

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender			Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Use Mobile phone/Smart phone (unwtd)	14786	7400	7386	5853	5154	3779	4419	5963	4290	7330	7456	4061	4890	5835	8138	6648	1647	13139	2835	11951	10193	4593	
Base: Use Mobile phone/Smart phone (wtd)	9845	4924	4921	4466	3143	2236	3210	3861	2658	4581	5265	3433	3583	2830	5103	4742	1064	8781	1712	8133	6431	3414	
A lot of the time	1160	644	516	506	359	294	378	460	304	508	651	380	424	355	604	556	162	997	231	929	736	424	
	12%	13%	10%	11%	11%	13%	12%	12%	11%	11%	12%	11%	12%	13%	12%	12%	15%	11%	13%	11%	11%	12%	
		B															Q		S				
Sometimes	2099	1081	1017	908	690	501	695	853	522	1007	1092	753	711	635	1101	998	203	1895	358	1740	1345	753	
	21%	22%	21%	20%	22%	22%	22%	22%	20%	22%	21%	22%	20%	22%	22%	21%	19%	22%	21%	21%	21%	22%	
														L									
Rarely	4027	1935	2091	1910	1236	881	1333	1558	1094	1827	2199	1375	1479	1173	2041	1985	400	3627	648	3378	2625	1402	
	41%	39%	42%	43%	39%	39%	42%	40%	41%	40%	42%	40%	41%	41%	40%	42%	38%	41%	38%	42%	41%	41%	
		A		D													P		R				
Never	2560	1263	1297	1142	858	560	804	990	738	1238	1322	925	969	667	1356	1204	298	2262	475	2086	1725	836	
	26%	26%	26%	26%	27%	25%	25%	26%	28%	27%	25%	27%	27%	24%	27%	25%	28%	26%	28%	26%	27%	24%	
												M	M										
Sigma	9845	4924	4921	4466	3143	2236	3210	3861	2658	4581	5265	3433	3583	2830	5103	4742	1064	8781	1712	8133	6431	3414	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	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	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Use Mobile phone/Smart phone (unwtd)	14786	390	837	422	742	715	910	872	801	831	380	864	396	839	816	370	416	412	409	450	464	845	449	461	695
Base: Use Mobile phone/Smart phone (wtd)	9845	378	421	423	355	355	419	440	401	417	384	429	397	412	409	349	417	419	393	453	466	429	464	463	353
A lot of the time	1160	19	59	59	16	70	11	82	74	57	59	78	56	65	25	21	51	4	55	42	48	56	50	56	48
	12%	5%	14%	14%	4%	20%	3%	19%	18%	14%	15%	18%	14%	16%	6%	6%	12%	1%	14%	9%	10%	13%	11%	12%	13%
			ADFNOQS	ADFNOQS		ABCDFILNOP QRSTUVWX		ABCDFILNOP GSTUVWX	ABDFINOQPS TUVWX	ADFNOQS	ADFNOQST	ABDFINOQPS TUVWX	ADFNOQS	ADFNOQST			ADFNOQ	*	ADFNOQ	DFQ	ADFNQ	ADFNOQ	ADFNOQ	ADFNOQ	ADFNOQS
Sometimes	2099	72	102	81	83	90	72	105	71	97	69	96	111	103	68	73	52	63	126	90	153	92	74	58	97
	21%	19%	24%	19%	23%	25%	17%	24%	18%	23%	18%	22%	28%	25%	17%	21%	13%	15%	32%	20%	33%	22%	16%	13%	28%
		PW	HJNPVW	PW	HJNPVW	ACFHJNPVW		HJNPVW	PW	HJNPVW	PW	HNPVW	ACFHJKNPSU VW	ACFHJNPVW		PW		*	ABCDFGHIJK MNOPQSUV W	PW	ABCDEFHIJK MNOPQSUV W	NPW			ACFHJKNOPS UVW
Rarely	4027	168	180	169	157	145	202	152	166	183	127	173	166	153	201	156	186	148	132	192	184	180	179	174	153
	41%	45%	43%	40%	44%	41%	48%	34%	42%	44%	33%	40%	42%	37%	49%	45%	45%	35%	34%	42%	39%	42%	39%	38%	43%
		GJMR	GJMR		GJMRW	GJ	GJMRW		GJR	GJMRW		GJ	GJR		BCEGHUKLM RTUVWX	GJMR	GJMR	*		GJR		GJR			GJMR
Never	2560	118	80	114	100	51	134	102	90	80	129	82	65	91	114	99	128	204	81	128	81	100	161	174	55
	26%	31%	19%	27%	28%	14%	32%	23%	22%	19%	34%	19%	16%	22%	28%	28%	31%	49%	21%	28%	17%	23%	35%	38%	16%
		BEGHIKLMRT UX	E	BEIKLTx	BEGHIKLMRT X		BEGHIKLMRT UX	ELTX	ELTX	E	BCEGHIKLMR TUX	E		ELTX	BEGHIKLMRT X	BEIKLTx	BEGHIKLMRT UX	ABCDGHIKLM NOPRSTUX *	E	BEHIKLMRTx		ELTX	BEGHIKLMRT UX	BCDEGHIKLM NOPRSTUX	
Sigma	9845	378	421	423	355	355	419	440	401	417	384	429	397	412	409	349	417	419	393	453	466	429	464	463	353
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North	LATAM	Europe	APAC	G-8	BRIC	Middle
		A	B	C	D	E	F	G
Base: Use Mobile phone/Smart phone (unwtd)	14786	1410	1502	5855	4699	5981	2928	1320
Base: Use Mobile phone/Smart phone (wtd)	9845	709	1082	3787	2960	3206	1622	1308
A lot of the time	1160	118	56	553	280	424	109	153
	12%	17%	5%	15%	9%	13%	7%	12%
		BDEFG		BDFG	B	BDF		BF
Sometimes	2099	187	228	744	666	694	314	274
	21%	26%	21%	20%	22%	22%	19%	21%
		BCDEFG			C			
Rarely	4027	298	482	1495	1254	1301	679	498
	41%	42%	45%	39%	42%	41%	42%	38%
			CG					
Never	2560	106	316	995	761	787	520	383
	26%	15%	29%	26%	26%	25%	32%	29%
			AE	A	A	A	ACDE	AE
Sigma	9845	709	1082	3787	2960	3206	1622	1308
	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	390	163	227	173	131	86	156	175	59	145	245	152	134	104	190	200	59	331	68	322	242	148
Base: Use Mobile phone/Smart phone (wtd)	378	182	196	192	103	83	175	166	38	129	249	232	101	44	167	211	50	328	57	321	203	175
A lot of the time	19	9	11	7	6	7	7	10	2	10	10	10	7	2	8	12	3	17	1	18	11	8
	5%	5%	5%	3%	6%	8%	4%	6%	5%	8%	4%	4%	7%	4%	5%	6%	5%	5%	3%	6%	6%	5%
						*			*								*		*			
Sometimes	72	35	38	36	16	20	36	29	7	27	45	43	20	8	33	39	9	64	10	62	44	28
	19%	19%	19%	19%	16%	24%	21%	18%	19%	21%	18%	19%	20%	19%	20%	19%	18%	19%	17%	19%	22%	16%
						*			*								*		*			
Rarely	168	92	76	94	45	30	80	73	15	54	114	103	45	20	66	102	17	152	23	146	88	81
	45%	51%	39%	49%	43%	36%	46%	44%	41%	42%	46%	44%	45%	45%	40%	48%	34%	46%	39%	46%	43%	46%
		B				*			*								*		*			
Never	118	46	71	55	36	27	52	53	13	38	79	75	28	14	60	58	21	96	23	94	60	58
	31%	25%	36%	29%	34%	32%	30%	32%	35%	30%	32%	32%	28%	32%	36%	27%	43%	29%	41%	29%	29%	33%
			A			*			*								*		*			
Sigma	378	182	196	192	103	83	175	166	38	129	249	232	101	44	167	211	50	328	57	321	203	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)

	Australia																												
	Australia Total	Gender		Age			Household Income			Marital Status		Education			Australia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: Use Mobile phone/Smart phone (unwtd)	837	348	489	305	264	268	170	420	247	411	426	260	249	328	444	393	94	743	127	710	552	285	545	292	249	283	158	85	62
Base: Use Mobile phone/Smart phone (wtd)	421	201	220	173	132	116	89	225	108	198	223	108	248	65	228	193	43	378	61	360	275	146	251	170	123	144	82	42	29
A lot of the time	59	31	27	19	18	22	10	32	17	31	28	15	37	7	26	32	6	52	9	50	31	27	37	22	21	16	13	3	4
	14%	16%	12%	11%	14%	19%	11%	14%	15%	15%	13%	14%	15%	11%	12%	17%	15%	14%	14%	11%	19%	15%	13%	17%	11%	16%	8%	14%	
					C												*		*		T					*	*		
Sometimes	102	59	43	32	38	32	22	59	20	46	56	23	61	18	62	40	9	93	14	87	69	32	57	45	31	29	21	11	9
	24%	29%	19%	19%	28%	28%	25%	26%	19%	23%	25%	21%	24%	28%	C	27%	21%	21%	25%	24%	24%	25%	22%	23%	27%	25%	20%	25%	27%
	B				C	C											*		*								*	*	
Rarely	180	69	112	85	50	46	41	88	51	81	99	47	106	28	84	96	22	159	28	152	114	66	110	71	52	68	31	16	13
	43%	34%	51%	49%	38%	40%	46%	39%	48%	41%	44%	43%	43%	42%	37%	50%	50%	42%	47%	42%	42%	45%	44%	42%	42%	47%	38%	38%	43%
			A												N	*	*		*								*	*	
Never	80	42	38	37	27	16	16	45	19	40	41	23	45	12	56	25	6	74	10	71	60	20	48	32	19	30	17	11	4
	19%	21%	17%	21%	20%	14%	18%	20%	18%	20%	18%	22%	18%	19%	24%	13%	14%	20%	16%	20%	22%	14%	19%	19%	15%	21%	20%	27%	12%
															O	*	*		*		U						*	*	
Sigma	421	201	220	173	132	116	89	225	108	198	223	108	248	65	228	193	43	378	61	360	275	146	251	170	123	144	82	42	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	North	Center	South	French	Flemish
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: Use Mobile phone/Smart phone (unwtd)	422	220	202	152	138	132	148	181	93	168	254	124	177	121	270	152	26	396	37	385	239	183	205	110	107	207	215
Base: Use Mobile phone/Smart phone (wtd)	423	217	206	159	141	123	153	179	91	165	258	143	156	124	266	157	26	397	38	385	236	187	206	106	111	209	214
A lot of the time	59	33	26	19	24	16	15	24	20	23	37	17	23	18	36	23	5	54	8	51	40	19	18	22	19	42	17
	14%	15%	13%	12%	17%	13%	10%	14%	22%	14%	14%	12%	15%	15%	13%	15%	20%	14%	22%	13%	17%	10%	9%	21%	17%	20%	8%
Sometimes									F*								**		*				V	V	Z		
	81	42	39	27	28	26	31	42	8	32	49	32	22	27	50	31	7	74	12	70	42	39	46	20	15	35	46
	19%	20%	19%	17%	20%	21%	20%	23%	9%	19%	19%	23%	14%	22%	19%	20%	28%	19%	30%	18%	18%	21%	22%	19%	14%	17%	22%
Rarely							H	H	*								**		*								
	169	82	87	59	57	53	67	71	31	62	107	57	69	42	103	66	10	159	11	158	87	82	79	42	48	78	91
	40%	38%	42%	37%	41%	43%	44%	40%	34%	37%	42%	40%	45%	34%	39%	42%	39%	40%	28%	41%	37%	44%	38%	40%	43%	37%	42%
Never									*								**		*								
	114	59	54	53	32	28	40	42	32	49	65	36	41	36	77	37	3	110	7	106	68	46	62	22	29	54	60
	27%	27%	26%	34%	23%	23%	26%	24%	35%	30%	25%	25%	27%	29%	29%	23%	13%	28%	19%	28%	29%	25%	30%	21%	26%	26%	28%
Sigma				D					*								**		*								
	423	217	206	159	141	123	153	179	91	165	258	143	156	124	266	157	26	397	38	385	236	187	206	106	111	209	214
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	742	350	392	348	249	145	179	534	29	319	423	99	427	216	343	399	90	652	138	604	514	228
Base: Use Mobile phone/Smart phone (wtd)	355	175	181	201	97	58	104	243	9	141	214	93	195	68	155	201	39	317	61	295	236	120
A lot of the time	16	7	9	9	3	3	6	9	1	6	10	6	7	3	8	8	2	14	3	13	9	7
	4%	4%	5%	5%	4%	6%	6%	4%	10%	4%	5%	6%	4%	4%	5%	4%	6%	4%	5%	4%	4%	6%
									**			*					*					
Sometimes	83	47	36	44	23	15	27	55	1	33	50	24	41	17	33	50	8	74	11	71	55	28
	23%	27%	20%	22%	24%	26%	26%	22%	13%	23%	23%	26%	21%	25%	21%	25%	22%	23%	19%	24%	23%	24%
									**			*					*					
Rarely	157	73	84	96	39	23	41	113	3	59	99	42	87	28	64	93	17	141	29	128	101	56
	44%	42%	47%	48%	40%	39%	39%	47%	35%	42%	46%	45%	45%	41%	42%	46%	43%	44%	48%	43%	43%	47%
									**			*					*					
Never	100	48	51	52	31	17	30	66	4	44	56	21	59	20	50	50	12	88	17	82	71	28
	28%	28%	28%	26%	32%	29%	29%	27%	42%	31%	26%	23%	30%	29%	32%	25%	30%	28%	29%	28%	30%	24%
									**			*					*					
Sigma	355	175	181	201	97	58	104	243	9	141	214	93	195	68	155	201	39	317	61	295	236	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total		Canada																													
	Gender		Age				Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	Prairies	Atlantic	Alberta	BC	Northwest	Ontario	Quebec				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b				
Base: Use Mobile phone/Smart phone (unwtd)	715	368	347	246	236	233	96	233	386	375	340	120	285	310	398	317	108	607	157	558	531	184	41	50	75	92	-	290	167			
Base: Use Mobile phone/Smart phone (wtd)	355	181	174	143	119	94	69	137	150	164	192	129	157	70	187	168	50	305	71	284	246	109	19	26	41	41	-	140	88			
A lot of the time	70	36	34	21	20	30	10	28	32	38	33	22	34	14	37	33	8	62	14	56	51	19	1	5	9	9	-	28	20			
	20%	20%	20%	14%	17%	32%	14%	21%	21%	23%	17%	17%	22%	20%	20%	19%	16%	20%	20%	20%	21%	18%	3%	19%	21%	21%	-	20%	22%			
					CD	*										*					**	*	*	*	*							
Sometimes	90	43	47	36	30	24	23	38	30	41	49	44	29	17	46	44	13	77	16	74	56	34	4	5	9	9	-	34	27			
	25%	24%	27%	25%	25%	26%	33%	28%	20%	25%	26%	34%	18%	25%	25%	26%	26%	25%	23%	26%	23%	31%	23%	19%	23%	23%	-	25%	31%			
							H*					L				*					**	*	*	*	*							
Rarely	145	77	68	62	49	33	28	50	67	63	82	50	66	29	76	69	21	124	28	117	100	44	10	11	17	16	-	62	29			
	41%	43%	39%	44%	42%	35%	41%	37%	44%	38%	43%	39%	42%	41%	40%	41%	42%	41%	39%	41%	41%	41%	52%	42%	41%	38%	-	44%	33%			
							*									*					**	*	*	*	*		b					
Never	51	25	25	24	20	6	8	21	22	22	28	14	28	9	28	23	8	42	13	38	39	12	4	5	6	8	-	16	12			
	14%	14%	14%	17%	17%	7%	12%	15%	15%	14%	15%	11%	18%	13%	15%	13%	16%	14%	18%	13%	16%	11%	22%	20%	14%	18%	-	11%	14%			
							E								*	*	*	*	*	*	*	*	*	*	*	*						
Sigma	355	181	174	143	119	94	69	137	150	164	192	129	157	70	187	168	50	305	71	284	246	109	19	26	41	41	-	140	88			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%			

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Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: Use Mobile phone/Smart phone (unwtd)	910	482	428	416	386	108	48	232	630	635	275	62	255	593	619	291	74	836	307	603	816	94	
Base: Use Mobile phone/Smart phone (wtd)	419	223	196	173	166	79	50	152	218	284	135	232	141	46	260	159	36	383	87	332	359	60	
A lot of the time	11	11	1	10	*	1	*	10	1	1	10	9	2	*	2	10	*	11	*	11	8	3	
Sometimes	3%	5%	*	6%	*	2%	1%	7%	*	*	7%	4%	1%	1%	6%	*	3%	*	3%	2%	6%		
	*	*	*	*	*	**	**	H*	*		I*	*			N*	**		*			**		
	72	36	36	30	32	10	6	18	47	50	22	37	27	8	43	29	4	69	24	48	66	6	
Rarely	17%	16%	18%	17%	19%	13%	13%	12%	22%	18%	17%	16%	19%	17%	18%	10%	18%	27%	15%	18%	11%		
	*	*	*	*	*	**	**	*	*		*	*			*	**	**	*	*		**		
	202	113	89	80	83	39	18	82	102	135	67	112	67	22	129	72	22	180	40	162	168	34	
Never	48%	51%	45%	46%	50%	50%	37%	54%	47%	48%	49%	48%	48%	48%	50%	45%	61%	47%	45%	49%	47%	56%	
	*	*	*	*	*	**	**	*	*		*	*			*	**	**	*	*		**		
	134	64	70	54	52	28	24	42	68	98	36	73	45	16	86	48	10	124	24	110	118	16	
Sigma	32%	29%	36%	31%	31%	36%	49%	27%	31%	34%	27%	32%	32%	34%	33%	30%	29%	32%	27%	33%	33%	27%	
	*	*	*	*	*	**	**	*	*		*	*			*	**	**	*	*		**		
	419	223	196	173	166	79	50	152	218	284	135	232	141	46	260	159	36	383	87	332	359	60	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	872	430	442	326	263	283	204	429	239	342	530	355	269	248	459	413	38	834	70	802	572	300
Base: Use Mobile phone/Smart phone (wtd)	440	221	219	175	136	129	102	215	122	167	273	142	189	108	234	206	19	421	34	406	292	147
A lot of the time	82	43	39	27	30	24	19	39	24	34	48	28	33	22	45	37	4	78	6	76	56	26
	19%	20%	18%	16%	22%	19%	19%	18%	19%	20%	18%	19%	17%	20%	19%	18%	19%	19%	18%	19%	19%	18%
					C												*		*			
Sometimes	105	53	52	34	30	40	23	52	29	44	61	28	46	31	56	49	3	101	8	97	68	36
	24%	24%	24%	20%	22%	31%	23%	24%	24%	26%	22%	20%	24%	28%	24%	24%	17%	24%	23%	24%	23%	24%
						CD								K			*		*			
Rarely	152	76	76	64	46	42	28	75	48	57	95	53	64	35	76	75	5	146	10	142	95	56
	34%	34%	34%	37%	33%	33%	28%	35%	39%	34%	35%	37%	34%	32%	33%	37%	29%	35%	29%	35%	33%	38%
							F										*		*			
Never	102	49	53	49	30	23	31	49	22	32	69	34	47	21	57	44	7	95	10	91	72	29
	23%	22%	24%	28%	22%	17%	31%	23%	18%	19%	25%	24%	25%	19%	24%	22%	35%	23%	31%	22%	25%	20%
				E			GH										*		*			
Sigma	440	221	219	175	136	129	102	215	122	167	273	142	189	108	234	206	19	421	34	406	292	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Use Mobile phone/Smart phone (unwtd)	801	401	400	245	298	258	265	282	254	251	550	127	510	164	565	236	77	724	151	650	583	218	
Base: Use Mobile phone/Smart phone (wtd)	401	201	200	144	151	106	142	135	123	118	282	81	233	87	280	121	36	365	71	330	284	116	
A lot of the time	74	40	34	21	23	29	24	24	26	29	44	15	38	20	52	22	9	65	13	60	53	21	
Sometimes	18%	20%	17%	15%	15%	27%	17%	17%	21%	25%	16%	19%	16%	23%	18%	18%	24%	18%	19%	18%	18%	18%	
						CD				J							*						
	71	38	33	22	30	19	27	25	19	23	47	16	39	16	51	20	6	65	12	59	54	17	
Rarely	18%	19%	17%	15%	20%	18%	19%	18%	16%	20%	17%	20%	17%	18%	18%	17%	16%	18%	16%	18%	19%	15%	
																	*						
	166	77	90	63	65	38	55	59	53	48	119	35	99	32	115	51	14	152	29	137	120	46	
Never	42%	38%	45%	44%	43%	36%	39%	44%	43%	40%	42%	43%	43%	37%	41%	42%	40%	42%	41%	42%	42%	40%	
																	*						
	90	47	43	37	33	20	36	28	26	18	72	14	56	19	62	28	7	83	17	73	58	32	
Sigma	22%	23%	22%	26%	22%	19%	26%	21%	21%	15%	26%	18%	24%	22%	22%	23%	20%	23%	24%	22%	20%	28%	
											I						*					T	
	401	201	200	144	151	106	142	135	123	118	282	81	233	87	280	121	36	365	71	330	284	116	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	380	194	186	136	114	130	131	182	7	147	233	121	187	72	217	163	16	364	18	362	206	174
Base: Use Mobile phone/Smart phone (wtd)	384	193	191	160	101	123	132	183	6	141	242	91	228	64	213	171	17	367	19	365	205	179
A lot of the time	59	40	18	28	12	18	21	30	1	18	41	13	36	10	34	24	1	58	3	56	25	34
	15%	21%	10%	18%	12%	15%	16%	16%	16%	12%	17%	14%	16%	15%	16%	14%	5%	16%	16%	15%	12%	19%
		B							**					*			**		**			
Sometimes	69	34	35	28	17	23	17	35	1	30	39	19	37	13	40	28	2	66	2	66	35	34
	18%	18%	18%	18%	17%	19%	13%	19%	13%	21%	16%	21%	16%	20%	19%	17%	13%	18%	12%	18%	17%	19%
									**					*			**		**			
Rarely	127	58	69	54	33	41	46	55	1	47	80	30	80	17	68	59	7	120	6	121	69	58
	33%	30%	36%	34%	33%	33%	35%	30%	17%	33%	33%	33%	35%	27%	32%	35%	42%	33%	30%	33%	34%	33%
									**					*			**		**			
Never	129	60	69	50	38	41	48	62	3	47	82	29	75	25	70	59	7	122	8	121	76	53
	34%	31%	36%	31%	38%	33%	37%	34%	54%	33%	34%	32%	33%	38%	33%	34%	40%	33%	42%	33%	37%	30%
									**					*			**		**			
Sigma	384	193	191	160	101	123	132	183	6	141	242	91	228	64	213	171	17	367	19	365	205	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	864	462	402	452	270	142	310	312	242	536	328	2	100	762	459	405	229	635	457	407	692	172
Base: Use Mobile phone/Smart phone (wtd)	429	220	209	230	134	65	158	152	119	257	172	1	52	376	220	209	112	317	222	206	338	91
A lot of the time	78	39	39	54	17	7	28	32	18	39	39	-	7	71	49	29	31	47	53	24	65	13
	18%	18%	19%	23%	13%	11%	18%	21%	15%	22%	-	-	13%	19%	22%	28%	24%	15%	24%	12%	19%	14%
				DE						I	**	*			O		Q		S			
Sometimes	96	56	41	55	29	12	39	34	24	54	43	-	11	85	53	43	24	72	49	48	75	21
	22%	25%	19%	24%	22%	18%	25%	22%	20%	21%	25%	-	21%	23%	24%	21%	22%	23%	22%	23%	22%	23%
		B										**	*									
Rarely	173	86	87	88	57	28	66	59	48	104	68	*	26	146	80	93	38	134	80	92	131	42
	40%	39%	41%	38%	43%	42%	42%	39%	41%	41%	40%	50%	51%	39%	36%	44%	34%	42%	36%	45%	39%	46%
												**	M*			N		P		R		
Never	82	40	43	34	30	19	25	28	28	59	23	*	7	74	39	44	19	64	40	42	67	15
	19%	18%	20%	15%	22%	29%	16%	19%	24%	23%	13%	50%	14%	20%	18%	21%	17%	20%	18%	20%	20%	17%
					C	C			F	J		**	*									
Sigma	429	220	209	230	134	65	158	152	119	257	172	1	52	376	220	209	112	317	222	206	338	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Indonesia Total	Indonesia																					
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: Use Mobile phone/Smart phone (unwtd)	396	210	186	231	126	39	132	204	60	214	182	153	32	211	179	217	55	341	119	277	328	68	
Base: Use Mobile phone/Smart phone (wtd)	397	197	201	245	117	36	126	202	70	201	197	160	31	207	169	229	52	345	113	284	319	78	
A lot of the time	56	28	28	39	15	2	19	29	7	26	29	23	5	28	23	33	8	47	13	43	47	8	
	14%	14%	14%	16%	13%	5%	15%	15%	10%	13%	15%	14%	16%	13%	14%	14%	16%	14%	11%	15%	15%	11%	
						*			*				*				*					*	
Sometimes	111	59	53	72	28	11	33	52	27	52	59	57	9	45	48	64	10	101	27	85	79	33	
	28%	30%	26%	29%	24%	31%	26%	26%	38%	26%	30%	36%	30%	22%	28%	28%	20%	29%	24%	30%	25%	42%	
						*			*			M	*				*					T*	
Rarely	166	80	86	104	48	14	50	88	28	84	82	60	11	94	70	96	22	144	52	114	138	28	
	42%	41%	43%	42%	41%	38%	40%	44%	40%	42%	42%	38%	36%	46%	41%	42%	42%	42%	46%	40%	43%	36%	
						*			*				*				*					*	
Never	65	30	34	30	25	9	24	32	8	38	26	20	5	40	28	36	12	53	22	43	55	9	
	16%	15%	17%	12%	22%	25%	19%	16%	12%	19%	13%	12%	17%	19%	17%	16%	22%	15%	19%	15%	17%	12%	
					C	C*			*				*				*					*	
Sigma	397	197	201	245	117	36	126	202	70	201	197	160	31	207	169	229	52	345	113	284	319	78	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	839	404	435	269	330	240	212	381	246	384	455	250	461	128	417	422	79	760	120	719	490	349
Base: Use Mobile phone/Smart phone (wtd)	412	205	207	149	158	105	112	190	111	188	225	190	171	52	194	218	38	374	56	356	230	182
A lot of the time	65	39	26	21	23	21	20	29	16	31	34	30	27	7	31	33	6	59	9	56	31	34
	16%	19%	12%	14%	14%	20%	18%	15%	14%	16%	15%	16%	16%	14%	16%	15%	15%	16%	16%	16%	13%	18%
Sometimes		B															*					
	103	58	46	32	45	26	25	53	25	46	57	45	45	14	54	49	10	93	14	89	64	40
	25%	28%	22%	22%	29%	25%	23%	28%	22%	24%	26%	24%	26%	26%	28%	22%	28%	25%	26%	25%	28%	22%
Rarely																	*					
	153	71	82	59	54	40	41	69	43	69	84	73	58	22	69	84	13	140	18	135	85	68
	37%	35%	40%	40%	34%	38%	36%	36%	39%	37%	38%	39%	34%	42%	35%	39%	34%	37%	33%	38%	37%	38%
Never																	*					
	91	38	53	36	36	19	26	39	27	42	49	41	41	9	39	52	9	83	14	77	51	41
	22%	19%	26%	25%	23%	18%	23%	21%	24%	23%	22%	22%	24%	18%	20%	24%	23%	22%	25%	22%	22%	22%
Sigma		A															*					
	412	205	207	149	158	105	112	190	111	188	225	190	171	52	194	218	38	374	56	356	230	182
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	816	376	440	247	298	271	459	308	49	502	314	257	192	367	403	413	33	783	67	749	522	294
Base: Use Mobile phone/Smart phone (wtd)	409	196	213	166	130	112	252	138	19	228	181	237	76	96	189	220	14	395	28	381	246	162
A lot of the time	25	12	13	11	6	7	15	8	1	11	13	12	7	6	6	19	1	24	2	23	10	14
	6%	6%	6%	7%	5%	6%	6%	6%	8%	5%	7%	5%	9%	6%	3%	9%	8%	6%	7%	6%	4%	9%
									**							N	**		*			T
Sometimes	68	29	40	32	19	17	38	24	6	26	42	37	13	19	27	42	3	66	3	66	34	34
	17%	15%	19%	19%	15%	15%	15%	17%	34%	12%	23%	15%	17%	20%	14%	19%	20%	17%	10%	17%	14%	21%
									**		I						**		*			T
Rarely	201	91	110	84	63	54	128	67	6	115	86	117	36	48	88	113	5	196	15	187	124	77
	49%	47%	52%	50%	49%	48%	51%	49%	34%	51%	47%	49%	47%	50%	47%	51%	35%	50%	52%	49%	50%	47%
									**								**		*			
Never	114	64	51	39	41	34	71	38	5	75	39	71	20	23	68	46	5	109	9	106	78	37
	28%	33%	24%	23%	32%	30%	28%	28%	24%	33%	22%	30%	27%	24%	36%	21%	37%	28%	31%	28%	32%	23%
		B							**	J					O		**		*		U	
Sigma	409	196	213	166	130	112	252	138	19	228	181	237	76	96	189	220	14	395	28	381	246	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	370	192	178	177	148	45	262	92	16	174	196	96	123	151	206	164	78	292	102	268	256	114
Base: Use Mobile phone/Smart phone (wtd)	349	170	178	191	106	51	276	60	12	151	198	213	77	59	167	182	68	281	75	273	225	123
A lot of the time	21	14	7	18	2	1	15	3	2	7	14	13	3	5	5	16	8	13	6	15	10	11
	6%	8%	4%	9%	2%	2%	6%	6%	18%	5%	7%	6%	3%	9%	3%	9%	12%	5%	8%	6%	5%	9%
				D	*	**		*	**			*		L		*	*		*			*
Sometimes	73	42	30	31	26	16	61	8	4	32	41	44	18	11	42	30	14	59	15	58	47	26
	21%	25%	17%	16%	24%	30%	22%	13%	36%	21%	21%	21%	23%	18%	25%	17%	20%	21%	20%	21%	21%	21%
					*	**		*	**			*				*	*		*			*
Rarely	156	75	81	88	48	21	124	29	3	65	92	93	40	23	76	80	27	129	28	128	105	51
	45%	44%	46%	46%	46%	40%	45%	48%	25%	43%	46%	44%	52%	39%	46%	44%	40%	46%	37%	47%	47%	41%
					*	**		*	**			*	M			*	*		*			*
Never	99	40	59	54	30	14	76	21	2	47	51	62	17	20	43	55	18	80	27	72	62	36
	28%	23%	33%	28%	28%	28%	27%	34%	20%	31%	26%	29%	22%	33%	26%	30%	27%	29%	35%	26%	28%	29%
					*	**		*	**			*		L		*	*		*			*
Sigma	349	170	178	191	106	51	276	60	12	151	198	213	77	59	167	182	68	281	75	273	225	123
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	416	212	204	161	122	133	326	85	5	217	199	62	279	75	181	235	28	388	41	375	227	189
Base: Use Mobile phone/Smart phone (wtd)	417	209	208	180	118	120	336	78	4	205	212	87	272	57	167	250	25	392	37	380	214	203
A lot of the time	51	31	20	27	14	10	42	9	-	24	27	14	29	8	17	34	3	48	4	47	24	27
	12%	15%	10%	15%	12%	9%	13%	11%	-	12%	13%	16%	11%	13%	10%	13%	10%	12%	10%	12%	11%	13%
								*	**			*		*			**		*			
Sometimes	52	26	26	23	16	13	40	12	-	29	23	9	37	7	16	36	5	47	7	46	26	26
	13%	12%	13%	13%	13%	11%	12%	15%	-	14%	11%	10%	14%	12%	10%	14%	19%	12%	18%	12%	12%	13%
								*	**			*		*			**		*			
Rarely	186	91	95	83	55	48	149	34	3	79	107	39	117	29	80	106	13	173	19	167	93	93
	45%	44%	46%	46%	47%	40%	45%	44%	63%	38%	50%	45%	43%	51%	48%	42%	49%	44%	51%	44%	43%	46%
								*	**		J	*		*			**		*			
Never	128	61	67	48	33	48	104	23	2	72	56	25	89	14	53	75	5	123	8	120	70	58
	31%	29%	32%	26%	28%	40%	31%	30%	37%	35%	26%	29%	33%	24%	32%	30%	21%	31%	21%	32%	33%	28%
						CD		*	**			*		*			**		*			
Sigma	417	209	208	180	118	120	336	78	4	205	212	87	272	57	167	250	25	392	37	380	214	203
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	412	223	189	140	143	129	33	164	215	242	170	8	87	317	256	156	49	363	88	324	327	85
Base: Use Mobile phone/Smart phone (wtd)	419	212	206	182	119	117	41	201	176	234	184	119	225	75	194	225	44	375	61	358	249	170
A lot of the time	4	2	2	2	1	1	1	1	2	3	2	-	1	3	3	2	1	4	*	4	4	1
	1%	1%	1%	1%	1%	1%	3%	*	1%	1%	1%	-	1%	4%	1%	1%	2%	1%	1%	1%	1%	*
	**	**	**	**	**	**	**	**	**	**	**	**	*		**	**	**	**	**	**	**	**
Sometimes	63	23	40	39	19	5	2	48	13	44	19	9	40	13	18	45	7	56	8	55	22	40
	15%	11%	19%	22%	16%	4%	4%	24%	7%	19%	10%	8%	18%	18%	9%	20%	15%	15%	12%	15%	9%	24%
	**	**	**	**	**	**	**	**	**	**	**	**	*		**	**	**	**	**	**	**	**
Rarely	148	62	86	76	35	37	35	56	57	79	68	27	89	32	91	57	9	139	11	136	99	48
	35%	29%	42%	42%	29%	32%	86%	28%	32%	34%	37%	23%	39%	43%	47%	25%	21%	37%	19%	38%	40%	28%
	**	**	**	**	**	**	**	**	**	**	**	**	*		**	**	**	**	**	**	**	**
Never	204	126	78	65	65	74	3	97	104	108	96	82	95	27	82	122	27	177	41	162	123	81
	49%	59%	38%	36%	54%	63%	7%	48%	59%	46%	52%	70%	42%	36%	42%	54%	62%	47%	68%	45%	50%	47%
	**	**	**	**	**	**	**	**	**	**	**	**	*		**	**	**	**	**	**	**	**
Sigma	419	212	206	182	119	117	41	201	176	234	184	119	225	75	194	225	44	375	61	358	249	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	409	224	185	248	142	19	207	106	42	254	155	100	145	164	158	251	52	357	70	339	240	169
Base: Use Mobile phone/Smart phone (wtd)	393	207	186	229	136	28	224	83	32	237	156	214	124	55	139	254	46	347	66	327	208	184
A lot of the time	55	22	33	33	17	4	33	8	3	23	31	32	18	5	15	40	5	50	6	48	19	36
	14%	11%	17%	15%	12%	16%	15%	10%	9%	10%	20%	15%	15%	9%	11%	16%	10%	14%	9%	15%	9%	20%
Sometimes					*	**		*	**		J*	*			*		*		*			T
	126	69	57	58	59	9	84	20	9	89	37	70	39	17	55	70	8	117	16	110	73	53
	32%	33%	31%	25%	44%	32%	38%	24%	27%	38%	24%	33%	32%	30%	40%	28%	18%	34%	24%	34%	35%	29%
Rarely					C*	**		*	**		J	*			O*		*		*			
	132	70	62	94	29	9	72	29	14	74	58	70	41	21	41	91	13	119	22	110	65	67
	34%	34%	33%	41%	22%	31%	32%	35%	45%	31%	37%	33%	33%	38%	29%	36%	29%	34%	34%	34%	31%	36%
Never				D	*	**		*	**		*	*			*		*		*			
	81	46	35	44	30	6	35	26	6	51	30	42	26	13	28	53	20	61	22	59	52	28
	21%	22%	19%	19%	22%	21%	16%	31%	20%	22%	19%	19%	21%	23%	20%	21%	43%	17%	33%	18%	25%	15%
Sigma					*	**		F*	**		*	*			*		Q*		S*			
	393	207	186	229	136	28	224	83	32	237	156	214	124	55	139	254	46	347	66	327	208	184
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	450	176	274	214	160	76	10	37	403	227	223	209	121	120	241	209	83	367	145	305	390	60
Base: Use Mobile phone/Smart phone (wtd)	453	215	237	265	124	64	25	41	387	189	263	231	109	113	238	215	78	374	132	321	355	97
A lot of the time	42	25	17	26	10	6	6	6	30	16	26	23	12	6	16	26	12	30	16	26	29	13
	9%	12%	7%	10%	8%	9%	25%	14%	8%	8%	10%	10%	11%	6%	7%	12%	15%	8%	12%	8%	8%	14%
						*	**	**					*	*			*					*
Sometimes	90	40	50	48	27	15	5	12	73	43	47	49	14	26	51	39	11	79	24	66	69	21
	20%	19%	21%	18%	22%	24%	21%	30%	19%	23%	18%	21%	13%	23%	21%	18%	14%	21%	18%	21%	19%	22%
						*	**	**					*	*			*					*
Rarely	192	87	105	109	53	31	6	17	169	84	108	89	52	51	100	92	29	163	49	143	156	36
	42%	41%	44%	41%	43%	48%	25%	40%	44%	44%	41%	39%	48%	45%	42%	43%	37%	44%	37%	45%	44%	37%
						*	**	**					*	*			*					*
Never	128	63	66	82	34	12	7	7	114	46	82	69	30	29	71	57	26	102	43	86	102	26
	28%	29%	28%	31%	27%	19%	29%	16%	30%	24%	31%	30%	28%	25%	30%	27%	34%	27%	32%	27%	29%	27%
						*	**	**					*	*			*					*
Sigma	453	215	237	265	124	64	25	41	387	189	263	231	109	113	238	215	78	374	132	321	355	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status			
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Use Mobile phone/Smart phone (unwtd)	464	247	217	153	188	123	64	184	216	291	173	18	127	319	252	212	60	404	95	369	343	121
Base: Use Mobile phone/Smart phone (wtd)	466	233	233	200	174	92	73	188	205	261	205	21	133	312	235	231	53	413	85	381	331	135
A lot of the time	48	25	23	25	17	6	10	21	17	18	29	6	16	26	23	25	7	40	10	38	31	17
	10%	11%	10%	12%	10%	6%	14%	11%	8%	7%	14%	28%	12%	8%	10%	11%	14%	10%	12%	10%	9%	13%
							*				I	**					*		*			
Sometimes	153	75	78	73	49	31	24	61	68	87	66	9	40	103	77	76	19	134	35	118	112	41
	33%	32%	33%	37%	28%	33%	33%	32%	33%	34%	32%	45%	30%	33%	33%	36%	32%	41%	31%	34%	31%	31%
							*					**					*		*			
Rarely	184	93	91	68	79	37	27	70	87	106	78	3	52	128	95	89	18	166	29	155	136	48
	39%	40%	39%	34%	45%	40%	37%	37%	42%	41%	38%	16%	39%	41%	40%	39%	34%	40%	34%	41%	41%	36%
				C			*					**					*		*			
Never	81	40	42	34	29	18	12	36	33	49	32	2	25	54	41	41	9	73	11	70	53	28
	17%	17%	18%	17%	17%	20%	16%	19%	16%	19%	16%	11%	19%	17%	17%	18%	16%	18%	13%	18%	16%	21%
							*					**					*		*			
Sigma	466	233	233	200	174	92	73	188	205	261	205	21	133	312	235	231	53	413	85	381	331	135
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	845	427	418	276	356	213	601	205	39	348	497	546	72	227	478	367	73	772	74	771	467	378
Base: Use Mobile phone/Smart phone (wtd)	429	216	213	177	158	94	294	116	19	158	271	208	104	117	235	193	40	388	40	389	239	190
A lot of the time	56	32	24	22	18	16	39	14	3	18	38	22	15	18	36	20	8	48	6	50	37	19
	13%	15%	11%	12%	11%	17%	13%	12%	14%	12%	14%	11%	15%	16%	15%	10%	21%	12%	14%	13%	16%	10%
Sometimes									*				*				*		*		U	
	92	56	37	41	32	20	71	18	3	33	60	43	25	24	54	39	7	85	8	84	54	39
	22%	26%	17%	23%	20%	21%	24%	16%	19%	21%	22%	21%	24%	21%	23%	20%	19%	22%	20%	22%	23%	20%
Rarely		B					G		*				*				*		*			
	180	90	90	73	69	38	121	51	8	67	113	82	54	44	95	85	17	163	18	162	93	87
	42%	42%	42%	41%	44%	41%	41%	44%	43%	43%	42%	39%	52%	38%	40%	44%	42%	42%	46%	42%	39%	46%
Never									*				KM*				*		*			
	100	39	61	42	39	20	63	32	5	39	61	61	9	30	51	50	7	93	8	92	54	46
	23%	18%	29%	24%	24%	21%	21%	28%	24%	25%	22%	29%	9%	26%	21%	26%	18%	24%	19%	24%	23%	24%
Sigma		A							*			L	*	L			*		*			
	429	216	213	177	158	94	294	116	19	158	271	208	104	117	235	193	40	388	40	389	239	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	449	244	205	145	130	174	149	224	76	123	326	299	67	83	292	157	46	403	60	389	288	161
Base: Use Mobile phone/Smart phone (wtd)	464	240	224	178	127	160	140	218	106	132	332	93	246	125	300	165	54	410	75	389	320	144
A lot of the time	50	37	14	14	20	16	15	29	6	14	36	11	30	10	35	15	11	39	11	39	37	14
	11%	15%	6%	8%	16%	10%	11%	13%	6%	11%	11%	12%	12%	8%	12%	9%	21%	10%	15%	10%	11%	10%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*
Sometimes	74	30	44	16	19	39	31	27	16	21	53	19	28	27	48	25	5	69	9	65	40	34
	16%	12%	20%	9%	15%	24%	22%	12%	15%	16%	16%	20%	11%	22%	16%	15%	8%	17%	12%	17%	12%	23%
	*	*	*	*	*	C*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*
Rarely	179	89	90	66	40	74	51	90	38	49	130	38	89	52	120	59	14	165	22	157	125	54
	39%	37%	40%	37%	31%	46%	36%	41%	36%	37%	39%	41%	36%	42%	40%	36%	25%	40%	30%	40%	39%	38%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*
Never	161	85	77	83	47	31	43	73	46	48	113	25	100	36	96	65	25	137	33	129	119	42
	35%	35%	34%	47%	37%	19%	31%	33%	43%	37%	34%	27%	41%	29%	32%	40%	46%	33%	43%	33%	37%	29%
	*	*	*	E*	E*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*
Sigma	464	240	224	178	127	160	140	218	106	132	332	93	246	125	300	165	54	410	75	389	320	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	461	270	191	268	164	29	17	154	290	251	210	131	74	256	253	208	56	405	140	321	310	151
Base: Use Mobile phone/Smart phone (wtd)	463	234	229	243	159	60	16	157	290	256	206	132	77	253	254	209	55	408	134	328	289	173
A lot of the time	56	30	26	22	27	7	4	15	38	31	26	18	10	29	35	21	12	44	19	38	34	22
	12%	13%	11%	9%	17%	12%	22%	9%	13%	12%	12%	14%	12%	11%	14%	10%	22%	11%	14%	11%	12%	13%
					C	**	**						*				Q*					
Sometimes	58	34	24	26	24	8	2	28	28	30	28	21	10	26	38	20	3	55	15	43	36	23
	13%	14%	11%	11%	15%	13%	10%	18%	10%	12%	13%	16%	13%	10%	15%	10%	6%	13%	11%	13%	12%	13%
						**	**	H					*				*					
Rarely	174	84	90	107	43	24	5	60	109	79	95	40	26	109	87	87	17	157	47	127	101	74
	38%	36%	39%	44%	27%	40%	33%	38%	38%	31%	46%	30%	33%	43%	34%	41%	31%	38%	35%	39%	35%	42%
				D		**	**				I		*	K			*					
Never	174	86	88	89	65	21	6	54	114	116	58	53	32	90	93	81	22	152	53	121	119	55
	38%	37%	39%	36%	41%	35%	34%	35%	39%	45%	28%	40%	41%	35%	37%	39%	41%	37%	40%	37%	41%	32%
						**	**			J			*				*					
Sigma	463	234	229	243	159	60	16	157	290	256	206	132	77	253	254	209	55	408	134	328	289	173
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL3x. How often do you turn off your mobile phone/smart phone?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Use Mobile phone/Smart phone (unwtd)	831	421	410	306	260	265	156	520	155	352	479	274	275	282	486	345	84	747	108	723	570	261
Base: Use Mobile phone/Smart phone (wtd)	417	205	213	165	132	121	80	260	78	171	247	137	140	141	237	181	41	376	53	365	284	133
A lot of the time	57	32	25	16	17	24	10	37	10	27	30	19	16	22	37	20	6	51	9	48	41	16
	14%	16%	12%	10%	13%	20%	13%	14%	13%	16%	12%	14%	11%	16%	16%	11%	15%	14%	17%	13%	14%	12%
Sometimes						CD											*					
	97	50	47	30	30	38	16	63	18	43	54	34	31	32	55	42	8	89	11	87	61	36
	23%	25%	22%	18%	22%	31%	20%	24%	23%	25%	22%	25%	22%	23%	23%	19%	19%	24%	20%	24%	22%	27%
Rarely						CD											*					
	183	83	100	87	52	44	35	107	41	75	108	56	62	65	92	91	19	164	24	159	125	58
	44%	40%	47%	53%	40%	36%	44%	41%	53%	44%	44%	41%	44%	46%	39%	50%	47%	44%	45%	44%	44%	44%
Never			A	DE					G							N	*					
	80	39	40	33	32	15	19	53	8	26	54	28	31	21	52	28	8	72	9	71	57	23
	19%	19%	19%	20%	25%	12%	23%	20%	11%	15%	22%	20%	22%	15%	22%	15%	19%	19%	18%	19%	20%	17%
Sigma				E	E		H	H			I		M		O		*					
	417	205	213	165	132	121	80	260	78	171	247	137	140	141	237	181	41	376	53	365	284	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL3x. How often do you turn off your mobile phone/smart phone?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male A	Female B	Under 35 C	35 to 49 D	50 to 64 E	Low F	Medium G	High H	Married I	Other J	Low K	Medium L	High M	Yes N	No O	Yes P	No Q	Yes R	No S	Total T	Non U
Base: Use Mobile phone/Smart phone (unwtd)	695	356	339	219	238	238	84	319	292	422	273	236	242	217	372	323	60	635	76	619	488	207
Base: Use Mobile phone/Smart phone (wtd)	353	170	183	144	108	101	44	142	167	207	146	139	98	116	177	176	29	325	37	316	245	108
A lot of the time	48	26	21	16	17	15	6	14	28	30	17	21	12	15	26	22	6	42	9	38	33	14
	13%	15%	12%	11%	16%	15%	14%	10%	17%	15%	12%	15%	12%	12%	15%	12%	21%	13%	26%	12%	14%	13%
Sometimes							*		G								*		S*			
	97	51	46	41	24	32	12	40	45	52	45	39	29	30	49	48	7	90	10	87	65	32
	28%	30%	25%	29%	22%	32%	27%	28%	27%	25%	31%	28%	29%	26%	28%	27%	25%	28%	28%	28%	26%	30%
						D	*										*		*			
Rarely	153	66	87	69	45	39	20	65	69	93	60	55	43	56	75	78	11	142	12	141	108	45
	43%	39%	47%	48%	41%	38%	44%	46%	41%	45%	41%	39%	43%	48%	43%	44%	37%	44%	31%	45%	44%	42%
			A	E			*										*		*	R		
Never	55	27	29	18	23	15	7	23	26	32	24	24	15	16	26	29	5	51	6	50	39	16
	16%	16%	16%	12%	21%	15%	15%	16%	15%	15%	16%	17%	15%	14%	15%	16%	16%	16%	15%	16%	16%	15%
					C		*										*		*			
Sigma	353	170	183	144	108	101	44	142	167	207	146	139	98	116	177	176	29	325	37	316	245	108
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%