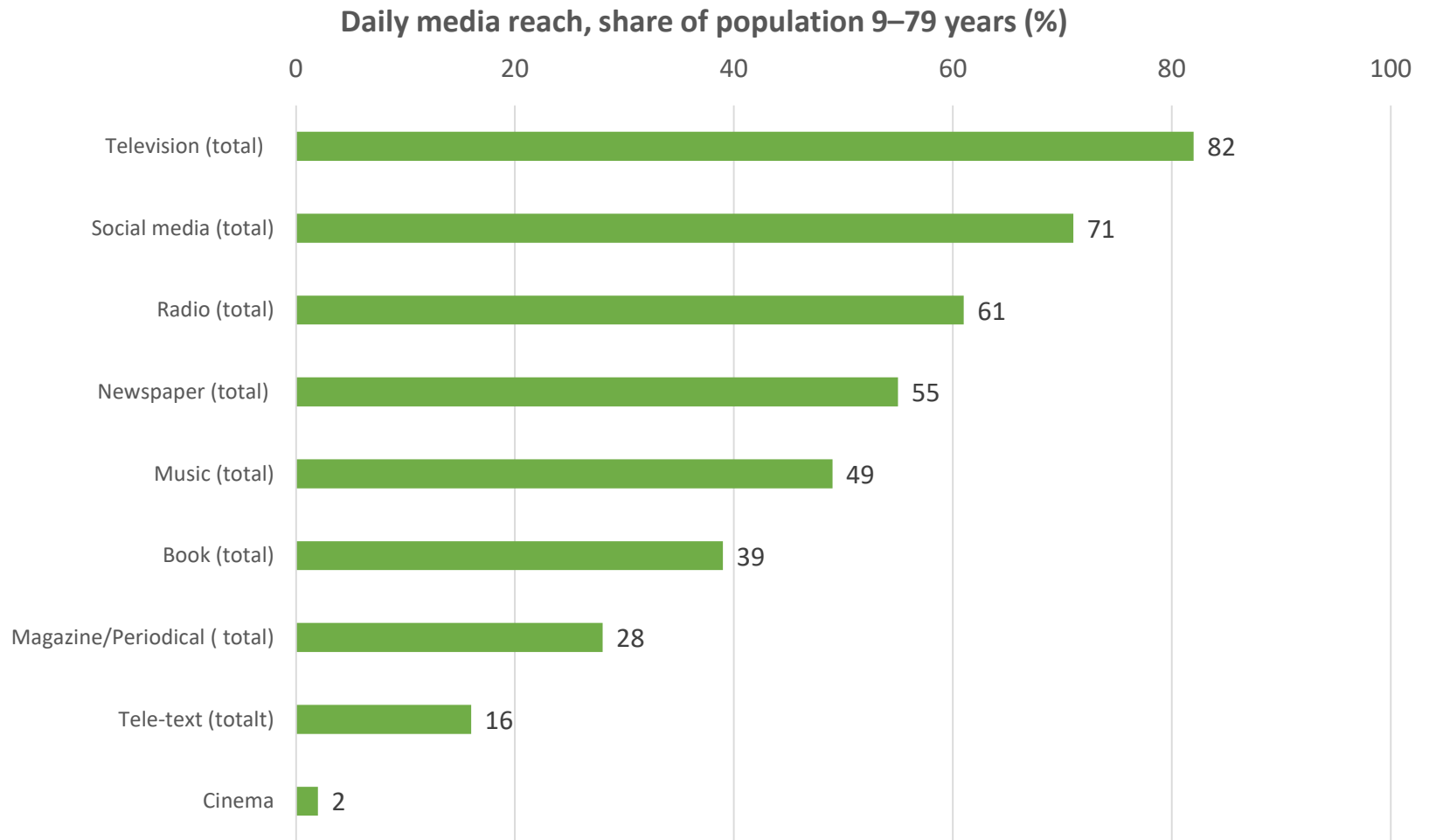


Daily media reach in Sweden 2018



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

Daily media reach in Sweden 2018

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	Middle	High
Radio (total)	61	60	62	39	43	62	69	69	66	68	67
Radio, radio set	46	45	47	27	23	38	55	65	60	56	50
Online radio/podcast	18	18	18	13	24	28	18	7	9	16	22
Music (total)	49	51	47	68	85	62	38	20	32	35	44
Streamed music	42	44	40	63	80	57	31	10	19	28	37
Cd/vinyl	9	9	8	6	7	7	9	11	14	8	8
Tv (total)	82	82	82	87	78	80	82	84	81	83	81
Television, tv set	57	55	59	48	36	42	65	78	74	66	58
TV, streamed	36	39	33	56	53	49	29	14	13	28	37
Video clip	25	28	21	57	56	27	13	4	8	14	15
Cinema	2	2	2	2	3	1	1	1	2	1	1
Newspaper (total)	55	54	56	15	24	48	68	79	71	63	68
Newspaper, printed	38	35	40	12	13	20	47	67	63	43	43
Newspaper, online	29	31	27	4	16	38	39	27	30	31	39
Magazine (total)	28	25	30	14	14	21	32	42	42	28	33
Magazine, printed	24	22	27	13	10	17	28	40	41	26	29
Magazine, online	6	6	6	3	7	7	7	5	16	3	6
Book (total)	39	33	46	61	38	36	35	41	33	29	45
Book, printed	32	27	38	54	32	27	26	37	29	23	36
Audio book	6	4	8	6	5	8	8	4	5	6	8
E-book	3	2	3	2	3	3	3	2	1	2	4
Teletext (total)	16	19	14	7	9	9	19	27	39	18	14
Social media (total)	71	68	74	84	95	87	69	39	44	63	71

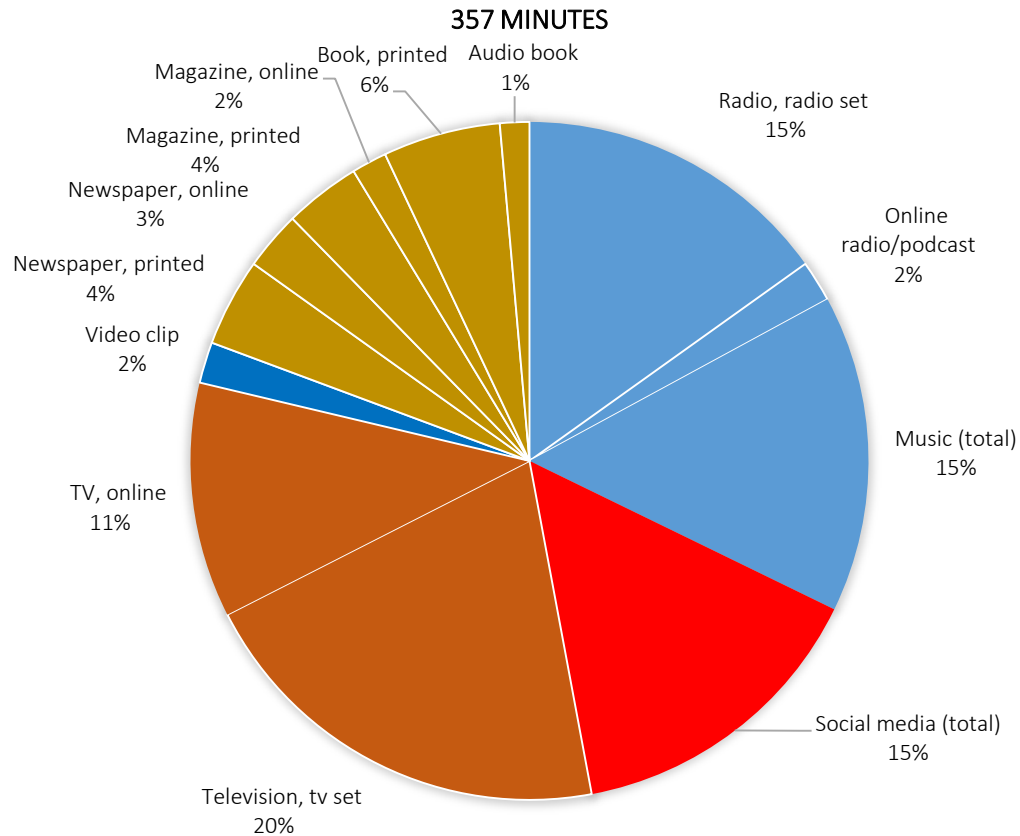
Note: (total) refers to aggregated reach on all platforms included in the survey.

Daily media reach in Sweden 1979–2018

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

	1979	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2001	2003	2005	2007	2009	2011	2012	2013	2014	2015	2016	2017	2018
Radio (total)	73	69	71	73	77	77	77	77	80	82	80	79	79	74	77	73	67	67	67	68	69	68	62	61
Radio, radio set	68	62	62	62	63	63	65	55	46
Online radio/podcast	2	5	3	4	7	7	9	12	18
Music (total)	43	41	36	42	40	40	40	38	43	49	49
Streamed music	10	16	18	28	28	33	33	34	38	45	42
Cd/vinyl	26	21	20	22	21	20	18	24	31	33	37	39	38	35	29	23	18	16	8	7	5	6	5	9
Tv (total)	76	74	76	76	80	76	79	84	84	84	88	87	87	86	85	83	85	83	83	82	80	81	81	82
Television, tv set	85	81	83	81	81	77	65	65	64	57
TV, streamed	1	3	6	7	6	9	21	30	33	36
Video clip	4	15	23	21	24	26	28	32	29	25
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
Newspaper (total)	80	81	82	81	81	81	80	77	73	69	66	67	65	62	56	55
Newspaper, printed	79	73	67	66	66	61	55	54	50	46	40	38
Newspaper, online	7	11	17	17	18	19	21	24	26	25	27	29
Magazine (total)	49	47	49	47	43	41	40	36	34	33	33	32	32	28	26	28
Magazine, printed	34	33	32	31	30	26	23	24
Magazine, online	2	2	2	2	3	3	4	6
Book (total)	29	29	31	31	35	31	32	31	44	38	37	38	35	38	38	36	36	34	34	36	36	35	36	39
Book, printed	33	31	30	32	31	30	31	32
Audio book	3	3	3	4	4	4	4	6
E-book	0	1	1	1	1	2	2	3
Teletext (total)	23	25	29	28	30	29	26	24	21	21	21	21	21	19	17	16
Social media (total)	26	42	47	47	48	52	62	65	71

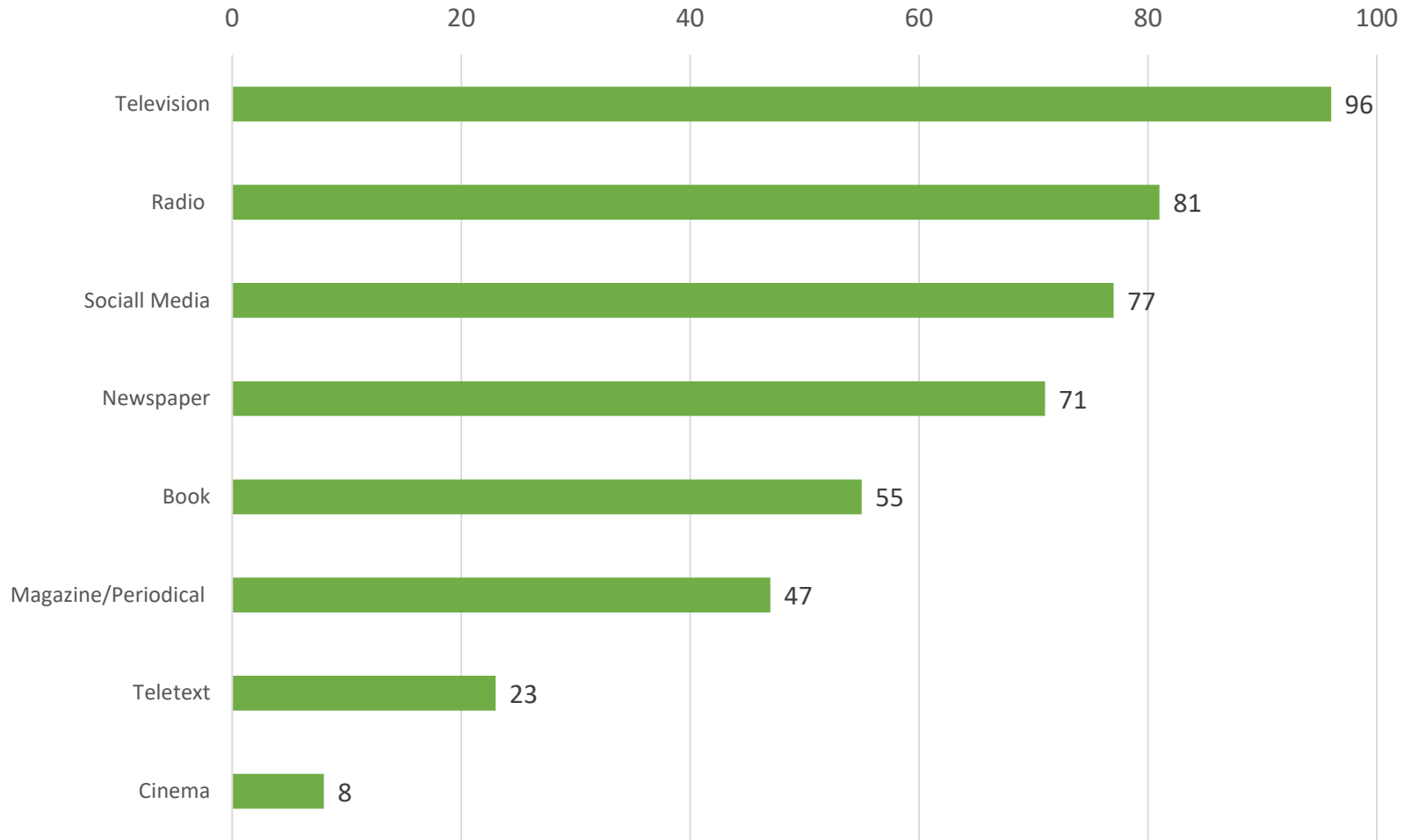
Time spent with media 2018: 357 minutes "Gross Use"



1. Recorded music, not including listening to radio or tv.
2. Does not include film on cinema or linear tv.

Weekly media reach in Sweden 2018

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



Daily Social Media reach in Sweden 2018

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

	Sex			Age					Training		
	Total	Men	Women	9–14	15–24	25–44	45–64	65–79	Low	Middle	High
Social Media	58	54	61	61	86	75	55	25	28	50	58
Facebook	43	40	47	9	61	65	47	21	24	43	49
Instagram	35	28	42	41	70	49	26	9	7	26	33
Snapchat	21	20	22	52	66	19	6	1	2	8	9
Twitter	5	6	4	2	12	7	4	1	0	2	6
Blog	4	2	5	6	8	5	1	1	1	1	3
LinkedIn	3	3	3	0	2	6	4	0	0	2	5
Internet forum	1	2	1	0	2	2	1	0	0	1	2

Media Equipment in households in Sweden 1995–2018

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

