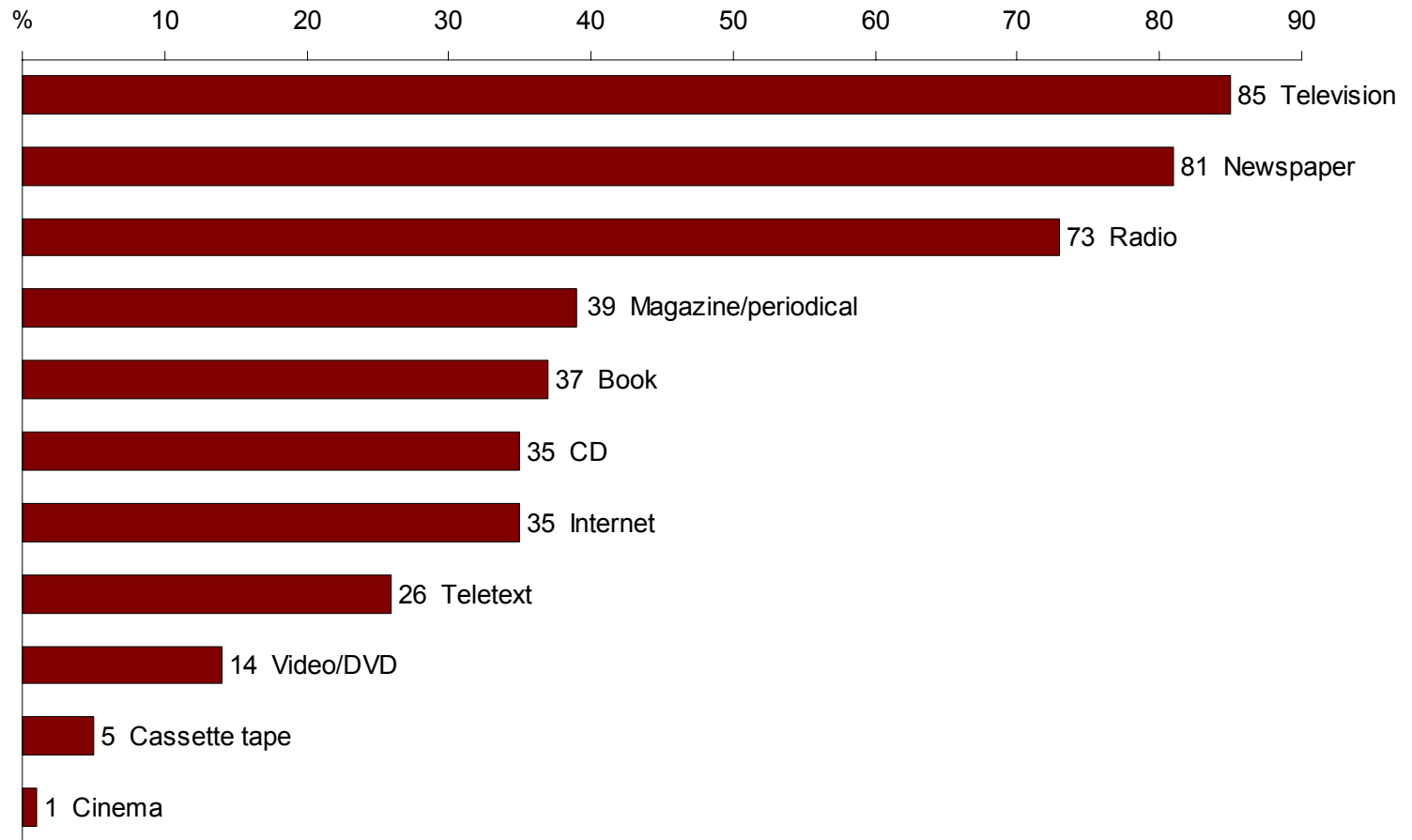


Daily Media Reach in Sweden 2004

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



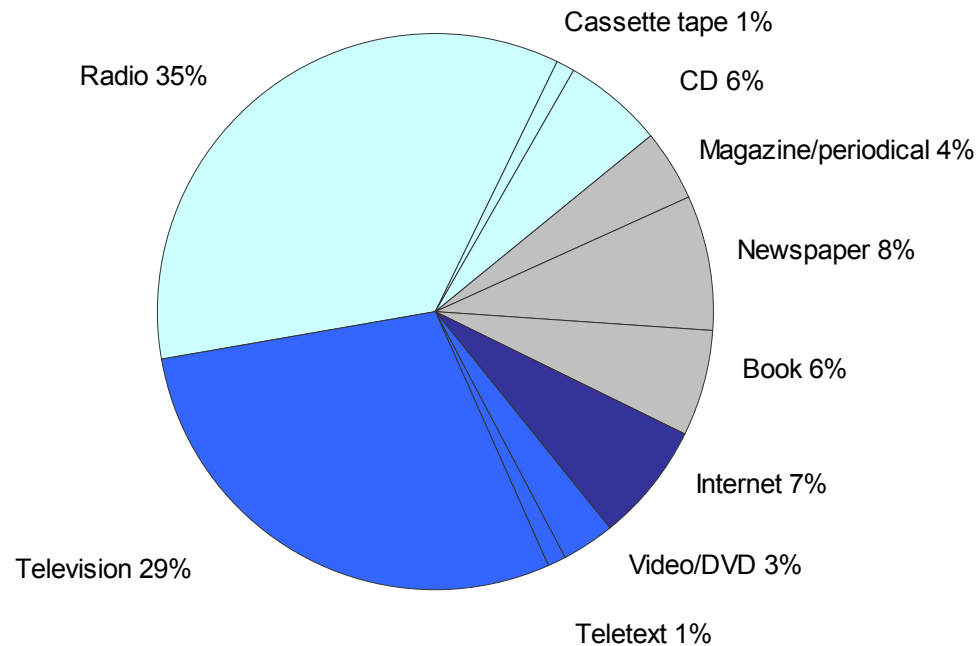
Daily Media Reach in Sweden 1979–2004

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

	1979	1981	1983	1985	1987	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Radio	73	69	71	73	77	77	78	77	78	77	82	80	81	82	80	80	80	79	79	79	73
Cassette tape	30	34	38	38	39	35	34	37	35	32	26	25	21	19	18	14	12	9	9	5	5
CD	26	21	20	22	21	20	18	18	23	24	25	31	30	33	35	37	37	39	39	38	35
Television	76	74	76	76	80	76	79	79	80	84	85	84	84	84	86	88	88	87	85	87	85
Teletext	21	23	25	25	28	29	31	28	28	30	26
Video/DVD	1	5	6	7	10	9	6	4	6	10	14	16	18	15	16	17	15	15	14	14	14
Internet	21	31	32	35	32	33	35
Daily Newspaper	83	80	81	81	84	82	85	81	82	81	81
Morning newspaper	74	74	75	75	76	72	74	73	71	73	73	71	71	72	75	75	74	73	74	73	71
Evening newspaper/tabloid	39	36	35	33	36	34	32	32	30	29	30	27	28	28	27	28	28	29	28	30	31
Magazine/periodical	51	49	49	47	50	49	54	47	42	43	39
Consumer magazine	..	23	30	22	22	19	20	18	19	22	30	31	29	29	31	31	33	33	29	31	28
Trade/technical periodical	..	22	27	26	26	24	28	26	24	28	31	29	28	26	27	28	32	21	19	19	16
Book	29	29	31	31	35	31	34	32	33	31	43	44	40	38	39	37	39	38	39	35	37
Cinema	1	1	1	1	1	1	1	1	1	1	1

Time Spent with Media 2004: 5 Hours & 51 Minutes "Gross Use"

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



Weekly Media Reach in Sweden 2004

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

