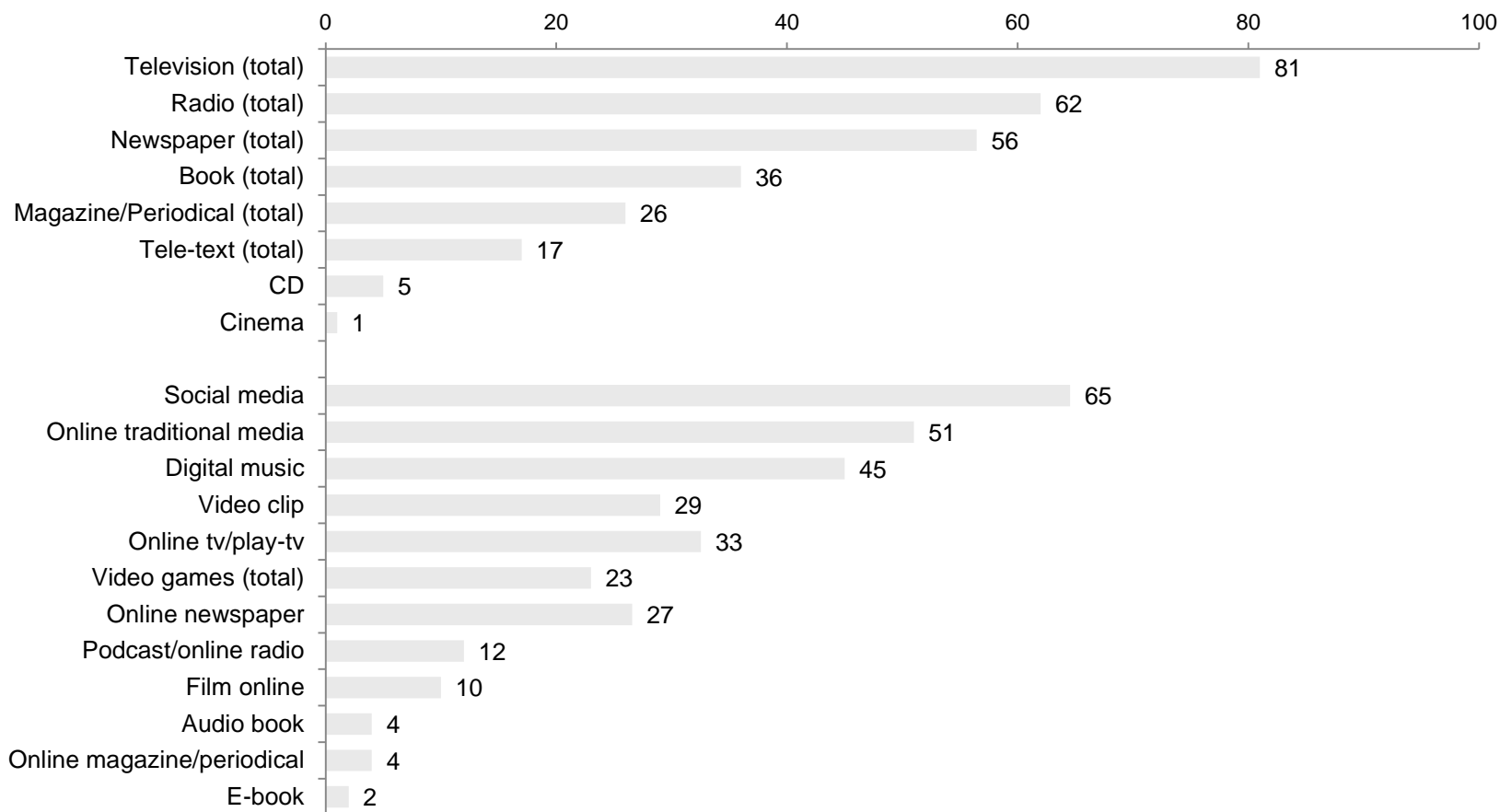


# Daily media reach in Sweden 2017

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 <sup>3</sup>	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.

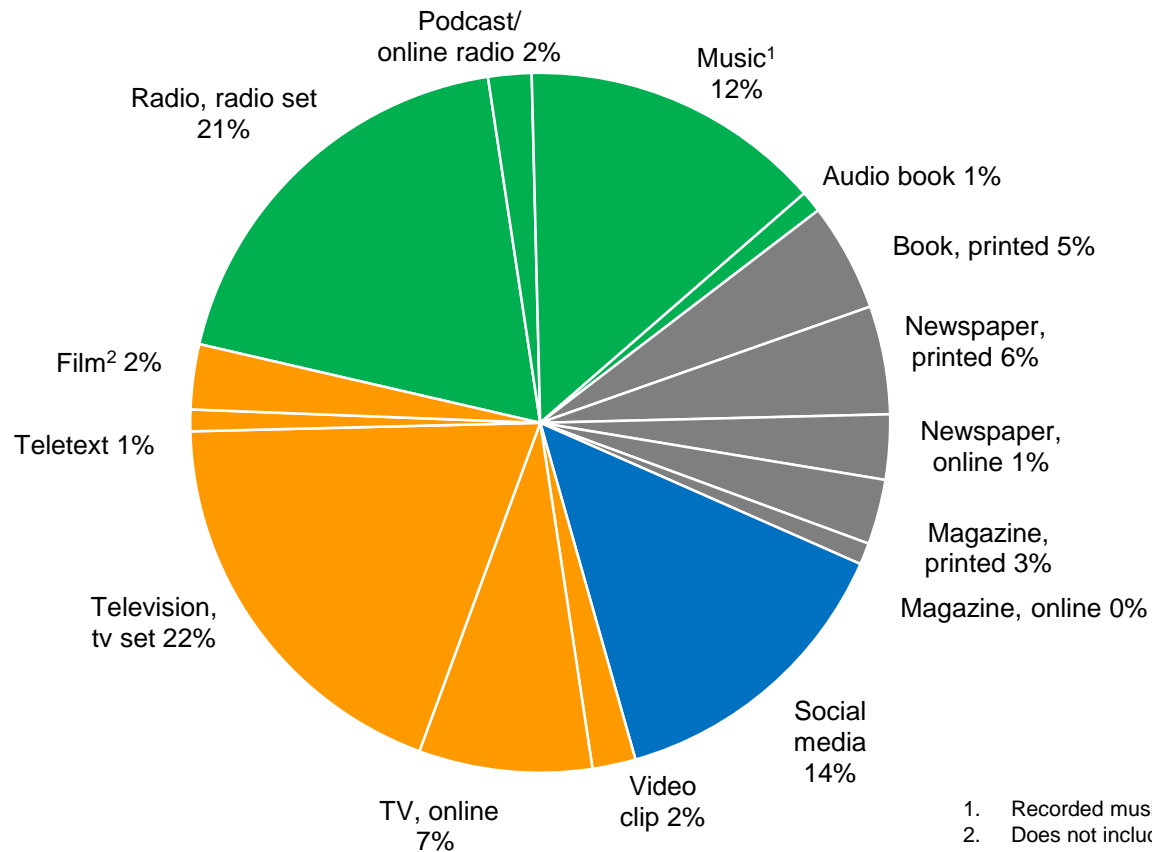
# Daily media reach in Sweden 1981-2017

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

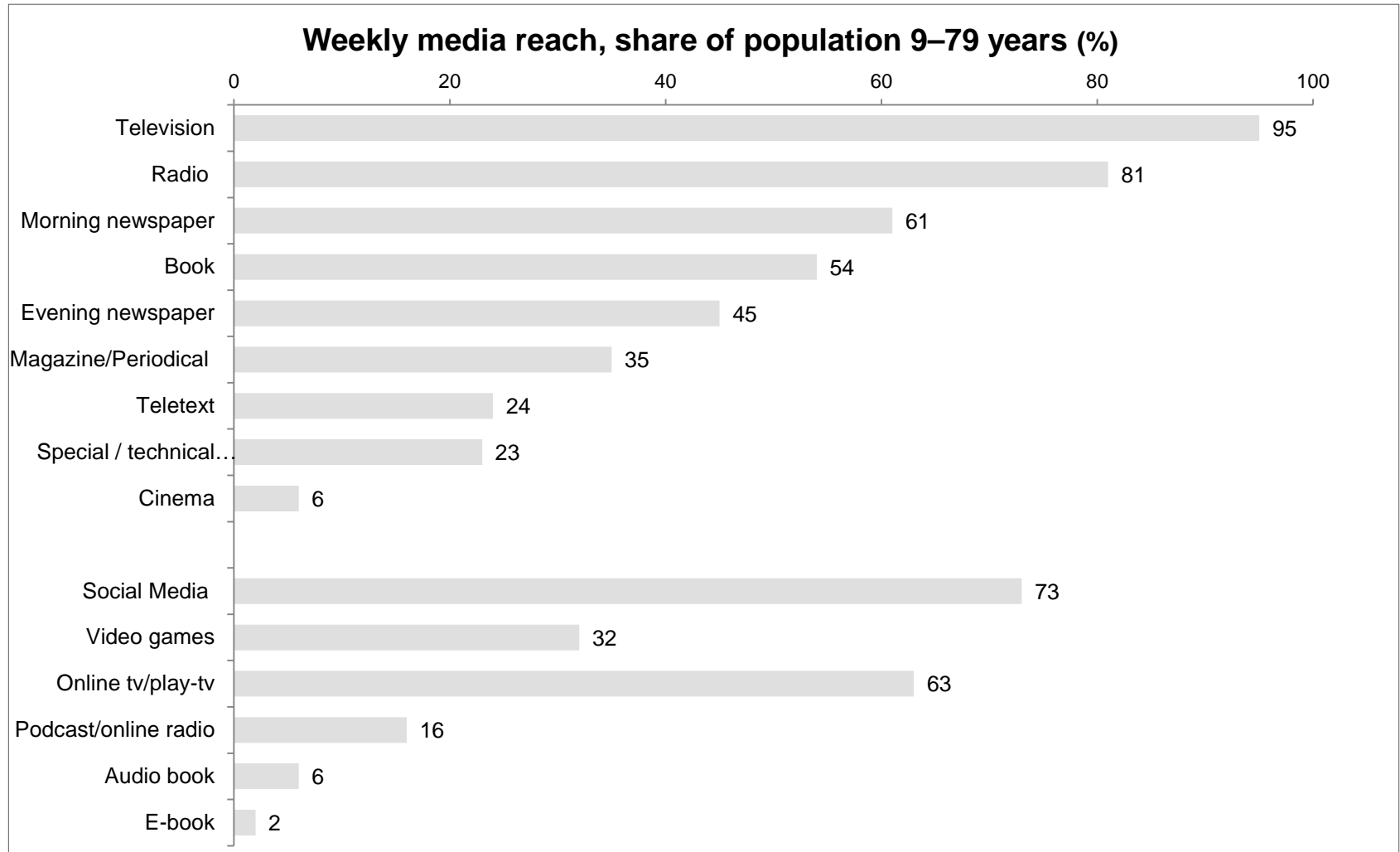
	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2001	2003	2005	2007	2009	2011	2013	2015	2017
Radio	69	71	73	77	77	77	77	80	82	80	79	79	74	77	73	67	67	69	62
Fonogram	..	..	..	..	..	..	..	..	..	..	..	..	43	41	36	42	40	38	49
Cassette tape	34	38	38	39	35	37	32	25	19	14	9	5	4	3	..	..	..	..	..
Cd	21	20	22	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 (%)

