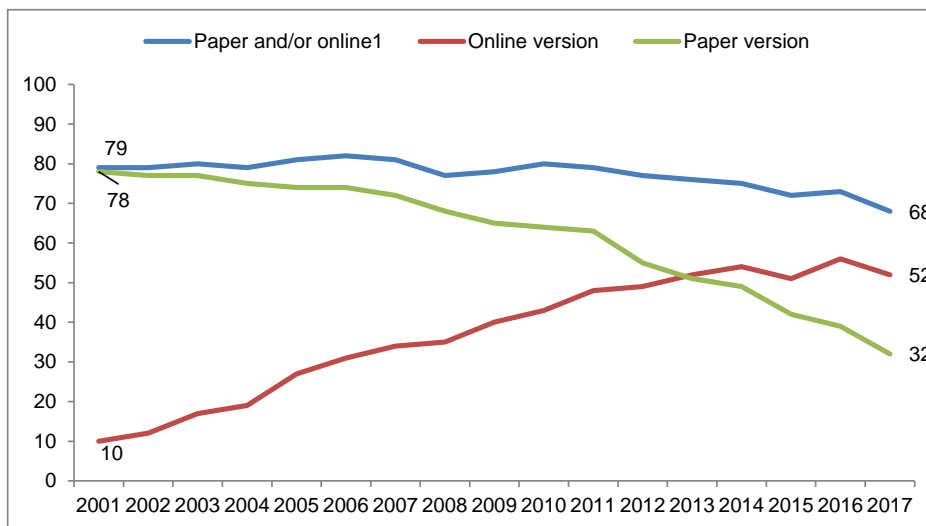
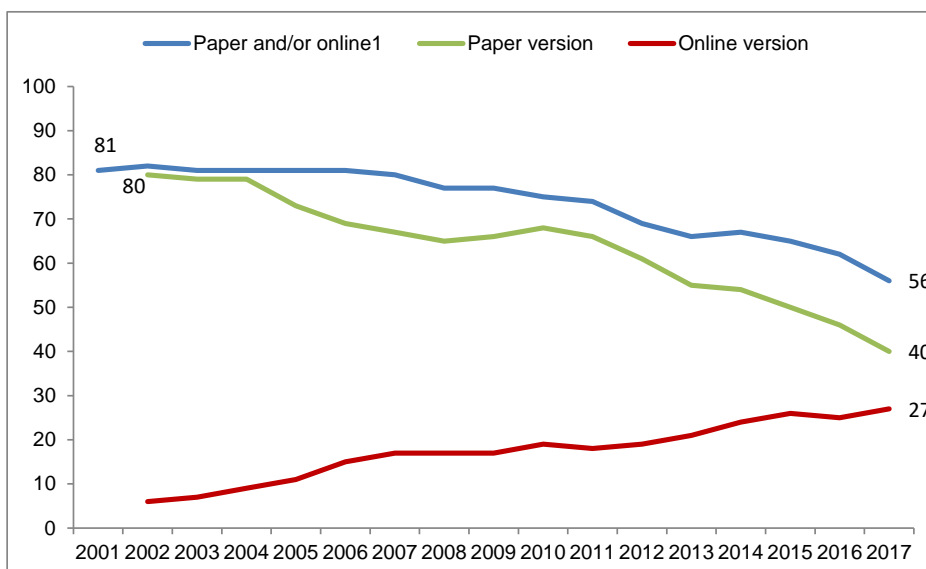


## Newspaper readership in Norway and Sweden: Daily reach – total, print and online – 2001-2017 (per cent)

### NORWAY



### SWEDEN



DATA: Newspaper readership in Norway and Sweden: Daily reach – total, print and online – 2001-2017 (per cent)

NORWAY	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Paper and/or online <sup>1</sup>	79	79	80	79	81	82	81	77	78	80	79	77	76	75	72	73	68
Online version	10	12	17	19	27	31	34	35	40	43	48	49	52	54	51	56	52
Paper version	78	77	77	75	74	74	72	68	65	64	63	55	51	49	42	39	32

SWEDEN	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Paper and/or online <sup>1</sup>	81	82	81	81	81	81	80	77	77	75	74	69	66	67	65	62	56
Paper version		80	79	79	73	69	67	65	66	68	66	61	55	54	50	46	40
Online version		6	7	9	11	15	17	17	17	19	18	19	21	24	26	25	27

<sup>1</sup> Includes newspaper reading independent of platform.

Sources:

[Statistics Norway \(Norwegian Media Barometer\)](#)

[Nordicom-Sweden \(Nordicom-Swedens Media Barometer\)](#).