

Which of the following do you currently own? Please select all that apply.

	Total	Gender		Age			Region		
		Male	Female	18-34	35-54	55+	Metro Van	Fraser Valley	Other BC
Smartphone	68%	70%	66%	93%	73%	44%	78%	77%	52%
Home phone/landline	74%	73%	75%	49%	76%	89%	65%	67%	86%
iPad or other Tablet computer	55%	55%	55%	63%	56%	47%	59%	58%	49%
PVR	56%	58%	55%	53%	60%	55%	57%	63%	55%
Other wireless/cellphone	33%	31%	34%	20%	28%	46%	28%	29%	39%
None of these	0%	0%	1%	1%	0%	0%	0%	1%	0%

**How often do you use your Smartphone for each of the following?**

	Gender			Age			Region		
	Total	Male	Female	18 - 34	35 - 54	55+	Metro Van	Fraser Valley	Other BC
As a telephone	97%	97%	97%	98%	98%	96%	97%	98%	96%
Taking pictures	96%	96%	96%	97%	97%	95%	95%	100%	96%
Texting	96%	95%	97%	99%	98%	92%	97%	98%	93%
Viewing photos	92%	92%	91%	96%	95%	86%	92%	92%	91%
Sending/reading email	88%	90%	86%	97%	91%	78%	91%	88%	78%
As a GPS/searching for maps/directions	81%	83%	79%	91%	85%	69%	83%	83%	70%
Accessing social media	77%	77%	76%	94%	80%	60%	79%	78%	66%
Researching products or services	75%	79%	71%	91%	81%	58%	79%	71%	63%
Reading online news	74%	80%	69%	92%	77%	59%	80%	70%	59%
Playing games	73%	75%	71%	87%	79%	56%	72%	79%	69%
Sending/receiving IM	73%	76%	69%	89%	76%	58%	76%	71%	62%
Recording video	72%	73%	71%	84%	78%	57%	74%	73%	65%
Listening to music	69%	75%	64%	88%	73%	53%	72%	70%	60%
Checking product/service prices while in a store	57%	64%	51%	76%	63%	38%	63%	51%	43%
Reading product/service reviews or ratings while in a store	57%	64%	51%	78%	61%	38%	62%	53%	45%
Online banking	57%	62%	52%	75%	60%	40%	59%	55%	50%
Reading sports news/scores	54%	69%	41%	71%	56%	40%	58%	51%	44%
Video chat	48%	54%	42%	64%	49%	35%	51%	45%	39%
Scanning QR codes	43%	50%	37%	53%	47%	32%	45%	41%	39%
Using a sports team app	38%	51%	26%	53%	39%	27%	41%	41%	28%
Using fitness based trackers	32%	33%	31%	53%	31%	18%	34%	32%	26%
Watching TV	32%	39%	26%	43%	35%	22%	33%	36%	26%
Watching movies	31%	36%	26%	52%	33%	13%	31%	38%	24%
Augmented Reality	17%	23%	11%	29%	15%	10%	18%	18%	12%
Using dating apps	15%	20%	11%	25%	14%	9%	17%	18%	8%
Log or diarize my wine tasting/sampling	14%	18%	10%	22%	14%	8%	16%	11%	11%
Using iBeacon	8%	11%	5%	13%	8%	5%	8%	12%	7%



***In an average week, how many hours do you spend actively using each of the following?***

Hours	Laptop	Desktop	iPad/tablet	Cable/TV
	Total	Total	Total	Total
0	27%	36%	42%	11%
1 to <7	26%	19%	32%	21%
7 to <14	14%	11%	15%	22%
14 to <21	13%	9%	7%	24%
21 to <28	4%	4%	2%	8%
28+	15%	21%	2%	14%
NET: 14+	32%	34%	10%	46%
MEAN	11.68	12.49	4.47	14.19

***In the past three months, which of the following have you bought directly using your Smartphone?***

	Gender			Age			Region		
	Total	Male	Female	18 - 34	35 - 54	55+	Metro Van	Fraser Valley	Other BC
Parking (through call in or an app)	22%	27%	17%	29%	25%	13%	28%	19%	3%
Coffee or tea etc. (through a Starbucks or other coffee shop app)	20%	23%	17%	34%	21%	9%	24%	14%	10%
Items from a website viewed on your mobile phone	18%	22%	14%	30%	17%	10%	20%	14%	13%
Movie tickets (through a Cineplex Scene or other theater app)	17%	19%	16%	33%	18%	6%	20%	17%	9%
Food/beverage items from a restaurant	6%	9%	4%	11%	6%	3%	8%	2%	5%
Other (please specify)	2%	2%	2%	3%	2%	1%	2%	2%	2%
Snack items from a vending machine	1%	2%	1%	3%	0%	1%	1%	2%	1%
None	53%	45%	60%	30%	50%	73%	45%	58%	75%
NET: Any	47%	55%	40%	70%	50%	27%	55%	42%	25%

There are a number of Smartphone activities that some people consider pet peaves. How much do you personally dislike it when other people...? Choose one response for each row.

		Total	Gender		Age			Region		
			Male	Female	18-34	35-54	55+	Metro Van	Fraser Valley	Other BC
Use their Smartphone (talking, texting, or data) while driving	<b>Don't dislike (Net)</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>
	Don't dislike at all	1%	0%	1%	1%	1%	1%	1%	0%	1%
	Don't really dislike	0%	1%	0%	1%	0%	0%	1%	0%	0%
	Neither like nor dislike	4%	6%	3%	7%	5%	1%	6%	7%	2%
	Somewhat dislike	8%	8%	8%	12%	10%	3%	9%	11%	7%
	Strongly dislike	87%	85%	88%	78%	85%	94%	83%	84%	90%
	<b>Dislike (Net)</b>	<b>95%</b>	<b>93%</b>	<b>96%</b>	<b>90%</b>	<b>95%</b>	<b>98%</b>	<b>92%</b>	<b>94%</b>	<b>97%</b>
Use their Smartphone (talking, texting, or data) during a movie	<b>Don't dislike (Net)</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>5%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>7%</b>	<b>0%</b>
	Don't dislike at all	1%	0%	1%	1%	0%	0%	1%	0%	0%
	Don't really dislike	1%	2%	1%	3%	0%	0%	1%	7%	0%
	Neither like nor dislike	5%	6%	4%	6%	6%	4%	7%	4%	4%
	Somewhat dislike	15%	15%	16%	18%	15%	14%	13%	16%	17%
	Strongly dislike	78%	77%	79%	72%	79%	82%	77%	74%	80%
	<b>Dislike (Net)</b>	<b>94%</b>	<b>92%</b>	<b>95%</b>	<b>90%</b>	<b>94%</b>	<b>96%</b>	<b>91%</b>	<b>91%</b>	<b>96%</b>
Talk loudly on their phone in public places	<b>Don't dislike (Net)</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>5%</b>	<b>1%</b>
	Don't dislike at all	1%	0%	1%	1%	0%	0%	1%	0%	0%
	Don't really dislike	1%	1%	1%	2%	1%	0%	1%	5%	0%
	Neither like nor dislike	7%	8%	5%	12%	6%	3%	7%	9%	6%
	Somewhat dislike	25%	27%	23%	35%	30%	13%	24%	25%	26%
	Strongly dislike	67%	64%	70%	51%	63%	84%	68%	62%	68%
	<b>Dislike (Net)</b>	<b>92%</b>	<b>91%</b>	<b>93%</b>	<b>85%</b>	<b>92%</b>	<b>97%</b>	<b>92%</b>	<b>87%</b>	<b>93%</b>
Use their Smartphone during a meal with others	<b>Don't dislike (Net)</b>	<b>5%</b>	<b>6%</b>	<b>3%</b>	<b>9%</b>	<b>5%</b>	<b>1%</b>	<b>4%</b>	<b>7%</b>	<b>5%</b>
	Don't dislike at all	1%	1%	1%	2%	1%	0%	1%	1%	1%
	Don't really dislike	4%	5%	2%	7%	4%	1%	3%	6%	4%
	Neither like nor dislike	10%	12%	9%	13%	12%	6%	12%	8%	10%
	Somewhat dislike	29%	30%	28%	35%	34%	18%	30%	26%	28%
	Strongly dislike	56%	52%	60%	43%	48%	75%	54%	59%	58%
	<b>Dislike (Net)</b>	<b>85%</b>	<b>82%</b>	<b>88%</b>	<b>78%</b>	<b>83%</b>	<b>93%</b>	<b>84%</b>	<b>85%</b>	<b>86%</b>
Use their Smartphone (texting or data) during a meeting, class, or presentation	<b>Don't dislike (Net)</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>
	Don't dislike at all	1%	0%	2%	1%	2%	1%	1%	0%	1%
	Don't really dislike	3%	3%	3%	4%	2%	3%	3%	4%	3%
	Neither like nor dislike	13%	16%	10%	18%	14%	8%	15%	13%	11%
	Somewhat dislike	25%	25%	25%	29%	31%	15%	28%	29%	21%
	Strongly dislike	59%	56%	61%	48%	52%	74%	53%	54%	64%
	<b>Dislike (Net)</b>	<b>83%</b>	<b>81%</b>	<b>86%</b>	<b>77%</b>	<b>83%</b>	<b>89%</b>	<b>81%</b>	<b>84%</b>	<b>85%</b>
Seem to always be "on" their Smartphone	<b>Don't dislike (Net)</b>	<b>4%</b>	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>4%</b>	<b>1%</b>	<b>6%</b>	<b>2%</b>	<b>3%</b>
	Don't dislike at all	1%	1%	1%	1%	1%	0%	1%	0%	1%
	Don't really dislike	3%	4%	3%	8%	3%	0%	5%	2%	2%
	Neither like nor dislike	16%	17%	14%	17%	20%	10%	16%	12%	15%
	Somewhat dislike	32%	32%	32%	32%	31%	33%	32%	35%	32%
	Strongly dislike	48%	46%	50%	42%	46%	56%	46%	51%	50%
	<b>Dislike (Net)</b>	<b>81%</b>	<b>78%</b>	<b>83%</b>	<b>74%</b>	<b>77%</b>	<b>89%</b>	<b>78%</b>	<b>86%</b>	<b>81%</b>
Take excessive "selfies"	<b>Don't dislike (Net)</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>7%</b>
	Don't dislike at all	3%	5%	2%	4%	3%	3%	1%	2%	5%
	Don't really dislike	3%	2%	4%	6%	2%	1%	3%	4%	3%
	Neither like nor dislike	25%	25%	26%	20%	29%	27%	26%	16%	26%
	Somewhat dislike	23%	22%	23%	20%	27%	20%	26%	27%	19%
	Strongly dislike	46%	47%	45%	50%	39%	49%	43%	52%	47%
	<b>Dislike (Net)</b>	<b>68%</b>	<b>69%</b>	<b>68%</b>	<b>71%</b>	<b>66%</b>	<b>69%</b>	<b>69%</b>	<b>79%</b>	<b>66%</b>
Use their Smartphone (talking, texting, or data) at a public restaurant	<b>Don't dislike (Net)</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>16%</b>	<b>11%</b>	<b>4%</b>	<b>11%</b>	<b>7%</b>	<b>9%</b>
	Don't dislike at all	3%	4%	3%	3%	6%	2%	3%	1%	5%
	Don't really dislike	6%	6%	6%	13%	5%	3%	8%	6%	5%
	Neither like nor dislike	24%	26%	22%	33%	25%	16%	26%	27%	22%
	Somewhat dislike	30%	30%	30%	31%	31%	29%	30%	31%	30%
	Strongly dislike	36%	33%	38%	21%	33%	51%	33%	35%	39%
	<b>Dislike (Net)</b>	<b>66%</b>	<b>63%</b>	<b>69%</b>	<b>52%</b>	<b>64%</b>	<b>80%</b>	<b>63%</b>	<b>66%</b>	<b>69%</b>

Take pictures of their food at a public restaurant	<b>Don't dislike (Net)</b>	<b>20%</b>	<b>15%</b>	<b>23%</b>	<b>24%</b>	<b>23%</b>	<b>13%</b>	<b>23%</b>	<b>9%</b>	<b>18%</b>
	Don't dislike at all	10%	8%	12%	10%	13%	7%	11%	2%	10%
	Don't really dislike	9%	8%	11%	13%	9%	6%	12%	7%	8%
	Neither like nor dislike	35%	34%	36%	30%	36%	39%	35%	33%	36%
	Somewhat dislike	22%	24%	20%	26%	23%	18%	21%	25%	22%
	Strongly dislike	23%	26%	21%	21%	18%	30%	21%	32%	24%
	<b>Dislike (Net)</b>	<b>45%</b>	<b>51%</b>	<b>41%</b>	<b>47%</b>	<b>41%</b>	<b>48%</b>	<b>41%</b>	<b>56%</b>	<b>46%</b>
"Check in" when they arrive at a destination	<b>Don't dislike (Net)</b>	<b>18%</b>	<b>16%</b>	<b>19%</b>	<b>21%</b>	<b>18%</b>	<b>15%</b>	<b>18%</b>	<b>15%</b>	<b>18%</b>
	Don't dislike at all	8%	6%	9%	8%	10%	6%	8%	7%	8%
	Don't really dislike	10%	10%	10%	13%	8%	9%	10%	8%	9%
	Neither like nor dislike	42%	40%	44%	41%	43%	42%	41%	42%	43%
	Somewhat dislike	21%	24%	19%	18%	23%	23%	21%	16%	23%
	Strongly dislike	19%	20%	18%	19%	16%	21%	20%	26%	17%
	<b>Dislike (Net)</b>	<b>40%</b>	<b>44%</b>	<b>38%</b>	<b>37%</b>	<b>40%</b>	<b>44%</b>	<b>41%</b>	<b>42%</b>	<b>40%</b>

**Thinking of your own Smartphone behavior, which of the following activities have you personally been “guilty” of in the past week?**

	Gender			Age			Region		
	Total	Male	Female	18 - 34	35 - 54	55+	Metro Van	Fraser Valley	Other BC
Using Smartphone (talking, texting, or data) while driving	17%	17%	17%	23%	21%	8%	17%	20%	12%
Using Smartphone (talking, texting, or data) at a public restaurant	29%	30%	28%	40%	33%	17%	32%	28%	20%
Using Smartphone during a meal with others	24%	24%	24%	40%	27%	10%	26%	20%	23%
Talking loudly in public places	4%	5%	4%	9%	4%	2%	4%	7%	3%
Using Smartphone (talking, texting, or data) during a movie	3%	5%	2%	7%	4%	0%	4%	5%	1%
Taking pictures of food at a public restaurant	12%	13%	11%	17%	14%	7%	14%	8%	7%
Taking excessive “selfies”	1%	1%	1%	2%	2%		1%	2%	0%
“Checking in” when you arrive at a destination	17%	17%	17%	17%	19%	15%	16%	18%	20%
Always being “on” your Smartphone	10%	10%	10%	19%	12%	2%	12%	9%	7%
Using your Smartphone (texting or data) during a meeting, class, or	17%	19%	15%	29%	20%	6%	20%	15%	10%
None of the above	42%	42%	43%	28%	35%	61%	41%	37%	52%