



Global @dvisor

Attached at the Hip: Global Citizens Admit Their Technological Priorities





TOO SEXY FOR MY PHONE!

NEARLY ONE IN FOUR PEOPLE WOULD GIVE UP SEX TO KEEP THEIR MOBILE PHONE.

WHICH WOULD YOU RATHER DO?

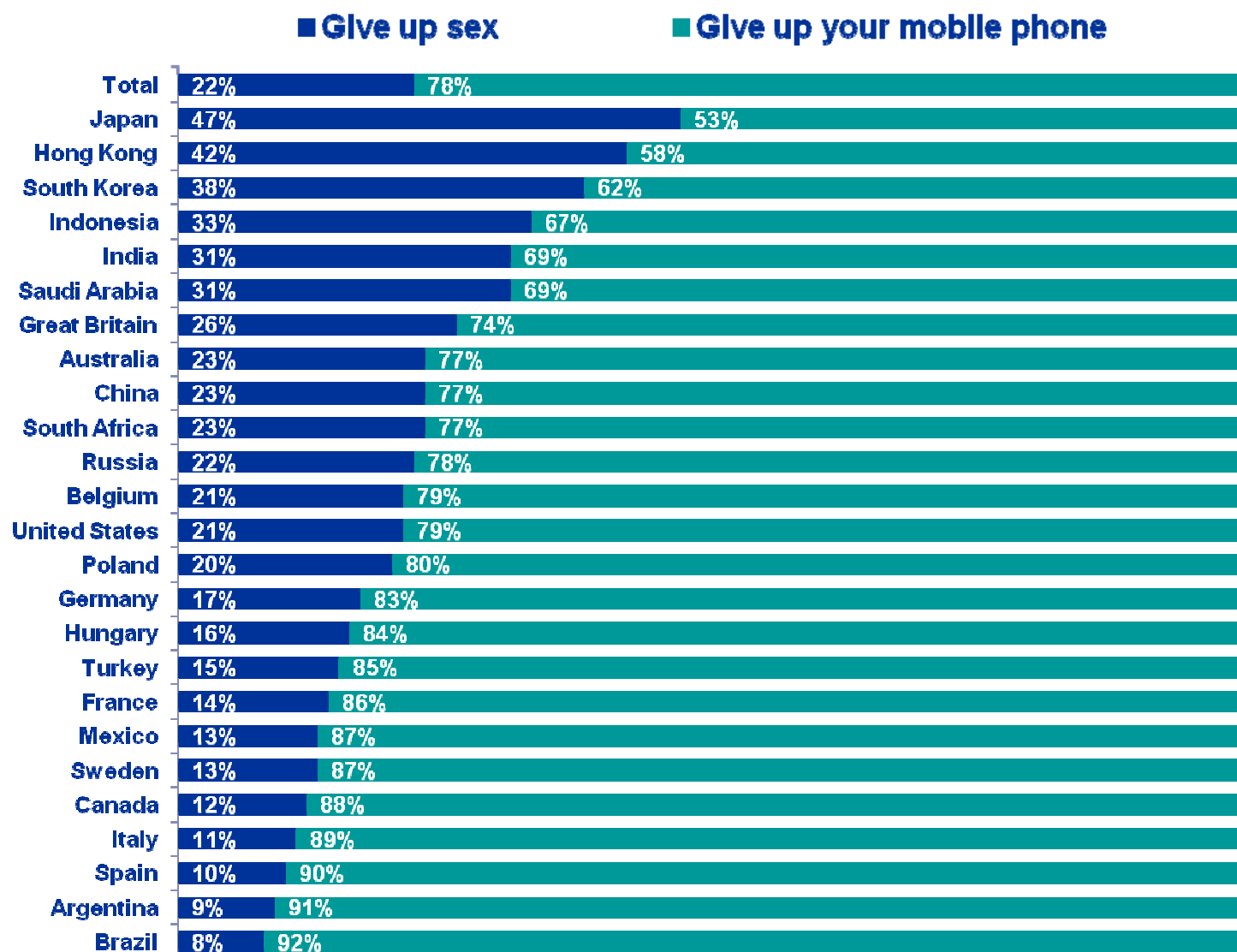
22%
GIVE UP SEX



78%
GIVE UP
MOBILE PHONE



Which would you rather do? Give up sex, or give up your mobile phone?





ATTACHED AT THE EAR?

PEOPLE LOVE THEIR MOBILE PHONES,
BUT WOULD GIVE THEM UP TO
KEEP THEIR COMPUTERS.

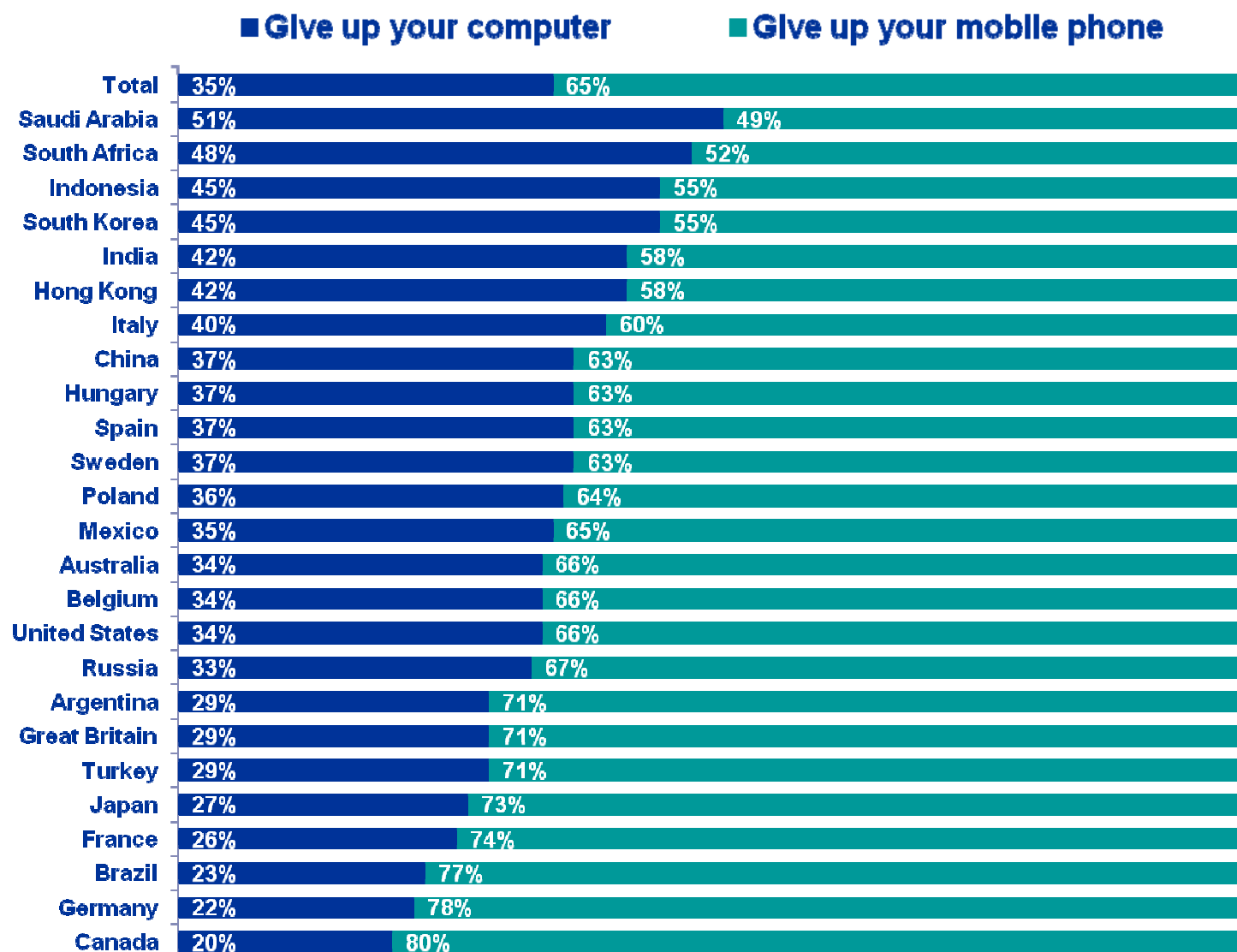
An illustration of a woman with long, flowing orange hair. She is wearing a black long-sleeved top with a red dotted V-neckline. She is holding a red laptop in front of her and pointing her right hand towards a white smartphone on the right. The background is a blue grid.

35%
WOULD GIVE
UP COMPUTER

An illustration of a white smartphone with a blue home button. The screen is light blue and displays red text.

65%
WOULD
GIVE UP
MOBILE
PHONE

Which would you rather do? Give up your computer, or give up your mobile phone?



DO NOT TAKE MY REMOTE CONTROL!

TV TRUMPS SOCIAL NETWORKS AS A MUST-HAVE.

WHICH WOULD YOU RATHER DO?

UNDER 35 YEAR OLDS

50%

GIVE UP TV

50%

GIVE UP SOCIAL NETWORKING

MIDDLE EAST/AFRICA

46%

GIVE UP SOCIAL NETWORKING

54%

GIVE UP TV

BRIC COUNTRIES

42%

GIVE UP SOCIAL NETWORKING

58%

GIVE UP TV

G-8 COUNTRIES

31%

GIVE UP TV

69%

GIVE UP SOCIAL NETWORKING

NORTH AMERICA

73%

GIVE UP SOCIAL NETWORKING

27%

GIVE UP TV

EUROPE

66%

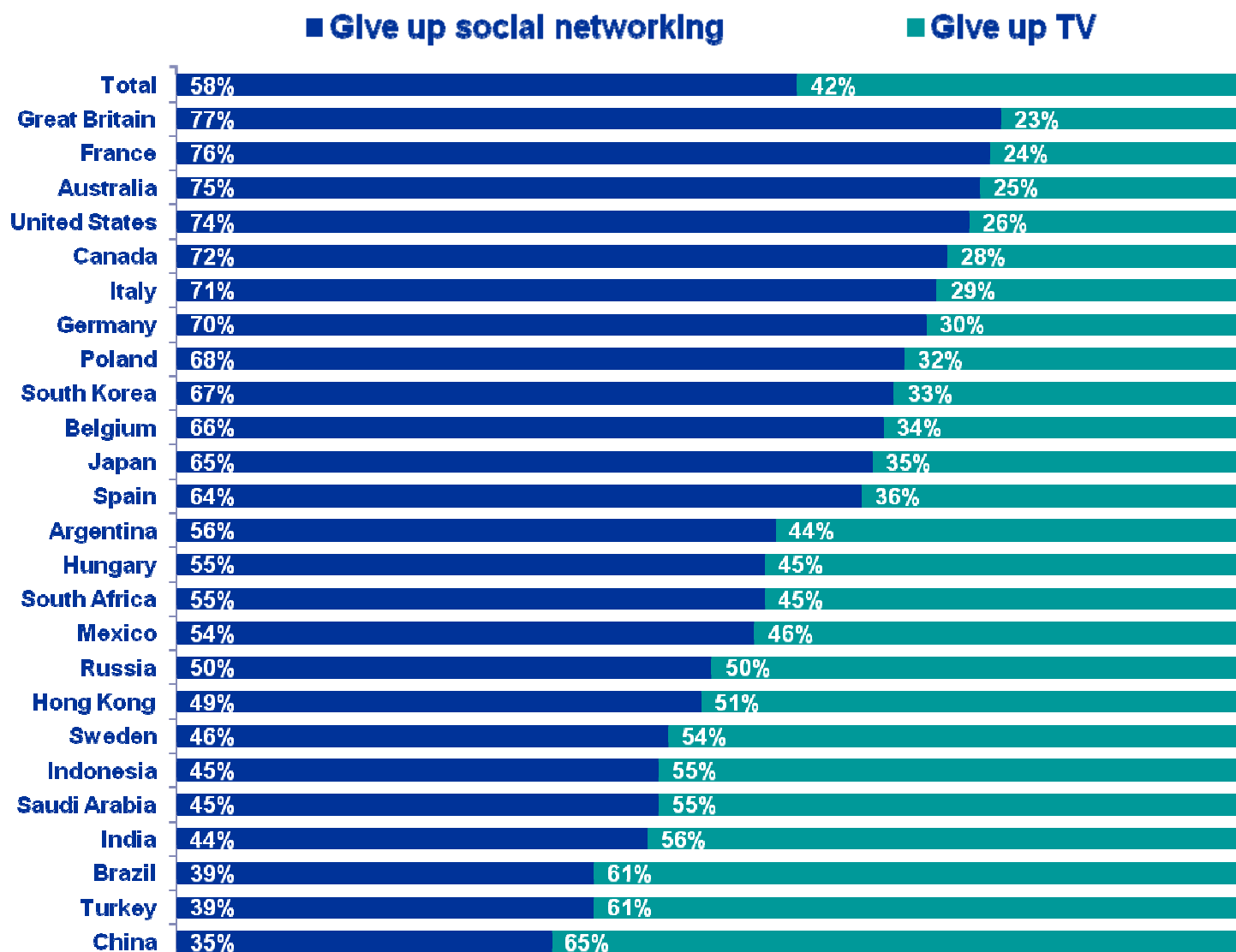
GIVE UP SOCIAL NETWORKING

34%

GIVE UP TV



Which would you rather do? Give up social networking, or give up TV?





These are the findings of the *Global @dvisor* Wave 29 (G@29),
an Ipsos survey conducted between January 3rd and January 16th, 2012.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none">The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.Questionnaire text: Which would you rather do. . .?Give up your computer; Give up your mobile phoneGive up sex; Give up your mobile phoneGive up TV; Give up social networking	<ul style="list-style-type: none">The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.	<ul style="list-style-type: none">For the results of the survey presented herein, an international sample of 18,768 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.	<ul style="list-style-type: none">Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

- Ipsos *Global @dvisor* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments.
- For information about custom pricing to add your own questions on Global @dvisor, please contact Chris Deeney, Senior Vice President and Operations Director (+1.312.665.0551 chris.deeney@ipsos.com) For questions related to Global @dvisor research or media releases please contact Keren Gottfried, Research Manager (+1.416.572.4481 keren.gottfried@ipsos.com)
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About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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