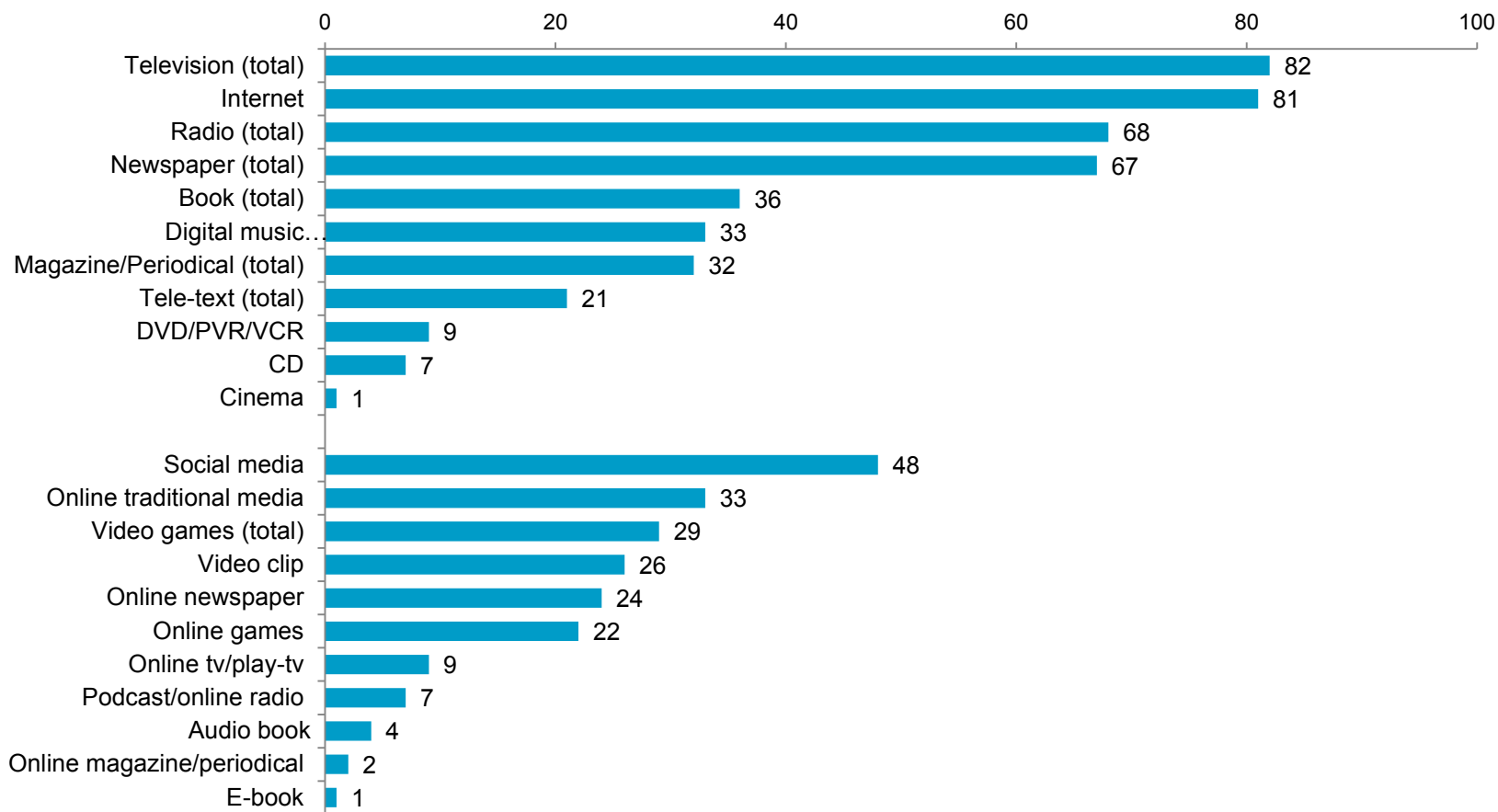


Daily media reach in Sweden 2014

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



Note: (total) refers to aggregated reach on all platforms included in the survey.

Daily media reach in Sweden 2014

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

	Total	Men	Women	Age:				
				9–14	15–24	25–44	45–64	65–79
Television (total)	82	82	82	87	67	74	83	91
Internet (total)	81	83	80	92	98	96	85	56
Radio (total)	68	68	68	40	53	67	75	78
Newspaper (total)	67	66	68	25	45	62	76	84
Book (total)	36	29	43	62	37	31	35	35
Digital music (downloaded/streamed)	33	36	30	60	80	47	20	7
Magazine/periodical (total)	32	27	37	22	15	27	34	45
Teletext (total)	21	26	16	10	5	15	25	33
DVD/PVR/VCR	9	10	8	14	23	11	6	3
CD	7	7	7	2	3	6	8	9
Cinema	1	1	1	0	1	1	0	0
Social media	48	46	50	54	83	71	42	20
Online traditionella media	33	37	29	15	37	52	37	19
Video games (total)	29	32	27	69	50	33	23	13
Video clip	26	31	21	50	60	35	17	6
Online games	22	24	20	58	37	23	16	9
Online newspaper	24	26	22	9	24	37	28	15
Online tv/play-tv	9	9	8	11	15	15	7	3
Podcast/online radio	7	7	6	2	9	12	7	2
Audio book	4	3	5	2	3	4	4	4
Online magazine/periodical	2	3	1	2	3	3	2	1
E-book	1	1	1	1	1	2	1	2

Note: (total) refers to aggregated reach on all platforms included in the survey.

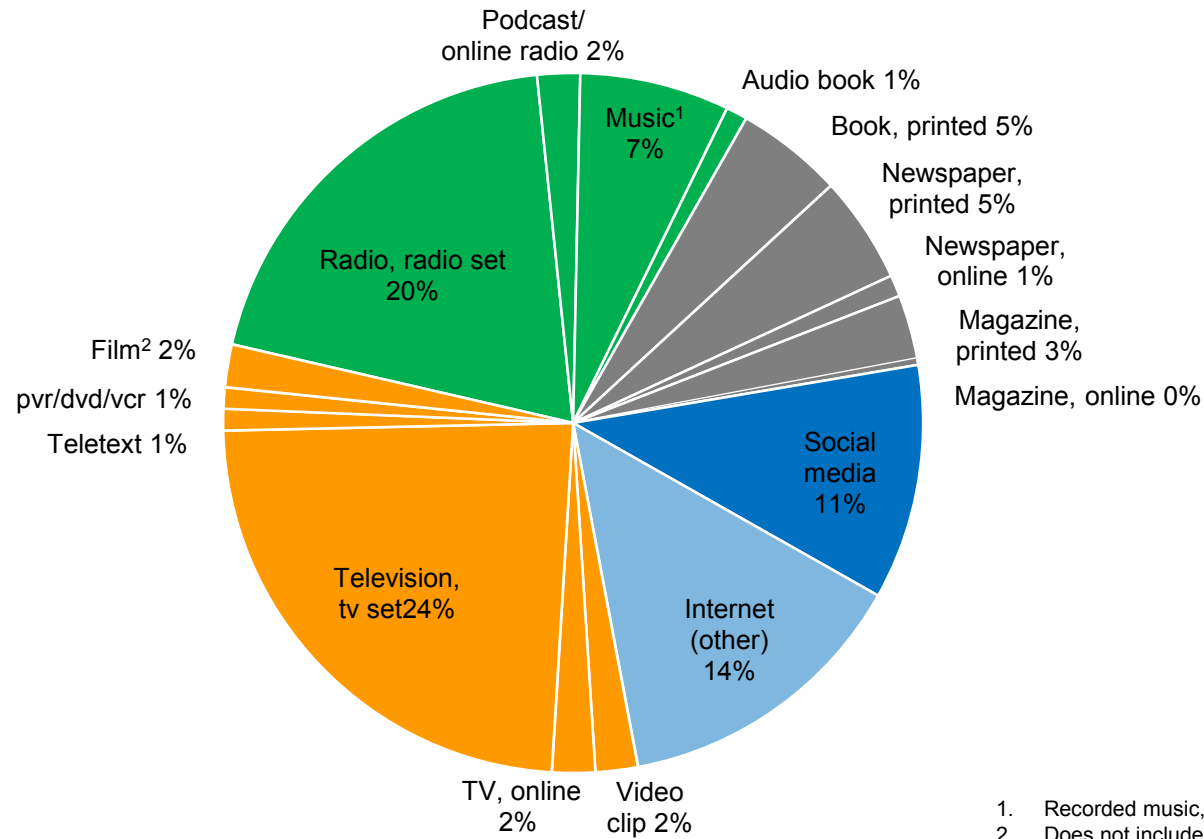
Daily media reach in Sweden 1979–2014

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

	1979	1985	1989	1995	1999	2001	2003	2004	2005	2007	2008	2009	2010	2011	2012	2013	2014
Radio	73	73	77	80	80	79	79	73	74	77	74	73	70	67	67	67	68
CD	26	22	20	31	37	39	38	35	35	29	27	23	21	18	16	8	7
Digital music	10	16	18	18	24	28	28	33	33
Cassette tape	30	38	35	25	14	9	5	5	4	3	–	–	–	–	–	–	–
Television	76	76	76	84	88	87	87	85	86	85	85	83	86	85	83	83	82
Teletext	23	29	28	30	26	29	26	25	24	23	21	21	21	21
VCR/DVD/PVR	1	7	9	16	17	15	14	14	15	15	12	13	11	10	9	9	9
Internet	31	35	33	35	42	64	68	65	68	74	74	77	81
Daily newspaper	80	82	81	81	81	81	80	77	77	75	73	69	66	67
Morning newspaper	74	75	72	71	75	73	73	71	73	72	69	68	66	64	61	56	57
Evening newspaper	39	33	34	27	28	29	30	31	31	31	29	29	31	28	25	25	26
Magazine/periodical	49	49	47	43	39	41	40	41	36	34	34	33	33	32
Consumer magazine	..	22	19	31	31	33	31	28	30	30	29	29	27	26	26	25	25
Technical periodical	..	26	24	29	28	21	19	16	17	15	14	12	11	11	11	11	11
Book	29	31	31	44	37	38	35	37	38	38	37	36	36	36	34	34	36
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1	1

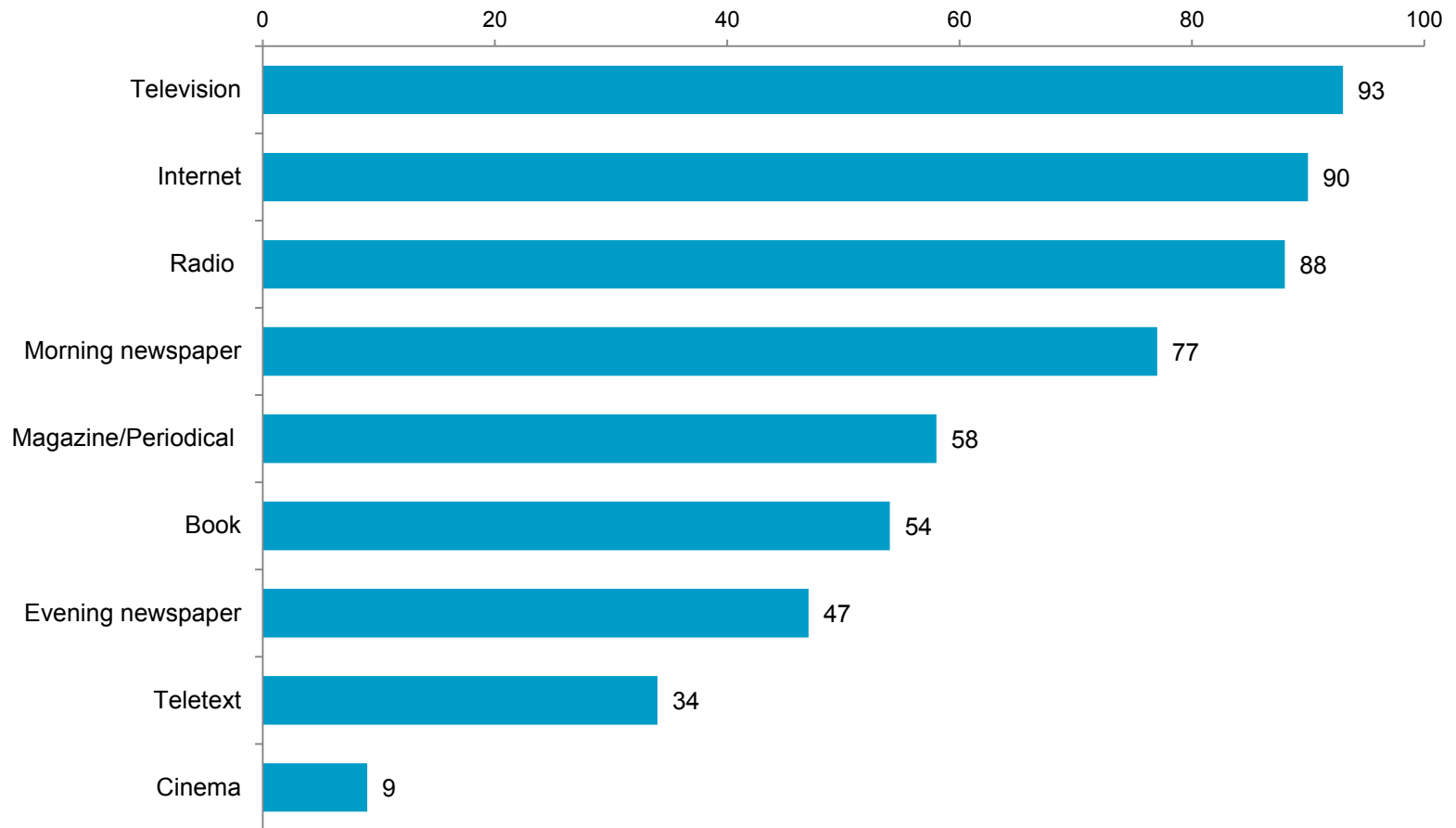
Time spent with media 2014: 6 hours & 20 minutes "Gross Use"

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



Weekly media reach in Sweden 2014

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



Media Equipment in households in Sweden 1995–2014

Access to media and communication equipment, share of population 9–79 years (%)

