

Survey on use of information and communications technology by individuals 2017

Mobile phone is becoming increasingly popular for using the Internet - use purposes are diversifying

Eighty-eight per cent of Finnish residents used the Internet in 2017. Almost everybody aged 55 or under used the web. Seventy-three per cent were online several times a day. Five per cent of Finns aged 16 to 89 had rented accommodation from a private person through online marketplaces. Seventy-seven per cent of Finns have a smartphone in their personal use and the mobile phone is the most popular device for using the web. The popularity of social media services has grown further while that of blogs and chat groups has waned.

Prevalence of Internet usage and certain purposes of use in 2017

	Used the Internet ¹⁾	Uses the Internet usually several times a day	Used the Internet with a mobile phone outside home and workplace ¹⁾	Used the Internet with a tablet outside home and workplace ¹⁾	Followed some politician through social media ¹⁾	Bought something on the web ¹⁾	Rented accommodation directly from a private person through an online marketplace specialised in accommodation Rented private accommodation online for own use ²⁾
	percentage of population						
16-24	100	95	93	25	28	70	6
25-34	100	96	93	30	42	78	8
35-44	99	91	90	35	31	74	10
45-54	99	87	82	35	24	66	8
55-64	91	69	60	29	16	39	4
65-74	75	43	33	15	7	21	1
75-89	37	15	5	7	2	6	0
Men	89	76	70	28	20	52	5
Women	87	71	66	24	24	53	6
Total	88	73	68	26	22	52	5

1) During the past 3 months

2) During the past 12 months

Eighty-eight per cent of Finnish residents aged 16 to 89 used the Internet in 2017. The share did not grow from the previous year. Among persons aged 65 to 74, seventy-five per cent were web users and 37 per cent among those aged 75 to 89. Among the population aged under 55, everybody used the web. This appears from Statistics Finland's survey on use of information and communications technology for the year 2017.

Finns use the Internet a lot. Seventy-three per cent of the population used the net several times a day in 2017. Of Internet users, the share was 83 per cent. In total population, the generality of web use several times a day grew by one percentage point. The share grew in most age groups.

The Internet is used mainly for everyday errands, communication, following the media and data search. Of everyday errands, banking is most commonly handled online. Eighty-two per cent of persons aged 16 to 89 had used online banking in the past three months in 2017. Fifty-two per cent of Finns had bought goods or services through the web in the past three months. People also use the Internet increasingly for handling matters with authorities and access public services. Sixty per cent of Finns had sent an official form through the web.

The mobile phone is an ever more popular device for using the web. Sixty-eight per cent of Finns aged 16 to 89 had used the Internet on their mobile phone while moving outside home and workplace in 2017. The (wireless) web use of other devices suitable for mobile use, such as laptops or tablets, outside home and workplace has not grown from the previous year.

Social media services are ever more popular, as many as six out of ten persons aged 16 to 89 follow them. Following has grown by a few percentage points yearly. In contrast, the part of social media related to immediate commenting on online news, blogs and chat groups has lost its popularity from before.

Five per cent of Finns aged 16 to 89 had rented accommodation directly from a private person through an online marketplace during the past year. Renting of private accommodation was most common in the 35

to 44 age group. Only four per cent of Finns had acquired paid transportation offered by private persons on the web.

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