

Press Release

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Long calls to Mom – that's when Swedes use the fixed phone

When Swedes want to make a long call, or phone a public authority, they prefer to use an ordinary fixed telephone. These lengthy private calls are often made to their mother, according to the findings of a new poll that was recently conducted for Telia to investigate the phone habits of the Swedish people.

When the Swedes want to make a long phone call, nine out of ten choose to use a fixed phone. When they are going to call a public authority, three out of four choose the fixed phone. More than half prefer the ordinary phone to call friends they do not see so often.

“The mobile phone hasn't replaced the ordinary fixed phone in the same way that e-mail has replaced ordinary mail. The two phones complement each other instead because the cost of a home phone is lower, but also because the mobile phone stands for availability and calls on the run, while the fixed phone indicates that the call is important and the caller has a lot of time to make it,” says Indra Åsander, head of TeliaSonera's Consumer Segment.

Women make long calls more often

Long calls (more than 15 minutes) are most often made to a good friend, replied three out of four people in the survey. Calls to Mom came in second place, said 53 percent of the respondents. Women make more calls to their mother than men (59 percent, as against 45 percent). Twenty-five percent of the Swedish people usually call their father.

Women also make long calls more frequently than men. In the poll, 58 percent of the women, and 38 percent of the men, said they make several phone calls a week that are longer than 15 minutes. Eight out of ten women, and six out of ten men, make at least one lengthy phone call each week.

Three out of ten gossip

When Swedes talk on the ordinary phone evenings and weekends, they mainly discuss things that have happened during the week, say eight out of ten in the poll. Sixty-five percent talk about the family and 58 percent talk about plans to do something together. Three out of ten gossip about people they know.

The fixed phone is the most common way for Swedes to keep in touch with friends and family they do not meet so often, replied slightly more than half of the people in the poll. E-mail (31 percent) and SMS (11 percent) are other ways.

The research company Cint conducted the survey in December 2003. The number of respondents was 1,024.

For further information journalists can contact:

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<p>TeliaSonera is the leading telecommunications company in the Nordic and Baltic regions. At the end of September 2003 TeliaSonera had 11,558,000 mobile customers and 8,025,000 fixed customers and 1,555,000 internet customers in its home markets. Outside the home markets TeliaSonera has extensive interests in the growth markets in Russia, Turkey and Eurasia. TeliaSonera is listed on the Stockholm Exchange, the Helsinki Exchanges and the Nasdaq Stock Market in the USA. Pro forma net sales January-September 2003 amounted to SEK 60,7 billion (EUR 6.8 billion). The number of employees was 26,216</p>
