

The Media Barometer 2021

A photograph of an older man with white hair and glasses, wearing a dark sweater over a light-colored collared shirt. He is looking down at a newspaper he is holding in his hands. The background is dark and out of focus.

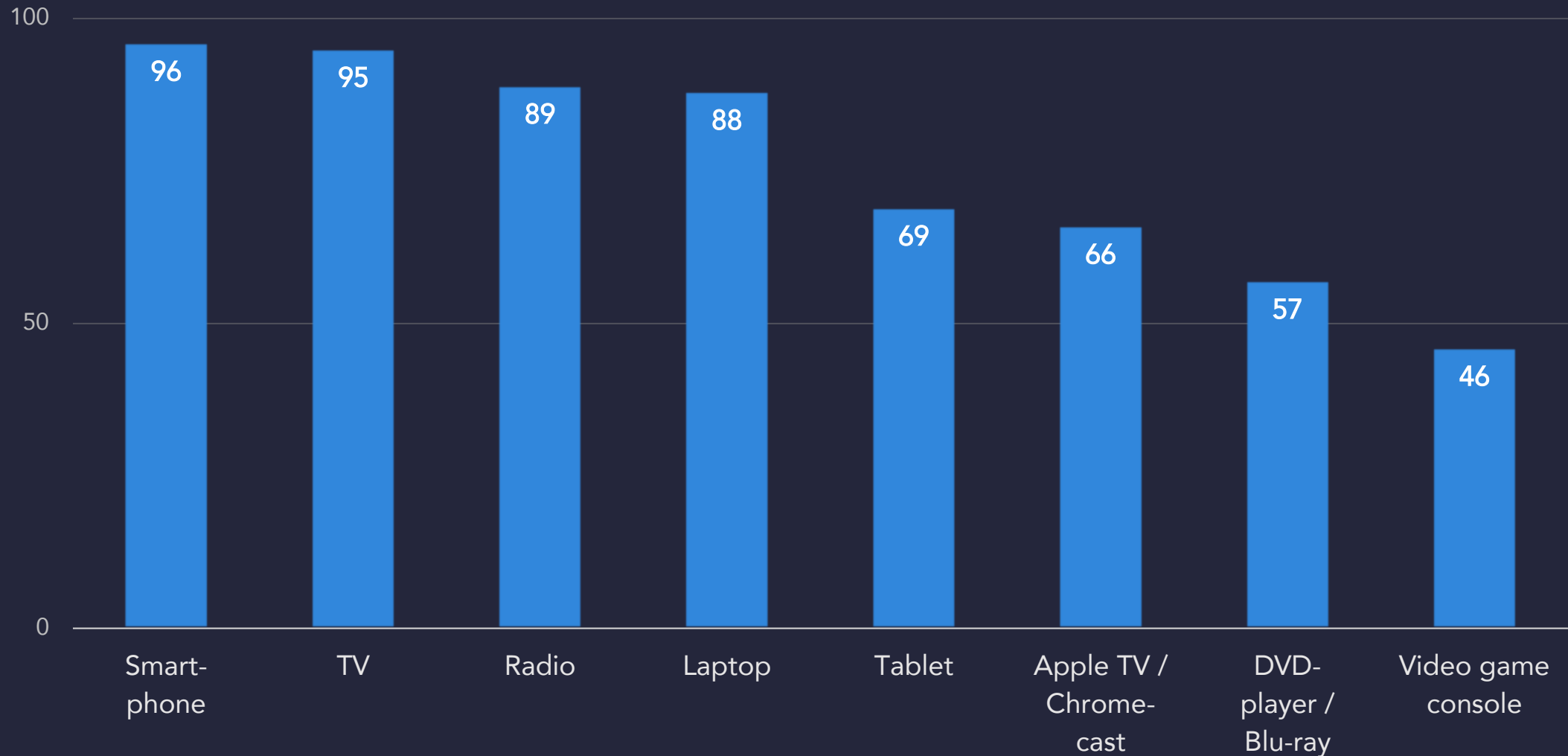
Basic Tables

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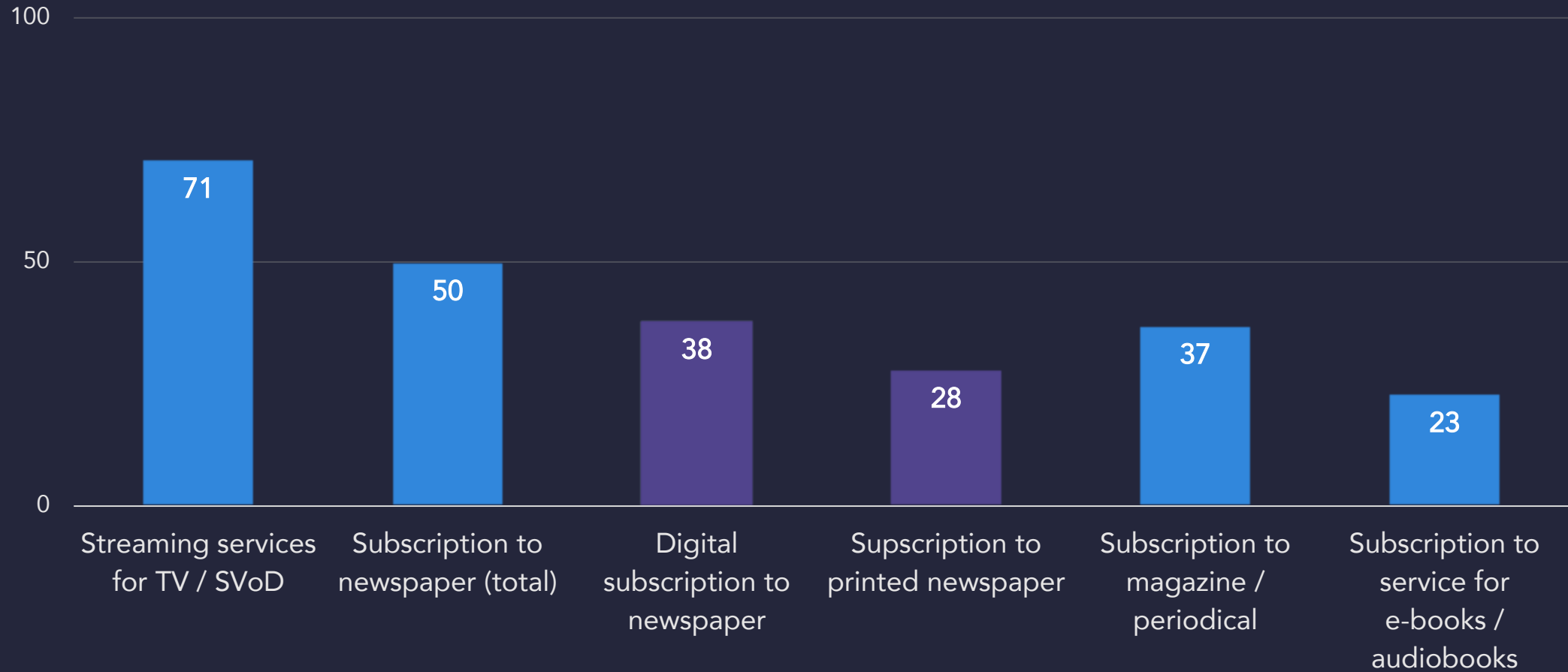


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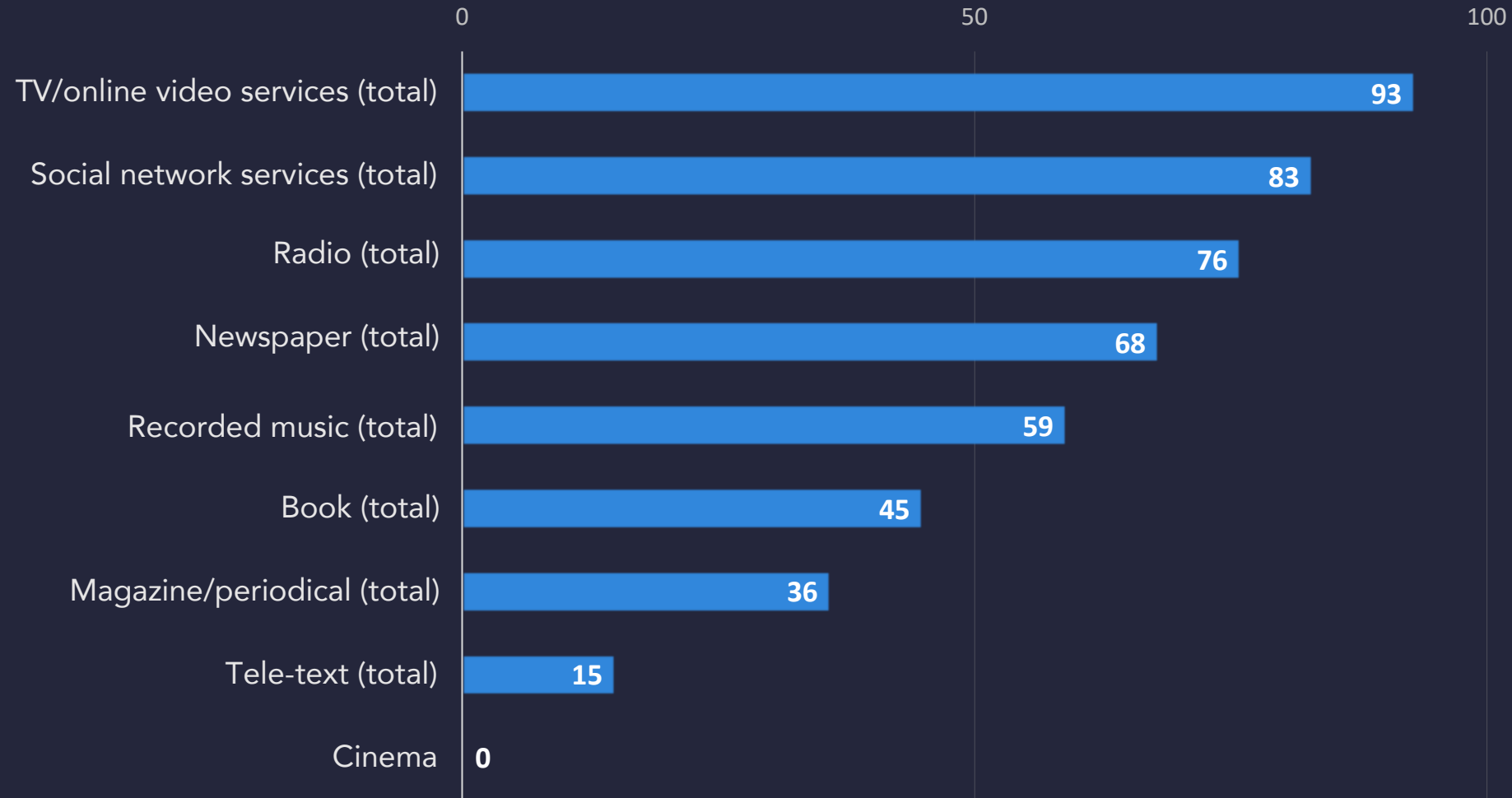
ACCESS: Media equipment in households, 9–85 years, 2021 (per cent)



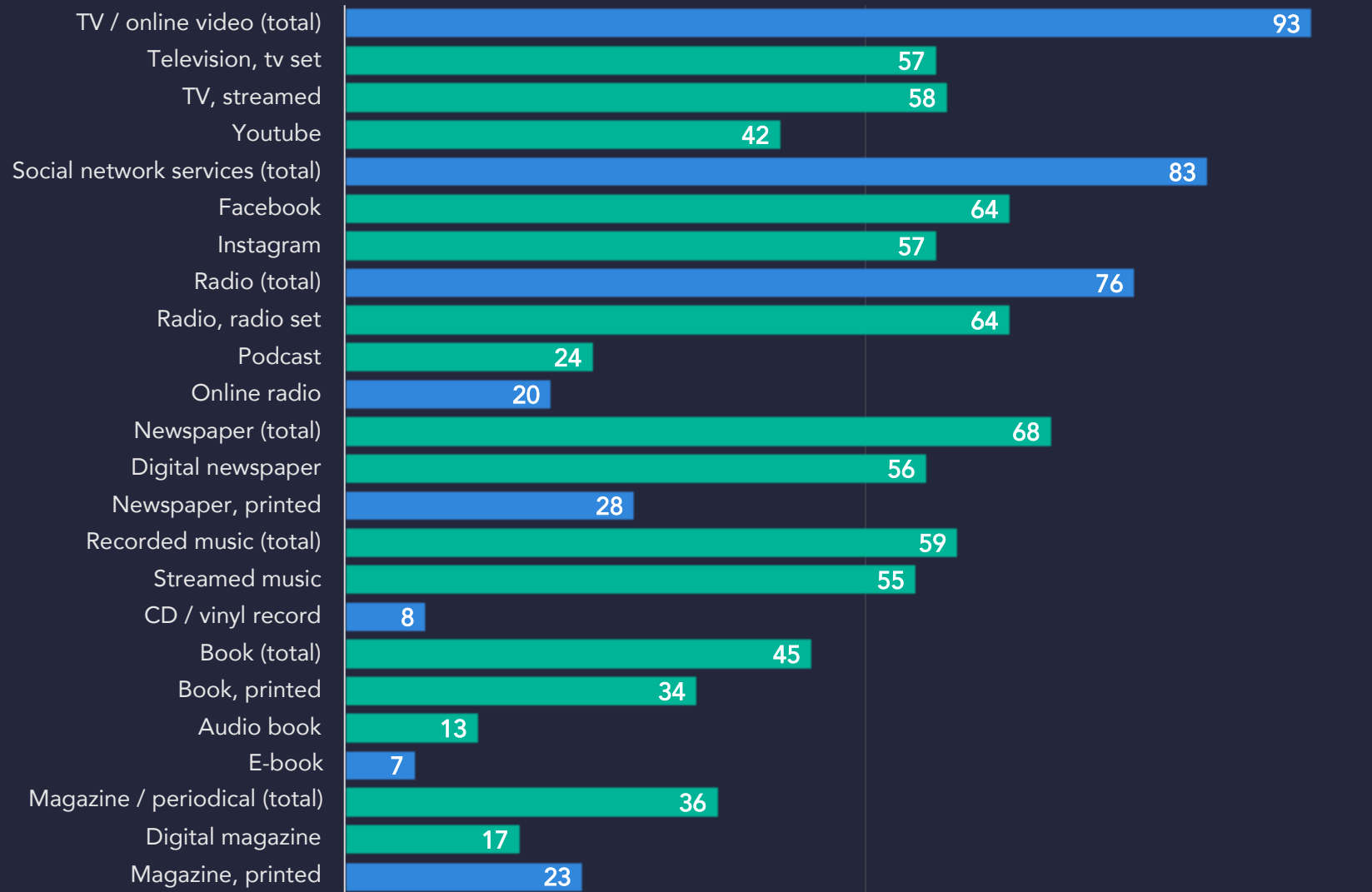
ACCESS: Subscriptions, 9–85 years, 2021 (per cent)



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

