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

Wave 1 Report 1.0

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

Wave 1 Report 1.0

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

Galit Nimrod & Eugène Loos

Involving teams from seven countries (Austria, Canada, Denmark, Israel, Netherlands, Romania, and Spain) this Ageing + Communication + Technologies (ACT) project offers a unique opportunity to explore possible 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 will be collected on a biannual basis over a five-year period (overall three waves).

The first wave was based on surveys with Internet users aged 60 and up, to whom we will return in the following waves. Data was collected by local commercial firms. 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. Most data was collected between November and December 2016, with the exception of Canada, where the data were collected between June and July 2017.

With varying expected dropout rates, the 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. To reach this sample size, the firms contacted a total of 33,035 individuals. Response rates ranged between 8.9% and 64.6% according to percentage of older people who use the Internet in the country and data collection method. The response rate was at its lowest in Romania, where there was a need to screen out older adults who do not use the Internet, and at its highest in the Netherlands. For additional information, see Table 1 (p. 7).

Table 1. Summary of data collection per country

Country	Dates of data collection	Firm that collected the data	Method	% of adults aged 60+ who use the Internet	Factors in quotas' planning	Number of persons contacted	Number of persons who filled the survey	Response rate	Number of valid questionnaires*
Austria	18.11.2016 - 08.12.2016	Market Marktforschungsgmb H & CoKG	Online survey	64%	Age, gender, region	3,082	1,630	53.0%	1,627
Canada	27.06.2017 - 20.07.2017	Leger Research Intelligence group	Online survey	60%	Age, gender, region	9,719	3,560	36.6%	3,538
Denmark	22.11.2016 - 18.12.2016	YouGov Denmark A/S	Online survey	81%	Age, gender, region	1,174	716	61.0%	715
Israel	06.11.2016 - 03.01.2017	Rotem AR	Online survey	40%	Age, gender	3,600	814	22.6%	808
Netherlands	21.11.2016 - 12.12.2016	Kantar Public	Online survey	79%	Age, gender, education, region, household size	1,310	847	64.6%	801
Romania	16.11.2016 - 16.12.2016	SC Cult Market Research SRL	Telephone survey	Below 10%	Age, gender, region	9,000	800	8.9%	800
Spain	03.11.2016 - 10.11.2016	Netquest	Online survey	55-74 years old: 53% 75+ years old: 10%	Age, gender	5,169	3,237	60.6%	2,238
Total	--	--	--	--	--	33,035	11,694	35.4%	10,527

* After screening out incomplete questionnaires.

Firms reached out to study participants, and quotas were applied to ensure that each sample is representative of the country's older online population. Quotas were set according to official sources (Table 2, p. 9) describing the study's population age and gender. Additional factors taken into account were region (Austria, Canada, Denmark, Netherlands, Romania), education (Netherlands), and household size (Netherlands). Overall, the real samples were quite similar to the planned samples. For further details, see Annex A (p. 104).

The questionnaire included mainly closed-ended questions exploring media use, places of media use, media preferences, background characteristics, and subjective well-being (see Annex B, p. 107). The questionnaire was tested and validated in the original research (see Jensen & Helles, 2015; Nimrod, 2017) and already had validated German, Danish, and Hebrew translations. Translations into French (for the Francophone populations in Canada), Spanish, Romanian and Dutch were undertaken by the current research team. To validate the translations, native English-speaking persons re-translated them into English. This process was repeated until the re-translations were identical to the original English version.

All partners involved secured ethics approval from their Institutional Review Boards (IRBs), except for Austria and the Netherlands, where there were no IRBs at the institutions involved. In the Netherlands, the head of department gave his ethic approval.

In this report, we present a summary of results for the cases of Austria, Canada, Israel, Netherlands, Romania, and Spain. The results for the case of Denmark are not featured in this report.

References

- Jensen, K., & Helles, R. (2015). Audiences across media: A comparative agenda for future research on media audiences. *International Journal of Communication*, 9, 291-298.
- Nimrod, G. (2017). Older audiences in the digital media environment. *Information, Communication & Society*, 20, 233-249.

Table 2. Data sources informing national samples per country

Country	Source
Austria	Statistics Austria. (2016). <i>Bevoelkerung nach politischen bezirken geschlecht und alter</i> . Vienna, Austria. 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. Retrieved February 14, 2017, from http://www5.statcan.gc.ca/cansim/a26?lang=eng&id=510001
Denmark	Danmarks Statistik. Sejrøgade 11, 2100 Copenhagen Ø.
Israel	Central Bureau of Statistics. (2015). <i>Haseker hahevrat</i> [The social survey]. Israel. 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 standard</i> [Gold standard]. Amsterdam, The Netherlands. 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</i> [isoc_ci_ifp_iu]. 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. Retrieved October 10, 2016, from http://www.ine.es/dynt3/inebase/en/index.htm?padre=1894&capsel=1895

Country reports



Austria, 2016:

Summary of results

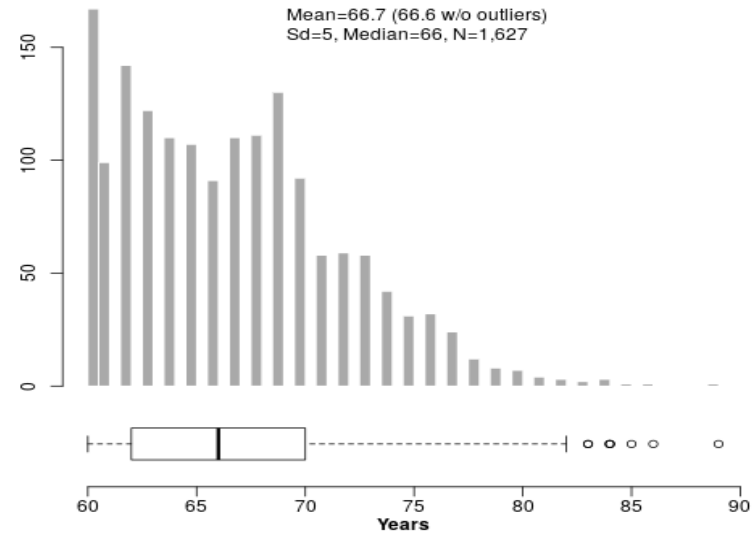
Roberta Maierhofer (University of Graz)

Barbara Ratzenböck (University of Graz)

Verena Köck (University of Graz)

Age

Q22: Age



%	Woman	Man	Total
60-69	38.8	34.2	73.1
70-79	17.8	7.8	25.6
80+	1.0	0.4	1.4
Total	57.6	42.4	100

N=1,627

Family status

		Parenthood			Total
	%	No children	With children	DK/NA	
Married		25.0	43.5	---	68.4
Not married				---	31.6
	Single	4.5	1.7	---	6.6
	Divorced	3.9	12.7	---	16.6
	Widowed	2.0	6.8	---	8.7
DK/NA		---	---	---	---
Total				---	100

N=1,627

Education

	%
Primary or less (up to 8-9 years of education)	4.0
Secondary (between 10 and 14 years of education)	77.0
Tertiary (15 years of education or more)	18.6
DK/NA	0.4
Total	100

N = 1,627

Income

	%
Above the average (A lot above + Slightly above the average)	34.2
Similar to the average	17.1
Below the average (A lot below + Slightly below the average)	37.3
Not declared (Don't know + Prefer not to respond)	11.4
Total	100

N = 1,627

Occupation and geographic location

	%
Active	13.5
Employed	13.0
<i>Full-time</i>	9.3
<i>Part-time</i>	3.7
Unemployed	0.6
Inactive	86.4
Retired	84.8
Unpaid position <i>(housework, volunteer or community service)</i>	1.6
DK/NA	0.1
Total	100

N = 1,627

	%
Big urban conglomerates	43.0
A big city	32.0
The suburbs of a big city	10.9
A town or small city	28.0
Country	29.0
A country village	23.2
A farm or home in the countryside	5.8
DK/NA	0.1
Total	100

N = 1,627

Media consumption

Media used the previous day	Users (%)	Time spent (hour: min) ¹
Watched television on a TV set	92.6	03:10
Read newspapers or magazines in the printed version	90.2	01:04
Listened to radio on a radio set	79.5	02:28
Read books in the printed version	46.0	01:13
Read newspapers or magazines on the Internet	45.7	00:35
Watched television on a computer	32.4	01:51
Read books in the electronic version	12.8	01:13
Watched television on a mobile phone	9.9	00:25
Listened to radio on computer	7.3	01:16
Listened to radio on mobile phone	3.4	00:38
Listened to audiobooks	2.6	01:11

N = 1,627. Categories showed in descending order as for % of users

¹ Average time without outliers, calculated for those who used the medium the previous day.

Non-Internet media in traditional formats are predominant.

- Almost all respondents watch TV on a TV set (for three hours, on average).
- Almost all respondents read printed newspapers or magazines.
- A large number listens to the radio on a radio set.

Although non-Internet media in traditional formats are predominant, media are also being consumed on newer devices.

- A considerable number (over 40%) read newspapers or magazines on the Internet.
- A third watches TV on A computer.

Books are mostly read in the printed format, only a small number chooses the electronic version.

Print newspapers

Reading print newspapers	(%)
National daily newspapers	67.1
Local daily newspapers	50.3
Free newspapers	47.3
Magazines and periodicals	36.4
Weekly newspapers	16.3
International daily newspapers	6.8
I never read printed newspapers	2.4

N = 1,627

National and local printed newspapers are an important source of information, unlike international equivalent.

Internet activity

Internet used the previous day for...	Users (%)	Time spent (hours: min) ¹
Writing and reading e-mails	80.8	00:26
Getting news	72.1	00:45
Online shopping, banking, travel reservation etc.	54.0	00:18
Using websites concerning my interests or hobbies	44.4	00:35
Using chat programs	42.8	00:18
Using social network sites	39.9	00:36
Playing computer games online	28.0	01:12
Reading entries at debate sites, blogs	20.2	00:22
Other	11.5	00:53
Writing entries at debate sites, blogs	5.2	00:18
Downloading music, film or podcasts	4.4	00:37

N = 1,627. Categories showed in descending order as for % of users.

¹ Average time without outliers, calculated for those who used the medium the previous day.

E-mail and news are the most frequent activities.

More than half of the respondents use the Internet for online shopping, banking, and travel reservations.

A considerable number (over 40%) uses the Internet concerning their interests or hobbies.

Chat program usage is similar to social network sites (SNS) usage (around 40%).

- Respondents spend twice as much time on SNS.

Two relevant activities are also playing computer games online (28%) and reading entries at debate sites and blogs (ca. 20%).

- If online computer games are being played, this is the activity respondents spend the most time on by far.
- Although a fifth reads entries at debate sites and blogs, only a very small number also writes entries at debate sites and blogs.

Spaces of media consumption

%	Read printed newspapers	Listen to radio	Watch TV	Use Internet
At home	93.6	84.3	98.0	97.3
...in the living room	72.6	59.0	93.0	57.7
...in the bedroom	14.0	16.1	22.7	11.0
... in other spaces	39.3	45.3	17.4	56.9
At public places	34.1	6.1	2.2	16.5
During transport	28.0	46.7	0.8	24.7
At work	3.9	6.2	0.7	11.9
At friends or family	3.6	4.1	5.2	8.7
At school	0.8	0.3	0.5	1.6
At other places	1.3	1.6	1.0	2.4
I never use that medium	2.2	4.7	1.4	0.0

N=1,627. Non-exclusive categories.

Media are mostly consumed at home.

During commutes, a considerable number of individuals (over 40%) listen to the radio and almost a fourth uses the Internet.

Media that are consumed the most in public places are printed newspapers.

Phone ownership, mobile phone calls and messages

Phone ownership	(%)
Landline phone	64.8
Mobile phone	99.0
Landline or mobile phone	99.6
Internet phone	34.8
None of the above	0.2

N = 1,627

Mobile phone used yesterday for...	Users (%)	Average (N) ¹
Conventional voice calls (sent and received)	88.0	5.5
Messages (sent)	44.7	4.8

N = 1,611. Categories showed in descending order as for % of users.

¹ Average number of calls or messages without outliers, calculated for those who did the activity the previous day.

Mobile phone features

Users	(%)	Users	(%)
Ordinary voice calls	91.7	Viewing websites via apps	29.9
SMS	88.8	MMS (Multimedia Message Services)	28.3
Taking photographs	81.1	Recording video	26.4
Alarm clock and reminders	63.6	Social network sites	20.9
Calendar	54.2	Games	12.9
E-mail	50.1	Watching TV or video on mobile	12.6
Instant messaging (WhatsApp, etc.)	40.9	Listening to radio	12.5
Viewing websites via browser	37.1	Using a phone as a music player	8.1
GPS and maps	34.9	Other (mobile usage)	1.4
Downloading apps	30.4	Listening to podcast	1.0

N=1,611. Question shown if ownership of mobile phone is selected.

The mobile phone is central for older Internet users, not only for voice calling or messaging, but also for:

- Taking pictures;
- Time management of daily life;
- E-mailing.

Network-based messaging (SMS) is more than twice as common than Internet-based messaging (WhatsApp, etc.).

Management of social interactions

% Contact old acquaintance	Dinner invitation change
Phone call	78.6 93.6
Email	73.8 71.6
Phone messaging functions	37.1 56.4
Social network site	20.8 6.0
Posting a letter	20.8 5.1
Other	1.8 1.0
DK/NA	2.1 0.4
N=1,627	

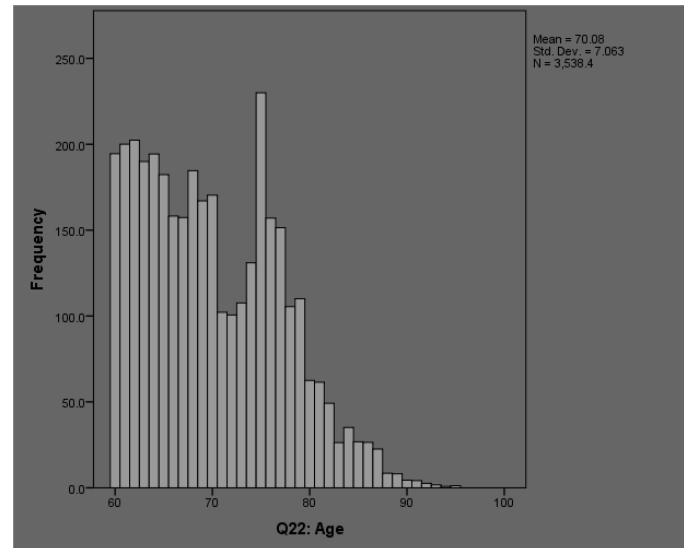
Phone calls and e-mail are most important for the management of social interactions.

Mobile messaging is used more for prompt contact with closer people.

A fifth of respondents uses social network sites (SNS) for less urgent contact with more distant people, while only a very small number of them does so for prompt contact with close people.

Canada, 2017:
Summary of results
Lise van de Beeck (University of Ottawa)

Age



%	Woman	Man	Total
60-69	26.6	25.1	51.7
70-79	21.8	16.8	38.6
80+	5.3	4.4	9.7
Total	53.7	46.3	100

N=5,538

Family status

	%	Parenthood			Total
		No children	With children	DK/NA	
Married		36.5	27.9	---	64.4
Not married		17.2	18.4	---	35.6
	Single	8.4	1.4	---	9.8
	Divorced	4.2	8.1	---	12.3
	Widowed	4.6	8.9	---	13.5
DK/NA		---	---	---	---
Total		53.7	46.3	---	100

N=3,538

Education

	%
Primary or less (up to 8-9 years of education)	2.5
Secondary (between 10 and 14 years of education)	56.1
Tertiary (15 years of education or more)	41.1
DK/NA	0.3
Total	100

N = 3,538

Income

	%
Above the average (A lot above + Slightly above the average)	44.2
Similar to the average	11.1
Below the average (A lot below + Slightly below the average)	31.6
Not declared (Don't know + Prefer not to respond)	13.1
Total	100

N = 3,538

Occupation and geographic location

	%
Active	17.6
Employed	16.1
<i>Full-time</i>	9.5
<i>Part-time</i>	6.6
Unemployed	1.4
Inactive	79
Retired	77.6
Unpaid position <i>(housework, volunteer or community service)</i>	1.4
Other	3.3
DK/NA	0.1
Total	100

N = 3,538

	%
Big urban conglomerates	52.2
A big city	27.6
The suburbs of a big city	24.6
A town or small city	33.8
Country	13.9
A country village	7.9
A farm or home in the countryside	6
DK/NA	0.1
Total	100

N = 3,538

Media consumption

Media used the previous day	Users (%)	Time spent (hour: min) ¹
Watched television on a tv set	87.61	3:33
Listened to radio on a radio set	56.64	2:04
Read newspapers or magazines in the printed version	53.77	0:59
Read books in the printed version	44.12	1:20
Read newspapers or magazines on the internet	41.34	0:57
Read books in the electronic version	15	1:44
Watched television on a computer	8.8	1:39
Listened to radio on computer	8.28	1:58
Listened to radio on mobile phone	2.43	1:29
Listened to audio books	1.79	1:49
Watched television on a mobile phone	0.92	1:09

N = 3,538. Categories showed in descending order as for % of users

¹ Average time without outliers, calculated for those who used the media the previous day.

Non-Internet media on traditional formats, particularly the TV set, are predominant.

- Almost all respondents watch the TV set (for three hours, on average).
- Over half listen to the radio set regularly.

Broadcast mass media is not frequently consumed on newer devices (the computer and the mobile phone).

- Computer is privileged over the mobile phone for watching TV (audiovisual media) and for listening to radio.

Printed version of newspapers is preferred over their online version.

- However, percentages of users for both versions are not highly different.

Books are mostly read in the printed format but a fair percentage choose the electronic format.

- Use of paper-based printed media is still preferred for most media but considerable percentage read newspapers or magazine son the Internet.

Print newspapers

Reading print newspapers	(%)
International daily newspapers	94.5
I never read printed newspapers	69.6
National daily newspapers	54.4
Weekly newspapers	33.2
Magazines and periodicals	32.7
Local daily newspapers	13.5
Free newspapers	7.1

N = 3,538

International and national printed newspapers are an important source of information, unlike local equivalent.

Internet activity

Internet used the previous day for...	Users (%)	Time spent (hours: min) ¹
Writing and reading e-mails	83.38	0:51
Getting news	58.65	0:53
Using social network sites	52.37	0:59
Playing computer games online	37.51	1:27
Using websites concerning my interests or hobbies	33.97	0:58
Online shopping, banking, travel reservation etc.	33.07	0:36
Reading entries at debate sites, blogs	7.07	0:36
Using chat programs	5.96	0:34
Other	5.03	0:27
Downloading music, film or podcasts	3.31	0:51
Writing entries at debate sites, blogs	2.26	1:25

N = 3,538. Categories showed in descending order as for % of users.

¹ Average time without outliers, calculated for those who used the media the previous day.

Internet activities mainly combine interpersonal communication and information gathering.

Writing and reading e-mails are the most frequent activities.

Getting news and using social network sites are close (~50%).

Playing games, online shopping, banking, travel reservation (~30%).

- Participants spend more time on playing games.

Spaces of media consumption

%	Read printed newspapers	Listen to radio	Watch TV	Use Internet
At home	77.8	63.7	96.1	95
...in the living room	48.5	32.3	76.4	47.5
...in the bedroom	8.2	22.1	25.2	22.8
... in other spaces	37.8	34.8	26.4	63.2
At public places	3.1	2.7	7.9	12.4
During transport	4.6	5	0.8	11.6
At work	0.8	0.9	0.5	4.4
At friends or family	6.5	39.5	0.3	6.4
At school	19	5.1	3.9	16.8
At other places	6.8	17.8	4.7	6.8
I never use that medium	12.4	8.4	1.9	0

N=3,538. Non-exclusive categories.

Media are mostly consumed at home.

Listening to radio also occurs at friends or family (~40%).

Phone ownership, mobile phone calls and messages

Phone ownership	(%)
Landline phone	87.1
Mobile phone	81.6
Landline or mobile phone	99.3
Internet phone	23
None of the above	0.2

N = 3,538

Mobile phone used yesterday for...	Users (%)	Average (N) ¹
Conventional voice calls (sent and received)	40.9	3.6
Messages (sent)	35.3	5.7

N = 3,538. Categories showed in descending order as for % of users.

¹ Average number of calls or messages without outliers, calculated for those who did the activity the previous day.

Mobile phone features

	Users (%)		Users (%)
Ordinary voice calls	78.6	Viewing websites via apps	23.2
Taking photographs	64.7	Downloading apps	20.9
SMS	62.4	MMS (Multimedia Message Services)	19.6
E-mail	46.0	Games	17.3
Calendar	39.9	Instant messaging (WhatsApp, etc.)	16.9
Alarm clock and reminders	37.3	Using a phone as a music player	12.2
Viewing websites via browser	35.5	Watching TV or video on mobile	9.7
GPS and maps	29.8	Listening to radio	7.6
Social network sites	26.3	Other (mobile usage)	6.1
Recording video	24.4	Listening to podcast	4.5

N=2,887. Question shown if ownership of mobile phone is selected.

Mobile phone is mostly used for traditional calls and messaging but also for:

- Taking pictures;
- The temporal management of daily life.

SMS are considerably more common instant messaging.

Management of social interactions

Contact old acquaintance	%	Dinner invitation change	%
Email	77.9	Phone call	94.7
Phone call	74.5	Email	73.6
Social network site	34.8	Phone messaging functions	78.5
Phone messaging functions	29.4	Social network site	23.9
Posting a letter	19.6	Posting a letter	3.0
Other	3.3	Other	3.0
DK/NA	3.2	DK/NA	1.1

N=3,538

Emails and phone calls are mostly used for contacting old acquaintances, same applies to invitation change with the addition of phone messaging functions.

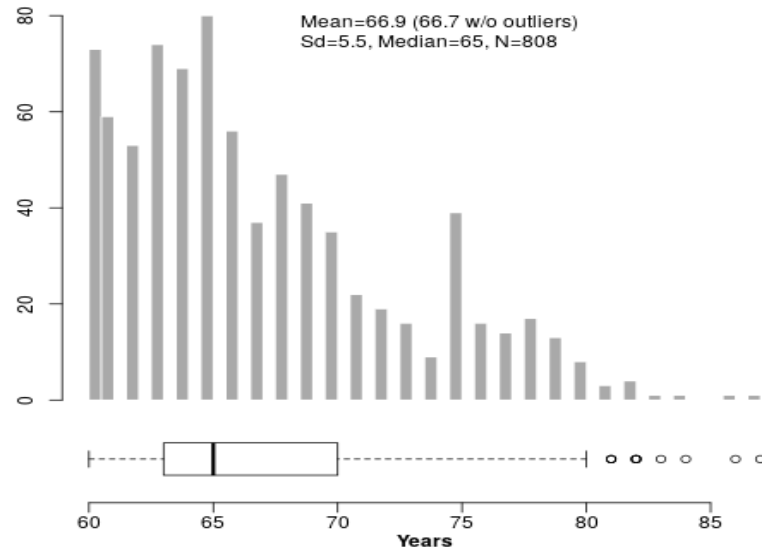
Israel, 2016:

Summary of results

Galit Nimrod (Ben-Gurion University of the Negev)

Age and gender

Q22: Age



Age	Woman	Man	Total
60-64	20.3%	20.2%	40.5%
65-74	22.5%	22.3%	44.8%
75+	7.0%	7.7%	14.7%
Total	49.8%	50.2%	100%

N=808

Family status

%		Children			Total
		No children	With children	DK/NA	
Marital status	Married	4.46	68.06	---	72.52
	Not married			---	27.48
	Single	2.48	0.5	---	2.98
	Divorced	3.96	11.75	---	15.71
	Widowed	1.86	6.93	---	8.79
	DK/NA	---	---	---	0.0
Total		12.76	87.26	---	100

N=808

Education

	%
Primary or less (up to 8-9 years of education)	2.10
Secondary (between 10 and 14 years of education)	52.23
Tertiary (15 years of education or more)	45.42
DK/NA	0.25
Total	100

N = 808

Income

	%
Above the average (A lot above + Slightly above the average)	42.33
Similar to the average	23.76
Below the average (A lot below + Slightly below the average)	24.75
Not declared (Don't know + Prefer not to respond)	9.16
Total	100

N = 808

Occupation and residence location

Occupation	%
Employed	41.2
<i>Full-time</i>	24.75
<i>Part-time</i>	16.45
Unemployed	2.62
Retired	55.52
Unpaid position (<i>housework, volunteer or community service</i>)	2.12
Other	0.25
DK/NA	0.50
Total > 100 (multiple-choice question)	

N = 808

Residence Location	%
Big urban conglomerates	60.64
A big city	52.72
The suburbs of a big city	7.92
A town or small city	23.51
Country	14.98
A country village	14.98
A farm or home in the countryside	0.0
DK/NA	0.87
Total	100

N = 808

Media use

Media used the previous day	Users (%)	Time spent (hour: min) ¹
Watched television on a TV set	90.47	3:14
Read newspapers or magazines in the printed version	77.97	1:18
Listened to radio on a radio set	68.56	2:21
Read newspapers or magazines on the Internet	59.78	0:55
Read books in the printed version	46.29	1:39
Watched television on a computer	27.48	1:57
Listened to radio on computer	19.80	2:12
Watched television on a mobile phone	13.49	1:01
Listened to radio on mobile phone	11.39	1:15
Read books in the electronic version	6.44	1:18
Listened to audiobooks	1.73	1:02

N = 808. Categories showed in descending order as for % of users

¹ Average time calculated for those who used the medium the previous day.

Traditional media, particularly the TV set, are predominant.

- Almost all respondents watched TV on a TV set (for more than three hours, on average) in the day before taking the survey.
- Over half read print newspapers and listened to the radio on a radio set.

Broadcast mass media are not frequently consumed on digital devices (computers and mobile phone).

- Computers are preferred compared with mobile phones for both TV and radio.

Online newspapers and magazines are the sole digital medium used by more than half of the Israeli Internet users.

- However, print newspapers still lead in terms of % of users and use duration.

Books are mostly read in the printed format.

- Only few read digital books and/or listen to audio books.

Print newspapers

Reading print newspapers	(%)
Free daily newspapers	66.09
National daily newspapers	54.95
Weekly newspapers	35.40
Local weekly newspapers	34.78
Magazines and periodicals	27.72
International daily newspapers	1.73
I never read printed newspapers	10.40

N = 808

Free daily newspapers are more popular than the national daily newspapers.

The readership of international newspapers is marginal.

Internet activity

Internet used the previous day for...	Users (%)	Time spent (hours: min) ¹
Writing and reading e-mails	81.56	0:57
Getting news	66.58	0:53
Using chat programs	65.84	0:58
Using social network sites	63.24	1:14
Using websites concerning my interests or hobbies	44.43	1:01
Online shopping, banking, travel reservation etc.	30.69	0:44
Reading entries at debate sites, blogs	26.24	0:41
Playing computer games online	25.99	1:20
Other	13.49	1:00
Writing entries at debate sites, blogs	11.14	0:45
Downloading music, film or podcasts	8.04	1:01

N = 808. Categories showed in descending order as for % of users.

¹ Average time calculated for those who used the medium the previous day.

The leading online activities are emails and getting news, followed by socializing via chat programs and social network sites (SNS).

E-mail is the most frequent activity.

Online news, chat programs and SNS have similar use rate (~65%).

SNS and games are the most time consuming.

In the day before the survey, 30% performed online errands.

Spaces of media consumption

%	Read printed newspapers	Listen to radio	Watch TV	Use Internet
At home				
...in the living room	72.28	46.66	85.40	48.14
...in the bedroom	36.01	29.95	51.61	27.10
... in other spaces	32.18	32.80	20.05	67.20
At friends or family	9.53	2.6	15.84	16.71
At work	12.87	10.89	2.10	31.68
At school	1.73	0.12	0.12	3.09
During transport	28.96	56.19	0.99	26.61
At public places	30.32	6.56	7.05	27.35
At other places	0.99	1.98	0	2.23
I never use that medium	7.55	7.92	3.22	--

N=808. Non-exclusive categories.

Media are mostly used at home.

Among the out-of-home locations, transportation and public places are the most popular for media use.

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

Phone ownership, mobile phone calls and messages

Phone ownership	(%)
Landline phone	91.83
Mobile phone	92.95
Internet phone	39.85
None of the above	0.12

N = 808

Mobile phone used yesterday for...	Users (%)	Average (N) ¹
Conventional voice calls (made and received)	74.83	11.45
Messages (sent)	64.18	11.14

N = 808.

¹ Average number of calls or messages calculated for those who used their phones for these purposes in the previous day.

Mobile phone features

Users	(%)	Users	(%)
Ordinary voice calls	91.68	Viewing websites via apps	29.92
SMS	88.83	MMS (Multimedia Message Services)	28.31
Taking photographs	81.13	Recording video	26.38
Alarm clock and reminders	63.56	Social network sites	20.92
Calendar	54.19	Games	12.91
E-mail	50.09	Watching TV or video on mobile	12.60
Instant messaging (WhatsApp, etc.)	40.91	Listening to radio	12.48
Viewing websites via browser	37.12	Using a phone as a music player	8.13
GPS and maps	34.89	Other (mobile usage)	1.43
Downloading apps	30.42	Listening to podcast	0.99

N=808. Question shown if ownership of mobile phone is selected.

Older Israeli Internet users make diverse uses of their mobile phones.

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

- Taking photos;
- Time management (alarms and calendars);
- Emails.

Due to the very low costs of mobile communication in Israel, SMS are still more common than Internet-based instant messaging.

The most preferred medium for social needs

%	Non-Urgent (e.g., Contacting an old acquaintance)	Urgent (e.g., changing a dinner invitation)
Phone call	78.61	93.55
Email	73.82	71.60
Phone messaging functions	37.06	56.36
Social network site	20.84	6.02
Posting a letter	20.77	5.10
Other	1.84	1.04
DK/NA	2.09	0.43
N=808		

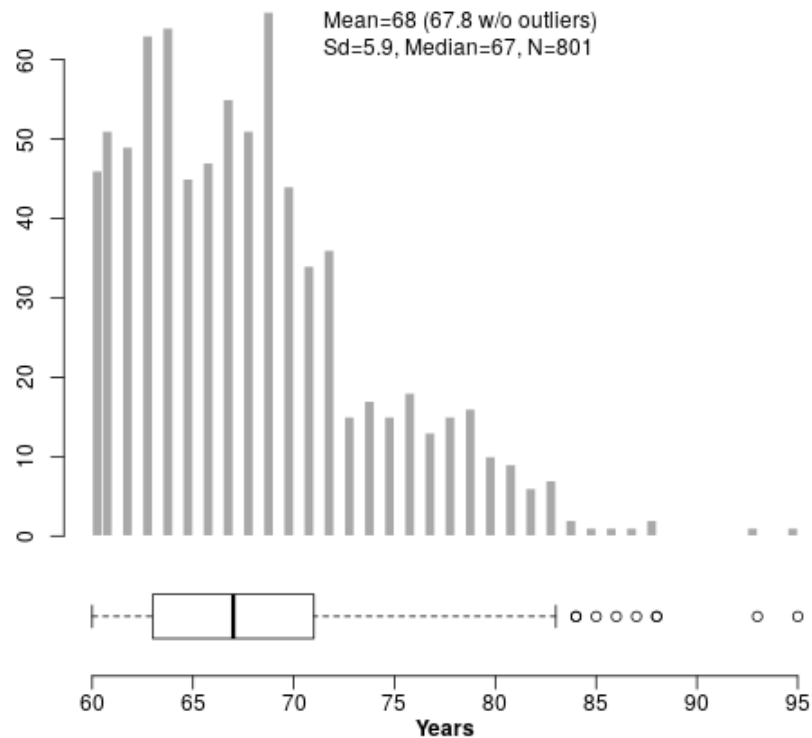
Phone calls, emails and text-messaging are the top preference for both urgent and non-urgent social needs.

Social networking sites are mostly mentioned as a medium useful for non-urgent needs.

Netherlands, 2016:
Summary of results
Eugène Loos (Utrecht University)

Age

Q22: Age



%	Woman	Man	Total
60-69	36.4	30.6	67
70-79	9.1	18.7	27.8
80+	1.7	3.5	5.2
Total	47.2	52.8	100

N=801

Family status

		Parenthood		DK/NA	Total
%		No children	With children		
Marital status	Married	13.4	58.4		71.8
	Not married	11.2	16.6	---	27.8
	Single	7.6	2.5		
	Divorced	0.7	5.9	---	
	Widowed	2.9	8.2		
	DK/NA	---	---	---	0.4
Total		24.6	75	0.4	100

N=801

Education

	%
Primary or less (up to 8-9 years of education)	12.1
Secondary (between 10 and 14 years of education)	56.8
Tertiary (15 years of education or more)	29.8
DK/NA	1.3
Total	100

N = 801

Income

	%
Above the average (A lot above + Slightly above the average)	28.2
Similar to the average	16.1
Below the average (A lot below + Slightly below the average)	32.6
Not declared (Don't know + Prefer not to respond)	23.1
Total	100

N = 801

Occupation and geographic location

	%
Active	19.6
Employed	14.8
<i>Full-time</i>	6.3
<i>Part-time</i>	8.5
Unemployed	4.8
Inactive	74
Retired	67.7
Unpaid position <i>(housework, volunteer or community service)</i>	6.3
Other	6.0
DK/NA	0.4
Total	100

N = 801

	%
Big urban conglomerates	36.2
A big city	24.8
The suburbs of a big city	11.4
A town or small city	38.9
Country	24.5
A country village	22
A farm or home in the countryside	2.5
DK/NA	0.4
Total	100

N = 801

Media consumption

Media used the previous day	Users (%)	Time spent (hour: min) ¹
Watched television on a TV set	93	3:36
Read newspapers or magazines in the printed version	69.1	1:07
Listened to radio on a radio set	64.7	3:54
Read books in the printed version	44.1	0:58
Read newspapers or magazines on the Internet	43.8	0:43
Read books in the electronic version	17.6	1:03
Watched television on a computer	13.7	0:48
Listened to radio on computer	10.1	1:35
Listened to radio on mobile phone	4.3	1:03
Watched television on a mobile phone	2.2	0:16
Listened to audiobooks	1.9	1:05

N = 801. Categories showed in descending order as for % of users

¹ Average time without outliers, calculated for those who used the medium the previous day.

Consumption of traditional-format media is predominant.

- Television, magazines, newspapers, books and radio are preferred in original, not digital version.
- Nearly all the respondents watch television (an average of 3 hours/day).

The computer is preferred to the mobile phone for watching television and listening to the radio.

A considerable percentage reads online newspapers.

- This reflects the global trend of newspapers and magazines migrating online.

Print newspapers

Reading print newspapers	(%)
Free newspapers	54.8
Local daily newspapers	46.2
National daily newspapers	45.8
Magazines and periodicals	41.07
Weekly newspapers	34.8
I never read printed newspapers	11.2
International daily newspapers	1.4

N = 801

Free newspapers are the most read, followed by daily local and daily national newspapers.

- Periodicals, magazines and weekly newspapers are, comparably, read less often.

A very small percentage reads international newspapers.

More than one tenth declared they do not read printed newspapers.

Internet activity

Internet used the previous day for...	Users (%)	Time spent (hours: min) ¹
Writing and reading e-mails	81.5	0:33
Using social network sites	53.8	0:42
Getting news	52.1	0:35
Using chat programs	48.6	0:18
Online shopping, banking, travel reservation etc.	43.9	0:18
Using websites concerning my interests or hobbies	38.7	0:40
Playing computer games online	35.7	1:20
Reading entries at debate sites, blogs	10.2	0:29
Writing entries at debate sites, blogs	4	0:35
Other	7.4	0:35

N = 801. Categories showed in descending order as for % of users.

¹ Average time without outliers, calculated for those who used the medium the previous day.

Writing e-mails, using social media sites and getting news are the predominant Internet uses.

Social media sites (53.8%) are used more often than chat programs (48.6%).

Also frequent is the use of Internet for online shopping, banking, reservations (43.9%), and visiting websites related to their hobbies (38.7%). Thirty five point seven percent (35.7%) play online games.

Reading and writing entries on debate sites/blogs are the least frequent Internet uses.

Spaces of media consumption

%	Read printed newspapers	Listen to radio	Watch TV	Use Internet
At home	85.3	81.4	98.9	99.1
...in the living room	81.4	71.9	95.5	86
...in the bedroom	5.2	24.2	32.5	18.3
... in other spaces	10.4	18.1	10.7	36
In public places	7.7	3.1	1.4	16
During transport	9.4	26	0.7	19.6
At work	2.5	6.9	0.4	12.9
At friends or family	5	5.24	9.6	20.8
At school	0.4	0.25	0.1	0.9
In other places	1.37	1.1	0.5	2
I never use that medium	11.4	9.2	0.7	0.0

N=801. Non-exclusive categories.

Media use most often takes place at home.

- The living room is particularly used for media consumption, more than other parts of the house.
- Internet is used mostly in the living room (86%), but followed by 'other' spaces (36%). Comparatively, only 18.3% use it in the bedroom.

Outside the house, Internet use is more likely than listening to the radio, watching TV and reading newspapers.

Phone ownership, mobile phone calls and messages

Phone ownership	(%)
Landline phone	93.6
Mobile phone	96.4
Both landline and mobile phone	90.3
Either landline or mobile phone	9.5
Internet phone	36.7
None of the above	0.2

N = 801

Mobile phone used yesterday for...	Users (%)	Average (N) ¹
Conventional voice calls (sent and received)	46.2	2.6
Messages (sent)	36.5	4

N = 772. Categories showed in descending order as for % of users.

¹ Average number of calls or messages without outliers, calculated for those who did the activity the previous day.

Most participants have both a landline and a mobile telephone, but only 36.7% have an Internet phone.

On the previous day, more participants had made/received calls than had sent/received messages.

- However, participants sent/received an average of 4 messages/day, compared to 2.6 phone calls.

Mobile phone features

Users	(%)	Users	(%)
Ordinary voice calls	94.6	Viewing websites via apps	35.1
Taking photographs	75	GPS and maps	33.8
SMS	64.5	Games	19.4
Instant messaging (WhatsApp, etc.)	56.7	Watching TV or video on mobile	12.6
E-mail	53.5	Listening to radio	9.3
Downloading apps	45.3	Recording video	8.7
Alarm clock and reminders	43.8	MMS (Multimedia Message Services)	8.7
Viewing websites via browser	41.7	Using a phone as a music player	8.4
Calendar	39.8	Listening to podcast	0.9
Social network sites	36.3	Other (mobile usage)	1

N=772. Question shown if ownership of mobile phone is selected.

The mobile phone is used both for interpersonal communication and information gathering, as well as time organization functions (calendar, alarm).

Ordinary phone calls are the predominant use of mobile phones, followed by taking photos.

SMS written text messages are more popular than online instant messaging programs.

Management of social interactions

%	Contact old acquaintance	Dinner invitation change
Phone call	70.0	89.3
Email	68.4	72.7
Phone messaging functions	14	29.3
Social network site	23.1	9.5
Posting a letter	24	9.2
Other	2.2	2.1
DK/NA	7.1	1.7

N=801

Making a telephone call is the first choice of communication both for changing plans and contacting an old acquaintance, followed by e-mail for both purposes.

Social network sites and letters would be used similarly for both situations. A similar percentage (23.1%, 24%) would use a letter and SNS to contact an old acquaintance. It is less likely to use these means of communication for changing dinner plans (9.5%, 9.2%).

Phone messaging functions are seen as more handy for immediate communication, such as changing plans (29.3%) than for contacting old acquaintances (14%).

Romania, 2016:

Summary of results

Loredana Ivan

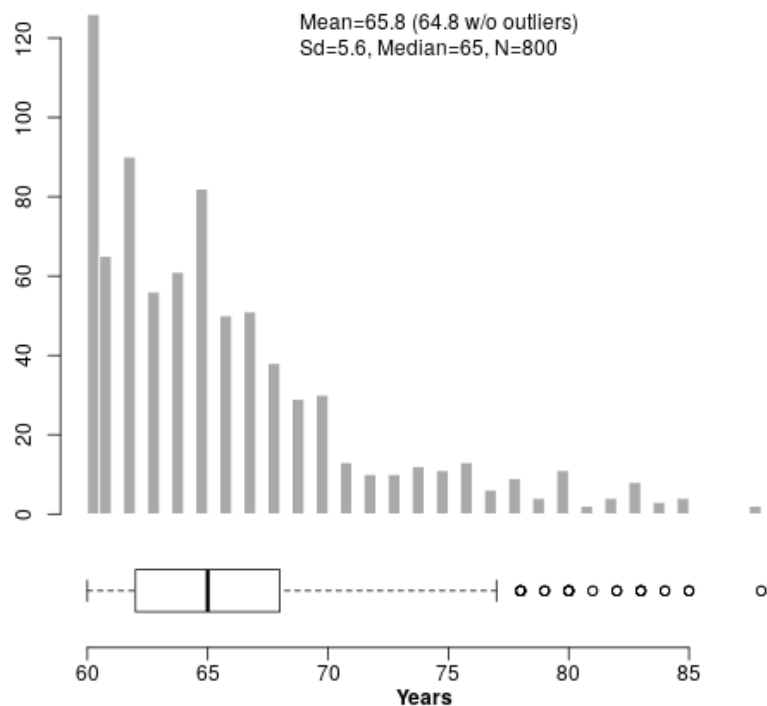
(National University of Political Studies and Public Administration)

Ioana Schiau

(National University of Political Studies and Public Administration)

Age

Q22: Age



%	Woman	Man	Total
60-64	25.3	24.5	49.8
65-69	16.6	14.6	31.3
70-74	4.4	5.0	9.5
75-88	4.5	5.1	9.6
Total	50.7	49.3	100

N=800

Family status

		Parenthood		DK/NA	Total
%		No children	With children		
Marital status	Married	5.5	69	---	74.5
	Not married	4.4	20	---	24.4
	Single	1.2	1.4	---	2.6
	Divorced	0.9	4	---	4.9
	Widowed	2.2	14.6	---	16.8
	DK/NA	---	---	1.1	1.1
Total		10	89	1	100

N=800

Education

	%
Primary or less (up to 8-9 years of education)	1.2
Secondary (between 10 and 14 years of education)	34.9
Tertiary (15 years of education or more)	52.8
DK/NA	11.1
Total	100

N = 800

Income

	%
Above the average (A lot above + Slightly above the average)	14.9
Similar to the average	9.9
Below the average (A lot below + Slightly below the average)	67.3
Not declared (Don't know + Prefer not to respond)	7.9
Total	100

N = 800

Occupation and geographic location

	%
Active	17.9
Employed	17.4
<i>Full-time</i>	14.7
<i>Part-time</i>	2.7
Unemployed	0.5
Inactive	79.7
Retired	78.6
Unpaid position <i>(housework, volunteer or community service)</i>	1.1
Other	0.0
DK/NA	2.4
Total	100

N = 800

	%
Big urban conglomerates	43.6
A big city	39.4
The suburbs of a big city	4.2
A town or small city	39.1
Country	13.9
A country village	12.8
A farm or home in the countryside	1.1
DK/NA	3.4
Total	100

N = 800

Media consumption

Media used the previous day	Users (%)	Time spent (hour: min) ¹
Watched television on a TV set	98.5	3:04
Listened to radio on a radio set	39.2	2:48
Read newspapers or magazines in the printed version	34.5	0:41
Read newspapers or magazines on the Internet	30.9	0:36
Read books in the printed version	28	1:23
Watched television on a computer	8.6	1:22
Watched television on a mobile phone	4	0:40
Read books in the electronic version	3.8	0:45
Listened to radio on computer	3.4	2:20
Listened to radio on mobile phone	2.9	0:43
Listened to audio books	1.4	0:58

N = 800. Categories showed in descending order as for % of users

¹ Average time without outliers, calculated for those who used the medium the previous day.

Non-Internet based media is predominant. **Watching television on a TV set is the most commonly used mass media consumption by the majority of the respondents (almost 99%).** Almost 9% of the respondents declared they use a computer to watch TV, whereas 4% are using mobile phones to watch television.

Also, this segment of population uses print newspapers and magazines (34.5%) and, to a comparable extend (30%), newspapers or magazines on the Internet. Especially in the case of information from the newspapers and magazines, Internet is becoming an important medium.

Print newspapers

Reading print newspapers	(%)
Local daily newspapers	43.2
I never read printed newspapers	31.9
National daily newspapers	28.7
Magazines and periodicals	16.6
Weekly newspapers	10.1
Free newspapers	4.5
International daily newspapers	2.7

N = 800

Local daily newspapers play a more important role (43.2%) than the national daily newspapers (28.7%).

- The idea of “ageing in place” (Andrews & Phillips, 2004; Atkins, 2017) comes along with the need for local media consumption (as for example local newspapers).

Only 2.7% read international newspapers. Almost 32% of the respondents never read printed newspapers.

References

Andrews, G. J., & Phillips, D. R. (Eds.). (2004). *Ageing and place*. London, United Kingdom: Routledge.

Atkins, M. T. (2017). “On the move, or staying put?” An analysis of intrametropolitan residential mobility and ageing in place. *Population, Space and Place*, 24(3), e2096, doi:10.1002/psp.2096

Internet activity

Internet used the previous day for...	Users (%)	Time spent (hours: min) ¹
Using social network sites	33.7	1:09
Writing and reading e-mails	31.3	0:24
Getting news	30.7	0:39
Using websites concerning my interests or hobbies	23.1	0:41
Using chat programs	16.3	0:29
Playing computer games online	14.1	1:10
Reading entries at debate sites, blogs	13	0:34
Downloading music, film or podcasts	5.3	0:46
Writing entries at debate sites, blogs	5.2	0:18
Online shopping, banking, travel reservation etc.	2.4	0:19

N = 800. Categories showed in descending order as for % of users.

¹ Average time without outliers, calculated for those who used the medium the previous day.

The most commonly used Internet activity was “social network sites” (almost 34%) followed by “writing and reading emails”.

Also, getting news using the Internet was one of the preferred activities (almost 31%) and searching websites concerning interests or hobbies (23%).

We notice the small percentage of older people using online banking or shopping online (2.5%).

Almost half of those who use Internet are involved in online activities with an entertainment connotation (searching websites concerning their interests or hobbies, downloading music, films, playing computer games).

Spaces of media consumption

%	Read printed newspapers	Listen to radio	Watch TV	Use Internet
At home	43.7	18.4	63	53.6
...in the living room	28.4	17	62	47.6
...in the bedroom	24.1	36.2	20	33.2
... in other spaces	4.75	1	1.9	3
In public places	4.75	1.8	0.1	2.5
During transport	3	5.7	0.6	8.7
At work	3.4	0.7	4	4
At friends or family	0.38	0	0	0.9
At school	0	0	0	0
In other places	30.7	1.4	0.9	-
I never use that medium	43.7	18.4	63	53.6

N=800. Non-exclusive categories.

The home is the privileged space of media consumption for reading printing newspapers, watching TV or listening to the radio.

- Watching television happens in the bedroom or in the living room to the same extent.
- Listening to the radio is associated with “other spaces” from the home.
- Internet (similar to television) takes place both in the bedroom and in the living room, whereas few people declared they have used Internet in public places (approximately 3%).
- Reading newspapers is a media practice more diversely distributed along different spaces of people’s homes.

Phone ownership, mobile phone calls and messages

Phone ownership	(%)
Landline phone	79.1
Mobile phone	97.4
Both landline and mobile phone	77
Either landline or mobile phone	22.5
Internet phone	34.4
None of the above	0.4

N = 800

Mobile phone used yesterday for...	Users (%)	Average (N) ¹
Conventional voice calls (sent and received)	90.5	5
Messages (sent)	27.3	2.7

N = 779. Categories showed in descending order as for % of users.

¹ Average number of calls or messages without outliers, calculated for those who did the activity the previous day.

The landline telephone is still used by a large segment of older people in Romania (79%). The mobile phone has come close to a 100% reach.

- People who use landline, use the mobile phone too.
- Only 2% of the respondents have only landline. One third of the respondents mentioned Internet based phones.

On the previous day, significantly more participants had made/received calls than had sent/received messages.

- Participants sent/received an average of 5 phone calls/day, compared to 2.7 messages.

Mobile phone features

Users	(%)	Users	(%)
Ordinary voice calls	71.6	GPS and maps	17.5
Alarm clock and reminders	44.2	SMS	14.8
Calendar	40	Games	12.7
Viewing websites via browser	33.9	Downloading apps	9.2
Recording video	30.4	Watching TV or video on mobile	8.1
Social network sites	29.4	Using a phone as a music player	6.4
Instant messaging (WhatsApp, etc.)	29.1	Listening to radio	5.6
E-mail	25.9	MMS (Multimedia Message Services)	3.5
Taking photographs	20.5	Listening to podcast	0.5
Viewing websites via apps	18	Other (mobile usage)	1

N=779. Question shown if ownership of mobile phone is selected.

Mobile features which allow visual content are attractive for older people (20.5% declared taking photos and 30.4% declared recording videos).

- Also, instant messaging and viewing websites via browser are used by one third of the older Internet users.
- Other features, such as the alarm clock, reminders and calendar are used by approximately 40% of the respondents.
- Social network sites are popular and one third of the respondents access these sites on their mobile phones.

Management of social interactions

%	Contact old acquaintance	Dinner invitation change
Phone call	77.5	81.7
Email	10.4	4.1
Phone messaging functions	17.1	21.7
Social network site	16.6	5.4
Posting a letter	2.4	0.4
Other	0	0
DK/NA	6.9	7.2

N=800

The phone call is mainly used by the respondents in both situations, but to a higher extent when temporal urgency is involved.

Also, 21.7% of the participants will change the plans for dinner via phone messaging and 17.1% will do the same when contacting an old acquaintance.

- This suggests the fact that phone features (mainly call but also messaging functions) would play an important role in managing social relations.

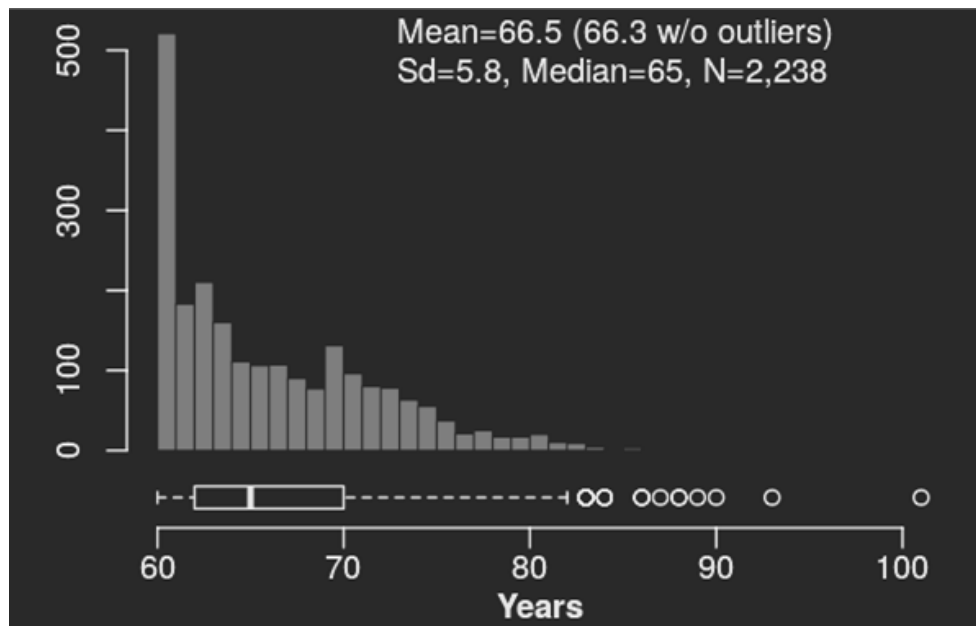
Spain, 2016:

Summary of results

Pedro Jacobetty (Open University of Catalonia)

Mireia Fernández-Ardèvol (IN3-Open University of Catalonia)

Age



%	Woman	Man	Total
60-69	33.3	36.6	69.9
70-79	18.9	8.0	26.9
80+	1.7	1.5	3.1
Total	53.9	46.1	100

N=2,238

Family status

		Parenthood			Total
	%	No children	With children	DK/NA	
Married		34.9	39.9	---	74.7
Not married		6.8	16.5	---	23.3
	Single	3.8	0.9	---	4.7
	Divorced	2.0	8.1	---	10.1
	Widowed	1.0	7.5	---	8.5
DK/NA		---	---	---	2.0
Total		41.6	56.4	2.0	100

N=2,238

Education

	%
Primary or less (up to 8-9 years of education)	21.8
Secondary (between 10 and 14 years of education)	37.2
Tertiary (15 years of education or more)	40.0
DK/NA	1.0
Total	100

N = 2,238

Income

	%
Above the average (A lot above + Slightly above the average)	47.8
Similar to the average	17.1
Below the average (A lot below + Slightly below the average)	11.2
Not declared (Don't know + Prefer not to respond)	24.0
Total	100

N = 2,283

Occupation and geographic location

	%
Active	27.7
Employed	21.8
<i>Full-time</i>	17.6
<i>Part-time</i>	4.2
Unemployed	5.9
Inactive	71.1
Retired	64.3
Unpaid position <i>(housework, volunteer or community service)</i>	6.7
Other	1.0
DK/NA	0.3
Total	100

N = 2,238

	%
Big urban conglomerates	52.3
A big city	42.4
The suburbs of a big city	9.9
A town or small city	25.7
Country	21.8
A country village	20.0
A farm or home in the countryside	1.8
DK/NA	0.3
Total	100

N = 2,238

Media consumption

Media used the previous day	Users (%)	Time spent (hour: min) ¹
Watched television on a TV set	91.6	3:03
Listened to radio on a radio set	59.8	1:51
Read newspapers or magazines on the Internet	55.6	0:58
Read newspapers or magazines in the printed version	50.9	0:51
Read books in the printed version	41.7	1:18
Read books in the electronic version	24.2	1:22
Watched television on a computer	14.2	1:28
Listened to radio on computer	11.4	1:34
Listened to radio on mobile phone	10.0	1:17
Listened to audiobooks	4.0	1:12
Watched television on a mobile phone	3.1	1:04

N = 2,238. Categories showed in descending order as for % of users

¹ Average time without outliers, calculated for those who used the medium the previous day.

Non-internet media on traditional formats, particularly the TV set, are predominant.

- Almost all respondents watch the TV set (for three hours, on average).
- Over half listen to the radio set regularly.

Broadcast mass media is not frequently consumed on newer devices (the computer and the mobile phone).

- Computer is privileged over the mobile phone for watching TV (audiovisual media).
- No difference in terms of listening to radio (audio based media).

Online newspapers or magazines are preferred over their print version.

- This points to the importance of the digital and interconnected Internet mass media for acquiring information.

Books are mostly read in the printed format, while a considerable percentage chooses the electronic format.

- Decline of paper-based printed media in detriment of their digital counterparts.

Print newspapers

Reading print newspapers	(%)
National daily newspapers	46.2
Local daily newspapers	42.4
Magazines and periodicals	34.5
Free newspapers	33.8
Weekly newspapers	13.4
International daily newspapers	3.6
I never read printed newspapers	18.6

N = 2,238

National and local printed newspapers are an important source of information, unlike international equivalents.

Internet activity

Internet used the previous day for...	Users (%)	Time spent (hours: min) ¹
Writing and reading e-mails	73.1	0:39
Getting news	60.8	0:42
Using chat programs	51.1	0:37
Using social network sites	50.9	0:55
Using websites concerning my interests or hobbies	43.2	0:50
Online shopping, banking, travel reservation etc.	22.9	0:20
Playing computer games online	18.7	1:11
Reading entries at debate sites, blogs	15.1	0:36
Downloading music, film or podcasts	7.9	1:10
Writing entries at debate sites, blogs	6.8	0:39
Other	0.2	1:10

N = 2,238. Categories showed in descending order as for % of users.

¹ Average time without outliers, calculated for those who used the medium the previous day.

Internet activities mainly combine interpersonal communication and information gathering.

E-mail and news are the most frequent activities.

Chat program usage is similar to SNS (~50%).

- Respondents spend much more time on SNS.
- Social network sites (SNS) similar in frequency and duration to using websites concerning interests or hobbies.

Online shopping, banking, travel reservation (almost 25%).

Playing computer games online (almost 20%).

Spaces of media consumption

%	Read printed newspapers	Listen to radio	Watch TV	Use Internet
At home	59.2	74.6	98.1	90.7
...in the living room	47.8	33.5	88.8	55.6
...in the bedroom	7.0	33.4	26.5	19.9
... in other spaces	18.1	44.5	25.7	56.2
At public places	45.5	8.2	9.4	20.0
During transport	12.7	30.0	0.9	14.5
At work	5.1	5.4	0.9	17.6
At friends or family	4.3	1.7	8.8	10.2
At school	2.6	5.1	2.8	16.5
At other places	0.0	0.0	0.0	1.1
I never use that medium	15.1	9.8	0.9	0.0

N=2,238. Non-exclusive categories.

Media are mostly consumed at home.

Internet activities tend to take place in more variegated places when compared to other media such as TV, radio or printed press.

Phone ownership, mobile phone calls and messages

Phone ownership	(%)
Landline phone	92.9
Mobile phone	90.4
Landline or mobile phone	99.4
Internet phone	30.8
None of the above	0.2

N = 2,238

Mobile phone used yesterday for...	Users (%)	Average (N) ¹
Conventional voice calls (sent and received)	70.8	4.9
Messages (sent)	49.8	7.2

N = 2,023. Categories showed in descending order as for % of users.

¹ Average number of calls or messages without outliers, calculated for those who did the activity the previous day.

Mobile phone features

Users	(%)	Users	(%)
Taking photographs	87.8	Social network sites	41.9
Instant messaging (WhatsApp, etc.)	80.0	Downloading apps	37.3
Ordinary voice calls	67.5	Listening to radio	25.4
E-mail	64.9	Viewing websites via apps	24.4
Alarm clock and reminders	64.7	Watching TV or video on mobile	21.0
SMS	58.2	MMS (Multimedia Message Services)	19.9
Calendar	57.1	Using a phone as a music player	19.7
Viewing websites via browser	53.7	Games	19.7
GPS and maps	52.5	Listening to podcast	5.1
Recording video	50.1	Other (mobile usage)	0.3

N=2,023. Question shown if ownership of mobile phone is selected.

Mobile phone is central for older Internet users, not only for messaging or voice calling, but also for:

- Taking pictures;
- The temporal management of daily life;
- The maintenance of interpersonal relations.

Internet-based instant messaging is considerably more common than the network-based equivalent (SMS).

Management of social interactions

%	Contact old acquaintance	Dinner invitation change
Phone call	88.5	94.7
Email	74.9	73.6
Phone messaging functions	53.4	78.5
Social network site	39.8	23.9
Posting a letter	13.4	3.0
Other	3.1	3.0
DK/NA	2.9	1.1

N=2,238

Mobile messaging is more used for prompt contact with closer people.

Social network sites are mostly used for less urgent contact with those who are more distant.

Annex



A. Planned samples vs. real samples (%)

Austria					
		Age			Total
		60-64	65-70	70+	
Male	Planned	24.0	20.0	12.0	56.0
	Real	22.0	20.0	15.0	57.0
Female	Planned	23.0	14.0	7.0	44.0
	Real	24.0	13.0	6.0	43.0
Total	Planned	47.0	34.0	19.0	100
	Real	46.0	33.0	21.0	100

Canada						
		Age				Total
		60-64	65-69	70-74	75+	
Male	Planned	13.5	11.5	8.2	12.8	46.0
	Real	16.7	13.4	9.2	10.4	49.7
Female	Planned	14.3	12.5	9.1	18.1	54.0
	Real	17.9	13.0	10.0	9.4	50.3
Total	Planned	27.8	24.0	17.3	30.9	100
	Real	34.6	26.4	19.2	19.8	100

To maintain randomness, no specific quotas were set for the sample. The results were weighted according to gender, age, and region (Alberta, Atlantic, British Columbia, Manitoba/Saskatchewan, Ontario, Quebec) to maximize the representative nature of the final sample. Weights used in wave 1 were devised using census data from Statistics Canada (see Table 2, p. 9).

Denmark					
		Age			Total
		60-64	65-74	75-89	
Male	Planned	12.8	23.9	12.3	49.0
	Real	11.8	21.9	13.4	47.1
Female	Planned	13.3	24.9	12.8	51.0
	Real	13.2	24.6	15.1	52.9
Total	Planned	26.1	48.8	25.1	100
	Real	25.0	46.5	28.5	100

Israel					
		Age			Total
		60-64	65-74	75+	
Male	Planned	19.5	22.5	8.0	50.0
	Real	20.2	22.3	7.7	50.2
Female	Planned	19.5	22.5	8.0	50.0
	Real	20.3	22.5	7.0	49.8
Total	Planned	39.0	45.0	16.0	100
	Real	40.5	44.8	14.7	100

Netherlands					
		Age			Total
		60-64	65-74	70+	
Male	Planned	17.8	15.9	19.3	53.0
	Real	17.5	15.9	19.2	52.6
Female	Planned	15.8	14.1	17.1	47.0
	Real	15.8	14.4	17.2	47.4
Total	Planned	33.6	30.0	36.4	100
	Real	33.3	30.3	36.4	100

Romania					
		Age			Total
		60-64	65-69	70+	
Male	Planned	12.0	8.0	20.0	40.0
	Real	24.0	15.0	10.0	49.0
Female	Planned	18.0	12.0	30.0	60.0
	Real	25.0	17.0	9.0	51.0
Total	Planned	30.0	20.0	50.0	100
	Real	49.0	32.0	19.0	100

According to the firm (see Table 1, p. 7), the differences between planned and real samples result from differences between the structure of the population and the estimation on Internet users aged 60+. Thus, the real sample is an accurate view of the number of older ICT users in Romania.

Spain						
		Age				Total
		60-64	65-69	70-74	75-80	
Male	Planned	25.9	11.9	10.3	5.9	54.0
	Real	21.5	11.9	14.0	5.6	53.9
Female	Planned	22.1	10.1	8.7	5.1	46.0
	Real	26.6	10.0	6.0	3.6	46.1
Total	Planned	48.0	22.0	19.0	11.0	100
	Real	48.1	21.9	20.0	10.2	100

B. Questionnaire

Introduction

This survey asks how you use media.

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	Don't remember
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, 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	Don't remember
Listened to radio on a mobile phone (iPhone, 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 [checkbox, random]

- 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? [checkbox, random]

- 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: ____

Don't remember: ____

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

Hours: ____ Minutes: ____

Didn't use: ____

Don't remember: ____

Telephones

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

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? [checkbox]

- | | |
|---|--|
| <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? [checkbox]

- 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: ____
- c) Don't remember: ____

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: ____
- c) Don't remember: ____

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

Printed newspapers

11. Where do you read printed newspapers? [checkbox, random]

- 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? [checkbox, random]

- 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? [checkbox]

- 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? [checkbox]

- 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	Don't remember
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	Don't remember
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:

- 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

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:

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

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:

- 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
- Other – please specify: _____
- Don't know

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:

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

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:

- 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

Demographics

We have a few questions about yourself.

Gender

21. What is your sex? [radio, random]

- Male
- Female

Age

22. What is your age: [Open]

Education

23. How would you describe your family status?

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

24. Approximately how many years of education have you had? [radio, examples should be made by translator]

- 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?

- 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? [checkbox, random]

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

Where do you live? (Geography)

27. Which phrase best describes the area where you live?

- 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?

Completely Dissatisfied											Completely 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"/>	<input type="checkbox"/>

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

Completely Dissatisfied											Completely 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"/>	<input type="checkbox"/>

End page

Thanks for your help!

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



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