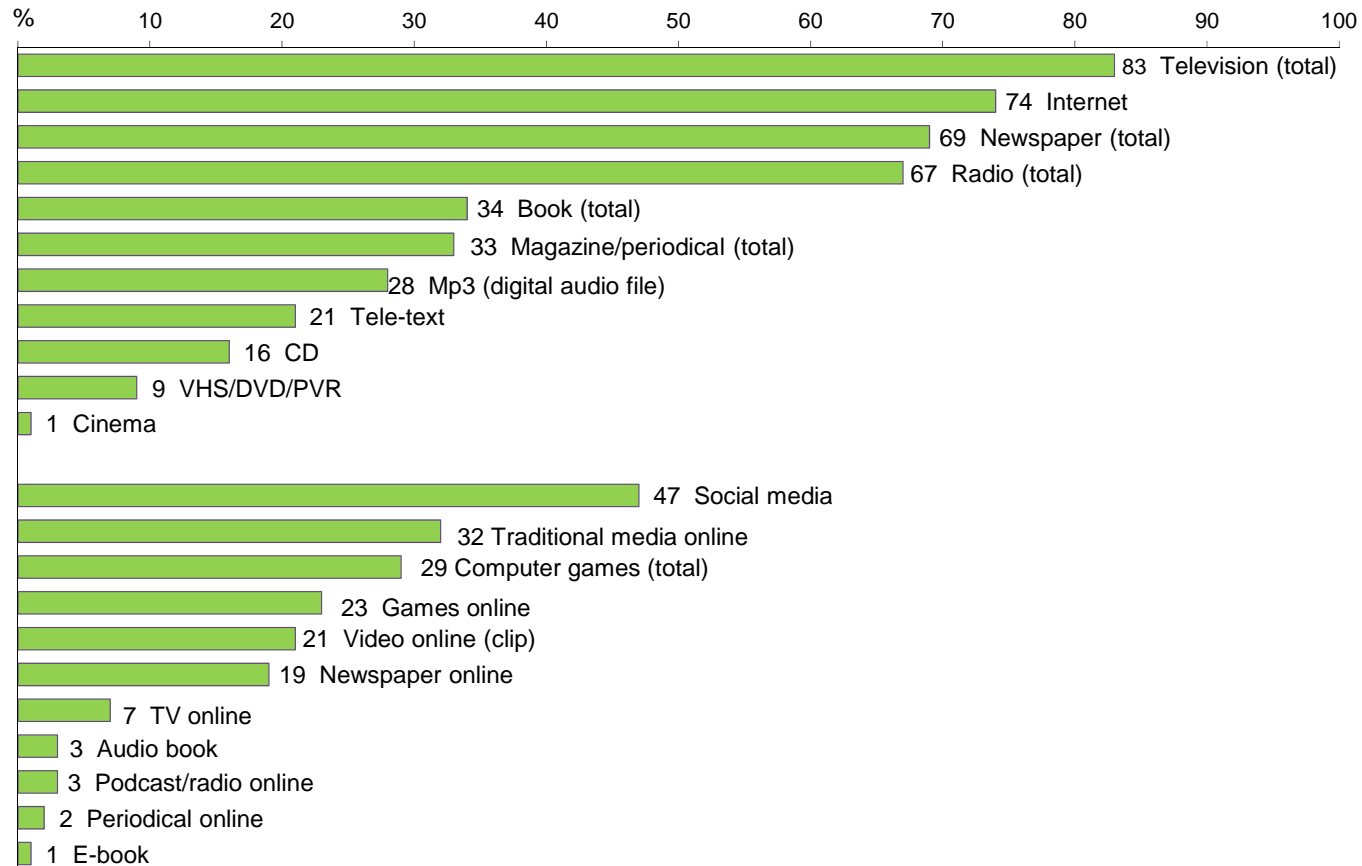


Daily media reach in Sweden 2012

Daily media reach in Sweden 2012, share of population 9-79 years (%)



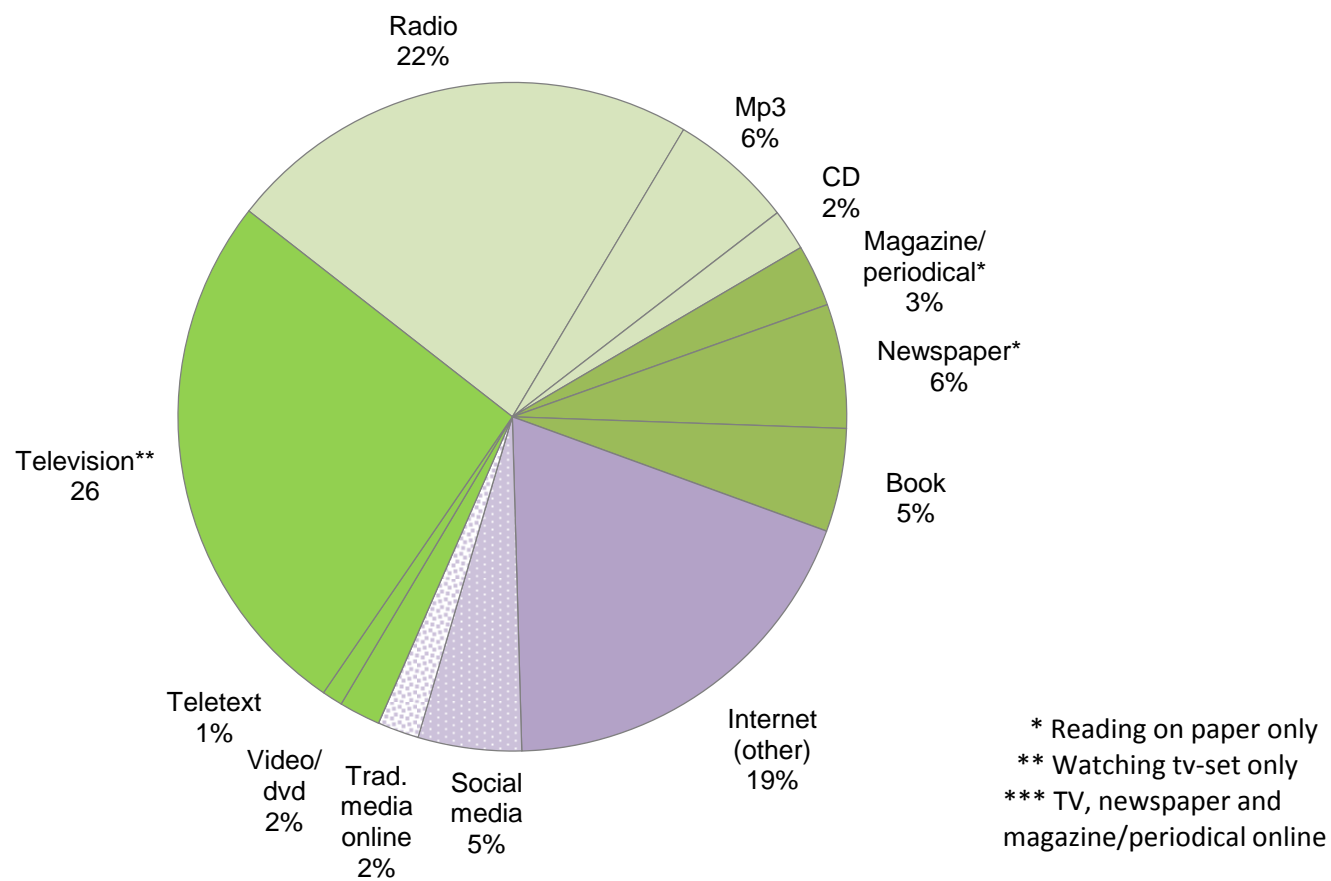
Daily media reach in Sweden 1979–2012

Daily media reach, share of population 9–79 years (%)

	1979	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Radio	73	69	71	73	77	77	77	77	80	82	80	79	79	73	74	74	77	74	73	70	67	67
CD	26	21	20	22	21	20	18	24	31	33	37	39	38	35	35	31	29	27	23	21	18	16
Mp3	10	14	16	18	18	24	28	28
Cassette tape	30	34	38	38	39	35	37	32	25	19	14	9	5	5	4	4	3	–	–	–	–	–
Television	76	74	76	76	80	76	79	84	84	84	88	87	87	85	86	86	85	85	83	86	85	83
Teletext	23	25	29	28	30	26	29	27	26	25	24	23	21	21
Video/dvd	1	5	6	7	10	9	4	10	16	15	17	15	14	14	15	14	15	12	13	11	10	9
Internet	31	35	33	35	42	62	64	68	65	68	74	74
Daily new spaper	80	81	82	81	81	81	81	81	80	77	77	75	73	69
Morning new spaper	74	74	75	75	76	72	73	73	71	72	75	73	73	71	73	72	72	69	68	66	64	61
Evening paper/tabloid	39	36	35	33	36	34	32	29	27	28	28	29	30	31	31	33	31	29	29	31	28	25
Magazine/periodical	49	47	49	47	43	39	41	39	40	41	36	34	34	33
Consumer magazine	..	23	30	22	22	19	18	22	31	29	31	33	31	28	30	30	30	29	29	27	26	26
Trade/technical periodical	..	22	27	26	26	24	26	28	29	26	28	21	19	16	17	15	15	14	12	11	11	11
Book	29	29	31	31	35	31	32	31	44	38	37	38	35	37	38	38	38	37	36	36	36	34
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1	1

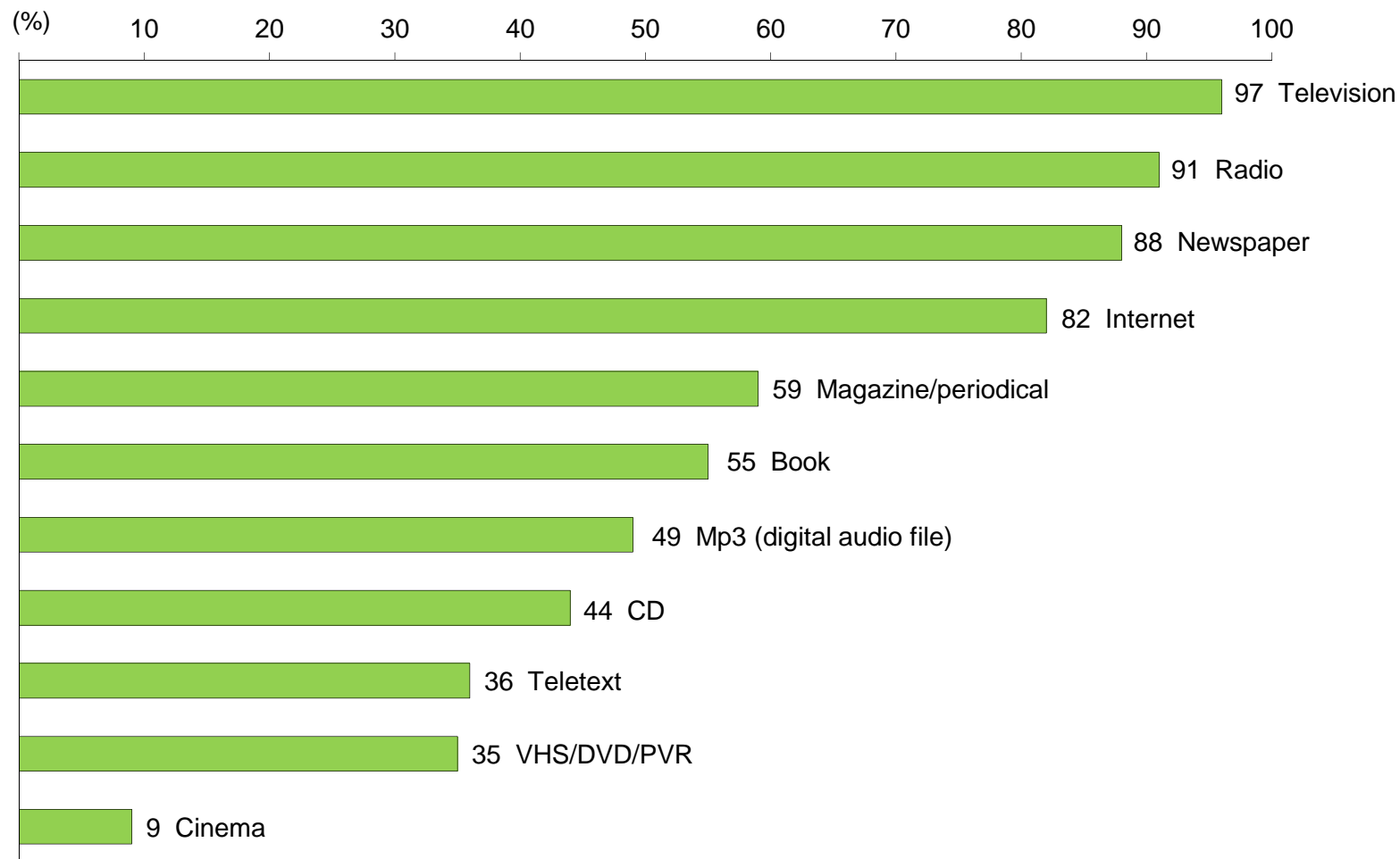
Time spent with media 2012: 6 hours & 5 minutes "Gross Use"

Share of total time spent with media, population 9–79 years (%)



Weekly media reach in Sweden 2012

Weekly media reach 2012, share of population 9–79 years (%)



Media Equipment in households in Sweden 1995–2012

