1 Mass media economy and consumption

Changes in Finns’ use of media – results from Leisure and Household Budget Surveys

This article examines the changes in Finns’ ways of watching television programmes, listening to the radio, reading newspaper and magazine contents, as well as how media use on the Internet and following of social media have developed during the 2000s and 2010s.

The data are based on Statistics Finland’s Household Budget Survey conducted in 2016 and Leisure survey conducted in 2017. The latter of these describe, for example, how Finns aged over 10 years use media, the former how much money households use on different mass media. The results from the surveys are proportioned to the data collected in Statistics Finland’s mass media statistics on the media industry structure and economic outlook, as well as research results published by other data producers.

The Household Budget Survey has been carried out in several years, around every four years. Comparable data are available starting from 1985, so it is possible to compare money spent by households on media over four decades already. Prior to the latest data collection in 2016, the Household Budget Survey was last carried out in 2012.

Also the data collections for the Leisure Survey and the Time Use Survey, which partly study the same things, go back around four decades, at the turn of the 1970s and 1980s. These surveys are, however, carried out more rarely, around every ten years: Before the data collection in 2017, the leisure survey was last carried out in 2002 and the time use survey in 2009.

In the 2000s, the media business has gone through a great change. Technological development has opened up new possibilities for distributing and following
contents and the news cycle has accelerated. Ever since the international financial crisis of 2007 and 2008, advertisers have decreased their input in traditional media and moved to advertising on the Internet, which is dominated by the international giants such as Google and Facebook. A lot of media content is also available for free on the Internet, which has decreased especially young people’s interest in paying for services. When the media enterprises’ old revenue models have failed, media groups have been forced to cut down their expenses, for example, through corporate restructurings, joint editorial staff and reduced personnel resources.

The savings pressure has particularly affected publishing houses. The international financial crisis hit the publishing industry already in 2008, but in Finland the income of dailies really started declining in 2012 to 2013. The share of advertising in the income of dailies especially has decreased clearly at the same time as the number of subscribers and the circulation of most newspapers have declined. (Mass media statistics table service, table 2.4.)

According to Statistics Finland’s mass media statistics, the growth in the media industry has mainly been directed at electronic communication in the 2010s: Internet advertising has grown tremendously, but also the radio and television industries have reached a growth of over 30 per cent between 2007 and 2017. Cinemas are also among the winners in the media industry in the 2010s, their biggest growth has occurred just in the last few years. (Mass media statistics table service, table 1.1.)

Changes in watching television

Since the digitalisation of Finnish television in 2007, a lot of new companies leaning on either television advertising or subscription fees have entered the media industry. The value of television advertising in Finland has been on the decline during the 2010s, so the last decade has not been easy for television companies either (see mass media statistics table service, table 1.3). However, moving pictures have not lost their charm. New services such as Netflix, YouTube and
TV companies’ online services play much of the roles of traditional TV – alongside the conventional linear television.

In Statistics Finland’s leisure surveys of 1981, 1991, 2002 and 2017, Finns have been asked about watching television. In the survey of 2017, watching TV is perceived as medium independent so that the question also includes watching streaming television.

60 per cent of Finns watch TV daily

According to the survey results, 60 per cent of Finns aged over 10 watch television (including streaming television programmes in 2017) daily, which is approximately the same share of the population as in the beginning of the 1980s.

In the 1990s and the beginning of the 2000s, a clearly higher share, over 70 per cent of the population, watched TV daily. Entering the 2010s, daily television watching has decreased when the entire population is examined: for most Finns watching television programmes has become more selective. The share of those who do not watch TV at all has remained almost the same, one to three per cent, during the past four decades. (Mass media statistics table service, table 5.31.)

In the question about the use of mass media in the leisure survey, 90 per cent of Finns aged over 10 answered that they use a television apparatus in their leisure time, but around as many as every fourth of those aged 15 to 24 answered that they do not use a television apparatus. (Mass media statistics table service, table 1.27.)

Watching television differs greatly between different age groups. Nowadays, young people watch traditional television clearly less compared to older age groups but, on the other hand, they watch plenty of different content similar to television programmes on YouTube, for example. No television apparatus is required for this, but instead a computer, tablet or smartphone is used.
Practically all young people have a smartphone. Over 90 per cent of those aged 15 to 54 use a computer in their leisure time. Among people younger and older than this, the share is clearly lower. (Mass media statistics table service, table 1.27.)

43 per cent of schoolchildren watch TV daily
Clearly less than one-half (43 per cent) of schoolchildren aged under 15 watch television or streaming television daily, although most of them seem to be in the habit of watching television programmes weekly. In 2002, around 80 per cent of schoolchildren watched television programmes daily. Thus, schoolchildren have acquired pastimes other than watching traditional or online TV programmes. (Mass media statistics table service, figure 5.11.)

Over 10 per cent of schoolchildren watch television rarely or never. The share of these children has increased during the past decade, because their share of schoolchildren was only three to four per cent in the decades before. (Mass media statistics table service, figure 5.12.) According to Finnpanel’s TV Audience Measurement, school children aged 10 to 14 watched television 44 minutes per day on average in 2017, when the corresponding time for watching TV was 80 minutes per day on average in 2010 (mass media statistics table service, table 5.22).

Almost every fifth young person watches TV programmes rarely or never
An increasing share of young people also spend their time otherwise than by watching TV. In the beginning of the 2000s, almost everybody aged 15 to 19 watched television daily or at least several days a week, but in 2017 this was the case for clearly fewer, or 59 per cent. Correspondingly, as many as almost every fifth young person did not watch television programmes (including online television) at all or only rarely.
According to Finnpanel, those aged 15 to 24 watched television 95 minutes per day on average in 2010, but only half of this, or 48 minutes, in 2017. On the other hand, Kantar TNS, for example, has in its news release (Suomalaisen mediapäivä or “Finns’ media day”) emphasised that young people aged 15 to 24 watch television and video programmes almost to the minute exactly as much as the population on average, but this interpretation requires taking different distribution channels into account (see Kantar TNS).

According to the leisure survey, young adults’ television watching has decreased clearly, if not as drastically as that of teenagers. Especially when examining young adults’ television watching, binge watching, where, for example, all episodes of a TV-series season are watched from a streaming television service in one day, should be taken into account. This TV watching phenomenon established itself in the 2010s. In practice then, one entire day can occasionally be spent watching a television programme, but the programmes are not watched every day. The crucial point is that programmes can be selected and followed according to everyone’s own interest and schedule.

Middle-aged Finns watch TV more than three hours per day

Among persons aged over 45, the share of those who do not watch television at all or only rarely has also increased. The change has occurred during the past decade. Around 75 per cent of middle-aged persons aged over 45 but under 65 watch television daily or several days a week. According to Finnpanel, middle-aged Finns watch TV around three and a half hours per day on average. Unlike in the younger age groups, there has been no change in middle-aged persons’ minutes spent watching TV in the 2010s.

Of the younger generations, the so-called media generation born in the 1970s has remained most consistent when it comes to watching television, although the share of those who watch television rarely or not at all in this generation has increased to over 10 per cent of the age group.
It is clearly more uncommon for those born in the 1980s, the so-called Internet generation, than for those born in the 1970s to watch television daily. Only one-half of the generation watches television daily nowadays. As late as at the beginning of the 2000s, over 90 per cent of these young people, then mainly of secondary school, upper secondary school or vocational school age, watched television daily or several days a week.

Has adult life with its numerous activities – such as household work and child care and different hobbies – decreased the opportunities to watch television? Or is the decrease in television watching due to the greater appeal of Internet and social media? The attractiveness of watching TV may also be diminished by the fact that over 90 per cent of employed persons aged 35 to 44 work on desktops at least some part of the day, and thus, may seek other kind of content for their leisure time (Statistics Finland, Survey on use of information and communications technology by individuals 2018).

Pensioners watch TV approximately five hours per day

Pensioners and especially elderly pensioners aged over 75 are heavy consumers of television. Those aged over 65 watch television five hours per day on average according to Finnpanel. Among people of retirement age but under 75, the share of those who do not watch TV at all or rarely has increased in the past decade. Around 80 per cent follow television programmes daily or several days a week. Over 90 per cent of those aged over 75 follow programmes daily.

The intensity of watching television among the oldest population group has only increased during the past decades, while it has decreased in other population groups. Watching television is one of the key ways of passing time among elderly people.

In the life of the generation born in the 1920s and 1930s, television has played an important role at least during the past four decades, when the leisure survey has been conducted. Already in 1981, the respondents born in the 1920s and 1930s, the so-called generation of war and shortage, said they watch television
more often daily than representatives of the younger generations. At that time though, also close on 10 per cent of the respondents who watched television only rarely or not at all, belonged to this group. Among those aged over 75 today, they make up some four per cent. (See the mass media statistics table service, tabs in table 5.31.)

It is interesting to see if those born in the 1940s and later increase their television watching to the same extent when they grow older as the older age group.

The unemployed watch less TV than before

It is also possible to examine television watching according to the socio-economic group of the population. In this examination based on occupational status, it can be seen that watching television daily is currently typical for pensioners and chronically ill persons.

In the beginning of the 1990s, unemployed persons watched clearly more television than employed persons, but nowadays watching television does not fill the days of the unemployed any more than of the employed. In fact, there are as many (around 20 per cent) unemployed as young students who do not watch television programmes at all or only rarely. Watching television has declined also among home-makers, under one-half of them watched TV daily in 2017. (See the mass media statistics table service, tabs in table 5.31.)

Otherwise, the frequency of television watching among working-age persons follows a similar pattern regardless of their position at work: 50 to 60 per cent watch television daily, 10 to 20 per cent several days a week, good ten per cent once or a couple of times a week and another good tenth even more rarely than this.

Watching television programmes is thus still part of everyday life for around one-half of middle-aged, employed Finns, even if daily television watching has decreased somewhat from the beginning of the millennium, when three out of four watched television daily and nearly everyone at least weekly.
Families still watch TV together

According to the leisure survey, watching television programmes is still a common shared leisure activity in families (mass media statistics table service, table 5.35). In 2017, even clearly more Finns with a family than in 2002 said that they usually watch television with a family member: In 2002, around every fourth respondent said they usually watch television with a family member, whereas in 2017, already nearly 40 per cent said they usually watch television together. The share of those who usually watch programmes alone had also increased from 13 per cent in 2002 to almost one-fifth of Finns with a family in 2017. The biggest change occurred in the response alternative “equally often together and alone”, where the difference between the years had decreased by more than twenty percentage points.

On the other hand, it should be born in mind that the number and share of Finns living alone has increased so that already more than every fifth Finn lives alone. (See Statistics Finland, dwellings and housing conditions.)

Most watched TV channels

The most watched TV channels have been examined in the leisure survey in 2002 and 2017 (mass media statistics table service, table 5.32). Among the Finnish Broadcasting company’s public service channels, of which Yle Teema and the Swedish-language Yle Fem have been merged, Yle TV1 and Yle TV2 are more or less equally watched. Over 60 per cent of Finns usually follow these channels.

Of the commercial channels, even more follow MTV3, or 68 per cent of Finns, and approximately as many follow Nelonen, or 62 per cent. Of the other commercial channels the most popular is Sub, followed by 43 per cent. Around 20 to 30 per cent of the viewers follow other channels. Men more commonly watch Jim (35 per cent) and Fox (36 per cent), which are directed at them, women watch Liv (35 per cent) and Ava (35 per cent).

The wording of the questions in the leisure survey aims to chart what channels Finns follow on the whole. Finnpanel’s TV Audience Measurement shows the
exact viewer shares per channel (up until 2018 the survey did not include watching on mobile devices).

Young people are attracted to commercial TV

According to Finnpanel’s survey, there are clear differences between the viewer shares of the biggest TV channels. In 2017, the share of Yle TV1 of Finns’ television watching was an overwhelming 29 per cent, while the viewer share of the second most popular channel, MTV3, was 17 per cent. According to Finnpanel, the viewer share of Yle TV2 was 11 per cent and that of Nelonen 10 per cent.

There are, however, significant differences by age group in viewer shares, mainly so that the older the adult population in question is, the bigger the share of public service channels of the viewing is. For young people, the opposite is true, commercial channels are followed more than public service channels.

Among pre-school-aged and schoolchildren the Yle channels – and especially Yle TV2 with its programmes for children and young people – are still popular.

The big channels have lost viewers

Significant in the development trend for the most watched television channels is that the share of viewers of the biggest channels has decreased considerably since the beginning of the 2000s. This is apparent from the figures in both the leisure survey and Finnpanel, even though the surveys measure different things.

According to Finnpanel, the drop in viewer shares has focused on Yle TV2 and MTV3, because Yle TV1 has increased its viewer share considerably. The Nelonen Media channels together have succeeded in increasing their share of viewers, but the viewer share of the biggest channel of the company, Nelonen, has decreased slightly.

According to the leisure survey, in 2002 as many as 92 per cent of Finns said they often watch MTV3 and over 80 per cent of the population watched the Yle
channels. As a result of television digitalisation, the number of channels went up significantly, which increased the supply. The viewers were divided while television watching decreased as a whole. This has presented ample challenges especially for commercial television and its media sales.

**Older Finns prefer public television**

If the popularity of television channels is examined based on the leisure survey by age group and occupational status, the segregation of viewers – and the loss of viewers – can be seen more clearly. Among schoolchildren, the most watched channels were Nelonen (63%), MTV3 (57%), Sub (48%) and Fox (43%). Among teenagers aged 15 to 19, the same channels are repeated (Nelonen 56 per cent, MTV3 55 per cent, Sub 50 per cent and Fox 41 per cent). Among young adults, the fourth most watched channel is Yle TV2 instead of Fox. The Yle channels are ranked among the most viewed only among those aged over 35. For example, among those aged 35 to 44, the most watched channel is MTV3 (67%), the second most Nelonen (65%), third most Yle TV1 (63%) and fourth most Yle TV2 (57%).

The older the age group in question, the stronger the popularity of Yle TV1 seems to be. For all age groups aged over 45 it is the most viewed channel. The second, third and fourth most viewed channels are MTV3, Yle TV2 and Nelonen. The older age groups watch Nelonen more or less as much as young people. Also other newer commercial channels such as Sub, Liv, Jim, Fox and Ava succeed in reaching older age groups almost better than young age groups; probably because older people watch television more intensively than young people.

Especially persons aged over 55 also watch programmes on the Swedish-language Yle Fem. Of the whole population, 22 per cent often watched Yle Fem, but the viewers are mainly older people: for example, 41 per cent of those aged 65 to 74 say they watch the channel often. In 2017, the viewers of Yle Teema were also mostly older people. However, according to Finnpanel that measures the minute-based viewing shares, the channel shares of both Teema and Fem
have remained at a modest one to two per cent of all television watching also among older viewers. The channels have since been merged.

The popularity of TV-channels varies according to socio-economic group, chiefly in that public service channels are, in addition to among pensioners, popular especially among employees and entrepreneurs. Workers and unemployed persons do not watch Yle’s channels as much, to say nothing of students. Yle’s channels were already at the beginning of the 2000s favoured especially by upper-level employees, but at that time also 81 per cent of workers said they often watch channel TV1. In 2017, only 55 per cent of workers said they watch this channel. MTV3 seems to best have retained the interest of pensioners and lower-level employees. Over 70 per cent in each group said they often watch MTV3.

Pay TV consumption has increased during the 2010s

Besides the above-mentioned free-to-air TV channels there are many pay TV channels available to the households. The popularity of these has increased since the digitalisation of television in 2007 (cf. mass media statistics table service, table 5.1). Especially the pay TV channels and services focusing on sports have made a breakthrough due to their right to broadcast ice hockey, football and Formula racing.

According to Statistics Finland’s Household Budget Survey, the amount of money households spend on pay TV and video on demand services has nearly doubled between 2012 and 2016 (mass media statistics table service, table 5.29). Fees for pay TV and video on demand services has become households’ third largest media consumption expenditure item after computers and other equipment and newspapers. In 2016, households spent, on average, EUR 141 per year on pay TV fees and fees for other viewing services. In 2012, the sum was only half of this, or EUR 74 per household, on average. Highly educated people, high income earners and families with children spend most money on pay TV fees.

In the 2010s, households’ increased spending on viewing fees is above all the result of fees for video on demand services – and particularly Netflix fees.
Yle Areena and Netflix are the most popular streaming services

In the 2010s, video on demand services and streaming television have started competing for the attention of television viewers. The leisure survey contained questions about following international services, such as Netflix and HBO Nordic, as well as domestic services (mass media statistics table service, table 5.33.)

Of the streaming television services, the most popular is the public service Yle Areena, which is regularly watched by 40 per cent of Finns. According to the leisure survey, Yle Areena, which is financed through tax revenues, reaches especially those aged 25 to 44, of whom one-half watch the service. The domestic services MTV Katsomo (now mtv.fi) and Nelonen’s Ruutu, which are financed by advertising, both gather around twenty per cent of Finns as viewers.

The most popular of the privately owned streaming television and video on demand service is Netflix, which is followed by clearly more than one-half of Finns aged under 35. The popularity of Netflix decreases quickly the older the age group in question is: for example, of those aged 44 to 64 only ten per cent say they use the service often. HBO Nordic, which is a paid service, seems to reach a very narrow share of Finns: among those in the population aged 20 to 34, one-fifth used the service, but otherwise the service gathered slightly under ten per cent of the population.

In 2017, Netflix was still the service favoured by especially students and upper-level employees. HBO Nordic also reaches these groups best. Yle Areena is also a favourite especially among employees and entrepreneurs, but also among students, schoolchildren and unemployed. The popularity of Katsomo and Ruutu is fairly even among people with different occupational statuses, even though higher than average among students and schoolchildren (around 30%).

TV news have lost much of their appeal

The most watched types of television programmes have been examined in the leisure survey in 1991, 2002 and 2017 (mass media statistics table service, table
It is notable that in the 1991 survey all types of programmes mentioned in the response alternatives gather quite a big group of interested viewers, when the question was “Which of the following TV programmes have you followed intensively in the past 12 months?” In that survey, it was possible to choose all suitable alternatives from a quite abundant selection of alternatives.

For decades, newscasts were the most popular programme among Finns. In 1991, in total 90 per cent of the respondents said they watch the news, 88 per cent current affairs programmes and documentaries, 86 per cent movies and 85 per cent comedies or other entertainment programmes. In 2002, the list of most popular types of programmes had changed slightly from the situation a decade earlier, but newscasts were still the most watched, by 79 per cent of the population during the year. In 2002, the second most followed type was TV series (74%), third most documentaries and current affairs programmes (66%) and fourth most movies (65%). Already in 2002, a certain fragmentation of the viewers could be seen, which was probably caused by the programme repertoire having increased over the decade.

By 2017, the fragmentation has only increased: the programme repertoire of television has increased as a result of digitalisation and the offerings of streaming television and video on demand services are available. According to Statistics Finland's mass media statistics, there were ten national television channels in 2002, paid channels included. In 2018, there were over 70 channels. The devices suited for watching has diversified with, for example, tablets, laptops and smartphones – all family members are no longer forced to watch the same programme, but can follow different programmes without disturbing each other even while being in the same room.

Judging from the latest leisure survey, the attraction of television news has diminished during the last decade. In 2017, only 67 per cent of Finns said they had watched television news during the year, and the news is no longer the most watched type of television programme among the entire population. In 2017, TV series (75%) and movies (70%) were the most watched programme types. The popularity of these programme types of all viewing had even increased com-
pared to 2002 – maybe also because of the increased repertoire, but possibly also because of higher perceived quality. Besides the news, watching documentaries and current affairs programmes had also decreased by 2017, because only 59 per cent of Finns had followed documentaries during the year.

Men watch more movies, women more TV series

Nowadays, men and women watch the news nearly as often. Men watch movies slightly more often than women. Women, on the other hand, watch TV series clearly more often than men. If the situation is compared to the beginning of the millennium, there have been greater changes in men’s television programme following than in women’s television watching. In 2002, men were especially avid news watchers (82 per cent of men, 77 per cent of women) and watching sports programmes was also common (71 per cent of men, but only 40 per cent of women in 2002). Men have cut down on following the news and sports and increased watching movies.

For women, the most interesting change between the survey years is connected to the quality of the most watched TV series: at the beginning of the 2000s, domestic series were slightly more watched than foreign series, but in 2017 foreign series are clearly more popular than domestic ones. This is also true for men, even though following series is not as popular among them as among women.

The most popular TV programme types vary by age group

There are also some interesting details in the development of lesser watched programme types. In 1991, as much as 67 per cent of all Finns had watched a children’s programme during the year. In 2017 this was the case for only 14 per cent – based on age group examination mostly children and their parents. This detail probably passes as an example of the segregation of viewers. It is rare to watch something other than content directed to the own target group nowadays.

Among schoolchildren aged 10 but under 15, the preferred types of programmes in 2017 included movies (68 per cent had watched during the year), TV se-
ries (63%) and comedies or other entertainment programmes (55%). These are probably also the kind of programmes families watch together. Schoolchildren also watch slightly more sports than before. This is probably also a shared hobby in families. Especially among schoolchildren, watching previously reasonably popular music programmes has decreased – most likely because music videos have moved to the streaming service YouTube.

The viewing preferences among persons in their late teens and young adults have remained more or less the same between 2002 and 2017. Previously, as well as nowadays, foreign TV series and foreign movies attracted most interest. Still in 1991, almost all (95%) persons in their late teens and all young adults had watched television news during the year, but now clearly less than one-half say they have done so.

Among those aged under 45, the emphasis of watching television programmes lies on TV series and movies, persons aged over 45 are also in the habit of watching the news. Among pensioners, television watching centres on the news, current affairs programmes and documentaries according to the leisure survey. The oldest respondents in the survey were also in the habit of watching nature programmes.

Reality TV is not among the most watched TV programme types

Starting from the 2000s, especially commercial television channels have been filled with reality TV programmes. In light of the leisure survey, their popularity is, however, not particularly high. Fewer than one-fifth of those aged over 55 had followed a reality TV show during the year, among the younger age groups the share was 23 to 39 per cent. Reality TV shows are most popular among those aged 20 to 34, but even in these groups the programmes do not reach the group of most watched programme types – even the news and current affairs programmes are watched more frequently.
Listening to the radio

In the 2010s, private radio activities in Finland have been controlled mainly by two actors, Bauer and Sanoma. In 2017, they covered 79 per cent of the commercial radio market (mass media statistics table service, table 4.8).

Finns’ habits of listening to the radio have been examined in Statistics Finland’s leisure survey since 1981, when the market was quite different: private radio activities started in Finland only in the mid-1980s, so before this only Yle’s, the Finnish Broadcasting company’s programmes were available. Still in the 1990s, Yle’s channels were clearly listened to more than commercial channels according to Finnpanel’s data (mass media statistics table service, table 4.15). The situation actually changed only when Radio Nova, originally profiled as a news radio, was established in the late 1990s. Radio Nova was granted a nationwide licence. As the offerings of commercial radio increased, channel shares also increased so that in the beginning of the 2000s, private radio stations claimed over one-half of the average daily listening time for the first time. However, Yle Radio Suomi has kept its position as the most listened to channel in Finland since the beginning of the 1990s.

46 per cent of Finns listen to the radio daily

According to the leisure survey, over 70 per cent of Finns listened to the radio daily in 2002, but in 2017 this was the case for only less than one-half (mass media statistics table service, table 4.23). However, two out of three listen to the radio weekly. In 2017, already one quarter of Finns listened to the radio relatively rarely or never. In previous survey years, the share of those who rarely listen to the radio has been under ten per cent. Men listen to the radio more often than women.

The share of those, who listen to the radio regularly throughout the day, has decreased from around 40 per cent in 2002 to around 30 per cent in 2017. The radio has increasingly become an element belonging to specific moments of the day. In total, 59 per cent of Finns listen to the radio in a few selected situations
during the day. Nine per cent of Finns listen to the radio even more selectively than this.

Around one fourth listens to the radio as background noise and clearly more listen to the radio alternately as background noise and intensively (mass media statistics table service, table 4.25). The share of those who always listen intensively has not really changed between 1991 and 2017, but has remained around three to five per cent. Those aged over 75 listen to the radio most intensively, but clearly most of them listen to the radio as background noise as well.

Baby-boomers are avid radio listeners

An examination by age group reveals that listening to the radio is nowadays popular especially among those aged 65 to 74. Sixty-three per cent of them listen to the radio daily. It is probably partly a habit connected to life stage, being a pensioner and possibly living alone. However, for this generation mostly born in the 1940s – the baby-boom generation in Finland – the habit of listening to the radio has remained intact during the examination period over four decades. This is so maybe to a larger extent than for many other age groups. (Mass media statistics table service, tabs in table 4.23.)

Also the age group older than those aged 65 to 74, that is, those aged over 75, as well as the younger age groups aged 35 to 64 listen to the radio more often than average.

Younger people listen less radio

The younger age groups listen to the radio daily more rarely. Over one-half of schoolchildren do not really listen to the radio at all. Around forty per cent of those aged 15 to 24 listen to the radio at the most one to three times a month.

Despite the trend mentioned above, there are differences in the intensity of listening to the radio among the younger generations. Over one-half of those born in the 1970s, the representatives of the so-called media generation, listen to the
radio daily, while those one decade younger, the representatives of the web generation born in the 1980s, do so clearly less. Under 40 per cent listen to the radio daily. It is even rarer among those younger than this to listen to the radio daily.

Besides pensioners aged under 75, especially entrepreneurs and workers listen to the radio daily (over 60 per cent listen daily). Also in these groups, listening to the radio was more common in the beginning of the 2000s, because then even 84 per cent of workers and 79 per cent of entrepreneurs listened to the radio daily.

Traditional or car radio is more popular than other devices

All listening is included in listening to the radio in the leisure survey, be it on a traditional radio, smartphone or computer. In 2017, a traditional radio or a car radio was still the device particularly used when listening to the radio (85 per cent of Finns aged over 10). Almost every fifth Finn listened to the radio through a phone, but other devices used to listen to the radio – such as computer, tablet or television – have so far not made a breakthrough. (Mass media statistics table service, table 4.26.)

According to Statistics Finland’s survey, mobile listening to the radio is most frequent among those aged 25 to 34, of whom almost one third listens to the radio through a phone. Those aged 20 to 24 listen to the radio on a computer most. This could possibly be influenced by the fact that a young person who recently has moved out of his/her childhood home has not acquired a conventional radio to the own home.

Music is the most popular type of radio programme

Music is listened to by far most on the radio. Of Finns aged over 10, eighty-five per cent say they listen to music on the radio. Music is the most popular type of radio programme in all age groups, but music is especially emphasised in listening to the radio among young people, because other types of programmes are followed relatively little. (Mass media statistics table service, table 4.24.)
Almost one-half of Finns listen to radio news and 28 per cent to talk shows. Listening to radio news is common particularly among pensioners aged 65 to 74. The oldest age group, those aged over 75, listen to talk shows and religious services or other religious programmes more than others. There is a sharp line in following religious programmes between those born in the 1920s and 1930s, the generation of war and shortage, and those born in the 1940s, the baby-boomers. Pensioners and men follow sports on the radio more often than other population groups.

Examined according to socio-economic status, there are no great differences in following radio programmes. Unemployed persons follow the news, talk shows and sports to a lesser degree than employed persons. Workers and entrepreneurs listen to comedy shows and sports more than others. Upper-level employees listen to talk shows slightly more than others, but regardless of occupational status, music is what is mainly listened to on the radio.

Reading of newspapers

It has been the custom in Finland to order dailies and less frequently published local newspapers home. The share of single copy sales, which mostly consist of tabloids, has in the 2010s been under ten per cent of all newspaper distribution. (Mass media statistics table service, table 2.13.)

When dailies and less frequently published local newspapers, that are also members of the Finnish Newspaper Association, are included, more than 200 newspapers were published in Finland during the 2000s. The number of titles of such papers has decreased to 176 papers in 2017. On the other hand, the number of free city papers has grown since the 2000s by slightly under 20 titles. (Mass media statistics table service, table 2.1.)

59 per cents of Finns read newspapers daily

Leisure survey has studied Finns’ reading of newspapers in 1991, 2002, 2009 and 2017 (mass media statistics table service, table 2.29). The survey results show
that the share of those who read newspapers (incl. online papers and free city papers) daily has decreased by 23 percentage points between 1991 and 2017. In 1991, 82 per cent of Finns aged over 10 read newspapers daily, in 2017, only 59 per cent. The share of those who read papers more rarely has increased slightly. The share of Finns who read papers a few times a month or more rarely is nowadays 15 per cent. In 2009, the figure was nine per cent and in 2002, only six per cent. Men and women have cut down on reading more or less equally.

The data in Statistics Finland’s Household Budget Survey from 2016 show that the amount of money households spend on newspapers has decreased markedly in the 2010s among single person households aged under 65 and single parent households (mass media statistics table service, table 2.25). Young people and middle-aged people living alone spent, on average, EUR 76 on newspapers, single parents even less, EUR 66, in 2016. Pensioners, on the other hand, spend even more money on newspapers, EUR 330, on average, in 2016.

In international comparison, it has been very common in Finland to subscribe to newspapers and single copy sales have been minor, apart from tabloids. In light of the Household Budget Survey, fewer and fewer households subscribe to a printed newspaper – even though it is possible that they have changed to a digital subscription, which is less expensive than a printed paper. In light of the leisure survey, however, it seems that digital reading has not substituted reading a printed paper, but all kind of reading has decreased especially in younger population groups. (Statistics Finland, participation in leisure activities.)

Young people read less newspapers

Reading newspapers has declined most in the young age groups. Back in 1991, as many as 42 per cent of schoolchildren aged 10 to 14 read newspapers daily. In 2017, this was the case for only five per cent. A big drop in schoolchildren’s newspaper reading was seen already at the beginning of the 2000s, but the drop continued at such a rate that in 2017, reading newspapers is only a marginal phenomenon among schoolchildren. Sixty-four per cent read newspapers a few times a month, even more rarely or never.
Teenagers aged 15 to 19, mainly upper secondary general school pupils and vocational school students, read the newspaper more often than the younger age group, but also in this age group only 17 per cent read a newspaper daily. Newspapers are read sporadically – some days a week. Thirty-six per cent of young people read newspapers occasionally or never.

Among those aged 35 to 54, the age groups of parents with schoolchildren, 57 to 64 per cent read a newspaper daily. Still in the 1990s and the beginning of the 2000s, nine out of ten middle-aged parents of schoolchildren read newspapers daily and thus probably passed on the culture of reading newspapers to the children.

There has not been much change in pensioners’ habits of reading newspapers during the examination period of three decades: almost nine out of ten still read the newspaper daily. Of those aged over 75, only three per cent do not read newspapers at all.

Reading newspapers is a rather stable habit, once learnt. Time will tell if the present generation of schoolchildren born in the 2000s still will learn to read newspapers as they grow up. Those born in the 1990s and thus slightly older, have kept their culture of reading newspapers surprisingly similar between 2009 and 2017: one third of the generation reads newspapers daily, 24 to 30 per cent occasionally or never.

An examination by generation shows that apart from those born in the 1960s, the share of those who read newspapers daily in each cohort has remained fairly stable since the beginning of the 2000s: around 60 to 70 per cent of those born in the 1970s read the newspaper daily, slightly under one-half of those born in the 1980s. Of those born before the 1960s, over 80 per cent read a newspaper daily.

When it comes to the children of the 60s, reading newspapers has changed most considerably: In the beginning of the 2000s, 80 per cent of the generation read newspapers daily, that is, almost as much as the older generations, but in 2017,
only 68 per cent read newspapers daily. In this so-called welfare generation there is also slightly more of those who read newspapers only occasionally or never than among those born in the 1970s – who are called the media generation. It is also possible that the phenomenon is connected to the educational structure of the generations: those born in the late 1970s belong to the most educated generation in Finnish history (Statistics Finland, educational structure of population).

Entrepreneurs and upper-level employees read more newspapers than average

An examination according to socio-economic status shows that regular reading of newspapers is more typical among entrepreneurs and upper-level employees than average for the population. These groups have a higher income, on average, than the rest of the population. According to Statistics Finland’s income distribution statistics, the equivalent median income for upper-level employees was close on EUR 34,000 in 2016, for entrepreneur households (excl. farmers) EUR 29,200. (Statistics Finland, income distribution statistics.)

Workers and unemployed persons read newspapers less often than, for example, employees. Under 30 per cent of students and schoolchildren read newspapers daily. Student households make up the household type with the lowest income in Finland: in 2016, the equivalent median income for student households was good EUR 11,400. (Ibid.)

Reading of newspapers has decreased among all employed persons during the 2010s, but among pensioners daily reading has continued. (Mass media statistics table service, tabs in table 2.29.)

Reading of magazines and comics

Still at the beginning of the 2010s, there were good 4,000 magazine titles on the Finnish magazine market. In 2017, the number was down to around 2,800 titles. However, most of the magazines are not consumer magazines, but professional
and organisation magazines targeted to a defined group. (Mass media statistics table service, \textit{table 3.1}.)

As with newspaper sales, magazine sales are also focused on subscribers: in the 2010s, the share of single copy sales has been only seven per cent of all sales of magazines. The drop in magazine circulation has been especially dramatic at the same time as the share of advertising of magazine revenues has decreased from 30 per cent in 2007 to only 17 per cent in 2017. (Mass media statistics table service, \textit{table 3.5}.)

Fewer and fewer magazines have audited their circulation since 2014 (media statistics table service, \textit{table 3.11}). Measured by readership, the dip in the magazine market does perhaps not seem as dramatic as examined by circulation, but with a few exceptions the readership has also clearly decreased. (Mass media statistics table service, \textit{table 3.12}.)

Reading of magazines has declined similarly to reading of newspapers. Leisure surveys have measured reading magazines since the beginning of the 1980s. Magazines are typically read once a week (33\% of Finns in 2017) or once a month (25\%) (mass media statistics table service, \textit{table 3.20}). Nineteen per cent of Finns read magazines less often than this and eight per cent never read magazines. There is also a significant minority, 14 per cent, who read magazines daily.

\textbf{Weekly reading of magazines has decreased}

The most notable difference between 2009 and 2017 is that the share of those who read magazines at least once a week has decreased from nearly 70 to 47 per cent. This is a big drop in a relatively short time. Nowadays, magazines are read more sporadically than before and this is probably connected to fewer and fewer people subscribing to magazines.

Reading magazines has become less common especially among young people: in 2009, good 40 per cent of respondents of comprehensive school age read magazines at least once a week, but in 2017 this is the case for only nine per cent. An
even bigger percentage change is noticeable among teens and young adults, of whom almost 60 per cent read magazines at least weekly in 2009, but in 2017 only 20 to 25 per cent of persons this age did so.

Generally speaking, the reading of magazines has become more sporadic, but among those aged over 25 almost everyone reads magazines at least sometimes. Weekly reading has, however, decreased considerably in all age groups, which indicates that families subscribe to magazines less than before. This observation is also supported by Statistics Finland’s Household Budget Survey, where the amount of money spent by households on different types of media, for example magazines, has been examined.

According to the Household Budget Survey, the amount of money spent on magazines and comics has decreased in most households in the 2010s (mass media statistics table service, table 3.19). On average, EUR 125, or 13 per cent of the media consumption expenditure, was spent on magazines in 2016. Low income earners and young and middle-aged single and single parent households spent, on average, less money on magazines. Among pensioners, magazines formed a clearly bigger expenditure item than average, EUR 175, on average, or 22 per cent of all their media consumption expenditure in 2016.

In addition to pensioners, most people reading magazines daily can be found among entrepreneurs, 17 per cent. Still, there are more of those who read magazines at least weekly among upper-level employees than among other socio-economic groups. Unemployed persons and home-makers read magazines more seldom than average. In the beginning of the millennium, reading magazines was no less uncommon among them than among others. (Mass media statistics table service, tabs in table 3.20.)

The share of schoolchildren who read comics has decreased

The leisure survey has examined the reading of comics in different population groups. Here, comics refer to comics and comic books and not comic strips published in newspapers. (See mass media statistics table service, table 3.21.)
Donald Duck (Aku Ankka in Finnish) comic paper has been a favourite among Finnish families for decades. The decrease in circulation and readership has of course had a strong impact on Donald Duck too, but in 2017, it was still the biggest magazine on the Finnish magazine market measured by readership (mass media statistics table service, table 3.12). The special standing of Donald Duck in Finnish homes should be taken into account in the analysis, although the comic genre is extensive and versatile.

The share of schoolchildren who read comics daily has decreased from around one-third in 1991 to 15 per cent in 2017. In 2017, more than one-half of schoolchildren responded in the leisure survey that they read comics once a month or more seldom (incl. 16 per cent who never read comics). The change compared to 2002 is considerable, as then the share of schoolchildren who occasionally read comics was one-third.

In light of the leisure survey, comics were read most enthusiastically by the age groups born in the 1970s and 1980s and in the beginning of the 1990s, during their school years.

Media use of the Internet

The leisure survey has examined different populations groups’ media use on the Internet, use of social media and sharing content and links on the web. In the 2000s, computers, tablets and smartphones have become important tools of media consumption, since newspaper and magazine content, radio shows, podcasts, TV programmes and movies have relocated to the Internet.

According to Statistics Finland’s Household Budget Survey, the share of computers and computer programs of the consumption expenditure in media has increased significantly in the 2010s (mass media statistics table service, table 1.17). When in 2006 and 2012, on average, 17 per cent of households’ media consumption expenditure was spent on computers, the share has risen to 24 per cent in 2017. This makes acquisitions related to information technology households’ biggest single
expenditure item related to media. Of all expenditure on mass media, as much as 43 per cent, on average, is spent on computers in single parent households, and 28 per cent in one person households of those aged under 65.

Almost all young people use a smartphone

Based on the question on the use of mass media equipment in the leisure survey, over 90 per cent of Finns aged 15 to 54 use a computer in their leisure time, while clearly fewer of the younger and older age groups do so (mass media statistics table service, table 1.27). However, altogether more than 80 per cent use a smartphone, and among those younger, under 45, practically everyone uses one. Only 23 per cent of the oldest age group over 75 have a smartphone, and only 37 per cent of them use a computer. Tablets are somewhat less common, but almost one-half of Finns uses one – they are clearly more common among those born in the 1970s and among upper-level employees.

Men watch more videos and listen to podcasts, women follow blogs and look at photographs

In the leisure survey, Finns were asked about their media use on the Internet (mass media statistics table service, table 1.25). Eight out of ten Finns follow the news on the Internet. For over 25-year-olds following the news is the most popular type of Internet media use.

In 2017, more than two out of three Finns watched YouTube videos and other videos on the Internet and browsed websites of web shops, products and services. Two out of three follow TV programmes and movies, listen to music and read newspaper content on the Internet. These uses of the Internet are, on average, more or less as common among all Finns. In addition to these, almost 60 per cent of Finns look at photographs on the Internet. In regard to blog posts, radio programmes, reading magazine content and following podcasts, the use of the Internet is lesser.
Men watch videos on, for example YouTube, and listen to podcasts on the Internet more often than women. Women, on the other hand, follow blogs clearly more and look at photographs somewhat more than men do.

**Young people follow YouTube videos and listen to music**

An examination by age group reveals the difference in the use of Internet between different population groups. Watching videos is most typical among those aged under 45, of whom almost all watch YouTube or other videos. Of people this age, almost as many listen to music on the Internet.

Watching TV programmes and movies on the Internet is most common among those aged over 15 but under 45, as 80 per cent of people this age do so. Browsing photographs on the Internet is most common among those aged 15 to 24, but not as common among younger and older age groups.

Those aged 25 to 54 are most eager to read newspaper contents on the Internet (four out of five reads). Persons aged over 55 especially follow news on the Internet, other media use on the Internet is clearly lesser than average. Researching online stores, products and services on web pages is most typical for Finns aged 15 to 54, but among schoolchildren and the older population this is less common.

**Versatile use of the Internet is more common for younger adults**

Versatile media use on the Internet is most typical for the adult population born in the 1960s to the 1990s. The media use of schoolchildren centres on following videos and music and that of pensioners on following news content. Those born in the 1950s are in a kind of middle ground, where part of the age group follows media on the Internet, but a substantial part does not.

Upper-level employees use media on the Internet in a particularly versatile manner, they use the Internet for all different purposes more often than av-
average Finns. The rest of the population belonging to the labour force (incl. unemployed) also use media on the Internet in a versatile manner.

Sharing content on the Internet

It is fairly common among Finns to share content and links on the Internet: according to the leisure survey, seven out of ten persons aged 15 to 74 do so, but as many as nine out of ten of those aged under 35 (mass media statistics table service, table 1.26). When it comes to sharing content and links, the so-called millennials born in the 1980s and beginning of the 1990s stand out as digital natives, who share all kinds of media content on the Internet more than the average population.

Photographs, news and videos are the most common content shared on the Internet. Especially young people share a lot of news, even though they do not stand out as the most eager news followers when examining the entire population. On the whole, men share videos more frequently than women – and they also follow videos more than women. Women, on the other hand, share photographs more often than men.

One-fifth of Finns share newspaper content on the Internet. Most sharers, around one-third of the age group, can be found among those aged 25 to 44. It is clearly less common to share magazine content: ten per cent of the respondents had done so in the past six months. Even though watching videos and listening to music is common especially among young people, only good 60 per cent of those aged 15 to 24 shared videos. Under one-third of persons of that age shared music.

Upper-level employees stood out as versatile and keen media users on the Internet. They also share content and links clearly more than average. Manual workers share photographs and video content above all, but clearly less readable content, for example, than average. Lower-level employees also share more of all media content than average, but clearly less readable content than upper-level employees.
WhatsApp is the most popular instant messaging service

According to the leisure survey, Finns used the WhatsApp instant messaging service clearly most of social media services in 2017 (media statistics table service, table 1.28). In total, 68 per cent of Finns used WhatsApp, but among schoolchildren and young people as many as 95 to 96 per cent.

The second most popular service was the same company’s social network service Facebook, which was used by 55 per cent of Finns. Facebook addresses an older audience than WhatsApp users: most users are found in the age group 20 to 34, where almost nine out of ten use Facebook.

Teenagers also favour the photo sharing service Instagram, owned by Facebook, and the similar Snapchat, owned by the company Snap, but of all Finns, one-third uses Instagram and slightly under one-fifth Snapchat. Older people often favour Facebook’s instant messaging app Messenger over Instagram and Snapchat. Messenger is used by only 12 per cent of those aged under 15.

The social network service LinkedIn, intended for professional networking, is used by good tenth of all Finns, and neither the network and microblogging service Twitter, receiving a great deal of media attention, nor Pinterest, specialised in sharing photographs, have more users than this. LinkedIn is used by every fourth person aged 25 to 44, but the use of the service is clearly less common among those older and younger than this. Using Twitter is most common among those aged 15 to 24, of whom every fifth uses this service. Periscope, specialised in sharing videos and owned by Twitter, is used by only one per cent of Finns.

Older generations are not very active in social media services

The generations born in the 1920s and 1930s have not embraced the social media services. Under ten per cent of them use Facebook, and the use of other services is even less common. Among those born in the 1940s, there are already quite a few social media users, because 29 per cent of the age group use the most popular services, like Facebook and WhatsApp.
According to the data in the leisure survey, those born in the 1950s favour WhatsApp, which is used by over half of the age group, and Facebook, used by 40 per cent of the respondents. The popularity of WhatsApp increases steadily the younger the generation in question is, since already more than 70 per cent of those born in the 1960s, more than 80 per cent born in the 1970s and almost 90 per cent born in the 1980s use the service.

Young people dodge social media’s age limits

The popularity of Facebook increases similarly the younger the generation in question, except for the fact that those aged under 15 no longer use the service automatically, because “only” 40 per cent of schoolchildren are on Facebook. Facebook requires that users of the service are at least 13 years old, but this is not likely to explain the low share of users among young people, since the other services have similar official age limits, too. The age limit for WhatsApp is 16 years. However, young people generally get round these limits, as shown by the results of the leisure survey.

Examined by socio-economic status, there are users of social media in every population group, even though the younger pensioners are the ones who stand as social media users in the pensioner group. Twitter, sometimes called the social media of the elite, is most popular among upper-level employees and students, according to the leisure survey. Good 20 per cent of them are on Twitter. LinkedIn, intended for professional networking, is more popular than average among upper-level employees and entrepreneurs. (Mass media statistics table service, tabs in table 1.28.)

Daily following of legacy media has decreased

Kantar TNS examines time spent on media among Finns. According to the survey, Finns spent almost eight hours daily, on average, on media in 2018. Time spent on media would thus have increased with almost 30 minutes, on average, compared to 2009. Almost one-third of the time is spent watching television. Social media and newspapers take up good one-tenth each of the media day, but there are, of course, significant differences between age groups here. Media
use is overlapping or media is used when at the same time doing something else, for example, social media is followed when watching television; listening to the radio while doing chores or in the car. (See Kantar TNS.)

On the other hand, daily following of legacy media has decreased from the beginning of the 2000s, according to the leisure survey. The result has to be examined against the fact that the leisure survey makes no sharp division between, for example, if a television programme is watched on a television set or through the Internet, the radio is listened to on radio receiver or through a mobile device, a newspaper is read in print or online. All watching, listening and reading is included in the statistics, regardless of how it happens. Despite this, it is noticeable, especially among young people, that daily following of television and radio, as well as newspapers has decreased.

For young people, services on the Internet which mainly have been created or become more common in the 2010s, such as YouTube videos, social network services and instant messaging services, have stepped up alongside conventional media, and to an all greater extent, surpassed conventional media. Young people are interested in watching series and movies on TV, but only under one-half has watched a newscast during the year.

Do young people have access to high quality legacy media?
The media students at Kallio upper secondary school listed young persons’ favourite news sources in the magazine Journalisti in 2018 (Journalisti 6/2018, 14–15, in Finnish). Conventional media producers, such as Helsingin Sanomat, Yle, MTV and afternoon papers were on the list, but also the video sharing platform YouTube and the media website Buzzfeed. The list and young people’s reasons for using different news services show, that the entertainment value of the content is important for young people. In the article young people acknowledge that they are subjected to nonsense and giving in to the clickbaits they despise. People end up reading the digital tabloids’ content through an application or Facebook, when they need a breather or when waiting for the bus, for example.
Entertainment and entertaining news coverage likely gather young followers also because the stories are available free of charge. For example, the paid content of Helsingin Sanomat is perceived as difficult according to the article. According to this article, young people are completely alienated from printed newspapers that they consider to be impractical and old-fashioned. It seems, however, that young people do not have access to newspapers’ digital services through, for example, the family’s shared ID’s. Based on the article, it seems that acquiring ID’s happens through school, if it happens.

Buzzfeed, focusing on celebrity news, belongs to the services followed by many young people, and its contents are discussed among friends. The English-language site connects young people to the American cultural environment and political discourse: “In some people’s opinion, Buzzfeed is too left-liberal, because it often criticises republicans and writes about feminism and the March for Our Lives and Black Lives Matter movements”, it says in the article. The health and social services reform, dependency ratio or other themes in Finnish national politics of today are things you do not bump into on Buzzfeed even by accident. On the other hand, videos by influencers, like Roni Bäck, may also include inserts on current news or phenomena. “The content does not compare to that of Yle or Helsingin Sanomat in terms of quality, but it does not have to”, the young conclude.

When it comes to schoolwork or “when you want to know what is happening in the world” you follow Helsingin Sanomat or Yle. “Once a reader of Helsingin Sanomat could be perceived as a snob at school, but not anymore.” Young people watch the news on television only when “a parent switches on the television at exactly the right time.”

Is the decrease in following the news among young people a result of them not having natural access to traditional news media, when fewer and fewer families read printed papers or the family is not in the habit of spending time together in front of the television? Who chooses the family’s media devices and the content followed through them? What kinds of discussions and struggles are connected
to making the choices? These questions would require their own separate surveys of every household member’s use of media.

It is the task of future surveys to examine the permanence of the generations’ habits of using media: does the media usage of young people change to become more like that of their parents as they grow up? Will young people become more interested in serious issues when household management, starting a family and social participation become topical? According to the article in the magazine Journalisti, media students at upper secondary school do not have a strong sense of the differences between Yle’s and MTV’s television news, a question that older generations most likely have a very strong opinion about. Time will tell if the gap between generations in following news sources will close or if it will continue to separate the millennials from the older age groups.

Spending time on media does not directly lead to media literacy. In a survey recently made in Sweden, as many as 88 per cent of young people aged 16 to 19, or upper secondary school age, could not distinguish between news and advertisements published in a big Swedish newspaper. They also struggle with separating articles from opinion pieces and recognising manipulated images. Young people, who had assessed their own media literacy as good or very good, had the weakest results. (Nygren & Guath, 2019.) From the viewpoint of the researcher, young people especially need reliable, high-quality news sources.

Already now, young people seem to appreciate unbiased and reliable media content, but in the light of the leisure survey, it seems that reaching or seeking it has possibly become more difficult during the 2000s and 2010s. Entertaining content pushing through from all channels swallows up the time and attention and waters down the good intentions.

For older age groups it may be difficult and painful to change their media usage habits once they are adopted. But what kinds of media services and contents are available to us in future? Will the media enterprises succeed in renewing themselves and attract young paying customers and thus stay viable also in future dec-
ades? The viability of media institutions and the public space they create are socially important. These questions should in the future, too, be examined with the help of comprehensive data on the population level.

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