Idag den 9 mars lanseras mediernas räckvidder enligt ORVESTO Konsument 2017 Helår.

Undersökningen genomfördes under perioden januari – december och totalt deltog 39 455 personer i mätningen.

Förändringar i räckviddsfrågan för dagspress

För de tidningar som har söndagsutgivning så togs det svarsalternativet bort i undersökningen 2017:1 och ersattes i stället av en fråga som mäter läsande en genomsnittlig veckodag.

Bakgrunden är helt enkelt att det blivit otidsenligt att separera söndagstitningen och att fortfarande mäta lördag som en ”vardag”. Dessutom är det tydligt att utvecklingen av e tidningsläsanden gör att begreppet en genomsnittlig dag blivit tydligare och mer lättförståeligt för respondenter.

Innan denna ändring gjordes genomfördes en pilotstudie på drygt 8000 respondenter. Den nya frågan omfattar i princip endast storstadsmorgontidningarna och kvällspressen och innebär att direkta jämförelser med tidigare mätningar skall göras med försiktighet.

E-tidningsläsning inkluderad i printräckvidden


Då detta innebär ett naturligt tillskott av läsare ska man ha detta i åtanke när man analyserar den nya datan och jämför den med mätningar gjorda före 2016:1. D.v.s. möjligheten till direkta jämförelser mellan mätningarna är begränsad.

Vänliga hälsningar
Affärsområde Media på Kantar Sifo
UPPRÄKNAT 1000-TAL
### Uppräknat 1000-tal

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### Storstadstidningar+paket (netto)

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Tabellerna visar tidningarnas räckvidd i uppräknade tal.

Kantar Sifo
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Kantar Sifo
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Tabellerna visar tidningarnas räckvidd i uppräknade tal.

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Tabellerna visar tidningarnas räckvidd i uppräknade tal.

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**Kvällspress**

- **Aftonbladet**: 538 Man, 289 Kvin, 249 Total
- **AB(AR1-4,6-7,48)**: 158 Man, 82 Kvin, 75 Total
- **Expressen**: 508 Man, 263 Kvin, 245 Total
- **Expressen Sth/Mäl**: 113 Man, 57 Kvin, 55 Total
- **GT**: 96 Man, 49 Kvin, 47 Total
- **Kvällsposten**: 100 Man, 55 Kvin, 45 Total

- **AB Sportbladet**: 287 Man, 213 Kvin, 74 Total
- **EX/GT/KVP Sport**: 245 Man, 176 Kvin, 69 Total
- **GT Sport**: 63 Man, 45 Kvin, 17 Total
- **KVP Sport**: 75 Man, 55 Kvin, 20 Total

* Avser paketet EX/GT/KVP

Tabellerna visar tidningarnas räckvidd i uppräknade tal.

Kantar Sifo
### Tabell - Antal intervjuer och Population per 1000-tal

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### Antal intervjuer

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### Population per 1000-tal

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### Tidsskrifter m.m.

#### > 75 % kvinnliga läsare

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Tabellerna visar tidningarnas räckvidd i uppräknade tal.

Kantar Sifo
| Tabellerna visar tidningarnas räckvidd i uppräknade tal. |  |

Kantar Sifo
Tabellerna visar tidningarnas räckvidd i uppräknade tal.

Kantar Sifo
# Orvesto Konsument 2017 Helår

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Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo
## ORVESTO KONSUMENT 2017 HELÅR

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Tabellerna visar tidningarnas räckvidd i uppräknade tal.
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo
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Tabellerna visar tidningarnas räckvidd i uppräknade tal. Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51 Kantar Sifo
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* Avser paketet EX/GT/KVP

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Kantar Sifo
Tabellerna visar tidningarnas räckvidd i uppräknade tal. Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo

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Kantar Sifo

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## 60-75 % kvinnliga läsare

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Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51

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40-60 % kvinnliga läsare

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Tabellerna visar tidningarnas räckvidd i uppräknade tal. 
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51 
Kantar Sifo
# ORVESTO KONSUMENT 2017 HELÅR

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Tabellerna visar tidningarnas räckvidd i uppräknade tal. 
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo
Tabellerna visar tidningarnas räckvidd i uppräknade tal. Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo 22
Tabellerna visar tidningarnas räckvidd i uppräknade tal. 
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo

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**TV - Daglig räckvidd 5+ min/dag**

|       | SVT1 | SVT2 | TV3 | TV4 | Kanal 5 | Kanal 6 | Sjuan | TV8 | Kanal 9 | TV10 | Kanal 11 | SVT24 | Kunskapskanalen | Barnkanalen | TV4 Film | TV4 Fakta | TV4 Sport | TV4 Film | SVT24 | Kanal 9 | TV10 | Kanal 11 | SVT24 | Kunskapskanalen | Barnkanalen | TV4 Film | TV4 Fakta | TV4 Sport |
|-------|------|------|-----|-----|---------|---------|-------|-----|---------|------|----------|-------|----------------|------------|---------|-------|--------|---------|-------|---------|------|---------|-------|----------------|------------|---------|-------|--------|---------|
|       | 2818 | 2324 | 1260 | 2652 | 1272   | 894    | 857   | 611 | 544     | 478  | 414     | 367   | 553             | 349        | 160    | 193   | 173    | 373    | 467   | 560    | 611 | 684     | 414   | 367             | 349        | 160    | 193   | 173    | 373    |
|       | 584  | 486  | 232  | 509  | 234    | 169    | 145   | 112 | 100     | 80   | 75      | 63    | 113            | 74         | 28     | 30    | 24     | 61      | 15    | 22      | 28  | 62      | 13    | 15              | 6          | 23     | 13    | 24     | 61      |
|       | 161  | 136  | 80   | 143  | 77     | 60     | 55    | 45  | 39      | 30   | 39      | 24    | 34            | 22         | 8      | 10    | 10     | 22      | 15    | 23      | 9   | 13      | 3     | 23              | 6          | 6      | 13    | 24     | 61      |
|       | 275  | 230  | 112  | 237  | 111    | 80     | 74    | 54  | 49      | 40   | 39      | 35    | 57            | 37         | 13     | 15    | 13     | 114     | 23    | 35      | 9   | 9       | 6     | 23              | 6          | 6      | 13    | 24     | 61      |
|       | 1020 | 852  | 424  | 888  | 423    | 309    | 274   | 211 | 189     | 151  | 143     | 122   | 204           | 133        | 49     | 55    | 47     | 259     | 30    | 40      | 9   | 13      | 6     | 23              | 6          | 6      | 13    | 24     | 61      |
|       | 1798 | 1472 | 836  | 1764 | 849    | 585    | 583   | 400 | 355     | 327  | 271     | 245   | 349           | 216        | 111    | 138   | 127    | 259     | 30    | 40      | 9   | 13      | 6     | 23              | 6          | 6      | 13    | 24     | 61      |
|       | 350  | 294  | 176  | 326   | 176    | 129   | 124   | 95  | 83      | 71   | 65      | 53    | 75            | 44         | 21     | 26    | 22     | 51      | 15    | 20      | 9   | 9       | 6     | 23              | 6          | 6      | 13    | 24     | 61      |
|       | 524  | 429  | 226  | 484   | 226    | 154   | 148   | 97  | 92      | 78   | 70      | 67    | 106           | 64         | 28     | 32    | 29     | 61      | 13    | 17      | 9   | 13      | 6     | 23              | 6          | 6      | 13    | 24     | 61      |
|       | 912  | 753  | 386  | 821   | 386    | 278   | 246   | 188 | 168     | 140  | 125     | 103   | 173           | 116        | 47     | 55    | 45     | 107     | 13    | 17      | 9   | 13      | 6     | 23              | 6          | 6      | 13    | 24     | 61      |

Storstad=AR01+28+33; Skåne=AR24-30; Västsv.=AR32-40; Mälardalen=AR01-07,45,48-51
Kantar Sifo
RÄCKVIDD %
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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Kantar Sifo
## ORVESTO KONSUMENT 2017 HELÅR

### Räckvidd %

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### Landsortstidningar (med ORVESTO-abonnemang)

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.
## ORVESTO KONSUMENT 2017 HELÅR

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### Landsortstidningar (med ORVESTO-abonnemang)

- Karlskoga-Kuriren
- Karlskoga Tidning
- Katrineholms-Kuriren
- Knivstabygden
- Kristianstadsbladet
- Kungsbackaposten
- Kungälvs-Posten

### Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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**Landsortstidningar (med ORVESTO-abonnemang)**

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Kantar Sifo
## Oritekt Konsument 2017 Helår

### Räckvidd %

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| EX/GT/KVP Sport *| 3                     | 5   | 2 2 2 3 4 5 |
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| KVP Sport         | 1                     | 1   | 1 1 1 1 1 1 |

* Avser paketet EX/GT/KVP

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Kantar Sifo
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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Kantar Sifo
2018-03-05
ORVESTO KONSUMENT 2017 HELÅR
Räckvidd %

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40-60 % kvinnliga läsare

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40-60 % kvinnliga läsare

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40-60 % kvinnliga läsare

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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## Räckvidd %

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Kantar Sifo
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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Målaråldalen=AR01-07,45,48-51
Kantar Sifo
### ORVESTO KONSUMENT 2017 HELÅR

#### Räckvidd %

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- Karlskoga Tidning
- Katrineholms-Kuriren
- Knivstabygden
- Kristianstadsbladet
- Kungsbackaposten
- Kungälvs-Posten
- Laholms Tidning
- Lerums Tidning
- Linköpings Tidning/KindaPosten
- Ljusdals-Posten
- Ljusnan
- Lomtidningen Stenungsund
- Länstidningen Södertälje
- Länstidningen Östersund
- Magazinet (Växjö)
- Mariestads-Tidningen
- Markbladet
- Motala & Vadstena Tidning
- Mölndals-Posten
- NA Nerikes Allehanda
- Norra Halland
- Norra Skåne
- Norran
- Norrbottens-Kuriren
- Norrköpings Tidningar
- Norrländska Socialdemokraten
- Norrtelje Tidning
- Nya Kristinehamnsposten
- Nya Wermlands-tidningen
- Nynäshamns Posten
- Partille Tidning
- Piteå-Tidning
- Provinstidningen Dalsland

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västsv.=AR32-40; Mälardalen=AR01-07,45,48-51

Kantar Sifo
### Tabellen visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51

Kantar Sifo

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## ORVESTO KONSUMENT 2017 HELÅR

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* Avser paketet EX/GT/KVP

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo
### Tidskrifter m.m.

> 75 % kvinnliga läsare

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| Antal intervjuer | 39455 |
| Population 1.000-tal | 7680 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.
Storstad=AR01+28+33;Skåne=AR24-30;Väststv.=AR32-40;Mälardalen=AR01-07,45,48-51
**Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.**

Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51

Kantar Sifo

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### 60-80 % manliga läsare

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Kantar Sifo
| Antal intervjuer | 39455 |
| Population 1.000-tal | 7680 |

**Räckvidd %**

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**> 80 % manliga läsare**

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**Cycling Plus**

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.
Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo
## Tabell 1: Räckvidd %

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Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51

Kantar Sifo
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Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51
Kantar Sifo