



Media:Time - card stack

Summary

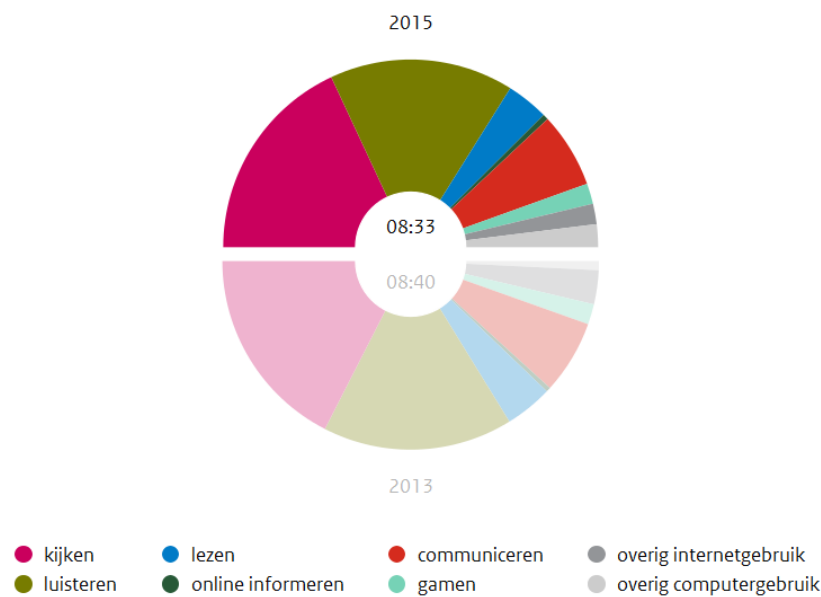
Netherlands Institute for Social Research
The Hague, 2016

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Wide differences in media use in the Dutch population

The Dutch spend a daily average of 8 hours 33 minutes using media. Men and people aged over 50 spend most time using media, at an average of 9 hours per day. Older media users prefer traditional media and devices over new media and modern devices. Young and highly-educated people communicate most actively and lead the field in online media use. Despite a sharp rise in ownership of smartphones and tablets, the average total time spent on media by Dutch citizens aged 13 years and older did not increase between 2013 and 2015. By contrast, changes have taken place over the last two years in the way in which the Dutch watch, listen, read and communicate. These are some of the findings set out in the ‘Media:Time’ card stack published by the Netherlands Institute for Social Research (SCP), which analyses diary entries from almost 3,000 Dutch citizens.

General picture



	2015	2013
- kijken: viewing	03:04	03:00
- luisteren: listening	02:42	02:48
- lezen: reading	00:37	00:42
- online informeren: searching for information online	00:05	00:04
- communiceren: communicating	01:06	01:05
- gamen: gaming	00:18	00:18
- overig internetgebruik: other Internet	00:18	00:30
- overig computergebruik: other media	00:20	00:08

Vast majority of older persons watch linear television; this form of viewing is declining sharply among young people

Linear TV (television is watched at the time of broadcasting) was still the most popular viewing activity in 2015, with the Dutch spending an average of two hours and 24 minutes per day on this activity. There is considerable variation in the viewing behaviour of different population groups. On an average day, 90% of people aged over 65 watch linear television; this compares with just 49% of 13-19 year-olds – a sharp decline compared with 2013, when 67% of teenagers watched linear television daily. The percentage of teenagers streaming, downloading or purchasing video content doubled within the space of two years, from 9% to 18%.

More low-educated than highly educated people watch linear television, and they also spend more time doing so. The picture reverses for watching television before or after broadcasting and viewing streamed, downloaded and purchased video content: here, highly educated people predominate. The time spent watching non-linear television does not vary by education level.

Radio losing ground among teenagers

In 2015, more than half of the Dutch population (52%) listened to a radio programme at the time of broadcasting on an average day. Relatively few teenagers (26%) listen to the radio, and if they do so, they spend significantly less time listening than the other age groups, at 02:25 hours per day. A relatively high proportion of teenagers listen to their own music or audio or listen via the Internet: 26% and 14%, respectively, do this. Highly educated people also relatively often listen via the Internet (9% of daily listeners). What people listen to usually also depends on the equipment they use. The Dutch predominantly listen to the radio on a standalone radio set or car radio, while listening via the Internet relatively often takes place via a PC or laptop.

Books read by women, older persons and highly educated people

More women than men read paper books. Paper books are also read more by older persons and highly educated people. Low-educated people read fewer books, either paper or e-books. Screens do not really appear to tempt teenagers to read books; only 1% of 13-19 year-olds read a book on a device on an average day.

With a total reading time of 37 minutes, the Dutch spent an average of five minutes per day less on reading in 2015 than in 2013. This reduction in reading time is due mainly to a decline in the share of the population who read each day (from 50% to 46%). In other words, it is not that people are reading less, but that there are fewer and fewer people reading. The daily reach of books (15%) and magazines (10%) remained constant between 2013 and 2015. The reach of newspapers fell (from 34% to 30%). The use of 'digital reading' is still limited at present; of the 37 minutes the Dutch spend reading each day, only six minutes are spent reading on-screen.

Teenagers lead the way in communicating

Of all age groups, teenagers spend the most time communicating via media: an average of 2 hours 12 minutes on an average day. In particular, they lead the way in sending messages, and the percentage using social media is also higher among teenagers and 20-34 year-olds than in the other age groups. Additional questions on short communications (lasting less than five minutes) show that 90% of

teenagers and 91% of 20-34 year-olds send messages on an average day (SMS, Chat, WhatsApp), compared with 32% of those aged over 65. Only 26% of over-65s use social media per day, much lower than the percentage of teenagers (84%) and 20-34 year-olds (80%). Phone calls and email have now become more traditional forms of communication and are used less by teenagers than by the other age groups. The over-65s are out in front in percentage terms in making phone calls, while 35-64 year-olds use email the most.

These are a few of the conclusions from the study *Media:Tijd 2015* ('Media:Time 2015'), a collaborative project carried out by SCP and a number of Dutch media research organisations: Nationaal Onderzoek Multimedia (NOM) (multimedia research), Nationaal Luister Onderzoek (NLO) (radio audience research), Stichting KijkOnderzoek (SKO) (television audience research) and Dutch Outdoor Research (BRO) (OOH media research). This 'card stack' is part of a series of publications under the umbrella title *Het culturele draagvlak* ('Support for culture'). This series of studies on cultural participation and media use by the Dutch is carried out with support from the Dutch Ministry of Education, Culture and Science.