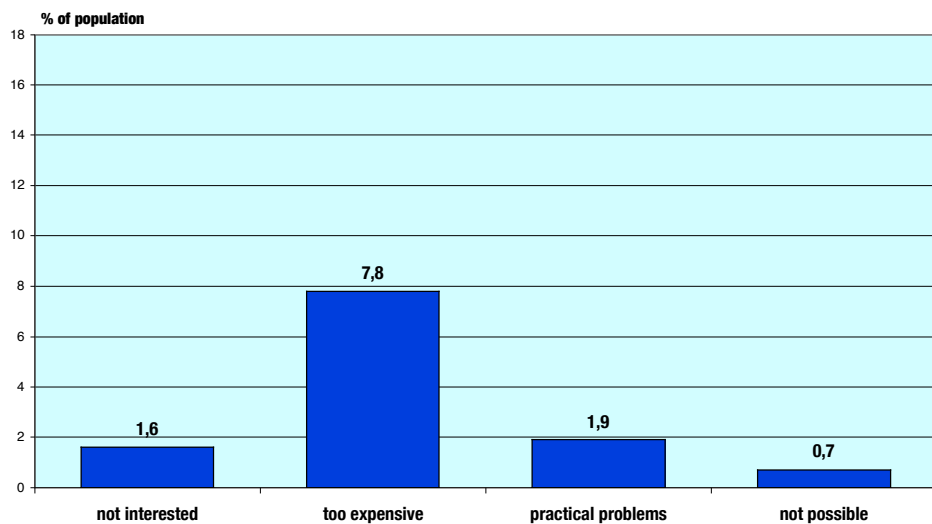
### Why not computer and Internet?



### Computer but why not Internet?



### Internet but why not broadband?



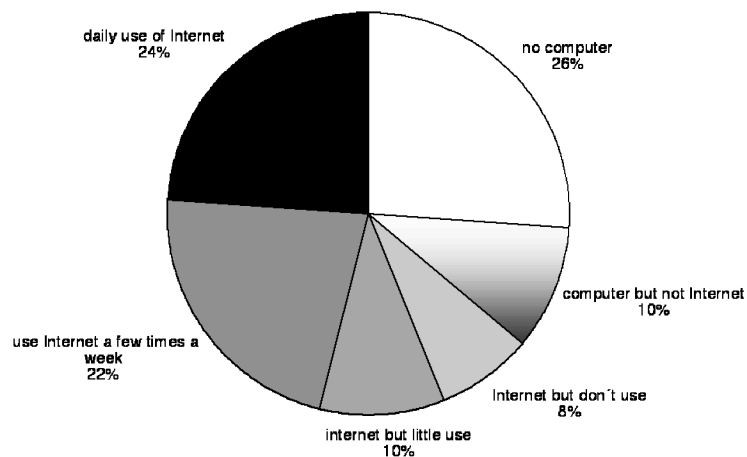
## Make a distinction between access and use and between use and use

Not everyone with access to Internet use Internet. The reason can be lack of interest or lack of time or that someone else in the family is online all the time. Answering the question: Who is using the Internet most? Many women answer; the children or the man.

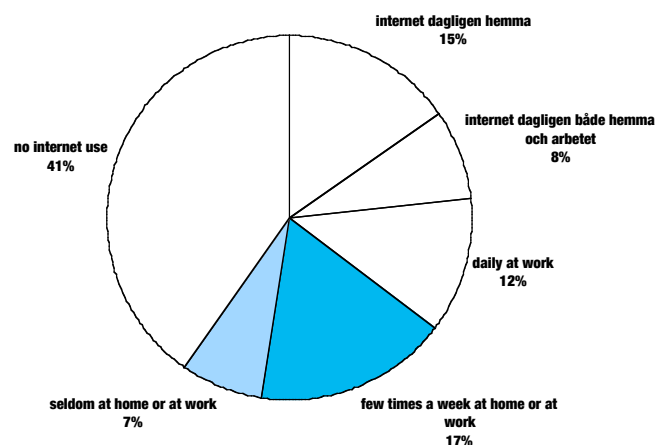
But also the use varies. Some people use Internet daily, other are much more restricted in their use and some use Internet only at special occasions.

If we divide the Swedes according to their access and use we will get six groups: those who do not have a computer, those who have a computer but no Internet connection, those who are online rarely, those who use Internet a few times a week, and at last the daily users. 24% of the Swedes are daily users at home and they are the "real" Internet users. If we add those who use Internet daily at work (diagram at the bottom) but not at home we sum up to 35% of daily Internet users.

### Swedes access and use of Internet 2003



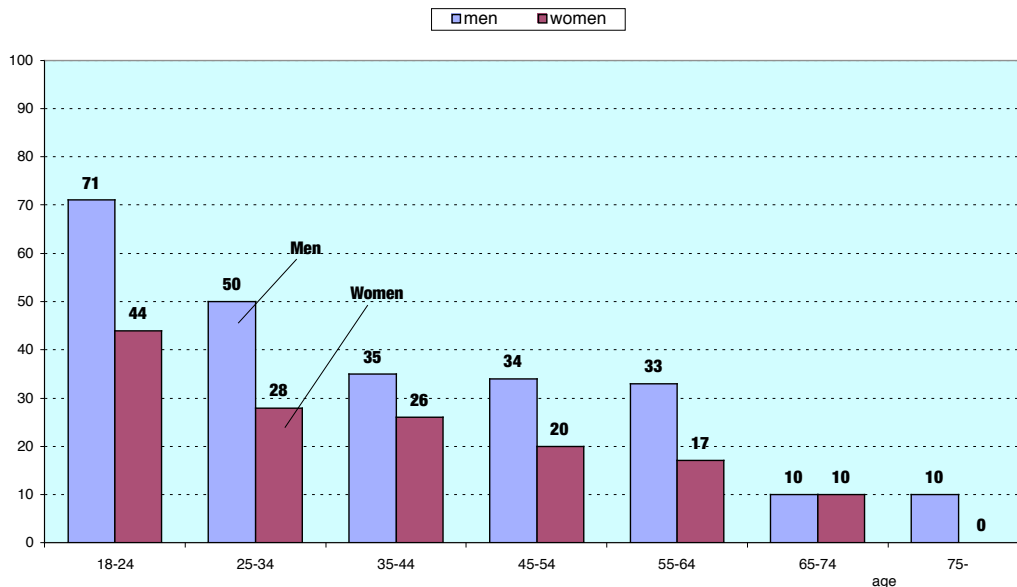
### Internet use among Swedes at home and at work



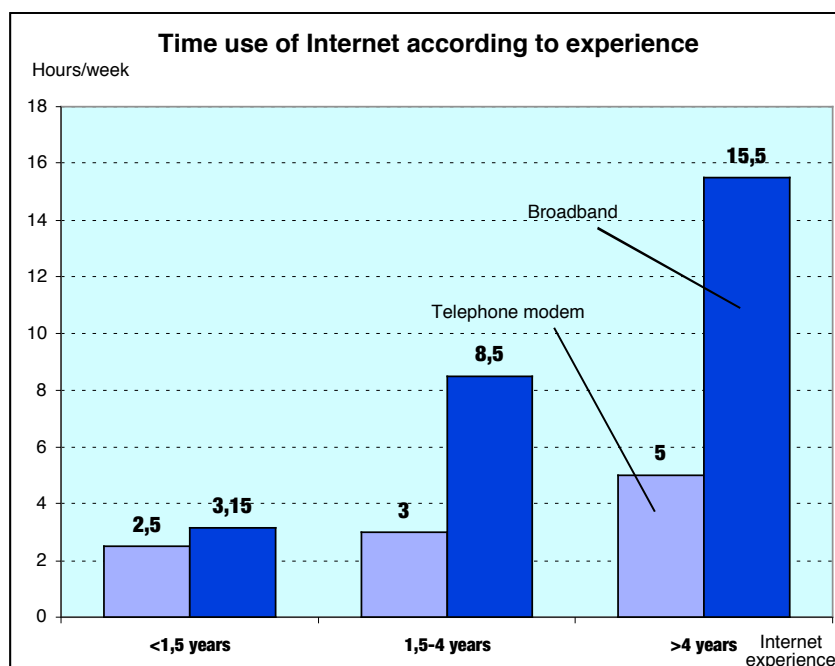
## Young men spend most time online

As we seen before access to Internet was most common among the middle-aged, but when it comes to use at home young people devote most time online. Men use Internet more than women and this difference recurs in nearly all use of Internet. It does not matter if we measure time in minutes or as a frequency (daily, weekly, monthly). At work however the middle-aged use Internet the most and here the difference is smaller between men and women than at home.

Percent of men and women of different ages who are online daily

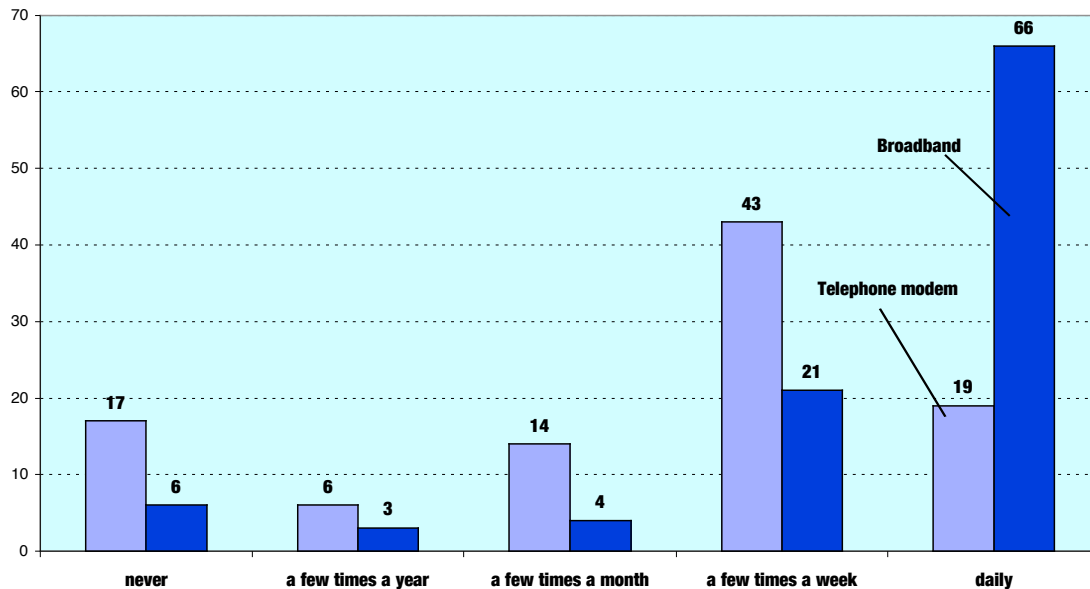


A broadband connection belonged before only to the real Internet enthusiasts, but today when many family houses have broadband installed that is more common. As longer you have had Internet the longer time you will spend online and that is especially true for broadband users.



Also the frequency of use is affected of the kind of connection you have. Two of three with a broadband connection use Internet daily compared to 19 % of the modem users. Most common for modem users are to be online a few time a week, while one of three use Internet less.

**Frequency going online modem vs broadband**



## E-mail still the most popular activity

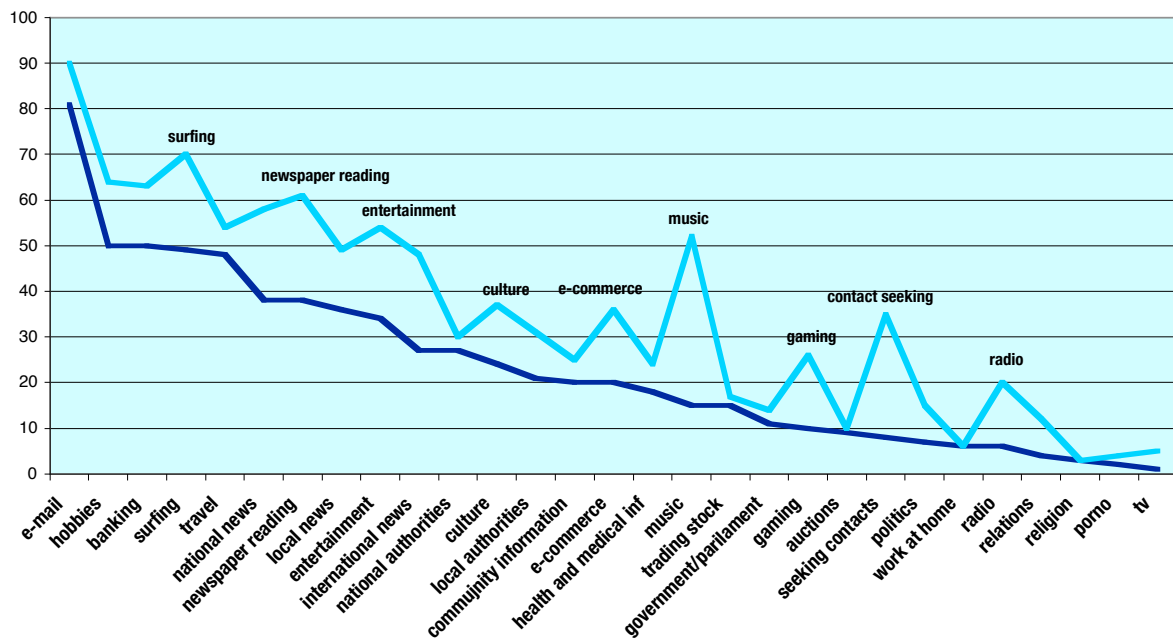
Nearly everyone going online use the possibility to send and receive e-mail. Then follows activities that have to do with personal interests and hobbies. Surfing and banking is also popular.

If we compare broadband and modem users (see diagrams next page) we can see that those going online with broadband are more active and especially when it comes to music, contact searching, e-commerce and entertainment. This is a reflection of the way young heavy users goes online but it can also be a consequence of that a broadband connection opens up for more entertainment activities, compared to the more restricted practical use focused at usefulness characterising the modem user.

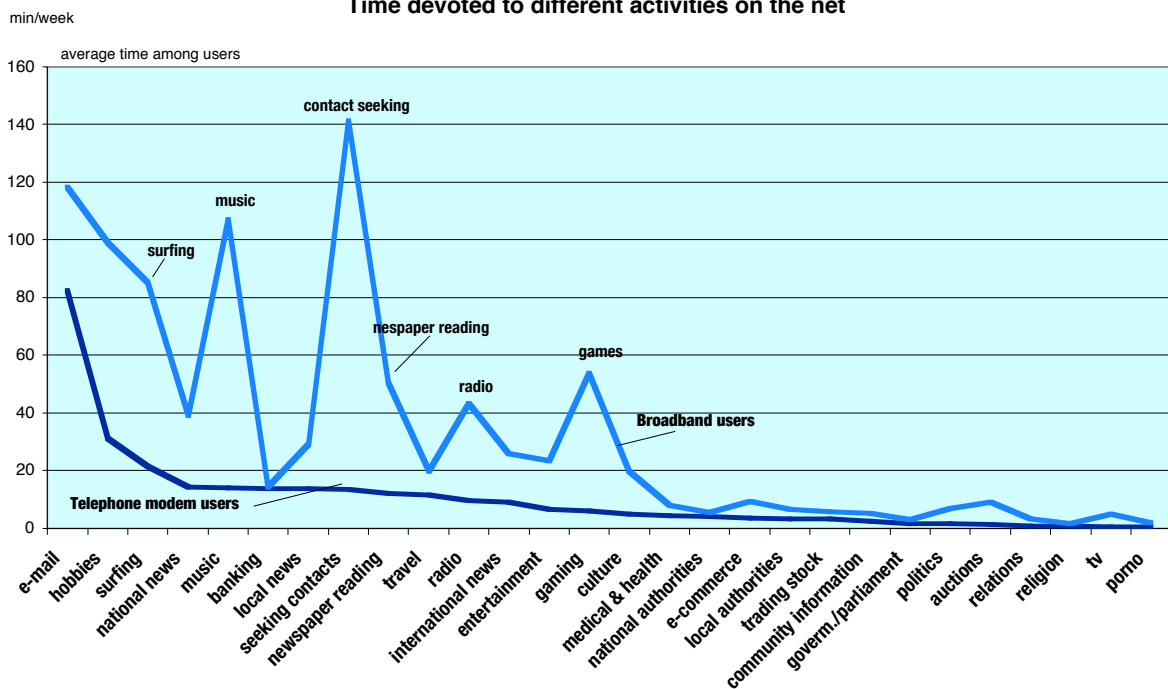
But that is not the whole story. If we look more closely at other not so common activities we can see that even here a broadband connection makes a difference. It is not only music and contact searching that broadband users are devoted to. They go online even for other activities and they spend twice as much time to get information from the community and local authorities and about culture and politics.

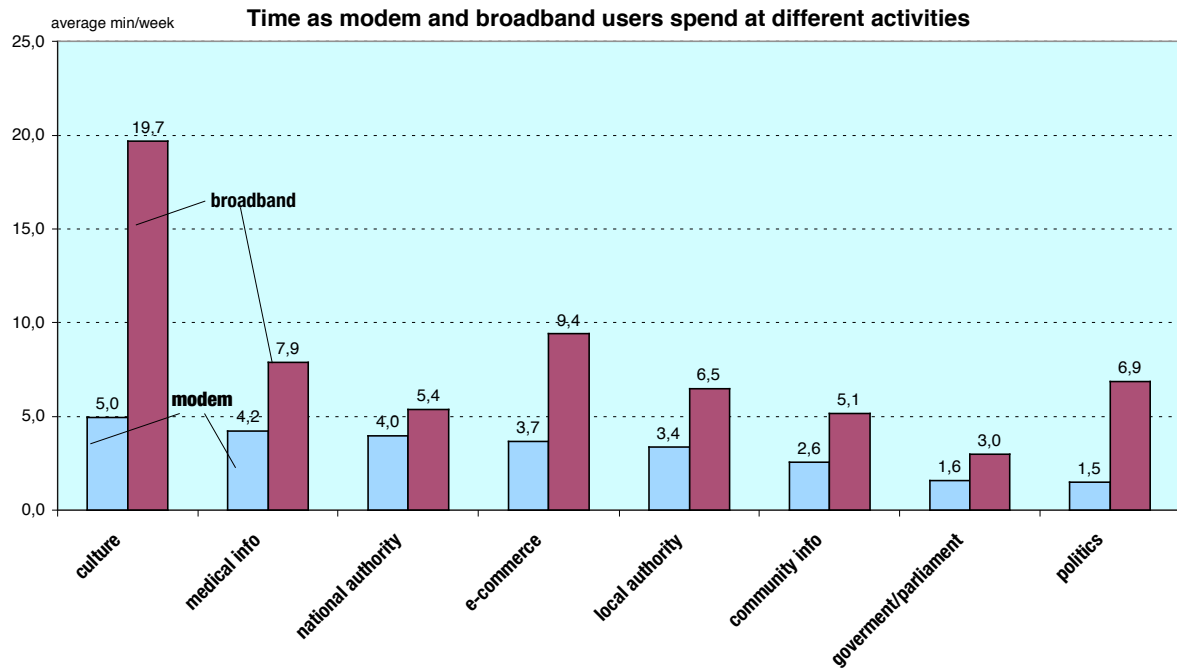
Online activities: A comparison between broadband and telephone modem users

Percent of broadband and modem users who are doing different activities on the net?

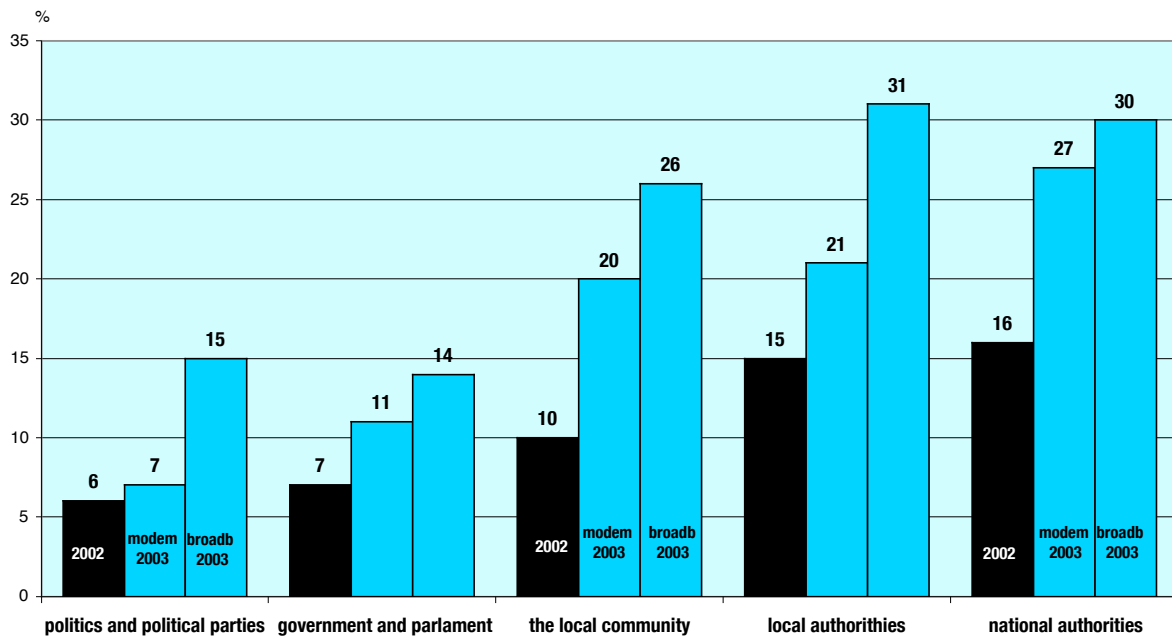


Time devoted to different activities on the net





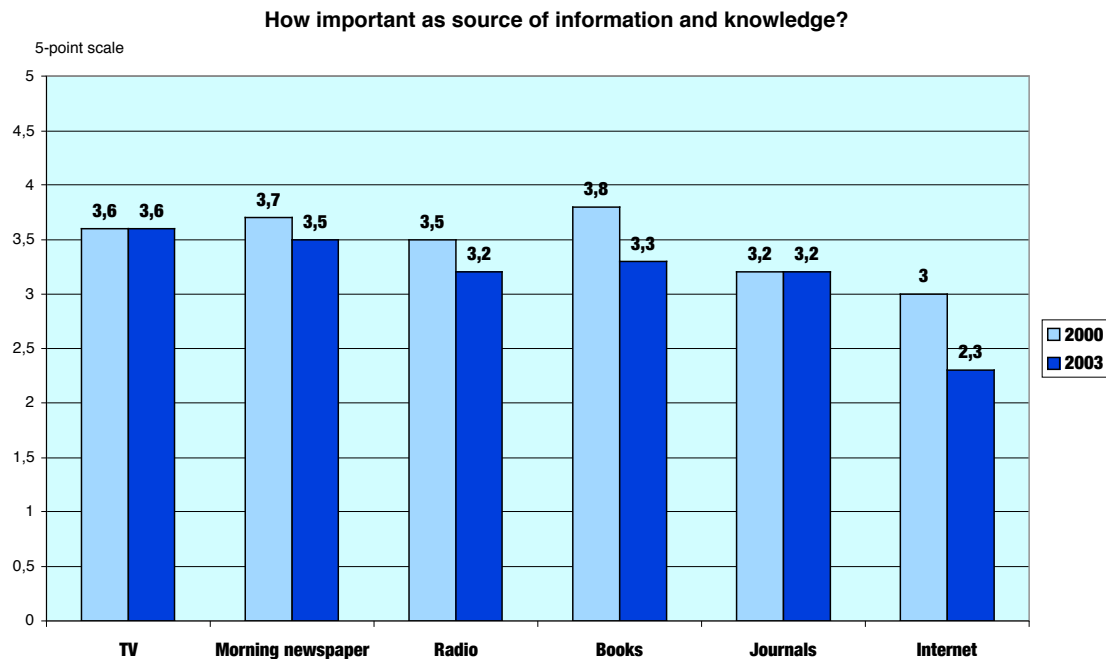
Percentage of Internet users who inform themselves on special websites, 2002 and 2003





## Television still the most important source of information

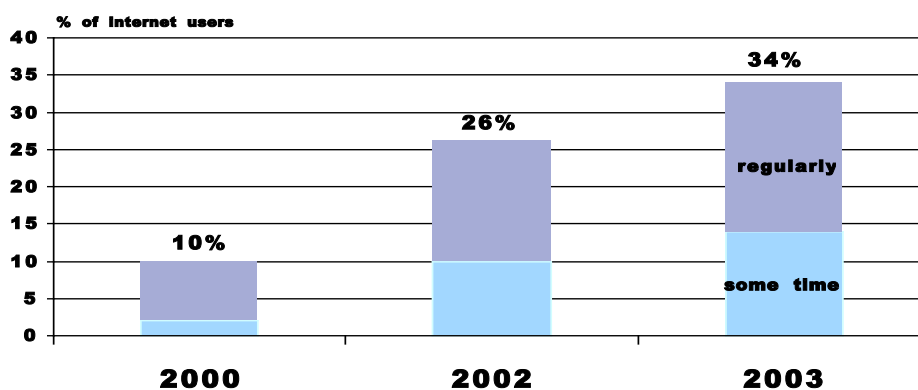
Answering the question what medium that is the most important source of information and knowledge? Most people answer: Television, newspapers, radio and books as first alternatives and Internet as the last. That was the case year 2000 and so is also the case, even more clearly, year 2003. Most Swedes still consider Internet as a complement to other media.



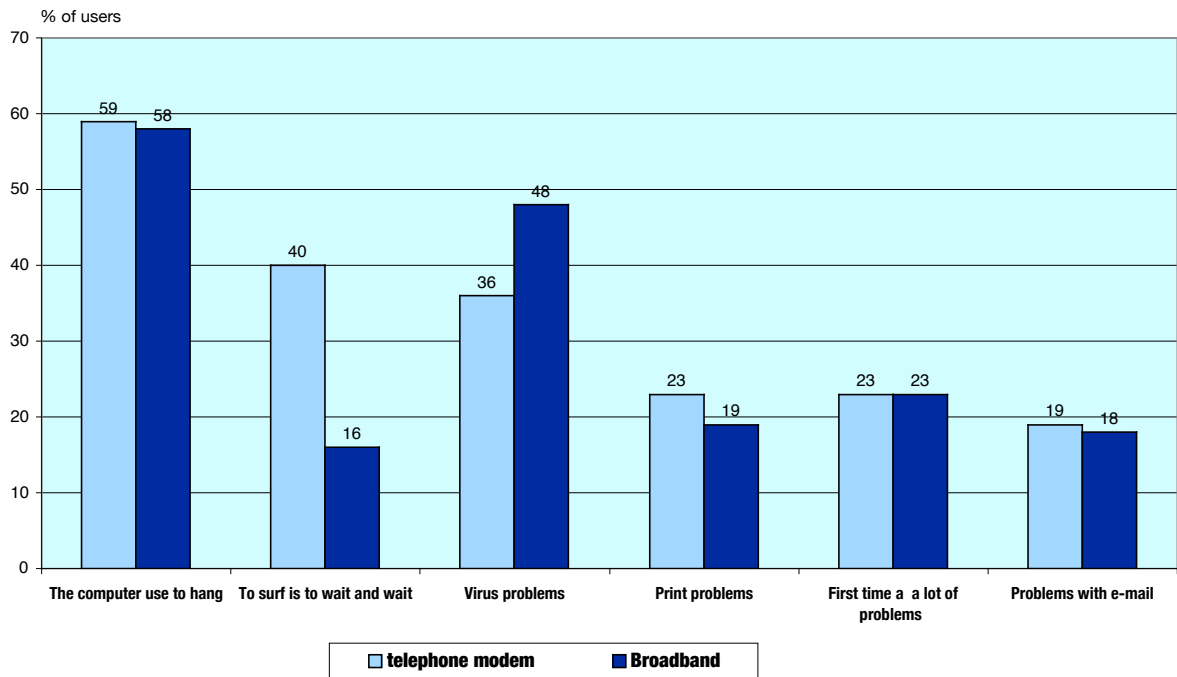
## Two of three Swedes visit foreign websites

In most countries, especially in the big countries, the Internet use is focused on websites in their own language from the home country. Even in a small country like Sweden dominates the national websites written in Swedish, but 63% of the Swedish internet users visit, at least sometimes, foreign websites.

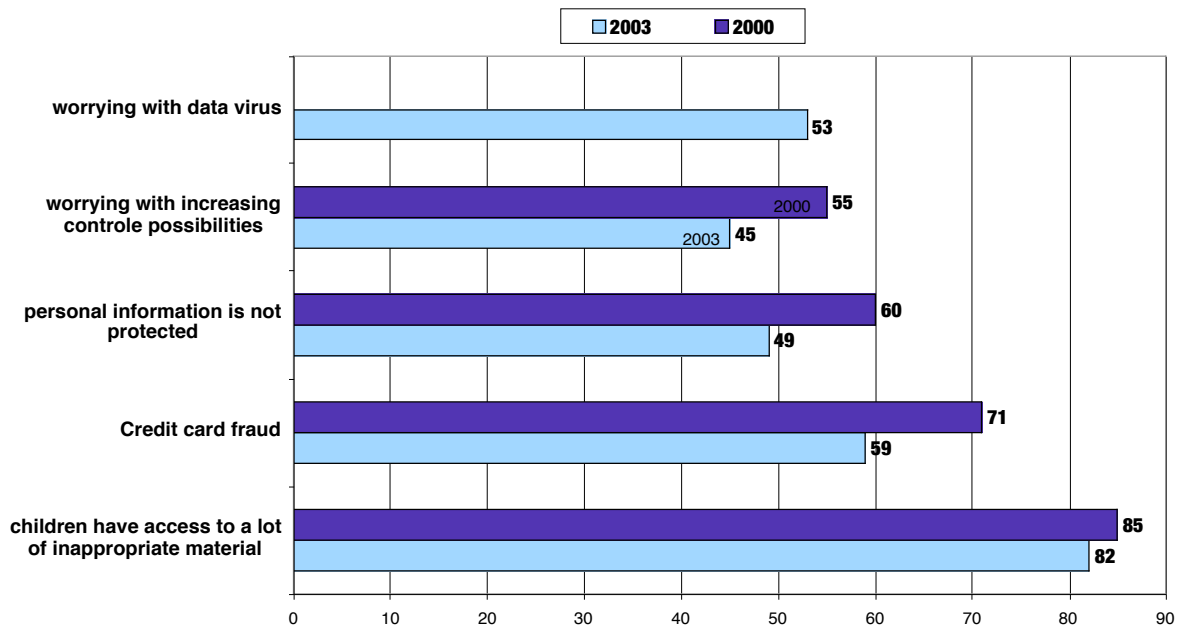
## How often do you buy goods from the net?



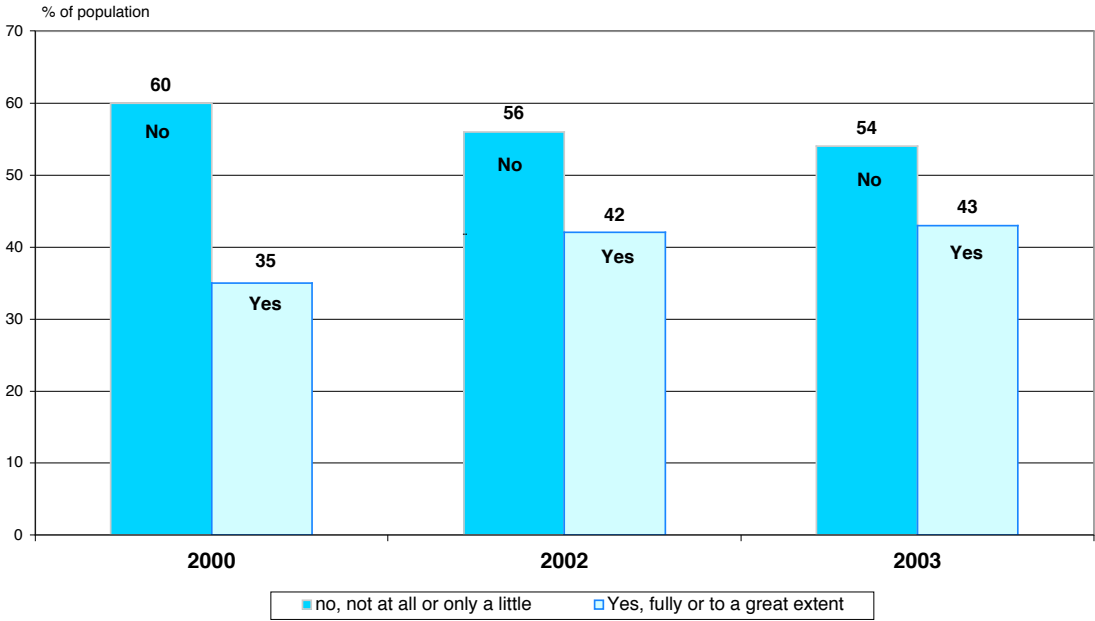
### Common problems using Internet



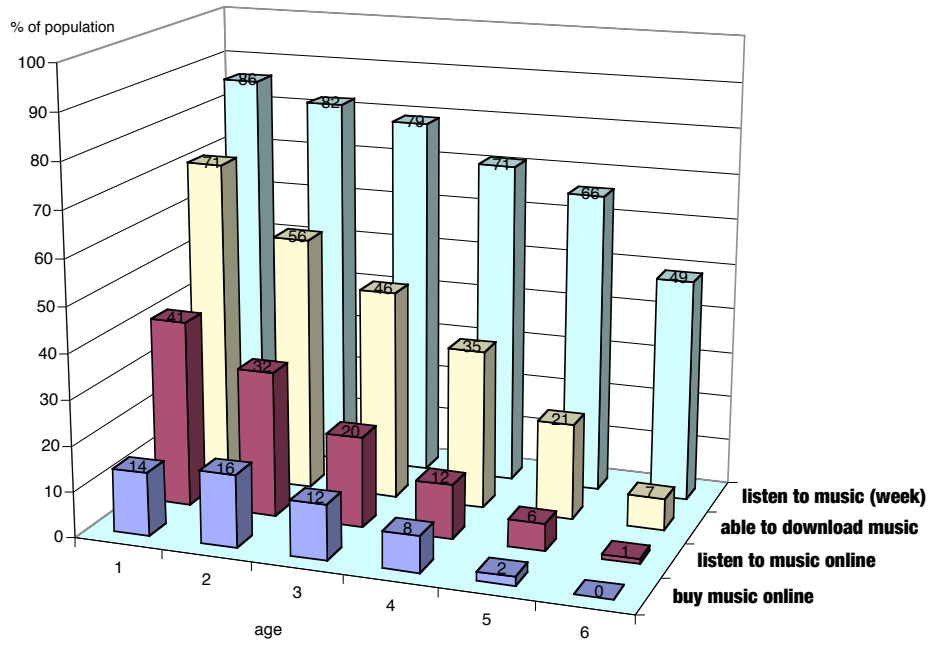
### Worrying



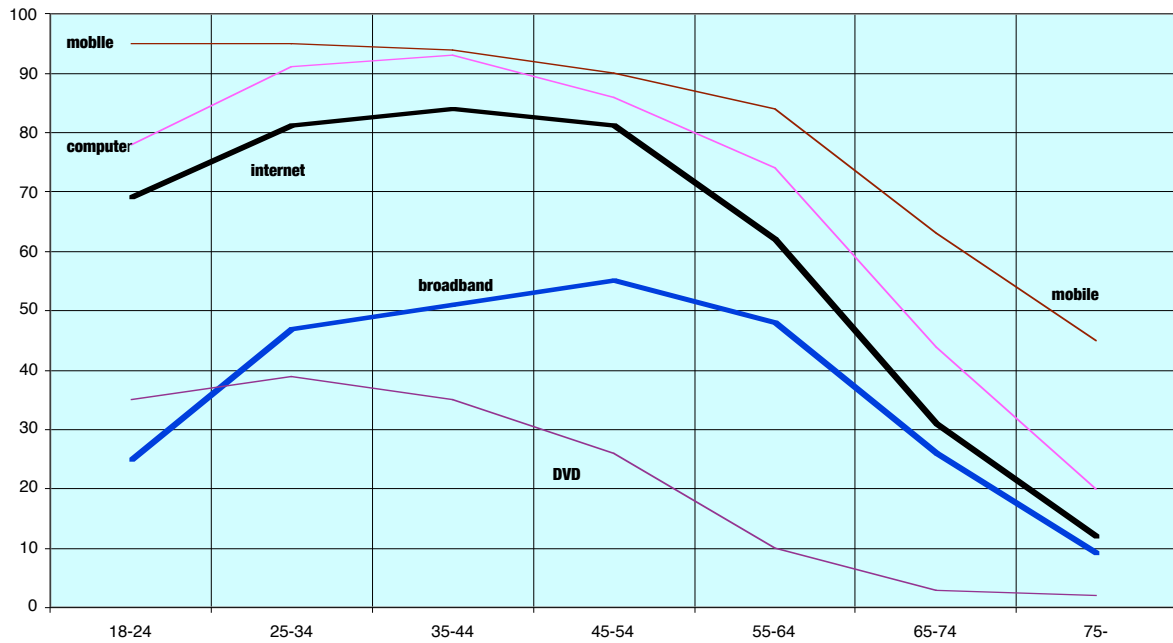
### Do you feel involved in the new information society?



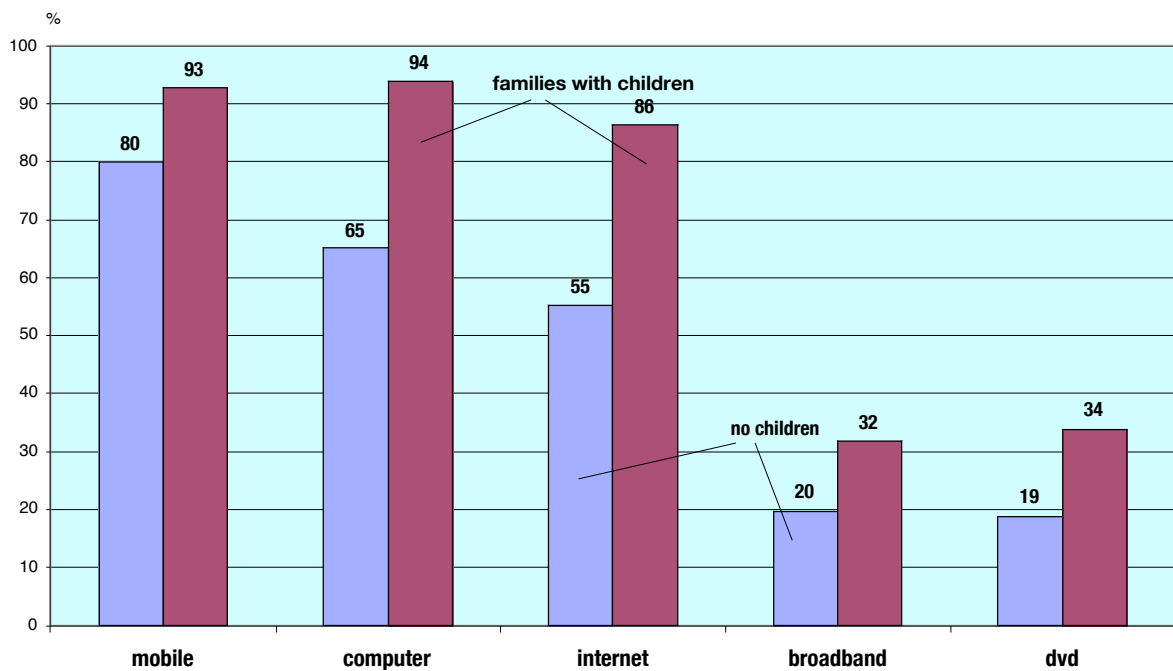
**Music and Internet**



Access to different media technologies in different ages



Access to different media technologies at families with and without children



The Swedes access to new technology

