

## Survey Results

*"Brave New World - How digital communication technologies are transforming society"*

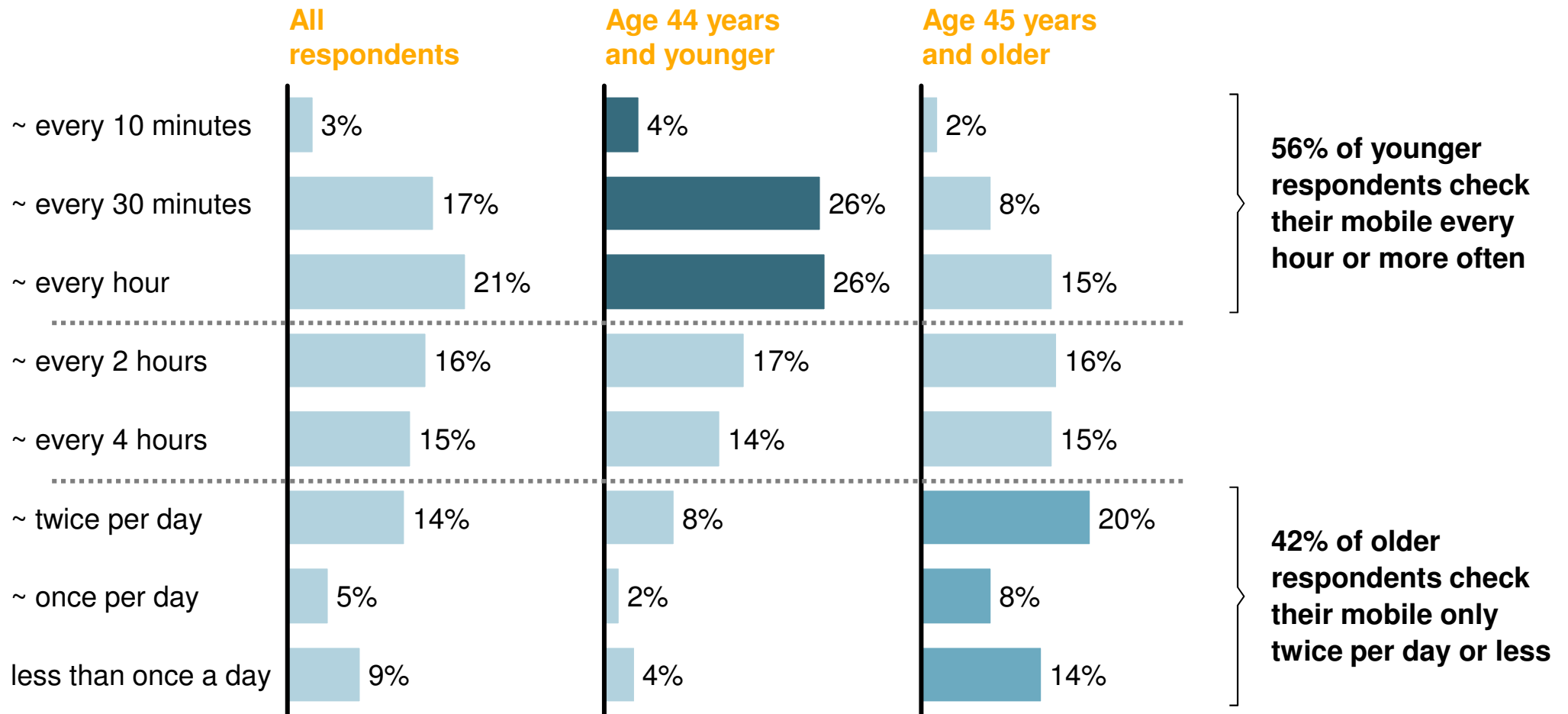


## Key take-aways

- ***Kids keep you grounded with today's reality!*** Smartphone addiction is driven by age: Younger people tend to be more affected than older people. However, for participants with kids living in their household, this gap seems to close.
- ***Everybody fears the data hungriness of Facebook & Co!*** Regardless of gender and age, people are afraid about their private sphere when using social networks, Twitter, and writing emails. People are less concerned to be observed by others when e.g. watching TV shows or video clips.
- ***Women and respondents with kids are better at multi-tasking!*** Female respondents and respondents with children feel less cognitively overloaded by today's technologies compared to male respondents and respondents without kids. There is no clear trend for emotional overload.

# Younger respondents show stronger signs of mobile phone addiction...

How frequently do you check your mobile phone to see if there is something new?<sup>1</sup>  
Percent of respondents



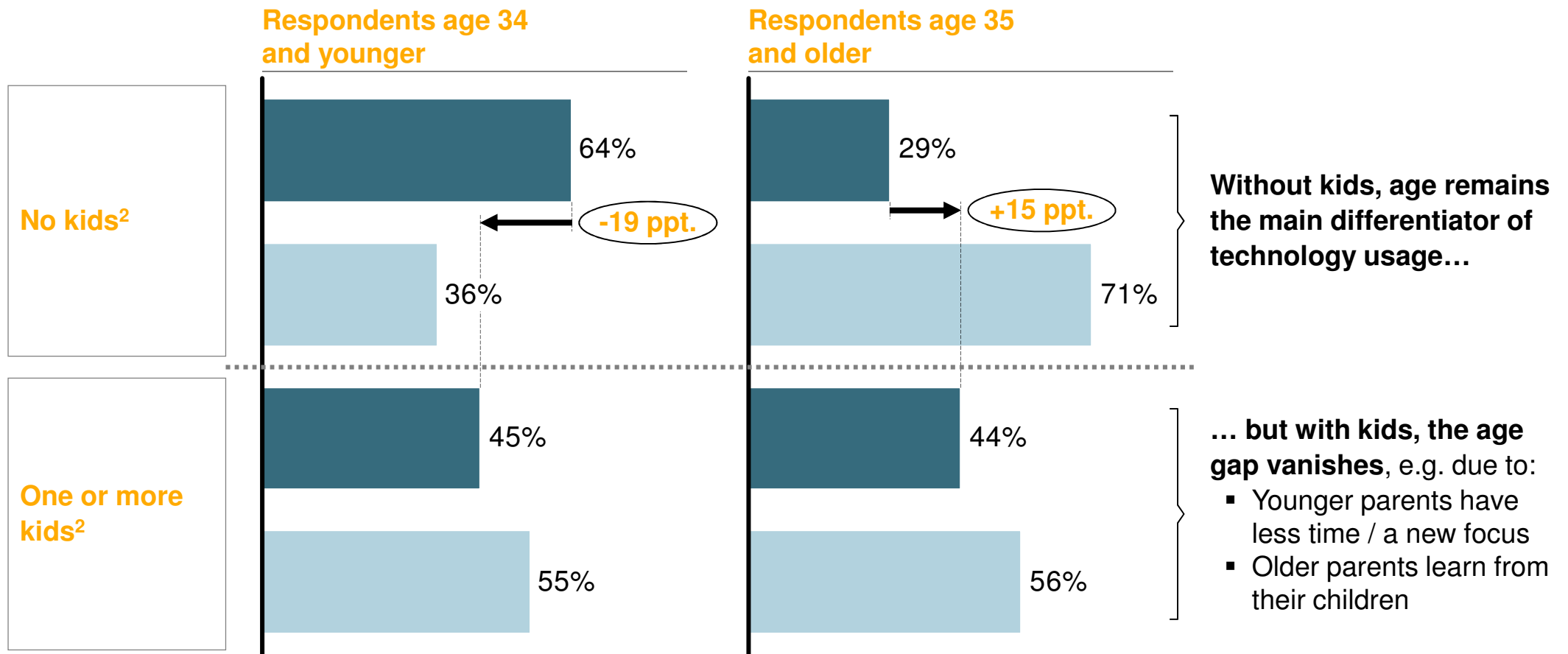
<sup>1</sup> E.g., missed call, new text message, new e-mail, new message through Whatsapp/BBM/Facebook...

# ... but the effect disappears for parents with kids

- Every hour or more frequently
- Less frequently than once per hour

How frequently do you check your mobile phone to see if there is something new?<sup>1</sup>

Percent of respondents



-19 ppt.

+15 ppt.

Without kids, age remains the main differentiator of technology usage...

... but with kids, the age gap vanishes, e.g. due to:

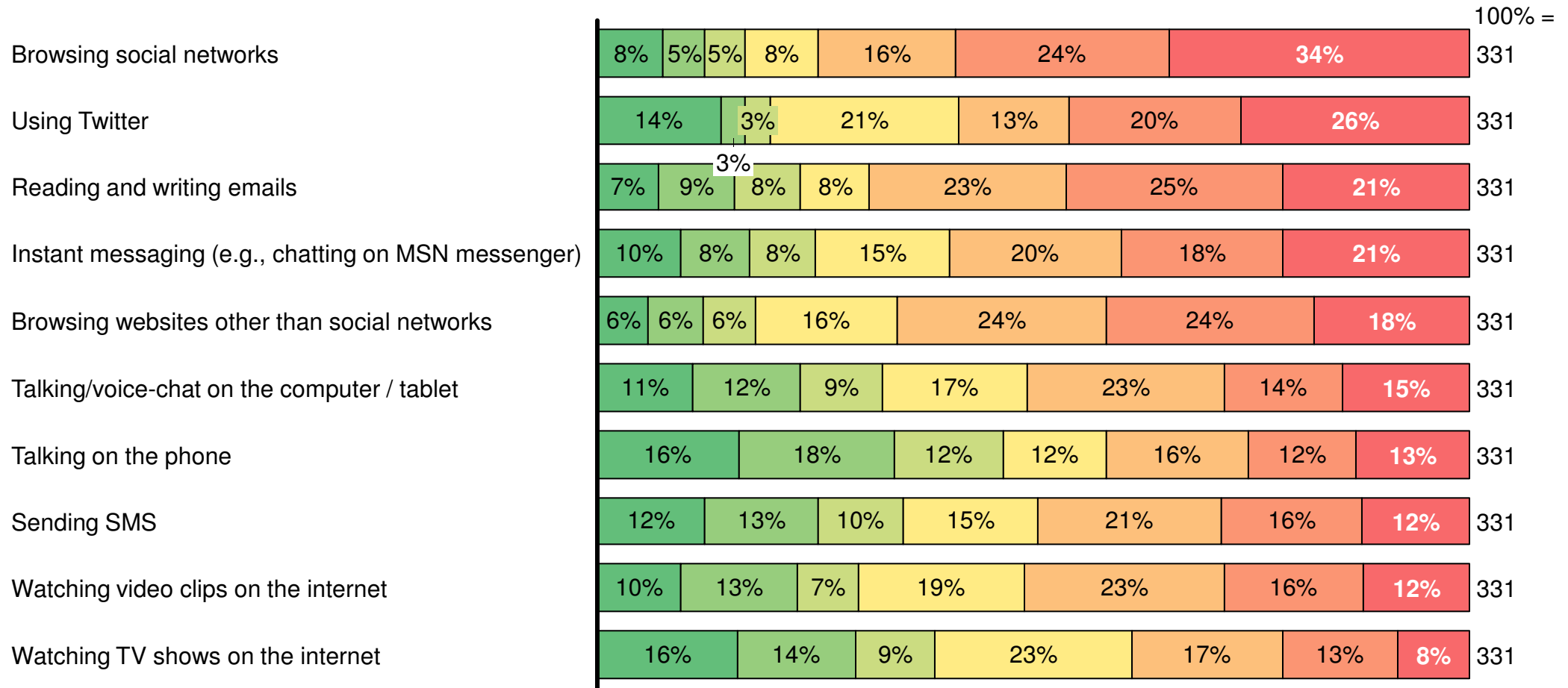
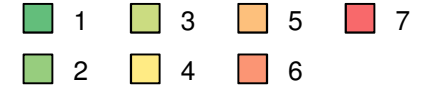
- Younger parents have less time / a new focus
- Older parents learn from their children

<sup>1</sup> E.g., missed call, new text message, new e-mail, new message through Whatsapp/BBM/Facebook...  
<sup>2</sup> A kid is defined as a person below 18 years living in the same household than the survey respondent

# Privacy concerns are especially strong with latest technologies such as social networks and Twitter

When using the following types of communication, to which degree are you concerned that you are observed by external parties?<sup>1</sup>

Scale: 1 – absolutely unconcerned, 4 – undecided, 7 – extremely concerned



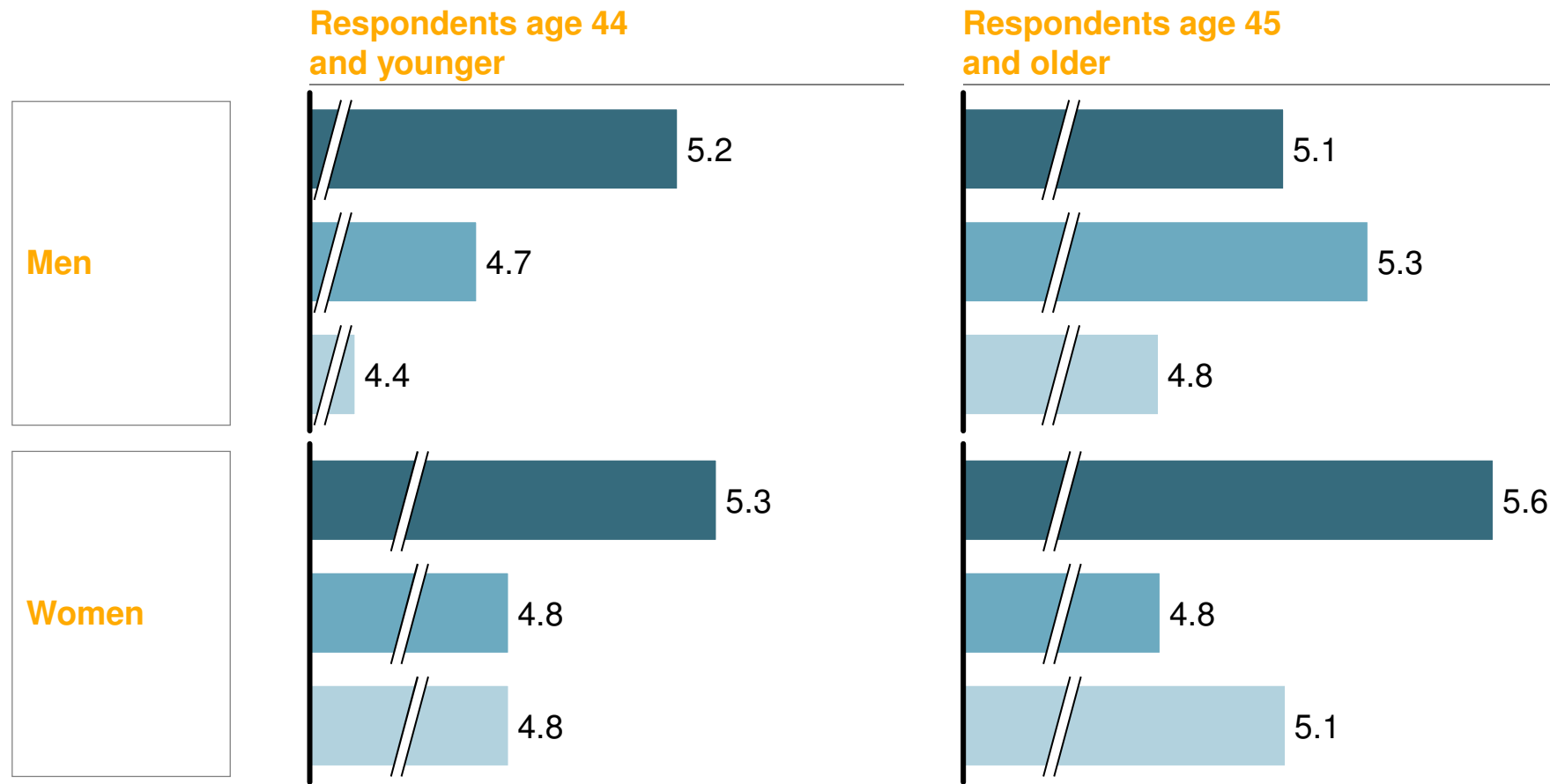
<sup>1</sup> E.g., the government, companies, other users

# Surprisingly, the awareness of privacy concerns is similar across age groups and gender for most analyzed technologies

- Browsing social networks
- Reading and writing emails
- Using Twitter

When using the following types of communication, to which degree are you concerned that you are observed by external parties?

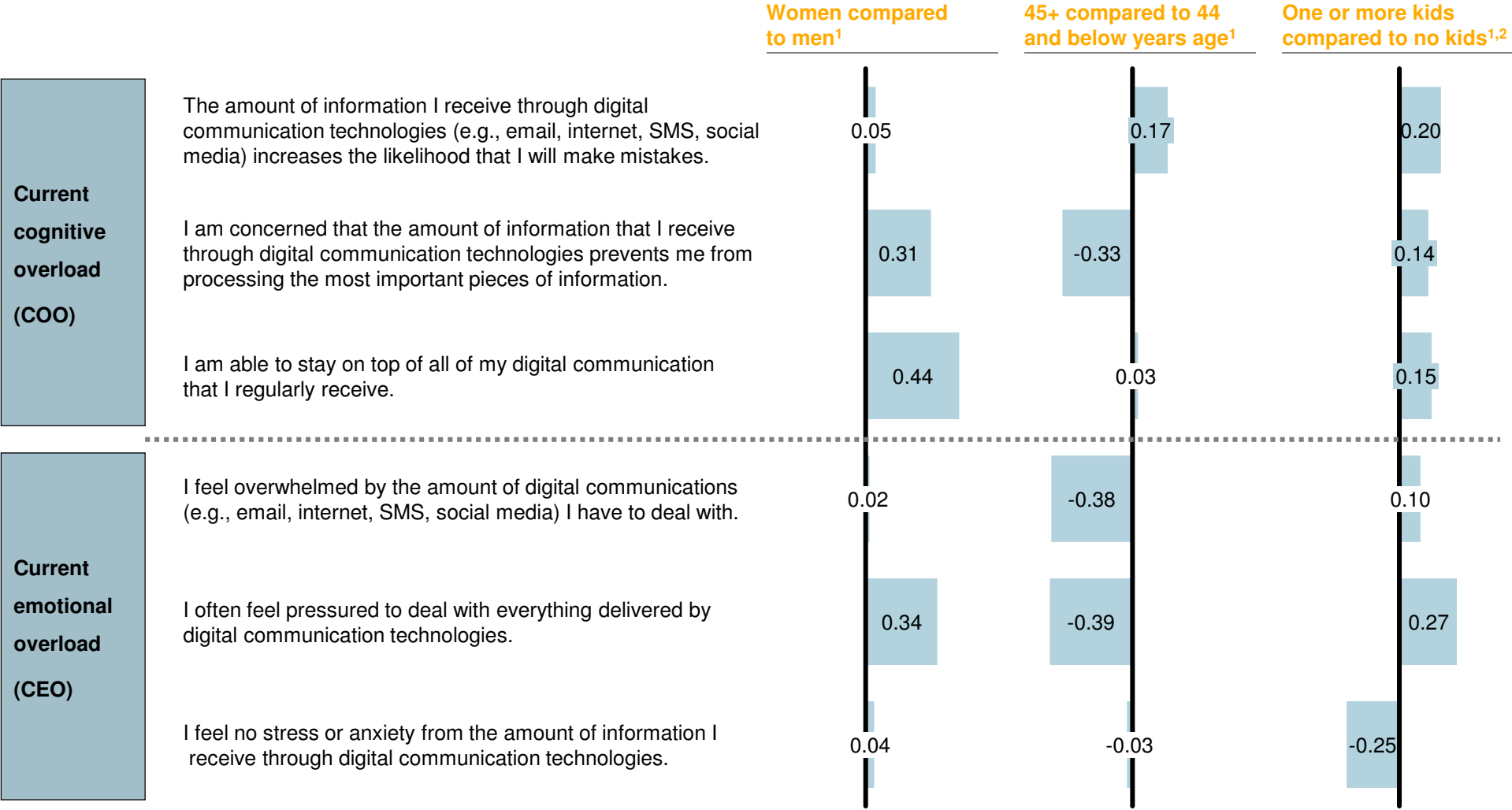
Averages; Scale: 1 – absolutely unconcerned, 4 – undecided, 7 – extremely concerned



# Women and respondents with kids at home generally stronger disagree to being cognitively overloaded, with no clear trend for emotional overload

How strongly do you agree or disagree with the following statements?

Difference in averages between the two compared groups; Scale: 1 – strongly agree, 4 – undecided, 7 – strongly disagree



1 A positive value indicates that women / 45+ year olds / respondents with one or more kids stronger disagree to the statement

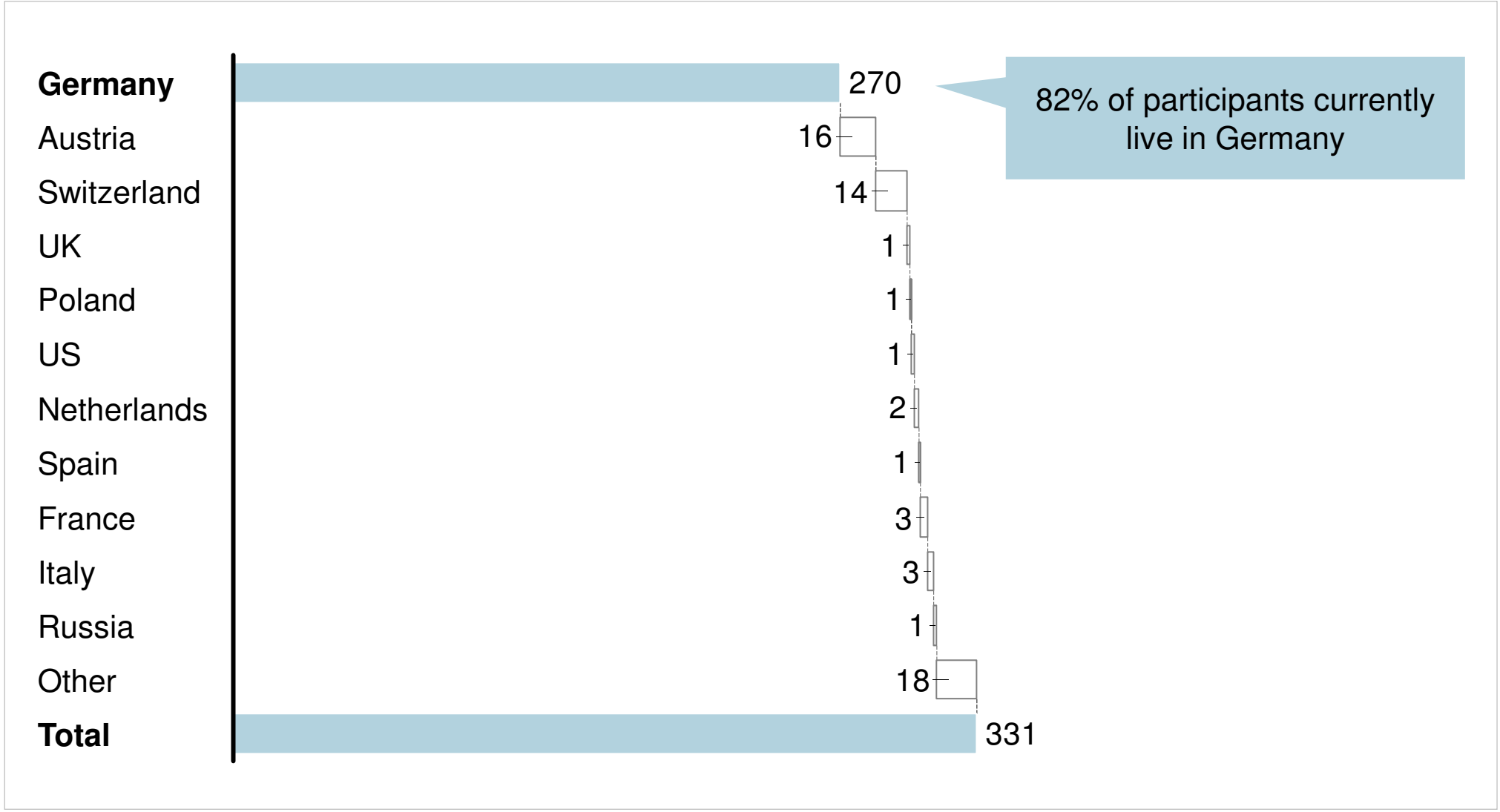
2 A kid is defined as a person below 18 years living in the same household than the survey respondent

# **Demographics of survey respondents**



# In total, 331 participants from over 11 different countries took part in the survey

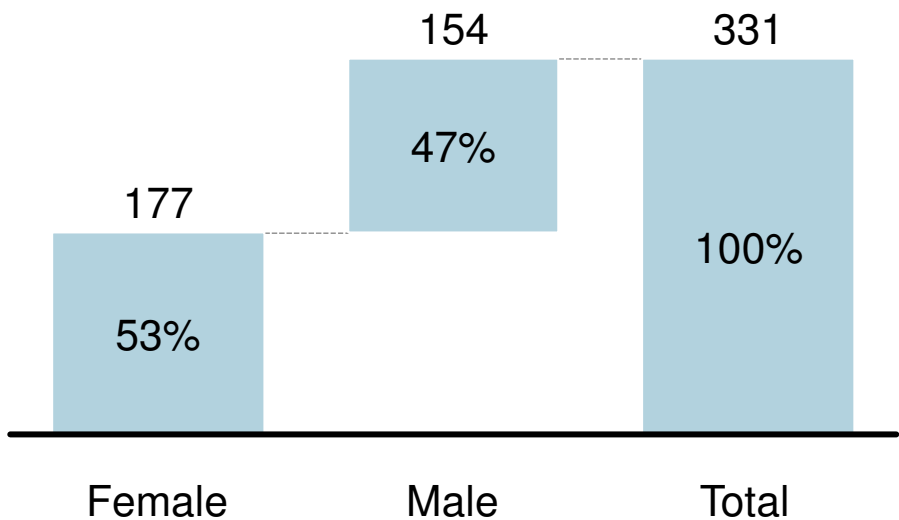
In which country do you currently live?  
Absolute Number of respondents



# Survey participants came from a diverse set of backgrounds

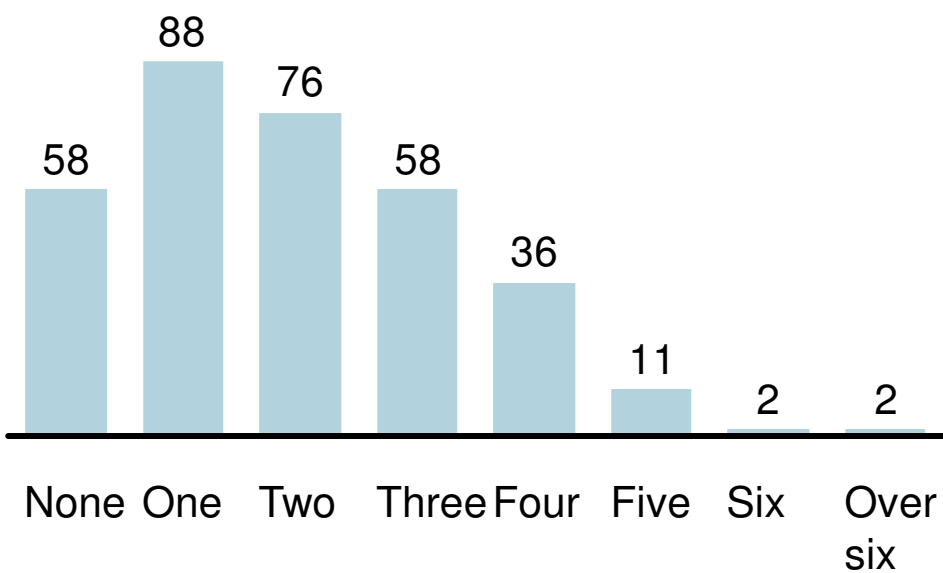
Absolute number and percentage of all respondents

## Gender of participants



- Roughly half of participants were female and half were male

## # of people living in participant household

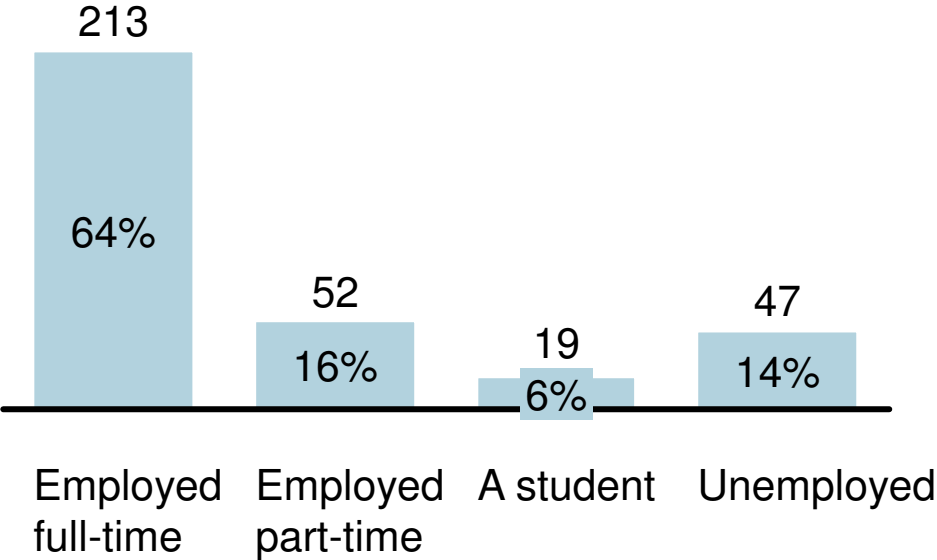


- Most participants lived with 0-3 other people in their households
- A minority of people lived with 4 up to over six other members in the same household

# Survey participants came from a diverse set of backgrounds

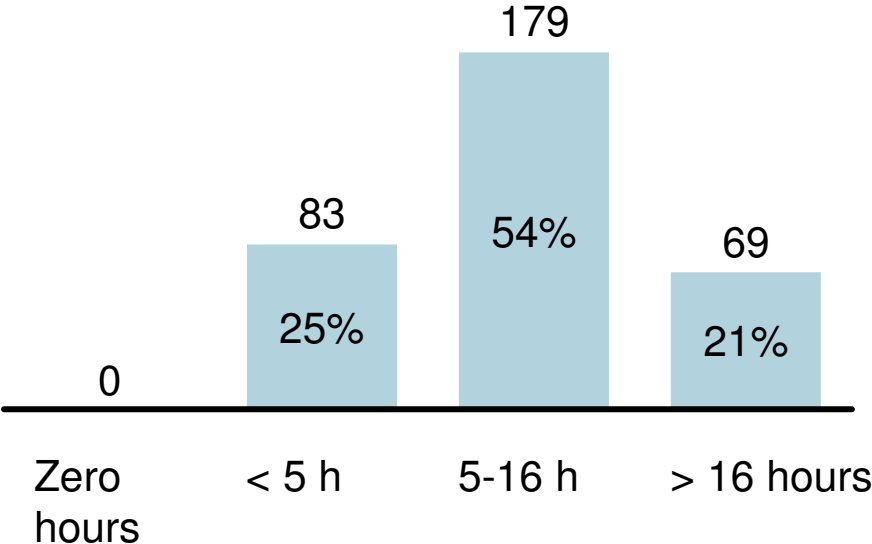
Absolute number and percentage of all respondents

## Employment status of participants



- The majority of participants (64%) were employed full time
- Several part-time employed, unemployed and few students also took part in the survey

## Weekly hours of internet use of participants



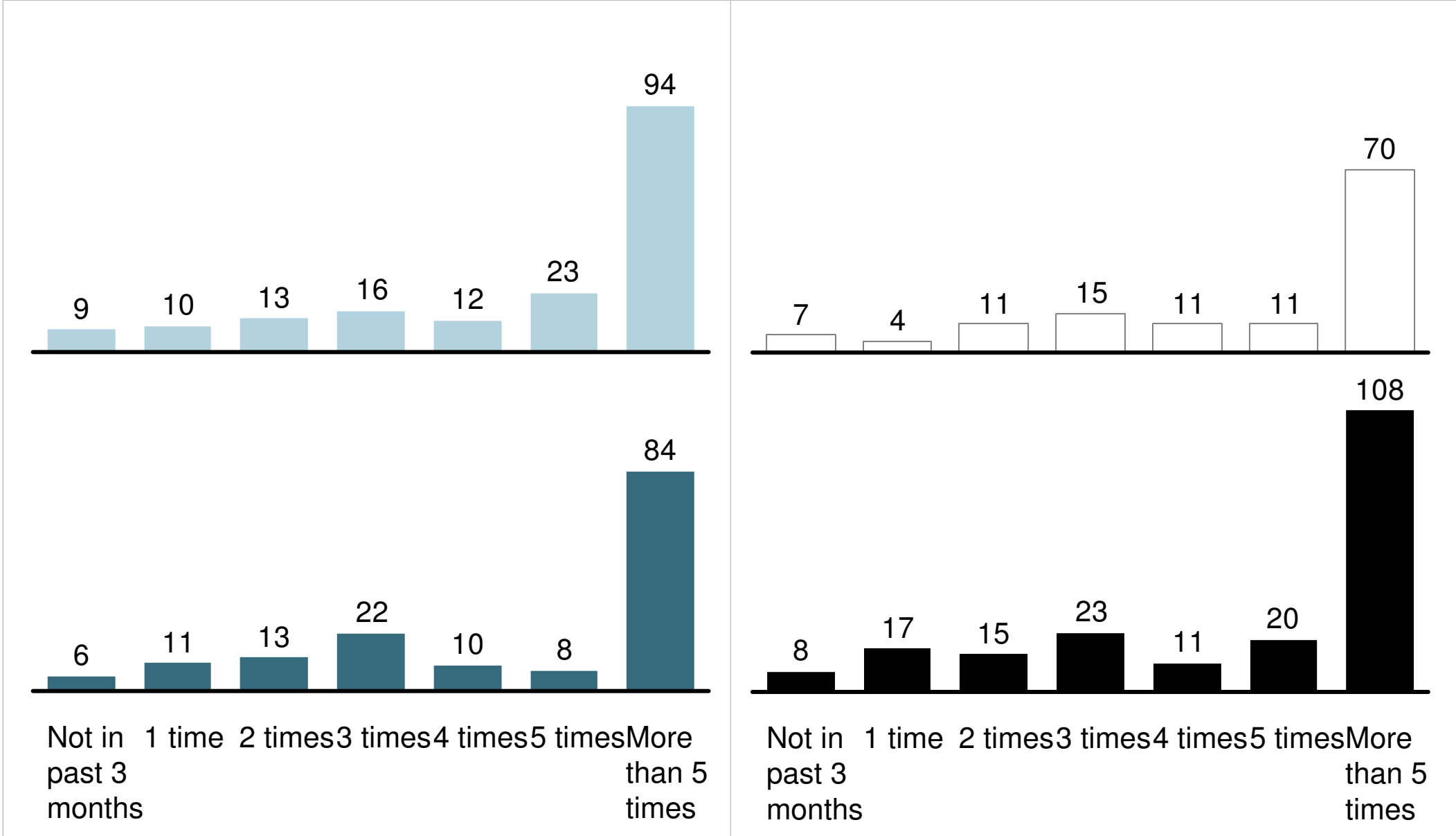
- Most participants use the internet between 5-16 hours per week
- No participant uses the internet zero hours per week, which is not surprising as the survey was conducted online

# Participants purchase online frequently with no major differences between gender or age groups

In the past three months, how many times have you bought something on the internet?<sup>1</sup>

Absolute number of respondents

- Women
- Men
- Younger 40
- 40 and older

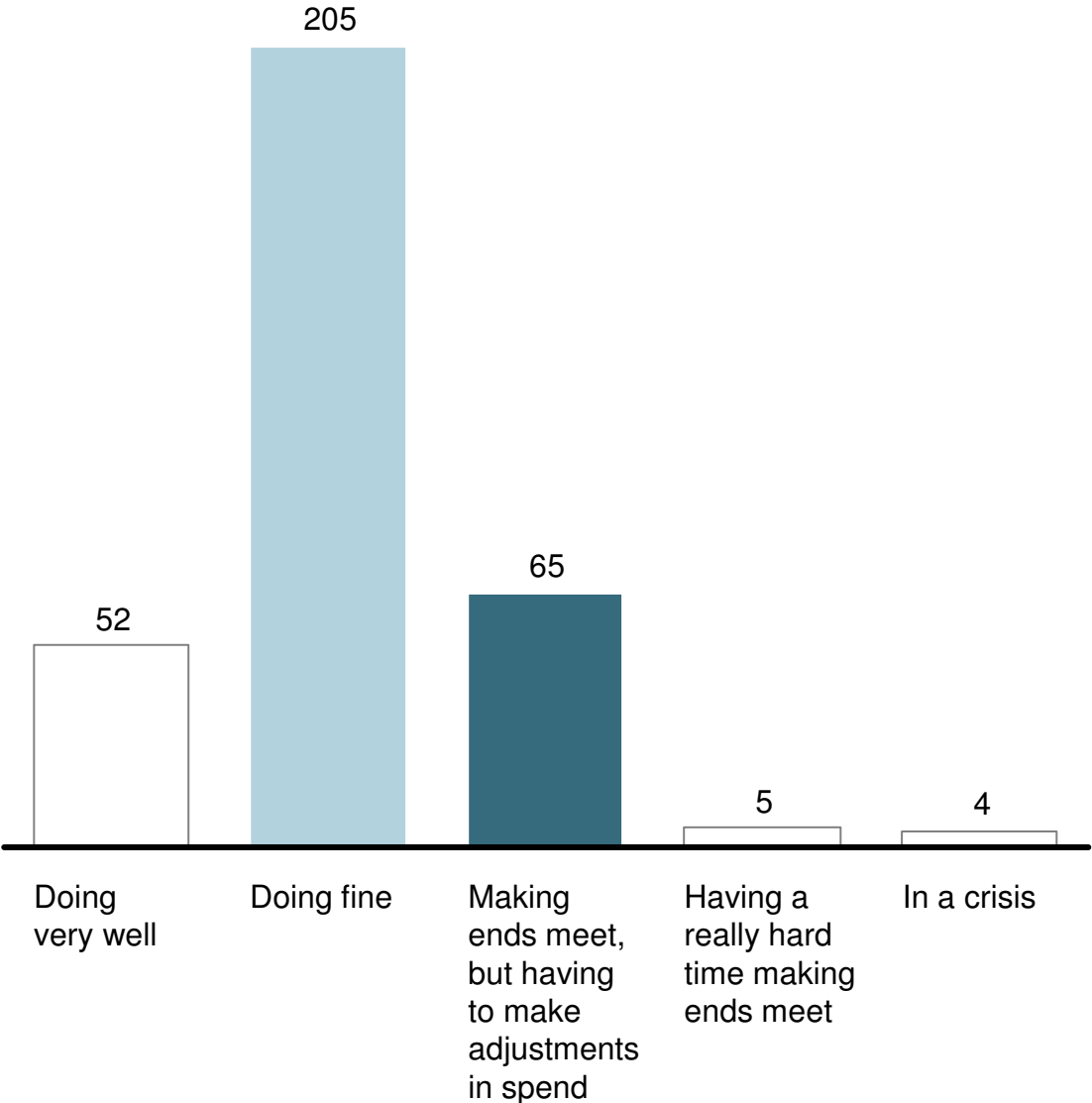


<sup>1</sup> This includes downloaded music, videos and games as well as other products and services (e.g., clothes, shoes)

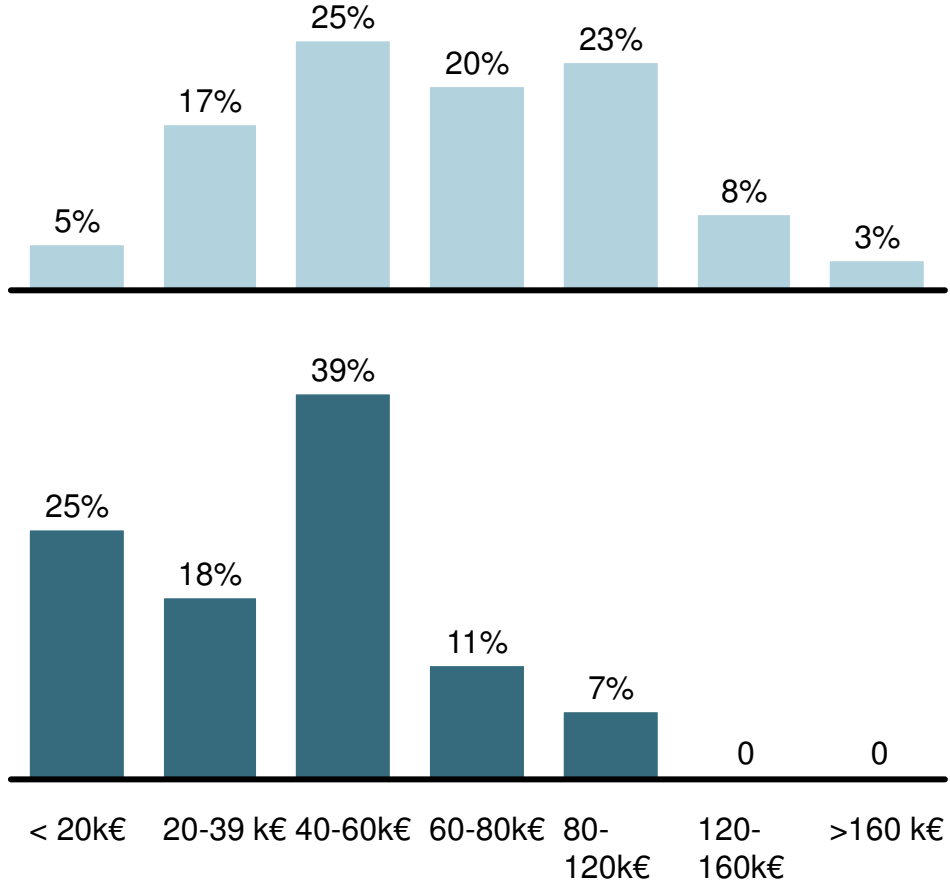
# Not surprisingly, people with higher income rated their economic situation more positively

■ Doing fine  
■ Making ends meet

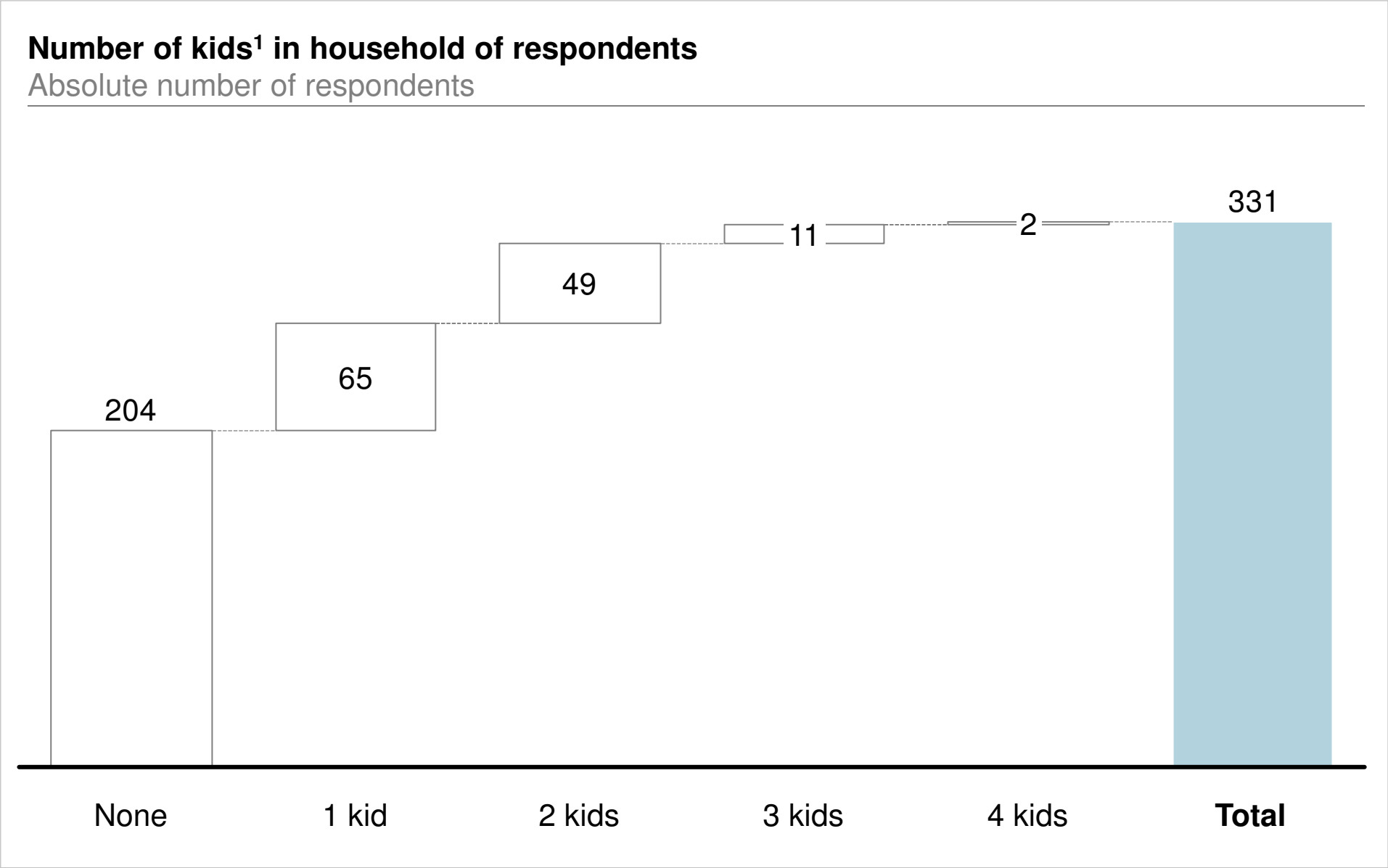
Current economic situation  
Absolute number of respondents



Income distribution by economic situation  
Percent of respondents with respective situation



# Most respondents do not have children that live in their households



<sup>1</sup> A kid is defined as a person below 18 years living in the same household than the survey respondent

*Thank you for participating  
in this survey!*

