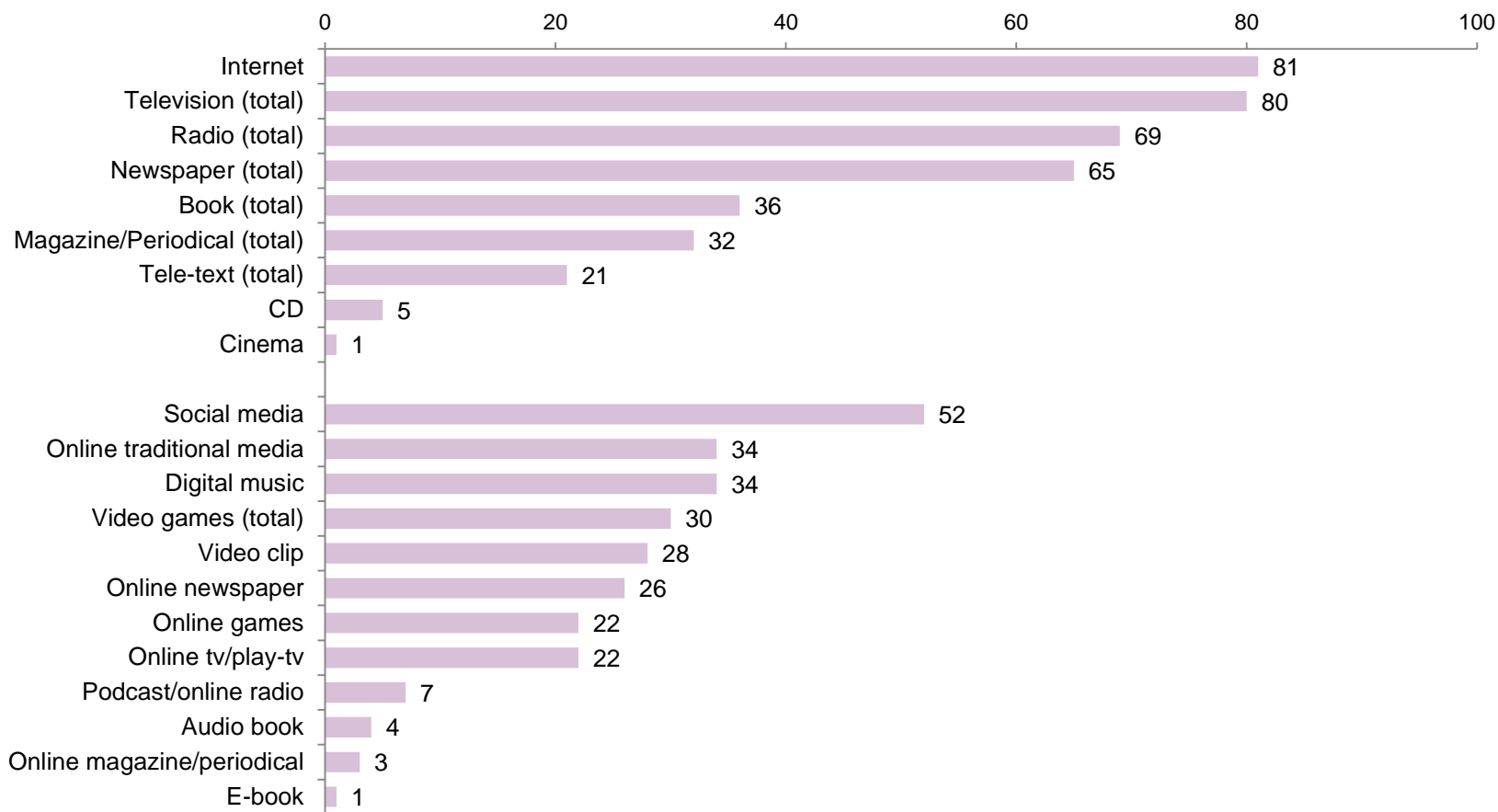


Daily media reach in Sweden 2015

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 2015

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

	Total	Sex		Age					Training		
		Men	Women	9–14	15–24	25–44	45–64	65–79	Low	Between	High
Internet (total)	81	83	78	94	97	93	82	59	52	82	86
Television (total)	80	80	80	89	78	75	78	83	79	80	78
Radio (total)	69	69	68	41	52	67	77	78	75	72	72
Newspaper (total)	65	66	64	21	41	63	74	83	76	67	73
Book (total)	36	30	42	61	35	33	30	36	22	26	42
Magazine/periodical (total)	32	28	36	19	14	27	34	46	38	30	37
Teletext	21	26	16	10	7	14	24	33	31	22	21
CD	5	5	5	2	2	4	6	7	5	4	6
Cinema	1	1	1	1	1	0	1	1	0	1	1
Social media	52										
Online traditionella media	34	38	29	15	38	53	35	23	21	36	42
Digital music (downloaded/streamed)	34	37	30	68	79	46	21	7	12	31	32
Video games (total)	30	32	27	66	48	32	23	15	18	27	25
Video clip	28	33	22	60	61	35	18	7	12	25	25
Online newspaper	26	28	24	9	26	40	28	19	19	27	33
Online games	22	25	19	58	38	22	16	9	12	21	16
Online tv/play-tv	22	24	19	33	41	28	17	9	10	22	21
Movie online	8	10	7	16	23	10	5	1	3	8	7
Podcast/online radio	7	8	6	4	14	12	7	2	4	7	10
Audio book	4	3	5	3	3	5	5	3	2	4	5
Online magazine/periodical	3	4	2	3	4	5	3	1	2	2	4
4E-book	1	1	1	1	3	2	1	1	0	1	2

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

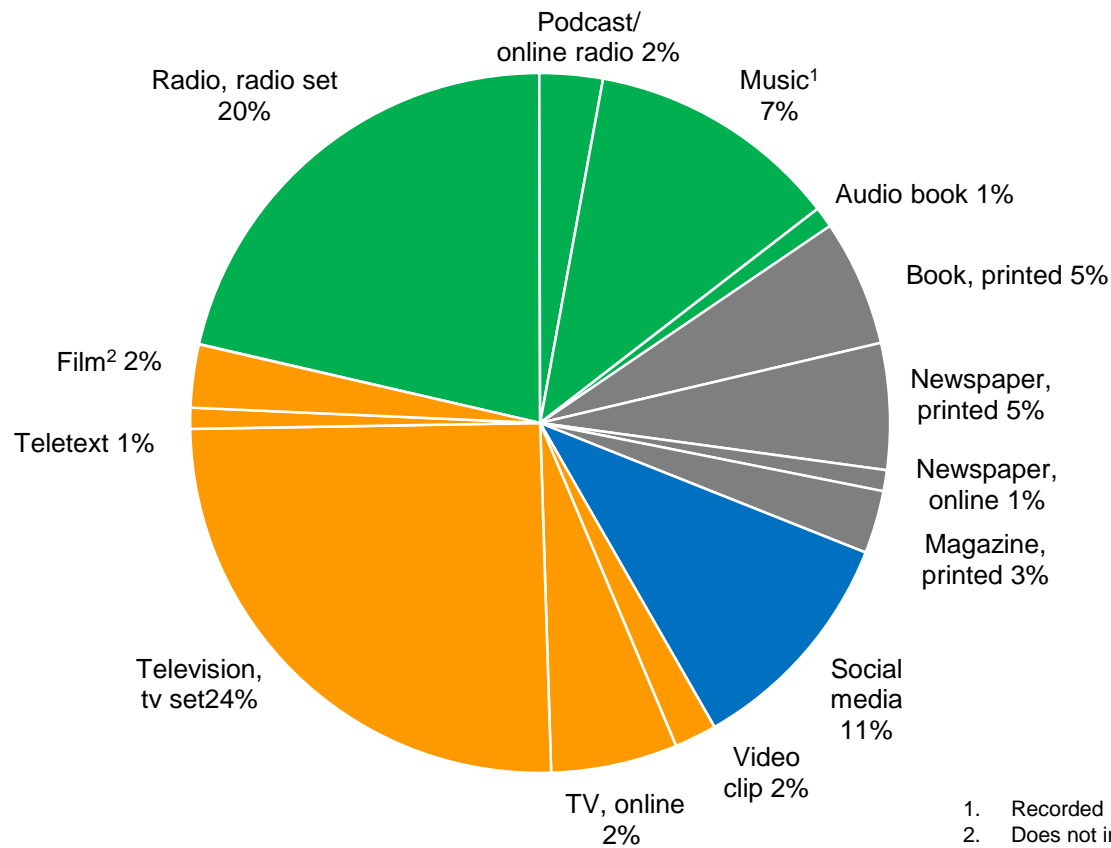
Daily media reach in Sweden 1979–2015

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

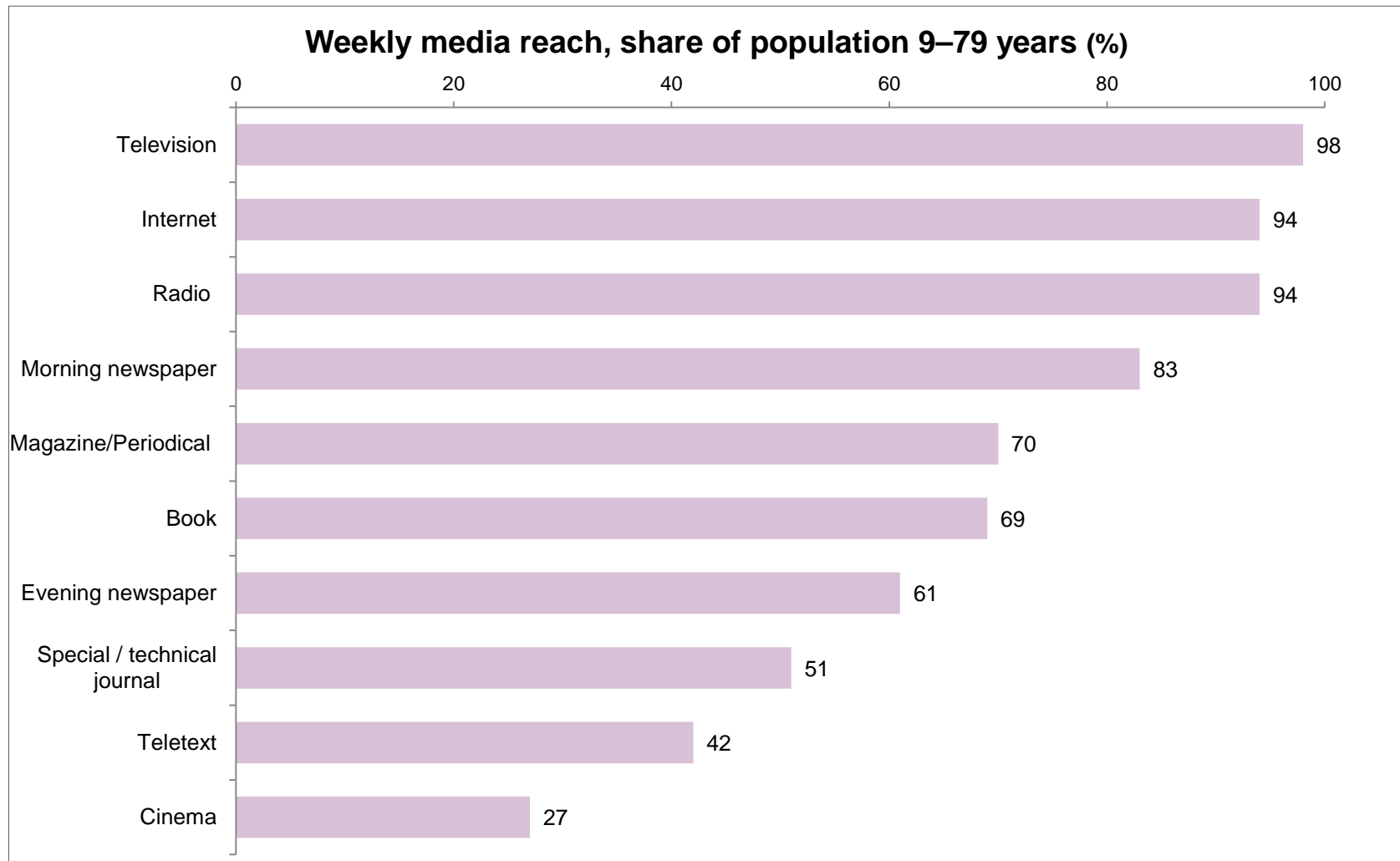
	1979	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2001	2003	2005	2007	2009	2010	2011	2012	2013	2014	2015
Radio	73	69	71	73	77	77	77	77	80	82	80	79	79	74	77	73	70	67	67	67	68	69
Fonogram	43	41	36	40	42	40	40	40	38
Cassette tape	30	34	38	38	39	35	37	32	25	19	14	9	5	4	3
Cd	26	21	20	22	21	20	18	24	31	33	37	39	38	35	29	23	21	18	16	8	7	5
Stored/streamed music	10	16	18	24	28	28	33	33	34
Tv	76	74	76	76	80	76	79	84	84	84	88	87	87	86	85	83	86	85	83	83	82	80
Teletext	23	25	29	28	30	29	26	24	23	21	21	21	21	21
Internet (total)	31	35	33	42	64	65	68	74	74	77	81	81
Social medier	26	35	42	47	47	48	52
Traditional media digital	25	28	31	32	32	33	34
Daily newspaper(total)	80	81	82	81	81	81	80	77	75	73	69	66	67	65
Morning newspaper	74	74	75	75	76	72	73	73	71	72	75	73	73	73	72	68	66	64	61	56	57	55
Evening newspaper	39	36	35	33	36	34	32	29	27	28	28	29	30	31	31	29	31	28	25	25	26	27
Magazine(total)	49	47	49	47	43	41	40	36	34	34	33	33	32	32
Weekly/monthly	..	33	30	22	22	19	18	22	31	29	31	33	31	30	30	29	27	26	26	25	25	24
Special/technical journal	..	22	27	26	26	24	26	28	29	26	28	21	19	17	15	12	11	11	11	11	11	12
Book	29	29	31	31	35	31	32	31	44	38	37	38	35	38	38	36	36	36	34	34	36	36
Fiction/children and young adults	24	24	29	27	29	29	27	26	26	26	25	28	27
Nonfiction/courses and textbooks	16	14	11	7	10	8	8	7	7	7	7	8	8
Other book	2	3	4	5	6	6	5	3	3	2
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Time spent with media 2015: 5 hours & 33 minutes "Gross Use"

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



Weekly media reach in Sweden 2015



Media Equipment in households in Sweden 1995–2015

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

