

# Lifestyle in the Smartphone Age

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## Target population

Men & Women, 18 – 65 y.o.  
Smartphone owners

## Sample size

3,000

## Where?

Urban area  
Romania, Bulgaria, Croatia,  
Greece, Hungary, Serbia

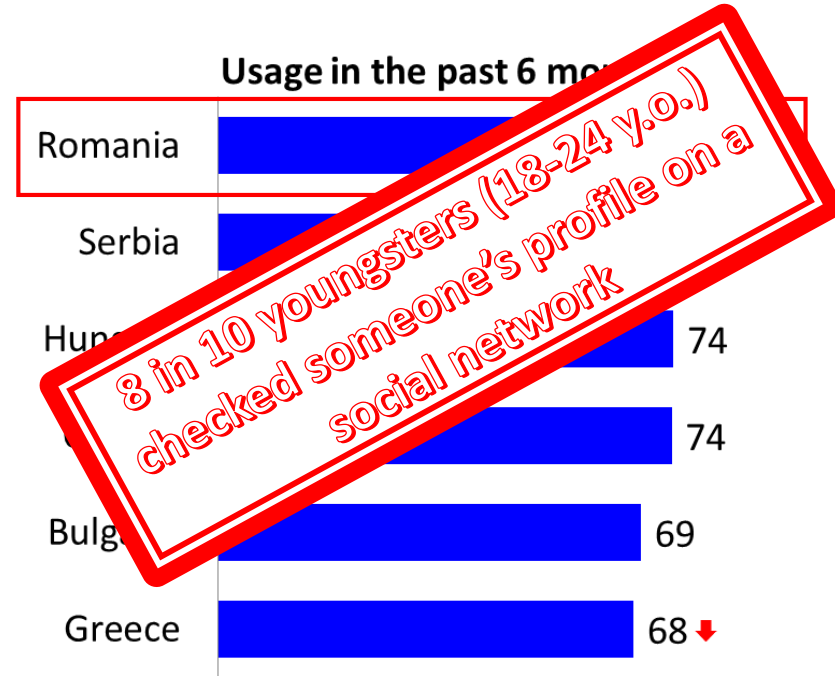


# What do we do in the digital age?



# Social Media: *I checked someone's profile on a social network*

**Regional Score:**  
**Usage in the past 6 months**  
**72%**

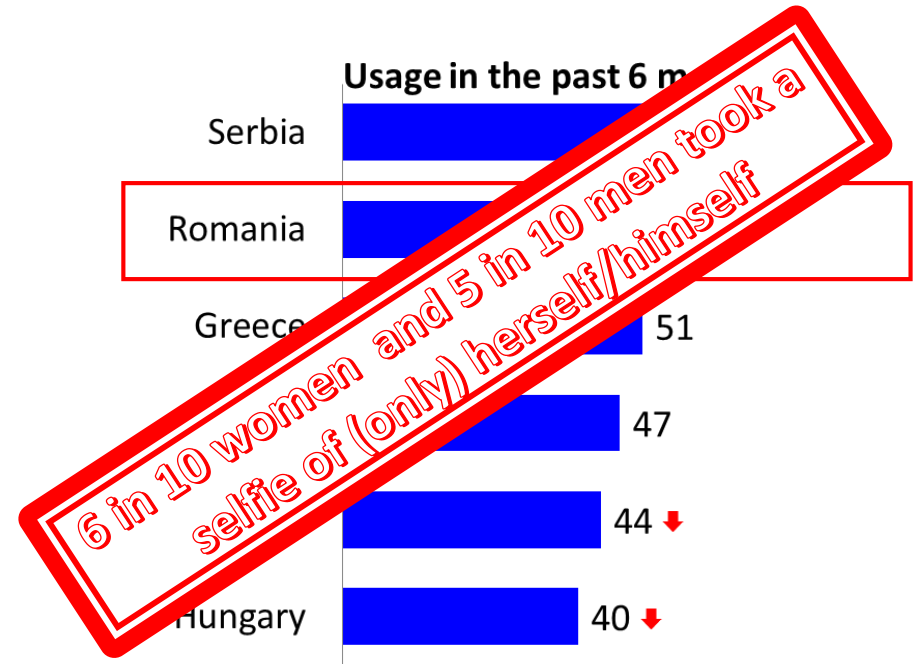


↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months?  
A: *I checked someone's profile on a social network (Linked-in, Facebook, etc.)*

Picture taking: *I took a selfie of myself (not a group one)*

**Regional Score:**  
**Usage in the past 6 months**  
**49%**

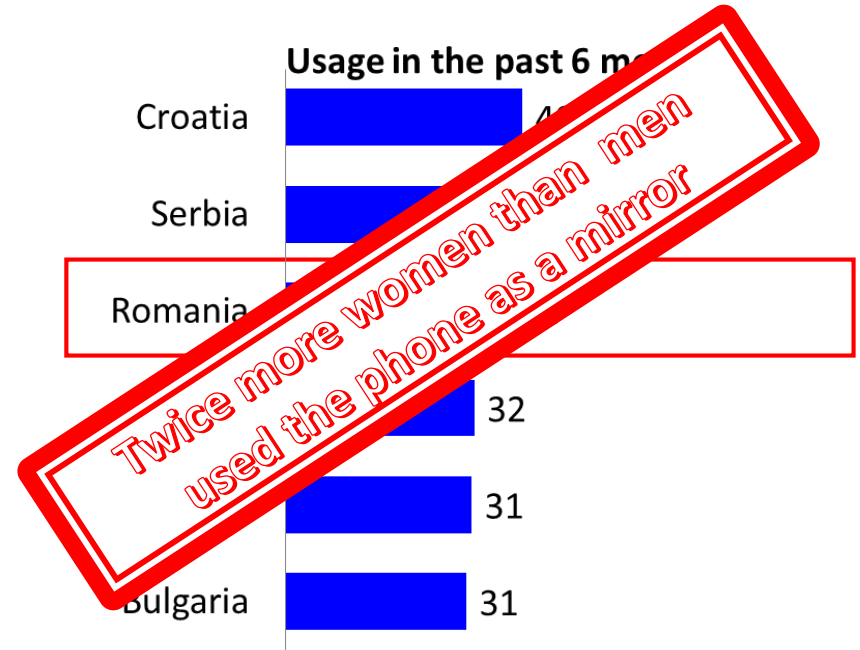


Q: Which of the following have you done in the past 6 months?  
A: I took a selfie of myself (not a group one)

**Regional Score:**  
**Usage in the past 6 months**  
**35%**



**Mirror:** *I used my phone as a mirror  
(by turning on the photo/video function)*



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

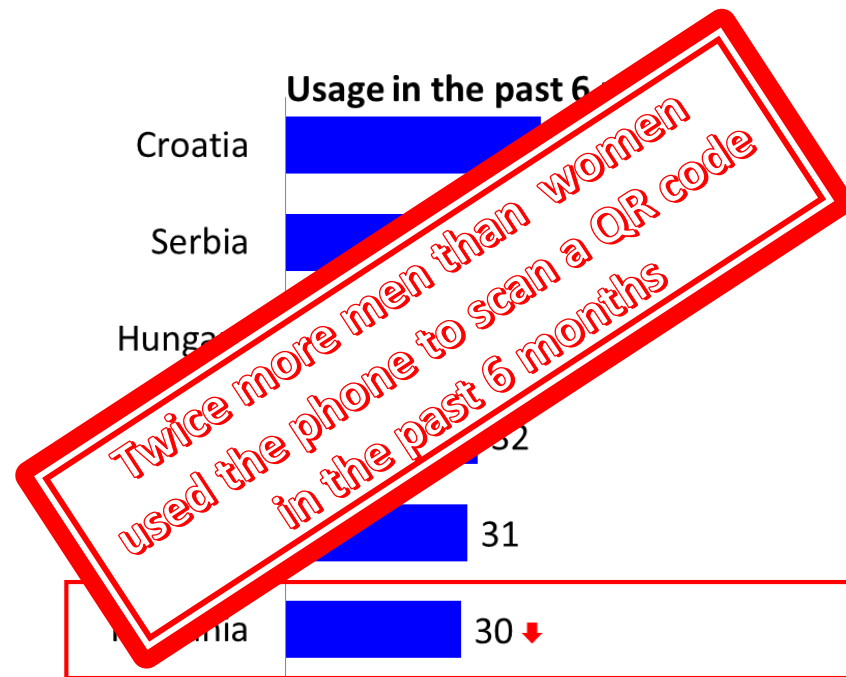
Q: Which of the following have you done in the past 6 months?  
A: I used my phone as a mirror (by turning on the photo/video function)

**Regional Score:**  
**Usage in the past 6 months**

**34%**



QR code: *I scanned a QR code*



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months?

A: I scanned a QR code

## Job application: *I applied for a job I found on social networks*

Regional Score:  
Usage in the past 6 months  
**24%**

LinkedIn

facebook



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

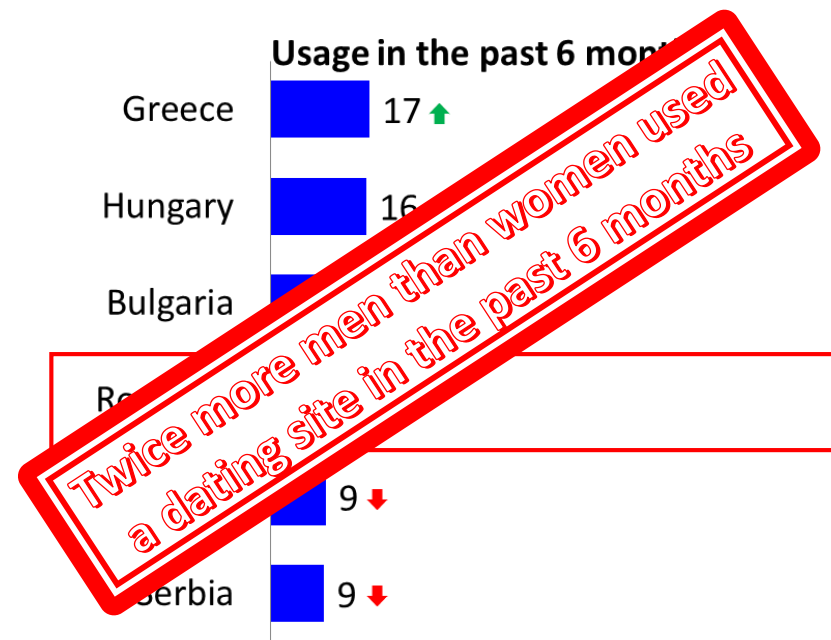
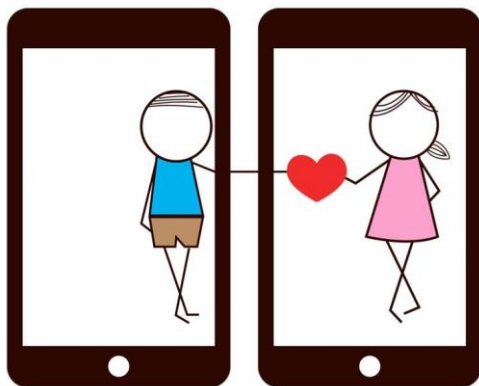
Q: Which of the following have you done in the past 6 months?  
A: I applied for a job I found on social networks (Linked-in, Facebook, etc.)



## Dating websites: *I used dating websites*

**Regional Score:**  
**Usage in the past 6 months**

**13%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months?

A: I used dating websites

# A typical day for me and my smartphone



# Checking e-mail & news first thing in the morning

*7 a.m.  
I wake up, turn off the alarm  
and ....  
start checking the news*



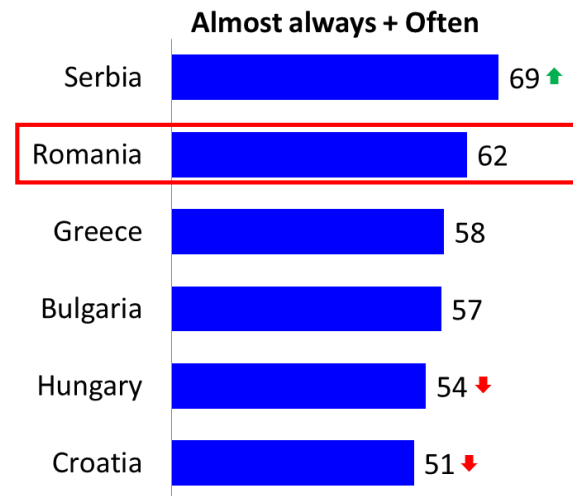
## Regional Score:

Almost always + Often

**58%**

Never in the past 6M

**11%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

*Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?  
A: I checked the news or my email first thing after I woke up, before doing anything else*

*7.15 a.m.*

*I call my husband to care of  
kids while I dress up, but he's  
in the toilet!*

*I bet he is checking the news  
right now!*

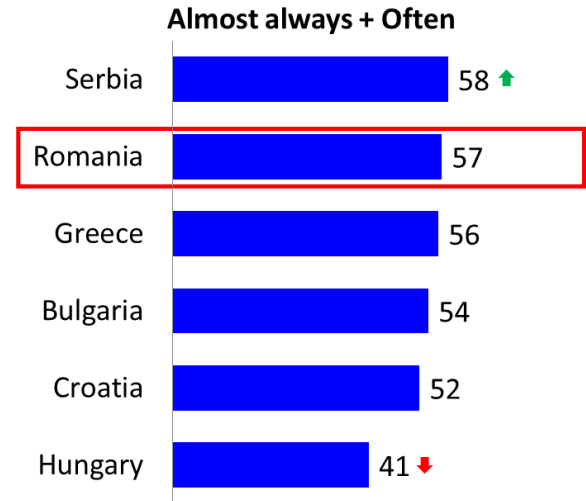
## Regional Score:

Almost always + Often

**53%**

Never in the past 6M

**21%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

*Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?*

*A: I checked my email, the news, my Facebook page while I was on the toilet*

8.30 a.m.

*I get in the car and drive to work.  
It's already late! Traffic jam again...*

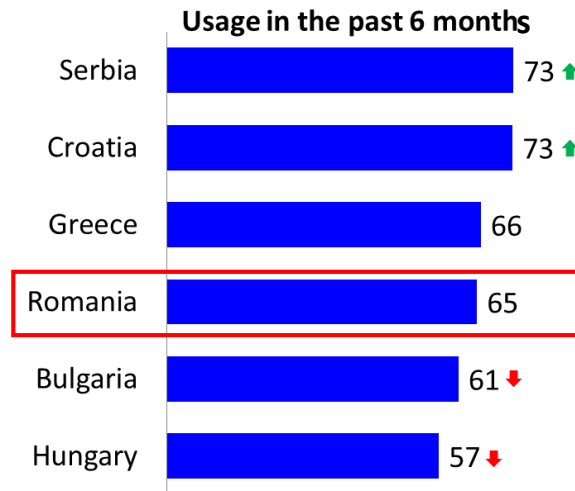
*so I check the fastest route on  
Waze*



### Regional Score:

Usage in the past 6M

**66%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months?  
A: I used Google Maps, Waze while in traffic in my home city/town

8.50 a.m.

*...still in the car, third time waiting  
at the same traffic light*

*Though I'm not doing it on  
regular a base, I start checking  
the Facebook*



### Regional Score:

Almost always + Often

**22%**

Never in the past 6M

**54%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I checked my email, the news, my Facebook, etc. while I was waiting at the traffic lights

9.15 a.m.  
...still in traffic.

*The driver on the car near me is  
texting to someone and I think  
this is not a rare thing to see.*



### Regional Score:

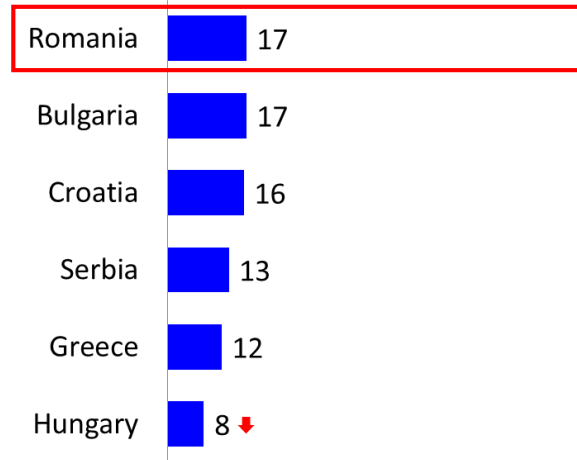
Almost always + Often

14%

Never in the past 6M

60%

### Almost always + Often



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I wrote text messages while I was waiting at the traffic lights

*Finally I have arrived to work and  
get ready for the morning meeting*

*I mute my phone*

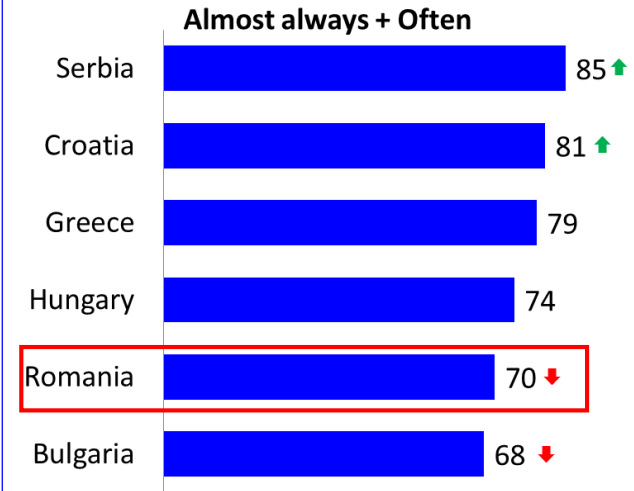
## Regional Score:

Almost always + Often

**76%**

Never in the past 6M

**7%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months and how often?

A: I muted my phone during work-related meetings



*I return to my daily tasks  
...I need to doublecheck something  
with my colleague...*

*He has his headphones on...*

*I pick the phone and start texting  
him...he can't ignore this 😊*

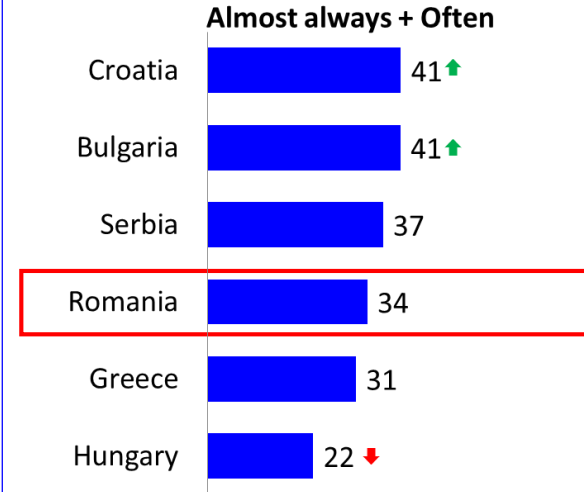
## Regional Score:

Almost always + Often

**35%**

Never in the past 6M

**31%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I sent a text message or an electronic message to a person who was in the same office with me

12.30

*Lunch break with colleagues...and smartphones*

*While I'm eating, I check my Facebook to see the new posts*

## Regional Score:

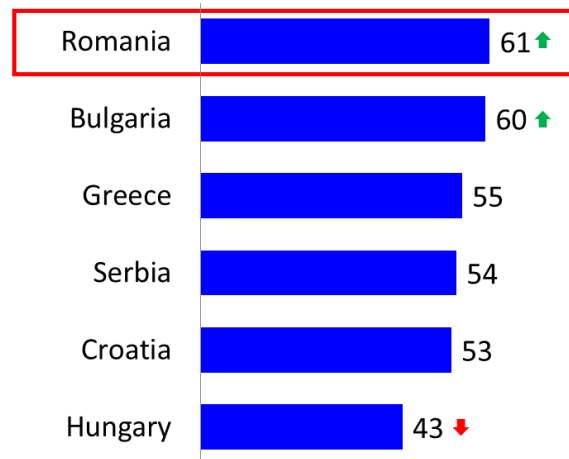
Almost always + Often

**55%**

Never in the past 6M

**14%**

### Almost always + Often



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I checked my email, the news, my Facebook page while I was eating

12.30

*Still lunch break with  
colleagues...and smartphones*

*I send a text to my sister to ask her  
about this morning job interview*

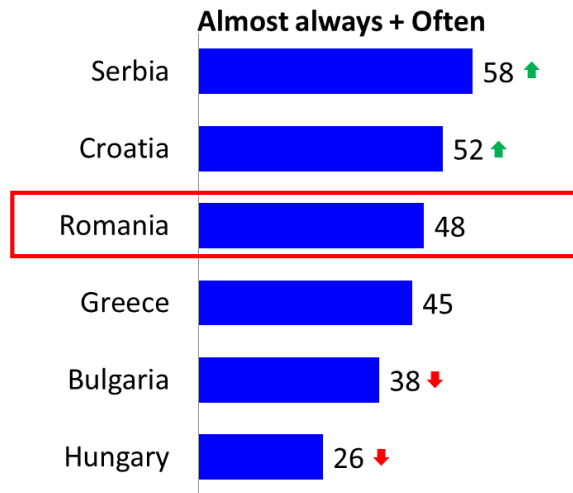
## Regional Score:

Almost always + Often

**45%**

Never in the past 6M

**15%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I exchanged text messages with people outside the group when I was in a group or with another person

*Me: Working, working, working*

*Smartphone: Resting, resting, resting*



18.00

*On my way home*

*I remembered the hairdryer is broken. Therefore I stop at the appliance store to check the offer.*

*....quite pricy....I ask my friend "smartphone" if I can find a better price online...*

*....lucky me!*

*This time is cheaper online! I'll place an order when I get home*

### Regional Score:

Almost always + Often

**47%**

Never in the past 6M

**18%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I compared the prices in-store with the ones online while I was shopping

*It's evening and we are finally at home*

*...I turn on the TV and a new show is on PROTV – Ninja Warriors. They say it's very popular in the U.S.*

*...I take my phone and start searching on Internet why is so popular*

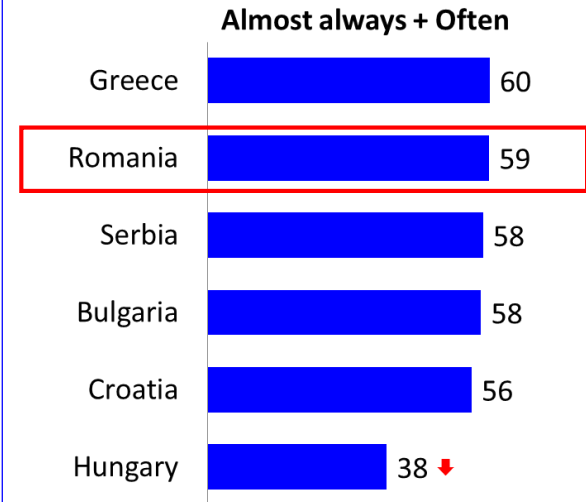
### Regional Score:

Almost always + Often

**55%**

Never in the past 6M

**10%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I did an online search while in front of the TV about the programme I was watching

*...I'm craving for some chocolate*

*...I text my husband to bring me  
some from the kitchen, without  
being seen by the kids*

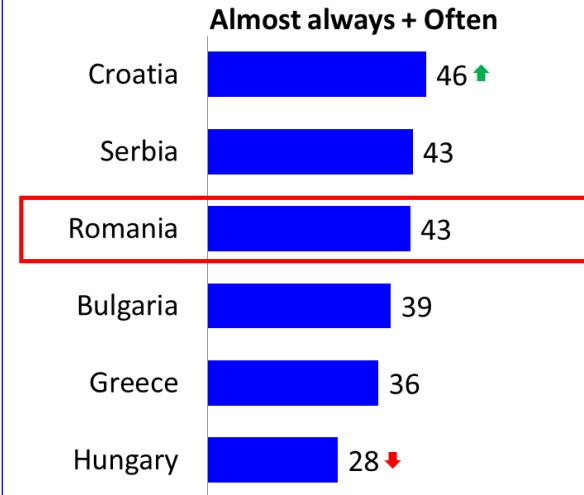
## Regional Score:

Almost always + Often

**39%**

Never in the past 6M

**25%**



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: In which of the following contexts and how often have you used your mobile phone in the past 6 months?

A: I sent a text message or an electronic message to a person who was in the same house with me

21.00

*I call on FaceTime my friend from Chicago (USA) to show her my new haircut.*

*She's on her lunch break and we can chat for 10 minutes.*

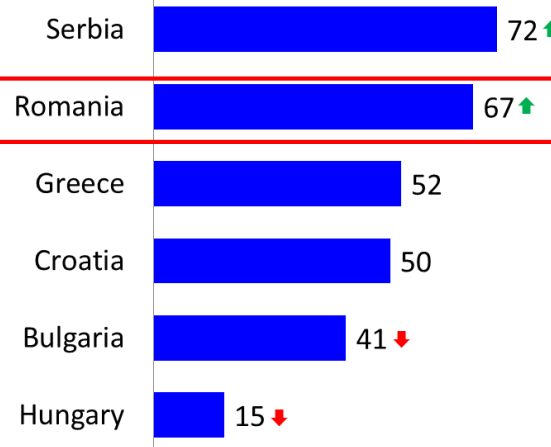


### Regional Score:

Usage in the past 6M

50%

#### Usage in the past 6 months



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months?

A: I used my phone for a video call via Facebook, WhatsApp, Facetime, Skype, etc.



23.00

*Before I go to bed I check my daily steps and calories*

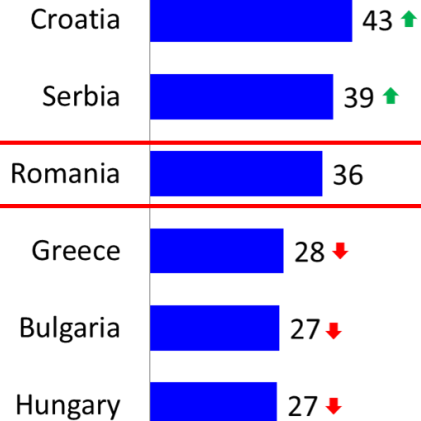
*....hopefully tomorrow I'll do better*

**Regional Score:**

Usage in the past 6M

**33%**

Usage in the past 6 months



↑ ↓ Significant differences towards **Regional Score** (95% level of confidence)

Q: Which of the following have you done in the past 6 months?  
A: I used a health monitoring app (step counter, burnt calories, etc.)



*The day is finally over*

*Me: going to bed to recharge my batteries*

*Smartphone: charging for another challenging day 😊*



**Thank you!**

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**Project Manager,**  **Daedalus Online**