

# MEDIA IN THE DAY OF THE CONSUMER – IS PRINT REALLY ALONE WITH ITS READER?

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## Introduction

The day of the consumer is almost always depicted through the eyes of a nine-to-five worker with weekends distinctly free of work and dedicated to family and leisure. But the lives of consumers today are not that simple. Work, play, leisure time and socialising with friends and family are more and more split into fragments of time. Furthermore it is typical that there are several things happening simultaneously. The role of mass media in consumers' lives has gone through the same kind of change. Media is less and less a power that unifies people under an umbrella of uniform behaviour and more a source of what ever information or relaxation the consumer needs at a particular time.

When news of the British TouchPoints –project started to circulate everybody in Finland was very excited. There had never been a research approach that came anywhere near TouchPoints in that it dealt also extensively with media consumption. Even though the excitement was high there were many sceptics in Finland who pointed out the cost of TouchPoints and thus ruled out the study as “not for us”. However, the main idea of mapping out consumer activities in everyday situations and trying to find out how media in real life attaches itself to those activities was widely applauded and greatly missed.

## Some facts about Finland and the media market in Finland

Finland is a rather tiny media market compared to Britain and the role of media agencies as responsible for commissioning market research is somewhat different. The integration of all media groups into one study with industry unions or currency studies backing is also an idea that the Finnish market at this point in time is not ready for. If there was going to be a study that in some way adapted the TouchPoints ideology to the Finnish market it was going to be a venture driven by a research company and conducted at their own risk.

Advertising revenue in Finland 2006 (M€)	
Newspapers (inc. free sheets and evening press)	658,8
Magazines	200,1
TV	242,9
Radio	46,8
Internet	47,1
Film	1,4
Outdoor and transport	35,8
<i>Source: TNS Gallup</i>	1232,9

The media agency turnover in Finland in 2006 was 585 M€. Media agency gross margin on sales was 32,5 M€ and had increased by over 9 % compared with 2005. This amount of growth was above media industry average in 2006. (Source MTL: <http://www.mtl.fi/fi/uutiset/?a=show&id=959>)

## Some facts about Taloustutkimus

Taloustutkimus Oy is Finland's second largest full service market research company. For the last two years (2005-2006) it had the contract for the new Finnish NRS. In addition to that there had been previous large scale studies into both media consumption and consumer behaviour that mainly focused on the use of Valuegraphics as the tool for interpretation. Valuegraphics is a value study developed by professor Hans L. Zetterberg and perhaps more known elsewhere under the name ValueScope (<http://www.valuescope.com/> and [http://www.taloustutkimus.fi/tuotteet\\_ja\\_palvelut/arvotutkimukset/valuegraphics/](http://www.taloustutkimus.fi/tuotteet_ja_palvelut/arvotutkimukset/valuegraphics/)).

The knowledge accumulated from both the NRS and the Valuegraphics studies has given Taloustutkimus a strong foundation on which to start building a new kind of research entity.

## Main focus of the study – KOODI

Market research has started to shift its focus from studying isolated phenomena to taking a more holistic approach. Various internationally published papers list words such as contextuality, ethnographics, insights, multiple channelling and real world relationships. This shift is welcomed since it finally offers more hermeneutic tools for analyses. Everyday life of the consumer is no longer looked at via individual activities but increasingly the interest is in finding the correlations between various activities such as media consumption, travel patterns and socialising with family, friends and colleagues.

The starting point in the spring of 2007 for the new study we are now presenting was to map out the day of the consumer both from the activity point of view as well as from the viewpoint of media consumption. The study was to yield a look into all seven days of the week and the sample size of 5 000 was to allow observations on the diverse consumer groups in today's society. Finland has often been referred to as a laboratory for media usage with its population being very much into new technology. The aim was to find out how much new technology has blurred the boundaries of media usage. One aspect that we also wanted to see was if the previously clear division of the day into work and free time still exists. Leisure time is perceived in Finland as something private but is it spent in solitude or one-on-one with media? Or could it be more complex than that?

There is a multitude of common beliefs in the media market, like "orientation to the day always starts with media" or that "Internet has destroyed face-to-face social interaction" or "radio is the medium that covers the time it takes to drive to work and nothing else" or "during weekends people have more time to spend with media". There has also been a prevailing culture of mapping target groups via brand usage.

Our study was named KOODI, in English it would be THE CODE. The aim was to decode consumer behaviour in a way that both media owners and advertisers would have more understanding of the complexities of the marketplace today. In KOODI we have a single source approach that gives answers to the following questions, either separately or in correlation to one another:

- how are 24 hours and 7 days divided between various activities and different target groups
- does it change the behaviour if the consumer is on holiday or enjoying a day off
- where are the hotspots of media usage, either single media or multimedia hotspots
- what is the real fragmentation of media usage in Finland today
- what do consumers look for in media, in products and services

### **Methodology**

Because of financial restrictions we chose a more traditional method of data collection than the British had used. After careful consideration the method was decided to be a combination of postal and internet questionnaires. This allowed for a large enough sample size and gave us a better level of control over quotas.

### **Sampling**

In the sampling procedure we opted for stratified cluster sampling. We divided Finland into 29 geographical areas from which the sample was drawn. We overrepresented the groups that are notoriously difficult to poll, i.e. young people, young men in particular. On the other hand we underrepresented the aged population, which at the moment makes about 20% of the over 12 population in Finland, since we knew that they would return the questionnaires more willingly.

We also divided the sample between the seven days of the week within each age segment. This was to make sure that all days of the week had an equal chance of receiving an adequate number of responses from all age groups.

In Finland we have the possibility to use the Population Register as a sampling tool and source which made it easy to draw a representative sample from each cluster.

### **Questionnaire design**

The diary itself was decided to be a 24 hour diary at 15 minute intervals. Each respondent was asked to fill in a diary of **a specific day of the coming week**, say the next Wednesday as in the example below (KESKIVIKKO). This was decided to reduce the error that occurs when asking about the behaviour of yesterday. It also made it possible to ensure that all days of the week had an equal chance of accumulating responses in adequate numbers to enable reliable interpretation of the results. We were aware that there might be a very small amount of people who would change their behaviour for the day in question due to the so called "halo effect". On the other hand it is far more likely that these same people would omit the behaviour from their responses what ever the method if they felt the activity in question was somehow not suitable to be reported. The only way to produce a bullet proof behavioural study would be to accompany the person being studied from a distance. And that is clearly unacceptable, not least for privacy or cost reasons.

The first thing that was required was the response to whether the day in question was a working day, a day off or a vacation day.

After that the respondents were asked to mark out the hours they were asleep (on postal questionnaire the first row; Nukkumassa) and only focus on the hours they were awake when considering all the other activities in their day.

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First we asked the respondent to list out the per each 15 minute interval. This section filled out the first page of a two page spread. The second page concentrated on media consumption during the same space in time.

**If the respondent was**

- At home
- At work
- At school
- Travelling in a car
- Travelling in public transport
- Visiting friends/acquaintances
- On the town
- In a restaurant/cafe
- At a concert/movie/theatre etc.
- Elsewhere

**What the respondent was doing**

- Working/studying
- Making purchases/shopping
- Cooking
- Drinking/eating
- Doing chores
- At hobbies
- Doing physical exercise
- Socialising with family/friends
- Doing nothing special

**In what mood the respondent was**

- Was in good mood
- Was in neutral mood
- Was in bad mood

**Who was the respondent with**

- Alone
- With spouse/partner
- With family
- With friends/acquaintances
- With colleagues

**What was the respondent reading**

- General magazine/women's magazine
- Hobby magazine
- Magazine relating to work
- Other magazine
- Daily newspaper
- Other newspaper
- Free sheet
- Evening press
- Other reading (books etc.)
- Addressed DM
- Unaddressed DM
- Other mail

**What channel was the respondent watching on TV**

- YLE TV-channel
- MTV3
- Nelonen
- Sub TV
- Other domestic cable/satellite TV
- Foreign cable/satellite TV

**What channel was the respondent listening to on radio**

- YLE radio channel
- Radio NOVA
- NRJ
- The Voice
- SuomiPOP
- Iskelmäradio
- Other commercial domestic radio
- Non-commercial domestic radio
- What other media was the respondent with**
- Watching or listening DVD/CD etc.
- Playing (PC/games console, not on the web)
- Internet – games

**What web based activities was the respondent doing (regardless of what the device)**

- Internet – reading/sending email
- Internet – surfing (search for info)
- Internet – usage (etc. banking)
- Internet – conversation in real time (Web Messenger, IRC)
- Internet – communities (conversation, blogging)

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It may be good to note at this point that we did not include mobile phone use in any way to our diary. This may be a surprise to some of you but let us assure you that the decision to leave it out was well founded.

Finland is and has for a number of years been a sort of test laboratory for mobile phone use. We do not suggest that the Finnish market base is large enough for testing wild new ideas like it is in Japan, but in any case Finns have been in the forefront especially when it comes to European development in this field. Virtually all Finns have and use a mobile phone not only for calling or receiving calls but also for sending and receiving sms-messages on a daily basis. (Authors note: Even my 88 year old grand mother does!) So to ask respondents about this “media” and the use of it in their lives would have been somewhat futile and in many cases the sheer volume of mobile phone activity would have overloaded our respondents and thus affected our response rate.

At the moment 56,4% of the total population are reachable by **mobile phone only**. Of 65-79 year olds 29% can only be reached via mobile phone and for 25-34 year olds the percentage is 87%. Most of the others can be reached via both a fixed line and a mobile phone and only in the oldest age group are there people still dependent on a fixed line telephone only. 73% of youngsters send at least one sms every day and of young adults 69% do so. 35% of 50-64 yrs olds and 18% of 65-79 yrs olds send sms messages on a daily basis. Even in the oldest age group they send mms messages and connect to the internet.

**Fieldwork**

The fieldwork period was from May to July 2007. This ensured that we had younger population still at school or university and the general population at work, as well as both these groups being on holiday. Previous studies conducted by Taloustutkimus have shown that only about 1/3 of the people are on holiday on any given day, even during the Finnish peak holiday season in June-July.

The number of questionnaires filled in a satisfactory manner by the end of the fieldwork period was 3 693 in total. Of these 2 955 had also filled in the diary pages. All seven days of the week were equally represented in all age groups and in the responses of both sexes. The Nordic societies have some peculiarities which have made the society to develop in a direction that makes the use of socioeconomic factors obsolete. There has not been a strong class society in Finland for several decades; both industrialisation and urbanisation were swift processes and the free for all universal school system created a society that is more or less equal in

consumption habits and possibilities across the socioeconomic classes. Parts of Finland also have a strong culture of private entrepreneurship which in itself changes the socioeconomic status of people. Also women in Finland have had very early on an independent status in the workforce and have not needed to be categorised via some other person's status. Since socioeconomic factors are not very important in Finland they were not taken into account in the study or when determining quotas.

## Results

### Analysis

About 50% of Finns travel at least 15 minutes in a car or public transport, regardless of whether the day in question is a workday or not. So the audiences for outdoor advertising are there. Some 30% are in town on Saturdays but less than 20% on Sundays. If the day is during a holiday the figures rise a little but not significantly.

About 30% of Finns have been shopping for at least 15 minutes a day during the first days of the week. That number rises on Friday and Saturday when about 35% of Finns have done so. Sundays, though the whole of the fieldwork period the shops were open on Sundays, the proportion of Finns that were doing any shopping falls to 18%.

Hobbies are a Tuesday event. On Tuesdays about 23% have done some hobby activity at least 15 minutes. The figures rise if we look at those that were off from work and Wednesday also becomes a hobby day. However Friday is not a day to be engaged in hobbies.

Even if everybody is always saying that they wish they had more free time so they could be with their families the results of the study do not support the claim that they would actually spend that extra time with family. On a day off from everyday tasks people spend far less time with their families than they do on a workday or even during holidays. It seems days off are more days for one self alone, not to be shared with others.

One in three Finns plays online games at least 15 minutes over the course of an average week. The same figure for pc or console gaming is only 23%. Online games are more popular on Saturdays, where as pc and console games on Fridays.

Finland has always been referred to as a country of readers. We have extensive public libraries all over the country and there is a strong reading culture. It is therefore a relief to report that almost 80% of Finns have over the course of the week read something else than a magazine or a newspaper for at least 15 minutes. This type of reading seems to be more prevalent on the days off, even more so than on holidays.

It is also notable, that more than 30% of Finns have spent at least 15 minutes over the week in Internet Messenger –type activities. Also about 30% of Finns have spent the at least 15 minutes over the week in Internet communities. That is a behaviour more prevalent in families and couples than single people. Internet communities seem to be more of an activity for workdays and not holidays.

It seems that Tuesdays, Fridays and Saturdays are days when Finns visit restaurants and cafes more than the other days of the week. On those days about 14% have been in those establishments. During working days the percentage of Finns that have visited restaurants or cafes can rise to 18%. However, it seems that increased free time has no impact. Of the active adult population in the larger capital area it appears that more than 30% frequent restaurants or cafes on Fridays and Saturdays.

### Parallel activities

This is the first study of this magnitude in Finland. Although we will be able to tell what proportion of the day is spent with media in general and with each media in particular and other activities this paper is only a short look into the vast possibilities that are on offer. We do not claim that this paper will answer all the questions and we promise to continue analysing the behaviour patterns more closely at a later time. Here are some very brief notes on media use in parallel to an activity.

Of total population about 5% are between 7 and 8 in the morning travelling on a bus or other public transport. A maximum 0,6% of the total population are from 7 to 8 o'clock both reading a freesheet and travelling by public transport. Freesheets on buses and trains are generally available only in the big cities, so let's take a look at how this behaviour features among those living in the greater capital area. In the Finnish capital area 27% are between 7 and 8 in the morning travelling on a bus or by other public transport and about 3,6% are both reading a freesheet and travelling in public transport.

The general idea often presented is that Finns read evening press in coffee shops or restaurants. That does not seem to be the case, at least not during afternoons. During lunch break (from 11 to 13) people do sit in restaurants or coffee houses reading evening papers, but even then is not a very common activity.

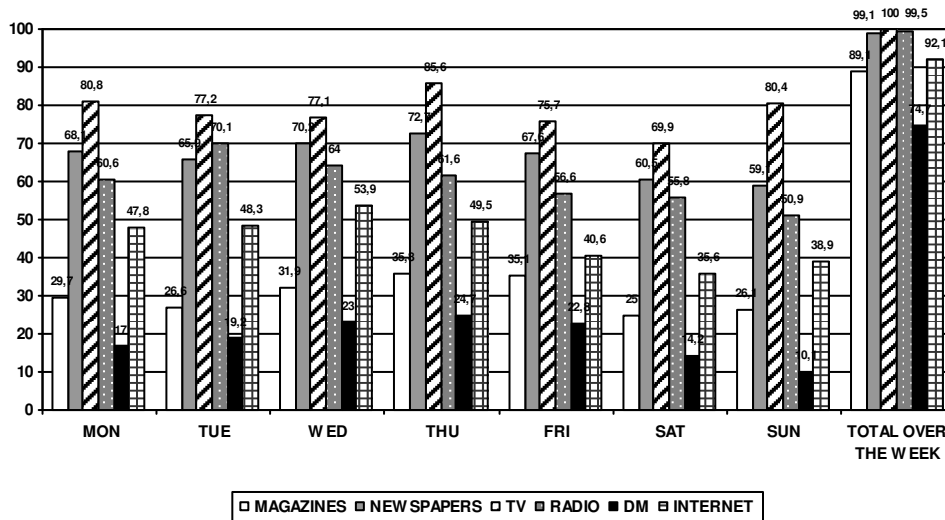
Those that claim to do "nothing special" are some 300 000 to 500 000 people between 11:00 and 15:00. They seem to be "doing their nothing" more while watching TV than while reading a newspaper or a magazine. Hobby magazines feature more than any other print media as a simultaneous activity to "doing nothing special" but TV as a whole features more often.

We can also note that direct mail is in many cases a social media; as many as one in five people seem to be going through direct mail material in the afternoon while socialising with family and friends. The context for sharing is there.

**Media use over the week**

On average the Finnish consumer is well reached by most media groups over the week. Only TV has a 100 % reach as all consumers aged 12 to 79 watch at least 15 minutes of TV over the course of an average week. Magazines and newspapers are not far behind, with 89,1 % of the population reading at least 15 minutes of magazines and 99,1 % reading at least 15 minutes of newspapers over an average week.

**FIGURE 1** Total percentage of the 12-79 population that has consumed the media group for at least 15 minutes.



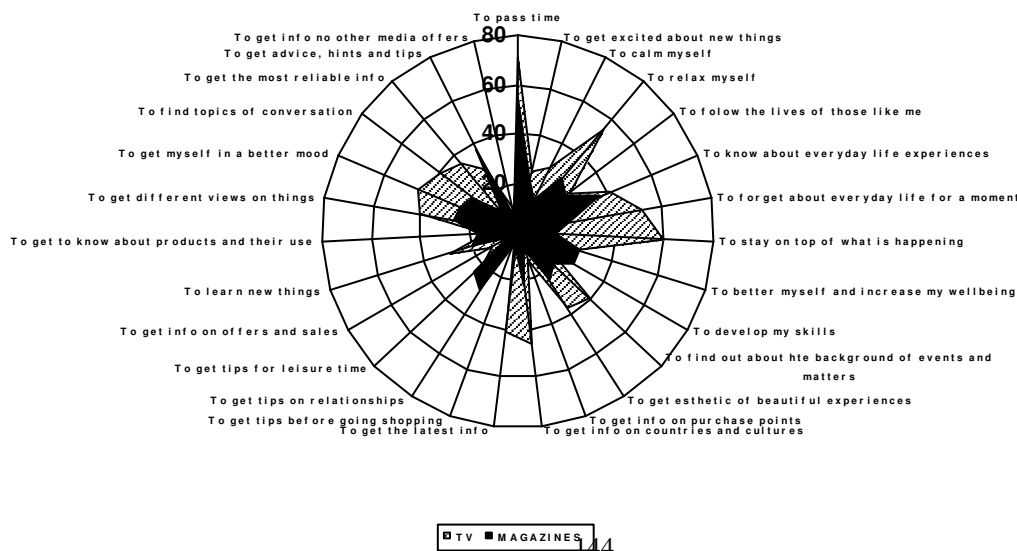
All mass media consumption seems to drop somewhat when weekend arrives, so when leisure time increases media usage does not. There are, however, definite hotspots of social interaction and other activities over the weekends. That means that Finns still favour human contact over media contact when they have some time on their hands.

Magazines and newspapers seem to experience their biggest relative drop from Friday reading to Saturday. TV's as well as Internet's biggest relative viewing drop happens as Thursday turns to Friday and Radio's drop is biggest from Tuesday to Wednesday.

**Magazines and their role in consumers' life**

We will focus more on the reading of magazines and the use of other media and all the other distracting activities while reading magazines.

**FIGURE 2** Motives for media usage. Comparison between magazines and newspapers.



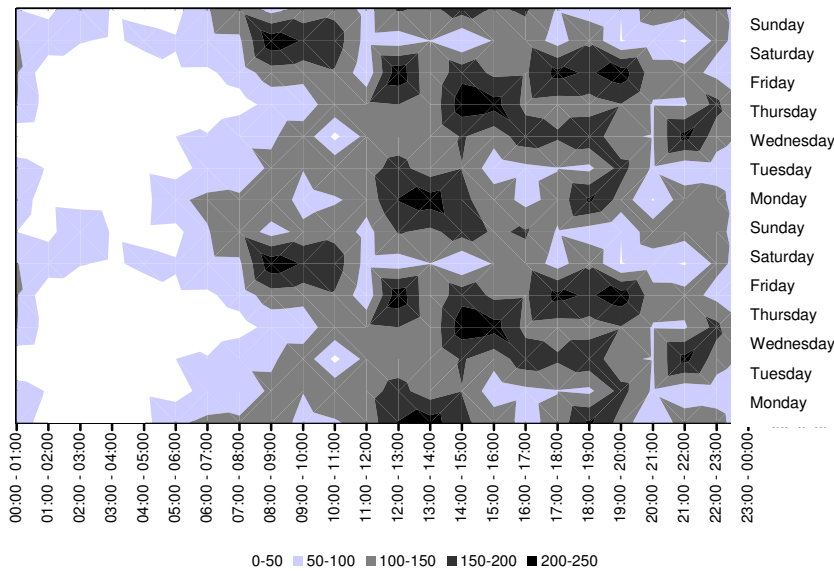
Magazines are consumed more than TV with the following aspects in mind:

- To develop my skills
- To get tips before going shopping
- To get tips on relationships
- To get tips for leisure time
- To get to know about products and their use
- To get advice, hints and tips

Women in general have a lot stronger relationship with magazines than men. All but two motives are more mentioned by women in correlation to magazines than are mentioned by the general population.

Magazine reading is in general very well dispersed throughout the day. There are many hotspots, the largest of which appear during daytime. Magazines are in general consumed Saturday mornings, Mondays in the early afternoon, midweek a little later in the afternoon and then during the other weekdays at the same time as TV prime time is. Weekends see a clear void in hotspots, which means that the Finnish population has something else to do during weekend evenings than to read magazines.

**FIGURE 3** Hotspots of magazine reading

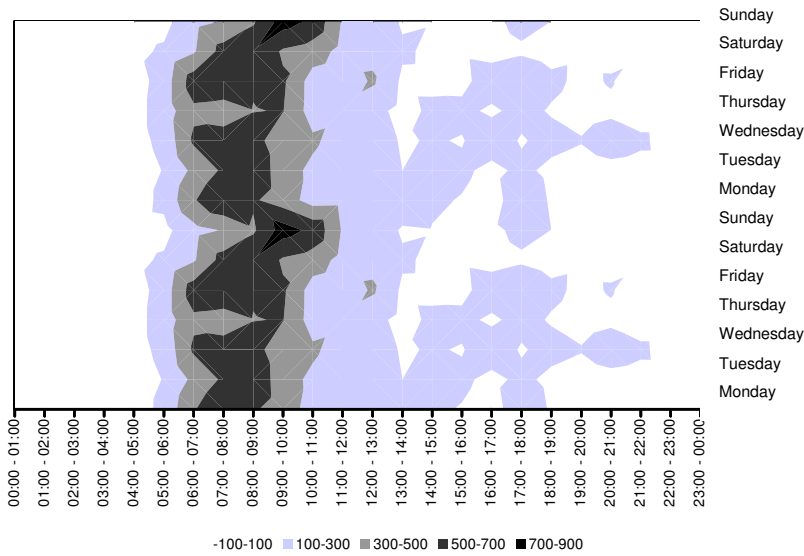


This type of graph does not tell about the volume of magazine reading but only about the relative dispersion of that particular activity in time and over the days of the week. It will only help to find the times when more people than on any other time are engaged in a certain activity. That is indicated by the intensity of colour in the graph: the darker the colour the more intense the activity is compared to other points of time.

The next graph shows the same for daily newspaper reading. The scale is not the same since the volume of these two print media groups is very different. The scale has, however, the same amount of breaks (5), thus allowing to find the hotspots in a comparable manner which is precisely the analysis to be done based on these graphs.

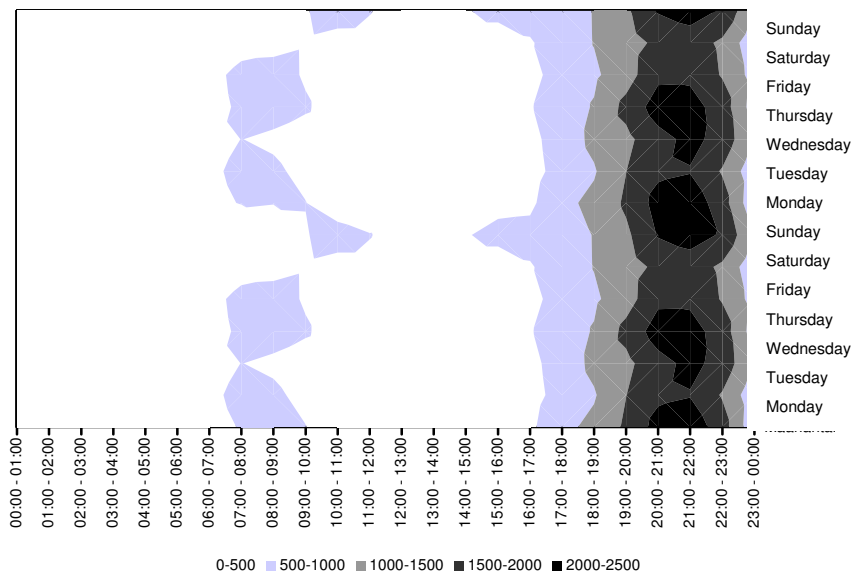
Magazines and newspapers do not really compete over the same time slot, as is clearly visible from the next graph depicting the newspaper reading hotspots. While magazine reading is dispersed well over the 24 hour period of almost any given day newspaper reading is concentrated in the morning hours. It is noteworthy, however, that there are some days when newspapers are read even late in the evening. Those seem to be Wednesdays, which seem by coincidence also to be the days when more Finns than on any other day of the week are in a bad mood.

**FIGURE 4** Hotspots of newspaper reading



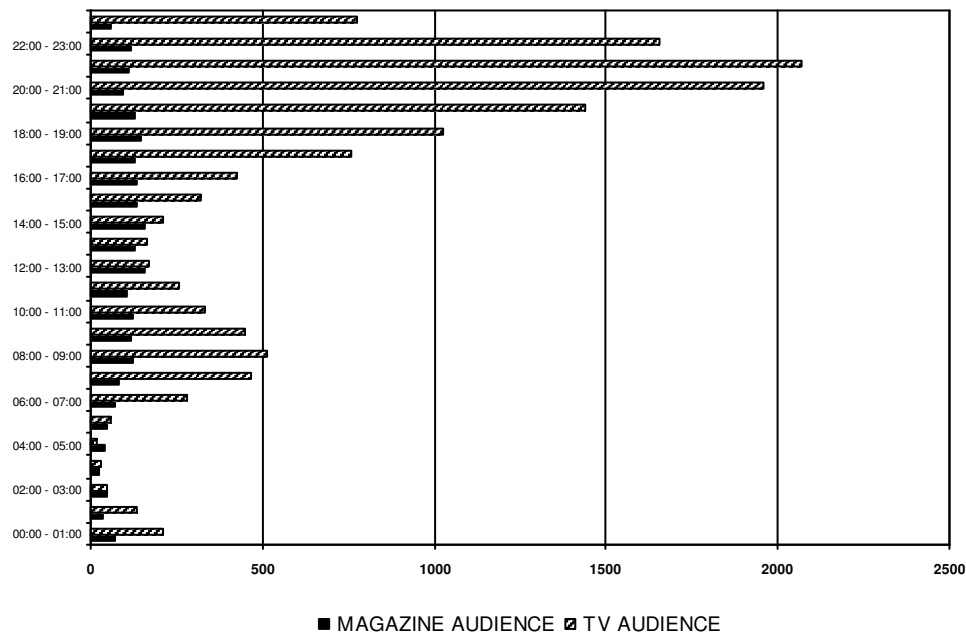
TV is often seen as the rival of magazines more than any other media. TV and magazines both are able to target large masses and they both offer a chance to show colourful imagery in advertising, which newspapers are not that good at. Magazines and TV both consider themselves the brand building medium. It is therefore natural to start comparing the hotspots of these two as a starting point to an evaluation.

**FIGURE 5** Hotspots of TV viewing



TV watching is very concentrated into the so called “prime time” hours. There is little or no TV watching happening at other points in time. Morning TV is still a relatively recent phenomenon in Finland and daytime TV has only been introduced in the last years and still consists mostly of interactive shows based on sms messaging and playing games or commercial shopping shows. All major Finnish TV channels send this kind of programming in the daytime to fill in the gap between the morning hours and prime time. They also show the same kind of programming during the night.



**FIGURE 6** Size of TV and Magazine audiences in '000

TV and magazine audiences are of the same size during an average day between noon and 15:00. They also are equal in size in the small hours of the night. There is relatively less change in the size of magazine audiences over an average 24 hour period than there are in the size of TV audiences.

The overlap of these two media is also rather concentrated due to TV viewing being so time constricted. The amount of people doing both (reading a magazine and watching TV) is not huge, but it does concentrate itself on just one time block, namely TV prime time.

We are therefore giving this TV prime time (18:00 to 22:00) a kind of tomography, slicing the 4 hours in question into 15 minute slices and looking at magazine audience behaviour during the same fifteen minutes the respondents claim they reads magazines. This type of analysis allows us to get more knowledge about the relationship between the audience in general and their medium.

There are some differences in the behaviour of women and men. During the last hour the parallel use of both media – magazines and TV – seems to be more frequent in the female population but less frequent in the male population compared to the total population. Those under 30 years of age also seem to be less watching TV while they read magazines during the last hour of our time period when compared to the total population. If we look at the same behaviour in value based target groups, Valuegraphics, we can see that *Minglers* watch less TV than the population on average while reading magazines during this time period but *Daredevils* do it a lot more than the average population. Both *Minglers* and *Daredevils* are modern and value instrumental groups that form together a cluster we call *Distinguishers*. *Minglers* are humanistic and always try to find behaviour that they themselves best feel good with and therefore are easily distinguishable from others whereas *Daredevils* are materialistic and actively seek to be different from others.

We do, however, concentrate next on the result of the 12 – 79 yrs population as a whole.

#### Magazine readers on an average day per every 15 minute period from 18:00 to 22:00

- In general at least 90% are in a good mood over the whole 4 hours (no significant variation in 15 minute intervals).
  - Magazine readers are a little less in a good mood if we only look at Monday to Thursday period, but still at least 76% are feeling good.
  - On the other hand a minimum of 87% of TV viewers from Monday to Thursday and a minimum of 97% on an average day are in a good mood.

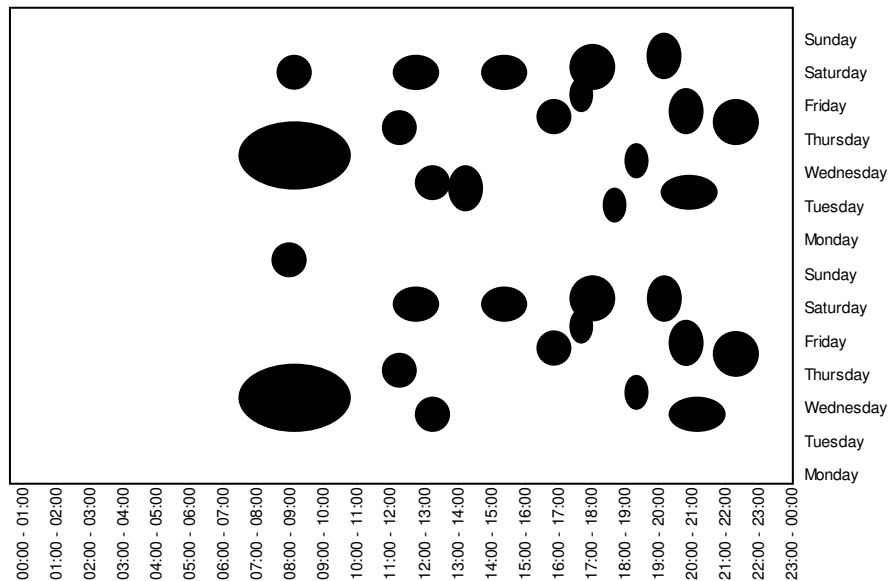
- At the beginning of the time period around 30% of those that read magazines are at the same time visiting friends. This drops to about 10% as time nears 22.00. This is only beneficial to the accumulation of magazine audiences, since it not only allows sharing the content of the magazine being read but also offers non-frequent reading contacts to titles the respondent might not otherwise read.
  - If we only look at Monday to Thursday behaviour the proportion of magazine readers visiting friends is 16% at 18:00 and maximum 10% during the last hour of this time period.
  - Of TV viewers, on an average day at 18:00, the same percentage - 30% - are visiting friends, and from Monday to Thursday only 13%.
- The other side of this is that there might be others visiting the respondent at the same time as he or she reads a magazine. This is happening in many cases, since around 44 % of those reading magazines during this time period are spending time with friends (only 10 - 30% were visiting friends). This also allows sharing the content of the magazine being read but also offers non-frequent reading contacts to those visiting our respondents to titles they might not otherwise read.
  - During Monday to Thursday on average 27% spend time with friends as they read a magazine.
  - TV viewers on the other hand are spending time with friends on an average day simultaneously with TV by 49% and Monday to Thursday by 28%.
- At the beginning of the time period around 20% of those that read magazines are at the same time spending time with colleagues. The above mentioned benefits to magazine reading also apply here.
  - Looking at the Monday to Thursday period at 18:00 still about 17% are spending time with colleagues while reading a magazine.
  - The same can be noted of TV viewers
- The opportunity to share content and discuss matters arising from magazine reading is also quite big in relation to family members or spouse, since at least 77% of those reading magazines are spending time with them during the whole of this time period. We have to note, however, that this spending time or on the other hand being alone have not been specified in any way on the questionnaire. It is therefore quite possible, that the respondents may have marked having been alone and spending time with family during the same 15 minute interval if for instance they were generally sitting alone in the living room but family members dropped in for a brief moment from another room. Likewise, it may be possible, that a family member or a partner has called the respondent on the phone, who then marked that 15 minute period as having spent time with such a person, even if they were not in the same place.
  - This type of behaviour is even more prevalent during Monday to Thursday.
  - The minimum of TV viewers during this time period on an average day spending time with family members is 97%, and from Monday to Thursday minimum of 89,5%.
- From 18:00 to 20:00 some 40% of those reading magazines also did some physical exercise. It could be that they were just sitting on an exercise bike and reading any magazine but they could also be looking at exercise instructions from a magazine.
  - This type of behaviour is a little less prevalent during Monday to Thursday.
  - TV viewers also do physical exercise in almost as high a percentage while watching TV.
- Finns eat their dinner rather early compared to most other European cultures. Therefore cooking does not feature very much as a side activity to magazine reading during this period of time. At 18:00 some 60% are however still eating and it seems snacking continues alongside all through this time.
  - Looking at the Monday to Thursday period even more people have eaten their dinner already before 18:00 and therefore at that time only 49% are still eating while reading a magazine.
  - Of TV viewers 52% are eating at 18:00 on an average day and 33% from Monday to Thursday.
- Internet use, in any form (email, surfing, messenger etc.) does not take place simultaneously with magazine reading at least during this time period. On the other hand the hotspots of internet activities are either earlier or later in the day, than TV prime time, which is in question here. Internet as a medium is, however, still not a medium that features similarly in total population as it does in various often younger age groups. These results depict the behaviour of the Finnish population as a whole.

- Monday to Thursday internet usage parallel to magazine reading seems to be almost as usual as when looking at the week as a whole.
- TV viewers do not seem to be any more than magazine readers engaging themselves with internet activities parallel to their TV watching.
- It is also rather rare to be able to read more than one title at the same time, which clearly shows in the results. Only very few respondents have claimed having read any other type of print media during the same 15 minute period that they marked they were reading a magazine.
  - Monday to Thursday other print media usage parallel to magazine reading seems to be as uncommon as when looking at the week as a whole.
  - TV audiences do not seem to be able or willing to read much print media while watching TV; if they are reading any print while watching TV it is most likely to be magazines.
- Radio seems to accompany magazine reading in 60% of the cases during the first hour of our interval of interest. However, it declines after 19:00 and is about 30% by the time it is 10 o'clock in the evening.
  - The Monday to Thursday period shows us that listening to radio at the same time as reading magazines has to be rather more concentrated to the weekend, since this behaviour is only half as usual from Monday to Thursday than it is when we look at the week as a whole.
  - Radio accompanying TV viewing is at it's highest during the first hour (18:00) so that about 50% of viewers also listen to radio on an average day. The same phenomenon as with magazines can be seen here, since the level is much lower if we look at Monday to Thursday period only.

## Conclusions

- In the beginning of this paper we asked if print really is alone with it's reader. Looking at and analysing the results we have to ask if it even is a desired state of affairs? The social aspects of spending time with other people while consuming magazines creates new contacts as well as new kinds of contacts for the title in question. The social context can enlarge the audience and let us not forget the word-of-mouth effect that is all the rage at the moment. WOM is considered one of the most powerful marketing tools available so should it not be in the interest of magazine publishers to emphasize this social aspect of magazine reading rather than trying to prove it does not exist?
- Magazine readers are both doing many things and consuming other media while they read their title of choice. The role of a magazine seems to be in both the diary section of Koodi as well as when analysed via the motives that the respondents have marked to apply to their use of magazines a cornucopia of useful hints, tips and guidance in their everyday lives. Why should it then not feature in those activities as well?
- The results of our study also confirm that the editorial diversity featured in magazines seems to find its audience. General magazines and women's titles are read while cooking or exercising or socialising thus being there where the real life version of their topics takes place.
- We also wondered whether the various media groups have their individual and separate hotspots? Where do they share a hotspot in time?

**FIGURE 7** Multimedia hotspots. Spaces in time where at least two media groups have a shared time of activity peak



It can be easily seen, that there are several shared hotspots over the week. Some of them are shared by more than two media groups. . This graph is for the total population and still there are 28 shared points in time when at least two media groups are used at the same space in time. It will be interesting to analyse them more and most interesting to see how many of these hotspots are shared by the same target audiences.

- Even though we did not look at the parallel use of activities at a detailed level (in different target groups) we can already tell you something about the everyday life of Finns
  - Finns seem to be happy people. They are in a good mood most of their waking hours. Though there are also some definite hotspots of bad mood they are far less in size and not very intense. Monday morning sees 39% of school age children in a bad mood and some 18% on Wednesday. Working people tend to be irritated on Wednesday, when 26% of them experience short bouts of bad mood, but only 18% of them are in a bad mood on Mondays.
  - It has been said that Finns form a solitary culture where socialising face-to-face does not take place any more, if it ever did. We are glad to report that neither new technology nor the vast offerings of media can keep Finns apart. There is lots of face-to-face social interaction happening all over the week and a definite increase in this activity can be observed over the weekend. It seems that new technology is the way to tell those that did not take part in a social activity what went on, since the hotspots of new technology (Messenger, email) are occurring right after social activity hotspots. These findings find support in other studies that have found that European teenagers are more interested in using new technology for creating and maintaining relationships while their American counterparts have their gadgets just for showing off.
  - There have been a lot of studies trying to show how magazine readership accumulates in time. The other aspect of magazine readership accumulation is the social interaction taking place while reading magazines. The effect of this is something that might warrant a study of its own but there is certainly evidence in this study that it does take place.

**What next?**

There are a million and one ways to find useful information from this study. If a media owner wants to discover the strengths in their own media or if an advertiser wants to find out when and where he can reach his target audience in a good mood we are certainly able to offer them both a set of good tools. We can also add new dimensions to our analyses by the use of Valuegraphics or by looking at detail the media use of early adopters in a product category. We can sort out the people that are beneficial from a word-of-mouth marketing point of view and help to avoid targeting the ones that nobody really listens to. We can help advertisers

find the media that are used in a social context if the advertiser's product category is such that we know most purchase decisions are also made more or less together in a household. Koodi also gives a possibility to find ways to target business decision makers in their everyday life and not always starting b-to-b marketing planning from business media or the target group's profession. This having been the first study of its kind in Finland and the results being still fresh at this point we are going to leave making any further general analysis to a later point in time and hope that you find our findings so far as interesting as we have. We are now going to analyse the results for our clients from the perspectives that benefit them the most. At the same time we are going to see what we learned from this and if we need to make changes to our approach and what they might be.

<b>WHILE READING MAGAZINES: ON AN AVERAGE DAY Percentage of those that read any type of magazine during each 15 minutes that was also engaged in the other activity</b>																								
'000	TIME	VISITING FRIENDS	AT WORK OR SCHOOL	IN PUBLIC TRANSPORT	COOKING	EATING OR DRINKING	DOING PHYSICAL EXERCISE	SOCIALISING	DID NOTHING	WAS IN GOOD MOOD	WAS WITH FAMILY MEMBERS OR SPOUSE/PARTNER	WAS WITH FRIENDS	WAS WITH COLLEAG.	READ NEWSPAPER	READ SHEETS	FREE	READ EVENING PRESS	WATCH TV	LISTEN TO RADIO	READ OR WROTE EMAIL	SURF THE WEB	CHORES ON THE WEB	USED MESSENGER	WAS IN A WEB COMMUNITY
681	18:00-18:15	34	33.3	7.6	20.8	62.4	31.3	61.8	56.8	97.9	83.1	44.6	22.8	20.3	4.3	5.6	66.6	56.8	2.6	11.8	4.6	5.8	3.6	
584	18:15-18:30	31.2	36.8	5	19.2	53.5	37.5	60	53.6	96.6	86.7	36.8	24.9	15.9	2.1	5.6	71.2	56.6	3.3	10.9	2.2	4.1	3.1	
438	18:30-18:45	22.4	31.2	2.4	24.5	36.9	34.7	64.5	46.2	94.7	89.4	33.4	19.6	9.3	2.9	5.2	73.6	59.8	6.9	9.9	2.5	3.7	0.7	
496	18:45-19:00	21.9	24.6	6.4	15	39.7	24.8	61	47.8	99.5	86.1	41	17.7	14.6	2.8	3.9	72.7	54.4	7.3	12.8	3.7	4	0.6	
525	19:00-19:15	19.8	25.8	7.6	12.9	51.1	39.3	55.1	57.9	100	83.9	45.2	17.3	2	6.1	3.8	80.2	47.6	10.9	19.5	13.3	2.6	2	
514	19:15-19:30	20.9	30.6	9.4	14.6	46.9	47.5	63.2	68.1	99.3	87.3	46.3	17.8	5.2	3.3	4.6	79.3	48.2	6.6	12.2	9.6	2	2.3	
449	19:30-19:45	23.5	22.5	3.9	7.9	38	39.4	64.4	68.6	99.8	86.7	52.4	11.7	6.9	2.5	5.6	81.6	46	3.9	14.2	9.6	5.3	5.1	
371	19:45-20:00	21.6	21.4	5.3	7.2	23.6	41.2	58.3	64.1	100	91.7	47.1	7.5	7.9	2.1	4.6	86.4	45.7	9.8	15.7	4.7	4.8	3.7	
407	20:00-20:15	25.6	15.4	9.2	8.3	43.3	19	77.4	62	98.3	80	54.2	12.3	12.2	3.1	1.2	87.1	44.3	12.6	14.3	1.4	6.1	3	
369	20:15-20:30	26.8	19.1	1.7	6.4	37.7	29.3	68.2	62.6	97.6	82.8	45.9	9.4	7.7	1.5	1.4	88.1	47	6.6	12.5	1.2	4.8	1.5	
310	20:30-20:45	23.8	16.2	3.6	3.5	35.7	15.5	58.8	73.1	100	77	52.6	11.6	2.7	8.8	0	96.7	47	3.4	15.3	1.3	6.9	1.4	
224	20:45-21:00	23	2.8	3.8	4.1	32	6.6	57.7	73	100	88.1	40.2	3.2	5	7.8	0	90.5	47.2	1.4	14	0.5	7.5	1.9	
347	21:00-21:15	20.8	20.7	11.1	12.6	38	6.9	64.6	69.8	98.1	90.9	40.9	12.3	5.9	0	0.1	97.8	42	12.2	4.2	3.5	5.5	2.3	
388	21:15-21:30	20.4	12.3	4.7	9.6	34	5.1	61.6	67.9	98.3	95.5	47.8	7.2	5	2.2	1.3	96	37.4	8.2	4	7.9	4.1	1.1	
434	21:30-21:45	10.8	11.1	0.4	2	28.1	3.5	67.9	69.9	97.6	93.5	36.1	9.1	5.6	3.1	1.1	97.2	30.1	5.2	10.1	0.5	1.8	3.9	
392	21:45-22:00	13.8	12.1	1.8	3.5	24.7	5.6	59	72.1	97.3	94.1	34.8	6.7	5.8	9.2	3.7	98.5	30.1	6.5	7.9	0.5	3.8	5.1	
<b>WHILE READING MAGAZINES: MONDAY TO THURSDAY Percentage of those that read any type of magazine during each 15 minutes that was also engaged in the other activity</b>																								
'000	TIME	VISITING FRIENDS	AT WORK OR SCHOOL	IN PUBLIC TRANSPORT	COOKING	EATING OR DRINKING	DOING PHYSICAL EXERCISE	SOCIALISING	DID NOTHING	WAS IN GOOD MOOD	WAS WITH FAMILY MEMBERS OR SPOUSE/PARTNER	WAS WITH FRIENDS	WAS WITH COLLEAG.	READ NEWSPAPER	READ SHEETS	FREE	READ EVENING PRESS	WATCH TV	LISTEN TO RADIO	READ OR WROTE EMAIL	SURF THE WEB	CHORES ON THE WEB	USED MESSENGER	WAS IN A WEB COMMUNITY
440	18:00-18:15	16.4	25.9	3.6	14.6	48.5	19.4	40.9	35.2	95.6	95	22.8	16.7	20.4	4.1	2.9	57.3	27.4	1.9	10.3	5.8	5.3	1.8	
355	18:15-18:30	15.9	28.6	0.2	11	39.7	24.3	38	34.8	93.4	96.7	17.5	16.9	17.3	0.4	3.2	64.2	30.4	2.7	11.2	1.5	2.2	0.5	
263	18:30-18:45	7.2	19.3	0	18.3	17.3	22.9	40.4	31.9	91.9	95.1	22.5	13	8.2	0.6	3.5	73.4	39.2	1.1	13.6	0.3	1.4	0.7	
305	18:45-19:00	12.5	19.8	0.5	11.3	30.5	10.6	33.2	30.5	94.7	89.7	22.8	11.4	4.5	3.5	2.6	67.3	32.6	1.1	11.2	1.1	0.3	0.6	
380	19:00-19:15	12.4	15.9	7	6.2	32	38.2	37.1	41.3	94.7	86.9	28.8	11.8	0.9	4.2	1.8	67.4	20.8	6	18.9	7.3	1.4	2.6	
332	19:15-19:30	12.5	20	10.3	9.6	21.6	41.6	50.8	51.9	94.3	84.8	25.4	13.8	1.2	1.8	3.4	61.2	24.1	2.6	12.1	9.6	1.2	3	
263	19:30-19:45	14.2	18.4	0.1	5	14.2	35.4	42.6	50.3	96.9	90.1	31.5	7.3	1.3	2.5	5.3	65.1	15.7	2.6	15.5	10.3	0.7	8	
232	19:45-20:00	10.1	14.7	5.2	2.7	10.1	20.7	35.7	41.8	83.1	88.1	33.9	6.1	5.1	1.1	2.9	62.4	25.3	9.7	13.4	0.4	0.8	1	
253	20:00-20:15	13	10.4	4.1	4.2	17.9	16.3	52.4	42	87.4	94.7	21.3	7.3	10.5	0.6	2	68.5	17.1	15.1	12.5	0.1	2.5	0.3	
169	20:15-20:30	13.2	8.8	0	3	26.4	20	46.6	43.6	86.7	95.1	27.3	3	6.3	1	3	80.2	19.2	5.1	11.9	0.5	0.9	0.5	
140	20:30-20:45	11.3	8.7	0	3.6	21.5	9.1	28.7	64.5	90.1	85.3	38.9	10.2	1	7.4	0	91.8	17.9	0	10.6	0	1.1	0	
88	20:45-21:00	13.1	0.3	0	9.7	22.9	1.9	11.8	70.3	84.3	76.6	42.7	0.3	0	15.5	0	96.3	5	3.2	13.4	0	2.4	0	
226	21:00-21:15	3.7	20.6	0	11	27.5	0.6	39.9	51.9	82	95.9	23	10.9	6.7	0	0	94.9	20.8	1	3.6	3.8	0.3	1	
291	21:15-21:30	7.9	9.8	0.4	3.2	18.7	0.3	40.1	58.2	83.5	96.7	29	3.6	8.4	2.9	1.6	90.7	17.8	6	2.8	4	0	0	
316	21:30-21:45	9	6.6	0.4	1.4	19.9	0.5	60.2	38.5	84.6	98	23	0.8	6	0.9	1.5	86.1	19.9	2.6	9.3	0.6	0.4	5	
256	21:45-22:00	10.9	7.4	0.4	3.8	16.3	3.9	54.7	49.9	83	96.5	20.9	1	7.2	0.5	0.7	84.1	19.3	5.9	8.3	0.8	2.1	7.8	

SIZE OF THE AUDIENCE	WHILE WATCHING TV: ANY DAY OF THE WEEK Percentage of those that watched any TV channel during each 15 minutes that was also engaged in the other activity																						
	'000	VISITING FRIENDS	AT WORK OR SCHOOL	IN PUBLIC TRANSPORT	COOKING	EATING OR DRINKING	DOING PHYSICAL EXERCISE	SOCIALISING	DID NOTHING	WAS IN GOOD MOOD	WITH FAMILY MEMBERS OR SPOUSE/PARTNER	WAS WITH FRIENDS	WAS WITH COLLEAG.	READ MAGAZ.	READ NEWS-PAPER	READ FREE-SHEETS	READ EVENING PRESS	LISTEN TO RADIO	READ OR WROTE EMAIL	SURF THE WEB	CHORES ON THE WEB	USED MESSENGER	WAS IN A WEB COMMUNITY
2995	18:00-18:15	27.4	34.4	6.5	23.5	52.3	35.3	60.4	57.1	98.3	97.5	50.8	21.4	15.1	12	4.9	6.2	49	8	10.7	3.7	4.7	2.8
3017	18:15-18:30	26.4	33.1	4.2	21.3	47	36.2	58.6	57.9	98.3	98.4	52.5	20.3	13.8	10.9	4.9	4.5	48.3	7.4	12.9	3.4	5.2	2.2
3004	18:30-18:45	27.6	31.2	3.1	17.8	39.5	36.2	62	60.1	97.7	98.5	52.3	18.5	10.7	11	4.5	4.9	53	7	14.7	4.2	5.1	2.4
2991	18:45-19:00	29.5	30.2	3.4	15.8	34.5	31.9	61.3	60.2	97.7	98.8	52.9	17.2	12	9.1	3.5	4.2	51	8.3	14.2	3	5.2	2.2
3523	19:00-19:15	27.4	28.7	4.7	15.7	38.6	34.8	64.2	65.6	98.2	98.3	53.4	17.7	12	7.1	2	2.7	44.9	8.3	12.8	7.4	4.9	1.6
3557	19:15-19:30	28	27.7	4.8	15	35.5	33.6	64.5	66.4	98.2	98.2	51.7	18.2	11.5	6	1.7	2.6	42.7	10.7	14.1	5.1	6.1	2.8
3613	19:30-19:45	26.6	26.3	4.2	11.3	33	32.9	65.7	66.3	98.2	98.4	52.3	17.7	10.1	6.1	1.9	3.9	40.6	10.4	15.9	6.5	5.9	3.5
3616	19:45-20:00	26.8	25.8	4.5	10.3	30.7	31.6	65.4	65.2	98.2	98.4	50.6	16.9	8.9	6.8	3.6	2.9	41.5	11.4	15.9	6.1	5.9	3.4
3894	20:00-20:15	27.8	22.1	4.7	9.9	39.8	23.5	67.4	67	98.3	98.9	48.5	15.7	9.1	9.4	3.4	2.9	37	9.7	16.2	4.5	7.9	3.8
3982	20:15-20:30	25.3	21.3	4.5	8.5	39.3	25.1	68	68	98	98.7	47.4	14.5	8.2	8.7	2.3	2.6	34.9	9.9	17.1	5	8.9	2.7
4111	20:30-20:45	22.1	21.1	3.6	4.7	38	20.6	67	70.8	97.9	98.6	46.4	14.8	7.3	7.8	4.2	1.1	33.3	9.2	14.2	2.8	9.2	3
4097	20:45-21:00	22.2	20.2	2.8	5.1	34	15	69.2	71.3	97.5	98.7	46.6	13.4	4.9	6.7	3	1.7	34.9	9.5	13.8	2.6	9.2	3.4
4186	21:00-21:15	21	18.8	4.2	8.5	34.5	9.2	64.5	72.4	97.4	98.9	45.1	12.4	8.1	5.2	0.3	2.9	35.2	12.8	12.6	4.8	9.3	4.5
4166	21:15-21:30	19.2	17.3	3.4	6.8	32.9	9.8	65.9	73.6	97.3	99	44.2	12	8.9	6.6	1.2	2.2	33.6	12.5	15.3	6.3	9.6	5.5
4141	21:30-21:45	18.6	18.1	1.3	4	28.6	8.3	63.1	72.7	97.1	99.1	41.4	11	10.2	6	2	1.9	33.4	11.6	13.8	3.6	8.3	4.8
4165	21:45-22:00	17.9	18.4	1.7	2.3	22.1	7.1	64.6	73.1	96.9	98.8	40.4	10.1	9.3	4.7	2.2	1.9	32.4	9.9	12.5	2.9	8.1	4.7
'000	WHILE WATCHING TV: MONDAY TO THURSDAY Percentage of those that watched any TV channel during each 15 minutes that was also engaged in the other activity																						
	'000	VISITING FRIENDS	AT WORK OR SCHOOL	IN PUBLIC TRANSPORT	COOKING	EATING OR DRINKING	DOING PHYSICAL EXERCISE	SOCIALISING	DID NOTHING	WAS IN GOOD MOOD	WITH FAMILY MEMBERS OR SPOUSE/PARTNER	WAS WITH FRIENDS	WAS WITH COLLEAG.	READ MAGAZ.	READ NEWS-PAPER	READ FREE-SHEETS	READ EVENING PRESS	LISTEN TO RADIO	READ OR WROTE EMAIL	SURF THE WEB	CHORES ON THE WEB	USED MESSENGER	WAS IN A WEB COMMUNITY
2347	18:00-18:15	14.1	24.5	2.4	13.6	34.3	24.6	33.5	41.2	90	90.9	32.2	14.2	10.8	7.3	3.3	3.4	26.1	5.7	6.3	2.7	2.9	1.3
2328	18:15-18:30	12.1	22.6	1	13.6	30.2	24.2	34.2	39.9	89.9	91.2	31.5	13.8	9.8	6.7	3.6	2.2	24.7	4.7	8.1	1.6	3	0.8
2346	18:30-18:45	11.7	22.3	1.2	10.3	21	26.8	36.9	42.3	89.1	89.5	31.8	12	8.2	5.8	3.1	3.6	30.4	4.1	10.5	3	3.5	1
2278	18:45-19:00	13.7	21.3	1.8	9.2	20.2	22.9	37.2	39.5	88.8	89.6	33.9	12	9	4.8	3.4	3.7	29.6	5.6	10.9	1.9	3.2	1.2
2874	19:00-19:15	13.4	19.3	2.2	7.6	17.6	26.1	40.8	39.9	89.1	91.1	32.7	11.8	8.9	3.3	0.6	1.9	27.2	4.2	11.2	5.1	3	0.6
2836	19:15-19:30	14.5	18.3	2.8	7.8	16.5	25.8	41.5	41.9	88.1	92	33.2	10.8	7.2	3.1	0.6	2.4	24.2	4.9	12.5	4.4	3.8	0.8
2958	19:30-19:45	12.8	17.2	2.3	7.4	17.3	23.5	41.6	43.4	89.4	92.6	31.4	11.2	5.8	3.7	1.2	3	24.3	7.1	11.8	4.2	3.5	1
2929	19:45-20:00	14.3	16.2	2.2	6.3	17.1	20.2	43.3	44.6	89.9	92.6	30.4	10.7	5	3.9	2	2.2	22.8	7.4	11.9	3.8	3.8	1.9
3238	20:00-20:15	14.7	14.3	1.2	5.2	24.6	12	45.6	47.2	89.6	93.5	29.1	9.6	5.4	5.7	1.8	1.9	17.9	6	11.7	3.4	5.7	1.7
3402	20:15-20:30	12.9	14	0.7	5.5	22.1	12.7	47.9	47.2	89.4	93.8	28.5	9.2	4	6.1	1.9	1.8	16.7	6.5	13.5	3.1	6.8	1
3639	20:30-20:45	11.3	15.2	0.9	2.5	19.3	11.7	46.5	48	89.3	93.4	26.4	9.4	3.5	4.7	1.5	0.8	16.3	5.5	8.8	1.1	7.5	0.9
3670	20:45-21:00	11.3	14.5	0.8	2.1	18.4	7.2	47.7	49.5	88.9	93.5	26.2	8	2.3	4.9	1.6	1.5	17.3	6.6	8.8	1.4	7.2	1.2
3832	21:00-21:15	8.8	14.1	1.5	4.8	20.8	4.9	43.4	52.9	88	94	23.6	8	5.6	4	0.2	1.8	17.7	8.7	7.4	3.5	6.7	2.3
3797	21:15-21:30	8.4	13.5	1.3	3	18.6	5.7	43.9	50.7	88.6	93.6	23.4	7.5	6.9	4.7	1.3	1.2	18	8.5	9.7	3.7	6.6	3.1
3726	21:30-21:45	7.4	13.5	0.7	1.5	14.9	4.3	41.4	51.8	87.3	93.4	21.2	5.9	7.3	4.7	1.7	1.5	18.7	8.3	9.2	3.2	6.2	2.8
3708	21:45-22:00	7.7	12.3	1.1	1.4	10.4	3	43.8	52.7	87.3	94.5	20.3	5.8	5.8	4.2	1.5	0.8	17.5	6.8	7.9	2.2	5.7	2.2

