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Olle Findahl

# Swedes and the Internet 2011



**.se | internet statistics**



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2011

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Version 1.0 2011

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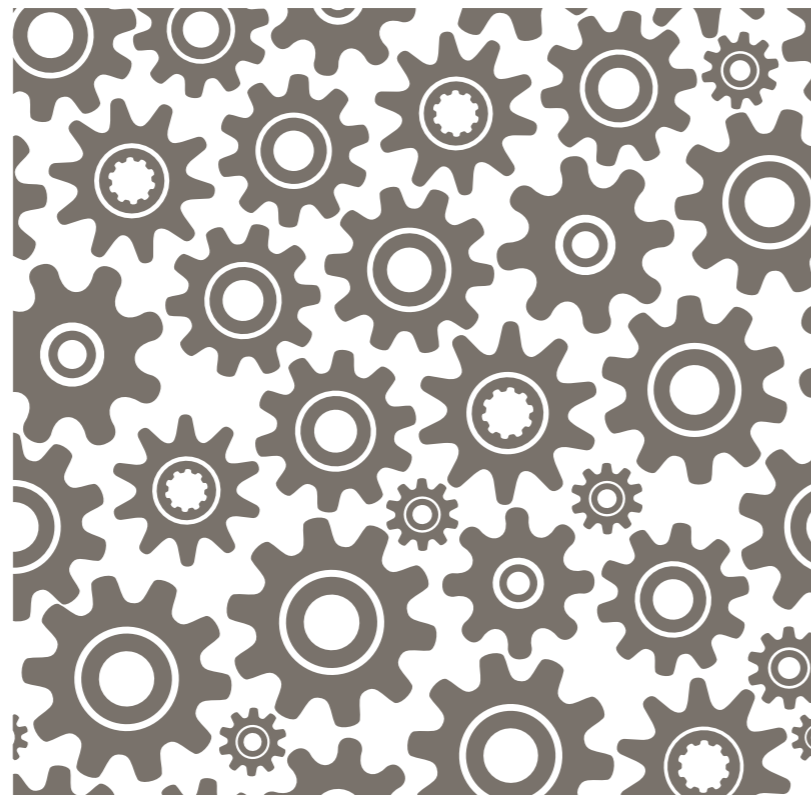
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# Foreword



**The Internet** no longer only affects people who use computers at their workplace, which was the case 15 years ago and to a certain extent, ten years ago. The Internet has reached an increasing number of people and has largely become public property, and is currently considered a natural part of many people's everyday lives.

The Internet also no longer only applies to working adults between the ages of 18 and 65. On the contrary, the most dramatic developments in recent years have occurred among those under the age of 18. And this is a trend that currently continues to spread down among the age groups, all the way to preschool children. The Internet has also gained increased significance among retirees, although this trend has not progressed as quickly, particularly not among elderly retirees.

To monitor the trend of how the Internet is proliferating and being used, it has thus become necessary to try to cover the entire population from the youngest to the oldest in a survey of Internet use in Sweden. The youngest because this is the group in which major changes in Internet use are occurring, among children who are beginning school and already prior to beginning school. The oldest because this is the group in which we find that most are still not using the Internet.

Accordingly, the lower limit for the age groups must be set very low. We now know that half of three-year-olds have begun acquainting themselves with the Internet. Very few surveys are conducted about children in these low age groups. The upper

limit for the age groups must be set very high if we are to estimate the number of individuals who remain outside the digital Internet world. Most surveys set the upper limit at 75 and are unable to capture the trend among those over 75, which amounts to 800,000 people.

In the Swedes and the Internet survey, we set the lower age limit at three and have no upper age limit. To enable this, we have combined three different surveys. The main survey, including telephone surveys, encompasses everyone over 16, which includes everyone over 75. The youth survey is geared toward those between 12 and 15. They were interviewed by telephone as well as a parent as they have to secure consent, which is necessary when requesting participation from those under 16. Finally, for the child survey covering those between 3 and 13, we interviewed the parents in the main survey who had children in this age group. By combining these three surveys, we have managed to cover all age groups in the population, which has become increasingly important now that the Internet is of the utmost relevance among both the youngest and oldest.

**Olle Findahl**  
November 2011

# Summary

**The Internet** continues to proliferate among the population of Sweden, although the rate of proliferation is now very slow. Some 88 percent of the population over the age of 12 has access to the Internet and 85 percent have access to broadband at home.

**More people use the Internet daily**

In 2003, 25 percent of the population used the Internet on a daily basis. Nowadays, 69 percent do so daily, which corresponds to 81 percent of all Internet users. Among those between the ages of 12 and 44, nine of ten are daily users.

**Half of three-year-olds use the Internet**

Since the late 1990s, Internet use has spread further down among age groups. One benchmark of this proliferation is when half of an age group begins using the Internet at least occasionally. That benchmark is now at the age of three.

**Nine of ten have a personal computer**

There has been a clear trend of increased laptop use in recent years, which appears to be sustaining. Nowadays, nine of ten users have a personal computer and eight of ten have access to a laptop.

**Breakthrough for mobile Internet**

The major shift in the past year is the breakthrough for mobile Internet. Use of this medium has doubled in the past year. This also applies among the younger age groups where two of three now use their mobile phone to access the Internet. In addition to the number of mobile Internet users rising, use of the medium, the frequency of use and the time spent online have also increased.

**The most common Internet activities**

The most common activities are searching online using Google, using e-mail, searching for news, looking up schedules, addresses and telephone numbers, searching for/checking facts and looking up maps and directions. Between 80 and 90 percent of all Internet users engage in these activities online.

**Half of the Swedish population uses social networks**

Today, half of the Swedish population (52 percent) use social networks, all of whom have a Facebook account, although other social networks are also available. Among Internet users, two of three (62 percent) visit social networks. In the past four years, the percentage of those who visit social networks has increased ten percentage points for each year. There are no signs of deceleration, other than the cap effect among young people, of whom everyone (96 percent) will soon be visiting social networks. The speed with which the interest in social networks has spread down among age groups is particularly noteworthy.

**Online games for young men**

Until the age of ten, gaming is prevalent among both boys and girls. After this age, girls begin to show increasing interest in blogs and social networks. Their gaming declines, while boys continue to play frequently into their 20s. Some 90 percent of young men play games online, and half do so on a daily basis.

**The blogosphere for young women**

Those who have become enthusiastic blog followers in recent years are primarily very young women, aged 12 to 15. Some 85 percent read others' blogs, and for more than half of those young women, reading blogs is part of their daily activities. A third also maintains their own blogs.

**Limited number of Twitter users**

Twitter is an online service where users can write their own and read others' short text messages. Some 7 percent of the population use Twitter. This service is primarily used among younger people.

**Breakthrough for streaming music**

Slightly more than half (57 percent) of the Swedish population listens to and downloads music online. The percentage of those engaging in file sharing has never been greater, while the percentage of those streaming music using the Spotify music service is even greater. Among those between the ages of 16 and 25, nearly nine of ten listen to Spotify and half of those listen on a daily basis. The more you listen and the older you are, the more common it is to pay a membership fee.

**More TV and video**

The use of the Internet to watch TV and videos has increased sharply in the past two years. Increasing numbers of people have discovered that they can watch videos and TV online. Eight of ten have visited YouTube. However, in terms of daily usage, the figures remain limited.

**Half of the Swedish population plays digital games**

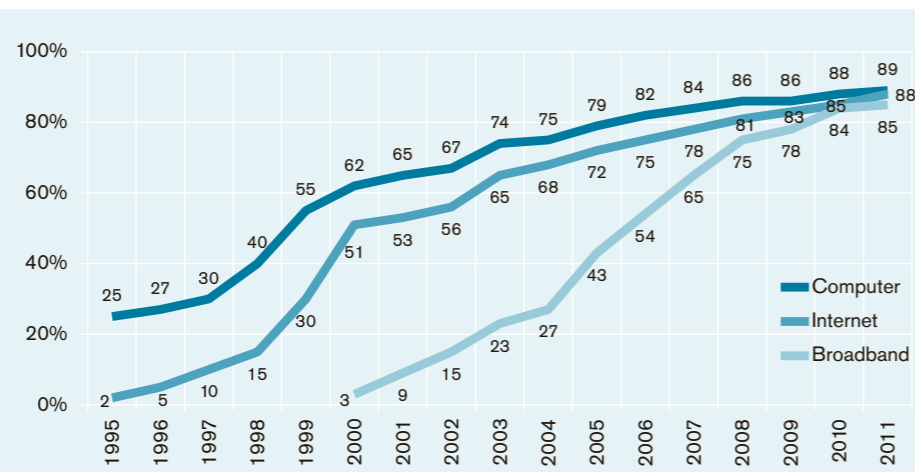
The most popular digital games comprise such traditional games as chess. Small-scale and uncomplicated everyday games are popular among all ages.

**No breakthrough but larger role for politics on the Internet**

Nowadays, nearly half of the population claim to search for political information online at least occasionally. Ahead of the 2010 general election, 14 percent of the population discussed politics on Facebook, 10 percent posted comments or expressed opinions concerning politics online and 8 percent had looked up a politician. There is a core of 11 percent who are politically active and who have engaged in at least two of these political activities. However, there are an additional 10 percent who have discussed or expressed political opinions online. Is the normally rather limited group of political activists expanding?

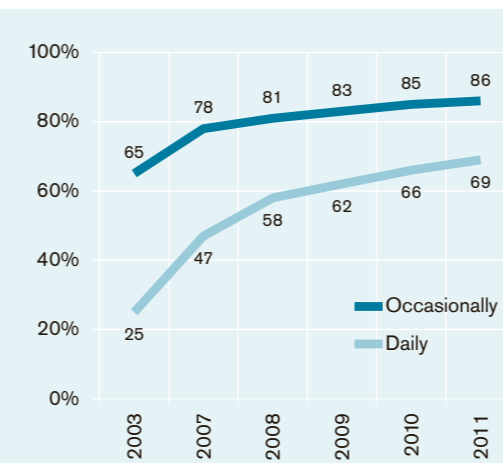
**Eight user patterns**

An analysis of shared user patterns demonstrates that there are two extreme groups: advanced enthusiasts who use the Internet's full range of possibilities more than everyone else, and the cautious group who is more restrictive and cautious in its use. In between these are the traditionalists, who primarily use the Internet to acquire information, and the modernists, who are more interested in the Internet's communicative, entertaining and social aspects. However, four of ten users are more cautious and restrictive in their Internet use.



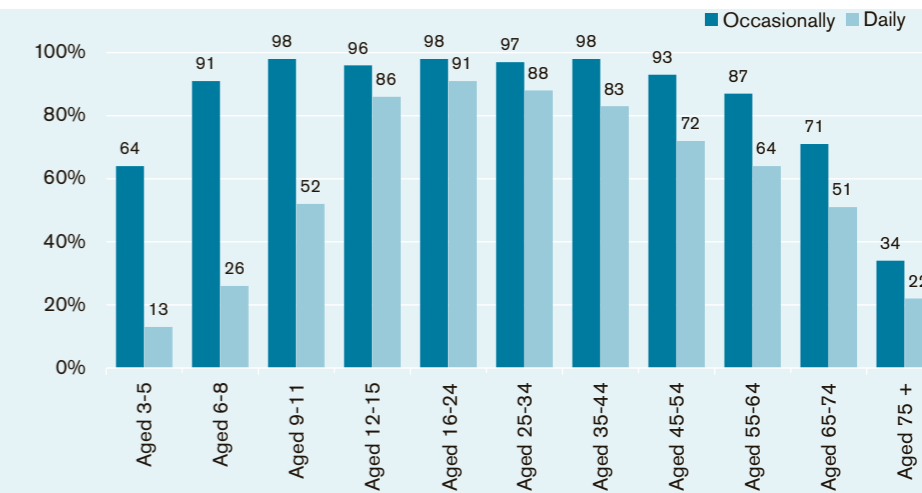
Access to computers, the Internet and broadband among the population, 1995-2011

Diagram 1.1. Access to computers, the Internet and broadband among the population over the age of 18..



Internet use at home. A comparison, 2003-2011

Diagram 1.2. Internet use at home. Percentage of population over 18.



How many people use the Internet among various ages?

Diagram 1.3. The percentage of various age groups in the population who use the Internet at home occasionally and on a daily basis.

## New users still joining

The percentage of Swedes who use the Internet has not increased significantly in the past year. In 2010, we estimated that about 85 percent of the population over the age of 18 used the Internet, and in 2011, that figure rose to 86 percent. However, when examining those who have access to the Internet at home, that figure rose from 85 to 88 percent. There are still people who did not previously have the Internet who are now acquiring a computer with an Internet connection. This increase primarily occurred among those over 65. It is noteworthy that the Internet continues to proliferate among an increasing proportion of the population,

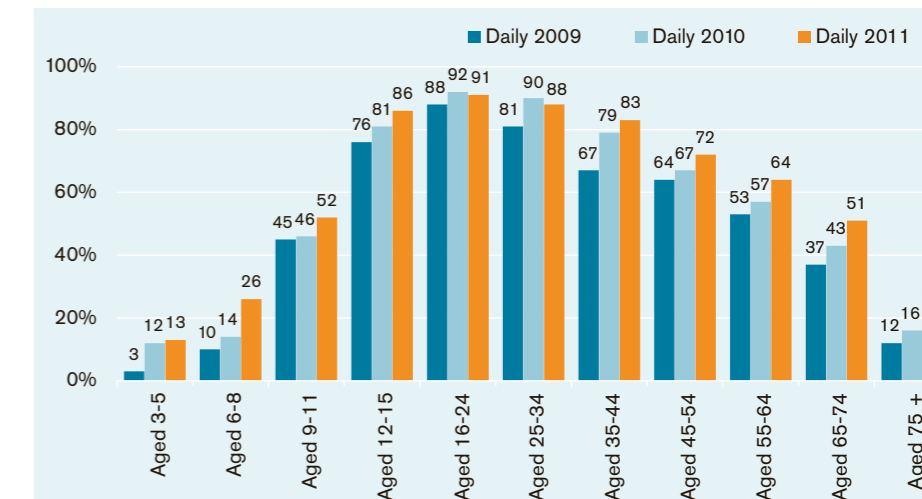
although the pace of expansion is now very slow. Ten years ago, when about half of the Swedish population had acquired access to the Internet, there was a tangible decline in proliferation following the rapid expansion in the late 1990s. However, the trend curve did not level off, but instead continued rising 2 to 3 percent each year, which is also how it has continued. In the future, we can expect a continued increase, albeit somewhat less significant than before. Elderly retirees with a low level of education, particularly women, are not interested in beginning to use a completely new form of technology. (Refer to Findahl, 2011, Elderly Swedes and the Internet.)

Today, essentially everyone who has a computer also has access to the Internet and broadband. Computers came first, and in the late 1990s, less than half of those who had a computer had access to the Internet. Nowadays, computers are essentially synonymous with the Internet.

The average number of people per household in Sweden is 2.5, and the average number of computers is 2.8. Accordingly, there are more computers than people in a Swedish household.

However, major changes are taking place among those who already use the Internet. An increasing number of people are using the Internet on a daily basis. In 2003, 43 percent of those who used the Internet did so on a daily basis. In 2007, the percentage of daily users had risen to 73 percent and that figure is now 81 percent. This means that the Internet has become part of everyday life for eight of ten Internet users. In 2003, 25 percent of the entire population used the Internet on a daily basis, which has now grown to 69 percent.

What has happened in recent years? (Diagram 1.4) The proportion of daily users has increased in nearly all age groups. In the ages between 16 and 34, a clear capping effect is evident. The cap appears to be at 90 percent of daily users. The greatest changes since 2009 have occurred among those aged six to eight (up 16 percent), 35 to 44 (up 16 percent) and 65 to 74 (up 14 percent). Among these groups, there has been a sharp increase in daily use. The rise among those beginning school is particularly interesting, among whom daily Internet use has more than doubled. This will be addressed in further detail in a special section on children and young people



The shift in daily use in the past three years

Diagram 1.4. The percentage of various age groups in the population who use the Internet at home on a daily basis.

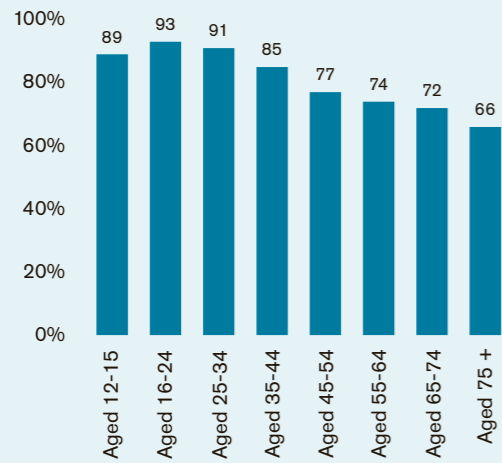
### Various calculations of the percentage of Internet users

The percentage representing how much of the population uses the Internet is not a set figure, but instead varies according to the sample of the population that comprises the basis for the calculation. If we restrict this sample to those between 18 and 65, the resulting figure is 96 percent. If we increase the sample to include the elderly up to the age of 75, the figure for Internet use in the population is 92 percent. If we include those over 75, the figure drops further to 86 percent, and if we include the entire population, from the youngest to the oldest, the final figure for Internet use among the population is 83 percent.

Statistics on how many people use the Internet, based on various samples of the population

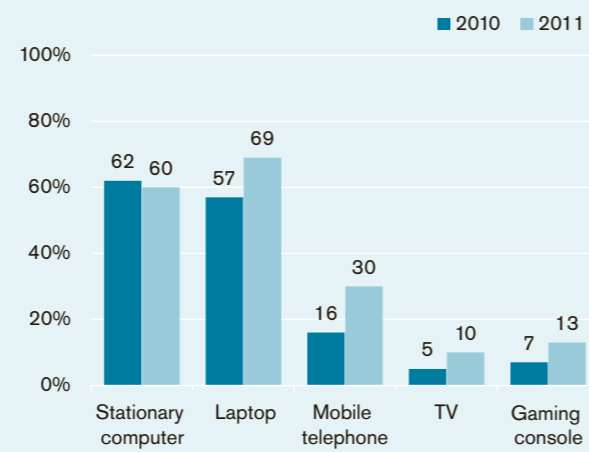
Sample	Percentage
Aged 18-65	96%
Aged 18-75	92%
Aged 18+	86%
The entire population, aged 3-100	83%





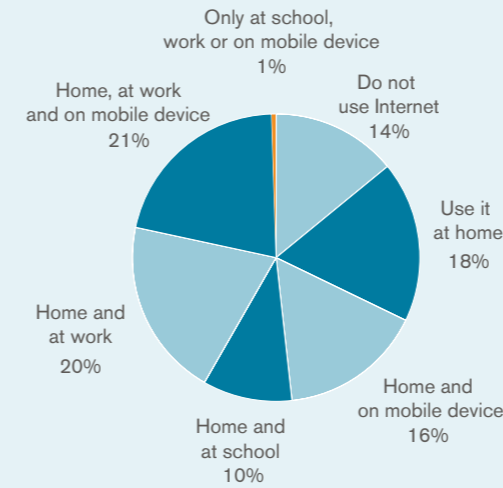
How many Internet users use the Internet daily?

Diagram 1.5. Percentage of Internet users in various age groups who use the Internet on a daily basis.



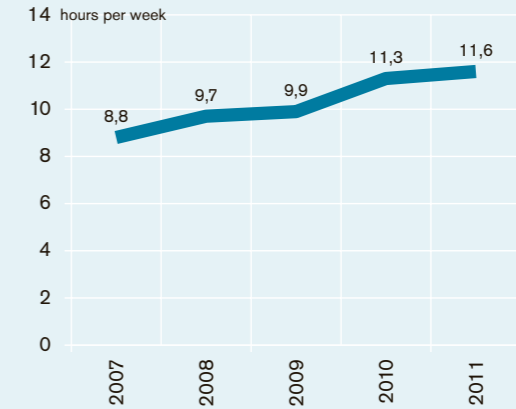
How many people can connect to the Internet in various ways?

Diagram 1.6. Percentage of the population (aged 12 and up) who can connect to the Internet in various ways.



Where do people connect to the Internet?

Diagram 1.7. Percentage of the population (aged 12 and up) who connect to the Internet in various ways and from various locations.



How much time do people spend online at home? A comparison, 2007-2011.

Diagram 1.8. Average time (hours per week) that Internet users (aged 12 and up) spend online at home.

## The amount of time spent online has grown

If we do not focus on the population but only examine those who use the Internet, the share of daily users is about 90 percent for those between the ages of 12 and 44. The percentage subsequently declines somewhat, but even among retirees who use the Internet, most are on a daily basis. Of those over 75 who use the Internet, two of three do so daily (Diagram 1.5).

### Breakthrough for mobile Internet

The trend of more laptop computers has been clear in recent years and is sustaining. Today, nine of ten users have a personal computer. More people are also connected to the Internet via their TV and gaming consoles. However, the major change lies in the percentage who use mobile Internet. This figure has doubled in the past year (Diagrams 1.6 and 1.7). This will be addressed in further detail in a special chapter on mobile Internet.

The amount of time spent online has also grown, although it now appears to have leveled off at about two hours a day at home. In addition to this, time is also spent online at work, in school, via mobile telephones and

in other locations. The total amount of time spent online amounts to 20 hours a week or nearly three hours a day.

When exclusively examining those who use the Internet at work, the average time spent working online is 10.4 hours a week (1.5 hours a day), and for those who use the Internet at school, the figures are seven hours a week or one hour a day.

### International comparisons

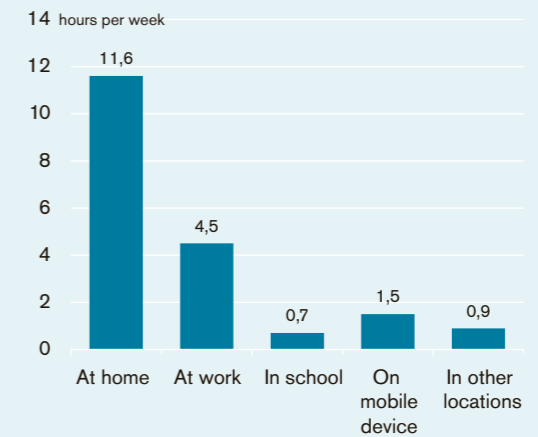
In 2010, Sweden ranked in the top of three international indexes that aim to measure and compare countries in various ways according to how successful they are as an information technology country (see Swedes and the Internet 2010 for more information about these indexes). Sweden maintained its leading position in 2011 as well, although South Korea was ranked ahead of Sweden in the UN ITU's ICT Development Index, and Singapore tightly trails Sweden in the World Economic Forum's Network Readiness Index.

Overall, East Asian countries are at the forefront of advances in IT. This is indicated in the Economist Intelligence Unit's

Broadband Government Report, which compares broadband trends in different countries. Singapore, South Korea and Japan top the rankings. In these countries, as in Australia and New Zealand, the governments have taken forceful political initiatives, while in Europe, market forces are allowed to steer the trend.

### Digital exclusion

In 2009, 1.7 million Swedes (aged 12 and up) did not use or rarely used the Internet at home. In 2010, that figure had declined to 1.5 million, and one year later, in 2011, the number of people excluded was 1.33 million. The number of Swedes excluded is gradually decreasing, albeit at a progressively slower rate. However, we must not only analyze access but also how the Internet is used. Some of those who have access are not digitally inclusive. (Also refer to the chapter on patterns of use). ■



How much time in various locations?

Diagram 1.9. Average time (hours per week) spent online in various locations based on all Internet users.



02

# The most common online activities

Nearly everyone who uses the Internet engages in certain forms of activity at least on an occasional basis. These activities include searching the Internet using Google, using e-mail, searching for news, looking up schedules, addresses and telephone numbers, searching for/checking information, looking for maps and directions, attaching files, searching for product information concerning a hobby or information about trips, looking up words and reading the paper. Some 80 to 90 percent of all Internet users use the Internet to perform these activities.

Google	97%
Writing/reading e-mail	95%
Searching for news	92%
Schedules, etc.	90%
Attaching files	88%
Maps, directions	88%
Searching for information	88%
Product information	87%
Logging into a bank	84%
Information about trips	83%
Hobbies, leisure activities	83%
Reading the paper	80%
Looking up words	80%

Other regular activities include surfing, buying/paying for goods and services, visiting Blocket, visiting YouTube, paying bills, buying/booking trips, performing price comparisons, searching for health information, listening to/downloading music, searching for information about culture and science. Some 79 to 65 percent of Internet users occasionally engage in these activities.

Surfing	79%
Buying/paying for goods	78%
Paying bills	78%
Visiting YouTube	78%
Buying/booking trips	76%
Performing price comparisons	72%
Health information	67%
Listening to/downloading music	66%
Culture, literature, science	65%

More than half of Internet users also visit social networks. They stay abreast of social and government agency matters. They watch TV, watch/download video clips, listen to Spotify and post photos online.

Social networks	62%
Information concerning social matters	61%
Government agency information	59%
TV	54%
Watching/downloading video clips	53%
Spotify	50%
Posting photos	50%

There is also a long list of other activities to become involved in online, which are not as established among all Internet users as those that we already mentioned, but that might be commonplace in certain user groups. In later chapters, we will examine activities and patterns of use within various age groups in further detail.

The activities that we have listed thus far are such that most Internet users have engaged in on at least one occasion. These constitute activities that fill a need and that are suitable to perform online. However, this does not mean that these activities necessarily dominate their use. Some 78 percent of users pay their bills online. However, this is not an everyday activity, but rather one that is conducted once or a few times a month.

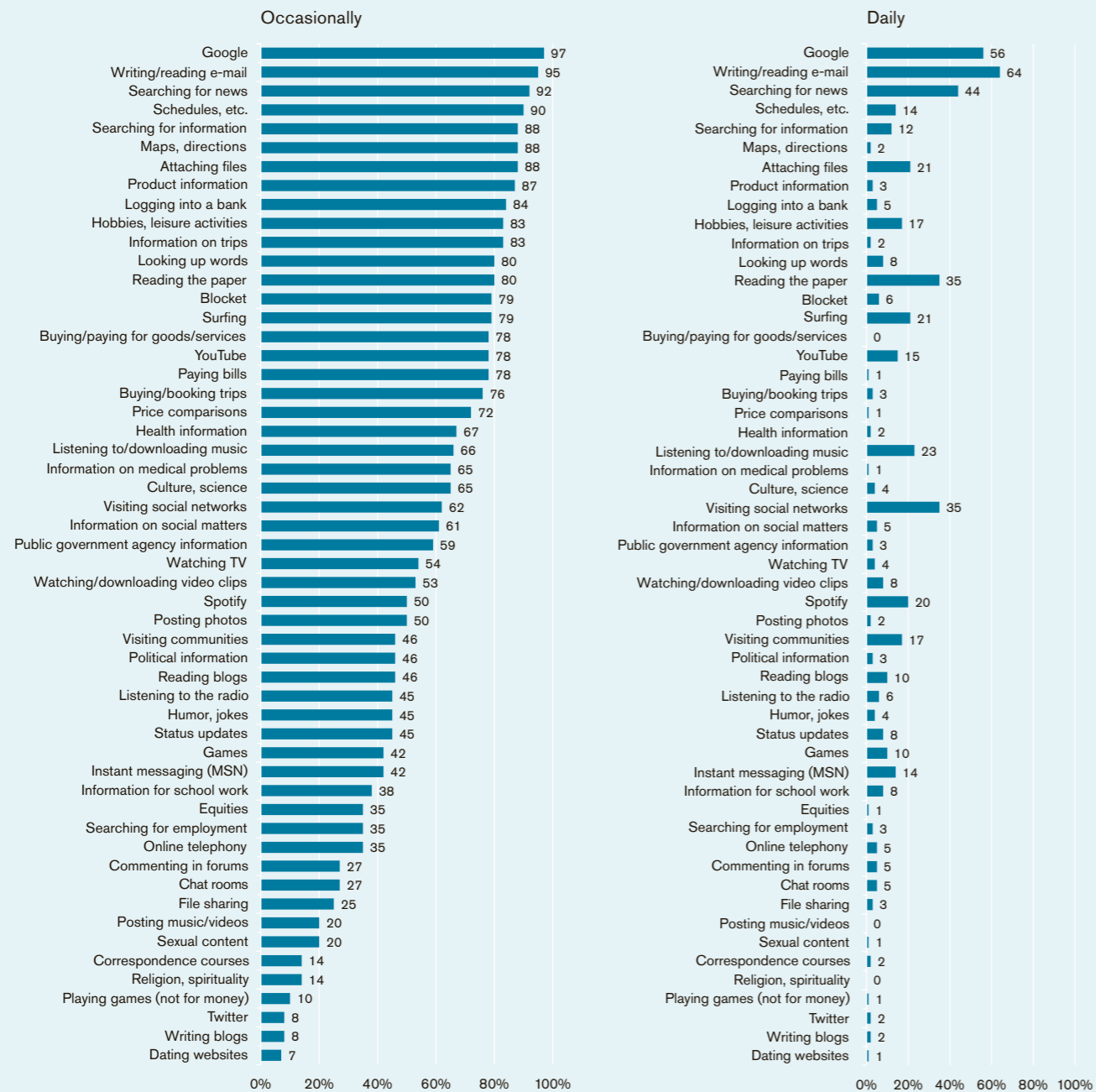
We will now divide online activities into three categories:

1. Activities that are ubiquitous and frequently performed
2. Activities that are ubiquitous but seldom performed
3. Activities that are frequently performed in certain groups but are not prevalent

1. Ubiquitous and frequently performed	Coverage	Daily use
E-mail	95%	64%
Google	97%	56%
Searching for news	92%	44%
Reading the paper	80%	35%
Visiting social networks	62%	35%
Attaching files	88%	21%
Surfing	79%	21%
Listening to/downloading music	66%	23%

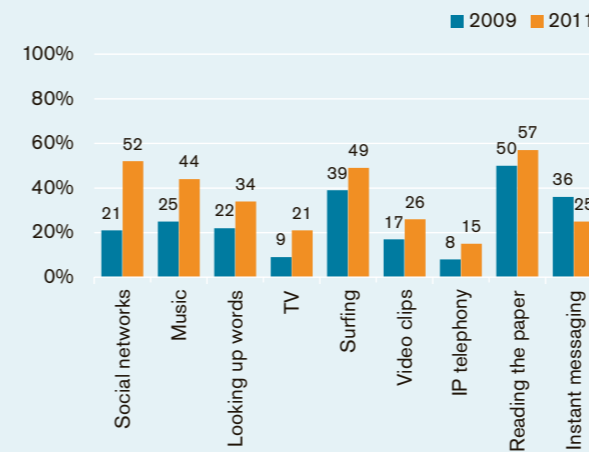
2. Ubiquitous but seldom performed	Coverage	Daily use
Maps, directions	88%	2%
Product information	87%	3%
Logging into a bank	84%	5%
Information on trips	83%	2%
Buying/paying for goods and services	78%	0%
Price comparisons	72%	1%
Health information	67%	2%
Culture, literature, science	65%	4%

3. Frequently performed but not prevalent	Coverage	Daily use
Listening to Spotify	50%	20%
Visiting a community	46%	17%
Instant messaging, MSN	42%	14%
Reading blogs	46%	10%
Playing games	42%	10%



What do people do online?

Diagram 2.1. Percentage of Internet users (aged 12 and up) who perform various activities online with varying frequency.



The content of Internet use. A comparison between 2009 and 2011.

Diagram 2.2. Percentage of Internet users (aged 12 and up) who performed various activities online in 2009 compared with 2011.

Changes in usage content

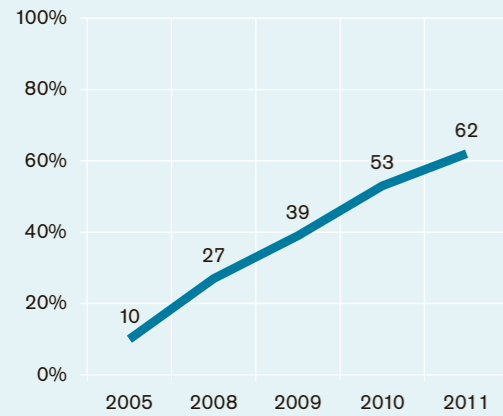
Internet use has changed over time. In addition to becoming more diverse and new opportunities for using the Internet constantly being developed, there have been some clear trends in recent years. An increasing number of people are spending an increasing amount of time on visiting social networks online, as well as more traditional Internet communities. The number of people who visit social networks on a daily basis has doubled over the past two years. New forms of communication have resulted in a decline in the percentage of people “texting,” meaning who use instant messaging. New forms of communication are also replacing the old on the Internet. The decline in the percentage who “text” is the only clear decline in a single activity; otherwise, use has increased overall.

Another trend is that moving images, TV and video clips, have become an increasingly substantial portion of the Internet. This trend has doubled since 2009. An expanded broadband capacity has enabled streaming TV and video. In 2009, 9 percent of Internet users watched TV via the Internet at least once or a few times a week. Today, 21

percent watch TV online as an everyday activity. Nowadays, YouTube is among the most visited websites on the Internet. IP telephony has also become more and more commonplace in recent years.

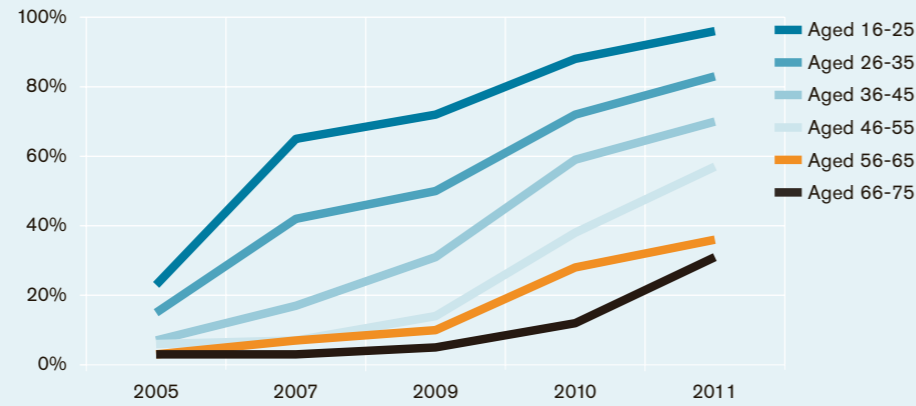
A third trend is the spike in music online. Music has always been popular on the Internet, but music outlets such as Spotify – which features streaming music, a wide selection and low costs – has increased access and expanded the user group. (Refer to the chapter on music.)

Certain changes have also occurred in terms of the Internet as a source of information. As earlier, eight or nine of ten Internet users search for product information, look up maps and directions, check facts and look up words. Wikipedia is used by seven of ten people, and half of those between the ages of 16 and 25 visit Wikipedia on a daily basis or at least once a week. More people use the Internet today to look up words on a daily basis or at least once a week (2011 [34 percent] compared with 2009 [22 percent]), and it has also become more common to search for social and political information. A ■



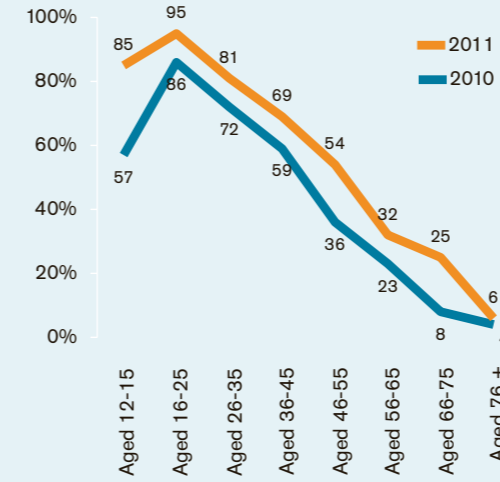
**How many people visit social networks? A comparison between 2005 and 2011.**

*Diagram 3.1 The percentage of Internet users that visit social networks*



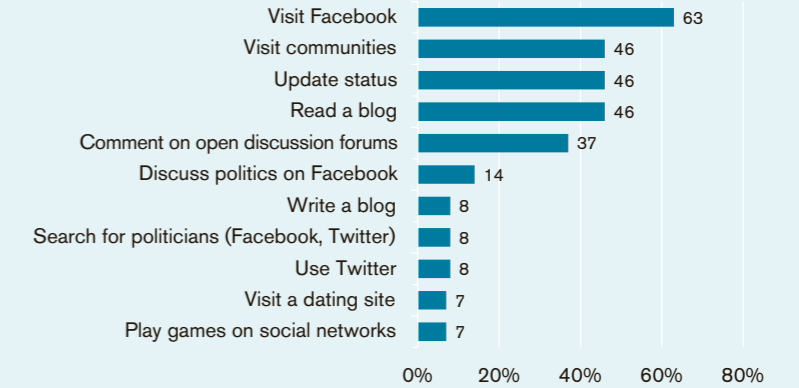
**What is the percentage of people from different generations who visit social networks?**

*Diagram 3.2. The percentage of people from different generations who visited a social network in the past six years.*



**How many people visit social networks? A comparison between 2010 and 2011.**

*Diagram 3.3. Percentage of the Swedish population by age group who are members of a social network 2010 and 2011.*



**Social media activities.**

*Diagram 3.4. Percentage of Internet users (aged 12 and up) who use the Internet at least occasionally in various ways.*

03

# Social media

**Today, half of the Swedish population (52 percent of those over the age of 12) visit a social network, all of whom have a Facebook account, although other social networks are also available. This is a trend that gained momentum in 2008 and figures are rising steadily every year.**

Among Internet users, two of three (62 percent) visit social networks. In the past four years, the percentage of those who visit social networks has increased ten percentage points for each year. There are no signs of deceleration, other than the cap effect among young people, of whom everyone (96 percent) will soon be visiting social networks.

**Social media spreading to younger age groups**

The interest in joining a social network increased among young people five years ago and has continued to rise, while those above the age of 45 have been swept up in this trend over the past two years (Diagram 3.2.). Last year's increase was 10 percentage points in all age groups with two exceptions: younger retirees (66-75 year olds, up from 8 percent to 25 percent) and among the youngest age group (12-15 year olds, from 57 percent to 85 percent) (Diagram 3.3.). It is particularly remarkable just how quickly social networks have become popular among the youngest age group. This issue will be discussed in the section on children and young people.

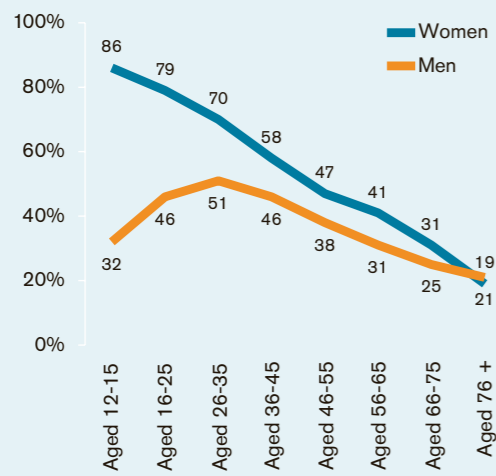
A wide range of social networks are available today, both Swedish and foreign. Facebook is the most popular, and all age groups have Facebook accounts.

Users visit Facebook to find out what their friends are doing, update their status, check in and say what they are doing. For many people this is a daily activity. Facebook is also where various groups are started to discuss or mobilize people in a certain issue.

**Most common use of social media**

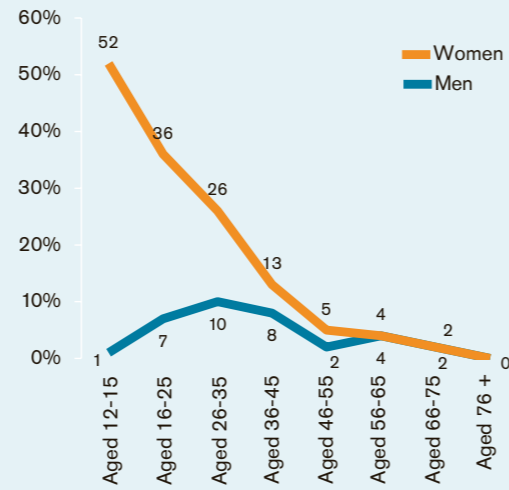
Social networks such as Facebook now dominate what is known as "social media." However, traditional communities, websites based on common interests, continue to have high visitor numbers. Facebook activity not only comprises status updates, although this is by far the most widespread activity. Political discussions are also conducted on the website. More information on this subject is available in the section on politics on the Internet.

The number of bloggers has not increased very much in recent years, but readership of other blogs has become highly popular and evolved into a new media form. Women are most active in this area and on Facebook with some 42 percent of women visiting Facebook every day compared with 33 percent of men. A total of 16 percent of women read blogs every day whereas only 5 percent of men read blogs.



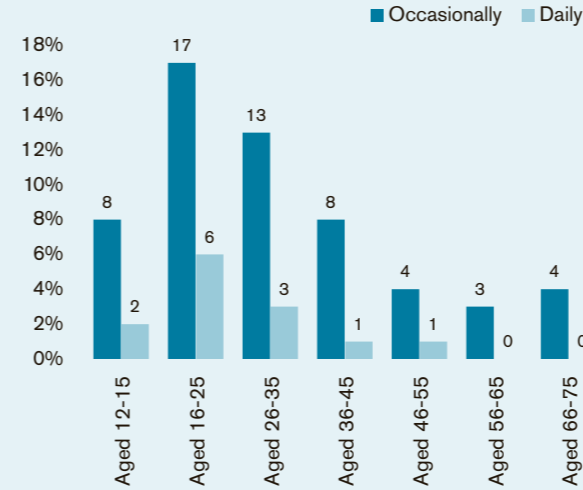
How many read blogs?

Diagram 3.5. Percentage of male and female Internet users who read blogs at least occasionally.



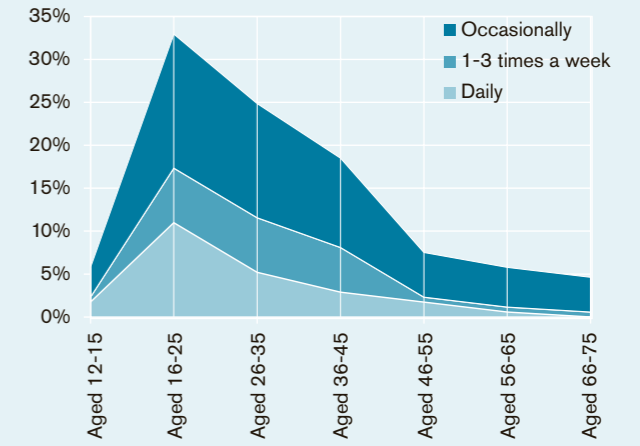
How many men and women read blogs every day?

Diagram 3.6. Percentage of male and female Internet users who read blogs every day.



How many people use Twitter?

Diagram 3.7. Percentage of Internet users in different age groups who use Twitter.



What are the age groups of Twitter users and how often do they use Twitter?

Diagram 3.8. Percentage of Twitter users by age group and frequency of use (for example, in this case 16 percent represents 16 percent of 7 percent = 1 percent of the population).

## More than half of young women read blogs as part of their daily Internet usage

### The new medium of blogging

Major differences between younger and older women can be seen in the statistic of “46 percent of women read blogs.” Among young women, 80 to 85 percent read blogs, while the percentage among older women is 30 to 40 percent. There is a large difference between younger men and women, with this difference decreasing among the older population. Mainly very young women, 12 to 15 year olds, have become highly enthusiastic blog readers in recent years. This trend is even more clearly seen in the figures for daily blog reading. More than half of young women read blogs as part of their daily Internet usage. A third also write their own blogs. This issue will be discussed in the section on children and young people.

### Limited number of Twitter users

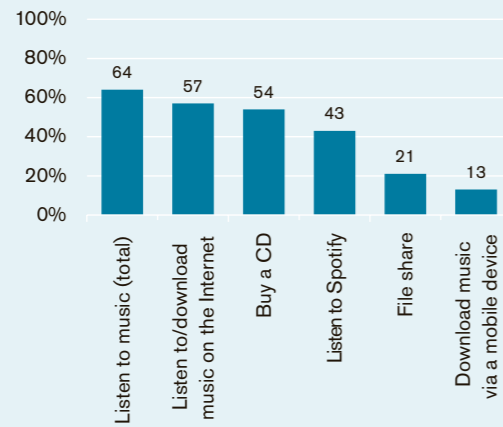
Twitter is a social networking service that enables its users to send and read short text-based posts or “tweets.” The service is also called a microblog since each post may only contain 140 characters. These tweets

are published on the user’s profile. The user can subscribe to, or “follow,” other people’s tweets. Some 7 percent of the Swedish population uses Twitter at least occasionally. Younger people in particular use the service.

Half of Twitter users only make use of the service occasionally, with a limited group of people (2 percent of the population) using it every day. Mainly younger, well-educated men use Twitter on a daily basis. In addition to students, users comprise young people who work in IT and computers, consultants and senior managers.

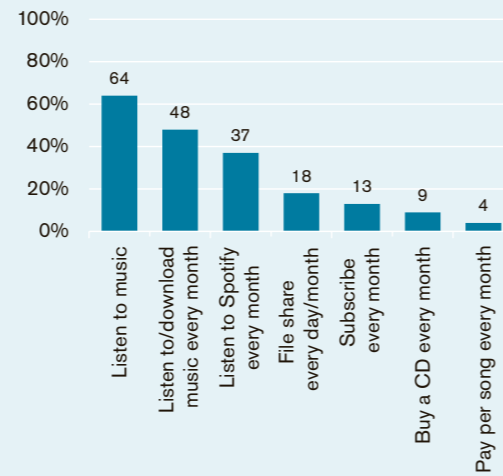
Usage in the US is slightly more widespread, rising to 10 percent in 2011 up from 6 percent of the population in 2010. Half of Twitter users access the service via a mobile device (PEW, 2011).

We find that most Twitter users are between 16 and 35 years old: 33 percent are in the 16 to 25 age group and 24 percent in the 26 to 35 age group. Twitter also has some older users, albeit infrequently. Some 14 percent of users are aged 45 and up. ■



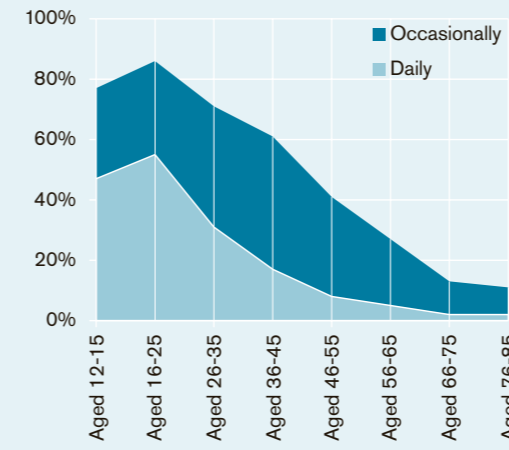
Music listening trends among the population

Diagram 4.1. Percentage of the population (aged 12 and up) who consume music.



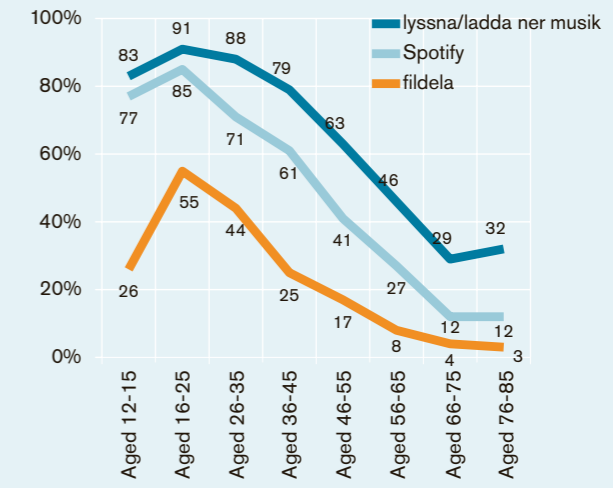
How many people listen to and pay for music?

Diagram 4.2. Percentage of Internet users (aged 12 and up) who listen to and pay for music at least once a month.



How many people listen to Spotify every day?

Diagram 4.3. Percentage of Internet users (aged 12 and up) who listen to Spotify.



A comparison between Spotify and file sharing

Diagram 4.4. Percentage of Internet users (aged 12 and up) who at least occasionally listen to/download music on the Internet, listen to Spotify and file share.

04

# Music and streamed audio and video gaining in popularity

Slightly more than half (57 percent) of the Swedish population listen to music via the Internet. This figure includes nearly everyone who is interested in music. The Internet has become an important platform for all music listeners. Almost as many people also buy music on CDs, but not as often as they did in the past. The percentage of file sharers has never been higher, while more and more people are listening to music using the Spotify music service.

Spotify is a service where music is not downloaded to the user's computer but is accessed from a jukebox of "streamed" music. The service is based on p2p technology similar to the BitTorrent networks used in fire sharing, and also on Spotify's own music

servers and music cached in the user's own computer. The range of music is immense and users can either listen to music for free – in which case music is interrupted by advertisements – or subscribe and pay a monthly fee with no advertisements.

If we compare how the Internet is used for music over a month, we can see that half of Internet users listen to or download music in some way (Diagram 4.2.). A third of users (37 percent) listen to Spotify, which is double the figure of file sharers (18 percent) in a month, and many more than those who buy a CD (9 percent) or pay per song (4 percent) in a month.

Spotify has become very popular among young people who have music in their lives. Nearly nine of ten 16 to 25 year olds (86 percent) listen to Spotify and half (55 percent) use the service every day. Among 12-15 year olds, 77 percent listen to Spotify and 71 percent of 26-35 year olds use the service (Diagram 4.3.). Spotify has become far more popular than file sharing. In most age groups, listening to Spotify is double as popular as file sharing, particularly among the youngest users aged 12 to 15 (Diagram 4.4.).

### How is music paid for?

Listening to music is the most prevalent among young users and declines in older

age groups. Buying music on a CD is the most widespread form of payment among all of the age groups. Subscriptions are most common among young people, whereas older age groups more often pay per song.

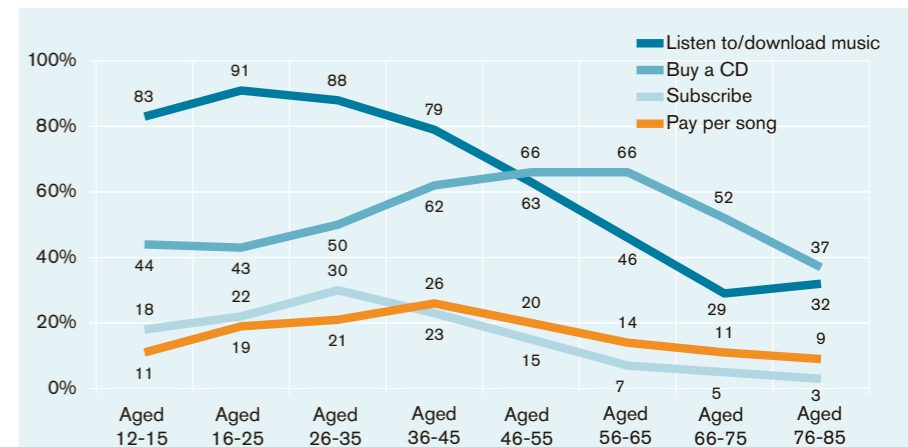
Looking at the various forms of payment that are most common among the different age groups, we find that older people buy CDs and pay per song, while young people have subscriptions, file share or listen to Spotify.

Method	Highest percentage of Internet users in the age group
Buy a CD	Aged 46-65
Pay per song	Aged 36-45
Subscribe	Aged 26-35
Listen to Spotify	Aged 16-25
File share	Aged 16-25

Table 4.1. The most popular methods of payment for music in various age groups

### Who pays to listen to Spotify?

The online Spotify music service can be used in two ways: a free service or a pay service. The question is how many people pay to not have to listen to advertisements and which age groups pay for the service. There are two clear correlations between age and frequency. The more often users listen to Spotify, the larger the percentage of people

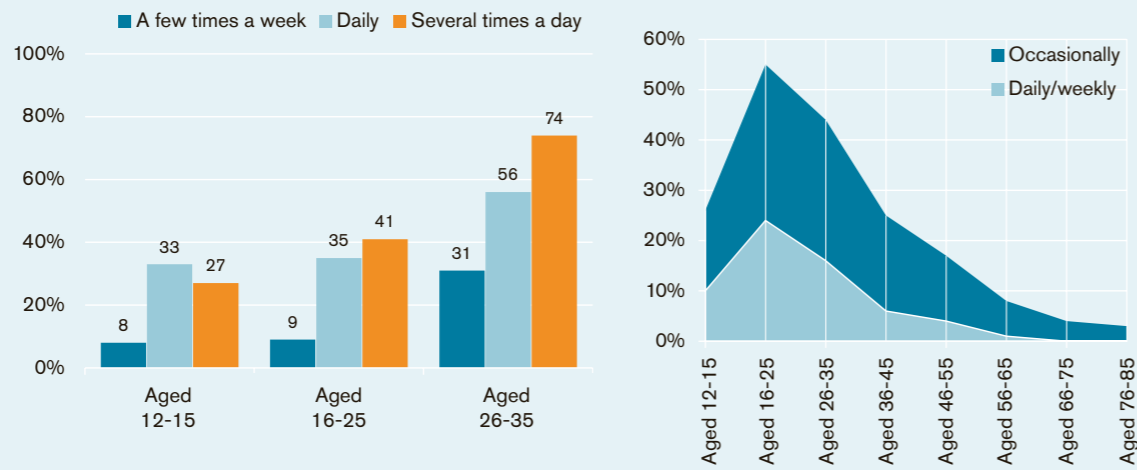


How many people pay for music? A comparison between subscriptions, payment per song and CD purchases.

Diagram 4.5. Percentage of Internet users (aged 12 and up) who listen to and at least occasionally pay for music.

who pay to use the service. This trend applies to all age categories. Daily listeners pay more often than those who listen more seldom.

The second correlation refers to age. The older a user, the higher the percentage that pays for the music service: one in three daily listeners aged 12 to 15 compared with two in three Spotify users aged 26 to 35.



Who pays to listen to Spotify?

Diagram 4.6. Percentage of Spotify listeners of different ages and at different frequencies who pay for a subscription.

**Do file sharers pay for music?**

The most active file sharers are found in the 16 to 25 age group. Mainly men file share, with 69 percent of boys aged 16 to 25 compared with 38 percent of girls. The question here is the extent to which their file sharing affects their willingness to also pay for music.

In a comparison between file sharers and non-file sharers, we can see no difference in how often these groups purchase CDs. However, a higher percentage of file sharers pay per song for downloading compared with non-file sharers. This applies among younger 12 to 35 year olds (22 percent vs. 14 percent) and among older 35 to 65 year olds (28 percent vs. 19 percent). The differences in statistics are significant. (F= 17 significance of .001). It is also more common that younger and older file sharers subscribe to music compared with non-file sharers. This is another area where the differences are significant.

**More TV and video**

Consumption of music, video and TV via the Internet has increased substantially in

	Aged 12-35		Aged 35-65	
	File shares	Does not file share	File shares	Does not file share
Pays per song for downloads	22%	14%	28%	19%
Subscribe to music	30%	20%	22%	15%

Table 4.2. A comparison between the percentage of file sharers and non-file sharers who pay for music in various ways.

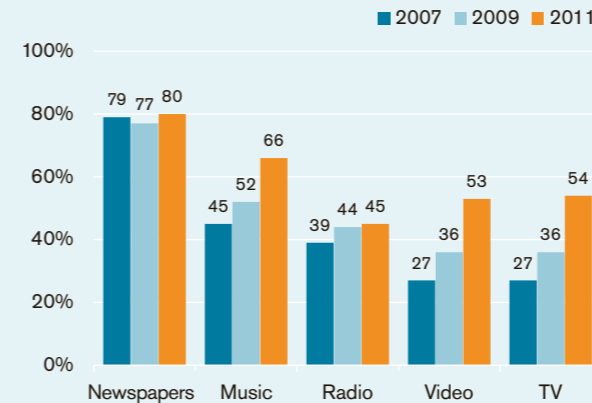
How common is file sharing?

Diagram 4.7. Percentage of Internet users who file share occasionally, or daily or at least once a week.

the past two years: music rose 14 percentage points, video 17 percentage points and TV 18 percentage points. Newspaper reading and radio listening via the Internet has remained more constant, and applies to users who read or listen at least occasionally. This trend suggests that an increasing number of people are discovering that the Internet can be used to watch videos and TV and to listen to music.

The scenario is different for daily usage patterns, which reflect the extent to which an activity has become part of everyday life. Listening to music online has primarily become part of everyday living (up from 12 to 23 percent). Watching videos and TV has also risen but from very low levels (video: 5 to 8 percent, TV: 2 to 4 percent) (Diagram 4.9).

This means that users occasionally visit the website of a television channel on an occasional basis. For example, a user may log on to Al Jazeera to watch a live broadcast or someone streams a live broadcast from Starcraft. However, the most common trend is to visit SVT (Swedish Public Service



Today people listen to more music and watch more TV and videos

Diagram 4.8. Percentage of Internet users (aged 16 and up) who at least occasionally use the Internet as a platform for accessing various types of media.

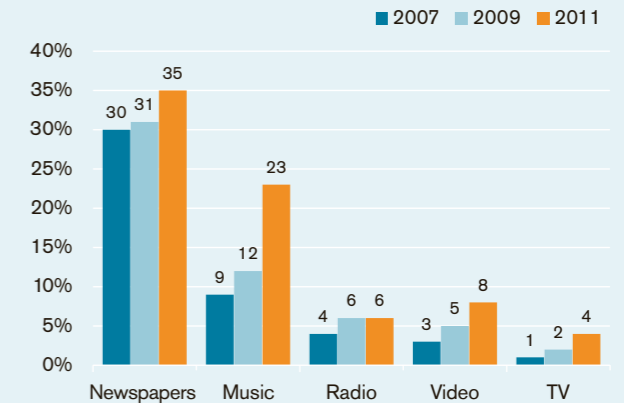
Television), followed by TV4, which is only half as common as SVT. In total, the same number of users visit SVT as for all of the other channels combined.

**YouTube's widespread popularity**

In response to the question of whether they had ever visited YouTube, a website where users can search for, watch, upload and share videos, 78 percent of all Internet users said YES. Half of these users (44 percent) visit the site one or more times a week. This means that visiting video websites is very popular in all age groups. Practically all young people (99 percent of 16 to 25 year olds) visit YouTube, as do two in three (64 percent) 56 to 65 year olds. It can now be seen that these users do not visit the site only occasionally: half of the youngest age group (12 to 15 year olds: 49 percent) log on every day and nine of ten (88 percent) at least once or more a week. Slightly older users in the 16 to 25 age group visit YouTube almost as often.

**User-generated music and video**

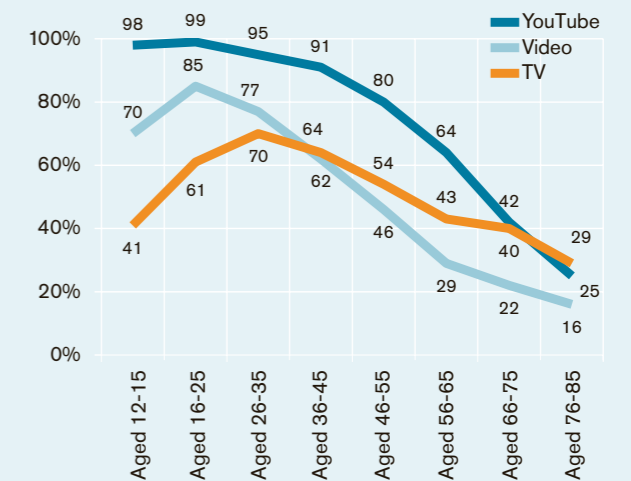
Most YouTube visitors watch videos that others have produced, while significantly fewer upload their own videos to the site. However, uploading one's own music or videos to the Internet has become more prevalent among young Internet users. The



How many people use the Internet every day as a platform for traditional media?

Diagram 4.9. Percentage of Internet users (aged 16 and up) who use the Internet every day as a platform for accessing various types of media.

experience of generating one's own music and visual content is shared by many. Half (48 percent) of 16 to 25 year olds have at least occasionally uploaded content and a third of younger people (12 to 15 year olds) and slightly older people (26 to 35 year olds) have uploaded their own music or videos to the Internet. ■



How many people watch videos and TV on the Internet?

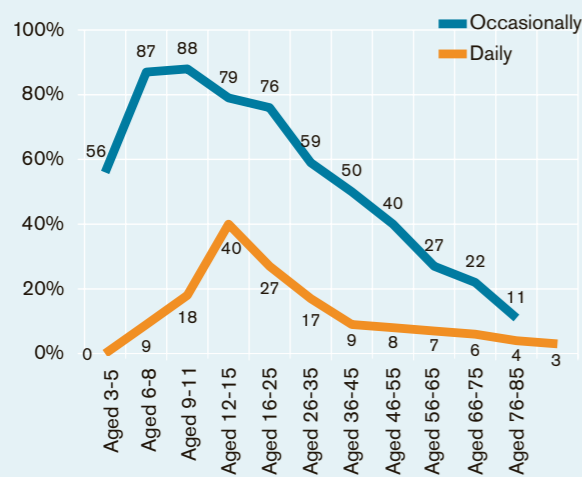
Diagram 4.10. Percentage of Internet users (aged 12 and up) who at least occasionally use the Internet to watch videos or TV.

# Digital games

**Almost half of the Swedish population (49 percent) play some type of digital game. Not everyone plays on the Internet but 42 percent do. It is most common among young people, with nine in ten playing online at least occasionally.** Four of ten 12 to 15 year olds play on a daily basis. Many young people continue to play until they reach the age of 25, after which their daily playing habits decline, although many still play occasionally, for example, 40 percent of 46 to 55 year olds.

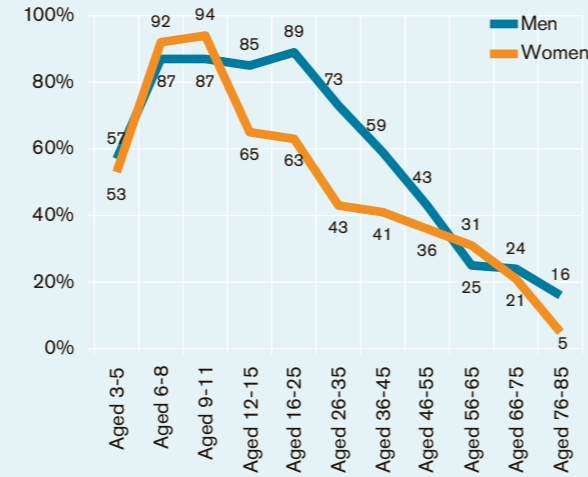
What are the most popular types of games?	Aged 12-35	Aged 36-65	Aged 66+
Traditional games (chess, etc.)	32%	42%	59%
Car and sports games	32%	21%	2%
1st person shooter	29%	1%	0
Party games	29%	18%	1%
Adventure games	28%	1%	2%
Social-network games (Farmville)	21%	12%	2%
Simple casual games (Bejeweled)	18%	27%	16%
Card games, mahjong, Sudoku	11%	13%	24%
Educational games	11%	7%	4%

Table 5.1. Percentage of those who play different types of digital games.



How common are games on the Internet?

Diagram 5.1. Percentage of different age groups who play digital games every day or occasionally. (N=2667 + 616)



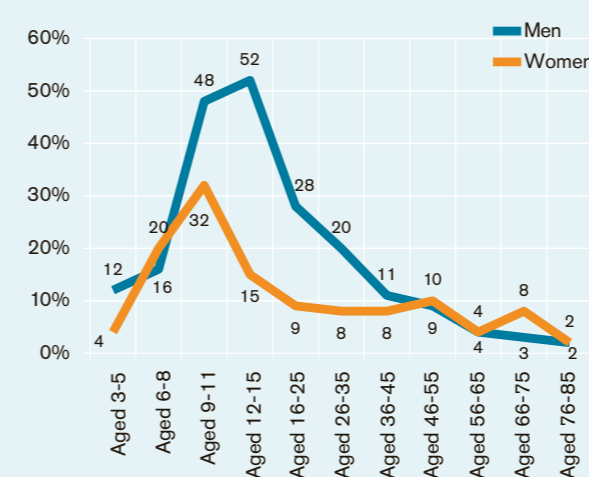
Game playing among men and women

Diagram 5.2. Percentage of different age groups of Internet users who occasionally play digital games.

These averages reveal major differences between men and women in the various age groups. Differences between boys and girls are minor for very young users, 3 to 10 year olds, and also for those above the age of 45. However, between these age groups, particularly among teenagers, differences in gaming habits between men and women are great. Until users reach their teenage years there are no differences between boys and girls, but even at the early age of 10 to 11, an increasing number of girls start becoming interested in blogs and social networks (more about this in the section on children and young people). Gaming then declines dramatically, while boys continue to play frequently into their 20s. Some 90 percent of male 16 to 25 year olds play games, compared with 60 percent of women in the same age category. The differences between boys and girls become even clearer if we look at daily playing patterns. Initially, the differences between boys and girls are small but game playing becomes more frequent among boys after the age of ten, at which point half of boys play games every day. Daily playing

	Play digital games	Percentage of digital-game players who play with others
Aged 12-15	76%	60%
Aged 16-25	76%	55%
Aged 26-35	59%	37%
Aged 36-65	39%	41%

Table 5.2. Percentage of the population who play digital games.



Daily playing among boys and girls

Diagram 5.3. Percentage of Internet users in different age groups who play digital games every day.

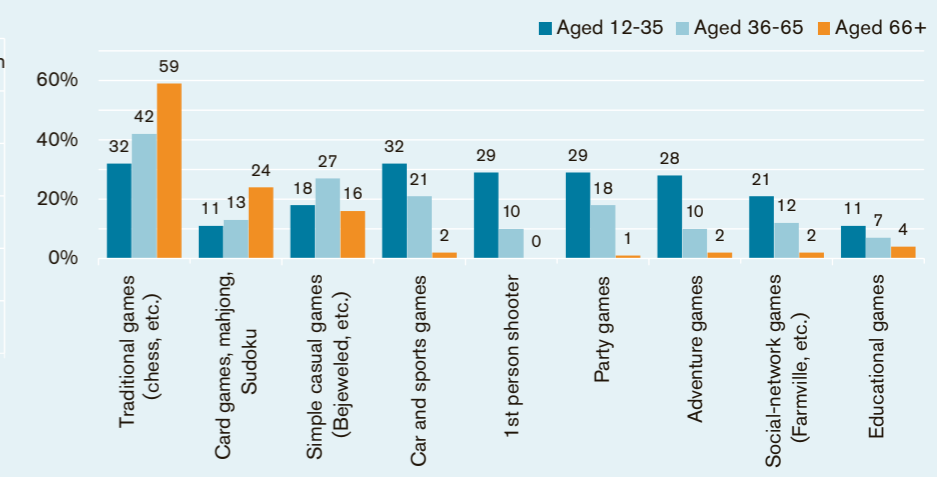
becomes increasingly less popular among girls following a peak at the age of 9 to 11. Some 15 percent of 12 to 15 year old girls play every day, compared with 50 percent of boys. The most popular digital games that are played frequently by all ages are traditional games, for example, chess, which existed before the Internet and has been adapted to the digital format. Card games and solitaire are also popular among older people. More modern games do not reach the older age groups, except for small-scale simple casual games that are played by all ages and can be played on mobile devices. However, middle-aged gamers play car and sports games as well as party games. The range of games targeted to young people is far broader and many different types of games are popular.

### How often do gamers play with other people?

Most commonly the youngest age groups play digital games with other people. Almost half of all gamers play with other people. This trend applies to all ages. Young people aged 12 to 25 mostly play with friends, but more than half also play with family members and strangers. The most common

	With family	With friends	With strangers
Aged 12-15	53%	99%	65%
Aged 16-25	58%	96%	68%
Aged 26-35	49%	85%	61%
Aged 36-65	75%	68%	49%

Table 5.3. Percentage of people who play with others who play with family, friends or strangers.



What are the most popular games?

Diagram 5.4. Percentage of different age groups who play different types of digital games.

gaming partner for older people, aged 36 to 65, is a family member. But as with all other age groups, it is a very common occurrence that gamers play with strangers. Half or more of people who play with others do so with strangers.

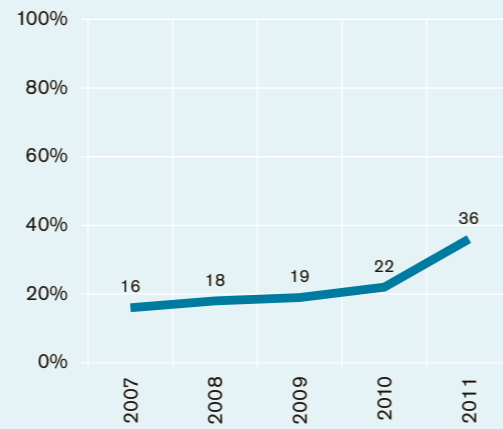
### Attitudes toward digital gaming

Young people generally have a more positive attitude toward digital gaming than older people. Naturally, those who are active gamers themselves hold the most positive views toward gaming. Some 73 percent of gamers agree or strongly agree with the statement that playing games is a fun and relaxing hobby. Of the population, 39 percent agree with the same statement, while one in four (22 to 28 percent) of the Swedish population do not see anything positive about playing digital games. Nevertheless, both gamers and non-gamers generally agree that playing digital games has its risks. Some 31 percent believe it is a waste of time, as do 40 percent of the population, while half of both game player groups believe that gaming is addictive.

	People who play with others	Population
A way of socializing	49%	22%
Helps you learn things	43%	26%
Fun and relaxing hobby	73%	39%
Waste of time	31%	40%
Addictive	48%	52%
Leads to arguments	19%	17%

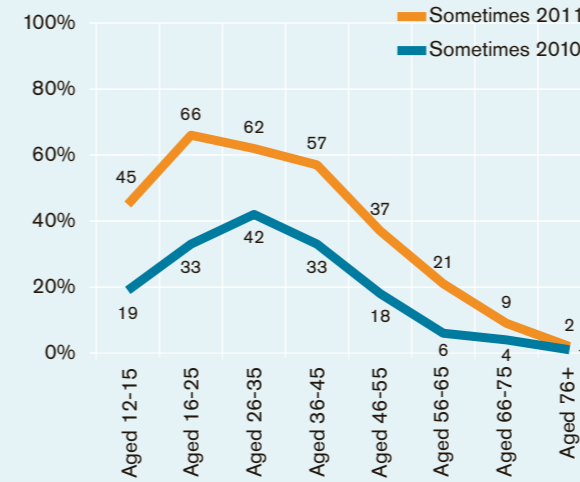
Table 5.4. Percentage of the population and game players who agree with the statements about digital games.





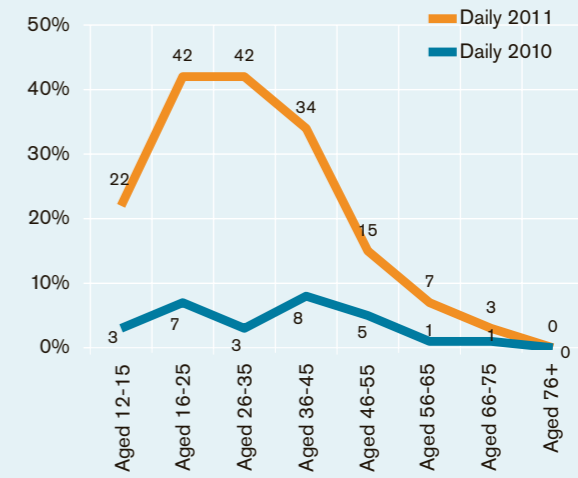
How many people use the mobile Internet?

Diagram 6.1. Percentage of the population (aged 12 and up) who use the mobile Internet



How many people of different ages use the mobile Internet?

Diagram 6.2. Percentage of mobile telephony users in different age groups who occasionally use the mobile Internet.



Percentage of people who use the mobile Internet every day

Diagram 6.3. Percentage of mobile telephony users in different age groups who use the mobile Internet every day.

## Mobile Internet

06

Over the past ten years, Sweden and Europe have been behind first-place Japan and second-place South Korea and other East Asian countries in mobile-Internet development. Much has been spoken and written about using mobile devices to connect to the Internet. Massive marketing campaigns have been conducted but developments have not taken off. The technology has been flawed and costs excessively high for users. For this reason, interest in the mobile Internet in Sweden and the West has been lukewarm.

Japan decided at an early stage to invest in simple technology, focus on a common market and target a mass audience that included young people. The various telecom companies in Sweden and Europe established their territories and focused on

premium customers who had their fees paid for by their company (Funk, 2001).

Improved technology and reasonable fees led to an upsurge for the mobile Internet last year. The trend can also be discerned among young people who are the most price-sensitive segment of the population. In a survey conducted in spring 2011, 36 percent of the population (aged 12 and up) used the Internet from their mobile telephone or other hand-held device. Some 27 percent had access to a smartphone (iPhone or android telephone).

Some 57 percent of users believe that connecting to the Internet via a mobile device works well or very well. Some 26 percent said that it was neither bad nor good and 13 percent responded that it worked poorly or very poorly. Of this figure, only 3 percent said “very poorly.”

If we look more closely at last year’s trends and compare the situation in 2010 and 2011, we can see that the use of the mobile Internet has doubled among younger 12 to 25 year olds. Last year, 33 percent of 16 to 25 year olds occasionally used their mobile devices to access the Internet. This year, two of three (66 percent) were mobile-Internet users. The figure has more than doubled among the even younger age group of 12 to 15 year olds (up from 19 percent to 45 percent). The increase was also large between middle-aged

and older age groups (Diagram 6.2.)

Not only has the number of mobile-Internet users increased, but usage patterns have also risen. The frequency and time spent on the Internet have increased. Far more people this year use the mobile Internet every day compared with last year. Only a small percentage of the population went online via their mobile devices in 2010. This figure has multiplied this year. Almost half of 16 to 35 year olds (42 percent) with access to the mobile Internet go online every day, compared with 5 percent last year (Diagram 6.3.)

Boys and girls up to the age of 25 use the mobile Internet roughly the same amount, while mainly men in the higher age groups use their mobile devices to go online. There used to be a difference between various professions regarding the prevalence of the use of the mobile Internet. No such difference exists today between wage earners and salaried employees.

However, use of the mobile Internet is more common among city dwellers compared with those who live in the country. This applies in particular to young people (12 to 35 year olds), of whom 43 percent of those living in a city go online using their mobile device every day, compared with 27 percent of those in the same age group who live in the country.

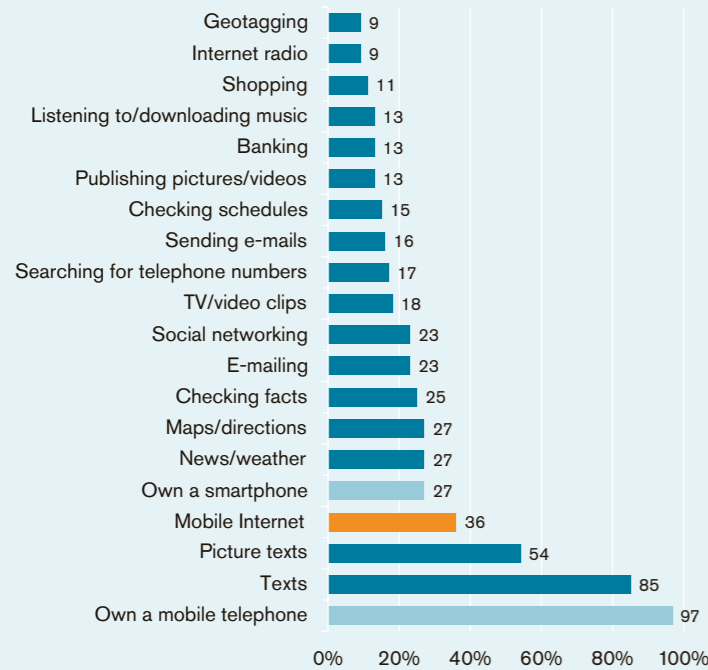
The amount of time users spend on the Internet via mobile devices varies enormously. A quarter go online for a maximum of 30 minutes per week, a quarter spend 30 minutes to two hours online a week, a quarter spent two to six hours a week and a quarter spend more than six hours a week. The average time spend online by mobile-Internet users is four hours a week (1.8 hours a week for the entire population). Accordingly, for 2011 Sweden ranks around the same place as Japan and the US, having previously been ranked much lower. (The World Internet Project. International Report 2011.),

### What are mobile telephones used for?

Practically all Swedes (97 percent) have been long-time mobile telephone users. A mobile is primarily used for making telephone calls. Text messaging (SMS) is also a common (85 percent) and frequent occurrence. Three in four mobile-telephone users send text messages some time during the week and half (49 percent) text every day. Sending picture messages (MMS) via mobile telephones is also common, at 54 percent of mobile telephone users.

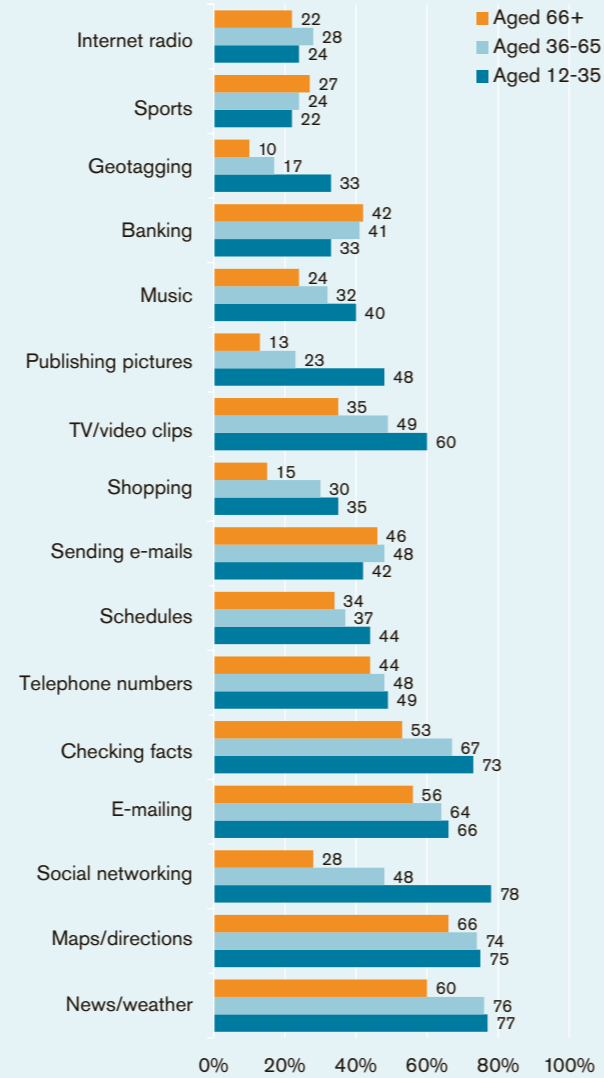
But as we have previously seen, mobile telephones are now used for accessing the Internet. The most common reason is checking the news and weather, followed

## What are mobile telephones used for?



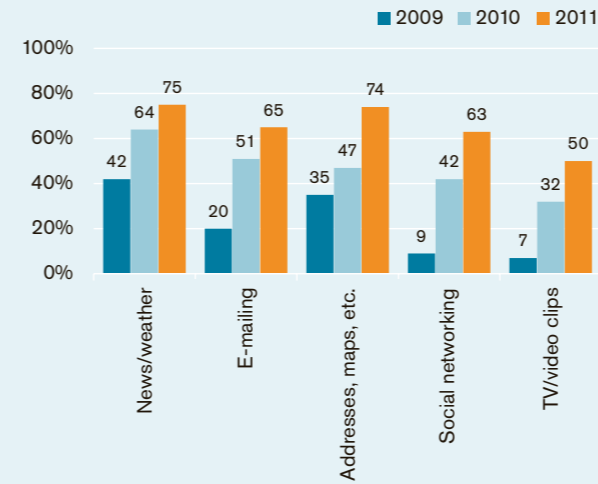
What are mobile telephones used for?

Diagram 6.4. Access to and use of mobile telephony by the population (aged 12 and up)



What do different age groups use mobile telephones for?

Diagram 6.5. Percentage of different age groups of mobile-Internet users who use the mobile Internet for different activities.



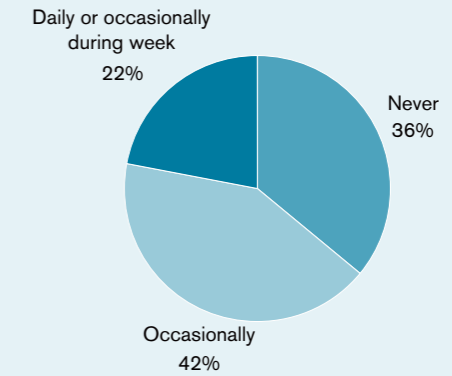
Changes in the use of the mobile Internet in recent years

Diagram 6.6. Use of the mobile Internet among mobile-Internet users (aged 12 and up).

by using maps and searching for directions. It is also common to check/search for facts, read e-mails and visit social networks. Furthermore, searching for telephone numbers and schedules is popular, which strengthens the view of the mobile Internet as a practical tool. Besides communicating (telephone calls, e-mail and social networking), the mobile Internet is also used for entertainment, such as watching videos/TV, publishing pictures/videos and listening to/downloading music. Young people are at the forefront of such trends, thus warranting further analysis

### Comparison between young, middle-aged and older people

Young people are most active in using their mobile telephone for going online. The generational differences are small regarding the use of the Internet as a practical tool for e-mailing, reading news and checking the weather. However, differences are greater in other respects, such as visiting social networks, publishing pictures, watching TV/videos and listening to music. Young people are far more active in using their mobile telephones for such activities. The same also applies to using a mobile telephone for publishing information about one's location (geotagging) (Diagram 6.5).



How often do users download apps?

Diagram 6.7. Frequency of downloads of new apps among mobile-Internet users.

### Major changes in recent years

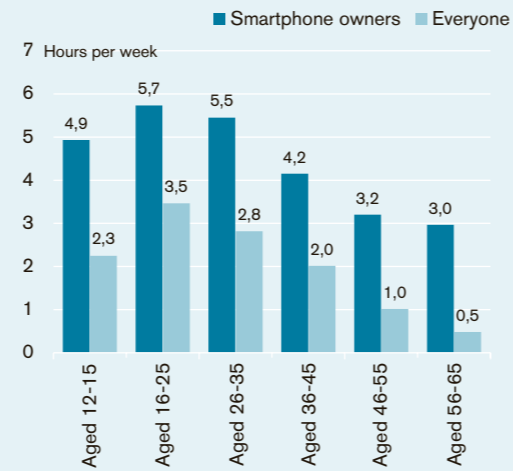
Looking back a few years at the use of the Internet via mobile devices, it is easy to see what major changes have taken place. Usage has doubled and in many cases even multiplied. In 2009, visiting social networks, watching videos and also checking e-mail via a mobile was uncommon. Today, more than half of all users do exactly that (Diagram 6.6).

### Apps

Besides the programs and services that already installed as small icons on smartphones, it is possible to download a wide range of programs and games known as "apps," directly to a mobile device. Some 22 percent of mobile-Internet users download apps every day or at least once a week, whereas 42 percent download apps occasionally and 36 percent never download apps. The average number of apps that a downloader has in their mobile is 30. The more frequently that apps are downloaded, the more apps the user has. Some 3 percent of app downloaders have more than 100 apps on their mobile devices (Diagram 6.7)

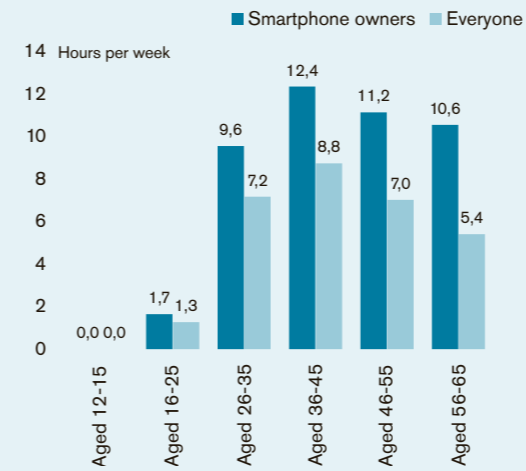
Frequency of downloads of new apps	Average number of apps on a mobile device
Occasionally	13
Once a month	28
Once a week	39
Daily	73
Total average	30

Table 6.1. Number of apps on a mobile device in relation to frequency of downloads.



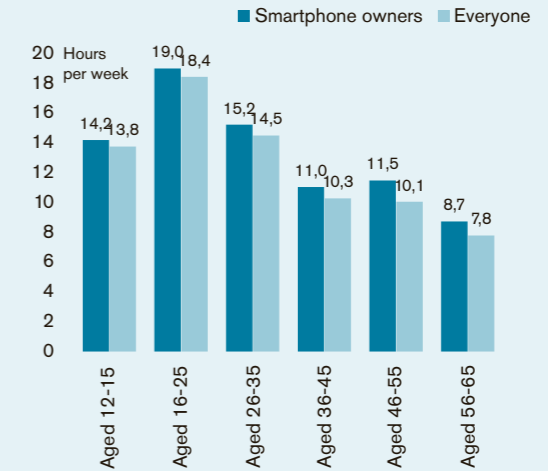
How much time (hours per week) is spent on the mobile Internet?

Diagram 6.8. Average time (hours per week) that smartphone owners use the mobile Internet, compared with other Internet users.



How much time (hours per week) is spent online at work?

Diagram 6.9. Average time (hours per week) that smartphone owners spend online at work compared with other Internet users.



How much time (hours per week) is spent online at home?

Diagram 6.10. Average time (hours per week) that smartphone owners spend online at home compared with other Internet users.

**Tablet computers**

In 2010, Apple launched its iPad, an e-reader that could be used to connect to the Internet. The tablet computer is operated by touching the screen (touch screen function). A number of other manufacturers such as Samsung have also released similar models. The screen is significantly larger than on smartphones.

In the first year of its inception, market penetration was limited at 1.6 percent but subsequently rose slightly and, in 2011, 5 percent of the population (aged 12 and up) have access to a tablet. The iPad is unchallenged as the most popular brand.

In response to the question of what the owner uses the tablet for, the most predominant answer is surfing the Internet, followed by playing games and reading newspapers and books. The tablet is also used to watch videos and TV and check e-mail. Other people listen to music, visit Facebook, use the tablet for work/school, read the news/weather reports or check a map and use the GPS function. However, the primary use of the tablet is currently for surfing the Internet and not as a link to social networks or for school or work. There is no difference between male and female users here.

E-books can be read not only on e-readers and tablets but also on normal computers,

and 10 percent of the population (aged 12 and up) usually occasionally reads such an e-book. This is not a frequent activity. Most people have read an e-book once and only 2 percent do so once a week.

**Publish anywhere**

When the Internet becomes available anywhere, via your mobile phone or other hand-held device, it may be interesting to know where others are and for others to know where you are. To enable this, you have to publish information about your location. Such services available today include Facebook places, Foursquare or Gowalla.

In 2010, 9 percent of the population published such information at least occasionally and 3 percent did so regularly at least occasionally every week. The figures are at the same level in 2011, although this year, 4 percent of the population engages in “geotagging” on a regular basis. These figures are slightly higher than in the US, where 4 percent of the population shares geographic position information. (Kathryn Zickuhr K. & Smith A. (2011).

Compared with those who use the mobile Internet, 25 percent occasionally publish information concerning their location, and among those aged 16 to 25, 37 percent do so.

**Internet on the go**

The mobile Internet has made it possible to use the Internet despite being on the go. Some 51 percent of Internet users also use this option, 12 percent on a daily basis and 8 percent once or a few times a week. Young people are also the most active in this area. A total of 70 percent of those aged 16 to 35 use the Internet when they are on the go, and 35 percent do so daily or occasionally during the week.

**Mobile Internet supplement to the Internet at home**

After the first developmental stage in the mid-1990s when the workplace played a key role in the proliferation of the Internet, the home became the staple area for Internet users. The question now is whether mobile use of the Internet has begun replacing the traditional use of the Internet at home? It would not appear so. Some 93 percent of those who use the mobile Internet also use the Internet at home on a daily basis. Those who spend a great deal of time on the mobile Internet also spend a considerable amount of time online at home. There is a strong correlation between the two. Instead of competition, it is more of a matter of supplementation. The mobile Internet opens new opportunities when people are on the go outside their home.

**Do mobile Internet users spend less time online at home or at work?**

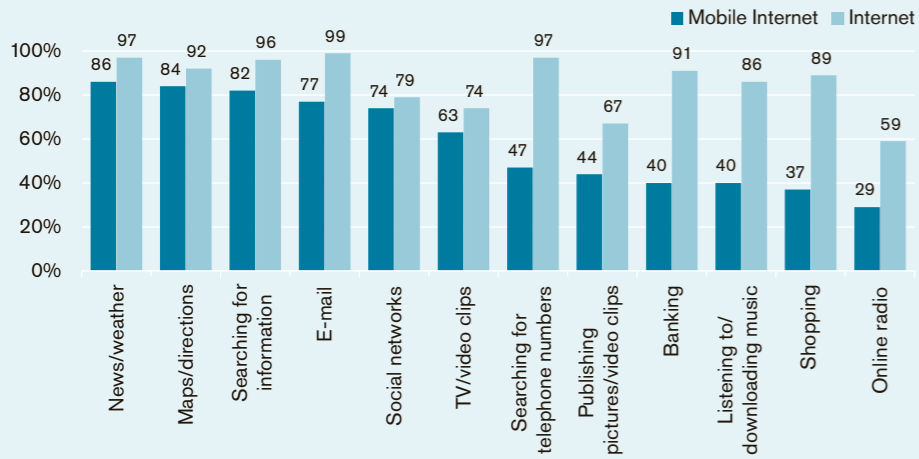
What are the implications of the increasing use of mobile devices for connecting to the Internet? Will this affect Internet use at home and at work? To further analyze this, we can concentrate on those who have access to a smartphone and thus have the easiest access to the Internet. We can compare their use of the Internet at home and at work with the average for Internet users, age group by age group in order to maintain a consistent age.

We can thus state that those who have access to a smartphone naturally spend much more time on the mobile Internet compared with the average in the age group (Diagram 6.8).

They also use the Internet more at work than the average (Diagram 6.9). At home, the differences concerning Internet use are minor compared with others (Diagram 6.10). Accordingly, it appears as though use of the mobile Internet constitutes more of a supplement than a form of competition to Internet use at home.

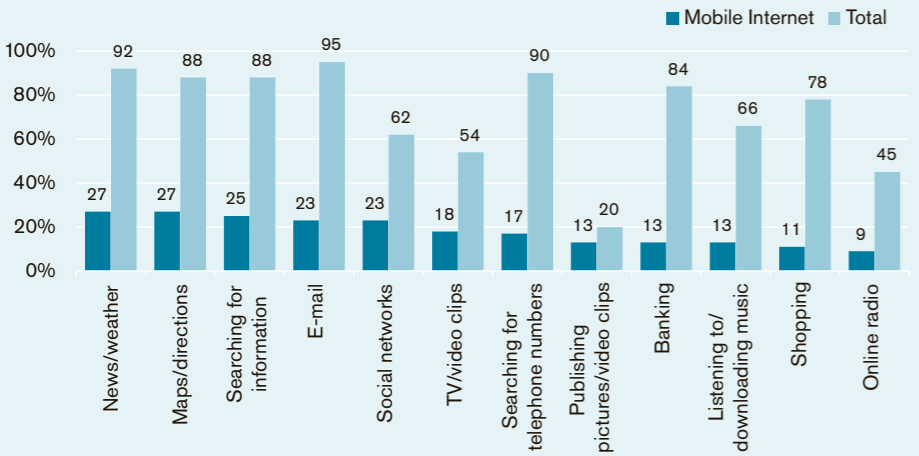
**Certain activities are ideally suited for the mobile Internet**

Certain activities appear to be particularly suited to mobile Internet use, which is also the case in the countries in which the mobile



**What activities are best suited for mobile Internet use?**

**Diagram 6.11.** Percentage of those with access to a smartphone who spend time on various activities on the mobile Internet and online overall.



**Use of the mobile Internet in relation to overall Internet use**

**Diagram 6.12.** Percentage of the population (aged 12 and up) who engage in various online activities compared with the same activities via the mobile Internet.

Internet has been a part of everyday life for many years. (Mikami et.al., 2004)

If we concentrate on those who have a smartphone or a mobile phone with Internet access and study their use of their mobile device and simultaneously examine their use of the Internet overall, we note that for certain activities, the percentage who use mobile devices is equal to the percentage of overall use. Based on our data, we are unable to determine the extent to which mobile devices account for overall use in these areas of activity, although mobile devices are well suited for a “quick check” of a number of activities. This particularly applies to checking news/weather, searching for maps and directions, searching for/checking facts, checking e-mail and visiting social networks (Diagram 6.11).

However, if we examine mobile Internet use in relation to overall Internet use, the traditional means of using the Internet from an at-home computer remains dominant. (Diagram 6.12). However, a redistribution is under way in terms of what devices are most suitable for certain Internet activities, at least among the most active Internet users. The question is whether this will spread to other Internet user groups? ■

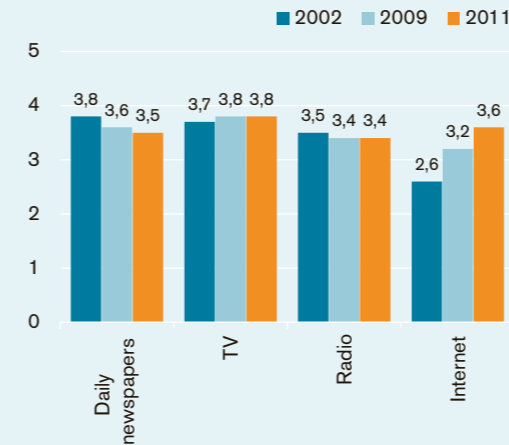


Photo: Ola Rusegård



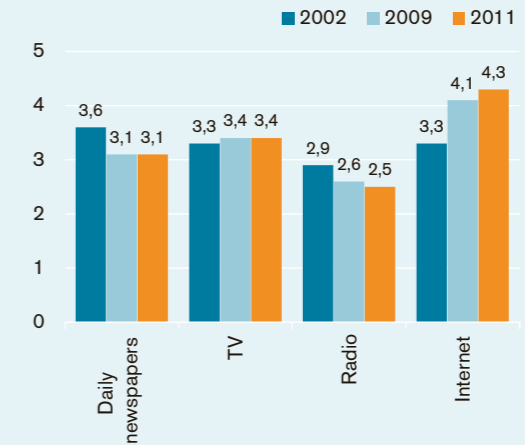
How many agree?

**Diagram 7.1.** Percentage of the population over the age of 18 who agree with various statements about the Internet and democracy (four or five on a scale of five). Source: World Internet Institute from 2000 onward



How important are various forms of media as sources of information for the population as a whole?

**Diagram 7.2.** Average assessment of the importance of various media forms as sources of information on a scale of five.



How important are various forms of media as sources of information for those aged 16 to 25?

**Diagram 7.3.** Average assessment of the importance of various media forms as sources of information among those aged 16 to 25 on a scale of five.

# The Internet and politics

No breakthrough but increased role for politics online

07

### Less skeptical attitude toward the Internet's role in politics

Swedes' attitudes toward the Internet's role in politics have been cautious. Few people agree with the statement that the Internet will make it easier for people to influence the government, or that people will have greater political power with the Internet. Accordingly, some 90 percent or more of the Swedish population do not have any particular faith in the Internet's ability to improve democracy. The exception pertains to access to information. In international comparisons, Sweden differs from most other countries in this skeptical attitude (Findahl, 2009, *The Internet: 15 years*).

No major changes in attitude have occurred in the past ten years. However, in 2011, attitudes have become more positive. Some 21 percent agree that the Internet will make it easier to influence the government and 16 percent believe that people will gain more power. A total of 31 percent say that the Internet will make politics more comprehensible.

Swedes' skepticism to the claim that the Internet will advance democracy has thus weakened somewhat, although a majority remains skeptical. Does the more positive attitude to their experiences stem from the parliamentary election in the autumn of 2010? To what extent was the Internet used to search for political information at that time?

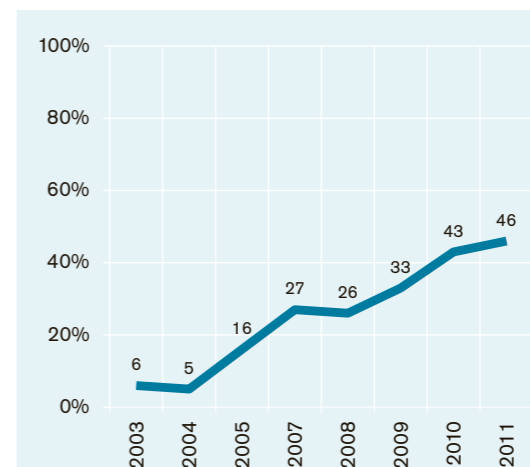
Did the general election of 2010 indicate a breakthrough for the role of politics online? Today, the Internet has gained a stronger overall position as an information medium and is considered by an increasing number of people to be a key source of information. However, TV remains seen as the most important medium.

For the population as a whole, the assessment of the traditional media's importance has not changed substantially since the Internet began proliferating among the population. In 2002, TV had an importance rating of 3.7 on a scale of five, and currently has a rating of 3.8. Radio had an average rating of 3.5 in 2002, and a rating of 3.4 in 2011. The importance of daily newspapers has decreased somewhat during the same period from 3.8 to 3.5. At the same time, the Internet has managed to establish itself among the population as a key source of information and rose in importance from 2.6 to 3.6, thus achieving the same level of importance as the traditional media.

The same trend is found among young people (Diagram 7.2) as among the rest of the population, with the exception of the radio, which has decreased in importance among younger people, and the Internet, which has consistently remained at a higher level of importance among young people compared with the rest of the population. For young people, the Internet now comprises the most

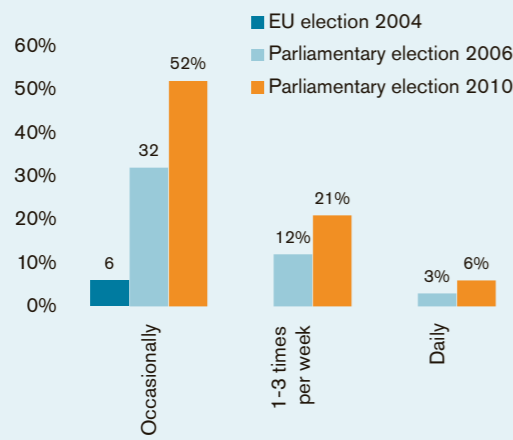
important source of information.

The Internet's gradual establishment as an information medium that is just as important as traditional media is also reflected in the fact that more and more people are searching for information about society and government agencies online. The interest in searching for political information online has also increased somewhat over the years, and nearly half of the population (46 percent) does so occasionally. However, if we examine this political activity more closely, it is not



Percentage of the population that searches for political information online

**Diagram 7.4.** Percentage of the population who state that they search for political information online at least occasionally.



Percentage who used the Internet to obtain information about the election. A comparison between 2004, 2006 and 2010.

Diagram 7.5. Percentage of the population (aged 16 and up) who used the Internet to obtain information about the election.

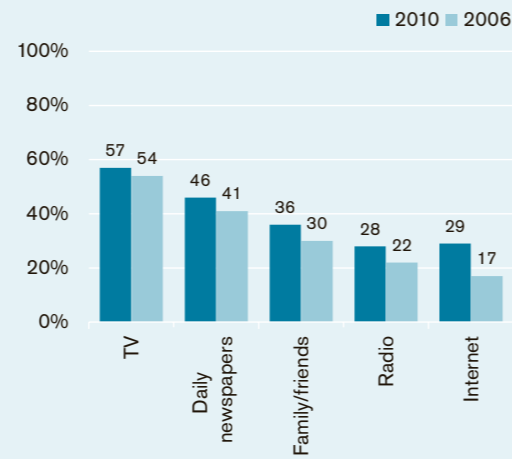
particularly frequent. About 10 percent of the population searches for political information online at least occasionally each week. In this respect, the changes in recent years have been marginal.

**Was the general election in 2010 a breakthrough for the Internet?**

Parliamentary elections were held in Sweden in the autumn of 2010 and in our survey in the spring of 2011 we asked the participants of our study about their activities during and after the election that was held six months earlier. How important was the Internet? Compared with previous elections, the EU election in 2004 and the parliamentary election in 2006, the Internet seems to have played a more important role this time.

Half of the Swedish population had used the Internet at least occasionally to obtain information about the election during the autumn of 2010. Compared with the previous election in 2006, the differences are significant. Does this mean that the term breakthrough can be used when discussing the Internet in the 2010 general election? No, not if you examine the less frequent use of the Internet ahead of the parliamentary election in the autumn of 2010.

We will first revisit the EU parliamentary election in 2004. At that time, most of the



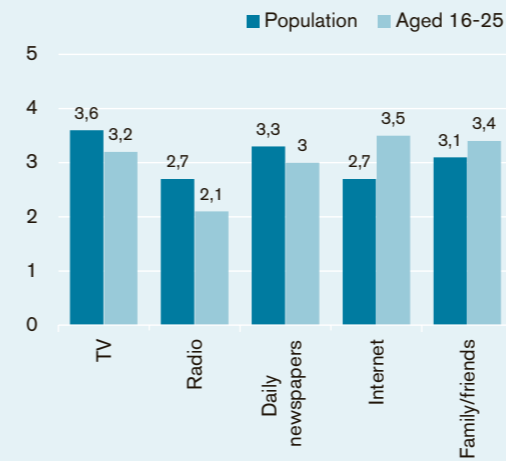
What types of media were most important in the 2006 and 2010 elections?

Diagram 7.6. Percentage of the population (aged 16 and up) who considered a medium important or highly important as a source of information ahead of the 2006 and 2010 elections.

Swedish population had Internet access. While interest in the EU election was not particularly significant to begin with, only 6 percent of the population had obtained information about it by turning to the Internet (WII 2004). Accordingly, after ten years, the Internet hardly played any role at all as a source of political information. Unlike the EU election, there was far more interest in the parliamentary election in Sweden in September 2006. The outcome of the election was uncertain. There was an intense electoral debate and the Internet now played a greater role than in 2004, although it remained negligible. And in 2010, the Internet continued to play a negligible role when examining daily use (Diagram 7.5).

So what role did the Internet play? In 2006, TV remained the most important source of information for most people (52 percent), followed by newspapers (41 percent), friends and family (30 percent) and radio (22 percent). After this came the Internet (17 percent) and text TV (13 percent).

During the 2010 election, not much had changed if we examine the population as a whole. Television was considered the most important medium ahead of the election by most people, followed by newspapers. After this came family and friends and finally radio and the Internet. The change was that



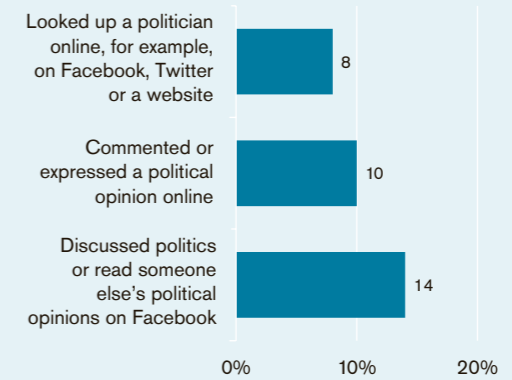
How important were the various media ahead of the 2010 general election for those aged 16 to 25?

Diagram 7.7. Average assessment of the importance of various forms of media as a source of information by the population and those aged 16 to 25 ahead of the 2006 and 2010 general elections on a scale of five.

the Internet had now reached the same level of importance as the radio (Diagram 7.6). At the same time, however, major changes have also taken place in the view that young people have of the Internet. And for those aged 16 to 25, the Internet was the most important source of information ahead of the 2010 election, followed by family and friends ahead of TV, newspapers and, trailing far behind, the radio (Diagram 7.7).

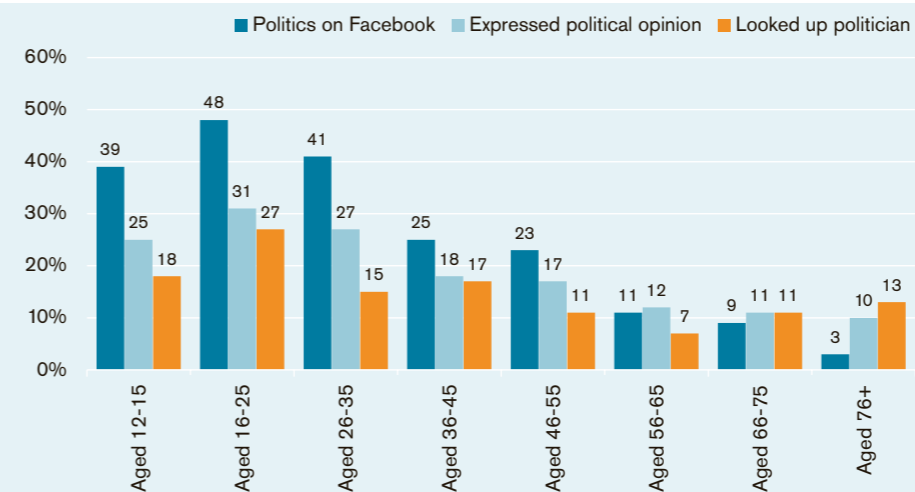
**How many people are politically active online?**

If we analyze those who used the Internet to obtain information about the 2010 election more closely, we find that many of these people have discussed, commented and expressed their own beliefs about politics online. The most common form of expression was discussing politics or taking part in others' political opinions on



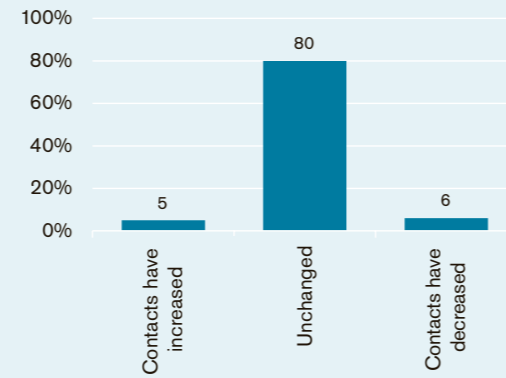
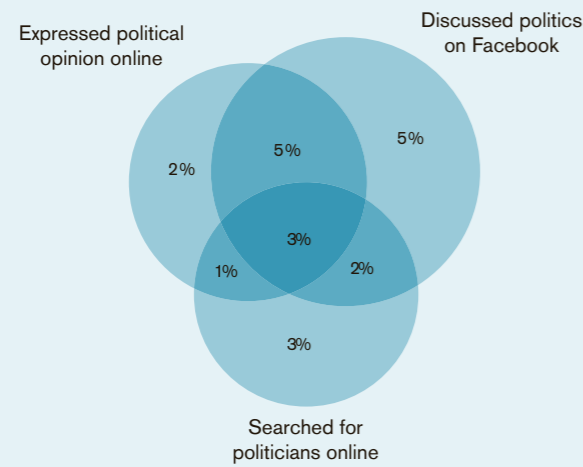
How many people used the Internet for personal political activities during the general election in 2010?

Diagram 7.8. Percentage of the population who expressed or commented on politics online in various ways.



Have you discussed politics or read someone else's political opinions on Facebook?

Diagram 7.9. Percentage of the population who use the Internet for politics and who engage in political activities online.



**Are the same people behind all political activity?**

**Diagram 7.10.** Percentage of the population who express themselves or comment on political matters online in various ways.

Facebook. During the parliamentary election in the autumn of 2010, some 8 percent of the population searched for a politician online (Diagram 7.8). If we examine those who searched for politicians online more closely, they are not particularly young, aged 16 to 35, and Facebook plays a dominant role as a meeting place (Diagram 7.9).

Do the same people discuss politics on Facebook and search for politicians online, or is this a different group? How substantial is the overlap? In the circle diagram 7.10, we can see that 3 percent of the population has engaged in all three activities. The overlap is relatively extensive. Some 11 percent of the population has engaged in at least two activities. At the same time, we can calculate that 21 percent of the population has actively expressed an opinion or commented on politics online. A total of 5 percent have only been on Facebook, 3 percent have only searched for a politician and 2 percent have expressed a political opinion in another manner.

If we add the people who have carried out at least two of the three political activities, we arrive at a total of 11 percent of the population. This is the group that accounts

**Has the Internet increased or decreased the contact between those who are interested in politics?**

**Diagram 7.11.** Percentage of the population that answered the question of whether the Internet has increased or decreased their contact with people who share the same political views.

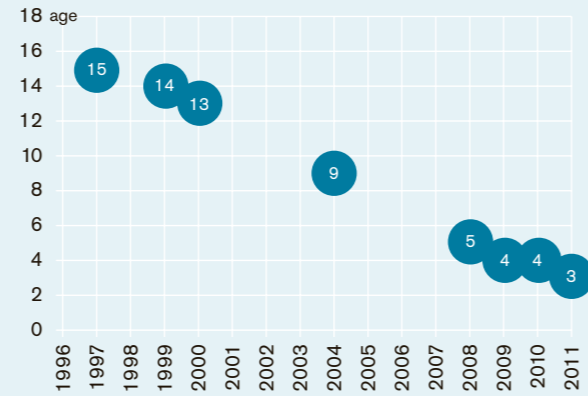
for those interested in politics who used the opportunities presented by the Internet as a political instrument ahead of the 2010 general election. However, an additional 10 percent discussed or expressed political opinions online. Is the normally quite small politically active group of 10 percent (Civic Web 2009) on the rise?

**No expanded political contacts**

In many respects, the Internet has contributed to greater contact with other people who share the same hobbies and interests. This applies to work and friends but not politics (Findahl, 2008). Since 2000, in survey after survey, about 90 percent of the population has responded that their contacts have remained unchanged. The percentage has remained the same year after year. In the margin, the overall trend has been that more people have stated that their contact with other people of the same political view has declined than those who state that it has increased. This applies to all ages. However, in 2011, the percentage who reported a decrease was approximately the same as those who reported an increase. ■

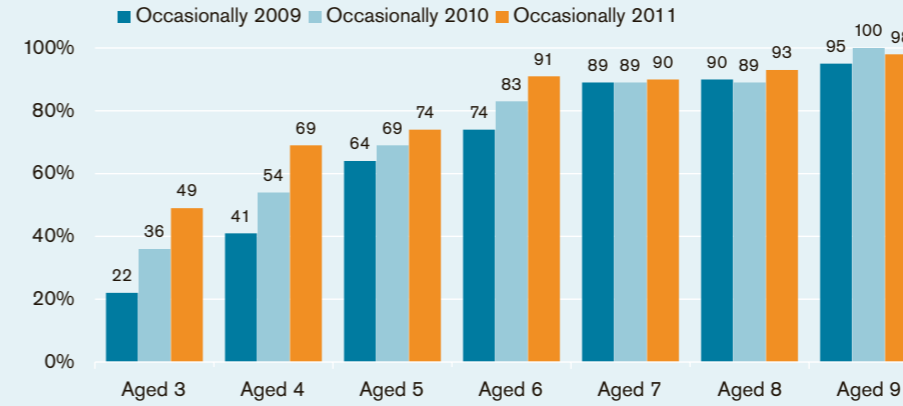


Photo: Mark Robinson



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

Diagram 8.1. The age when 50 percent of an age group began using the Internet.



How many people use the Internet occasionally? A comparison between 2009 and 2011.

Diagram 8.2. Percentage of children in various age groups who use the Internet occasionally.

begun using the Internet around three years of age. The Internet continues to spread to increasingly younger children.

**Changes in recent years**

Among school children, the spread of the Internet has slowed since nearly everyone uses the Internet to some extent. However, the spread among pre-school children continues. Here, the increase has been 27 to 28 percentage points in two years for three to four year olds (Diagram 8.2).

At first glance, the increase in daily use may seem quite modest (Diagram 8.3). However, two years ago, daily Internet activity hardly existed among pre-school children. Today, 19 percent of four-year olds display daily use (2 percent in 2009), 19 percent of five year olds (3 percent in 2009) and 25 percent of six-year olds (5 percent in 2009).

**Games**

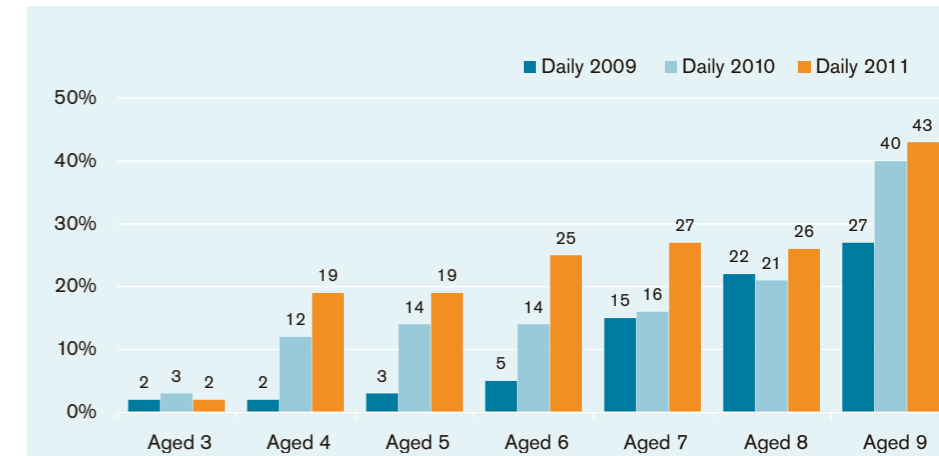
Among the first activities encountered by small children when they begin to learn about computers are games. Simple games with recognizable objects, such as animals, cartoon figures and people, are easily accessible and small children are able to play them without being able to read or write. At

school age, games become more sophisticated and playing becomes a pastime with friends and sometimes with strangers met on the Internet. In addition to digital games, which are specifically designed for computers and the Internet, some of the traditional games that existed before the computer era have been revived in digital form. These include card games and solitaire, Sudoku and chess, mahjong and bridge, Scrabble and many other traditional games. Traditional games are still the most popular in all age groups except among the youngest (12 to 15).

pojarkarna jämfört med 60 procent av de unga kvinnorna (diagram 8.5).

Although digital games are familiar to the youngest age group and are spread mostly in early school ages (7 to 11), daily use is limited. It is only in early teens that games are played more frequently. Nearly half (40 percent) of the young people aged 12 to 15 play on a daily basis and this continues with a slight decline until 25 years old.

The decline in games in teen years is due to young females. Until then, the differences between boys and girls are small, but already at age 10 to 11, an increasing number of girls become interested in blogs and social networks. Their gaming decreased



How many people use the Internet on a daily basis?

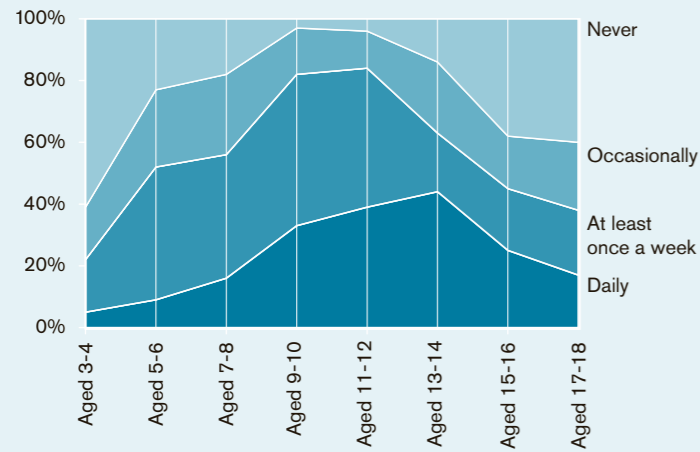
Diagram 8.3. Percentage of children in various age groups who use the Internet daily.

# Children and young people

Since the end of the 1990s, the Internet has spread further down to younger age groups. A measure of this spread is when half of an age group began using the Internet. About 11 years ago (in 2000), this limit was around the age of 13. Accordingly, the proportion of younger users was less than 50 percent. Since then, the beginner age, measured here as 50 percent of the users in one age group, decreased by one year for every year that passed.

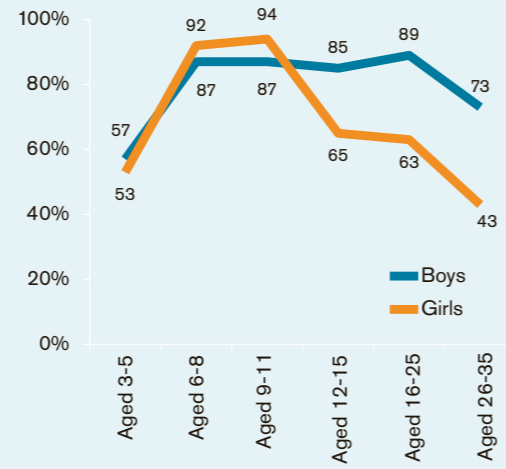
In 2004, the beginner limit was about nine years old and in 2008 it was five years old. In 2009, the limit moved down another year to nearly four years and further downward in 2010 to less than four years old. In 2011, the limit is now where half of an age group has





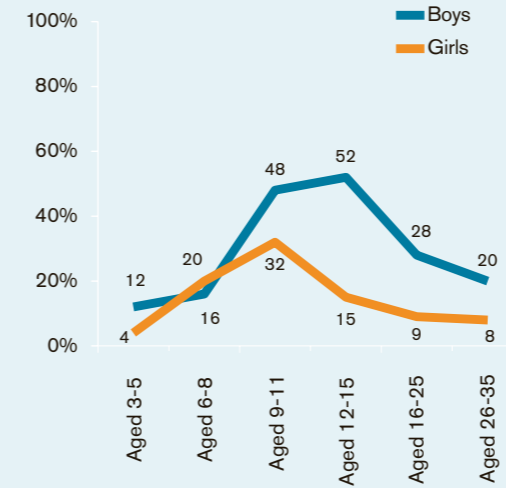
At what age and how often do children play Internet games?

Diagram 8.4. Percentage of children in various age groups who play games on the Internet with varying frequencies.



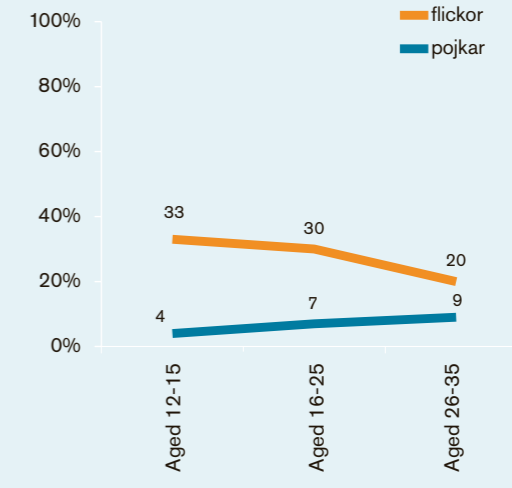
How many boys and girls play games on the Internet?

Diagram 8.5. Percentage of boys and girls in various age groups who play Internet games occasionally.



How many boys and girls play games on the Internet on a daily basis?

Diagram 8.6. Percentage of boys and girls in various age groups who play games on the Internet on a daily basis.



How common is it among girls and boys to write their own blogs?

Diagram 8.7. Percentage of boys and girls in various ages who occasionally write their own blogs.

drastically, while boys continue to play frequently until in their 20s.

If we consider daily playing, the differences are already greater between boys and girls when they are nine to 11 years old (Diagram 8.6). The difference is largest between 12 and 15, when 52 percent of boys play on a daily basis compared with 15 percent of girls.

Instead, girls are interested in social networks and blogs. Here, girls dominate. In the age group 12 to 15, one third of girls write their own blogs, compared with 4 percent

of boys (Diagram 8.7). And, nine of ten girls in the same age group read blogs written by others. Half of girls (52 percent) do so on a daily basis, compared with 1 percent of boys.

**Video**

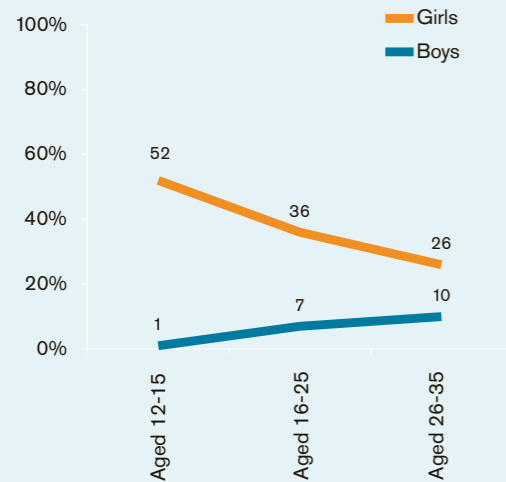
Another activity that follows children from the time they become familiar with the Internet at pre-school age is video and moving images. To appreciate moving images, being able to read or write is not required. Consequently, nearly half of three

to four year olds watch videos on the Internet and 10 percent do so on a daily basis. This is an activity that culminates in teenage years, when three of four (76 percent) occasionally watch videos on the Internet. Nearly half (44 percent) do so on a daily basis.

**Earlier visits to social networks**

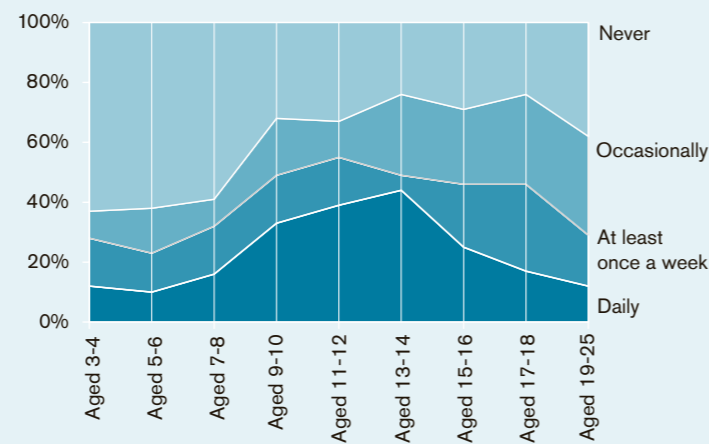
A completely new phenomenon that has arisen in the past five years is the formation of social networks on the Internet. Predecessors such as Lunarstorm and Bilddagboken (an

photo diary website) have now been largely replaced by Facebook. The previous age limit of 18 has been replaced by an age limit of 13. But, already today, one third (36 percent) of those aged 9 to 10 have visited a social network. It is most common among girls. At 11 to 12 years old, more than half do so and one third (30 percent) on a daily basis. In early teens, visits to social networks are part of the daily routine for a significant majority (75 percent). This continues until age 30. ■



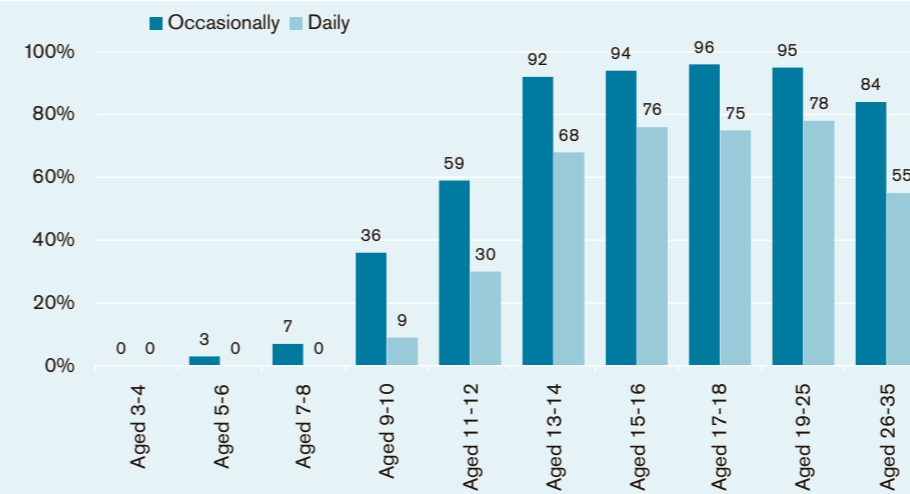
How common is it among girls and boys to read blogs on a daily basis.

Diagram 8.8. Percentage of boys and girls in various age groups who read blogs on a daily basis.



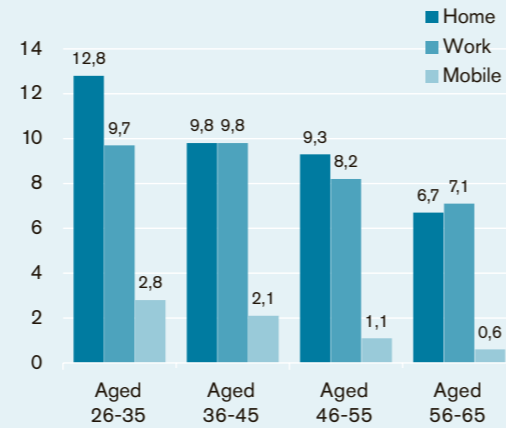
At what age and how often do children watch videos via the Internet?

Diagram 8.9. Percentage of children in various age groups who watch videos on the Internet at various frequencies.



How many people visit social networks in various age groups?

Diagram 8.10. Percentage of various age groups who visit social networks occasionally or on a daily basis?



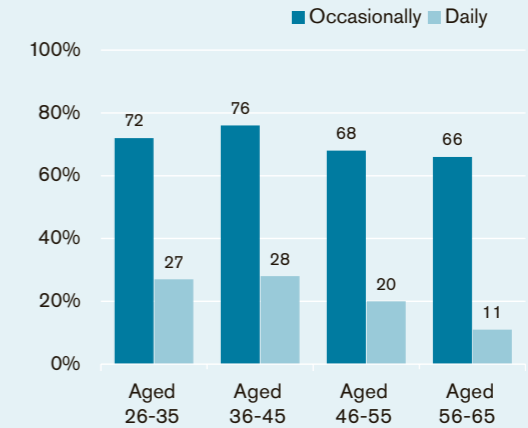
How much time is spent on the Internet at home, at work and on mobile devices?

Diagram 9.1. Average time at home, work and via mobiles among those who work.



How often is the Internet used at work?

Diagram 9.2. Percentage of those who have access to the Internet who use the Internet for work with various frequencies.



How many use the Internet at work for private matters?

Diagram 9.3. Percentage of those who work and use the Internet for private matters at least occasionally or on a daily basis.

## Working population and the elderly

09

Slightly more than half of the population works and most do so full time. Since a majority of those who work (85 percent) also have access to the Internet at work, this means that a great deal of time is spent on the Internet there. For younger people, who are more active users of the Internet in their private lives, the time spent on the Internet at home is longer than at work. For those who are older than 35, the time spent on the Internet at work and home will be similar.

### Wage earners and salaried employees

Today, there are no differences in Internet use at home between wage-earners and salaried-employees. At home, nearly everyone uses the Internet and 80 percent of salaried employees and 79 percent of wage earners do so on a daily basis.

Today, many wage-earners also have access to the Internet at work. Although 99 percent of salaried employees have access to the Internet, 74 percent of wage earners also have access. And, if we only consider wage-earners with access to the Internet at work, slightly more than half uses the Internet on a daily basis (57 percent), compared with 88 percent of salaried employees (Diagram 9.2).

### Increased productivity

In response to the question of whether Internet use at work has resulted in increased productivity, about half (50 percent) said yes. This sense of higher efficiency in work life applies to all ages. The other half (45 percent) does not agree, but feels that conditions have remained unchanged. However, very few people feel that the Internet has had a direct negative impact.

### Increased professional contacts

In many areas, the Internet has resulted in an increase in contacts. One such area is professional life. Nearly half (41 percent) of

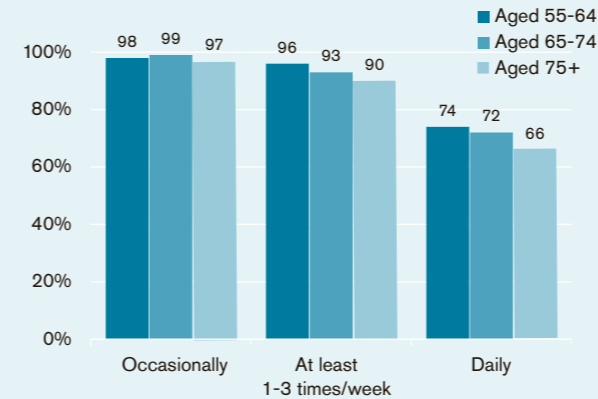
those who work feel that their professional contacts have increased significantly or quite a lot. Among salaried employees, the figure is 56 percent.

### The elderly

In many respects, older Internet users do not differ from other users. They are not as active and do not spend as much time on the Internet as younger people, but share the same tendencies as other users. This applies, for example, to tendencies pertaining to more frequent usage. The Internet is

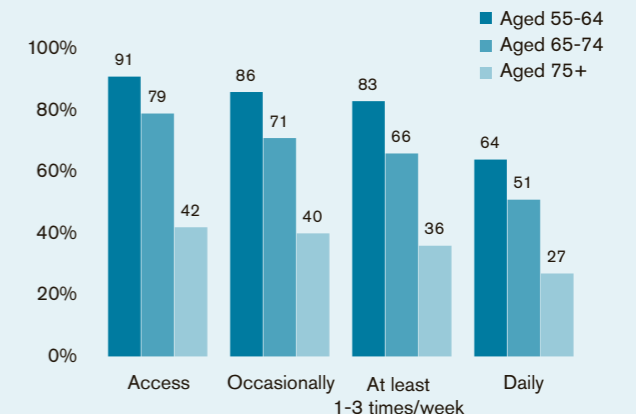
becoming part of daily life and daily Internet usage is increasing. Three of four users aged 55 to 74 are currently daily users. And, nearly everyone uses the Internet at least once or a few times a week.

However, not all of the elderly use the Internet; many are non-users and are thus outside the digital information society. This means that among the elderly, four of ten have access to the Internet and one of four is a daily user. Consequently, a majority is without access and three of four are not daily users.



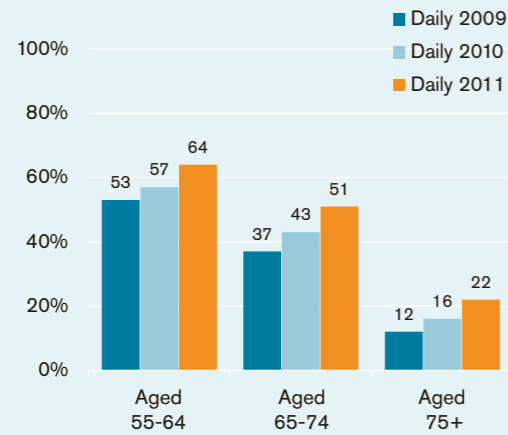
How often do older Internet users use the Internet?

Diagram 9.4. Percentage of older Internet users who use the Internet on a daily basis or a few times a week.



How often do the elderly use the Internet?

Diagram 9.5. Percentage of the older population who has access to and uses the Internet.



What major changes have occurred among the elderly in the past three years?

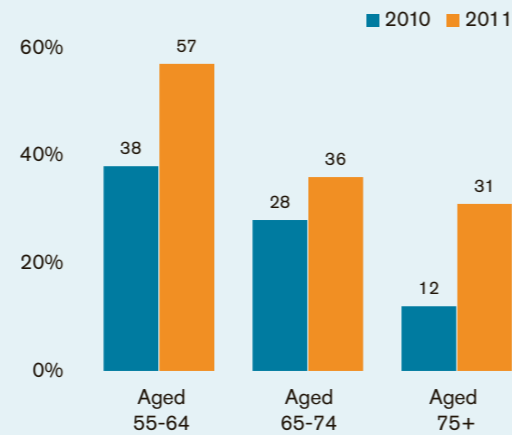
Diagram 9.6. Percentage of daily users among the elderly in the various age groups.

The situation for younger retirees is significantly better and a great deal has happened in recent years. Eight of ten (79 percent) have access to the Internet and half are daily users (Diagram 9.5).

If we review the past three years, there have been considerably more changes among the elderly. Daily use has increased ten percentage points for those aged 55 to 64 and above 75. Among the younger retirees, daily use has increased 14 percent (Diagram 9.6).

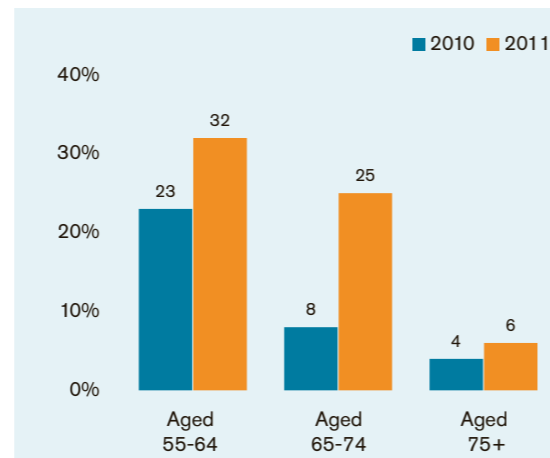
**Social networks among the elderly**  
Interest in social networks has also spread to the elderly. This area has undergone major changes in the past year. Among older Internet users today, half in the 55 to 65 age group are members of a social network and one third (36 percent) of younger retirees use the Internet (Diagram 9.7).

If we compare not only those who use the Internet but the population of elderly as a whole, the figures decline. This applies particularly among the oldest. Not much has happened among those older than 75 (Diagram 9.8). However, one in four (25 percent) of younger retirees (66 to 75 year olds) are involved in social networks, which is a significant change compared with 8 percent last year. ■



How many older Internet users visit social networks?

Diagram 9.7. Percentage of older Internet users who visit social networks.



How many elderly people visit social networks?

Diagram 9.8. Percentage of the elderly population who visit social networks on the Internet.

Among older Internet users today, half of those aged 55 to 65 are members of a social network



## Patterns of use

The Internet opens the door to a large number of activities on which users may spend time. In *Swedes and the Internet 2011*, we asked Internet users about more than 60 activities. Perhaps no time is spent on the activities or maybe only occasionally? It probably occurs a few times per month or week. If it is an activity that is included in daily life, then it is done on a daily basis or sometimes several times per day. The response for each user for each activity was then placed on a scale from zero (never) to five (several times per day). Viewing a large number of activities provides an opportunity to analyze various usage patterns and group people who use the Internet in a similar manner.

With the aim of making the usage patterns more distinct, four and five questions may be put together in similar areas, thus achieving a scale from zero to 20 or 25 for each area of use. In our case, we chose eight such groups of activities that reflect the extent to which the Internet is used in a certain manner:

1. Active in social media;
2. Active with own participation;
3. Active in searching for entertainment;
4. Active in communicating;
5. Active in searching for practical assistance;
6. Active in searching for information and knowledge;
7. Active in using the Internet as a platform for traditional media;
8. Active in e-commerce.

The more often an activity is performed, the higher the value will be, which will then be summarized for all the questions involved. For each of these activity areas, up to 25 points may be received if you are very active. For social media, this means for example that you visit a social network, a community (based on common interests), read blogs, write your own blog and write comments on Twitter several times per day. In the entertainment example, to receive

full points you must search for humorous content on the Internet, listen to/download music, watch/download videos, play and share files several times per day. (Refer to the description of the eight activity areas.) By conducting a cluster analysis of the various responses from Internet users, the users can be grouped in various clusters depending

on similarities and differences in their use. Initially, each individual is alone and for each step in the process, more and more individuals who are similar to each other are grouped into larger and larger clusters. In the final stage, several alternative solutions will be available depending on the number of clusters that seem significant. ▶

### Activity areas

All Internet users are given a value for each activity depending on how often they perform the activity, according to a scale from zero (never), one (occasionally), two (once/a few times per month), three (once/a few times per week), four (daily) and five (several times daily). The values are then tallied for the questions included in each activity area.

#### Use of social media

How often do you visit a community (based on common interests) or a social network. How often do you read blogs, write your own blog and use Twitter?  
Average 5.6, standard deviation 3.8

#### Own contribution and own participation

How often do you update your status, comment on what others have published, write posts and comment on open discussion forums, upload videos or music on the Internet and upload digital photodiagrams.  
Average 4.7, standard deviation 3.0

#### Internet for entertainment

How often do you search for jokes, series or other sites with humorous content, listen to/download music, watch/download videos, play (games, not gambling) and share files.  
Average 5.7, standard deviation 5

#### Communication

How often do you send text messages, picture messages, instant messages (MSN), participate in chat rooms and send e-mails. Average 10.6, standard deviation 4.9

#### Search for practical assistance

How often do you search for maps and directions, information about schedules, movies, telephone numbers, addresses, price comparisons, search for words and travel information?  
Average 8.7, standard deviation 3.8

#### Search for information and knowledge

How often do you search for product information, health and medical information, information about social issues, culture, literature and science?  
Average 7.5, standard deviation 4.1

#### Platform for traditional media

How often do you use the Internet to read newspapers, watch TV, listen to the radio, read an e-book and make a call.  
Average 5.6, standard deviation 3.8

#### E-commerce

How often do you purchase and pay for products/services via the Internet, pay bills, purchase/book travel and visit Bloket.  
Average 6.1, standard deviation 6.0

**Eight patterns of use**

In a previous analysis of the usage patterns of Swedish Internet users in 2007, it was discovered that there were two extreme groups, independent of the number of clusters in the end result of the analysis (Findahl, 2007). This is also the case four years later. There are the advanced enthusiasts who use all the possibilities offered by the Internet in all areas more than everyone else. And, there are cautious users who are very restricted in their usage and only sparingly use a few of the possibilities offered by the Internet. Between these extremes, there are a number of groups whose usage patterns differ in various ways.

In 2007, it was possible to divide these intermediary groups into two basic patterns: the traditional and the modern. The traditional usage pattern was based on the Internet's informative characteristic and the modern was more about the Internet's communicative and interactive characteristics. Does this still apply?

Quite a lot has happened since 2007. Today, 88 percent of the population has access to the Internet, compared with 78 percent in 2007. About 85 percent has broadband, compared with 65 percent in 2007. However, the major change was in the daily use of the Internet. In 2007, 47 percent used the Internet on a daily basis compared with 69 percent today. And, perhaps the most important change is the emergence of social networks, which are visited by more than half of the population. Have these changes impacted the usage patterns?

Let us first describe the two extreme groups (Diagram 10.1). On the one hand, we have advanced enthusiasts and, on the other, at the bottom of the diagram are cautious users. In the middle of the diagram, the broken line denotes the average activity among Internet users in the various activity areas.

**The advanced enthusiasts** display very high activity in all areas, informative as well as social and communicative: (11 percent of users).

**The cautious users** display generally very low activity. They do not visit social networks at all or use the Internet for entertainment. They send e-mails sometimes and occasionally search for practical assistance and sometimes read newspapers on the Internet (16 percent of users).

**Traditionalists** comprise the largest group of users (Diagram 10.2). On average, they use the Internet for information, knowledge and practical assistance. They communicate via e-mail but do not utilize opportunities for entertainment and social media (24 percent of users).

**Active traditionalists** are very frequent users of the Internet's informative opportunities and, unlike the traditionalists, they also participate on average in social media and search for entertainment on the Internet (Diagram 10.3) (18 percent of users).

**Entertainment-oriented modernists** are one of four groups of modernists who spend an above average amount of time on the Internet's social and entertainment sites (Diagram 10.4). This group is characterized by a high frequency of searches and use of entertainment via the Internet, such as music, videos, games and file sharing. However, they also use the Internet's informative sites more than average and use the Internet as a platform for traditional media.

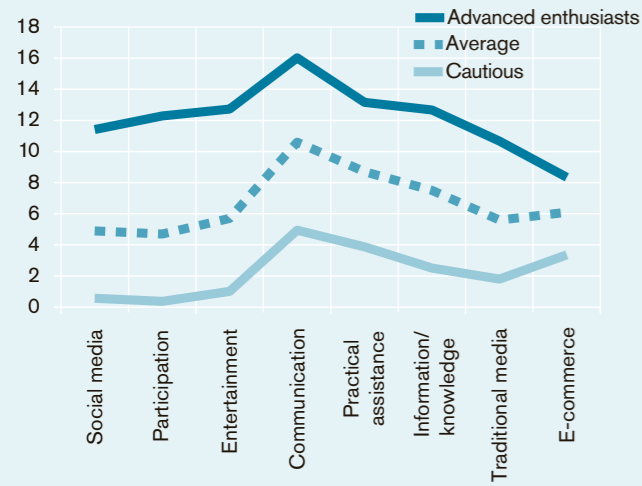
**Social modernists** are highly active in social networks and social media and also actively write comments and posts (Diagram 10.5). They are not interested in entertainment on the Internet and less interested than average in information and knowledge and the Internet as a platform for traditional media.

**Communicative modernists** are characterized by their a high frequency of communication via all channels (Diagram 10.6). They are also active on social media and participate actively there. On average, they also use the Internet for practical assistance and information and knowledge.

**Cautious modernists** use the Internet sparingly but display relatively higher activity than average with regard to entertainment and social media (Diagram 10.7). Interest in information/knowledge, practical assistance and e-commerce via the Internet is low and the cautious modernists are for below the average in this area.

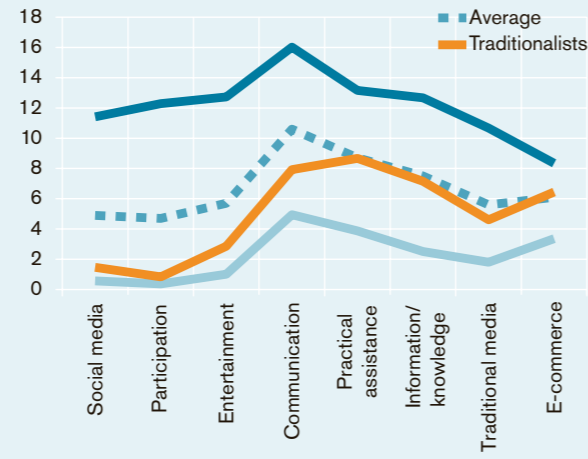
	Gender	Age	Education	Internet time at home	Time on mobile devices, Internet	Importance Internet as an information source (scale 1-5)
	Ratio men (1), women (2)	Average	From 1 (low) to 5 (high)	Hours per week	Hours per week	
<b>Advanced enthusiasts</b>	1,3	30 år	3,7	21	4,9	4,6
<b>Entertainment-oriented modernists</b>	1,3	27 år	3,2	18	2,6	4,3
<b>Social modernists</b>	1,7	33 år	3,5	12	2,3	4,1
<b>Communicative modernists</b>	1,7	28 år	3,2	16	3,1	4,3
<b>Cautious modernists</b>	1,6	39 år	3,2	11	0,9	3,7
<b>Active traditionalists</b>	1,5	44 år	4,0	12	2,2	4,2
<b>Cautious traditionalists</b>	1,4	55 år	3,5	8	0,5	3,7
<b>Cautious</b>	1,5	61 år	3,1	4	0,07	2,8

Table 10.1. Characteristics of the eight user groups. Composition (gender, age and education) and Internet activities.



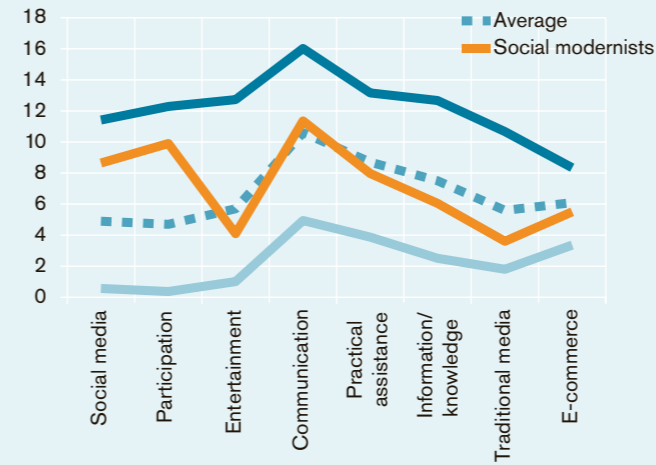
Two extreme groups: Advanced enthusiasts and cautious users

Diagram 10.1.



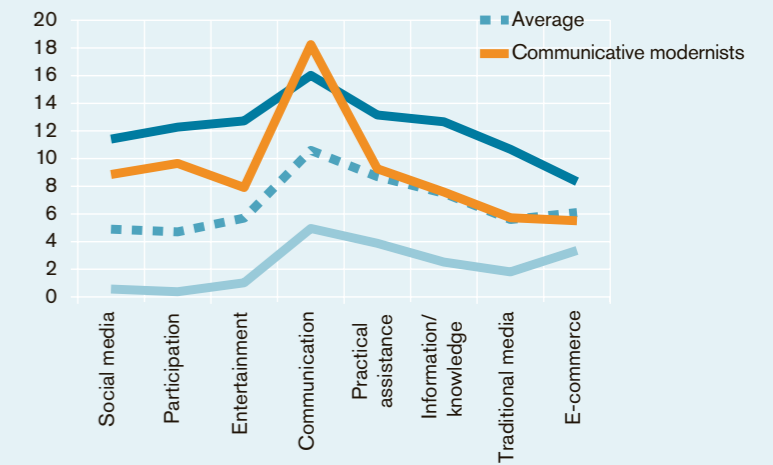
Traditionalists

Diagram 10.2.



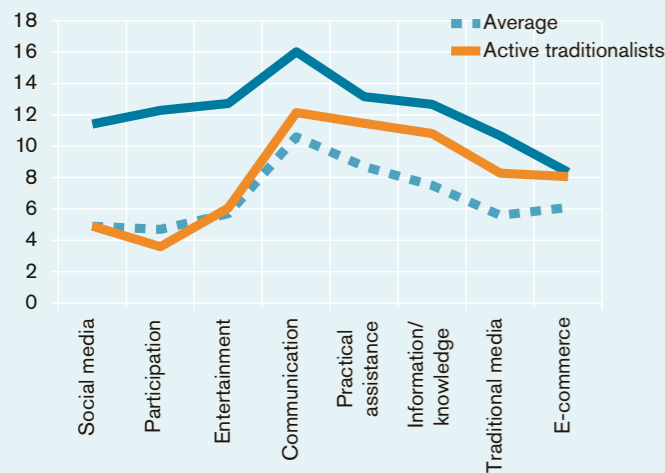
Social modernists

Diagram 10.5.



Communicative modernists

Diagram 10.6.



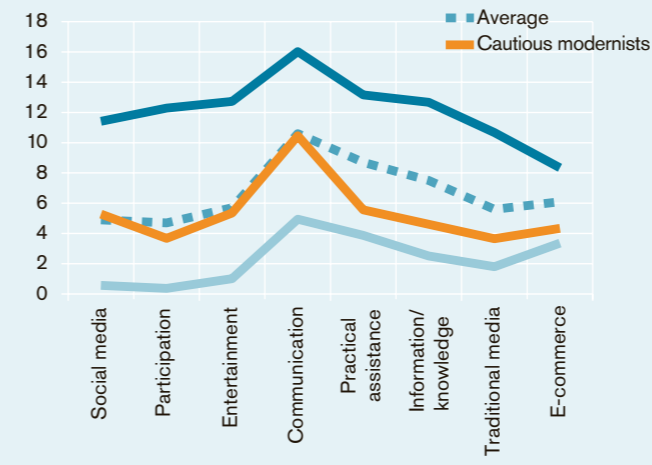
Active traditionalists

Diagram 10.3.



Entertainment-oriented modernists

Diagram 10.4.



Cautious modernists

Diagram 10.7.

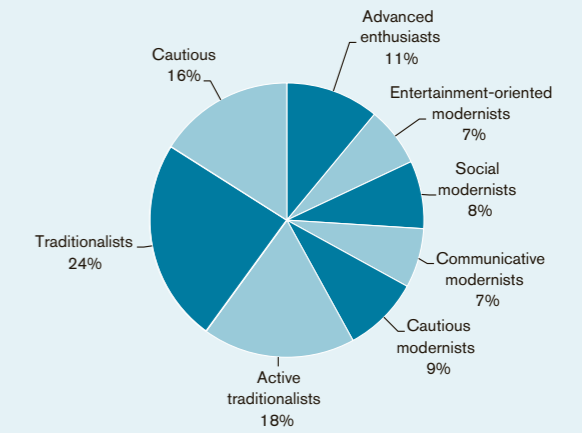


Diagram 10.8. Distribution of Internet users in the eight user groups.

A large percentage of Swedish Internet users (16 percent + 24 percent = 40 percent) are cautious and restrictive in their use of the Internet. Many of them are older users and are included among cautious and traditional users, which are characterized by low activity and primarily focused on the Internet's informative content.

The modernists, which include many of the young users, jointly comprise one third of the Swedish users (7 percent + 8 percent + 7 percent + 9 percent = 31 percent). They can

be divided into four subgroups according to the activities that dominate their user pattern: entertainment-oriented modernists (7 percent) who focus on music, video, games, file sharing and humorous content; social modernists (8 percent) who live in the social networks and blogosphere and are not interested in the Internet's entertainment sphere; communicative modernists (7 percent) who also live in the social media but are characterized primarily by very frequent communication via all channels offered

by mobiles and the Internet; and finally, modernists also include a group of cautious users (9 percent) who are not active but when they use the Internet, they use social and communication sites and informative sites to a lesser degree.

The overlapping groups comprise advanced enthusiasts who use the Internet for much more than everyone else. This applies to the Internet's social and communicative sites, as well as informative sites. To a certain extent, active traditionalists also comprise

an overlapping group. Admittedly, their use is based on the Internet's informative sites but they also use the social networks and mobile Internet and, to a certain extent, the entertainment and communicative opportunities offered by the Internet. Two of the modernist groups (Entertainment and Communicative modernists) also show an overlapping use pattern. ■

# Conclusion

Watching TV has become a habit for many people, a natural part of daily life. In one week, nearly everyone has watched something on TV. Swedish people watch TV about an average of two hours per day. It has been this way, with some exceptions, since the mid-1970s. After 20 years, TV had found its place in Swedish daily life and, despite major changes in selection and the number of channels, watching TV has remained quite stable over the years (Mediebarometer 2010).

The question now is whether the Internet, after 15 years, has also begun to reach such a stable position? Usage in many age groups (12 to 55 year olds) is nearly 100 percent and the time spent on the Internet seems to be leveling off between 1.5 and two hours per day. At the same time, there are still many elderly people who do not use the Internet or use the Internet very rarely. There is scope here for more Internet use. And, younger people who are more frequent Internet users than the elderly are becoming older and increasing in number, while the elderly are becoming fewer. This means that in the future, the Internet will become more prominent than today and the time spent online will increase, not drastically but successively. In addition, mobile Internet use will also increase.

Is there scope for more Internet in daily life, which is already packed with a number of other media in addition to necessary activities (sleep, eat, work) and daily pursuits concerning family and home? Well, what is remarkable about the Internet is that most people are able to spend between 1.5 and two hours per day online, with no major change in previous living habits. In most cases, the Internet has been a supplement, not a competitor to other media habits.

Most people who read newspapers online also read normal newspapers as frequently as those who do not read online newspapers. Those who share files and download music listen to as much music via online radio as those who do not share files and they purchase more music and more often pay for subscriptions to listen to streaming music. Those with smartphones and who use mobile Internet use the Internet at home as often as those who do not have a smartphone.

Accordingly, there are a number of examples where Internet usage in many respects represents a supplement to already established activities. This also applies to traditional activities, such as writing letters and sending postcards. When we asked the question in 2000 about whether people usually send postcards or letters that are not work-related, 24 percent responded that they did so at least once per month and a total of 82 percent did so at least occasionally. Today, 11 years later, 20 percent says at least once per month and 75 percent do so occasionally.

Despite all the e-mails, text messages, picture messages, comments and status updates in the social networks, people continue to send letters and postcards. The Internet represents a supplement and is used for other types of communication. Changes in established usage patterns occur slowly and the elderly who watch TV, listen to their radio and read newspapers in paper form have no intention of changing (Findahl, 2011. Elderly Swedes and the Internet).

This stability in usage patterns applies not only to the Internet but also to, for example, telephony. Although 97 percent of the population has a mobile telephone,

82 percent still have a fixed-line telephone in their household. To reach a level where “only” 65 percent of the population has a fixed-line telephone, households in which no one is over the age of 26 must be examined (PTS 2010).

However, changes are also occurring in this trend. The Internet is continuously introducing new opportunities and the percentage of users who utilize these opportunities is constantly rising. As we have seen, this applies to participation in social networks, listening to streaming music and watching video clips and TV. It also applies to the increasing use of mobile Internet, behind which lies a combination of technological advances, improved user-friendliness, adaptation to users’ needs and the right business model.

There is also a group of the population who does not have any ingrained usage patterns to fall back on, but are in the process of creating such patterns. This applies to young people who are growing up in a completely different media world than those who grew up 15 or 20 years ago. As early as among preschoolers, the Internet is already playing a key role. This primarily results from them having parents who are accustomed Internet users, as well as access to TV, radio, newspapers, books, publications, music players and mobile devices. Among teenagers, the Internet sphere becomes a part of their world where they find their friends and other media becomes a supplement to the Internet. However, this age group still comprises a minority of those who use the Internet.

Those who are in their 20s today began using the Internet before they were ten or older and they still watch a fair amount of traditional TV. Despite using the Internet three hours a day, their daily TV watching

has only declined about ten minutes over the past ten years (Mediebarometer 2010). This can be explained in part by them engaging in several activities at one time while using the Internet. Three of four Internet users do this, and among young people, everyone does this on occasion, and two of three most often perform other activities while they are online. Watching TV and surfing the Internet is the most common combination (Findahl, 2010).

If we compare those who often watch TV online with those who rarely or never do so, we find traces of a competitive scenario. This does not apply to young people or those who occasionally watch TV via the Internet, but does apply to those who often watch TV via the Internet. These people watch less traditional TV. There are also competitive scenarios between similar activities online. Instant messaging was highly popular among young people and increased in scope, although in recent years, this use has decline in the face of new forms of communicating with close friends being created through social networks.

However, as indicated by the analysis of usage patterns, young people do not comprise a majority of Internet users. A large share of Swedish Internet users (40 percent) are middle-aged and elderly people who are cautious and restrictive in their use of the Internet. This is defined by a low level of activity, primarily geared toward informative online content. This has been the case in recent years and will probably remain so in the years to come, although an increasing number of these users have become and will become daily users. ■

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# Method

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 16 years old and upward (before 2007 from 18 years). .SE has organized the study as of 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 random surveys. The entire population, including the elderly, is interviewed. In many Internet surveys, no one above 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.

### Urval

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  
63 percent live in cities and 37 percent in the countryside

Occupation (16+)	
Work	54%
Student	12%
Home with children	2%
Unemployed	4%
Sick-leave/early retirement	4%
Retiree	25%

### Adult survey

Swedes and the Internet. Interview survey of a selection of the population between the ages of 16 and 99. (Number interviewed: 2,537).

### Parent survey

Additional questions in the adult survey to parents with children between the ages of three and 13, about children's use of the Internet. (429 parents interviewed about 616 children).

### Young people survey

Interview survey of young people between the ages of 12 and 15 and their parents. (134 young people with 134 parents). (134 ungdomar och 134 föräldrar)

WII's selection 2010			Age distribution among Swedish people according to SCB	
Age	Number	Percent	Age	Percent
12-15	134	5%	12-15	6%
16-25	330	12%	16-25	15%
26-35	349	13%	26-35	14%
36-45	393	15%	36-45	16%
46-55	380	14%	46-55	15%
56-65	409	15%	56-65	15%
66-75	397	15%	66-75	11%
76-	279	10%	76-	9%
<b>Total</b>	<b>2671</b>	<b>100%</b>		<b>100%</b>

# Tables

Diagram 3.2

	2005	2007	2009	2010	2011
Aged 16-25	23%	65%	72%	88%	96%
Aged 26-35	15%	42%	50%	72%	83%
Aged 36-45	7%	17%	31%	59%	70%
Aged 46-55	6%	7%	14%	38%	57%
Aged 56-65	3%	7%	10%	28%	36%
Aged 66-75	3%	3%	5%	12%	31%

Diagram 3.8

	Daily	1-3 times/week	Occasionally
Aged 12-15	2%	1%	3%
Aged 16-25	11%	6%	16%
Aged 26-35	5%	6%	13%
Aged 36-45	3%	5%	10%
Aged 46-55	2%	1%	5%
Aged 56-65	1%	1%	5%
Aged 66-75	0%	1%	4%

Diagram 4.3

	Occasionally	Daily
Aged 12-15	77%	47%
Aged 16-25	86%	55%
Aged 26-35	71%	31%
Aged 36-45	61%	17%
Aged 46-55	41%	8%
Aged 56-65	27%	5%
Aged 66-75	13%	2%
76-85 år	11%	2%

Diagram 4.7

	Occasionally	Daily/weekly
Aged 12-15	26%	10%
Aged 16-25	55%	24%
Aged 26-35	44%	16%
Aged 36-45	25%	6%
Aged 46-55	17%	4%
Aged 56-65	8%	1%
Aged 66-75	4%	0%
Aged 76-85	3%	0%

Diagram 7.1

	2003	2007	2011
People will find it easier to influence the government	6%	9%	21%
People will find it easier to understand politics	11%	18%	31%
Government agencies will care more about what people think	5%	8%	18%
People will gain more political power	6%	10%	16%

Diagram 8.4

	Daily	At least weekly	Occasionally	Never
Aged 3-4	5%	17%	17%	61%
Aged 5-6	9%	43%	25%	23%
Aged 7-8	16%	40%	26%	18%
Aged 9-10	33%	49%	15%	3%
Aged 11-12	39%	45%	12%	4%
Aged 13-14	44%	19%	23%	14%
Aged 15-16	25%	20%	17%	38%
Aged 17-18	17%	21%	22%	40%

Diagram 8.4

	Daily	At least weekly	Occasionally	Never
Aged 3-4	12%	16%	9%	63%
Aged 5-6	10%	13%	15%	62%
Aged 7-8	16%	16%	9%	59%
Aged 9-10	33%	16%	19%	32%
Aged 11-12	39%	16%	12%	33%
Aged 13-14	44%	5%	27%	24%
Aged 15-16	25%	21%	25%	29%
Aged 17-18	17%	29%	30%	24%
Aged 19-25	12%	17%	33%	38%

Diagram 10.1

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1

Diagram 10.2

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1
Active traditionalists	4,91	3,6	6,06	12,14	11,46	10,81	8,29	8,06

Diagram 10.3

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1
Traditionalists	1,47	0,84	2,87	7,93	8,67	7,16	4,61	6,45

Diagram 10.4

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1
Entertainment-oriented modernists	7,46	8,57	13,48	11,74	10,14	8,64	7,28	6,43

Diagram 10.5

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1
Social modernists	8,65	9,9	4,1	11,36	7,97	6,05	3,61	5,51

Diagram 10.6

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1
Communicative modernists	8,85	9,65	7,91	18,24	9,27	7,59	5,73	5,51

Diagram 10.7

	Social media	Participation	Entertainment	Communication	Practical assistance	Information/knowledge	Traditional media	E-commerce
Advanced enthusiasts	11,41	12,28	12,73	16,02	13,16	12,67	10,67	8,34
Cautious	0,57	0,38	1,02	4,95	3,88	2,52	1,81	3,36
Average	4,9	4,7	5,7	10,6	8,7	7,5	5,6	6,1
Cautious modernists	5,29	3,68	5,35	10,46	5,56	4,61	3,66	4,34

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**.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](http://www.internetstatistik.se) and [www.iis.se](http://www.iis.se).

**.se**



**Swedes and the Internet** is the annual report from .SE (The Internet Infrastructure Foundation) that charts the trends and changes in Internet use among the Swedish population.

Among the aspects highlighted in the 2011 report are:

- An increasing number of people are using the Internet on a daily basis
- Nine of ten users have a personal computer
- Half of three year olds use the Internet
- Breakthrough for mobile Internet
- Breakthrough for streaming music
- More TV and video clips online
- No breakthrough, but increased role for politics online
- Half of the Swedish population plays digital games
- Users can be grouped in accordance with eight usage patterns

By participating in the World Internet Project, Swedes and the Internet becomes part of one of the world's largest studies on Internet use. In 2011, comparative analyses will be published. (World Internet Project. International Report 2011)