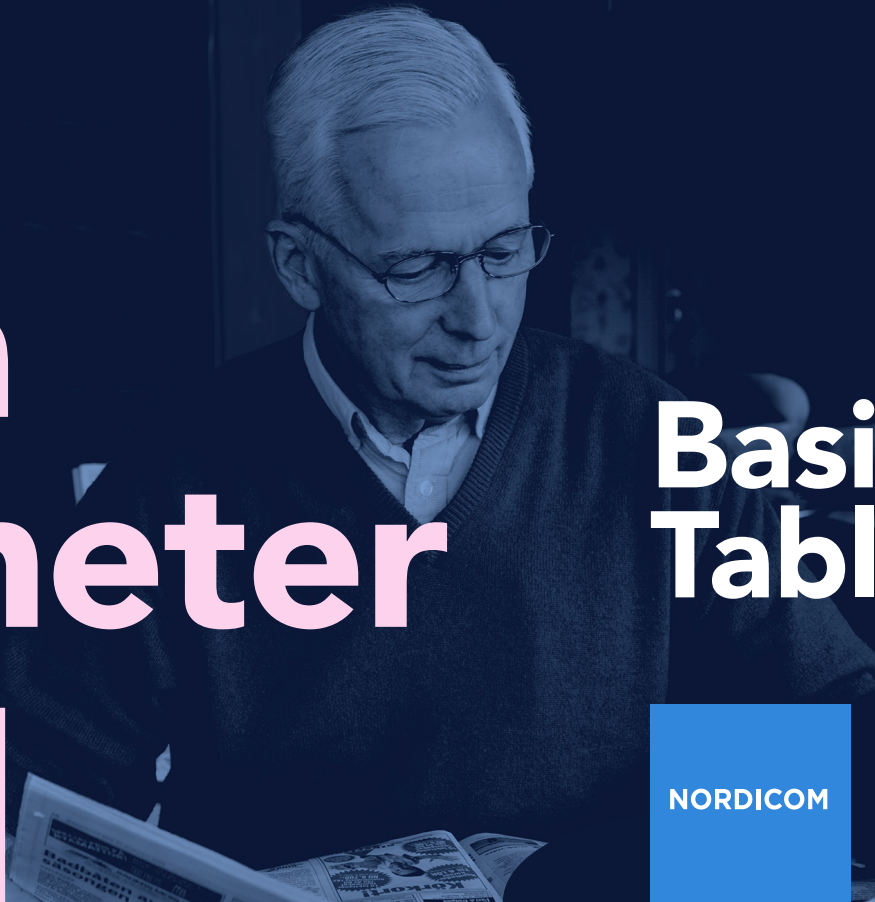


The Media Barometer 2021

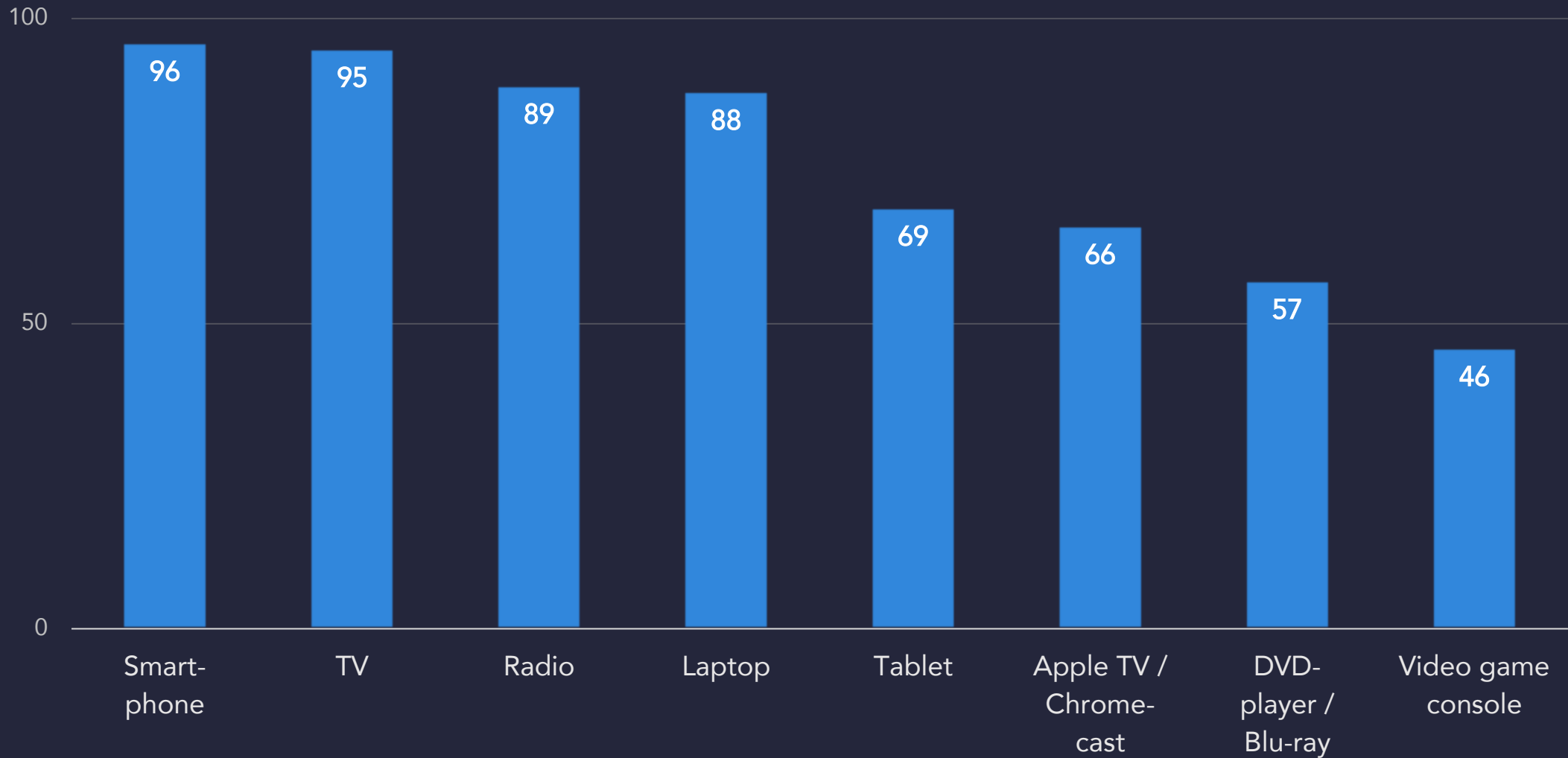


Basic Tables

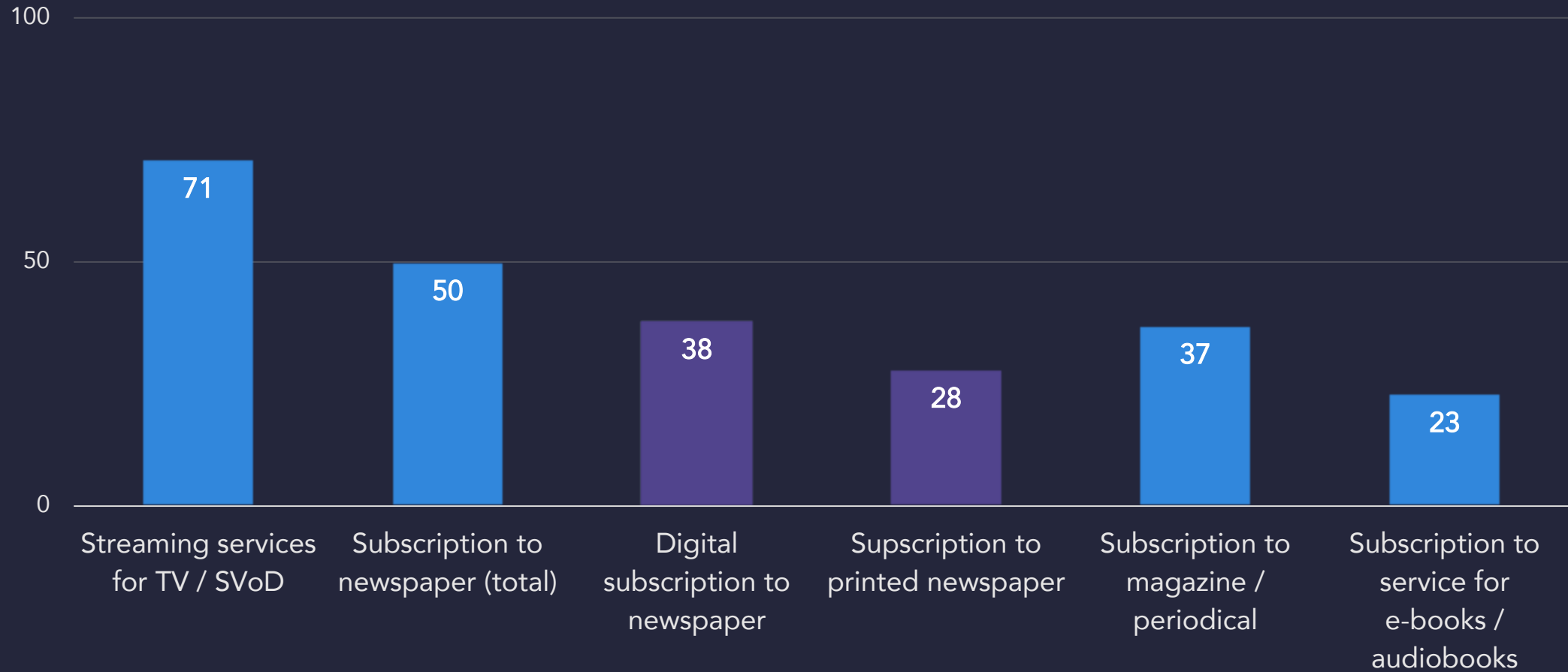


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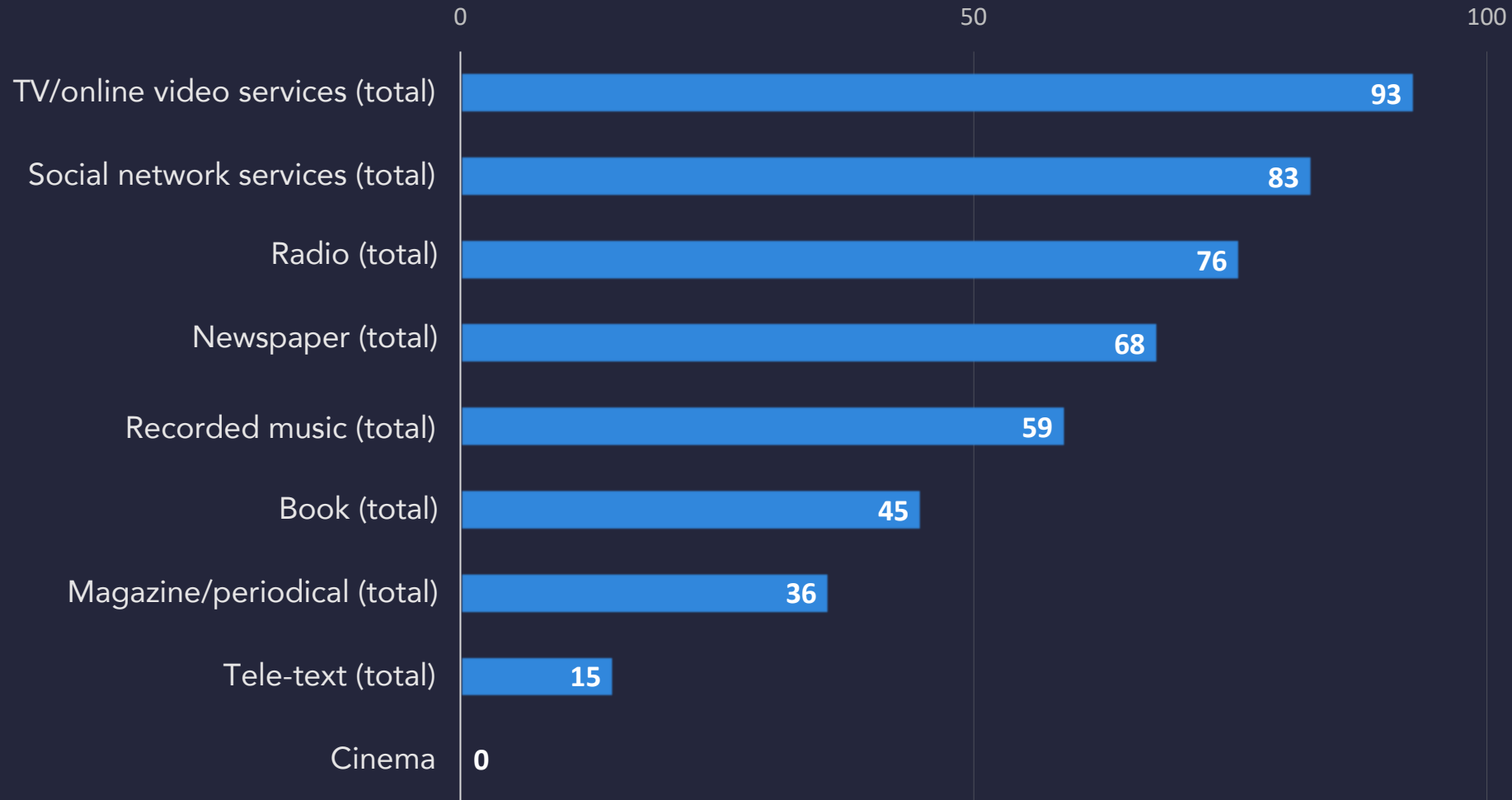
ACCESS: Media equipment in households, 9–85 years, 2021 (per cent)



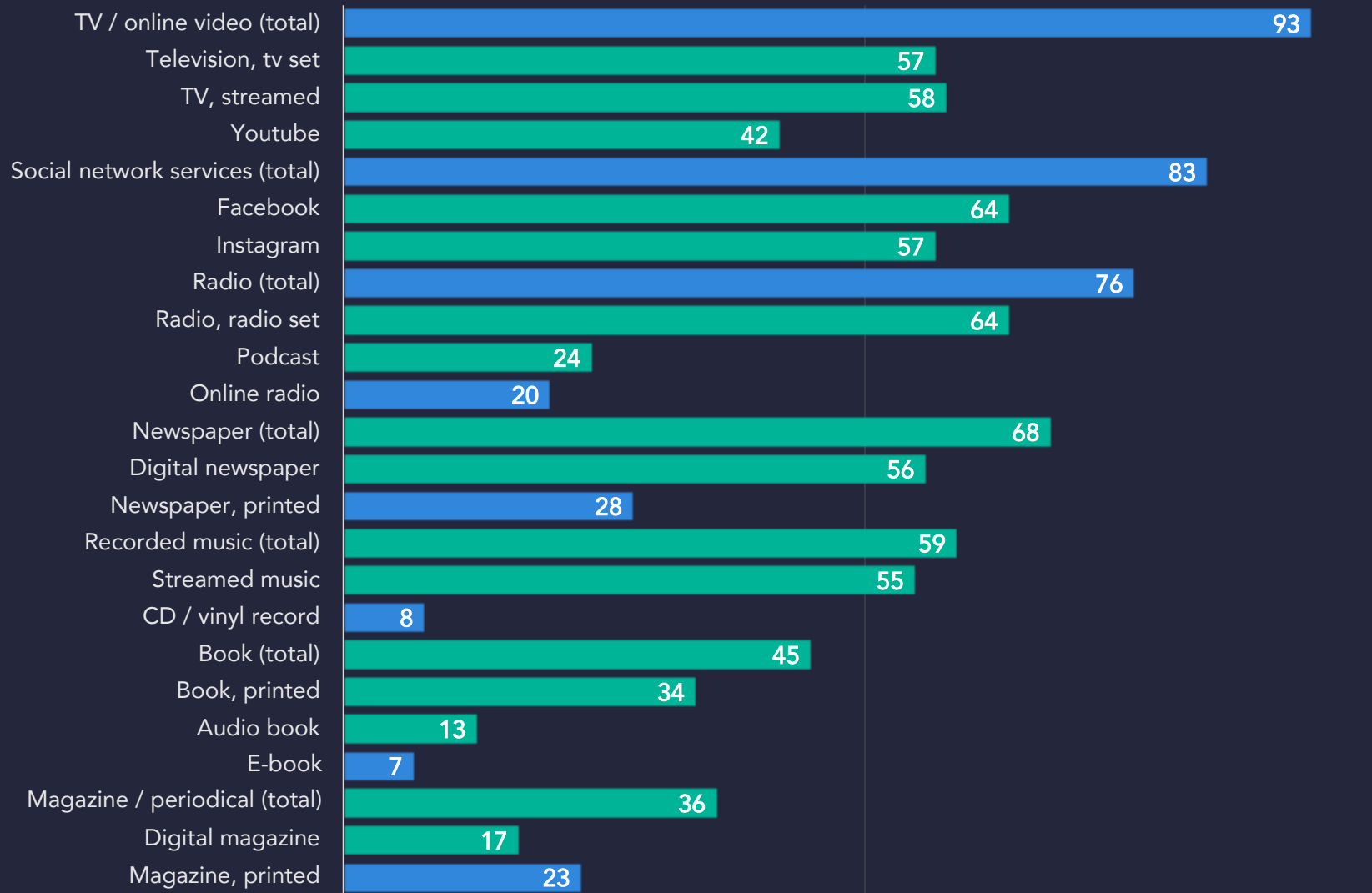
ACCESS: Subscriptions, 9–85 years, 2021 (per cent)



MEDIA DAY: Daily reach, 9–85 years, 2021 (per cent)



MEDIA DAY: Daily reach, 9–85 years, 2021 (per cent)



MEDIA DAY: The time allocated to different media, 9–85 years, 2021 (per cent)

Total time allocated: 411 minutes

