

# Our readers are always connected

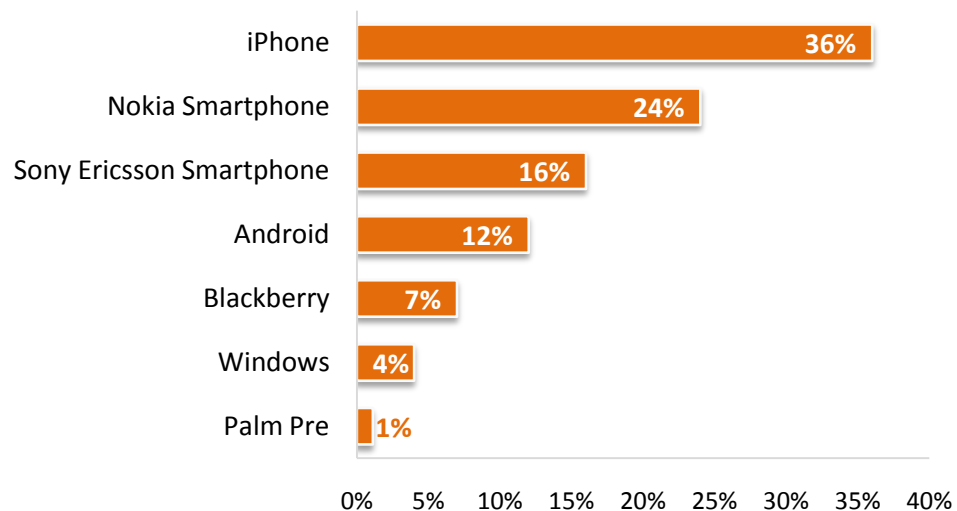
**85%** pay for their own mobile phone.

**23%** have a mobile phone paid for by their employer.

**42%** spend 200 SEK-1000 SEK per month on their phone. **10%** spend more than 1000 SEK per month.

## Smartphones

**47%** of our readers use smartphones, of which:



## Technology and Social Networking

**77%** of our readers use Facebook.

**75%** of our readers use Skype.

**33%** of our readers use LinkedIn.

**21%** of our readers use Twitter.

**44%** of our readers use Spotify.

## Profile

**67%/33%** are male/female.

**43%** are aged 26-35. **27%** are aged 36-45.

**26%** work at upper management level. **25%** are responsible for a budget greater than 200,000 SEK.

**24%** earn over 460,000 SEK per year.