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CONSUMERS & BRANDS

Mobile carriers: Telia customers in Sweden

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Telia customers in Sweden: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Telia customers in Sweden ("brand users") against Swedish smartphone users in general ("category users"), and the overall Swedish consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Sweden)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

CHAPTER 01

Management summary

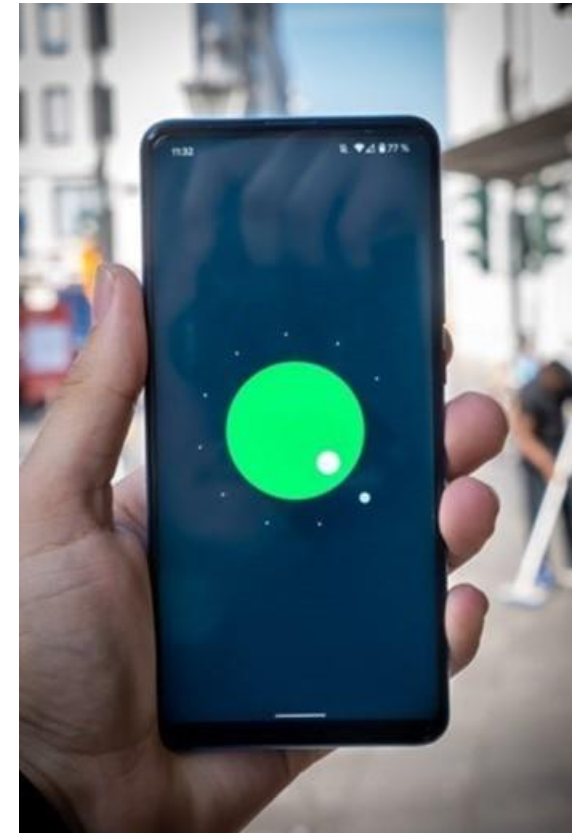
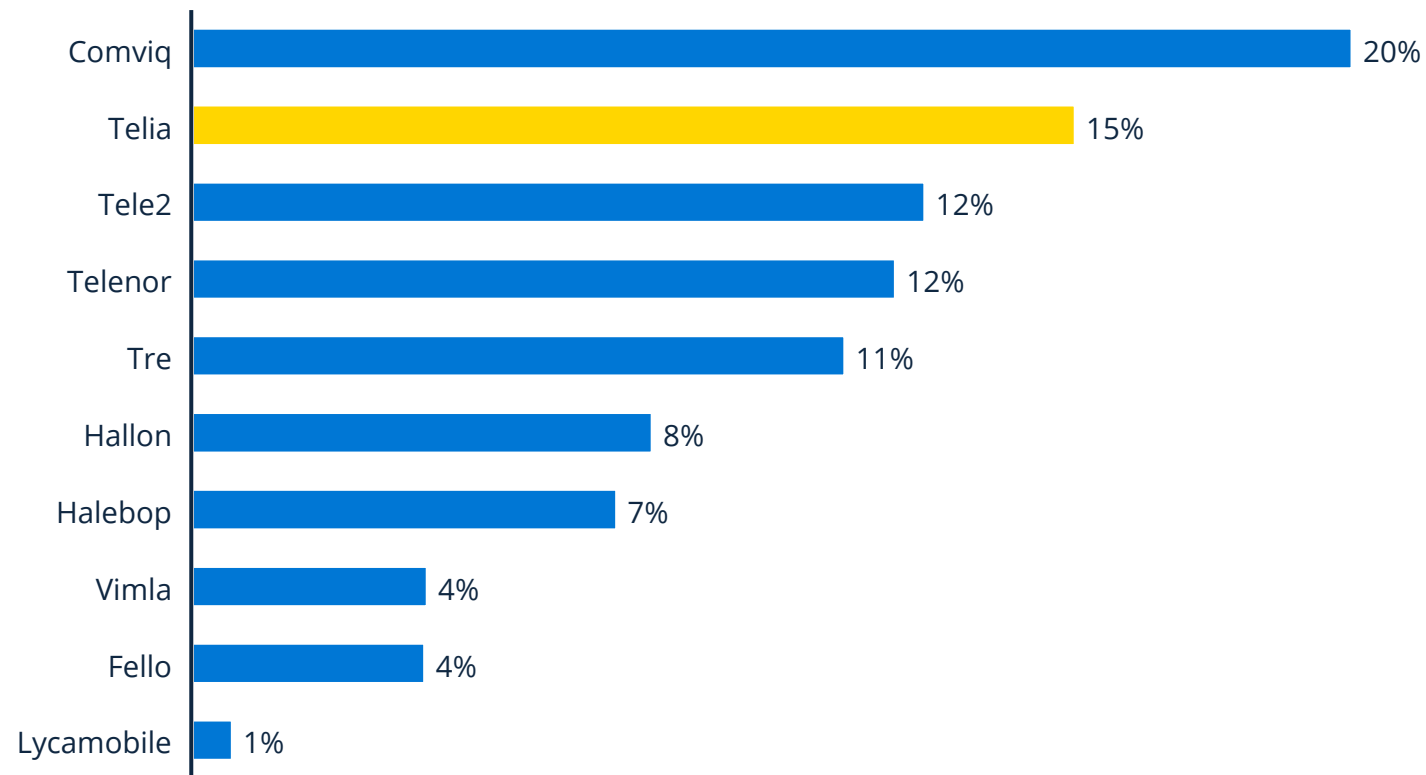
- Brand usage
- Key insights



Telia is the second most used mobile carrier in Sweden after Comviq and has a user share of 15%

Management summary: brand usage and competition

Top 10 most used mobile carriers in Sweden



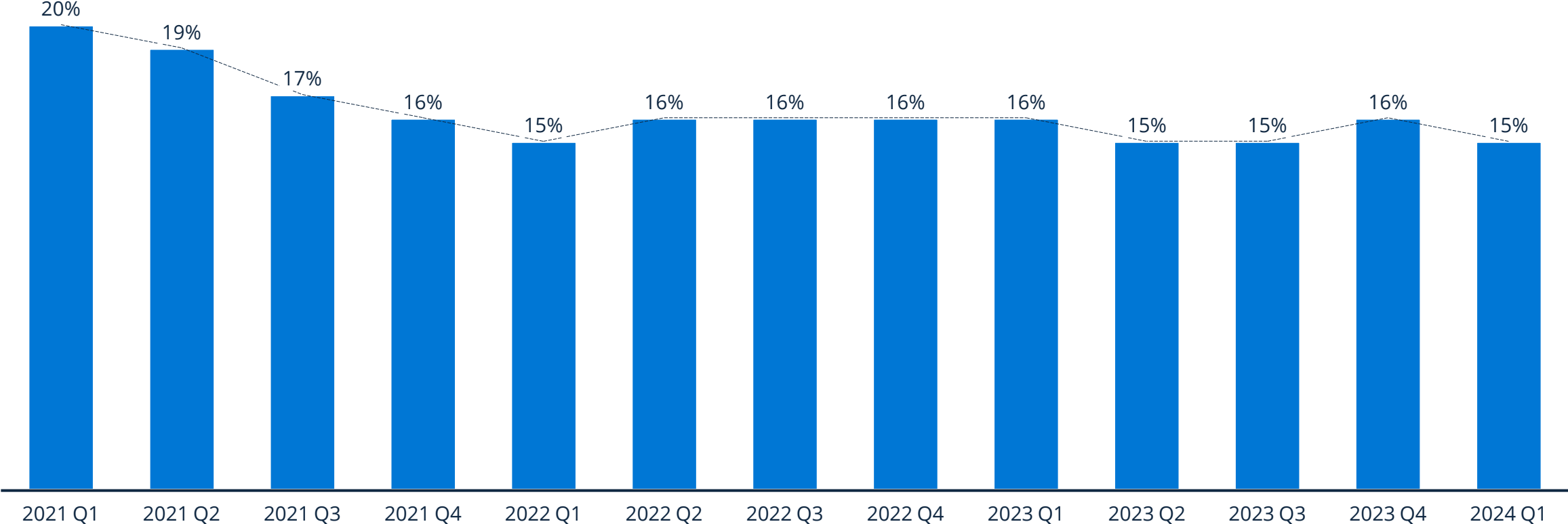
4 Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=1,954 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

The share of smartphone users using Telia declined by 5 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of smartphone users using Telia



5 Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=287 - 403 Telia customers, n=1951 - 2023 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

Telia customers in Sweden

Management summary: key insights

Demographic profile

Telia is more popular among Generation X than other mobile carriers. 53% of Telia customers are male.

Telia has a larger share of customers with a high income than other mobile carriers.

Telia customers are more likely to live in rural communities than smartphone users in general.

Consumer lifestyle

Making their own decisions is more important to Telia customers than to other smartphone users.

Home and garden are relatively prevalent interests of Telia customers.

Gardening and plants are relatively popular hobbies among Telia customers.

Consumer attitudes

It stands out that only 38% of Telia customers are concerned that their data is being misused on the internet.

56% of Telia customers are laggards or in the late majority of innovation adoption.

A relatively high share of Telia customers think that defense & foreign affairs are issues that need to be addressed.

Marketing touchpoints

Facebook is more popular among Telia customers than the average smartphone user.

Telia customers remember seeing ads on editorial websites and apps more often than the average consumer.

CHAPTER 02

Demographic profile

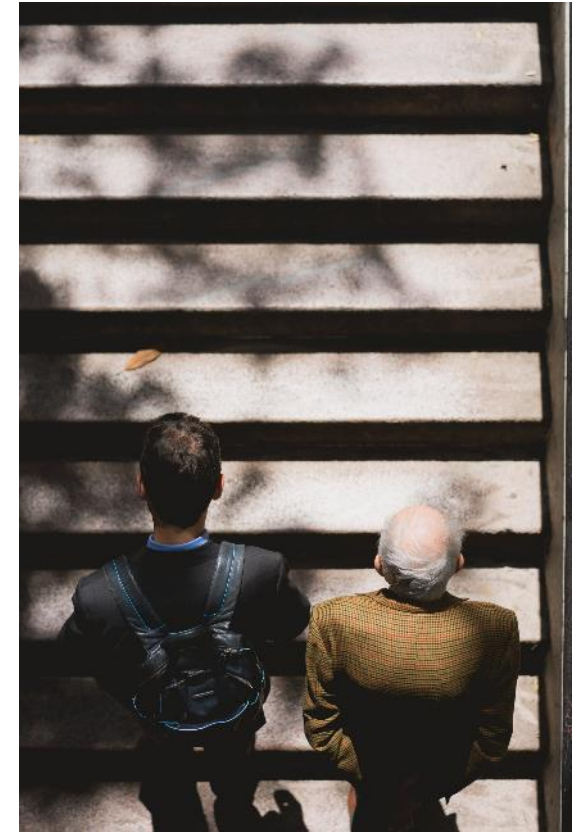
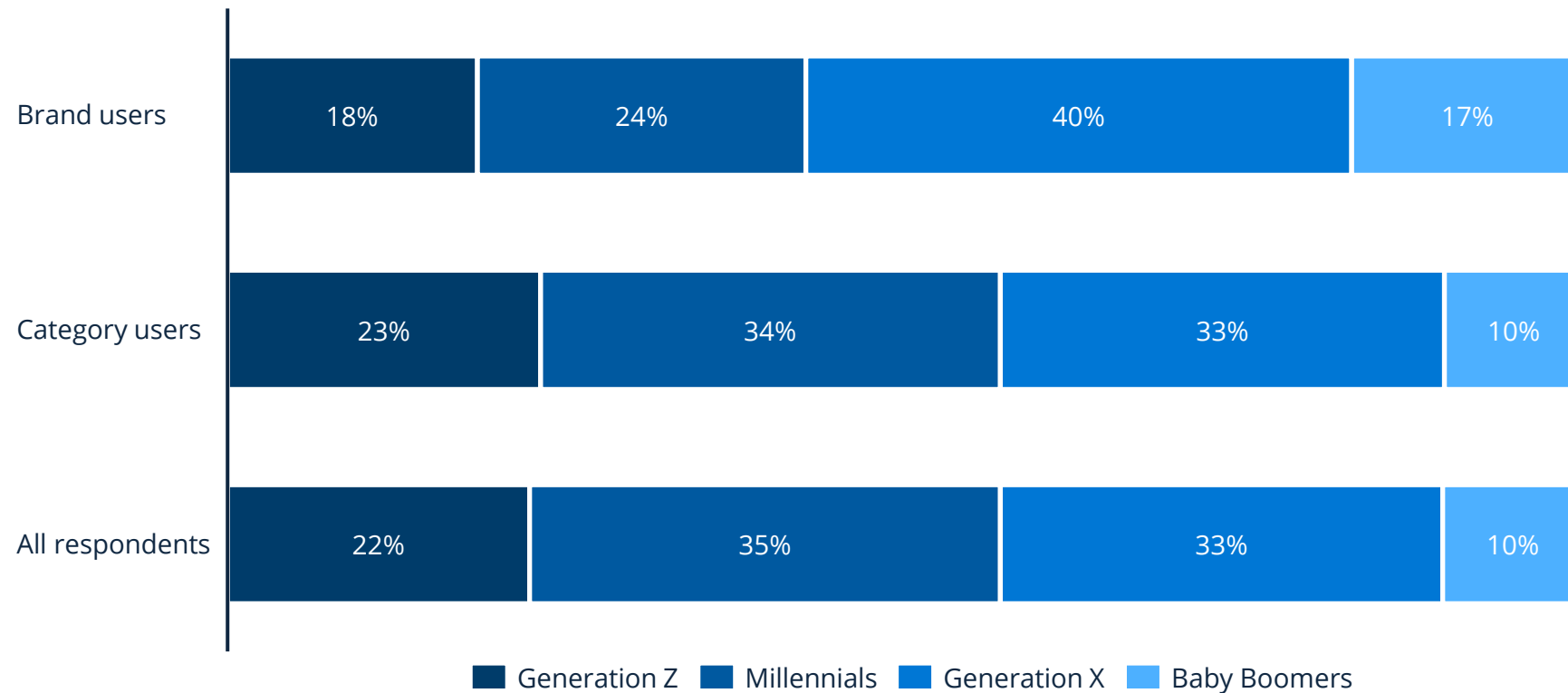
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Telia is more popular among Generation X than other mobile carriers

Demographic profile: generations

Age of consumers in Sweden

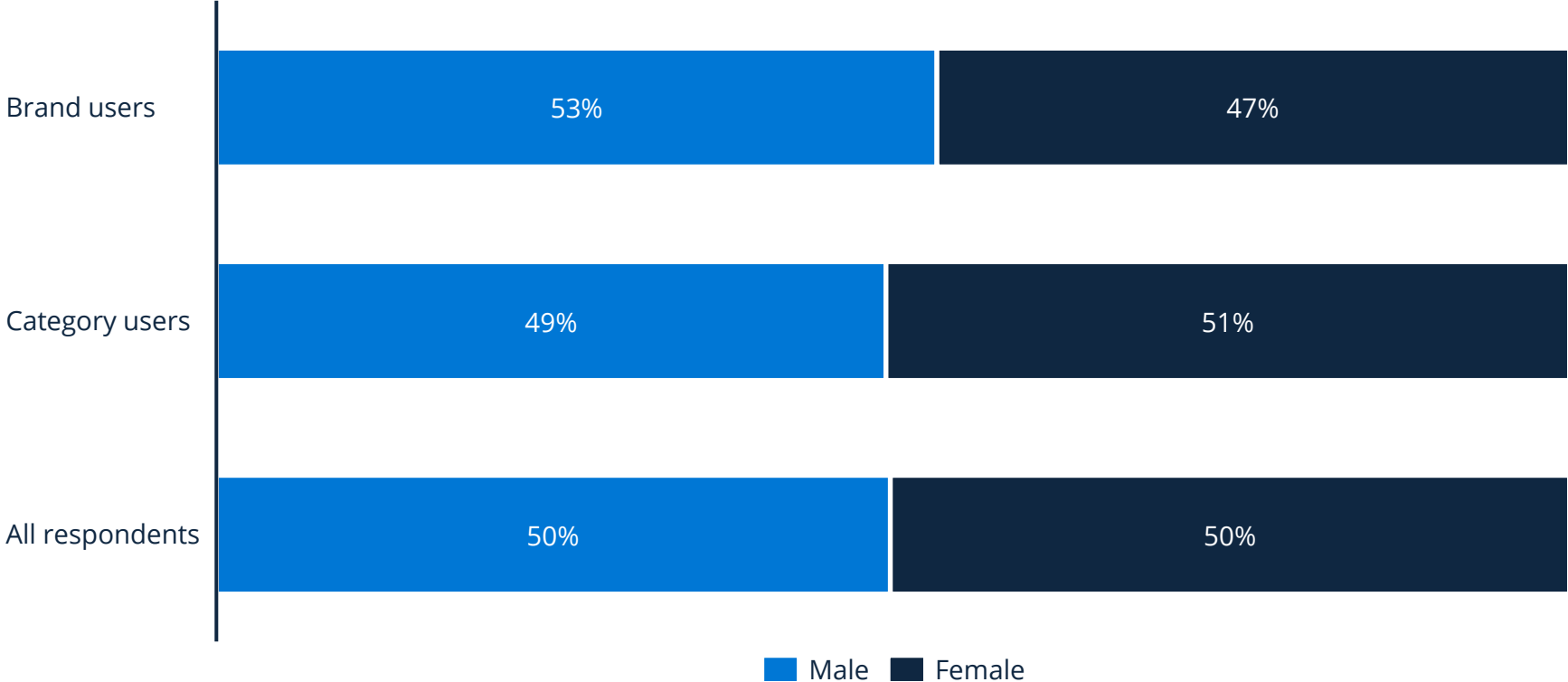


53% of Telia customers are male

Demographic profile: gender



Gender of consumers in Sweden



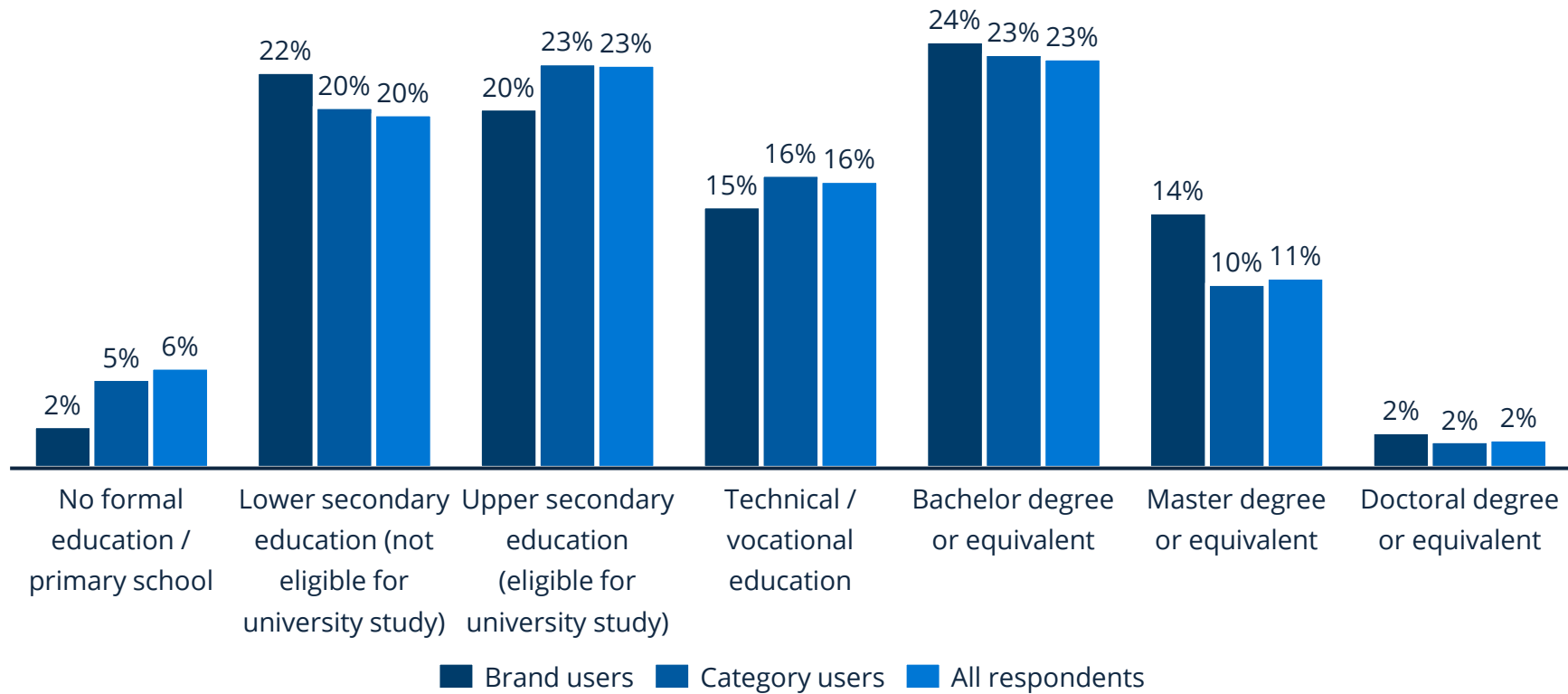
9 Notes: "What is your gender?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=293 Telia customers, n=1,954 smartphone users, n=12,201 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of Telia customers have a college degree

Demographic profile: education

Consumer's level of education in Sweden

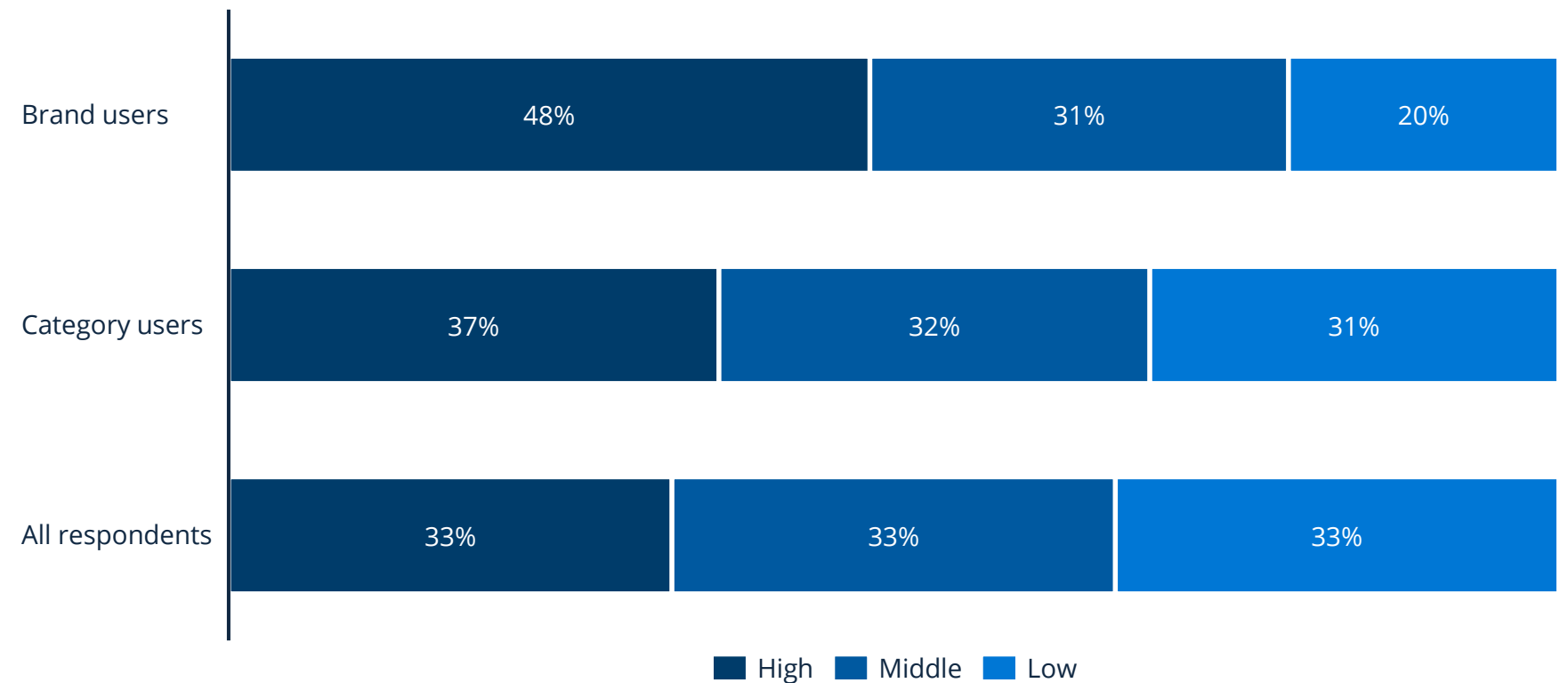


Telia has a larger share of customers with a high income than other mobile carriers

Demographic profile: income



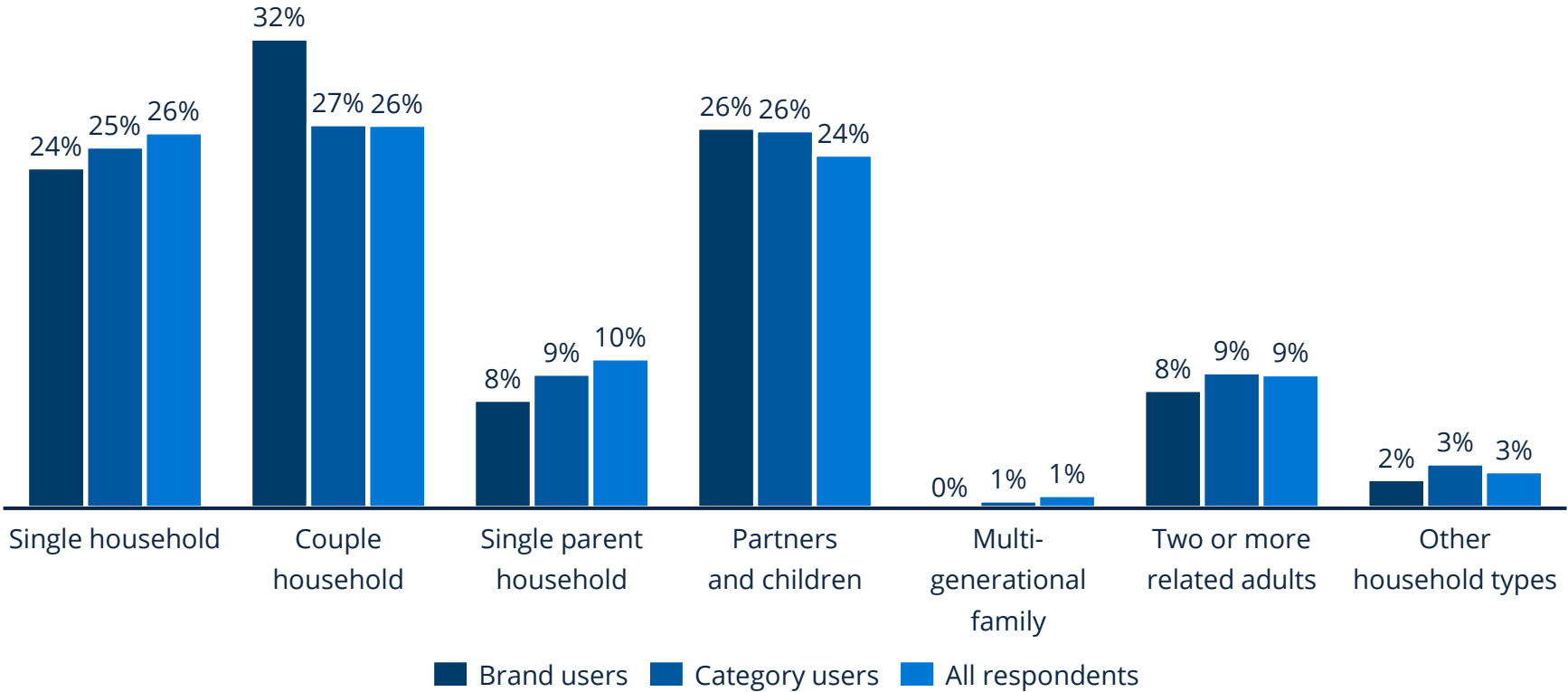
Share of consumers in Sweden in the high, middle, and low thirds of monthly household gross income



Compared to other smartphone users, Telia customers are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Sweden live



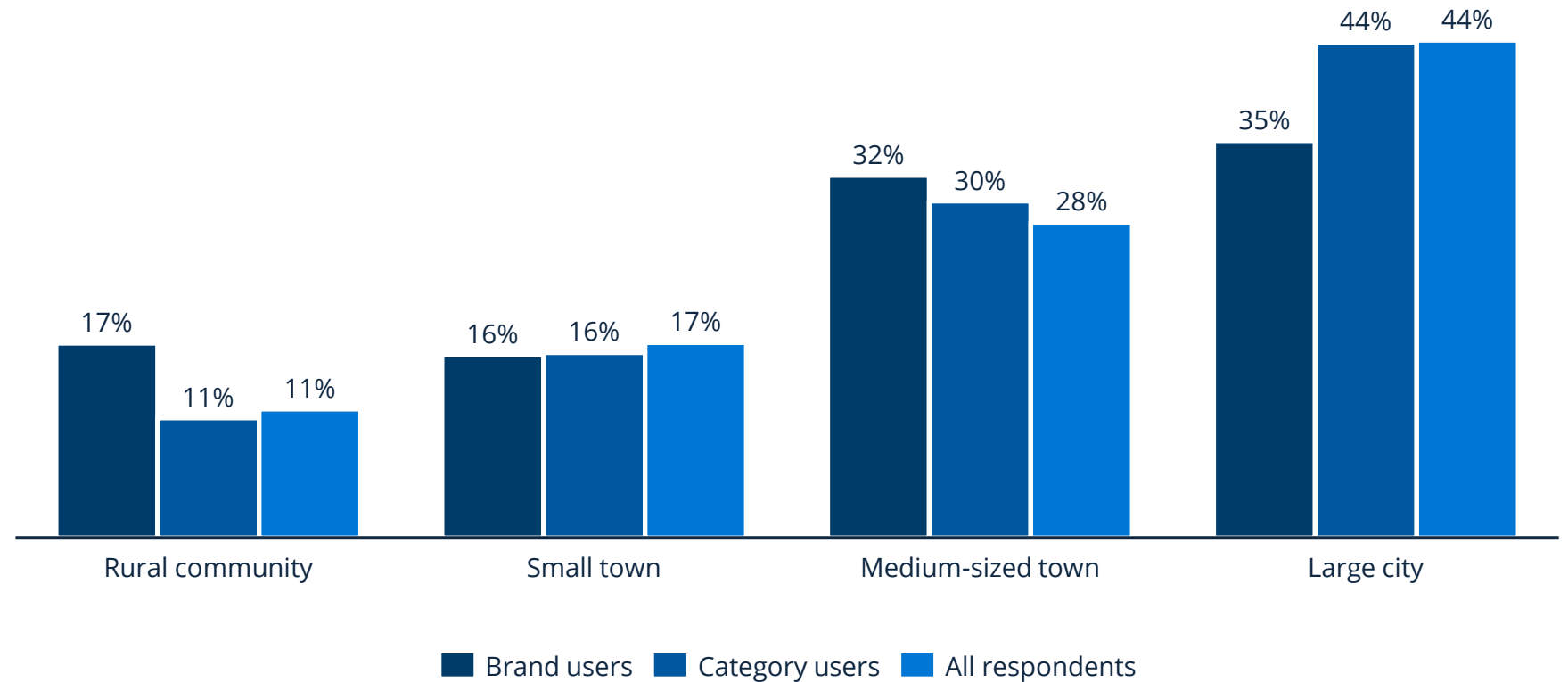
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=293 Telia customers, n=1,954 smartphone users, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Telia customers are more likely to live in rural communities than smartphone users in general

Demographic profile: type of community



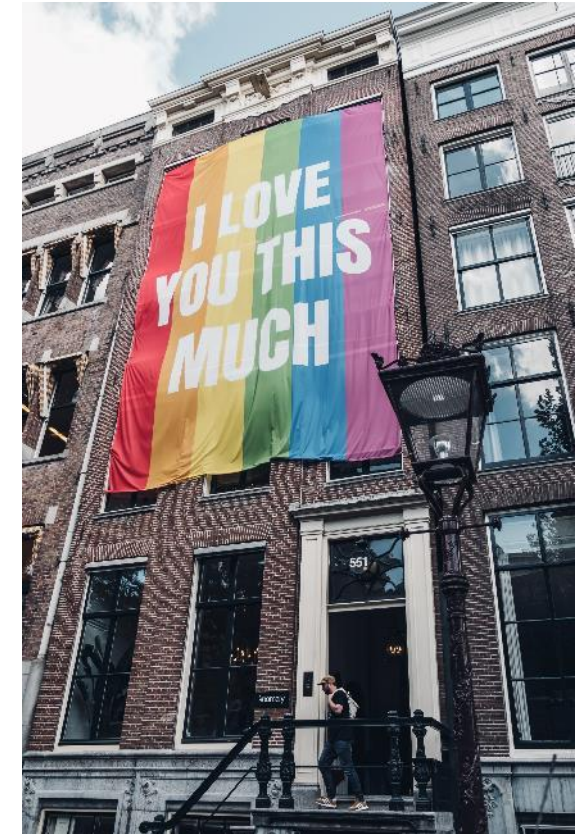
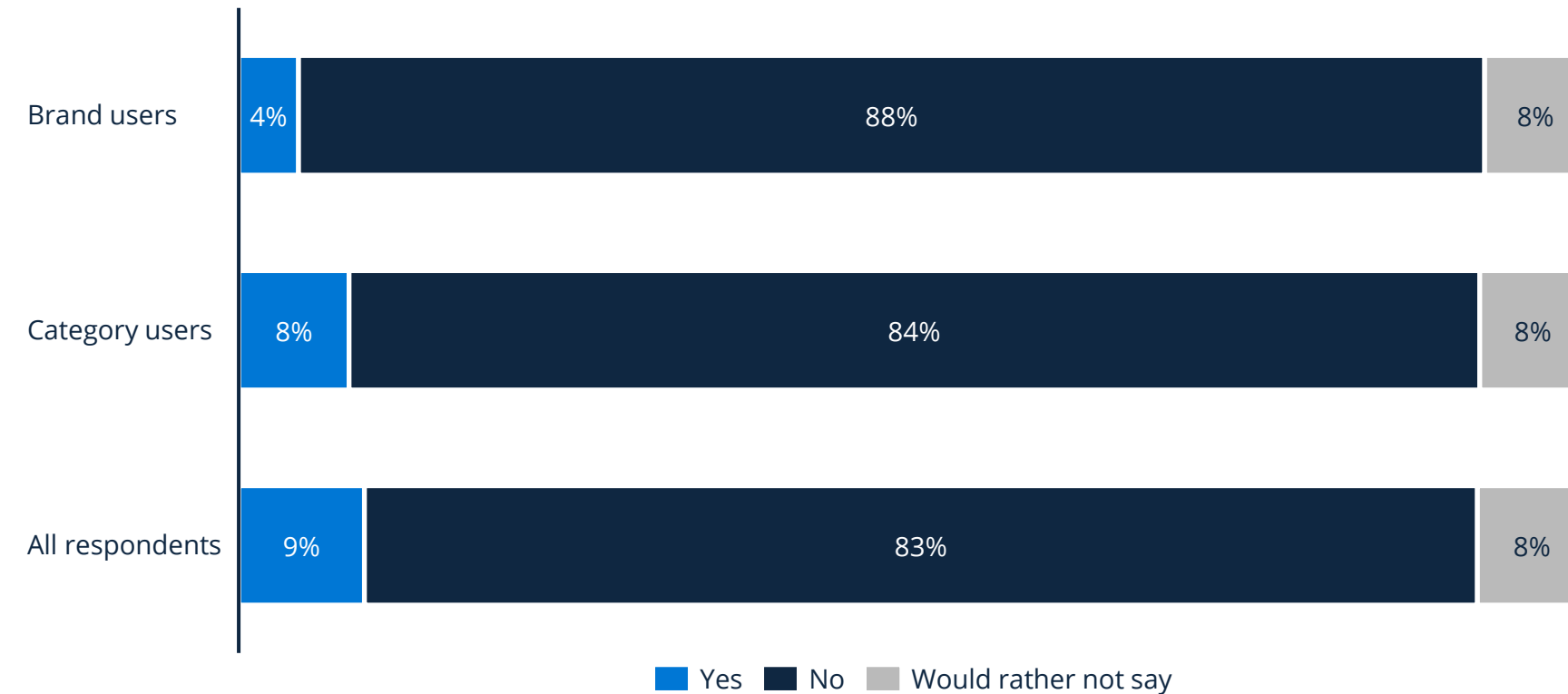
Communities where consumers live in Sweden



4% of Telia customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Sweden



CHAPTER 03

Consumer lifestyle

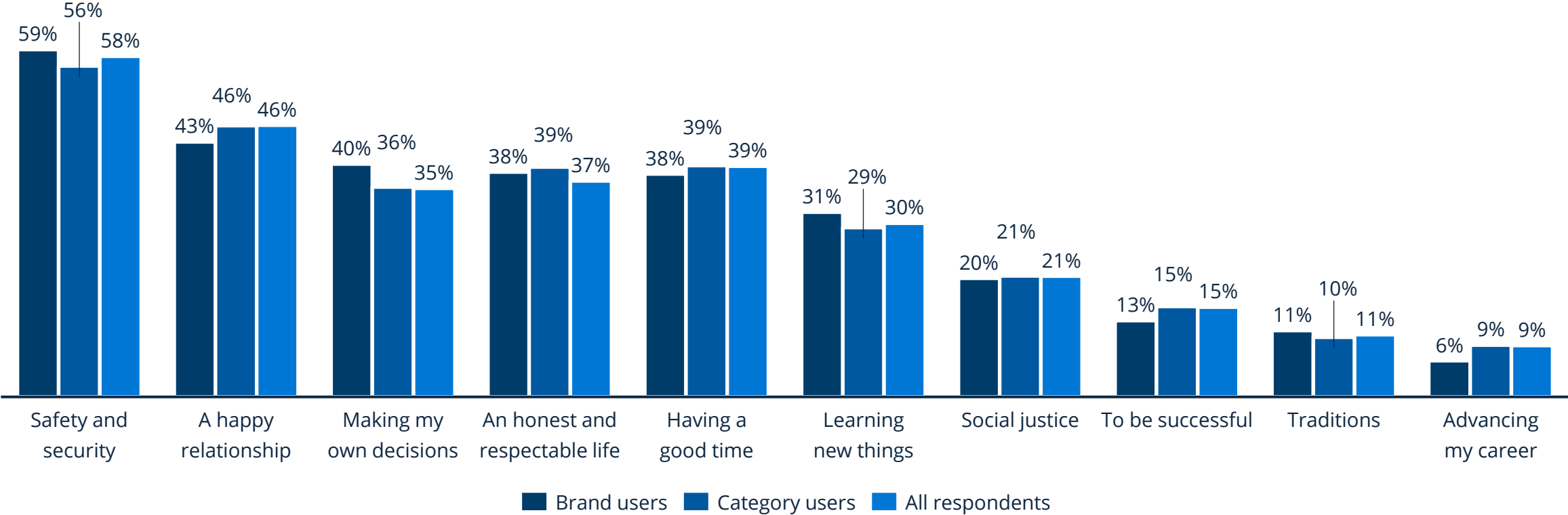
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Making their own decisions is more important to Telia customers than to other smartphone users

Consumer lifestyle: life values

Most important aspects of life for consumers in Sweden



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=293 Telia customers, n=1,954 smartphone users, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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