

## Samsung Techonomics – the way we live, shop and connect

### Research Summary

#### Technical note:

Ipsos MORI interviewed 1,000 adults aged 18-65 from their online panel across Italy. A quota sample of respondents was interviewed with quota controls set by age, gender and region. Data were weighted to the known national profile. Interviews were conducted online between 14th - 28th April 2014. Ipsos MORI was responsible for the conducting of the fieldwork, all reporting and analysis was carried out by Blue Rubicon.

### Products

#### Fig 1 – products owned in the household

Question: How many of each of the following products or devices, in working order, do you have in your household? Please do not include any products or devices supplied by an employer, unless you also use them for personal use.

Percentages below indicate where one or more such device is present in the household.

Base: All Adults aged 18-65 (1,000 - Italy)

TABLE 1 – TOTAL COLUMN

DEVICE	Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
% present in the household	98%	49%	93%	80%	85%	93%	77%	98%	98%	53%	62%

#### Fig 2 – number of products or devices in the household (mean average)

Question: How many of each of the following products or devices, in working order, do you have in your household? Please do not include any products or devices supplied by an employer, unless you also use them for personal use.

Base: All Adults aged 18-65 (1,000 - Italy)

Mean scores (excluding Don't Know): None (0); 1 (1); 2 (2); 3 (3); 4 (4); 5+ (6)

TABLE 3 – TOTAL COLUMN

Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
2.36	0.67	1.48	1	1.32	2.1	1.02	2.32	2.39	0.84	0.84

#### Fig 3 - Devices used in the household every day

Question: Still thinking of the products or devices in your household that you personally use, how often do you use them?

Percentages below indicate where one or more such device is used personally every day.

Base: All Adults aged 18-65 (1,000 - Italy)

TABLE 30

DEVICE	Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
% using everyday	91%	29%	72%	15%	8%	80%	8%	65%	39%	7%	20%

#### Fig 4 - Devices used in the household at least once a week

Question: Still thinking of the products or devices in your household that you personally use, how often do you use them?

Percentages below indicate where one or more such device is used personally at least once a week.

Base: All Adults aged 18-65 (1,000 - Italy)

TABLE 34

DEVICE	Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
% Using at least	94%	39%	86%	56%	38%	86%	35%	81%	76%	24%	44%

once a week											
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## Time & use

**Fig 5 – Time spent using products or devices (mean average - hours)**

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

**Base:** All Adults aged 18-65 (1,000 - Italy)

Percentages re-based on total sample to include those with no device/not using a device

Mean scores (excluding Don't Know): Less than 15 minutes (0.125); 15 minutes up to 30 minutes (0.375); Over 30 minutes up to 60 minutes (0.75); Over 1 hour up to 2 hours (1.5); Over 2 hours up to 3 hours (2.5); Over 3 hours up to 4 hours (3.5); Over 4 hours up to 5 hours (4.5); Over 5 hours up to 6 hours (5.5); Over 6 hours up to 7 hours (6.5); More than 7 hours (8); No such device / not used (0)

**TABLE 59**

DEVICE	Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
Hours used per day	2.04	0.65	2.58	0.28	0.54	2.38	0.81	0.9	1.07	0.41	0.72

**Fig 6 – Devices in household personally used for more than one hour**

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

Percentages below indicate where one or more such device is used personally for more than one hour a day.

**Base:** All Adults aged 18-65 (1,000 - Italy)

**TABLE 60 – TOTAL COLUMN**

DEVICE	Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
% more than one hour a day	46%	21%	69%	4%	14%	75%	36%	28%	41%	13%	25%

**Fig 7 – Activities you personally use your mobile phone, tablet device or PC/laptop for**

**Question:** For which of the following activities, if any, do you personally use your...?

**Base:** All Adults who personally use a Mobile phone (952), Tablet device (402) or PC/Laptop (882)

**TABLE 88 – TOTAL COLUMN**

Browsing the internet	Using applications	Email	Accessing social networking sites	Accessing your bank/financial accounts	Making payments	Sending or receiving text messages/SMS	Using instant messaging	Using maps/navigation	Using search engines	Managing health/fitness
91%	79%	82%	71%	70%	68%	83%	72%	71%	81%	44%
Researching products/services	Purchasing products/services	Redeeming coupons	Streaming or downloading music/audio	Streaming or downloading video/TV	Watching video/TV	Making/shooting video	Taking/viewing pictures	Making internet or video calls	None of these	Don't know
75%	70%	57%	58%	58%	65%	62%	79%	62%	3%	2%

## Content & services

**Fig 8 – Content or services ever used**

**Question:** How often, if at all, do you use each of the following type of content or service for personal use?

Percentages below indicate where relevant content/service is ever used personally.

**Base:** All Adults aged 18-65 (1,000 - Italy)

**TABLE 95 – TOTAL COLUMN**

CONTENT	Streaming TV, movie	Downloaded TV, video or	Streaming music	Downloaded music	Digital books or	Education content	Gaming or entertainment	Other types of	Apps for your	None of these
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	or video content	movie content	content	content	magazines		apps for your mobile phone or tablet	apps for your mobile phone or tablet	TV	
% ever using	65%	63%	59%	64%	63%	50%	66%	71%	39%	10%

**Fig 9 – Content or services used at least weekly**

**Question: How often, if at all, do you use each of the following type of content or service for personal use?**

Percentages below indicate where relevant content/service is used personally at least once a week.

Base: All Adults aged 18-65 (1,000 - Italy)

**TABLE 100**

CONTENT	Streaming TV, movie or video content	Downloaded TV, video or movie content	Streaming music content	Downloaded music content	Digital books or magazines	Education content	Gaming or entertainment apps for your mobile phone or tablet	Other types of apps for your mobile phone or tablet	Apps for your TV	None
% Using once a week or more	37%	32%	33%	29%	37%	27%	44%	48%	22%	28%

**Fig 10 – Average time spent accessing content on a typical day it is used (mean hours)**

**Question: On a typical day when you personally access the following content or service, on average how long is that for?**

Base: All personally using content/services

Mean scores (excluding Don't Know): Less than 15 minutes (0.125); 15 minutes up to 30 minutes (0.375); Over 30 minutes up to 60 minutes (0.75); Over 1 hour up to 2 hours (1.5); Over 2 hours up to 3 hours (2.5); Over 3 hours up to 4 hours (3.5); Over 4 hours up to 5 hours (4.5); Over 5 hours up to 6 hours (5.5); Over 6 hours up to 7 hours (6.5); More than 7 hours (8)

**TABLE 124– BOTH BITS OF TOTAL COLUMN**

CONTENT	Streaming TV, movie or video content	Downloaded TV, video or movie content	Streaming music content	Downloaded music content	Digital books or magazines	Education content	Gaming or entertainment apps for your mobile phone or tablet	Other types of apps for your mobile phone or tablet	Apps for your TV
Base – ever used	645	627	590	639	629	499	663	714	389
Mean score (hrs per day on a typical day when used)	1.16	1.15	0.92	0.84	0.87	0.91	0.87	0.85	1.1

## Spend & purchase behaviour

**Fig 11 – Which products or devices have been purchased or acquired by the household in the past three months**

**Question: Which of the following products or devices, if any, have you or other members of your household purchased or acquired in the past three months?**

Base: All Adults aged 18-65 (1,000 - Italy)

**TABLE 147**

Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
35%	17%	19%	14%	13%	19%	8%	15%	18%	7%	7%

**Fig 12 – Intent to purchase product or device within the next three months**

**Question: Which of the following products or devices, if any, are you or your household intending to purchase or acquire in the next three months?**

Base: All Adults aged 18-65 (1,000 - Italy)

**TABLE 197**

Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
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16%	13%	9%	6%	7%	11%	3%	8%	9%	3%	4%
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**Fig 13 – Approximate spend on products or devices purchased by the household in the past three months**

**Question:** For the product(s) purchased in the last three months, how much did you and/or other members of your household spend in total?

**Base:** All those who purchased a device in the last three months

**Mean score (excluding Don't Know):** Less than 60€ (30); 61€-120€ (90); 121€-240€ (180); 241€-360€ (300); 361€-480€ (420); 481€-600€ (540); 601€-720€ (660); 721€-840€ (780); 841€-960€ (900); 961€-1080€ (1020); 1081€-1200€ (1140); More than 1200€ (1800)

**TABLE 151**

CONTENT	Mobile phone	Tablet device	PC/Laptop	Printer	Camera/camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-fi system
BASE	350	174	186	137	130	188	80	145	178	68	66
Mean score	242	317	516	120	270	512	217	393	381	261	237

**Fig 14 – Reasons for purchasing products or devices**

**Question:** When you or other members of your household purchased these products or devices, what were the reasons for purchase?

**Base:** All Adults who they or a member of their household has purchased mentioned devices in last 3 months

**TABLE 174**

	Mobile Phone	Tablet device	PC/Laptop	Printer	Camera/Camcorder	TV	Video player	Cooking appliance(s)	Cleaning appliance(s)	Games console	Audio/Hi-Fi system
Base	350	174	186	137	130	188	80	145	178	68	66
An existing product had broken	28%	8%	24%	27%	15%	22%	21%	24%	30%	10%	15%
Existing product was not working as well as it should	23%	3%	22%	25%	14%	20%	10%	18%	23%	8%	7%
Was triggered by a major event in a personal life	6%	5%	13%	7%	6%	5%	8%	6%	6%	6%	5%
Due to moving home	-	5%	4%	6%	4%	11%	11%	13%	12%	10%	11%
The new product we bought allowed us to do something we had not wanted/needed to do before	10%	13%	12%	7%	11%	11%	15%	14%	14%	19%	8%
Going on holiday/ going on a trip	3%	14%	11%	9%	11%	1%	6%	3%	2%	9%	3%
Saw someone else owning/using it and it made me want to have it	6%	17%	6%	7%	10%	4%	4%	4%	6%	13%	6%

Saw a celebrity/someone famous owning/using it and it made me want to have it	3%	6%	8%	4%	5%	4%	4%	4%	6%	4%	11%
Wanted a product with better performance	32%	15%	27%	18%	23%	21%	9%	12%	15%	15%	15%
Wanted a product with specific new features	26%	16%	22%	16%	17%	21%	11%	8%	14%	22%	8%
Wanted a more up to date version of this product	23%	12%	16%	12%	18%	18%	7%	13%	7%	20%	6%
Wanted a better looking, more stylish product	18%	10%	11%	7%	12%	17%	8%	9%	7%	9%	11%
Wanted a product that we could enjoy with the family	4%	17%	10%	9%	16%	22%	15%	13%	7%	16%	15%
Wanted a product that was smaller/lighter	11%	19%	13%	5%	15%	10%	10%	6%	4%	3%	2%
Did not really need one, we just fancied treating ourselves to something new	7%	19%	7%	8%	5%	6%	10%	2%	2%	13%	11%
Bought it as a gift for someone else	9%	16%	9%	4%	8%	4%	4%	4%	7%	10%	8%
Bought it to be used at work	7%	12%	16%	9%	8%	3%	5%	3%	4%	3%	5%
Needed additional product	9%	15%	13%	7%	12%	12%	12%	9%	6%	10%	11%
Was prompted by an advert online	2%	6%	3%	6%	3%	5%	2%	3%	4%	7%	3%
Was prompted by an email received	5%	3%	3%	7%	5%	2%	4%	4%	3%	3%	8%
Other	3%	6%	6%	8%	8%	6%	9%	10%	6%	4%	8%
None of the above	5%	4%	6%	9%	8%	5%	12%	11%	8%	9%	13%

Don't know	*	2%	3%	1%	1%	1%	5%	4%	2%	1%	3%
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**Fig 15 – Content or services used by the respondent for free in the past month**

**Question: Which of the following content or services have you personally used for free in the past month?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 200**

Streaming TV, movie or video content	Downloaded TV, video or movie content	Streaming music content	Downloaded music content	Digital books or magazines	Education content	Gaming or entertainment apps for your mobile phone or tablet	Other types of apps for your mobile phone or tablet	Apps for your TV
26%	24%	22%	24%	27%	12%	40%	34%	9%

**Fig 16 – Content or services paid for or purchased by the respondent in the past month**

**Question: Which of the following content or services have you personally paid for or purchased in the past month?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 201**

Streaming TV, movie or video content	Downloaded TV, video or movie content	Streaming music content	Downloaded music content	Digital books or magazines	Education content	Gaming or entertainment apps for your mobile phone or tablet	Other types of apps for your mobile phone or tablet	Apps for your TV
3%	5%	3%	6%	10%	4%	8%	6%	3%

**Fig 17 - Approximate spend on content or services in the past month (mean average, Euro)**

**Question: For each of the following content or services you personally paid for or purchased in the past month, approximately how much have you spent in total?**

**Base: All those who purchased a content/service in the last month**

**Mean score (excluding Don't Know): Less than 6€ (3); 6€ up to 12€ (9); Over 12€ up to 24€ (18); Over 24€ up to 36€ (30); Over 36€ up to 48€ (42); Over 48€ up to 60€ (54); More than 60€ (90)**

**TABLE 203**

CONTENT	Streaming TV, movie or video content	Downloaded TV, video or movie content	Streaming music content	Downloaded music content	Digital books or magazines	Education content	Gaming or entertainment apps for your mobile phone or tablet	Other types of apps for your mobile phone or tablet	Apps for your TV
BASE	30	48	30	63	96	39	76	64	27
Average spend Euros	14	16	18	14	15	18	11	11	21

## Lifestyle

**Fig 18– Who lives in the household**

**Question: Who else, if anybody, lives in your household?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 224**

I live alone	My spouse or partner	Children under the age of 18	Parents	Siblings	Grandparents	Other family members or relatives	Friends/flatmates	Other people
16%	55%	22%	23%	10%	1%	9%	2%	1%

**Fig 19 – Family connectivity**

**Question: Thinking of your family (i.e. your immediate family, as well as your Grandparents, Aunts, Uncles, Cousins, etc.), which of the following statements apply?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 228**

Members of my family live in the same town/city/village as me	Members of my family live in the same region as me (but not in the same town/city/village)	Members of my family live in other regions of the country	Members of my family live in other countries	Don't know
59%	29%	30%	10%	1%

**Fig 20 – Family location in relation to survey respondent**

**Question: And which statement best describes where the majority of your family live in relation to you?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 230**

They live in the same town/city/village as me	They live in the same region as me (but not in the same town/city/village)	They live in other regions of the country	They live in other countries	Don't know
53%	22%	20%	4%	1%

**Fig 21 – Where the previous generation (when respondents' parents were their age) lived in relation to each other**

**Question: Thinking about the previous generation (i.e. when your parents were your age), please select the statement that best describes where the majority of your family lived at that time, in relation to each other:**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 232**

They lived in the same town/city/village	They lived in the same region (but not in the same town/city/village)	They lived in different regions of the country	They lived in different countries	Don't know
61%	21%	14%	3%	1%

## Communication & relationships

**Fig 22 - Types of communication used to contact friends and family (excluding non-applicable)**

**Question: Which of the following methods of communication, if any, have you personally used to keep in touch with your family and friends?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 235**

	Total	Male	Female	18-24	25-34	35-44	45-54	55-65
Base (Italy excluding not applicable)	837	856	588	840	604	855	888	503
Phone call	68%	74%	45%	65%	45%	59%	59%	24%
Text message	50%	31%	5%	44%	27%	30%	46%	12%
Mobile instant messenger	42%	22%	5%	41%	25%	28%	43%	12%
Photo sharing, i.e via e mail, text or instant message or social media interaction	39%	19%	6%	36%	23%	27%	42%	8%
Video call (e.g. Skype)	17%	13%	6%	17%	16%	16%	24%	6%
Email	33%	17%	7%	35%	22%	25%	46%	10%
Social network (e.g. Facebook, Twitter, etc.)	28%	13%	5%	32%	18%	31%	49%	8%
Face-to-face	68%	65%	45%	56%	53%	50%	56%	30%
Handwritten letter or card	19%	12%	9%	10%	7%	8%	13%	8%
Postcard	7%	15%	16%	10%	8%	13%	15%	10%
Other method of communication	6%	7%	5%	7%	8%	7%	9%	5%
No communication of any type	4%	4%	15%	6%	10%	5%	4%	18%

**Fig 23 – Frequency of contact with friends and family (excluding non-applicable)**

**Question: Still thinking of your friends and family, please select the frequency with which you keep in touch with them?**

**If there is more than one person in each category, please answer for the person you keep in contact with most frequently**

**Base: All Adults aged 18-65**

**TABLE 253**

	Spouse or partner	Parents	My Grandparents	Siblings	Children	Other family members or relatives	Friends / Flatmates	Other person in the household
Base (Italy excluding not applicable)	774	783	345	758	461	775	832	282
More than once a day	81%	38%	4%	19%	65%	4%	14%	14%
Once a day	10%	30%	13%	17%	13%	7%	16%	15%
Every 2-3 days	3%	17%	23%	24%	8%	17%	24%	14%
Every 4-5 days	1%	6%	11%	9%	3%	11%	13%	9%
About once a week	3%	5%	14%	14%	3%	20%	17%	12%
Every 2-3 weeks	*	2%	13%	9%	2%	13%	7%	9%
About once a month	*	*	6%	3%	1%	10%	3%	4%
Less often than once a month	1%	1%	9%	3%	*	12%	3%	6%
Don't know	2%	2%	6%	2%	4%	5%	3%	18%

**Fig 24 – Type of communication used for special occasions**

**Question: Thinking of each of the following situations, which, if any, of the following communication methods have you used to inform people?**

**Base: All Adults aged 18-65 (1,000 - Italy)**

**TABLE 295**

	Phone call	Text message	Mobile instant messenger	Photo sharing, i.e. via e mail, text or instant message or social media interaction	Video call (e.g. Skype )	Email	Social network (e.g. Facebook, Twitter, etc.)	Face-to-face	Handwritten letter or card	Postcard	Other method of communication	Don't know
The birth of a child	30%	12%	9%	8%	4%	6%	8%	22%	5%	3%	3%	4%
Child's development (i.e. first steps, first words)	22%	8%	8%	8%	5%	4%	7%	21%	3%	2%	3%	4%
Graduation from school or university	31%	11%	8%	5%	4%	5%	8%	30%	4%	3%	4%	5%
Major birthdays (18th, 21st etc)	42%	19%	15%	8%	4%	8%	15%	30%	9%	5%	3%	3%
Your engagement	20%	8%	6%	5%	3%	4%	6%	32%	4%	2%	4%	4%
Your wedding	20%	6%	5%	5%	2%	4%	5%	23%	14%	5%	5%	4%
Your anniversary	24%	10%	9%	5%	3%	5%	9%	30%	6%	3%	3%	4%
Death of a relative	49%	8%	6%	3%	2%	4%	3%	27%	6%	2%	4%	4%
Promotion at work	28%	9%	9%	4%	3%	6%	5%	24%	2%	3%	4%	5%
End a relationship	16%	6%	6%	2%	3%	3%	5%	39%	3%	2%	3%	4%



Ask someone out (romantically)	29%	15%	12%	4%	4%	4%	7%	33%	4%	3%	3%	4%
Festive greetings (i.e. Christmas/Easter)	49%	36%	29%	11%	7%	19%	22%	31%	13%	10%	3%	3%
Saying goodnight to a loved one when you can't be with them in person	44%	30%	28%	6%	6%	5%	9%	-	3%	3%	3%	3%
Asking someone you live with to do a household task (i.e. emptying the dishwasher/washing machine/making dinner)	30%	16%	14%	3%	2%	4%	4%	34%	6%	3%	2%	4%
Asking someone you live with to let you in because you've lost your key	46%	10%	9%	3%	2%	3%	2%	13%	2%	3%	3%	3%

## The impact of technology

**Fig 25 – Those who agree with the following statements when thinking about the effects of technology on relationships with friends and family (NET of strongly and tend to agree)**

**Question: Thinking about the effects of technology on relationships with friends and family, please indicate to what extent do you agree or disagree with each of the following statements?**

Percentages below indicate respondents who strongly or tend to agree with each statement.

Base: All Adults aged 18-65 (1,000 - Italy)

**TABLE 330**

The Internet has encouraged me to connect with family or friends that I haven't been in contact with for a while	57%
Mobile technology (e.g. mobile phones/tablets, etc.) means I have more interactions with my immediate family (e.g. parents/siblings/children)	61%
Social networks are a great way to feel close to family and friends, even if we're not in direct contact regularly	55%
I feel I understand family members better by staying in touch with them on social media	33%
Technology devices (e.g. mobile phones/tablets/computers, etc.) make me feel more connected	66%
Technology makes it easier to get in touch with family members, wherever they live	80%
Text, Instant Messenger, Skype, etc. mean I can have a constant dialogue with family and friends	70%
Technology makes it easier to arrange to meet up with family members face to face	64%
Technology has had little impact on the frequency with which I communicate with my friends or family	54%
I don't feel comfortable knowing that family members can monitor what I'm doing via social media	33%
I don't like the fact that family members can always find a way to get in touch with me	24%
Technological developments have led to less face-to-face contact between me and family members	31%
Playing online games with family members helps me to connect with them	28%
I don't like finding out about my family's activities via social media sites	47%

**Fig 26 – Frequency activities take place within a household**

**Question: How often, if at all, does each of the following take place within your household?**

Base: All Adults aged 18-65 (1,000 - Italy)

TABLE 361

	Every day	Every 2-3 days	Every 4-5 days	About once a week	Every 2-3 weeks	About once a month	Less than once a month	Never	Don't know
Play electronic games with each other	17%	9%	8%	10%	6%	3%	11%	30%	5%
Exchange messages via mobile instant messaging	46%	16%	8%	8%	4%	2%	3%	8%	4%
Watch a television show or movie together	46%	15%	7%	10%	4%	3%	5%	6%	3%
Comment or respond to each other's social media posts or statuses	26%	16%	7%	11%	6%	4%	7%	20%	5%
Share photos, for instance via SMS, Social Media or E mail	22%	17%	12%	14%	8%	5%	10%	10%	4%
Watch sport on the TV together	15%	11%	9%	15%	5%	4%	10%	26%	5%