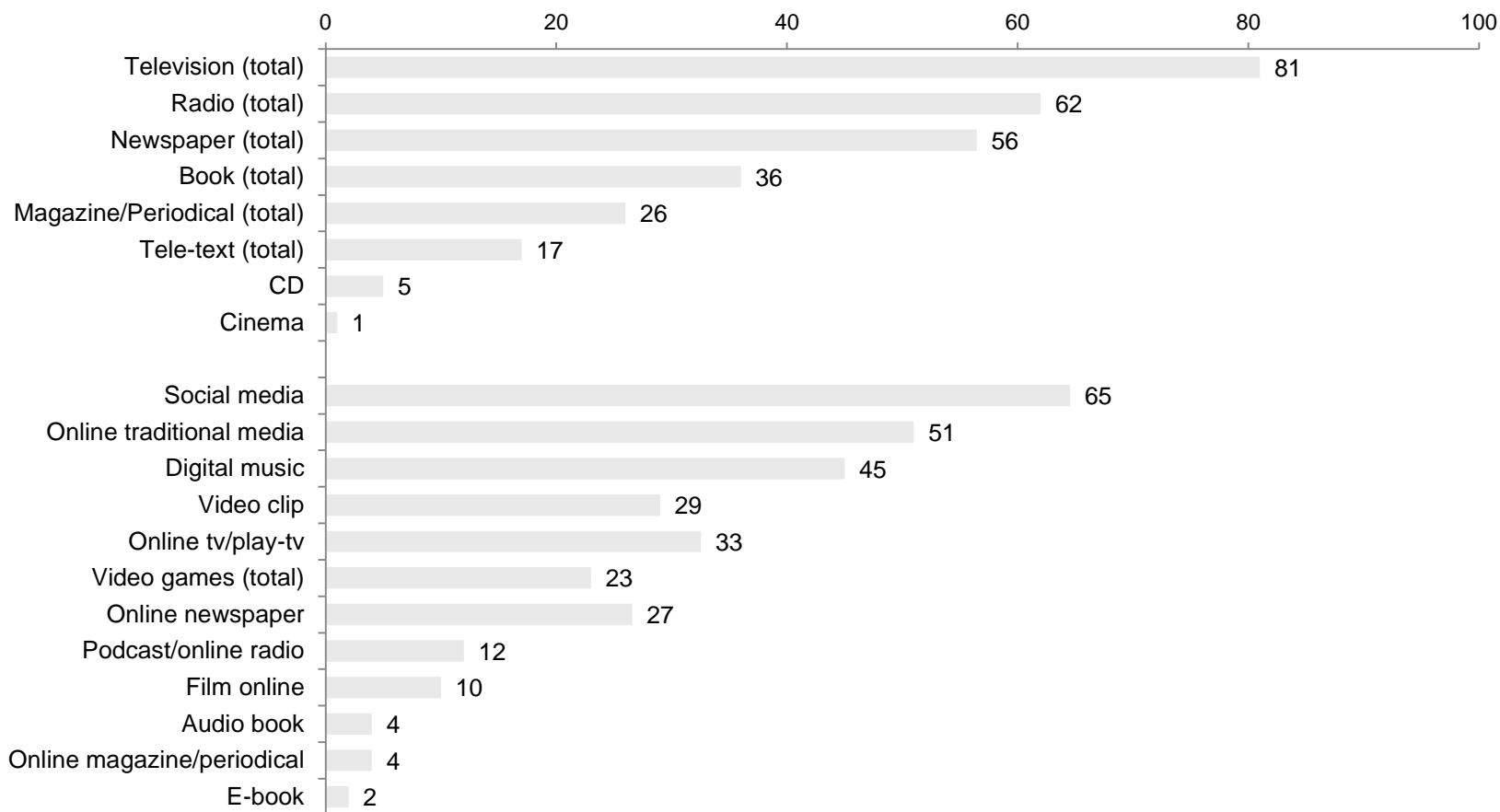


Daily media reach in Sweden 2017

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 2017

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
<i>All platforms</i>											
Television (total)	81	82	80	86	79	79	80	82	76	82	81
Radio (total)	62	61	63	41	44	60	69	75	72	69	68
Newspaper (total)	56	57	56	13	31	49	68	80	69	65	70
Book (total)	36	30	44	60	36	31	31	39	24	28	41
Magazine/periodical (total)	26	23	28	15	13	20	29	37	33	28	30
Teletext	17	20	13	7	7	8	22	29	29	21	18
CD	5	5	5	1	1	3	7	8	7	6	7
Cinema	1	1	1	1	1	1	1	1	0	1	1
<i>Digital platforms</i>											
Sociala media	65	60	69	73	93	85	60	33	31	55	66
Online traditionella media	51	53	47	49	64	64	50	32	26	46	55
Digital music	49	50	49	74	86	62	39	19	20	35	45
Lagrad/strömmad musik ³	29	32	25	57	59	36	17	7	8	19	22
Video clip	33	35	30	46	53	43	26	13	13	26	31
Online tv/play-tv	23	27	20	59	35	22	16	12	11	17	17
Video games (total)	27	28	25	4	19	35	34	24	18	28	37
Online newspaper	12	11	13	8	18	19	11	5	6	10	13
Movie online	10	11	10	20	25	13	6	2	4	5	7
Audio book	4	3	5	5	3	6	4	3	2	4	5
Online magazine/periodical	4	5	3	1	6	5	5	3	4	4	4
E-book	2	2	2	3	2	3	2	1	2	1	2

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

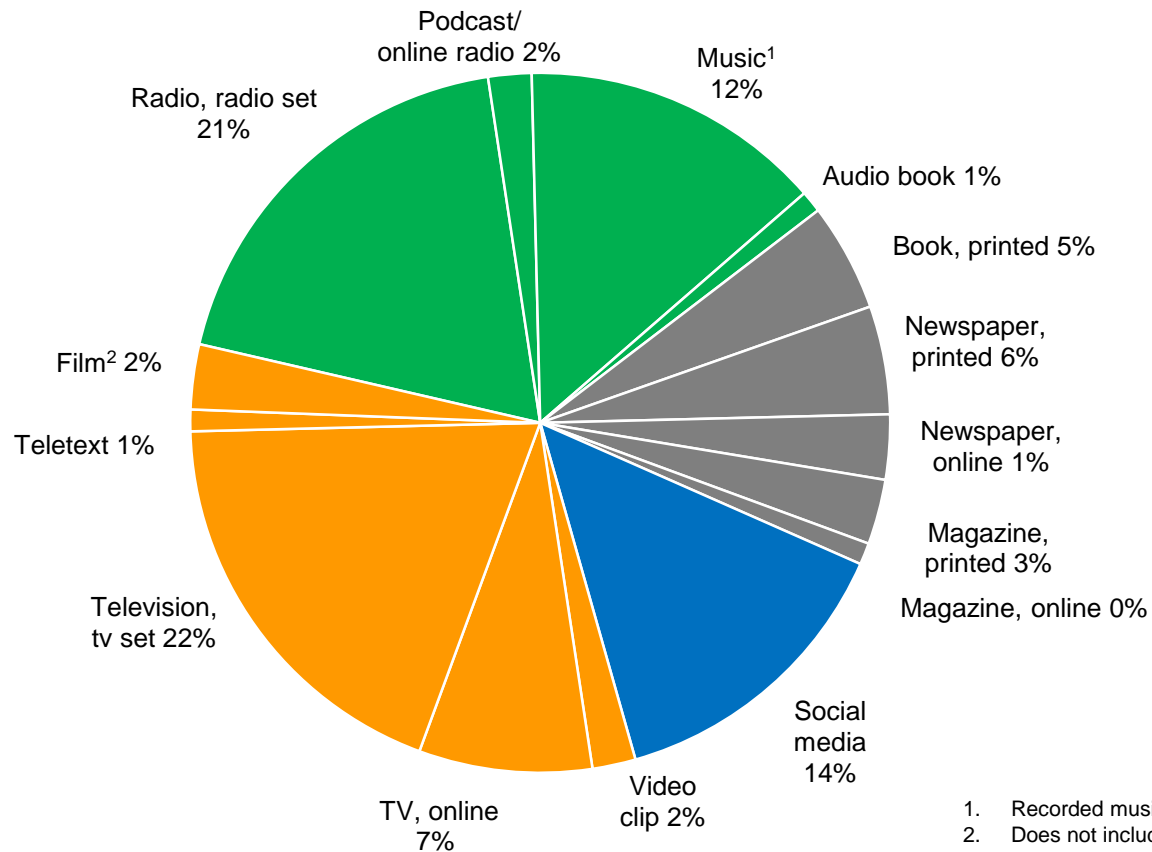
Daily media reach in Sweden 1981-2017

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

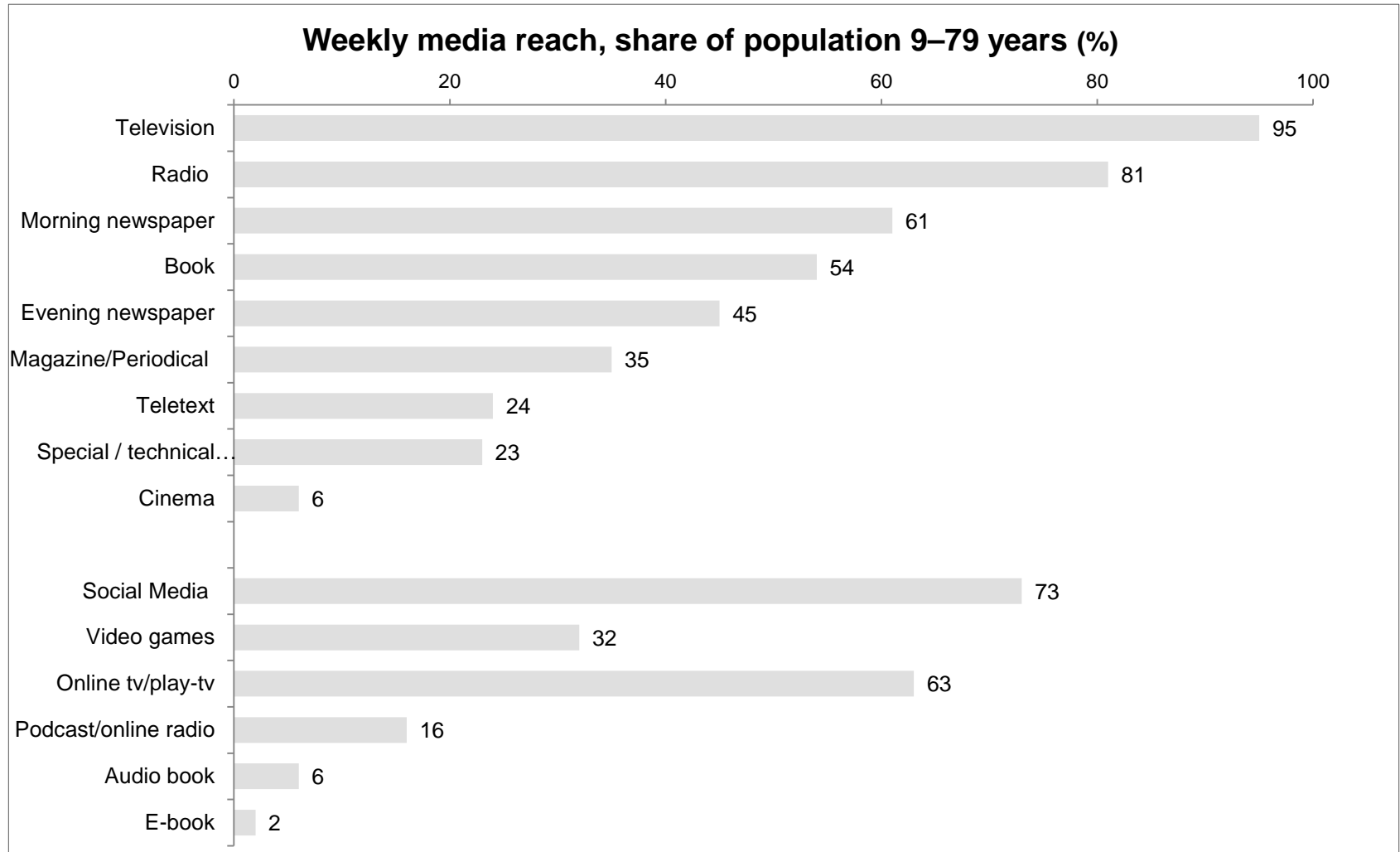
	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2001	2003	2005	2007	2009	2011	2013	2015	2017
Radio	69	71	73	77	77	77	77	80	82	80	79	79	74	77	73	67	67	69	62
Fonogram	43	41	36	42	40	38	49
Cassette tape	34	38	38	39	35	37	32	25	19	14	9	5	4	3
Cd	21	20	22	21	20	18	24	31	33	37	39	38	35	29	23	18	8	5	5
Stored/streamed music	10	16	18	28	33	34	45
Tv	74	76	76	80	76	79	84	84	84	88	87	87	86	85	83	85	83	80	81
Teletext	23	25	29	28	30	29	26	24	21	21	21	17
Internet (total)	31	35	33	42	64	65	74	77	81	..
Social medier	26	42	47	52	65
Traditional media digital	25	31	32	34	51
Daily newspaper(total)	80	81	82	81	81	81	80	77	73	66	65	56
Morning newspaper	74	75	75	76	72	73	73	71	72	75	73	73	73	72	68	64	56	55	44
Evening newspaper	36	35	33	36	34	32	29	27	28	28	29	30	31	31	29	28	25	27	26
Magazine(total)	49	47	49	47	43	41	40	36	34	33	32	26
Weekly/monthly	33	30	22	22	19	18	22	31	29	31	33	31	30	30	29	26	25	24	19
Special/technical journal	22	27	26	26	24	26	28	29	26	28	21	19	17	15	12	11	11	12	10
Book	29	31	31	35	31	32	31	44	38	37	38	35	38	38	36	36	34	36	36
Fiction/children and young adults	24	24	29	27	29	29	27	26	25	27	27
Nonfiction/courses and textbooks	16	14	11	7	10	8	8	7	7	8	9
Other book	2	3	4	5	6	3	2	2
Cinema	1	1	1	1	1	1	1	1	1	1	1	1

Time spent with media 2017: 359 minutes "Gross Use"

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



Weekly media reach in Sweden 2017



Media Equipment in households in Sweden 1995–2017

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

