

Two Pictures from Leisure Time Trends in Finland: What do Diaries and Interviews Tell?

Abstract

The paper examines the trends in time use and free time in Finland over a period of three decades. Statistics Finland has conducted four Time Use Surveys with the diary method since 1979 and three Leisure Surveys with interviews since 1981. Sections of questions on cultural and physical exercise hobbies comparable with those of the Leisure Survey were included in the two latest Time Use Surveys.

In the presentation, we examine traits in the development of time use from the 1980s to the 2000s, focusing especially on the attendance of cultural events and on cultural hobbies. What has happened to the amount of free time? How has the growing penetration of the computer and Internet influenced free time? Have differences between the genders and social groups in the amount and use of free time evened out during three decades? Do different methods draw deviating pictures of the development of free time?

The data on time use describe the time use of the population aged 10 to 64 during autumn in 1979, 1987, 1999 and 2009. The interview data concern the population aged ten or over in 1981, 1991, 1999, 2002 and 2009.

1. Introduction

The presentation first examines time use in Finland during autumn, and changes that have taken place in it. The data are based on the information obtained with the diaries of Statistics Finland's Time Use Surveys in 1979, 1987, 1999 and 2009. The data for the first survey were collected over the September-November period and they concerned the population between the ages of 10 and 64. Hence, the examination in this presentation is limited to the autumn of each survey year and to the population aged 10 to 64. The subsequent surveys concern a 12-month period and their targets are the population aged 10 or over. The data of the two latest Survey rounds were collected by household in accordance with Eurostat's recommendations. The first two surveys were made with samples of individual persons.

The interviews of the 2009 Time Use Survey were conducted as computer-assisted face-to-face and telephone interviews. The information concerning time use was collected with diaries left to the respondents into which they recorded their time use during two days at the accuracy of 10 minutes. The diary recordings the respondents had written down in their own words were coded at Statistics Finland according to a standardised classification. In this presentation, activities

are mostly compared according to the 26-category classification of main activities.

The data for autumn 2009 cover 1,565 survey days from 791 respondents. The data for 1999 cover 2,323 survey days. The datasets for earlier years are considerably larger: 12,057 survey days in 1979 and 4,764 days in 1987. In autumn 2009, the weighted diary response rate was 40 per cent and the unweighted one 37 per cent. Due to the small size of the 2009 dataset, time use is in this presentation mostly only examined by the variable of gender.

The second subject of the presentation is participation in cultural events, cultural hobbies and reading, and changes that have taken in them. The participation and hobbies are examined by population group. The data derive from the interviews of the 1999 and 2009 Time Use Surveys. Data from Statistics Finland's Leisure Surveys in 1981, 1991 and 2002 are also used in comparisons <http://tilastokeskus.fi/til/vpa/index.html>. In the Leisure Surveys, data were collected from samples of individual persons.

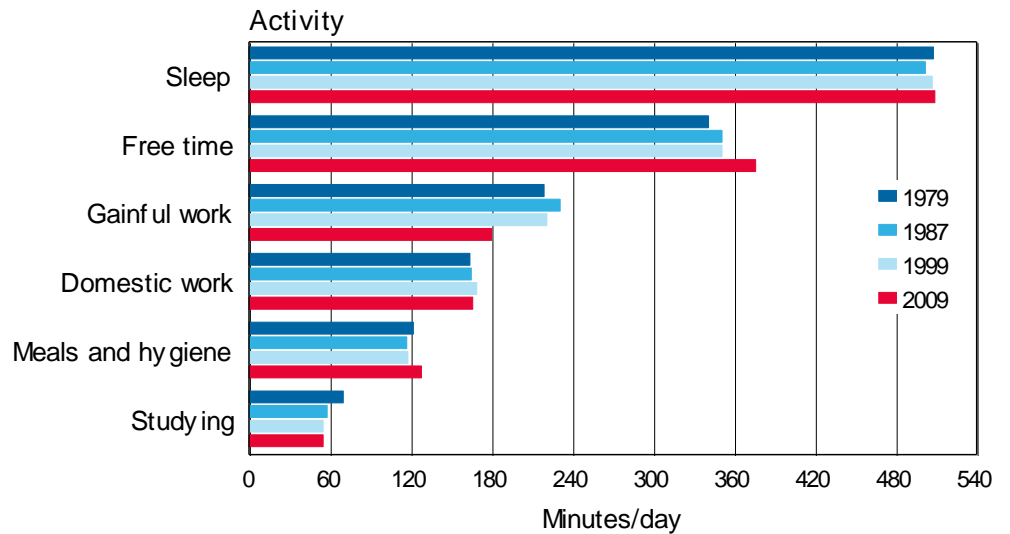
In the 2009 Time Use Survey, 4,645 persons answered the questions concerning hobbies. The weighted response rate was 52 per cent and the unweighted one 48 per cent.

2. Changes in Time Use

2.1. Structure of time use is stable

In this presentation, time use is divided into six main categories: 1) Sleep, 2) Meals and other personal care, 3) Gainful employment, 4) Study, 5) Domestic work and 6) Free time. Apart from housekeeping, domestic work covers home maintenance, childcare, shopping and neighbourly help. In the Time Use Survey, free time is the amount of time in a day that remains after time spent on sleep, meals, gainful employment and domestic work, as well as on studying has been deducted. Thus, free time is defined as the time free from these activities. It mainly comprises watching of television, reading, socialising, sports and outdoor activities, and diverse hobbies.

Figure 1. Time use of population aged 10 to 64 in the autumn, 1979, 1987, 1999 and 2009



The basic characteristics of people's time use in Finland have remained quite unchanged over three decades. The clearest change is that the time spent on gainful employment has decreased due to the economic downturn. At the same time, free time has increased. Change has also taken place in the time used for studying, which has decreased when compared to the end of the 1970s and 1980s. The time spent on sleep and domestic work has remained practically unchanged for three decades. By contrast, slightly more time is used for meals and personal hygiene than in the 1980s and 1990s.

The most notable difference in time use between men and women can be seen in domestic work. Women spend quarter-of-an-hour less on domestic work than in 1979. The time men use for domestic work has gone up by good twenty minutes.

Figure 2. Time use of men aged 10 to 64 in the autumn, 1979, 1987, 1999 and 2009

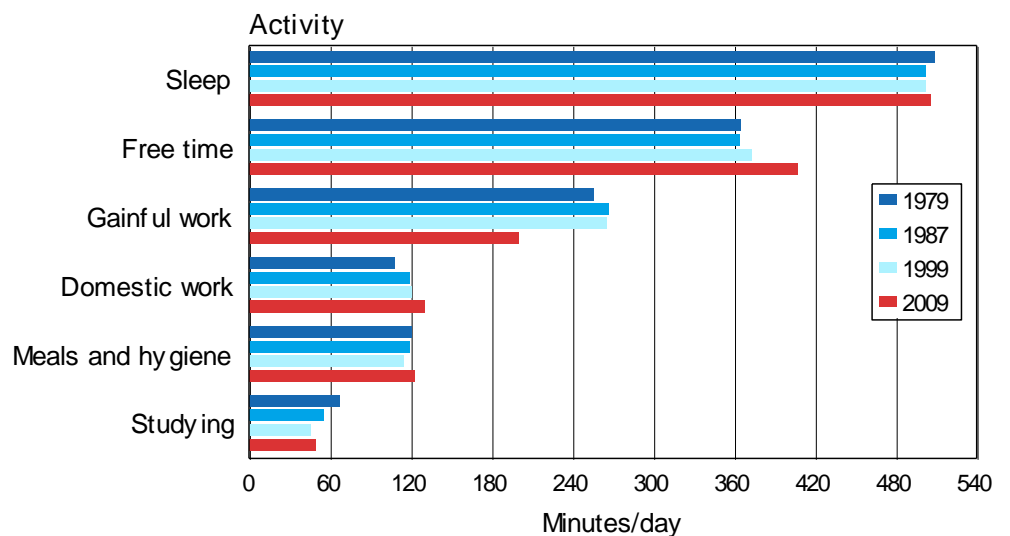
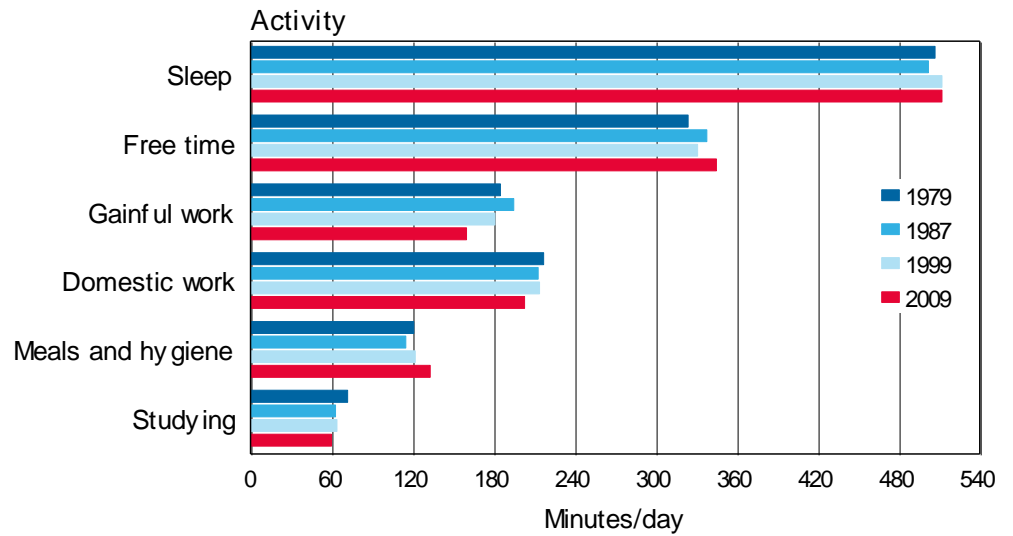


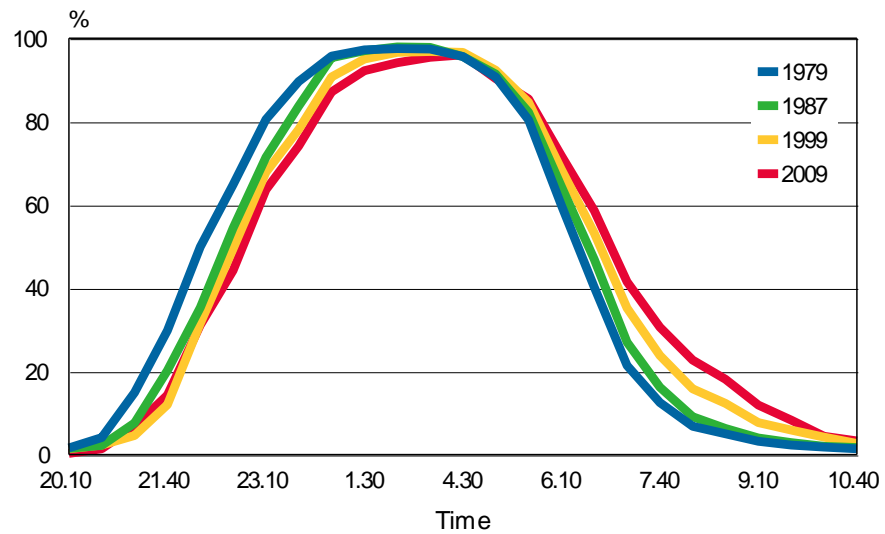
Figure 3. Time use of women aged 10 to 64 in the autumn, 1979, 1987, 1999 and 2009



2.2 Daily rhythm has become postponed

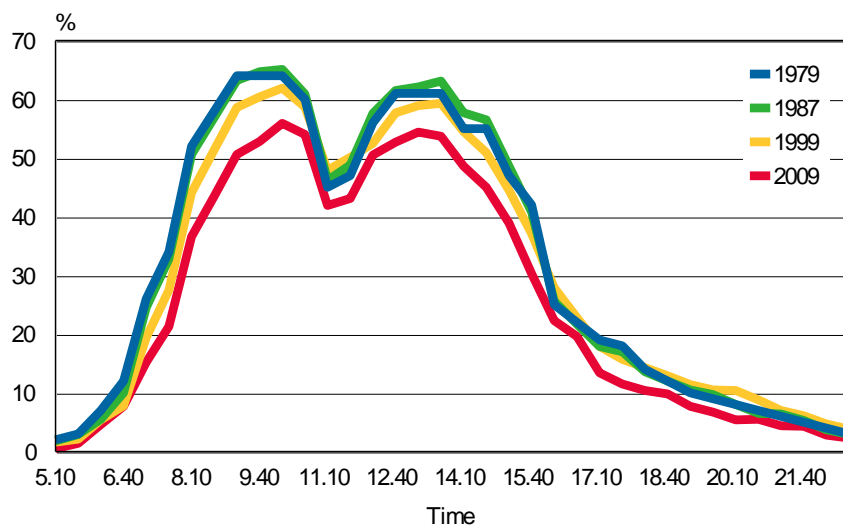
The rhythm of daily life has become postponed over three decades. People go to bed clearly later today than in 1979. Respectively, they also get up later in the morning. The biggest change in the time of going to bed happened already in the 1980s. Whereas in autumn 1979, one-half of the population aged 10 to 64 were already asleep at 10.10 pm during weekdays, under one-third of this age group were already asleep by this time in 2009. (Figure 4.) The postponement of awakening on weekday and Saturday mornings has continued through to the 2000s. Domestic work is started later on Saturday than in the previous decades. On Sundays, outdoor activities start later. The focus in Sunday sports has shifted clearly into the afternoon.

Figure 4. Sleep rhythm of population aged 10 to 64 on weekdays in the autumn, 1979, 1987, 1999 and 2009



The structure of the daily rhythm of gainful employment has remained quite unchanged over three decades. Shares of the population aged 10 to 64 doing gainful work and studying on autumn weekdays have been combined in Figure 5. The shortened time used for gainful employment and studying can be seen in that the shares of the population doing gainful work or studying in mornings and afternoons no longer reach the levels of autumns 1979 and 1987. Lunch break is still most commonly taken at around 11 am. Commuting to work still peaks around 7.30 am and return from work is at its liveliest immediately after 4 pm.

Figure 5. Daily rhythm of gainful employment and studying among population aged 10 to 64 on weekdays in the autumn, 1979, 1987, 1999 and 2009



2.3. Number of working days lower than before

At the point of time of the Survey in autumn 2009, the economic recession was advancing fast: the number of employed persons decreased and that of unemployed persons grew. Temporary lay-offs became common and the number of persons working a shortened week grew. According to the Labour Force Survey, the number of hours worked per employed person fell in all quarters of 2009. The share of employed persons working part-time has already been growing since the late 1990s. (Official Statistics of Finland (OSF); Employment bulletin).

According to the preliminary Time Use Survey results concerning autumn, clearly less time was used for gainful employment in autumn 2009 than in autumn 1999. The share of days free from work has grown and that of long working days decreased. One reason for this is the grown prevalence of part-time work. Of all the September-November days of employed persons, 61 per cent were working days in autumn 2009 whereas ten years earlier the same share was 70 per cent. These figures include the survey days of both self-employed persons and employees.

The average length of the working day of those having done gainful work on the survey days was 7 hours and 44 minutes among men and just under seven hours among women, when working hours in the main and secondary jobs are included but commuting time is excluded. Ten years earlier the respective figures were 8.5 among men and 7 hours and 10 minutes among women. Those employed persons who had recorded commuting in their diary spent 47 minutes on it daily. This time has remained more or less the same since 1979.

2.4. Domestic work is more equally divided

Women's share of the time used for domestic work has been decreasing steadily over three decades. In autumn 1979, women still did 67 per cent of domestic work whereas in autumn 2009 women's share was 61 per cent.

Women spend less time especially on housekeeping, such as food preparation and laundering. By contrast, time used for housekeeping has increased among men. Opposite development can be seen in maintenance work, on which men spend slightly less and women more time than at the end of the 1970s and 1980s. Both men and women spend continuously more time for shopping and running errands, although the increase has not been very large in the different decades.

Figure 6. Time used by men for different types of domestic work in autumn, 1979, 1987, 1999 and 2009

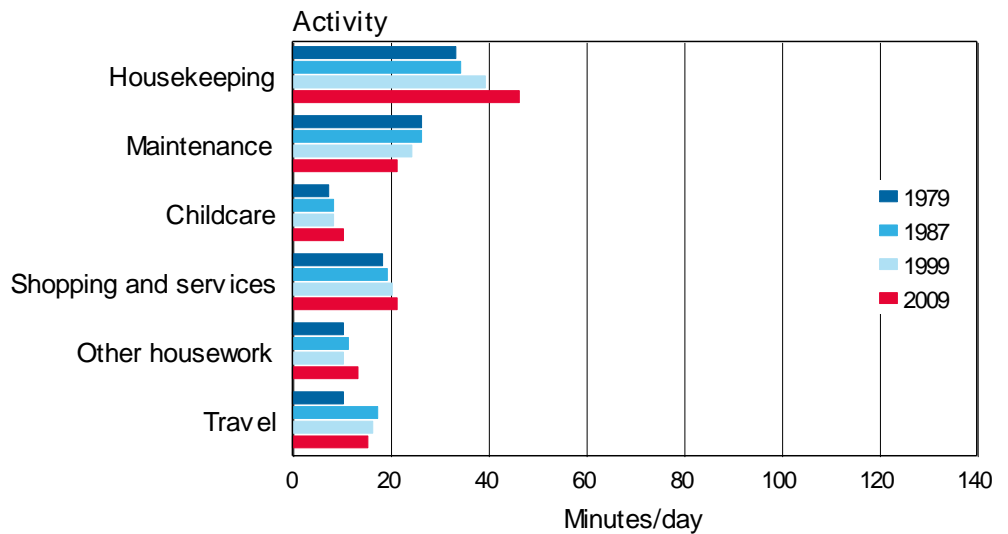
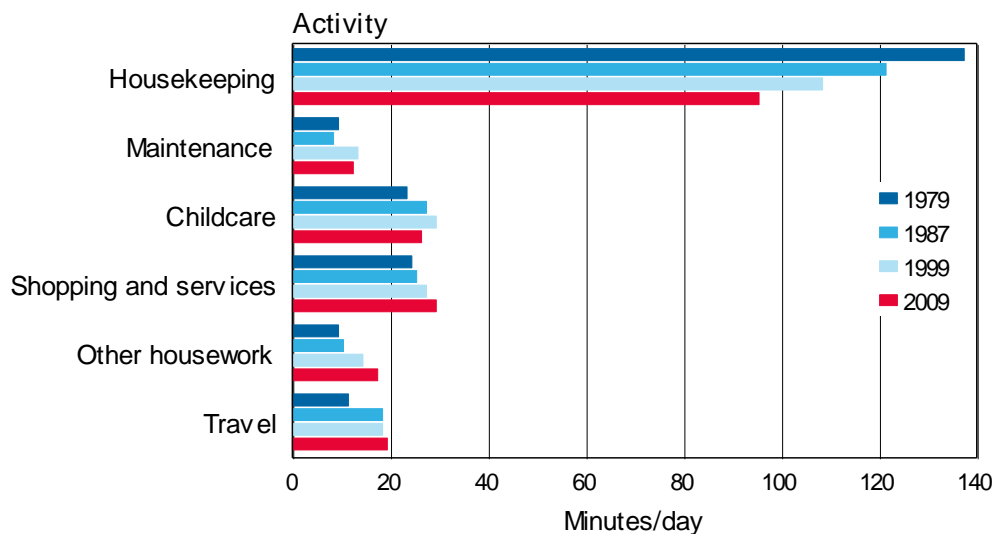


Figure 7. Time used by women for different types of domestic work in autumn, 1979, 1987, 1999 and 2009



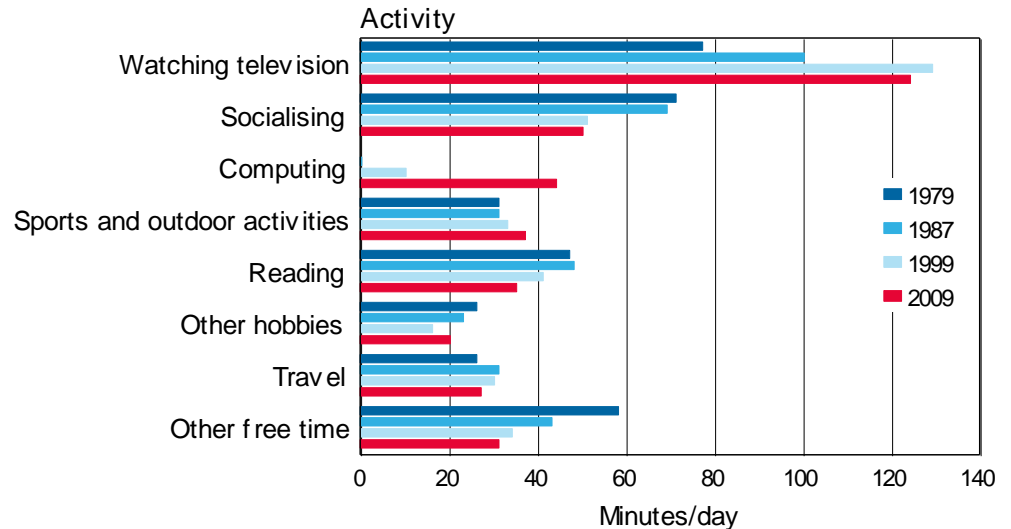
In Figures 6 and 7, the time used for childcare has been calculated as the mean for all men and women aged 10 to 64. If we only examine the parents of children aged under 18, we can see that both mothers and fathers spend more time on childcare than they did ten years ago. Mothers use clearly more time for childcare than fathers. On the average, mothers spent 1 hour and 41 minutes per day on childcare in autumn 2009, while men used 50 minutes for it.

2.5. More and more free time is spent at the computer

In the Time Use Survey, free time means the amount of time in a day that remains after time spent on sleep, meals, gainful employment and domestic work, as well as on studying as main activity has been

deducted. Defined like this, in autumn 2009 free time amounted to 44 hours per week, which is three hours more than ten years earlier. Men had 48 hours of free time and women 40 hours.

Figure 8. Distribution of free time by type of use in autumn, 1979, 1987, 1999 and 2009

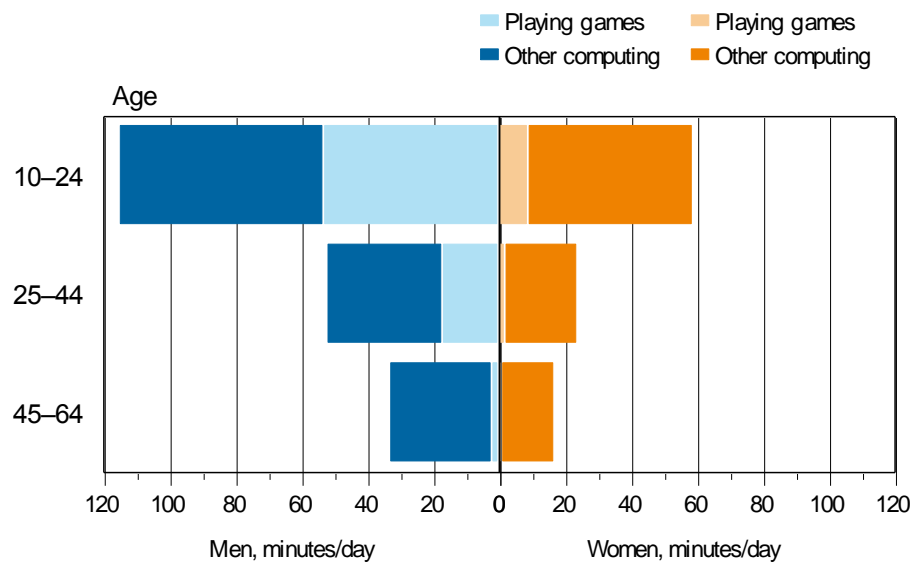


Watching of television is still the free time activity on which most time is spent in Finland, although its growth has now slowed down. Television is watched for good two hours per day as main activity. Alongside some other activity, television is watched for a further quarter of an hour or so. Television watching has increased only among the 45 to 64 age group. They watch television as main activity for 2.5 hours per day.

In the Time Use Survey, socialising means the time spent on socialising proper at own home or friends' homes, or elsewhere when no other activity has been reported. Thus, for instance taking meals or watching television in the company of the family or friends is not included in these figures. Approximately 50 minutes per days is spent on socialising with friends or family, which is about the same amount as ten years ago. Around twenty minutes more was spent on socialising defined like this two and three decades ago.

Computer use has grown clearly more widespread during the past decade. According to the data obtained with the Time Use Survey interviews, under one-half of the population aged over 10 had a computer at home in 1999 whereas now four out of five have a home PC and Internet connection. The computer and the Internet account for 45 minutes of free time today, whereas in 1999 the respective time was 11 minutes. These figures cover information searching and communication via the computer, playing computer games, programming, installation and unspecified computer use. Playing with game consoles has also been included in the time spent at the computer.

Figure 9. Time spent at the computer by gender and age group in autumn 2009, minutes per day



Although differences by age and gender have evened out in computer use during the decade, they are still large. In the 2000s, the computer has overtaken the television as the most popular piece of equipment among young men for spending free time.

The use of the computer and the Internet link with a growing variety of forms of time use. Socialising takes place increasingly via the Internet these days. Likewise, a share of television watching and reading of papers and magazines is done by means of the computer. These changes have contributed to the increase in the time spent on computer use. If a respondent has mentioned watching television on the computer or reading of online papers, the activity has in this Survey been classified as watching of television or reading of papers. Likewise, doing schoolwork by means of the computer is included in studying and online shopping in running of errands. This kind of computer or Internet use increases the time spent at the computer by nine minutes.

Sports and outdoor activities have stood their ground in the use of free time in Finland. Nearly 40 minutes per day is spent on them in the autumn. Men continue to use more time (41 minutes) than women (36 minutes) for sports and outdoor activities but the difference has narrowed from just under 20 minutes in 1979 to five minutes.

The reading of printed media and books has lost some of its share of the use of free time in the autumn over the past two decades. Good half-an-hour (36 minutes) per day is used for reading, whereas 10 years ago the respective time was 42 minutes. A further ten minutes per day is spent on reading alongside some other activity. Reading has decreased in the autumn especially among the population aged under 25. These days, men and women use about the same amount of time for reading in the autumn.

In this presentation, computer use is discussed separated from other hobbies. In the Time Use Survey, hobbies comprise handicrafts, art hobbies, diverse games, listening to music from recordings and correspondence. As computer use has grown increasingly widespread, the shares of other hobbies have diminished. Today, the total time spent on them per day amounts to some twenty minutes.

Other free time in Figure 8. comprises participatory activity, attendance of cultural and entertainment events, listening to radio, free time study, resting and unspecified free time. Over three decades, the share of these activities of free time use has shrunk from one hour to thirty minutes. In autumn 1979, nearly half-an-hour per day was still used for resting. Since then, resting has partly become an activity done in front of the television.

Sixty-five per cent of free time is spent at home. The share has not changed much over three decades. However, men spend a larger proportion of their free time at home today than ten years ago. With women, the change has happened the other way round. Ten per cent of free time is spent at another household. The share is roughly the same for men and women. The time spent on travel related to free time has been around half-an-hour since the late 1970s.

3. Cultural events

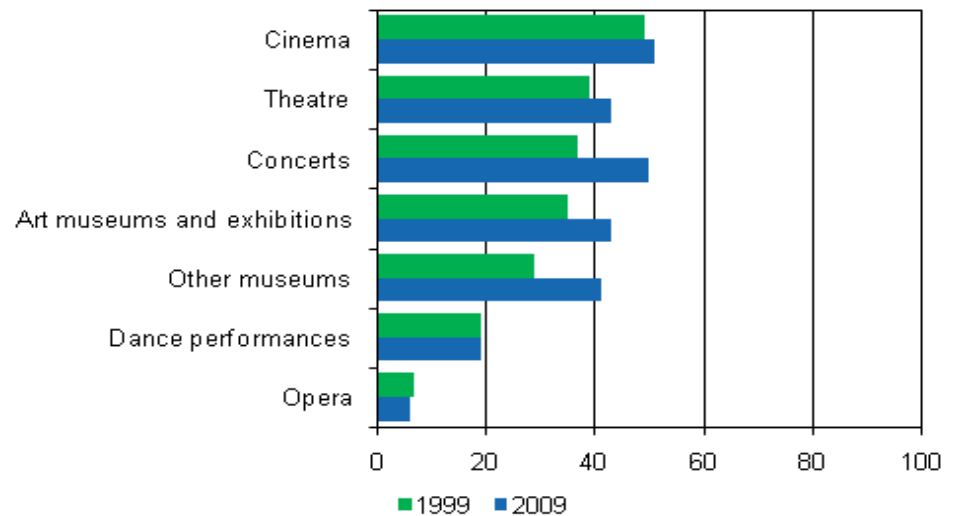
3.1. *Attending of cultural events is popular*

Attending of cultural events is popular: 83 per cent of the population aged 10 or over had attended some cultural event during the year prior to the Time Use Survey. The share has increased over the past 10 years. The most popular cultural events are the cinema and concerts, which more than one-half of the population had attended. There has been a strong increase in concert-going in the past 10 years.

Women attend cultural events more frequently than men: 86 per cent of women and 79 per cent of men had attended some cultural event. Overall, attendance of cultural events was most widespread among children and young people.

Upper-level salaried employees attend cultural events more than people in other socio-economic groups. However, the proportion of those having attended cultural events has not grown among upper-level salaried employees. By contrast, self-employed farmers, other self-employed persons, production workers, and distribution and service workers today attend cultural events more than they did 10 years ago. Thus, it could be claimed that cultural events attract more wide-based audiences than before.

Figure 10. Attendance of cultural events during 12 months in 1999 and 2009, %

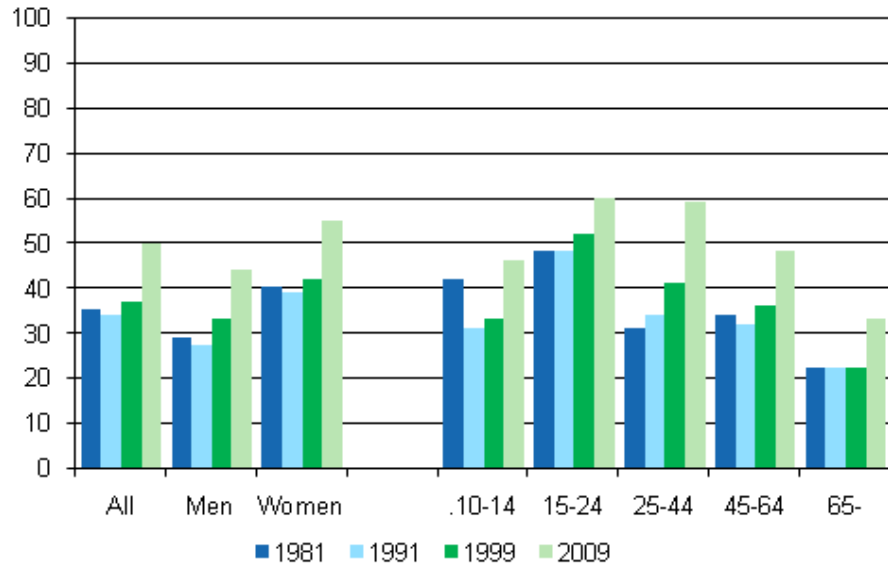


3.2. Going to concerts has increased strongly

Going to concerts has increased strongly; one-half of the population had been to concerts during the year prior to the Survey, while in the early 1980s the proportion was still just under one-third. Women go to concerts more than men. However, concert-going had increased among both women and men. The 15 to 44 age group are the most frequent concert-goers. The most significant change had taken place among people in the early middle age: concert-going had increased by nearly 20 percentage points in the 35 to 44 age group. Around one-third of the population aged 65 or over had been to concerts, which is notably more than 10 years ago. We are probably seeing the cohort effect here: a hobby started at a young age is also continued in later life. Upper-level salaried employees attended concerts more often (72%) than other socio-economic groups but concert-going had increased most among production, distribution and services workers.

What factors might have caused the strong increase in concert-going? According to the information reported by event organisers to Teosto (Finnish Composers' Copyright Society) revenues from concert and festival tickets have been growing steadily since 2006 (www.teosto.fi). Large concerts have been organised in Finland and these have risen alongside festivals. However, festivals still also attract large attendances and the licence fees paid by rock clubs, dance halls and smaller live music performance venues to Teosto have gone up from the year before; the supply of live music has thus increased and diversified, which has probably influenced the growth of concert-going and the widening of the audience basis (Teostory 2010).

Figure 11. Going to concerts during 12 months by gender and age 1981, 1991, 1999 and 2009, %



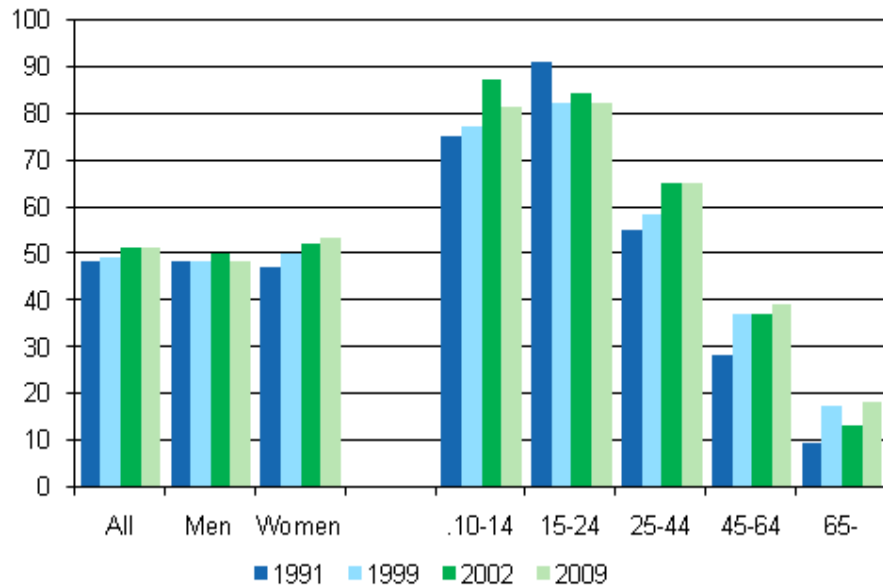
3.3 Around one-half of the population had been to the cinema

The number of cinemas has been falling in Finland for a long time. Their number decreased in the 1980 and 1990s, yet the number of screens did not fall as theatres with multiple screens replaced older one or two-screen theatres. In recent years, the number of screens has also been decreasing and cinemas concentrate increasingly into large cities, Helsinki in particular. (Finnish Mass Media 2009.)

The concentration of cinemas to Helsinki can be clearly seen from an examination of cinema-goers: 66 per cent of the residents in the capital region had been to the cinema during the year preceding the Survey. No change had taken place in ten years in respect of the residents in the capital region whereas in northern Finland cinema-going had fallen from 36 to 28 per cent.

One-half of the population aged 10 or over had been to the cinema in the 12 months preceding the Survey. The activeness had remained unchanged over the past ten years. Women were slightly more active cinema-goers than men, but there were no major differences. Children and young people (aged 10 to 24) were the most active cinema-goers, whereas under one-fifth of the population aged 65 or over had been to the cinema during the year prior to the Survey. Highly educated persons and upper-level salaried employees went to the cinema more often than others but production, distribution and service workers had increased their cinema-going somewhat.

Figure 12. Going to the cinema during 12 months by gender and age 1991, 1999, 2002 and 2009, %

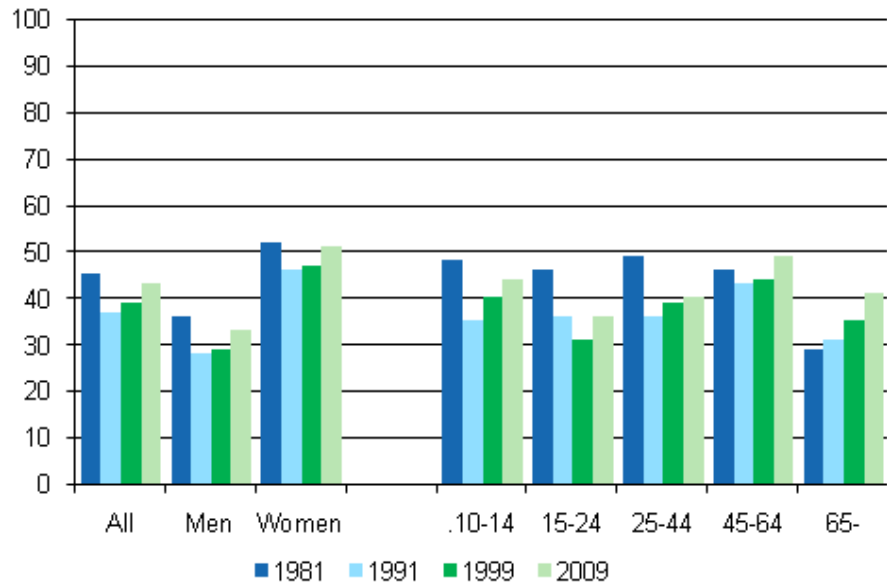


3.4. Going to the theatre has increased

Going to the theatre has increased over the past 10 years. Altogether 43 per cent of the population had been to the theatre during the year preceding the Survey. Women go to the theatre notably more frequently than men, but theatre-going has also increased among men during the past 10 years. Examined by age group, middle-aged people, i.e. 54 to 64-year-olds, went to the theatre most frequently. Persons aged 65 or over have increased their theatre-going since the beginning of the 1980s. The most frequent theatre-goers were upper-level salaried employees of whom around 70 per cent had been to the theatre during the 12 months prior to the Survey. Going to the theatre has increased over the past 10 years among self-employed persons in agriculture and other self-employed persons.

Persons in the 15 to 24 age group went to the theatre less than any other age group. According to the 2009 Theatre Statistics (2010, 83) one-quarter of the performances in the programmes of drama theatres were children's, young people's and puppet plays. Altogether under one-fifth of the performances of large and medium size theatres were aimed at children and young people. The city theatres of many localities had no children's or young people's plays in their repertoire. It is likely that persons between the ages of 15 and 24 are the losers due to their age as far as theatre supply is concerned.

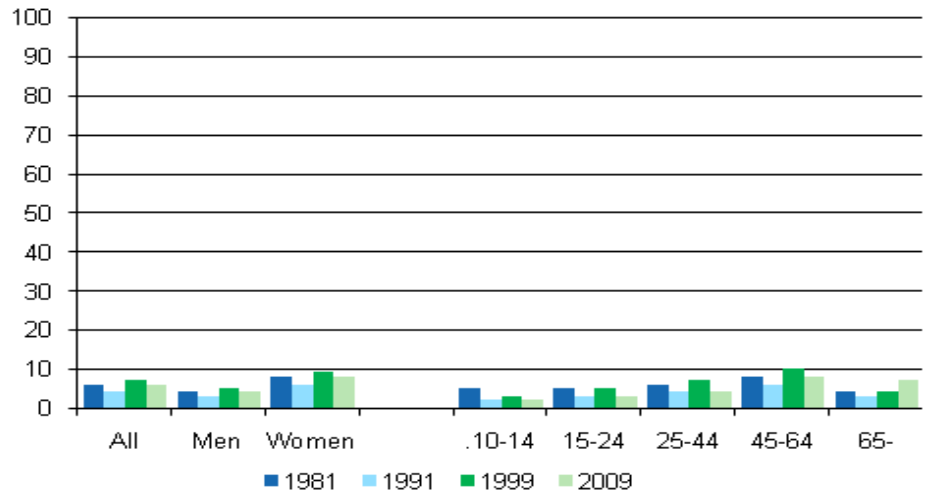
Figure 13. Going to the theatre during 12 months by gender and age 1981, 1991, 1999 and 2009, %



3.5. No major changes in attendance of the opera or dance performances

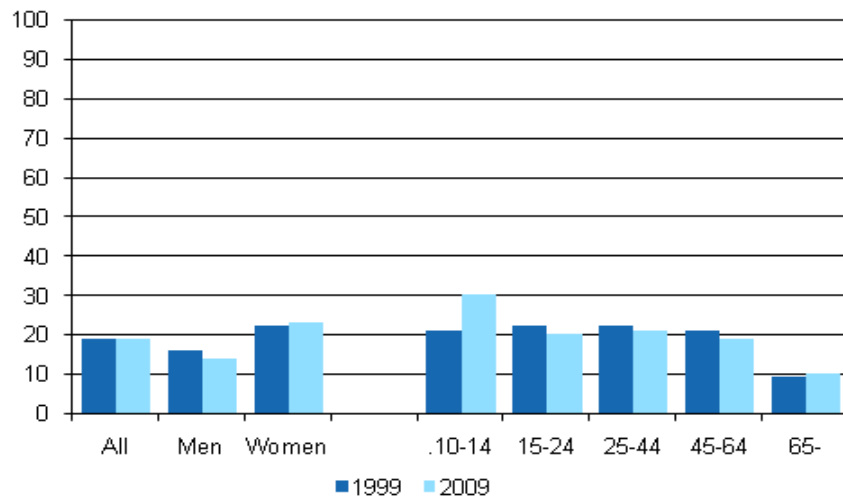
The share of persons having been to the opera has stayed quite unchanged over the past 30 years. Approximately eight per cent of women and four per cent of men had been to the opera during the year preceding the Survey. The most frequent opera-goers were middle aged persons and the most infrequent the very youngest persons. Going to the opera had increased among the people in the 65 and over age group. By contrast, among upper-level salaried employees the share of opera-goers had diminished clearly: 10 years ago, one-fifth of upper-level salaried employees had been to the opera whereas in 2009 the respective share was no more than 13 per cent.

Figure 14. Going to the opera during 12 months by gender and age 1981, 1991, 1999 and 2009, %



Around one-fifth of the population aged over 10 had attended dance performances during the year prior to the Time Use Survey. The share is the same as ten years ago. Women attend dance performances more than men. The youngest participants in the Survey had attended dance performances most frequently; nearly one in three of those aged 10 to 14 had been to see dance performances.

Figure 15. Attendance of dance performances during 12 months by gender and age 1999 and 2009, %



3.6. Visiting of art exhibitions and museums has increased among schoolchildren

Slightly over 40 per cent of the population aged 10 or over had been to an art exhibition, art museum or some other museum. The number of such visits fell strongly in the 1990s but in 2009, these institutions were visited as frequently as at the beginning of the 1990s. Persons aged 10 to 14 had visited art exhibitions most frequently, and their visiting had also increased most in the past ten years. Upper-level salaried employees visited art exhibitions and museums more than other socio-economic groups but their visiting of art exhibitions and museums had not increased. By contrast, the share of lower-level salaried employees who had visited art exhibitions and museums had grown clearly.

The increased visiting of art exhibitions and museums has most probably been influenced by the national practice of allowing free entry to them on certain days of the week. In addition, persons under the age of 18 have permanent free entry to many museums and exhibitions in the capital region as well as in some other localities. This opportunity has most probably increased the number of visits by persons under the age of 18 in particular.

Figure 16. Visiting of exhibitions or art museums during 12 months by gender and age 1981, 1991, 1999 and 2009, %

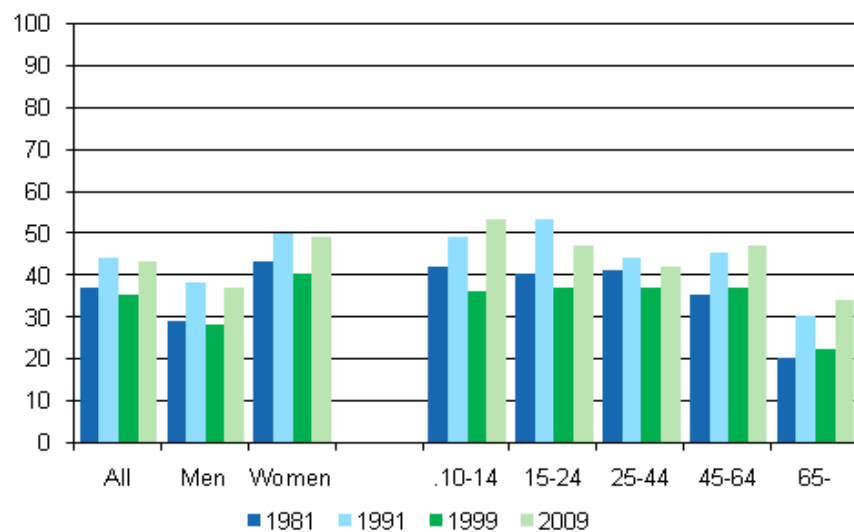
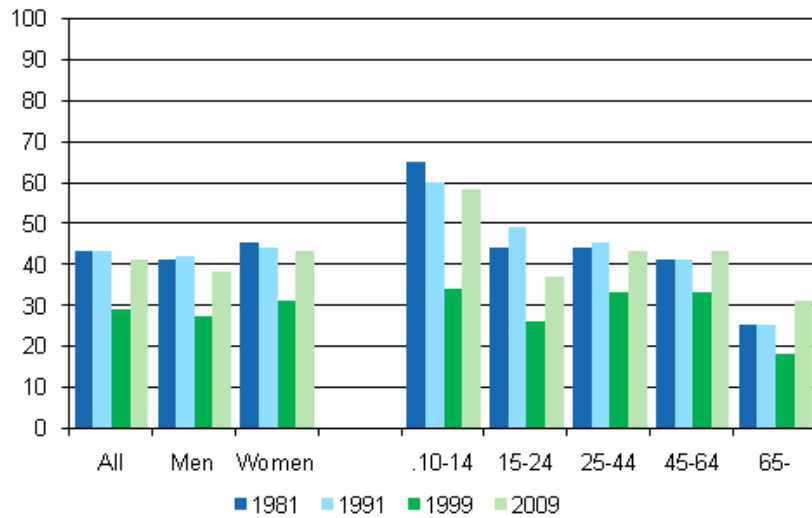


Figure 17. Visiting museums during 12 months by gender and age 1981, 1991, 1999 and 2009, %



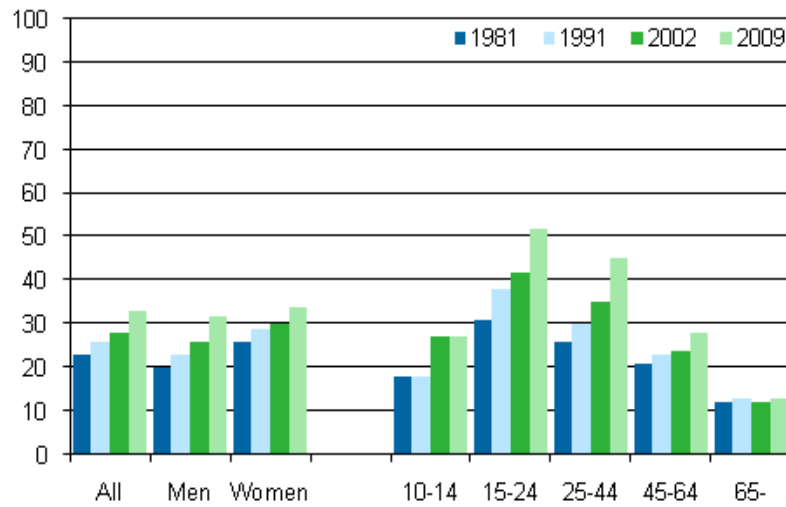
3.7. Attendance of cultural festivals has increased

Attendance of cultural festivals has been increasing since the 1980s. One-third of the population aged 10 or over had attended cultural events or festivals during the year prior to the Time Use Survey, while under one-quarter of the population attended festivals at the beginning of the 1980s. Women attended festivals more than men. Young people in the 15 to 24 age group attended festivals most frequently. Young adults in the 25 to 44 age group also attended cultural festivals quite often and their activeness has also grown strongly since the 1980s.

Examined by socio-economic group, upper-level salaried employees visited festivals most frequently but differences between them and other socio-economic groups are not large. Residents of urban municipalities attend cultural festivals more than residents of semi-urban or rural municipalities. It would be fair to say that the audience base of cultural festivals is diversified these days.

Thousands of cultural events are organised in Finland annually. The number of the member events of the umbrella organisation Finland Festivals has grown and their attendances have also increased. The Helsinki Festival, Pori Jazz Festival and Kotka Maritime Festival attracted large attendances. There are also popular favourites among the cultural events not covered by Finland Festivals, such as the Turku Ruisrock Festival and the Helsinki Book Fair. Around one-half of the most popular festivals are organised in the capital region but a large number of the residents in the capital region also visit other festivals, especially the Kuhmo Chamber Music Festival, the Savonlinna Opera Festival and the Pori Jazz Festival. The most important reason for attending a festival is a good programme. (Cultural Statistics 2007, 161).

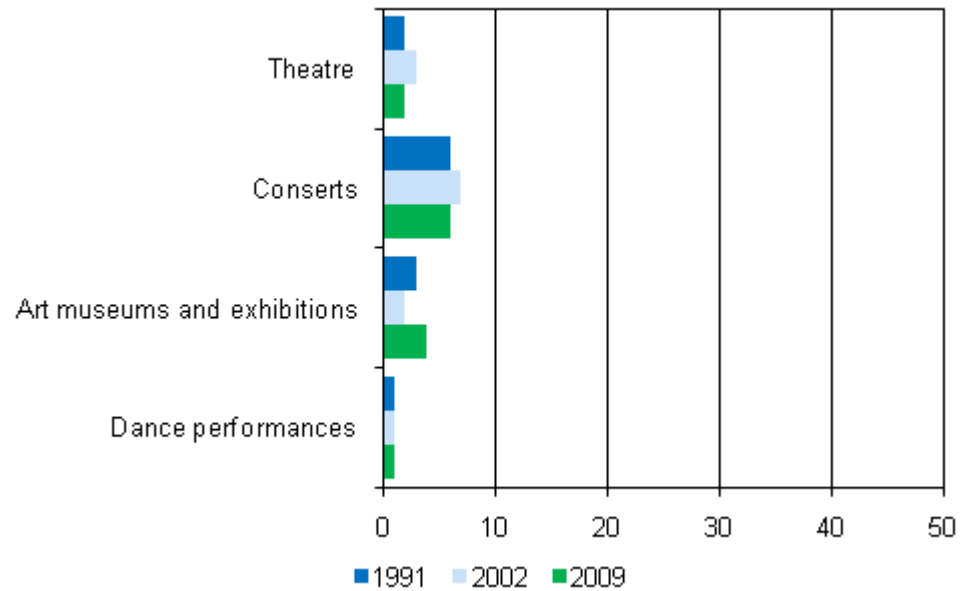
Figure 18. Attending of cultural festivals by gender and age 1981, 1991, 2002 and 2009, %



3.8. No major changes in the frequency of attending cultural events

Most of the people who had attended cultural events do not do it very often but just once or twice per year. The size of the group of active visitors to cultural events has remained more or less the same as at the beginning of the 1990s. Although going to concerts has increased, the number of active concert-goers has remained quite unchanged. Six per cent of the population had been to a concert at least six times during the year prior to the Time Use Survey. One per cent of the population had attended a dance performance this frequently.

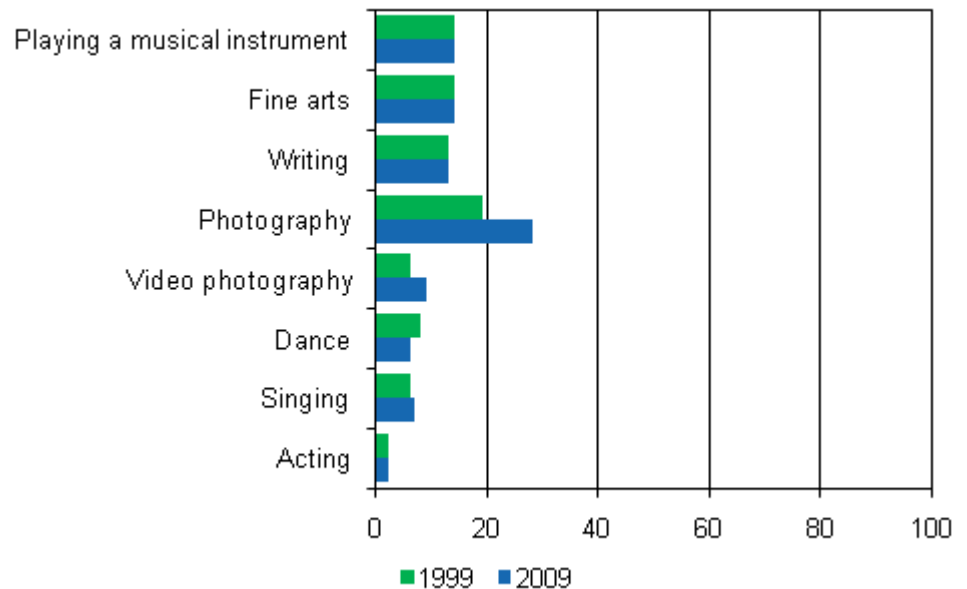
Figure 19. Share of active attendees of cultural events, with at least six attendances in the year, 1991, 2002 and 2009, %



4. Cultural hobbies

During the 12 months prior to the Survey, 30 per cent of the population aged 10 or over had creative art hobbies. Creative art hobbies in this context refer to the playing of a musical instrument, singing, acting, writing of fiction and fine arts. Women had more creative art hobbies than men. Art hobbies are the most widespread among children. In 1999, approximately 70 per cent of the 10 to 14 age group had some creative art hobby. Today, 75 per cent of the 10 to 14 age group have some creative art hobby.

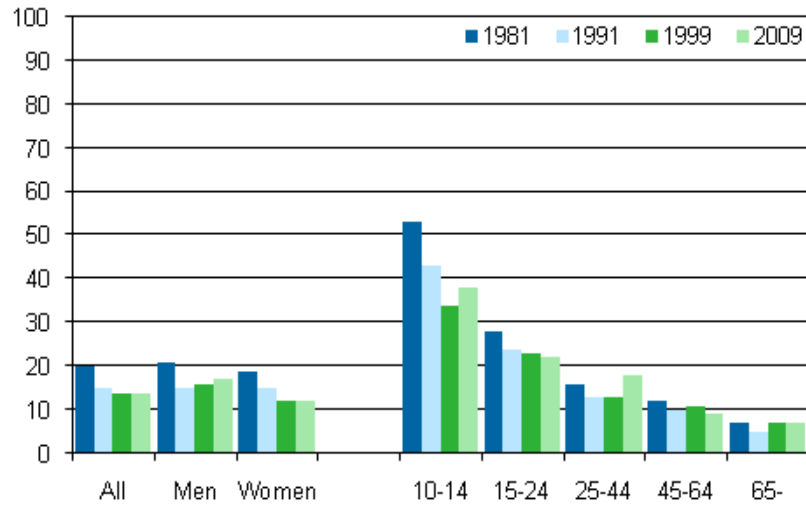
Figure 20. Cultural hobbies in 1999 and 2009, %



4.1. *Playing of a musical instrument and fine arts as popular hobbies as 20 years ago*

Playing of a musical instrument is one of the most popular hobbies, and the number of hobby players has remained almost unchanged over the past two decades. At the beginning of the 1980s, playing was even a slightly more popular hobby than today. According to the Time Use Survey, 14 per cent of the population aged 10 or over played a musical instrument as a hobby. Playing continues to be a hobby of young people. Young women aged under 25 play as a hobby more than young men of the same age but women's hobby playing decreases later on in life when playing a musical instrument as a hobby is more widespread among men than women. Altogether 17 per cent of men and 12 per cent of women had played a musical instrument as a hobby during the year prior to the Survey.

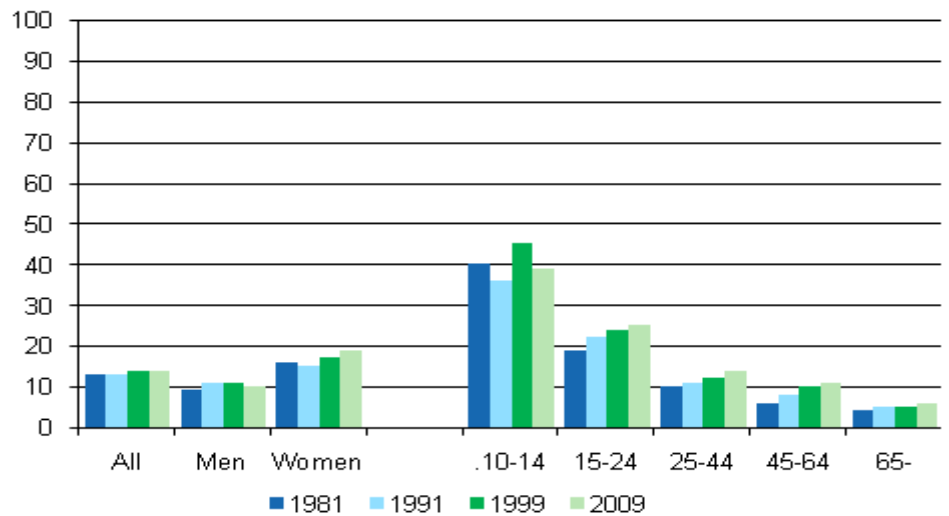
Figure 21. Playing of a musical instrument by gender and age 1981, 1991, 1999 and 2009



As a hobby, fine arts is as popular as playing of a musical instrument. The number of people with fine arts as their hobby has stayed quite unchanged since the beginning of the 1980s. It has always been a more widespread hobby among women than among men and this difference has just grown in the past ten years. During the year preceding the Survey, one in ten of men and almost one-fifth of women reported fine arts as their hobby.

Fine arts is most widespread as a hobby among young people, but the 10 to 14 age group is the only one in which fine arts had decreased as a hobby. Among the girls in 10 to 14 age range, 56 per cent had fine arts as a hobby. Under one-quarter of the boys of same age did fine arts as a hobby. Fine arts hobbies have been decreasing especially among boys in the past 10 years; ten years ago, 40 per cent of 10 to 14-year-old boys gave fine arts as their hobby.

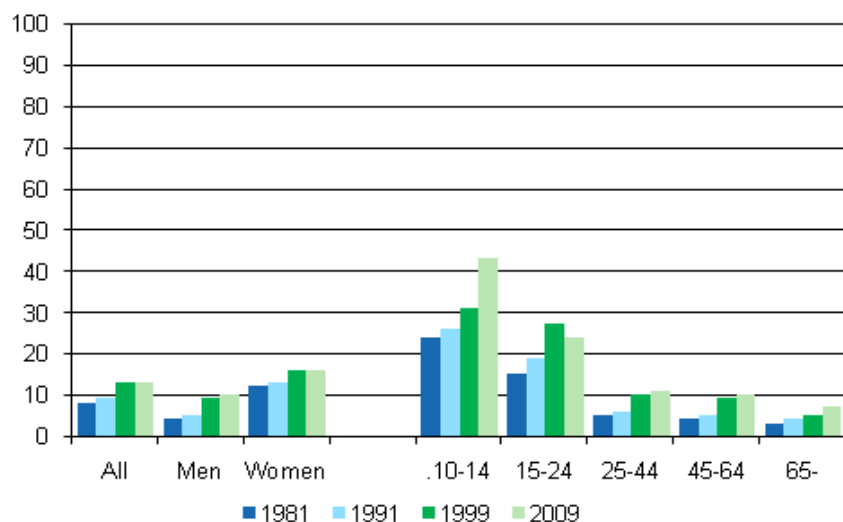
Figure 22. Fine arts as a hobby by gender and age 1981, 1991, 1999 and 2009



4.2. Writing is most widespread as a hobby among young girls

Thirteen per cent of the population aged 10 or over had written fiction, such as poetry, short stories or novels. The share has remained unchanged for a decade but increased from the beginning of the 1980s. Among the young people aged between 10 and 14, writing hobbies had increased in the past decade. Writing is a hobby of young girls and is more widespread among them than ten years ago: more than one-half of the girls between the ages of 10 and 14 (and around one-quarter of the boys of the same age) had been writing fiction as a hobby during the year prior to the Survey.

Figure 23. Fiction writing by gender and age 1981, 1991, 1999 and 2009



4.3. Hobby photography and video photography have increased

The hobbies of photography and video photography have increased as hobbies among both men and women in the past 10 years. However, when comparing with the results of the Leisure Survey conducted in 2002, we can see that the hobbies of photography and video photography were about as widespread already at the beginning of the 2000s as they were in 2009. Thus, the biggest change in the popularity of hobby photography or video photography happened at the turn of the millennium.

Hobby photography has increased in all age groups while hobby video photography has increased expressly among people of working age (aged 25 to 64). Hobby photography and video photography are both more widespread among men than women. Photography and video photography are most widespread as hobbies among people of working age. Highly educated persons and self-employed persons have both photography and video photography as their hobbies more often than others.

Digitisation and mobile phones with cameras have increased and democratised photography. Images have become a central element of the social media and visuality has gained ground throughout society. Even though the prices of cameras have fallen, especially video cameras may not be within everybody's reach due to the cost.

Figure 24. Hobby photography by gender and age 1999, 2002 and 2009

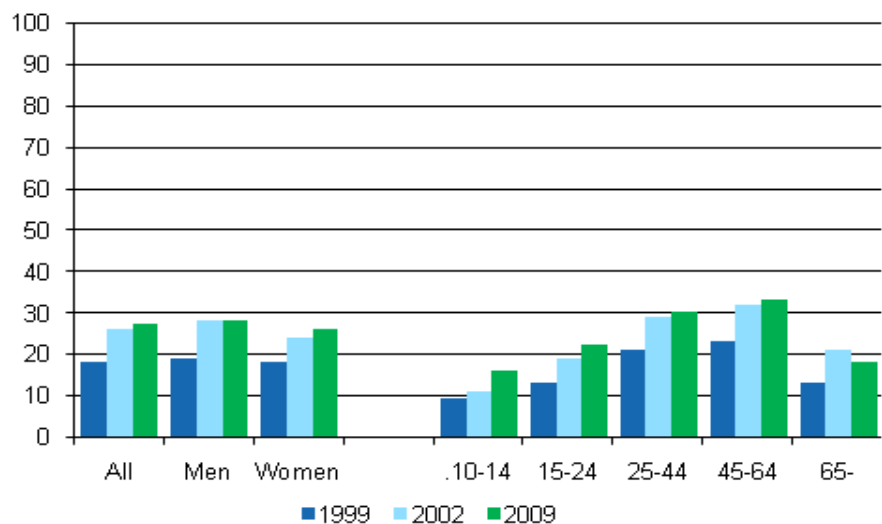
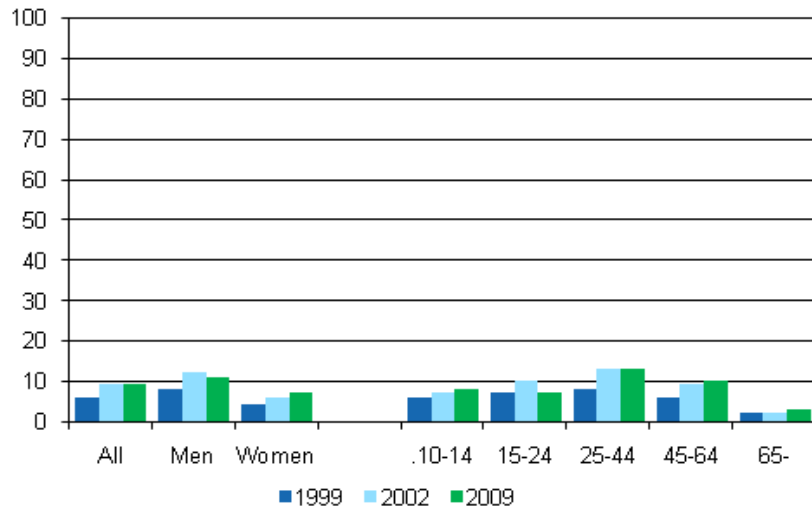


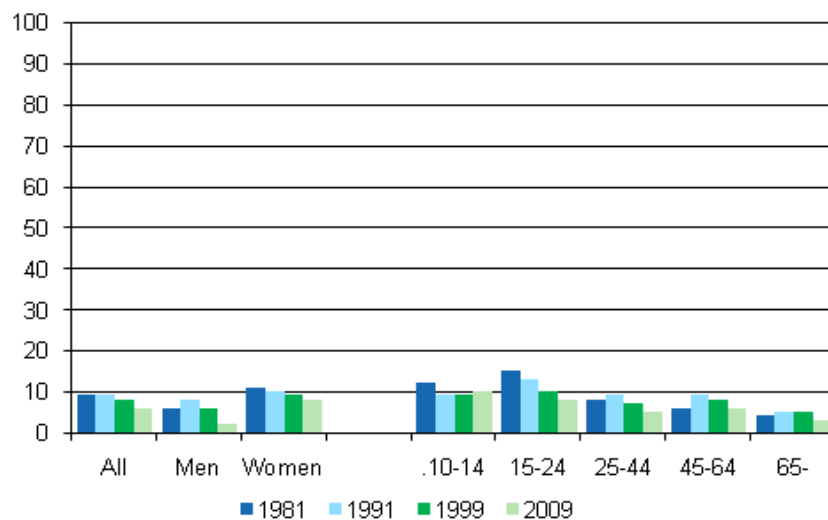
Figure 25. Hobby video photography by gender and age 1999, 2002 and 2009



4.4. Dancing has decreased as a hobby

Six per cent of the population aged 10 or over, which is slightly more than ten years ago, had dancing as their hobby. Fewer men, especially, gave dancing as their hobby than a decade ago. Nearly one-fifth of the girls in the 10 to 14 age range had dancing as a hobby.

Figure 26. Dancing as a hobby by gender and age 1981, 1991, 1999 and 2009

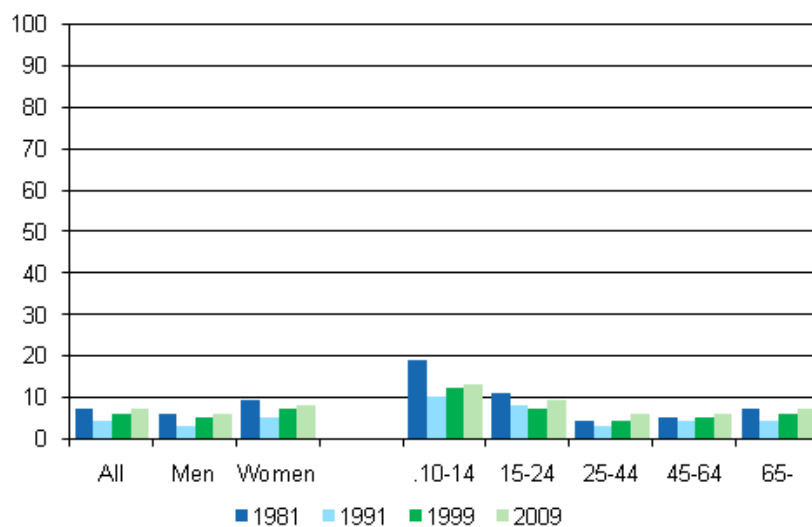


4.5. Singing and acting as hobbies quite unchanged

Singing and acting are the least widespread cultural hobbies. Seven per cent of the population aged 10 or over had singing as their hobby. Women had singing as their hobby slightly more often than men. Singing was most widespread in the 10-14 age group; nearly one-fifth of the girls within this age range had singing as their hobby. Among grown-ups, singing was the most widespread hobby for upper-level salaried employees still as late as at the beginning of the 1980s, but today singing is quite equally practised as a hobby in all socio-economic groups.

Two per cent had acting as their hobby. It was most frequently the hobby of 10 to 14-year-old girls: 15 per cent of them had engaged in acting as a hobby during the past year. There were no significant differences between the socio-economic groups: acting was a slightly more widespread hobby among self-employed persons in agriculture as well as other self-employed persons than among other groups.

Figure 27. Singing as a hobby by gender and age 1981, 1991, 1999 and 2009



5. Reading

5.1. Young adults read less books than at the beginning of the 1990s

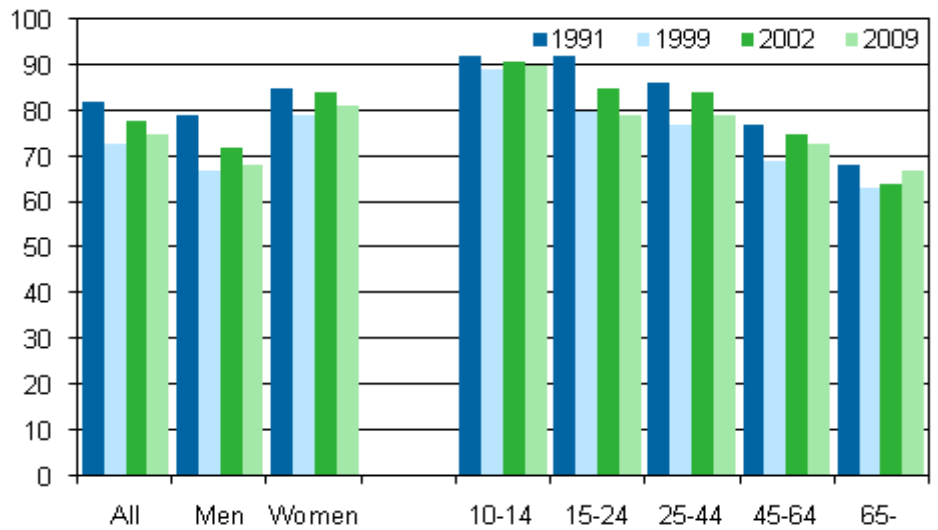
Reading of books has diminished from the early 1990s, although there have been no great changes in reading over the past ten years. Reading continues to be one of the most widespread hobbies among people in Finland; 75 per cent of the population aged 10 or over had read some book during the year preceding the Time Use Survey. At the beginning of the 1990s, 82 per cent had read some book.

Especially young people between the ages of 15 and 24 read less than at the beginning of the 1990s. However, the young and young adults read

more than the middle aged or the elderly. The 10 to 44 age group are the most avid readers. Women read more books than men in all age groups.

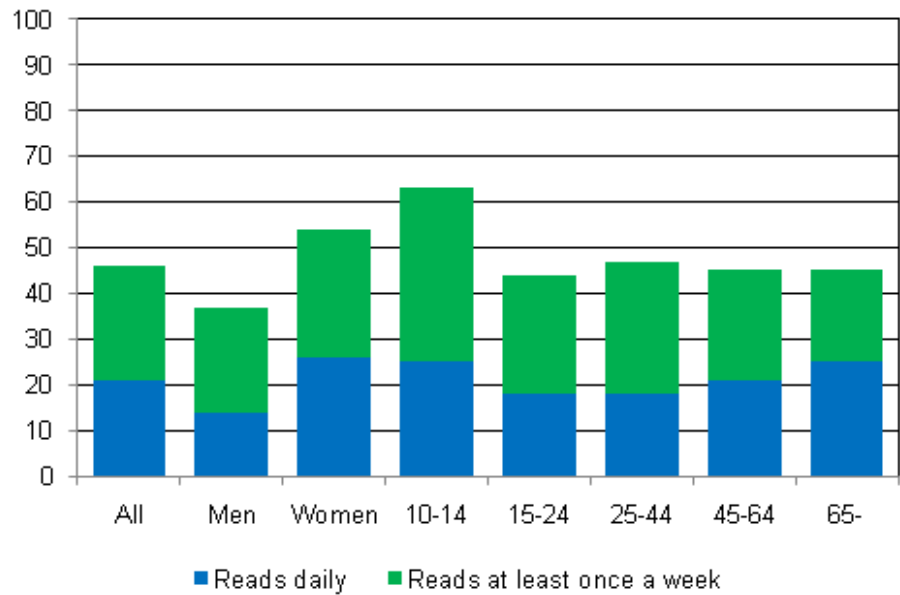
Socio-economic group plays a significant role in the reading of books. Upper-level salaried employees are the most active readers. Agricultural workers and production workers are the least active readers, but even over one-half of them had read a book during the twelve months preceding the Survey. By contrast, place of residence does not have a major effect on reading: city people read somewhat more than those living in rural areas, and people in the capital region read the most.

Figure 28. Reading of books by gender and age 1991, 1999, 2002 and 2009, %



Under one-half (46%) of the population aged 10 or over read books at least once a week. The 10 to 14 age group read books even more frequently; 63 per cent of them read books at least once a week, one-quarter every day. Upper-level salaried employees living in the capital region read books most frequently.

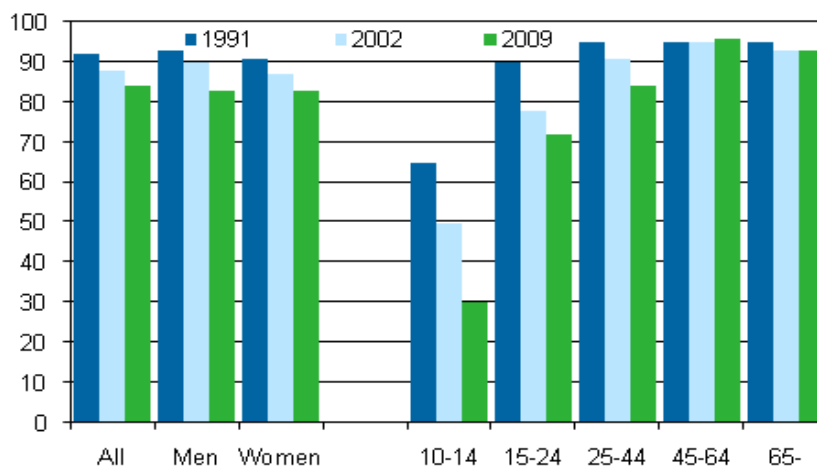
Figure 29. Frequency of reading of books by gender and age 2009, %



5.2 Regular reading of newspapers has diminished

Even though Finland is still a strong newspaper country (see Finnish Mass Media 2009, 167), regular reading of newspapers has decreased since the beginning of the 1990s. In this context, regular reading of newspapers means the reading of newspapers printed on paper every day or on several days per week. Young people and young adults, in particular, read less newspapers than at the start of the 1990s. By contrast, more than nine out of ten of the persons aged 45 or over followed newspapers regularly. At the level of the whole population, over 80 per cent followed newspapers regularly. Men and women read newspapers equally actively.

Figure 30. Regular reading of newspapers by gender and age in 1991, 2002 and 2009, %



Whereas all population groups still read newspapers relatively regularly at the beginning of the 1990s, there are larger differences in it between the population groups today than in the past. Nearly nine out of ten self-employed persons in agriculture followed a newspaper regularly. Around three out of four of unemployed persons and approximately 70 per cent of students followed a newspaper regularly. As late as at the start of the 1990s, over 90 per cent of unemployed persons and students followed a newspaper regularly. Newspapers are read regularly more in rural municipalities than in urban or semi-urban municipalities. Regular following of a newspaper is less frequent in the capital region but there are no major regional differences.

In Finland, the reading of newspapers has traditionally been seen as a part of being a citizen. Newspapers have been seen as a medium that is common to all and promotes democracy and freedom of speech. However, it should be noted that the regular reading of newspapers is no longer a way of life common to all, like it was as recently as 20 years ago. At the moment, 15 per cent of the population do not read newspapers regularly. The highest proportions of people not reading newspapers are found among the young, students and the unemployed. This may mean that the traditional nature and authority of newspapers as opinion-leaders in society has been somewhat eroded for certain population groups. If we look at the reading of web versions of papers and news services on the Internet, 83 per cent of the 15 to 24-year-olds followed online papers and news services. Among unemployed Internet users, the share was 77 per cent. Thus, it seems that in the case of young adults the Internet already replaces papers printed on paper.

The quantity and economic volume of free sheets went up sharply from the end of the 1990s to the middle of the first decade of the 2000s (Finnish Mass Media 2009, 170). At least one free sheet was read at least once a week by 74 per cent of the population aged 10 or over. There was

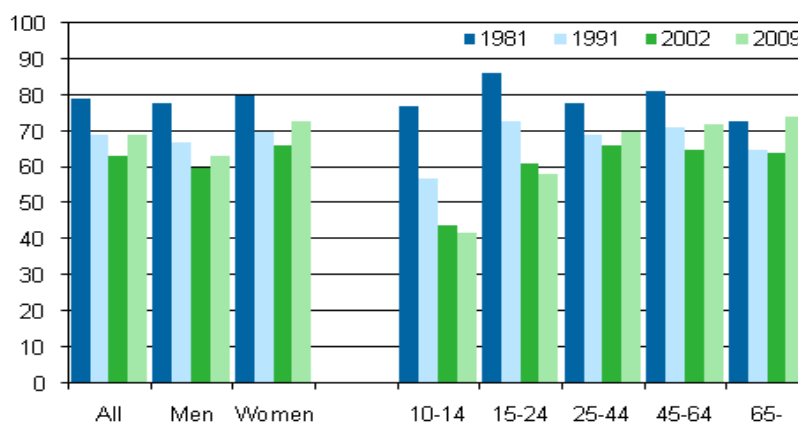
hardly any difference between men and women in this. Free sheets were read most by persons aged 45 or over, and their seniors, and least by children and young persons. There were no major regional differences but the number of those reading them daily was the highest in the capital regions. The supply of free sheets is also the largest in the capital region.

5.3 Persons over 65 years of age are the largest group of magazine readers

Quite significant changes have taken place in regular reading of magazines. i.e. reading that takes place at least once a week, by age group if the development is looked at in the long term, in other words, since the start of the 1980s. Young persons aged under 25 read magazines notably less than at the beginning of the 1980s. However, the biggest change among young persons occurred over the 1981-2002 period, whereas hardly any change can be seen between 2002 and 2009. By contrast, persons aged 65 or over read magazines notably more so that they were the largest magazine reading age group.

All in all, regular reading of magazines decreased from the 1980s to the 1990s but according to the 2009 Time Use Survey, magazines were read about as frequently as at the start of the 1990s. Women read magazines more than men and this difference has been growing continuously since the 1980s.

Figure 31. Reading of magazines at least once a week by gender and age 1981, 1991, 2002 and 2009, %



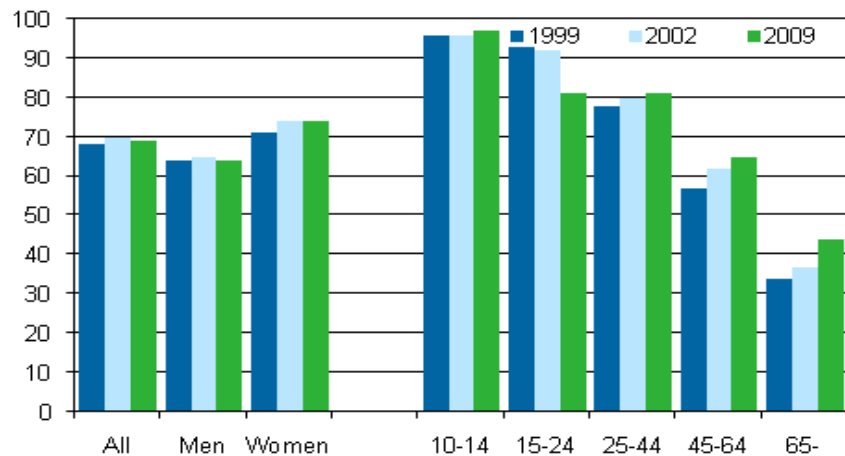
5.4. Libraries are visited even more equally than before

The Finnish library network is still very extensive although it has been contracting throughout the 2000s. Public libraries are in active use; the annual number of books borrowed from libraries is now double the number of books sold per year. (Finnish Mass Media 2009, 151). No major changes have taken place in library visiting during the past decade. Approximately 70 per cent of the population aged 10 or over had

been to the library during the twelve months preceding the Time Use Survey. Women visit libraries more than men. The 10 to 14 age group are the most frequent library visitors. The most significant change has taken place in the 15 to 24 age group of young people whose library visiting has decreased by around 10 percentage points. It is worth noting that the reading of books has also decreased most among the people in this age group. By contrast, library visiting has increased among middle-aged people.

For a long time now, libraries have been the most popular and equal public institution (Liikkanen 2006, 82) and the equality seems to have increased even further. Upper-level salaried employees were the most frequent library visitors (84%) but their library visiting had not increased. By contrast, especially self-employed persons in agriculture, who still a decade ago were fairly infrequent library visitors when compared to the other socio-economic groups (10 years ago 41% of self-employed persons in agriculture had visited a library during the year prior to the Survey), had increased their library visiting by 17 percentage points. Library visiting had not decreased significantly in any occupational group. At least for the time being the contraction of the library network does not appear to have caused significant regional inequality, although libraries are visited slightly more in urban municipalities than in semi-urban or rural municipalities. The capital region does not essentially differ from the rest of Finland as far as library visiting is concerned.

Figure 32. Library visiting by gender and age 1981, 1999, 2002 and 2009, %



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