

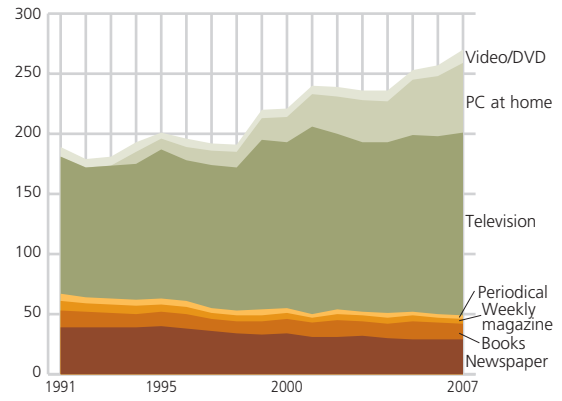
Books and bytes

Screen media take over

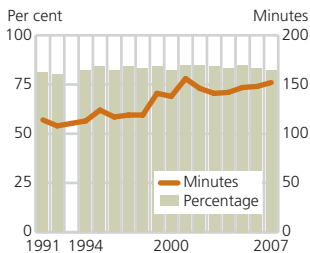
There is nothing new about television's dominating position: as early as 1991 we were spending almost twice as much time in front of the TV as on reading.

During the 1990s, the time spent on reading continued to decline while we spent much more time watching television. In addition, more and more people used a PC at home, and today we spend an average of 1 hour per day in front of a computer screen. This means that altogether we spend more than four times as much time at a computer or watching TV as on reading.

Number of minutes spent on screen and paper media on an average day

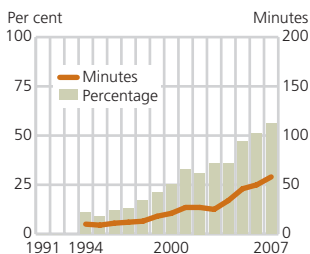


Percentage television viewers and time spent on an average day¹



¹ The increased use of time spent in 1999 is partly due to changes in the survey methodology.

Percentage using a PC at home and time spent on an average day



A paradox perhaps, is that the higher the educational level, the less we read. This applies to all kinds of paper publications, not just weekly magazines.

TV dominates

The proportion of television viewers was relatively stable in the 1990s at around 80 per cent, while the amount of time spent watching TV has risen to two and a half hours per day. In contrast, few people watch videos/DVDs, and this share has remained stable throughout the whole period.

The most avid television viewers are the elderly (67 years and over) and children (13-15 years), and the elderly in particular spend a great deal of time in front of the screen.

The PC revolution

Since the mid-1990s, the proportion of people who use a PC at home daily has increased from roughly 10 per cent to 56 (the percentage with access to a PC at home is much higher, at 87 per cent). We use the PC for 1 hour per day.

There are wide variations in the use of PCs. For instance, three out of four young boys use a PC every day, while the corresponding figure for older women is one out of ten.

Radio = news

Over a ten-year period, the proportion of daily radio listeners dropped from 71 to 53 per cent. However, in recent years the amount of time we spend listening to the radio has apparently stabilised at around one and a half hours per day (in other words, people who listen to the radio spend more time doing so).

Above all, the news programmes are most popular. Six in ten persons listen to news programmes on an average day. In addition, entertainment and local programmes have many listeners. Weather forecasts, classical music and programmes for children and young people have lost many listeners.

The radio is the most preferred medium for middle-aged people – in the age group 45-66 the percentage of listeners is 60, and this group also spends most time listening to the radio.

Newspapers

The circulation of newspapers increased up to around 1990, but has since stabilised and subsequently fallen. At the same time the percentage of daily readers has fallen from 85 to 72 since the mid-1990s. We also spend less time reading newspapers; half an hour on average per day. Newspaper reading has become much less common in the youngest age groups in particular.

Books

Fiction publications doubled from 1983 to 1994 (from 900 to 2 000 titles), and have gone up again in recent years to 2 200. Loans from public libraries have fallen, from 4.7 per person in 1992 to 3.6 in 2007.

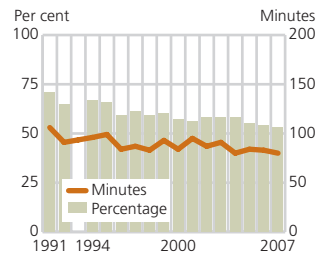
There is a different trend when it comes to those who read books in their leisure time. Following a decrease, there has now been an increase in the number of people who had read a book during the course of a day – to 23 per cent. More women than men read books every day; 27 and 18 per cent respectively.

Weekly magazines

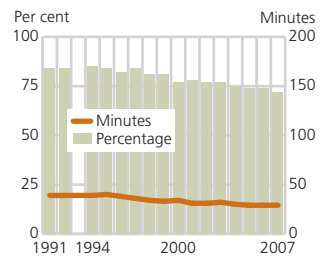
For weekly magazines, the percentage of readers has fallen in recent years. Today, 14 per cent of the population read a weekly magazine on an average day. This drop is not reflected in the circulation figures, which overall have shown a slight growth.

Women, and especially elderly women, read weekly magazines more often than men. On an average day, 25 per cent of women aged 67 and over read weekly magazines compared to 11 per cent of men.

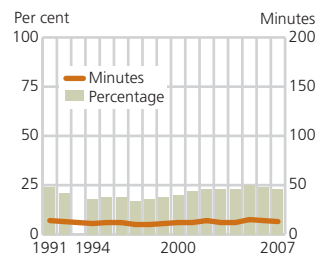
Percentage radio listeners and time spent on an average day



Percentage newspaper readers and time spent on an average day



Percentage book readers and time spent on an average day



Percentage weekly magazine readers and time spent on an average day

