

Abstract

Norwegian Media Barometer is a publication based on Statistics Norway's annual survey about the use of mass media. In the survey a representative sample of the total population aged 9-79 years, answer questions about their use of different mass media and access to mass media in their household. The survey has data on the use of mass media for all days of the week and different seasons of the year. The first survey was conducted in 1991. With the exception of 1993, the survey has been conducted annually.

In the 2011-survey 1 790 persons participated. The results from the survey show that on an average day, 63 per cent of the population read newspapers issued on paper, against 64 per cent in 2010. We use 24 minutes daily for newspaper reading. There has been a tendency towards declining newspaper reading the later years.

12 per cent read weeklies on an average day in 2011, the same as the year before. There was a small decline in reading of weeklies during the 1990's, but the last years it has been fairly stable. Women and older individuals are the most eager readers of weeklies. 12 per cent read magazines etc. on an average day, men more often than women. 27 per cent read books on an average day, the highest per-centage recorded since 1991. Women are the most eager book readers. Individuals with higher education read books more than others. Fiction is most read, both among women and men.

38 per cent listen to records, cassettes, CD's, MP3 or sound files during an average day in 2011. Among young individuals seven out of ten were listening. Six out of ten listeners listen to files down-loaded from the Internet. 14 per cent view VHS, DVD, hard disk recorders or PC-files during a day. In total, the use of such devices has been fairly stable the latest years, with young individuals being the most active users. DVD/Blu-ray is most popular. Elderly mostly use hard disk recorders, while young individuals mostly use PC-files.

55 per cent listen to the radio on an average day. More time was spent on radio listening in 2011 than the year before. 81 per cent watch television on an average day, and more time was spent on this in 2011 than the year before. Young and older individuals have the highest viewing rate, but the elderly spend most time on it. The viewing rates are highest for news, TV-series and sports.

70 per cent used a PC at home during an average day in 2011. The increase in PC-use since 2010 applies for women only. Older women use a PC the least. 80 per cent use the Internet during an average day. Both men and women have increased their Internet use during the last year. Young individuals are the most eager users. Seven out of ten Internet users read news on the net during an average day.

68 per cent go to the cinema during the year. The young go most often to the cinema, but the number of visits has declined. 75 per cent of boys aged 9-15 years play television or computer games during an average day. On an average day, 78 per cent have a private mobile phone conversation, 15 per cent use the mobile phone for e-mails, while 25 per cent use the mobile phone for Internet use. 96 per cent have access to NRK's television channels, while 41 per cent have a hard disk recorder. 22 per cent have access to a DAB-radio at home. 92 per cent have Internet at home and 68 per cent have a newspaper subscription.