

Strömmat material 2015

LSR 352978

Techonomic Index II

Table 1

[Table 1](#)

24-06-2015

C12\_1 If you have paid for or purchased any of the following content or services in the past month, approximately how much have you spent in total?

Fig. 14: Approximate spend on content or services in the past month (mean average, Euros)

	Total	Country																	
		United Kingdom	Germany	Spain	Italy	Sweden	Norway	Denmark	Finland	Switzerland	Hungary	Netherlands	Belgium	Romania	Bulgaria	Austria	Greece	Poland	Portugal
Base: Total sample	18000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Streaming TV, movie or video content	22,20%	22,70%	18,00%	18,50%	20,20%	26,60%	30,10%	27,10%	21,40%	20,60%	23,90%	16,00%	17,70%	32,60%	28,40%	16,60%	18,60%	22,80%	17,70%
Downloaded TV, movie or video content	17,10%	16,90%	14,50%	18,80%	19,00%	13,50%	16,10%	11,80%	12,00%	19,20%	17,40%	13,60%	15,90%	25,50%	22,80%	13,50%	18,80%	24,30%	13,30%
Streaming music content	18,60%	17,10%	14,80%	18,30%	18,40%	25,50%	26,70%	17,80%	16,40%	18,30%	17,40%	15,00%	15,40%	26,50%	21,90%	15,40%	16,90%	21,10%	12,70%
Downloaded music content	18,20%	21,80%	18,90%	19,50%	19,80%	13,90%	17,60%	12,10%	10,40%	24,30%	17,60%	14,70%	16,60%	23,90%	22,80%	18,40%	20,40%	22,70%	13,00%
Digital books or magazines	19,30%	21,40%	19,30%	21,10%	25,60%	15,10%	14,90%	13,70%	11,70%	20,30%	19,10%	13,20%	14,00%	31,50%	25,30%	21,20%	21,50%	22,40%	16,70%
Education content, i.e. educational e-book apps, educational training courses, or education based games on tablets	15,40%	12,10%	12,00%	17,70%	18,10%	9,00%	11,60%	8,70%	5,90%	17,20%	18,80%	10,60%	11,60%	31,30%	26,00%	14,60%	19,30%	20,80%	12,40%
Gaming or entertainment apps for your mobile phone or tablet	16,90%	16,20%	14,50%	19,80%	19,50%	13,50%	15,70%	13,50%	11,80%	20,20%	16,70%	13,10%	14,90%	25,50%	18,50%	15,40%	20,30%	21,00%	13,80%
Additional in-app purchases	19,80%	17,50%	18,50%	18,90%	19,70%	16,70%	21,60%	18,80%	12,50%	28,20%	20,90%	17,10%	19,40%	24,80%	22,10%	20,40%	20,90%	23,50%	15,10%
Other types of apps for your mobile phone or tablet	17,30%	14,90%	14,00%	19,70%	18,40%	14,10%	17,60%	14,20%	14,20%	21,70%	17,80%	16,80%	14,80%	25,30%	20,20%	16,70%	18,70%	18,90%	14,20%
Apps to connect with your TV, i.e. on demand video player, social networking app for the TV	11,40%	10,90%	8,10%	13,30%	13,00%	7,40%	9,80%	8,60%	6,80%	11,70%	10,40%	8,70%	11,20%	19,40%	15,70%	8,40%	13,90%	16,70%	10,40%
Other, please specify	3,60%	2,30%	1,40%	2,60%	3,70%	2,90%	2,80%	3,70%	2,70%	3,50%	3,60%	3,20%	4,70%	6,90%	6,50%	3,20%	3,60%	4,60%	3,10%

# Strömmat material 2014

## 14-025670-01 - EU Tech Tracker/Samsung Lifestyle

### Internal/Client Use Only

Q5B. Which of the following content or services have you personally paid for or purchased in the past month?

Base: All Adults aged 18-65

	<b>Total</b>	<b>Gender</b>		<b>Age</b>				
	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-65</b>
	<b>(A)</b>	<b>(B)</b>	<b>(C)</b>	<b>(D)</b>	<b>(E)</b>	<b>(F)</b>	<b>(G)</b>	<b>(H)</b>
Unweighted base	1000	497	503	165	199	215	198	223
Weighted base	1000	494	506	171	195	217	197	220
Streaming music content	154 15%	73 15%	81 16%	33 20% GH	42 22% GH	42 19% GH	20 10%	17 8%
Streaming TV, movie or video content	126 13%	71 14%	55 11%	18 11%	33 17% H	32 15%	21 10%	21 10%
Downloaded music content	58 6%	28 6%	31 6%	12 7%	12 6%	16 8%	6 3%	12 5%

						G		
Digital books or magazines	55 6%	28 6%	27 5%	6 4%	10 5%	17 8%	10 5%	12 5%
Gaming or entertainment apps for your mobile phone or tablet	51 5%	28 6%	23 5%	7 4% H	15 7% H	22 10% DGH	7 4% H	1 *
Downloaded TV, movie or video content	47 5%	24 5%	23 5%	7 4%	13 7%	9 4%	5 3%	13 6%
Apps for your TV, i.e. on demand video player, social networking app for the TV	28 3%	17 3%	11 2%	5 3% H	8 4% H	10 5% H	4 2%	1 *
Other types of apps for your mobile phone or tablet	58 6%	32 6%	26 5%	8 5%	12 6%	18 8%	10 5%	10 5%
Education content, i.e. educational e-book apps or education based games on tablets	18 2%	12 2%	6 1%	4 2% H	5 2% H	7 3% H	2 1%	- -
None of these	650 65%	325 66%	326 64%	109 64%	109 56%	120 55%	144 73% EF	167 76% DEF

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*ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(\*\*) Small Base: 100(\*)*

*ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(\*\*) Small Base: 100(\*)*

## TV-tittande 2015

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: All adults aged 16 +	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Less than 15 minutes	24,10%	14,80%	7,70%	62,10%	55,90%	3,30%	31,10%	15,50%	16,20%	15,30%	19,30%
15 minutes up to 30 minutes	18,90%	16,20%	10,40%	6,40%	10,90%	3,90%	6,70%	25,70%	24,40%	4,00%	7,70%
Over 30 minutes up to 60 minutes	14,00%	8,90%	13,70%	0,70%	2,90%	6,50%	4,60%	23,00%	16,60%	4,70%	6,90%
Over 1 hour up to 2 hours	15,30%	11,90%	18,80%	1,10%	2,80%	23,20%	14,20%	21,90%	20,50%	6,20%	12,90%
Over 2 hours up to 3 hours	9,70%	5,30%	15,40%	0,90%	0,90%	27,60%	8,00%	6,00%	10,10%	3,60%	8,00%
Over 3 hours up to 4 hours	5,00%	1,40%	7,60%	0,20%	0,30%	11,60%	1,00%	0,60%	1,60%	0,60%	3,00%
Over 4 hours up to 5 hours	3,20%	1,20%	6,40%	0,10%	-	7,60%	0,80%	0,80%	1,20%	0,20%	1,90%
Over 5 hours up to 6 hours	3,30%	0,60%	6,60%	0,30%	0,20%	4,90%	0,30%	0,30%	0,40%	0,40%	2,00%
Over 6 hours up to 7 hours	1,40%	0,40%	2,70%	0,10%	-	1,70%	0,10%	0,10%	0,10%	-	0,30%
More than 7 hours	2,00%	0,30%	4,30%	0,20%	0,10%	2,50%	0,10%	0,10%	0,10%	0,10%	0,70%
Don't know	2,50%	3,90%	3,90%	7,10%	13,30%	2,10%	11,80%	3,00%	5,30%	7,80%	8,90%
Sigma	99,40%	64,90%	97,60%	79,20%	87,30%	94,80%	78,60%	97,00%	96,50%	42,90%	71,70%
Mean	1,46	1,05	2,39	0,27	0,31	2,6	0,92	0,91	1,03	0,9	1,38

Table 1

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: Males	490	490	490	490	490	490	490	490	490	490	490
Less than 15 minutes	31,00%	15,30%	5,50%	66,20%	60,70%	1,80%	34,00%	17,40%	17,80%	13,00%	20,60%
15 minutes up to 30 minutes	22,50%	17,60%	11,20%	7,30%	9,20%	4,00%	7,30%	29,20%	27,50%	2,90%	9,50%
Over 30 minutes up to 60 minutes	15,90%	10,40%	16,70%	1,20%	3,00%	7,10%	7,10%	24,40%	18,30%	5,50%	8,50%

Over 1 hour up to 2 hours	12,00%	11,50%	20,10%	1,60%	2,70%	23,90%	15,00%	17,70%	19,20%	6,90%	14,70%
Over 2 hours up to 3 hours	8,20%	4,70%	14,10%	1,00%	0,80%	27,50%	6,50%	5,30%	6,90%	4,10%	8,80%
Over 3 hours up to 4 hours	3,20%	0,90%	7,10%	0,40%	0,20%	12,00%	0,90%	0,40%	1,50%	0,70%	3,50%
Over 4 hours up to 5 hours	0,80%	0,60%	4,90%	-	-	9,30%	0,40%	0,40%	0,60%	0,20%	1,60%
Over 5 hours up to 6 hours	2,00%	0,60%	8,00%	0,40%	0,20%	4,70%	0,50%	0,60%	0,20%	0,70%	2,80%
Over 6 hours up to 7 hours	0,70%	-	2,40%	-	-	1,30%	-	0,20%	-	-	0,40%
More than 7 hours	0,80%	0,20%	4,10%	0,40%	-	2,00%	-	0,20%	0,20%	0,20%	1,00%
Don't know	1,90%	3,20%	3,10%	7,00%	11,60%	1,70%	11,20%	2,50%	4,40%	4,50%	7,10%
Sigma	98,90%	65,00%	97,20%	85,50%	88,50%	95,40%	82,80%	98,30%	96,60%	38,70%	78,50%
Mean	1,02	0,91	2,34	0,3	0,28	2,62	0,82	0,84	0,9	1,06	1,42

LSR 352978

Techonomic Index II

Table 2

[Table 2](#)

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base:											
Females	510	510	510	510	510	510	510	510	510	510	510
Less than 15 minutes	17,40%	14,30%	9,80%	58,10%	51,30%	4,70%	28,30%	13,60%	14,60%	17,60%	18,10%
15 minutes up to 30 minutes	15,50%	14,80%	9,60%	5,60%	12,50%	3,80%	6,00%	22,30%	21,30%	5,00%	6,00%
Over 30 minutes up to 60 minutes	12,20%	7,50%	10,80%	0,20%	2,70%	5,90%	2,10%	21,70%	15,10%	3,90%	5,40%
Over 1 hour up to 2 hours	18,40%	12,30%	17,60%	0,70%	3,00%	22,60%	13,40%	26,00%	21,80%	5,50%	11,20%
Over 2 hours up to 3 hours	11,20%	5,90%	16,60%	0,80%	1,00%	27,70%	9,50%	6,80%	13,20%	3,10%	7,20%
Over 3 hours up to 4 hours	6,60%	1,80%	8,10%	-	0,40%	11,20%	1,10%	0,70%	1,70%	0,60%	2,60%
Over 4 hours up to 5 hours	5,40%	1,80%	7,90%	0,20%	-	5,90%	1,20%	1,20%	1,70%	0,20%	2,20%
Over 5 hours up to 6 hours	4,60%	0,60%	5,40%	0,20%	0,20%	5,00%	0,20%	-	0,60%	0,20%	1,20%

Over 6 hours up to 7 hours	2,10%	0,80%	3,00%	0,20%	-	2,00%	0,20%	-	0,20%	-	0,20%
More than 7 hours	3,10%	0,40%	4,60%	-	0,20%	2,90%	0,20%	-	-	-	0,40%
Don't know	3,20%	4,50%	4,80%	7,20%	14,80%	2,50%	12,30%	3,50%	6,10%	10,90%	10,60%
Sigma	99,80%	64,90%	98,10%	73,10%	86,10%	94,30%	74,60%	95,70%	96,30%	47,00%	65,10%
Mean	1,89	1,2	2,44	0,24	0,34	2,59	1,04	0,98	1,16	0,75	1,34

LSR 352978

Techonomic Index II

Table 3

Table 3

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: 16--24y.o	141	141	141	141	141	141	141	141	141	141	141
Less than 15 minutes	3,00%	14,80%	4,40%	57,50%	41,80%	7,40%	24,60%	14,90%	19,50%	23,20%	15,00%
15 minutes up to 30 minutes	3,80%	18,80%	6,00%	5,20%	14,90%	6,00%	3,00%	28,40%	21,60%	5,20%	3,70%
Over 30 minutes up to 60 minutes	9,90%	4,50%	1,50%	0,70%	3,70%	5,20%	1,50%	17,20%	9,00%	8,30%	6,00%
Over 1 hour up to 2 hours	16,40%	9,00%	11,90%	-	3,70%	23,20%	11,30%	19,40%	9,70%	12,00%	7,50%
Over 2 hours up to 3 hours	15,70%	3,70%	20,10%	-	2,20%	23,10%	9,70%	6,00%	14,90%	7,50%	12,70%
Over 3 hours up to 4 hours	14,80%	2,20%	12,70%	-	1,50%	9,70%	3,00%	-	1,50%	0,70%	3,70%
Over 4 hours up to 5 hours	7,40%	0,70%	9,70%	-	-	6,00%	1,50%	0,70%	3,00%	0,70%	3,00%
Over 5 hours up to 6 hours	10,40%	2,30%	9,70%	-	-	1,50%	0,70%	-	-	0,70%	1,50%
Over 6 hours up to 7 hours	3,70%	2,20%	8,20%	-	-	3,00%	-	-	-	-	0,70%
More than 7 hours	9,70%	0,70%	8,20%	-	-	3,00%	-	-	-	-	-
Don't know	4,40%	8,20%	7,40%	6,00%	15,70%	5,20%	15,70%	9,00%	14,20%	12,70%	14,20%
Sigma	99,20%	67,20%	100,00%	69,50%	83,60%	93,30%	70,90%	95,60%	93,30%	71,00%	68,00%
Mean	3,3	1,33	3,55	0,15	0,44	2,39	1,22	0,84	1,11	0,99	1,68

LSR 352978

Techonomic Index II

Table 4

Table 4

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: 25--34y.o	152	152	152	152	152	152	152	152	152	152	152
Less than 15 minutes	11,10%	14,60%	11,60%	51,00%	48,80%	5,00%	22,60%	13,20%	15,30%	15,20%	17,50%
15 minutes up to 30 minutes	14,50%	12,30%	8,00%	3,60%	16,00%	3,00%	5,80%	19,80%	22,60%	6,50%	9,50%
Over 30 minutes up to 60 minutes	12,40%	7,30%	8,00%	-	2,90%	6,60%	1,50%	25,50%	13,10%	8,80%	4,40%
Over 1 hour up to 2 hours	15,40%	13,10%	16,80%	0,70%	3,00%	24,70%	12,40%	21,80%	17,50%	8,80%	11,00%
Over 2 hours up to 3 hours	13,80%	10,20%	13,90%	0,70%	2,20%	22,60%	12,40%	8,70%	10,90%	8,10%	9,50%
Over 3 hours up to 4 hours	8,80%	2,20%	11,70%	-	0,70%	10,20%	1,50%	0,70%	2,90%	3,00%	1,50%
Over 4 hours up to 5 hours	7,20%	2,90%	8,70%	-	-	8,10%	1,40%	1,50%	0,70%	0,70%	0,70%
Over 5 hours up to 6 hours	7,30%	0,70%	7,30%	0,70%	0,70%	7,30%	1,50%	0,70%	0,70%	1,50%	3,00%
Over 6 hours up to 7 hours	4,40%	-	3,70%	-	-	0,70%	-	0,70%	0,70%	-	-
More than 7 hours	1,40%	-	5,10%	-	-	2,90%	-	-	-	-	0,70%
Don't know	2,90%	4,40%	4,40%	8,10%	10,20%	2,90%	10,90%	4,40%	4,40%	11,70%	8,70%
Sigma	99,30%	67,70%	99,30%	65,00%	84,50%	94,10%	70,00%	97,10%	88,90%	64,30%	66,40%
Mean	2,25	1,29	2,67	0,26	0,42	2,62	1,28	1,09	1,14	1,26	1,38

LSR 352978

Techonomic Index II

Table 5

Table 5

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
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Base: 35--44y.o	152	152	152	152	152	152	152	152	152	152	152	152
Less than 15 minutes	15,90%	15,10%	10,60%	58,40%	54,50%	3,00%	28,90%	12,10%	17,50%	24,20%	14,50%	
15 minutes up to 30 minutes	11,50%	18,90%	11,40%	6,80%	9,80%	7,50%	7,60%	38,70%	21,30%	7,50%	8,30%	
Over 30 minutes up to 60 minutes	15,10%	10,70%	11,40%	-	0,80%	10,60%	3,80%	12,20%	18,10%	6,90%	9,10%	
Over 1 hour up to 2 hours	23,30%	13,70%	18,10%	-	3,00%	22,80%	16,70%	23,30%	24,20%	10,60%	18,10%	
Over 2 hours up to 3 hours	19,80%	6,80%	9,80%	0,70%	-	25,70%	11,30%	5,30%	6,80%	3,10%	10,00%	
Over 3 hours up to 4 hours	1,50%	2,30%	7,70%	-	-	6,10%	-	-	3,00%	-	4,60%	
Over 4 hours up to 5 hours	3,70%	1,50%	6,80%	0,70%	-	6,00%	1,50%	0,70%	2,30%	-	2,30%	
Over 5 hours up to 6 hours	3,00%	0,70%	8,40%	-	0,70%	3,80%	-	-	1,50%	0,80%	3,80%	
Over 6 hours up to 7 hours	1,50%	-	1,50%	-	-	3,80%	0,70%	-	-	-	-	
More than 7 hours	0,70%	-	3,00%	-	-	1,50%	-	-	-	-	-	
Don't know	3,00%	3,00%	6,80%	9,90%	15,20%	3,00%	12,20%	1,50%	3,10%	8,30%	6,10%	
Sigma	99,20%	72,80%	95,40%	76,60%	84,10%	94,00%	82,80%	94,00%	97,70%	61,40%	76,70%	
Mean	1,63	1,05	2,28	0,23	0,29	2,37	1,05	0,83	1,12	0,73	1,57	

LSR 352978

Techonomic Index II

Table 6

Table 6

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: 45--54y.o	162	162	162	162	162	162	162	162	162	162	162
Less than 15 minutes	20,70%	15,30%	9,00%	58,50%	55,70%	3,40%	27,50%	18,00%	15,80%	21,90%	18,60%
15 minutes up to 30 minutes	21,30%	13,00%	12,90%	3,90%	5,10%	4,50%	4,00%	24,80%	24,20%	4,50%	4,50%
Over 30 minutes up to 60 minutes	16,40%	11,80%	16,30%	-	3,40%	6,20%	4,50%	24,70%	17,40%	2,80%	7,90%
Over 1 hour up to 2 hours	20,70%	16,80%	15,20%	1,10%	2,80%	25,90%	21,90%	20,60%	21,80%	7,40%	17,40%

Over 2 hours up to 3 hours	10,10%	6,70%	12,90%	0,60%	1,10%	27,50%	9,00%	5,00%	13,90%	4,00%	6,80%
Over 3 hours up to 4 hours	4,50%	0,60%	4,50%	-	-	10,10%	1,10%	1,10%	2,30%	0,60%	3,90%
Over 4 hours up to 5 hours	1,10%	-	3,90%	-	-	7,30%	-	-	0,60%	-	2,20%
Over 5 hours up to 6 hours	1,70%	-	9,00%	1,10%	-	6,70%	-	-	0,60%	-	2,80%
Over 6 hours up to 7 hours	-	-	1,70%	0,60%	-	-	-	-	-	-	0,60%
More than 7 hours	1,10%	1,10%	5,70%	0,60%	0,60%	2,90%	0,60%	0,60%	0,60%	0,60%	1,10%
Don't know	2,30%	3,90%	5,00%	6,20%	16,70%	1,10%	11,80%	1,70%	2,30%	8,30%	7,30%
Sigma	100,00%	69,10%	96,10%	72,60%	85,40%	95,50%	80,30%	96,60%	99,40%	50,10%	73,20%
Mean	1,2	1,04	2,3	0,39	0,33	2,55	1,05	0,86	1,13	0,81	1,59

LSR 352978

Techonomic Index II

Table 7

Table 7

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: 55--64y.o	152	152	152	152	152	152	152	152	152	152	152
Less than 15 minutes	33,80%	17,50%	8,70%	72,60%	67,60%	1,20%	39,40%	19,50%	16,90%	12,00%	25,60%
15 minutes up to 30 minutes	27,50%	20,00%	11,90%	4,40%	10,60%	2,50%	8,10%	26,20%	30,70%	1,90%	8,80%
Over 30 minutes up to 60 minutes	16,20%	8,10%	16,90%	0,60%	1,90%	8,20%	4,40%	23,20%	19,40%	3,80%	5,70%
Over 1 hour up to 2 hours	11,90%	10,70%	22,50%	1,90%	1,90%	21,30%	18,80%	18,60%	19,30%	2,50%	13,80%
Over 2 hours up to 3 hours	3,80%	3,10%	17,50%	0,60%	-	31,90%	5,00%	6,90%	7,60%	1,30%	4,40%
Over 3 hours up to 4 hours	2,50%	1,90%	7,50%	0,60%	-	14,30%	-	0,60%	0,60%	-	3,20%
Over 4 hours up to 5 hours	1,90%	0,60%	4,40%	-	-	7,50%	-	0,60%	-	-	2,50%
Over 5 hours up to 6 hours	-	0,60%	3,20%	-	-	2,50%	-	0,60%	-	-	-
Over 6 hours up to 7 hours	-	-	0,60%	-	-	1,20%	-	-	-	-	-
More than 7 hours	-	-	1,90%	0,60%	-	1,90%	-	-	-	-	1,90%

Don't know	1,80%	4,30%	1,90%	6,80%	10,60%	1,30%	10,00%	2,50%	3,70%	7,50%	10,60%
Sigma	99,40%	66,90%	96,90%	88,20%	92,50%	93,80%	85,70%	98,70%	98,10%	28,80%	76,30%
Mean	0,73	0,84	1,86	0,28	0,2	2,58	0,69	0,86	0,83	0,56	1,2

LSR 352978

Techonomic Index II

Table 8

Table 8

C3gr On a typical day that you use each product or device, how long on average do you personally spend using it?

Fig. 5: Time spent using products or devices (mean average – hours)

	Mobile Phone	Tablet device	PC / Laptop	Printer	Camera / Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio / HiFi system
Base: 65+y.o	242	242	242	242	242	242	242	242	242	242	242
Less than 15 minutes	45,70%	12,80%	3,80%	69,90%	62,30%	1,20%	38,70%	15,00%	13,90%	3,10%	22,80%
15 minutes up to 30 minutes	28,20%	15,10%	11,20%	11,70%	10,00%	1,60%	9,60%	19,80%	25,20%	0,40%	10,10%
Over 30 minutes up to 60 minutes	13,90%	10,10%	22,10%	2,00%	3,80%	3,90%	9,00%	30,50%	20,20%	0,40%	7,80%
Over 1 hour up to 2 hours	8,00%	9,30%	24,80%	2,30%	2,70%	22,00%	7,30%	25,50%	26,20%	-	10,40%
Over 2 hours up to 3 hours	0,80%	2,70%	17,40%	1,90%	0,40%	32,00%	3,50%	5,00%	8,00%	-	6,20%
Over 3 hours up to 4 hours	0,80%	-	4,20%	0,40%	-	16,30%	0,80%	0,80%	-	-	1,90%
Over 4 hours up to 5 hours	-	1,50%	5,80%	-	-	9,30%	0,80%	1,10%	0,80%	-	1,20%
Over 5 hours up to 6 hours	-	-	3,90%	-	-	6,20%	-	0,40%	-	-	1,20%
Over 6 hours up to 7 hours	-	0,40%	1,60%	-	-	1,50%	-	-	-	-	0,40%
More than 7 hours	0,40%	-	3,10%	-	-	2,60%	-	-	-	-	0,40%
Don't know	1,50%	1,20%	0,40%	6,10%	12,00%	0,40%	10,80%	0,80%	5,00%	1,90%	7,70%
Sigma	99,20%	53,00%	98,10%	94,30%	91,20%	96,90%	80,40%	98,90%	99,20%	5,80%	70,00%
Mean	0,47	0,86	2,02	0,27	0,25	2,89	0,59	0,95	0,95	0,21	1,08

# TV-tittande 2014

## 14-025670-01 - EU Tech Tracker/Samsung Lifestyle

### Internal/Client Use Only

Q2B. On a typical day that you use each product or device, how long on average do you personally spend using it? (SUMMARY OF MEAN HOURS USED)

Base: All Adults who personally use products

	Total	Gender		Age				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-65
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Mobile Phone	1000	494	506	171	195	217	197	220
Mobile Phone - Mean	1,44	1,19	1,68 B	2,29 FGH	2,06 FGH	1,39 GH	0,9	0,77
Tablet device (e.g. iPad, Samsung Galaxy Tab, etc.)	1000	494	506	171	195	217	197	220
Tablet device (e.g. iPad, Samsung Galaxy Tab, etc.) - Mean	0,51	0,52	0,51	0,55 H	0,59 H	0,65 GH	0,44	0,34
PC/Laptop	1000	494	506	171	195	217	197	220
PC/Laptop - Mean	2,27	2,4	2,14	2,56 H	2,36	2,24	2,21	2,05

Printer	1000	494	506	171	195	217	197	220
Printer - Mean	0,15	0,17	0,13	0,12	0,14	0,12	0,15	0,2 DF
Camera/ Camcorder	1000	494	506	171	195	217	197	220
Camera/ Camcorder - Mean	0,33	0,36	0,29	0,32	0,28	0,35	0,31	0,36
TV	1000	494	506	171	195	217	197	220
TV - Mean	2,18	2,24	2,11	1,8	2,15 D	2,04	2,35 D	2,46 DF
Video player i.e. DVD player, Blu-Ray player	1000	494	506	171	195	217	197	220
Video player i.e. DVD player, Blu-Ray player - Mean	0,9	0,91	0,9	0,58	0,92 D	0,99 D	0,89 D	1,06 D
Cooking appliance(s) i.e. Oven, hob, microwave	1000	494	506	171	195	217	197	220
Cooking appliance(s) i.e. Oven, hob, microwave - Mean	0,84	0,77	0,91 B	0,69	0,91 D	0,91 D	0,86 D	0,82
Cleaning appliance(s) i.e. Washing machine, dishwasher, vacuum cleaner	1000	494	506	171	195	217	197	220

Cleaning appliance(s) i.e. Washing machine, dishwasher, vacuum cleaner - Mean	0,96	0,83	1,09 B	0,62	0,93 D	1,09 D	1,04 D	1,05 D
Games console	1000	494	506	171	195	217	197	220
Games console - Mean	0,43	0,47	0,38	0,74 FGH	0,73 FGH	0,45 GH	0,19	0,12
Audio/HiFi system	1000	494	506	171	195	217	197	220
Audio/HiFi system - Mean	1,01	1,27 C	0,76	0,59	0,86 D	1,36 DE	1,05 D	1,11 D

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(\*\*) Small Base: 100(\*)