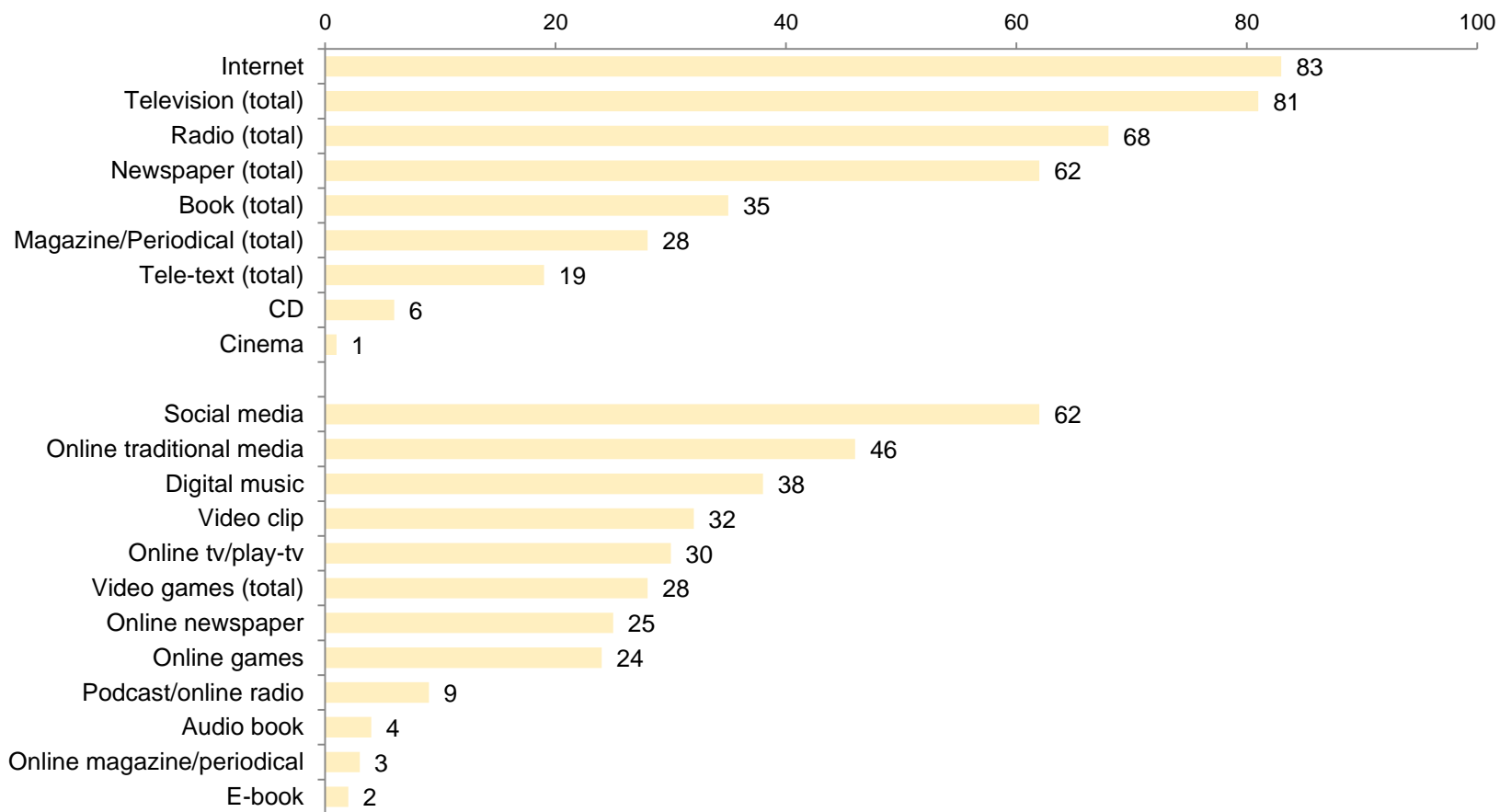


Daily media reach in Sweden 2016

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 2016

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
Alla plattformar											
Internet (total)	83	85	81	92	97	96	86	63	53	80	88
Television (total)	81	81	81	85	81	78	82	81	80	82	80
Radio (total)	68	70	66	43	47	63	78	80	78	77	74
Newspaper (total)	62	63	61	17	33	54	74	84	73	70	76
Book (total)	35	29	41	58	33	32	29	36	19	27	40
Magazine/periodical (total)	28	25	31	16	11	21	32	39	32	30	33
Teletext	19	23	14	8	6	9	23	32	31	26	19
CD	6	6	6	1	2	5	8	8	6	8	7
Cinema	1	1	0	1	1	1	1	0	0	1	0
Sociala media											
Online traditionella media	62	59	65	74	94	84	59	31	27	55	62
Digital music	46	49	43	47	64	61	47	27	23	43	49
Lagrad/strömmad musik ³	38	39	36	65	83	55	27	8	12	25	31
Video clip	32	36	28	70	69	42	21	9	10	23	24
Online tv/play-tv	30	32	27	45	55	41	23	11	11	22	27
Video games (total)	28	30	26	72	43	30	20	14	12	22	21
Online newspaper	25	27	22	4	19	35	32	19	15	28	32
Online games	24	26	22	68	39	26	17	10	8	19	17
Podcast/online radio	9	10	9	6	10	15	11	5	3	10	12
Movie online	7	8	7	13	20	10	4	1	1	4	5
Audio book	4	3	5	4	3	6	4	3	2	4	5
Online magazine/periodical	3	3	2	1	4	4	3	1	1	2	3
E-book	2	2	2	2	2	2	2	1	1	1	2

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

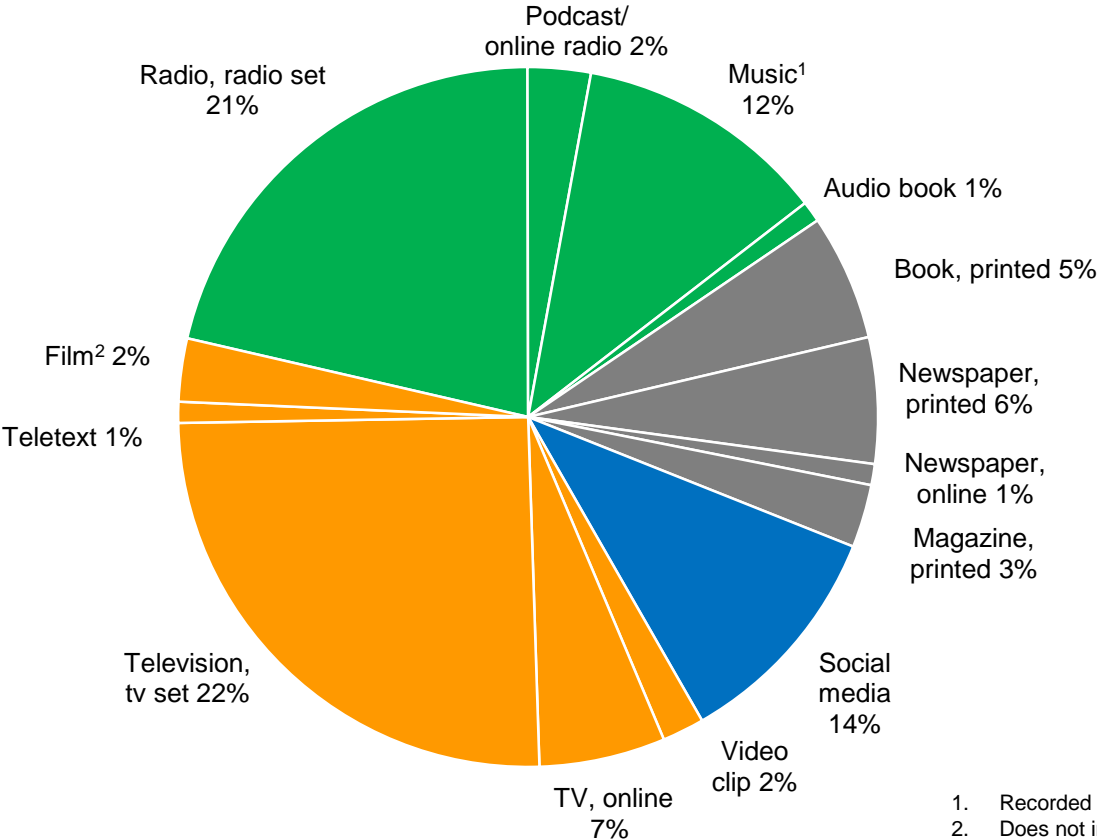
Daily media reach in Sweden 1979–2016

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

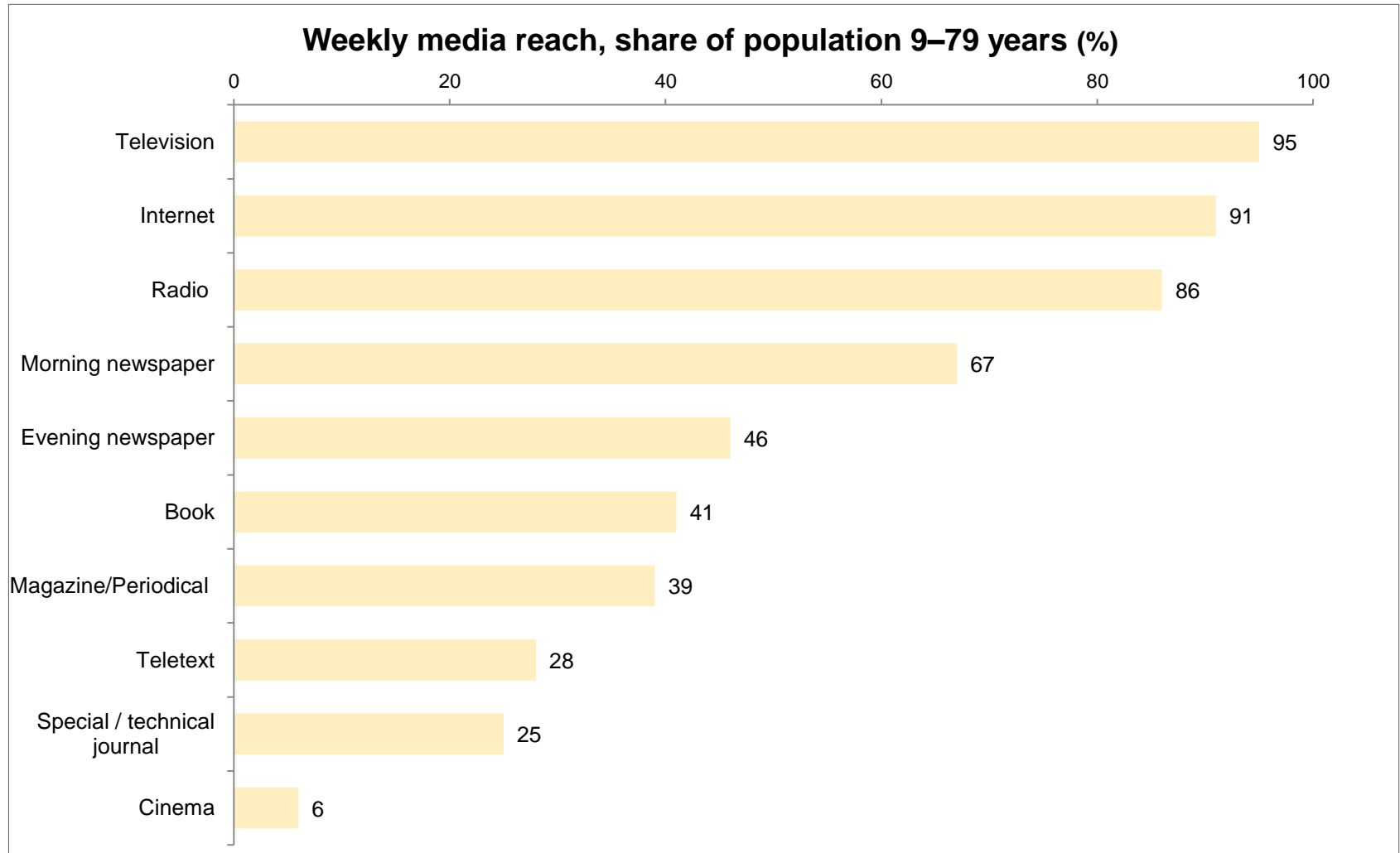
	1979	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2001	2003	2005	2007	2009	2011	2013	2014	2015	2016
Radio	73	69	71	73	77	77	77	77	80	82	80	79	79	74	77	73	67	67	68	69	68
Fonogram	43	41	36	42	40	40	38	43
Cassette tape	30	34	38	38	39	35	37	32	25	19	14	9	5	4	3
Cd	26	21	20	22	21	20	18	24	31	33	37	39	38	35	29	23	18	8	7	5	6
Stored/streamed music	10	16	18	28	33	33	34	38
Tv	76	74	76	76	80	76	79	84	84	84	88	87	87	86	85	83	85	83	82	80	81
Teletext	23	25	29	28	30	29	26	24	21	21	21	21	19
Internet (total)	31	35	33	42	64	65	74	77	81	81	83
Social medier	26	42	47	48	52	62
Traditional media digital	25	31	32	33	34	46
Daily newspaper(total)	80	81	82	81	81	81	80	77	73	66	67	65	62
Morning newspaper	74	74	75	75	76	72	73	73	71	72	75	73	73	73	72	68	64	56	57	55	51
Evening newspaper	39	36	35	33	36	34	32	29	27	28	28	29	30	31	31	29	28	25	26	27	26
Magazine(total)	49	47	49	47	43	41	40	36	34	33	32	32	28
Weekly/monthly	..	33	30	22	22	19	18	22	31	29	31	33	31	30	30	29	26	25	25	24	21
Special/technical journal	..	22	27	26	26	24	26	28	29	26	28	21	19	17	15	12	11	11	11	12	11
Book	29	29	31	31	35	31	32	31	44	38	37	38	35	38	38	36	36	34	36	36	35
Fiction/children and young adults	24	24	29	27	29	29	27	26	25	28	27	26
Nonfiction/courses and textbooks	16	14	11	7	10	8	8	7	7	8	8	6
Other book	2	3	4	5	6	3	3	2	3
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1

Time spent with media 2016: 340 minutes "Gross Use"

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



Weekly media reach in Sweden 2016



Media Equipment in households in Sweden 1995–2016

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

