

GWI

DEVICE

SUMMARY

GlobalWebIndex's quarterly report
on the latest trends for smartphones,
tablets, smart TVs and wearables

Introduction

GWI Device is where GlobalWebIndex presents the very latest trends in smartphone, tablet and connected device usage.

Drawing on data from our most recent wave of research, we offer insights on:

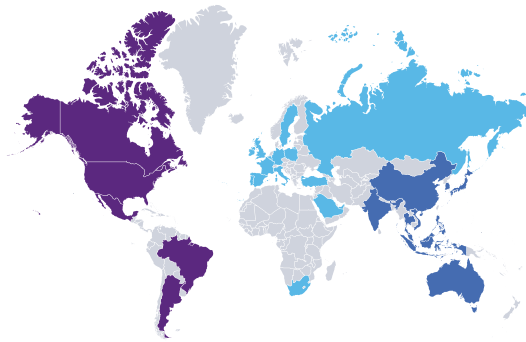
- Ownership and usage figures across all major devices
- Device satisfaction and importance
- Current engagement with smartwatches, streaming devices and smart TVs
- Daily usage figures for mobiles and PCs/laptops
- Most popular activities across PC/laptop, mobile and tablet
- Online privacy and data protection measures
- Favored operating systems, handset brands and models

With our data covering 34 markets, we offer the most up-to-date and comprehensive view of behaviors among digital consumers and highlight a number of demographic-, region- and market-specific stories.

In this summary version, we present some of the key headlines and stats.

Notes on Methodology

Each year, GWI interviews **200,000 internet users across 34 markets** – making it the largest on-going study into the digital consumer instigated to date.



AMERICAS: Argentina ▪ Brazil ▪ Canada ▪ Mexico ▪ USA

EMEA: Belgium ▪ France ▪ Germany ▪ Ireland ▪ Italy ▪ Netherlands ▪ Poland ▪ Portugal ▪ Russia ▪ Saudi Arabia ▪ South Africa ▪ Spain ▪ Sweden ▪ Turkey ▪ UAE ▪ UK

APAC: Australia ▪ China ▪ Hong Kong ▪ India ▪ Indonesia ▪ Japan ▪ Malaysia ▪ Philippines ▪ Singapore ▪ South Korea ▪ Taiwan ▪ Thailand ▪ Vietnam

Research is conducted in quarterly waves, each of which has a global sample size of around 50,000 internet users. Typically, we interview between 3,000 and 8,000 people per year per market, with larger sample sizes in key countries such as the UK and the US (30,000 each). In this particular report, we draw primarily on our Q4 2015 wave of research among 51,080 adults.

Respondents complete an online questionnaire that uses stratified sampling techniques to ensure that they are representative of the internet population aged 16 to 64 in each country (with correct proportions in terms of gender, age and educational attainment).

Related Content

To explore some of the topics covered in this report in more detail, please read the following reports:

[Console Gamers \(Audience Report\)](#)

[Tech Influencers \(Audience Report\)](#)

[Device Preferences \(Insight Report\)](#)

[Ad-Blocking \(Trend Report\)](#)

[Device Sharing \(Trend Report\)](#)

[Multi-Device Owners \(Trend Report\)](#)

[Second Screening \(Trend Report\)](#)

[Streaming Devices \(Trend Report\)](#)

[Tablet Trends \(Trend Report\)](#)

[Voice Search \(Trend Report\)](#)

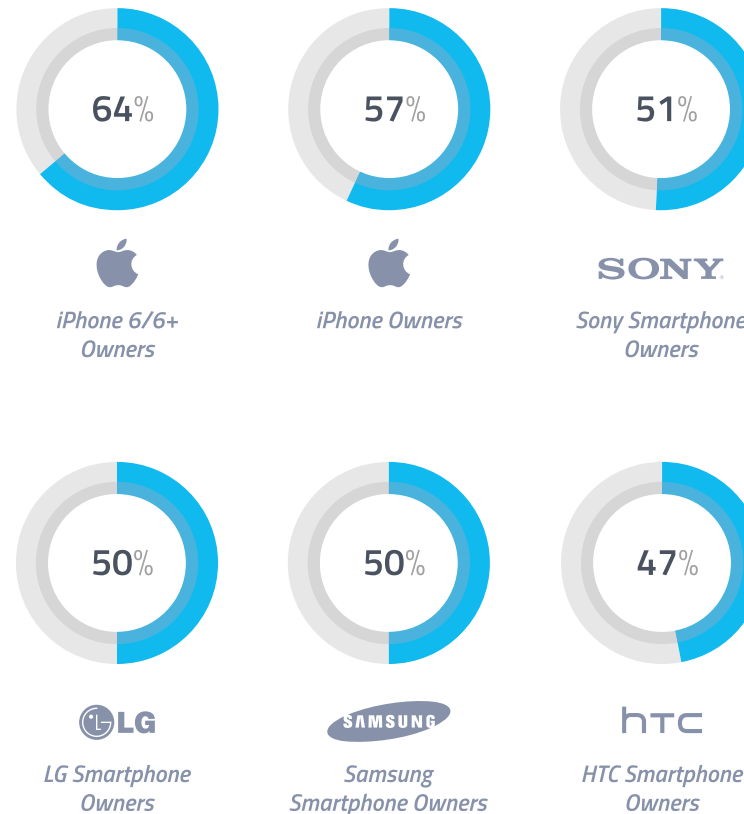
Device Ownership

KEY HEADLINES

- There are now almost as many smartphone owners as PC/laptop owners among the online population. 87% have a smartphone whereas, after some impressive growth, tablets appear to have reached a ceiling (with 45% owning one).
- The vast majority of laptop, smartphone and tablet owners say they are satisfied with their device. Apple can boast the most satisfied smartphone users, with 6 in 10 iPhone owners identifying as *very* satisfied.
- 16-24s and lower income groups lag behind for tablet ownership, indicating that these devices will have difficulty growing their numbers significantly in future years.
- Wearables remain niche products, owned by only 1 in 10 digital consumers. The availability of cheap smartwatches in many Asian markets helps boost numbers here but in Europe/North America, it's only c.5% who have a smartwatch. Apple and Samsung dominate this market in the UK/US.

DEVICE SATISFACTION AMONG HANDSET OWNERS

% who say they are *very* satisfied with their smartphone



Question: Overall, how satisfied or dissatisfied are you with your device?

/// Source: GlobalWebIndex Q4 2015 ///

Base: Internet Users aged 16-64



Explore this data in PRO Platform /// Click here:

[Internet Landscape >](#)
[Access Points >](#)
[Device Satisfaction](#)

Device Usage Trends

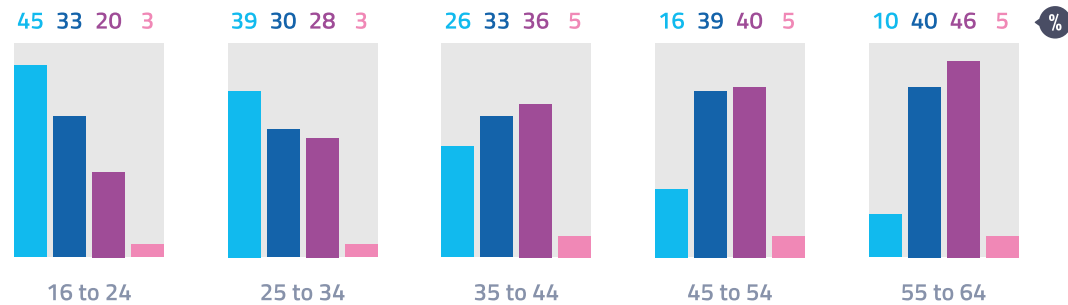
KEY HEADLINES

- **The importance of smartphones to 16-24s cannot be overstated.** This group are most likely to identify mobiles as their most important device, they average over 3 hours online via mobiles each day and they are driving adoption of new functions like voice search (25% are using this).
- **Laptops might remain key devices for online commerce and video but smartphones are now almost as popular when it comes to social activities.** 7 in 10 are networking via a mobile each month.
- **For most online activities, tablet users are more likely to use a mobile than a tablet.** Mobiles are also the clear favorite for second-screen activities – well over half of digital consumers use a mobile while watching TV.
- **Half of tablet users are sharing their device, while 3 in 10 users share their mobile.** Along with the popularity of VPNs (1 in 4 have used a VPN, with 70% of these users accessing at least weekly), these trends have major implications for audience measurement based on passive analytics alone.

DEVICE IMPORTANCE

% of internet users who say the following is their most important internet device

● Smartphone / Mobile phone ● Laptop ● Desktop PC ● Tablet device



Question: Which would you say is the most important device you use to access the internet, whether at home or elsewhere? // **Source:** GlobalWebIndex Q4 2015 // **Base:** Internet Users aged 16-64



Explore this data in PRO Platform // Click here: [Internet Landscape > Access Points > Device Importance](#)

Mobile and Tablet Trends

KEY HEADLINES

- **Android continues to be the most popular mobile OS by some distance.**

Over half use an Android phone vs. 16% for iOS. However, Apple can claim much higher figures in some key markets (such as Canada, the UK and USA) as well as among the top income quartile.

- **3 in 10 own a Samsung phone, putting this brand in pole position.**

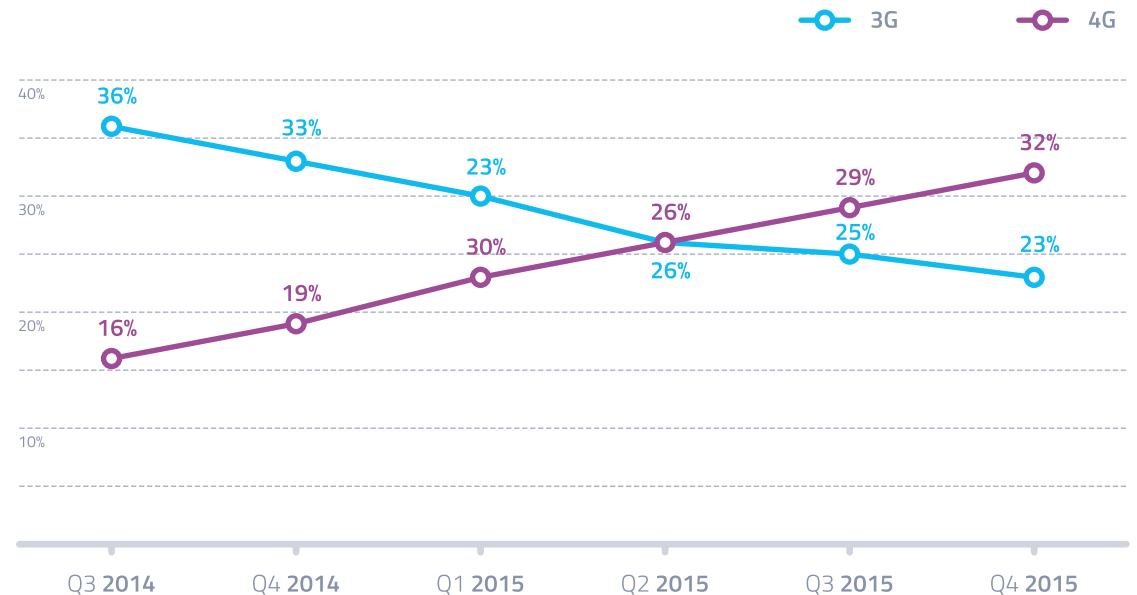
However, the iPhone has drawn even with Samsung in China and, in terms of desirability, can claim higher figures than its rivals – particularly in India, where a clear opportunity for Apple is emerging.

- **The 6 handset has been a notable success for Apple** – one fifth of iPhone owners now have one. The 6S has made less of an impact (6%) but these figures may rise in the coming quarters. The S4 and S5 are the top models for Samsung, while the One M8 is the most popular HTC handset.

- **4G is now the most popular mobile connection – 1 in 3 use it, vs. 23% who are using 3G.**

The recent growth of 4G has been particularly striking among 16-24s.

THE RISE OF 4G



Question: When using the internet on your personal mobile phone, what type of service/connection do you most often use? /// **Source:** GlobalWebIndex Q3 2014-Q4 2015 /// **Base:** Internet Users aged 16-64



Explore this data in PRO Platform
/// Click here: [Mobile > Mobile Specifications > Mobile Connection Speeds](#)



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