

8. Summary in English

The annual Media Barometer survey sheds light on media use on an average day among 9–79-year-olds in Sweden. In the main report, *Mediebarometern 2019* (Nordicom, University of Gothenburg) data on the use of different media are presented in relation to gender, age, level of education and area of residence. The aim of the current report is to focus on the most distinctive factor – age. The five main age groups in the Media Barometer survey have served as point of departure in the presentation of the findings, where light is shed on characteristics within each group.

The Media Barometer survey is unique in that it has been conducted over a long period of time – the first was carried out in 1979. Nordicom at the University of Gothenburg is responsible for the survey since 1994. The results from the 2019 survey once again show that media in different forms continue to be an important part of everyday life, to find information and knowledge, for entertainment and to pass time. Among the population in Sweden, 9–79 years old, on average 6 hours were spent on media usage on an ordinary day in 2019. The greatest share of time spent with media was dedicated to audio media and audiovisual media, followed by text media and social media. However, there was noticeable variance between different age groups.

Youth and young adults, 15–24 years old, as well as senior citizens, 65–79 years old, dedicated more time to media consumption than other age groups. Their usage was both similar and different: similar in spending a great part of the time using audio and audiovisual media, different when it came to the choice of platforms and channels.

Some of the media, platforms or services manage to bring together different age groups in the population, like television, streamed or linear. Others may reach out broadly, but perhaps with more intensity within a specific group, like social media among youth. The use of media is to a large extent connected to habits, and when established in the younger years, the habits tend to remain through life. Thus, when a new medium or platform is launched and enters into someone's life may affect media use for a long period of time. During the 41 years of the Media Barometer survey, the media landscape and media use have changed extensively. Despite this, many who grew up with legacy media have continued to turn to these.

The results in the survey indicate that the oldest age group in the survey, aged 65–79 years, had only replaced legacy media with a digital equivalent to a certain extent. For the youngest, aged 9–14 and 15–24 years, who grew up in a digital media landscape, the first-hand choice was different. The two age groups in between, 25–44 and 45–64, grew up during the 1990s or were young adults when digital media emerged. Digital media was either introduced at an early age or have been included in the mix at a faster pace than among the elderly. In the age groups between 25 and 64 years old – with a quite mixed “media diet” – the choice or habit of media use may be more situational. Other factors not covered in the survey may be at play, such as interest, occasion and economy, rather than age or life cycle.

Even though age can often be seen as the most distinctive factor, the report also shows differences connected to gender, level of education and area of residence. In most age groups, book reading was more widely spread among women than men. For most age groups, Twitter, LinkedIn and YouTube were used to a larger extent by men. News consumption through a morning paper reached respondents with higher education, and the share of radio listeners were greater in rural areas.