



TECH TRENDS: **WOMEN**

JULY 2018 SURVEY

ABOUT THE SURVEY

Target Group

- Women
- Age group 25-40 years
- High education (or plans for higher education)

Sample

- Sweden N=200
- Norway N=211 +6 phone interviews
- Thailand N=220 + 2 phone interviews
- Myanmar N=209
- Malaysia N=208
- Singapore N=211 + 3 phone interviews

Interview method

- Online panel in all 6 markets; supplementary phone interviews in Singapore, Thailand and Norway

Fieldwork

- Conducted in June-July 2018

Questionnaire

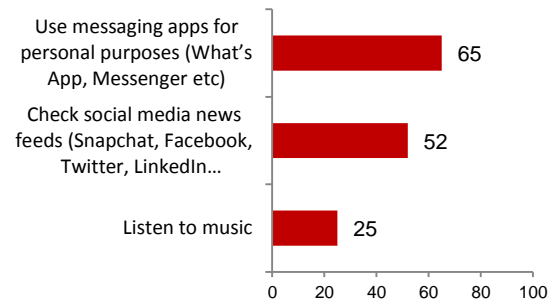
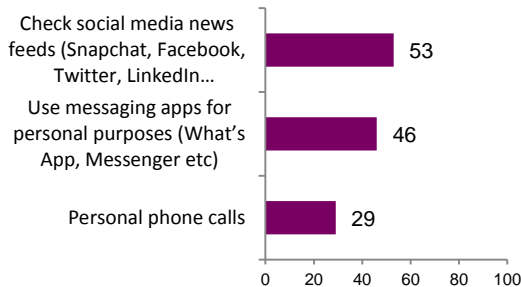
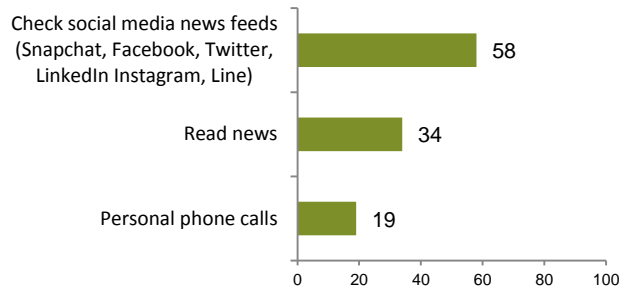
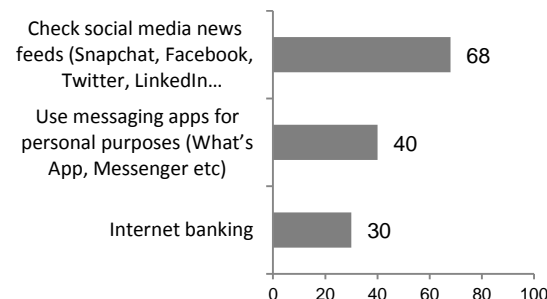
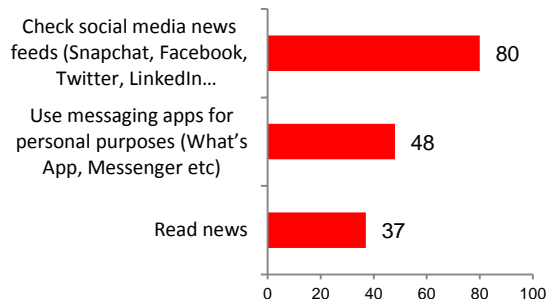
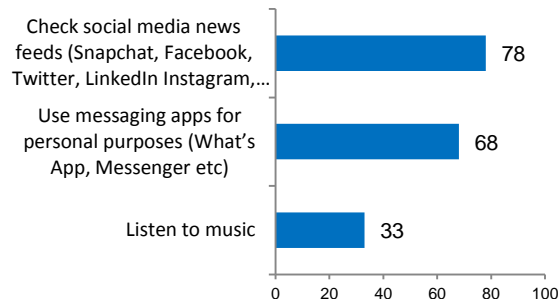
- Made by Telenor Group and Kantar TNS Norway



GLOBAL RESULTS: OVERVIEW

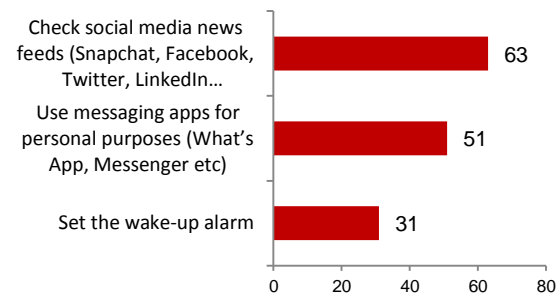
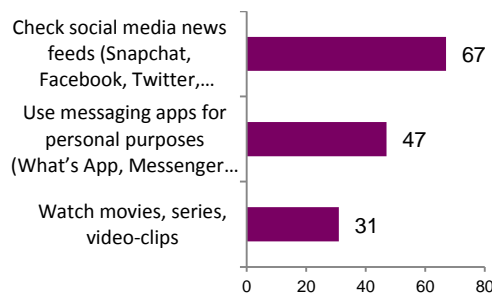
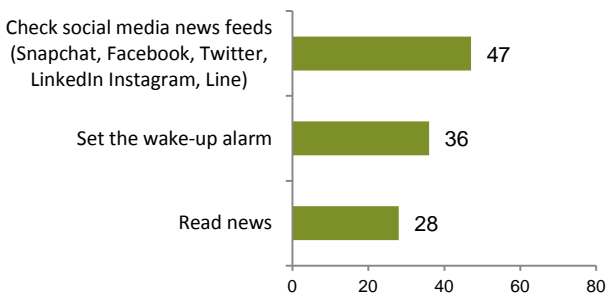
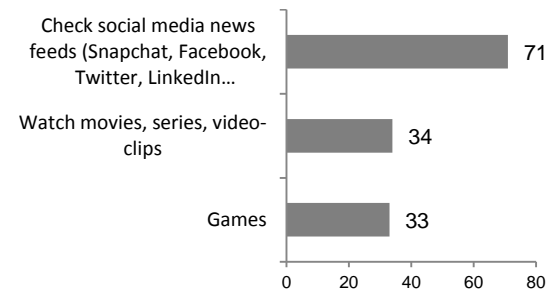
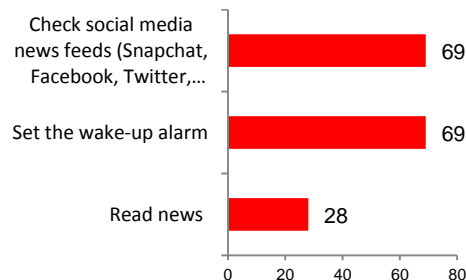
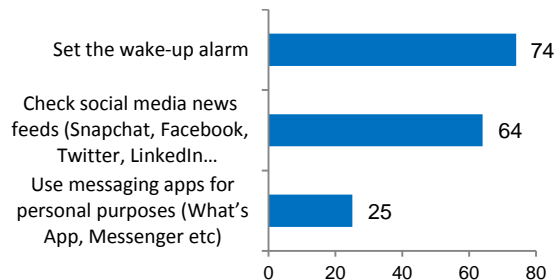
Q1 – What are the top three things you do most often on your mobile?

Top 3 results in each market

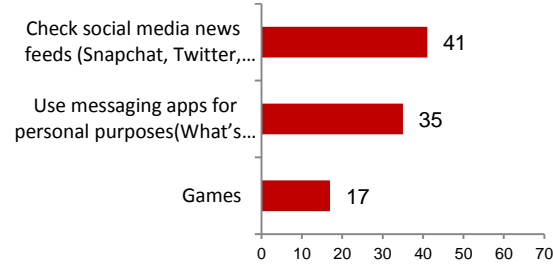
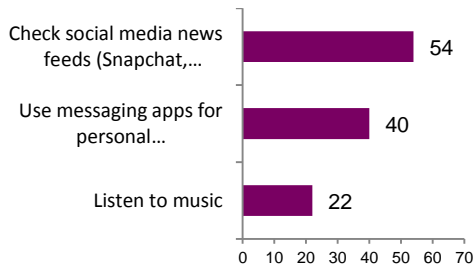
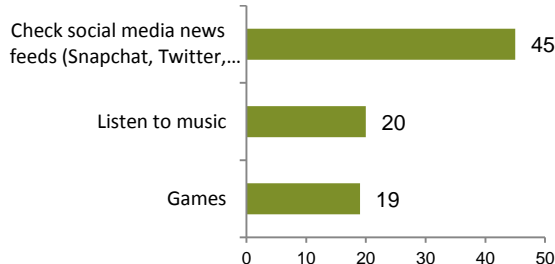
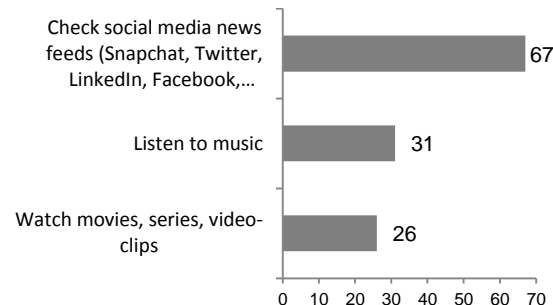
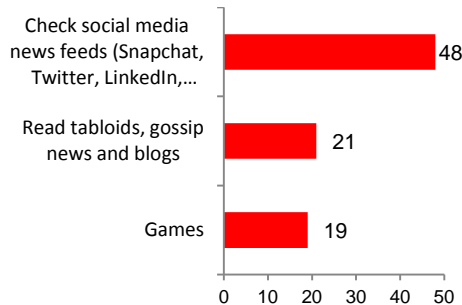
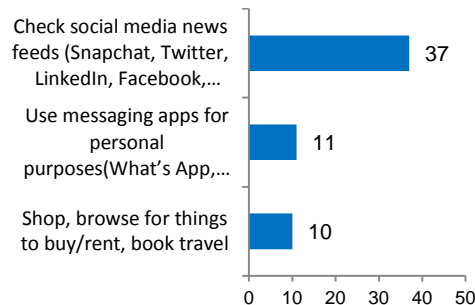


Q2 – Before going to sleep at night, what are your last three activities on your mobile?

Top 3 results in each market

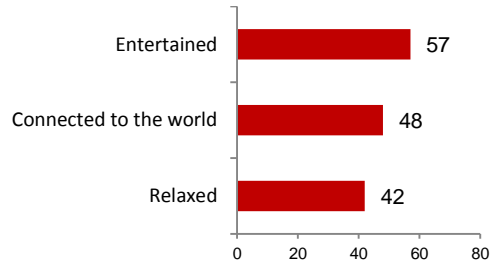
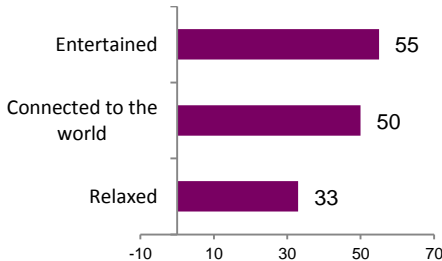
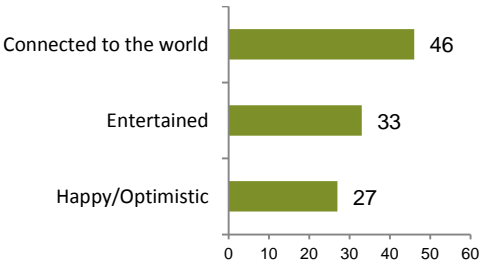
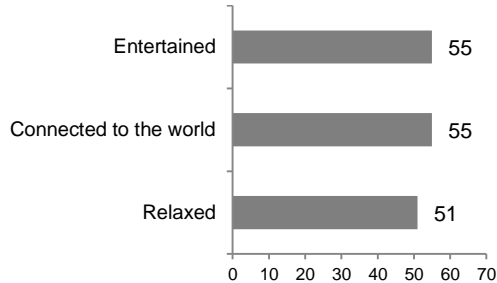
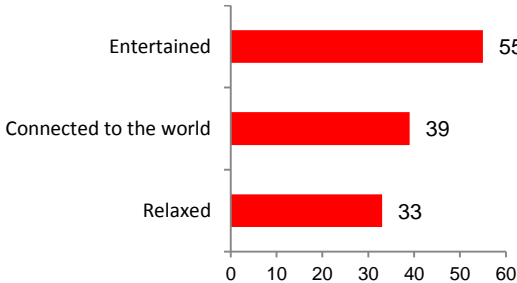
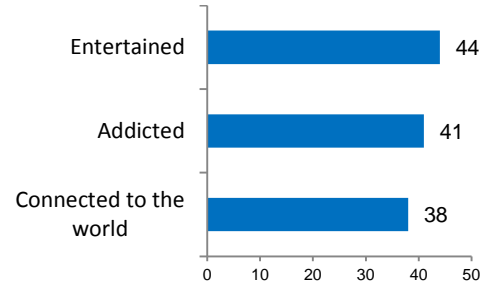


Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile? Top 3 results in each market



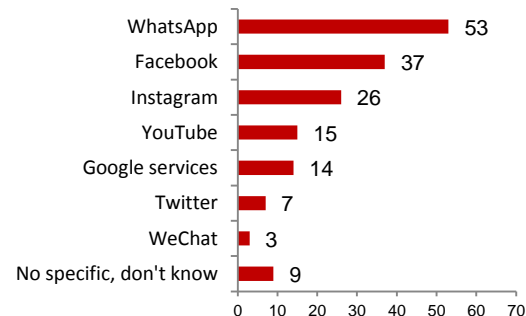
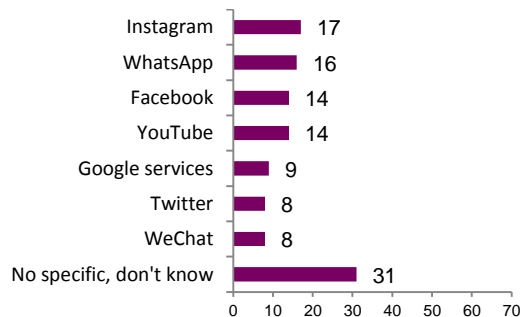
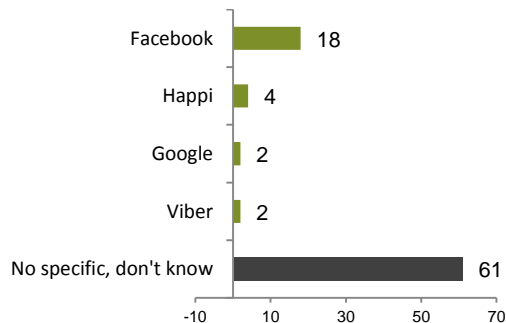
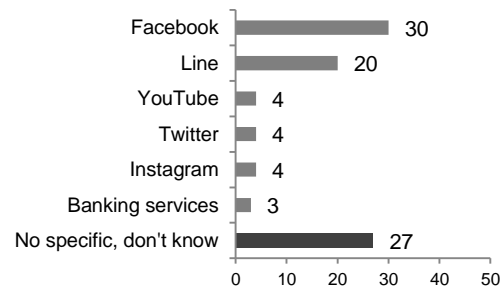
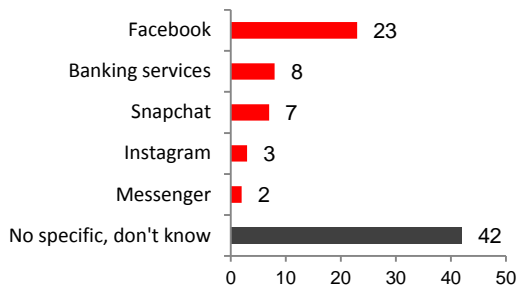
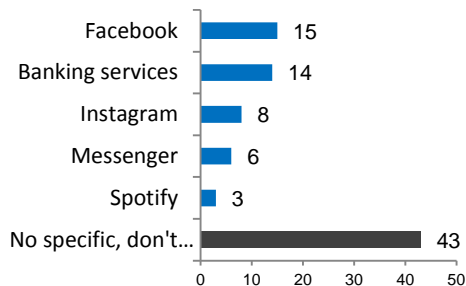
Q4 – «What are your three most common feelings or emotions around using your phone?»

Top 3 results in each market



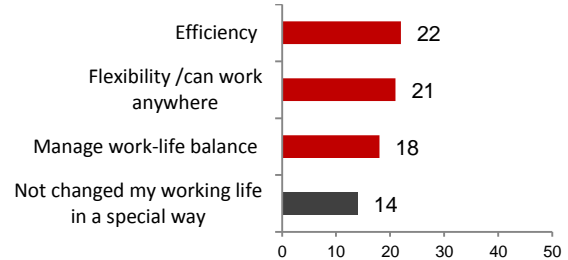
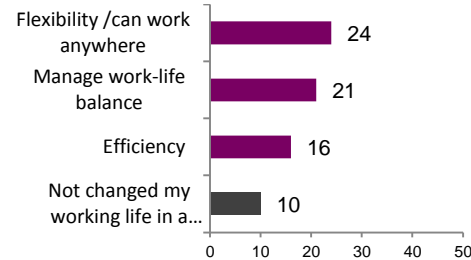
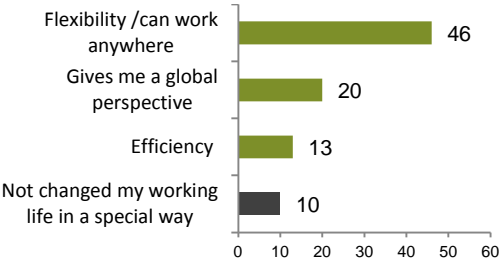
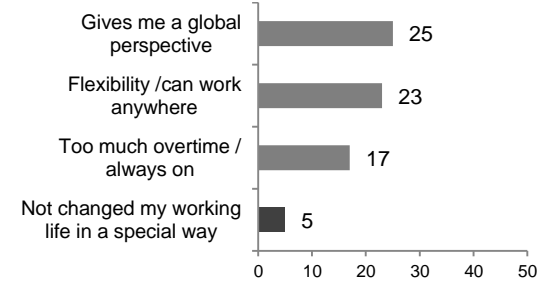
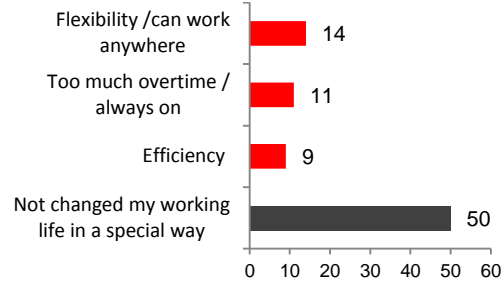
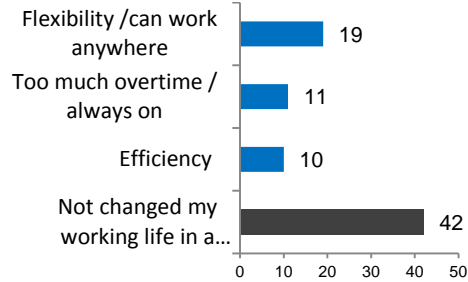
Q5 – «What mobile app or service has changed your life the most?»

Top results in each market



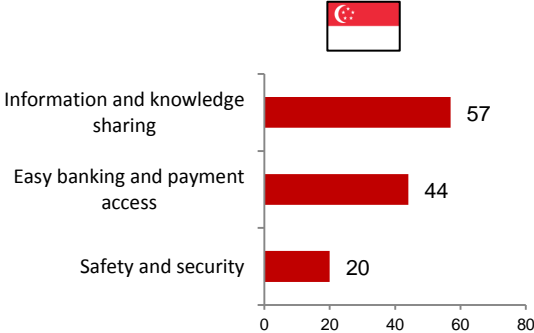
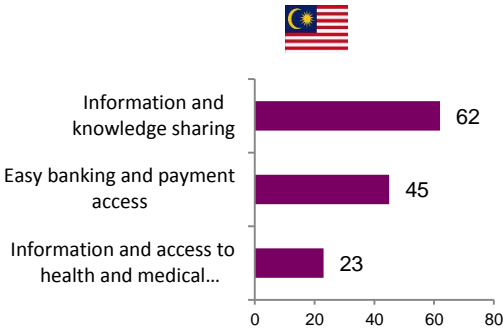
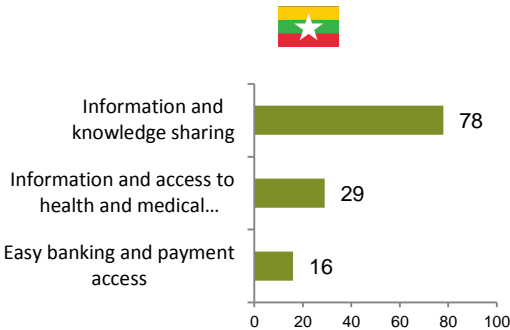
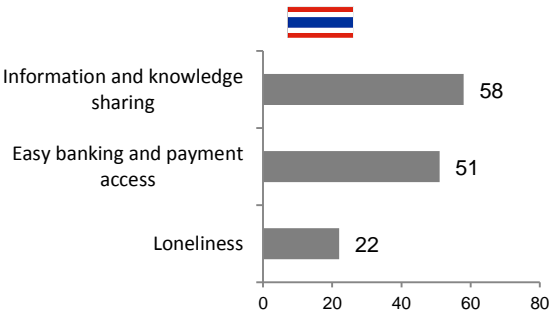
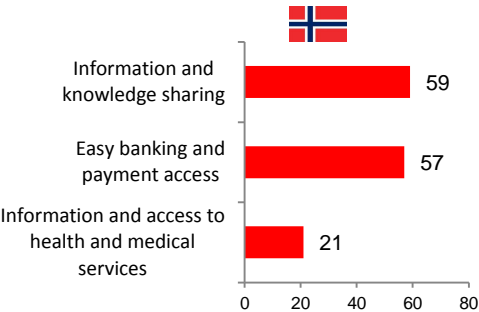
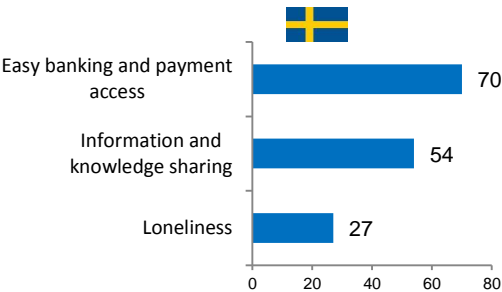
Q6 – “How has the mobile changed the structure of your working life?”

Top 3 results in each market (and percentage for not changed at all)

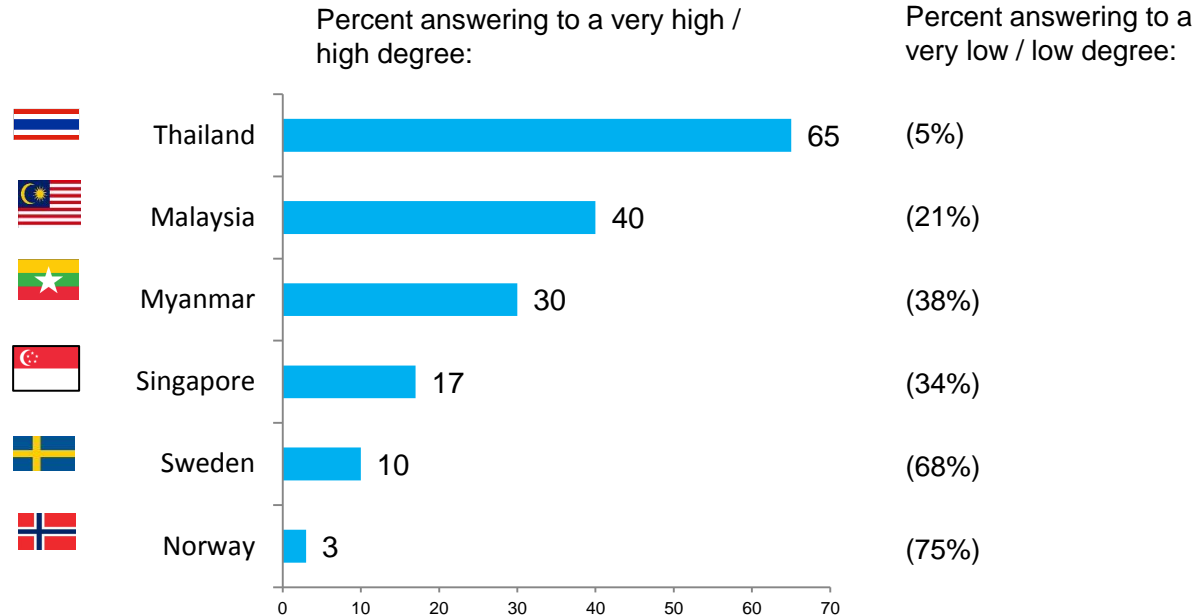


Q7 – We are interested in what kinds of social or economic problems can be solved with mobile technology. In your opinion, in which of the following areas do you think mobile technology can contribute positively?

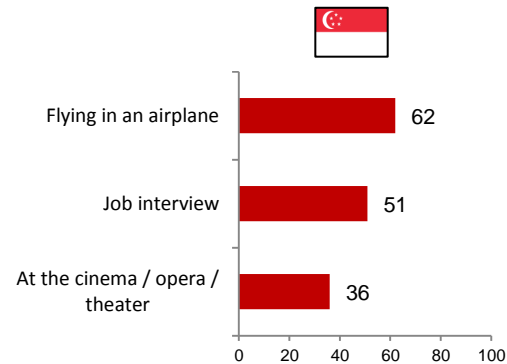
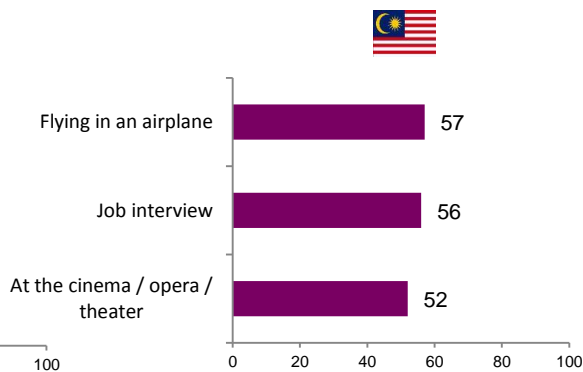
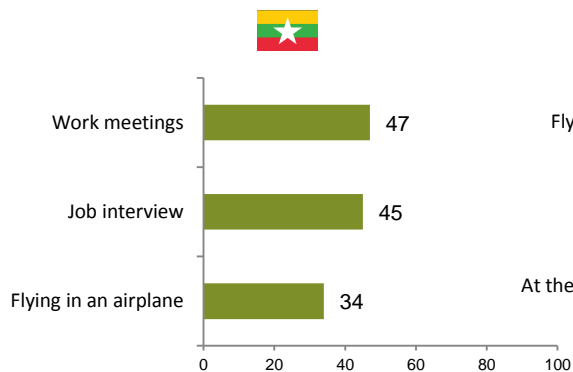
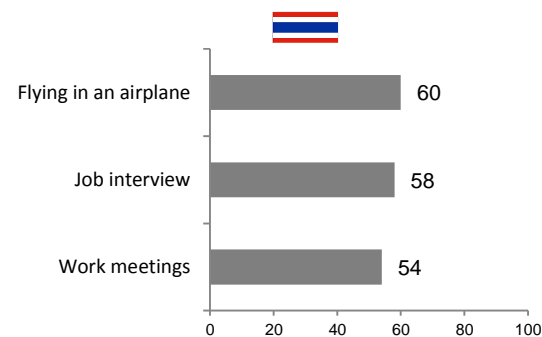
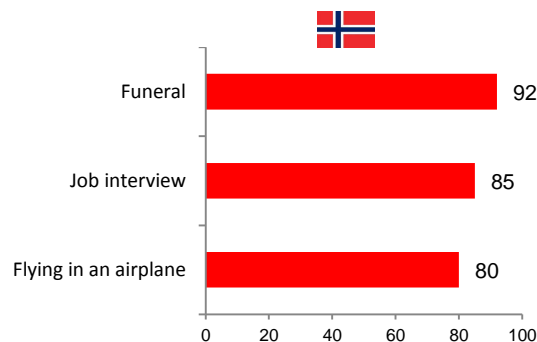
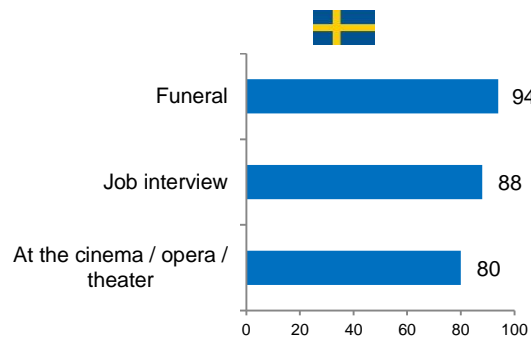
Top 3 results in each market



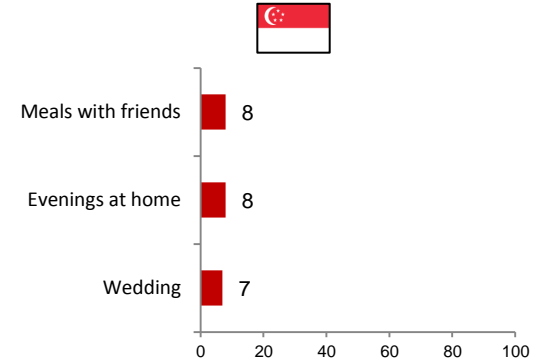
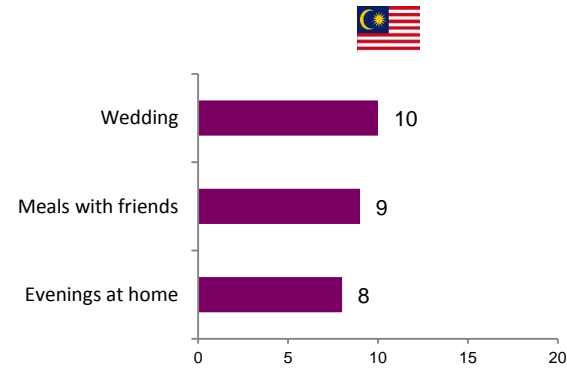
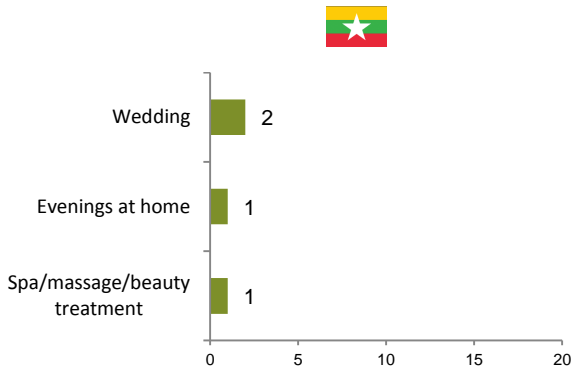
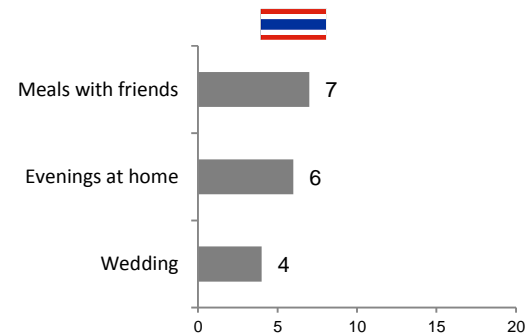
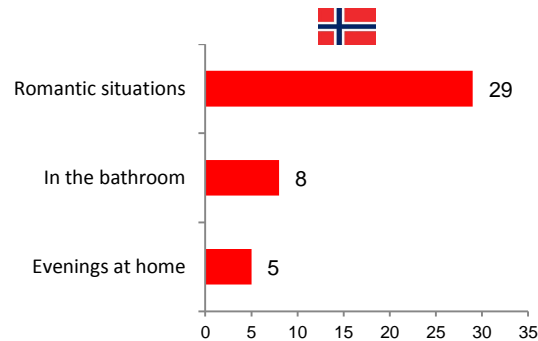
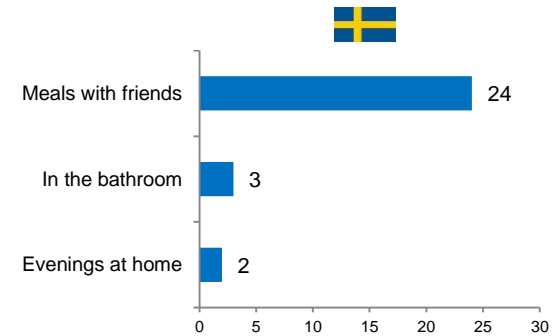
Q8 – To which degree do you support a women-only internet?



Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode? Top 3 results in each market



Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode? Bottom 3 results in each market

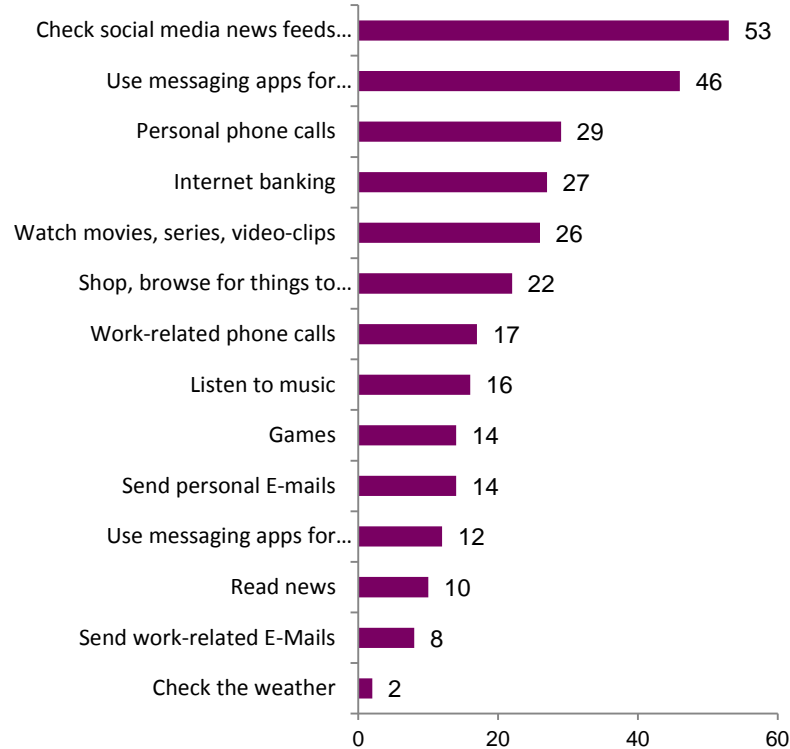




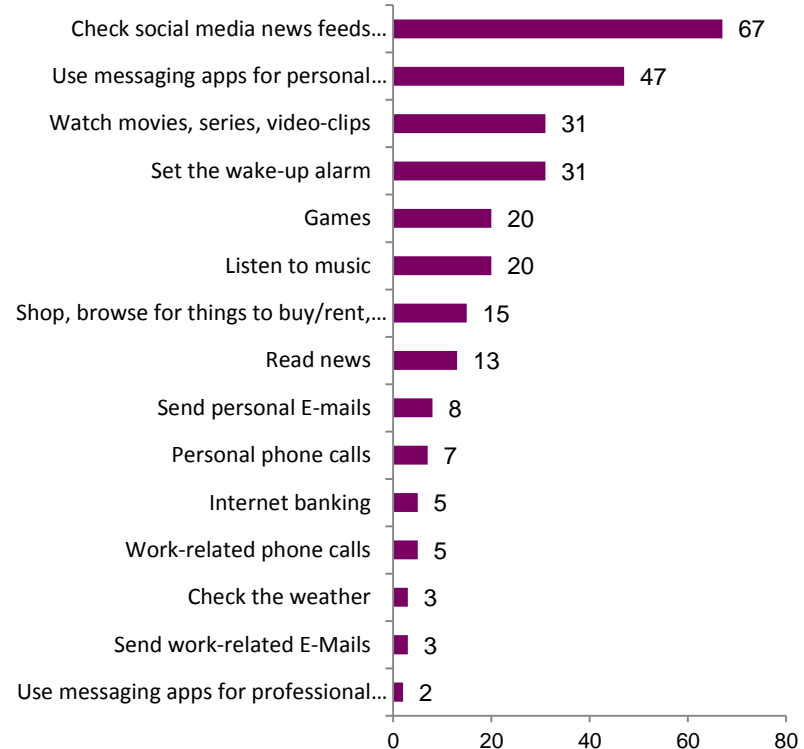
MALAYSIA: COMPLETE RESULTS



Q1 – What are the top three things you do most often on your mobile?



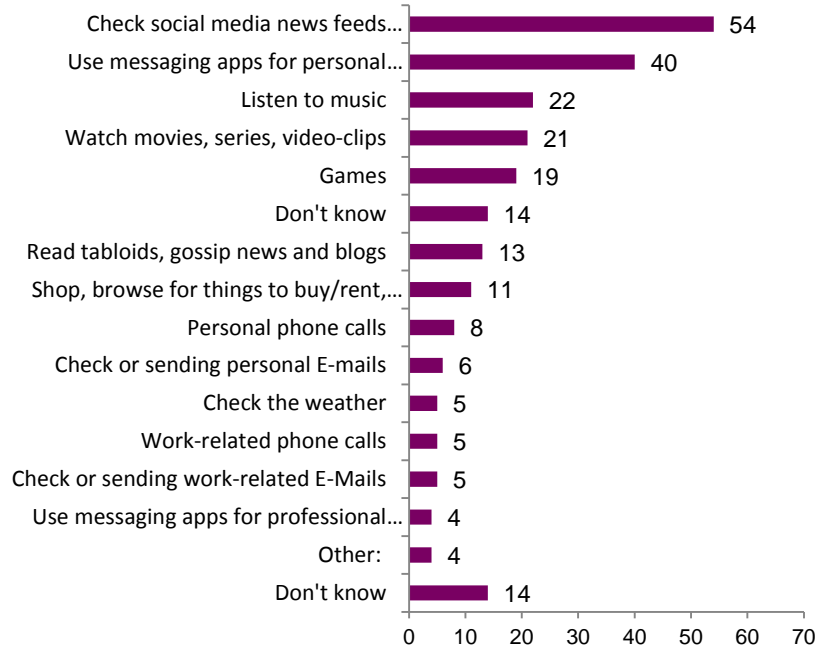
Q2 – Before going to sleep at night, what are your last three activities on your mobile?



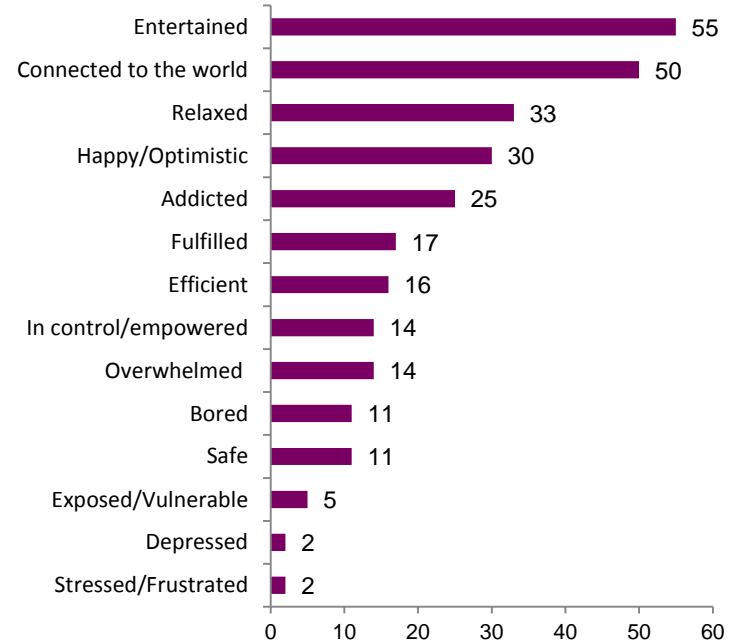
Percent –multiple answers are possible, thus the sum can exceed 100



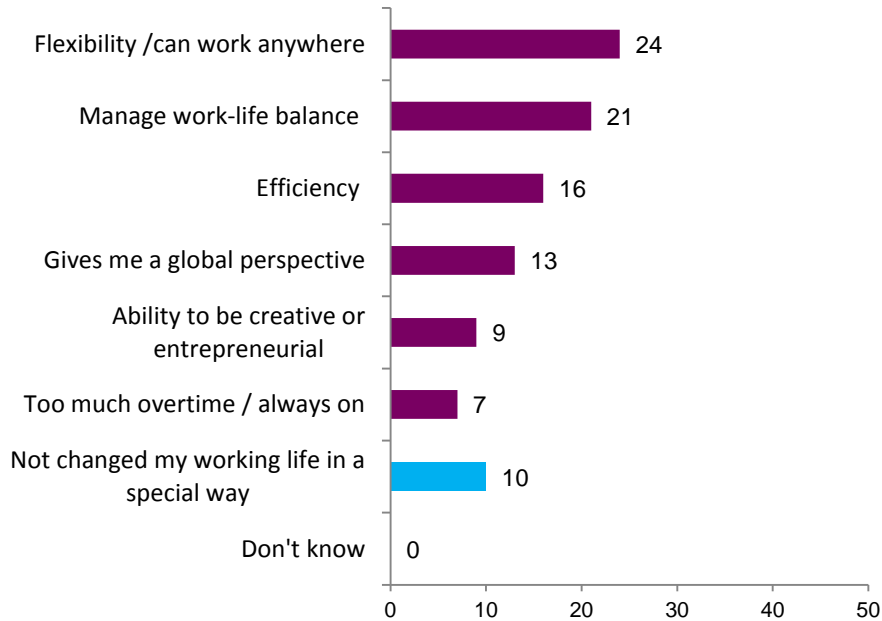
Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?



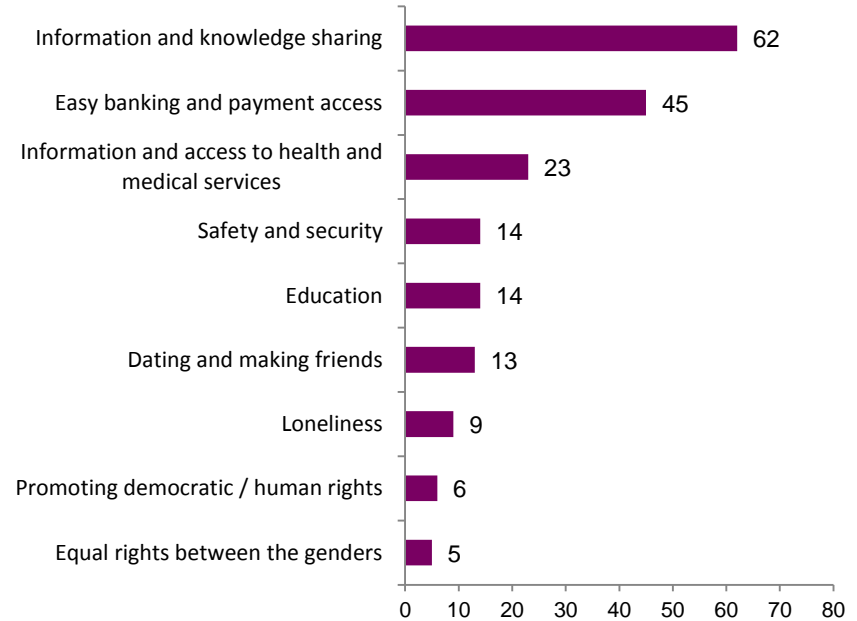
Q4 – What are your three most common feelings or emotions around using your phone?



Q6 – How has the mobile changed the structure of your working life?

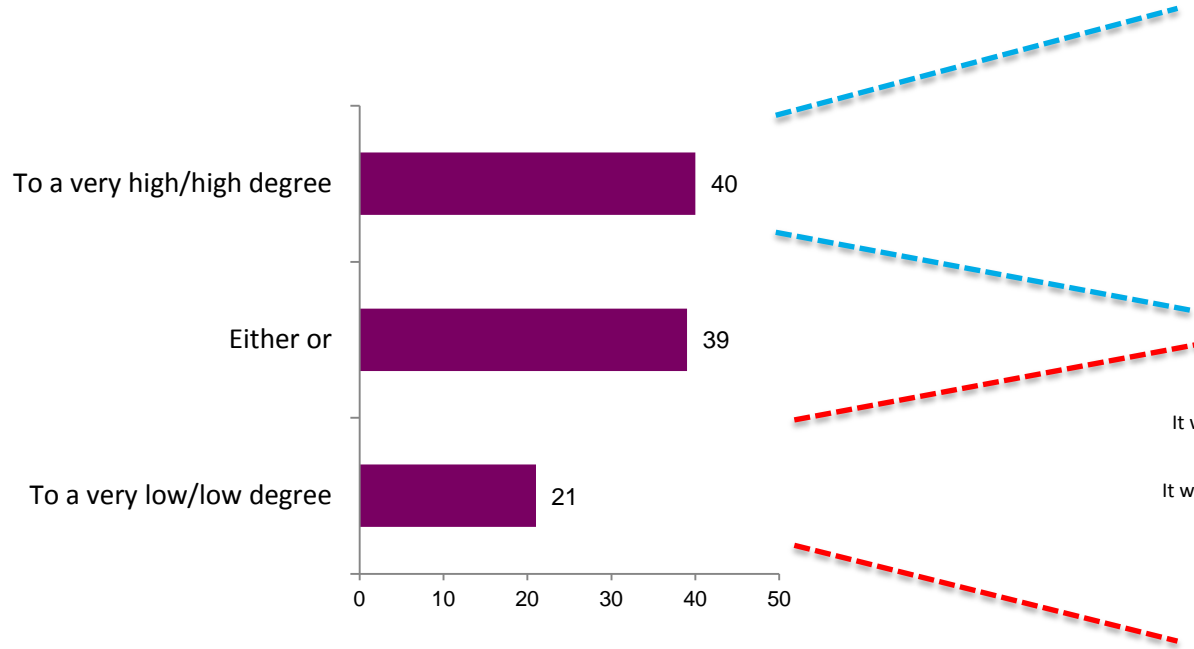


Q7 – We are interested in what kinds of social or economic problems can be solved with mobile technology. In your opinion, in which of the following areas do you think mobile technology can contribute positively?



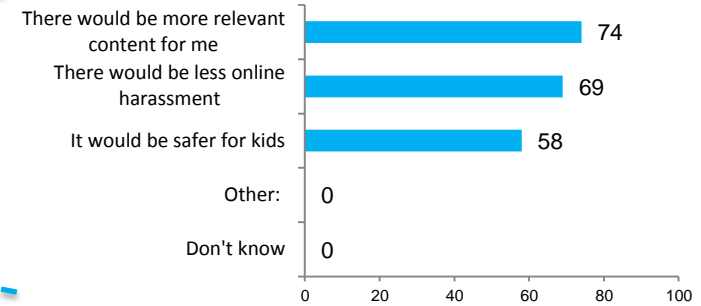


Q8 – To which degree do you support a women-only internet?

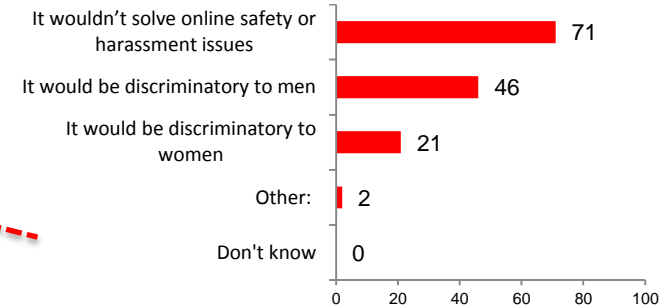


Graph shows percentage of respondents

«Why do you support a women-only internet?»



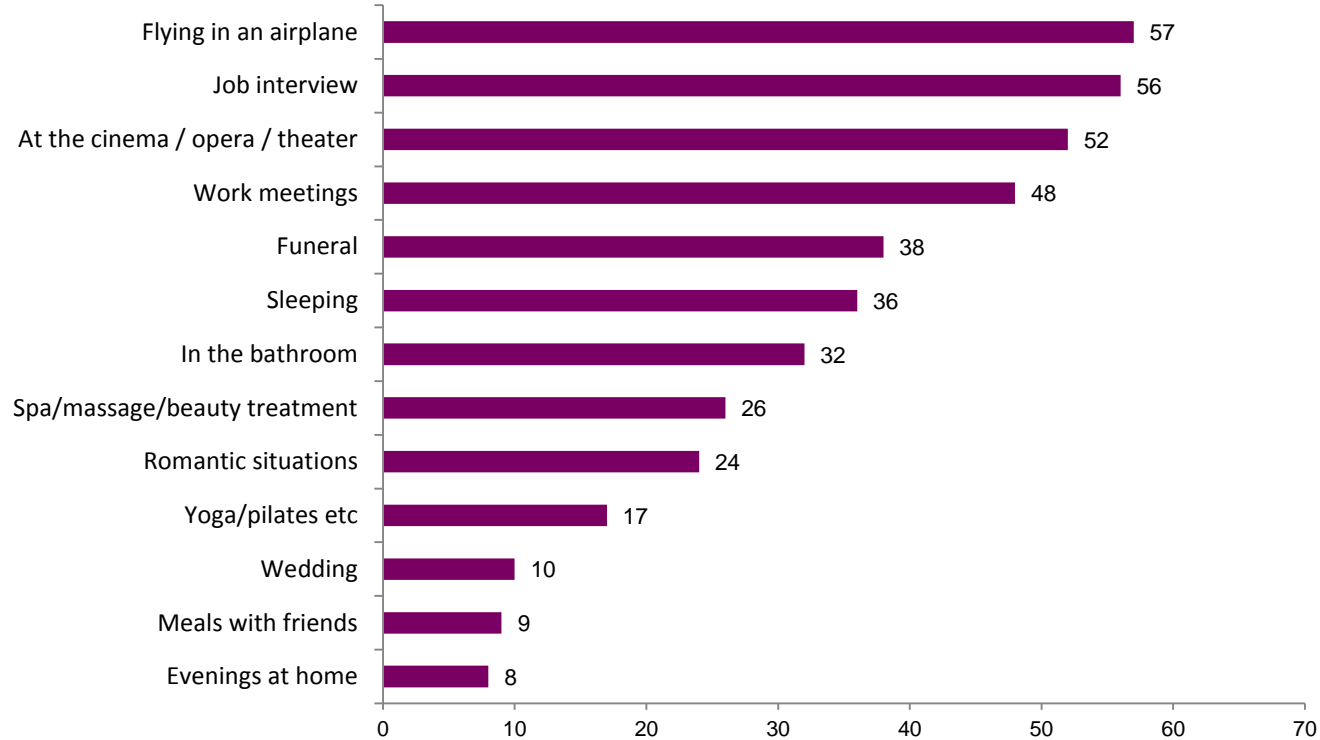
«Why do you not support a women-only internet?»



Graphs show percentage, however multiple answers are possible, thus the sum can exceed 100



Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?

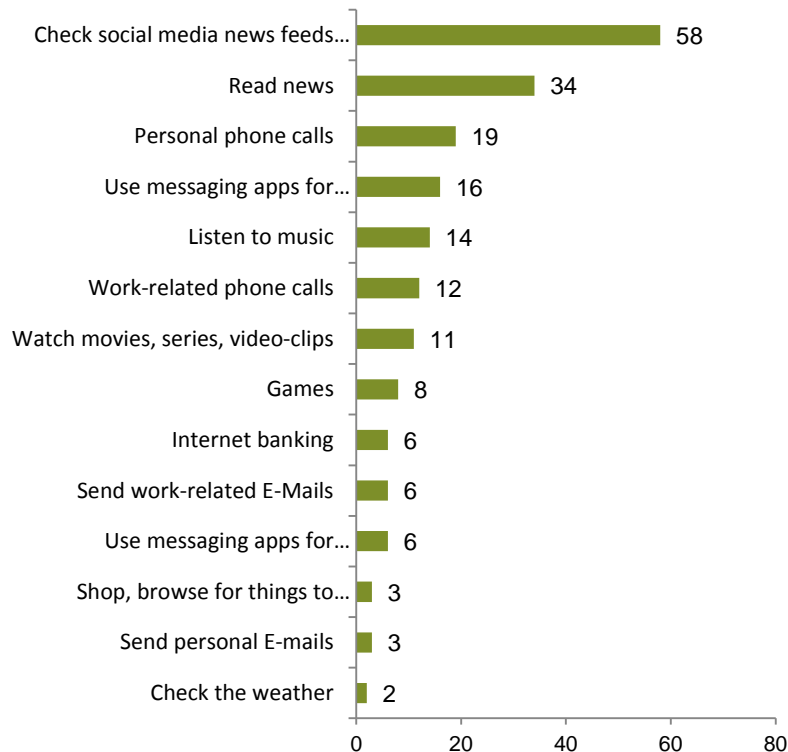




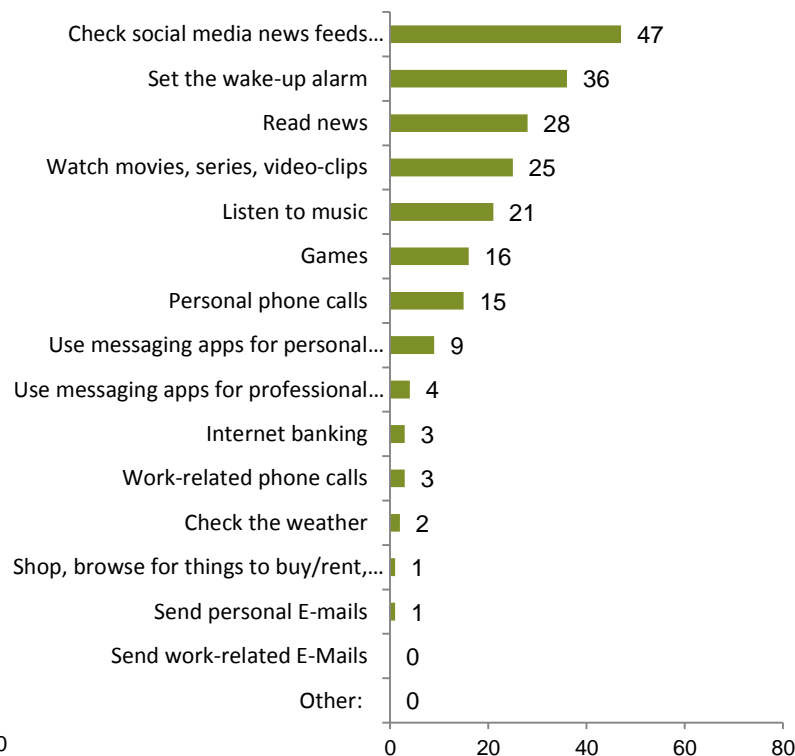
MYANMAR: COMPLETE RESULTS



Q1 – What are the top three things you do most often on your mobile?

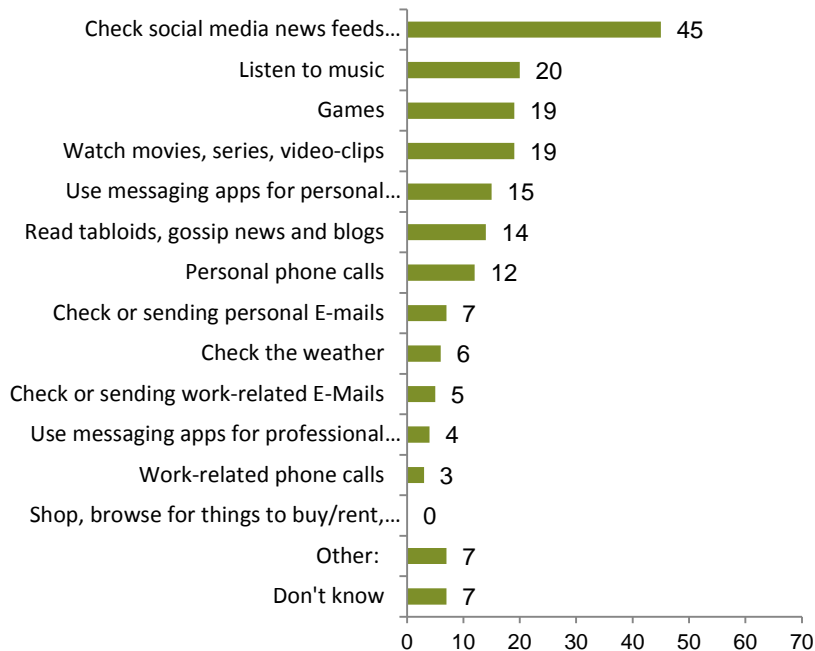


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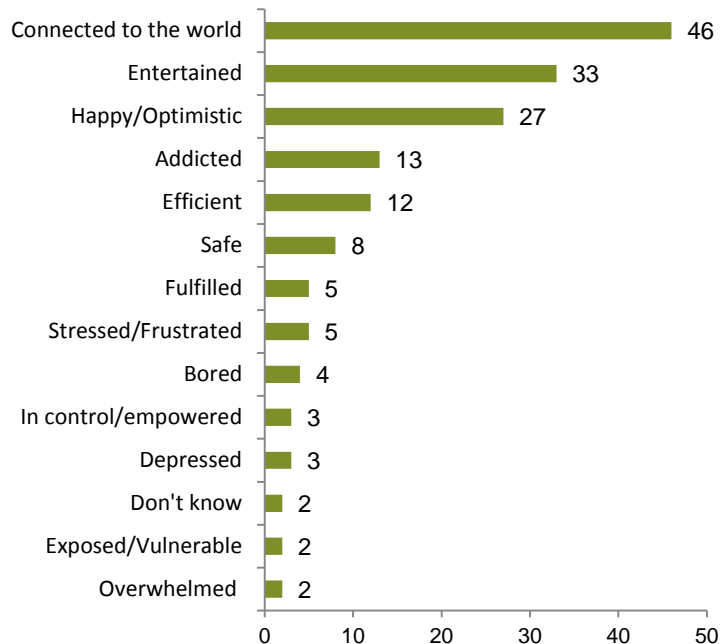




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?

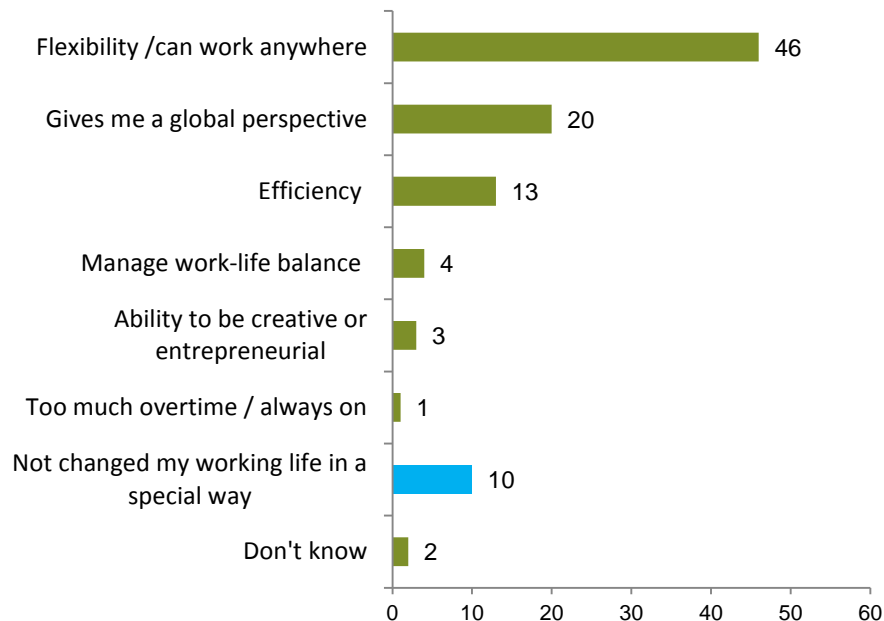


Q4 – What are your three most common feelings or emotions around using your phone?

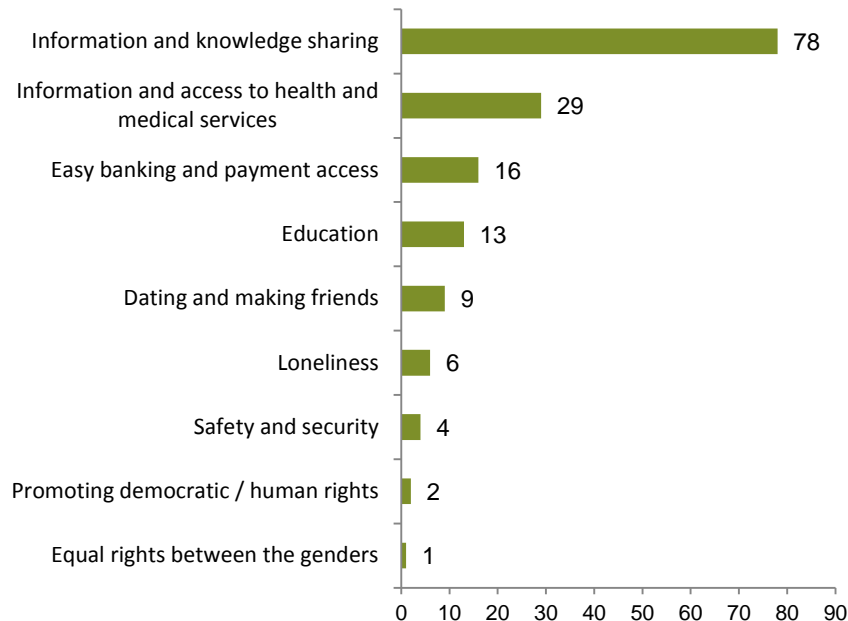




Q6 – How has the mobile changed the structure of your working life?

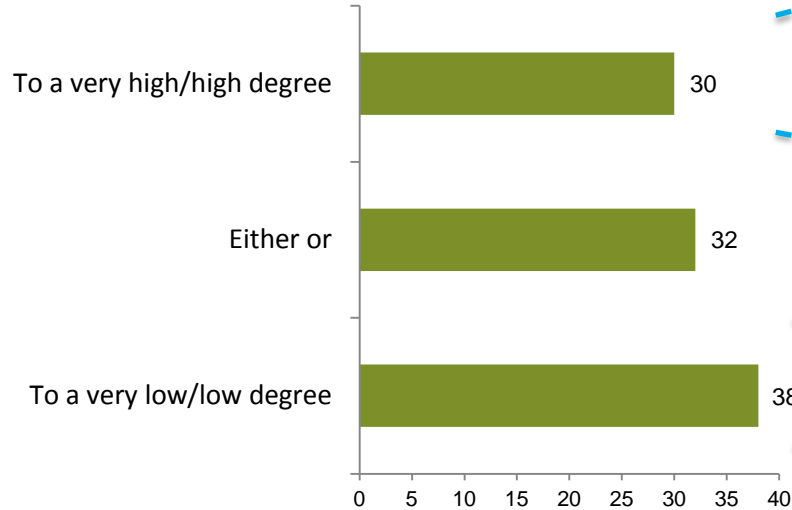


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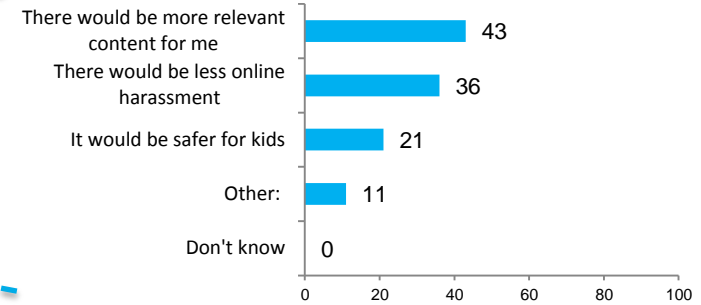


Q8 – To which degree do you support a women-only internet?

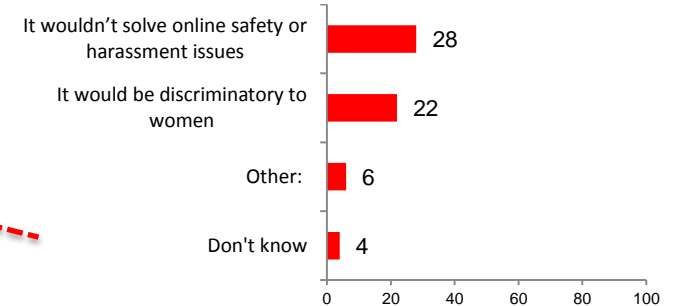


Graph shows percentage of respondents

Why do you support a women-only internet?



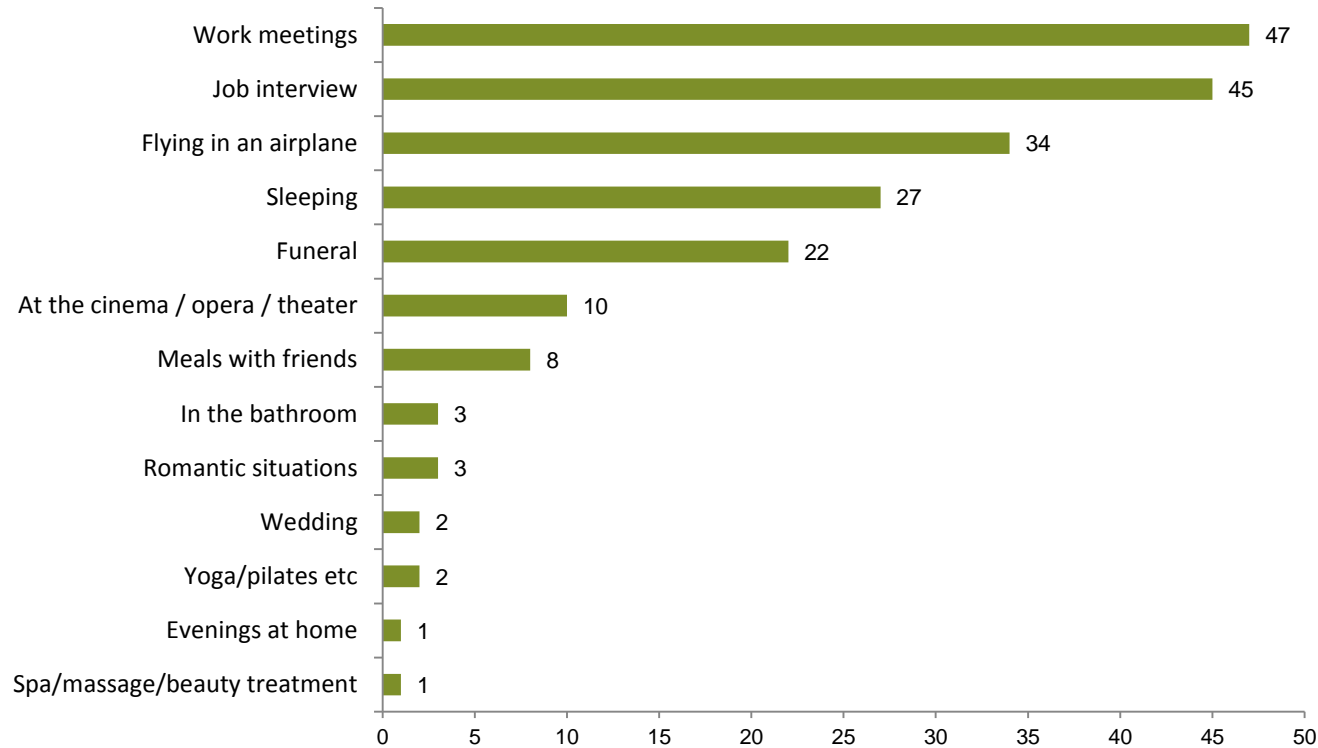
Why do you not support a women-only internet?



Graphs show percentage, however multiple answers are possible, thus the sum can exceed 100



Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?

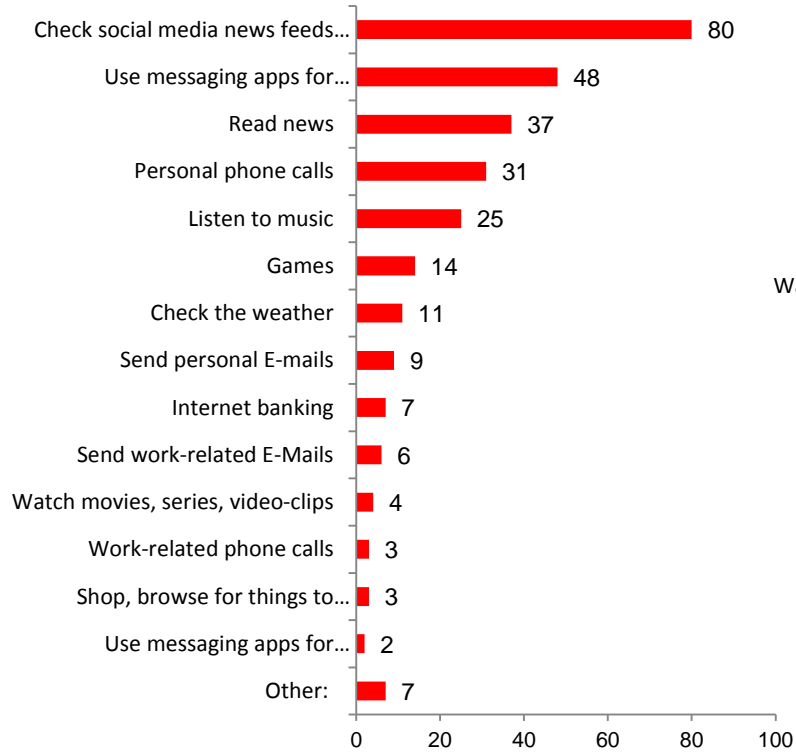




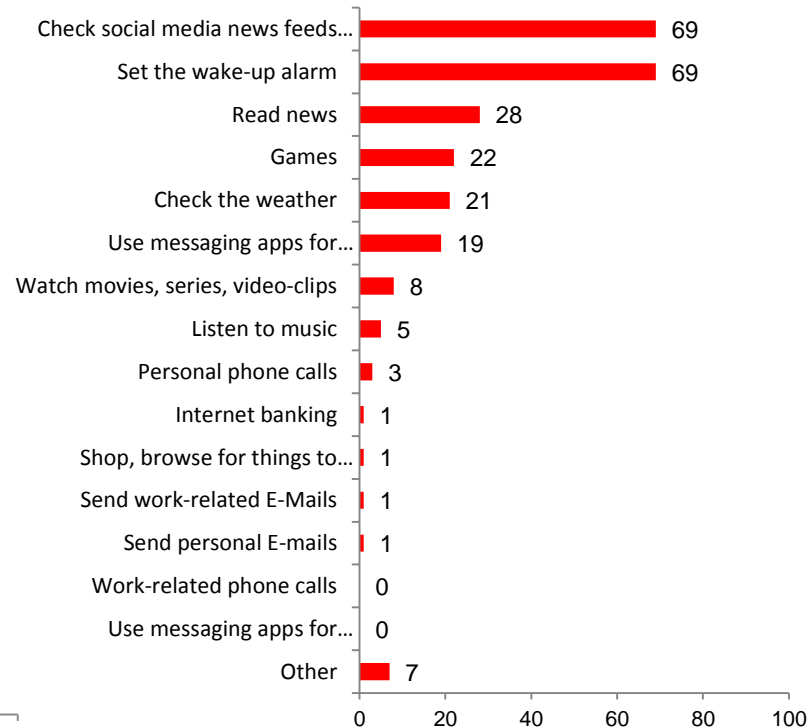
NORWAY: COMPLETE RESULTS



Q1 – What are the top three things you do most often on your mobile?

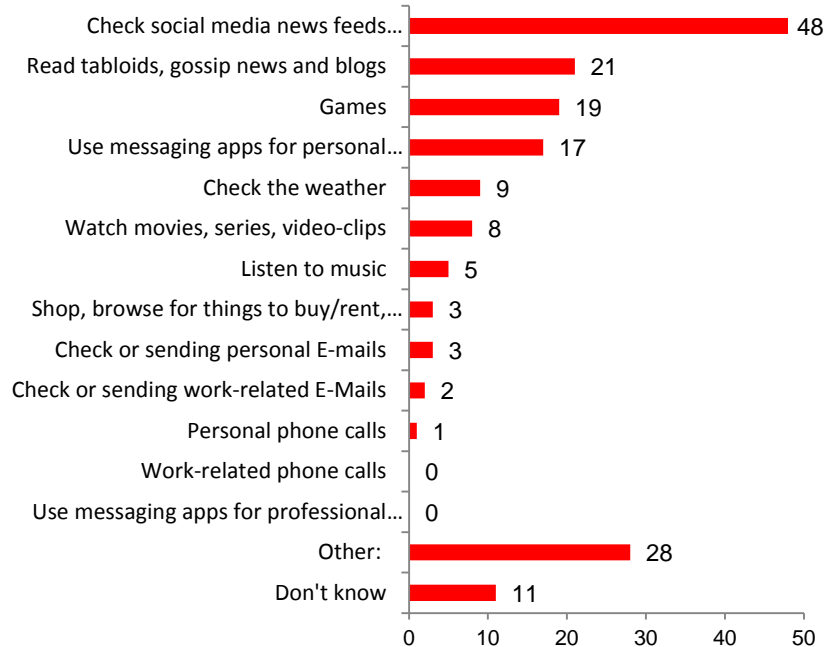


Q2 – Before going to sleep at night, what are your last three activities on your mobile?

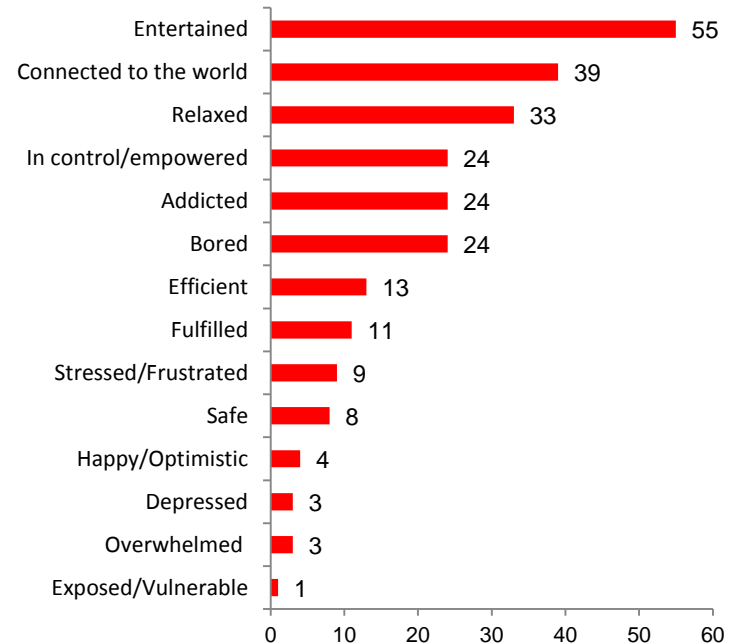




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?

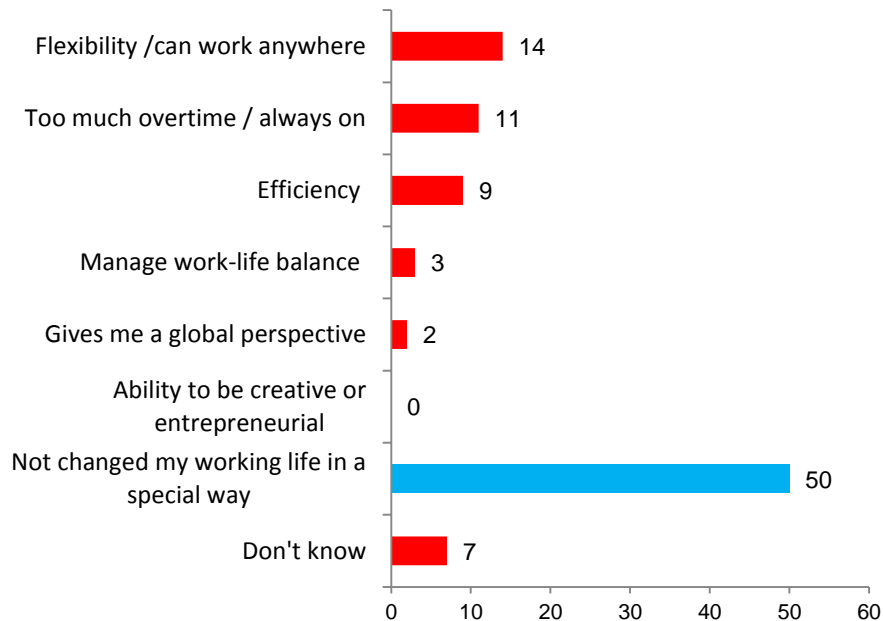


Q4 – What are your three most common feelings or emotions around using your phone?

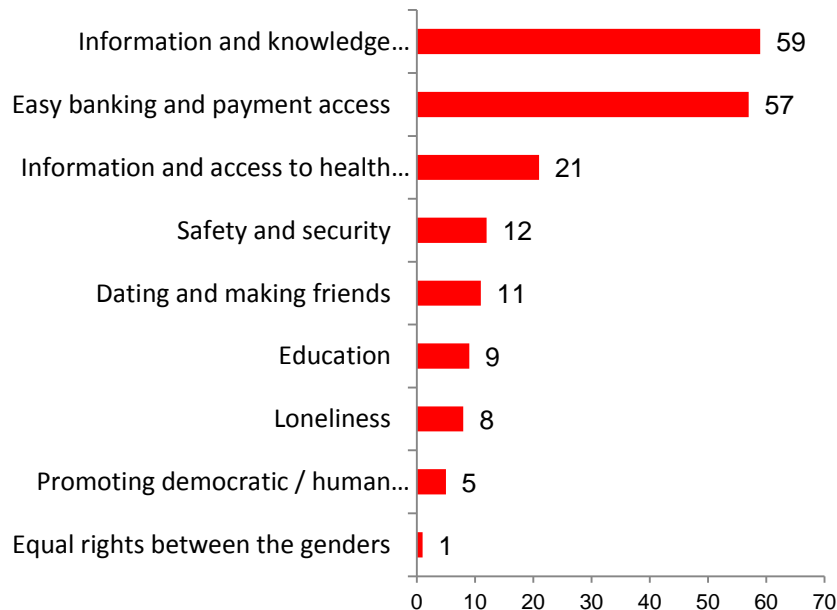




Q6 – How has the mobile changed the structure of your working life?

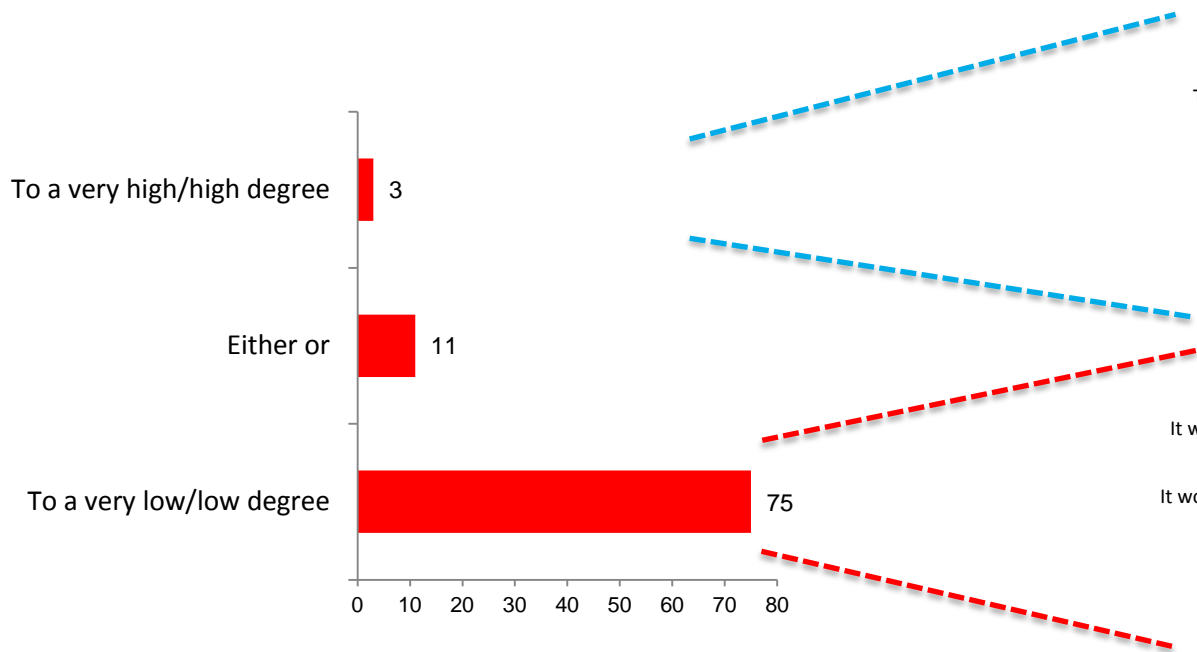


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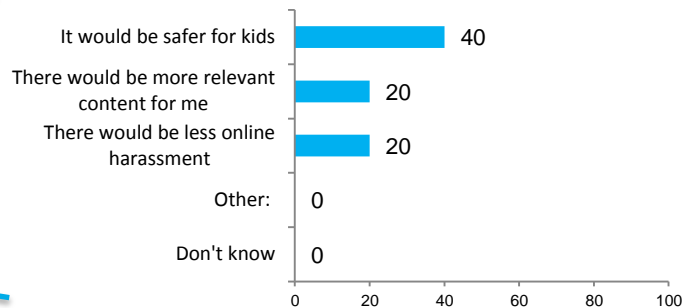


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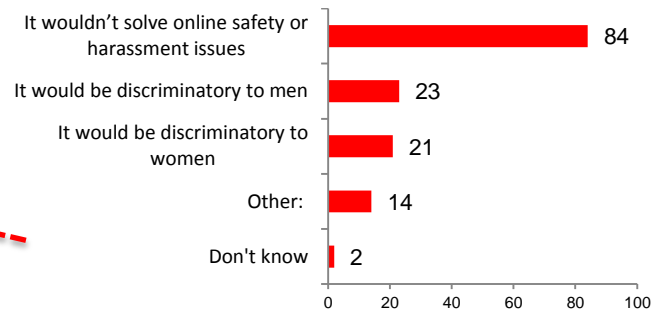


Graph shows percentage of respondents

Why do you support a women-only internet?



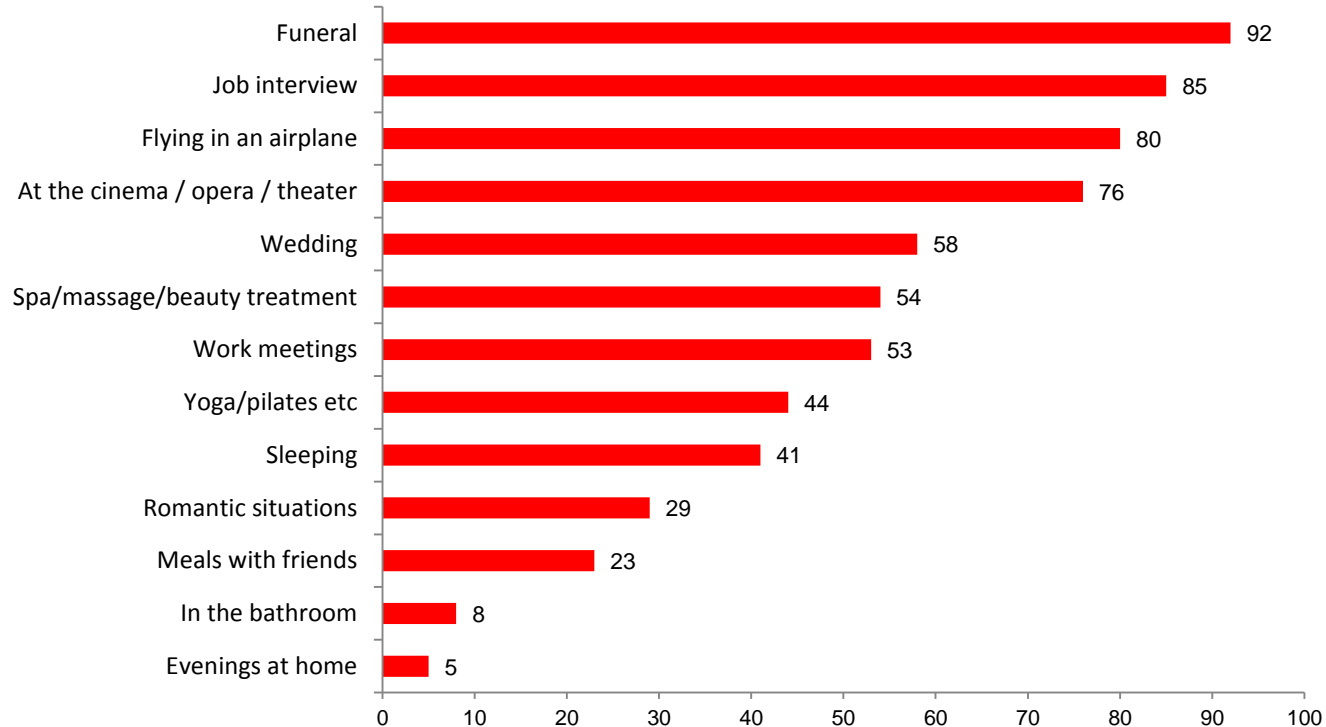
Why do you not support a women-only internet?



Graphs show percentage, however multiple answers are possible, thus the sum can exceed 100



Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?



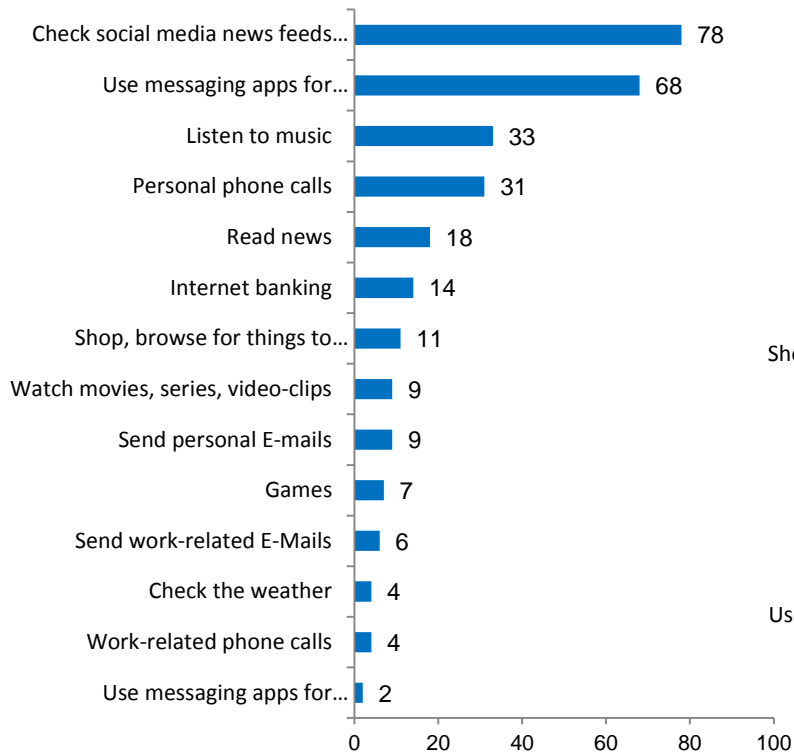
Percent –multiple answers are possible, thus the sum can exceed 100



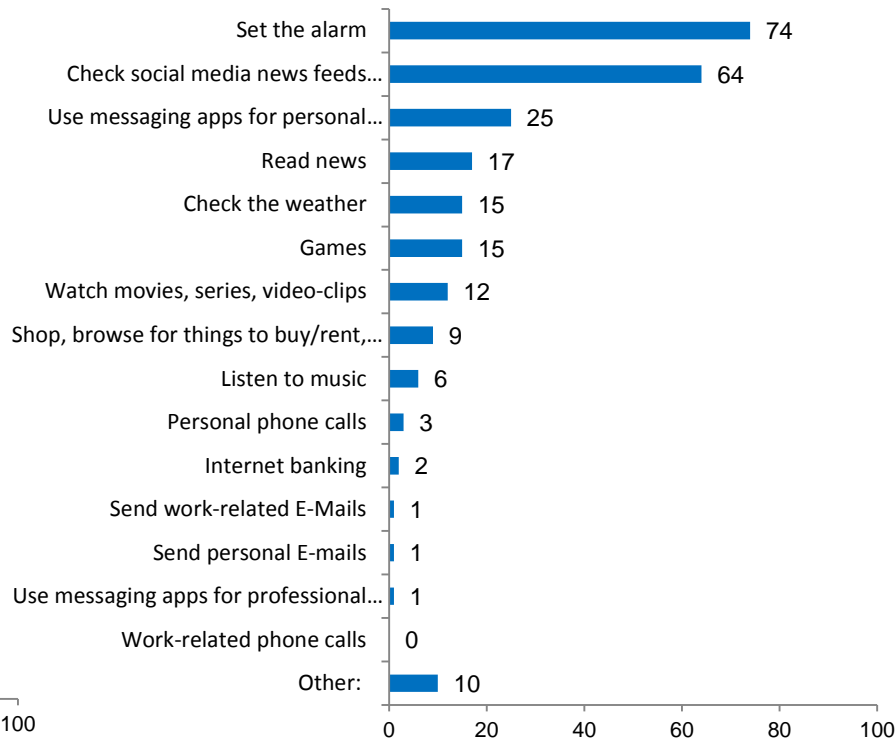
SWEDEN: COMPLETE RESULTS



Q1 – What are the top three things you do most often on your mobile?

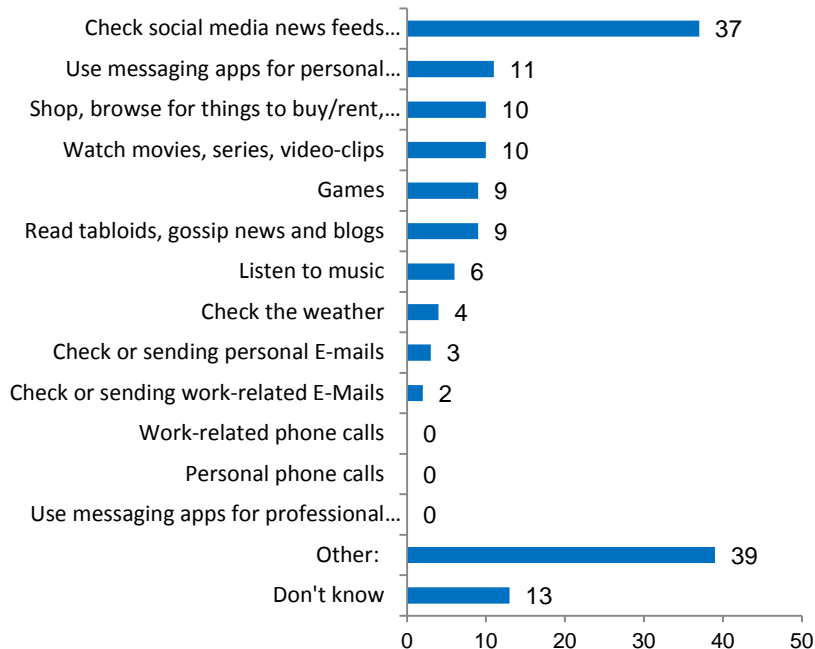


Q2 – Before going to sleep at night, what are your last three activities on your mobile?

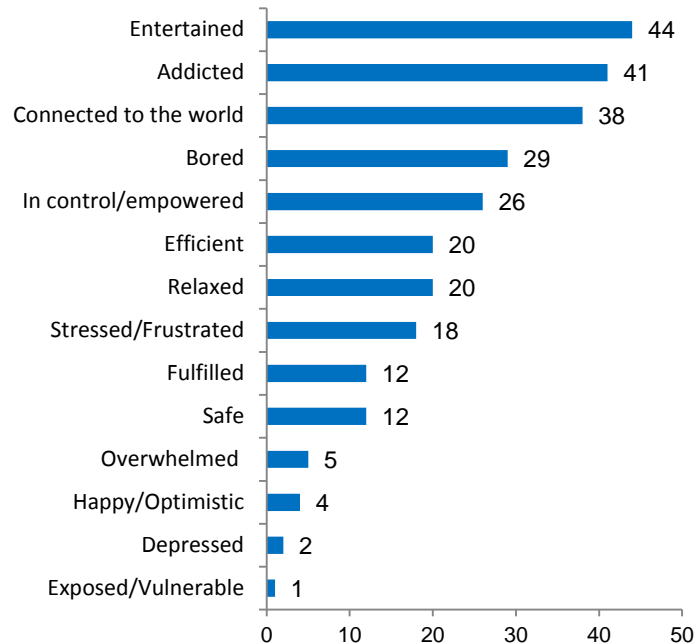




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?

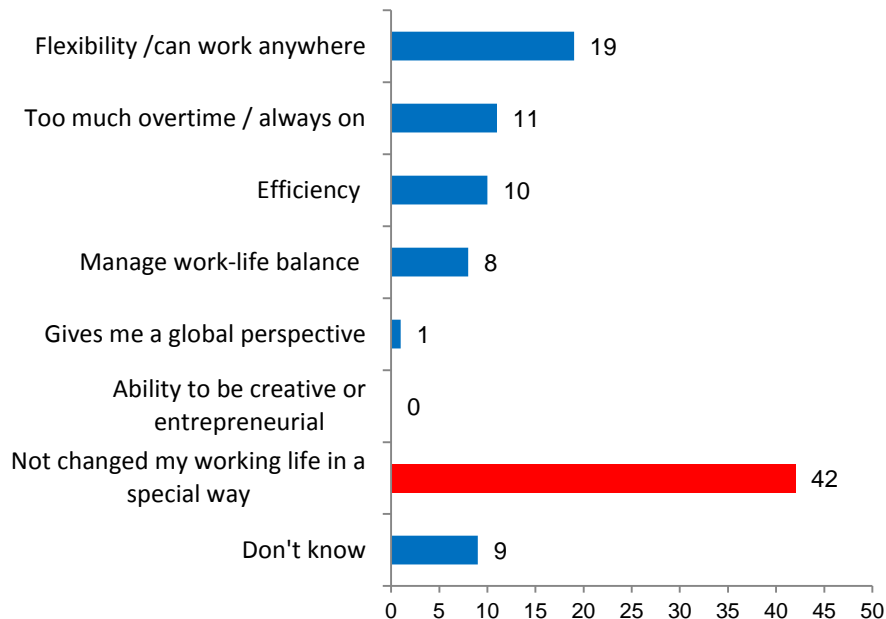


Q4 – What are your three most common feelings or emotions around using your phone?

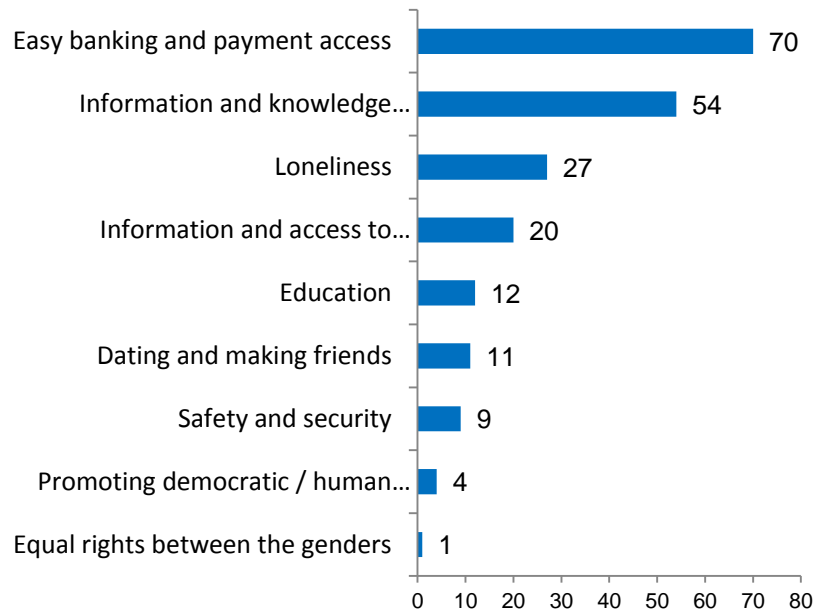




Q6 – How has the mobile changed the structure of your working life?

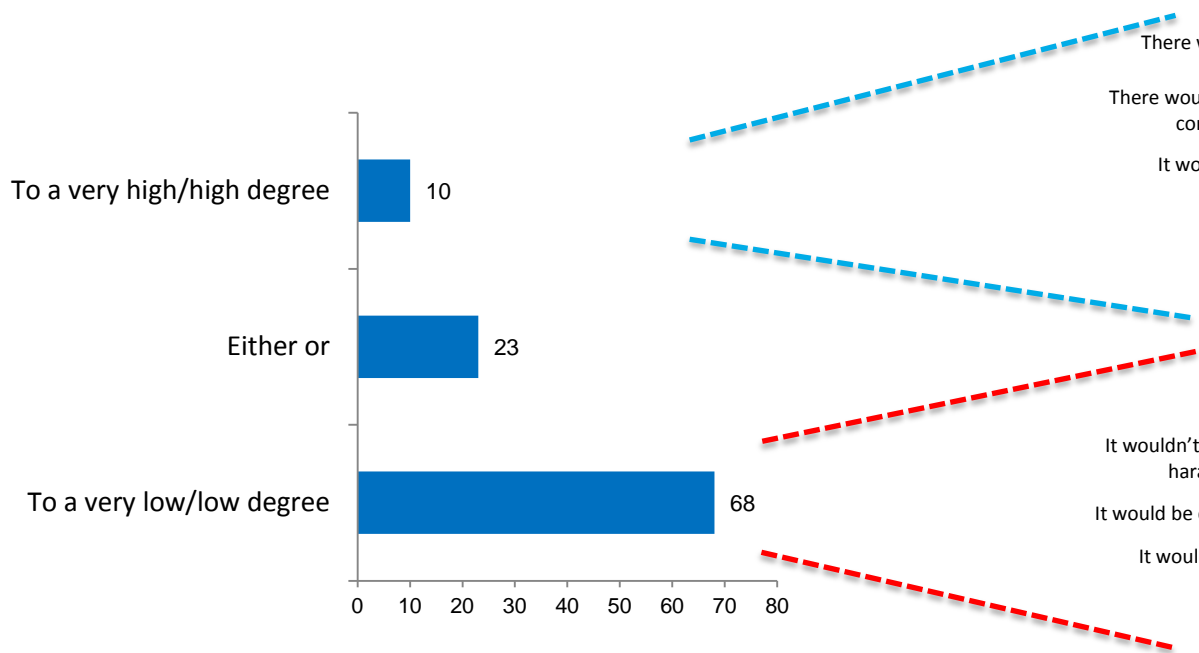


Q7 – We are interested in what kinds of social or economic problems can be solved with mobile technology. In your opinion, in which of the following areas do you think mobile technology can contribute positively?



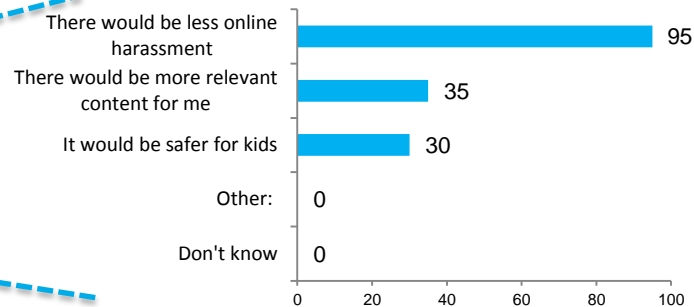


Q8 – To which degree do you support a women-only internet?

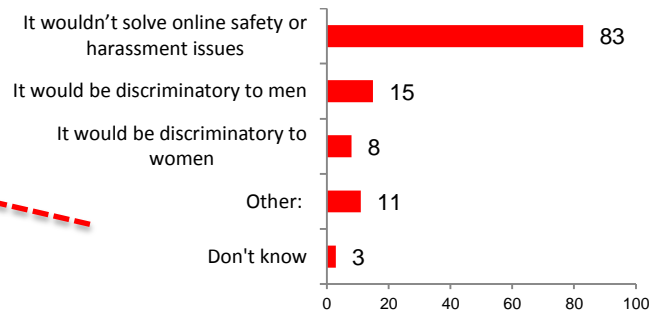


Graph shows percentage of respondents

Why do you support a women-only internet?



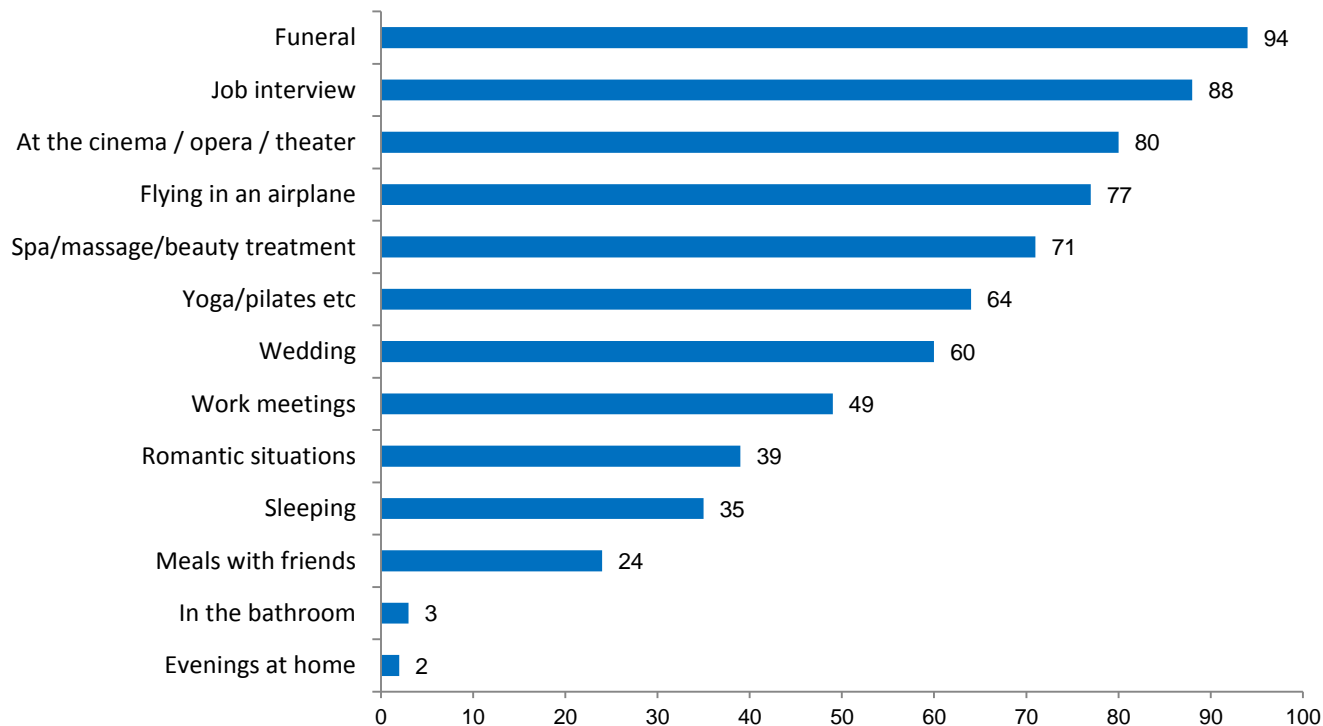
Why do you not support a women-only internet?



Graphs show percentage, however multiple answers are possible, thus the sum can exceed 100



Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?

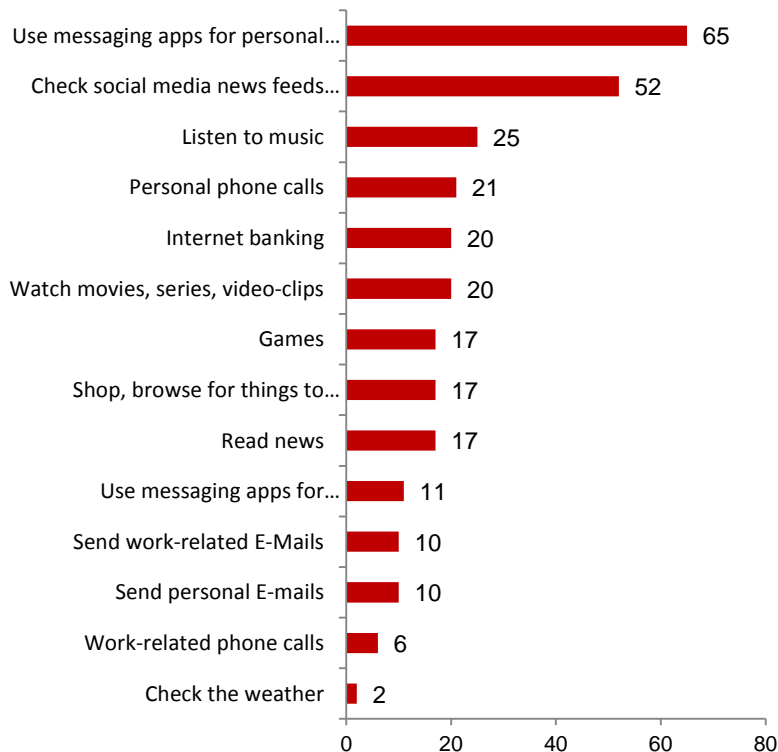




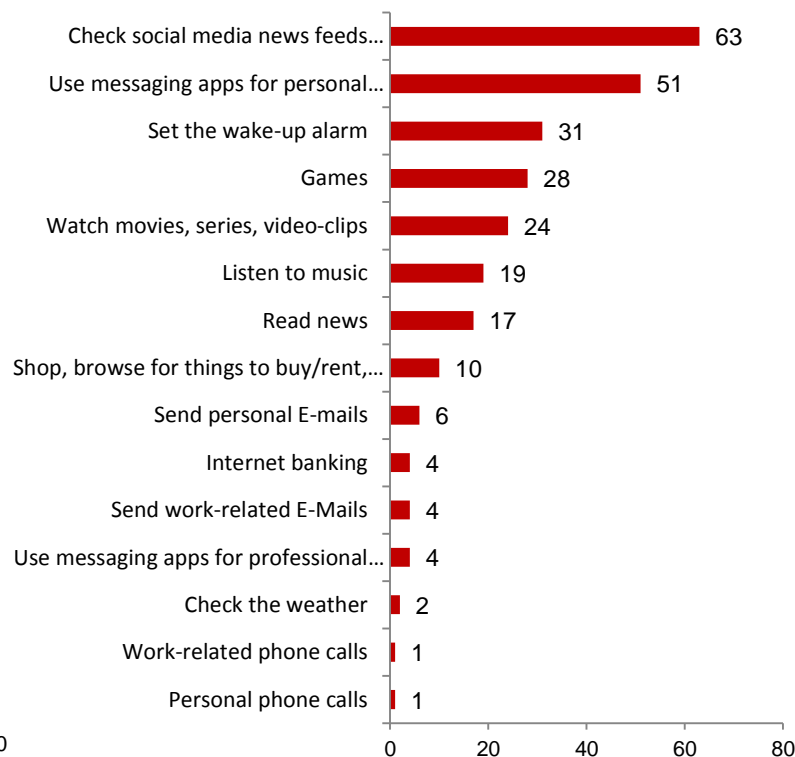
SINGAPORE: COMPLETE RESULTS



Q1 – What are the top three things you do most often on your mobile?

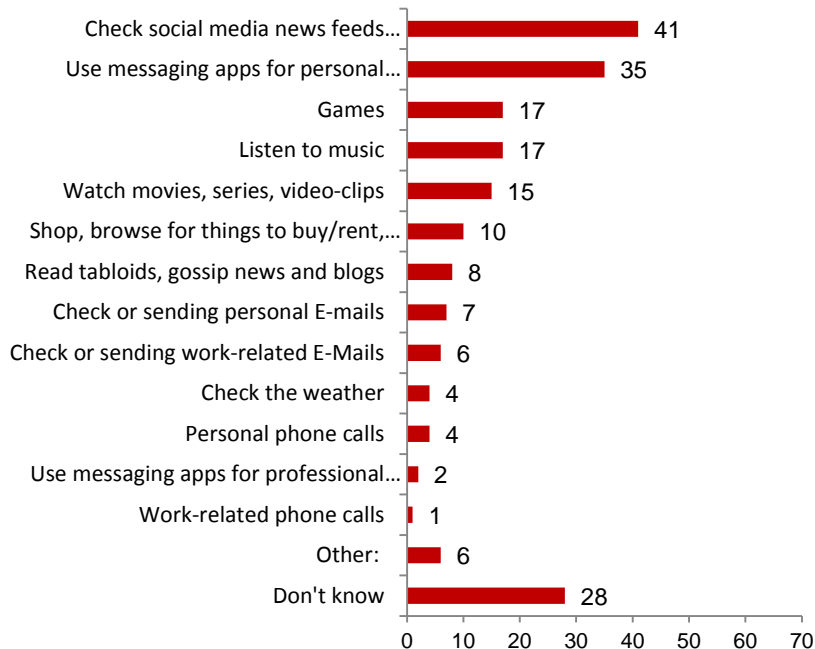


Q2 – Before going to sleep at night, what are your last three activities on your mobile?

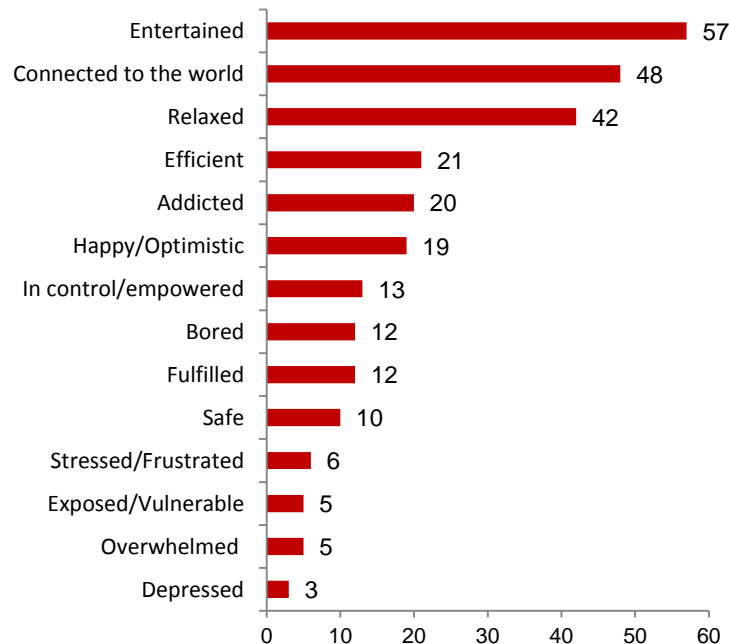




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?

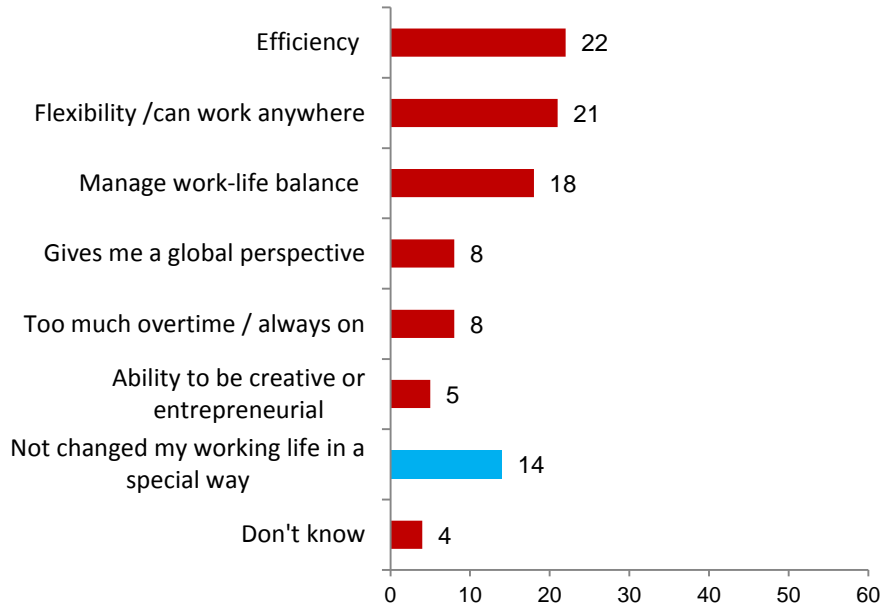


Q4 – What are your three most common feelings or emotions around using your phone?





Q6 – How has the mobile changed the structure of your working life?

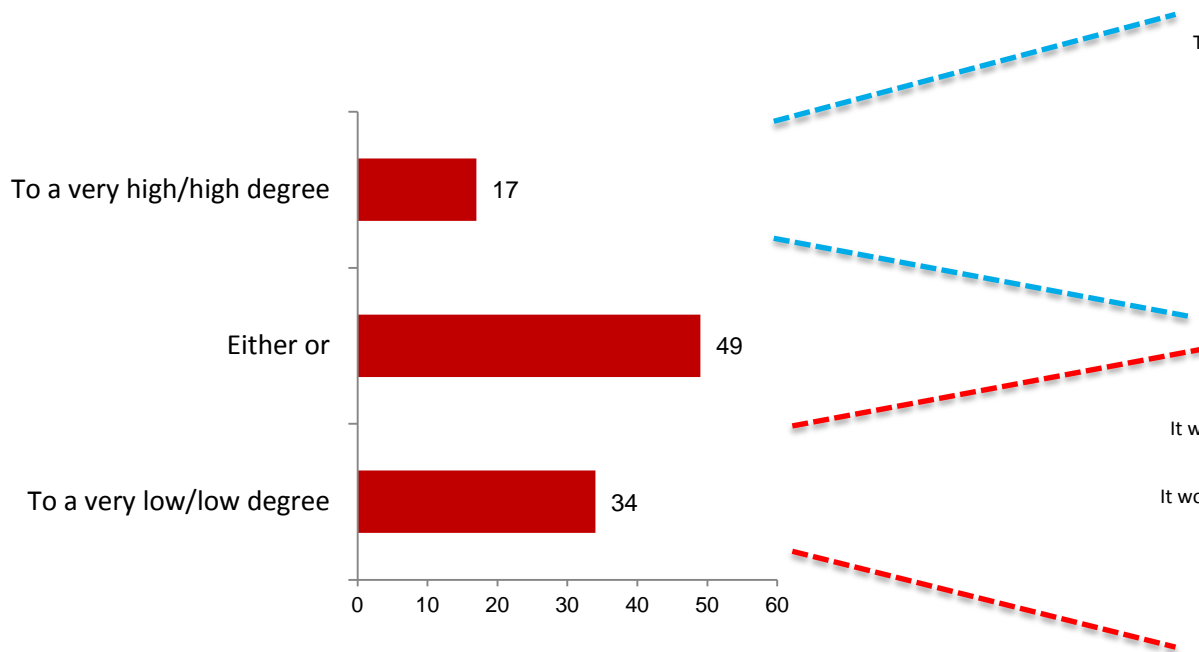


Q7 – We are interested in what kinds of social or economic problems can be solved with mobile technology. In your opinion, in which of the following areas do you think mobile technology can contribute positively?



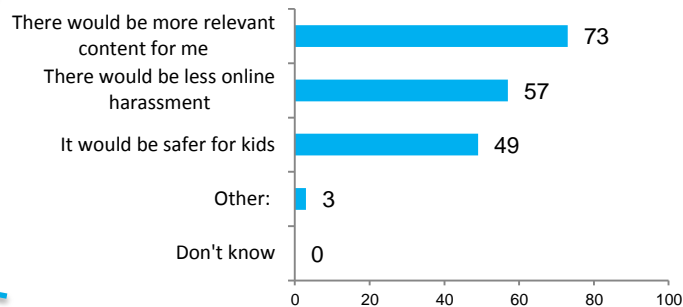


Q8 – To which degree do you support a women-only internet?

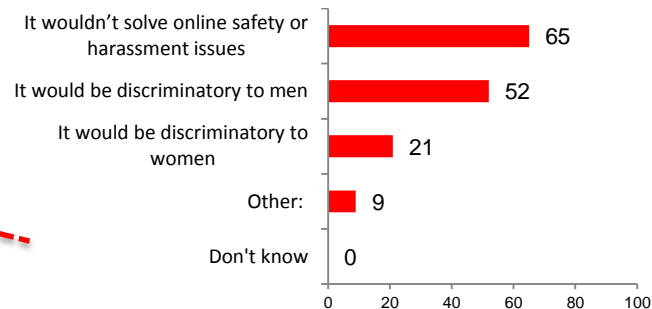


Graph shows percentage of respondents

Why do you support a women-only internet?

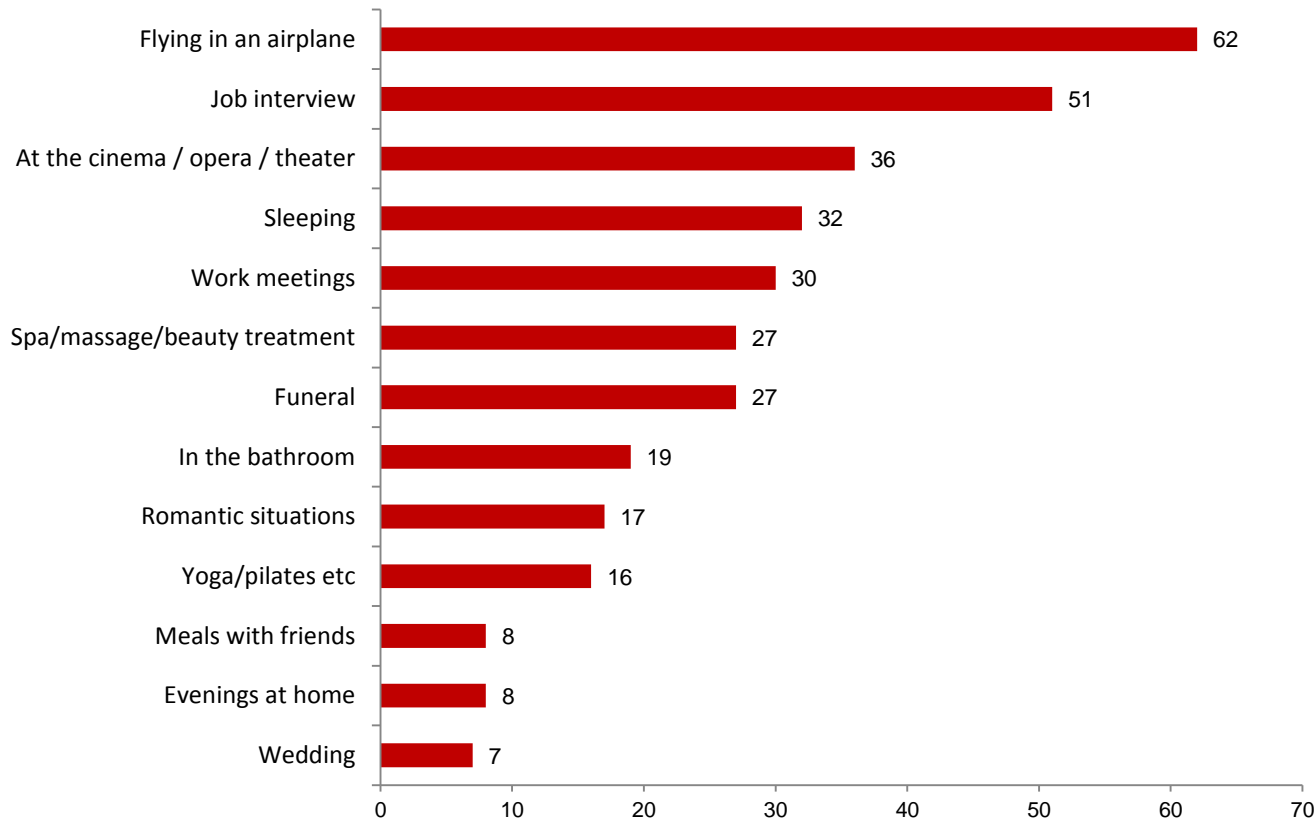


Why do you not support a women-only internet?



Graphs show percentage, however multiple answers are possible, thus the sum can exceed 100

Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?



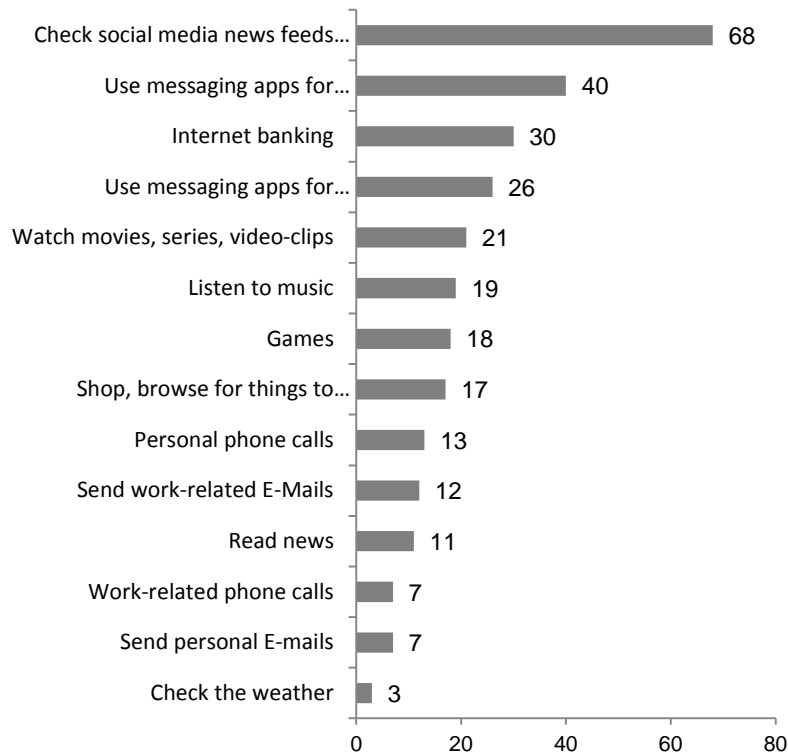
Percent –multiple answers are possible, thus the sum can exceed 100



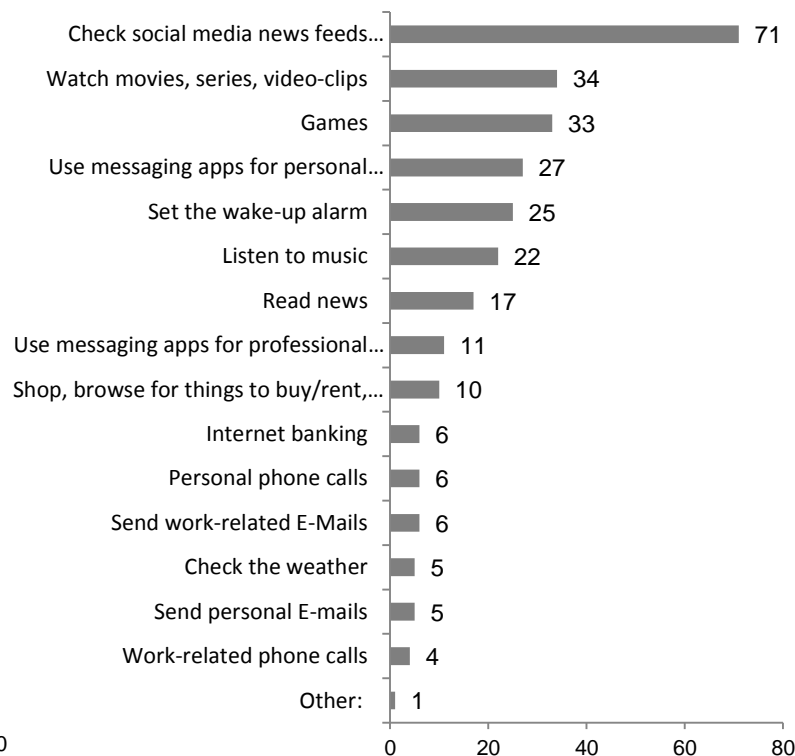
THAILAND: COMPLETE RESULTS



Q1 – What are the top three things you do most often on your mobile?



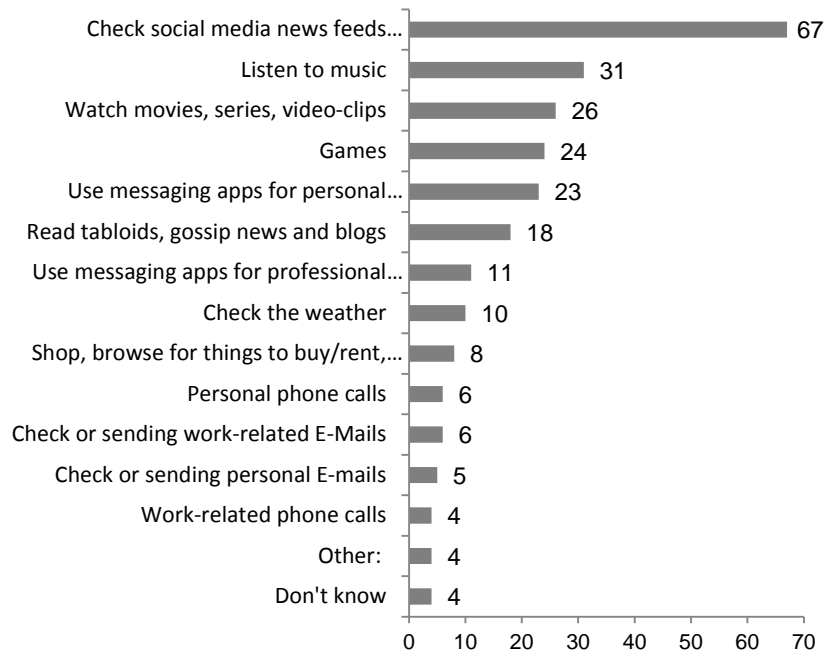
Q2 – Before going to sleep at night, what are your last three activities on your mobile?



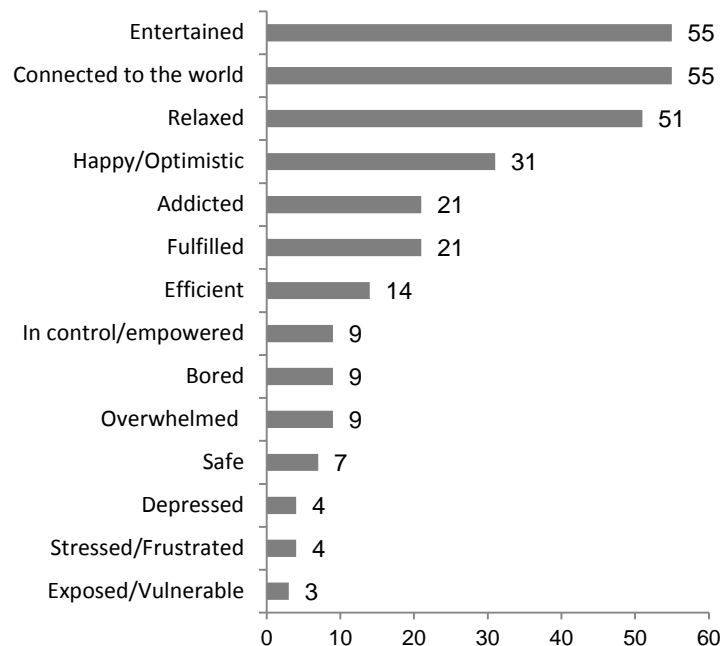
Percent –multiple answers are possible, thus the sum can exceed 100



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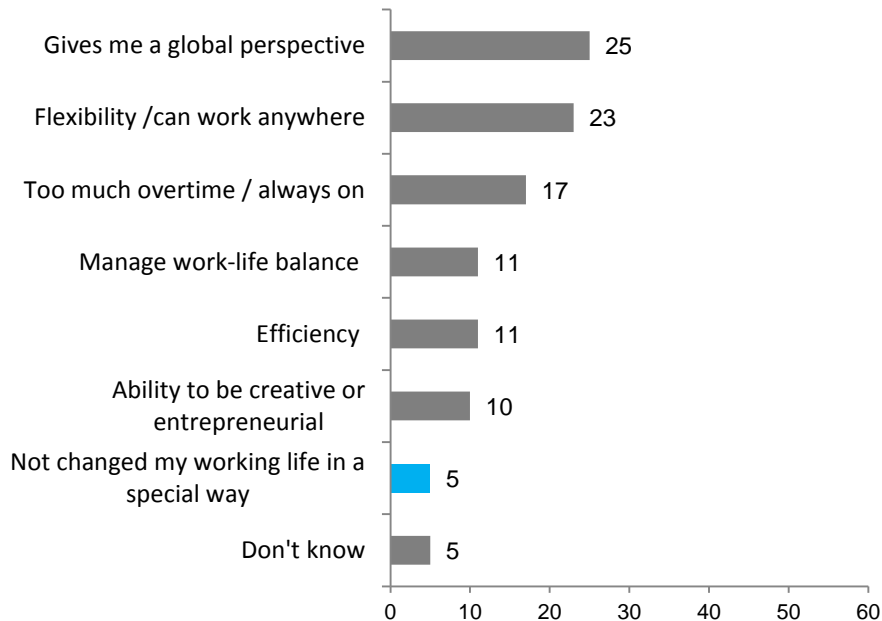


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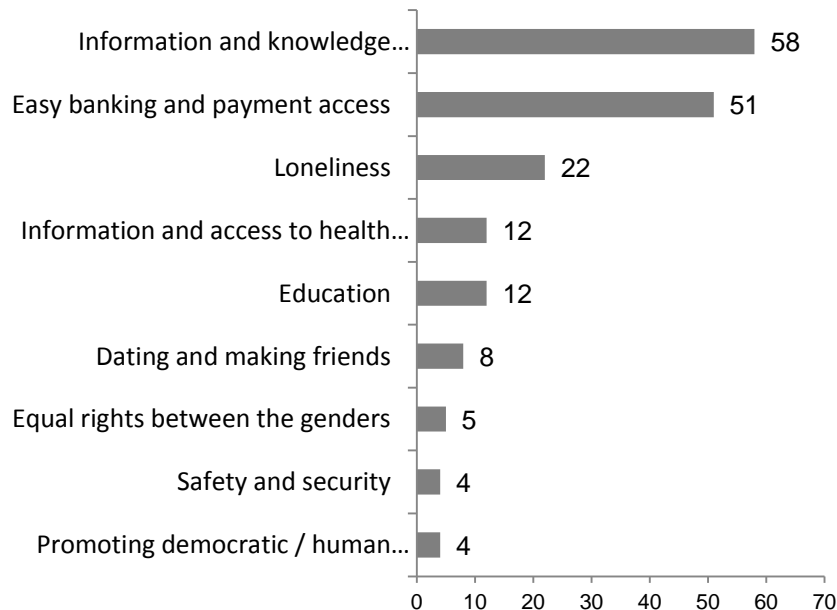




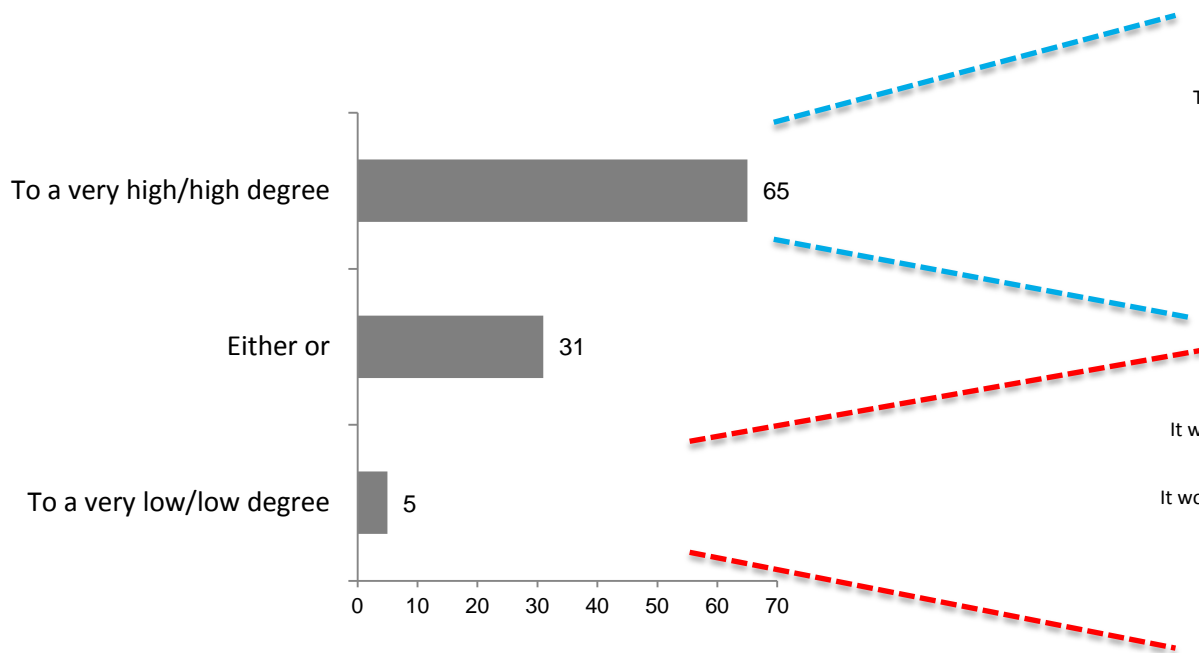
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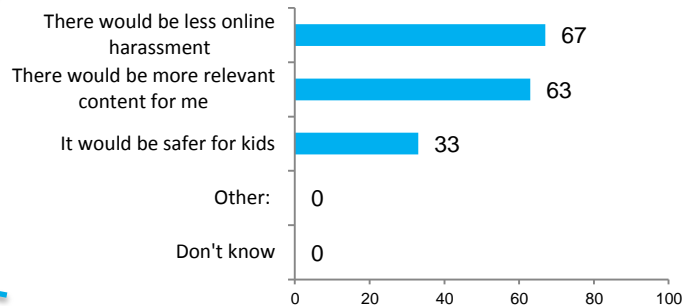


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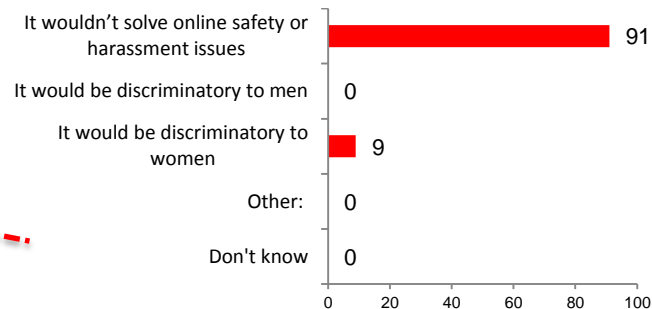


Graph shows percentage of respondents

Why do you support a women-only internet?



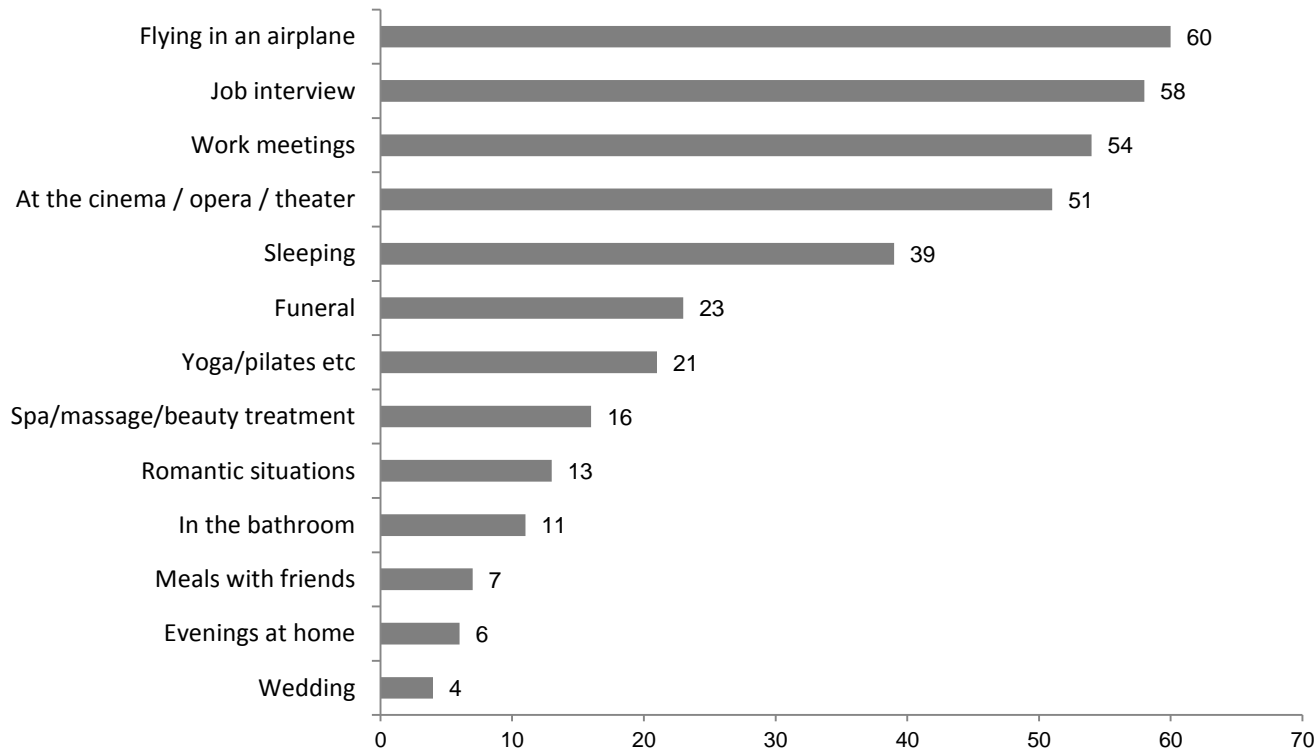
Why do you not support a women-only internet?



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Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?



THANK YOU

