

# Older audiences in the digital media environment: Spain 2016 and 2018

v1.0

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## ACT cross-national longitudinal study: The case of Spain. Method and universe under study

This document reports results of the first wave (2016) and the second wave (2018) of the Spanish survey for the project "Cross-national longitudinal study: Older audiences in the digital media environment." The project's overall goal is to build and analyze a panel of older audiences in a set of countries (i.e., Austria, Canada, Denmark, Finland, Israel, the Netherlands, Romania, and Spain). The project's fieldwork takes place from 2016 to 2020, and data collection is planned on a biannual basis. Supported by the ACT project (<http://actproject.ca>), the panel study expands both Nimrod's (2017) work and that conducted within the EU COST Action IS0906 "Transforming Audiences, Transforming Societies." The study's main objectives are identifying and analyzing media consumption habits and usage repertoires of older audiences, namely, how traditional and dominant media, on the one hand, and new media, on the other, are articulated in practice.

The goal of this report is to provide exploratory results to support further research and academic publications based on the two first waves survey.

Data collection relies on an online survey, an appropriate tool for this specific population: Internet users aged 60 years or older living in Spain. A company specialized in online surveys for market, opinion, and social research that follows the ethics protocols required for academic research, Netquest, was responsible for the survey tools and provided access to its panelists. The fieldwork for the first wave was conducted in 2016 between the 3rd and 10th of November, with a final valid sample size of 2,238 participants. In the second wave, fieldwork ranged from November 6th to the 22nd of 2018, achieving a final sample size of 1,444 participants. Representativeness was ensured through quota sampling that followed the same age and sex distribution of the population under study, a standard practice in online sampling. Further technical details about the procedure are available in Annex section A ([p. 43](#)) (see also Jacobetty & Fernández-Ardèvol, 2017).

The questionnaire included mainly closed-ended questions exploring media use, places of media use, media preferences, subjective well-being , and background characteristics (see Annex section B, [p. 44](#)) (the Spanish version is available under request). The questionnaire was tested and validated in Wave 1.

For the full report comparing the set of countries across the two waves, see Loos, Nimrod, & Fernández-Ardèvol (2019).

## References

- Jacobetty, P., & Fernández-Ardèvol, M. (2017). *Older audiences and digital media: Spain, 2016. Preliminary results*. Castelldefels, Barcelona: IN3-Open University of Catalonia. Retrieved from <http://hdl.handle.net/10609/103086>
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## Main findings: digital practices increase between 2016 and 2018

- Some traditional media (e.g., TV, radio) are relevant for the older online population in Spain, although they are decreasing in popularity as their digital counterparts are increasing. Moreover, other traditional media (e.g., print newspapers) are decreasing at a faster pace.
- The studied population is turning more to Internet-based media devices (e.g., TV box, Wi-Fi radio).
- Mobile phone use is the preferred telephony device in 2018, surpassing the use of the landline phone.
- Phone calls keep their relevance, as they increase in popularity. While other mobile phone features also increase their use (e.g., taking pictures, instant messaging, emails, maps, watching videos, listening to music or podcasts, social media), some older features are gradually lagging behind (e.g., SMS).
- There is a growing use of both voice calls and messaging, primarily –but not only – to reach out to family relatives or friends.
- The Internet is being accessed more often, or for longer, in a broader diversity of places. The home remains as the main place of access, while other places are more frequently mentioned compared to 2016 (e.g., public spaces, while commuting, while visiting relatives or friends).
- The use of Internet expands to communicate (instant messaging), to get information (news), and, particularly, to shop online (banking, travel).
- In everyday life circumstances, the older online population in Spain is relying less on written communication based on more traditional media (e.g., email) and more on multimedia instant messaging to contact family and friends.

# Media Usage

**Table 1.1. Media Used the Previous Day**

Activity <sup>2</sup>	Total (%)			Time spent (hh:mm) <sup>1</sup>		
	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.
Watched television on a TV set	92.5	88.6	*	3:08	3:11	
Watched television on a computer	14.2	13.2		1:34	1:29	
Watched television on a mobile phone	3.0	4.7	*	1:03	59	
Listened to radio on a radio set	61.4	55.7	*	1:55	1:56	
Listened to radio on computer	11.7	11.2		1:47	1:36	
Listened to radio on mobile phone	10.5	14.1	*	1:34	1:24	
Read newspapers or magazines in the printed version	50.8	43.9	*	0:55	0:50	
Read newspapers or magazines on the Internet	58.3	58.6		1:00	0:59	
Read books in the printed version	42.6	39.4		1:18	1:19	
Read books in the electronic version	25.0	23.2		1:25	1:31	
Listened to audiobooks	3.8	1.6	*	1:16	1:27	

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Average time excluding outliers, calculated for those who used the medium the previous day. <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .



## Print Newspapers

**Table 1.2. Print Newspaper Usage (%)**

Type of print newspaper <sup>1</sup>	Total		
	Wave 1	Wave 2	Sig.
National daily newspapers	46.2	37.7	*
Local daily newspapers	42.4	38.6	*
Magazines and periodicals (weekly or monthly)	34.5	28.2	*
Free newspapers (local or national)	33.8	31.1	
Weekly newspapers (local or national)	13.4	10.5	*
International daily newspapers	3.6	2.4	*
I never read print newspapers	18.6	24.9	*

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Non-exclusive categories. \*  $p < .05$ .

## Media Players

**Table 1.3. Media Player Usage (%)**

Type of media player <sup>1</sup>	Total		
	Wave 1	Wave 2	Sig.
CD player	42.5	34.4	*
DVD player (including Blu-ray players)	35.3	27.9	*
Hard disc recorder	23.4	20.9	
MP3 player	23.1	18.3	*
Wi-Fi radio	17.3	17.9	
Video recorder (VHS)	16.6	12.1	*
TV box with Internet access	11.4	13.6	*
None of the above	30.2	38.4	*

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Non-exclusive categories. \*  $p < .05$ .

## From traditional to digital media

- There is a decrease in the popularity of traditional **media consumption**. In some cases, the use of the equivalent digital media increases while, in other cases, it stays stable.
- The usage of online **newspapers** stays stable, while the popularity of paper-based newspapers decreases.
- **Media players** appear to be less popular except for those devices with access to the Internet, such as Wi-Fi radio and TV box.

## Media Players Usage

**Table 1.4. Media Players Used the Previous Day**

Type of media player	Total (%)			Time spent (minutes) <sup>1</sup>		
	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.
MP3, CD player, or Wi-Fi radio	26.3	23.6	*	77'	76'	
Video, DVD, TV box, or hard disk recordings	24.8	22.8	*	93'	95'	

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Average time excluding outliers, calculated for those who used the medium the previous day. \*  $p < .05$ .

# Telephone

**Table 1.5. Telephone Available in Household (%)**

Type of telephone <sup>1</sup>	Total		
	Wave 1	Wave 2	Sig.
Landline or mobile phone	99.4	99.4	--
Landline phone	92.9	91.6	
Mobile phone (cell phone)	90.4	93.0	*
Internet applications that allow for voice conversation (VoIP)	30.8	25.7	*
None of the above	0.2	0.2	--

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Non-exclusive categories. \*  $p < .05$ . --: No test conducted.

# Mobile Phone Features

**Table 1.6. Mobile Phone Features Used<sup>1</sup> (%)**

Mobile phone feature <sup>2</sup>	Total		
	Wave 1	Wave 2	Sig.
Take photographs	87.8	89.1	*
Instant messaging (WhatsApp ...)	80.0	84.1	*
Ordinary voice calls	67.5	77.9	*
E-mail	64.9	72.4	*
Alarm clock and reminders	64.7	64.1	
SMS (sending texts)	58.2	46.1	*
Calendar	57.1	61.4	*
Visit websites via browser	53.7	54.2	
GPS and maps	52.5	63.1	*
Record video	50.1	31.6	*

(continued)

# Mobile Phone Features

**Table 1.6. Mobile Phone Features Used<sup>1</sup> (%) (continued)**

Mobile phone feature <sup>2</sup>	Total		
	Wave 1	Wave 2	Sig
Social network sites (Facebook, LinkedIn ...)	41.9	48.9	*
Download apps	37.3	43.8	*
Listen to radio	25.4	26.5	
Visit websites via apps	24.4	37.5	*
Watch TV or video (YouTube ...)	21.0	25.6	*
MMS (sending images or sound)	19.9	19.0	
Games	19.7	17.7	
Use phone as music player	19.7	24.1	*
Listen to podcasts	5.1	6.6	*
<b>Average mobile phone features used</b>	<b>8.51</b>	<b>8.95</b>	

*Note.* N (Wave 1): 2,023; N (Wave 2): 1,343. Sig.: Statistically significant differences between waves. <sup>1</sup> Question shown if availability of mobile phone in the household is selected (Table 1.5, [p. 13](#)). <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .

## Mobile Phone Purpose of Use

Table 1.7. Purposes of Mobile Phone Use<sup>1</sup> (%)

Type of purpose <sup>2</sup>	Total		
	Wave 1	Wave 2	Sig.
Contact with family	96.8	96.5	*
Contact with friends	91.3	91.7	*
Work	21.3	11.1	*
School or education	9.0	9.7	
Other	3.9	4.8	

Note. N (Wave 1): 2,023; N (Wave 2): 1,343. Sig.: Statistically significant differences between waves. <sup>1</sup> Question shown if availability of mobile phone in the household is selected (Table 1.5, [p. 13](#)). <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .



## Mobile Phone Feature Usage

**Table 1.8. Type of Feature Used the Previous Day<sup>1</sup>**

Type of feature	Total (%)			Number of times ( <i>M</i> ) <sup>2</sup>		
	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.
Ordinary voice calls (sent and received)	70.8	72.2	*	4.9	6.7	
Text, image, sound and/or video message (sent)	49.8	51.2		7.2	9.8	*

*Note.* N (Wave 1): 2,023; N (Wave 2): 1,343. Sig.: Statistically significant differences between waves. <sup>1</sup> Question shown if availability of mobile phone in the household is selected (Table 1.5, [p. 13](#)). <sup>2</sup> Average number of times of reported activities excluding outliers, calculated for those who used the medium the previous day. \*  $p < .05$ .

## Telephone-based communication

- Regarding **telephony** in households, landlines stay stable, mobile phones increase slightly, and VoIP (Voice over IP) specific software decreases.
- The number of **mobile phone features** stays stable at around 8.5 on average. However, some features increase in popularity (e.g., accessing websites via apps, listening to podcasts) while others lose relevance (e.g., recording videos, sending SMS).
- The **mobile phone** stays stable in terms of **purposes of use** in all the considered categories except for work which decreases – in line with the higher proportion of retired people in the sample.
- The use of **ordinary voice calls** increases, but other forms of communication (e.g., texts, videos) remain stable.

# Places of Media Usage

Table 1.9. Places of Media Use (%)

Place <sup>1</sup>	Read print newspaper			Listen to radio <sup>2</sup>			Watch TV <sup>3</sup>			Internet		
	Wave 1	Wave 2 <sup>†</sup>	Sig.	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.
At home	59.2	51.5	--	74.6	71.6		98.1	97.8		90.7	94.3	--
In the living room	47.8	41.2	*	33.5	33.9		88.8	89.1		55.6	63.0	*
In the bedroom	7.0	6.1		33.4	35.5		26.5	27.1		19.9	26.5	*
In other places	18.1	14.7	*	44.5	43.6		25.7	26.3		56.2	60.9	*
In public places	45.5	48.0		8.2	6.7		9.4	7.5		20.0	23.1	*
During transport	12.7	10.3	*	30.0	32.2		0.9	1.0		14.5	20.2	*
At work	5.1	4.2		5.4	5.0		0.9	0.5		17.6	15.0	*
At friends or family	4.3	4.1		1.7	2.6		8.8	8.3		10.2	14.9	*
At place of study	2.6	1.7		5.1	4.7		2.8	2.0		16.5	14.4	
Other places	0.0	0.1	--	0.0	3.9	--	0.0	0.2	--	0.1	2.2	*
I never use this medium <sup>4</sup>	15.1	19.1	*	9.8	11.8	*	0.9	1.0	--	---	---	--
<b>Average number of places of media use<sup>5</sup></b>	<b>1.6</b>	<b>1.61</b>		<b>1.34</b>	<b>1.39</b>		<b>1.19</b>	<b>1.16</b>		<b>1.47</b>	<b>1.62</b>	*

Note. N (Wave 1): 2,238; N (Wave 2): 1,444 (<sup>†</sup>N: 1,302). Sig.: Statistically significant differences between waves. <sup>1</sup> Non-exclusive categories. <sup>2</sup> Whether through a radio set or the Internet. <sup>3</sup> Whether through a TV set or the Internet. <sup>4</sup> This option was not presented with regards to Internet use as this was an online survey of Internet users. <sup>5</sup> Including "at home," "in public places," "during transport," "at friends of family," and "other places"; excluding "at work" due to the reduction of people who work between the two waves. \*  $p < .05$ . --: No test conducted.

## Places of use are more digital

- In line with the reduction of the use of **printed newspapers**, the places of use of this media also decrease.
- **Radio** and **TV** appear to have a stable number of places of usage, even though the radio is less used.
- In contrast, the use of the Internet has increased in almost all spaces included. In line with this result, the average **number of places** where individuals **use the Internet** increased significantly between waves.

# Internet Usage

**Table 1.10. Internet Used the Previous Day**

Activity	Total (%)			Time spent (minutes) <sup>1</sup>		
	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.
Writing and reading e-mails	76.0	71.8		45'	39'	*
Getting news	63.9	65.2	*	52'	52'	
Using chat programs (Skype, WhatsApp ...)	53.1	56.2	*	45'	50'	
Using social network sites (Facebook, LinkedIn ...)	52.4	48.2		58'	56'	
Using websites concerning my interests or hobbies	45.3	39.0		57'	56'	
Online shopping, banking, travel reservations ...	24.1	26.0	*	28'	33'	*
Playing computer games online	19.0	17.0		72'	75'	
Reading entries at debate sites, blogs ...	15.5	13.1		41'	36'	
Downloading music, films, or podcasts	8.1	6.8		81'	63'	
Writing entries at debate sites, blogs ...	7.0	6.0		45'	39'	*
Other	0.2	1.4	*	70'	109'	
<b>Average Internet usage</b>	<b>3.51</b>	<b>3.56</b>		--	--	--

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Average time excluding outliers, calculated for those who used the medium the previous day. \*  $p < .05$ .

## Internet usage

- The three online activities that increased in popularity are **getting news**; using **chat programs** (such as WhatsApp or Skype); and **online shopping, banking, and travel reservations** – which also constitute the only categories that increased in terms of time spent.
- Two activities appear to have reduced their popularity, not in terms of use but in terms of time spent: writing and reading **e-mails**; and **writing entries at debate sites, blogs ...**

## Media Usage in Everyday Life

**Table 1.11. Most Likely Means Used to Contact an Old Acquaintance/Notify about Changes in a Party or Dinner<sup>1</sup> (%)**

Means of contact <sup>2</sup>	Contact old Acquaintance			Change of date for a party/dinner		
	Wave 1	Wave 2	Sig.	Wave 1	Wave 2	Sig.
Phone call	88.5	87.5		94.7	93.7	
Email	74.9	71.1	*	73.6	71.4	
Text, voice or video message via mobile phone	53.4	60.5	*	78.5	80.8	
Social network site	39.8	35.9		23.9	21.3	
Posting a letter	13.4	11.1	*	3.0	1.9	
Other	3.1	3.4		3.0	2.8	
Don't know	2.9	2.8		1.1	1.1	

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves. <sup>1</sup> Respondents had to select three options. <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .

## Media Usage in Everyday Life

**Table 1.12. Most Likely Activities Engaged with in a Few Hours of Free Time<sup>1</sup> (%)**

Activity <sup>2</sup>	Few hours of free time		
	Wave 1	Wave 2	Sig.
Watch TV	49.1	44.6	*
Read printed books, newspapers, or magazines (on paper)	35.0	34.7	
Call friends or family on the phone	34.3	35.7	
Meet friends or family	32.9	32.8	
Visit websites	24.9	22.7	
Listen to radio	21.4	22.6	
Use social network sites (Facebook, LinkedIn ...)	19.7	20.7	
Write emails to friends or family	18.5	17.0	

(continued)



## Media Usage in Everyday Life

**Table 1.12. Most Likely Activities Engaged with in a Few Hours of Free Time<sup>1</sup> (%) (continued)**

Activity <sup>2</sup>	Few hours of free time		
	Wave 1	Wave 2	Sig.
Send messages (text or video) via mobile phone to friends or family	17.1	19.7	*
Chat online via a computer with friends or family	11.4	12.1	
Listen to music on CD, MP3, or similar	10.3	8.8	
Watch video or DVD	8.4	7.2	
Other	5.1	5.0	
Don't know	2.1	2.1	

Note. N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves.

<sup>1</sup> Respondents had to select three options. <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .

## Media Usage in Everyday Life

**Table 1.13. Most Likely Actions Taken to Get Important Information Quickly<sup>1</sup> (%)**

Actions <sup>2</sup>	Get important information		
	Wave 1	Wave 2	Sig.
Check websites	77.1	74.2	*
Turn on TV or radio	72.3	66.9	*
Call someone who is likely to have this information	41.9	40.8	
Use social network sites (Facebook, LinkedIn ...)	38.1	35.2	
Send text, voice or video message via mobile phone to someone who is likely to have this information	20.8	24.9	*
Send an email to someone who is likely to have this information	16.7	17.7	
Use a computer-based chat program (Skype ...)	4.8	5.3	
Other	2.2	2.4	
Don't know	2.0	2.8	

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves.

<sup>1</sup> Respondents had to select three options. <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .

## Media Usage in Everyday Life

**Table 1.14. Most Likely Actions Taken to Retrieve Factual Information about an Issue<sup>1</sup> (%)**

Actions <sup>2</sup>	Retrieve factual information		
	Wave 1	Wave 2	Sig.
Look it up via Google or other search engines	82.7	83.0	
Look it up at a specific website (Wikipedia ...)	69.3	66.6	
Look it up in a printed encyclopedia	34.6	28.7	*
Use a computer-based chat program (Skype ...)	3.0	3.5	
Call someone who is likely to have this information	26.9	36.2	
Send text, voice or video message via mobile phone to someone who is likely to have this information	17.8	21.5	*
Use social network sites (Facebook, LinkedIn ...)	16.8	15.5	
Send an email to someone who is likely to have this information	14.0	14.3	
Other	0.8	0.8	
Don't know	2.2	2.4	

Note. N (Wave 1): 2,238; N (Wave 2): 1,444. Sig.: Statistically significant differences between waves.

<sup>1</sup> Respondents had to select three options. <sup>2</sup> Non-exclusive categories. \*  $p < .05$ .

## Media Usage in Everyday Life

**Table 1.15. Most Likely Actions Taken to Ask for Help with Home Chores<sup>1</sup> (%)**

Actions <sup>2</sup>	Ask help with home chores
	Wave 2 <sup>3</sup>
Call someone who is likely to give help	87.3
Meet someone who is likely to give help	68.9
Send text, voice or video message via mobile phone to someone who is likely to give help	45.1
Send an email to someone who is likely to give help	24.9
Check websites	17.8
Use social network sites (Facebook ...)	3.9
Use a computer-based chat program (Skype ...)	2.8
Other	4.1
Don't know	4.8

*Note.* N (Wave 2): 1,444. <sup>1</sup> Respondents had to select three options. <sup>2</sup> Non-exclusive categories.

<sup>3</sup> Question not asked in Wave 1.

## Media Usage in Everyday Life

**Table 1.16. Most Likely Actions Taken to Ask for Help when Sick with the Flu<sup>1</sup> (%)**

Actions <sup>2</sup>	Ask help when with the flu
	Wave 2 <sup>3</sup>
Call friends or family on the phone	92.0
Meet friends or family	65.4
Send messages (text or video) via mobile phone to friends or family	60.5
Write emails to friends or family	25.7
Chat online via a computer with friends or family (Skype ...)	9.5
Use social network sites (Facebook ...)	4.0
Other	3.3
Don't know	3.0

*Note.* N (Wave 2): 1,444. <sup>1</sup> Respondents had to select three options. <sup>2</sup> Non-exclusive categories.

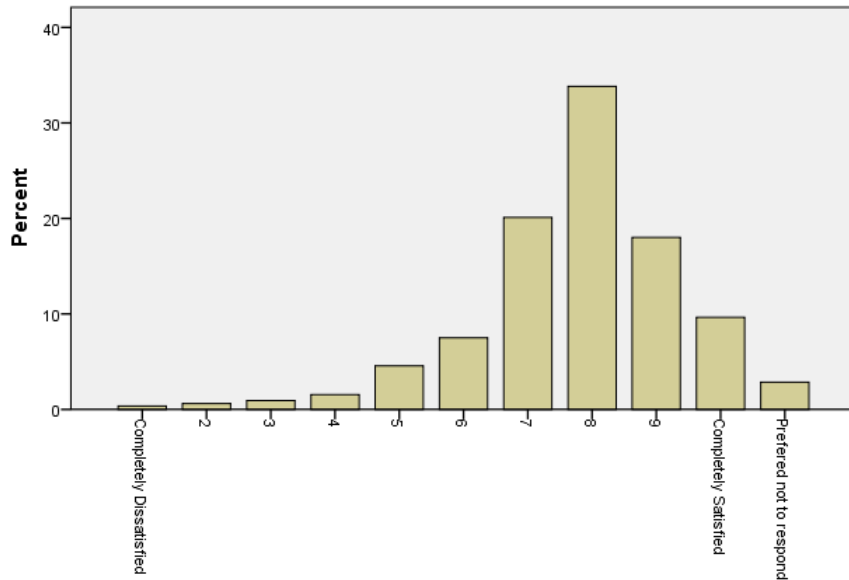
<sup>3</sup> Question not asked in Wave 1.

## Everyday life media usage

- Differences in media usage to fulfill everyday goals show limited differences between 2016 and 2018. However, messaging acquaintances for different reasons (e.g., in search for different kinds of information; in filling free time; in getting back in touch) increases in popularity, showing the expanding trend of messaging apps – particularly WhatsApp.

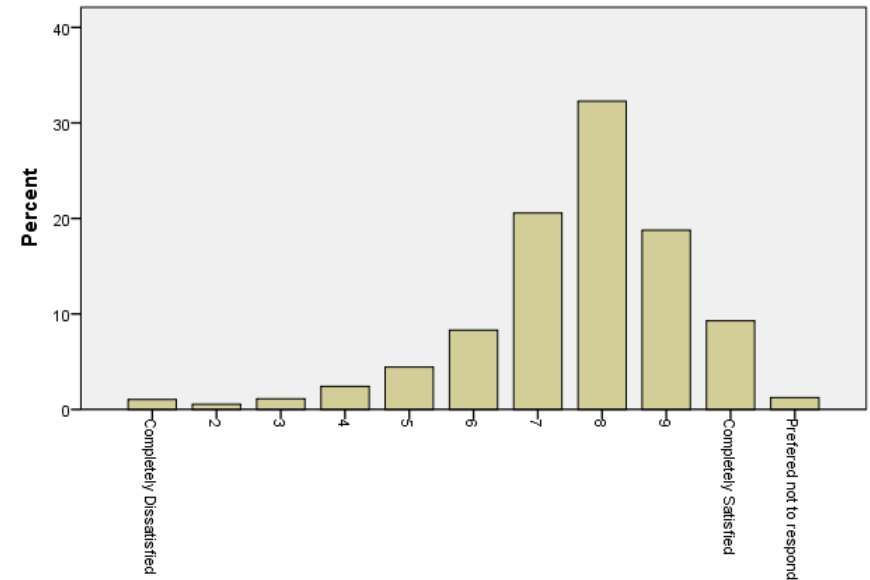
# Subjective Well-Being

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



Note. N (Wave 1): 2,238. Mean: 7.70. Standard deviation: 1.53.

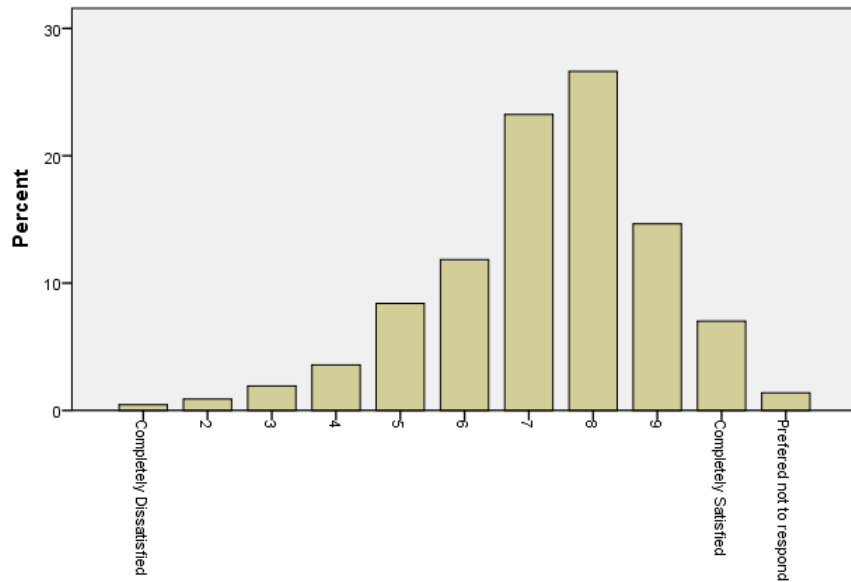
Graph 1.2. Self-Rated Life Satisfaction (%) — Wave 2



Note. N (Wave 2): 1,444. Mean: 7.61. Standard deviation: 1.66.

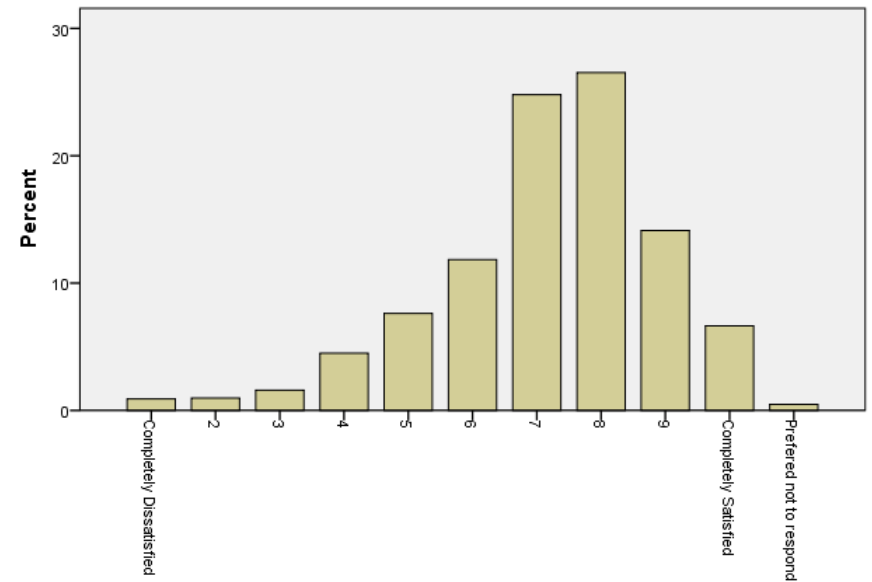
# Subjective Well-Being

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



Note. N (Wave 1): 2,238. Mean: 7.23. Standard deviation: 1.71.

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



Note. N (Wave 2): 1,444. Mean: 7.18. Standard deviation: 1.75.



## Subjective wellbeing

- Subjective wellbeing does not change significantly between the two moments of data collection, showing stability in the perception of own's health and life satisfaction.

## Age and Gender

Table 1.17. Age Groups and Gender

Age group	Women				Men				Total			
	W1 (#)	W1 (%)	W2 (#)	W2 (%)	W1 (#)	W1 (%)	W2 (#)	W2 (%)	W1 (#)	W1 (%)	W2 (#)	W2 (%)
60-69	819	<b>36.6</b>	544	<b>37.7</b>	746	<b>33.3</b>	439	<b>30.4</b>	1,565	<b>69.9</b>	938	<b>68.1</b>
70-79	180	<b>8.0</b>	124	<b>8.6</b>	423	<b>18.9</b>	285	<b>19.7</b>	603	<b>26.9</b>	409	<b>28.3</b>
80+	33	<b>1.5</b>	21	<b>1.5</b>	37	<b>1.7</b>	31	<b>2.1</b>	70	<b>3.1</b>	52	<b>3.6</b>
Total	1,032	<b>46.1</b>	567	<b>47.8</b>	1,206	<b>53.9</b>	705	<b>52.2</b>	2,238	<b>100</b>	1,444	<b>100</b>

Note. N (Wave 1): 2,238; N (Wave 2): 1,444. #: Frequencies. %: Percent. No statistically significant differences at a 5% level between waves.

## Marital Status and Parenthood

Table 1.18. Marital Status and Parenthood (%)

Marital status	No children*		With children*		Total	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Married*	35.6	42.1	40.7	33.5	76.2	75.6
Not married*	6.9	7.7	16.8	16.8	23.8	24.4
<i>Single</i>	3.9	4.0	0.9	0.6	4.8	4.6
<i>Divorced</i>	2.1	2.1	8.3	8.5	10.3	10.7
<i>Widowed</i>	1.0	1.6	7.7	7.6	8.7	9.2
Total	42.5	49.8	57.5	50.3	100	100

Note. N (Wave 1): 2,193; N (Wave 2): 1,417. \* Statistically significant differences at a 5% level between waves in the main categories “married” and “not married” (both “with children” and “no children”).

## Grandparenthood and Cohabitation

**Table 1.19. Number of Grandchildren<sup>1</sup> (%)**

Number of grandchildren	Wave 2 <sup>2</sup>
No grandchildren	43.6
1 grandchild	13.4
2 grandchildren	17.5
3 grandchildren	8.6
4 grandchildren	7.7
5 grandchildren	4.2
6 or more grandchildren	5.0
Total	100

*Note.* N (Wave 2): 1,444. <sup>1</sup> Question only shown to respondents who reported having children (see Table 1.18, [p. 35](#)). <sup>2</sup> Question not asked in Wave 1.

**Table 1.20. Cohabitation with Offspring<sup>1</sup> (%)**

Cohabitation <sup>2</sup>	Wave 2 <sup>3</sup>
Cohabitation	31.0
No cohabitation	69.0

*Note.* N (Wave 2): 1,129. <sup>1</sup> Question only shown to respondents who reported having children (see Table 1.18, [p. 35](#)). <sup>2</sup> Non-exclusive categories. <sup>3</sup> Question not asked in Wave 1.

## Education

**Table 1.21. Educational Attainment (%)**

Educational level	Total	
	Wave 1	Wave 2
Primary or less (up to 8-9 years of education)	21.8	21.8
Secondary (between 10 and 14 years of education)	37.2	37.0
Tertiary (15 years of education or more)	40.0	40.2
Don't know	1.0	1.0
Total	100	100

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. No statistically significant differences at a 5% level between waves.

# Income

**Table 1.22. Monthly Personal Income Compared to National Average (%)**

Income level	Total	
	Wave 1	Wave 2
Above the average (A lot above + Slightly above)	47.8	48.2
Similar to the average	17.1	17.2
Below the average (A lot below + Slightly below)	11.2	11.9
Unreported (Don't know + Prefer not to respond)	24.0	22.7
Total	100	100

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. No statistically significant differences at a 5% level between waves.

## Employment Status

**Table 1.23. Employment Status (%)**

Employment status <sup>1</sup>	Total		
	Wave 1	Wave 2	*
Active	27.7	23.6	--
Employed	21.8	18.1	
<i>Full-time</i>	17.6	13.6	--
<i>Part-time</i>	4.2	4.5	--
Unemployed	5.9	5.5	
Inactive	71.1	75.9	
Retired	64.3	70.4	--
Unpaid work (housework, volunteer, community service)	6.7	5.5	--
Don't know + Other	1.3	0.6	--

*Note.* N (Wave 1): 2,238; N (Wave 2): 1,444. <sup>1</sup> Non-exclusive categories. \* Statistically significant differences at a 5% level. --: No test conducted.

## Size of Residency Area

Table 1.24. Size of Residency Area (%)

Residency area	Total	
	Wave 1	Wave 2
Big urban conglomerates	52.3	52.7
<i>A big city</i>	42.4	43.6
<i>The suburbs of a big city</i>	9.9	9.1
A town or small city	25.7	25.8
Country	21.8	21.5
<i>A country village</i>	20.0	19.9
<i>A farm or home in the countryside</i>	1.8	1.5
Don't know	0.3	0.0
Total	100	100

Note. N (Wave 1): 2,238; N (Wave 2): 1,444. No statistically significant differences at a 5% level between waves.



## Comparison of sociodemographics

- There are no significant differences in the two samples regarding age group, gender, educational level, income, or size of residency area.
- However, there are differences in terms of marital status and children (with an increase in the category of married with no children and a decrease of married with children), and employment status (with an increase of retired individuals and a decrease of individuals active in the labor market).

# Annex



## A. Data Collection and Sources

**Table 1.25. Summary of Data Collection**

Country	Firm that collected the data	Wave 1 (2016)			Wave 2 (2018)						
		Number of persons contacted	Number of persons who filled the survey (Response rate)	Number of valid questionnaires <sup>1</sup>	Repeated participants			New participants			Total
					Number of persons contacted	Number of persons who filled the survey (Response rate)	Number of valid questionnaires <sup>1</sup>	Number of persons contacted	Number of persons who filled the survey (Response rate)	Number of valid questionnaires <sup>1</sup>	
Spain	Netquest	5,169	3,237 (60.6 %)	<b>2,238</b>	1,668	1,361 (60.8 %)	1,272	675	218 (32.3 %)	172	<b>1,444</b>

Note. <sup>1</sup> After screening out incomplete questionnaires.

**Table 1.26. Data Sources Informing National Samples**

Country	Source
Spain	<p>Eurostat. (2016). <i>Database: Individuals -internet use -Table[isoc_ci_ifp_iu]</i>. Retrieved October 10, 2016, from <a href="http://ec.europa.eu/eurostat/web/digital-economy-and-society/data/database">http://ec.europa.eu/eurostat/web/digital-economy-and-society/data/database</a></p> <p>Instituto Nacional de Estadística. (2016). <i>Series detailed from 2002, National results, Resident population by date, sex and age</i>. Spain: Author. Retrieved October 10, 2016, from <a href="http://www.ine.es/dynt3/inebase/en/index.htm?padre=1894&amp;capsel=1895">http://www.ine.es/dynt3/inebase/en/index.htm?padre=1894&amp;capsel=1895</a></p>

## B. Questionnaire

### Introduction

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

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

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

Sincerely,

...

### Media usage

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

How much time did you spend on the following media?

	Hours and minutes	Didn't use	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, Samsung, Nokia, HTC, etc.)	_____ _____ Hours Minutes	( )	( )
Listened to radio on a radio set (FM, DAB, etc.)	_____ _____ Hours Minutes	( )	( )
Listened to radio on a computer (PC, laptop, tablet, etc.)	_____ _____ Hours Minutes	( )	( )

(continued)

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

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

### Printed newspapers

2. Do you read any of the following kinds of newspapers on paper [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

## Socio-demographic and -economic details

We have a few questions about yourself.

### Gender

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

- Male
- Female

### Age

22. What is your age: [Open]

### Marital status

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

### Education

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

### Size of residency area

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

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

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

**(Additional questions for Wave 2)**

**Grandparenthood (only ask those who mentioned having children on Q23)**

30. Do you have grandchildren, and if so, how many?

- I don't have grandchildren
- I have \_\_\_\_\_ grandchildren

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

- No
- Yes, I have \_\_\_ child/ren living with me
- Yes, I have \_\_\_ grandchild/ren living with me

### Media usage in help seeking

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

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

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

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

**End page**

**Thanks for your help!**

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

**Contact information:**

Name:

Email:





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