

Studie zu Smartphones in BRA, RUS, UK und USA

	Total (Brasilien)		Total (Russland)		Total (UK)		Total (USA)	
	N	%	N	%	N	%	N	%
Which of the options below best applies to you?								
Basis	1014		1001		1023		1161	
I have a mobile phone without internet-access	370	36%	340	34%	299	29%	429	37%
I have a smartphone with internet-access	573	57%	628	63%	685	67%	574	49%
I have no mobile phone	11	1%	8	1%	29	3%	105	9%
No answer	60	6%	25	3%	10	1%	53	5%
Besides voice calls, which feature of your smartphone do you use the most?								
Basis	573		628		685		574	
Apps	207	36%	166	26%	193	28%	161	28%
SMS	186	32%	236	38%	245	36%	136	24%
Mobile email	126	22%	126	22%	163	24%	176	31%
Office functions like calendar, calculator, etc.	39	7%	39	7%	52	8%	63	11%
Other	15	3%	15	3%	32	5%	38	7%
On a typical day, how many SMS messages do you normally send?								
Basis	943		968		984		1003	
1 - 10	522	55%	669	69%	648	66%	427	43%
11 - 20	182	19%	119	12%	117	12%	155	15%
21 - 30	60	6%	27	3%	27	3%	48	5%
More than 30	112	12%	46	5%	28	3%	44	4%
None of the above	67	7%	107	11%	164	17%	329	33%
How often do you use social networks via your mobile phone?								
Basis	878		837		776		786	
Never	206	23%	263	31%	270	35%	372	47%
Once a month	92	10%	121	14%	64	8%	65	8%
Once a week	94	11%	109	13%	85	11%	83	11%
Once a day	161	18%	152	18%	128	16%	95	12%
Between two and five times a day	177	20%	115	14%	129	17%	92	12%
More than five times a day	148	17%	77	9%	100	13%	79	10%
How often do you check Facebook via your mobile phone?								
Basis	672		574		506		414	
I don't use Facebook	19	3%	162	28%	25	5%	10	2%
Never	36	5%	88	15%	26	5%	30	7%
Once a month	65	10%	98	17%	49	10%	54	13%
Once a week	73	11%	85	15%	89	18%	55	13%
Once a day	155	23%	95	17%	99	20%	97	23%
Between two and five times a day	167	25%	36	6%	137	27%	98	24%
More than five times a day	157	23%	10	2%	81	16%	70	17%

Total (Brasilien)		Total (Russland)		Total (UK)		Total (USA)	
N	%	N	%	N	%	N	%

Compared to one year ago, I check Facebook via my mobile phone...

Basis	653		412		481		404	
more often	449	69%	193	47%	203	42%	159	39%
less often	94	14%	70	17%	85	18%	66	16%
as often as I did one year ago	75	11%	80	19%	184	38%	153	38%
not at all	35	5%	69	17%	9	2%	26	6%

How interesting are free or low-cost calling and messaging apps like WhatsApp, Nimbuzz or Viber?

Basis	943		968		984		1003	
Interesting	666	71%	501	52%	327	33%	144	14%
Not interesting	44	5%	261	27%	362	37%	452	45%
I didn't know there was an option for having free or low cost-calling and messaging apps.	233	25%	206	21%	295	30%	407	41%

Do you use instant messaging on your phone?

Basis	573		628		685		574	
Yes	502	88%	472	75%	312	46%	251	44%
No	71	12%	156	25%	373	54%	323	56%

Which services do you use most on your mobile phone for messaging?

Basis	502		472		312		251	
Facebook Messenger	376	75%	86	18%	131	42%	81	32%
Skype	234	47%	225	48%	60	19%	50	20%
WhatsApp	194	39%	65	14%	157	50%	15	6%
twitter	125	25%	56	12%	74	24%	35	14%
Yahoo Messenger	107	21%	18	4%	13	4%	45	18%
Google+ Hangouts	72	14%	40	8%	12	4%	24	9%
iMessage	68	14%	30	6%	76	24%	51	20%
Orkut	67	13%	4	1%	1	0%	0	0%
Viber	45	9%	34	7%	32	10%	6	2%
Nimbuzz	25	5%	1	0%	1	0%	0	0%
Mail.ru	14	3%	216	46%	1	0%	1	0%
Kik Messenger	12	2%	1	0%	8	3%	6	2%
ICQ	9	2%	152	32%	1	0%	1	0%
Snapchat	8	2%	1	0%	25	8%	7	3%
Pinger	5	1%	0	0%	2	1%	5	2%
Odnoklassniki.ru	1	0%	155	33%	0	0%	1	0%
VK	1	0%	214	45%	0	0%	0	0%
Other	55	11%	26	6%	27	9%	39	15%
None	15	3%	23	5%	15	5%	45	18%

Total (Brasilien)		Total (Russland)		Total (UK)		Total (USA)	
N	%	N	%	N	%	N	%

I would rather give up ___ for one week, than give up the ability to send SMS for a year.

Basis	943		968		984		1003	
Alcohol	195	21%	241	25%	100	10%	100	10%
Chocolate	168	18%	125	13%	136	14%	82	8%
Caffeine	97	10%	87	9%	70	7%	61	6%
Exercise	86	9%	40	4%	65	7%	65	6%
Shoes	35	4%	3	0%	19	2%	14	1%
Preferred mode of transportation (e.g. car/bus/subway)	34	4%	18	2%	17	2%	10	1%
Sex	26	3%	22	2%	41	4%	33	3%
Toothbrush	4	0%	16	2%	5	1%	2	0%
I'd rather give up my mobile phone than any of the above items.	68	7%	63	7%	119	12%	87	9%
Not being able to send SMS for an entire year would not be much of a problem.	230	24%	353	36%	412	42%	549	55%

The mobile phone 'bad habit' I'm most guilty of is:

Basis	943		968		984		1003	
Sleeping next to my phone.	398	42%	402	42%	206	21%	146	15%
Checking my phone while at the dinner table.	131	14%	112	12%	158	16%	104	10%
Checking email or texting while driving.	82	9%	66	7%	38	4%	113	11%
Texting friends while on a date.	58	6%	23	2%	7	1%	10	1%
Checking my phone while at the movies.	46	5%	21	2%	16	2%	22	2%
None of the above.	228	24%	344	36%	559	57%	608	61%

In what situation do you consider it to be most rude or poor etiquette to text/send SMS?

Basis	943		968		984		1003	
In a work meeting.	181	19%	82	8%	65	7%	84	8%
At the lunch/dinner table.	129	14%	51	5%	77	8%	42	4%
On a date.	81	9%	98	10%	92	9%	82	8%
In a conversation with a friend.	79	8%	105	11%	82	8%	69	7%
I consider all situations to be extremely rude.	397	42%	581	60%	631	64%	677	68%
I don't consider any of these situations to be rude.	76	8%	51	5%	37	4%	49	5%

Soziodemographie

Are you...?

Basis	1014		1001		1023		1161	
Male	462	46%	426	43%	508	50%	534	46%
Female	552	54%	575	57%	515	50%	627	54%

What is your age?

Basis	1014		1001		1023		1161	
18 to 24 years	197	19%	176	18%	126	12%	75	6%
25 to 34 years	300	30%	294	29%	182	18%	180	16%
35 to 44 years	234	23%	243	24%	178	17%	202	17%
44 years or older	278	27%	282	28%	520	51%	674	58%
I would rather not say	5	0%	6	1%	17	2%	30	3%