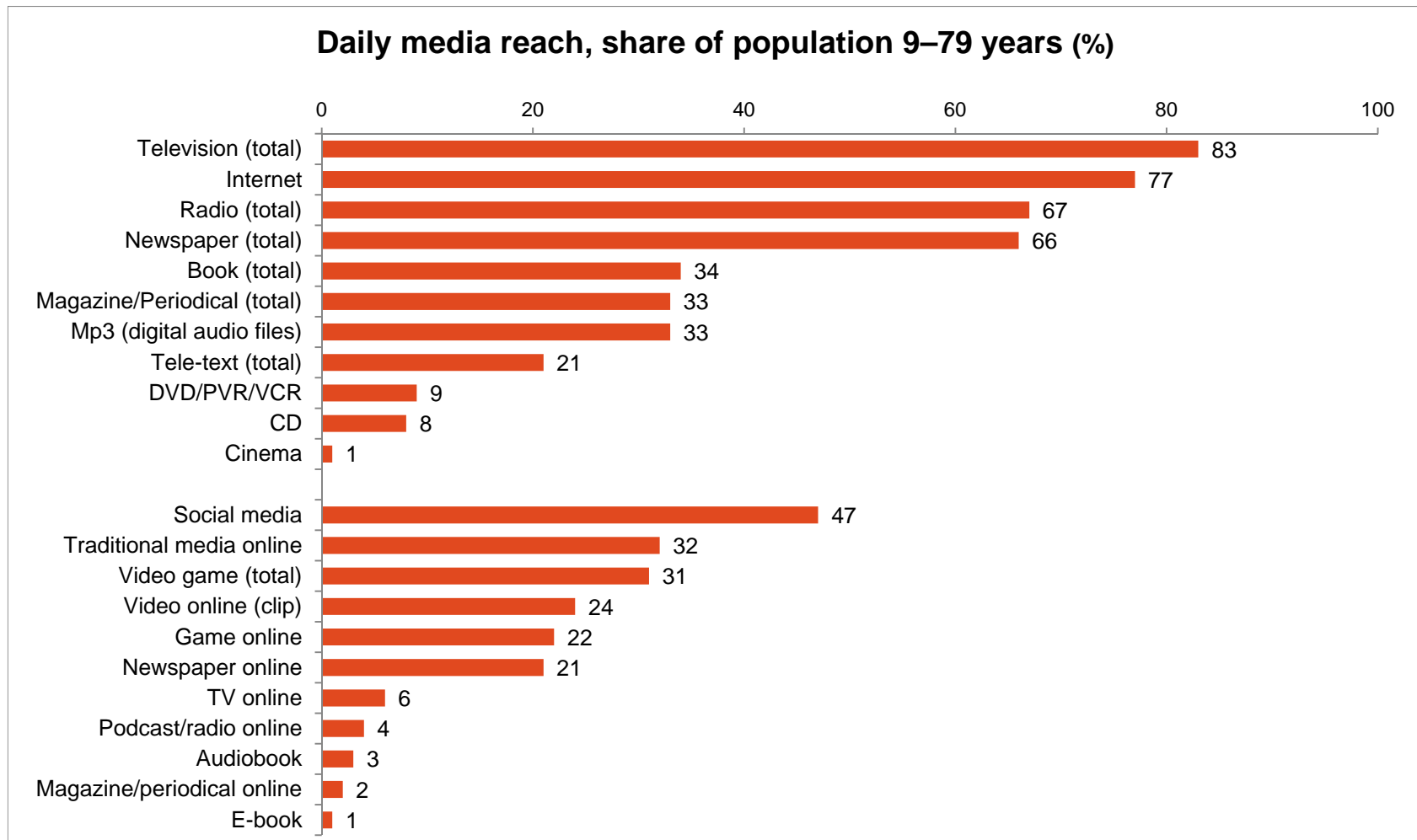


Daily media reach in Sweden 2013



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

Daily media reach in Sweden 1979–2013

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

	Total	Men	Women	Age:				
				9–14	15–24	25–44	45–64	65–79
Television (total)	83	84	83	87	71	76	85	92
Internet (total)	77	78	75	82	93	91	77	53
Radio (total)	67	68	66	44	48	66	74	78
Newspaper (total)	66	64	67	27	42	63	74	83
Book (total)	34	28	39	53	29	29	30	37
Magazine/periodical (total)	33	30	36	21	16	27	37	47
Mp3 (digital audio files)	33	36	29	60	76	44	18	6
Teletext	21	26	16	13	8	19	24	29
DVD/PVR/VCR	9	10	7	12	21	12	5	2
CD	8	7	9	5	4	6	9	13
Cinema	1	1	1	1	1	1	0	1
Sociala media	47	45	50	56	84	66	39	17
Traditionella media online	32	36	28	14	36	48	33	19
Video game (total)	31	32	31	74	55	34	21	13
Video online (clip)	24	29	19	48	59	31	12	5
Game online	22	22	22	54	39	24	15	8
Newspaper online	21	23	19	5	23	35	22	12
TV online	6	6	5	4	8	9	5	3
Podcast/radio online	4	5	3	1	3	7	5	1
Audiobook	3	3	3	2	1	4	4	3
Magazine/periodical online	2	3	1	1	3	3	3	1
E-book	1	1	1	0	1	2	1	1

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

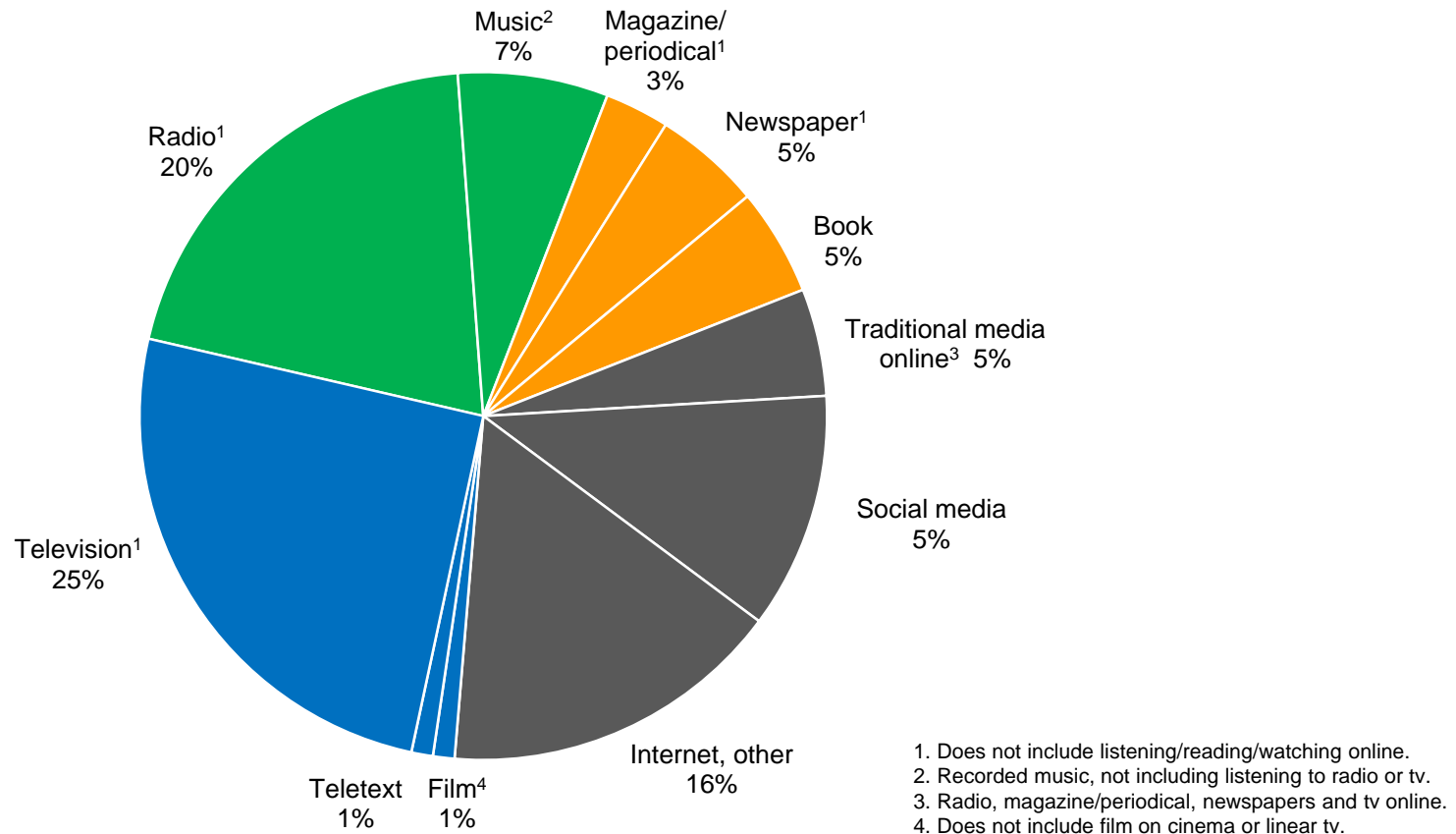
Daily media reach in Sweden 1979–2013

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

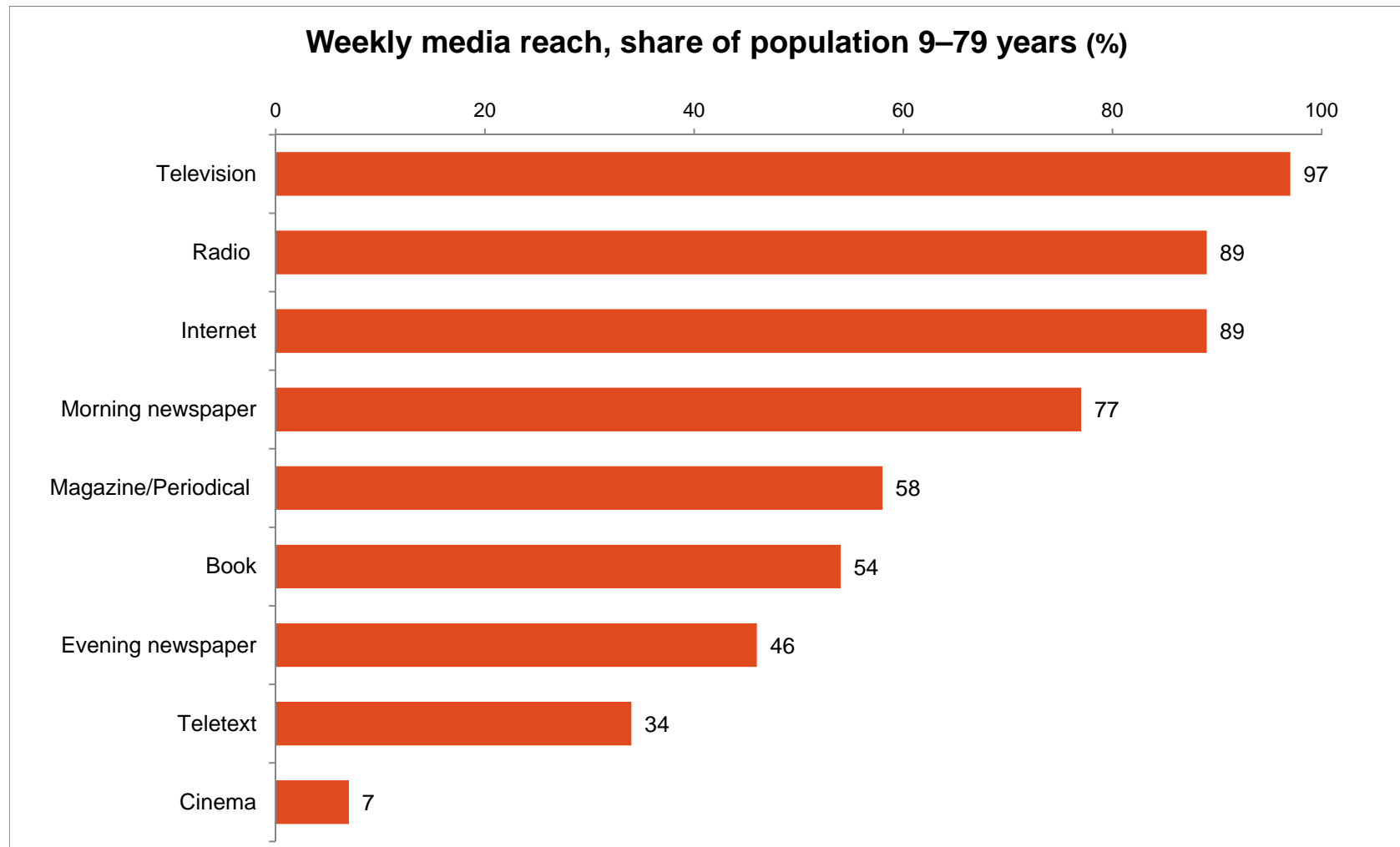
	1979	1985	1989	1995	1999	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Radio	73	73	77	80	80	79	79	73	74	74	77	74	73	70	67	67	67
CD	26	22	20	31	37	39	38	35	35	31	29	27	23	21	18	16	8
Mp3 (digital audio files)	10	14	16	18	18	24	28	28	33
Cassette tape	30	38	35	25	14	9	5	5	4	4	3	–	–	–	–	–	–
Television	76	76	76	84	88	87	87	85	86	86	85	85	83	86	85	83	83
Teletext	23	29	28	30	26	29	27	26	25	24	23	21	21	21
VCR/DVD/PVR	1	7	9	16	17	15	14	14	15	14	15	12	13	11	10	9	9
Internet	31	35	33	35	42	62	64	68	65	68	74	74	77
Daily newspaper	80	82	81	81	81	81	81	80	77	77	75	73	69	66
Morning newspaper	74	75	72	71	75	73	73	71	73	72	72	69	68	66	64	61	56
Evening newspaper	39	33	34	27	28	29	30	31	31	33	31	29	29	31	28	25	25
Magazine/periodical	49	49	47	43	39	41	39	40	41	36	34	34	33	33
Consumer magazine	..	22	19	31	31	33	31	28	30	30	30	29	29	27	26	26	25
Technical periodical	..	26	24	29	28	21	19	16	17	15	15	14	12	11	11	11	11
Book	29	31	31	44	37	38	35	37	38	38	38	37	36	36	36	34	34
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Time spent with media 2013: 6 hours & 18 minutes "Gross Use"

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



Weekly media reach in Sweden 2013



Media Equipment in households in Sweden 1995–2013

