

# Importance of being “always reachable”

Global GfK survey



June 2016

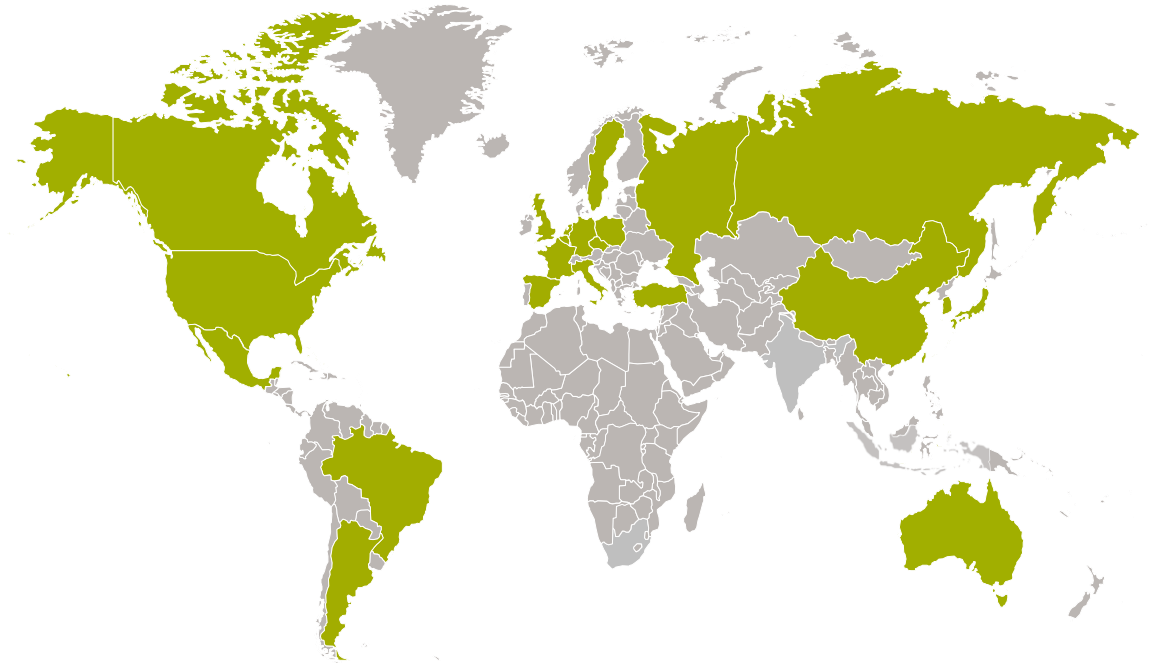
# Global GfK survey: Importance of being “always reachable”



**1** Methodology

**2** Global results

**3** Country results



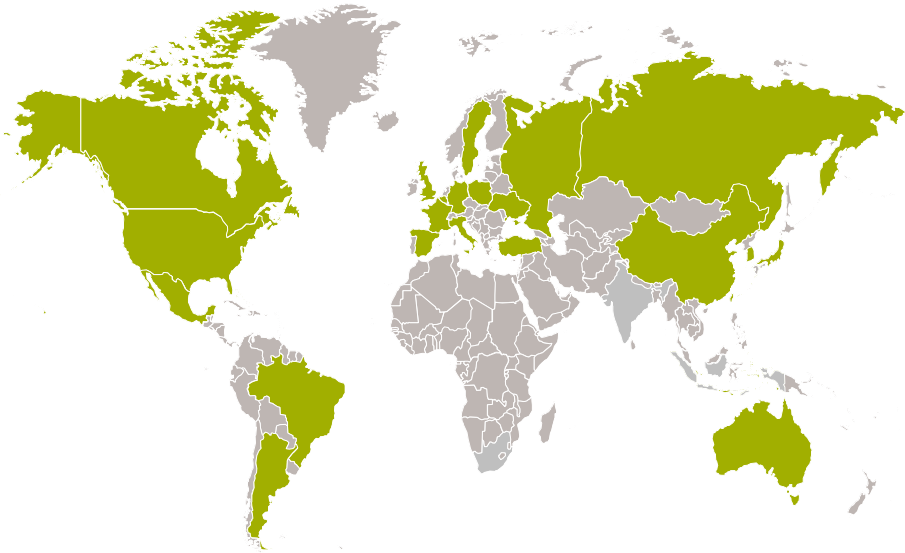
\*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

# Methodology

## Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011)	Japan (online/n=1533)
Australia (online/n=1000)	Mexico (online/n=1029)
Belgium (online/n=1012)	Netherlands (online/n=1001)
Brazil (online/n=1512)	Poland (online/n=1005)
Canada (online/n=1012)	Russia (online/n=1514)
China (online/n=1501)	South Korea (online/n=1000)
Czech Republic (online/n=1003)	Spain (online/n=1534)
France (online/n=1517)	Sweden (online/n=1000)
Germany (online/n=1511)	Turkey (online/n=831)
Hong Kong (online/n=1003)	UK (online/n=1501)
Italy (online/n=1521)	USA (online/n=1536)



# Question



Here are some general statements about attitudes towards technology and information needs. Please specify a number from 1 to 7 for each statement, where “1” means you don’t agree at all, and “7” means that you agree completely.

**“To me, it is important to always be reachable wherever I am”**

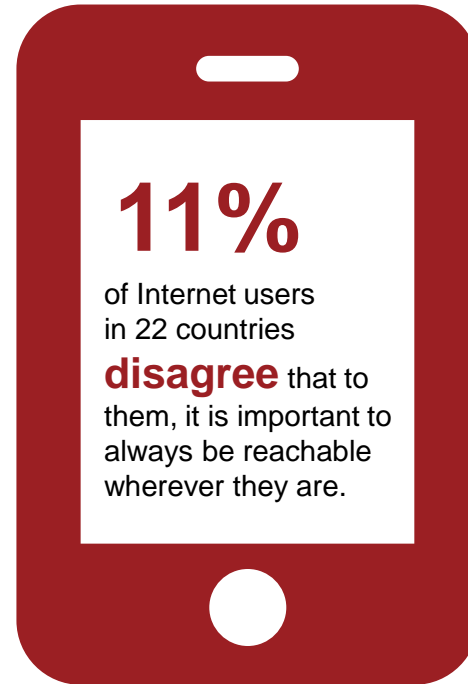
Data used in this presentation represents top 2 boxes (agreement) and bottom 2 boxes (disagreement)

# Global results

# Highlights

- Internationally, 42 percent of the online population agree firmly with the statement “To me, it is important to always be reachable wherever I am”
- Only 11 percent disagree firmly
- Russia, China, Turkey and Mexico show the highest agreement
- Germany, Sweden, Canada and Netherlands are the only countries where greater numbers firmly disagree than agree
- Nearly half of 30-39 year olds say “always reachable” is important
- “Always reachable” demand is only slightly higher among women

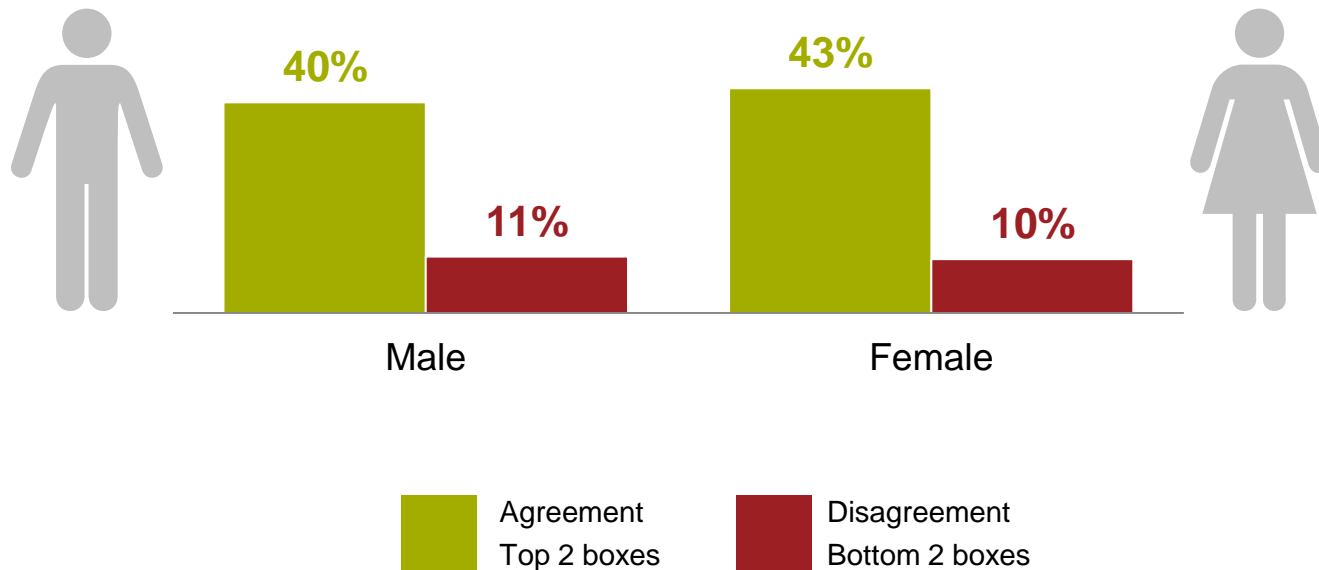
## Importance of being “always reachable” – Average across all 22 countries



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

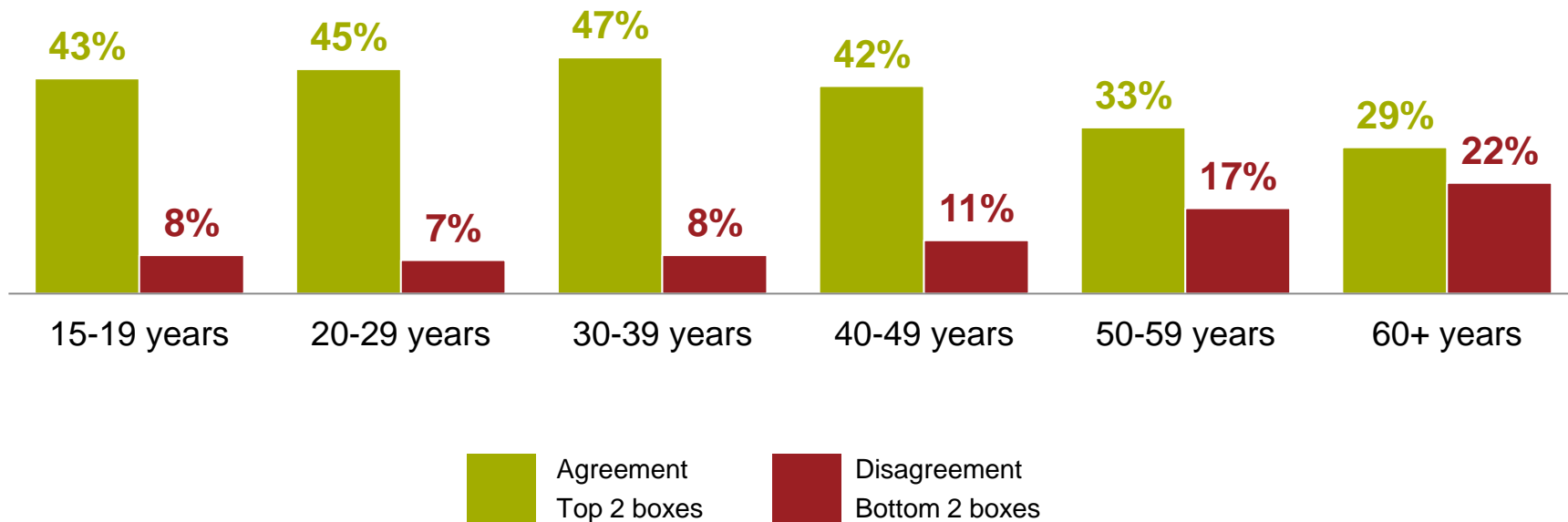


# Importance of being “always reachable” – Average per gender across all 22 countries



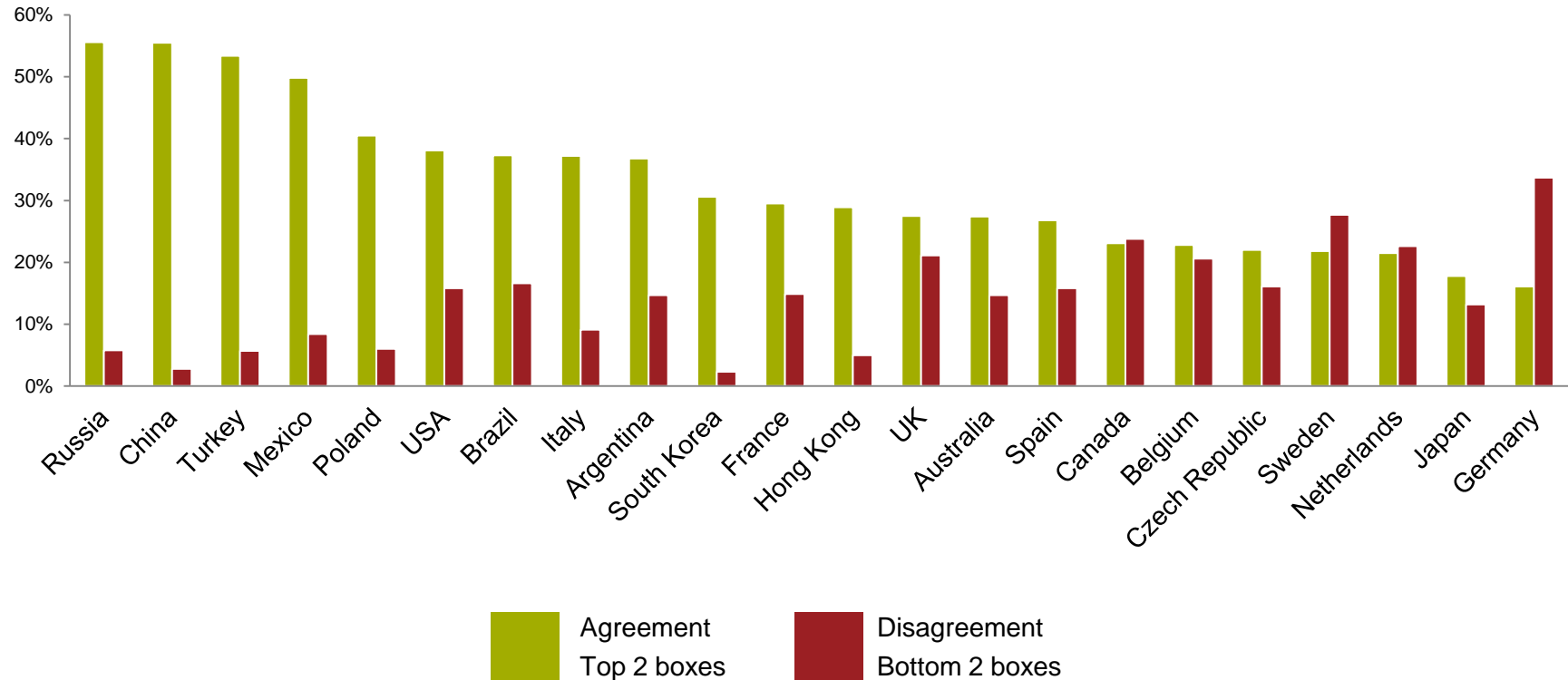
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Importance of being “always reachable” – Average per age-group across all 22 countries



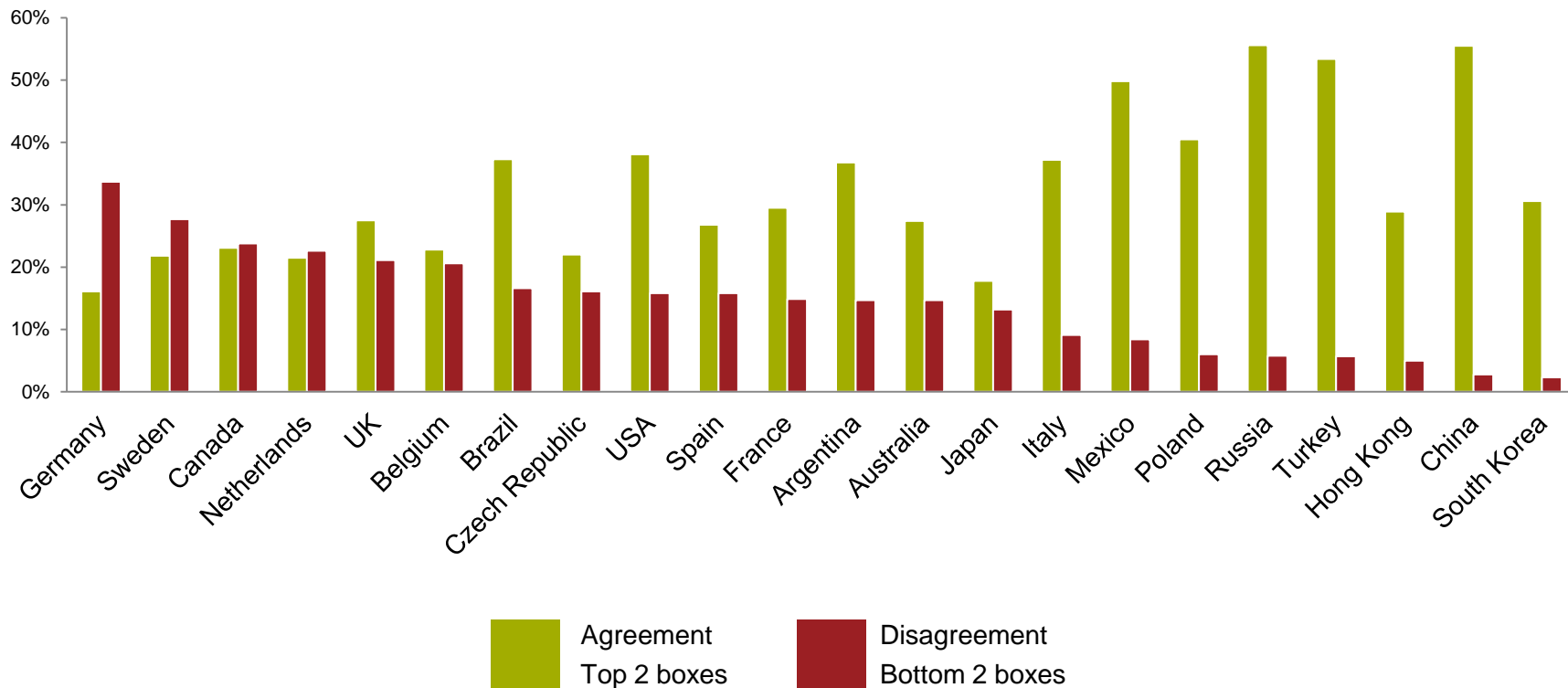
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Importance of being “always reachable” – Country comparison ranked by highest agreement



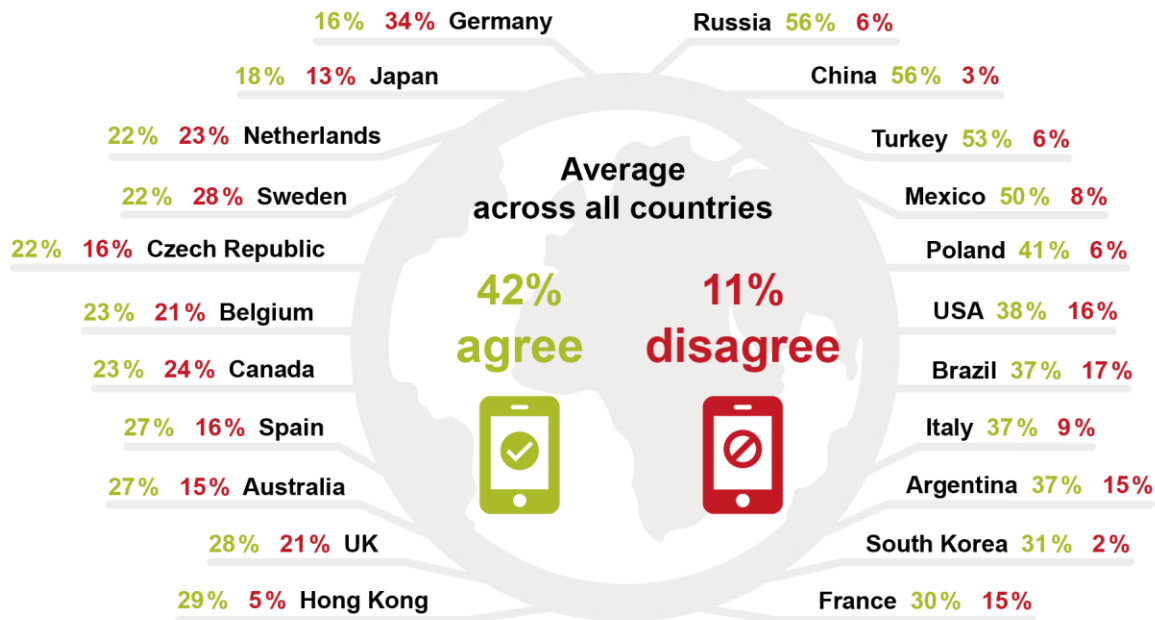
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Importance of being “always reachable” – Country comparison ranked by highest disagreement



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Importance of being “always reachable” – Country comparison



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

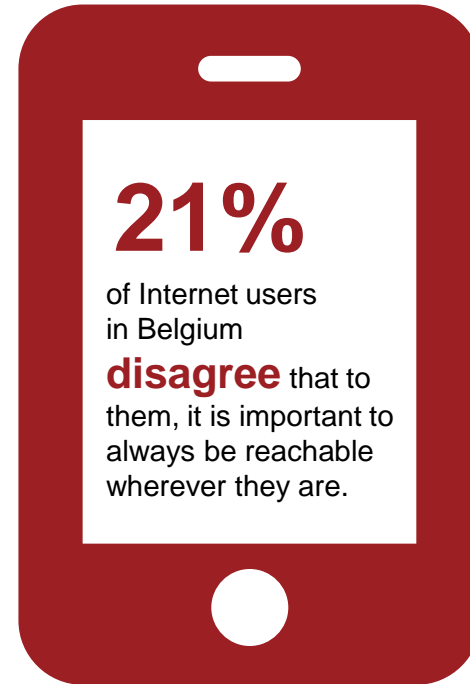
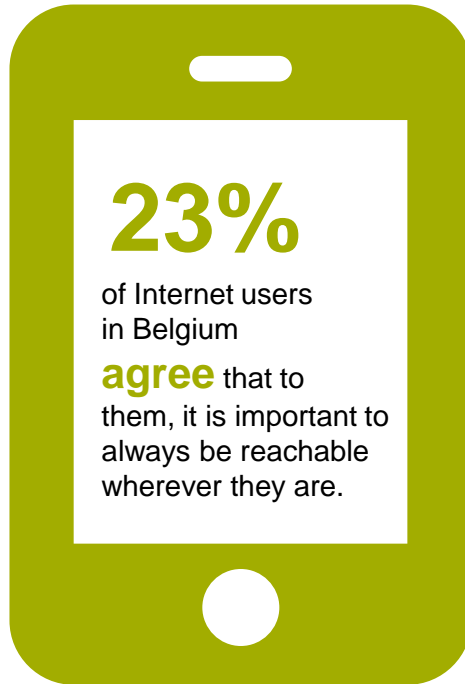
# Country results – Europe

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# Belgium



## Belgium: Importance of being “always reachable”

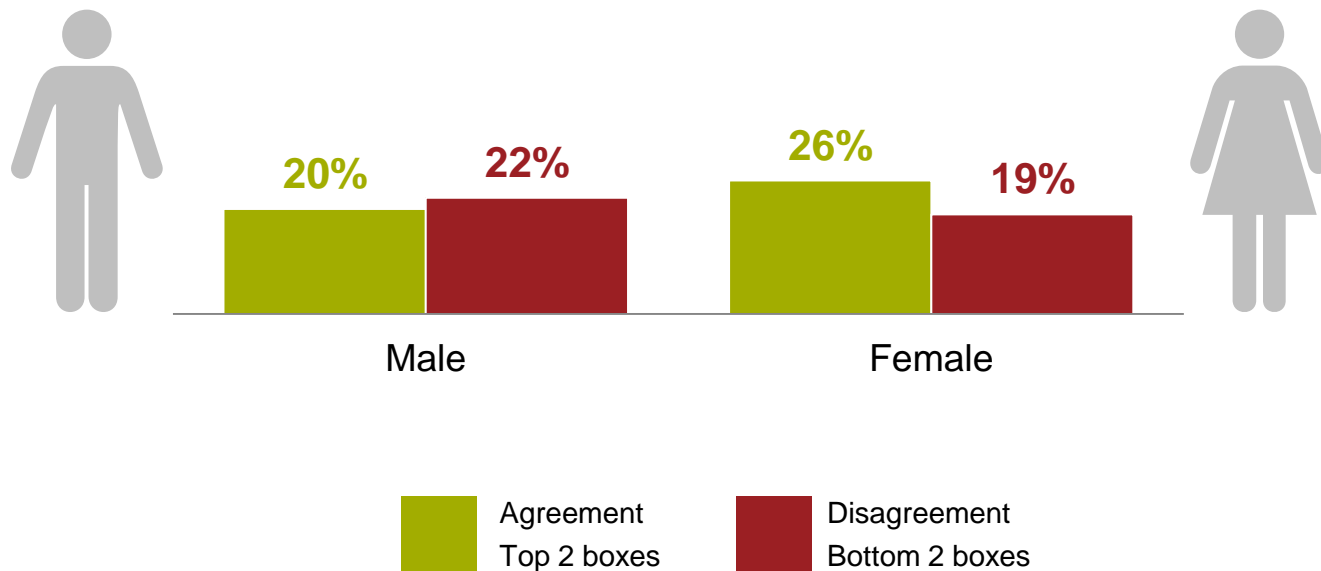


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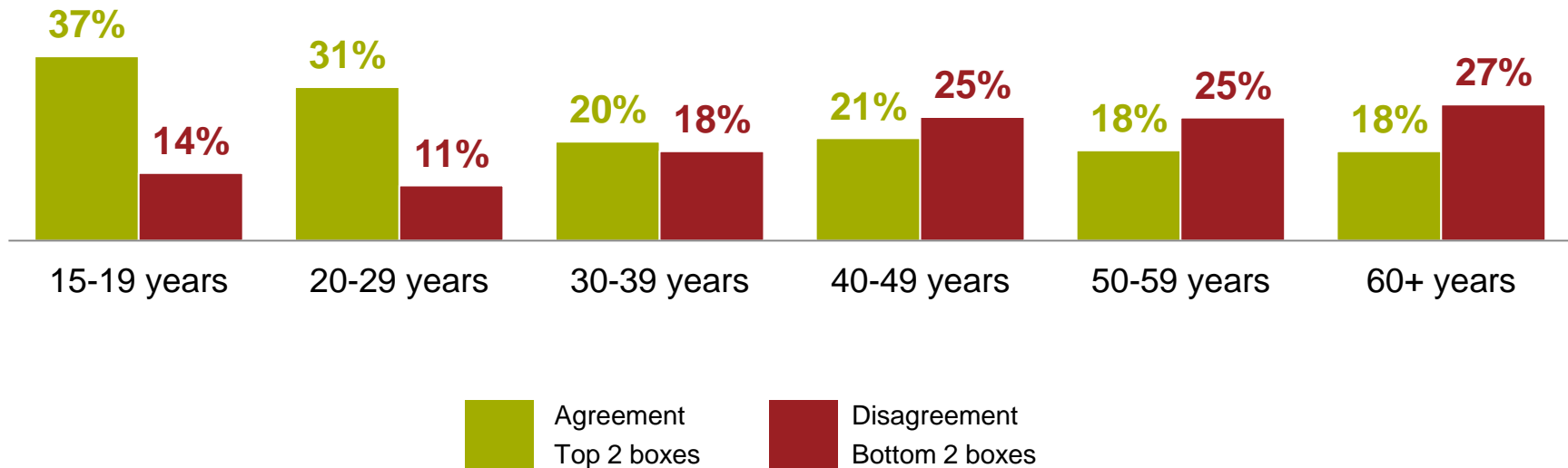


## Belgium: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Belgium: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

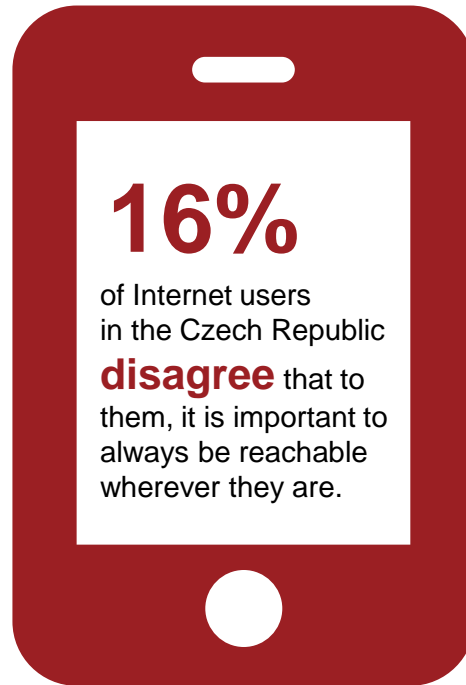
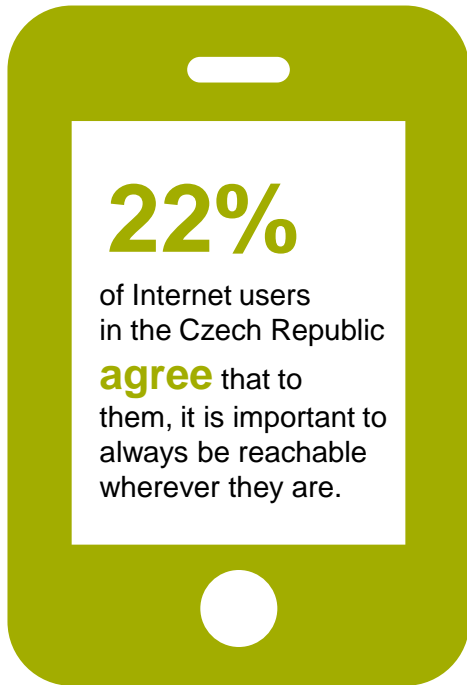
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# Czech Republic

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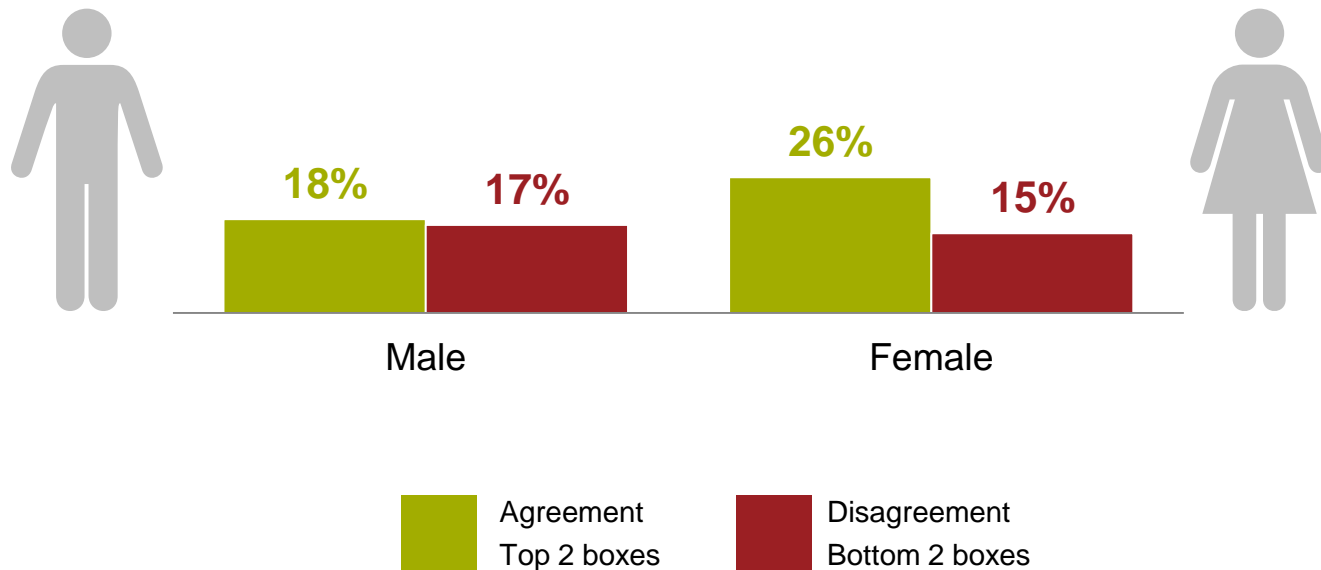


## Czech Republic: Importance of being “always reachable”



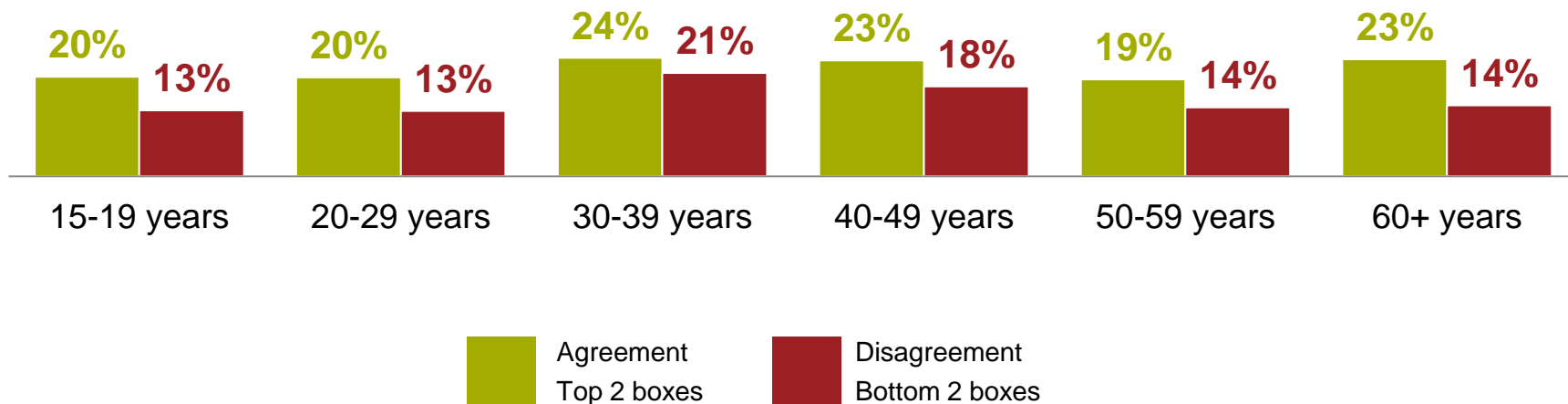
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## Czech Republic: Importance of being “always reachable” – Average per gender



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## Czech Republic: Importance of being “always reachable” – Average per age-group



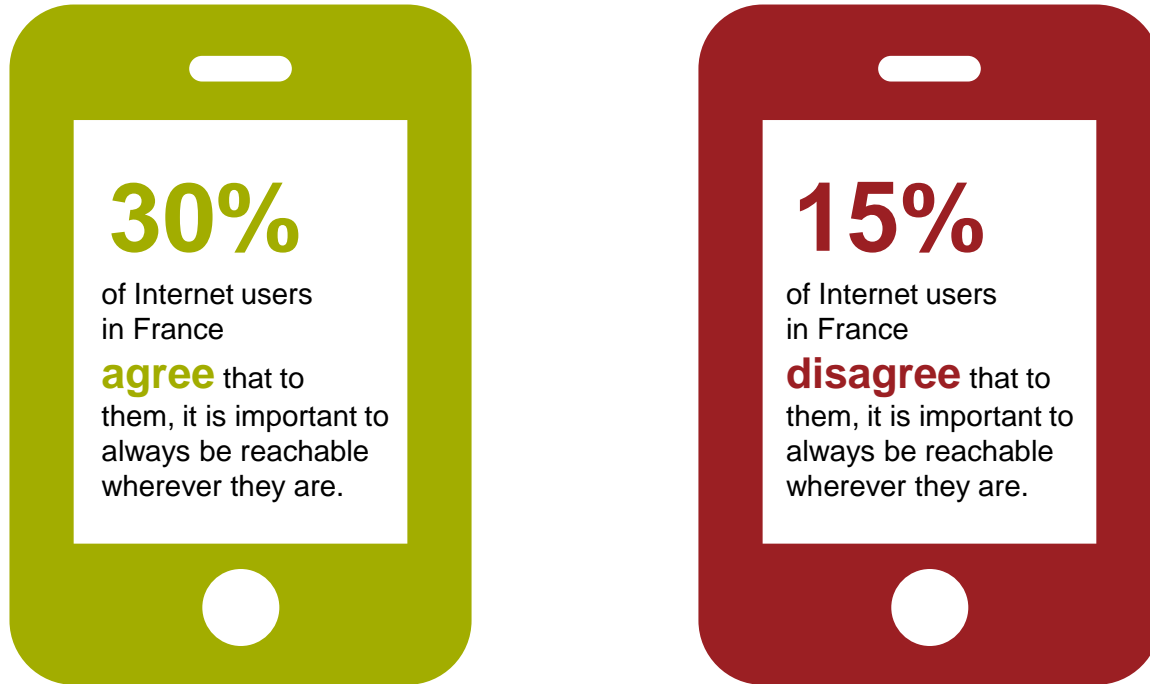
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# France



## France: Importance of being “always reachable”

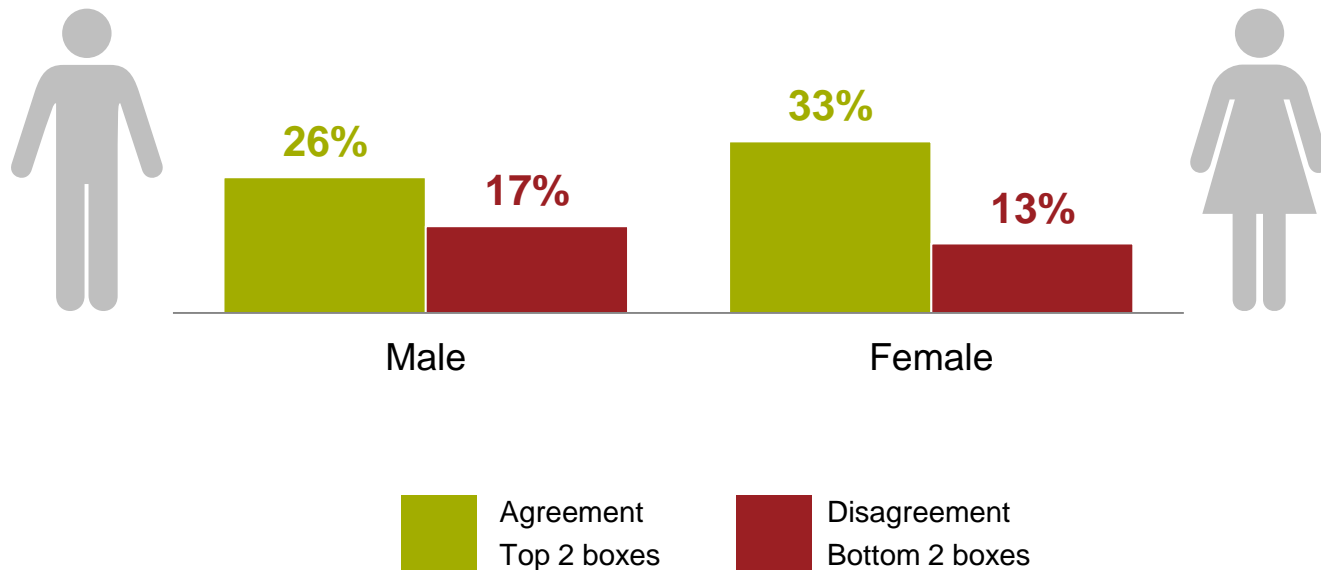


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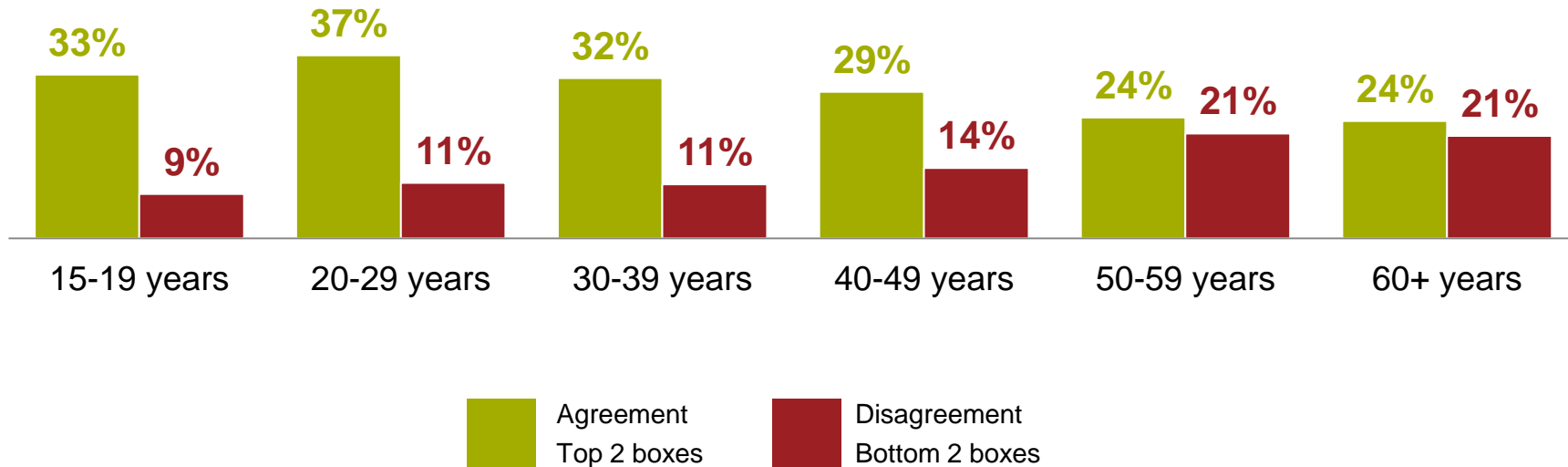


## France: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## France: Importance of being “always reachable” – Average per age-group



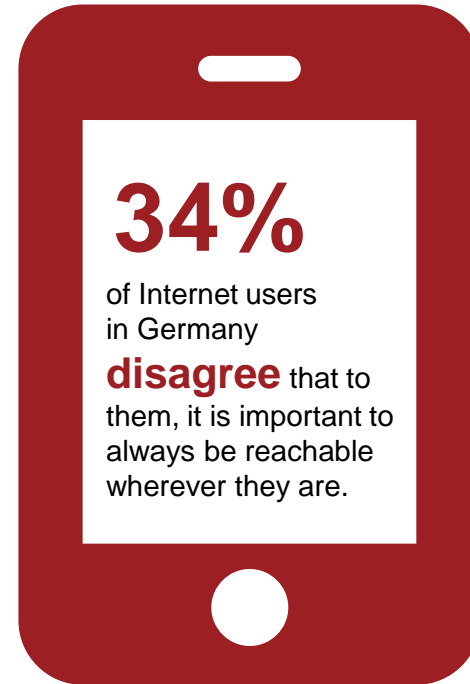
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# Germany



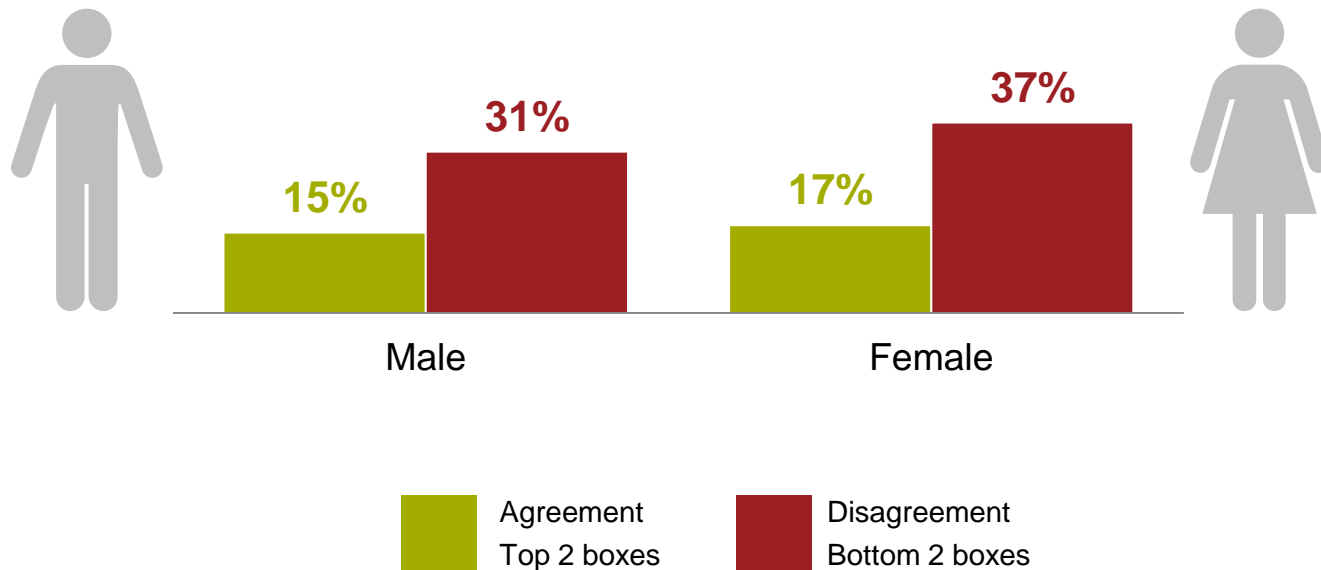
## Germany: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

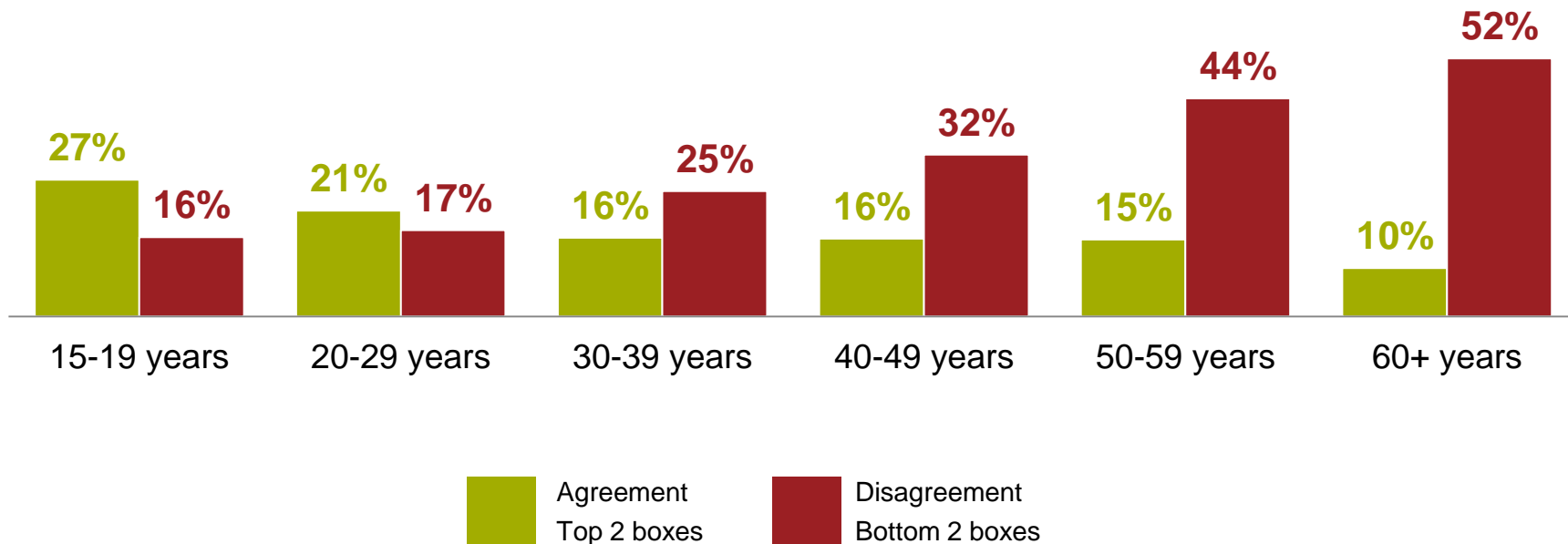
© GfK 2016 | Importance of being “always reachable”

## Germany: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Germany: Importance of being “always reachable” – Average per age-group



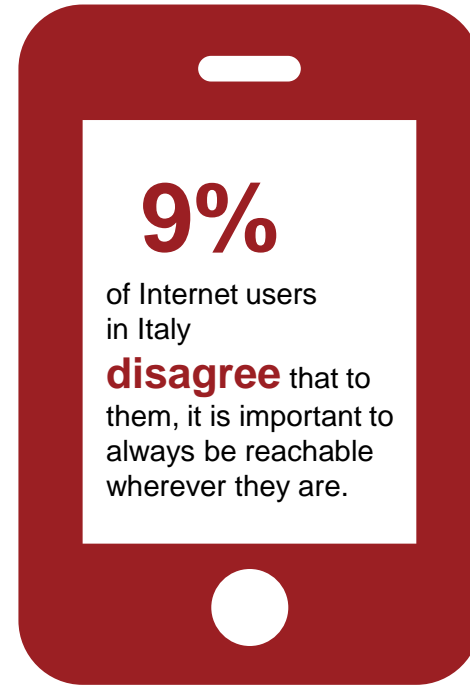
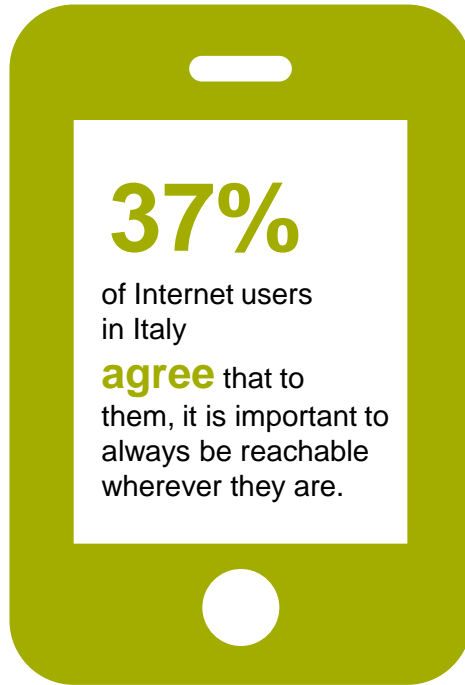
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# Italy



## Italy: Importance of being “always reachable”

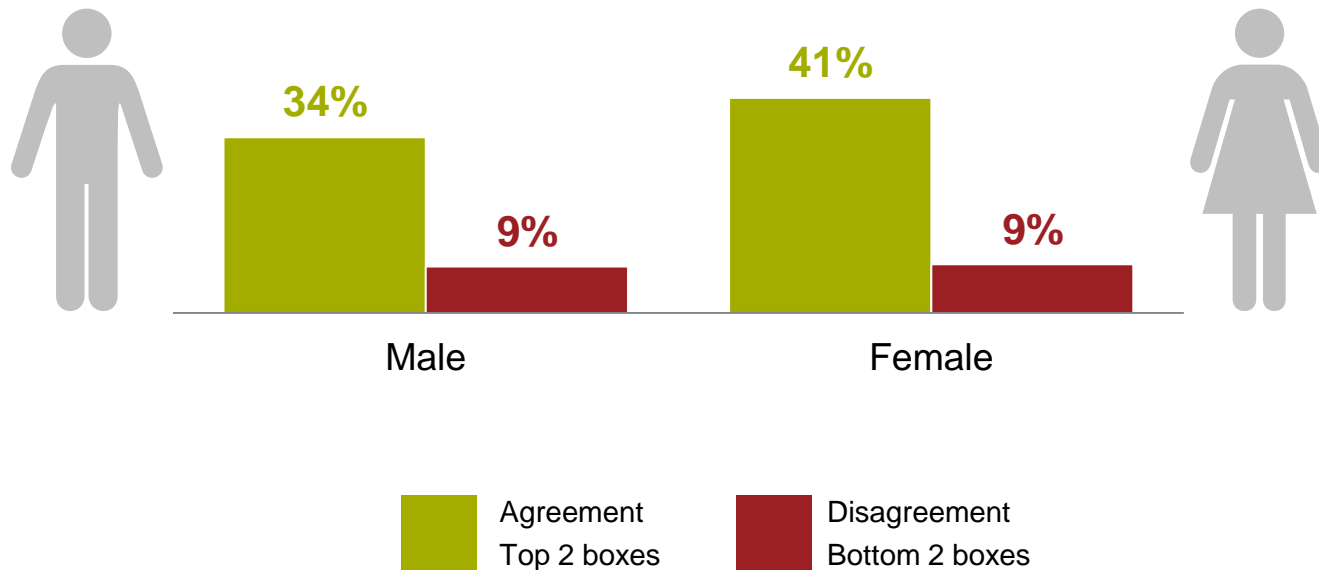


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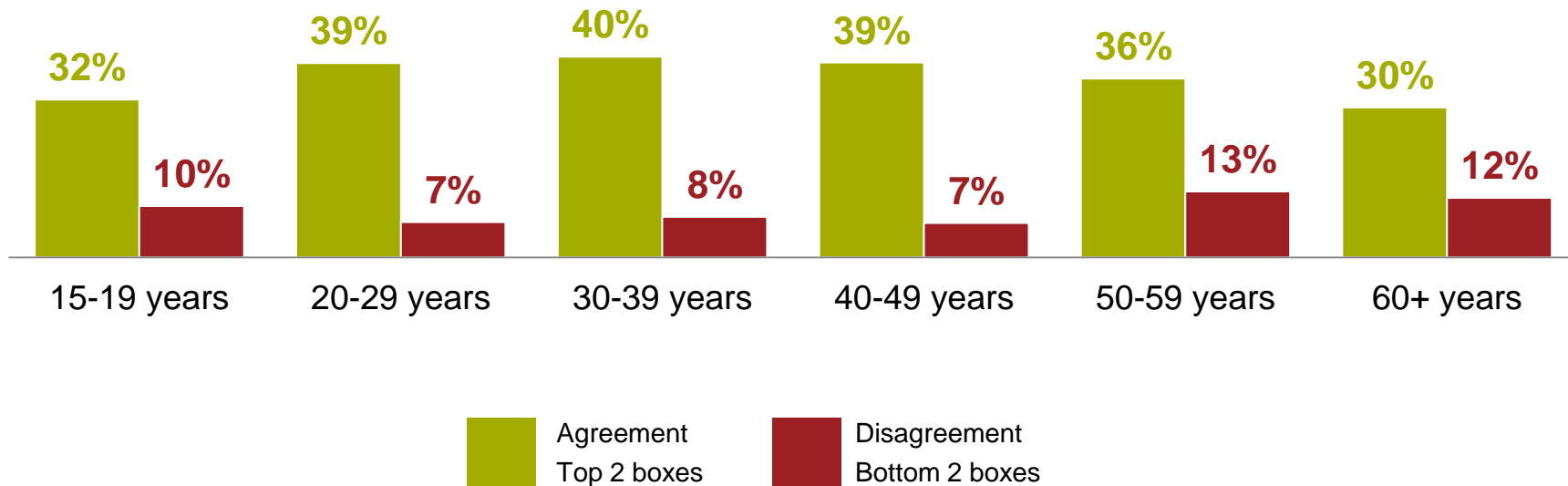


## Italy: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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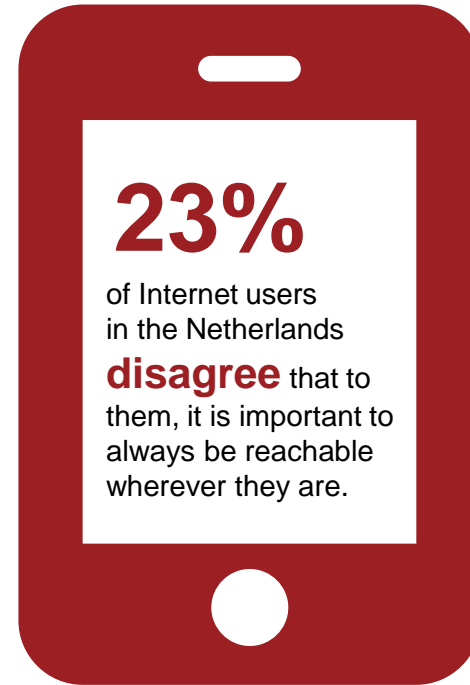
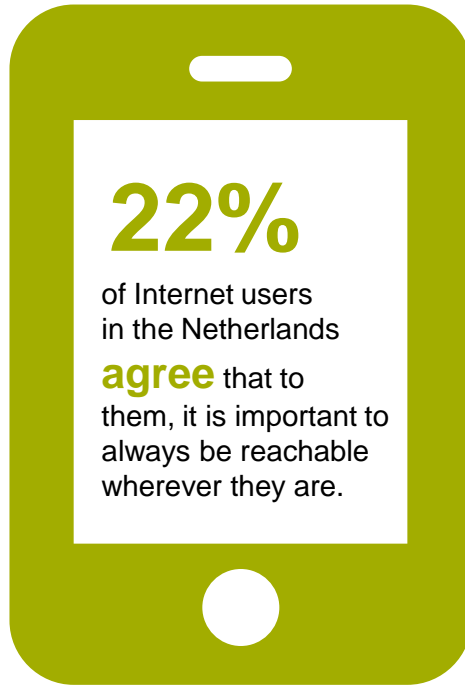
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# Netherlands

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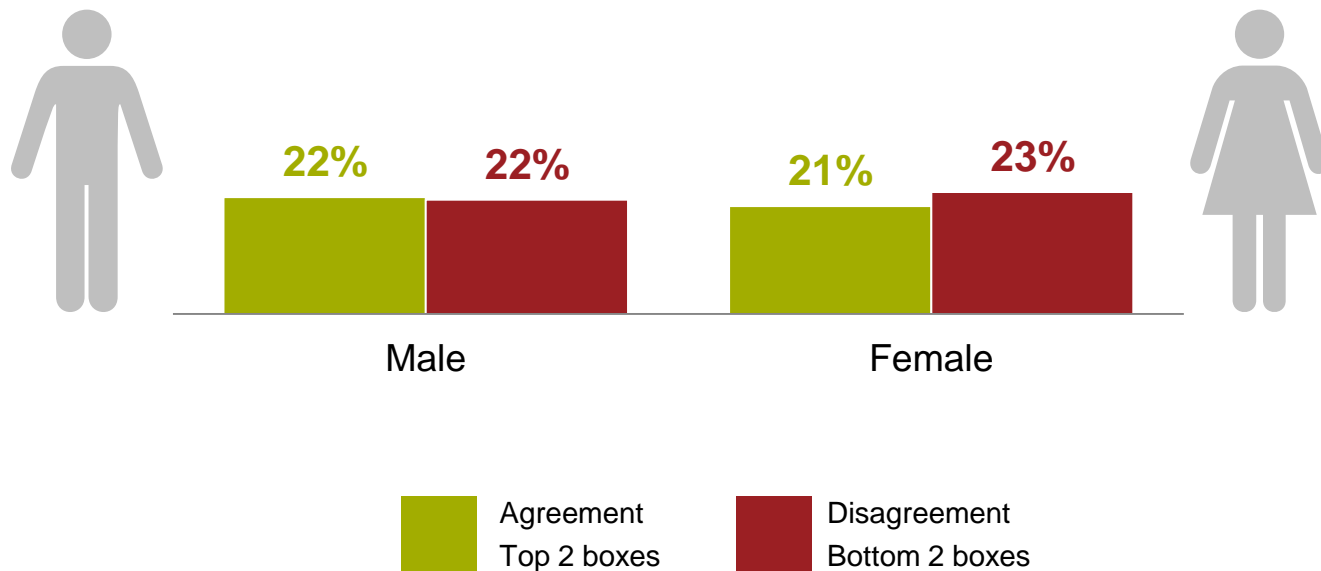
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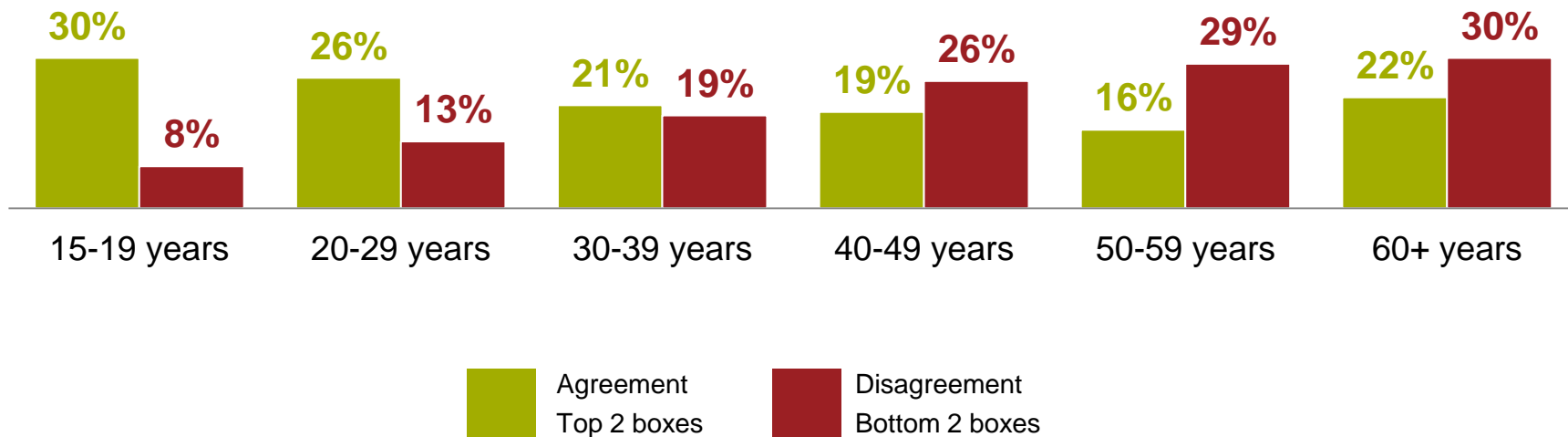
© GfK 2016 | Importance of being “always reachable”

# Netherlands: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Netherlands: Importance of being “always reachable” – Average per age-group



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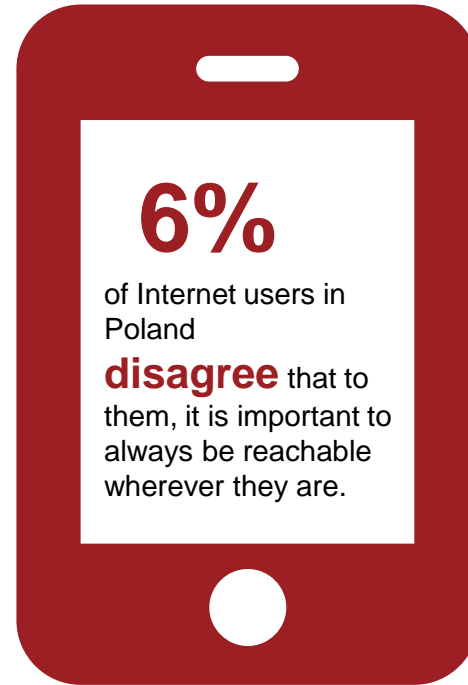
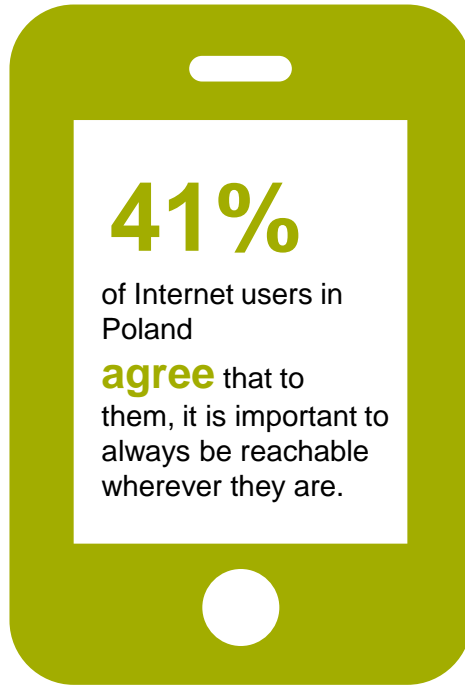
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# Poland

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## Poland: Importance of being “always reachable”

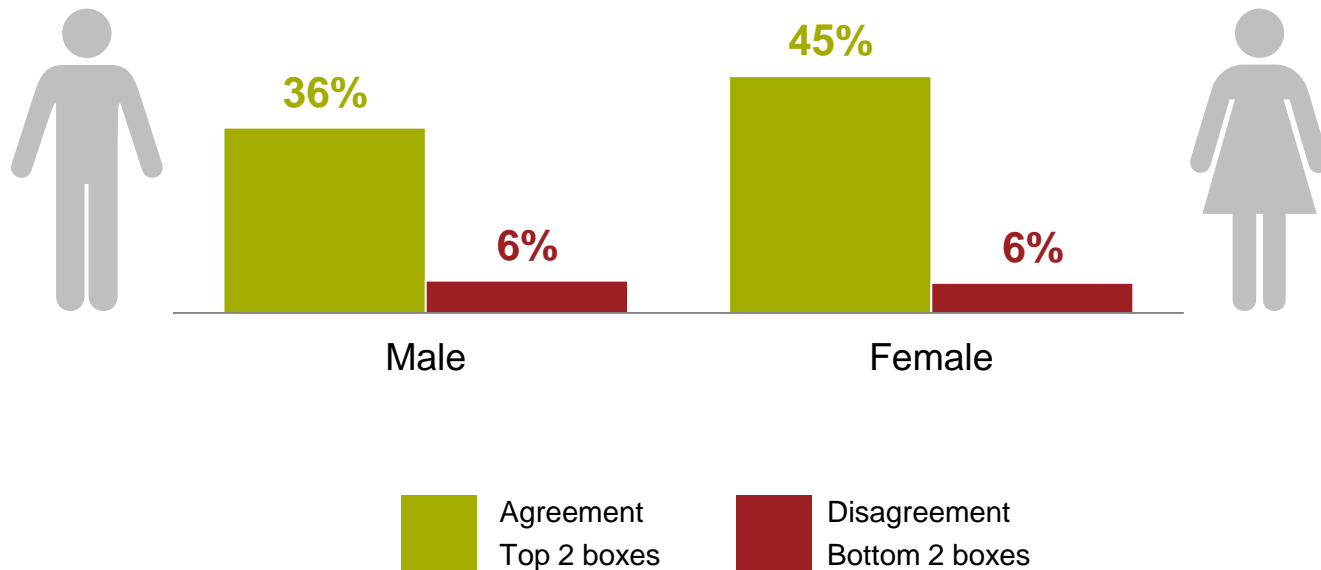


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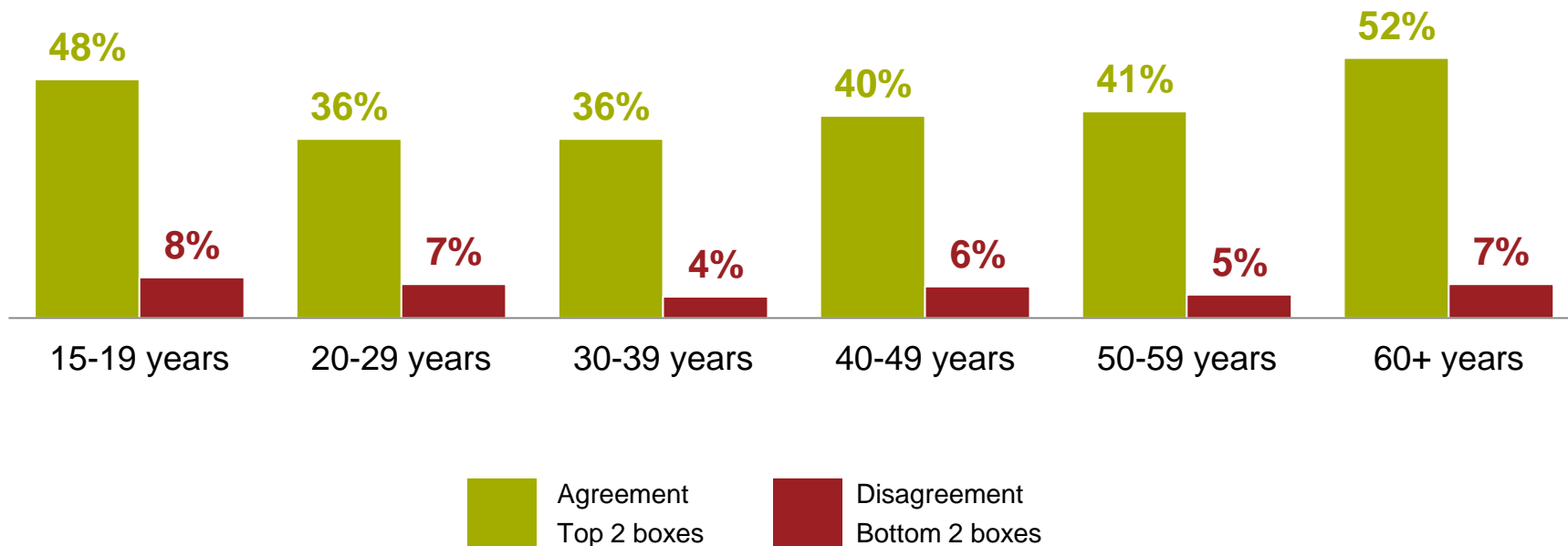


## Poland: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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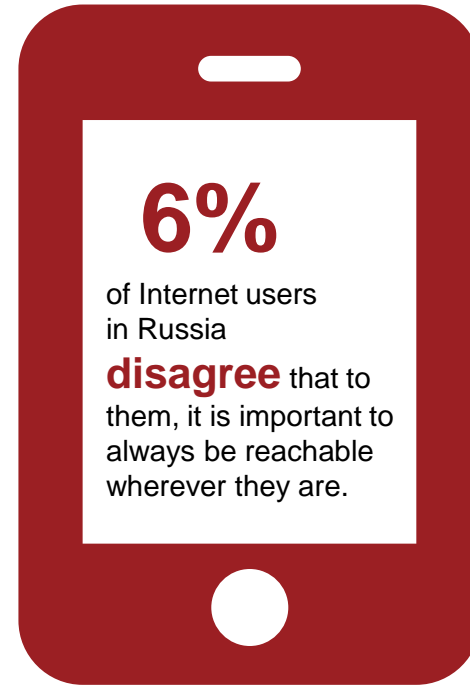
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# Russia

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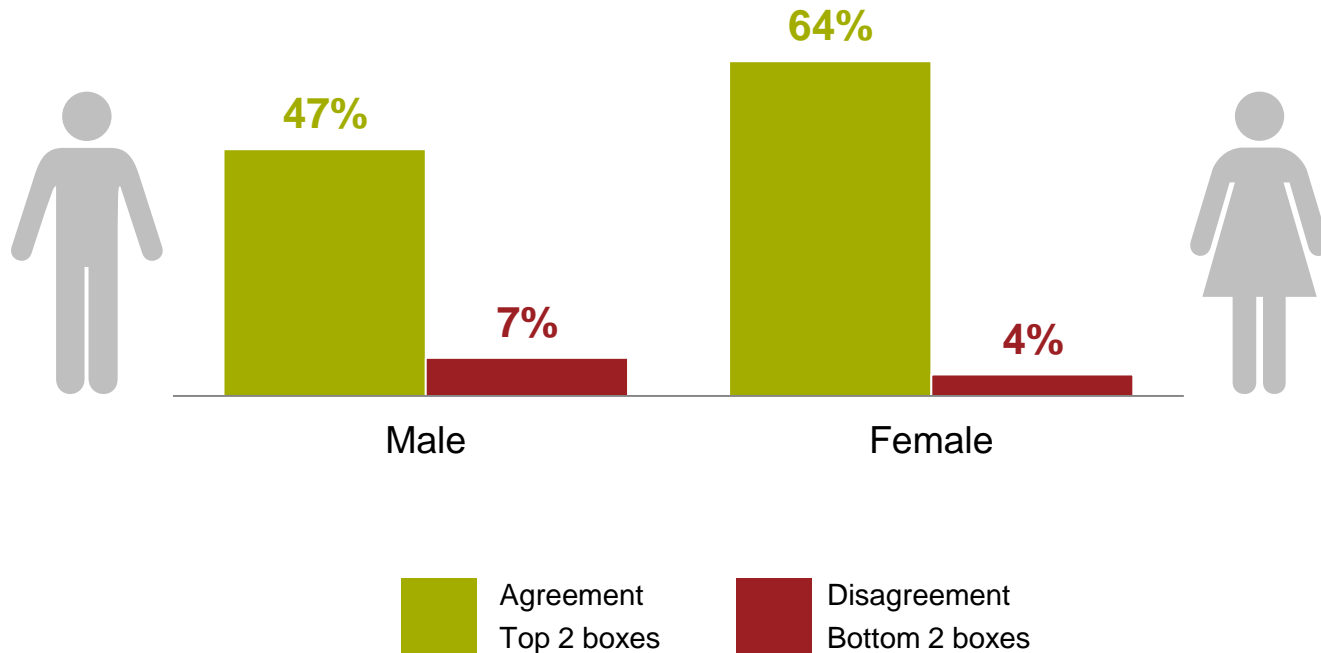
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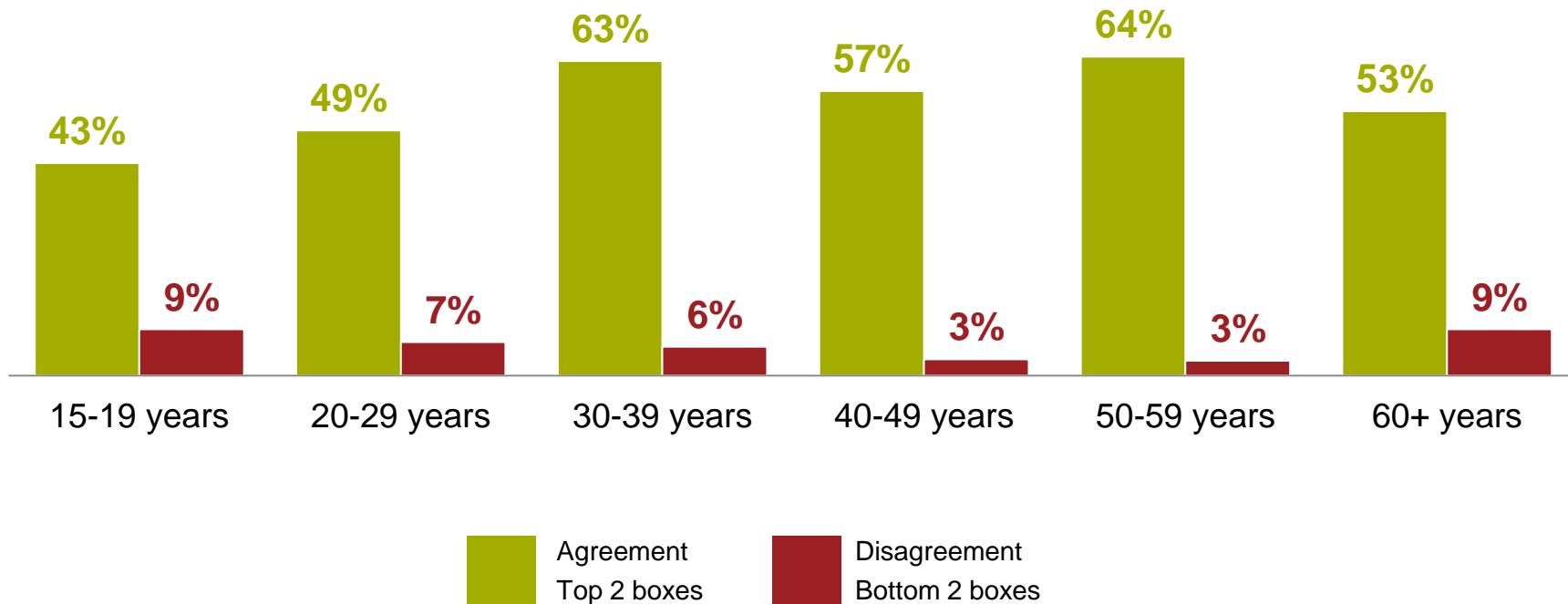
© GfK 2016 | Importance of being “always reachable”

## Russia: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Russia: Importance of being “always reachable” – Average per age-group



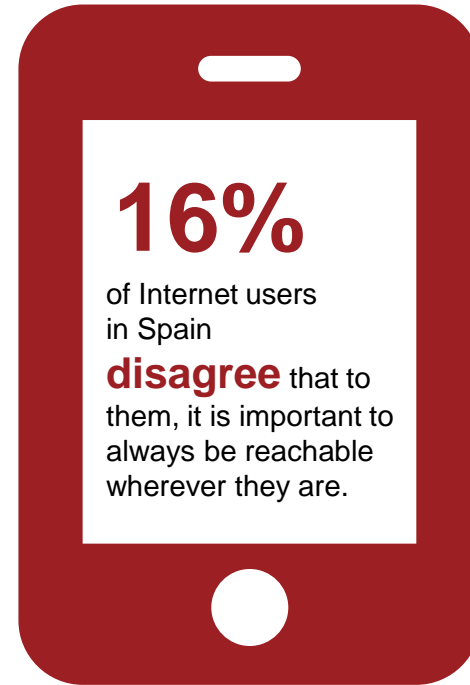
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# Spain



## Spain: Importance of being “always reachable”

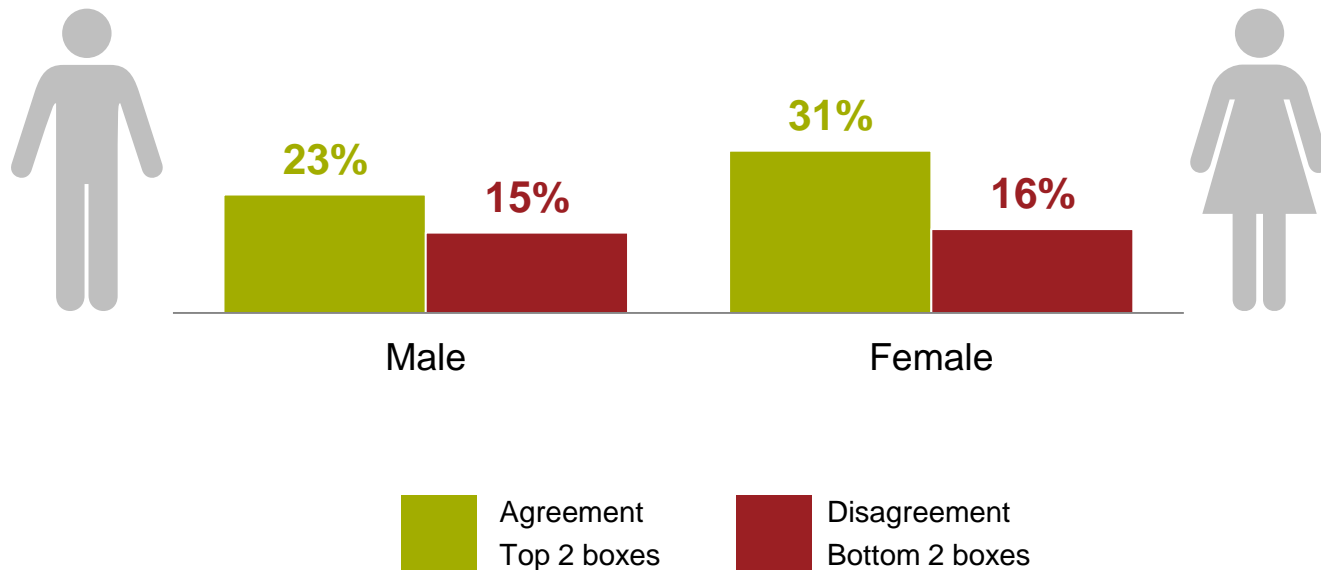


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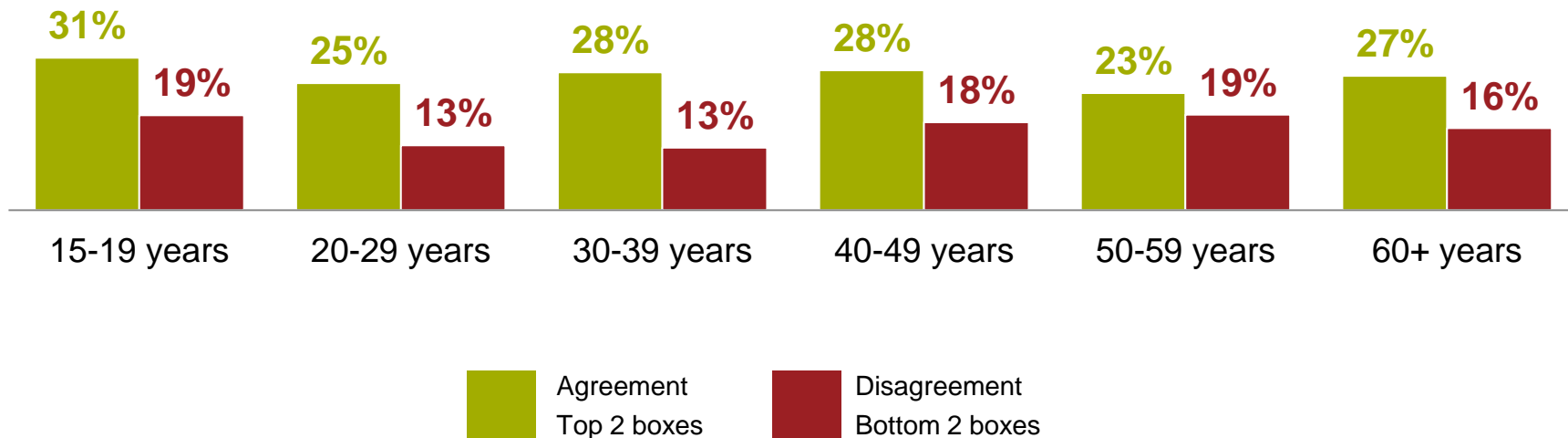


## Spain: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Spain: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Sweden



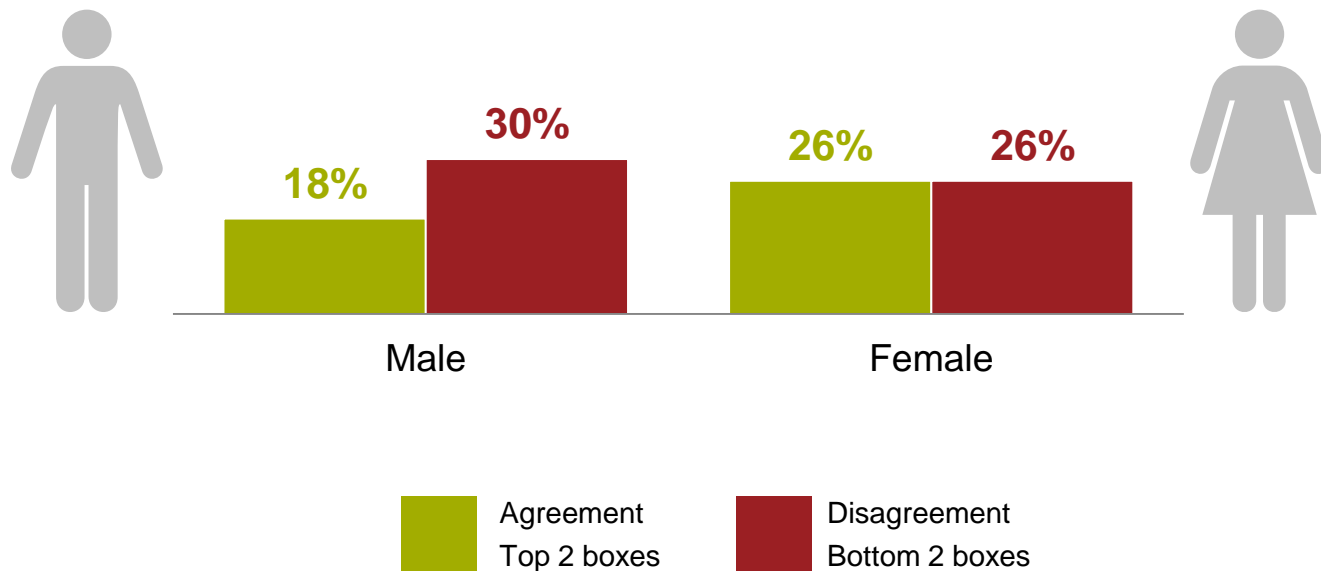
## Sweden: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

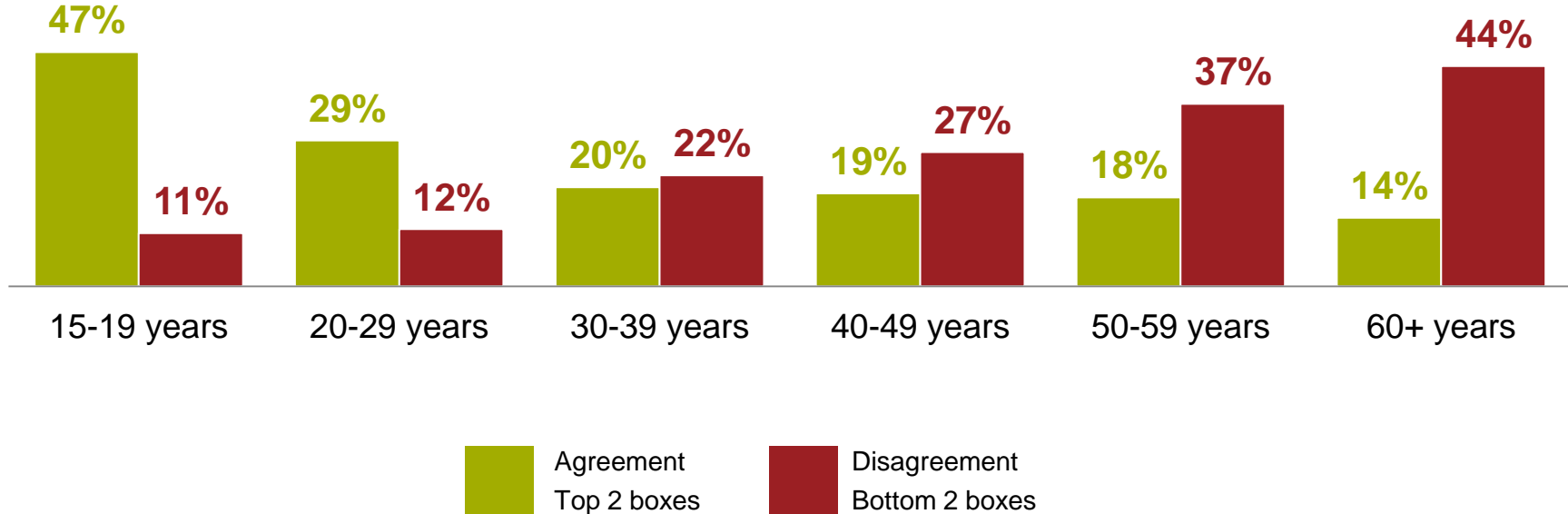
© GfK 2016 | Importance of being “always reachable”

## Sweden: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Sweden: Importance of being “always reachable” – Average per age-group



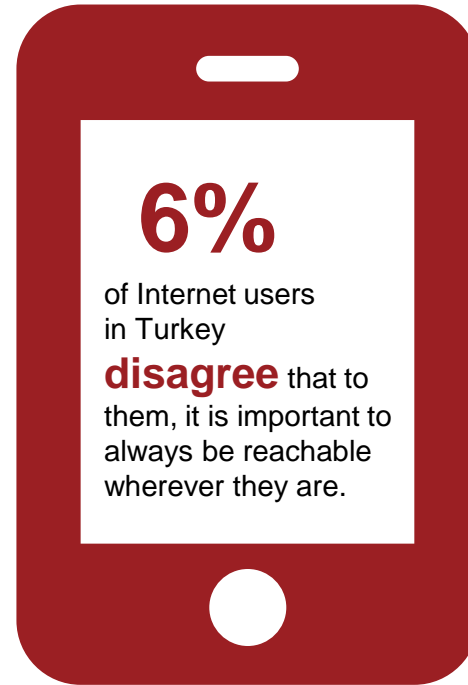
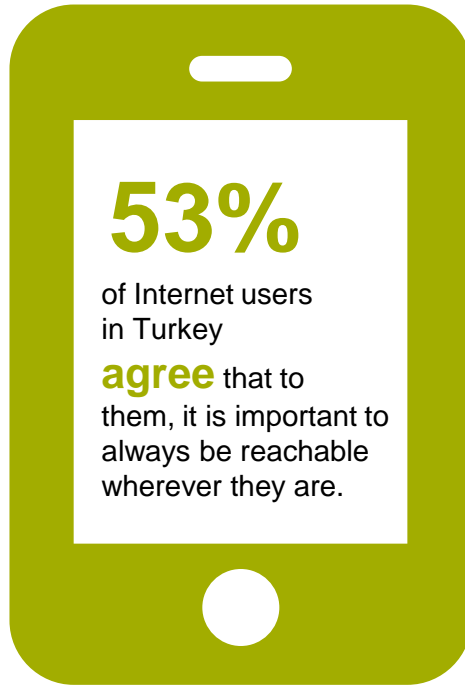
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Turkey



## Turkey: Importance of being “always reachable”

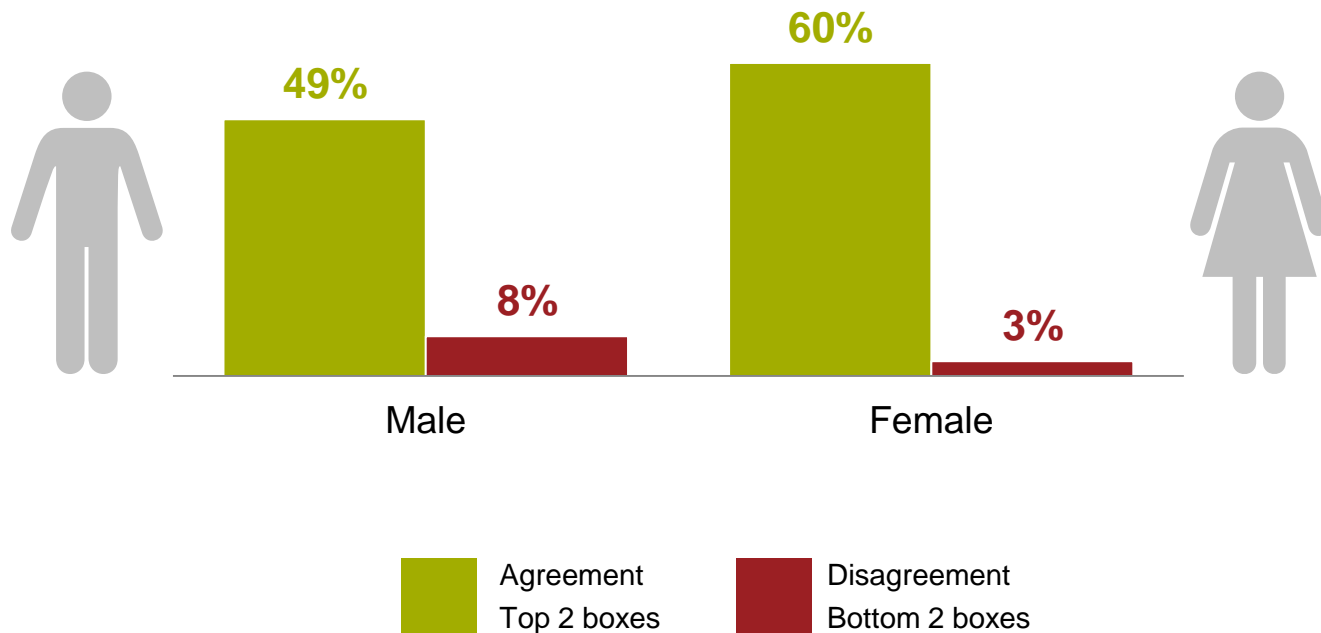


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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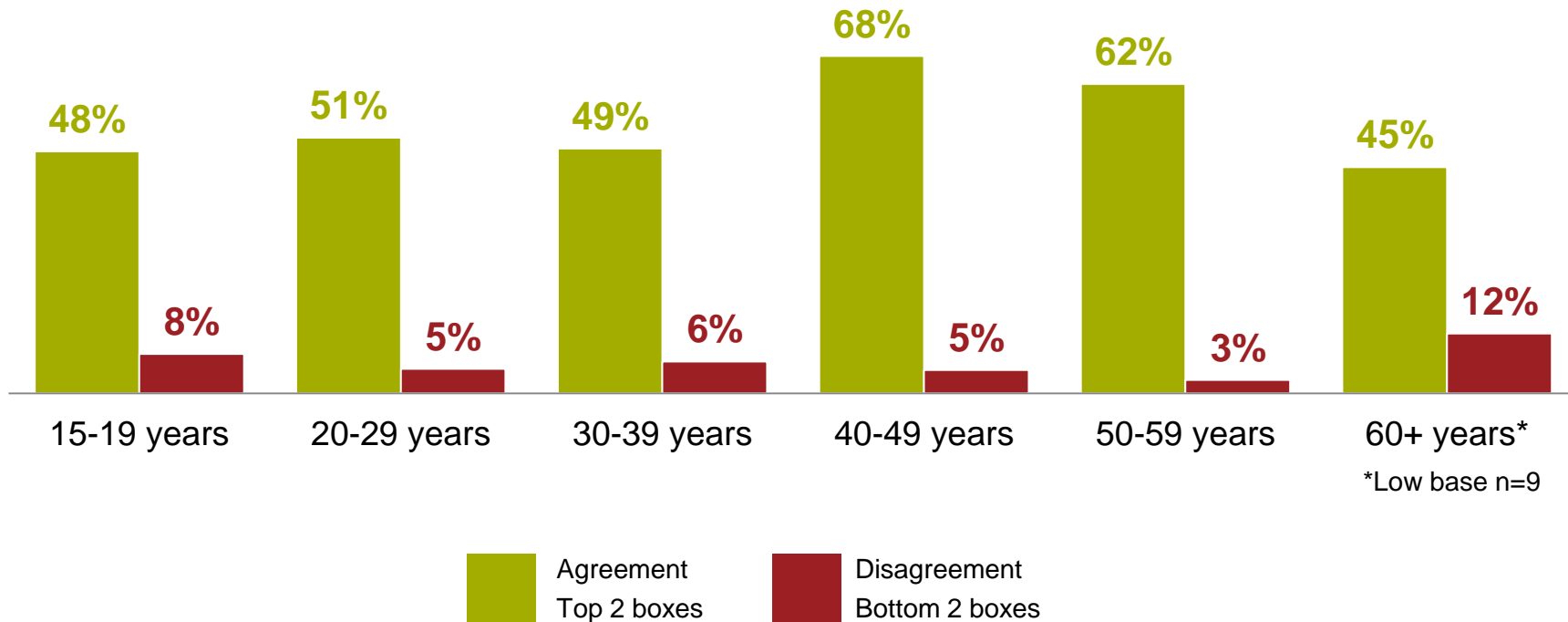


## Turkey: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Turkey: Importance of being “always reachable” – Average per age-group



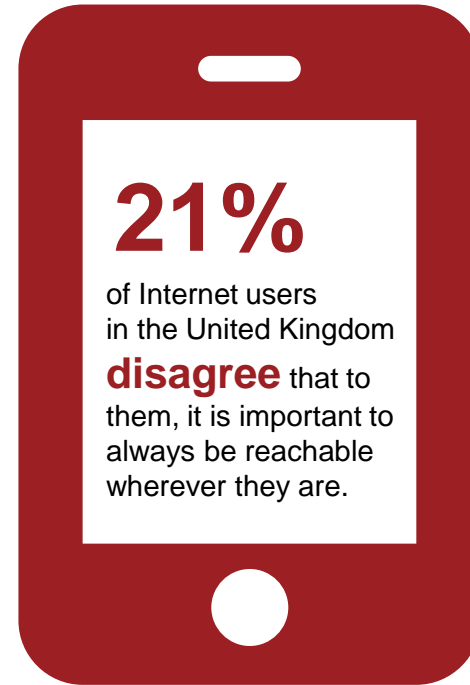
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# United Kingdom

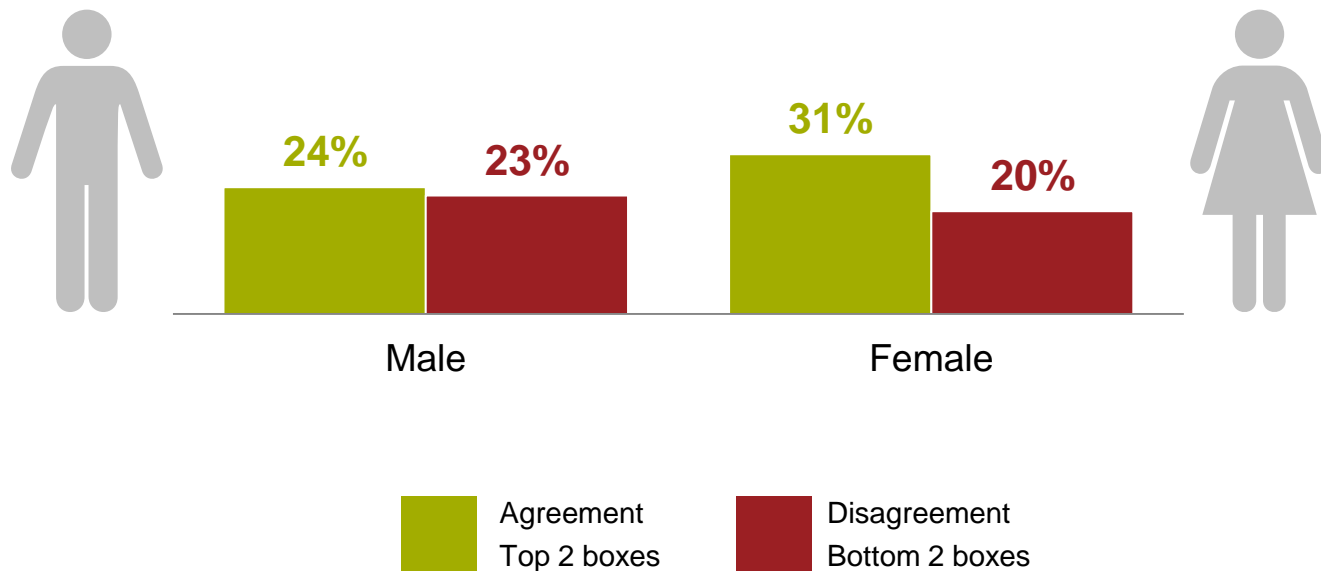


## United Kingdom: Importance of being “always reachable”



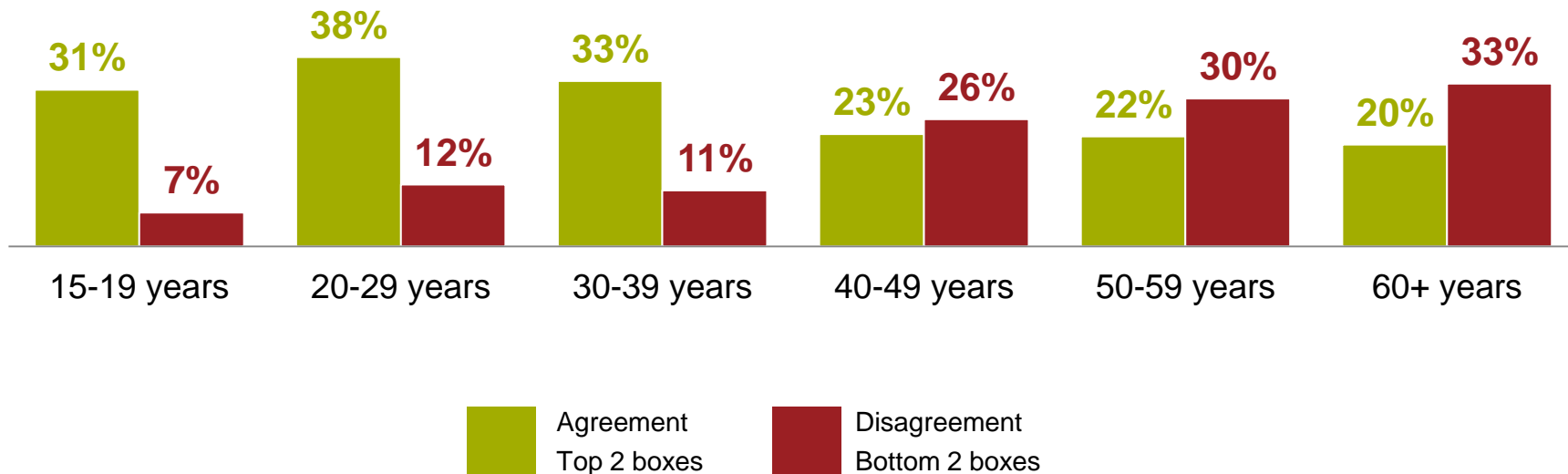
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# United Kingdom: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# United Kingdom: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Country results – North America

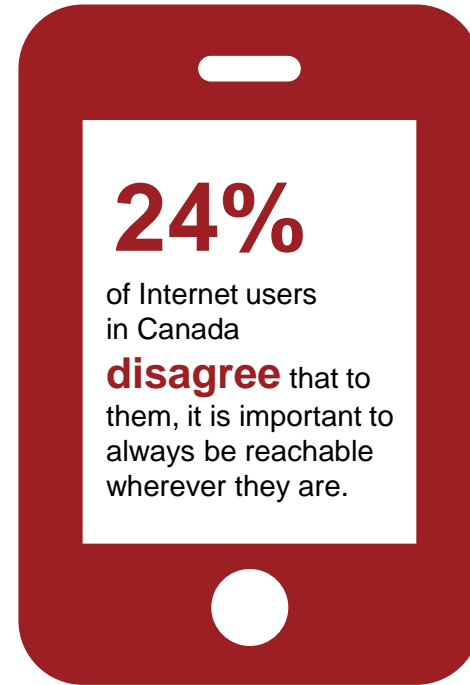
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# Canada





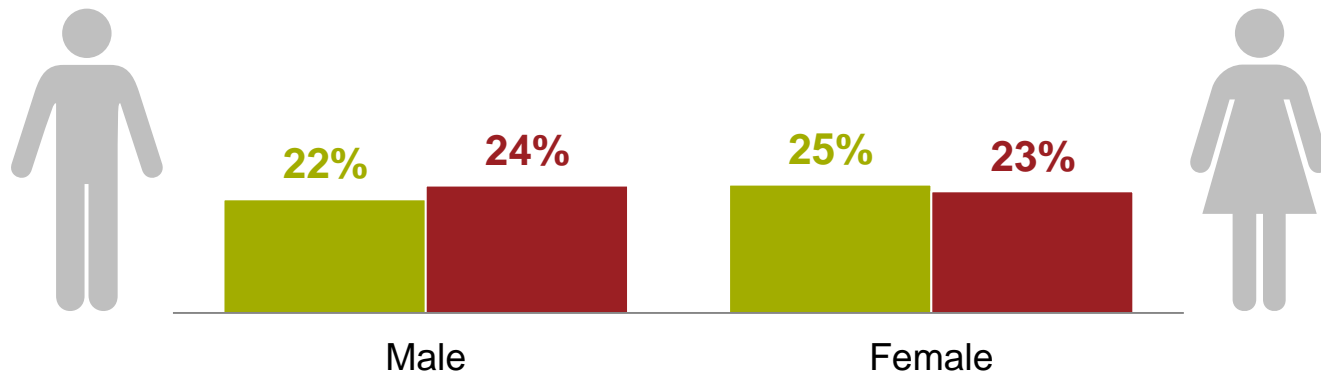
## Canada: Importance of being “always reachable”



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## Canada: Importance of being “always reachable” – Average per gender



Agreement  
Top 2 boxes

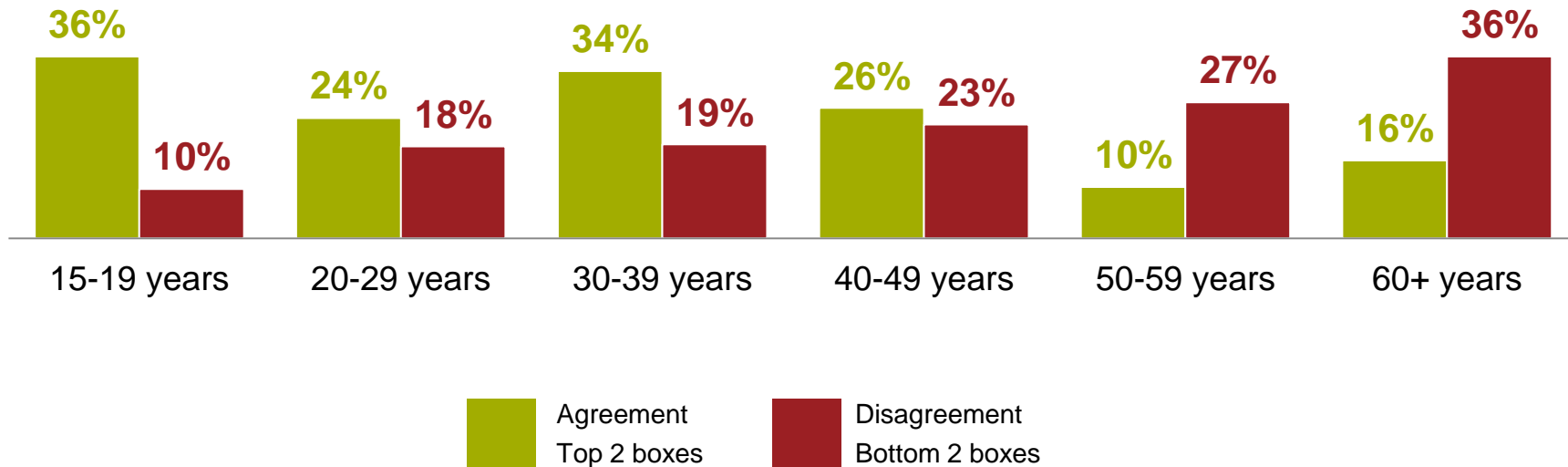


Disagreement  
Bottom 2 boxes

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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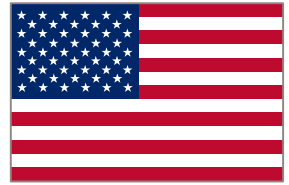
## Canada: Importance of being “always reachable” – Average per age-group



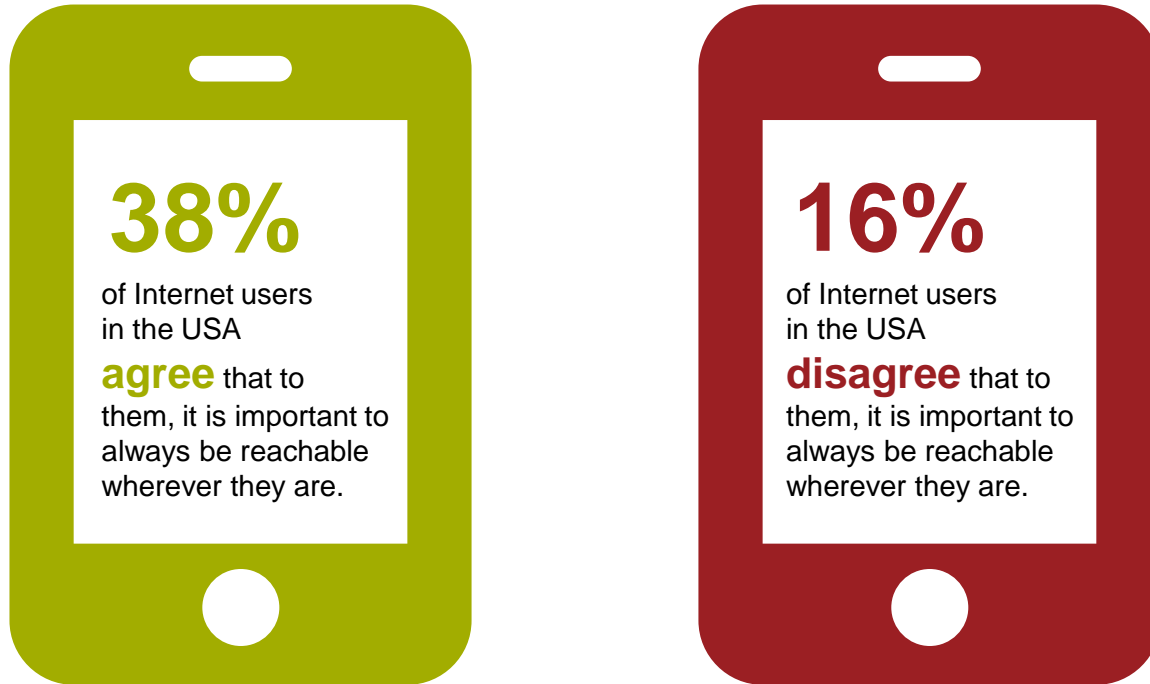
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# USA



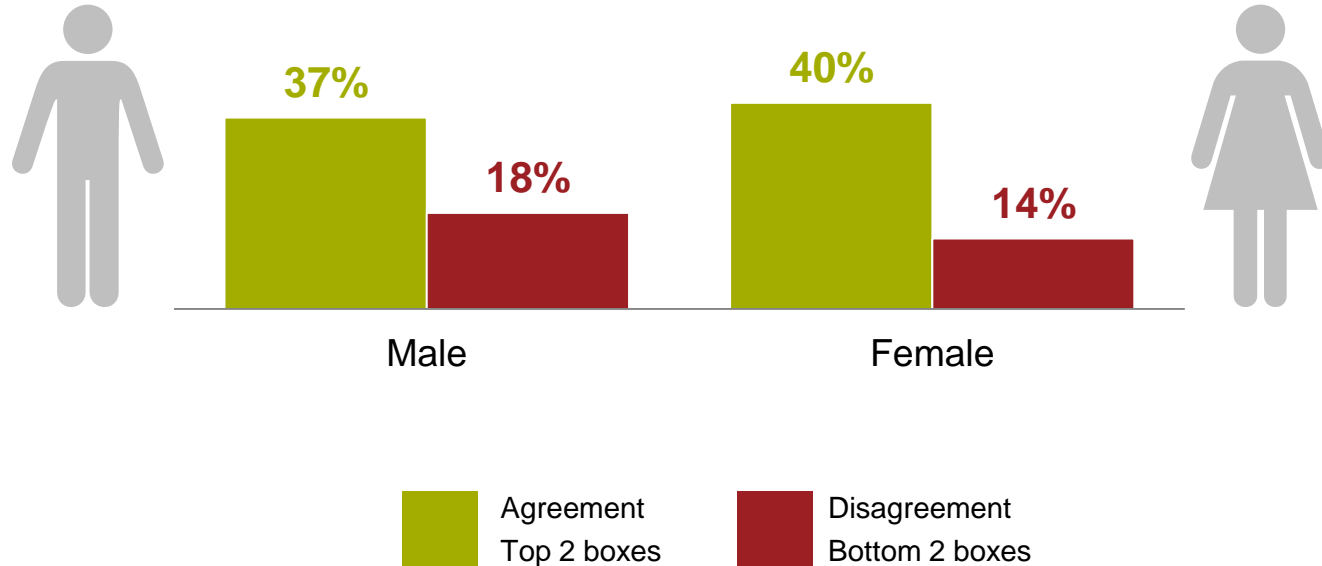
## USA: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

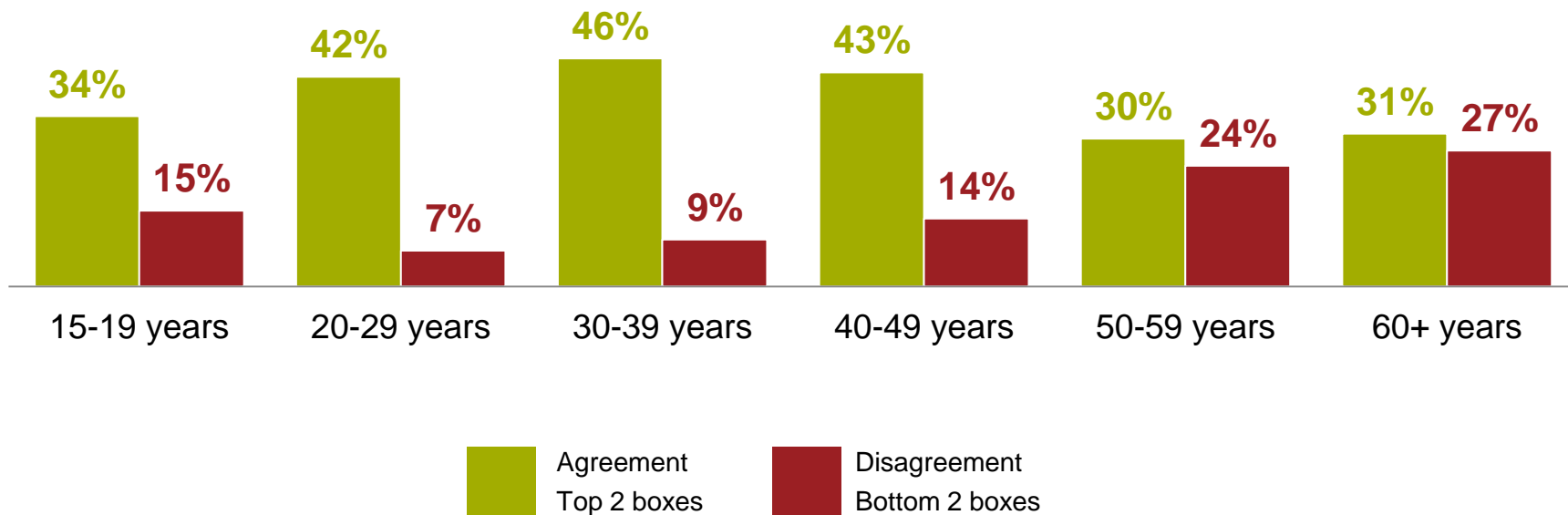
© GfK 2016 | Importance of being “always reachable”

## USA: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## USA: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Country results – Latin America



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# Argentina



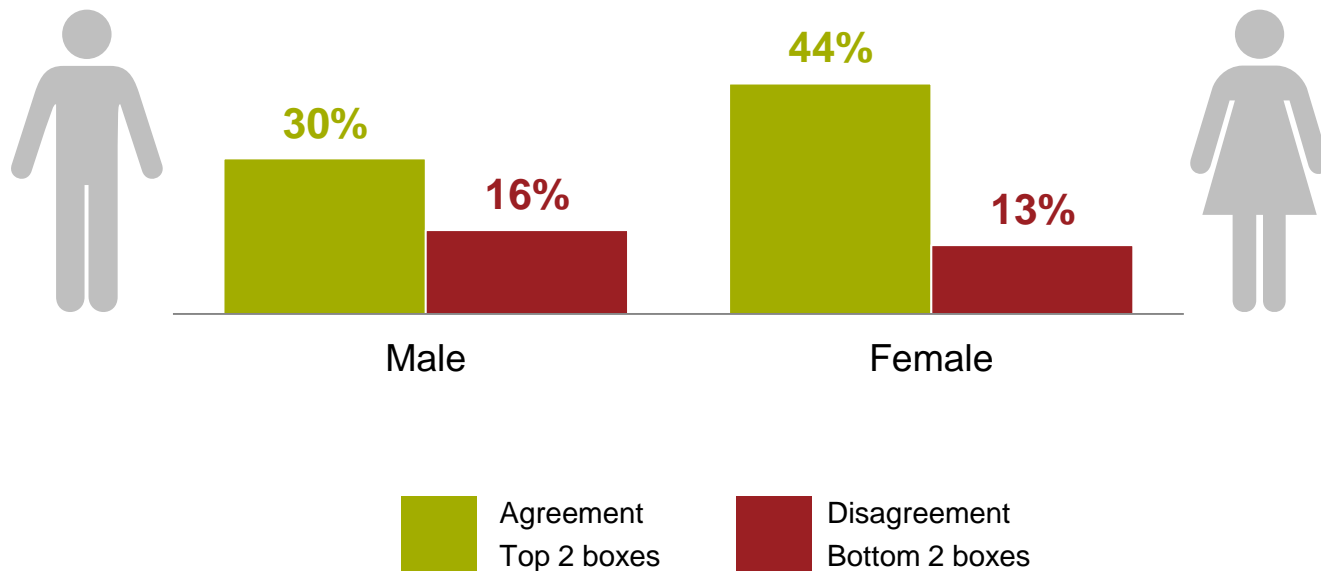
## Argentina: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

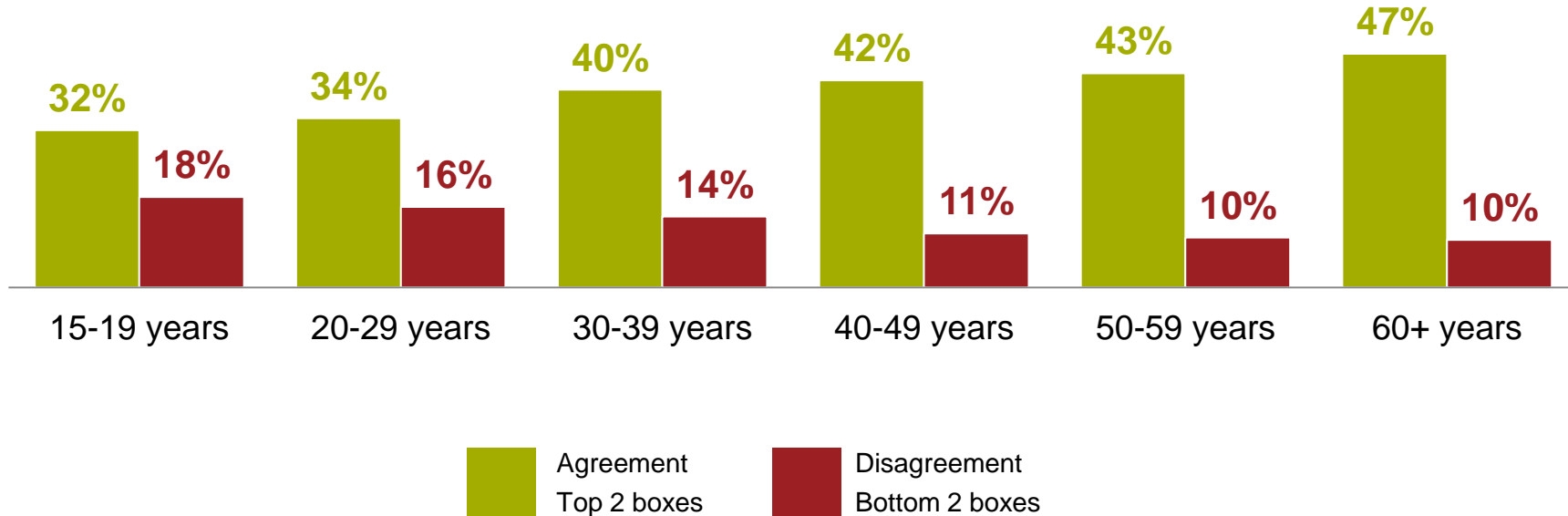
© GfK 2016 | Importance of being “always reachable”

## Argentina: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Argentina: Importance of being “always reachable” – Average per age-group



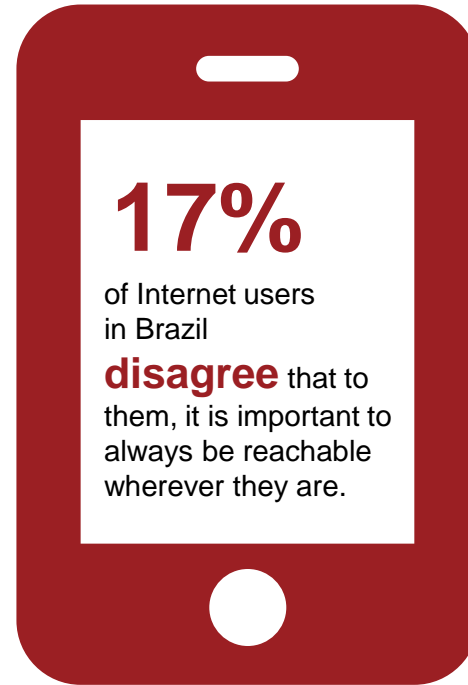
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Brazil



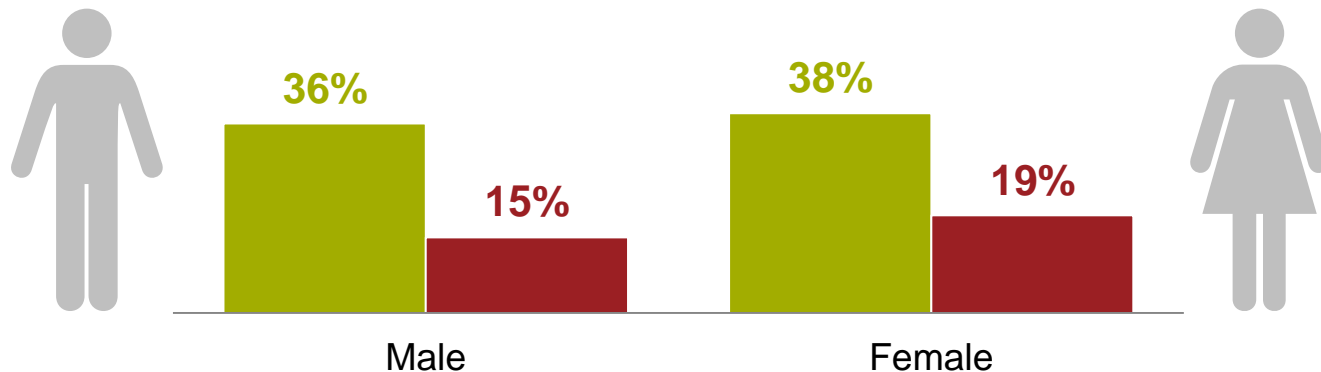
## Brazil: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

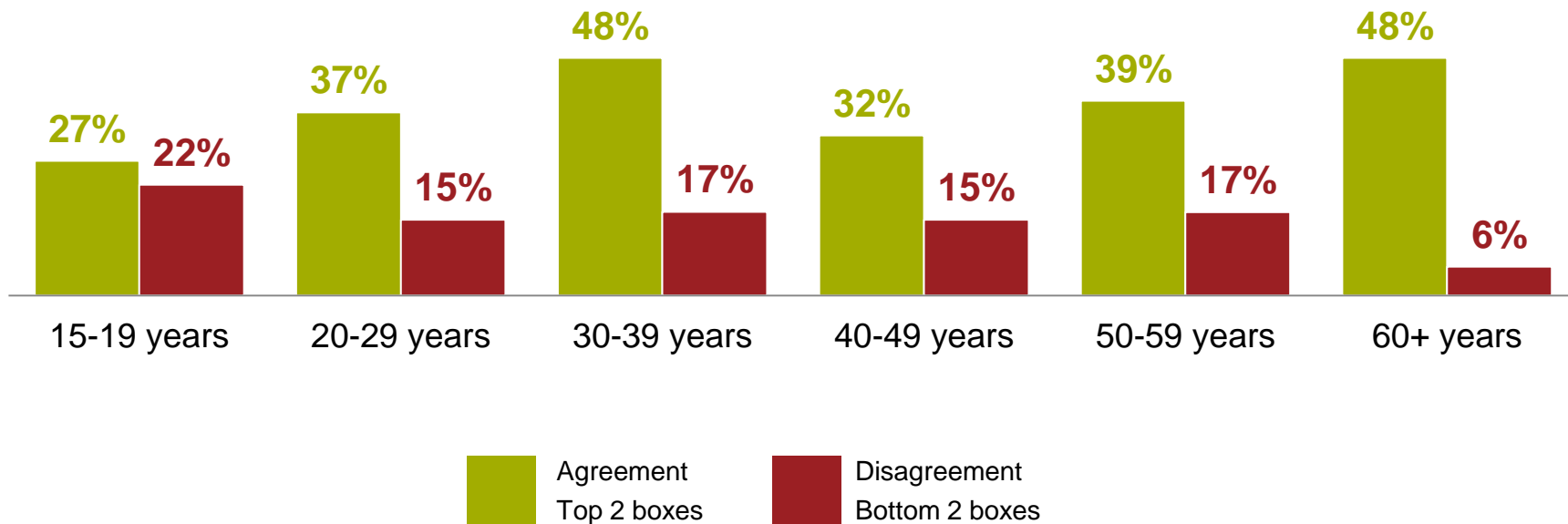
© GfK 2016 | Importance of being “always reachable”

## Brazil: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Brazil: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

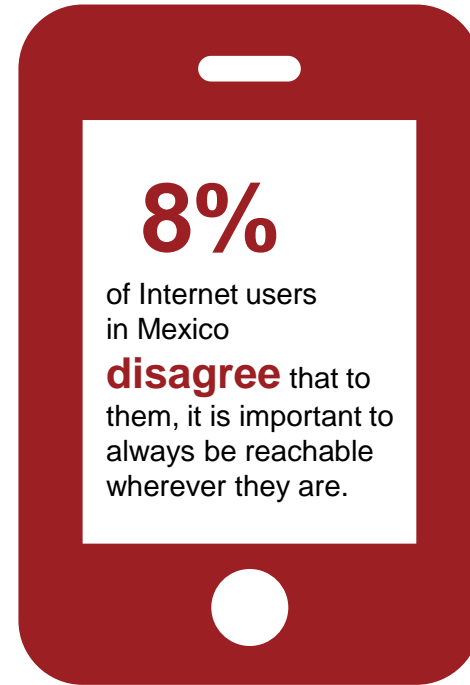


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# Mexico



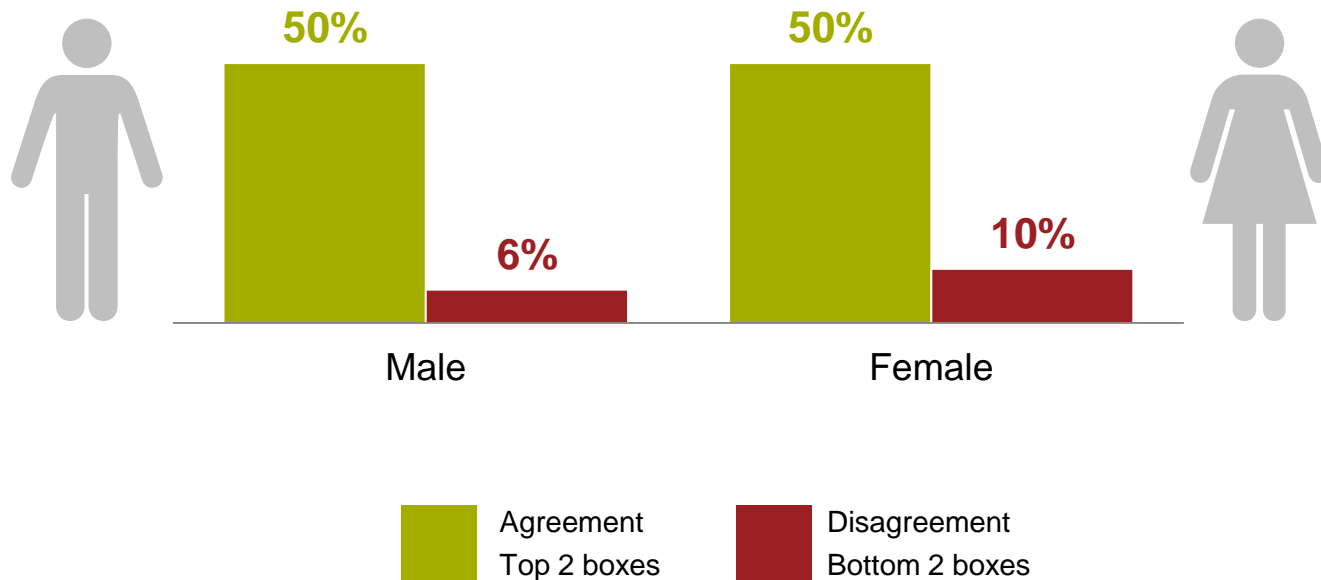
## Mexico: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Importance of being “always reachable”

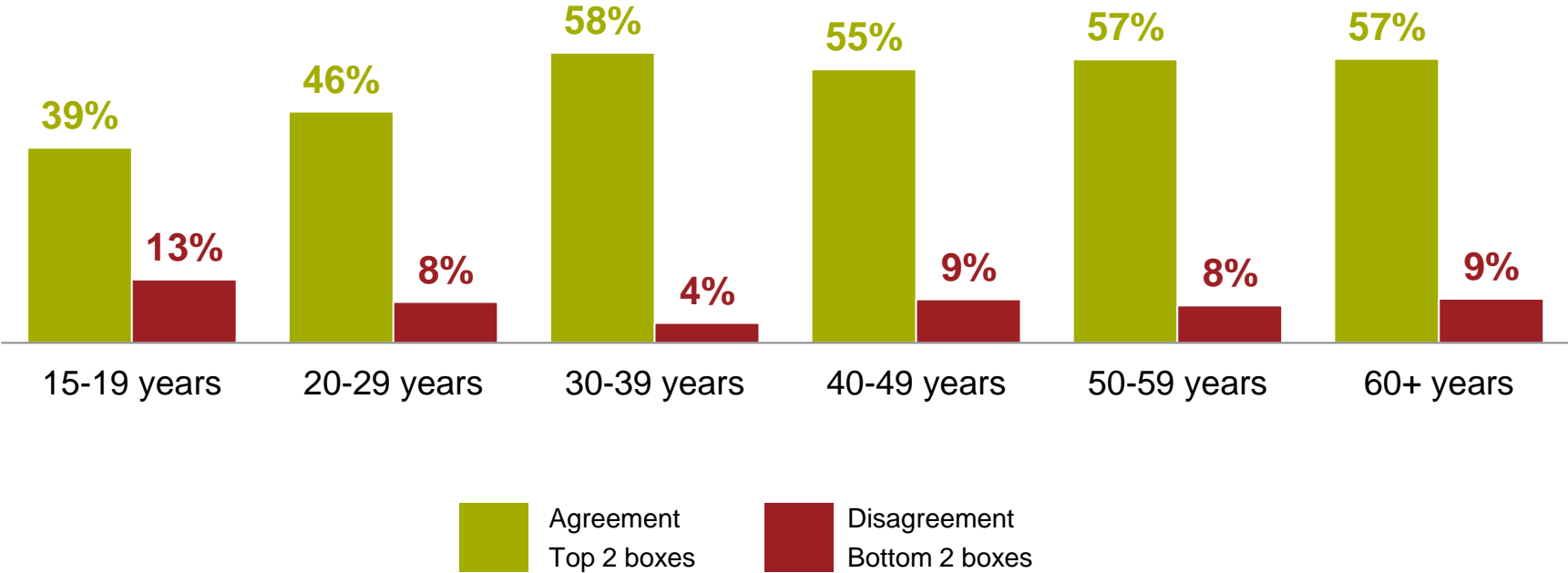
## Mexico: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Mexico: Importance of being “always reachable” –  
Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded  
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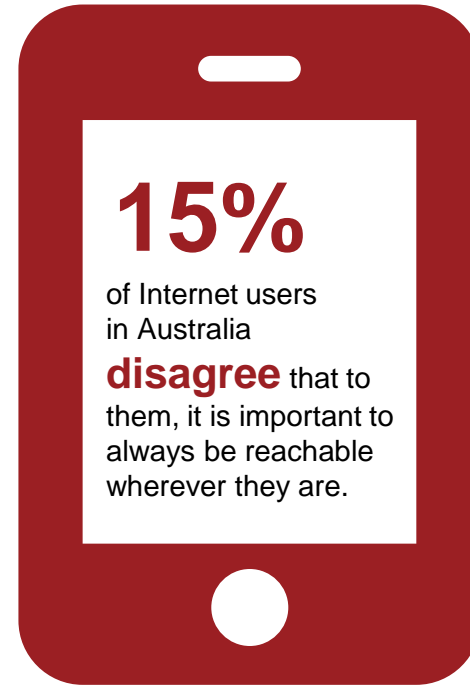
# Country results – Asia-Pacific

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# Australia



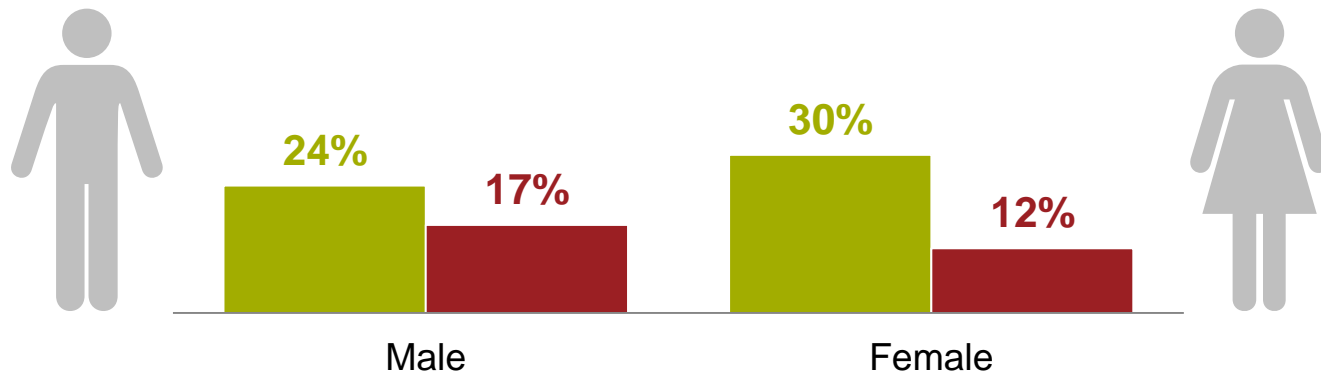
## Australia: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Importance of being “always reachable”

## Australia: Importance of being “always reachable” – Average per gender



Agreement  
Top 2 boxes



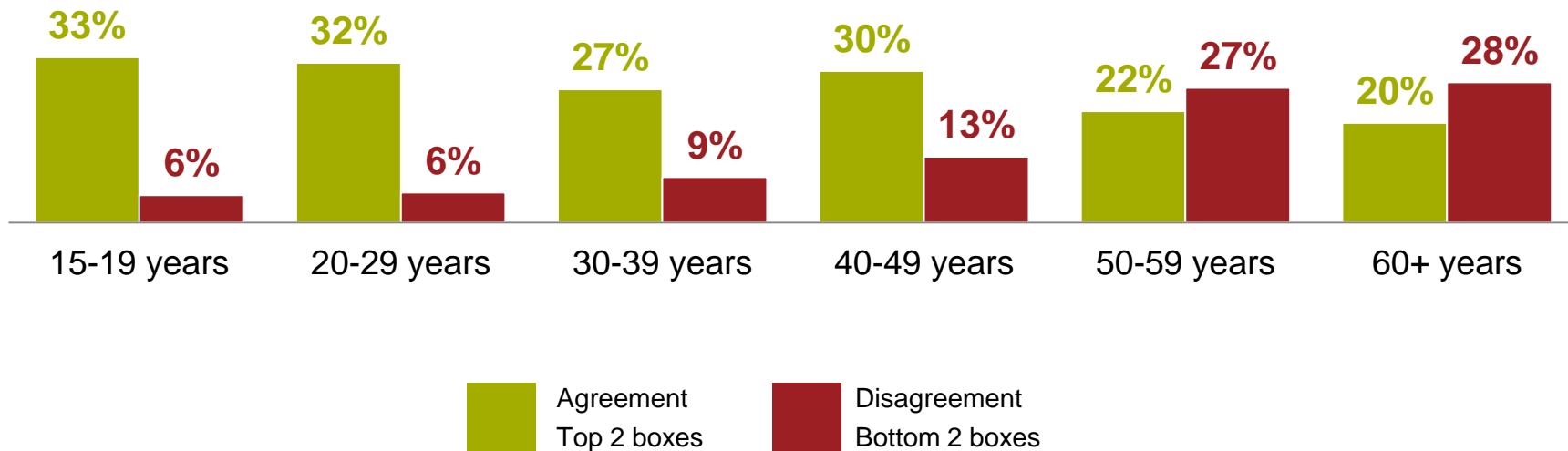
Disagreement  
Bottom 2 boxes

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Importance of being “always reachable”



## Australia: Importance of being “always reachable” – Average per age-group



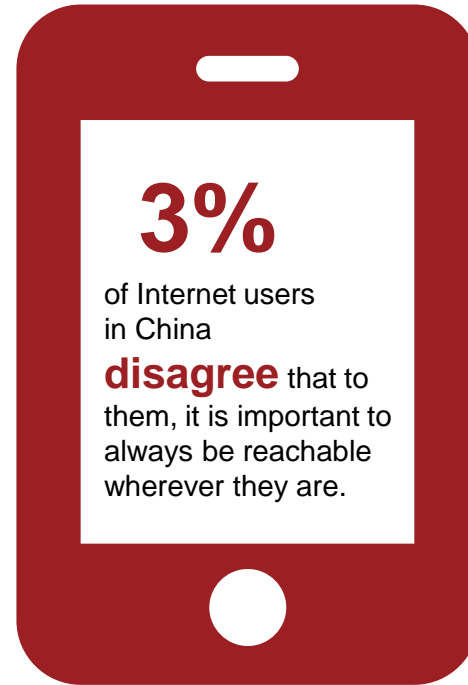
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# China



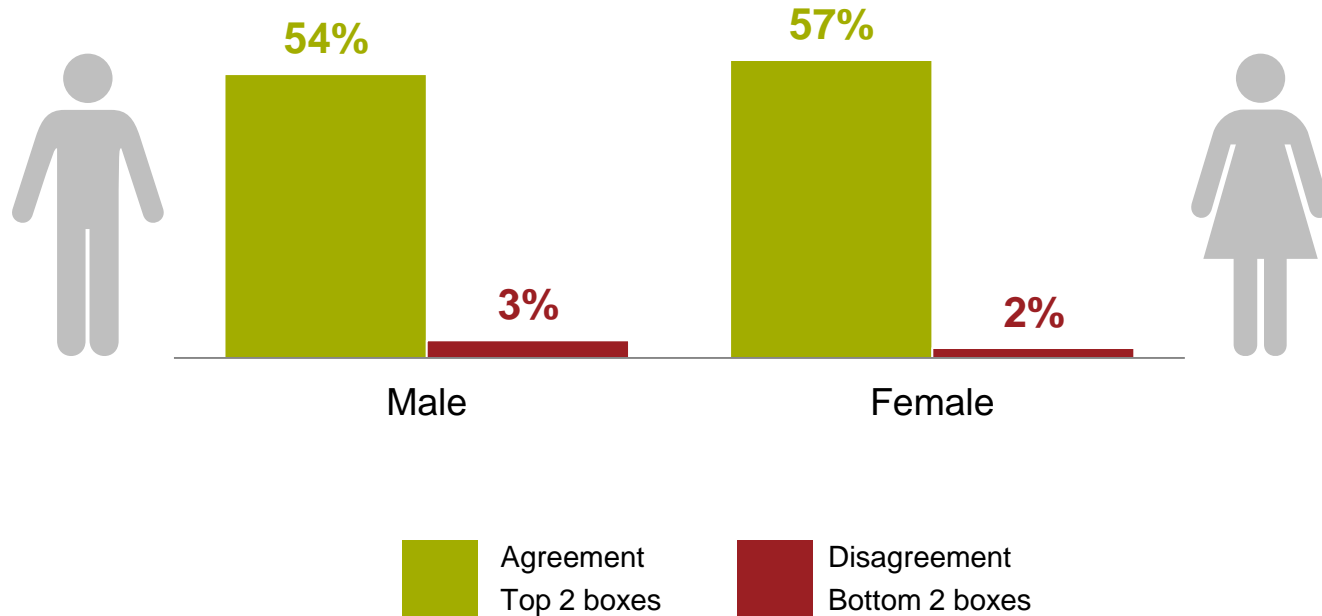
## China: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

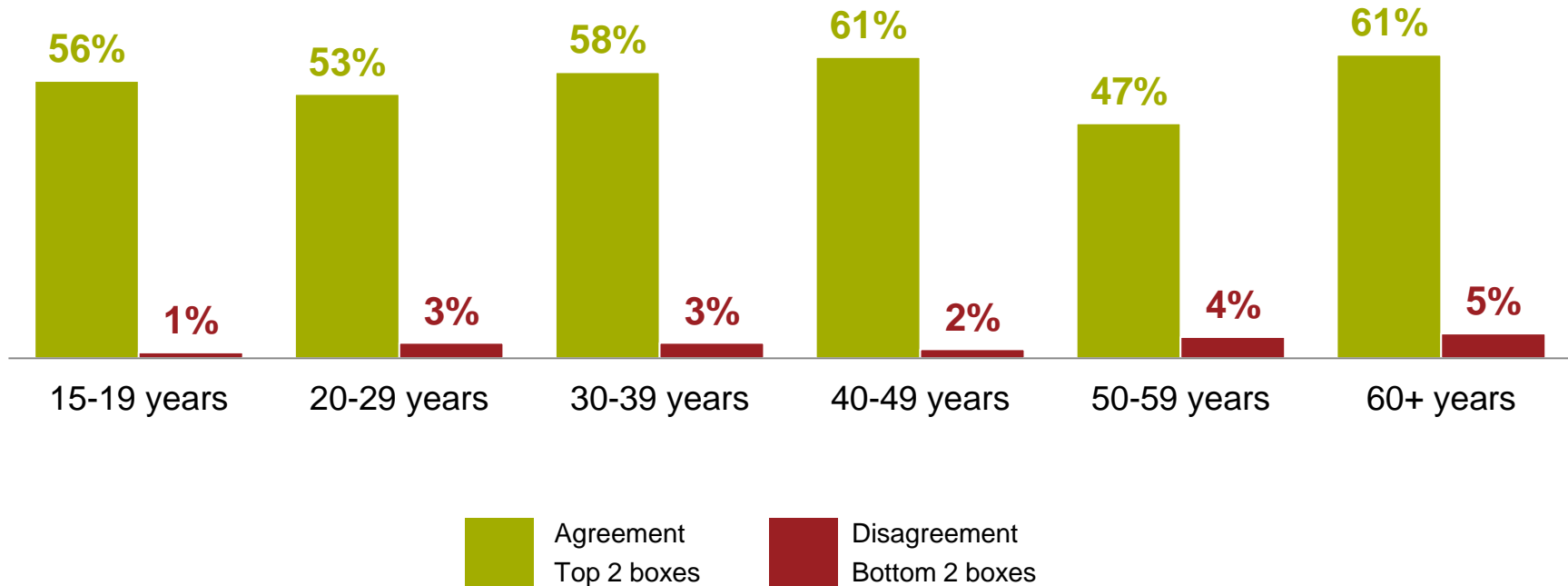
© GfK 2016 | Importance of being “always reachable”

## China: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## China: Importance of being “always reachable” – Average per age-group

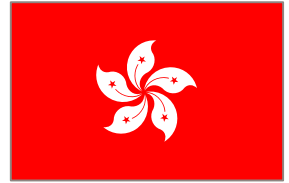


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

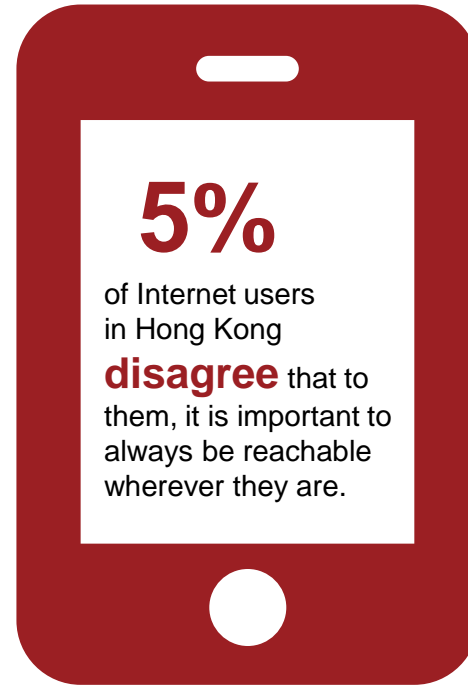
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# Hong Kong

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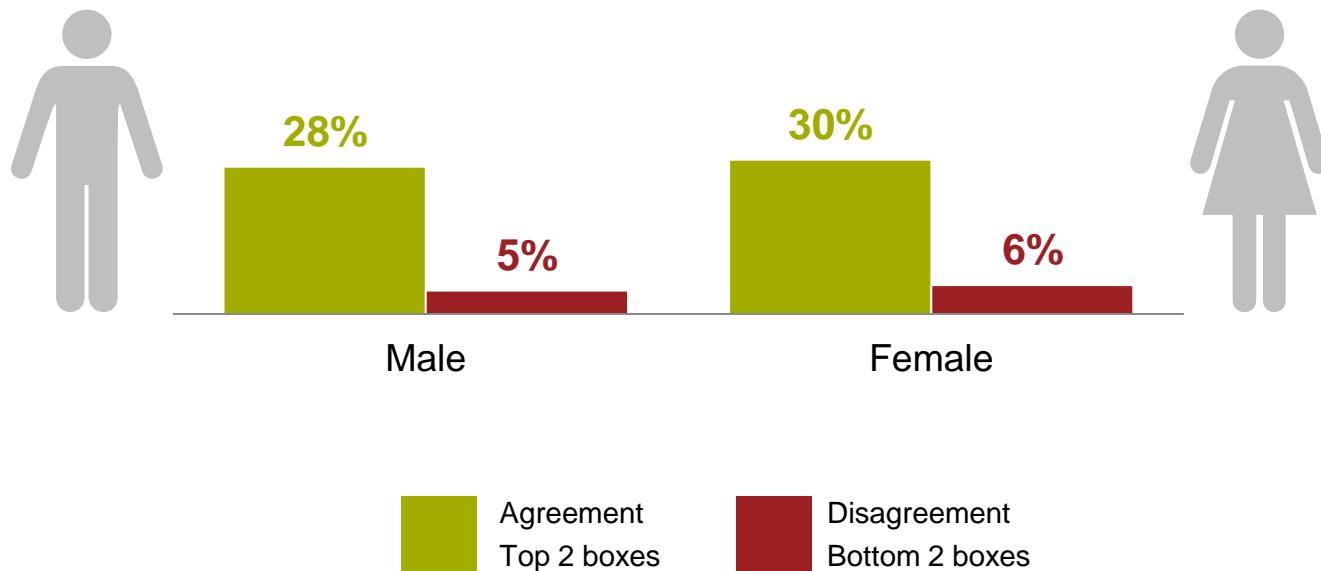
## Hong Kong: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Importance of being “always reachable”

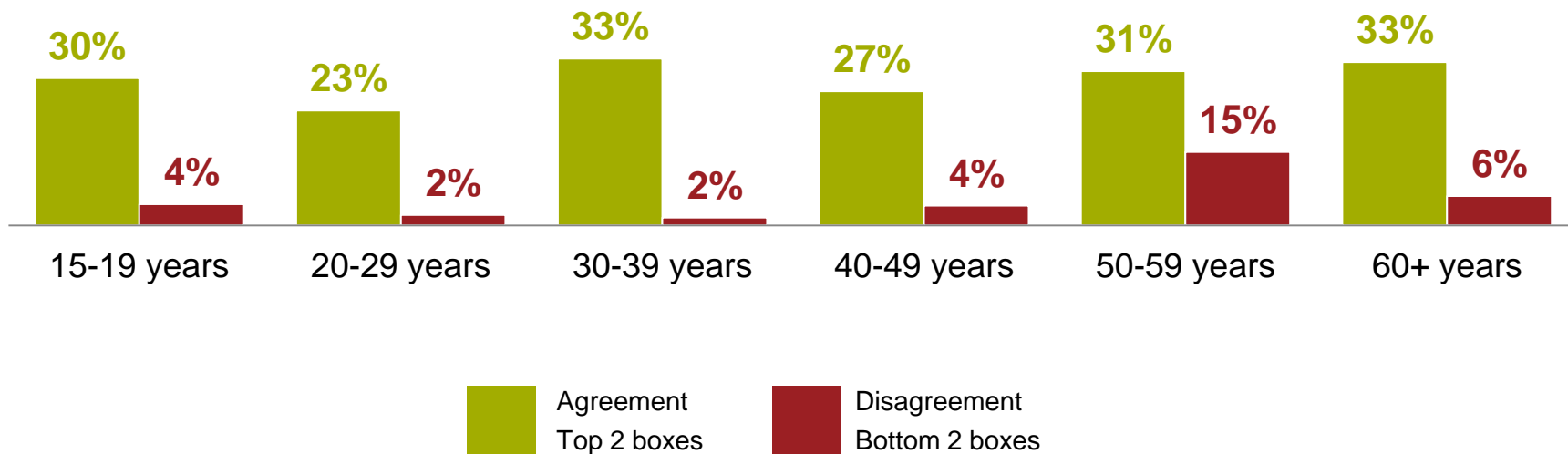
# Hong Kong: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded



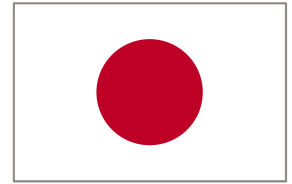
## Hong Kong: Importance of being “always reachable” – Average per age-group



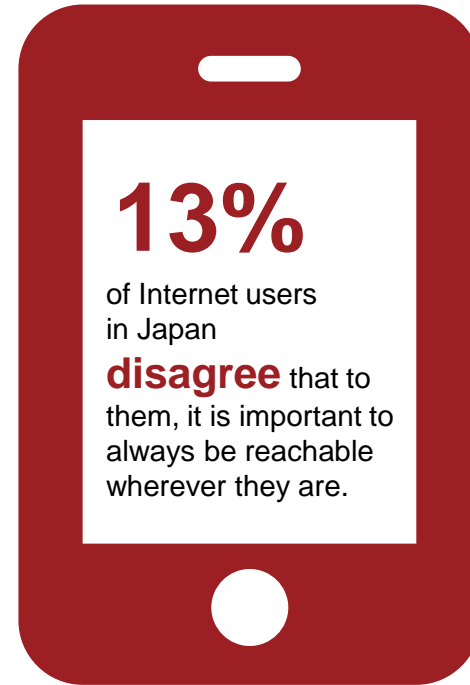
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Japan



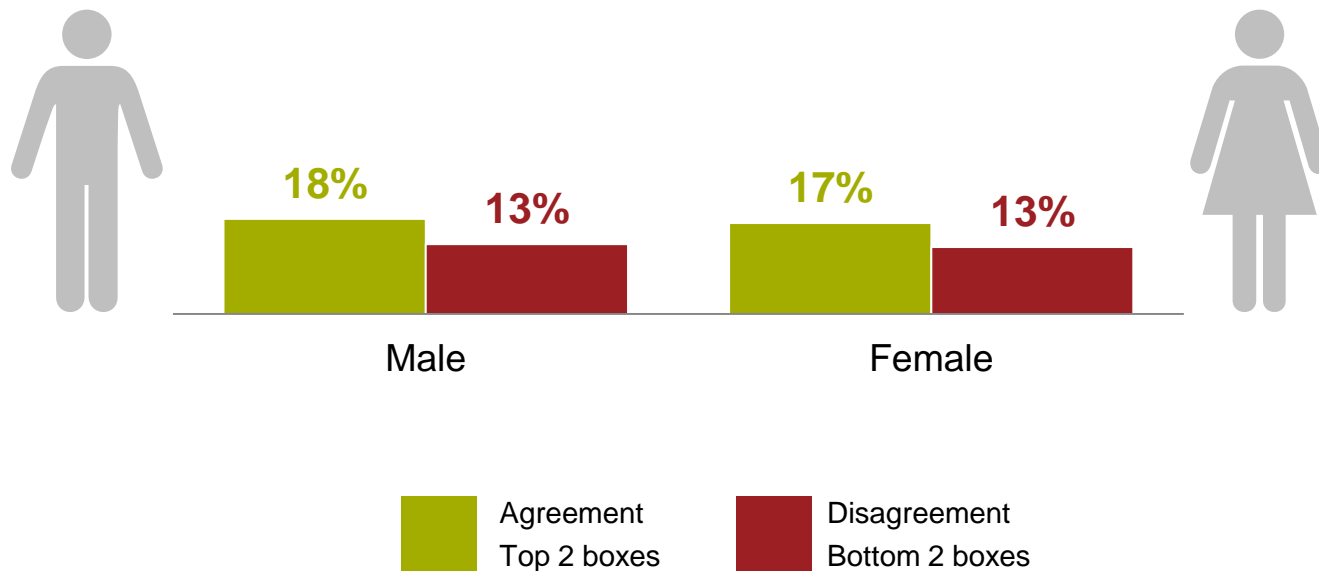
## Japan: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

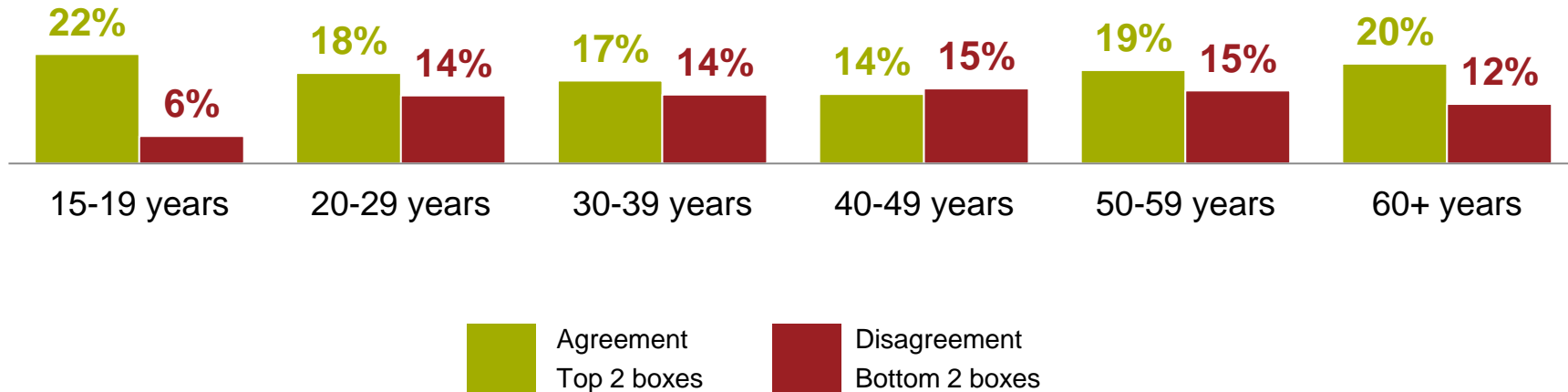
© GfK 2016 | Importance of being “always reachable”

## Japan: Importance of being “always reachable” – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## Japan: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

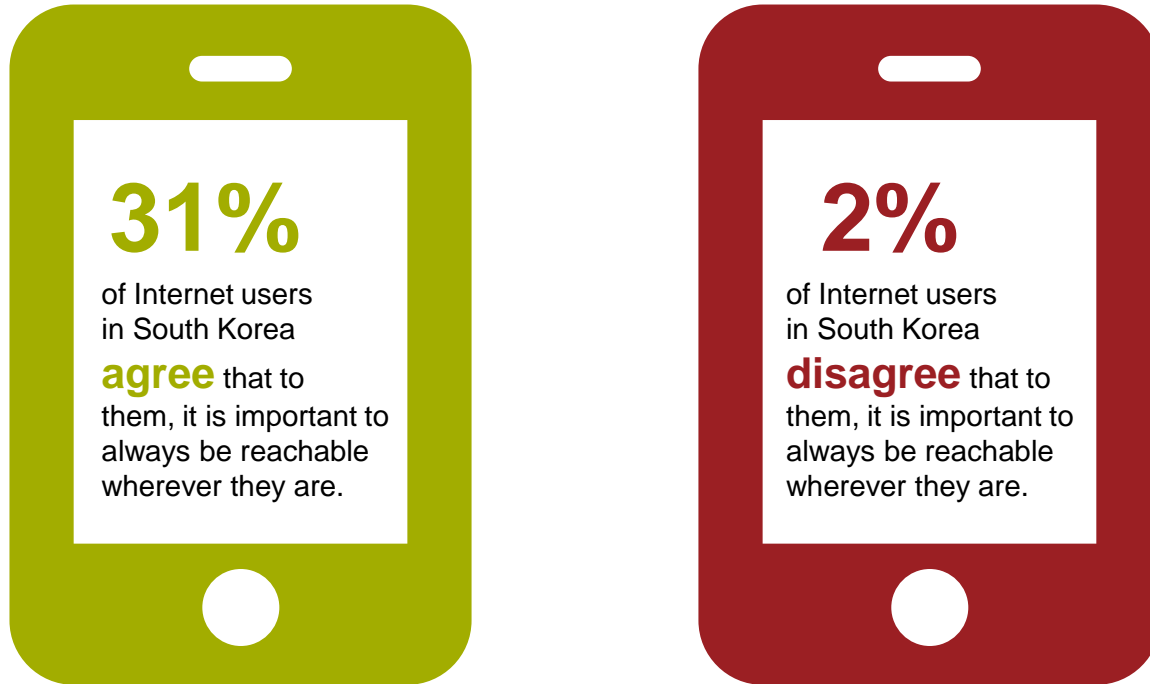
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# South Korea

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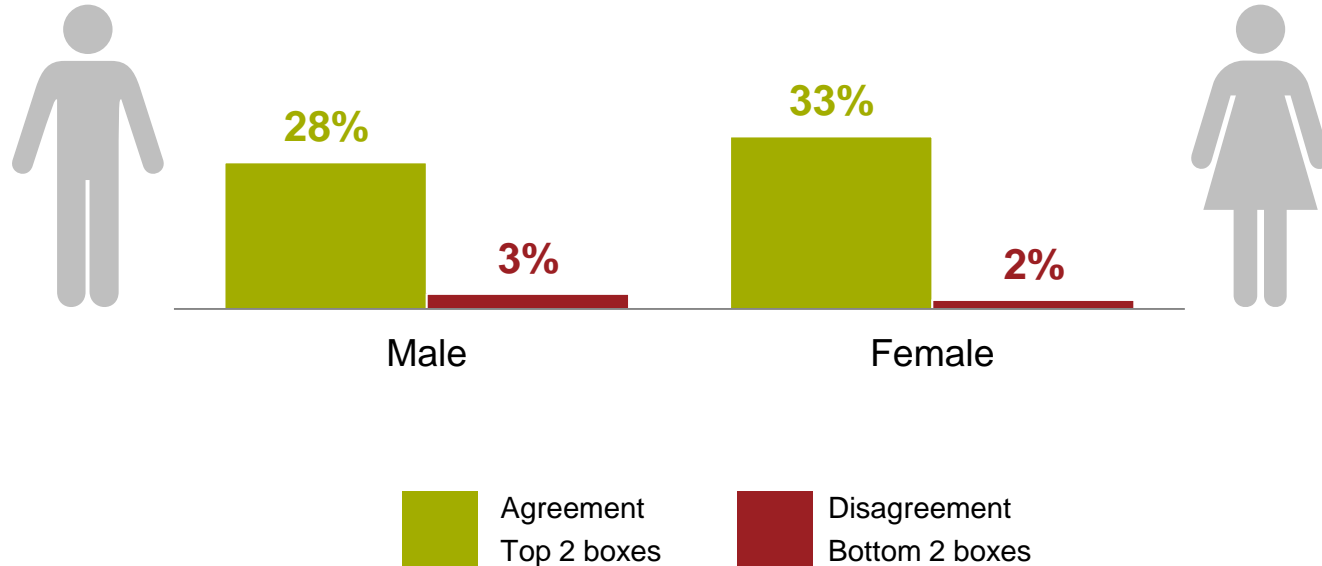


## South Korea: Importance of being “always reachable”



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

## South Korea: Importance of being “always reachable” – Average per gender

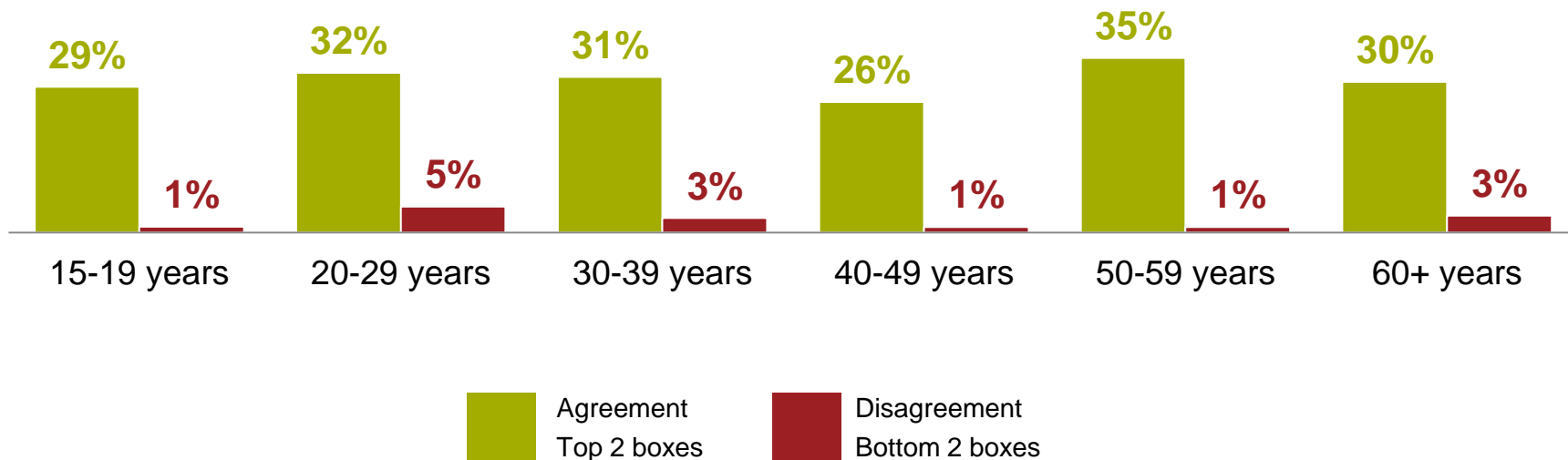


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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## South Korea: Importance of being “always reachable” – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

For more information please contact  
[press@gfk.com](mailto:press@gfk.com)