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Older audiences in the digital media environment: A cross-national longitudinal study

Wave 2 Report v1.0

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ACT cross-national longitudinal study: Summary of the second wave of data collection

Galit Nimrod

The Ageing + Communication + Technologies (ACT) cross-national longitudinal study explores processes of displacement of traditional dominant media by innovative communication practices within the older audience of new media. Replicating Nimrod's (2017) study of older audiences, data is collected on a biannual basis. The first wave of data collection was based on surveys with Internet users aged 60 and up and took place in November 2016. Quotas were instituted to ensure that each sample is representative of the country's older online population. With varying expected dropout rates, the original samples were planned to have a final panel that will comprise about 500 participants per country. For this reason, sample sizes in the first wave were not equal and ranged between 715 (Denmark) and 3,538 (Canada). The overall sample size consisted of 10,527 Internet users aged 60 and over. For a full report of the first wave please see Loos, Nimrod & Fernández-Ardèvol (2018).

The present report relates to the second wave of data collection, which was held in November 2018. In this second wave, we returned to participants from six countries that took part in the first wave (Austria, Canada, Israel, Netherlands, Romania, and Spain). In addition, we interviewed older Internet users from Finland—a country that was not included in the first wave. Unfortunately, Denmark, which was included in the first wave, was not part of the second wave.

Data were collected by the same commercial firms that collected the data in the first wave. With the exception of Romania, where the survey was conducted via telephone due to a low rate of Internet users among the older population, all firms applied an online survey. In the second wave, we tried to contact all the participants from the first wave. Study participants were reached out by the firms and were sent several reminders during the data collection period. Overall, 8,447 people who participated in the first survey were contacted.

Repeated response rates ranged between 61% and 86% with the highest in the Netherlands. The total number of repeated participants included in the final dataset was 6,225. In addition, Spain recruited 172 new participants and Finland added 1,520 participants, leading to **an overall sample size of 7,940 Internet users aged 62 and over in the second wave**. For detailed information, see Table 1 ([p. 7](#)).

Table 1. Summary of Data Collection per Country

Country	Firm that collected the data	Wave 1 (2016)			Wave 2 (2018)						
		Number of persons contacted	Number of persons who filled the survey (Response rate)	Number of valid questionnaires ¹	Repeated participants			New participants			Total
					Number of persons contacted	Number of persons who filled the survey (Response rate)	Number of valid questionnaires ¹	Number of persons contacted	Number of persons who filled the survey (Response rate)	Number of valid questionnaires ¹	
Austria	Market MarktforschungsgmbH & CoKG	3,082	1,630 (53 %)	1,627	1,600	1,151 (70.7 %)	1,079	---	---	---	1,079
Canada	Leger Research Intelligence group	9,719	3,560 (36.6%)	3,538	2,970	2,167 (61.4 %)	2,062	---	---	---	2,062
Denmark	YouGov Denmark A/S	1,174	716 (61 %)	715	---	---	---	---	---	---	---
Finland	Kantar TNS	---	---	---	---	---	---	6,021	1,839 (30.5 %)	1,520	1,520
Israel	Rotem AR	3,600	814 (22.6%)	808	766	607 (75.1 %)	605	---	---	---	605
Netherlands	Kantar Public	1,310	847 (64.6 %)	801	782	689 (86 %)	599	---	---	23 ²	622
Romania	SC Cult Market Research SRL	9,000	800 (8.9 %)	800	661	608 (76 %)	608	---	---	---	608
Spain	Netquest	5,169	3,237 (60.6 %)	2,238	1,668	1,361 (60.8 %)	1,272	675	218 (32.3 %)	172	1,444
Total	---	33,035	11,694 (35.4 %)	10,527	15,143	---	6,225	---	---	1,715	7,940

Note. ¹ After screening out incomplete questionnaires; ² These participants were removed from W1 due to missing data, and were contacted by mistake. However, as this time they properly filled the survey they were kept in the sample.

The questionnaire was identical to the one used in the first wave and included mainly closed-ended questions exploring media use, places of media use, media preferences, background characteristics, and subjective well-being (see Annex B, [p. 256](#)). The questionnaire was tested and validated in the original research (see Jensen & Helles, 2015; Nimrod, 2017) and already had validated translations into German, Danish, Hebrew, French, Spanish, Romanian, and Dutch. Translations into Finnish language was conducted before the second wave by the local team.

In addition to the original questions, the questionnaire used in the second wave included four new questions: a question related to having grandchildren and their number, a question exploring co-residence with children and/or grandchildren, and two questions examining media usage in help seeking (see questions 30-33 in Annex B, [pp. 274-275](#)).

In this report, we present a summary of results for the cases of Austria, Canada, Finland, Israel, Netherlands, Romania, and Spain. The third wave of the study is planned for November 2020.

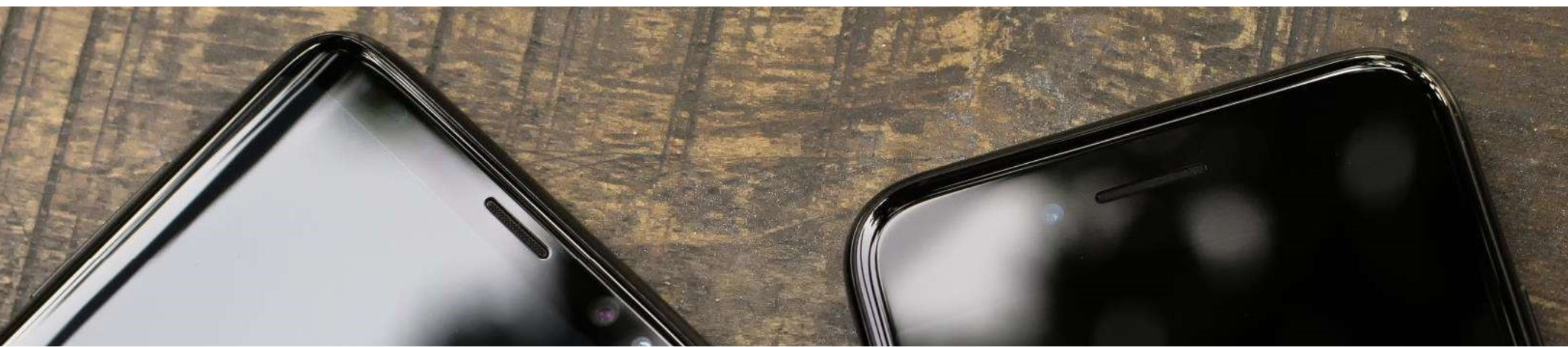
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- Nimrod, G. (2017). Older audiences in the digital media environment. *Information, Communication & Society*, 20, 233-249. doi:10.1080/1369118X.2016.1164740

Table 2. Data Sources Informing National Samples

Country	Source
Austria	Statistics Austria. (2016). <i>Bevoelkerung nach politischen bezirken geschlecht und alter</i> . Vienna, Austria: Author. Retrieved November 23, 2016 from https://www.statistik.at/web_de/statistiken/menschen_und_gesellschaft/bevoelkerung/bevoelkerungsstruktur/bevoelkerung_nach_alter_geschlecht/index.html
Canada	Statistics Canada. (2017). <i>Table 051-0001: Estimates of population, by age group and sex for July 1, Canada, provinces and territories, annual (persons unless otherwise noted)</i> . Canada: Author. Retrieved February 14, 2017, from http://www5.statcan.gc.ca/cansim/a26?lang=eng&id=510001
Finland	Official Statistics of Finland. (2018). <i>Use of information and communications technology by individuals</i> [e-publication]. Helsinki, Finland: Author. Retrieved from https://www.stat.fi/til/sutivi/index_en.html
Israel	Central Bureau of Statistics. (2015). <i>Haseker hahevratí [The social survey]</i> . Israel: Author. Retrieved from http://surveys.cbs.gov.il/survey/surveyE.htm
Netherlands	MOA Center for Information Based Decision Making & Marketing Research, & CBS Dutch National Statistics. (2015). <i>Gouden standaard [Gold standard]</i> . Amsterdam, The Netherlands: Author. Retrieved from http://www.moaweb.nl/services/services/gouden-standaard.html ; https://www.cbs.nl/http://statline.cbs.nl/Statweb/?LA=en
Romania	Institutul National de Statistica. (2016). <i>Romanian statistical yearbook: Time series</i> [CD-ROM]. Bucharest, Romania: Author.
Spain	Eurostat. (2016). <i>Database: Individuals -internet use -Table[isoc_ci_ifp_iu]</i> . Retrieved October 10, 2016, from http://ec.europa.eu/eurostat/web/digital-economy-and-society/data/database Instituto Nacional de Estadística. (2016). <i>Series detailed from 2002, National results, Resident population by date, sex and age</i> . Spain: Author. Retrieved October 10, 2016, from http://www.ine.es/dynt3/inebase/en/index.htm?padre=1894&capsel=1895

Country reports



**Longitudinal Study Wave 2:
Summary of results in Austria**

Barbara Ratzenböck (University of Graz)

Roberta Maierhofer (University of Graz)

Urša Marinšek (University of Graz, University of Maribor)

Age and Gender

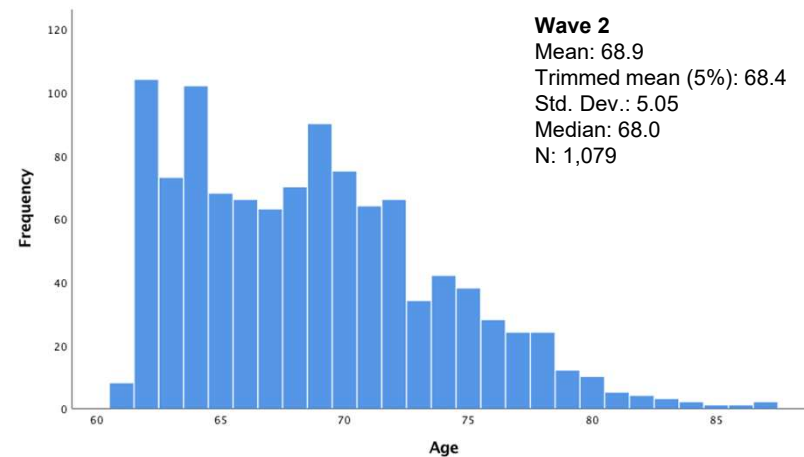
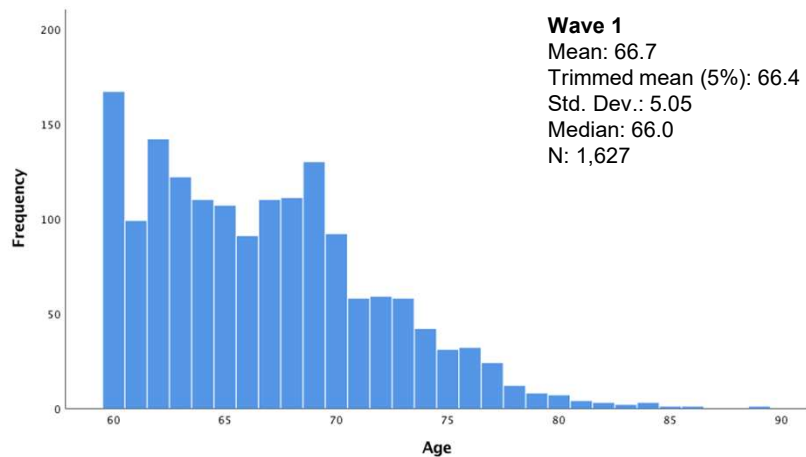


Table 1.1. Age Groups and Gender (%) — Samples' Data

Age group	Women		Men		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
60-69	34.23	30.31	38.84	29.38	73.08	59.68
70-79	7.81	13.25	17.76	24.47	25.57	37.72
80+	0.37	0.65	0.98	1.95	1.35	2.59
Total	42.41	44.21	57.59	55.79	100	100

Note. N (Wave 1): 1,627; N (Wave 2): 1,079.

Marital Status and Parenthood

Table 1.2. Marital Status and Parenthood (%) — Samples' Data

Marital status	No children		With children		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Single	4.5	4.4	1.7	1.6	6.2	6
Married	25.0	26.7	43.5	40.6	68.5	67.3
Divorced	3.9	4.2	12.7	11.9	16.6	16.1
Widowed	2.0	1.9	6.8	8.7	8.8	10.6
Total	35.4	37.2	64.7	62.8	100	100

Note. N (Wave 1): 1,627; N (Wave 2): 1,079.

Grandparenthood

Table 1.3. Number of Grandchildren¹ (%) — Sample Data

Number of grandchildren	Total
	Wave 2 ²
No grandchildren	26.0
1 grandchild	15.5
2 grandchildren	20.2
3 grandchildren	14.1
4 grandchildren	10.5
5 grandchildren	5.8
6 or more grandchildren	8.0
Total	100

Note. N (Wave 2): 677. ¹ Question only shown to respondents who reported having children (see Table 1.2). ² Question not asked in Wave 1.

Table 1.4. Cohabitation with Offspring¹ (%) — Sample Data

Number of cohabitants ²	Total
	Wave 2 ³
No cohabitation ⁴	89.1
Children ⁵	
1 child	84.3
2 children	14.3
3 or more children	1.4
Total	100
Grandchildren ⁶	
1 grandchild	64.3
2 grandchildren	21.4
3 or more grandchildren	14.2
Total	100

Note. ¹ Question only shown to respondents who reported having children (see Table 1.2). ² Non-exclusive categories. ³ Question not asked in Wave 1. ⁴N: 677. ⁵N: 70. ⁶N: 14.

Education

Table 1.5. Educational Attainment (%) — Samples' Data

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	4.0	4.0
Secondary (between 10 and 14 years of education)	77.0	78.3
Tertiary (15 years of education or more)	18.6	17.7
Don't know	0.4	0.0
Total	100	100

Note. N (Wave 1): 1,627; N (Wave 2): 1,079.

Income

Table 1.6. Monthly Personal Income Compared to National Average (%) — Samples' Data

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	34.2	34.1
Similar to the average	17.1	17.3
Below the average (A lot below + Slightly below)	37.3	37.3
Unreported (Don't know + Prefer not to respond)	11.4	11.3
Total	100	100

Note. N (Wave 1): 1,627; N (Wave 2): 1,079.

Employment Status

Table 1.7. Employment Status (%) — Samples' Data

Employment status ¹	Total	
	Wave 1	Wave 2
Active	13.6	8.2
Employed	13.0	7.8
Full-time	9.3	4.7
Part-time	3.7	3.1
Unemployed	0.6	0.4
Inactive	86.4	90.2
Retired	84.8	89.0
Unpaid work (housework, volunteer, community service)	1.6	1.2
Other	0.0	1.7
Don't know	0.1	0.0

Note. N (Wave 1): 1,627; N (Wave 2): 1,079. ¹ Non-exclusive categories.

Size of Residency Area

Table 1.8. Size of Residency Area (%) — Samples' Data

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	42.9	44.9
A big city	32.0	32.5
The suburbs of a big city	10.9	12.4
A town or small city	28.0	26.9
Country	29.0	28.2
A country village	23.2	21.6
A farm or home in the countryside	5.8	6.6
Don't know	0.1	0.0
Total	100	100

Note. N (Wave 1): 1,627; N (Wave 2): 1,079.

Media Usage

Table 1.9. Media Used the Previous Day — Panel Data

Activity ²	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Watched television on a TV set	92.7	51.1	03:15	03:14
Watched television on a computer	31.7	14.5	01:47	01:28
Watched television on a mobile phone	8.3	7.0	00:26	00:10
Listened to radio on a radio set	80.0	27.2	02:39	02:28
Listened to radio on computer	6.1	5.5	01:25	00:26
Listened to radio on mobile phone	3.1	4.2	00:51	00:07
Read newspapers or magazines in the printed version	91.3	34.1	01:05	01:12
Read newspapers or magazines on the Internet	45.3	12.5	00:35	00:32
Read books in the printed version	47.5	13.3	01:16	01:14
Read books in the electronic version	12.0	6.8	01:14	00:52
Listened to audiobooks	2.5	3.2	01:29	00:06

Note. N (Waves 1 and 2): 1,079. ¹ Average time excluding outliers, calculated for those who reported using the medium the previous day. ² Non-exclusive categories. **DISCLAIMER:** The figures presented in this table might be inconsistent, affecting its comparability capacity and interpretation.

As in wave 1, non-Internet media in traditional formats are also predominant in wave 2.

Although indicated percentages of media use are generally much lower in wave 2 than in wave 1¹, the three most important media activities on the day prior to being surveyed remain the same as in wave 1.

- Half of the respondents watched TV on a TV set.
- A third read newspapers or magazines in the printed version.
- More than a fourth listened to the radio on a radio set.

Although indicated percentages of media use are generally much lower in wave 2 than in wave 1, the average times spent on the three most important media activities on the day prior to being surveyed remain similar to wave 1.

¹ Data collection for wave 2 started on Nov. 2, 2018 which is the day after a public holiday in Austria (Nov. 1). Media usage is reported to be considerably lower on this holiday by respondents. This was also explicitly mentioned by multiple respondents in the comments section of the survey.

Similar to wave 1, although non-Internet media in traditional formats are predominant, media are also being consumed on newer devices.

Although indicated percentages of media use are generally much lower in wave 2 than in wave 1, the two most important media activities involving newer devices remain the same.

- A little less than a sixth of the respondents watched TV on a computer the day prior to being surveyed.
- More than 12% indicated having read newspapers or magazines on the Internet prior to the day of being surveyed.

Print Newspapers

Table 1.10. Print Newspaper Usage (%) — Panel Data

Type of print newspaper ¹	Total	
	Wave 1	Wave 2
National daily newspapers	66.3	66.2
Local daily newspapers	50.7	50.0
International daily newspapers	6.6	5.9
Weekly newspapers (local or national)	16.4	16.9
Free newspapers (local or national)	46.5	46.9
Magazines and periodicals (weekly or monthly)	38.2	35.7
I never read print newspapers	2.3	2.8

Note. N (Waves 1 and 2): 1,079. ¹ Non-exclusive categories.

Media Players

Table 1.11. Media Player Usage (%) — Panel Data

Type of media player ¹	Total	
	Wave 1	Wave 2
MP3 player	15.2	11.8
Video recorder (VHS)	25.0	19.9
DVD player (including Blu-ray players)	44.3	41.0
TV box with internet access	28.6	34.9
Wi-Fi radio	7.7	9.4
Hard disc recorder	32.3	28.3
CD player	55.5	51.4
None of the above	19.3	21.5

Note. N (Waves 1 and 2): 1,079. ¹ Non-exclusive categories.

Media Players Usage

Table 1.12. Media Players Used the Previous Day — Panel Data

Type of media player	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
MP3, CD player, or Wi-Fi radio	21.6	8.2	01:00	00:54
Video, DVD, TV box, or hard disk recordings	18.3	8.9	01:24	01:13

Note. N (Wave 1): 233; N (Wave 2): 197. ¹ Average time without outliers, calculated for those who used the medium the previous day. **DISCLAIMER:** The figures presented in this table might be inconsistent, affecting its comparability capacity and interpretation.

Like in wave 1, national and local printed newspapers remain the most important source of information in wave 2 in contrast to international newspapers.

Telephone

Table 1.13. Telephone Available in Household (%) — Panel Data

Type of telephone ¹	Total	
	Wave 1	Wave 2
Landline phone	66.8	63.7
Mobile phone (cell phone)	99.1	99.2
Internet applications that allow for voice conversation (VoIP)	34.1	32.4
None of the above	0.2	0.2

Note. N (Waves 1 and 2): 1,079. ¹ Non-exclusive categories.

Mobile Phone Features

Table 1.14. Mobile Phone Features Used¹ (%) — Panel Data

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Alarm clock and reminders	64.5	64.5
Calendar	54.8	59.4
Download apps	29.8	38.1
E-mail	49.5	59.2
Games (Wordfeud, Angry Birds ...)	12.2	15.1
GPS and maps	35.3	43.2
Instant messaging (WhatsApp ...)	41.2	53.9
Listen to podcasts	0.4	1.3
Listen to radio	12.5	12.6
MMS (sending images or sound)	28.4	29.8

(continued)

Mobile Phone Features

Table 1.14. Mobile Phone Features Used¹ (%) — Panel Data (continued)

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Ordinary voice calls	92.9	92.1
Record video	26.5	31.5
SMS (sending texts)	88.6	88.0
Social network sites (Facebook, LinkedIn ...)	20.1	27.9
Take photographs	81.9	86.3
Use phone as music player	7.8	9.3
Visit websites via apps	31.0	37.2
Visit websites via browser	38.1	43.6
Watch TV or video (YouTube ...)	11.8	18.6

Note. N (Wave 1): 1,069; N (Wave 2): 1,070. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 1.13). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 1.15. Purposes of Mobile Phone Use¹ (%) — Panel Data

Type of purpose ²	Total	
	Wave 1	Wave 2
Contact with family	92.1	91.8
Contact with friends	90.7	91.7
School or education	1.3	1.0
Work	17.7	13.1
Other	8.7	9.5

Note. N (Wave 1): 1,069; N (Wave 2): 1,070. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 1.13). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 1.16. Type of Feature Used the Previous Day¹ — Panel Data

Type of feature	Total (%)		Number of times (<i>M</i>) ²	
	Wave 1	Wave 2	Wave 1	Wave 2
Ordinary voice calls (sent and received)	87.5	81.6	5.1	4.2
Text, image, sound and/or video message (sent)	42.9	53.7	4.2	4.7

Note. N (Wave 1): 1,069; N (Wave 2): 1,070. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 1.13). ² Average number of times excluding outliers, calculated for those who used the medium the previous day.

As in wave 1, the mobile phone is also central to respondents in wave 2, not only for voice calls or messaging, but also for taking pictures, management of daily life (alarm clocks/reminders and calendars) and e-mailing.

In comparison to wave 1, two mobile phone features are being used considerably more often in wave 2:

- Instant messaging (WhatsApp etc.) (+ 12.8%)
- E-mailing (+ 9.7%)

Although the use of instant messaging (WhatsApp, etc.) increased considerably from wave 1 to wave 2, network-based messaging (SMS) is still more common.

- While 87.9% indicated using SMS, only 54% used instant messaging in wave 2.

Places of Media Usage

Table 1.17. Places of Media Use (%) — Panel Data

Place ¹	Read print newspaper		Listen to radio ²		Watch TV ³		Internet	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
At home								
In the living room	72.7	73.6	61.3	55.2	93.3	93.3	57.6	59.2
In the bedroom	14.0	13.8	16.1	15.0	21.2	20.2	9.5	10.3
In other places	40.2	40.2	46.1	45.1	17.8	17.5	57.3	58.1
At friends or family	3.8	4.4	4.4	4.1	5.0	4.4	8.3	11.1
At work	4.1	2.5	6.2	4.5	0.7	0.3	11.5	8.0
At place of study	0.8	0.6	0.0	0.2	0.4	0.3	1.8	1.3
During transport	28.7	25.4	48.0	45.5	0.6	0.7	25.0	32.3
In public places	35.3	31.8	5.6	5.6	1.9	1.9	16.7	21.4
Other places	1.5	9.4	1.5	10.3	1.1	3.0	2.9	7.2
I never use this medium ⁴	2.0	2.6	4.0	5.6	1.2	1.2	---	---

Note. N (Waves 1 and 2): 1,079. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

As in wave 1, media are mostly consumed at home.

Like in wave 1, the most important media used during transport is the radio.

The second most important medium used during transport is the Internet.

- While in wave 1 only a fourth of the respondents used the Internet during transport, in wave 2 this number increased to a third.

As in wave 1, the most common media consumed in public spaces are printed newspapers, followed by the Internet.

Internet Usage

Table 1.18. Internet Used the Previous Day — Panel Data

Activity	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Getting news	71.4	30.2	00:50	00:54
Writing and reading e-mails	81.4	24.9	00:31	00:32
Downloading music, films, or podcasts	4.0	2.9	00:42	00:06
Playing computer games online	28.0	10.5	01:10	01:03
Using social network sites (Facebook, LinkedIn ...)	36.7	12.6	00:40	00:31
Using chat programs (Skype, WhatsApp ...)	42.6	15.8	00:23	00:18
Reading entries at debate sites, blogs ...	20.0	6.3	00:26	00:25
Writing entries at debate sites, blogs ...	5.2	2.7	00:26	00:06
Online shopping, banking, travel reservations ...	52.1	14.6	00:20	00:21
Using websites concerning my interests or hobbies	45.0	12.8	00:37	00:39
Other	11.0	6.1	01:02	00:53

Note. N (Waves 1 and 2): 1,079. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. **DISCLAIMER:** The figures presented in this table might be inconsistent, affecting its comparability capacity and interpretation.

Although indicated percentages of use are generally much lower in wave 2 than in wave 1, in both waves e-mailing and getting news are the most frequent Internet activities.

In both waves, chat program usage is similar to SNS usage.

- Respondents spend more than double the amount of time on SNS than on chat programs in both waves.

Media Usage in Everyday Life

Table 1.19. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes to a Party or Dinner¹ (%) — Panel Data

Means of contact ²	Contact old acquaintance		Change of date for a party/dinner	
	Wave 1	Wave 2	Wave 1	Wave 2
Text, voice or video message via mobile phone	37.1	41.6	57.3	58.2
Phone call	80.3	77.4	94.1	92.3
Social network site	20.2	20.4	5.7	7.3
Posting a letter	21.9	16.9	4.3	4.4
Email	74.2	68.9	72.8	68.6
Other	2.0	1.8	1.2	2.2
Don't know	1.9	3.1	0.1	0.3

Note. N (Waves 1 and 2): 1,079. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 1.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Send messages (text or video) via mobile phone to friends or family	12.4	17.3
Call friends or family on the phone	31.5	27.5
Chat online via a computer with friends or family	4.1	2.3
Write emails to friends or family	17.0	13.0
Meet friends or family	32.7	34.8
Use social network sites (Facebook, LinkedIn ...)	13.1	13.6
Read printed books, newspapers, or magazines (on paper)	56.9	56.2
Visit websites	19.5	21.1

(continued)

Media Usage in Everyday Life

Table 1.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data (continued)

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Watch video or DVD	3.7	3.9
Listen to music on CD, MP3, or similar	8.1	7.8
Listen to radio	28.5	26.2
Watch TV	49.8	51.3
Other	4.4	4.9
Don't know	1.9	1.8

Note. N (Waves 1 and 2): 1,079. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 1.21. Most Likely Actions Taken to Get Important Information Quickly¹ (%) — Panel Data

Actions ²	Get important information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	9.0	10.6
Call someone who is likely to have this information	37.0	29.8
Send an email to someone who is likely to have this information	12.1	11.6
Use social network sites (Facebook, LinkedIn ...)	16.6	17.2
Use a computer-based chat program (Skype ...)	3.2	1.8
Check websites	80.2	79.9
Turn on TV or radio	78.5	74.9
Other	1.2	5.1
Don't know	0.8	1.6

Note. N (Waves 1 and 2): 1,079. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 1.22. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%) — Panel Data

Actions ²	Retrieve factual information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	6.2	8.1
Call someone who is likely to have this information	35.9	31.0
Send an email to someone who is likely to have this information	12.4	10.8
Use social network sites (Facebook, LinkedIn ...)	7.9	7.2
Use a computer-based chat program (Skype ...)	1.6	1.1
Look it up in a printed encyclopedia	34.6	31.8
Look it up via Google or other search engines	87.8	85.4
Look it up at a specific website (Wikipedia ...)	66.1	66.6
Other	0.0	0.6
Don't know	0.7	1.9

Note. N (Waves 1 and 2): 1,079. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 1.23. Most Likely Actions Taken to Ask for Help with Home Chores¹ (%) — Panel Data

Actions ²	Ask help with home chores
	Wave 2 ³
Send text, voice or video message via mobile phone to someone who is likely to give help	24.7
Call someone who is likely to give help	89.2
Send an email to someone who is likely to give help	29.1
Use a computer-based chat program (Skype ...)	1.0
Meet someone who is likely to give help	36.2
Use social network sites (Facebook ...)	4.7
Check websites	26.8
Other	6.6
Don't know	2.7

Note. N (Wave 2): 1,079. ¹ Respondents had to select three options. ² Non-exclusive categories.

³ Question not asked in Wave 1.

Media Usage in Everyday Life

Table 1.24. Most Likely Actions Taken to Ask for Help when Sick with the Flu¹ (%) — Panel Data

Actions ²	Ask help when sick with the flu
	Wave 2 ³
Send messages (text or video) via mobile phone to friends or family	50.1
Call friends or family on the phone	90.7
Chat online via a computer with friends or family (Skype ...)	5.1
Write emails to friends or family	34.2
Meet friends or family	24.5
Use social network sites (Facebook ...)	3.9
Other	6.0
Don't know	2.3

Note. N (Wave 2): 1,079. ¹ Respondents had to select three options. ² Non-exclusive categories.

³ Question not asked in Wave 1.

In both waves, phone calls and e-mails are most important for the management of social interactions, such as contacting an old acquaintance or changing dates for a party or dinner.

As in wave 1, mobile messaging is used more for prompt contacting of closer people.

Just as in wave 1, a fifth uses SNS for less urgent contact with more distant people, while only a very small number does so for prompt contact with close people.

When asking for help with home chores¹, the respondents preferred way is calling somebody who is most likely to help.

More than a third of respondents would meet somebody.

Over a fourth of respondents, would send an email, or check a website when searching for help.

¹This question was asked in wave 2 only.

When asking for help in case of being sick with the flu¹, the respondents preferred method is calling family or friends on the phone.

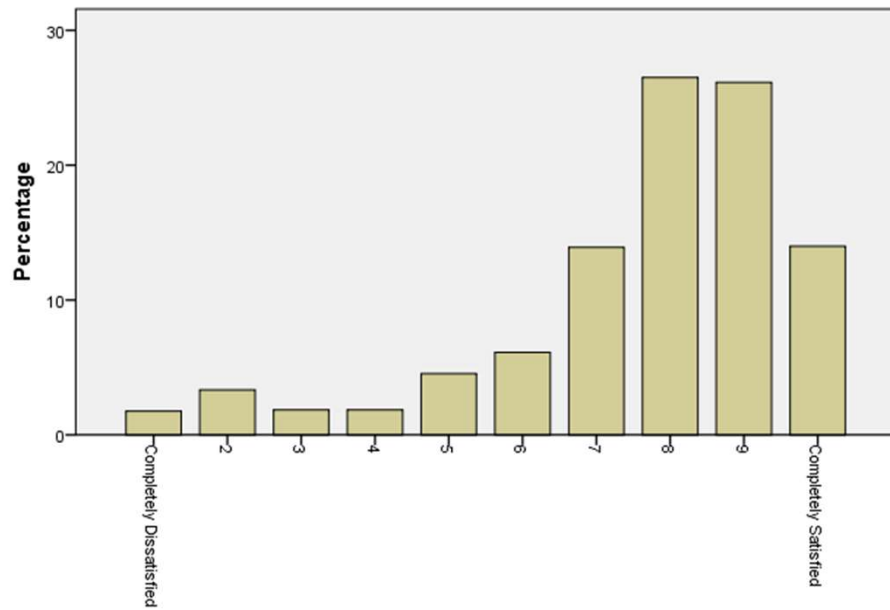
Half of the respondents would send messages (text or video) via mobile phone to friends or family.

- Over a third of respondents would write e-mails to friends or family asking for help.
- About a fourth would meet with friends or family.

¹This question was asked in wave 2 only.

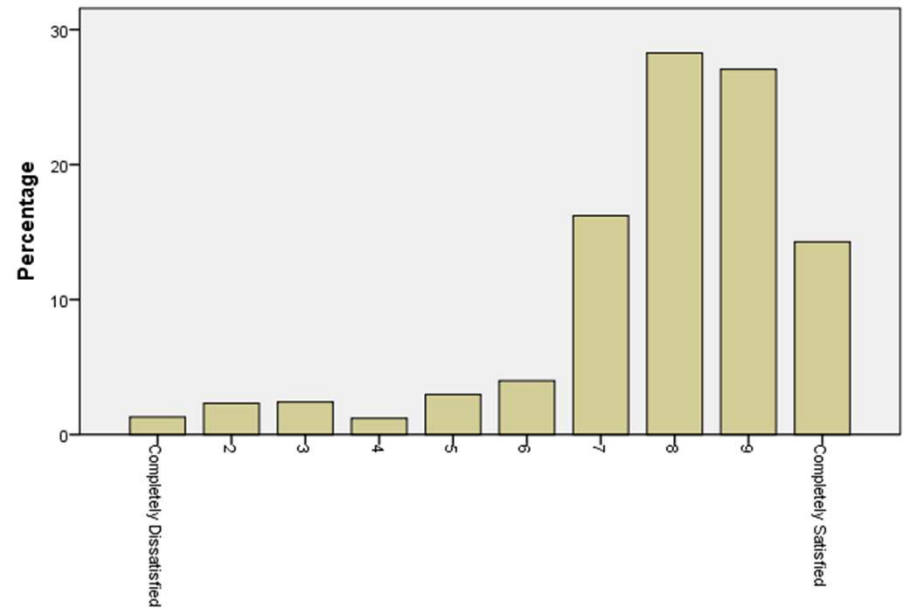
Subjective Well-Being

Graph 1.1. Self-Rated Life Satisfaction (%) — Wave 1



Note. N (Wave 1): 1,079. Mean: 7.65. Standard deviation: 2.08.

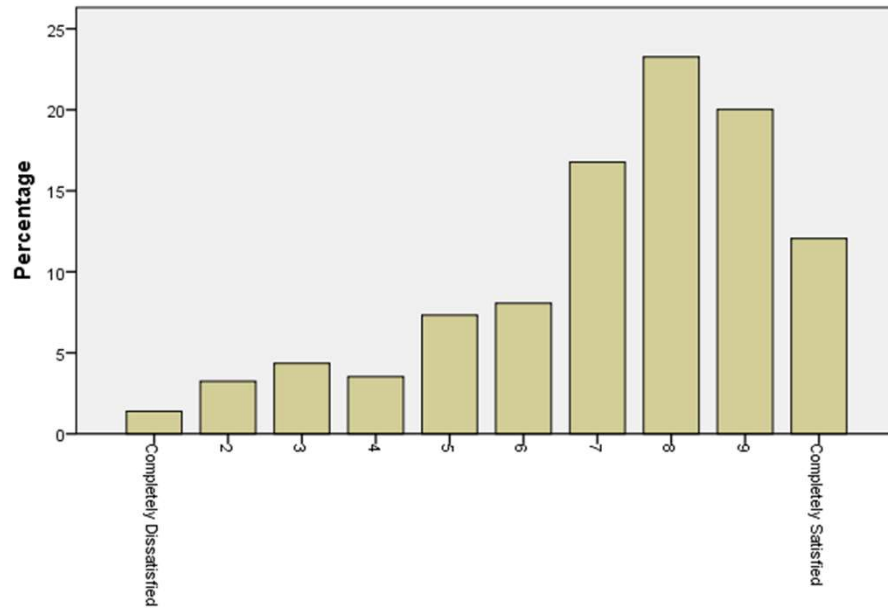
Graph 1.2. Self-Rated Life Satisfaction (%) — Wave 2



Note. N (Wave 2): 1,079. Mean: 7.83. Standard deviation: 1.92.

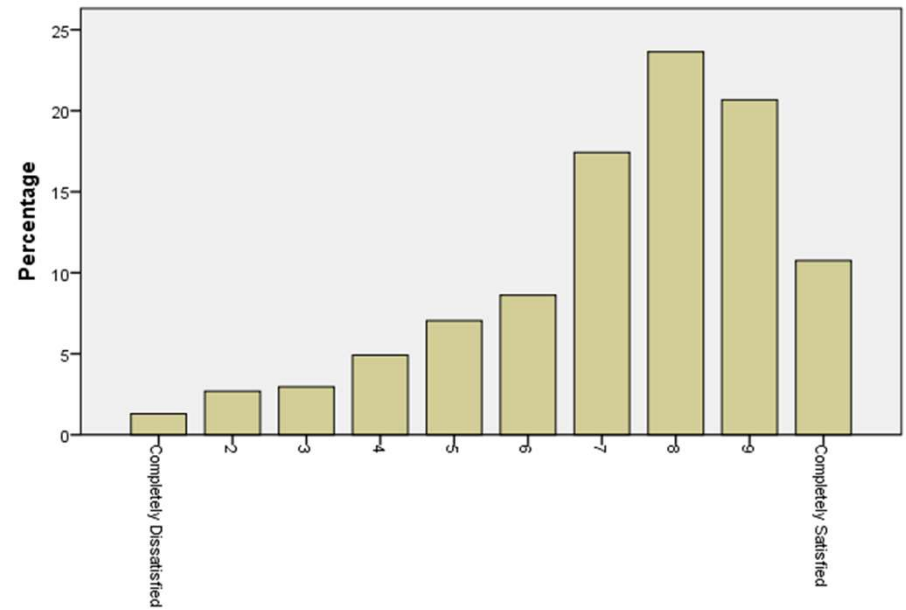
Subjective Well-Being

Graph 1.3. Self-Rated Health Satisfaction (%) — Wave 1



Note. N (Wave 1): 1,079. Mean: 7.24. Standard deviation: 2.18.

Graph 1.4. Self-Rated Health Satisfaction (%) — Wave 2



Note. N (Wave 2): 1,079. Mean: 7.27. Standard deviation: 2.09.

**Longitudinal Study Wave 2:
Summary of results in Canada**

**Catherine Middleton (Ryerson University)
Eric Vanderbeek (Ryerson University)**

Age and Gender

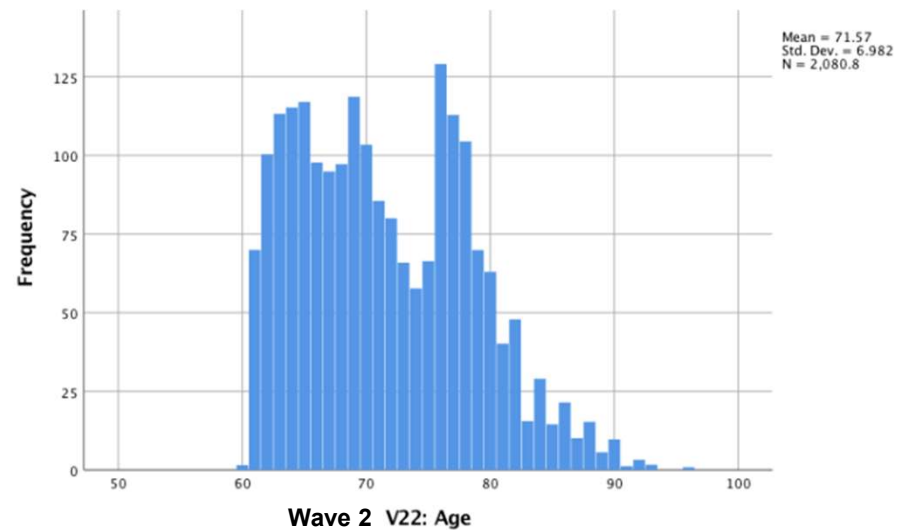
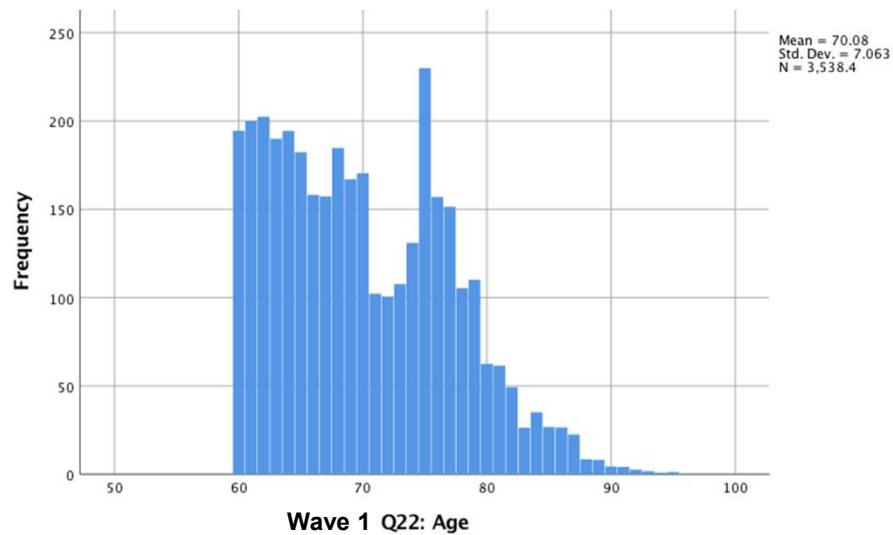


Table 2.1. Age Groups and Gender (%) — Samples' Data

Age group	Woman		Man		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
60-69	26.6	22.8	25.1	21.7	51.7	44.5
70-79	21.8	22.9	16.8	19.1	38.6	42.1
80+	5.3	7.7	4.4	5.8	9.7	13.4
Total	53.7	53.4	46.3	46.6	100	100

Note. N (Wave 1): 3,538; N (Wave 2): 2,081.

Marital Status and Parenthood

Table 2.2. Marital Status and Parenthood (%) — Samples' Data

Marital status	No children		With children		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Single	8.4	8.7	1.4	1.3	9.8	10.0
Married	36.5	37.1	27.9	25.4	64.4	62.5
Divorced	4.2	4.3	8.1	8.6	12.3	12.9
Widowed	4.6	5.2	8.9	9.5	13.5	14.7
Total	53.7	55.3	46.3	44.8	100	100

Note. N (Wave 1): 3,538; N (Wave 2): 2,081.

Education

Table 2.3. Educational Attainment (%) — Samples' Data

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	2.5	2.4
Secondary (between 10 and 14 years of education)	56.1	56.9
Tertiary (15 years of education or more)	41.1	40.4
Don't know	0.3	0.3
Total	100	100

Note. N (Wave 1): 3,538; N (Wave 2): 2,081.

Income

Table 2.4. Monthly Personal Income Compared to National Average (%) — Samples' Data

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	44.2	47.1
Similar to the average	11.1	10.9
Below the average (A lot below + Slightly below)	31.6	29.4
Unreported (Don't know + Prefer not to respond)	13.1	12.5
Total	100	100

Note. N (Wave 1): 3,538; N (Wave 2): 2,081.

Employment Status

Table 2.5. Employment Status (%) — Samples' Data

Employment status ¹	Total	
	Wave 1	Wave 2
Active	17.5	15.6
Employed	16.1	14.3
Full-time	9.5	8.0
Part-time	6.6	6.6
Unemployed	1.4	1.0
Inactive	79.0	81.7
Retired	77.6	80.7
Unpaid work (housework, volunteer, community service)	1.4	1.0
Don't know	3.3	2.7

Note. N (Wave 1): 3,538; N (Wave 2): 2,081. ¹ Non-exclusive categories.

Size of Residency Area

Table 2.6. Size of Residency Area (%) — Samples' Data

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	52.3	54.3
A big city	27.7	26.7
The suburbs of a big city	24.6	27.5
A town or small city	33.8	31.8
Country	13.9	13.9
A country village	7.9	8.3
A farm or home in the countryside	6.0	5.7
Don't know	0.1	0.0
Total	100	100

Note. N (Wave 1): 3,538; N (Wave 2): 2,081.

Media Usage

Table 2.7. Media Used the Previous Day — Panel Data

Activity ²	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Watched television on a TV set	88.3	90.8	03:35	04:02
Watched television on a computer	9.1	9.8	01:34	01:44
Watched television on a mobile phone	0.8	1.2	00:57	00:58
Listened to radio on a radio set	58.4	55.6	02:07	02:09
Listened to radio on computer	8.2	8.2	01:41	01:51
Listened to radio on mobile phone	2.8	3.1	01:30	02:01
Read newspapers or magazines in the printed version	56.0	52.9	00:59	01:03
Read newspapers or magazines on the Internet	41.2	40.8	00:55	00:58
Read books in the printed version	44.2	42.4	01:33	01:28
Read books in the electronic version	14.9	14.6	01:40	01:31
Listened to audiobooks	1.4	1.5	01:42	01:29

Note. N (Waves 1 and 2): 2,081. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. ² Non-exclusive categories.

Respondents continue to watch television on TV sets.

- Over 90% of respondents reported watching TV on a TV set in Wave 2, watching for about four hours per day.
- About 10% of respondents watch TV on computers, but just over 1% watch TV on mobile phones.

Respondents spend about two hours per day listening to the radio.

- Most radio listeners tune in using a radio set.
- Average time spent listening to the radio is about the same regardless of device used for listening (radio set, computer, mobile phone).

A majority of respondents continue to read print media.

- There was a small decline in respondents who read newspapers or magazines in print format in Wave 2, but more than 50% of respondents continue to read print media.
- The number of respondents who read newspaper and magazines online is not increasing.
- Electronic book and audiobook use is low but stable.

Print Newspapers

Table 2.8. Print Newspaper Usage (%) — Panel Data

Type of print newspaper ¹	Total	
	Wave 1	Wave 2
National daily newspapers	22.5	21.2
Local daily newspapers	45.2	40.6
International daily newspapers	2.1	1.9
Weekly newspapers (local or national)	34.6	32.4
Free newspapers (local or national)	47.0	44.5
Magazines and periodicals (weekly or monthly)	32.2	30.8
I never read print newspapers	14.4	16.6

Note. N (Waves 1 and 2): 2,081. ¹ Non-exclusive categories.

Media Players

Table 2.9. Media Player Usage (%) — Panel Data

Type of media player ¹	Total	
	Wave 1	Wave 2
MP3 player	16.7	14.3
Video recorder (VHS)	15.4	13.3
DVD player (including Blu-ray players)	49.5	43.4
TV box with internet access	24.7	24.4
Wi-Fi radio	14.1	13.2
Hard disc recorder	29.3	30.2
CD player	45.4	39.9
None of the above	23.2	25.9

Note. N (Waves 1 and 2): 2,081. ¹ Non-exclusive categories.

Media Players Usage

Table 2.10. Media Players Used the Previous Day — Panel Data

Type of media player	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
MP3, CD player, or Wi-Fi radio	16.5	16.2	01:15	01:40
Video, DVD, TV box, or hard disk recordings	30.7	33	01:27	02:39

Note. N (Waves 1 and 2): 2,081. ¹ Average time without outliers, calculated for those who used the medium the previous day.

More than 80% of respondents read some form of print newspaper.

- Newspaper readership declined slightly in Wave 2.
- Free newspapers and local daily newspapers remain the most widely read print news sources in Wave 2.

Physical media players remain popular.

- About 40% of respondents used DVD players and CD players in Wave 2.
- A quarter of respondents used an Internet-connected television box, with no growth from Wave 1 to Wave 2.

Telephone

Table 2.11. Telephone Available in Household (%) — Panel Data

Type of telephone ¹	Total	
	Wave 1	Wave 2
Landline phone	87.8	85.8
Mobile phone (cell phone)	80.3	81.2
Internet applications that allow for voice conversation (VoIP)	22.7	20.0
None of the above	0.2	0.1

Note. N (Waves 1 and 2): 2.081. ¹ Non-exclusive categories.

Mobile Phone Features

Table 2.12. Mobile Phone Features Used¹ (%) — Panel Data

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Alarm clock and reminders	36.1	39.0
Calendar	38.3	41.7
Download apps	19.8	20.5
E-mail	44.5	49.0
Games (Wordfeud, Angry Birds ...)	17.3	19.8
GPS and maps	27.8	32.0
Instant messaging (WhatsApp ...)	15.8	18.5
Listen to podcasts	4.4	5.2
Listen to radio	8.0	7.9
MMS (sending images or sound)	19.0	21.6

(continued)

Mobile Phone Features

Table 2.12. Mobile Phone Features Used¹ (%) — Panel Data (continued)

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Ordinary voice calls	79.3	76.7
Record video	23.2	22.5
SMS (sending texts)	62.4	66.3
Social network sites (Facebook, LinkedIn ...)	24.6	28.3
Take photographs	64.2	68.1
Use phone as music player	11.1	9.9
Visit websites via apps	23.0	24.5
Visit websites via browser	34.3	38.6
Watch TV or video (YouTube ...)	9.2	10.8

Note. N (Waves 1 and 2): 1,579. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 2.11). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 2.13. Purposes of Mobile Phone Use¹ (%) — Panel Data

Type of purpose ²	Total	
	Wave 1	Wave 2
Contact with family	86.1	88.0
Contact with friends	74.2	74.5
School or education	1.0	1.3
Work	14.3	13.5
Other	16.6	15.2

Note. N (Waves 1 and 2): 1,579. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 2.11). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 2.14. Type of Feature Used the Previous Day¹ — Panel Data

Type of feature	Total (%)		Number of times (<i>M</i>) ²	
	Wave 1	Wave 2	Wave 1	Wave 2
Ordinary voice calls (sent and received)	51.5	51.3	3.03	2.92
Text, image, sound and/or video message (sent)	45.5	47.4	5.18	5.79

Note. N (Waves 1 and 2): 1,579. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 2.11). ² Average number of times excluding outliers, calculated for those who used the medium the previous day.

It is more common for households to have a landline phone than a mobile phone.

- In Wave 2, 85% of respondents have a landline, compared to 81% with a mobile phone.

Mobile phones are used for calling.

- Ordinary voice calling is the most widely used function on mobile phones (77% in Wave 2).
- More than half of the respondents use their phones to take photos (68%) or send SMS (66%).
- WhatsApp and non-SMS instant messaging is not widely used by Canadian respondents (fewer than 20% in Wave 2).

Use of smart phone features increased in Wave 2.

- More respondents reported using email, GPS and maps, and viewing websites (using a browser or an app) in Wave 2.

Places of Media Usage

Table 2.15. Places of Media Use (%) — Panel Data

Place ¹	Read print newspaper		Listen to radio ²		Watch TV ³		Internet	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
At home								
In the living room	49.7	48.1	32.5	32.2	76.1	76.8	46.4	48.7
In the bedroom	7.7	6.7	22.7	21.7	24.2	24.4	22.3	22.8
In other places	39.4	36.3	35.1	33.4	26.1	26.4	61.9	62.2
At friends or family	3.1	2.4	2.7	2.6	7.4	8.0	10.7	11.1
At work	4.1	3.4	4.6	4.3	0.7	0.7	10.9	9.5
At place of study	0.9	0.8	1.0	0.6	0.6	0.3	3.7	3.4
During transport	5.9	5.0	38.6	39.2	0.3	0.2	5.2	5.4
In public places	17.8	17.4	4.4	4.5	3.5	3.6	15.3	14.3
Other places	6.8	5.3	18.0	16.4	4.5	4.3	7.1	7.0
I never use this medium ⁴	11.6	13.8	8.5	8.5	2.1	2.2	---	---

Note. N: 2,081. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

Most media use is in the home.

- General patterns of location of media use are stable in the two waves.
- Most media use takes place in the home – the living room is the most common place for reading a print newspaper or watching TV. About half of respondents use the Internet in their living rooms, but also report Internet use in other places.
- During transport many respondents (~40%) listen to radio, but report minimal Internet use or TV watching.

Internet Usage

Table 2.16. Internet Used the Previous Day — Panel Data

Activity	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Getting news	58.5	59.1	00:53	00:55
Writing and reading e-mails	83.8	85.3	00:52	00:51
Downloading music, films, or podcasts	3.4	3.3	01:05	01:08
Playing computer games online	36.7	38.5	01:26	01:30
Using social network sites (Facebook, LinkedIn ...)	50.9	52.1	00:56	00:54
Using chat programs (Skype, WhatsApp ...)	5.6	5.9	00:36	00:42
Reading entries at debate sites, blogs ...	6.9	7.6	00:36	00:38
Writing entries at debate sites, blogs ...	2.2	1.9	00:33	00:30
Online shopping, banking, travel reservations ...	33.3	34.6	00:27	00:28
Using websites concerning my interests or hobbies	33.9	34.3	00:51	00:56
Other	4.9	5.3	01:22	01:36

Note. N (Waves 1 and 2): 2,081. ¹ Average time excluding outliers, calculated for those who used the medium the previous day.

E-mail is the most frequently reported Internet activity.

- More than 85% of respondents reported reading or writing e-mail in the previous day, spending 51 minutes doing so in Wave 2.

Other frequent activities include getting news and using social media, both done by more than 50% of respondents in both waves.

About one-third of respondents use the Internet for transactions (e.g., online shopping, banking or travel reservations).

Game players spend a lot of time online.

- Close to 40% of respondents play online games, for about 1.5 hours per day.

Media Usage in Everyday Life

Table 2.17. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes to a Party or Dinner¹ (%) — Panel Data

Means of contact ²	Contact old acquaintance		Change of date for a party/dinner	
	Wave 1	Wave 2	Wave 1	Wave 2
Text, voice or video message via mobile phone	26.2	28.1	49.1	51.6
Phone call	75.7	76.2	93.4	93.1
Social network site	31.4	29.2	15.1	13.2
Posting a letter	22.1	23.5	5.5	5.6
Email	78.5	77.6	82.0	81.5
Other	3.1	3.5	4.1	4.6
Don't know	3.7	3.4	0.8	0.7

Note. N (Waves 1 and 2): 2,081. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 2.18. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Send messages (text or video) via mobile phone to friends or family	9.9	10.7
Call friends or family on the phone	29.3	29.1
Chat online via a computer with friends or family	4.9	4.9
Write emails to friends or family	25.8	26.9
Meet friends or family	19.8	17.7
Use social network sites (Facebook, LinkedIn ...)	20.9	23.0
Read printed books, newspapers, or magazines (on paper)	45.0	43.3
Visit websites	25.8	24.8

(continued)

Media Usage in Everyday Life

Table 2.18. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data (continued)

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Watch video or DVD	7.0	7.1
Listen to music on CD, MP3, or similar	6.3	6.2
Listen to radio	18.0	16.2
Watch TV	63.5	64.5
Other	6.4	6.7
Don't know	1.3	1.2

Note. N (Waves 1 and 2): 2,081. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 2.19. Most Likely Actions Taken to Get Important Information Quickly¹ (%) — Panel Data

Actions ²	Get important information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	16.1	16.3
Call someone who is likely to have this information	40.2	38.5
Send an email to someone who is likely to have this information	26.0	25.3
Use social network sites (Facebook, LinkedIn ...)	24.5	24.2
Use a computer-based chat program (Skype ...)	1.9	1.8
Check websites	65.9	66.4
Turn on TV or radio	71.0	72.8
Other	4.1	5.4
Don't know	2.7	1.2

Note. N (Waves 1 and 2): 2,081. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 2.20. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%) — Panel Data

Actions ²	Retrieve factual information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	14.1	15.6
Call someone who is likely to have this information	37.4	38.2
Send an email to someone who is likely to have this information	28.1	26.9
Use social network sites (Facebook, LinkedIn ...)	9.5	10.7
Use a computer-based chat program (Skype ...)	1.0	1.4
Look it up in a printed encyclopedia	14.5	12.3
Look it up via Google or other search engines	86.9	85.5
Look it up at a specific website (Wikipedia ...)	55.6	55.1
Other	12.0	2.1
Don't know	2.0	1.6

Note. N (Waves 1 and 2): 2,081. ¹ Respondents had to select three options. ² Non-exclusive categories.

Respondents are most likely to use voice calls or e-mail to contact people for social purposes.

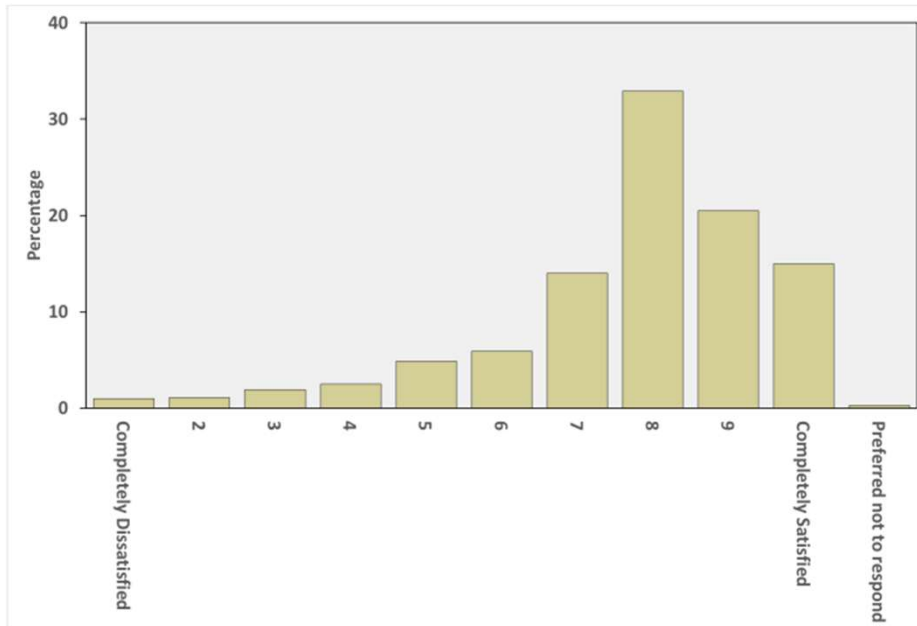
Respondents are most likely to use traditional media when they have free time (watching TV, reading print media or talking on the phone).

Respondents are most likely to use the Internet to find factual information.

To get information quickly, respondents are most likely to turn on the TV or radio, but many also check websites.

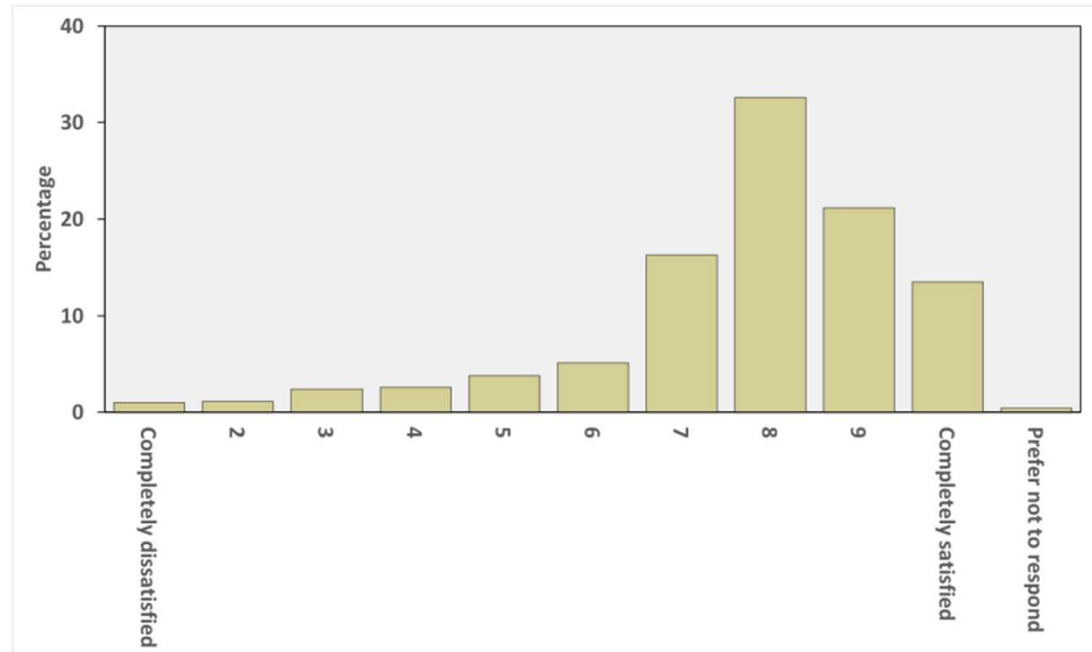
Subjective Well-Being

Graph 2.1. Self-Rated Life Satisfaction (%) – Wave 1



Note. N (Wave 1): 2,081. Mean: 8.04. Standard deviation: 5.25.

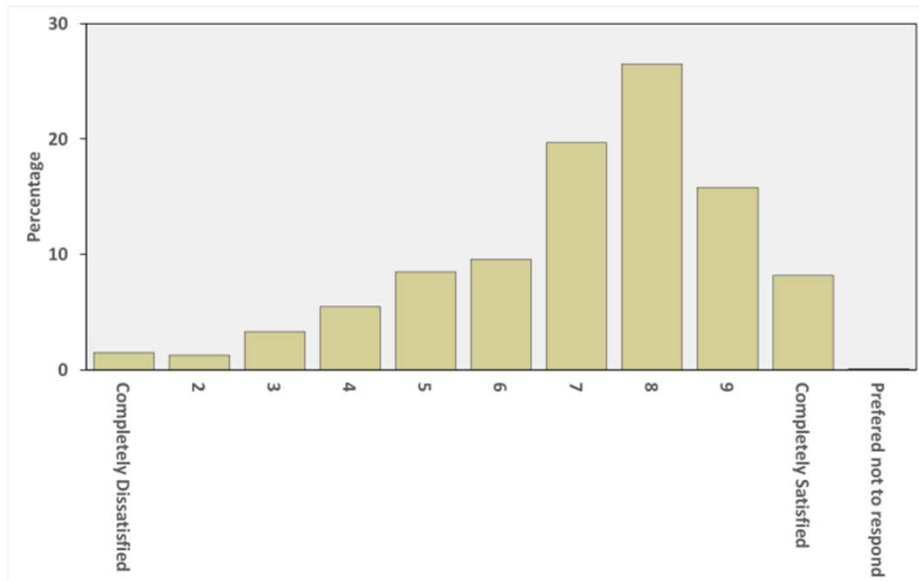
Graph 2.2. Self-Rated Life Satisfaction (%) – Wave 2



Note. N (Wave 2): 2,081. Mean: 8.09. Standard deviation: 5.89.

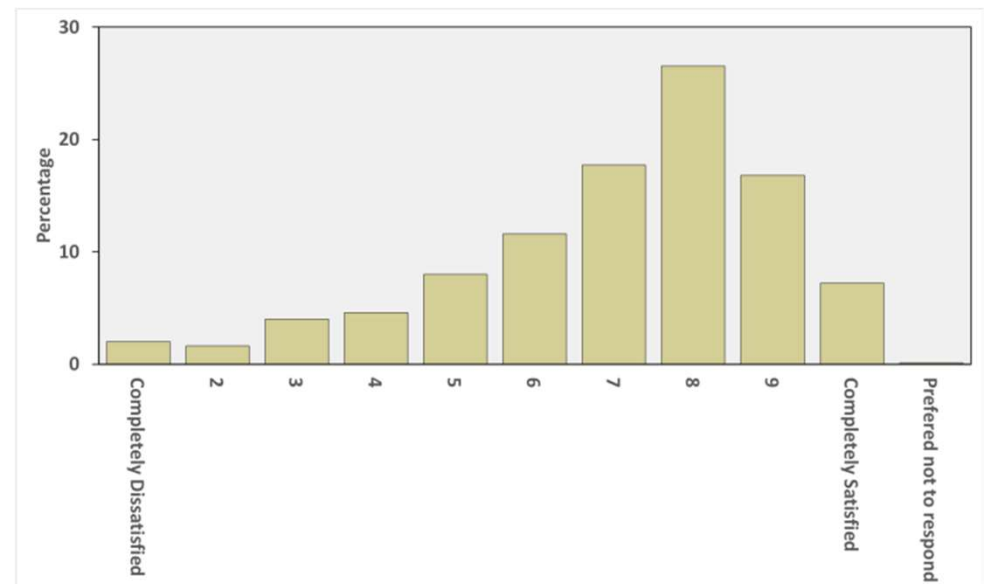
Subjective Well-Being

Graph 2.3. Self-Rated Health Satisfaction (%) – Wave 1



Note. N (Wave 1): 2,081. Mean: 7.17. Standard deviation: 2.98.

Graph 2.4. Self-Rated Health Satisfaction (%) – Wave 2



Note. N (Wave 2): 2,081. Mean: 7.11. Standard deviation: 3.23.

Longitudinal Study Wave 2: Summary of results in Finland

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Age and Gender

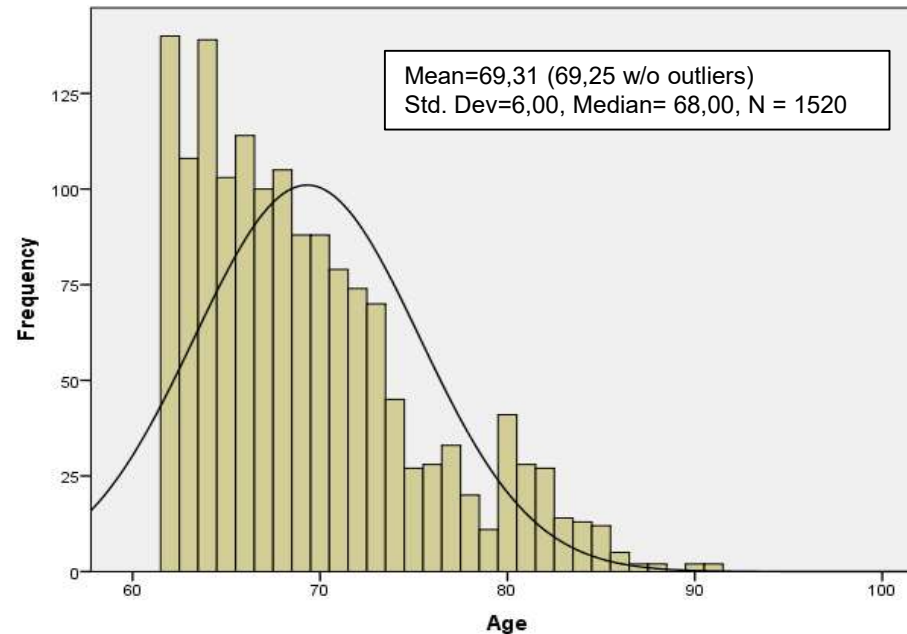


Table 3.1. Age Groups and Gender (%)

Age group	Woman	Man	Total
	Wave 2	Wave 2	Wave 2
60-69	29.9	29.1	59.0
70-79	15.9	15.3	31.3
80+	3.1	6.6	9.7
Total	48.9	51.1	100

Note. N (Wave 2): 1,520.

Marital Status and Parenthood

Table 3.2. Marital Status and Parenthood (%)

Marital status	No children	With children	Total
	Wave 2	Wave 2	Wave 2
Single	9.4	1.6	11.0
Married	33.4	32.7	66.1
Divorced	3.1	9.3	12.4
Widowed	4.2	6.3	10.4
Total	50.1	49.9	100

Note. N (Wave 2): 1,487.

Grandparenthood

Table 3.3. Number of Grandchildren¹ (%)

Number of grandchildren	Total
	Wave 2
No grandchildren	63.6
1 grandchild	4.6
2 grandchildren	9.6
3 grandchildren	6.3
4 grandchildren	4.3
5 grandchildren	3.5
6+ grandchildren	8.0
Total	100

Note. N (Wave 2): 740. ¹ Question only shown to respondents who reported having children (see Table 3.2).

Table 3.4. Cohabitation with Offspring¹ (%)

Number of cohabitants ²	Total
	Wave 2
No cohabitation ³	92.9
Children ⁴	
1 child	77.1
2 children	20.8
3+ children	2.1
Total	100
Grandchildren ⁵	
1 grandchild	100
2 grandchildren	0.0
3+ grandchildren	0.0
Total	100

Note. ¹ Question only shown to respondents who reported having children (see Table 3.2) ² Non-exclusive categories. ³ N: 742. ⁴ N: 739. ⁵ N: 2.

Education

Table 3.5. Educational Attainment (%)

Educational level	Total
	Wave 2
Primary or less (up to 8-9 years of education)	16.3
Secondary (between 10 and 14 years of education)	45.6
Tertiary (15 years of education or more)	36.6
Don't know	1.5
Total	100

Note. N (Wave 2): 1,520.

Income

Table 3.6. Monthly Personal Income Compared to National Average (%)

Income level	Total
	Wave 2
Above the average (A lot above + Slightly above)	33.1
Similar to the average	15.0
Below the average (A lot below + Slightly below)	38.1
Unreported (Don't know + Prefer not to respond)	13.8
Total	100

Note. N (Wave 2): 1,520.

Employment Status

Table 3.7. Employment Status (%)

Employment status ¹	Total
	Wave 2
Active	10.9
Employed	9.7
Full-time	7.1
Part-time	2.6
Unemployed	1.3
Inactive	87.6
Retired	87.4
Unpaid work (housework, volunteer, community service)	0.3
Other	1.2
Don't know	0.3

Note. N (Wave 2): 1,520. ¹ Non-exclusive categories.

Size of Residency Area

Table 3.8. Size of Residency Area (%)

Residency area	Total
	Wave 2
Big urban conglomerates	44.2
A big city	25.3
The suburbs of a big city	18.9
A town or small city	35.7
Country	19.0
A country village	13.8
A farm or home in the countryside	5.2
Don't know	1.1
Total	100

Note. N (Wave 2): 1,520.

Media Usage

Table 3.9. Media Used the Previous Day

Activity ²	Total (%)	Time spent (hh:mm) ¹
	Wave 2	Wave 2
Watched television on a TV set	89.5	03:02
Watched television on a computer	15.8	01:25
Watched television on a mobile phone	3.1	00:46
Listened to radio on a radio set	60.1	02:43
Listened to radio on computer	5.3	02:31
Listened to radio on mobile phone	2.8	01:06
Read newspapers or magazines in the printed version	75.5	01:12
Read newspapers or magazines on the Internet	49.5	00:44
Read books in the printed version	43.1	01:21
Read books in the electronic version	1.9	00:54
Listened to audiobooks	2.7	01:37

Note. N (Wave 2): 1,520. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. ² Non-exclusive categories.

Age, Gender, Marital status, Parenthood and Grandparenthood

- Over half of the respondents (59.0%) belong to the age group 60 to 69.
- 48.9% of the respondents are females, 51.1% males.
- Majority of the respondents (66.1%) are married.
- Half of the respondents (49.9%) have children.
- Majority have no grandchildren (25.3%), no cohabitation with offspring (93.2%).

Education, Income, Employment status, Size of Residency Area

- Majority of the respondents have secondary education (45.6%), evaluate their income level as below average (38.1%), are retired (87.4%) and live in big urban conglomerates (44.2%).

Media Usage

- Watching television on a TV set is the most frequent media activity (89.5%, average time 3 hours 2 minutes per day).

Print Newspapers

Table 3.10. Print Newspaper Usage (%)

Type of print newspaper ¹	Total
	Wave 2
National daily newspapers	38.5
Local daily newspapers	54.5
International daily newspapers	1.6
Weekly newspapers (local or national)	41.2
Free newspapers (local or national)	71.9
Magazines and periodicals (weekly or monthly)	56.7
I never read print newspapers	5.3

Note. N (Wave 2): 1,520. ¹ Non-exclusive categories.

Media Players

Table 3.11. Media Player Usage (%)

Type of media player ¹	Total
	Wave 2
MP3 player	3.2
Video recorder (VHS)	9.1
DVD player (including Blu-ray players)	25.3
TV box with internet access	18.1
Wi-Fi radio	8.2
Hard disc recorder	22.3
CD player	40.8
None of the above	35.9

Note. N (Wave 2): 1,520. ¹ Non-exclusive categories.

Media Players Usage

Table 3.12. Media Players Used the Previous Day

Type of media player	Total (%)	Time spent (hh:mm) ¹
	Wave 2	Wave 2
MP3, CD player, or Wi-Fi radio	14.7	01:20
Video, DVD, TV box, or hard disk recordings	21.8	01:47

Note. N (Wave 2): 1,520. ¹ Average time without outliers, calculated for those who used the medium the previous day.

Print Newspapers Usage (%)

- Free newspapers (local or national) (71.9%) are the most frequently used print media.
- International daily newspapers (1.6%) are the least frequently used print media.

Media Player Usage (%)

- CD player (40.8%) is the most frequently used media player.
- MP3 player (3.2%) is the least frequently used media player.

Media Players Used the Previous Day (%)

- Video, DVD, TV box, or hard disk recordings are more frequently used on the previous day (21.8%) than MP3, CD player or Wi-Fi radio (14.7%).

Telephone

Table 3.13. Telephone Available in Household (%)

Type of telephone ¹	Total
	Wave 2
Landline phone	7.9
Mobile phone (cell phone)	96.6
Internet applications that allow for voice conversation (VoIP)	46.2
None of the above	0.1

Note. N (Wave 2): 1,520. ¹ Non-exclusive categories.

Mobile Phone Features

Table 3.14. Mobile Phone Features Used¹ (%)

Mobile phone feature ²	Total
	Wave 2
Alarm clock and reminders	68.1
Calendar	46.8
Download apps	23.0
E-mail	57.2
Games (Wordfeud, Angry Birds ...)	6.4
GPS and maps	45.5
Instant messaging (WhatsApp ...)	53.2
Listen to podcasts	3.3
Listen to radio	14.9
MMS (sending images or sound)	53.5

(continued)

Mobile Phone Features

Table 3.14. Mobile Phone Features Used¹ (%) (continued)

Mobile phone feature ²	Total
	Wave 2
Ordinary voice calls	80.4
Record video	22.3
SMS (sending texts)	89.7
Social network sites (Facebook, LinkedIn ...)	33.0
Take photographs	77.7
Use phone as music player	9.5
Visit websites via apps	27.7
Visit websites via browser	49.1
Watch TV or video (YouTube ...)	22.7

Note. N (Wave 2): 1,468. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 3.13). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 3.15. Purposes of Mobile Phone Use¹ (%)

Type of purpose ²	Total
	Wave 2
Contact with family	83.9
Contact with friends	87.6
School or education	2.4
Work	12.3
Other	11.3

Note. N (Wave 2): 1,468. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 3.13). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 3.16. Type of Feature Used the Previous Day¹

Type of feature	Total (%)	Number of times (<i>M</i>) ²
	Wave 2	Wave 2
Ordinary voice calls (sent and received)	77.1	3.5
Text, image, sound and/or video message (sent)	51.1	3.9

Note. N (Wave 2): 1,468. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 3.13). ² Average number of times excluding outliers, calculated for those who used the medium the previous day.

Telephone Available in Household (%)

- Mobile phones (cell phone) are available in a majority of households (96.6%).
- Landline phones are available in a few households only (7.9%).

Mobile Phone Features (%)

- SMS (sending texts) (89.7%), ordinary voice calls (80.4%) and taking photographs (77.7%) are the most frequently used mobile phone features.
- Listening to podcasts (3.3%), playing games (6.4%) and using phone as a music player (9.5%) are the least frequently used mobile phone features.

Mobile Phone Purpose of Use (%)

- Contact with friends (87.6%) and family (83.9%) are the most frequent purposes of mobile phone use.
- Ordinary voice calls (77.1%) are more frequent purposes of mobile phone than sending texts, images or sound (51.1%).

Places of Media Usage

Table 3.17. Places of Media Use (%)

Place ¹	Read print newspaper	Listen to radio ²	Watch TV ³	Internet
	Wave 2	Wave 2	Wave 2	Wave 2
At home				
In the living room	52.4	40.9	84.8	52.8
In the bedroom	13.9	20.8	17.8	28.5
In other places	48.2	41.1	18.0	58.9
At friends or family	7.6	3.1	8.7	9.7
At work	3.7	4.2	0.8	8.8
At place of study	0.2	0.1	0.1	0.8
During transport	15.3	40.3	3.5	27.8
In public places	20.3	4.1	2.4	13.1
Other places	7.5	16.8	4.5	7.8
I never use this medium ⁴	4.3	7.4	1.4	---

Note. N (Wave 2): 1,520. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

Places of Media Use

- Home is the most common place for media use in reading print newspapers, listening to radio, watching TV and using the internet.
- Print newspapers are read most frequently in the living room (52.4%) or in other places at home (48.2%).
- Radio is listened most frequently in the living room (40.9%) or other places at home (41.1%) or during transport (40.3%).
- Television is watched most frequently in the living room (84.8%).
- Internet is used most frequently in the living room (52.8%), in other places at home (58.9%) or during transport (27.8%).
- At friends or family, at work or at place of study are the least common places for media use.

Internet Usage

Table 3.18. Internet Used the Previous Day

Activity	Total (%)	Time spent (hh:mm) ¹
	Wave 2	Wave 2
Getting news	67.4	00:50
Writing and reading e-mails	76.0	00:30
Downloading music, films, or podcasts	2.9	01:16
Playing computer games online	17.8	01:05
Using social network sites (Facebook, LinkedIn ...)	46.9	00:41
Using chat programs (Skype, WhatsApp ...)	31.3	00:22
Reading entries at debate sites, blogs ...	19.6	00:27
Writing entries at debate sites, blogs ...	7.3	00:22
Online shopping, banking, travel reservations ...	20.7	00:24
Using websites concerning my interests or hobbies	35.0	00:40
Other	4.9	01:06

Note. N (Wave 2): 1,520. ¹ Average time excluding outliers, calculated for those who used the medium the previous day.

Internet Usage on the Previous Day

- Writing and reading e-mails is the most frequent internet activity (76.0%).
- Other frequent internet activities are getting news (67.4%) and using social networking sites (46.9%).
- Downloading music, films or podcasts is the least frequent internet activity (2.9%), as well as writing entries at debate sites (7.3%).

Time Spent with Internet on the Previous Day

- Respondents spent most time downloading music, films or podcasts (1 hour 16 min per day) or playing computer games online (1 hour 5 min per day).

Media Usage in Everyday Life

Table 3.19. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes in a Party or Dinner¹ (%)

Means of contact ²	Contact old acquaintance	Change of date for a party/dinner
	Wave 2	Wave 2
Text, voice or video message via mobile phone	51.3	78.4
Phone call	78.6	91.9
Social network site	29.9	13.6
Posting a letter	30.5	10.1
Email	81.1	87.5
Other	5.2	4.8
Don't know	7.8	4.5

Note. N (Wave 2): 1,520. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 3.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%)

Activity ²	Few hours of free time
	Wave 2
Send messages (text or video) via mobile phone to friends or family	14.7
Call friends or family on the phone	34.6
Chat online via a computer with friends or family	1.2
Write emails to friends or family	14.3
Meet friends or family	26.9
Use social network sites (Facebook, LinkedIn ...)	20.5
Read printed books, newspapers, or magazines (on paper)	54.7
Visit websites	23.7

(continued)

Media Usage in Everyday Life

Table 3.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) (continued)

Activity ²	Few hours of free time
	Wave 2
Watch video or DVD	3.9
Listen to music on CD, MP3, or similar	4.4
Listen to radio	29.5
Watch TV	59.2
Other	3.1
Don't know	3.1

Note. N (Wave 2): 1,520. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 3.21. Most Likely Actions Taken to Get Important Information Quickly¹ (%)

Actions ²	Get important information
	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	21.2
Call someone who is likely to have this information	43.3
Send an email to someone who is likely to have this information	20.6
Use social network sites (Facebook, LinkedIn ...)	26.6
Use a computer-based chat program (Skype ...)	3.2
Check websites	84.2
Turn on TV or radio	76.4
Other	7.8
Don't know	5.6

Note. N (Wave 2): 1,520. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 3.22. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%)

Actions ²	Retrieve factual information
	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	18.9
Call someone who is likely to have this information	39.2
Send an email to someone who is likely to have this information	24.4
Use social network sites (Facebook, LinkedIn ...)	13.3
Use a computer-based chat program (Skype ...)	2.0
Look it up in a printed encyclopedia	32.6
Look it up via Google or other search engines	88.1
Look it up at a specific website (Wikipedia ...)	65.6
Other	2.8
Don't know	4.3

Note. N (Wave 2): 1,520. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 3.23. Most Likely Actions Taken to Ask for Help with Home Chores¹ (%)

Actions ²	Ask help with home chores
	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to give help	54.7
Call someone who is likely to give help	85.5
Send an email to someone who is likely to give help	43.7
Use a computer-based chat program (Skype ...)	3.1
Meet someone who is likely to give help	49.5
Use social network sites (Facebook ...)	11.4
Check websites	19.9
Other	4.5
Don't know	91

Note. N (Wave 2): 1,520. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 3.24. Most Likely Actions Taken to Ask for Help when Sick with the Flu¹ (%)

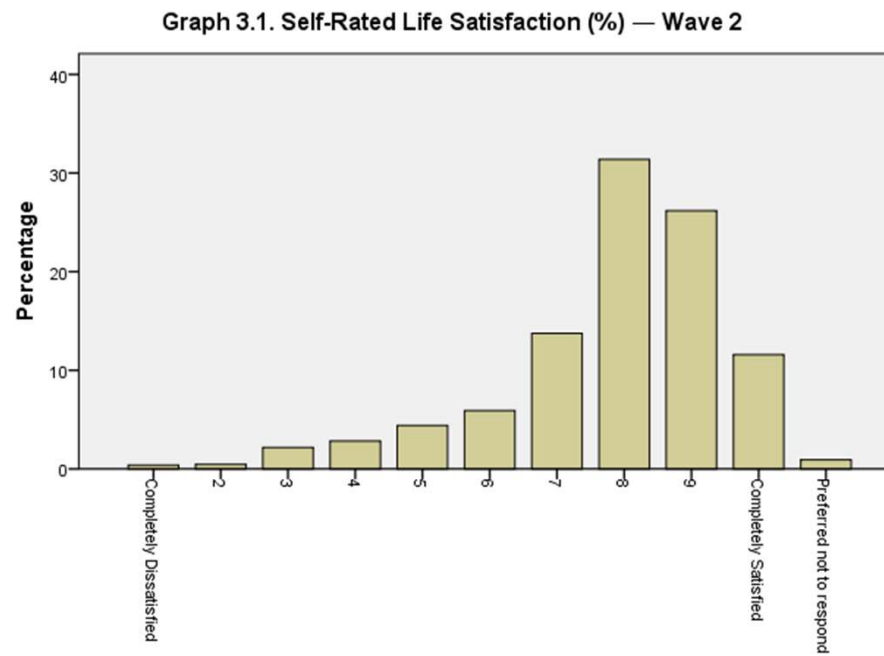
Actions ²	Ask help when sick with the flu
	Wave 2
Send messages (text or video) via mobile phone to friends or family	77.1
Call friends or family on the phone	88.9
Chat online via a computer with friends or family (Skype ...)	10.6
Write emails to friends or family	60.4
Meet friends or family	17.0
Use social network sites (Facebook ...)	13.4
Other	5.4
Don't know	9.1

Note. N (Wave 2): 1,520. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

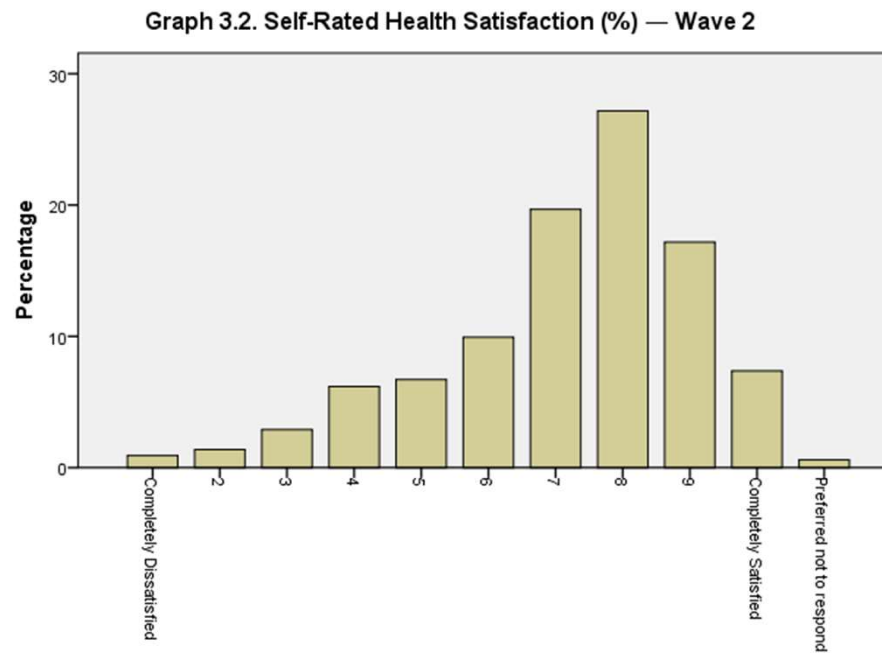
- Email (81.1%) and phone call (78.6%) are the most likely means of contact.
- Reading printed books, newspapers, or magazines (on paper) (54.7%) is the most likely activity engaged with in a few hours of free time.
- Checking websites (84.2%) and turning on TV or radio (76.4%) are the most likely actions taken to get important information quickly.
- Looking it up via Google or other search engines (88.1%) is the most likely action taken to retrieve factual information about an issue.
- Calling someone who is likely to give help (85.5%) is the most likely action taken to ask for help with home chores.
- Calling friends or family on the phone (88.9%) is the most likely action taken to ask for help when sick with the flu.

Subjective Well-Being



Note. N (Wave 2): 1,520. Mean: 7.86. Standard deviation: 1.71.

Subjective Well-Being



Note. N (Wave 2): 1,520. Mean: 7.20. Standard deviation: 1.93.

Longitudinal Study Wave 2: Summary of results in Israel

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Age and Gender

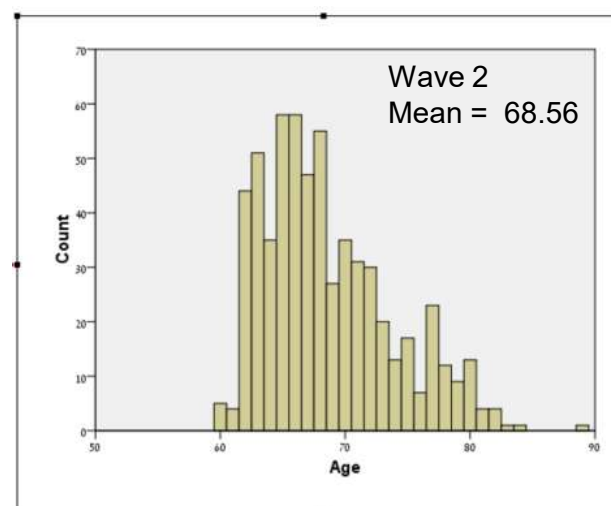
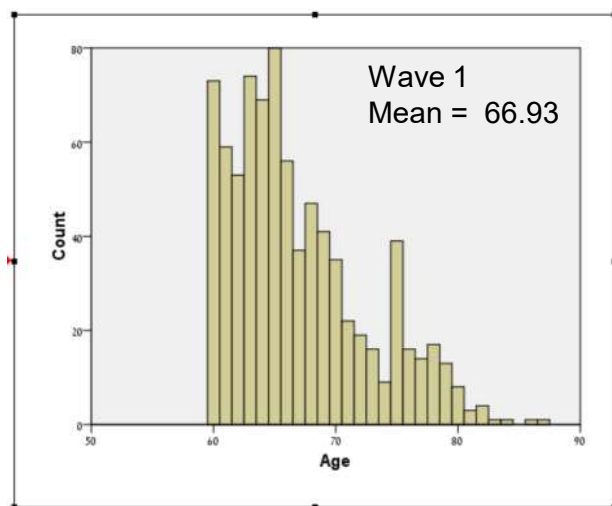


Table 4.1. Age Groups and Gender (%) — Samples' Data

Age group	Woman		Man		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
60-69	35.0	33.6	37.9	29.9	72.9	63.5
70-79	14.0	14.5	10.8	18.0	24.8	32.5
80+	1.1	0.7	1.2	3.3	2.4	4.0
Total	50.1	48.8	49.9	52.2	100	100

Note. N (Wave 1): 808; N (Wave 2): 605.

Marital Status and Parenthood

Table 4.2. Marital Status and Parenthood (%) — Samples' Data

Marital status	No children		With children		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Single	2.5	1.7	0.5	0.2	3.0	1.9
Married	4.5	4.0	68.1	69.8	72.5	73.8
Divorced	4.0	3.8	11.7	12.1	15.7	15.9
Widowed	1.9	1.2	6.9	7.3	8.8	8.5
Total	12.9	10.7	87.2	89.4	100	100

Note. N (Wave 1): 808; N (Wave 2): 603.

Grandparenthood

Table 4.3. Number of Grandchildren¹ (%) — Samples' Data

Number of grandchildren	Total
	Wave 2 ²
No grandchildren	12.7
1 grandchild	64.2
2 grandchildren	3.9
3 grandchildren	2.8
4 grandchildren	3.0
5 grandchildren	1.5
6+ grandchildren	11.9
Total	100

Note. N (Wave 2): 539. ¹ Question only shown to respondents who reported having children (see Table 4.2). ² Question not asked in Wave 1.

Table 4.4. Cohabitation with Offspring¹ (%) — Samples' Data

Number of cohabitants ²	Total
	Wave 2 ³
No cohabitation ⁴	79.6
Children ⁵	
1 child	64.0
2 children	26.0
3+ children	10.0
Total	100
Grandchildren ⁶	
1 grandchild	64.0
2 grandchildren	27.0
3+ grandchildren	9.0
Total	100

Note. ¹ Question only shown to respondents who reported having children (see Table 4.2). ² Non-exclusive categories. ³ Question not asked in Wave 1. ⁴ N: 429. ⁵ N: 104. ⁶ N: 11.

Education

Table 4.5. Educational Attainment (%) — Samples' Data

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	2.1	1.8
Secondary (between 10 and 14 years of education)	52.2	51.4
Tertiary (15 years of education or more)	45.1	46.8
Don't know	0.2	0
Total	100	100

Note. N (Wave 1): 808; N (Wave 2): 600.

Income

Table 4.6. Monthly Personal Income Compared to National Average (%) — Samples' Data

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	42.3	39.4
Similar to the average	23.8	24.3
Below the average (A lot below + Slightly below)	24.7	27.5
Unreported (Don't know + Prefer not to respond)	9.2	8.8
Total	100	100

Note. N (Wave 1): 808; N (Wave 2): 602.

Employment Status

Table 4.7. Employment Status (%) — Samples' Data

Employment status ¹	Total	
	Wave 1	Wave 2
Active	43.8	34.3
Employed	41.2	33.0
Full-time	24.8	18.9
Part-time	16.4	14.1
Unemployed	2.6	1.3
Inactive	57.6	65.4
Retired	52.5	61.8
Unpaid work (housework, volunteer, community service)	2.1	3.6
Don't know	0.5	0.3

Note. N (Wave 1): 808; N (Wave 2): 604. ¹ Non-exclusive categories.

Size of Residency Area

Table 4.8. Size of Residency Area (%) — Samples' Data

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	60.6	61.6
A big city	52.7	53.4
The suburbs of a big city	7.9	8.2
A town or small city	23.5	23.5
Country	15.0	14.7
A country village	15.0	14.7
A farm or home in the countryside	0.0	0.0
Don't know	0.9	0.3
Total	100	100

Note. N (Wave 1): 808; N (Wave 2): 604.

The sample in 2018 was older and had higher rates of retirees.

As expected, the mean age of the study participants increased and the rate of respondents in their 70s was higher.

There was also an increase in the rate of retirees, and similar decrease in the rate of employed individuals.

- Some participants retired between the two waves.

Media Usage

Table 4.9. Media Used the Previous Day — Panel Data

Activity ²	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Watched television on a TV set	89.0	90.5	3:14	3:15
Watched television on a computer	23.9	46.2	1:55	1:26
Watched television on a mobile phone	11.4	38.9	0:47	0:43
Listened to radio on a radio set	67.7	69.4	2:18	2:22
Listened to radio on computer	18.7	38.1	1:59	1:24
Listened to radio on mobile phone	11.6	37.5	1:18	0:44
Read newspapers or magazines in the printed version	78.9	77.5	1:16	1:17
Read newspapers or magazines on the Internet	57.0	57.2	0:52	0:53
Read books in the printed version	44.8	45.0	1:39	1:40
Read books in the electronic version	5.7	30.4	1:19	0:40
Listened to audiobooks	1.6	3.0	1:03	0:51

Note. N (Waves 1 and 2): 493. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. ² Non-exclusive categories.

The use of digital TV, Radio and books increased in 2018.

The use of traditional media was still dominant among the Israeli study participants and remained pretty stable in 2018 vs. 2016.

Simultaneously, however, the use of digital equivalents of traditional media increased.

- Significantly greater rate of participants reported watching TV and listening to the radio via computers or cell phones.
- Significantly greater rate of participants reported reading e-books.

New users of digital TV, radio and books were lighter users.

- The average reported use duration of these media was significantly lower in 2018 vs. 2016.

Print Newspapers

Table 4.10. Print Newspaper Usage (%) — Panel Data

Type of print newspaper ¹	Total	
	Wave 1	Wave 2
National daily newspapers	55.7	50.9
Local daily newspapers	34.4	31.2
International daily newspapers	1.7	2.1
Weekly newspapers (local or national)	36.2	31.4
Free newspapers (local or national)	66.3	61.5
Magazines and periodicals (weekly or monthly)	27.1	23.5
I never read print newspapers	10.4	12.6

Note. N (Waves 1 and 2): 605. ¹ Non-exclusive categories.

Media Players

Table 4.11. Media Player Usage (%) — Panel Data

Type of media player ¹	Total	
	Wave 1	Wave 2
MP3 player	13.2	10.9
Video recorder (VHS)	9.8	4.3
DVD player (including Blu-ray players)	17.0	10.7
TV box with internet access	17.0	19.2
Wi-Fi radio	11.1	11.9
Hard disc recorder	15.2	10.4
CD player	28.3	17.5
None of the above	43.6	51.2

Note. N (Waves 1 and 2): 605. ¹ Non-exclusive categories.

Media Players Usage

Table 4.12. Media Players Used the Previous Day — Panel Data

Type of media player	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
MP3, CD player, or Wi-Fi radio	21.5	19.1	1:40	2:01
Video, DVD, TV box, or hard disk recordings	21.0	18.5	1:50	2:00

Note. N (Waves 1 and 2): 493. ¹ Average time without outliers, calculated for those who used the medium the previous day.

The use of media players did not change between 2016 and 2018.

Only one-fifth of the sample reported using media players in the day before the survey.

Duration of use among users, however, was pretty high.

- About two hours in average.

Telephone

Table 4.13. Telephone Available in Household (%) — Panel Data

Type of telephone ¹	Total	
	Wave 1	Wave 2
Landline phone	92.1	87.4
Mobile phone (cell phone)	93.2	95.9
Internet applications that allow for voice conversation (VoIP)	42.1	33.6
None of the above	0.2	0.2

Note. N (Waves 1 and 2): 605. ¹ Non-exclusive categories.

Mobile Phone Features

Table 4.14. Mobile Phone Features Used¹ (%) — Panel Data

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Alarm clock and reminders	69.5	68.3
Calendar	56.7	62.6
Download apps	50.9	52.8
E-mail	68.1	72.8
Games (Wordfeud, Angry Birds ...)	29.8	31.7
GPS and maps	65.4	65.3
Instant messaging (WhatsApp ...)	71.8	73.4
Listen to podcasts	2.7	3.8
Listen to radio	19.5	19.3
MMS (sending images or sound)	41.3	37.8

(continued)

Mobile Phone Features

Table 4.14. Mobile Phone Features Used¹ (%) — Panel Data (continued)

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Ordinary voice calls	92.0	94.0
Record video	47.2	49.8
SMS (sending texts)	86.0	83.4
Social network sites (Facebook, LinkedIn ...)	50.9	56.0
Take photographs	82.6	84.3
Use phone as music player	24.3	25.9
Visit websites via apps	53.9	53.8
Visit websites via browser	62.2	61.4
Watch TV or video (YouTube ...)	25.0	25.7

Note. N (Wave 1): 564; N (Wave 2): 580. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 4.13). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 4.15. Purposes of Mobile Phone Use¹ (%) — Panel Data

Type of purpose ²	Total	
	Wave 1	Wave 2
Contact with family	96.8	96.9
Contact with friends	90.2	92.4
School or education	14.2	16.6
Work	41.8	41.2
Other		

Note. N (Wave 1): 564; N (Wave 2): 580. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 4.13). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 4.16. Type of Feature Used the Previous Day¹ — Panel Data

Type of feature	Total (%)		Number of times (<i>M</i>) ²	
	Wave 1	Wave 2	Wave 1	Wave 2
Ordinary voice calls (sent and received)	95.4	97.7	11.74	11.80
Text, image, sound and/or video message (sent)	80.9	82.2	11.22	11.58

Note. N (Wave 1): 564; N (Wave 2): 580. N (Wave 1): 564; N (Wave 2): 580. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 4.13). ² Average number of times excluding outliers, calculated for those who used the medium the previous day.

There were no significant changes in use of telephones between 2016 and 2018.

The majority of older Israeli Internet users owned a mobile phone in 2018.

They also made very diverse use of their mobile phones.

In addition to calling and texting, many reported using their phones for:

- Time management (calendars, alarms),
- Taking photos,
- Navigating,
- Visiting websites, and
- Sending and receiving Emails.

SMSs were still somewhat more common than instant messaging.

Places of Media Usage

Table 4.17. Places of Media Use (%) — Panel Data

Place ¹	Read print newspaper		Listen to radio ²		Watch TV ³		Internet	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
At home								
In the living room	71.9	73.1	45.8	45.3	86.4	85.6	48.4	53.6
In the bedroom	35.0	36.7	30.6	25.5	51.1	48.4	26.3	28.9
In other places	31.9	24.1	33.7	23.5	20.7	16.0	68.9	67.6
At friends or family	9.4	7.8	2.5	1.5	15.5	14.7	17.2	19.0
At work	11.7	13.6	10.4	11.1	2.0	2.0	30.7	28.3
At place of study	1.7	1.3	0.2	0.3	0.2	0.0	3.3	3.6
During transport	29.1	25.1	56.7	54.2	1.2	0.8	26.8	25.3
In public places	30.2	27.8	6.9	4.6	6.9	6.3	27.8	32.2
Other places	1.2	3.6	2.3	5.0	0.0	1.2	1.3	2.8
I never use this medium ⁴	7.1	7.3	7.4	6.6	2.8	1.7	---	---

Note. N (Waves 1 and 2): 605. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

Places of media use did not change between 2016 and 2018.

Media were mostly used at home.

Among the out-of-home locations, transportation and public spaces were the most common.

Among the various media, the Internet was the most diversely used in terms of location.

Internet Usage

Table 4.18. Internet Used the Previous Day — Panel Data

Activity	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Getting news	65.1	56.6	0:46	0:59
Writing and reading e-mails	81.3	67.3	0:52	0:53
Downloading music, films, or podcasts	6.3	26.8	0:54	0:58
Playing computer games online	24.9	39.1	1:14	1:25
Using social network sites (Facebook, LinkedIn ...)	61.3	57.2	1:09	1:10
Using chat programs (Skype, WhatsApp ...)	64.3	61.6	0:44	0:47
Reading entries at debate sites, blogs ...	23.1	35.3	0:42	0:42
Writing entries at debate sites, blogs ...	10.7	28.7	0:40	0:41
Online shopping, banking, travel reservations ...	27.4	24.4	0:42	0:17
Using websites concerning my interests or hobbies	40.6	19.4	0:56	1:03
Other	11.8	4.5	1:02	0:56

Note. N (Waves 1 and 2): 493. ¹ Average time excluding outliers, calculated for those who used the medium the previous day.

Some significant changes in Internet use were noted.

Between 2016 and 2018 there was a significant decrease in the reported *rates* of use of emails, online news, websites of interest and ‘other’.

Simultaneously, there was a significant increase in the rates of users who reported downloading content, playing games, and reading and writing entries in debate sites.

Email and chat programs were still the most common uses.

***Duration* of use among users did not significantly change.**

Social networking and games were still the most time consuming.

Media Usage in Everyday Life

Table 4.19. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes in a Party or Dinner¹ (%) — Panel Data

Means of contact ²	Contact old acquaintance		Change of date for a party/dinner	
	Wave 1	Wave 2	Wave 1	Wave 2
Text, voice or video message via mobile phone	50.1	49.4	70.9	69.8
Phone call	80.2	82.8	81.2	82.3
Social network site	28.8	26.9	19.5	18.7
Posting a letter	5.1	3.3	1.0	2.1
Email	62.3	53.9	57.7	45.4
Other	1.5	1.2	0.3	1.7
Don't know	1.8	1.7	2.0	1.7

Note. N (Waves 1 and 2): 605. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 4.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Send messages (text or video) via mobile phone to friends or family	17.2	18.3
Call friends or family on the phone	28.6	29.4
Chat online via a computer with friends or family	4.8	4.0
Write emails to friends or family	18.2	16.7
Meet friends or family	28.9	29.1
Use social network sites (Facebook, LinkedIn ...)	25.5	23.6
Read printed books, newspapers, or magazines (on paper)	38.7	35.9
Visit websites	36.2	32.6

(continued)

Media Usage in Everyday Life

Table 4.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data (continued)

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Watch video or DVD	5.8	3.1
Listen to music on CD, MP3, or similar	4.3	3.8
Listen to radio	19.0	20.2
Watch TV	53.9	56.4
Other	2.3	4.0
Don't know	1.8	2.1

Note. N (Waves 1 and 2): 605. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 4.21. Most Likely Actions Taken to Get Important Information Quickly¹ (%) — Panel Data

Actions ²	Get important information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	13.7	16.5
Call someone who is likely to have this information	29.4	25.8
Send an email to someone who is likely to have this information	12.1	10.7
Use social network sites (Facebook, LinkedIn ...)	27.8	26.3
Use a computer-based chat program (Skype ...)	5.6	2.0
Check websites	82.1	79.8
Turn on TV or radio	54.9	55.9
Other	0.2	1.0
Don't know	2.0	2.6

Note. N (Waves 1 and 2): 605. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 4.22. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%) — Panel Data

Actions ²	Retrieve factual information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	13.9	17.4
Call someone who is likely to have this information	26.6	25.0
Send an email to someone who is likely to have this information	11.1	8.8
Use social network sites (Facebook, LinkedIn ...)	12.6	12.2
Use a computer-based chat program (Skype ...)	3.6	2.0
Look it up in a printed encyclopedia	12.2	11.4
Look it up via Google or other search engines	83.3	77.9
Look it up at a specific website (Wikipedia ...)	63.0	57.7
Other	0.3	0.5
Don't know	2.8	4.1

Note. N (Waves 1 and 2): 605. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 4.23. Most Likely Actions Taken to Ask for Help with Home Chores¹ (%) — Panel Data

Actions ²	Ask help with home chores
	Wave 2 ³
Send text, voice or video message via mobile phone to someone who is likely to give help	30.1
Call someone who is likely to give help	74.4
Send an email to someone who is likely to give help	12.1
Use a computer-based chat program (Skype ...)	4.0
Meet someone who is likely to give help	38.2
Use social network sites (Facebook ...)	7.9
Check websites	24.3
Other	5.8
Don't know	4.1

Note. N (Waves 1 and 2): 605. ¹ Respondents had to select three options. ² Non-exclusive categories. ³ Question not asked in Wave 1.

Media Usage in Everyday Life

Table 4.24. Most Likely Actions Taken to Ask for Help when Sick with the Flu¹ (%) — Panel Data

Actions ²	Ask help when sick with the flu
	Wave 2 ³
Send messages (text or video) via mobile phone to friends or family	44.8
Call friends or family on the phone	82.6
Chat online via a computer with friends or family (Skype ...)	5.6
Write emails to friends or family	18.8
Meet friends or family	31.2
Use social network sites (Facebook ...)	5.1
Other	3.5
Don't know	4.3

Note. N (Waves 1 and 2): 605. ¹ Respondents had to select three options. ² Non-exclusive categories. ³ Question not asked in Wave 1.

No change in media preferences.

Study participants' media preferences in various conditions (free time, urgent & non-urgent need for information, urgent & non-urgent social need) did not change between 2016 and 2018.

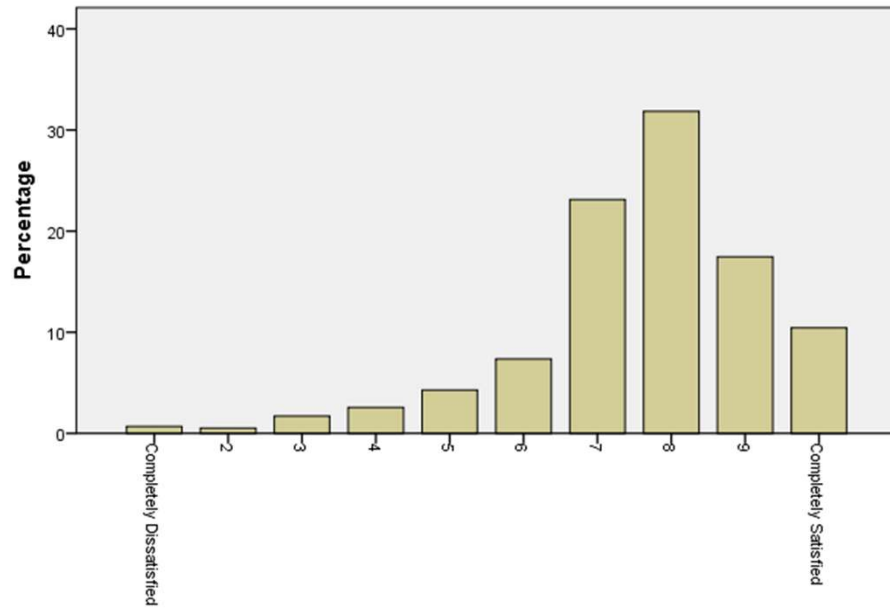
- The most preferred leisure activities were watching TV, reading books, and visiting websites.
- Web search was most dominant for information search.
- Phone calls were most dominant for social contact.

Phone calls were also the most preferred means for help seeking (urgent & non-urgent).

The sole change between 2016 and 2018 was a significant decline in the salience of email as a means for social contact.

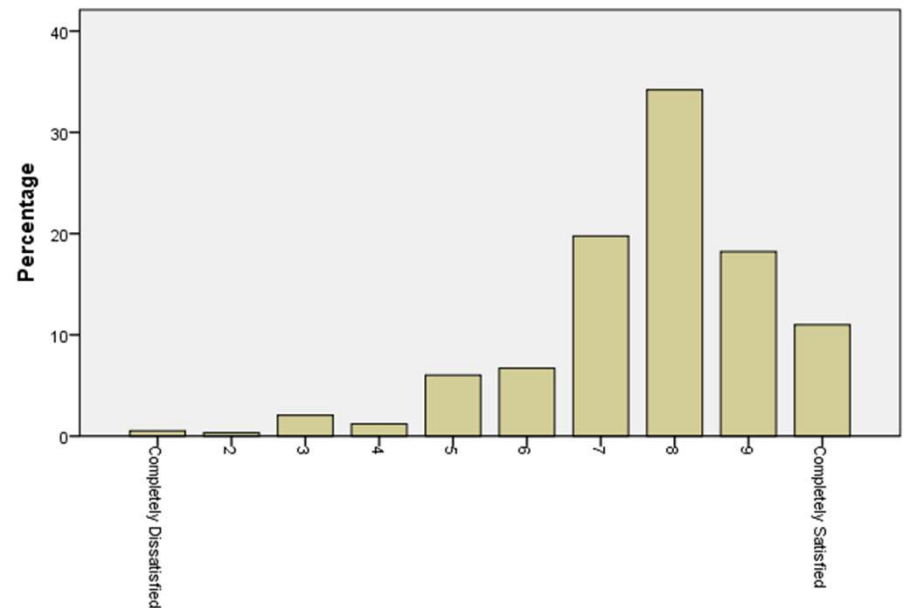
Subjective Well-Being

Graph 4.1 Self-Rated Life Satisfaction (%) — Wave 1



Note. N (Wave 1): 584. Mean: 7.61. Standard deviation: 1.65.

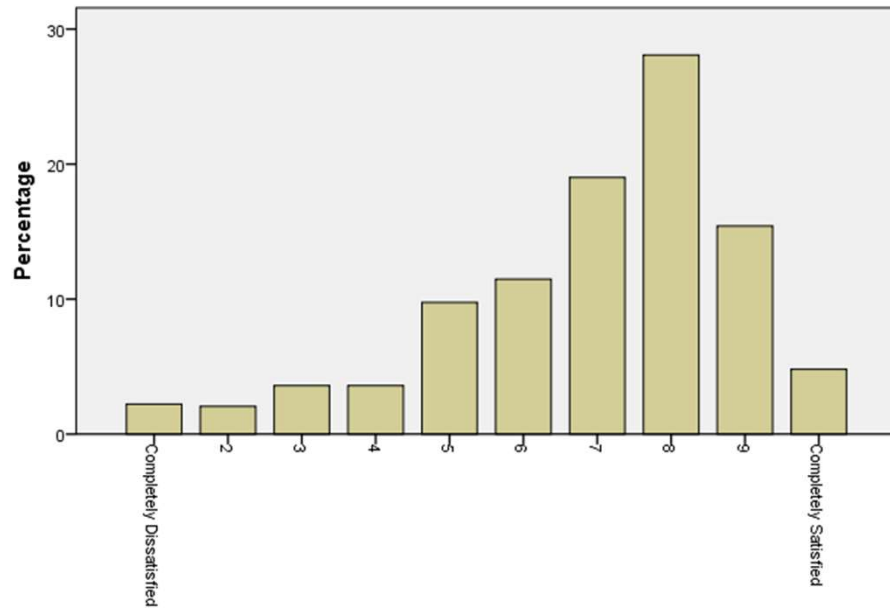
Graph 4.2 Self-Rated Life Satisfaction (%) — Wave 2



Note. N (Wave 2): 582. Mean: 7.68. Standard deviation: 1.62.

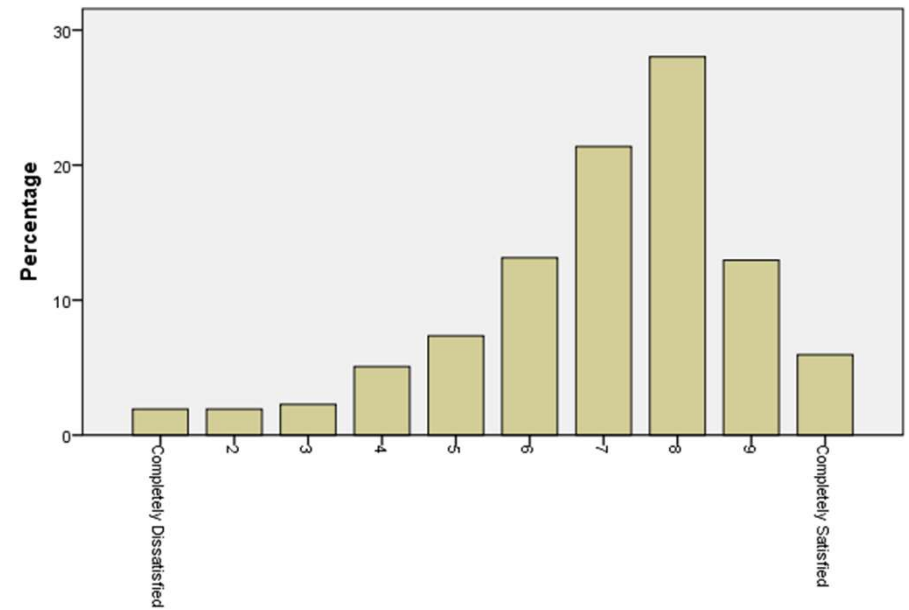
Subjective Well-Being

Graph 4.3 Self-Rated Health Satisfaction (%) — Wave 1



Note. N (Wave 1): 584. Mean: 6.93. Standard deviation: 2.01.

Graph 4.4 Self-Rated Health Satisfaction (%) — Wave 2



Note. N (Wave 2): 571. Mean: 6.98. Standard deviation: 1.94.

Summary

The media uses and preferences of older Israeli Internet users did not significantly change between 2016 and 2018.

The most significant changes were:

- increased use of digital TV, Radio and books;
- increased use of downloads, games, and debate sites;
- decreased use of emails, online news, websites of interest and ‘other’ Internet functions.

Two possible explanations for these changes:

- greater digital literacy – may explain the increase in relatively complex usages (e.g., downloads, debate sites);
- greater rate of retirees – may explain the decrease in the use of emails and the increase in leisure-oriented usages (e.g., games).

**Longitudinal Study Wave 2:
Summary of results in the Netherlands**

**Eugène Loos
(Universiteit Utrecht)**

Age and Gender

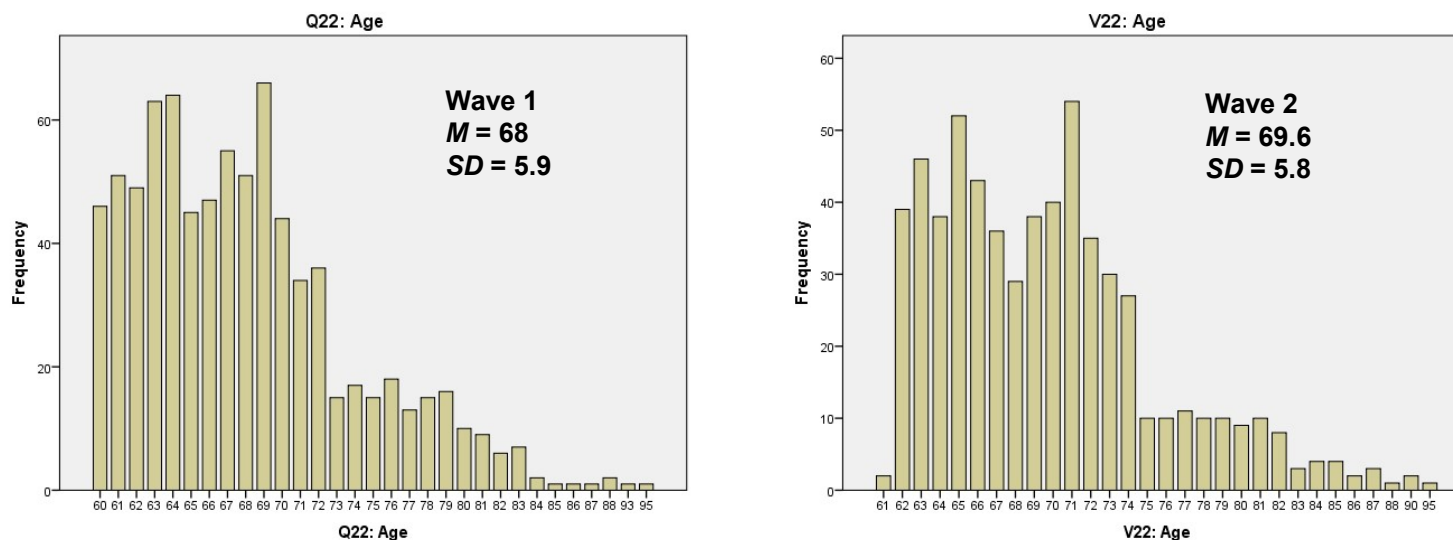


Table 5.1. Age Groups and Gender (%) — Samples' Data

Age group	Woman		Man		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
60-69	36.4	30.3	30.6	21.7	67	52
70-79	9.1	14.8	18.7	25.6	27.8	40.4
80+	1.7	2.6	3.5	5.0	5.2	7.6
Total	47.2	47.7	52.8	52.3	100	100

Note. N (Wave 1): 801; N (Wave 2): 598.

Marital Status and Parenthood

Table 5.2. Marital Status and Parenthood (%) — Samples' Data

Marital status	No children		With children		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Single	7.6	10.2	2.5	1.7	10.1	11.9
Married	13.4	11.5	58.4	58.9	71.8	70.4
Divorced	0.7	1.3	5.9	5.5	6.6	6.8
Widowed	2.9	2.5	8.2	8.2	11.1	10.7
No answer	--	--	--	--	0.4	0.2
Total	24.6	25.5	75	74.3	100	100

Note. N (Wave 1): 801; N (Wave 2): 598.

Grandparenthood

Table 5.3. Number of Grandchildren¹ (%) — Samples' Data

Number of grandchildren	Total
	Wave 2 ²
No grandchildren	38.1
1 grandchild	5.9
2 grandchildren	15.9
3 grandchildren	9.0
4 grandchildren	12.8
5 grandchildren	8.9
6+ grandchildren	9.4
Total	100

Note. N (Wave 2): 598. ¹ Question only shown to respondents who reported having children (see Table 5.2). ² Question not asked in Wave 1.

Table 5.4. Cohabitation with Offspring¹ (%) — Samples' Data

Number of cohabitants ²	Total
	Wave 2 ³
No cohabitation	95.5
Children	
1 child	0.3
2 children	0.5
3+ children	0.4
No answer	98.8
Total	100
Grandchildren	
1 grandchild	3.0
2 grandchildren	0.7
3+ grandchildren	0.4
No answer	95.9
Total	100

Note. N (Wave 2): 598. ¹ Question only shown to respondents who reported having children (see Table 5.2). ² Non-exclusive categories. ³ Question not asked in Wave 1.

Education

Table 5.5. Educational Attainment (%) — Samples' Data

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	12.1	13.9
Secondary (between 10 and 14 years of education)	56.8	54.2
Tertiary (15 years of education or more)	29.8	30.1
Don't know	1.3	1.8
Total	100	100

Note. N (Wave 1): 801; N (Wave 2): 598.

Income

Table 5.6. Monthly Personal Income Compared to National Average (%) — Samples' Data

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	28.2	26.9
Similar to the average	16.1	18.4
Below the average (A lot below + Slightly below)	32.6	33.1
Unreported (Don't know + Prefer not to respond)	23.1	21.6
Total	100	100

Note. N (Wave 1): 801; N (Wave 2): 598.

Employment Status

Table 5.7. Employment Status (%) — Samples' Data

Employment status ¹	Total	
	Wave 1	Wave 2
Active	19.6	12.1
Employed	14.8	9.9
Full-time	6.3	4.4
Part-time	8.5	5.5
Unemployed	4.8	2.2
Inactive	74.0	78.7
Retired	67.7	73.7
Unpaid work (housework, volunteer, community service)	6.3	5.0
Don't know + Other	6.4	9

Note. N (Wave 1): 801; N (Wave 2): 598. ¹ Non-exclusive categories.

Size of Residency Area

Table 5.8. Size of Residency Area (%) — Samples' Data

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	36.2	37.7
A big city	24.8	24.7
The suburbs of a big city	11.4	13.0
A town or small city	38.9	37.4
Countryside	24.5	24.2
A country village	22.0	21.6
A farm or home in the countryside	2.5	2.6
Don't know	0.4	0.5
No answer	--	0.2
Total	100	100

Note. N (Wave 1): 801; N (Wave 2): 598.

Socio-demographic changes in wave 2 of data collection.

Wave two (2018) study participants had a higher mean age, naturally reflecting the ageing of the group.

The 2018 group also comprised higher numbers of retired individuals, as some of the participants retired between waves.

More participants in wave two of data collection had an income that was similar to the average. There are no significant changes in the geography of habitation.

The addition of the question of grandparenthood in wave 2 revealed that roughly 62% of the participants have grandchildren.

Cohabitation with children or grandchildren is not a significant occurrence for this group. 95.5% did not live with children or grandchildren.

Media Usage

Table 5.9. Media Used the Previous Day — Panel Data

Activity ²	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Watched television on a TV set	93.1	95.0	3:41	3:38
Watched television on a computer	14.2	18.9	0:56	0:51
Watched television on a mobile phone	2.0	4.7	0:20	0:24
Listened to radio on a radio set	63.9	62.9	3:56	3:34
Listened to radio on computer	10.9	12.0	2:13	2:05
Listened to radio on mobile phone	3.8	5.7	0:48	1:09
Read newspapers or magazines in the printed version	68.9	69.2	0:74	1:16
Read newspapers or magazines on the Internet	44.0	46.8	0:53	0:48
Read books in the printed version	42.1	47.2	1:03	1:01
Read books in the electronic version	18.1	19.9	1:14	1:03
Listened to audiobooks	1.8	2.0	0:44	0:58

Note. N (Waves 1 and 2): 598. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. ² Non-exclusive categories.

Traditional media remained dominant between waves (2016 and 2018).

Traditional media, such as television, radio and printed books remained dominant.

Significant between-wave increase of using traditional media on the mobile phone and the computer.

- In wave two, more participants declared watching TV and listening to the radio on their mobile phone and on their computer, compared to 2016.

There are few significant changes in the duration of use for different media. Average daily duration of use remains consistent between waves.

- Compared to the first wave, in 2018 two participants spent more time listening to radio on their mobile phones, spent more time on average listening to audiobooks, and spent more time reading newspapers and print magazines.

Print Newspapers

Table 5.10. Print Newspaper Usage (%) — Panel Data

Type of print newspaper ¹	Total	
	Wave 1	Wave 2
National daily newspapers	44.6	41.0
Local daily newspapers	44.8	44.8
International daily newspapers	1.5	0.3
Weekly newspapers (local or national)	33.8	31.9
Free newspapers (local or national)	53.7	50.8
Magazines and periodicals (weekly or monthly)	41.6	38.3
I never read print newspapers	11.4	9.9

Note. N (Waves 1 and 2): 598. ¹ Non-exclusive categories.

Media Players

Table 5.11. Media Player Usage (%) — Panel Data

Type of media player ¹	Total	
	Wave 1	Wave 2
MP3 player	14.0	10.4
Video recorder (VHS)	10.5	6.9
DVD player (including Blu-ray players)	53.8	44.1
TV box with internet access	14.7	13.0
Wi-Fi radio	15.6	20.7
Hard disc recorder	42.8	38.3
CD player	61.2	48.5
None of the above	15.6	21.6

Note. N (Waves 1 and 2): 598. ¹ Non-exclusive categories.

Media Players Usage

Table 5.12. Media Players Used the Previous Day — Panel Data

Type of media player	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
MP3, CD player, or Wi-Fi radio	16.2	15.6	3:13	2:55
Video, DVD, TV box, or hard disk recordings	27.4	24.2	2:09	2:13

Note. N (Waves 1 and 2): 598. ¹ Average time without outliers, calculated for those who used the medium the previous day.

Decreased use of more traditional audio and audio-video media players between 2016 and 2018.

Reading of traditional print media such as newspapers and magazines has decreased moderately between waves.

The use of more traditional methods of consuming media content, such as through CD/DVD players, VHS players and MP3 players has significantly decreased in wave 2.

The average time of use for both video and audio media players has not changed significantly between waves.

Telephone

Table 5.13. Telephone Available in Household (%) — Panel Data

Type of telephone ¹	Total	
	Wave 1	Wave 2
Landline phone	94.3	91.3
Mobile phone (cell phone)	96.2	96.7
Internet applications that allow for voice conversation (VoIP)	37.0	19.7
None of the above	0.3	0.3

Note. N (Waves 1 and 2): 598. ¹ Non-exclusive categories.

Mobile Phone Features

Table 5.14. Mobile Phone Features Used¹ (%) — Panel Data

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Alarm clock and reminders	47.0	47.9
Calendar	42.2	47.0
Download apps	46.6	48.8
E-mail	56.0	60.1
Games (Wordfeud, Angry Birds ...)	21.9	23.7
GPS and maps	35.9	42.0
Instant messaging (WhatsApp ...)	57.2	58.7
Listen to podcasts	0.9	2.1
Listen to radio	8.7	10.6
MMS (sending images or sound)	8.8	6.5

(continued)

Mobile Phone Features

Table 5.14. Mobile Phone Features Used¹ (%) — Panel Data (continued)

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Ordinary voice calls	94.5	91
Record video	9.2	12.4
SMS (sending texts)	65.5	52.3
Social network sites (Facebook, LinkedIn ...)	36	38.9
Take photographs	76.1	80
Use phone as music player	8.5	13.6
Visit websites via apps	35.5	45.4
Visit websites via browser	42.6	48.4
Watch TV or video (YouTube ...)	13.3	17.3

Note. N (Waves 1 and 2): 566. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 5.13). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 5.15. Purposes of Mobile Phone Use¹ (%) — Panel Data

Type of purpose ²	Total	
	Wave 1	Wave 2
Contact with family	11.0	8.7
Contact with friends	0.4	0.4
School or education	79.3	81.8
Work	92.8	91.2
Other	11.0	12.4

Note. N (Waves 1 and 2): 566. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 5.13). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 5.16. Type of Feature Used the Previous Day¹ — Panel Data

Type of feature	Total (%)		Number of times (<i>M</i>) ²	
	Wave 1	Wave 2	Wave 1	Wave 2
Ordinary voice calls (sent and received)	46.8	49.8	3.24	2.85
Text, image, sound and/or video message (sent)	38.7	39.2	4.82	5.26

Note. N (Waves 1 and 2): 566. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 5.13). ² Average number of times excluding outliers, calculated for those who used the medium the previous day.

Mobile phone availability and functions used between waves.

The availability of telephones in the participants' households has not changed significantly.

- One notable exception is the decreased availability in the second wave of internet applications that allow for voice conversation (VoiP, e.g. Skype).

The same mobile phone functions were used predominantly between waves.

- In both waves, the most used function on the mobile phones (used by 60%-90% of participants) were ordinary voice call, taking photos, sending SMSs, instant messaging, and sending e-mail.
- A close second category of uses (employed by 45%-50% of participants) constituted using the alarm clock and reminders, downloading apps, and browsing the internet.

Places of Media Usage

Table 5.17. Places of Media Use (%) — Panel Data

Place ¹	Read print newspaper		Listen to radio ²		Watch TV ³		Internet	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
At home								
In the living room	80.8	77.8	71.6	67.7	96.0	95.0	86.1	87.5
In the bedroom	5.5	5.4	23.2	22.7	33.3	31.4	18.7	21.4
In other places	10.4	9.5	19.6	18.4	11.0	9.0	36.8	35.6
At friends or family	5.0	2.8	4.5	2.2	10.0	8.0	22.6	22.1
At work	2.2	2.5	7.0	4.7	0.3	0.2	14.2	8.9
At place of study	0.3	0.3	0.2	0.0	0.2	0.0	1.0	0.8
During transport	9.7	6.9	27.1	18.2	0.5	0.8	19.9	20.9
In public places	8.2	6.9	2.8	2.5	1.5	1.8	16.7	18.1
Other places	1.8	2.7	1.5	8.2	0.7	1.2	2.2	4.3
I never use this medium ⁴	11.2	11.7	8.9	10.2	1.0	0.7	--	--

Note. N (Waves 1 and 2): 598. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

Places of media use did not change significantly between waves.

The main place of media consumption remains the home.

- Most media are predominantly used in the living room and the bedroom.
- Listening to the radio, using the internet and reading the newspaper are also often done in other spaces of the house.

Outside of the house, the main place for media use is during transport and in public spaces, or while visiting friends and family.

- Reading newspapers in public spaces, at friends or family, and during transport has decreased.
- Listening to the radio at work, during transport or at friends and family has significantly decreased.
- Both these patterns could perhaps be correlated with the higher number of retirees in the second wave.

Internet Usage

Table 5.18. Internet Used the Previous Day — Panel Data

Activity	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Getting news	52.8	50.3	0:37	0:40
Writing and reading e-mails	81.3	79.8	0:42	0:36
Downloading music, films, or podcasts	2.8	3.5	1:07	0:37
Playing computer games online	36.3	42.0	1:29	1:24
Using social network sites (Facebook, LinkedIn ...)	53.8	54.7	0:52	0:46
Using chat programs (Skype, WhatsApp ...)	48.3	56.7	0:26	0:26
Reading entries at debate sites, blogs ...	11.2	10.5	0:31	0:24
Writing entries at debate sites, blogs ...	4.3	3.8	0:39	0:31
Online shopping, banking, travel reservations ...	43.6	47.5	0:34	0:27
Using websites concerning my interests or hobbies	38.1	39.6	0:48	0:53
Other	7.7	8.0	1:01	0:42

Note. N (Waves 1 and 2): 598. ¹Average time excluding outliers, calculated for those who used the medium the previous day.

Notable changes in internet use between waves.

Between 2016 and 2018 there was a significant increase in the reported rates of using chat programs and playing computer games online, online shopping, banking, travel reservations.

The most prominent uses of the internet, consistently between waves, are writing and reading e-mails, using social network sites, using chat programs, online shopping, banking, travel reservations, and accessing sites that concern one's own hobbies.

Duration of average use for each listed activity, did not change significantly. One notable exception is that, in wave 2 of data collection, study participants spent significantly less time downloading films, music or podcasts, than they had in wave 1.

Media Usage in Everyday Life

Table 5.19. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes to a Party or Dinner¹ (%) — Panel Data

Means of contact ²	Contact old acquaintance		Change of date for a party/dinner	
	Wave 1	Wave 2	Wave 1	Wave 2
Text, voice or video message via mobile phone	14.2	16.2	29.4	32.1
Phone call	68.9	68.7	89.8	85.3
Social network site	23.1	22.6	9.0	9.0
Posting a letter	22.9	20.2	9.4	6.4
Email	68.6	64.9	72.4	68.4
Other	2.8	2.8	1.5	6.7
Don't know	6.9	7.0	1.7	2.7

Note. N (Waves 1 and 2): 598. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 5.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Send messages (text or video) via mobile phone to friends or family	12.4	14.7
Call friends or family on the phone	17.7	19.6
Chat online via a computer with friends or family	4.3	3.7
Write emails to friends or family	14.4	13.5
Meet friends or family	26.8	24.4
Use social network sites (Facebook, LinkedIn ...)	19.9	21.1
Read printed books, newspapers, or magazines (on paper)	44.8	40.8
Visit websites	26.4	28.3

(continued)

Media Usage in Everyday Life

Table 5.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data (continued)

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Watch video or DVD	8.0	5.5
Listen to music on CD, MP3, or similar	8.0	7.2
Listen to radio	25.6	26.6
Watch TV	51.7	51.2
Other	3.5	2.8
Don't know	2.2	1.5

Note. N (Waves 1 and 2): 598. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 5.21. Most Likely Actions Taken to Get Important Information Quickly¹ (%) — Panel Data

Actions ²	Get important information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	5.9	6.2
Call someone who is likely to have this information	20.2	15.7
Send an email to someone who is likely to have this information	12.0	9.2
Use social network sites (Facebook, LinkedIn ...)	25.8	24.7
Use a computer-based chat program (Skype ...)	2.7	1.5
Check websites	68.1	67.6
Turn on TV or radio	72.9	69.2
Other	1.0	6.2
Don't know	5.2	5.9

Note. N (Waves 1 and 2): 598. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 5.22. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%) — Panel Data

Actions ²	Retrieve factual information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	5.5	4.3
Call someone who is likely to have this information	19.2	16.9
Send an email to someone who is likely to have this information	12.7	10.4
Use social network sites (Facebook, LinkedIn ...)	8.4	10.7
Use a computer-based chat program (Skype ...)	0.8	0.7
Look it up in a printed encyclopedia	12.5	9.7
Look it up via Google or other search engines	84.9	83.6
Look it up at a specific website (Wikipedia ...)	53.2	51.3
Other	0.0	1.3
Don't know	5.2	5.0

Note. N (Waves 1 and 2): 598. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 5.23. Most Likely Actions Taken to Ask for Help with Home Chores¹ (%) — Panel Data

Actions ²	Ask help with home chores
	Wave 2 ³
Send text, voice or video message via mobile phone to someone who is likely to give help	11.7
Call someone who is likely to give help	75.6
Send an email to someone who is likely to give help	20.7
Use a computer-based chat program (Skype ...)	1.3
Meet someone who is likely to give help	40.6
Use social network sites (Facebook ...)	3.0
Check websites	6.9
Other	13.0
Don't know	3.2

Note. N (Waves 1 and 2): 598. ¹ Respondents had to select three options. ² Non-exclusive categories. ³ Question not asked in Wave 1.

Media Usage in Everyday Life

Table 5.24. Most Likely Actions Taken to Ask for Help when Sick with the Flu¹ (%) — Panel Data

Actions ²	Ask help when sick with the flu
	Wave 2 ³
Send messages (text or video) via mobile phone to friends or family	16.9
Call friends or family on the phone	84.1
Chat online via a computer with friends or family (Skype ...)	4.8
Write emails to friends or family	24.2
Meet friends or family	14.0
Use social network sites (Facebook ...)	4.2
Other	12.4
Don't know	2.7

Note. N (Waves 1 and 2): 598. ¹ Respondents had to select three options. ² Non-exclusive categories.

³ Question not asked in Wave 1.

Preferred means of contacting others have not changed significantly between waves.

- Phone calls remain the preferred means of contacting others (both in urgent and non-urgent cases), followed by sending e-mails.

When it comes to obtaining information, in both 2016 and 2018,

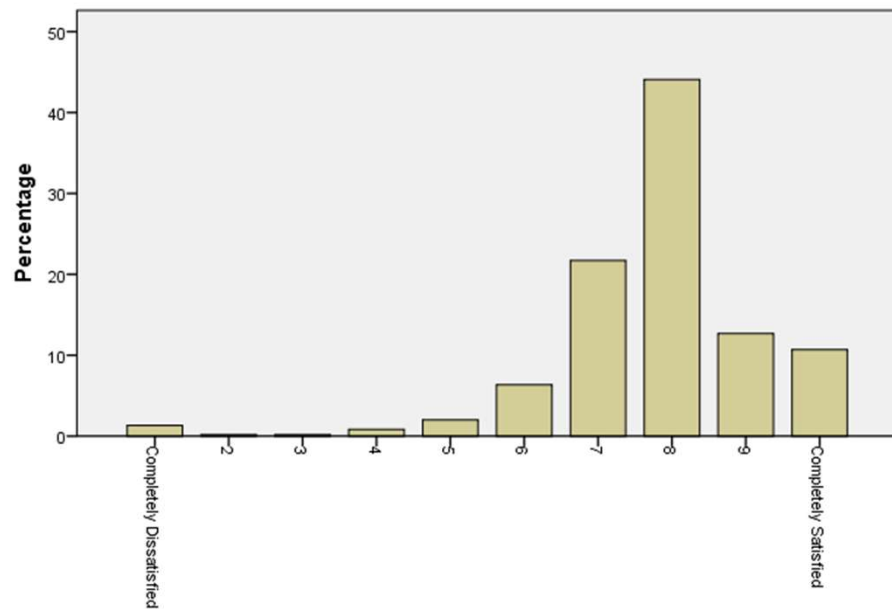
- The preferred means of communication switch towards using search engines and specific websites.
- When looking to obtain important information quickly, the most frequently taken actions are turning on the TV or radio, and checking websites.

When respondents had a few hours of free time, the preferred leisure activities, in both waves, were watching TV and reading printed books, newspapers, or magazines (on paper).

When in need of assistance (for example, when taken ill, or needing help with chores), participants in both waves prefer to make phone calls, meet people in person or write e-mails.

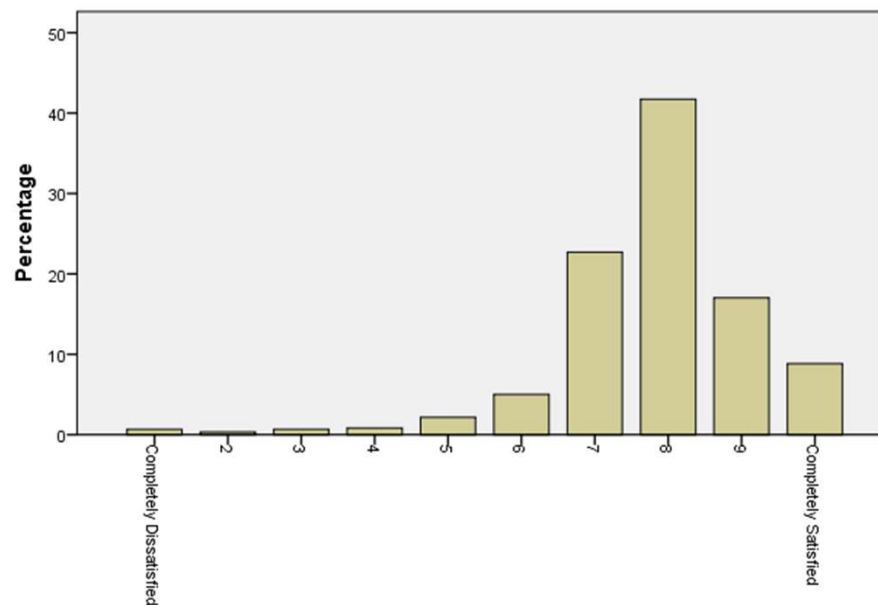
Subjective Well-Being

Graph 5.1. Self-Rated Life Satisfaction (%) — Wave 1



Note. N (Wave 1): 599. Mean: 7.79. Standard deviation: 1.43.

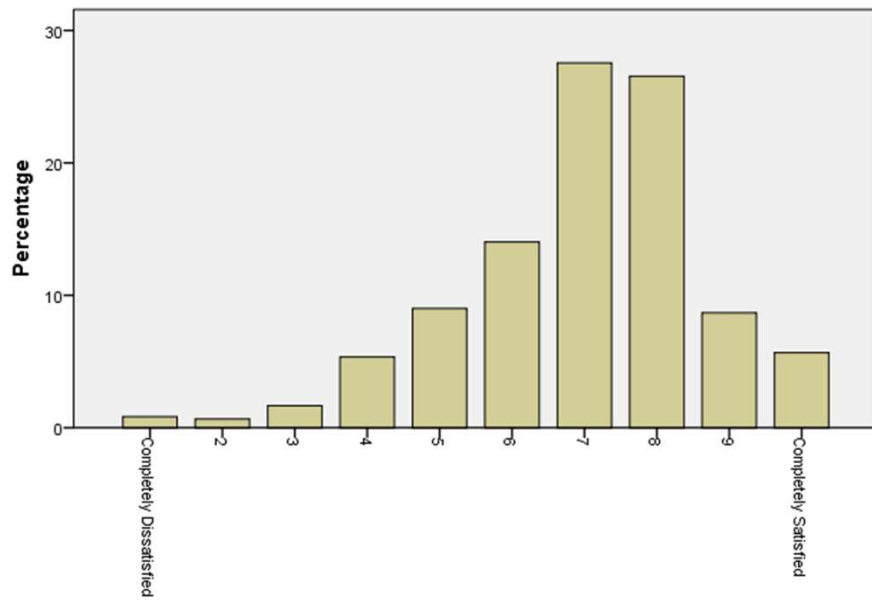
Graph 5.2. Self-Rated Life Satisfaction (%) — Wave 2



Note. N (Wave 2): 599. Mean: 7.82. Standard deviation: 1.37.

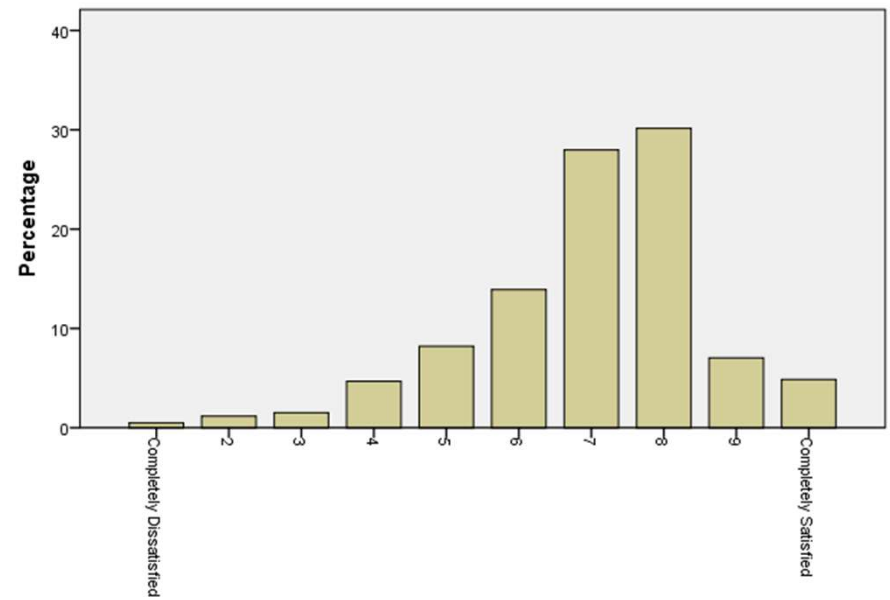
Subjective Well-Being

Graph 5.3. Self-Rated Health Satisfaction (%) — Wave 1



Note. N (Wave 1): 599. Mean: 6.98. Standard deviation: 1.69.

Graph 5.4. Self-Rated Health Satisfaction (%) — Wave 2



Note. N (Wave 2): 597. Mean: 7.00. Standard deviation: 1.62.

Longitudinal Study Wave 2: Summary of results in Romania

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Age and Gender

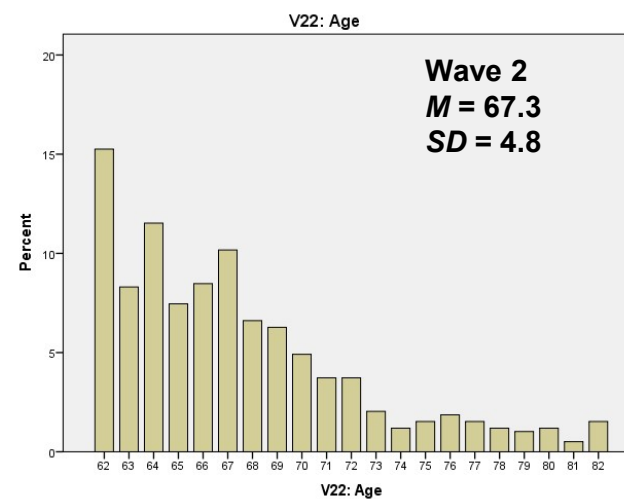
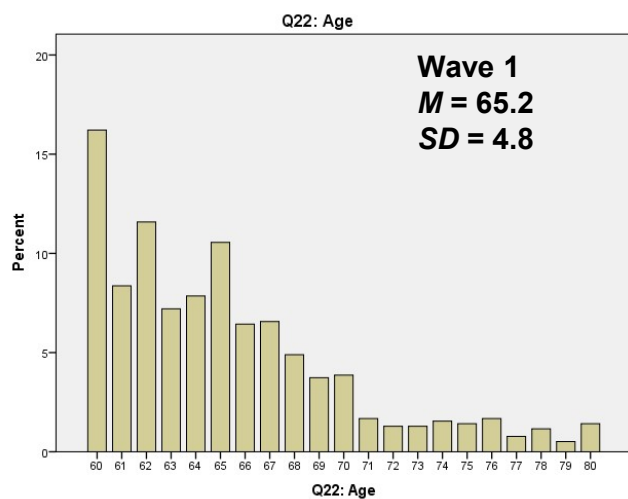


Table 6.1. Age Groups and Gender (%) — Samples' Data

Age group	Woman		Man		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
60-69	41.9	36.7	39.1	35.2	81.0	54.6
70-79	7.1	11.0	7.6	11.2	14.8	40.9
80+	1.7	2.5	2.6	3.4	4.3	4.5
Total	50.7	50.2	49.3	49.8	100	100

Note. N (Wave 1): 800; N (Wave 2): 608.

Marital Status and Parenthood

Table 6.2. Marital Status and Parenthood (%) — Samples' Data

Marital status	No children		With children		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Single	1.2	1.6	1.4	1.8	2.6	3.4
Married	5.5	6.1	69	66.8	74.5	72.9
Divorced	0.9	0.5	4	3.9	4.9	4.4
Widowed	2.2	1.5	14.6	16.8	16.8	18.3
No answer	--	--	--	--	1.1	1.0
Total	9.9	9.7	89	89.3	98.9	99

Note. N (Wave 1): 800; N (Wave 2): 608.

Grandparenthood

Table 6.3. Number of Grandchildren¹ (%) — Sample Data

Number of grandchildren	Total
	Wave 2 ²
No grandchildren	15.6
1 grandchild	27.3
2 grandchildren	22.9
3 grandchildren	11.8
4 grandchildren	5.6
5 grandchildren	2.3
6+ grandchildren	3.9
No answer	10.5
Total	100

Note. N: 608. ¹ Question only shown to respondents who reported having children (see Table 6.2). ² Question not asked in Wave 1.

Table 6.4. Cohabitation with Offspring¹ (%) — Sample Data

Number of cohabitants ²	Total
	Wave 2 ³
No cohabitation	13.7
Children	
1 child	3.9
2 children	0.2
3+ children	0.5
No answer	95.4
Total	100
Grandchildren	
1 grandchild	74.5
No answer	25.7
Total	100

Note. N: 608. ¹ Question only shown to respondents who reported having children (see Table 6.2). ² Non-exclusive categories. ³ Question not asked in Wave 1.

Education

Table 6.5. Educational Attainment (%) — Samples' Data

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	1.2	6.9
Secondary (between 10 and 14 years of education)	34.9	47.0
Tertiary (15 years of education or more)	52.8	44.6
Don't know	11.1	1.5
Total	100	100

Note. N (Wave 1): 800; N (Wave 2): 608.

Income

Table 6.6. Monthly Personal Income Compared to National Average (%) — Samples' Data

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	14.9	20.4
Similar to the average	9.9	11.3
Below the average (A lot below + Slightly below)	67.3	59.9
Unreported (Don't know + Prefer not to respond)	7.9	8.4
Total	100	100

Note. N (Wave 1): 800; N (Wave 2): 608.

Employment Status

Table 6.7. Employment Status (%) — Samples' Data

Employment status ¹	Total	
	Wave 1	Wave 2
Active	17.9	14.1
Employed	17.4	13.1
Full-time	14.7	9.8
Part-time	2.7	3.3
Unemployed	0.5	1.0
Inactive	79.7	83.9
Retired	78.6	83.1
Unpaid work (housework, volunteer, community service)	1.1	0.8
Don't know + No answer	2.4	2.0

Note. N (Wave 1): 800; N (Wave 2): 608. ¹ Non-exclusive categories.

Size of Residency Area

Table 6.8. Size of Residency Area (%) — Samples' Data

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	43.6	43.9
A big city	39.4	40.6
The suburbs of a big city	4.2	3.3
A town or small city	39.1	37.5
Countryside	13.9	16.0
A country village	12.8	13.5
A farm or home in the countryside	1.1	2.5
Don't know + No answer	3.4	2.6
Total	100	100

Note. N (Wave 1): 800; N (Wave 2): 608.

Socio-demographic changes in wave 2 of data collection.

Wave two (2018) study participants had a higher mean age, naturally reflecting the ageing of the group.

The 2018 group also comprised higher numbers of retired individuals, as some of the participants retired between waves.

More participants in wave two of data collection had an income that was average and above average.

The addition of the question of grandparenthood in wave 2 revealed that roughly 85% of the participants have grandchildren.

However, co-habitation with children or grandchildren did not appear to be significantly high for this group.

Media Usage

Table 6.9. Media Used the Previous Day — Panel Data

Activity ²	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Watched television on a TV set	93.9	93.9	3:40	3:28
Watched television on a computer	7.6	6.7	1:42	1:20
Watched television on a mobile phone	3.5	4.1	1:02	0:44
Listened to radio on a radio set	40.0	45.7	3:20	2:50
Listened to radio on computer	3.5	4.4	2:17	1:07
Listened to radio on mobile phone	3.1	3.6	1:36	0:40
Read newspapers or magazines in the printed version	35.9	35.2	0:47	0:50
Read newspapers or magazines on the Internet	29.4	34.9	0:47	0:49
Read books in the printed version	30.3	31.9	1:18	1:24
Read books in the electronic version	3.1	4.9	0:45	0:40
Listened to audiobooks	1.6	2.5	0:54	0:32

Note. N (Waves 1 and 2): 608. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. ² Non-exclusive categories.

Traditional media remained dominant between waves (2016 and 2018).

Traditional media, such as television, radio and printed books remained dominant.

- One notable exception are online newspapers, which are read similarly often as print newspapers;
- this possibly reflects the issue of access to content, since many participants live in the countryside and would have reduced access to print newspapers.

Some new media uses have increased, but average time of use has overall decreased.

- In wave two more participants consumed radio and tv on mobile phones or computers, and more participants read eBooks and listened to audiobooks in wave two vs. wave one.
- However, new users appear to be lighter users, as the average reported time of use for each media was significantly lower in 2018 than in 2016.

Print Newspapers

Table 6.10. Print Newspaper Usage (%) — Panel Data

Type of print newspaper ¹	Total	
	Wave 1	Wave 2
National daily newspapers	30.1	19.6
Local daily newspapers	43.6	21.7
International daily newspapers	2.8	1.5
Weekly newspapers (local or national)	11.2	4.8
Free newspapers (local or national)	4.4	2.3
Magazines and periodicals (weekly or monthly)	17.8	11.0
I never read print newspapers	30.1	25.5

Note. N (Waves 1 and 2): 608. ¹ Non-exclusive categories.

Media Players

Table 6.11. Media Player Usage (%) — Panel Data

Type of media player ¹	Total	
	Wave 1	Wave 2
MP3 player	16.9	11.5
Video recorder (VHS)	14.1	10.7
DVD player (including Blu-ray players)	29.9	17.3
TV box with internet access	30.9	12.7
Wi-Fi radio	11.2	6.1
Hard disc recorder	5.9	5.6
CD player	25.0	17.1
None of the above	44.2	34.4

Note. N (Waves 1 and 2): 608. ¹ Non-exclusive categories.

Media Players Usage

Table 6.12. Media Players Used the Previous Day — Panel Data

Type of media player	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
MP3, CD player, or Wi-Fi radio	19.4	19.9	1:58	1:14
Video, DVD, TV box, or hard disk recordings	30.6	21.5	2:43	1:40

Note. N (Waves 1 and 2): 608. ¹ Average time without outliers, calculated for those who used the medium the previous day.

Decreased use of audio and audio-video media players between 2016 and 2018.

Reading of traditional print media such as newspapers and magazines has significantly decreased between waves.

Similarly, in wave 2 less participants accessed audio-video content via VHS players and DVD Players than in wave 1.

The use of audio content via MP3 players and CD players has also noticeably decreased between 2016 and 2018.

Lastly, the average time of use for both video and audio media players has also decreased.

Telephone

Table 6.13. Telephone Available in Household (%) — Panel Data

Type of telephone ¹	Total	
	Wave 1	Wave 2
Landline phone	78.1	55.1
Mobile phone (cell phone)	97.4	82.4
Internet applications that allow for voice conversation (VoIP)	33.2	16.0
None of the above	0.5	0.0

Note. N (Waves 1 and 2): 608. ¹ Non-exclusive categories.

Mobile Phone Features

Table 6.14. Mobile Phone Features Used¹ (%) — Panel Data

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Alarm clock and reminders	46.7	36.8
Calendar	40.7	30.7
Download apps	9.3	8.5
E-mail	26.0	27.4
Games (Wordfeud, Angry Birds ...)	13.4	14.0
GPS and maps	17.9	18.9
Instant messaging (WhatsApp ...)	28.0	32.7
Listen to podcasts	0.8	0.2
Listen to radio	7.9	11.2
MMS (sending images or sound)	5.3	13.2

(continued)

Mobile Phone Features

Table 6.14. Mobile Phone Features Used¹ (%) — Panel Data (continued)

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Ordinary voice calls	66.7	75.6
Record video	32.7	22.6
SMS (sending texts)	20.3	66.9
Social network sites (Facebook, LinkedIn ...)	30.9	32.5
Take photographs	27.8	46.7
Use phone as music player	8.9	16.9
Visit websites via apps	19.3	21.7
Visit websites via browser	34.6	32.3
Watch TV or video (YouTube ...)	10.8	22.2

Note. N (Waves 1 and 2): 492. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 6.13). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 6.15. Purposes of Mobile Phone Use¹ (%) — Panel Data

Type of purpose ²	Total	
	Wave 1	Wave 2
Contact with family	97.4	96.7
Contact with friends	87.6	78.0
School or education	7.7	7.3
Work	24.0	15.9
Other	0.2	0.0

Note. N (Waves 1 and 2): 492. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 6.13). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 6.16. Type of Feature Used the Previous Day¹ — Panel Data

Type of feature	Total (%)		Number of times (<i>M</i>) ²	
	Wave 1	Wave 2	Wave 1	Wave 2
Ordinary voice calls (sent and received)	92.5	92.7	6.1	7.1
Text, image, sound and/or video message (sent)	27.2	28.5	4.1	4.0

Note. N (Waves 1 and 2): 492. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 6.13). ² Average number of times excluding outliers, calculated for those who used the medium the previous day.

Mobile phone availability and functions used between waves.

The availability of telephones in the participants' households has noticeably decreased.

- This change extends to both landlines and mobile phones, but the decrease is more significant for the availability of landline telephones.

The same mobile phone functions were used predominantly between waves.

- In both waves, the most used function on the mobile phones were ordinary phone calls, followed by the alarm clock and reminders, the calendar, instant messaging and using the browser to visit websites.

Some significant changes in the used mobile phone functions.

- One significant change is the increased percentage of users using their phones to take photographs - this percentage has nearly doubled.
- Similarly, in wave two the percentage of participants sending SMSs has tripled.

Places of Media Usage

Table 6.17. Places of Media Use (%) — Panel Data

Place ¹	Read print newspaper		Listen to radio ²		Watch TV ³		Internet	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
At home								
In the living room	45.1	30.9	19.6	13.5	63.8	59.7	54.1	67.8
In the bedroom	30.9	22.0	17.4	14.6	61.8	61.2	47	42.1
In other places	24.8	19.6	37.2	40.3	17.6	28.5	32.4	30.1
At friends or family	3.6	1.5	0.8	0.3	4.9	1.3	4.8	3.9
At work	3.3	2.1	4.8	2	0.5	0.5	8.7	3.6
At place of study	0.3	1.0	0.0	0.0	0.0	0.0	1.0	0.0
During transport	5.3	4.3	18.1	13.3	0.2	0.2	2.6	5.4
In public places	5.8	5.1	1.2	1.8	2.1	0.3	3.3	6.6
Other places	0.0	0.7	0.0	7.2	0.0	0.3	0.0	0.2
I never use this medium ⁴	28.8	26.3	27.0	24.8	1.3	1.3	--	--

Note. N (Waves 1 and 2): 608. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

Places of media use did not change significantly between waves.

The main place of media consumption remains the home.

- Most media are predominantly used in the living room and the bedroom.
- Listening to the radio, using the internet and reading the newspaper are also often done in other spaces of the house.

Outside of the house, the main place for media use is during transport and in public spaces, or while visiting friends and family.

Internet Usage

Table 6.18. Internet Used the Previous Day — Panel Data

Activity	Total (%)		Time spent (hh:mm) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Getting news	30.8	41.0	0:49	0:44
Writing and reading e-mails	31.4	36.0	0:27	0:22
Downloading music, films, or podcasts	5.4	6.4	0:54	0:32
Playing computer games online	14.1	12.7	1:12	1:02
Using social network sites (Facebook, LinkedIn ...)	33.8	33.7	1:09	0:44
Using chat programs (Skype, WhatsApp ...)	16.4	24.0	0:33	0:28
Reading entries at debate sites, blogs ...	13.0	13.7	0:41	0:25
Writing entries at debate sites, blogs ...	5.3	7.2	0:31	0:19
Online shopping, banking, travel reservations ...	2.4	4.8	0:30	0:15
Using websites concerning my interests or hobbies	23.1	29.9	0:44	0:24
Other	0.24	2.3	0:00	0:20

Note. N (Waves 1 and 2): 608. ¹ Average time excluding outliers, calculated for those who used the medium the previous day.

Notable changes in internet use between waves.

Between 2016 and 2018 there was a significant increase in the reported rates of use of all type of internet activities, most visibly in the case of using chat programs and using websites that concerns one's hobbies.

Exceptions where decreased rates of use were reported are playing computer games online, though the decrease is not drastic.

The most prominent uses of the internet, consistently between waves, are getting news, writing e-mails, using social media and chat programs, as well as accessing websites connected to one's hobbies.

Duration of use for each listed activity, however, decreased between waves. Therefore, the assumption is that more study participants are engaging in more diverse activities on the internet, but spending less time doing so.

Media Usage in Everyday Life

Table 6.19. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes to a Party or Dinner¹ (%) — Panel Data

Means of contact ²	Contact old acquaintance		Change of date for a party/dinner	
	Wave 1	Wave 2	Wave 1	Wave 2
Text, voice or video message via mobile phone	16.8	16.1	22.5	17.3
Phone call	78.6	88.5	81.4	90.8
Social network site	16.8	11.3	5.8	1.6
Posting a letter	2.8	3.0	0.3	0.3
Email	9.9	4.9	3.5	2.6
Other	0.0	1.2	0.0	1.6
Don't know	6.7	0.0	7.6	0.0

Note. N (Waves 1 and 2): 608. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 6.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Send messages (text or video) via mobile phone to friends or family	13.8	9.5
Call friends or family on the phone	29.9	53.6
Chat online via a computer with friends or family	8.9	4.9
Write emails to friends or family	2.8	1.0
Meet friends or family	15.1	14.1
Use social network sites (Facebook, LinkedIn ...)	6.7	5.8
Read printed books, newspapers, or magazines (on paper)	17.8	13.5
Visit websites	7.1	5.9

(continued)

Media Usage in Everyday Life

Table 6.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data (continued)

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Watch video or DVD	7.2	8.2
Listen to music on CD, MP3, or similar	5.1	4.3
Listen to radio	3.8	4.4
Watch TV	26.2	52.6
Other	0.0	9.2
Don't know	25.5	1.6

Note. N (Waves 1 and 2): 608. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 6.21. Most Likely Actions Taken to Get Important Information Quickly¹ (%) — Panel Data

Actions ²	Get important information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	4.8	2.5
Call someone who is likely to have this information	27.1	52.8
Send an email to someone who is likely to have this information	4.1	1.5
Use social network sites (Facebook, LinkedIn ...)	7.4	4.3
Use a computer-based chat program (Skype ...)	2.1	0.3
Check websites	42.3	35.7
Turn on TV or radio	40	58.6
Other	0.0	0.5
Don't know	7.6	0.0

Note. N (Waves 1 and 2): 608. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 6.22. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%) — Panel Data

Actions ²	Retrieve factual information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	6.7	3.5
Call someone who is likely to have this information	45.2	30.9
Send an email to someone who is likely to have this information	2.1	1.0
Use social network sites (Facebook, LinkedIn ...)	4.9	1.5
Use a computer-based chat program (Skype ...)	1.6	0.0
Look it up in a printed encyclopedia	9.7	6.6
Look it up via Google or other search engines	45.6	100
Look it up at a specific website (Wikipedia ...)	15.1	7.2
Other	0.0	1.0
Don't know	10.4	3.6

Note. N (Waves 1 and 2): 608. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 6.23. Most Likely Actions Taken to Ask for Help with Home Chores¹ (%) — Panel Data

Actions ²	Ask help with home chores
	Wave 2 ³
Send text, voice or video message via mobile phone to someone who is likely to give help	3.1
Call someone who is likely to give help	67.8
Send an email to someone who is likely to give help	0.5
Use a computer-based chat program (Skype ...)	0.3
Meet someone who is likely to give help	15.1
Use social network sites (Facebook ...)	0.2
Check websites	5.6
Other	11.3
Don't know	6.4

Note. N (Waves 1 and 2): 608. ¹ Respondents had to select three options. ² Non-exclusive categories. ³ Question not asked in Wave 1.

Media Usage in Everyday Life

Table 6.24. Most Likely Actions Taken to Ask for Help when Sick with the Flu¹ (%) — Panel Data

Actions ²	Ask for help when sick with the flu
	Wave 2 ³
Send messages (text or video) via mobile phone to friends or family	5.6
Call friends or family on the phone	71.7
Chat online via a computer with friends or family (Skype ...)	0.3
Write emails to friends or family	0.2
Meet friends or family	3.9
Use social network sites (Facebook ...)	0.0
Other	12.2
Don't know	7.3

Note. N (Waves 1 and 2): 608. ¹ Respondents had to select three options. ² Non-exclusive categories. ³ Question not asked in Wave 1.

Preferred means of contacting others have not changed significantly.

- Phone calls remain the preferred means of contacting others (both in urgent and non-urgent cases).
- The second favorite option is messaging (text, video or voice).

One significant change between waves is the use of e-mail and letters to contact others which has decreased significantly in wave 2.

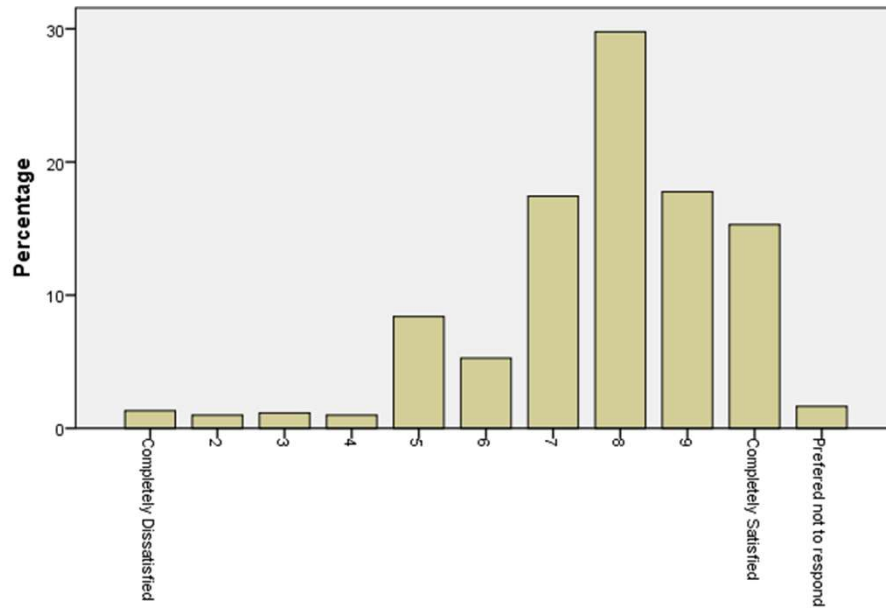
The most preferred leisure activity, in both waves, was watching TV.

When looking to obtain important information quickly, calling someone, checking websites and turning on the radio or the TV set were the favourite options in both waves.

When looking to retrieve factual information about an issue, calling someone and looking it up on google and other search engines were the most popular options. 100% of the participants in wave 2 opted for the latter solution.

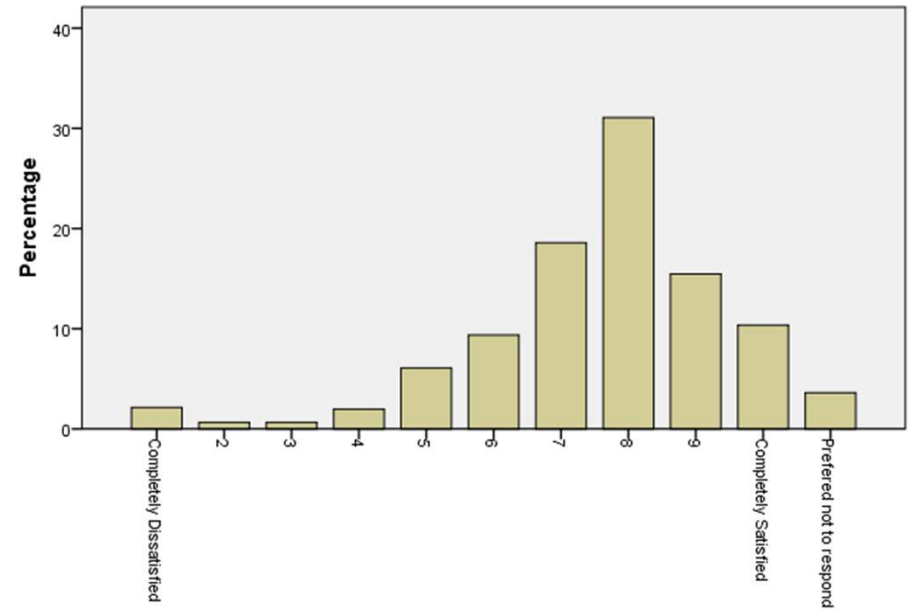
Subjective Well-Being

Graph 6.1. Self-Rated Life Satisfaction (%) — Wave 1



Note. N (Wave 1): 598. Mean: 7.70. Standard deviation: 1.83.

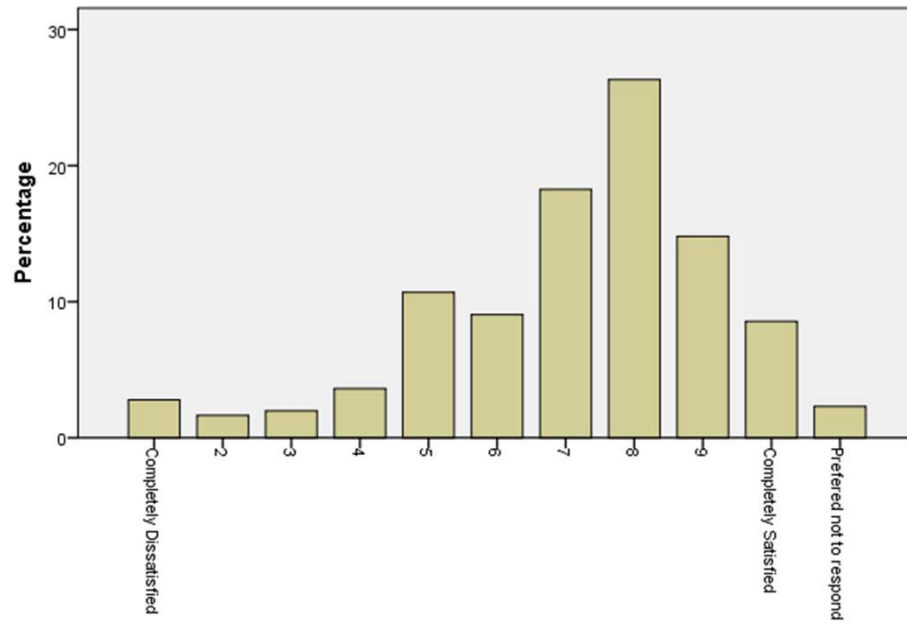
Graph 6.2. Self-Rated Life Satisfaction (%) — Wave 2



Note. N (Wave 2): 586. Mean: 7.49. Standard deviation: 1.82.

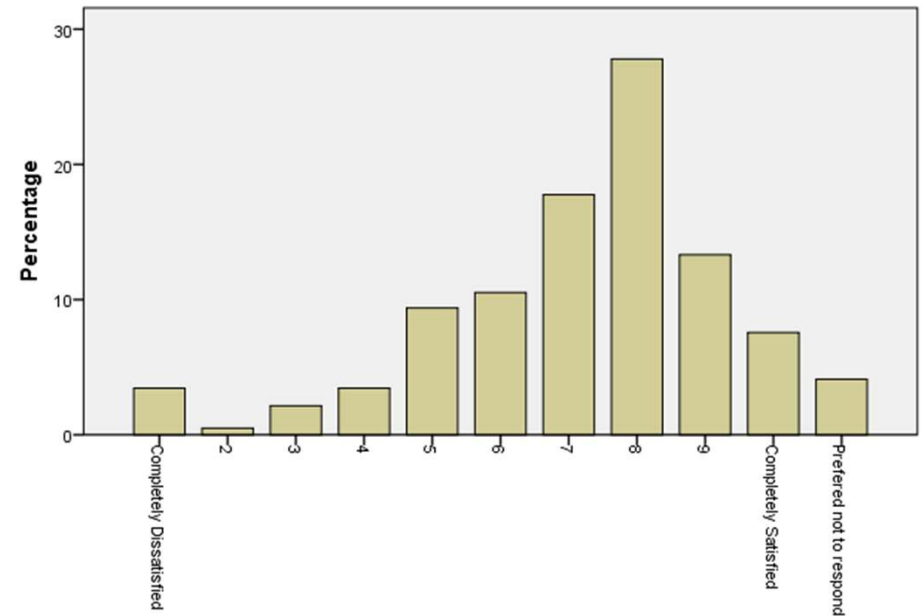
Subjective Well-Being

Graph 6.3. Self-Rated Health Satisfaction (%) — Wave 1



Note. N (Wave 1): 594. Mean: 7.08. Standard deviation: 2.07.

Graph 6.4. Self-Rated Health Satisfaction (%) — Wave 2



Note. N (Wave 2): 583. Mean: 7.06. Standard deviation: 2.04.

Longitudinal Study Wave 2: Summary of results in Spain

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Age and Gender

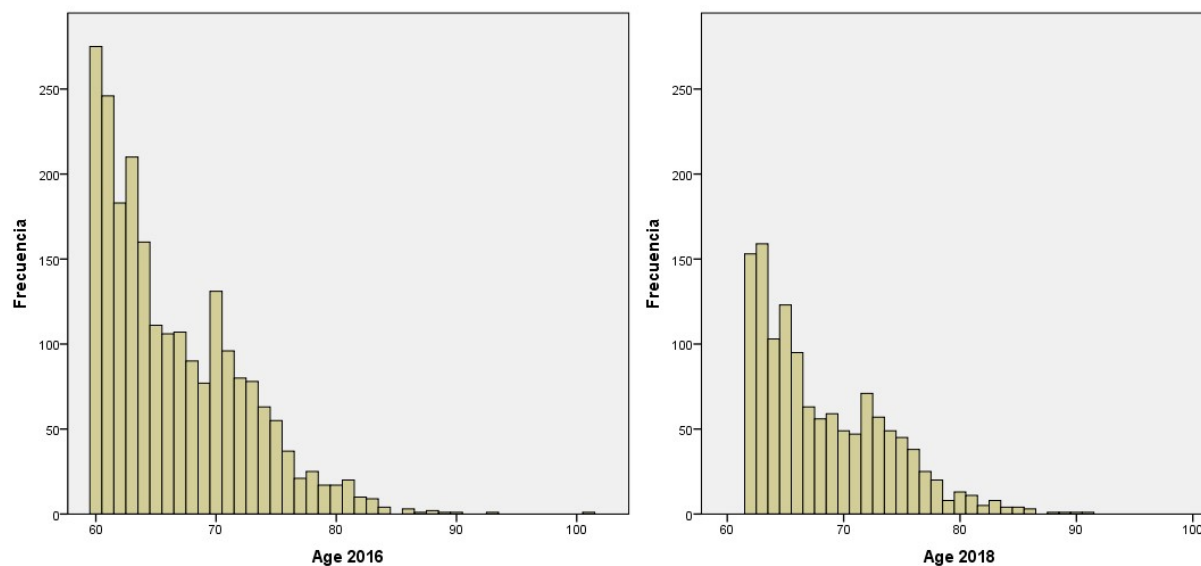


Table 7.1. Age Groups and Gender (%) — Samples' Data

Age group	Woman		Man		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
60-69	36.6	37.7	33.3	30.4	69.9	63.8
70-79	8.0	8.6	18.9	19.7	26.9	32.2
80+	1.5	1.5	1.7	2.1	3.1	4.1
Total	46.1	47.8	53.9	52.2	100	100

Note. N (Wave 1): 2,238; Mean: 66.52; Median: 65.00; Standard deviation: 5.77. N (Wave 2): 1,272; Mean: 68.24; Median: 67.00; Standard deviation: 5.52.

Marital Status and Parenthood

Table 7.2. Marital Status and Parenthood (%) — Sample Data

Marital status	No children		With children		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Single	3.8	3.60	0.9	0.40	4.7	4.0
Married	34.9	43.5	39.9	32.3	74.7	75.8
Divorced	2.0	2.08	8.1	8.5	10.1	10.6
Widowed	1.0	1.52	7.5	8.2	8.5	9.7
Total	41.6	50.68	56.4	49.32	100	100

Note. N (Wave 1): 2,238; N (Wave 2): 1,251.

Grandparenthood

Table 7.3. Number of Grandchildren¹ (%) — Sample Data

Number of grandchildren	Total
	Wave 2 ²
No grandchildren	40.8
1 grandchild	13.0
2 grandchildren	18.5
3 grandchildren	9.3
4 grandchildren	8.3
5 grandchildren	4.6
6+ grandchildren	5.6
Total	100

Note. N: 1,272. ¹ Question only shown to respondents who reported having children (see Table 7.2). ² Question not asked in Wave 1.

Table 7.4. Cohabitation with Offspring¹ (%) — Sample Data

Number of cohabitants ²	Total
	Wave 2 ³
No cohabitation ⁴	70.7
Children ⁵	
1 child	78.5
2 children	18.7
3+ children	2.8
Total	100
Grandchildren ⁶	
1 grandchild	75.0
2 grandchildren	19.4
3+ grandchildren	5.6
Total	100

Note. ¹ Question only shown to respondents who reported having children (see Table 7.2). ² Non-exclusive categories. ³ Question not asked in Wave 1. ⁴ N: 1,015. ⁵ N: 284. ⁶ N: 36.

Education

Table 7.5. Educational Attainment (%) — Samples' Data

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	21.8	22.3
Secondary (between 10 and 14 years of education)	37.2	36.5
Tertiary (15 years of education or more)	40.0	40.3
Don't know	1.0	0.9
Total	100	100

Note. N (Wave 1): 2,238; N (Wave 2): 1,272.

Income

Table 7.6. Monthly Personal Income Compared to National Average (%) — Samples' Data

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	47.8	49.3
Similar to the average	17.1	17.1
Below the average (A lot below + Slightly below)	11.2	11.3
Unreported (Don't know + Prefer not to respond)	24.0	22.3
Total	100	100

Note. N (Wave 1): 2,238; N (Wave 2): 1,272.

Employment Status

Table 7.7. Employment Status (%) — Samples' Data

Employment status ¹	Total	
	Wave 1	Wave 2
Active	27.7	18.3
Employed	21.8	14.1
Full-time	17.6	10.5
Part-time	4.2	3.1
Unemployed	5.9	4.3
Inactive	71.1	81.2
Retired	64.3	76.1
Unpaid work (housework, volunteer, community service)	6.7	5.1
Don't know + Other	1.3	0.5

Note. N (Wave 1): 2,238; N (Wave 2): 1,272. ¹ Non-exclusive categories.

Size of Residency Area

Table 7.8. Size of Residency Area (%) — Samples' Data

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	52.3	52.7
A big city	42.4	43.5
The suburbs of a big city	9.9	9.2
A town or small city	25.7	26.5
Country	21.8	20.8
A country village	20.0	19.4
A farm or home in the countryside	1.8	1.4
Don't know	0.3	0.0
Total	100	100

Note. N (Wave 1): 2,238; N (Wave 2): 1,272.

Compared demographics 2016 & 2018.

Age and gender.

- There is a tendency towards more participants 70-79 and 80+.
- There is a tendency towards more male participants.

Family and Employment.

- There is a tendency towards more participants without children.
- There is a tendency towards more retired participants.

Media Usage

Table 7.9. Media Used the Previous Day — Panel Data

Activity ²	Total (%)		Time spent (minutes) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Watched television on a TV set	92.5	88.6	185'	192'
Watched television on a computer	14.2	13.2	86'	87'
Watched television on a mobile phone	3.0	4.7	47'	56'
Listened to radio on a radio set	61.4	55.7	118'	116'
Listened to radio on computer	11.7	11.2	99'	97'
Listened to radio on mobile phone	10.5	14.1	75'	83'
Read newspapers or magazines in the printed version	50.8	44.0	53'	48''
Read newspapers or magazines on the Internet	58.3	58.6	59'	60'
Read books in the printed version	42.6	39.4	78'	81'
Read books in the electronic version	25.0	23.2	84'	85'
Listened to audiobooks	3.8	1.6	56'	57'

Note. N (Waves 1 and 2): 1,272. ¹ Average time excluding outliers, calculated for those who used the medium the previous day. ² Non-exclusive categories.

Print Newspapers

Table 7.10. Print Newspaper Usage (%) — Panel Data

Type of print newspaper ¹	Total	
	Wave 1	Wave 2
National daily newspapers	45.8	38.6
Local daily newspapers	41.9	39.3
International daily newspapers	3.3	2.5
Weekly newspapers (local or national)	14.0	11.2
Free newspapers (local or national)	35.0	31.4
Magazines and periodicals (weekly or monthly)	32.7	28.9
I never read print newspapers	19.5	23.9

Note. N (Waves 1 and 2): 1,272. ¹ Non-exclusive categories.

Media Players

Table 7.11. Media Player Usage (%) — Panel Data

Type of media player ¹	Total	
	Wave 1	Wave 2
MP3 player	23.3	17.8
Video recorder (VHS)	17.9	12.6
DVD player (including Blu-ray players)	36.4	28.8
TV box with internet access	10.8	13.1
Wi-Fi radio	17.2	17.4
Hard disc recorder	24.6	21.4
CD player	45.1	35.8
None of the above	29.4	38.5

Note. N (Waves 1 and 2): 1,272. ¹ Non-exclusive categories.

Media Players Usage

Table 7.12. Media Players Used the Previous Day — Panel Data

Type of media player	Total (%)		Time spent (minutes) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
MP3, CD player, or Wi-Fi radio	26.8	20.8	77'	77'
Video, DVD, TV box, or hard disk recordings	25.9	19.0	93'	95'

Note. N (Waves 1 and 2): 1,272. ¹ Average time without outliers, calculated for those who used the medium the previous day.

Media consumption patterns (2016-2018).

Compared with 2016 in 2018.

- Watching TV on a TV set is still the most common activity, with more than 88% of users and three hours on average a day.
- Listen to a radio set and reading newspapers online are still activities done by more than 50% of the sample.
- There is tendency towards less panelists watching TV set, but more hours of TV among its users.
- There is a tendency towards less panelists listening to a radio set, and less hours of among its users.
- There is a tendency towards more panelists reading online newspapers than print newspapers.
- There is a tendency towards less readers of printed and digital books, but more digital books read among its users.

Telephone

Table 7.13. Telephone Available in Household (%) — Panel Data

Type of telephone ¹	Total	
	Wave 1	Wave 2
Landline phone	93.6	92.4
Mobile phone (cell phone)	91.0	93.3
Internet applications that allow for voice conversation (VoIP)	31.5	25.9
None of the above	0.0	0.2

Note. N (Waves 1 and 2): 1,272. ¹ Non-exclusive categories.

Mobile Phone Features

Table 7.14. Mobile Phone Features Used¹ (%) — Panel Data

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Alarm clock and reminders	64.9	63.7
Calendar	59.9	60.5
Download apps	38.5	43.1
E-mail	65.7	71.6
Games (Wordfeud, Angry Birds ...)	17.8	17.2
GPS and maps	53.9	62.9
Instant messaging (WhatsApp ...)	83.2	83.9
Listen to podcasts	5.2	6.5
Listen to radio	26.9	27.7
MMS (sending images or sound)	19.3	19.9

(continued)

Mobile Phone Features

Table 7.14. Mobile Phone Features Used¹ (%) — Panel Data (continued)

Mobile phone feature ²	Total	
	Wave 1	Wave 2
Ordinary voice calls	68.1	77.8
Record video	49.7	31.8
SMS (sending texts)	59.0	47.5
Social network sites (Facebook, LinkedIn ...)	43.6	48.5
Take photographs	88.6	88.6
Use phone as music player	21.2	24.2
Visit websites via apps	24.7	37.7
Visit websites via browser	55.6	53.3
Watch TV or video (YouTube ...)	20.4	26.7

Note. N (Waves 1 and 2): 1,103. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 7.13). ² Non-exclusive categories.

Mobile Phone Purpose of Use

Table 7.15. Purposes of Mobile Phone Use¹ (%) — Panel Data

Type of purpose ²	Total	
	Wave 1	Wave 2
Contact with family	97.4	96.6
Contact with friends	92.5	92.0
School or education	8.5	9.6
Work	19.2	12.0
Other	4.9	5.0

Note. N (Waves 1 and 2): 1,103. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 7.13). ² Non-exclusive categories.

Mobile Phone Feature Usage

Table 7.16. Type of Feature Used the Previous Day¹ — Panel Data

Type of feature	Total (%)		Number of times (<i>M</i>) ²	
	Wave 1	Wave 2	Wave 1	Wave 2
Ordinary voice calls (sent and received)	70.9	72.3	5.7 ³	5.1 ⁴
Text, image, sound and/or video message (sent)	50.2	50.8	8.1 ⁵	8.5 ⁶

Note. N (Waves 1 and 2): 1,103. ¹ Question only shown to respondents who reported having a mobile phone available in the household (see Table 7.13). ² Average number of times excluding outliers, calculated for those who used the medium the previous day. ³ N: 1,420. ⁴ N: 809. ⁵ N: 994. ⁶ N: 683.

Landline and smartphones (Comparing 2016 and 2018).

Phone

- There is a tendency towards less houses with land line.
- There is a tendency towards more houses with mobile phone.

Cell phone

- There is a tendency towards users using more different features.
- There is a tendency towards more users downloading apps, of email, GPS or maps, podcasts, ordinary voice calls, social network sites, visit websites music player and videos.
- There is a tendency towards less users recording videos, sending SMS.

Cellf phone the day before

- There is a tendency towards less number of phone calls and more messages.

Places of Media Usage

Table 7.17. Places of Media Use (%) — Panel Data

Place ¹	Read print newspaper		Listen to radio ²		Watch TV ³		Internet	
	Wave 1	Wave 2*	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
At home								
In the living room	47.4	42.0	34.5	34.3	89.1	89.4	54.9	62.2
In the bedroom	6.7	5.8	34.7	36.3	25.9	27.1	18.6	26.1
In other places	17.4	15.0	45.8	44.6	25.6	26.6	57.8	61.0
At friends or family	4.6	4.0	1.3	2.4	8.5	7.8	10.5	14.5
At work	5.3	3.7	5.0	4.3	0.7	0.5	16.2	12.6
At place of study	2.0	2.0	5.0	5.0	3.1	2.2	16.7	14.5
During transport	12.5	10.6	29.4	31.6	0.7	0.9	14.0	19.6
In public places	46.8	48.7	8.3	6.8	9.0	7.7	20.1	22.3
Other places	0.0	0.1	0.1	3.8	0.0	0.2	1.0	2.4
I never use this medium ⁴	16.1	18.6	9.0	11.5	0.6	0.9	--	--

Note. N (Waves 1 and 2): 1,228. ¹ Non-exclusive categories. ² Whether through a radio set or the Internet. ³ Whether through a TV set or the Internet. ⁴ This option was not presented with regards to Internet use as this was an online survey of Internet users.

Places of media use (Comparing 2016 and 2018).

- Except of public transportation and the bedroom there is tendency towards listening to the radio less in all places.
- Except of public places there is tendency towards reading newspapers less in all places.
- Except the bedroom there is tendency towards watching T.V. in all places.
- There is tendency towards using the internet in more places.

Internet Usage

Table 7.18. Internet Used the Previous Day — Panel Data

Activity	Total (%)		Time spent (minutes) ¹	
	Wave 1	Wave 2	Wave 1	Wave 2
Getting news	63.9	65.2	51'	52'
Writing and reading e-mails	76.0	71.8	41'	38'
Downloading music, films, or podcasts	8.1	6.8	75'	66'
Playing computer games online	19.0	17.0	72'	70'
Using social network sites (Facebook, LinkedIn ...)	52.4	48.2	55	53'
Using chat programs (Skype, WhatsApp ...)	53.1	56.2	43'	48'
Reading entries at debate sites, blogs ...	15.5	13.1	43'	35'
Writing entries at debate sites, blogs ...	7.0	6.0	41'	40'
Online shopping, banking, travel reservations ...	24.1	26.0	27'	30'
Using websites concerning my interests or hobbies	45.3	39.0	56'	55'
Other	0.2	1.4	80'	103'

Note. N (Waves 1 and 2): 1,272. ¹ Average time excluding outliers, calculated for those who used the medium the previous day.

Internet use (Comparing 2016 and 2018)

- There is a tendency to find more users who use the Internet to get news, using chat programs and online shopping.
- There is a tendency for users of chat programs to spend more time on them.

Media Usage in Everyday Life

Table 7.19. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes to a Party or Dinner¹ (%) — Panel Data

Means of contact ²	Contact old acquaintance		Change of date for a party/dinner	
	Wave 1	Wave 2	Wave 1	Wave 2
Text, voice or video message via mobile phone	54.3	60.8	79.3	80.9
Phone call	87.5	87.6	95.9	93.8
Social network site	39.6	34.8	23.4	21.0
Posting a letter	12.8	11.8	2.4	2.0
Email	77.8	72.7	76.5	73.3
Other	2.7	3.6	3.1	2.8
Don't know	2.7	2.8	0.6	1.2

Note. N (Waves 1 and 2): 1,272. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 7.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Send messages (text or video) via mobile phone to friends or family	17.6	19.5
Call friends or family on the phone	32.9	35.7
Chat online via a computer with friends or family	11.5	12.2
Write emails to friends or family	18.8	18.2
Meet friends or family	31.3	31.3
Use social network sites (Facebook, LinkedIn ...)	20.3	20.8
Read printed books, newspapers, or magazines (on paper)	35.5	34.8
Visit websites	25.6	23.1

(continued)

Media Usage in Everyday Life

Table 7.20. Most Likely Activities Engaged within a Few Hours of Free Time¹ (%) — Panel Data (continued)

Activity ²	Few hours of free time	
	Wave 1	Wave 2
Watch video or DVD	9.2	7.6
Listen to music on CD, MP3, or similar	10.5	8.7
Listen to radio	22.0	22.9
Watch TV	48.4	45.3
Other	5.2	4.7
Don't know	2.0	2.0

Note. N (Waves 1 and 2): 1,272. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 7.21. Most Likely Actions Taken to Get Important Information Quickly¹ (%) — Panel Data

Actions ²	Get important information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	20.9	25.7
Call someone who is likely to have this information	38.9	41.8
Send an email to someone who is likely to have this information	17.4	18.6
Use social network sites (Facebook, LinkedIn ...)	37.3	34.9
Use a computer-based chat program (Skype ...)	4.7	5.4
Check websites	79.5	74.1
Turn on TV or radio	74.9	67.5
Other	2.4	2.4
Don't know	1.7	2.7

Note. N (Waves 1 and 2): 1,272. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 7.22. Most Likely Actions Taken to Retrieve Factual Information about an Issue¹ (%) — Panel Data

Actions ²	Retrieve factual information	
	Wave 1	Wave 2
Send text, voice or video message via mobile phone to someone who is likely to have this information	17.7	22.4
Call someone who is likely to have this information	34.6	37.7
Send an email to someone who is likely to have this information	14.2	15.1
Use social network sites (Facebook, LinkedIn ...)	18.1	15.6
Use a computer-based chat program (Skype ...)	2.5	3.7
Look it up in a printed encyclopedia	35.9	28.6
Look it up via Google or other search engines	84.9	82.6
Look it up at a specific website (Wikipedia ...)	70.9	66.7
Other	0.5	0.8
Don't know	1.3	2.4

Note. N (Waves 1 and 2): 1,272. ¹ Respondents had to select three options. ² Non-exclusive categories.

Media Usage in Everyday Life

Table 7.23. Most Likely Actions Taken to Ask for Help with Home Chores¹ (%) — Panel Data

Actions ²	Ask help with home chores
	Wave 2 ³
Send text, voice or video message via mobile phone to someone who is likely to give help	45.5
Call someone who is likely to give help	88.1
Send an email to someone who is likely to give help	25.7
Use a computer-based chat program (Skype ...)	2.5
Meet someone who is likely to give help	70.6
Use social network sites (Facebook ...)	4.1
Check websites	17.9
Other	4.3
Don't know	4.9

Note. N (Wave 2): 1,272. ¹ Respondents had to select three options. ² Non-exclusive categories.

³ Question not asked in Wave 1.

Media Usage in Everyday Life

Table 7.24. Most Likely Actions Taken to Ask for Help when Sick with the Flu¹ (%) — Panel Data

Actions ²	Ask for help when sick with the flu
	Wave 2 ³
Send messages (text or video) via mobile phone to friends or family	61,3
Call friends or family on the phone	92,2
Chat online via a computer with friends or family (Skype ...)	9,4
Write emails to friends or family	26,7
Meet friends or family	66,3
Use social network sites (Facebook ...)	4,4
Other	3,2
Don't know	2,9

Note. N (Wave 2): 1,272. ¹ Respondents had to select three options. ² Non-exclusive categories.

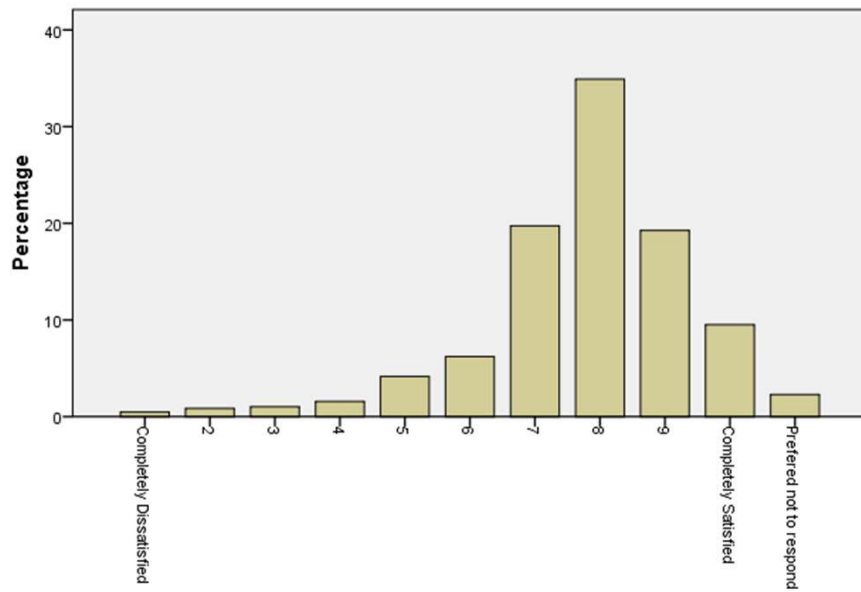
³ Question not asked in Wave 1.

Media Usage (Comparing 2016 and 2018)

- There is a tendency to use more often free time to send text or image message to friends or family, or to make phone calls.
- There is a tendency to use less often free time to read books, visit websites, watch videos, listening to music (CD, MP3 or similar) or watch TV.
- To retrieve factual information about an issue there is a tendency to use more text, voice or video message to someone, and less to look it up in a printed encyclopedia.

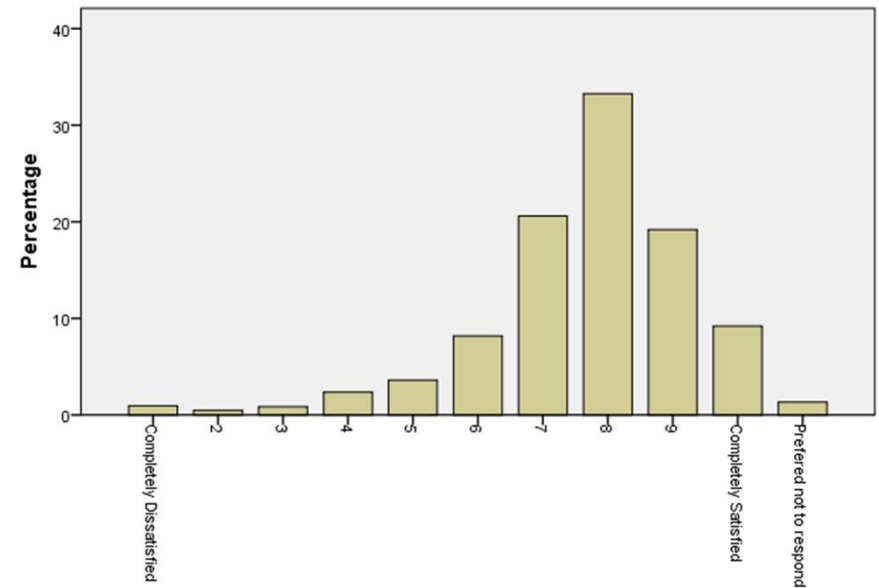
Subjective Well-Being

Graph 7.1. Self-Rated Life Satisfaction (%) — Wave 1



Note. N (Wave 1): 1,243. Mean: 7.73. Standard deviation: 1.56.

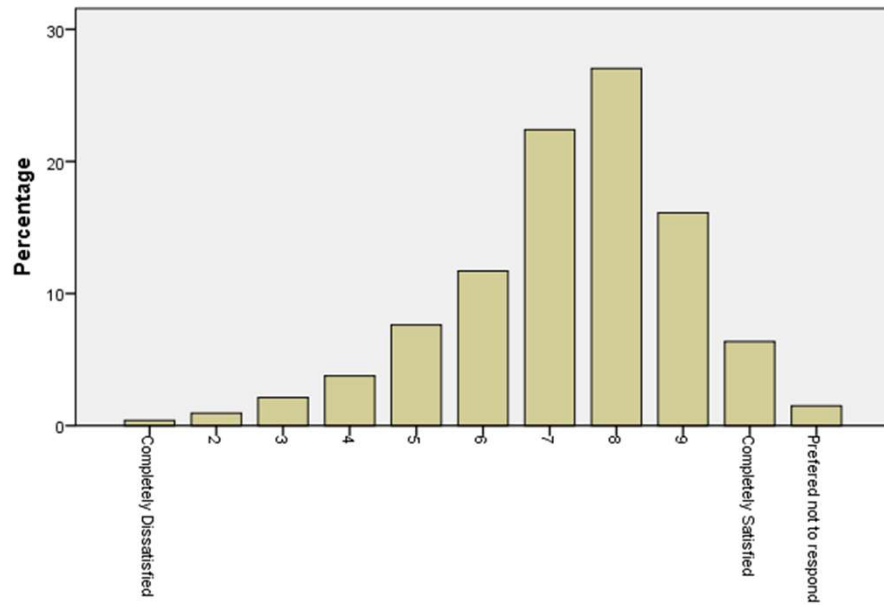
Graph 7.2. Self-Rated Life Satisfaction (%) — Wave 2



Note. N (Wave 2): 1,255. Mean: 7.66. Standard deviation: 1.60.

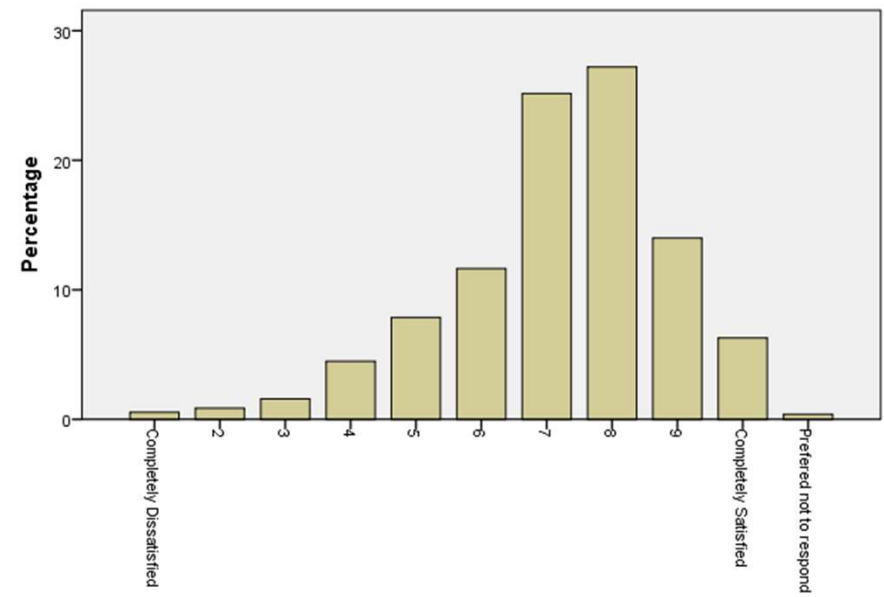
Subjective Well-Being

Graph 7.3. Self-Rated Health Satisfaction (%) — Wave 1



Note. N (Wave 1): 1,253. Mean: 7.25. Standard deviation: 1.72.

Graph 7.4. Self-Rated Health Satisfaction (%) — Wave 2



Note. N (Wave 2): 1,267. Mean: 7.19. Standard deviation: 1.70.

Annex



A. Planned samples vs. real samples

Table 8.1. Comparison between Planned and Achieved Samples in Wave 2 (%). Finland

Gender	Age group				
	62-64	65-69	70-79	80-89	Total
Female					
Planned	14.4	19.4	15.3	2.8	51.9
Real	13.3	16.7	15.9	3.1	49.0
Male					
Planned	12.3	17.4	16.0	2.4	48.1
Real	12.3	16.8	15.3	6.6	51.0
Total					
Planned	26.7	36.8	31.4	5.2	100
Real	25.5	33.5	31.2	9.7	100

Note. See Table 1 ([p. 7](#)). For the other countries, see Loos, Nimrod, & Fernández-Ardèvol (2018) ([p. 8](#)).

B. Questionnaire

Introduction

Two years ago you kindly answered our survey on media use. The purpose of the current survey is to explore how your media use has changed since the previous study.

We have divided the survey into three parts: different types of media, media in everyday life, and, lastly, a few questions about yourself. We hope you will answer all the questions. However, if you find that a question is not relevant, simply skip that question and complete the rest of the survey.

The survey is coordinated by.... If you have any questions about the survey, please contact us at

Sincerely,

...

Media usage

1. First of all, we'd like to know how much time you spend on different media. Please think of yesterday:

How much time did you spend on the following media?

	Hours and minutes		Didn't use [single choice]	Don't remember [single choice]
Watched television on a TV set (flatscreen, etc.)	_____	_____	()	()
	Hours	Minutes		
Watched television on a computer (PC, laptop, tablet, etc.)	_____	_____	()	()
	Hours	Minutes		
Watched television on a mobile phone (iPhone, Samsung, Nokia, HTC, etc.)	_____	_____	()	()
	Hours	Minutes		
Listened to radio on a radio set (FM, DAB, etc.)	_____	_____	()	()
	Hours	Minutes		
Listened to radio on a computer (PC, laptop, tablet, etc.)	_____	_____	()	()
	Hours	Minutes		

(continued)

(continued)	Hours and minutes		Didn't use [single choice]	Don't remember [single choice]
Listened to radio on a mobile phone (iPhone, Samsung, Nokia, HTC, etc.)	_____	_____	()	()
	Hours	Minutes		
Read newspapers and magazines in the print version (on paper)	_____	_____	()	()
	Hours	Minutes		
Read newspapers and magazines on the internet (at websites or designated applications)	_____	_____	()	()
	Hours	Minutes		
Read books in the print version (on paper)	_____	_____	()	()
	Hours	Minutes		
Read books in an electronic version [on a digital reader (Kindle, etc.), PC, laptop, tablet, mobile phone, etc.]	_____	_____	()	()
	Hours	Minutes		
Listened to audio books	_____	_____	()	()
	Hours	Minutes		

Next, we'd like to know a bit more about the different media that you use.

Printed newspapers

2. Do you read any of the following kinds of newspapers on paper? [multiple choice, random order]

- National daily newspapers (e.g., XX, XX)
- Local daily newspapers
- International daily newspapers (e.g. International Herald Tribune, Die Zeit, Le Monde)
- Weekly newspapers (local or national)
- Free newspapers (local or national)
- Magazines and periodicals (weekly or monthly)
- I never read printed newspapers [single choice]

Media players

3. Do you use any of the following devices? [multiple choice, random order]

- MP3 player (e.g., Apple iPod, Creative Zen, Sony MP3 Walkman, but NOT via a mobile phone)
- Video recorder (VHS)
- DVD player (including Blu-ray players)
- TV box with internet access (e.g., Apple TV, Boxee, Roku2)
- Wi-Fi radio (a device that streams radio content from the internet)
- Hard disc recorder (for recording radio and television programs for later use)
- CD player
- None of the above [single choice]

Please think of yesterday:

4. How much time did you spend listening to an MP3 or CD player, or to Wi-Fi radio (approximately)?

Hours: ____ Minutes: ____

Didn't use: ____ [single choice]

Don't remember: ____ [single choice]

5. How much time did you spend watching video, DVD, TV box, or hard disk recordings (approximately)?

Hours: ____ Minutes: ____

Didn't use: ____ [single choice]

Don't remember: ____ [single choice]

Telephones

6. Which kinds of telephones do you have in your household? [multiple choice, random order]

Landline phone

Mobile phone (cell phone)

Internet applications that allow for voice conversation (VoIP) (e.g., Skype)

None of the above [single choice]

Please, skip questions 7-10 if you do not use a mobile phone.

7. Which functions do you use on your mobile phone? [multiple choice]

- | | |
|---|--|
| <input type="checkbox"/> SMS (sending texts) | <input type="checkbox"/> Instant messaging (e.g., WhatsApp) |
| <input type="checkbox"/> MMS (sending images or sound) | <input type="checkbox"/> Social network sites (e.g., Facebook, LinkedIn) |
| <input type="checkbox"/> Watching TV or video (e.g., YouTube) | <input type="checkbox"/> Games (e.g., Wordfeud, Angry Birds) |
| <input type="checkbox"/> Listening to radio | <input type="checkbox"/> Calendar |
| <input type="checkbox"/> Listening to podcasts | <input type="checkbox"/> Alarm clock and reminders |
| <input type="checkbox"/> Using phone as music player | <input type="checkbox"/> E-mail |
| <input type="checkbox"/> Taking photographs | <input type="checkbox"/> GPS and maps |
| <input type="checkbox"/> Recording video | <input type="checkbox"/> Downloading apps |
| <input type="checkbox"/> Visiting websites via browser | <input type="checkbox"/> Ordinary voice calls |
| <input type="checkbox"/> Visiting websites via apps | <input type="checkbox"/> Other [open] |

8. What do you use your mobile phone for? [multiple choice]

- Work
- School or education
- Contact with friends
- Contact with family
- Other [open]

Please think of yesterday:

9. How many ordinary conversations by mobile phone did you have yesterday (approximately)?

- a) Number of conversations by mobile phone: ____
- b) Didn't have any: ____ [single choice]
- c) Don't remember: ____ [single choice]

10. How many text, image, sound and/or video messages in total did you yourself send via mobile phone yesterday (approximately)?

- a) Number of text, image, sound and/or video messages you sent: ____
- b) Didn't send any: ____ [single choice]
- c) Don't remember: ____ [single choice]

Now we'd like to know where you use different media.

Printed newspapers

11. Where do you read printed newspapers? [multiple choice, random order]

- At home – in the living room
- At home – in the bedroom
- At home – other than living room and bedroom
- At friends or family
- At work
- At place of study
- During transport
- In public places (café, supermarket, hairdresser, etc.)
- Other places – please specify: _____
- I never read printed newspapers [single choice]

Radio

12. Where do you listen to radio – whether through a radio set or via the internet? [multiple choice, random order]

- At home – in the living room
- At home – in the bedroom
- At home – other than living room and bedroom
- At friends or family
- At work
- At place of study
- During transport
- In public places (café, supermarket, hairdresser, etc.)
- Other places – please specify: _____
- I never listen to radio [single choice]

TV

13. Where do you watch TV – whether through a TV set or via the internet? [multiple choice, random order]

- At home – in the living room
- At home – in the bedroom
- At home – other than living room and bedroom
- At friends or family
- At work
- At place of study
- During transport
- In public places (café, supermarket, hairdresser, etc.)
- Other places – please specify: _____
- I never watch TV [single choice]

Internet

14. Where do you use the internet? [multiple choice, random order]

- At home – in the living room
- At home – in the bedroom
- At home – other than living room and bedroom
- At friends or family
- At work
- At place of study
- During transport
- In public places (café, supermarket, hairdresser, etc.)
- Other places – please specify: _____

Different kinds of internet usage

15. Please think of yesterday – and any use you made of the internet yesterday.

How much time did you spend on the following things?

	Hours and minutes		Didn't use [single choice]	Don't remember [single choice]
Getting news (e.g., XXX, XXX)	_____	_____	()	()
	Hours	Minutes		
Writing and reading e-mails	_____	_____	()	()
	Hours	Minutes		
Downloading music, films, or podcasts	_____	_____	()	()
	Hours	Minutes		
Playing computer games online	_____	_____	()	()
	Hours	Minutes		
Using social network sites (e.g., Facebook, LinkedIn)	_____	_____	()	()
	Hours	Minutes		
Using chat programs (e.g., Skype, WhatsApp)	_____	_____	()	()
	Hours	Minutes		

(continued)

(continued)				
	Hours and minutes		Didn't use [single choice]	Don't remember [single choice]
Reading entries at debate sites, blogs, etc.	_____	_____	()	()
	Hours	Minutes		
Writing entries at debate sites, blogs, etc. (including your own)	_____	_____	()	()
	Hours	Minutes		
Online shopping, banking, travel reservations, etc.	_____	_____	()	()
	Hours	Minutes		
Using websites concerning my interests or hobbies	_____	_____	()	()
	Hours	Minutes		
Other – please specify	_____	_____	()	()
	Hours	Minutes		

Media usage in everyday life

The next questions have to with your use of media for different purposes in everyday life.

16. Imagine you have a few hours of free time to yourself. You have the following options – please indicate the three things that you are most likely to do: [multiple choice]

- Send messages (e.g., text or video) via mobile phone to friends or family
- Call friends or family on the phone
- Chat online via a computer with friends or family
- Write emails to friends or family
- Meet friends or family
- Use social network sites (e.g., Facebook, LinkedIn)
- Read printed books, newspapers, or magazines (on paper)
- Visit websites
- Watch video or DVD
- Listen to music on CD, MP3, or similar
- Listen to radio
- Watch TV
- Other media use – please specify: _____
- Don't know [single choice]

17. Imagine that you are going to contact an old acquaintance that you have lost touch with. You have the following options – please indicate the three means of contact that you are most likely to use: [multiple choice]

- Text, voice or video message via mobile phone
- Phone call
- Social network site
- Posting a letter
- Email
- Other – please specify: _____
- Don't know [single choice]

18. Imagine that you are in a hurry to get some important information (e.g., the outcome of a political election or who won a soccer game). You have the following options – please indicate the three sources of information that you are most likely to use: [multiple choice]

- Send text, voice or video message via mobile phone to someone who is likely to have this information
- Call someone who is likely to have this information
- Send an email to someone who is likely to have this information
- Use social network sites (e.g., Facebook, LinkedIn)
- Use a computer-based chat program (e.g., Skype)
- Check websites
- Turn on TV or radio [option only showing in Canada]
- Other – please specify: _____
- Don't know [single choice]

19. Imagine that you have invited some friends over for dinner or a party next week, and now you need to change the date. You have the following options – please indicate the three means of contact that you are most likely to use: [multiple choice]

- Text, voice or video message via mobile phone
- Phone call
- Social network site
- Posting a letter
- Email
- Other – please specify: _____
- Don't know [single choice]

20. Imagine that you and a friend are discussing an issue, and you need some factual information about that issue (e.g., a historical date or an economic figure). To find out the information, you have the following options – indicate the three sources that you are most likely to use: [multiple choice]

- Send text, voice or video message via mobile phone to someone who is likely to have this information
- Call someone who is likely to have this information
- Send an email to someone who is likely to have this information
- Use social network sites (e.g., Facebook, LinkedIn)
- Use a computer-based chat program (e.g., Skype)
- Look it up in a printed encyclopedia
- Look it up via Google or other search engines
- Look it up at a specific website (e.g., Wikipedia)
- Other – please specify: _____
- Don't know [single choice]

Socio-demographic and -economic details

We have a few questions about yourself.

Gender

21. What is your sex? [single choice, random order]

- Male
- Female

Age

22. What is your age: [open]

Marital status

23. How would you describe your family status? [single choice]

- Single, no children
- Single, with children
- Married, no children
- Married, with children
- Divorced, no children
- Divorced, with children
- Widowed, no children
- Widowed, with children

Education

24. Approximately how many years of education have you had? [single choice] [examples adapted in each case]

- 7 years or less
- About 8-9 years
- About 10-11 years (e.g., vocational training)
- About 12 years (e.g., high school)
- About 13-14 years (e.g., technical education)
- About 15 years (e.g., Bachelor's degree)
- About 16-17 years (e.g., Master's degree)
- 18 years or more (e.g., PhD)
- Don't know

Income

25. The average monthly personal income in [country] is [.....] before taxes. What is your monthly income?
[single choice]

- A lot above average
- Slightly above average
- Similar to the average
- Slightly below average
- A lot below average
- Don't know
- Prefer not to respond

Employment

26. What is your employment status? [multiple choice, random order]

- Full-time work
- Part-time work
- Unemployed
- Retired
- In unpaid position (housework, volunteer or community service, military service, etc.)
- Other [open]
- Don't know [single choice]

Size of residency area

27. Which phrase best describes the area where you live? [single choice]

- A big city
- The suburbs of a big city
- A town or small city
- A country village
- A farm or home in the countryside
- Don't know

Subjective well-being

28. Thinking about your own life and personal circumstances, how satisfied are you with your life as a whole?
[single choice]

Completely										Completely
Dissatisfied										Satisfied
1	2	3	4	5	6	7	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

29. Thinking about your physical health, how satisfied are you with your health as a whole? [single choice]

Completely										Completely
Dissatisfied										Satisfied
1	2	3	4	5	6	7	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Additional questions for Wave 2)

Grandparenthood (only asked to those who mentioned having children on Q23)

30. Do you have grandchildren, and if so, how many? [single choice]

- I don't have grandchildren
- I have _____ grandchildren

31. Does any of your children and/or grandchildren live with you in the same home? [multiple choice]

- No [single choice]
- Yes, I have ___ child/ren living with me
- Yes, I have ___ grandchild/ren living with me

Media usage in help seeking

32. Imagine that you need help with home chore (e.g. evacuating heavy furniture, painting the kitchen). You have the following options – please indicate the three things that you are most likely to do: [multiple choice]

- Send text, voice or video message via mobile phone to someone who is likely to give help
- Call someone who is likely to give help
- Send an email to someone who is likely to give help
- Use a computer-based chat program (e.g. Skype)
- Meet someone who is likely to give help
- Use social network sites (e.g., Facebook)
- Check websites
- Other – please specify:
- Don't know [single choice]

33. Imagine that you are sick with the flu and you need help from your family or friends (e.g., to get medicine or buy groceries). You have the following options –please indicate the three things that you are most likely to do: [multiple choice]

- Send messages (e.g., text or video) via mobile phone to friends or family
- Call friends or family on the phone
- Chat online via a computer with friends or family (e.g. Skype)
- Write emails to friends or family
- Meet friends or family
- Use social network sites (e.g., Facebook)
- Other – please specify: _____
- Don't know [single choice]

End page

Thanks for your help!

If you have any comments – on the issues or on our questions – please add them here:

Contact information:

Name:

Email:



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