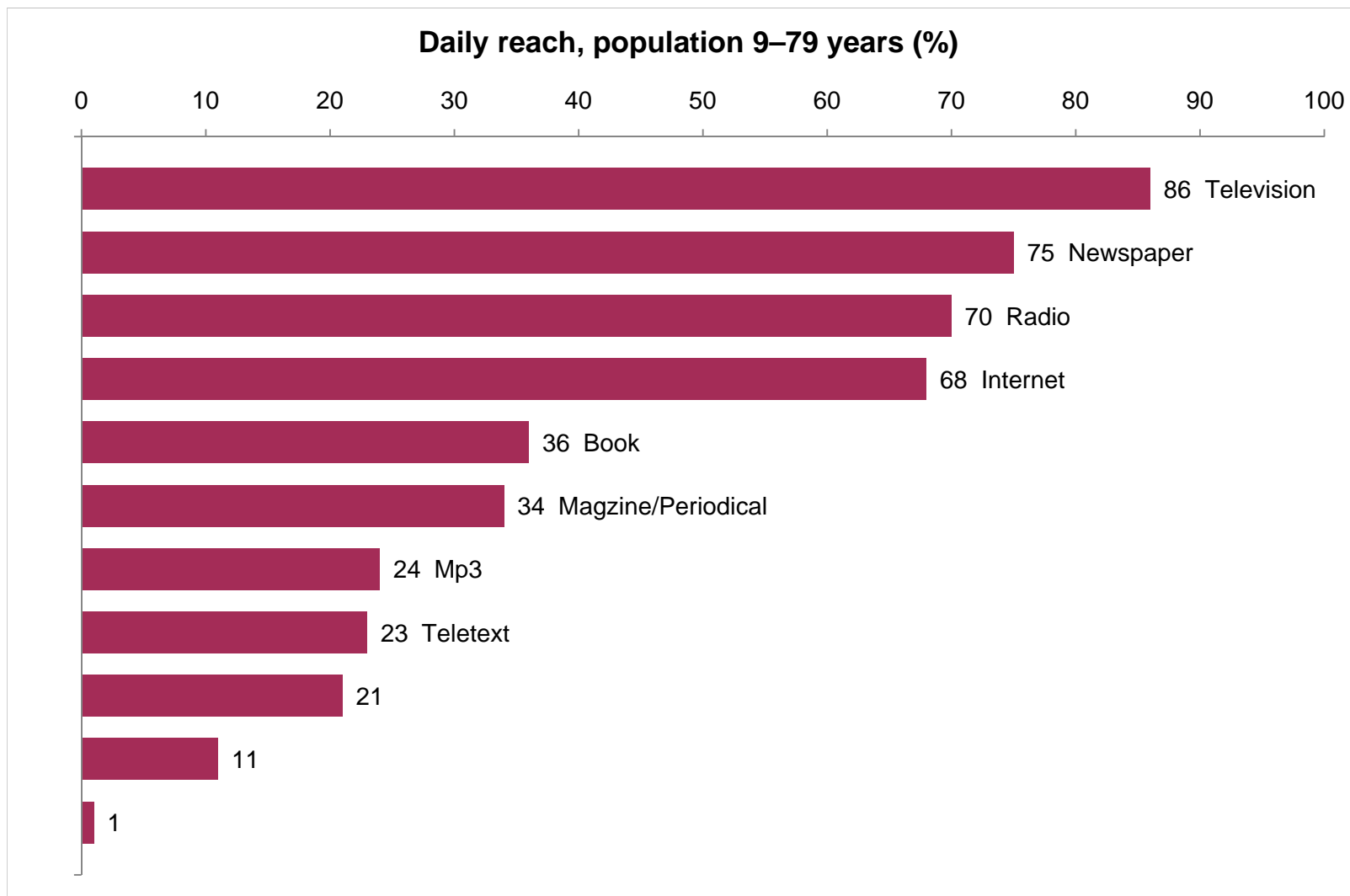
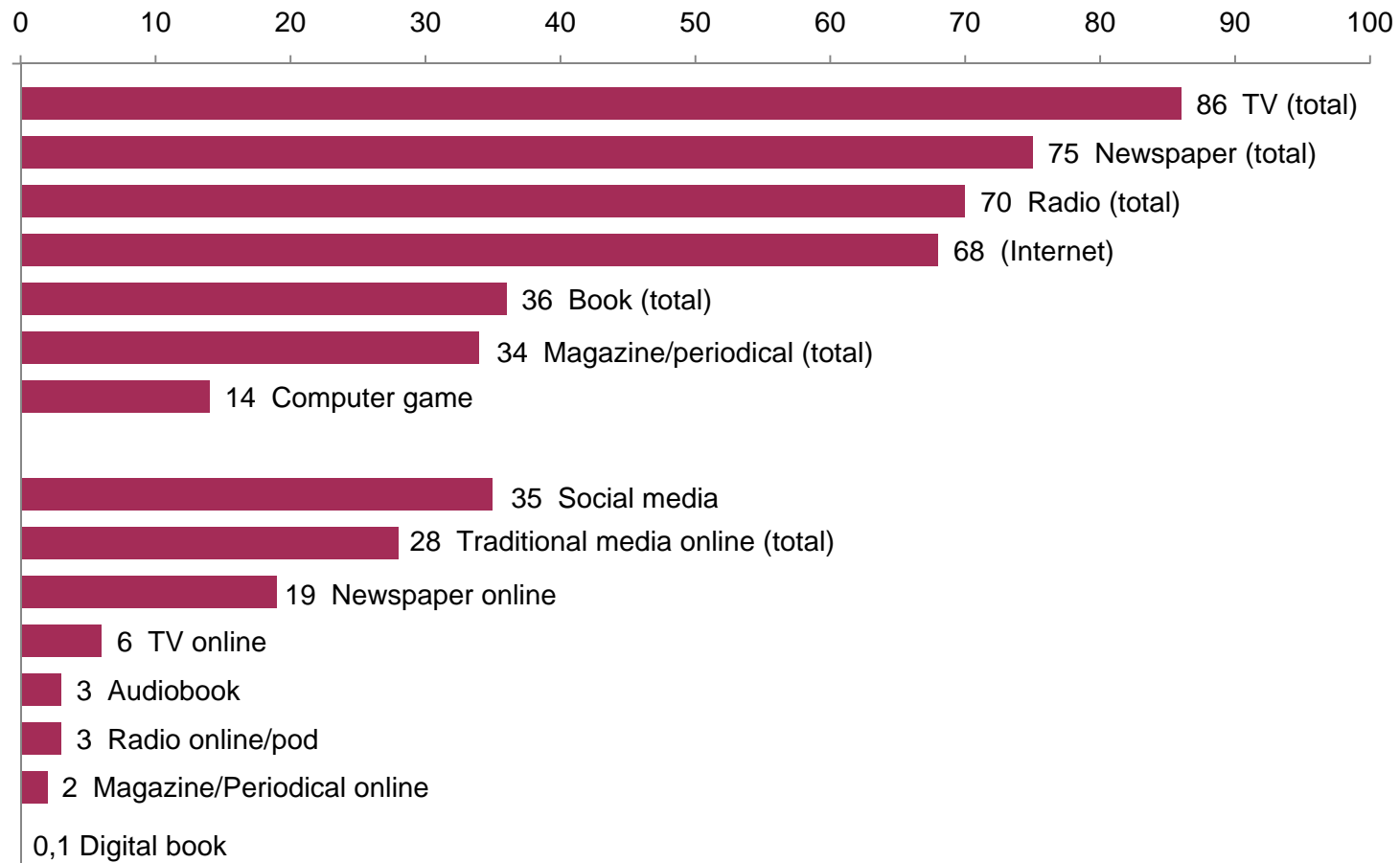


Daily Media Reach in Sweden 2010



Daily Media Reach in Sweden 2010 (adjusted version)

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



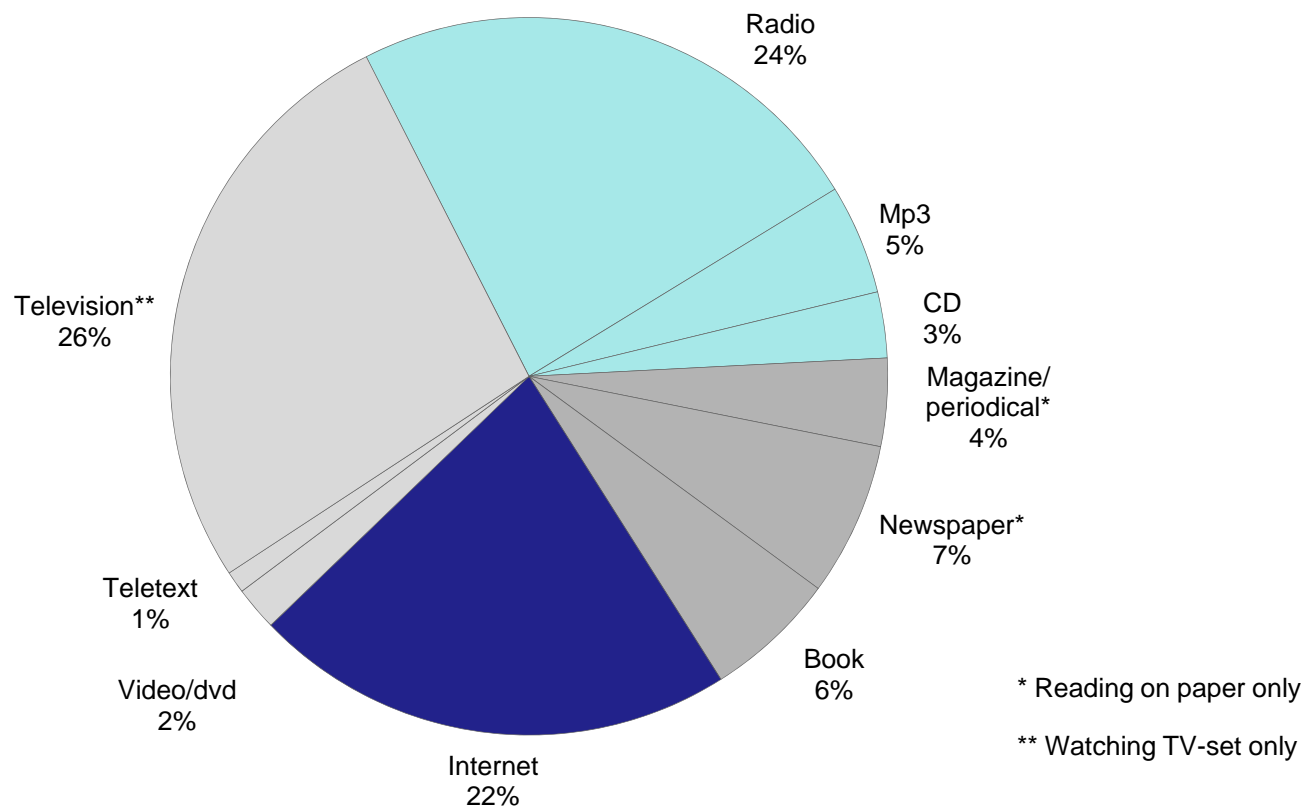
Daily Media Reach in Sweden 1979–2010

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

	1979	1981	1983	1985	1987	1989	1991	1993	1995	1997	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Radio	73	69	71	73	77	77	77	77	80	82	80	80	79	79	79	73	74	74	77	74	73	70
CD	26	21	20	22	21	20	18	24	31	33	37	37	39	39	38	35	35	31	29	27	23	21
Mp3	10	14	16	18	18	24
Cassette tape	30	34	38	38	39	35	37	32	25	19	14	12	9	9	5	5	4	4	3	–	–	–
Television	76	74	76	76	80	76	79	84	84	84	88	88	87	85	87	85	86	86	85	85	83	86
Teletext	23	25	29	31	28	28	30	26	29	27	26	25	24	23
Video/dvd	1	5	6	7	10	9	4	10	16	15	17	15	15	14	14	14	15	14	15	12	13	11
Internet	31	32	35	32	33	35	42	62	64	68	65	68
Daily new spaper	80	81	82	85	81	82	81	81	81	81	80	77	77	75
Morning new spaper	74	74	75	75	76	72	73	73	71	72	75	74	73	74	73	71	73	72	72	69	68	66
Evening paper/tabloid	39	36	35	33	36	34	32	29	27	28	28	28	29	28	30	31	31	33	31	29	29	31
Magazine/periodical	49	47	49	54	47	42	43	39	41	39	40	41	36	34
Consumer magazine	..	23	30	22	22	19	18	22	31	29	31	33	33	29	31	28	30	30	30	29	29	27
Trade/technical periodical	..	22	27	26	26	24	26	28	29	26	28	32	21	19	19	16	17	15	15	14	12	11
Book	29	29	31	31	35	31	32	31	44	38	37	39	38	39	35	37	38	38	38	37	36	36
Cinema	1	1	1	1	1	1	1	1	1	1	1	1	1	1

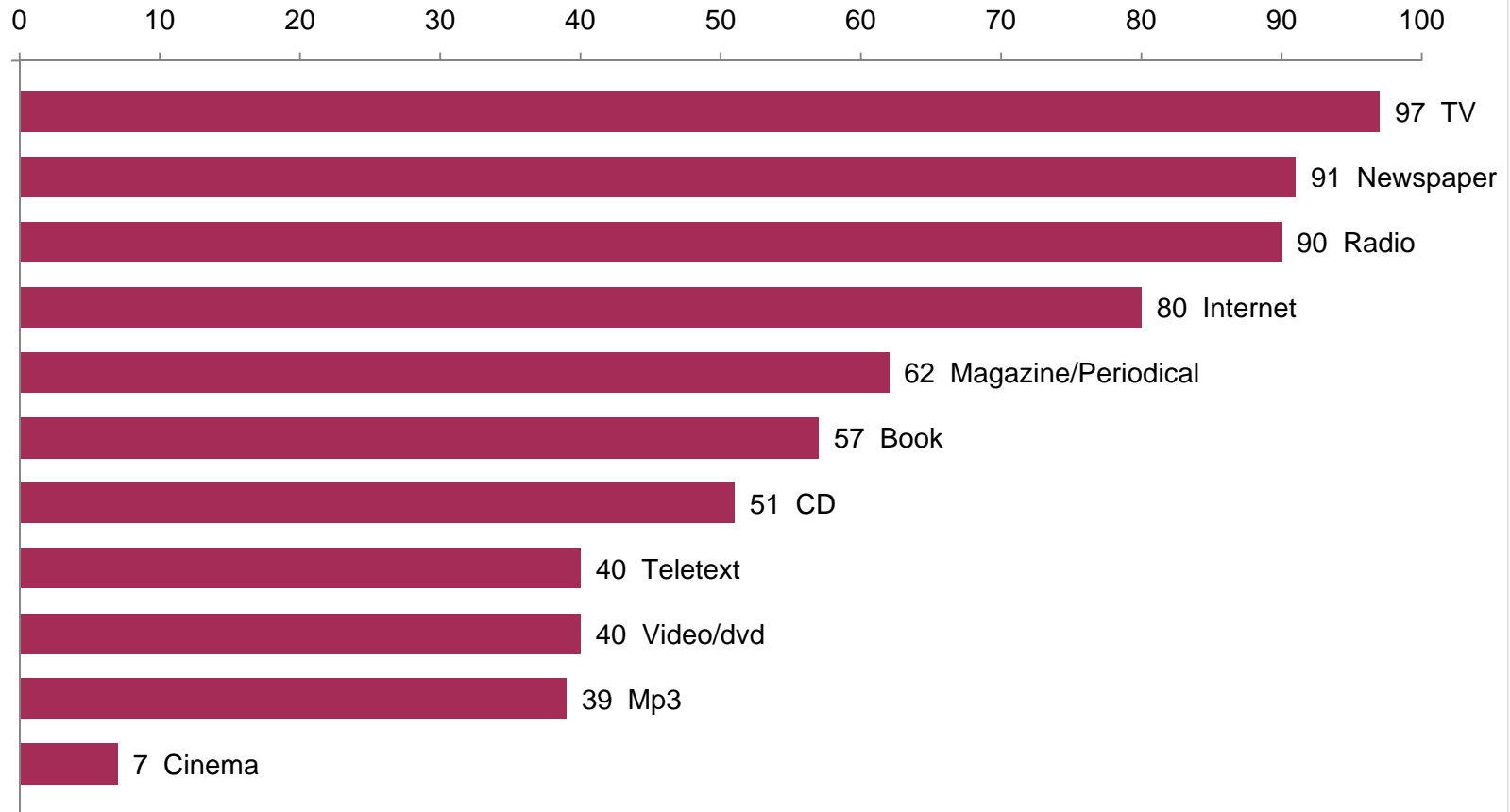
Time Spent With Media 2010: 6 Hours & 1 Minute "Gross Use"

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



Weekly Media Reach in Sweden 2010

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



Media Equipment in Households in Sweden 1995–2010

Access to media and communication equipment 1995–2010, share of population 9–79 years (%)

