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Olle Findahl

Swedes and the Internet 2012



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Olle Findahl

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2012

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Version 1.0 2012

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| | |
|---|-----------|
| FOREWORD..... | 4 |
| SUMMARY | 6 |
| 01. INTERNET USE INCREASING BUT NOT SPREADING | 8 |
| Increased access to computers, the Internet and broadband has leveled off. Daily use of the Internet at home is increasing. Doubling of mobile connections. A stabilization of time spent online. Only young people spend more time online now than in previous years. Some 1.2 million Swedes remain excluded from the Internet, primarily due to uninterest. Sweden well-positioned in international comparisons, less so in broadband. | |
| 02. THE MOST COMMON ACTIVITIES ONLINE..... | 14 |
| What do people do online? Internet activities that have become more commonplace. The expansion of social networks has ebbed. How often are status updates made? One-third of Facebook users never make status updates. Normal phones are the most common form of communications. The most common Internet activities among young people. | |
| 03. CHILDREN AND YOUNG PEOPLE | 18 |
| When did half of an age group begin using the Internet? Some 40 percent of two-year-olds have started using the Internet? The changes are among school children, aged 8-13. Young people are the most connected of all. Smart telephones and tablet computers are used among increasingly younger age groups. Girls communicate more than boys. How common is it to play games and blog? Activities that are more common among girls and boys, respectively. | |
| 04. CONTINUED RISE OF THE MOBILE INTERNET | 24 |
| Continued rise of the mobile Internet. How many people use the mobile Internet on occasion and daily? How has this use changes in recent years? What are mobile phones used for? Breakthrough for tablet computer. Who uses tablet computers at home? Do education and income influence who acquires a smartphone and tablet computer? Who has access to a smartphone and a tablet computer? An increasingly number of people are geotagging | |
| 05. MUSIC AND VIDEOS..... | 30 |
| Listening to music and watching videos online has stabilized at a high level. Subscriptions dominate among younger people and purchases among older people. How many people pay for music and videos and how? File sharing remains extensive. File sharers subscribe to music more often than others. | |
| 06. E-COMMERCE | 34 |
| E-commerce is increasing somewhat. Concerns over credit-card fraud are declining. How many people use their mobile phone for e-commerce? Slight increase among younger and older people. Many older people do not shop online. Apps and music dominate digital purchases. Half of the population still has no e-identification. Many older people do not pay their bills online. Many people still go to the bank on occasion. Poor people go to the bank and the rich log in to an Internet bank | |

Contents

| | |
|--|-----------|
| 07. TRADITIONAL MEDIA AND THE INTERNET | 40 |
| Many look for traditional media online, but not very frequently. Traditional platforms remain dominant. How many people read e-books and how often? Has the reading of online magazines changed in the past five years? What percentage of reading the paper takes place online? Evening papers are mostly read online. Has listening to online radio changed? How many people watch online TV and how often? Young people watch TV online, but not every day. They read evening papers online but not morning papers. The base for traditional media remains conventional TV sets and paper editions. The Internet has become a key complement to traditional media | |
| 08. THE INTERNET AT WORK..... | 46 |
| More Internet time at work than at home. Social networks are mainly used for private purposes. An increasing number of people are working from home using the Internet, but still going to the office just as much. The Internet has increased productivity and work and professional contacts. The Internet is also used for private purposes at work. | |
| 09. VIEWS OF THE INTERNET..... | 50 |
| More positive view of the Internet's role for democracy. The Internet has become an increasingly important source of information, although traditional media remains important. The Internet has also become a key source of entertainment. Many people still feel excluded from the information society. Concerns over the Internet remain but are declining. The Internet has become more important for both work and private life. Is the downside to the Internet that it becomes addictive? | |
| CONCLUSION | 56 |
| REFERENCES | 59 |
| METHOD | 60 |
| TABLES..... | 62 |
| INDEX | 65 |

Foreword

The Internet in Sweden is currently in the mobile phase, following the broadband phase (2005-2010) and the initial proliferation phase (1995-2005). This does not mean everyone has a smartphone or that everyone even uses the Internet. But there are certainly enough people who use their mobile phone to connect to the Internet – about half of the Swedish population to be exact. Their Internet habits are evolving and new services are being launched that were never considered before. The entire system of apps and touch screens has simplified and altered the use of the Internet. Smartphones have been around for a long time, but are just now broadly influencing Internet use.

In such representative surveys as Swedes and the Internet, relatively significant changes are required to have an impact on Internet statistics. This may obscure trends that are developing within minor groups. At the population level, for example, 4 percent of people have occasionally used a microblog such as Twitter, while 30 percent of well-educated individuals aged 16-25 have done so. Among the overall population, 6 percent blog, while the percentage among young women aged 14-17 is more than 30.

Since journalists who frequently use Twitter are reporting that everyone now

watches TV on their mobile phones and tablet computers, and that newspapers are becoming extinct, we must attempt to provide as fair a portrayal as possible of how Swedes use the Internet. How ubiquitous is the Twitter flow? Has the traditional TV set served its purpose?

For the past 12 years, the Swedes and the Internet report has interviewed a sample of the Swedish population concerning their Internet habits to monitor changes over time. The results can be used to interpret the current scenario, but also comprise comparative data for specialist studies in selected areas, and can be used in comparisons with similar surveys in other countries within the World Internet Project.

Olle Findahl
oktober 2012

Internet use increasing but not spreading.

For 17 years, Internet access among the population has increased on an annual basis, from 2 percent in 1995 to 89 percent in 2012. Now the spread has begun to taper off and is no longer increasing among those over 18. However, use among those who already have access to the Internet continues to rise. Daily Internet use has increased among all age groups except the elderly. The greatest increases occurred among school children aged 9-11.

Younger and younger children are using the Internet and in 2012, half of all three-year-olds and 40 percent of two-year-olds used the Internet. The trend in recent years is continuing and many activities are also spreading downward among age groups.

Some 1.2 million individuals remain outside the Internet.

There are also Swedes who do not or seldom use the Internet. This primarily concerns people over the age of 45. The principal motive is that they have no interest in using the Internet.

Mobile connections doubled.

Major changes in recent years pertain to mobile connections via smartphones and tablet computers. The rise began in 2011 with the number of those who use smartphones from 16 to 30 percent doubling. In the past year, this figure has nearly doubled again from 30 to 55 percent. In a period of about two years, half of the Swedish population has gained access to the Internet via their mobile phone

Breakthrough for tablet computers.

In recent years, the spread of tablet computers has gained momentum, and one in five Swedes (20 percent) now uses a tablet computer. Among families with children the figure is one in three. Use among young people between the ages of 12-15 is also the most common, with nearly half having used a tablet computer on occasion. The higher the income and level of education, the more commonplace the tablet computers.

The expansion of social networks has leveled off.

In the past five years, 10 new percent of the population has connected to a social network on an annual basis, generally Facebook. In the past year, this increase has tapered off at 64 percent. A slight increase occurred among the youngest people, aged seven to 12. Far from everyone spends time posting updates about what they are up to. One-third of all members on social networks never post status updates.

Telephone still the most used form of communications.

Many people currently use the option of sending text messages online and via their mobile phone. Although in terms of the entire population over the course of a week, the most common method of communicating with others by far is making a voice call. Some 97 percent of the population uses this option. The second-most popular method is text-based message in the form of e-mails or texts, and trailing far behind are blogs and Twitter, which only a minor percentage of the population uses.

Listening to music and watching video clips online has stabilized at a high level.

Two of three listened to music online in 2011 – the year in which Spotify achieved its major breakthrough – and the figure for 2012 was the same. This tapering off also applies to videos, which remain at 53 percent. Music subscriptions are dominant among young people, and purchases reign among the older people. For videos, purchases dominate if the purchase of streaming content and of individual files is combined. File sharing largely remains at the same level as last year.

Slight rise in e-commerce.

E-commerce has steadily increased until now, when 84 percent of Internet users (72 percent of the population) make occasional e-purchases. A contributing factor to this is that concerns over credit-card fraud have declined, particularly among the elderly. In the year 2000, 72 percent of the population was concerned about this. Today, 12 years later, the percentage that is concerned has declined to 21 percent.

Summary

Apps and music top digital sales.

Extensive sales of “apps,” that have emerged as individuals increasingly acquire smartphones and tablet computers, hallmarked the past year. In all age groups over 26, the apps are what most people pay for. Music is second. For those under 26, music and games dominated.

Half of the population still does not have e-identification.

There has been a negligible amount of activity in recent years. Some 19 percent of the elderly, over the age of 65, with a low level of education or low incomes have e-identification, while for those with a high level of education aged 26-45, the figure was 90 percent.

Many elderly do not pay their bills online.

Some 28 percent of the population do not pay their bills online. This particularly applies to elderly, among whom the majority do not pay their bills online. The older you are, the more often you go to the bank. The richer you are, the less often you visit a bank and the more common it is to log in to your Internet bank.

Many people search for traditional media on the Internet, but not as often.

Some 57 percent of people watch TV, 45 percent listen to the radio, 80 read a newspaper online on occasion and 12 percent have read an e-book on occasion. However, traditional platforms continue to dominate daily media use. Evening newspapers constitute the exception, with more people

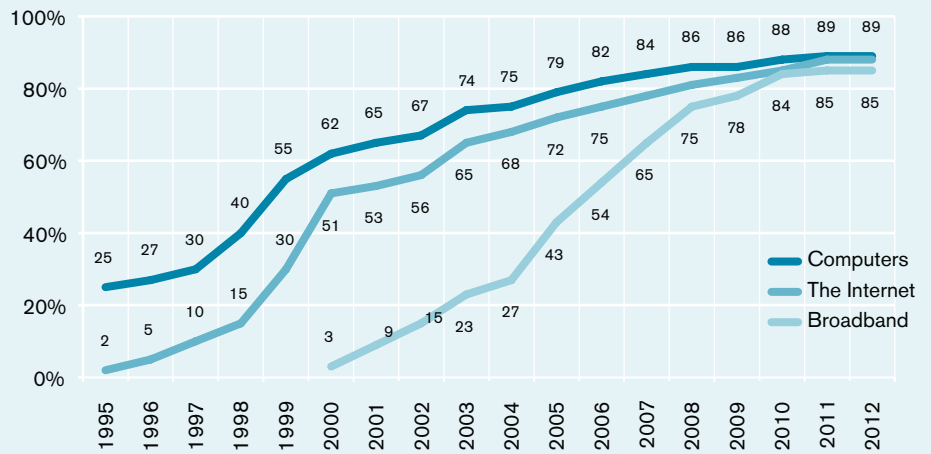
now reading the online version than the paper version. Some 13 percent of the population read the morning paper online more extensively than the paper version, although it is unusual to only read online papers. A total of 8 percent mostly listen to online radio. Some 5 percent mostly watch online TV and, on an average day, 0.5 percent read an e-book. However, very few of those who watch online TV, for example, do not also watch traditional TV.

More Internet time at work than at home.

This applies to the gainfully employed segment of the population. The Internet has become increasingly important, particularly for those in higher professional positions. Social networks, such as Facebook, are primarily private, although a minor percentage (18 percent) mix professional content and contacts with private ones. Despite an increasing number of people using the Internet to work from home, few people can regularly spend less time at work.

More positive view of the Internet's importance and role in democracy.

Over the years, the Internet has been deemed an increasingly important source of information and entertainment, yet the importance of traditional media has persevered. However, the feeling of not being a part of the new information society remains among many.



Access to computers, the Internet and broadband has ebbed

Diagram 1.1. Access to computers, the Internet and broadband among those over 18

OI

Internet use increasing but not spreading

For 17 years, Internet access among the population has increased on an annual basis, from 2 percent in 1995 to 89 percent in 2011. At its peaks, in the late 1990s, 20 percent of the population gained access to the Internet during the period of one year, which corresponds to about 1.5 million Internet users. After the year 2000, the rate of increase ebbed and in the past five years, access to the Internet has increased 2-3 percent annually. In the past year, new access to the Internet leveled off and the increase was 0 percent. This applies to computers, the Internet and broadband. New access will probably rise further, although the process will be slow.

While the percentage of the population over the age of 18 that uses the Internet at

home on occasion has not increased either, daily use has risen (1.2). This applies to all ages except among the oldest age group. The greatest increases were among the youngest age groups, particularly among school children aged 9-11 (1.3). Internet use among children and young people will be described in further detail in a later section.

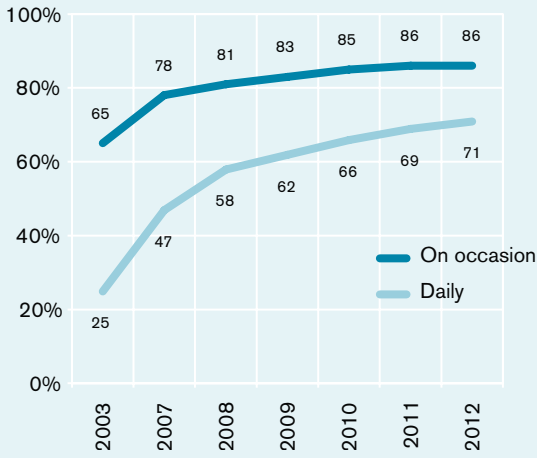
Among those aged 9-55, nearly 95 percent use the Internet nowadays at least on occasion, and among those aged 12-45, almost 90 percent are now daily users (1.4). This means that the Internet cannot spread all that much more among those age groups. However, among younger people and the elderly, the Internet does not maintain the same dominant position.

Mobile connections doubled

Although stationary computers, which long dominated in the home, still exist, the trend of an increasing number of laptop computers that has been seen in recent years continues.

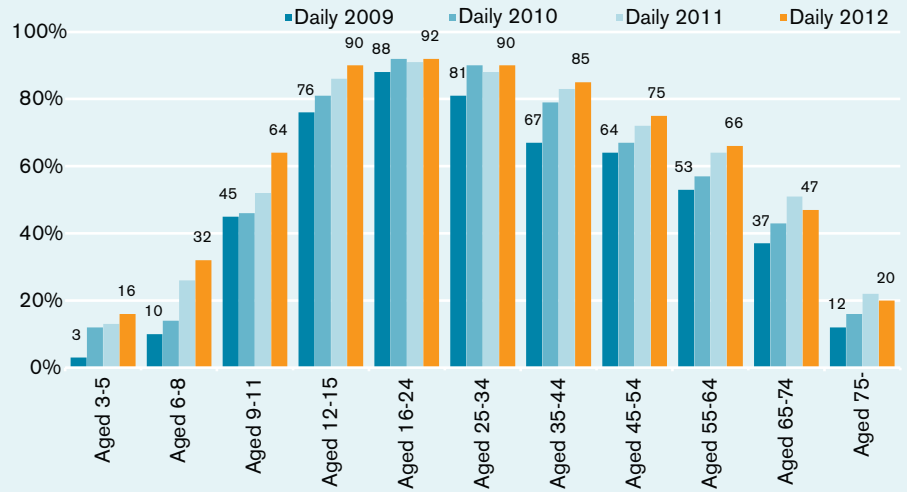
Two years ago, 57 percent of the population had access to a laptop. Today, this has increased to 74 percent. The trend of an increasing number of connections through TV sets and game consoles continues, although the increases in this area are minor.

The major increase in recent years pertains to mobile connections, through mobile



Use of Internet at home. A comparison, 2003-2012

Diagram 1.2. Percentage of population (18+) who use the Internet at home, on occasion and daily.

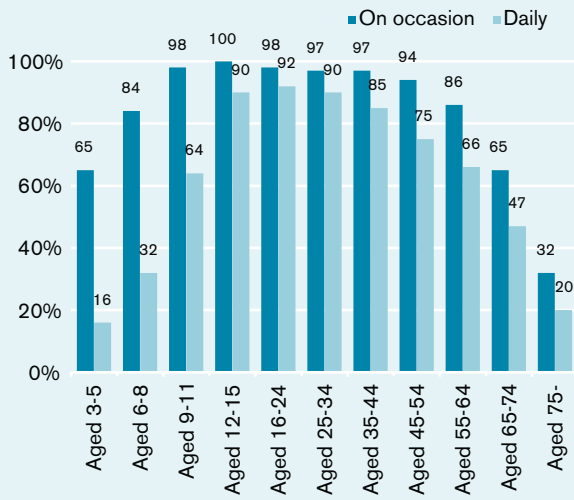


Increase in daily Internet use at home, 2009-2012.

Diagram 1.3. Percentage of population in various age groups who use the Internet daily.

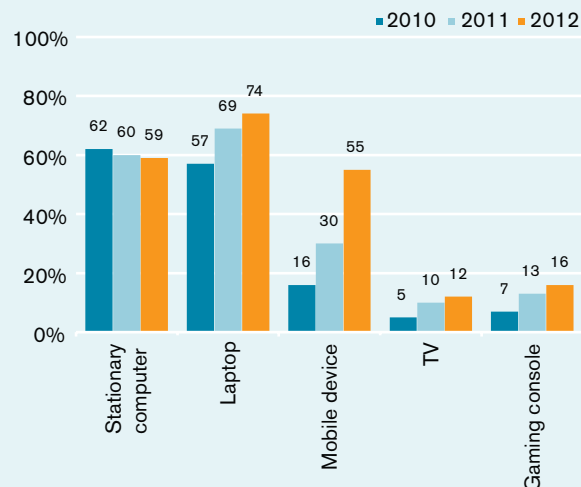
phones and tablet computers (1.5). The increase began last year with a two-fold rise from 16 to 30 percent. This figure has now nearly doubled again from 30 to 55 percent. Over the course of about two years, half of the Swedish population has gained access to the mobile Internet. This will be analyzed in more detail in a separate section.

Accordingly, the most common connections today are through laptop computers and the second-most common among those aged 12-45 is a mobile connection, after which comes the stationary computer. In most cases, people have access to multiple connection options. The base is a laptop or stationary computer. Only a very minor percentage



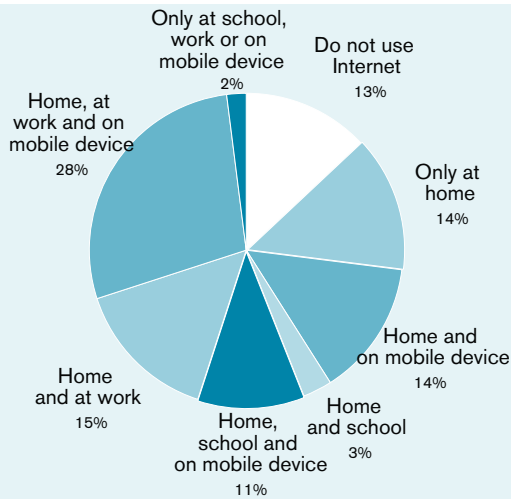
How much was the Internet used among various age groups in 2012?

Diagram 1.4. Percentage of various age groups who use the Internet on occasion and daily.



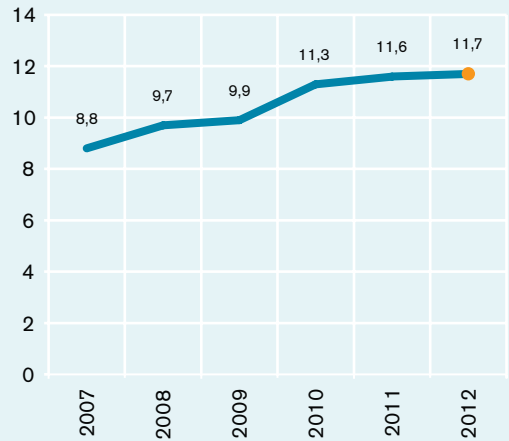
How many people can connect to the Internet in various ways?

Diagram 1.5. Percentage of Internet users who connect to the Internet using various devices.



Where and how do people connect to the Internet?

Diagram 1.6. Percentage of Internet users who connect to the Internet using various devices.



How much time do people spend online at home? A comparison, 2007-2012.

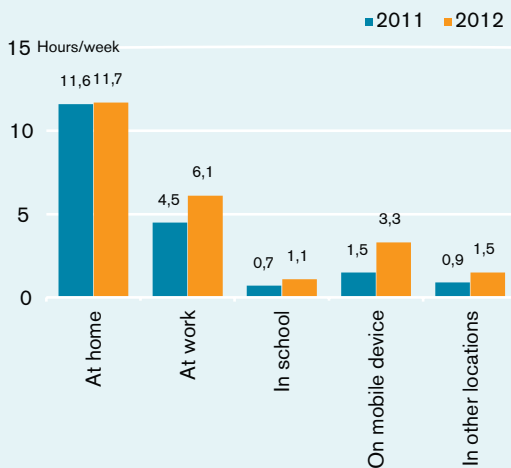
Diagram 1.7. Average time (hours per week) that Internet users (12+) spend online at home.

Time spent on the mobile Internet use has doubled

of the population, 0.5 percent, only uses a mobile phone or tablet computer to connect to the Internet. However, smartphones are now ubiquitous, in homes, at school and at work (1.6).

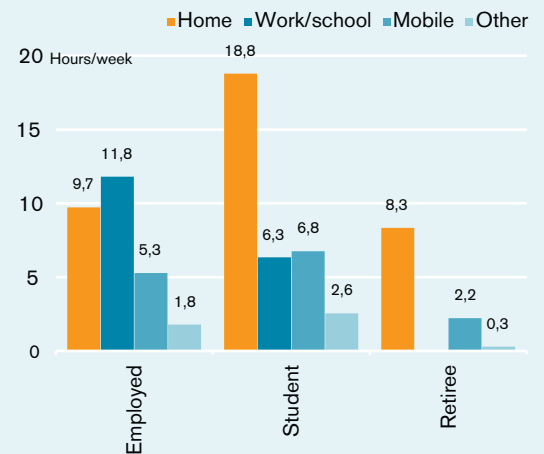
A stabilization of time spent online

In the past three years, the average time spent online at home has been fairly consistent



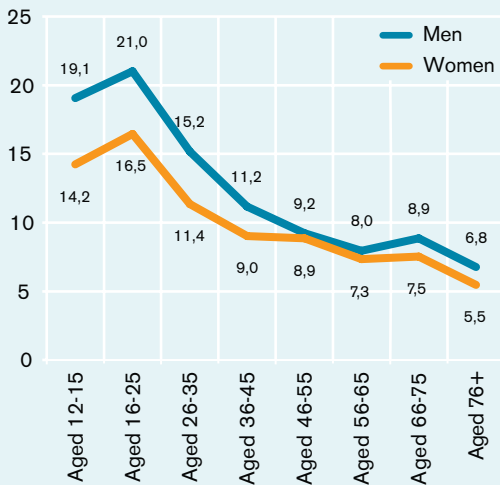
How much time is spent online in various locations?

Diagram 1.10. Average time (hours per week) spent online at home, at work, in school, on mobile devices and in other locations



Allocation of time spent online between home, work/school and other locations

Diagram 1.11. Average time (hours per week) for the Internet at home, at work, in school, on mobile device and in other locations



Young men spend more time online than young women

Diagram 1.8. Average time (hours per week) that men and women spend online at home.

at about 11-12 hours a week (1.7). The only group for which time spent online at home continues to rise substantially is among those aged 12-15 (1.9). As before, young men spend most time online and the difference between men and women is significant until they reach their 50s (1.8).

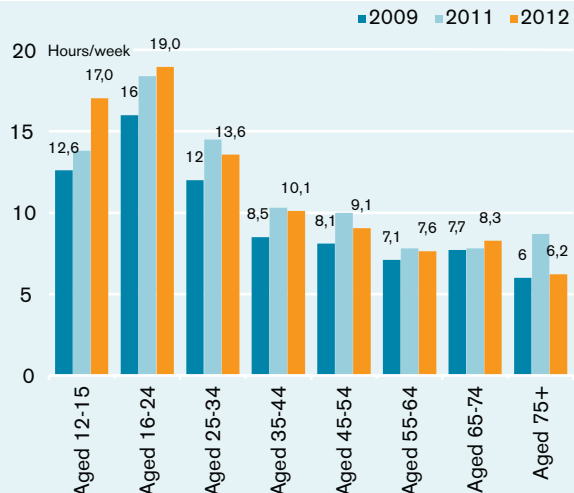
Instead, Internet use has increased outside the home. This particularly applies to the time spent on mobile devices, which has doubled. This also impacts the scope of Internet use at work, in school and in other locations (1.10). Read about how time spent online is allocated among the gainfully employed in a later chapter.

For students and retirees, the Internet is mostly used at home. Students use the Internet on their mobile devices as much as they use the Internet at school. For the working population, more time is spent online at work than at home. However, time spent online is nearly equal at home and at work (1.11).

Who spends the most time online?

About 10 percent of Internet users spend more than 50 hours a week online, which corresponds to more than seven hours a day. This applies to all time spent online, at home, at work and in other locations.

The young, major users among school



Only young people spend more time online today compared with previous years.

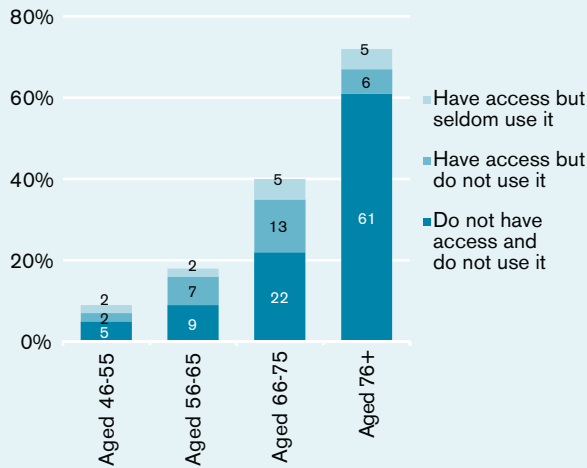
Diagram 1.9. Average time (hours per week) spent online at home among various age groups in 2009, 2011 and 2012.

children and students are both males and females and they are found in all levels of education. What is noteworthy about their use of the Internet is that they spend time on social networks and listen to/download music on a daily basis. Half also play games and watch video clips online on a daily basis. These comprise activities that nearly all young people engage in online, the difference is that the extreme users spend much more time on them. A significant amount of their time is spent on this.

Among the working population, young, well-educated men use the Internet the most. Two of three of this segment are men and two of three are highly educated. The most common jobs are in IT and with computers. The second most common are administrators, such as those working with business. Also included in the category are engineers, teachers, managers and care personnel, as well as freelance journalists, consultants and even miners, carpenters, chefs and guards.

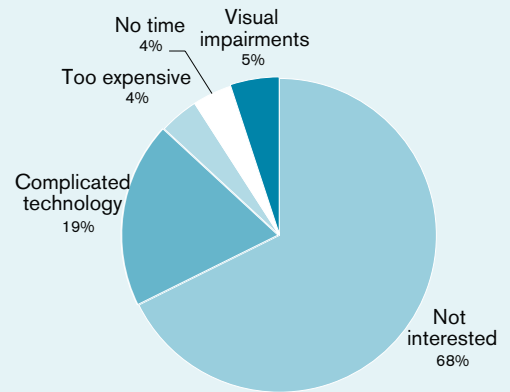
The excluded

Despite nearly all young and middle-aged people using the Internet today, there is a group that remains excluded, namely those who do not use the Internet.



How many are non-users and or use it seldom?

Diagram 1.12. Percentage of various age groups who do not or seldom use the Internet.



Why do people not use the Internet?

Diagram 1.13. Percentage of non-users who state different reasons for not using the Internet.

We can split this group into three categories: those who lack access to and have never used computers or the Internet; those who previously used the Internet but not longer do so, and those who have access to the Internet but do not or very seldom use it

The major group of non-users is individuals who have not previously used computers or the Internet. Some 16 percent of non-users previously used the Internet but no longer do so for various reasons.

The number of Swedes over the age of 12 who do not or seldom use the Internet declined to 1.2 million this year. In 2011, the figures was 1.33 million, in 2010 1.5 million and in 2009 1.7 million.

The number of people who do not or very seldom use the Internet

| | |
|------|--------------|
| 2009 | 1.7 million |
| 2010 | 1.5 million |
| 2011 | 1.33 million |
| 2012 | 1.2 million |

Included in these figures are those who do not have access to the Internet and those who have access but do not use the Internet at home or use the Internet very seldom, meaning on occasion during a year. There is also a group of users who only use the Internet once or a few times a month. This group is not included in the 1.2 million who

are excluded, but comprise 5 percent of the age groups over 66 and 2 percent of those aged 46-65.

Lack of interest the primary reason for not using the Internet

Two of three (67 percent) of those who do not use the Internet claim that they are uninterested in the Internet. This has been the recurring motive, year after year, while the percentage of non-users claiming this has also increased. The percentage who claim that the technology seems complicated has increased somewhat, while fewer claim that it is too expensive. Some say that visual impairment issues make it challenging for them to use the Internet.

Disabilities

About 4 percent of the population claim that they have various disabilities that make their use of the Internet challenging. The older people are, the more they cite these problems. For nearly half the population (45 percent), the problems stem from visual impairments and one third (32 percent) cite motor skills. Visual impairments are the predominant reason among those over 65, while difficulties with motor skills and vision are equally common among those aged 36-65. For younger people, dyslexia and reading and writing difficulties may be issues.



Hidden statistics

The method that is used in this survey of telephone interviews with a sample selection of the population is flawed in that not all people have the same probability of being selected.

This applies to groups of immigrants, poor people, the homeless, those without telephones and so forth. People who do not speak Swedish cannot participate in this survey either. This means that the statistics overestimate Internet use and underestimate the number of people who do not use the Internet. The exact scope of this statistical anomaly is difficult to know. Another type of survey would be required to ascertain these statistics.

International comparisons

Sweden remains favorably positioned in international comparisons in terms of Internet development, although it ranks lower on lists concerning broadband expansion.

In the World Economic Forum's 2012 Network Readiness Index, Sweden ranks first ahead of Singapore and Finland. Sweden also tops the rankings in the WWW Foundation's 2012 Web Index, which is based on statistics and expert assessments and covers everything from infrastructure, available

content and the Internet's influence on politics, the economy and social conditions. Sweden is viewed as the country in which the Internet has had the greatest impact. Sweden is the best as "putting the Internet to work," beating the US, the UK and Canada. However, despite so many people using the Internet, there is a surprisingly limited amount of content available on the Internet in Sweden according to the report.

However, Sweden ranks fourth on the Economist Intelligence Unit's broadband report, trailing South Korea, Japan and Singapore (Q1 2012). And in terms of broadband connections of more than 4 Mbit/s, Sweden did not rank among the top-ten countries. Coming first were South Korea, the Netherlands, Switzerland, Belgium and so on. Sweden ranked 24th. When including the percentage with high capacity (>10Mbit/s), Sweden ranked 11th (Akamai, 2012) ■



02

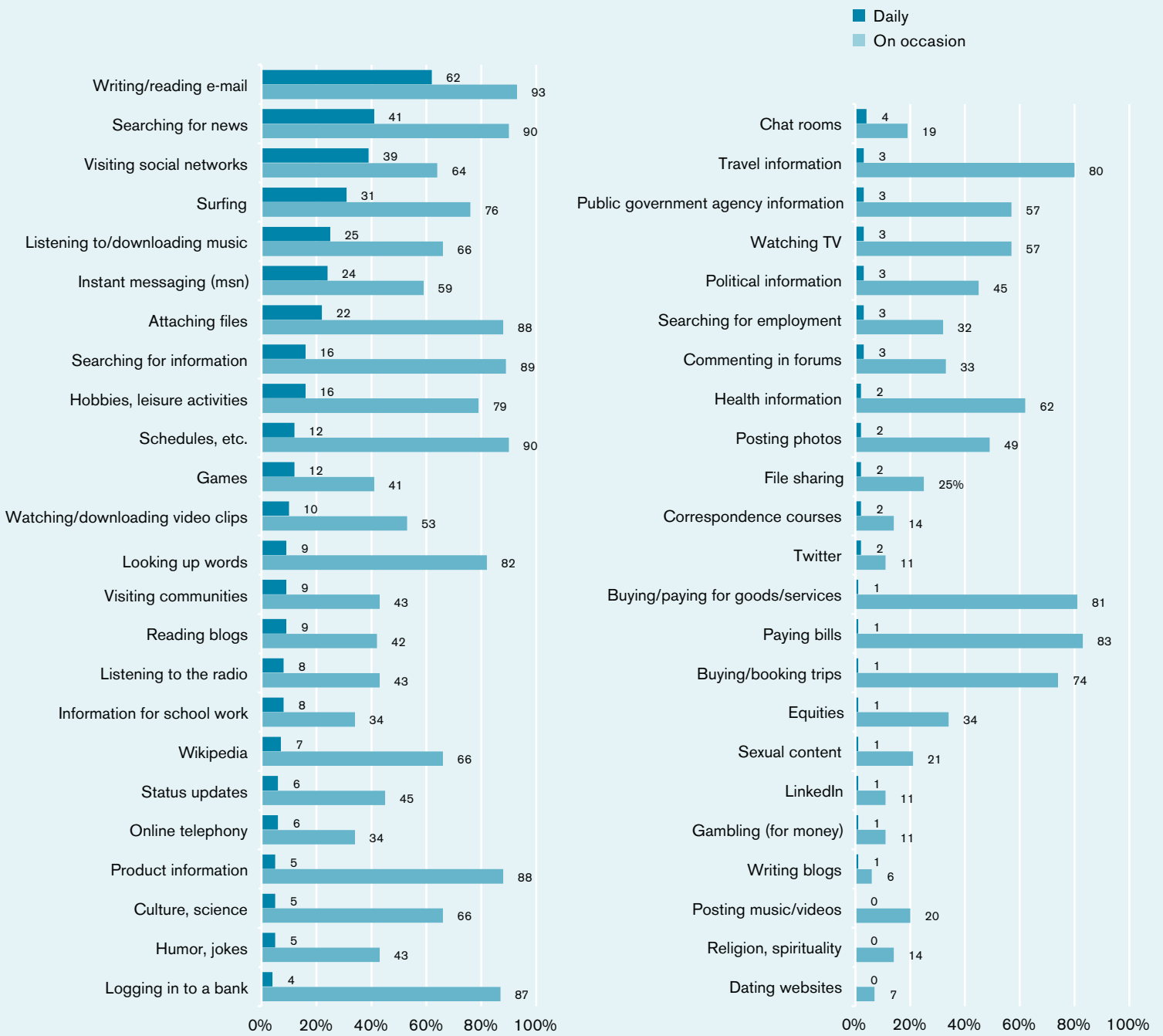
Most common online activities

Writing or reading e-mails remains the activity in which most of those using the Internet are involved. This has comprised part of its daily use and has been so since the Internet began proliferating 17 years ago. Nowadays, new forms of communication are available on the Internet, although they have not sidelined e-mailing, simply supplemented it.

The new forms of communications include social networks, which many people use on a daily basis and “instant messaging,” which is a quicker form of sending messages that was in decline last year but is now available in a number of new places. Searching for news and listening to music are also very common. All of these activities are part of daily Internet use for many people.

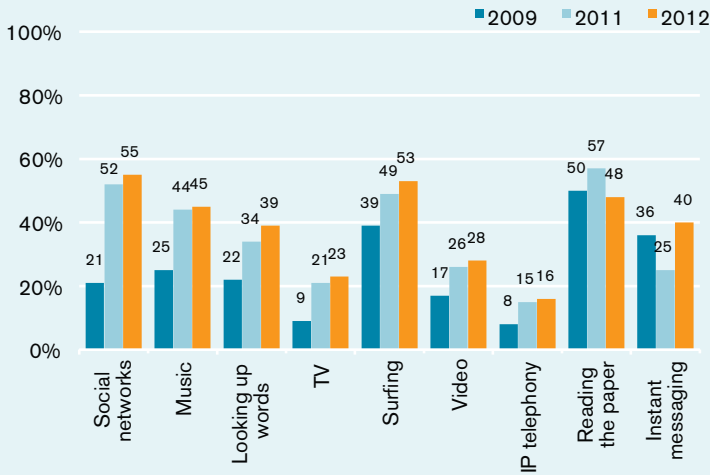
The expansion of social networks has leveled off

In the past five years, there has been a rapid expansion in the use of social networks, particularly Facebook. For every year, an additional 10 percent of the population has joined a network. However, in the past year,



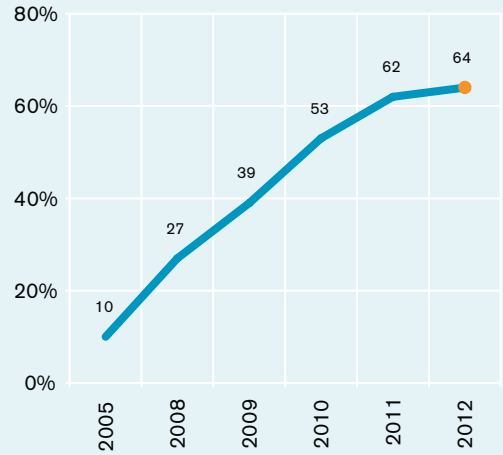
What do people do online?

Diagram 2.1. Percentage of Internet users (age 12 and up) who conduct various activities online with varying degrees of frequency.



Internet activities that have become more commonplace

Diagram 2.2. Percentage of Internet users (aged 12 and up) who spent time on various Internet activities in the past year.



The number of people who visit social networks. A comparison, 2005-2012

Diagram 2.3. Percentage of the population (aged 18 and up) who visit social networks.

this increased has stopped and there are about as many members in 2012 as there were in 2011 (2.3). A slight increase occurred among the youngest, aged seven to 12 (2.4).

One-third of Facebook users never make status updates

Far from everyone who visits social networks and has their own profile spends time making status updates of what they are doing at the moment. One-third (31 percent) of members never do so and another third (37 percent) do so at least on occasion every week. The most regular updaters are young people, among whom half make one or several status updates every week, while a tenth of older people do the same. Two-thirds of older people never update their status even if they are members of a social network (2.1).

Telephones remain the most common form of communications

Many people use the option of sending text-based messages offered by the new technology including e-mail, text messages, instant messaging, blogs and Twitter. However,

in terms of the entire population’s weekly habits, voice and spoken communications through a normal telephone are clearly the most popular form of communicating with others. Some 97 percent of the population uses this option. After this comes text-based messages in the form of e-mail and text messages and far after that come blogs and Twitter, which are only used by a few percent of the population (2.5).

What are the most common Internet activities among different age groups?

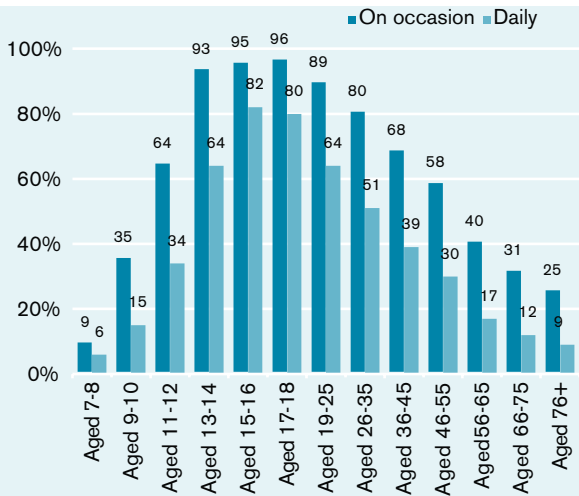
If we compare how the Internet is used among different age groups, some activities are spread among all ages albeit somewhat less engaged in among the oldest. In addition to e-mail, this applies to using the Internet to search for information about schedules, trips, health and topics related to hobbies and special interests. Also included are looking up words and searching for facts and news. Other options available online, such as using TV stations’ on-demand play services or visiting video websites such as YouTube are used by all age groups. This also applies to e-commerce.

In certain respects, young people – those between 12 and 35 – distinguish themselves from the older generations. They do so through their interest in music and their willingness to actively and personally contribute content to the Internet.

How often are status updates made?

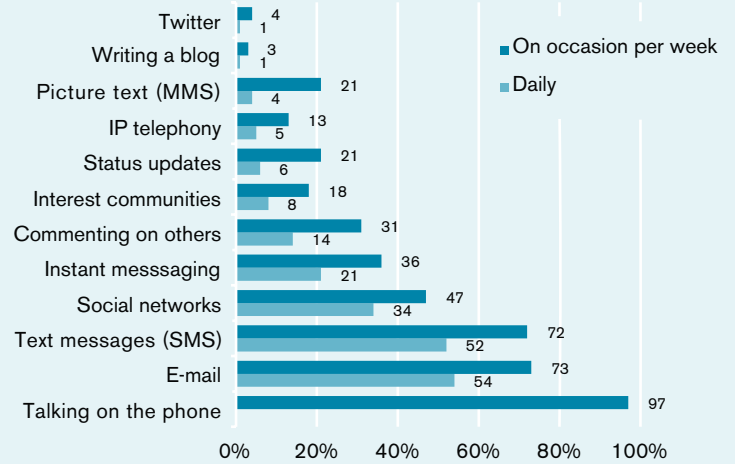
| | Never | Once/a few times a week |
|------------|------------|-------------------------|
| Aged 12-35 | One fifth | Half |
| Aged 36-55 | One third | One third |
| Aged 56 + | Two-thirds | One tenth |

Table 2.1. Percentage of Facebook users among various age groups who make status updates with varying frequency



How many people visit social networks.

Diagram 2.4. Percentage of population in various age groups who visit social networks.

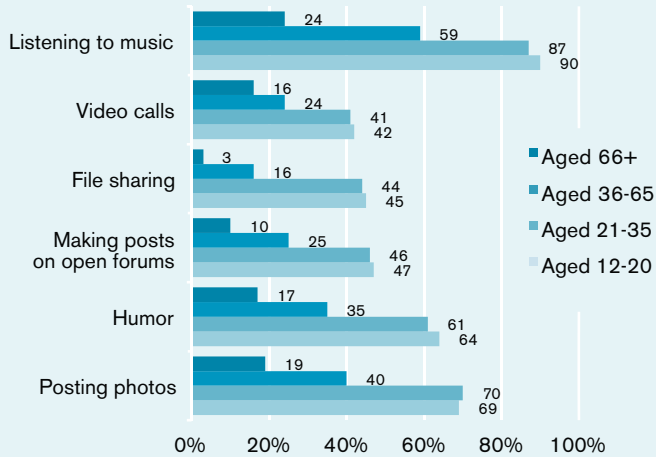


The telephone is the most common form of communications

Diagram 2.5. Percentage of population (aged 12 and up) who communicate with each other in various ways.

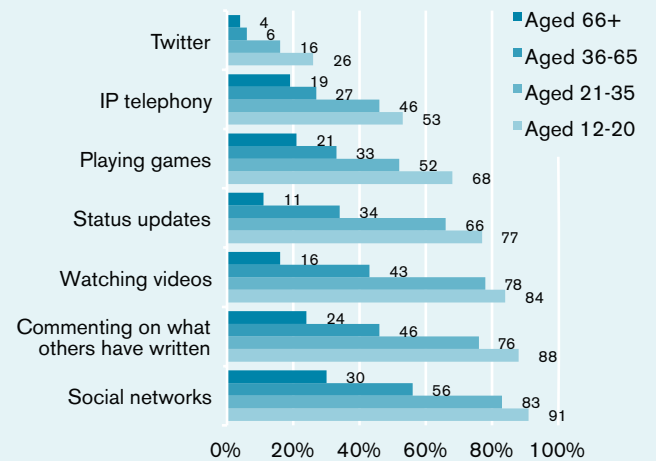
Accordingly, they use the Internet much more than older people to listen to/download music, share files, upload photos and contribute posts in open discussion forums. They also use video calls and are more interested in finding humorous websites online than are older people. However, the youngest age group, those between 12 and 20, are dominant in some areas. This applies to watching/downloading

videos, playing games and using online telephony services. It also applies to visiting social networks. In addition, the youngest age group is more active than others in commenting on what others have written, making status updates and using microblogs and Twitter. At the same time, they use the Internet just as much as to search for facts and look up words.. ■



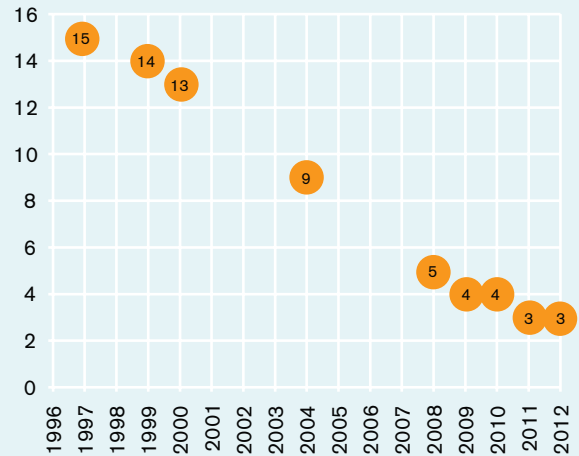
What online activities are dominated by younger people aged 12-35?

Diagram 2.6. Percentage of Internet users among various age groups who spend time on various online activities.



What online activities are dominated by young people aged 12-20?

Diagram 2.7. Percentage of Internet users among various age groups who spend time on various online activities.



When did half of an age group begin using the Internet?

Diagram 3.1. Age in which 50 percent of an age group began using the Internet.

03

Children and young people

Half of three-year-olds currently use the Internet on occasion. When the Internet was introduced 17 years ago, it was not of interest to children and young people. It took ten years before the Internet reached preschool children. At that time, parents of young children had become daily Internet users and computers that were connected to the Internet had become part of everyday life. This is where the Internet has now settled in along with the TV and computer, and it has been joined by the smartphone and, in many families with children, a tablet computer and a gaming console. The clearest change in the past year concerns the major increase of smartphones and tablet computers among young people.

Younger and younger children are using the Internet and in 2012, half of three-year-olds and 40 percent of two-year-olds do so. Accordingly, the trend in recent years is continuing and this also applies to many

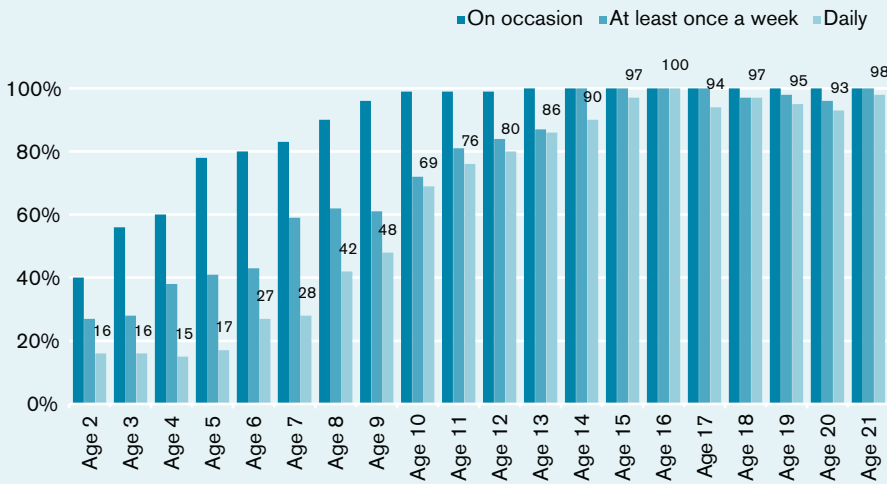
activities that are spreading downward among the age groups. The youngest age groups have spent time playing games and watching videos online, but younger school children are now also spending time on other activities.

Greatest changes are among school children aged 8-13

In many respects, there were not many major changes in Internet use among Swedes between 2011 and 2012, except the major increase in the mobile Internet use. However, there were major changes in one age group, namely school children aged 8-13. As with teenagers, use among preschool children is at about the same level as in 2011. However, daily use of the Internet has increased significantly, at nearly 40 percent, among school children and those in elementary school. The changes for children aged 8-10 were particularly clear.

Young people the most connected of all

School children aged 12-15 are those with access to the most Internet connections of all. This applies to stationary computers, laptops, mobile connections or via TV or gaming consoles. Some 96 percent have access to a laptop, compared with 74 percent of the population overall. A total of 85 percent have access to a mobile connection through a smartphone and/or a tablet computer, compared with 55 percent of the population as a whole.



How often do children and young people use the Internet?

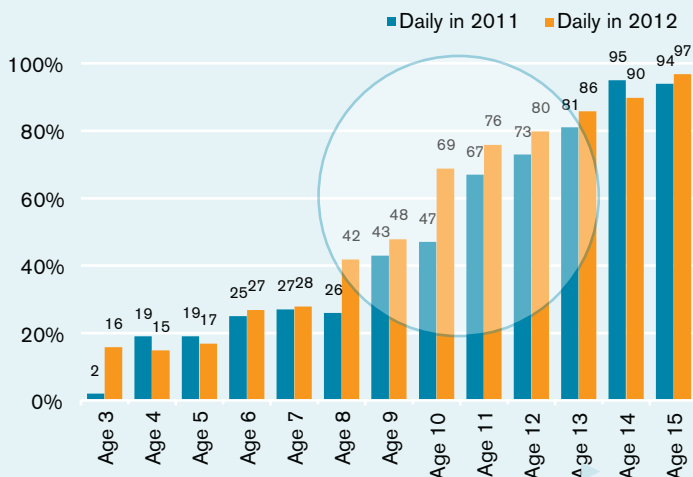
Diagram 3.2. Percentage of young people in the population who use the Internet with varying frequency.

Use of smartphones and tablet computers has spread downward among very young age groups

For several years, nearly all teenagers have had a normal mobile phone. Nowadays, this also applies to those who are somewhat younger – aged 9-10 – and half of those who are younger still – between seven and eight. The major change in the past year is the emergence of smartphones. Half of those between nine and ten can now connect via

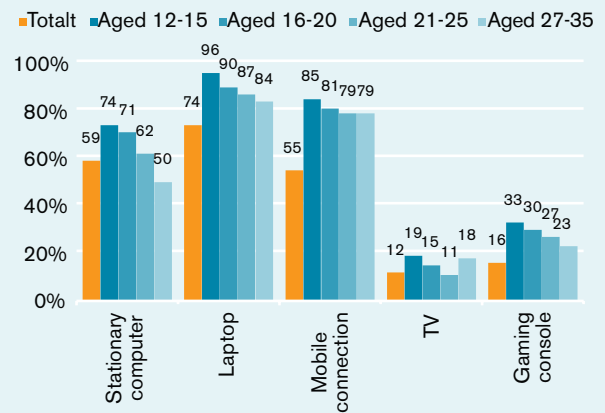
their smartphone and nearly as many also use a tablet computer. School children aged 12-16 are the ones who use tablet computers the most. We currently lack data on younger children, although preschool children probably also use the tablet computers available at home (see diagram 3.5 on the following page).

If we compare the events of the past year, we can see that 30 percent of those aged 13-14 used a smartphone in 2011. In 2012, that



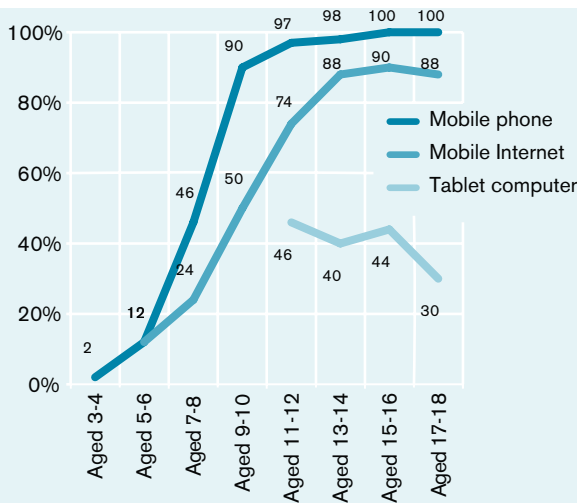
Daily Internet use has increased among children aged 8-13

Diagram 3.3. Percentage of children in the population who use the Internet daily.



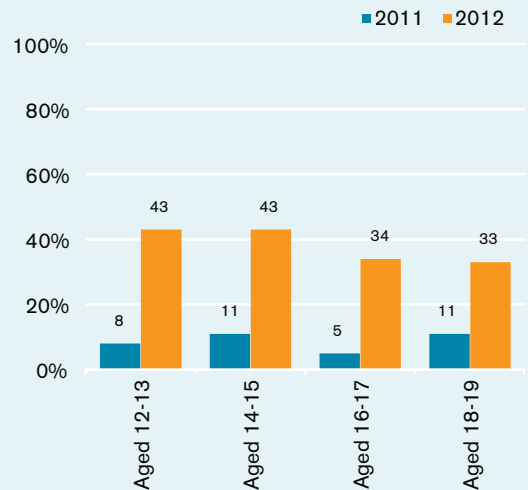
School students aged 12-15 have the most connection options of all.

Diagram 3.4. Percentage of the population among various age groups who have access to various Internet connection options



How commonplace is it for children and young people to have access to a mobile phone and tablet computer?

Diagram 3.5. Percentage of children and young people in various age groups who use a normal mobile phone, a smartphone and a tablet computer. (No data available for children under 12.)



How has the use of tablet computers changed between 2011 and 2012?

Diagram 3.6. Percentage of children and young people in the population who use tablet computers in various age groups

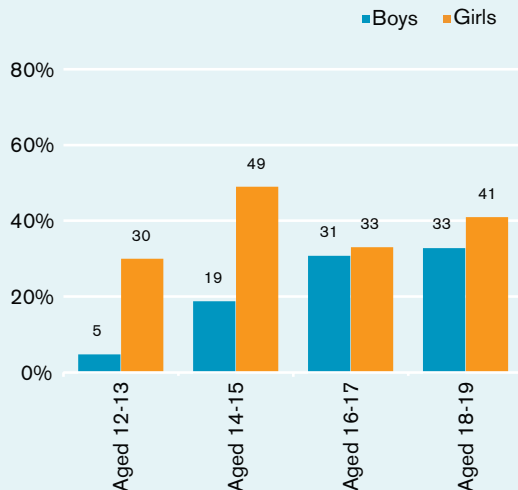
figure is 90 percent. Some 8 percent of those aged 12-13 used a tablet computer in 2011. Today, that figure is 43 percent (see diagram 3.6).

Girls communicate with each other more than boys

All children, both boys and girls, send a text or picture message using their mobile occasionally. However, on a daily basis,

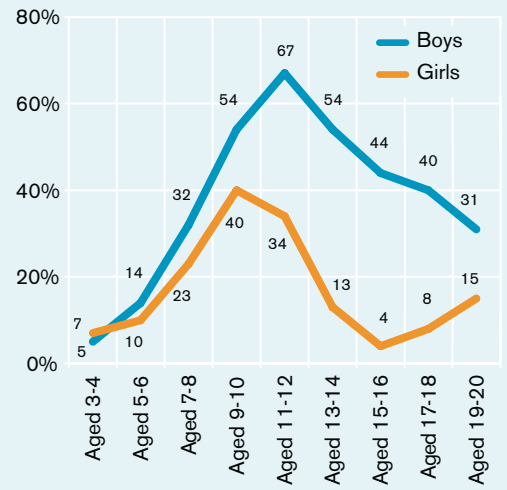
girls are more active than boys. Nearly all girls send text messages on a daily basis. The difference between boys and girls is the greatest in the early teens – aged 12-13 – and subsequently decreases during the teen years (3.8; 3.9).

Girls are also visit social networks more actively than boys, both on the computer and mobile phones. More girls also publish photos and post digital photos on their



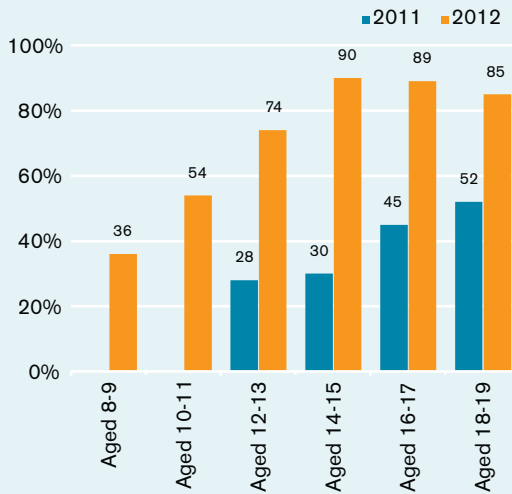
How commonplace is it for boys and girls to send images by picture text (MMS)?

Diagram 3.9. Percentage of boys and girls in the population who send picture texts at least once a week.



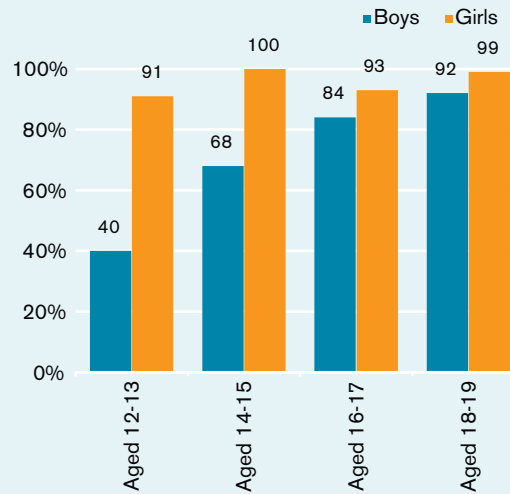
How extensive is the daily playing of video games among boys and girls?

Diagram 3.10. Percentage of boys and girls in the population who spend time playing video games daily.



How has the use of smartphones shifted between 2011 and 2012?

Diagram 3.7. Percentage of children and young people in the population who use a smartphone at various ages.



How common is it for boys and girls to send text messages?

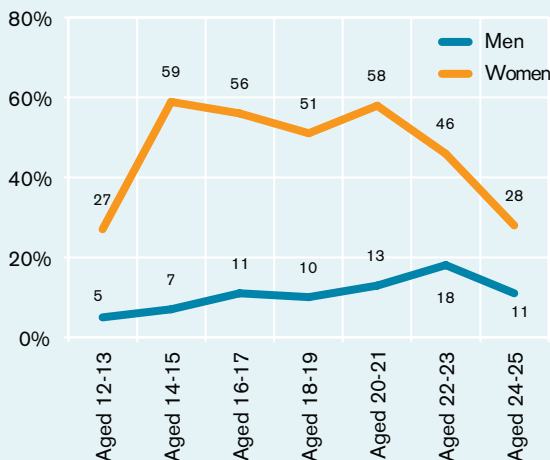
Diagram 3.8. Percentage of boys and girls in the population who send text messages on a daily basis..

mobile wherever they are. Girls use the Internet more than boys when they are in transit and it is more common for girls to have the TV on in the background when they are online.

However, the major difference between young men and women concerns blogging. Here, young women have created their own world. More than half of girls aged 14-21 write or have written their own blog. More

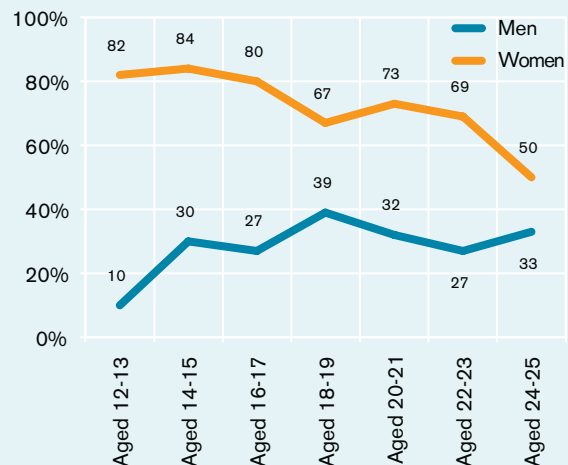
than three of four also read others' blogs on occasions. The corresponding figures for young men are 12 percent who write or have written their own blog and around 30 percent who read others' blogs on occasion (3.11; 3.12).

Digital gaming distinguishes young men in comparison with women. Men engage in gaming activities far more than women, yet the differences are not as great as for



How many people write or have written a blog?

Diagram 3.11. Percentage of young men and women in the population who write or have written a blog.



How many people read a blog?

Diagram 3.12. Percentage of young men and women in the population who read a blog on occasion



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Difference in Internet use among boys and girls

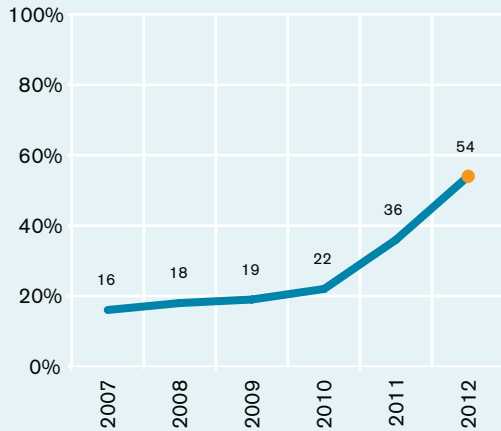
| Activities that are more common among girls | Activities that are more common among boys |
|---|--|
| Sending daily text messages (mobile) | |
| Sending picture texts at least on occasion weekly | |
| Writing a blog | Playing digital games daily |
| Reading a blog daily | Watching videos daily |
| Visiting social networks daily | Making calls online daily |
| Publishing photos (mobile) (weekly) | Using instant messaging daily |
| Visiting social networks daily (mobile) | Visiting interest communities (weekly) |
| Publishing location (mobile) (weekly) | Making posts in open forums (weekly) |
| Using Internet daily in transit | |
| Using Internet daily with TV on in background | |

Table 3.1. Summary of the activities in which boys and girls are most active, respectively.

blogging. Some 37 percent of boys aged 12-25 play games on a daily basis, compared with 11 percent of girls (3.10).

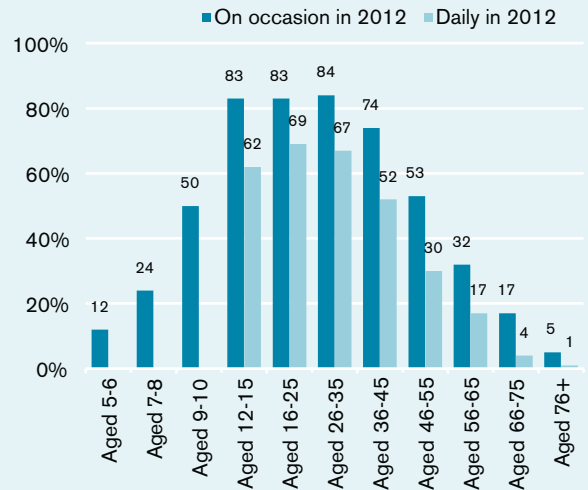
Other activities that are dominated by young men are telephony and watching video clips online. Visits to communities that are organized on the basis of areas of interest are also more common among boys, as are posts in open forums. There are also more boys than girls who can reconfigure a network. However, the differences in knowledge are minor in terms of connecting new equipment, bookmarking websites or uploading videos.

Nor do boys and girls differ in the use of Twitter, watching TV using Internet programming-on-demand functions, making video calls or using the Internet for school work, posting status updates, commenting on what others have written or posting video clips. ■



How many people use the mobile Internet?

Diagram 4.1. Percentage of the population (aged 12 and up) who use the mobile Internet.



How many people of different ages use the mobile Internet daily and occasionally?

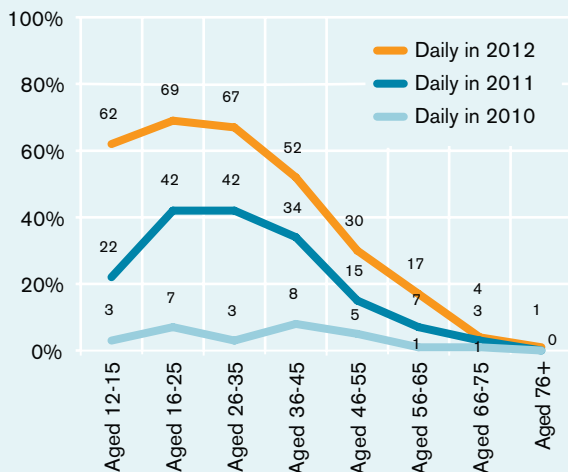
Diagram 4.2. Percentage of the population who use the mobile Internet daily or at least occasionally. (No information available for usage among children under the age of 12.)

04

Continued increase in the mobile Internet

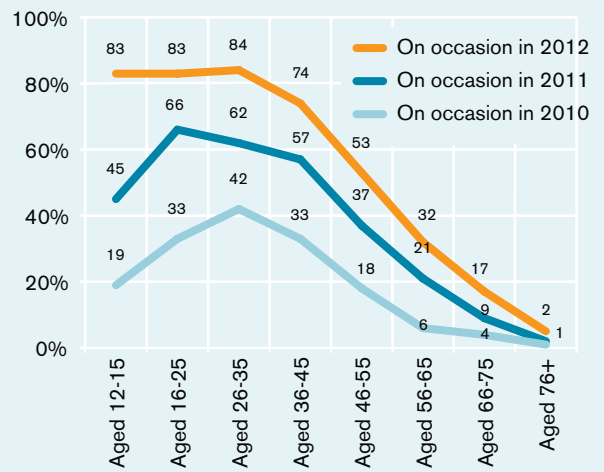
The mobile Internet made a major breakthrough in 2011 with rapidly increasing access to smartphones. For several years in the early 2000s, the increase was at around 1-2 percent per year. However, from 2010 the percentage of mobile Internet users rose from 22 to 36 percent (2011), and this year 54 percent of the population aged 12 and up uses the mobile Internet.¹

¹ Here, Sweden is ahead of the US, where 45 percent use a smartphone (Pew 2012).



How many people use the mobile Internet daily? A comparison, 2010 – 2012.

Diagram 4.3. Percentage of mobile telephony users who use the mobile Internet daily.



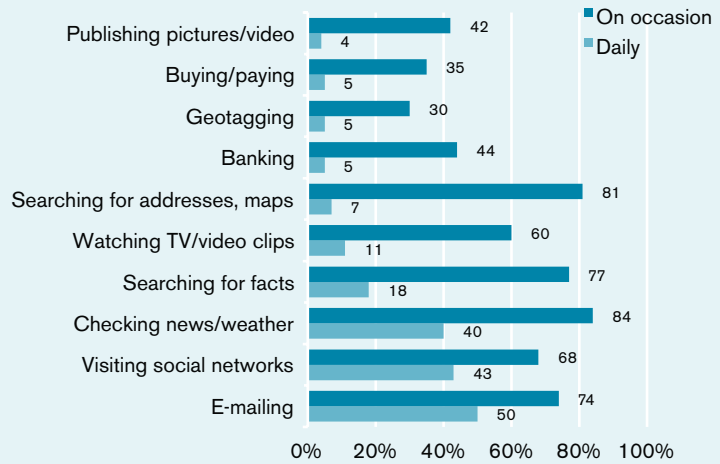
How many people use the mobile Internet occasionally? A comparison, 2010 – 2012.

Diagram 4.4. Percentage of mobile telephony users who occasionally use the mobile Internet.



How has the use of the mobile Internet changed in recent years?

Diagram 4.5. Percentage of mobile-Internet users in different years who use the mobile Internet for different activities.



What are mobile telephones used for?

Diagram 4.6. Percentage of mobile-Internet users who at least occasionally use the mobile Internet for different activities.

The largest increase was among the youngest age group, aged 12-15 (4.3, 4.4), with 62 percent now using the mobile Internet, up from 3 percent in 2010. Two of three of those aged 12-35 use the mobile Internet daily.

This trend will continue. Some 11 percent of those not using the mobile Internet are interested in starting to use it. Most of those who connect to the Internet via a mobile device are pleased with how it works. Only 10 percent believe that it does not work well and 2 percent believe that it works very poorly. Meanwhile, 89 percent are pleased and think that it works well or at least not poorly.

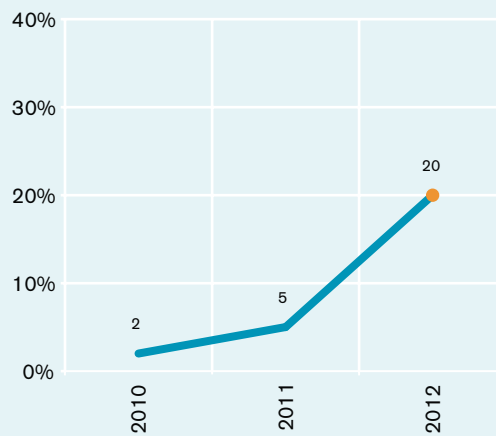
The most common activities are reading the news and weather (84 percent), checking addresses and maps (81 percent), e-mailing (74 percent), visiting social networks (68 percent) and watching video clips (60 percent). The percentage of people engaged in such activities has risen year by year, and rose by about 10 percentage points in the past year (4.5, 4.6).

Tablet computer breakthrough

Tablet computers, touch-screen mobile computers, had their breakthrough in 2010 with the launch of the Apple iPad. There are now many different tablet computer brands, such as Asus and Samsung. Market

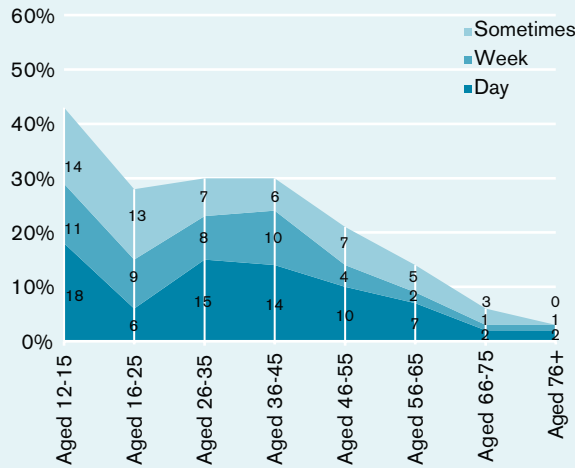
penetration has accelerated over the past year and now one-fifth of Swedes (20 percent) own a tablet computer², and with one-third of families with children being tablet computer owners. Usage is highest among children aged 12-15, of whom half occasionally use a tablet computer. Usage has most probably spread to younger children, although we do not have any statistics for

² In the USA, 25 percent have access to a tablet computer (Pew 2012).



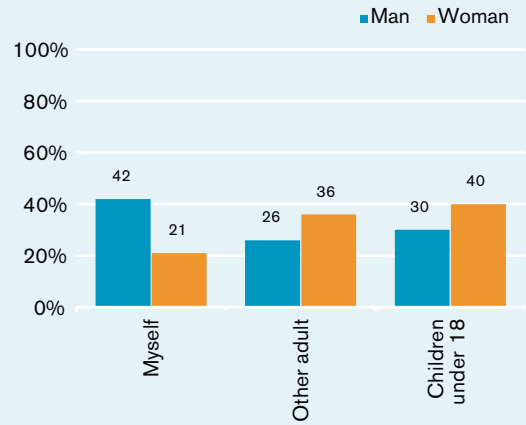
How many people have access to a tablet computer?

Diagram 4.7. Percentage of the population (aged 12 and up) who have access to a tablet computer.



How often are tablet computers used?

Diagram 4.8. Percentage of the population who use a tablet computer with varying frequency.



Who mainly uses the tablet computer? What do men and women say?

Diagram 4.9. Percentage of men and women in households with children under the age of 20 living at home.

this age group. Read more about this in the section on children and young people.

Tablets are not as common among older young people but usage increased among those aged 26-45 and then declines among older people.

Who uses a tablet computer at home?

Usage is quite evenly distributed among households, including families with children. Thus the tablet computer has become a shared Internet connection for everyone. Ten years ago, it was mostly men who sat in front of the computer and went online, followed by children and then women in the house. This pattern is repeated to a certain extent. Some 42 percent of men in families with children say that they mainly use the tablet computer themselves, while the figure for women is 21 percent. Men use tablet computers the most, followed by children and then women.

This means that children are not the main users of the tablet computer. Children in families with tablet computers said themselves that mainly the adults used it. Accordingly, it seems that children can use the tablet computer occasionally, but mainly the adults, and then primarily men, use it. However, daily use remains limited and the tablet computer plays the role of a complement to the computer.

Tablets are mainly used in the home and for private purposes. Some 70 percent of

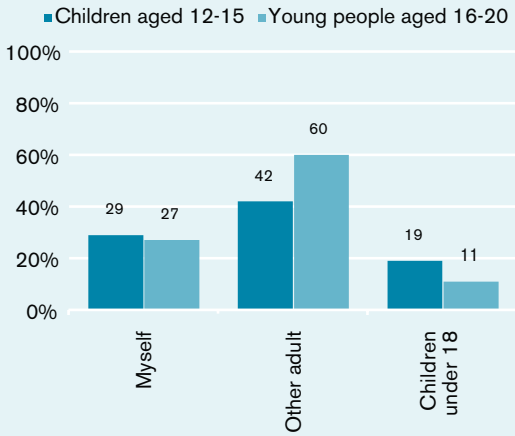
users use the tablet computer in the home, a similar occurrence for all age groups. A total of 77 percent say that they use tablet computers for private purposes.

Who owns a tablet computer and a smartphone?

So, who has gained access to a tablet computer? We have seen that early adopters are families with children who have discovered how user-friendly they are. Tablets can be easy to use for children. No instructions are needed. But do education and income have any significance in acquiring a tablet computer? There is currently no difference between men and women.

Almost everyone now has access to a normal mobile telephone, which is the result of market penetration over many years. Flat-screen TVs are more modern but once again age, education and income are not of any major significance except among the oldest users. The situation is, however, slightly different for acquiring smartphones and tablet computers.

It is indeed more common that higher earners own tablet computers, as do those with a higher level of education. This trend applies to all age groups. Some 50 percent of children (aged 12-20) with wealthy parents have access to a tablet computer, while the figure is 24 percent for those with a lower income.



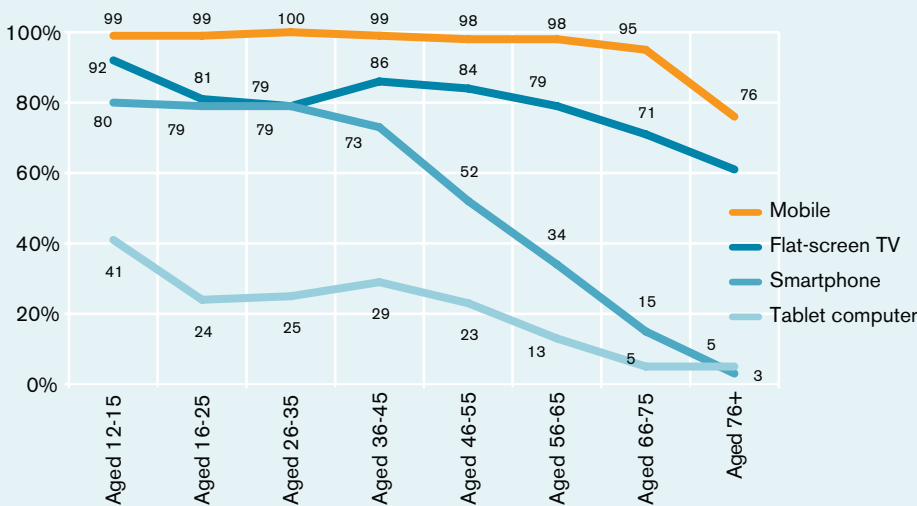
Who mainly uses a tablet computer. What do children and young people say?

Diagram 4.10. Percentage of children and young people in households with children under the age of 20 living at home.

Smartphones are more evenly distributed among young people who are less dependent on income. The spread of this type of telephone is also at a later stage in the proliferation cycle, with 80 percent of young people owning a smartphone. Income and education are also factors for access to smartphones among higher age groups. For example, it is twice as common for the 20 percent with the highest income and those with a high level of education to have a smartphone among those aged 36 and up

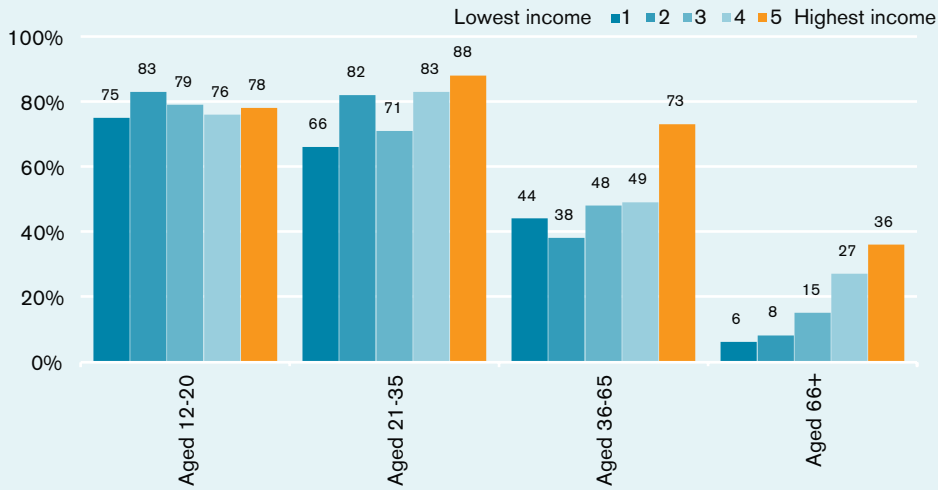
compared with those with lower education and income.

The most common use for a tablet computer in 2011 was searching for information on the Internet, followed by playing games and reading papers and books. People also used the tablet computer to watch videos and TV as well as e-mail. Using a tablet computer to visit social networks or for school or work were not as common (Swedes and the Internet 2011).



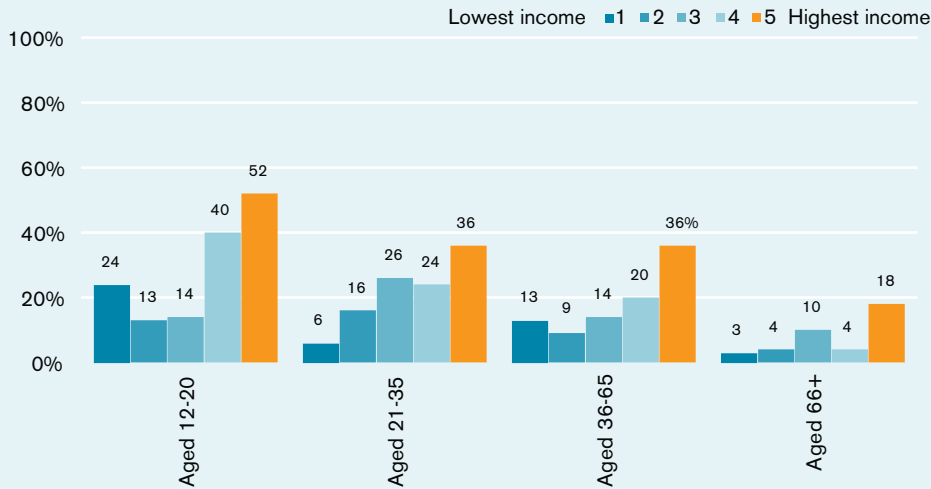
Age and ownership of devices

Diagram 4.11. Percentage of the population of different ages with access to various electronic devices.



Who has access to a smartphone?

Diagram 4.12. Percentage of the population in 20 different groups categorized by age and income who has access to a smartphone.

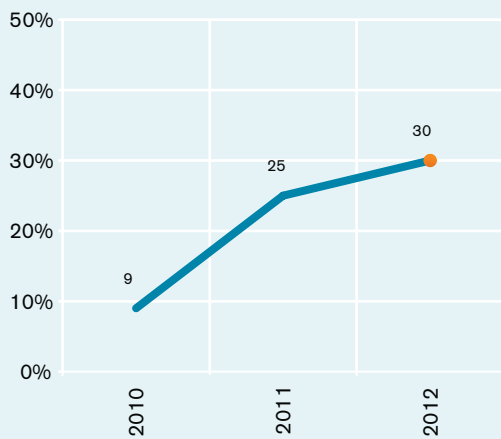


Who has access to a tablet computer?

Diagram 4.13. Percentage of the population in 20 different groups categorized by age and income who has access to a tablet computer.



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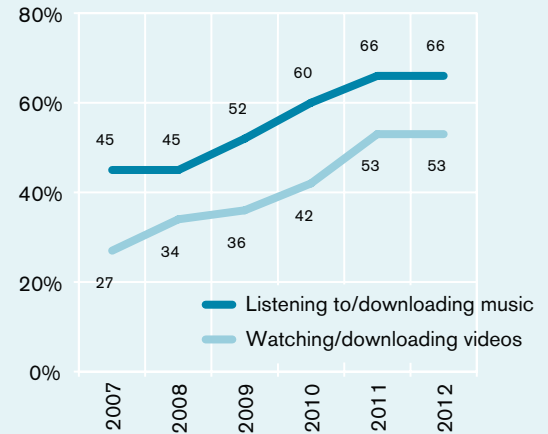
How many people publish their location ("geotag")?

Diagram 4.14. Percentage of those accessing their internet via their mobile telephone who occasionally geotag.

Geotagging more popular

The facility to publish your location is used by an increasing number of people now that access to smartphones has become more widespread. Dedicated services such as Facebook places, Foursquare and Gowalla have made this phenomenon possible. Almost one-third (30 percent) of smartphone owners make use of this function and almost half of young people (43 percent) use it. However, only 8 percent and 20 percent, respectively, of these groups geotag on a more regular basis, at least once a week. Women geotag more often than men.

Looking at the population as a whole, 17 percent publish where they are and 3 percent do so daily. ■



How many people use the Internet to listen to music and watch videos?

Diagram 5.1. Percentage of Internet users (aged 16 and up) who occasionally listen to music and watch videos online.

Music and videos

05

Music and videos have proven to be content that is very well suited to being stored, distributed and consumed on the Internet. The digital format has made this possible.

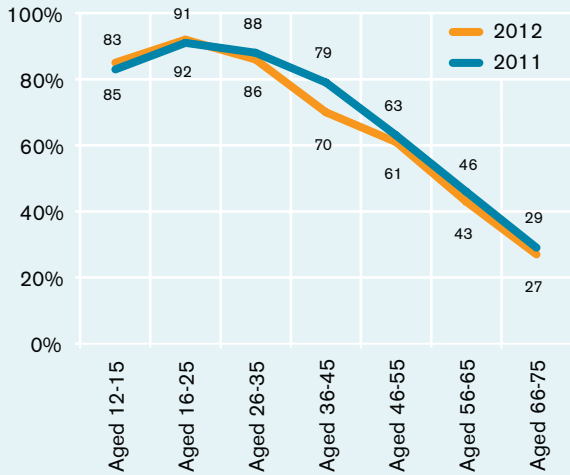
First, there were mp3 music files that in their compressed form did not take up much space and were not dependent on advanced systems. Video clips do not present any problems nowadays either.

Listening to music and watching videos online have stabilized at a high level.

Year after year, an increasing number of Internet users have taken advantage of the ability to listen to music and watch videos online (5.1). This is a trend that has been noted over the past five years and accelerated sharply in 2011 when the Spotify music service had its major breakthrough. Two of three people aged 12-35 listened to Spotify at least on occasion per week and 85-90 percent listened occasionally (Swedes and the Internet 2011). The trend has leveled off in the past year, which was also the case for watching videos online. Thus the same percentage of people used the Internet to listen to music and watch videos (5.2) in 2012 as in 2011.

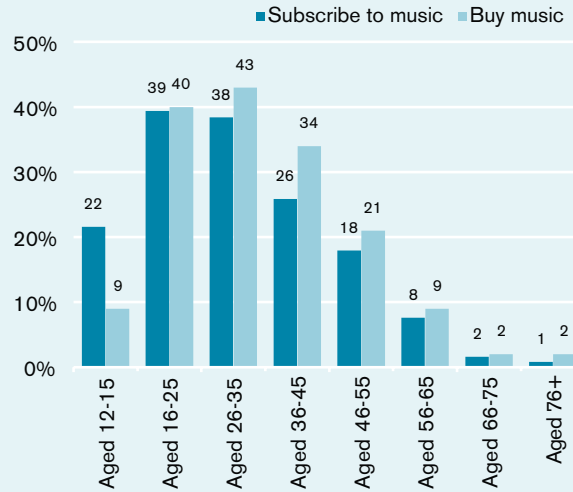
Subscriptions dominate among younger people and purchases among older

Two-thirds of the population listen to music online. A large amount of music is free to listen to, while some music must be purchased or can be listened to for a fixed monthly fee. Not many of the youngest users, aged 12-15, who do not have much money, pay for music on the Internet. Subscriptions dominate for those who do pay. It is more common to subscribe to music (for instance, Spotify) rather than buy it. Almost half of



How many Internet users pay to listen to and download music

Diagram 5.2. Percentage of Internet users (aged 12+) who at least occasionally listen to/download music online.

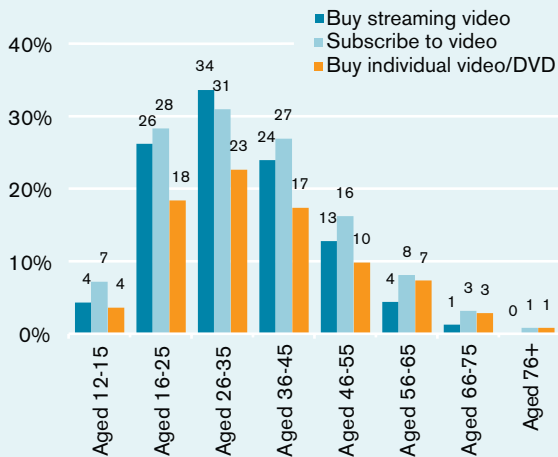


How many people subscribe to and how many people buy music?

Diagram 5.3. Percentage of various age groups of the population who at least occasionally have purchased or subscribed to music online.

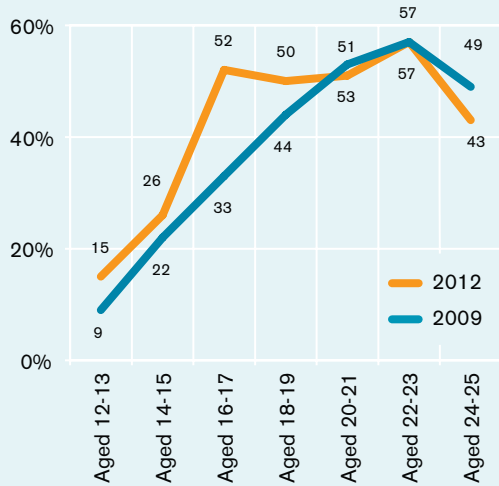
those aged 16-35 pay for music and it is just as common among this age group to have a subscription as it is to buy music. Paying for music dominates among older users.

DVDs/videos can be bought and downloaded as individual files, or can be streamed for a fixed period of time. Subscriptions can also be bought to allow users to watch as many films and videos as they want in a month. A subscription has proven to be the most popular option among all age groups, followed by streaming (5.4).



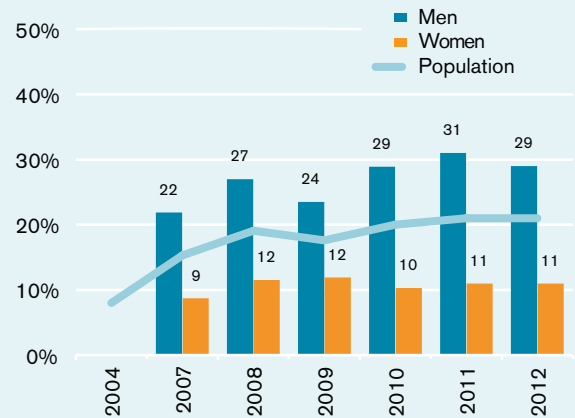
How many people pay for videos and how?

Diagram 5.4. Percentage of various age groups of the population who at least occasionally in different ways have paid for videos/DVDs on the Internet.



How has the percentage of people who share files varied between 2004 and 2012?

Diagram 5.5. Percentage of men and women of the population (aged 16+) who occasionally share files.



What is the difference in the percentage of people who share files between 2009 and 2012?

Diagram 5.6. Percentage of the population who occasionally shared files in 2009 and 2012.

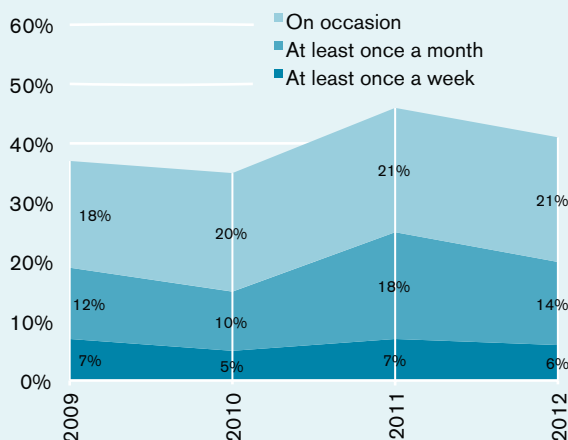
File sharing remains widespread

The percentage of people who share files remains at the same high level as in the preceding year (5.5). Mainly men share files. The percentage of those who occasionally share files has not declined despite the increased use of streaming music, for example, via Spotify. This applies in particular to older teenagers (aged 16-19) where there has been a marked increase in the percentage of people who share files if we compare 2012 with 2009 (5.6)

But is it possible that people do not share files as often as in the past, even though the percentage of people who share files has not declined? The answer is no. The percentage of those sharing files at least once a week has been at about the same level since 2009. Moreover, viewed in a longer term perspective, the frequency of file sharing has increased (5.7).

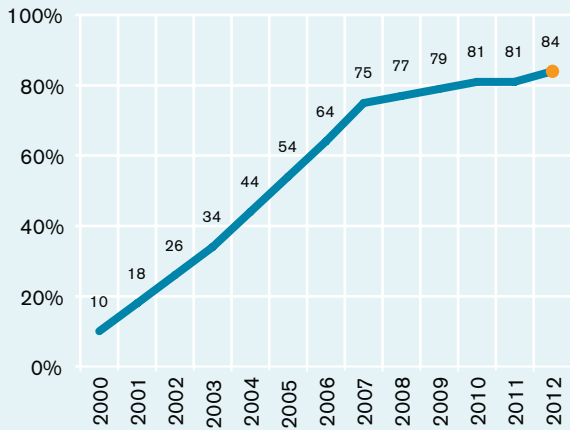
File sharers subscribe to music more often than others

Last year it was more common for people who share files to also subscribe to music services compared with those who do not share files (Swedes and the Internet 2011). The same trend applies for 2012. However, there is no correlation, either positive or negative, between file sharing and purchasing music. No such correlation exists this year or for the preceding year. People who share files do not by any more or any less music than those who do not share files (see also Findahl 2006).



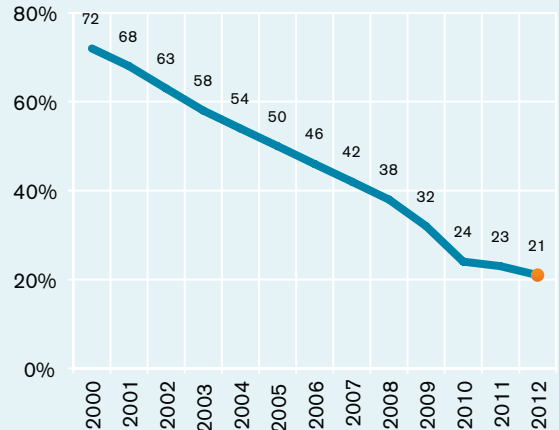
Has the frequency of file sharing changed over the past four years?

Diagram 5.7. Percentage of the population (aged 16+) who share files at various frequencies over the past four years.



E-commerce trend 2000 - 2012

Diagram 6.1. Percentage of Internet users (aged 18+) who occasionally purchase and pay for products/services via the Internet



Concerns over credit-card fraud decreasing

Diagram 6.2. Percentage of Internet users who say that they are "very" or "quite" worried about credit-card fraud.

06

E-commerce increasing slightly

E-commerce has gradually grown until the present day. From 10 percent in 2000 to the 84 percent of Internet users who occasionally make purchases online (72 percent of the population). From 2000, about 10 percent of new online shoppers emerged every year until 2007. The trend has since slowed over the past six years (6.1).

A contributing factor for the gradual increase is that worries about fraud, particularly among older people, when paying by credit cards have declined (6.2).

There are now many different ways of making online purchases, not only via

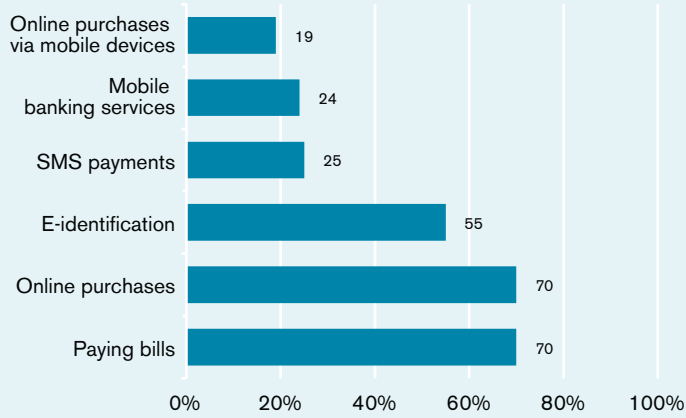
computers but also by using a normal mobile telephone and a smartphone. However, using a computer continues to dominate (6.3).

The most active online shoppers are found in the lower middle-age group, aged 26–45. Interest abates as age increases and about half of retirees make online purchases occasionally (6.4). The other half do not purchase anything online.

In a comparison with 2011, more people in almost all age groups made online purchases in 2012 than in the preceding year. The increase was the highest among retirees using the Internet.

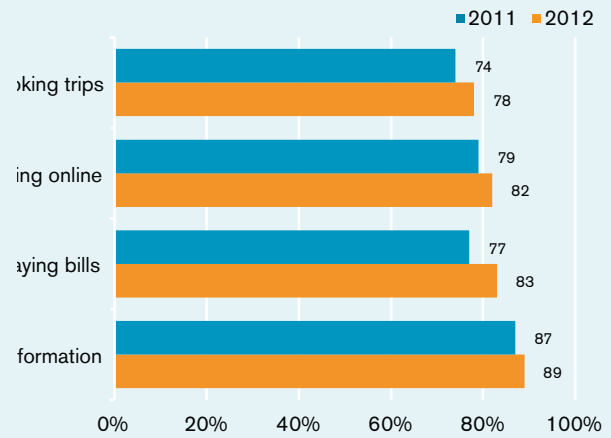
Regarding individual activities, in addition online purchases, a slight increase in activity can be seen in looking for product information, purchasing/booking trips and paying bills (6.5). More people conducted these activities in 2012 than in previous years.

Many older people do not use the Internet and thus making the percentage of online shoppers significantly lower in this age group as a whole (6.6).



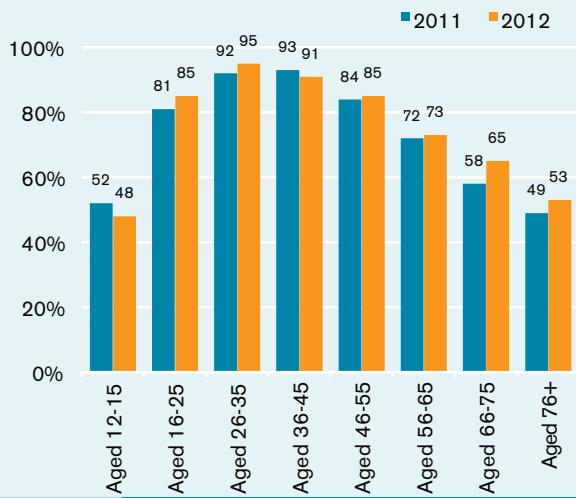
How many people use Internet for e-commerce?

Diagram 6.3. Percentage of the population (aged 12 and up) who make different types of online purchases.



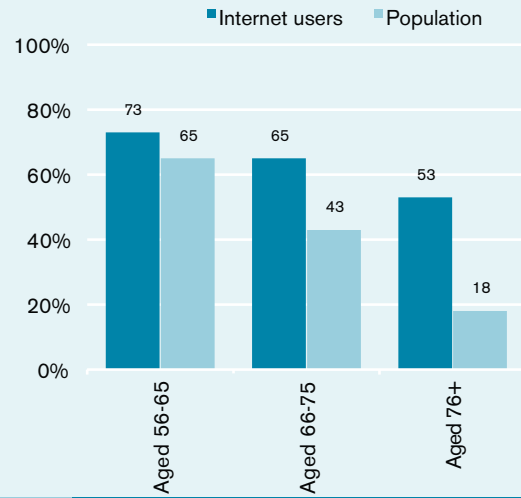
Changes in e-commerce over the past year

Diagram 6.4. Percentage of Internet users (aged 12 and up) who used the Internet for different financial services in 2011 and 2012.



How many people of different ages use the Internet for e-commerce?

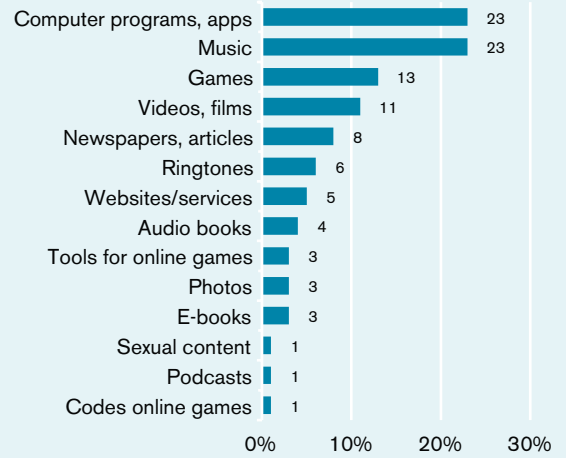
Diagram 6.5. Percentage of various age groups of Internet users who occasionally purchase and pay for products/services via the Internet.



Many older people do not make online purchases

Diagram 6.6. Percentage of Internet users and the population who occasionally purchase and pay for products/services via the Internet.

About half of younger retirees do not pay their bills online



What do people pay for on the Internet?

Diagram 6.7. Percentage of Internet users (aged 12+) who said that they have paid for various products on the Internet.

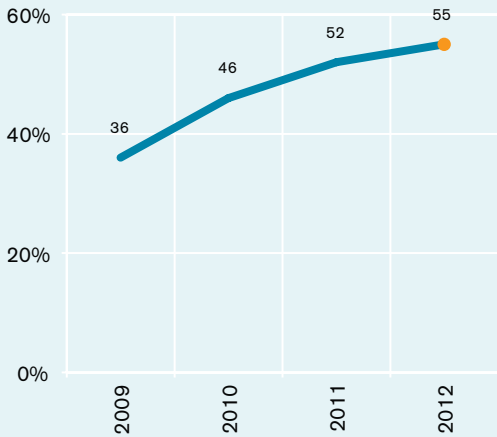
Apps and music top digital sales lists

Travel, home electronics, books, clothes, tickets, music and films have formed the base for e-commerce for many years (Swedes and the Internet 2008, HUI 2012). These are mostly products that are purchased on the Internet and then sent by post. E-commerce today also includes digital products that are both bought and distributed online, such as newspapers, articles, e-books, audio books and podcasts that can be listened to wherever and whenever the user wants. Games and various gaming accessories, ringtones and photos are also

included here. Furthermore, music, video and film are available as digital files, but the characteristic trend of the past year is the extensive purchasing of apps that has expanded in line with more people acquiring smartphones and tablet computers. Apps are small programs with specific functions that are mostly inexpensive to purchase (SEK 20-30). Apps are also what most people in all of the over 26 age groups pay for. A more detailed analysis of how music and videos are used on the Internet is presented in a separate chapter.

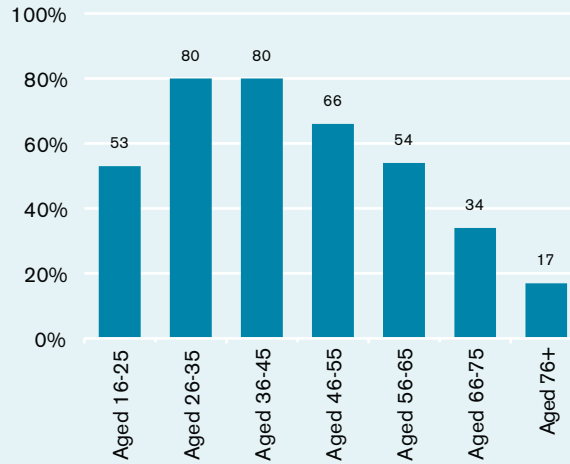
| The most popular digital products | |
|-----------------------------------|---------------------------------------|
| Aged 12-15 | Games, music, apps |
| Aged 16-25 | Music, apps, games, videos |
| Aged 26-35 | Apps, music, games, videos, ringtones |
| Aged 36-45 | Apps, music, games, videos, ringtones |
| Aged 46-55 | Apps, music, newspapers, video, games |
| Aged 56-65 | Apps, music, newspapers, video |
| Aged 66-75 | Apps, newspapers |

Table 6.1. Ranking of the products that most people paid for in various age groups.



How many people have an e-identification?

Diagram 6.8. Percentage of the population that have their own e-identification.



How common is it for different age groups to have an e-identification?

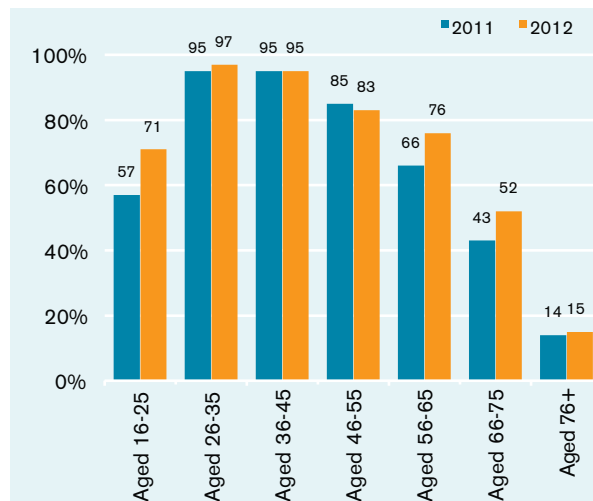
Diagram 6.9. Percentage of the population that have their own e-identification.

Only half of the population has an e-identification

An important tool for contacting authorities and banks via the Internet is an e-identification, which facilitates contact between the two significantly. However, e-identifications have not been widespread but obtained by those with a high level of education and income (Swedes and the Internet 2009). This remains the case today. Very little has happened in the past few years. Some 19 percent of those aged 65 and over, with a low level of education and low income, have an e-identification, compared with 90 percent of highly-educated, 26-45 year olds.

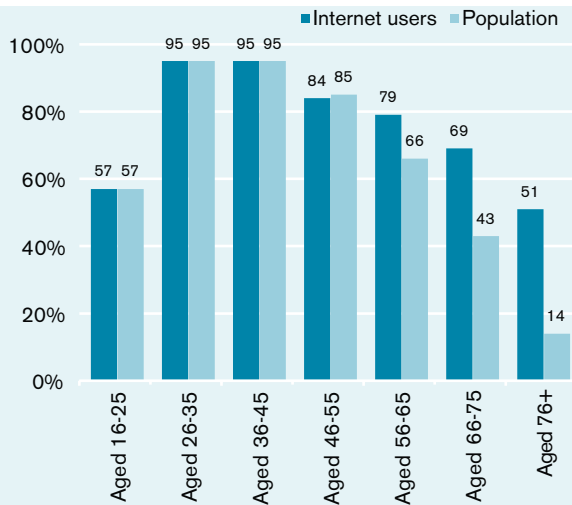
Many older people do not pay their bills on the Internet

Some 30 percent of the population do not make online purchases, this particularly applies to older people, the majority of whom do not pay their bills online. A total of 28 percent of the population do not pay their bills via the Internet and the percentage increases among older age groups. About half of younger retirees do not pay their bills on the Internet, nor do 85 percent of those aged 75 and above (6.10).



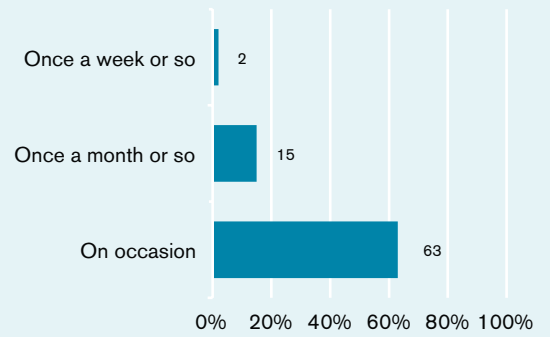
Who pays their bills on the Internet? A comparison between 2011 and 2012.

Diagram 6.10. Percentage of various age groups of the population (aged 16+) who pay their bills on the Internet..



**Who pays their bills on the Internet?
A comparison between Internet users
and the population as a whole.**

Diagram 6.11. Percentage of various age groups of Internet users and the population who pay their bills on the Internet.



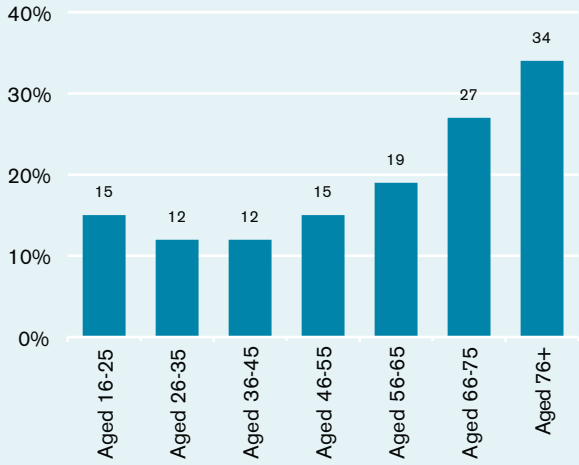
How many people go to a bank?

Diagram 6.12. Percentage of the population (aged 12+) who occasionally go to a bank.

Many people still go to a bank

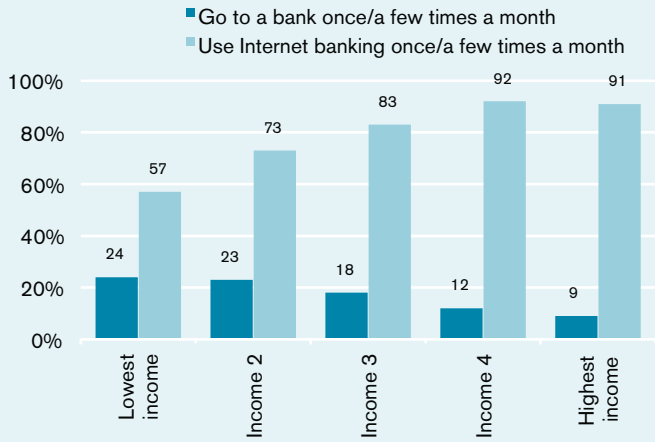
Some 80 percent of the population still occasionally go to a bank. Most people do not go very often but the older a person is the more often they go to the bank. One-third of older people (aged 76+) go to the bank at least once a month.

Many older people do not make purchases online nor do they pay their bills via the Internet. Instead, they must visit a bank. The lower a person's income the more common it is to go to a bank (6.13). Wealthier people do not go to a bank as often and pay their bills online by Internet banking. The wealthier a person is the more common it is to use Internet banking, and the less common it is to go to a traditional bank. ■



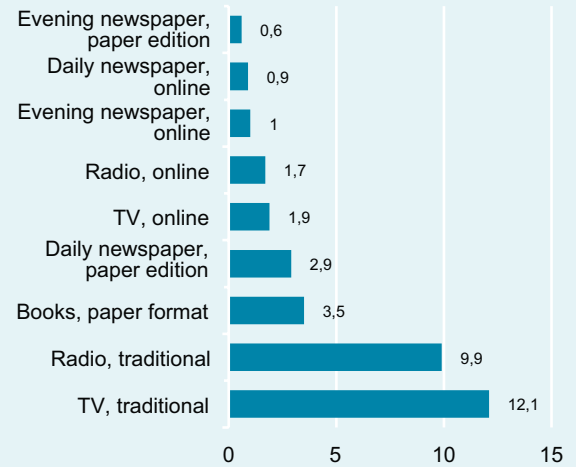
How many people go to a bank at least once a month?

Diagram 6.13. Percentage of the population (aged 16+) who go to a bank at least once a month



Poorer people visit a bank and wealthier people use Internet banking

Diagram 6.14. Percentage of the population who use Internet banking and go to a bank, distributed by income group (five equally sized groups).



Traditional platforms continue to dominate

Diagram 7.1. Number of hours a week that the population (aged 12 and up) spent on traditional media on various platforms.

07

The Internet and traditional media

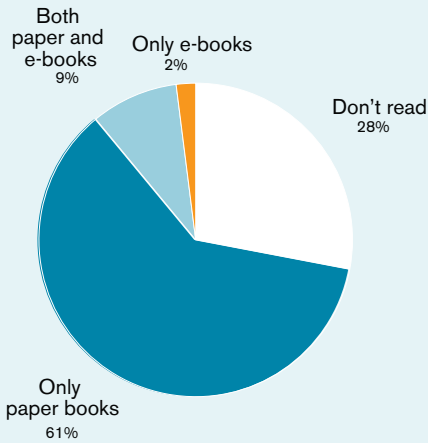
Many people use traditional media on the Internet but not very frequently.

More and more people occasionally use the Internet to access traditional media: 66 percent occasionally listen to music on the Internet, 57 percent watch TV, 45 percent listen to the radio and 80 percent occasionally read a newspaper online. How does this affect the traditional reading of paper newspapers, traditional TV watching, listening to the radio and reading of printed books? For the time being, the traditional platforms (normal TVs, radios, the paper editions of newspapers and books) continue to dominate. The exception is evening newspapers that more people now read online than in the paper edition.

Accordingly, much time is devoted to traditional media on the Internet, although the traditional platforms continue to dominate. The question is how the Internet interacts with traditional media: does the Internet replace the normal watching of TV sets, radios and newspapers or is it more of a complement?

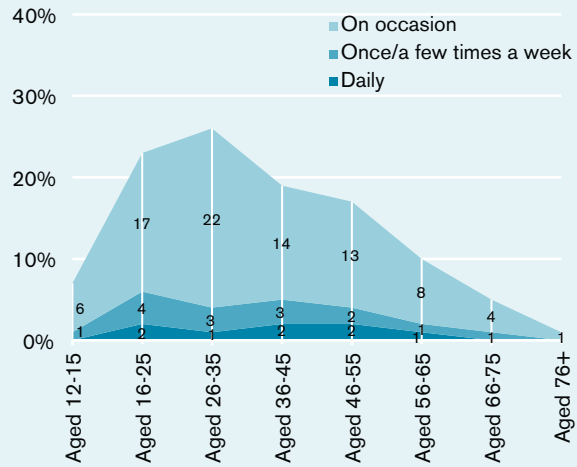
E-books

E-books have been around for many years but only very recently has the format gain a broader distribution, particularly in the US. Today, 12 percent of Swedes have read an e-book once (10 percent in 2011), while the reading of e-books on an average day is at 0.5 percent.



How many people read paper books and/or e-books?

Diagram 7.2. Percentage of the population (aged 12 and up) who read books, e-books or a combination of the two during an average week.



How many people read an e-book and how often?

Diagram 7.3. Percentage of various age groups of the population (aged 12+) who read e-books at various frequencies.

Based on the reading habits of the Swedish population over a week, 61 percent read a paper book, 9 percent read both a paper book and an e-book and 2 percent read only an e-book. Therefore, most people who read an e-book also read a normal book. But do e-book readers read fewer paper books? No, they spend about the same amount of time reading paper books as those who do not read e-books, with one exception – some of the few people who read e-books daily. These people read significantly fewer paper books than other people, but total only 0.5 percent of the population. For this reason, it cannot be said that the e-book has replaced the normal book.¹

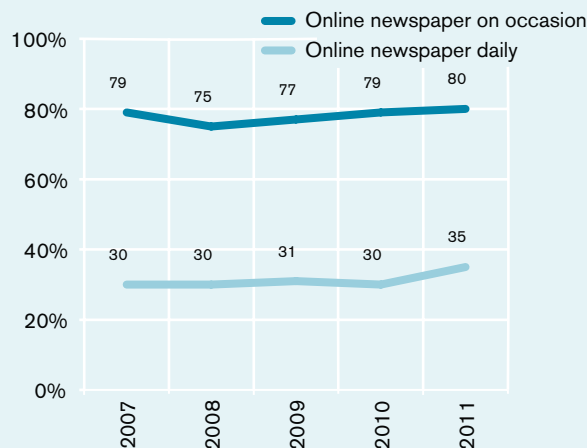
The highest percentage of e-book readers is found among those aged 26-35. Almost one in four has once read an e-book, but here, as with other age groups, the percentage of daily readers is about 1 percent (7.3).

Reading newspapers

The majority of Internet users occasionally read an online newspaper. For 2012, 80 percent occasionally read an online newspaper, which has been the trend for the past five years. Daily reading of online newspapers is also high with about one-third of the population reading a paper on

the Internet daily. This situation has also remained unchanged for several years. In this respect, we need to differentiate between morning and evening newspapers. Mainly evening newspapers are read on the Internet.

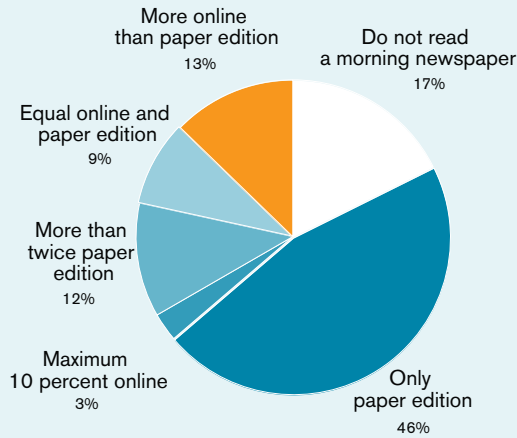
If we combine the reading of all morning newspapers over a week, both the paper and online editions, one-fourth (24 percent) of people read the paper on the Internet. For evening newspapers this figure is two-thirds (63 percent).



Has reading of online newspapers changed? A comparison between 2007 and 2012.

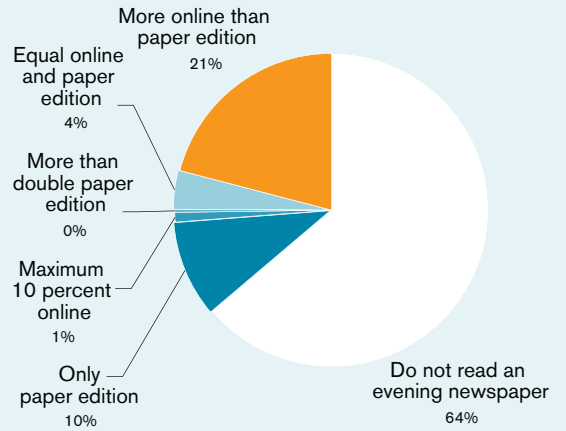
Diagram 7.4. Percentage of Internet users who read online newspapers at varying frequency.

¹ Refer also to Carlsson 2012, Höglund 2012



Reading of morning newspapers, paper and/or online editions

Diagram 7.5. Percentage of the population (aged 12 and up) who read the paper or online editions of morning newspapers or a combination of the two during an average week.



Reading of evening newspapers, paper and/or online editions

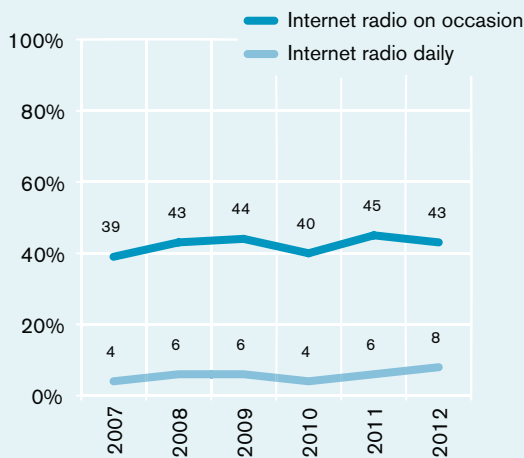
Diagram 7.6. Percentage of the population (aged 12+) who read the paper or online editions of evening newspapers or a combination of the two during an average week.

The paper edition dominates for morning newspapers, alone or combined with the online version. For 13 percent of the population, reading on the Internet is more extensive, although it is uncommon to read only online newspapers (7 percent of the population) (7.5). The situation is different for evening newspapers, where reading online dominates, often alone or sometimes combined with the paper edition (7.6).

Listening to the radio

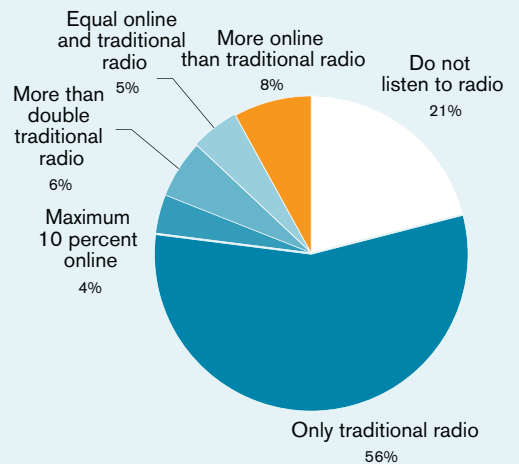
Similar to the trend in reading newspapers, listening to Internet radio has remained at the same level for several years. Nearly half of Internet users occasionally listen to the radio online. However, daily online-radio listening is relatively low (7.7).

Three of four (72 percent) mainly listen to the traditional radio, while 8 percent



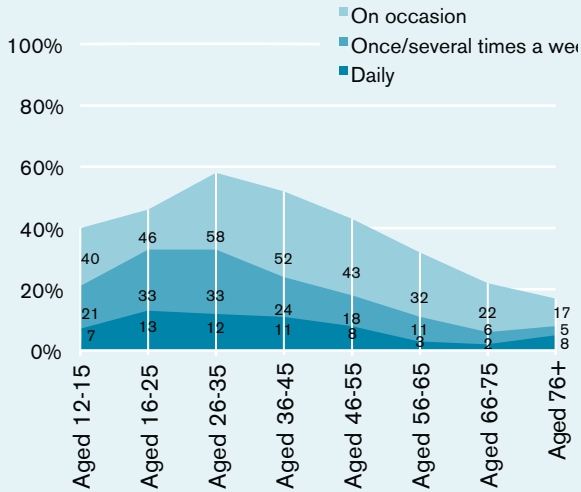
Has there been a change in listening to Internet radio? A comparison between 2007 and 2012.

Diagram 7.7. Percentage of Internet users who listen to Internet radio at various frequencies.



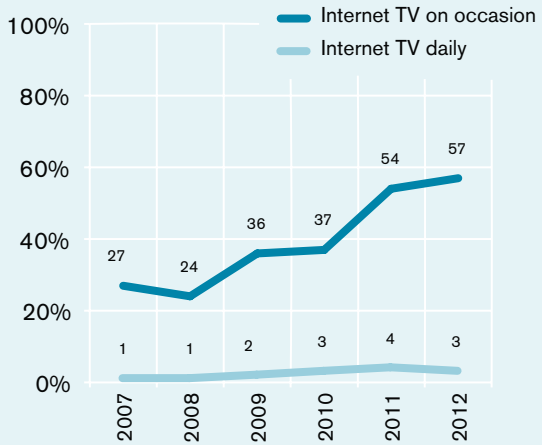
Listening to radio, traditionally and/or online

Diagram 7.8. Listening to radio, traditionally and/or online



How many people listen to Internet radio and how often?

Diagram 7.9. Percentage of various age groups of the population (aged 12+) who listen to Internet radio at various frequencies



Has there been a change in watching Internet TV? A comparison between 2007 and 2012.

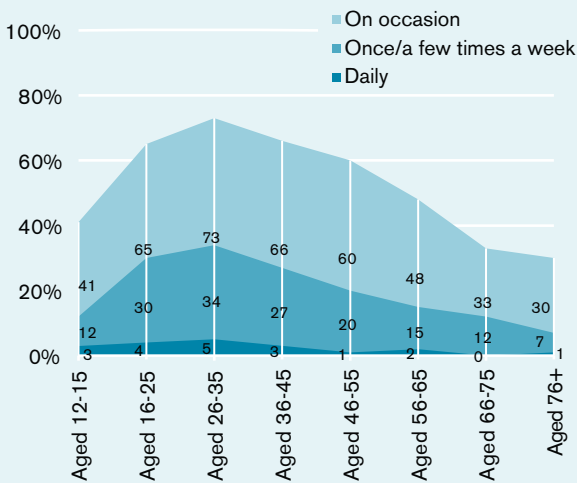
Diagram 7.10. Percentage of Internet users who watch Internet TV at various frequencies.

listen mostly to Internet radio and 5 percent listen about the same amount to both (7.8).

Watching TV

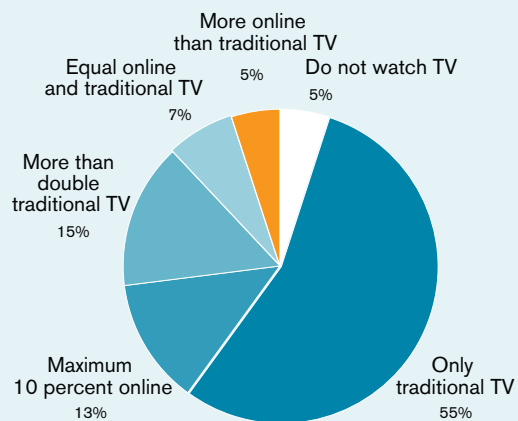
Watching Internet TV has successively increased in recent years with TV channels introducing programming-on-demand services. The percentage of those who have tried watching TV on the Internet has doubled in

the past five years. However, daily Internet TV watching has not increased (7.10). Compared with the radio and newspapers in particular, TV plays more of a secondary role in daily use of the Internet. Traditional TV continues its complete dominance and 83 percent of the population mainly watch TV on a TV set, 5 percent more on the Internet and 7 percent as much on both (7.12).



How many people watch Internet TV and how often?

Diagram 7.11. Percentage of various age groups of the population (aged 12+) who watch Internet TV at various frequencies



Watching TV, traditionally and/or online

Diagram 7.12. Percentage of the population (aged 12 and up) who watch TV traditionally or online or a combination of the two during an average week.

A total of 95 percent of the Swedish population has access to a TV set and watching TV on the Internet very much plays a secondary role in daily TV watching. Very few people who watch Internet TV do not also watch traditional TV (Mediebarometern 2011).

Young people and traditional Internet media

Today, young people do not use traditional media as much as in the past (Findahl 2012). This poses the question: are they using traditional media on the Internet instead? To establish this, it is important to differentiate between daily use and occasional weekly or monthly use. Traditional media statistics focus on daily use, for example, how many people read a daily newspaper or watch TV on an average day. However, although many people connect to the Internet daily, the use of traditional media in its digital format is not as frequent. This means that as far as traditional media is concerned, the Internet has become more of a complement than a direct competitor. Based on Nordicom's Mediebarometer 2011 we can state the following:

Some 93 percent of the youngest people aged 9-14 watch TV daily. This is the age group that watches the most TV, although only 1 percent watches it solely on the Internet. It is more common among older

young people to watch TV online, some 13 percent (aged 15-24) and 15 percent (aged 25-44) watch Internet TV daily. However, the majority of these people also watch traditional TV, which means that addition of TV viewers who only watch on the Internet is not large: 1 percent (aged 9-14), 4 percent (aged 15-24) and 4 percent (aged 25-44).

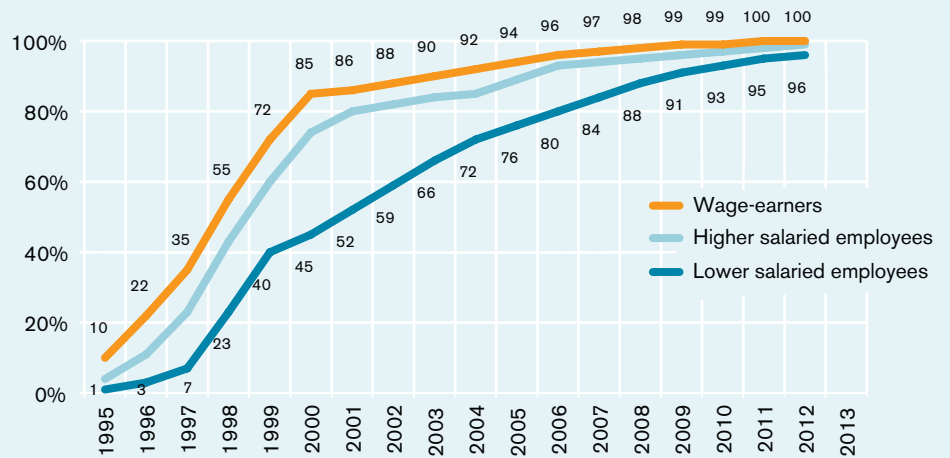
Internet TV here includes various play services, and watching Internet TV on a computer is ten times as common as watching Internet TV on a mobile telephone, which in turn is twice as common as watching Internet TV on a tablet computer (Mediebarometern 2011).

The basis of traditional media remains the traditional TV set and paper edition of the traditional newspaper.

After 17 years with the Internet, the traditional platforms continue to form the basis of listening to the radio, watching TV and reading newspapers. The paper edition of newspapers, TV sets and radios in the home or car are used for daily media consumption. The Internet is now used as a complement to watching TV programs, reading online newspapers and listening to online radio. But very few people only use the Internet to gain access to radio, TV and newspapers. The exception is evening newspapers, where the online edition is used more than the paper edition. ■



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Spread of the Internet among the gainfully employed population 1995-2012

Diagram 8.1. Percentage of the gainfully employed population with access to the Internet at home. Source: *Internetbarometern 2007, Mediebarometern 2008, Swedes and the Internet 2009-2012.*



The Internet at work

Work played a key role in the mid-1990s when the Internet began spreading more broadly to the general public. But interest in private usage led to the Internet spreading to the entire population. Salaried employees and those working at offices were already used to working with computers and quickly adopted this new form of technology. Within five years, 85 percent of those in a management/supervisor position had access to the Internet. It took nine years for those in staff positions and after 13 years, 85 percent of workers had access to the Internet (Findahl 2009). Today, essentially the entire working population has access to the Internet at home, yet differences are large in the workplace depending on different work duties.

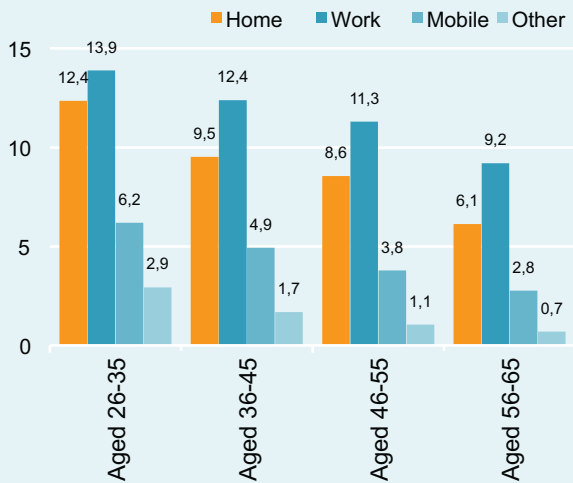
More Internet time at work than at home

The Internet is used both privately at home and at work. On average, the gainfully employed population spends more time on the Internet at work than at home. This applies to all ages, although the difference between work and leisure time is the smallest among younger people (aged 26-35). They spend the most time on the Internet compared with other age groups, both at work, at home and on their mobile telephones. However, the pattern is the same.

Social networks are mainly private.

The majority of those who work (80 percent) and are also members of a social network, such as Facebook, use the network primarily for private purposes. The content is private and the network is used to keep in touch with family and friends. Some 18 percent have contacts from their work and 2 percent use the network only for work contacts.

Accordingly, the exception is the few people who use Facebook only for work contacts. These people are employed as supervisors, managers, administrators, strategic administrator, teachers, males nurses,



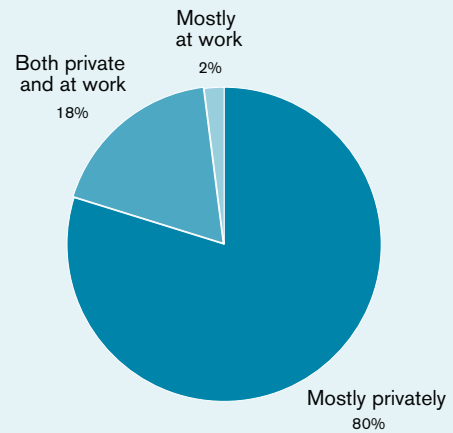
How is the time on the Internet divided between different locations?

Diagram 8.2. Average Internet time (hours/week) among the gainfully employed population at home, at work, on mobile and at other places.

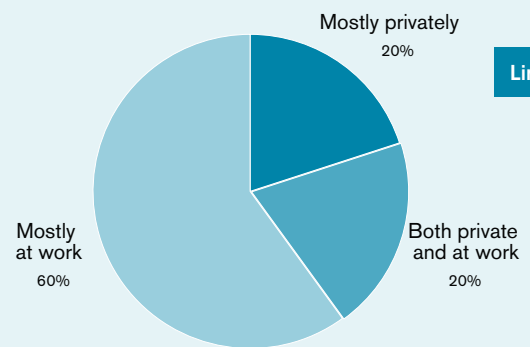
mechanics, receptionists, photographic reproduction technicians and purchasers. Most are salaried employees but some are wage-earners.

Significantly more people who use microblogs such as Twitter mix contacts from their professional and private lives, although the majority of people use the blogs privately. Those using Twitter mainly in a professional capacity (16 percent) often hold senior positions, such as president, manager, project manager, supervisor, principal or coordinator. Consultants, teachers and dentists are also included here.

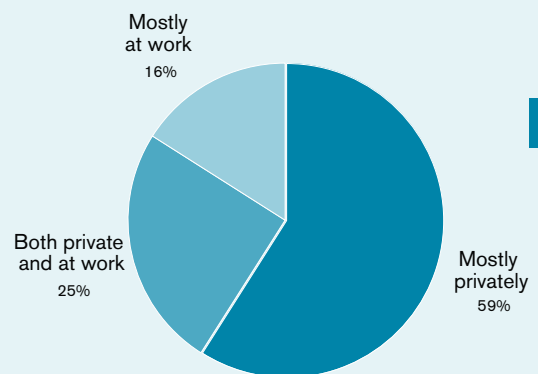
The scenario is different for LinkedIn which is marketed as a professional network where one can build up a professional career profile. LinkedIn is dominated by career-based content and professional contacts. For 60 percent of users LinkedIn contacts are professional and content is job-related. However, 20 percent of LinkedIn members also say that they mix private and professional content and contacts, and a group of equal size (20 percent) mainly uses LinkedIn for private purposes (refer also to Selg 2011).



Facebook



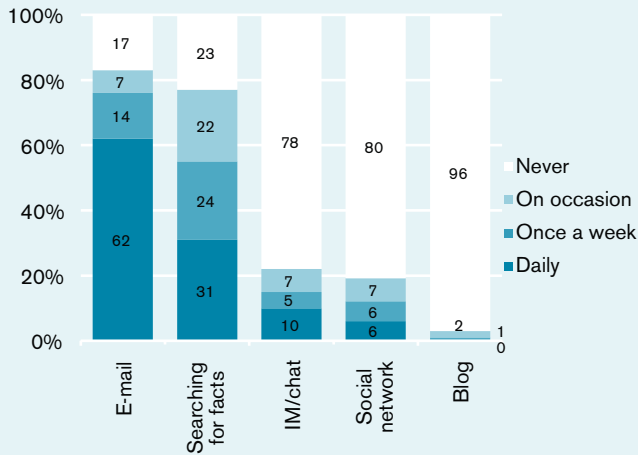
LinkedIn



Twitter

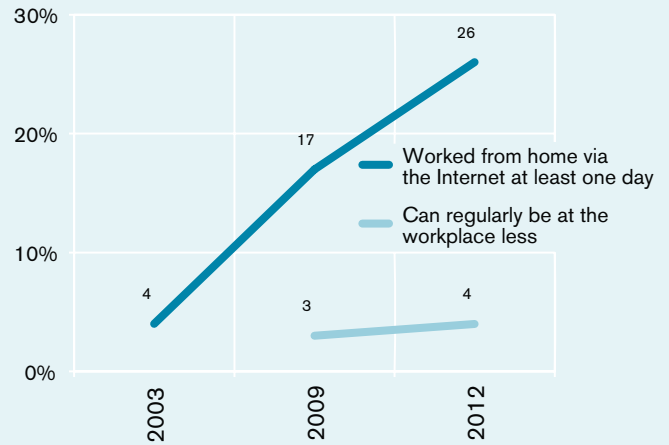
How are social media used?

Diagram 8.3. Percentage of Facebook, Twitter and LinkedIn members who use the social network for private and/or professional contact and content.



How often are different Internet services used for work?

Diagram 8.4. Percentage of gainfully employed people who use different Internet services at different frequencies.



Are more people able to work from home?

Diagram 8.5. Percentage of gainfully employed people who work from home via the Internet and are regularly able to stay at home.

E-mail dominates Internet use at work

In response to the question of the Internet services used for work purposes, almost two in three say that they use e-mail daily. Half also search for facts on the Internet at least once or several times a week. Far fewer use IM/chat, social networks or blogs for work purposes.

Here, there are significant differences between the generations. Younger people (aged 26-35) also use the Internet more at work. Some 17 percent chat daily compared with 3 percent of older people (aged 56-65). Some 10 percent visit a social network daily for work purposes compared with 3 percent of older people.

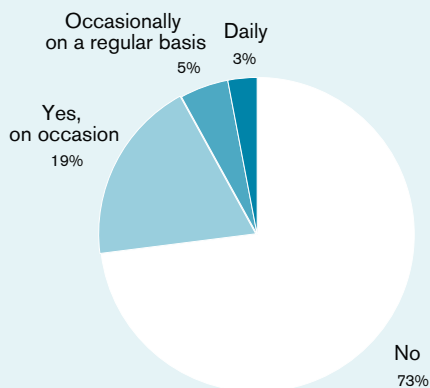
More and more people work from home using the Internet but still go to work just as much.

The Internet has enabled many people to work together without necessarily being in the same geographical location. An early vision was that the more people who made use of the Internet, the more who could “telecommute” and would not need to travel to the office daily.

An increasing number of people also work from home using the Internet at least once in a while. With computers and the Internet, work can be taken home. But for most people, this has not meant that they can regularly be at their workplace less. Flexibility has indeed risen but the distinction between work and leisure time has become less distinct. Once in a while, a rising percentage of the gainfully employed population can work from home but few have jobs in which it is possible to regularly work from home.

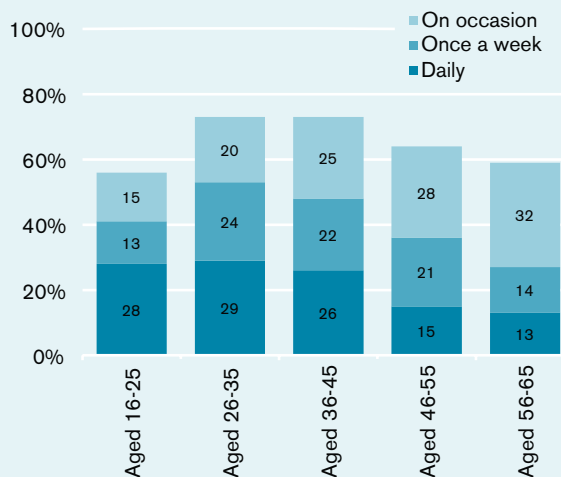
How important is the Internet for work?

For two of three (69 percent) people in the working population, the Internet is important or very important for their work. The same degree of importance is also attached to the Internet for private purposes. While the Internet is roughly equally important for private purposes for both wage-earners and salaried employee, the Internet plays an important role for salaried employees’ work and the higher their position the more important the Internet is. Some 91 percent of salaried



Does working via the Internet at home mean that you can be at work less?

Diagram 8.6. Percentage of gainfully employed people who by using the Internet can stay at home and be at work less.



How often is Internet at work used for private purposes?

Diagram 8.7. Percentage of gainfully employed people who say that they use the Internet at work for private purposes at various frequencies.

employees in managerial/supervisory positions say that the Internet is important or very important for their work.

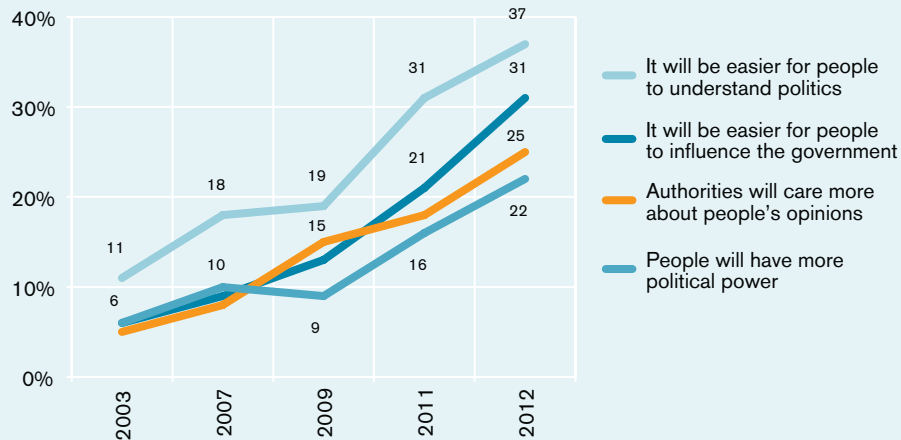
Productivity in 2011

Half of those with gainful employment say that the productivity of their work has increased by using the Internet. The other half say that the Internet did not have any impact. Very few say that their productivity has declined. Opinions are the same for all age groups. The difference in opinions is large between workers and salaried employees.

The higher the position the more important the Internet

In addition, it is twice as common for salaried employees, compared with wage-earners, to maintain that the Internet is not only very important for them but that the Internet has also led to more contacts in their professional lives. Some 52 percent of salaried employees say that their contacts have increased, compared with 65 percent of salaried employees in senior positions and 26 percent of wage-earners saying the same. ■

While flexibility has risen, the distinction between work and leisure time has become blurred.



How has Swedes' view of the Internet and democracy evolved?

Diagram 9.1. Percentage of the population who agree (partly and completely) with a number of claims.

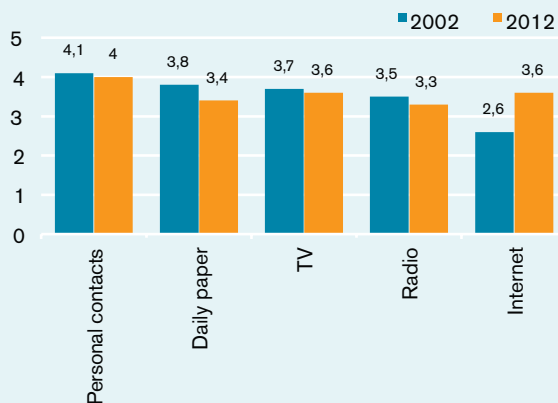
09 How the Internet is viewed

Today, the Internet has become a part of everyday life for many people both at home and at work. On average, Swedish Internet users have used the Internet for 14 years. As early as the late 1990s, half of all Swedes had gained access to the Internet. How is the Internet viewed today? How important has the Internet become and what hopes are associated with the new communications technology?

More positive view of the Internet's role in democracy

For many years, Swedes had a cautious and in many respects skeptical view of the Internet and its ability to change society. This skeptical attitude distinguished Swedes from citizens in many other countries. The situation remained the same until 2009, since which the attitude has become more positive and many more now agree with the claim that the Internet will enhance democracy.

In 2003, only 6 percent of the population agreed with the claim that the Internet would make it easier for people to influence the government. Today, that figure is 31 percent. Some 11 percent agreed that the Internet would make it easier for people to understand politics. Today, that figure is 37 percent. A similar development has occurred regarding claims that the Internet will lead to authorities caring more about people's opinions and that people will gain more political power.



How has the assessment of the importance of various media as sources of information changed in the past ten years?

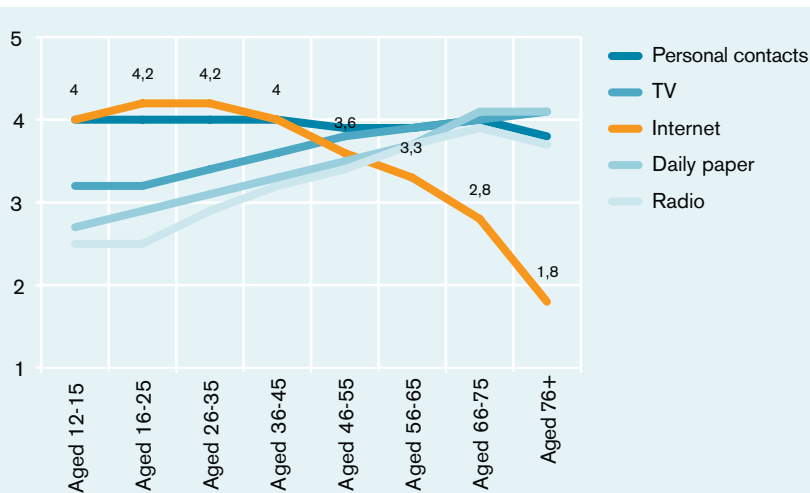
Diagram 9.2. Average assessment among the population between 2002 and 2012 of the importance of the Internet as a source of information on a scale of five.

The Internet has become an increasingly important source of information, but the traditional media remains important

Ten years ago, the Internet was not considered an important source of information. Not even among those who used it. The daily paper and TV remained the most important sources. Today, TV remains the key source, but the Internet has become an equally vital source of information. And while the daily paper and radio have fallen behind somewhat in importance, they remain at a high level. However, the most important source remains personal contacts, which may seem like a paradox in an increasingly media-based world.

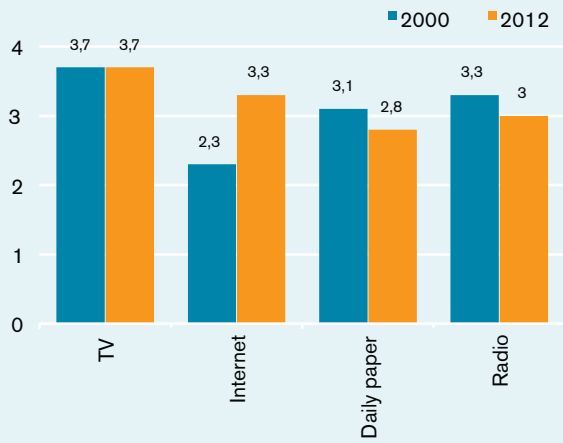
Behind this seeming stability, changes are hiding. This primarily applies to young people (aged 12-25), among whom the Internet has come to play a major role. Personal contacts and the Internet are significantly more important sources of information than anything else. As the age groups get older, the various sources of information become more equal in importance. Among the middle-aged, those aged 46-55, all media are considered important. This also applies to seniors, among whom the importance

of TV, daily papers and the radio is greater than in other age groups. The exception is the Internet, which drops in importance the older people become and which is highly insignificant as a source of information among the oldest age groups.



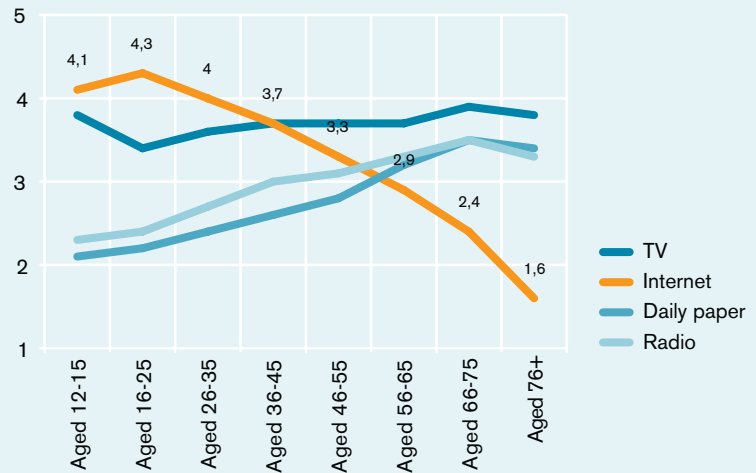
The importance of various media as sources of information in 2012

Diagram 9.3. Average assessment among various age groups in the population of the importance of the Internet as a source of information on a scale of five.



How has the assessment of the importance of various media as sources of entertainment changed in the past ten years?

Diagram 9.4. Average assessment among the population between 2002 and 2012 of the importance of the Internet as a source of entertainment on a scale of five.



The importance of various media as sources of entertainment in 2012

Diagram 9.5. Average assessment among various age groups in the population of the importance of the Internet as a source of entertainment on a scale of five.

The Internet has also become a key source of entertainment

In terms of entertainment, TV dominated 12 years ago in the year 2000 and continues to do so today. The Internet has increased in importance as a source of entertainment, while radio and daily papers have declined somewhat. However, they continue to play a key role for those over the age of 35. The Internet is the most important source of entertainment for those under 25, although TV is also important. However, in this context, radio and daily papers play an inconsequential role for young people.

The feeling of being excluded from the information society remains among many

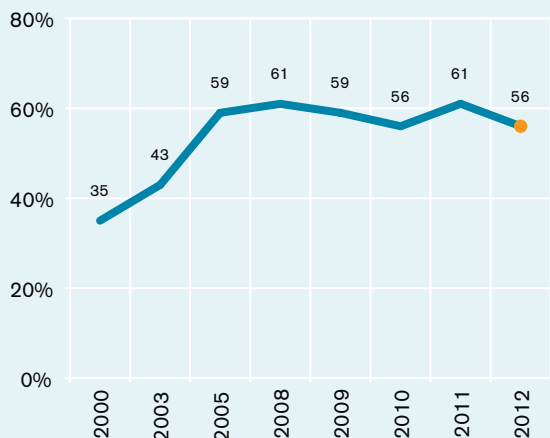
This is also related to the fact that the elderly lack a feeling of inclusion with the emerging “information society.” This has remained unchanged in the past seven years. Despite an increasing number of people using the Internet on a daily basis, many do not feel at home in “the new information society.” There is a strong correlation between how much time people spend online at home and at work and the feeling of inclusion. The more people use the Internet, the greater the feeling of inclusion in the new information society. While inclusion is lowest among the elderly, even one-fourth of those aged

16-45, among whom the feeling of inclusion is the greatest, feel only slightly or not at all included. Among those aged 56 and up, the group that feels excluded comprises the majority. There has been no change in recent years and the feeling of exclusion will probably sustain.

Concerns over the Internet are declining but remain

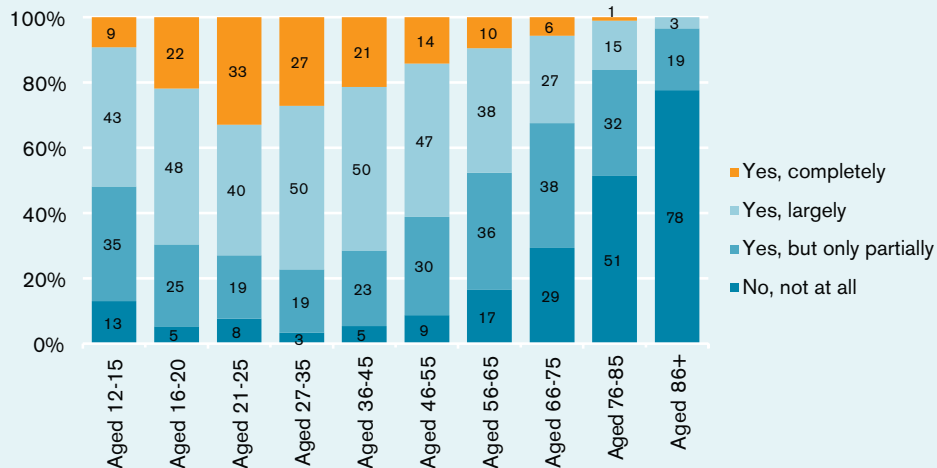
Twelve years ago, many (57 percent) expressed a feeling of concern over the increased risk of surveillance and control brought on by the Internet (Swedes and the Internet 2000). This is a concern that has diminished considerably today. Only 11 percent of Internet users expressed a concern that the government would monitor what they do online, and only 14 percent are concerned that corporations would do the same.

However, many remain concerned that children have access to inappropriate content online. Twelve years ago, 86 percent expressed a concern that such inappropriate content was available to children. Today, 76 percent express the same concerns over what is available online. This is a concern that is found in all age groups, although is the strongest in the parental generations among those aged 36-65.



Feeling of inclusion in the new information society among the population between 2000 and 2012.

Diagram 9.6. Percentage of the population who feel that they are largely or completely included in the new information society.



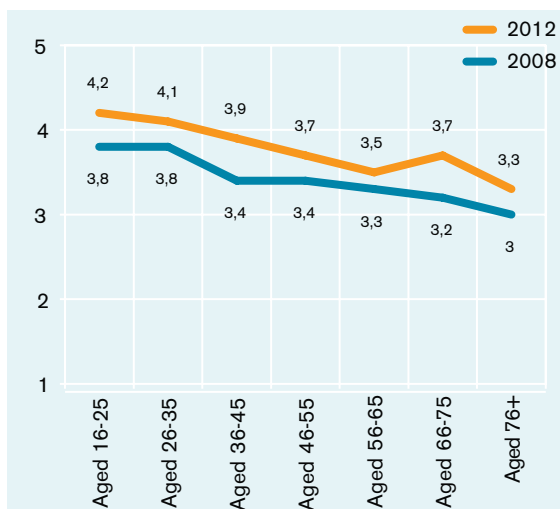
How does the feeling of inclusion vary among various age groups?

Diagram 9.7. Percentage of the population who perceive themselves to be included in the new information society to varying degrees.

The Internet has become more important for work and private life

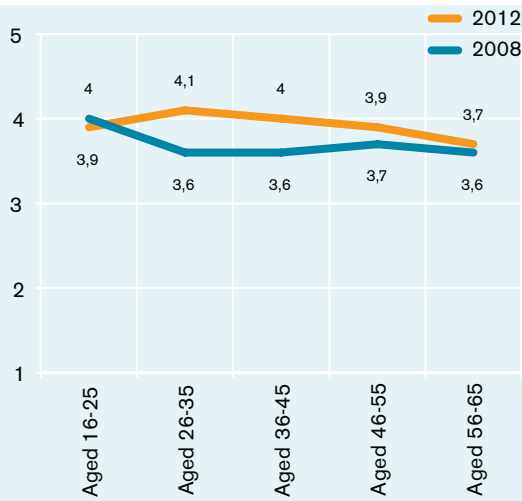
For those who are online, the Internet has become an important aspect of both private everyday life, and in school and at work. On average, this applies for all ages. On a scale of one to five, a four represents the Internet being of importance. Young people give the Internet higher values than the elderly, although elderly Internet users also perceive the Internet as being important to them (9.8)

A comparison with findings from four years ago in 2008 indicates that the Internet is perceived as being more important today. This applies across the board for the private use of the Internet among all ages and it also applies to work life. The exception comprises students and school children, who experienced the Internet as slightly more important for their school work than it is today (9.9 next page).



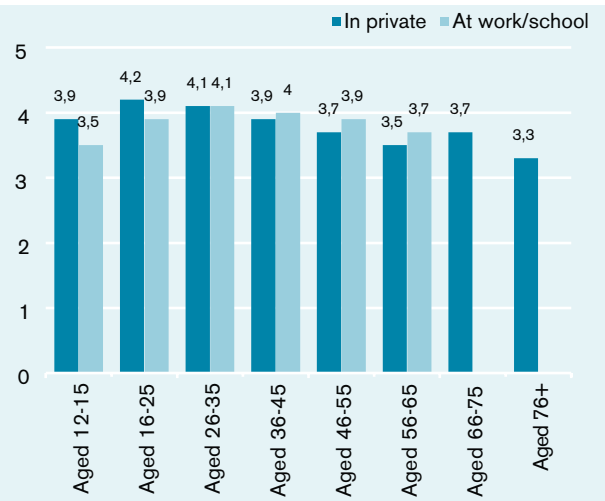
How has the importance of the Internet for people's private lives changed in the past four years? A comparison, 2008-2012.

Diagram 9.8. Average assessment among various age groups of the importance of the Internet in people's private everyday lives (on a scale of five).



How important is the Internet for people's work lives among various age groups? A comparison, 2008-2012.

Diagram 9.9. Average assessment among various age groups of the importance of the Internet in people's work lives (on a scale of five).



How important is the Internet for people in private and at work, respectively?

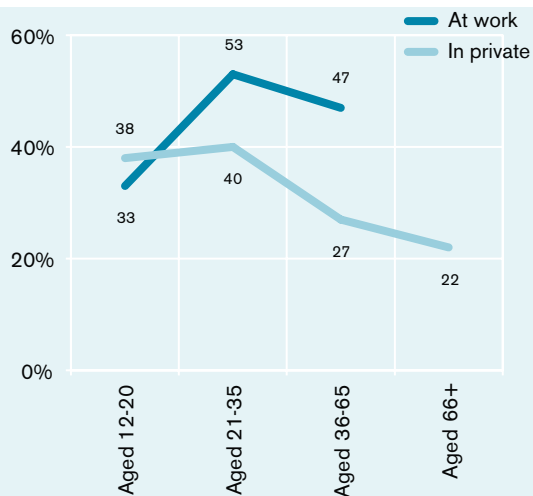
Diagram 9.10. Average assessment on a scale of five of the importance of the Internet for people in private and at work.

For young people aged 12-25, the Internet plays a more important role in private than at school. Some 78 percent say that the Internet is important (39 percent) or very important (39 percent) to them.

For those gainfully employed, aged 36-65, the Internet is somewhat more important in their work life than in private. Among this group, half (50 percent) say that the Internet is very important to them in their work. Accordingly, a large group of those gainfully employed give the Internet a score of five on a scale of five, in terms of how important it is to them professionally.

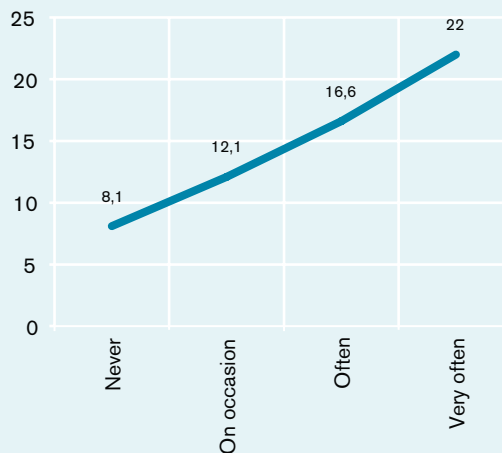
We can have too much Internet

Daily use of the Internet has spread among an increasingly large portion of the population. The Internet is perceived as being more important both in private and at work. Does this also mean that an increasing number of people experience some form of addiction to the Internet? That they spend more time online than they would actually like to? For several years, we have asked whether those who use the Internet perceive that they spend an excessive amount of time online, and it turns out that a shift is under way. There are now more people (22 percent) who perceive that they spend too much time online than in 2008 (14 percent). This can hardly be considered addicted in a psychiatric sense, but a perception that the Internet consumes an increasing amount of time.



How old are those who say that the Internet is very important?

Diagram 9.11. Percentage of Internet users in four age groups who say that the Internet is very important (five on a scale of five) for them in their private everyday lives and at work.



What amount of time (hours a week) is spent online among those who perceive that they never, on occasion, often or very often spend too much time online?

Diagram 9.12. Average time spent online at home (hours a week) among those who perceive that they spend too much time online?

Half of all young people believe that they are spending too much time online

Nearly half (40 percent) of all those aged 12-25 say that they often or very often believe that they are spending too much time online, and 13 percent very often.

Here, there is a strong correlation between the perception of spending too much time online and the actual amount of time spent online. The average time spent online by those who believe that they very often spend too much time is 22 hours a week. Among younger people (aged 12-35) who responded “very often,” the average time was 30 hours a week, which corresponds to four hours a day.

How often do you spend too much time online?

| | never | on occasion | often | very often |
|------|-------|-------------|-------|------------|
| 2008 | 55% | 30% | 12% | 2% |
| 2012 | 44% | 33% | 16% | 6% |

Table 9.1. Percentage of Internet users (aged 12 and up)

The evolution of the Internet can be divided into three phases. The first occurred in the mid-1990s when it became possible to use the telephone network to connect to the Internet. This initial phase lasted for ten years. During this period, most Swedes gained access to the Internet.

The second phase began in the mid-2000s as a result of the broadband expansion gaining momentum. Broadband fundamentally altered the use of the Internet as of 2005. Content that had not previously been available was now reachable. New Internet services were introduced. The time spent online doubled.

The third phase, which we are currently amid, is the mobile phase. The Internet is reachable everywhere via smartphones and tablet computers. The mobile phase began with laptops but did not gain much traction until the new, less expensive smartphones arrived in 2011. This trend continued in 2012 with extra help from tablet computers. A redistribution is now beginning between the platforms. Certain Internet activities are better suited for smartphones than laptops and they can easily fit into the gaps and downtime that consistently occur during the daily routines.

Accordingly, we can begin discuss the proliferation phase, broadband phase and the mobile phase.

Following a steady increase, year after year, the development of the Internet has also entered a stabilization phase. Many signs

indicate this. The major annual increases that have characterized the development of the Internet have largely disappeared. Its spread to new groups has nearly stopped. The time that users spend online is approximately in parity with last year, as is the percentage of the population that visits social networks, such as Facebook, or microblogs, such as Twitter. This also applies to the percentage who share files or who visit video sites such as YouTube. In many respects, the situation today is very similar to that of a year ago.

The percentage of people who read online magazines has been at the same level in recent years, as has listening to online radio. However, more people watch videos and online TV on occasion now than before, although daily TV watching online remains at only a few percent.

Somewhat more people shop online and pay their bills online, but there are still large groups among the elderly who do not. As with half the Swedish population, they also do not have e-identifications.

However, when looking at developments among young people, this is where there have been changes in the past year. Not among teenagers, but among younger people, aged 8-11, who have recently begun school. They are using the Internet more today, and activities that were previously commonplace among the older young people, are now becoming common among the younger age groups, particularly among girls.

Conclusion

This is a trend that has been under way for several years and will continue. The Internet is continuing to spread among ever younger age groups.

However, the major change has occurred as a result of the sharp increase in the use of the mobile Internet. The breakthrough for smartphones occurred as early as last year, although this is a trend that has continued, particularly among younger people. Use doubled in 2011 and has subsequently doubled again in 2012. Here, Japan and the Southeast Asian countries are ahead of the trend, but when compared with the US, the percentage of smartphones is currently greater in Sweden (Pew 2012). And as opposed to Japan, where many people only have a mobile to connect to the Internet, there are very few people in Sweden (1 percent) who do not also have a computer.

In general, the Internet in Sweden has come to play more of a role as a complement than a competitor. Overall, there is a positive correlation between traditional media use and using traditional media online. Those who read many morning papers also tend to read online editions. This also applies to TV, which an increasing number of people have also discovered exists online. But there are very few people who only watch TV online, and 95 percent of the Swedish population still has access to a normal TV set (Mediebarometer 2011).

If you add up all time that is spent on the paper edition of the morning papers and

online, the total reading time exceeds the reading time that was the norm ten years ago. This also applies to watching TV and reading the evening paper. Accordingly, the use of traditional media has increased in conjunction with Internet use. For evening papers, online reading has completely surpassed reading the paper version, and many people only read the online edition. In this case, it is a matter of direct competition. However, the evening papers constitute an exception. For morning papers, the paper edition continues to dominate, even among young people, and the same applies to TV watching on sets, albeit in a flatter version than before.

For all the talk about smartphones and tablet computers, it is easy to forget that half of the population does not have a smartphone. Nor is half the population a member of a social network, and many Facebook members never update their status. But they do use the Internet and, as with most people who use the Internet, they are very pleased to do so. Two of three members of the population use the Internet at least on occasion to inform themselves about culture, science and literature. Eight of ten use the Internet to look up words and even more search for facts. The Internet and Internet users have matured. ■

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Since 2000, the World Internet Institute has collected data on how the Swedish population uses information and communication technology and how this impacts individuals, families and society. This was primarily conducted through the study Swedes and the Internet, a survey comprising 2,000 telephone interviews based on a random selection of the population from age 16 and up (before 2007, from age 18). SE has organized the study since 2010.

The telephone interviews are comprehensive and contain questions about the interviewees' background data, access to technology, use of traditional media and mainly attitude to and use of the Internet in various forms. To parents with children living at home between the ages of three and 13, questions were asked about children's use of the Internet. To young people between the ages of 12 and 15, questions were also put to their parents.

Swedes and the Internet is the Swedish portion of the World Internet Project, an international research project involving some 20 countries, which monitors the global spread and use of the Internet. Each partner in each country finances its own operation in the project. The national selections are representative of the selection of the population. The question package contains slightly more than 100 questions that are common for all countries, called "common questions." These are formulated exactly the same for each country to generate comparable results. Each country also has the possibility to add its own questions to the

common questions. In the Swedish portion, about 200 national questions were added, of which some are permanent while others are new in order to monitor Internet trends. In 2000, the first panel studies were conducted in the US, Sweden, Italy and Singapore.

What is unique about the project?

The project is formulated as a panel study that provides the opportunity to monitor individuals over a long period. Most other Internet surveys are sample surveys. The entire population, including the elderly, is interviewed. In many Internet surveys, no one over the age of 75 is included. Both users and non-users are included. The Internet is regarded in a much broader perspective. Access, use and effect are studied. International comparisons are possible.

Method description for Swedes and the Internet

Swedes and the Internet is based on a revolving panel design. This means that the basis comprises a panel that is interviewed on a yearly basis. Some of the panel disappears for various reasons. Perhaps they do not want to be involved anymore, or they have moved, changed their names or for some reason are difficult to reach. Consequently, new selections are added every year to replace the loss in the panel. They also represent a control group that makes it possible to monitor panel effects. The aim is for the total selection of people interviewed annually to be representative of the population.

Method

Selection

In 2000, the first year the survey was conducted, a random sample of Sweden's population was drawn from the national telephone register. This sample was supplemented annually to replace lost members in order to maintain the panel at a constant 2,000 members. Normally, about 700 new individuals must be recruited to the panel to compensate for those no longer participating in the study. New recruitment to the panel is conducted by stratified sample by age and gender to ensure equal representation of these variables.

51 percent men and 49 percent women
62 percent live in cities and 37 percent in the countryside

| Occupation (16+) | |
|-----------------------------|-----|
| Employed | 53% |
| Student | 16% |
| Home with children | 2% |
| Unemployed | 3% |
| Sick-leave/early retirement | 3% |
| Retiree | 23% |

Adult survey

Swedes and the Internet. Interview survey of a selection of the population over age 16 (no upper limit). (Number interviewed: 2,616).

Parent survey

Additional questions in the adult survey to parents with children between the ages of two and 13, about children's use of the Internet. (516 parents interviewed about 881 children).

Young people survey

Interview survey of young people between the ages of 12 and 15 and their parents. (128 young people with 128 parents).

| Sample 2012 | | | Age distribution among Swedish people according to SCB | |
|---------------|-------------|-------------|--|-------------|
| Age | Number | Percent | Age | Percent |
| 12-15 | 139 | 5% | 12-15 | 6% |
| 16-25 | 424 | 15% | 16-25 | 15% |
| 26-35 | 336 | 12% | 26-35 | 14% |
| 36-45 | 472 | 17% | 36-45 | 16% |
| 46-55 | 407 | 15% | 46-55 | 15% |
| 56-65 | 402 | 15% | 56-65 | 15% |
| 66-75 | 316 | 12% | 66-75 | 11% |
| 76+ | 242 | 9% | 76+ | 9% |
| Totalt | 2744 | 100% | | 100% |

Diagram 1.3

| | daily 2009 | daily 2010 | daily 2011 | daily 2012 |
|------------|------------|------------|------------|------------|
| Aged 3-5 | 3% | 12% | 13% | 16% |
| Aged 6-8 | 10% | 14% | 26% | 32% |
| Aged 9-11 | 45% | 46% | 52% | 64% |
| Aged 12-15 | 76% | 81% | 86% | 90% |
| Aged 16-24 | 88% | 92% | 91% | 92% |
| Aged 25-34 | 81% | 90% | 88% | 90% |
| Aged 35-44 | 67% | 79% | 83% | 85% |
| Aged 45-54 | 64% | 67% | 72% | 75% |
| Aged 55-64 | 53% | 57% | 64% | 66% |
| Aged 65-74 | 37% | 43% | 51% | 47% |
| Aged 75- | 12% | 16% | 22% | 20% |

Diagram 3.2

| | On occasion | at least once | daily |
|---------|-------------|---------------|-------|
| Aged 2 | 40% | 27% | 16% |
| Aged 3 | 56% | 28% | 16% |
| Aged 4 | 60% | 38% | 15% |
| Aged 5 | 78% | 41% | 17% |
| Aged 6 | 80% | 43% | 27% |
| Aged 7 | 83% | 59% | 28% |
| Aged 8 | 90% | 62% | 42% |
| Aged 9 | 96% | 61% | 48% |
| Aged 10 | 99% | 72% | 69% |
| Aged 11 | 99% | 81% | 76% |
| Aged 12 | 99% | 84% | 80% |
| Aged 13 | 100% | 87% | 86% |
| Aged 14 | 100% | 100% | 90% |
| Aged 15 | 100% | 100% | 97% |
| Aged 16 | 100% | 100% | 100% |
| Aged 17 | 100% | 100% | 94% |
| Aged 18 | 100% | 97% | 97% |
| Aged 19 | 100% | 98% | 95% |
| Aged 20 | 100% | 96% | 93% |
| Aged 21 | 100% | 100% | 98% |

Diagram 1.1

| | computer | internet | broadband |
|------|----------|----------|-----------|
| 1995 | 25% | 2% | |
| 1996 | 27% | 5% | |
| 1997 | 30% | 10% | |
| 1998 | 40% | 15% | |
| 1999 | 55% | 30% | |
| 2000 | 62% | 51% | 3% |
| 2001 | 65% | 53% | 9% |
| 2002 | 67% | 56% | 15% |
| 2003 | 74% | 65% | 23% |
| 2004 | 75% | 68% | 27% |
| 2005 | 79% | 72% | 43% |
| 2006 | 82% | 75% | 54% |
| 2007 | 84% | 78% | 65% |
| 2008 | 86% | 81% | 75% |
| 2009 | 86% | 83% | 78% |
| 2010 | 88% | 85% | 84% |
| 2011 | 89% | 88% | 85% |
| 2012 | 89% | 88% | 85% |

Diagram 1.9

| | 2009 | 2011 | 2012 |
|------------|------|------|------|
| Aged 12-15 | 12,6 | 13,8 | 17,0 |
| Aged 16-25 | 16 | 18,4 | 19,0 |
| Aged 26-35 | 12 | 14,5 | 13,6 |
| Aged 36-45 | 8,5 | 10,3 | 10,1 |
| Aged 46-55 | 8,1 | 10 | 9,1 |
| Aged 56-65 | 7,1 | 7,8 | 7,6 |
| 65-74 år | 7,7 | 7,8 | 8,3 |
| 75- år | 6 | 8,7 | 6,2 |

Diagram 5.5

| | population | men | women |
|------|------------|-------|-------|
| 2004 | 8,0% | | |
| 2007 | 15,3% | 21,9% | 8,7% |
| 2008 | 19,1% | 27,0% | 11,5% |
| 2009 | 17,6% | 23,5% | 11,9% |
| 2010 | 20,0% | 28,9% | 10,3% |
| 2011 | 21,0% | 31,0% | 11,0% |
| 2012 | 21,0% | 29,0% | 11,0% |

Diagram 8.1

| | worker | staff position | manager/supervisor |
|------|--------|----------------|--------------------|
| 1995 | 1% | 4% | 10% |
| 1996 | 3% | 11% | 22% |
| 1997 | 7% | 23% | 35% |
| 1998 | 23% | 43% | 55% |
| 1999 | 40% | 60% | 72% |
| 2000 | 45% | 74% | 85% |
| 2001 | 52% | 80% | 86% |
| 2002 | 59% | 82% | 88% |
| 2003 | 66% | 84% | 90% |
| 2004 | 72% | 85% | 92% |
| 2005 | 76% | 89% | 94% |
| 2006 | 80% | 93% | 96% |
| 2007 | 84% | 94% | 97% |
| 2008 | 88% | 95% | 98% |
| 2009 | 91% | 96% | 99% |
| 2010 | 93% | 97% | 99% |
| 2011 | 95% | 98% | 100% |
| 2012 | 96% | 99% | 100% |

Tables

Diagram 9.1

| | 2003 | 2007 | 2009 | 2011 | 2012 |
|--|------|------|------|------|------|
| It will be easier for people to influence the government | 11% | 18% | 19% | 31% | 37% |
| It will be easier for people to understand politics | 6% | 9% | 13% | 21% | 31% |
| Authorities will care more about people's opinions | 5% | 8% | 15% | 18% | 25% |
| People will have more political power | 6% | 10% | 9% | 16% | 22% |

Diagram 9.3

| | 2002 | 2009 | 2010 | 2012 |
|-------------------|------|------|------|------|
| Personal contacts | | | 4 | 4 |
| TV | 3,7 | 3,8 | 3,9 | 3,6 |
| Internet | 2,6 | 3,2 | 3,4 | 3,6 |
| Daily paper | 3,8 | 3,6 | 3,6 | 3,4 |
| Radio | 3,5 | 3,4 | 3,5 | 3,3 |

Diagram 9.5

| | TV | Internet | daily paper | radio |
|------------|-----|----------|-------------|-------|
| Aged 12-15 | 3,8 | 4,1 | 2,1 | 2,3 |
| Aged 16-25 | 3,4 | 4,3 | 2,2 | 2,4 |
| Aged 26-35 | 3,6 | 4 | 2,4 | 2,7 |
| Aged 36-45 | 3,7 | 3,7 | 2,6 | 3 |
| Aged 46-55 | 3,7 | 3,3 | 2,8 | 3,1 |
| Aged 56-65 | 3,7 | 2,9 | 3,2 | 3,3 |
| Aged 66-75 | 3,9 | 2,4 | 3,5 | 3,5 |
| Aged 76+ | 3,8 | 1,6 | 3,4 | 3,3 |

Index

| | | | |
|--------------------------|--------------------|------------------------------|----------------------------|
| Subscriptions | 30, 31 | Picture text (MMS) | 17, 20 |
| Apps | 7, 36 | Mobile connections | 8 |
| Working from home | 47 | Mobile Internet | 6, 24, 25 |
| Workers | 46, 49 | Morning paper | 40, 42, 44 |
| Work | 10, 46, 47, 49, 54 | Music | 30-32, 36 |
| Bank offices | 7, 38, 39 | Hidden statistics | 13 |
| Children | 18, 26, 27, 52 | Retirees | 10, 36 |
| Addiction | 55 | Radio | 40, 42, 43, 51 |
| Paying bills | 7, 34, 38 | School | 10 |
| Blogging | 3, 15, 20, 21, 22 | School children | 18, 19 |
| Broadband | 8 | Looking up words | 17, 57 |
| Books | 40 | Smart mobile | 9, 19-21, 26-28, 35, 56 |
| Computers | 8, 9 | Text message (SMS) | 17, 21, 22 |
| Inclusion | 52, 53 | Families with small children | 18 |
| Democracy | 50 | Social network | 14-17, 22, 25 |
| E-books | 40, 41 | Games | 17, 20 |
| E-identification | 6, 37, 56 | Gaming console | 9 |
| E-mail | 14, 15, 25 | Spotify | 6 |
| Facebook | 16, 46, 47 | Stationary computer | 9 |
| Filesharing | 17, 32 | Status update | 16, 17 |
| Girls/boys | 20-22 | Tablet computer | 6, 8, 9, 19, 20, 25-28 |
| Disabilities | 12 | Visual problems | 12 |
| Geotags | 29 | Seldom-users | 12 |
| Humor | 15, 17 | Searching for facts | 15, 17, 25 |
| Health information | 15 | Telephones | 6, 16 |
| Non-users | 12 | Reading magazines | 41, 44, 57 |
| Information sources | 51 | Salaried employees | 46, 48, 49 |
| Income | 28, 28, 39 | Traditional media | 44, 51, 57 |
| Instant messaging | 14, 15 | TV | 25, 40, 43, 51, 57 |
| International comparison | 13 | Twitter | 3, 15, 17, 47 |
| Internet activities | 15-17 | Entertainment | 51, 52 |
| Internet use | 8-10, 15, 19 | Young people | 10, 11, 17, 18, 44, 46, 55 |
| Internet bank | 39 | Sample | 61 |
| IP-telephony | 17 | Exclusion | 11 |
| Credit cards | 34 | Why not? | 12 |
| Culture | 15, 57 | Video | 30, 31 |
| Women/men | 11, 21, 26, 29 | Importance | 48, 51, 53-55 |
| Evening paper | 40, 42, 44 | Wikipedia | 15 |
| LinkedIn | 15, 47 | The elderly | 11, 35, 37 |
| Method | 61 | | |



.SE (The Internet Infrastructure Foundation) is responsible for the Internet's Swedish top level domain, .se. The core operation comprises the registration of domain names and administration and technical operation of the national domain name registry, while .SE strives for a positive development of the Internet in Sweden. Proceeds from registration of domain names are used to finance projects that contribute to the development of the Internet in Sweden. .SE focuses intensely in being an active research and development financier and player in Internet development.

A key component of the work related to developing the Internet in Sweden is producing relevant information on how the Internet changes society and peoples' lives. Many people feel called upon to interpret and highlight threats and opportunities. To understand how the Internet's growth affects us all, we need access to reports, surveys and analyses from reliable sources. Accordingly, .SE collects and presents such material on the Internetstatistik.se website. We also produce this annual report about the Internet habits of Swedes.

The Swedes and the Internet report is currently Sweden's most important survey of individuals concerning Internet use. The report is issued annually in conjunction with the Internet Days conference in October and November. In addition to this report, which is the most comprehensive and recognized of its kind, we also publish in-depth reports on a variety of topics including Youth and the Internet 2009 and Elderly Swedes and the Internet 2010.

The report is prepared in collaboration with the World Internet Institute and has been compiled annually since 2000. It provides a unique opportunity to report on trends over time. .SE is also involved in an international partnership through the World Internet Project, which enables us to compare our data with 30 other member countries.

The reports are free-of-charge and available to order in printed format or to be read online or downloaded as a PDF at the websites www.internetstatistik.se and www.iis.se

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