

Insights West & iamota

Smartphones Release (July 8, 2013)

Which of the following do you currently own?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
		(A)	(D)	(E)	(F)	(J)
BASE: Total	849	244	304	301	97	438
Digital camera (not on a Smartphone)	83%	81%	87%	81%	85%	86%
Home phone/landline	71%	44%	75%	87%	51%	65%
Smartphone (a wireless phone that can connect to the Internet through WiFi or a data plan and has apps)	64%	86%	69%	40%	100%	100%
iPod or other MP3 player	55%	74%	62%	32%	73%	64%
PVR	52%	48%	59%	49%	57%	63%
iPad or other Tablet computer	42%	45%	51%	32%	53%	50%
Other wireless/cellphone (no Smartphone features)	32%	21%	30%	42%	17%	17%
Nintendo Wii	31%	41%	37%	16%	41%	38%
eReader	23%	20%	21%	27%	27%	27%
Sony PlayStation 3	18%	31%	23%	4%	27%	24%
Microsoft Xbox 360	17%	30%	19%	5%	30%	22%
Nintendo Wii U	3%	3%	4%	1%	8%	3%
None of these	1%		1%	1%		

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

When do you plan on upgrading each of the following existing electronic items?

	Post Secondary Type			Relationship with Smartphone		
	Total	18-34	35-54	55+	Addicted	Not Addicted
	----- (A)	----- (D)	----- (E)	----- (F)	----- (J)	----- (K)
BASE: Currently own device	845	244	302	298	97	438
Smartphone	36%	43% F	33%	28%	44%	34%
Sony PlayStation 3	25%	39% EF	13%	13%	32%	27%
Other wireless or cellphone to a Smartphone	22%	30%	21%	19%	25%	23%
Microsoft Xbox 360	19%	24% F	17% F	3%	18%	20%
iPad or other Tablet computer	18%	27% F	16%	10%	17%	20%
iPod or other MP3 player	16%	24% EF	13%	7%	10%	20%
PVR	14%	17%	14%	11%	22%	14%
Digital camera (not on a Smartphone)	12%	17%	11%	9%	17%	12%
Nintendo Wii	11%	15%	8%	9%	7%	14%
Nintendo Wii U	11%	18%	8%	-	-	19%
eReader	9%	16%	9%	5%	12%	11%
Home phone/landline	9%	14%	7%	8%	14%	9%
Not within the next year	56%	44%	55% D	67% DE	45%	49%

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

(Summary: At Least Weekly) - How often do you use your Smartphone for each of the following?

	Post Secondary Type			Relationship with Smartphone		
	Total	18-34	35-54	55+	Addicted	Not Addicted
	----- (A)	----- (D)	----- (E)	----- (F)	----- (J)	----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
As a telephone (making/taking calls)	91%	94%	92%	82%	92%	91%
		F	F			
Texting	88%	98%	89%	71%	94%	87%
		EF	F		K	
Sending/reading email	77%	87%	80%	53%	93%	73%
		F	F		K	
Searching for information (e.g. "Googling")	69%	86%	71%	36%	88%	65%
		EF	F		K	
Taking pictures	68%	80%	68%	45%	87%	64%
		EF	F		K	
Checking the weather	64%	75%	67%	39%	87%	59%
		F	F		K	
Accessing social media (e.g. Facebook, Twitter)	62%	82%	58%	36%	92%	56%
		EF	F		K	
Sending/receiving IM	56%	74%	56%	23%	72%	52%
		EF	F		K	
Reading online news	52%	67%	53%	24%	80%	46%
		EF	F		K	
Researching products or services	50%	65%	50%	25%	75%	45%
		EF	F		K	
Playing games	45%	56%	48%	21%	63%	41%
		F	F		K	
Searching for nearby retail store/service	45%	67%	40%	13%	73%	39%
		EF	F		K	
Sharing/posting photos	40%	55%	38%	16%	66%	34%
		EF	F		K	
As a GPS/searching for maps/directions	38%	52%	36%	17%	50%	36%
		EF	F		K	
Streaming videos/music/podcasts (not previous)	33%	57%	23%	7%	58%	27%
		EF	F		K	
Online banking	32%	46%	28%	13%	54%	26%
		EF	F		K	
Downloading (music/videos/podcasts)	24%	35%	22%	7%	41%	20%
		EF	F		K	
Recording video	22%	28%	23%	8%	31%	20%

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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		F	F			
Sharing/posting video	21%	29%	21%	6%	30%	19%
		F	F			
Video chat (e.g. Skype, iChat, FaceTime)	16%	23%	14%	6%	32%	13%
		F	F		K	
Making a purchase online directly through you	12%	17%	11%	6%	22%	10%
		F			K	
Making a purchase in store directly through an	9%	14%	7%	5%	13%	9%
		F				
Scanning QR Codes	9%	11%	9%	5%	15%	8%
Online stock trading	7%	11%	5%	3%	11%	6%
		F				
Less often than weekly	2%	-	2%	5%	-	2%

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Which one device do you use most often for accessing each of the following social media sites?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
		(A)	(D)	(E)	(F)	(J)
Facebook BASE: Smartphone owners who use this social media site	456	195	169	93	95	359
Desktop computer	23%	16%	20%	44%	14%	25%
Laptop computer	31%	27%	35%	33%	17%	35%
Smartphone	36%	50%	34%	11%	58%	31%
iPad or other tablet	10%	7%	11%	12%	12%	9%
				DE		J
				EF	F	K
						J
Twitter BASE: Smartphone owners who use this social media site	231	113	89	29	61	169
Desktop computer	15%	11%	16%	31%	12%	17%
Laptop computer	19%	20%	19%	15%	19%	18%
Smartphone	54%	58%	55%	41%	62%	51%
iPad or other tablet	11%	12%	11%	13%	6%	13%
				D		
LinkedIn BASE: Smartphone owners who use this social media site	208	79	85	44	44	164
Desktop computer	30%	26%	28%	41%	18%	33%
Laptop computer	46%	52%	45%	38%	41%	48%
Smartphone	17%	17%	20%	12%	33%	13%
iPad or other tablet	7%	5%	7%	9%	8%	6%
					K	

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Instagram						
BASE: Smartphone owners who use this social media site						
	128	78	42	7	42	84
Desktop computer	8%	8%	4%	30%	3%	11%
Laptop computer	8%	6%	10%	10%	9%	7%
Smartphone	79%	83%	82%	22%	84%	77%
iPad or other tablet	5%	F	F	38%	4%	5%
				DE		
Pinterest						
BASE: Smartphone owners who use this social media site						
	174	87	62	25	45	127
Desktop computer	21%	14%	25%	36%	28%	19%
Laptop computer	36%	34%	35%	D	30%	38%
Smartphone	24%	34%	18%	4%	24%	24%
iPad or other tablet	19%	F	22%	16%	19%	19%
		18%				
Vine						
BASE: Smartphone owners who use this social media site						
	32	20	12	1	10	23
Desktop computer	7%	7%	7%		15%	4%
Laptop computer	10%	11%	9%		11%	10%
Smartphone	80%	82%	78%	100%	74%	83%
iPad or other tablet	2%		7%			4%

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Which of the following have you ever used to pay for a purchase using your Smartphone?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
		(A)	(D)	(E)	(F)	(J)
BASE: Smartphone owners	540	210	209	122	97	438
An App	40%	55%	39%	14%	59%	36%
A website accessed through your Smartphone	27%	39%	23%	11%	44%	23%
Calling in and providing credit card information	16%	21%	18%	7%	26%	14%
Other (please specify)	1%	1%	1%	1%	3%	1%
None	47%	33%	45%	73%	24%	52%
Don't know	3%	4%	2%	3%		3%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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How likely are you to make a payment with your Smartphone in the next three months?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
	----- (A)	----- (D)	----- (E)	----- (F)	----- (J)	----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Definitely will	18%	25%	17%	7%	31%	15%
Probably will	11%	11%	13%	6%	9%	11%
Might or might not	15%	20%	15%	7%	25%	13%
Probably will not	23%	17%	25%	33%	14%	26%
Definitely will not	27%	22%	24%	42%	15%	30%
Don't know	6%	6%	7%	5%	5%	6%
NET: Likely	28%	36%	29%	14%	40%	26%
NET: Unlikely	51%	38%	49%	74%	29%	56%
				DE		J

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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In the past three months, which of the following have you bought directly using your Smartphone?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
	(A)	(D)	(E)	(F)	(J)	(K)
BASE: Smartphone owners	540	210	209	122	97	438
Items from a website viewed on your mobile phone	20%	29%	17%	10%	26%	19%
Parking (through call in or an app)	18%	21%	21%	7%	27%	16%
Coffee or tea etc. (through a Starbucks or other app)	15%	21%	14%	6%	26%	12%
Movie tickets (through a Cineplex Scene or other app)	14%	22%	13%	3%	28%	11%
Other (please specify)	3%	4%	3%	2%	6%	3%
None: I haven't made any purchases directly through my smartphone	59%	48%	58%	82%	38%	64%
NET: Any	41%	52%	42%	18%	62%	36%
NET: Multiple	20%	29%	18%	7%	32%	17%

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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How did you pay for the purchases you made directly through your Smartphone?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
		BASE: Made purchase with Smartphone	220	110	88	22
I provided my credit card/other payment information	46%	49%	42%	44%	46%	46%
An app with authorized connection to my credit card	34%	33%	35%	36%	47%	29%
PayPal	29%	30%	30%	23%	30%	29%
Credit card/other payment provided upon delivery	26%	29%	22%	29%	20%	29%
Store card which is saved somewhere on my smartphone	22%	21%	22%	25%	18%	23%
Apple Passbook	7%	8%	7%		9%	6%
Google Wallet	4%	4%	6%		4%	5%
Other (please specify)	1%	1%	2%		2%	1%
NET: Multiple	45%	48%	41%	42%	53%	41%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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How many apps do you currently have on your Smartphone?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners (excluding outliers)	512	199	195	119	90	418
0	3%	2%	3%	5%		3%
1 to <25	53%	49%	51%	64%	37%	57%
25 to <50	26%	31%	24%	20%	36%	24%
50 to <75	11%	12%	12%	7%	20%	9%
75+	6%	6%	9%	3%	7%	6%
NET: <25	57%	51%	54%	70%	37%	61%
NET: 25 to <50	26%	31%	24%	20%	36%	24%
NET: 50+	17%	18%	21%	10%	27%	15%
MEAN	27.04	29.14	29.37	19.71	35.41	25.31
MEAN (excluding 0)	27.94	29.67	30.42	20.80	35.41	26.21

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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In an average week, how many hours do you spend actively using your Smartphone?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
	----- (A)	----- (D)	----- (E)	----- (F)	----- (J)	----- (K)
BASE: Smartphone owners (excluding outliers)	525	201	202	122	87	434
0	1%	1%	1%	2%	-	1%
1 to <7	40%	30%	38%	62%	23%	44%
7 to <14	22%	16%	27%	21%	15%	23%
14 to <21	21%	32%	17%	9%	30%	19%
21 to <28	5%	4%	7%	3%	9%	4%
28+	11%	17%	11%	4%	22%	9%
NET: <14	63%	47%	65%	85%	38%	68%
NET: 14 to <28	26%	36%	24%	11%	40%	23%
NET: 28+	11%	17%	11%	4%	22%	9%
MEAN	11.94	14.72	12.22	6.87	17.28	10.90
MEAN (excluding 0)	12.07	14.84	12.32	7.03	17.28	11.05

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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During an average day, how frequently do you check your Smartphone?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Every minute or less	1%	1%	2%	0%	2%	1%
Every 5-9 minutes	5%	7%	4%	2%	13%	3%
Every 10-14 minutes	8%	14%	7%	3%	K	6%
Every 15-29 minutes	15%	F	F	5%	19%	14%
Every 30-59 minutes	19%	26%	18%	10%	24%	18%
Every hour	14%	F	F	11%	14%	14%
Every couple of hours	24%	13%	16%	26%	11%	27%
Less often	13%	2%	8%	40%		J
Don't know	1%		2%	3%		16%
NET: More than every 10 mins	6%	7%	6%	3%	16%	3%
NET: More than every 15 mins	14%	21%	13%	5%	32%	10%
NET: More than every 1/2 hour	29%	38%	31%	10%	51%	24%
NET: More than every hour	48%	63%	49%	21%	75%	42%
NET: Once/hour or more often	62%	77%	65%	31%	89%	56%
NET: Every couple of hours or more often	86%	98%	90%	57%	100%	82%

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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If, after leaving home for the day, you realized that you had forgotten your Smartphone at home, how far would you travel to go back home and get it?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Less than 5 minutes	23%	30% F	23% F	13%	18%	24%
5 to less than 10 minutes	22%	25%	19%	22%	21%	23%
10 to less than 15 minutes	12%	12%	13%	10%	19%	11%
15 to less than 30 minutes	11%	13% F	14% F	4%	21% K	9%
30 minutes or more	8%	6%	12% F	3%	8%	7%
I wouldn't go back to get it	24%	14%	19%	48% DE	12%	26% J
NET: Less than 10 minutes	46%	55% EF	42%	35%	39%	47%
NET: Less than 15 minutes	58%	66% F	56%	46%	58%	57%
NET: Less than 1/2 hour	69%	79% F	70% F	49%	80% K	66%
NET: Would go back	76%	86% F	81% F	52%	88% K	74%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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I think less of brands with websites that are poor on my mobile device (Smartphone or tablet) - How much you agree or disagree with the following statements about Smartphones?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	15%	19%	17%	8%	28%	13%
		F	F		K	
Somewhat agree	38%	43%	41%	24%	46%	37%
		F	F			
Somewhat disagree	21%	23%	21%	17%	14%	22%
Strongly disagree	11%	7%	10%	19%	7%	12%
				DE		
Don't know	15%	8%	11%	32%	5%	16%
				DE		J
NET: Agree	54%	62%	58%	32%	74%	49%
		F	F		K	
NET: Disagree	32%	30%	31%	36%	21%	34%
						J

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

I expect a good mobile experience from the brands I trust, like, and engage with - How much you agree or disagree with the following statements about Smartphones?

	Post Secondary Type			Relationship with Smartphone		
	Total	18-34	35-54	55+	Addicted	Not Addicted
	(A)	(D)	(E)	(F)	(J)	(K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	39%	38%	42%	37%	42%	39%
Somewhat agree	40%	44%	37%	37%	46%	39%
Somewhat disagree	8%	10%	7%	5%	6%	8%
Strongly disagree	5%	1%	7%	9%	2%	6%
Don't know	9%	8%	7%	12%	3%	9%
NET: Agree	79%	81%	79%	74%	88%	77%
NET: Disagree	12%	10%	14%	14%	9%	13%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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I am more likely to do business with brands and companies who are thoughtful and surprise me with the mobile experiences they provide (mobile websites & apps) - How much you agree or disagree with the following statements about Smartphones?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
	(A)	(D)	(E)	(F)	(J)	(K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	18%	19%	22%	9%	22%	17%
Somewhat agree	36%	39%	36%	31%	40%	35%
Somewhat disagree	21%	23%	20%	19%	24%	20%
Strongly disagree	12%	5%	13%	22%	6%	13%
Don't know	13%	14%	9%	18%	8%	14%
NET: Agree	54%	58%	58%	40%	62%	53%
NET: Disagree	33%	27%	33%	41%	30%	33%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

I prefer to provide my mobile number rather than my email address to companies so that they can responsibly market to me - How much you agree or disagree with the following statements about Smartphones?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	5%	6%	4%	4%	1%	6%
Somewhat agree	9%	9%	9%	8%	16%	8%
Somewhat disagree	20%	14%	24%	23%	20%	20%
Strongly disagree	61%	66%	58%	59%	62%	62%
Don't know	5%	4%	4%	6%	1%	5%
NET: Agree	14%	16%	14%	12%	17%	13%
NET: Disagree	81%	80%	82%	82%	81%	82%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

I look forward to a day when I can make more purchases directly through my Smartphone - How much you agree or disagree with the following statements about Smartphones?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	12%	18%	11%	3%	23%	9%
		F	F		K	
Somewhat agree	28%	32%	29%	21%	36%	27%
		F				
Somewhat disagree	22%	21%	26%	16%	22%	22%
			F			
Strongly disagree	28%	21%	27%	44%	13%	32%
				DE		J
Don't know	10%	8%	8%	16%	5%	10%
				DE		
NET: Agree	40%	50%	40%	24%	60%	36%
		F	F		K	
NET: Disagree	50%	42%	52%	60%	35%	54%
				D		J

Comparison Groups: BCD/OPQR

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Canada lags behind other countries when it comes to having the latest and greatest mobile technologies - How much you agree or disagree with the following statements about Smartphones?

	Total ----- (A)	Post Secondary Type			Relationship with Smartphone	
		18-34 ----- (D)	35-54 ----- (E)	55+ ----- (F)	Addicted ----- (J)	Not Addicted ----- (K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	22%	29%	16%	19%	28%	20%
Somewhat agree	32%	35%	33%	25%	42%	30%
Somewhat disagree	20%	19%	25%	14%	13%	22%
Strongly disagree	6%	4%	8%	6%	8%	6%
Don't know	20%	13%	18%	36%	9%	22%
NET: Agree	54%	64%	49%	43%	70%	50%
NET: Disagree	26%	23%	33%	20%	22%	28%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

It is important to me to have the latest smartphone - How much you agree or disagree with the following statements about Smartphones?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
		(D)	(E)	(F)	(J)	(K)
BASE: Smartphone owners	540	210	209	122	97	438
Strongly agree	8%	12%	8%	3%	8%	9%
Somewhat agree	27%	33%	27%	16%	48%	22%
Somewhat disagree	32%	31%	37%	27%	31%	33%
Strongly disagree	30%	23%	26%	50%	11%	34%
Don't know	2%	2%	2%	4%	1%	2%
NET: Agree	35%	45%	35%	19%	57%	31%
NET: Disagree	62%	54%	63%	77%	42%	67%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

How would you characterize your relationship with your Smartphone?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
	(A)	(D)	(E)	(F)	(J)	(K)
BASE: Smartphone owners	540	210	209	122	97	438
An unhealthy addiction	3%	5%	3%	-	16%	-
A strong addition, but manageable	15%	23%	14%	3%	84%	-
Not addicted, but its very important in my life	43%	49%	45%	30%	-	53%
It's a useful device, but I'm not attached to it	31%	19%	32%	53%	-	39%
I could do with or without it	7%	4%	6%	14%	-	8%
Don't know	1%	1%	1%	1%	-	-
NET: Addicted	18%	27%	17%	3%	100%	-

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Would you rather lose your Smartphone for 3 days or have one of the following happen?

	Total	Post Secondary Type			Relationship with Smartphone	
		18-34	35-54	55+	Addicted	Not Addicted
		(A)	(D)	(E)	(F)	(J)
BASE: Smartphone owners	540	210	209	122	97	438
Give up Facebook for 3 days	56%	70%	59%	29%	66%	54%
Have your computer Internet be down for 3 da	19%	25%	18%	10%	28%	17%
Get stood up on a date	17%	25%	14%	11%	26%	16%
Lose your driver's license	10%	14%	7%	6%	18%	8%
Minor fall down the stairs (no broken bones bu	9%	11%	8%	7%	20%	7%
Get into a minor car accident	5%	8%	2%	6%	6%	5%
None, rather lose my Smartphone	30%	18%	26%	57%	12%	34%
NET: Any	70%	82%	74%	43%	88%	66%
NET: Multiple	26%	37%	20%	15%	41%	22%

Comparison Groups: BCD/OPQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.