**Online Appendix**

Table A1. Survey Methodology and Sample Statistics

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Country | Survey Agency  | Sample Size *n* | Gender (%, Ref: Female) | Age *M* (*SD*) | Highest Education(%, Vocational, Tertiary, or University Degree)a | Internet Usebc*M* (*SE*) |
| Croatia | Ipsos | 1,200 | 54.2 | 46.89 (16.73) | 23.2 (24.9) | 3.34 (.025) |
| Denmark | Epinion | 1,666 | 54.7 | 53.35 (16.01) | 46.5 (42.0) | 4.00 (.021) |
| Finland | Taloustutkimus | 1,247 | 54.7 | 55.17 (17.63) | 49.3 (42.3) | 3.72 (.025) |
| France | IFOP | 2,259 | 53.8 | 51.56 (19.54) | 43.2 (40.7) | 3.60 (.018) |
| Netherlands | I&O Research | 1,596 | 53.7 | 49.82 (17.14) | 44.5 (43.1) | 3.89 (.021) |
| Serbia | Ipsos | 1,237 | 55.7 | 48.24 (16.56) | 25.0 (24.9) | 3.06 (.024) |
| Spain | Ipsos | 1,398 | 52.1 | 47.27 (14.93) | 58.9 (40.7) | 3.93 (.023) |
| Switzerland | DemoSCOPE | 1,370 | 50.4 | 51.83 (14.86) | 40.9 (45.4) | 3.84 (.023) |
| United Kingdom | Yougov | 2,411 | 58.1 | 50.66 (16.91) | 51.1 (45.0) | 3.91 (.017) |
|  |  |  |  |  |  |  |
| Total  |  | 14,384 | 54,3%  | 50.66 (17.09) | 43.7% | 3.72 (.007) |

*Note:* Due to financial restraints and availabilities of research agencies, the surveys were distributed in different ways across the countries, using F2F (face to face interview), CAWI (computer-assisted web interview); CATI (= computer-assisted telephone interview); PAPI (paper-and-pencil interview). In Croatia and Serbia the survey was administered F2F; in Denmark, the Netherlands, Spain, Switzerland, and France CAWI and CATI was employed (in the Netherlands a small addition of PAPI); in Finland CAWI and PAPI; in the UK only CAWI. Response rates varied across countries because of the different contact methods.

a) In brackets is the percentage of higher educated (ISCED11 categories 5-8) in the age of 25-64 according to Eurostat 2021 data (<https://ec.europa.eu/eurostat/web/education-and-training/data/database>). Our survey data pertain to respondents between 18 and 80 years old, so the figures are not fully comparable, but still provide a reasonable indication of the representativeness of the data. While the samples represent the population structures in the respective countries fairly closely, older age groups, women and/or higher-educated people are (somewhat) overrepresented in most countries. Hence, we control for age, gender and education in the analyses.

b) Internet use was measured by the following question: “How often do you use the internet (either on a computer, laptop, tablet, smartphone, or smart television)?”, on a scale from 0 (*almost* *never*) to 4 (*almost daily*). Reported coefficients are adjusted Mean (M) and Standard Error (SE), controlled for Education level, Gender and Age.

c) Internet use served as a filter question in the survey. Only respondents who reported using the Internet at least once a month were asked about their engagement in different digital cultural activities. As a result, 862 respondents (6.0%) were excluded in the subsequent analyses because of missing data; the majority from Serbia (*n* = 274), Croatia (*n* = 188), and France (*n* = 181). Our analysis of digital cultural participation thus involved 13,522 respondents.

*Additional tables Principal components analysis of digital cultural participation*

|  |
| --- |
| Table A2-a. Correlations between digital cultural participation variables |
| Variable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 1. Publish photos | — |  |  |  |  |  |  |  |  |  |  |
| 2. Publish other  | .502 | — |  |  |  |  |  |  |  |  |  |
| 3. Share opinions | .393 | .494 | — |  |  |  |  |  |  |  |  |
| 4. Follow celebrities | .328 | .296 | .283 | — |  |  |  |  |  |  |  |
| 5. Buy products/ services | .207 | .272 | .355 | .206 | — |  |  |  |  |  |  |
| 6. Search information | .184 | .198 | .361 | .231 | .462 | — |  |  |  |  |  |
| 7. Listen to music | .184 | .174 | .196 | .324 | .278 | .295 | — |  |  |  |  |
| 8. Watch films/TV | .185 | .159 | .196 | .314 | .257 | .263 | .520 | — |  |  |  |
| 9. Play computer games | .135 | .208 | .204 | .215 | .124 | .120 | .213 | .251 | — |  |  |
| 10. Short videos | .248 | .241 | .236 | .405 | .126 | .241 | .330 | .345 | .298 | — |  |
| 11. Online concerts/museums | .259 | .357 | .415 | .207 | .391 | .369 | .208 | .191 | .181 | .210 | — |
| *Note*. All correlations are two-tailed Pearson coefficients and significant at *p* ≤ .001Table A2-b. Correlations between factors/components

|  |  |  |  |
| --- | --- | --- | --- |
| Component | 1 | 2 | 3 |
| 1 Content Creation and Sharing  | 1.000 | .265 | -.206 |
| 2 Audiovisual Entertainment | .265 | 1,000 | -.274 |
| 3 Cultural Information and Access | -.206 | -.274 | 1.000 |

 |

*Note:* Oblimin rotation with Kaiser normalization. Average between factors is .245.

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|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |

Table A3. Estimated marginal means dependent variables

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Croatia | Denmark | Finland | France | Netherlands | Serbia | Spain | Switzerland | UK | Total | F valueCountries |
| Audiovisual Entertainment (0-4) | 1.168(.027) | 1.614(.021) | 1.571(.025) | 1.545(.019) | 1.659(0.21) | 1.098(.027) | 1.905(.023) | 1.311(.023) | 1.622(.017) | 1.536 (.008) | 108.79\*\*\* |
| Content Creation and Sharing (0-4) | 1.078(.029) |  .790(.022) |  .919(.027) |  .906(.020) |  .997(.023) | 1.361(.029) | 1.461(.024) |  .647(.025) |  .730(.091) |  .950(.008) | 176.62\*\*\* |
| Cultural Information and Access (0-4) | 1.062(.026) | 1.220(.020) | 1.182(.024) | 1.386(.018) | 1.382(.020) | 1.217(0.26) | 1.695(.022) | 1.240(.022) | 1.126(.017) | 1.277(.007) | 74.798\*\*\* |
| Overall Digital Cultural Participation (0-4) | 1.116(.021) | 1.284(.016) | 1.289(.020) | 1.327(.015) | 1.389(.017) | 1.203(.021) | 1.728(.018) | 1.112(.018) | 1.245(.014) | 1.307(.006) | 103.71\*\*\* |

Results Univariate Anova, controlled for Education level, Age, and Gender. Reported coefficients are Mean (SE). \**p* < .05. \*\**p* < .01. \*\*\**p* < .001.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

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| --- |
| Table A3-a. Audiovisual Entertainment: Country differences |

|  |  |
| --- | --- |
|  | Mean differences between countries |
|  | Mean\* | Spain | NL | UK | DK | Finland | France | Switzerland | Croatia | Serbia |
| Spain | 1.905 |  |  .245\*\*\* |  .283\*\*\* |  .290\*\*\* |  .334\*\*\* |  .360\*\*\* |  .594\*\*\* |  .737\*\*\* |  .807\*\*\* |
| Netherlands | 1.659 | -.245\*\*\* |  |  .037 |  .045 |  .088\*\* |  .114\*\*\* |  .348\*\*\* |  .492\*\*\* |  .561\*\*\* |
| UK | 1.622 | -.731\*\*\* | -.037 |  |  .007 |  .051 |  .077\*\* |  .311\*\*\* |  .454\*\*\* |  .524\*\*\* |
| Denmark | 1.614 | -.290\*\*\* | -.045 | -.007 |  |  .044 |  .069\* |  .303\*\*\* |  .447\*\*\* |  .517\*\*\* |
| Finland | 1.571 | -.334\*\*\* | -.088\*\* | -.051 | -.044 |  |  .026 |  .260\*\*\* |  .403\*\*\* |  .473\*\*\* |
| France | 1.545 | -.360\*\*\* | -.114\*\*\* | -.077\*\* | -.069\* | -.026 |  |  .234\*\*\* |  .378\*\*\* |  .447\*\*\* |
| Switzerland | 1.311 | -.594\*\*\* | -.348\*\*\* | -.311\*\*\* | -.303\*\*\* | -.260\*\*\* | -.234\*\*\* |  |  .143\*\*\* |  .213\*\*\* |
| Croatia | 1.168 | -.737\*\*\* | -.492\*\*\* | -.454\*\*\* | -.447\*\*\*  | -.403\*\*\* | -.378\*\*\* | -.143\*\*\* |  |  .070 |
| Serbia | 1.098 | -.807\*\*\* | -.561\*\*\* | -.524\*\*\* | -.517\*\*\* | -.473\*\*\* | -.447\*\*\* |  .631\*\*\* | -.070 |   |

*Note*: \*Mean values are the estimated marginal means taken from Table A3 which also reports the standard errors. Countries are ranked according to the highest score. Reported coefficients are mean differences based on estimated marginal means, controlled for Education level, Age, and Gender. *p* < .05. \*\**p* < .01. \*\*\**p* < .001.Table A3-b Content Creation and Sharing: Country differences |

|  |  |
| --- | --- |
|  | Mean differences between countries |
|  | Mean\* | Spain | Serbia | Croatia | NL | Finland | France | Denmark | UK | Switzerland |
| Spain | 1.461 |  |  .100\*\* |  .383\*\*\* |  .464\*\*\* | .543\*\*\* |  .555\*\*\* |  .671\*\*\* |  .731\*\*\* |  .814\*\*\* |
| Serbia | 1.361 | -.100\*\* |  |  .283\*\* |  .364\*\*\* | .442\*\*\* |  .455\*\*\* |  .570\*\*\* |  .631\*\*\* |  .713\*\*\* |
| Croatia | 1.078 | -.383\*\*\* | -.283\*\*\* |  |  .081\*  | .159\*\*\* |  .172\*\*\* |  .287\*\*\* |  .348\*\*\* |  .431\*\*\* |
| Netherlands |  .997 | -.464\*\*\* | -.364\*\*\* | -.081\* |  | .078\* |  .091\*\* |  .206\*\*\* |  .267\*\*\* |  .349\*\*\* |
| Finland |  .919 | -.543\*\*\* | -.442\*\*\* | -.159\*\*\* | -.078\* |  |  .013 |  .128\*\*\* |  .188\* |  .271\*\*\* |
| France |  .906 | -.555\*\*\* | -.455\*\*\* | -.172\*\*\* | -.091\*\* | -.013 |  |  .115\*\*\* |  .175\*\*\* |  .258\*\*\* |
| Denmark |  .790 | -.671\*\*\* | -.570\*\*\* | -.287\*\*\* | -.206\*\*\* | -.128\*\*\* |  .115\*\*\* |  |  .060\* |  .143\*\*\* |
| UK |  . 730 | -.731\*\*\* | -.631\*\*\* | -.348\*\*\* | -.267\*\*\* | -.188\*\*\* | -.175\*\*\* | -.060\* |  | -.083\*\* |
| Switzerland |  .647 | -.814\*\*\* | -.713\*\*\* | -.431\*\*\* | -.349\*\*\* | -.271\*\*\* | -.258\*\*\* | -.143\*\*\* | -.083\*\*\* |  |

*Note*: \*Mean values are the estimated marginal means taken from Table A3 which also reports the standard errors. Countries are ranked according to the highest score.

Reported coefficients are mean differences based on estimated marginal means, controlled for Education level, Age, and Gender.

\**p* < .05. \*\**p* < .01. \*\*\**p* < .001.

Table A3-c. Cultural Information and Access: Country differences

|  |  |
| --- | --- |
|  | Mean differences between countries |
|  | Mean\* | Spain |  France | NL | Switzerland | Denmark | Serbia | Finland | UK | Croatia |
| Spain | 1.695 |  |  .309\*\*\* |  .367\*\*\* |  .455\*\*\* | .474\*\*\* |  .478\*\*\* |  .512\*\*\* |  .569\*\*\* |  .632\*\*\* |
| France | 1.386 | -.309\*\*\* |  |  .058\* |  .146\*\*\* | .166\*\*\* |  .169\*\*\* |  .204\*\*\* |  .260\*\*\* |  .349\*\*\* |
| Netherlands | 1.382 | -.367\*\*\* | -.058\* |  |  .088\*\* | .108\*\*\* |  .111\*\*\* |  .146\*\*\* |  .202\*\*\* |  .266\*\*\* |
| Switzerland | 1.240 | -.455\*\*\* | -.146\*\*\* | -.088\*\* |  | .020 |  .003 |  .057 |  .114\*\*\* | . 177\*\*\* |
| Denmark | 1.220 | -.671\*\*\* | -.570\*\*\* | -.108\*\*\* | -.20 |  |  .115\*\*\* |  .038 |  .060\* |  .143\*\*\* |
| Serbia | 1.217 | -.478\*\*\* | -.169\*\*\* | -.111\*\* | -.023 | -.003 |   |  .035 |  .091\*\* |  .155\*\*\* |
| Finland | 1.182 | -.512\*\*\* | -.204\*\*\* | -.146\*\*\* | -.020 | -.038 | -.035 |   |  .056 |  .120\*\*\* |
| UK | 1.126 | -.569\*\*\* | -.260\*\*\* | -.202\*\*\* | -.114\*\*\* | -.094\*\*\* | -.091\*\* | -.056 |  | -.064\* |
| Croatia | 1.062 | -.632\*\*\* | -.324\*\*\* | -.266\*\*\* | -.177\*\*\*  | -.158\*\*\* |  -.155\*\*\* | -.120\*\*\* | -.064\* |   |

*Note*: \*Mean values are the estimated marginal means taken from Table A3 which also reports the standard errors. Countries are ranked according to the highest score.

Reported coefficients are mean differences based on estimated marginal means, controlled for Education level, Age, and Gender.

\**p* < .05. \*\**p* < .01. \*\*\**p* < .001.

Table A4. Operationalization of survey variables

|  |  |
| --- | --- |
| Concept | Item/question wording |
| Internet use | How often do you use the Internet? (either on a computer, laptop, tablet, smartphone, or smart television) *0 – (Almost) never; 1 – Less than once a month; 2 – At least once a month; 3 – At least once a week; 4 – (Almost) daily* |
| Digital cultural participation | How often do you do the following things on the Internet? (either on a computer, laptop, tablet, smartphone, or smart television)*0 – (Almost) never; 1 – Less than once a month; 2 – At least once a month; 3 – At least once a week; 4 – (Almost) daily*1. Publish or post photographs that you took yourself
2. Publish or post other creative content that you produced yourself (e.g., blogposts, videos, podcasts, web-zines)
3. Share your opinions about arts, culture, or entertainment (e.g., via posts, ratings, reviews)
4. Follow celebrities or influencers (e.g., on Facebook, Instagram, YouTube)
5. Buy cultural products or services (e.g., books, tickets, art works)
6. Search information on arts, culture, or entertainment (e.g., music, movies, museums)
7. Listen to music via streaming services (e.g., Spotify, Deezer)
8. Watch films or television series on streaming services (e.g., Netflix, HBO, Disney+)
9. Play video or computer games online
10. Watch short entertainment videos (e.g., YouTube, TikTok)
11. Visit online concerts, museums, or performances
 |
| *SOCIODEMOGRAPHICS* |
| Age | In what year were you born? *(recoded into age in years)* |
| Gender | What is your gender? Gender was treated as binary *(female=1; male=0)*, with “other” (0.1%) and “prefer not to say” (0.2%) coded as missing data.  |
| Place of residence: rural-urban | In which type of city or place do you live?*0 – House or farm in the countryside**1 – Country village with less than 1.000 inhabitants**2 – Municipality with 1.000 to 10.000 inhabitants* *3 – Town or municipality with 10.000 to 40.000 inhabitants* *4 – Town or municipality with 40.000 to 80.000 inhabitants**5 – City with 80.000 to 150.00 inhabitants**6 – City with 150.000 to 250.000 inhabitants* *7 – City with 250.000 to 500.000 inhabitants* *8 – City with more than 500.000 inhabitants**9 – Capital city of [country]* |
| Level of education | *Country-specific educational attainment recoded first into ISCED 2011 codes and further summarized into six categories to allow for comparison across countries*What is the highest educational diploma you have achieved?*1 – No formal education/Primary education; 2 – Lower secondary education (4 years or less); 3 – Upper secondary education (5 or 6 years); 4 – Post-secondary non-tertiary education; 5 – Vocational tertiary education; 6 – University education* |
| Migrant background | Were you born in [country]? (*yes/no*)Were your parents born in [country]? (Mother – Father *yes/no*)Recoded into Migrant background if either was answered with ‘yes’ |
| *CULTURAL AND SOCIAL AFFORDANCES*  | All items measured as agreement statements:To what extent do you agree or disagree with the following descriptions of yourself?*0 – Strongly disagree; 1 – (Somewhat) disagree; 2 – Neither agree nor disagree; 3 – (Somewhat) agree; 4 – (Strongly) agree* |
| Learning about other cultures(4 items) | 1. I am interested in learning more about people who live in other countries
2. I enjoy exchanging ideas with people from other cultures and countries.
3. I like to learn about other ways of life.
4. I enjoy being with people from other countries to learn about their unique views and approaches.
 |
| Socializing with diverse others (4 items) | 1. At cultural events I like to talk to people who have a different background than me.
2. At cultural events I often feel a sense of belonging and togetherness with other participants.
3. It is great to participate in cultural events and activities with a very diverse group of people.
4. Culture connects people and bridges political, social, and religious divides.
 |
| Enjoying cultural products from all over the world | I enjoy cultural products from all over the world. |
| Connecting with people with shared cultural interests | The Internet has enabled me to make contact with people who share the same cultural interests as me. |
| *BARRIERS TO (DIGITAL) CULTURAL PARTICIPATION* | First four items are measured as agreement statements: To what extent do you agree or disagree with the following descriptions of yourself?*0 – Strongly disagree; 1 – (Somewhat) disagree; 2 – Neither agree nor disagree; 3 – (Somewhat) agree; 4 – (Strongly) agree* |
| Cultural activities often too expensive | Cultural activities are often too expensive for me. |
| No time for cultural activities | I have no time for cultural activities because I am too busy. |
| Lack of digital skills | I often lack the skills to find the information I need on the Internet. |
| Internet skepticism | The increased use of the Internet has created more problems than solutions in [country]. |
| Distrust of Social Media | To what extent do you trust the following institutions or agents?*0 – Completely trust; 1 – Trust; 2 – Somewhat trust; 3 – Neither trust nor distrust; 4 – Somewhat distrust; 5 – Distrust; 6 – Completely distrust*Social media (e.g., Facebook) |
| *Offline cultural participation* |
| Classical (highbrow) cultural activities (2 items) | How often do you typically go to the following events or places? (Please answer for a situation in which there are no restrictions because of COVID-19.)*0 – (Almost) never; 1 – At least once a year; 2 – 4-6 times a year; 3 – (Almost) every month; 4 – (Almost) every week*1. Classical music concert, opera, ballet performance, or theatre performance in a concert hall or theatre
2. Museum, monument, or historical place
 |
| Popular cultural activities(5 items) | 1. Popular music concert or popular music festival
2. Local fair with food and music
3. Dining out in a restaurant
4. Going to a café, pub, or bar
5. Visit a second-hand market, flea market, or collectors' fair
 |

Table A-5. Country characteristics in terms of cultural policy models, digital mediascapes, and prosperity and inequality levels

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | RS | HR | ES | FR | UK | CH | NL | FI | DK |
| a) | Cultural policy model (Rius-Ulldemolins et al. 2019) | *South-Eastern* | *South-Eastern* | *South-Western* | *South-Western* | *Liberal* | *Central-Western* | *Central Western* | *Nordic* | *Nordic* |
| b) | Per capita public spending on cultural services 2017 | n/a | €85,62 | €108,26 | €230,58 | €90,42 | €297,19 | €175,41 | €211,32 | **€333,67** |
| c) | Digital mediascape cluster (Perusko et al 2015) | (Cluster 1) | Cluster 1  | Cluster 2 | Cluster 2 | Cluster 2 | (Cluster 2) | Cluster 2 | Cluster 3 | Cluster 3 |
| d) | International trade: openness level of Cultural and Creative Sectors (average 2008-2019) | n/a | 22.1% | 14.7% | 27.6% | n/a | n/a | **32.7%** | 12.2% | 21.1% |
| e) | Active social media penetration 2021 (% of population) | 42% | 51% | 62% | 60% | 66% | 53% | 64% | 60% | **69%** |
| f) | Broadband connectivity 2021 at least 100mb per household | - | 62% | 94% | 65% | 63% | **99%** | 99% | 65% | 96% |
| g) | Digital Readiness 2021\* (ranking of 100 countries)  | n/a | n/a | **7th** | 36th | 10th | 18th | 11th | n/a | 15th |
| h) | At least basic digital skills 2021\* | 41% | 63% | 64% | 62% | 74%(2019) | 78% | 79% | **79%** | 69% |
| i) | Globalization (KOF index 2020) scale 1-100) | 79.91 | 84.21 | 90.37 | 90.04 | **91.96** | 90.85 | 91.47 | 91.57 | 89.05 |
| j) | [GDP per capita, PPP (2021, constant 2017 international $)](https://data.worldbank.org/indicator/NY.GDP.PCAP.PP.KD)  | 19,828 | 31,630 | 37,913 | 44,993 | 44,979 | **71,033** | 56,617 | 48,753 | 57,963 |
| k) | GINI Index 2020 | 35.0 | 29.5 | 34.9 | 30.7  | 32.6 | 33.1 | **26.1** | 27.1 | 27.5 |

1. Rius-Ulldemolins J, Pizzi A and Rubio Arostegui JA (2019) European models of cultural policy: Towards European convergence in public spending and cultural participation? *Journal of European Integration*, *41*(8), 1045–1067. Rius-Ulldemolins et al (2019) distinguished five cultural policy models that prevail in different parts of Europe which show considerable differences in the amount of public spending on culture. These models are also associated with different level of cultural consumption: The first group consists of Southern European countries (South-Eastern Model and South-Western Model), where citizens' engagement in culture is relatively low. The second group includes countries following the Liberal Model, Central-Western Model, and Central-Eastern Model, where cultural participation levels are moderate. Lastly, the third group is the Nordic Model, which comprises countries with high levels of cultural participation.
2. Eurostat (2019*). Culture statistics 2019*. https://ec.europa.eu/eurostat/en/web/products-statistical-books/-/ks-01-19-712

This report (p. 109) provides data on total amount of overall public spending to cultural services in 2017. To calculate spending per capita, we identified each country’s expenditure on cultural services and divided this by the population figures given by Eurostat in the section Population change – Demographic balance and crude rates at national level. https://www.eea.europa.eu/data-and-maps/data/external/population-change-demographic-balance-and-5.

1. Perusko Z, Vozab D and Čuvalo A (2015) Media audiences| digital mediascapes, institutional frameworks, and audience practices across Europe. *International Journal of Communication*, *9*, 23. Perusko et al. describe the clusters 1, 2 and 3 as follows:
* Cluster 1 (Eastern Europe, Greece and Portugal): Lower political and social inclusiveness, lower globalization, less developed digital media market and less open creative economy, higher TV concentration.
* Cluster 2 (Western Europe): High social and political inclusiveness, higher globalization, higher to moderately developed digital media market, low TV concentration, and open creative economy.
* Cluster 3 (Scandinavia): High political and social inclusiveness, higher globalization, highly developed digital media market, moderately open creative economy and TV concentration.
1. *Measuring the Cultural and Creative Sectors in the E*U (2022). https://www.measuring-ccs.eu/wp-content/uploads/2022/11/The-Measuring-CCS-Consortium-publishes-the-Final-Report-Measuring-the-Cultural-and-Creative-Sectors-in-the-EU.pdf
2. Statista (2021). Active social media penetration 2021 (% of population). https://www.statista.com/statistics/295660/active-social-media-penetration-in-european-countries/
3. European Commission (2021). *Broadband Coverage in Europe 2021*. https://digital-strategy.ec.europa.eu/en/library/broadband-coverage-europe-2021
4. Economic Intelligence Unit (2021). The Inclusive Internet Index 2021. https://impact.economist.com/projects/inclusive-internet-index/2021/readiness?country=Spain. The Readiness category examines the capacity to access the Internet, including skills, cultural acceptance, and supporting policy. Cf Methodology report. Available at https://internet-org.ps.aws.economist.com/assets/external/downloads/3i-methodology.pdf (accessed 8 July 2022).
5. Eurostat (2021). https://ec.europa.eu/eurostat/web/digital-economy-and-society/data/main-tables
6. KOF Index of Globalization (2022). https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html
7. World Bank (2023). https://data.worldbank.org/indicator/NY.GDP.PCAP.PP.KD?locations=EU

GDP (Gross Domestic Product) per capita, PPP (Purchasing Power Parity) provide insight into the average economic standard of living in a country, as it factors in the differences in prices and living costs.

1. World Bank (2023). https://data.worldbank.org/indicator/SI.POV.GINI?end=2022&most\_recent\_year\_desc=true&start=2022

The Gini index measures the level of inequality in each country (higher score reflect higher levels of inequality).