

ABOUT THE SURVEY

Target Group

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

Sample

 Sw 	/eden	N=200
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Norway
 N=211 +6 phone interviews
 Thailand
 N=220 + 2 phone interviews

Myanmar N=209Malaysia 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

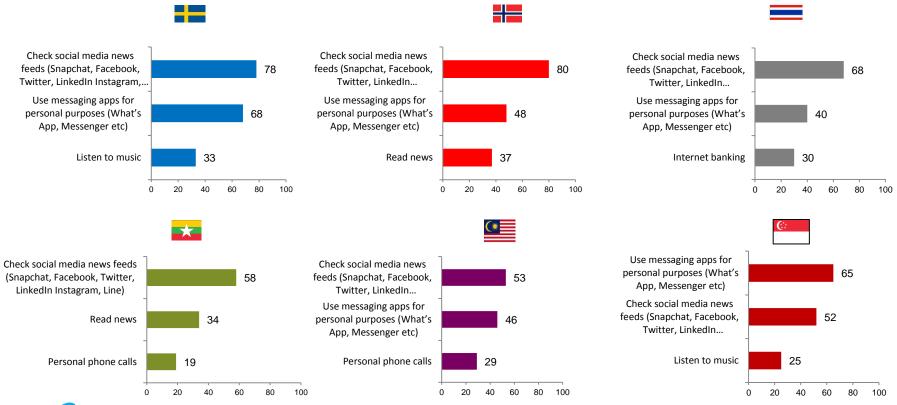






Q1 – What are the top three things you do most often on your mobile?

Top 3 results in each market

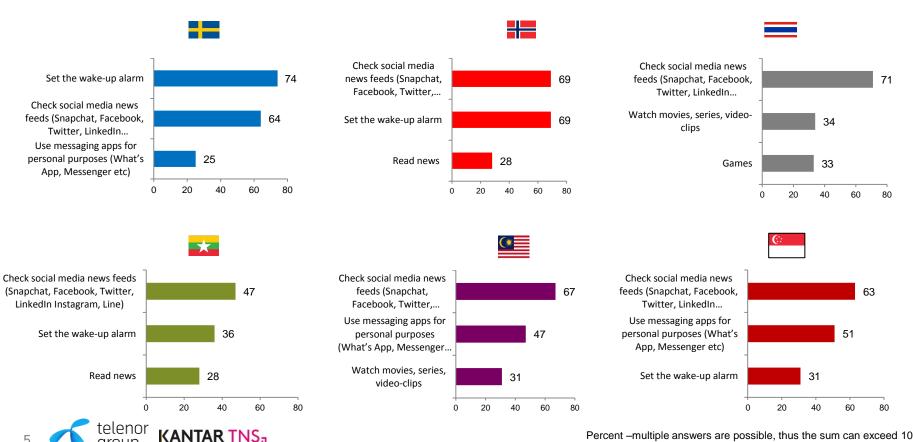




KANTAR TNS₇

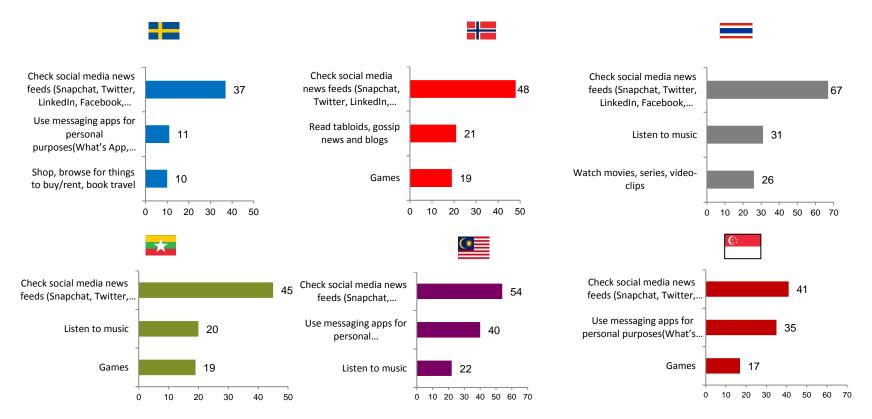
Q2 – Before going to sleep at night, what are your last three activities on your mobile?

Top 3 results in each market



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

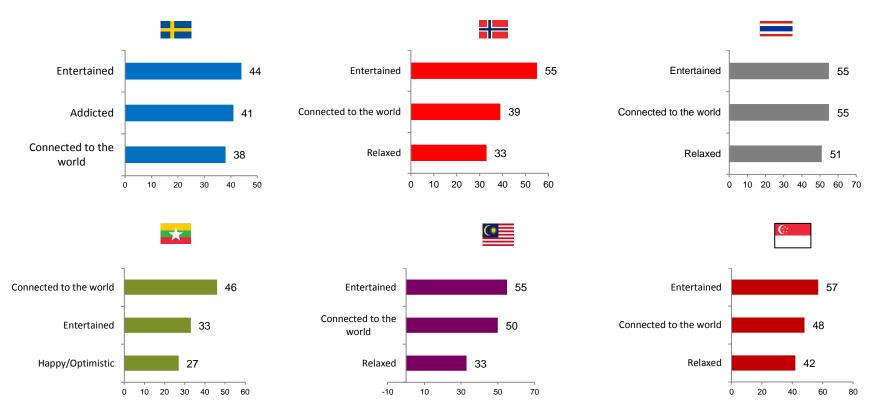
Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile? Top 3 results in each market





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

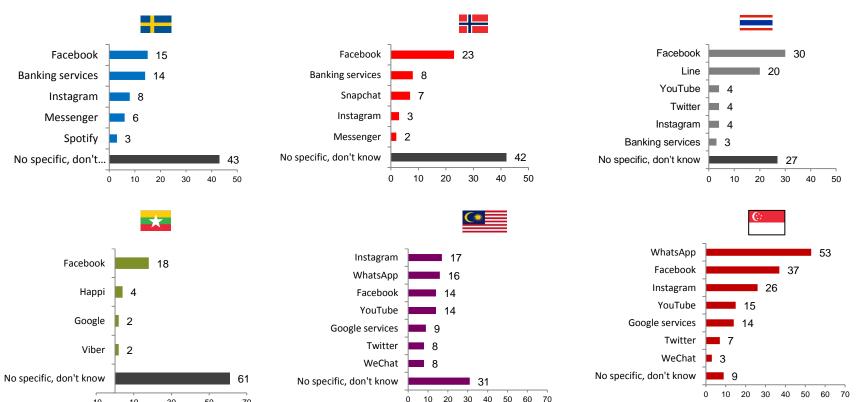
Top 3 results in each market





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

Top results in each market



60 70



10

30

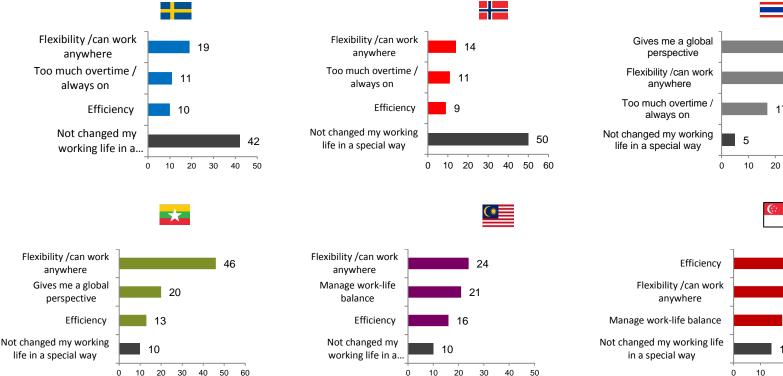
50

70

-10

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

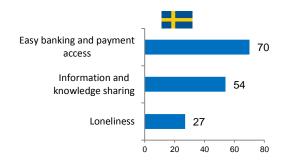
Top 3 results in each market (and percentage for not changed at all)

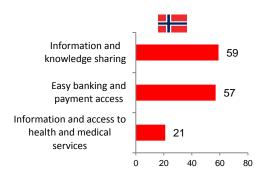


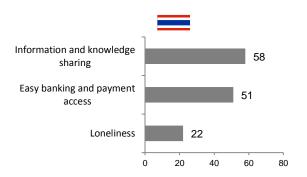


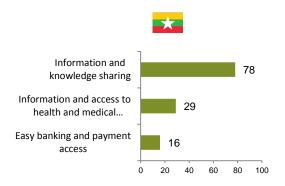
Q7 – We are interested in what kinds of social or economic problems can be solved with mobile technology. In your opinion, in which of the following areas do you think mobile technology can contribute positively?

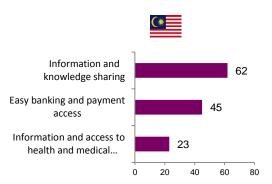
Top 3 results in each market

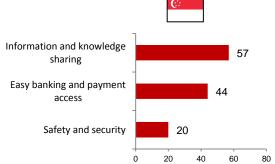




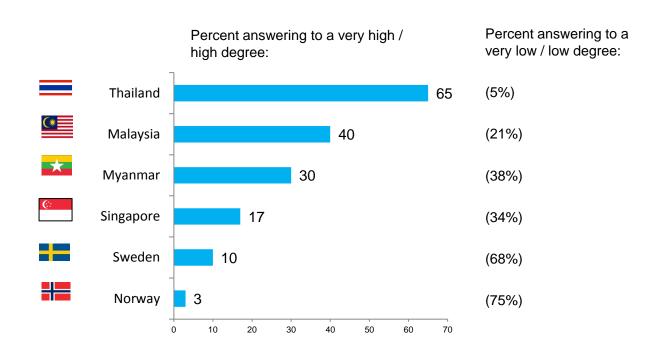






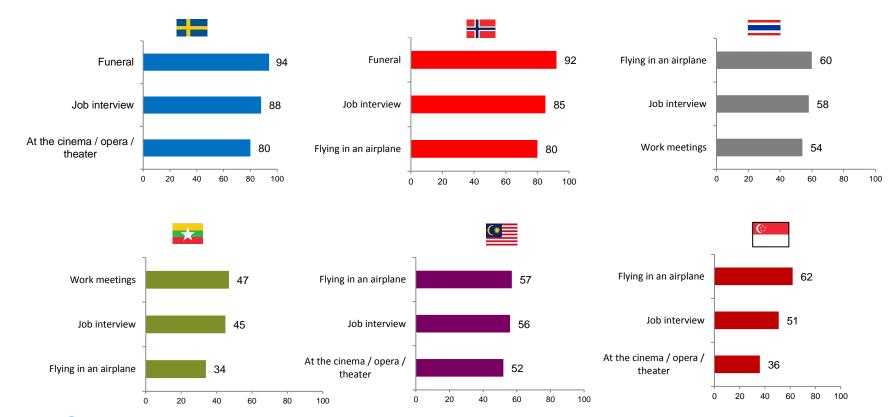


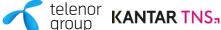
Q8 – To which degree do you support a women-only internet?



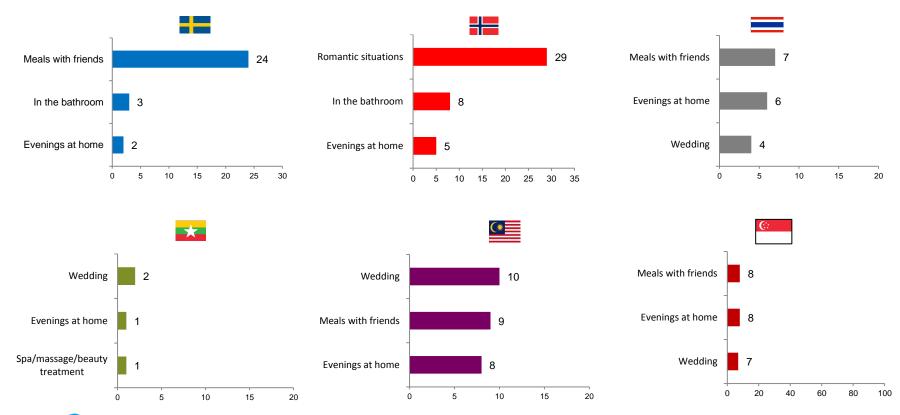


Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode? Top 3 results in each market





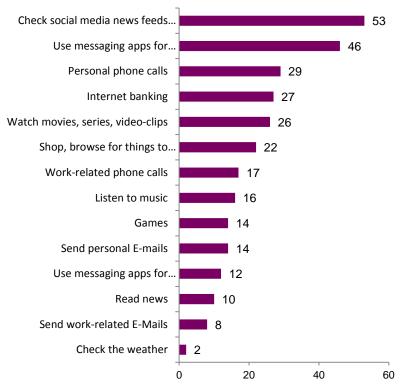
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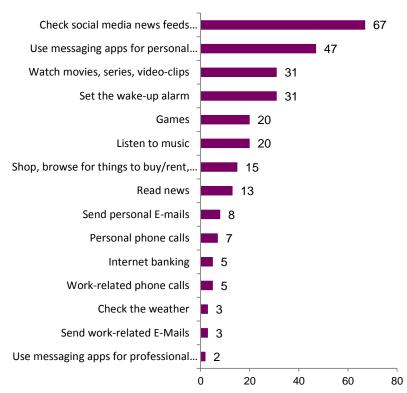
MALAYSIA: COMPLETE RESULTS



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



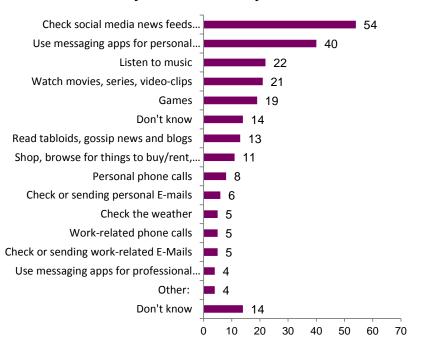
Q2 – Before going to sleep at night, what are your last three activities on your mobile?



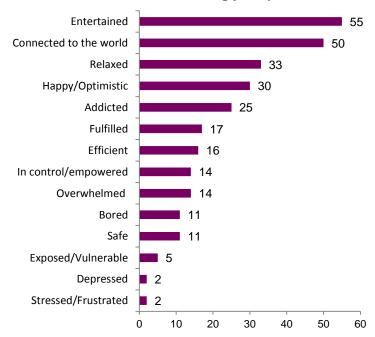




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?



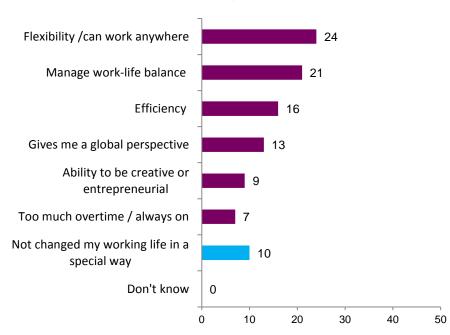
Q4 – What are your three most common feelings or emotions around using your phone?



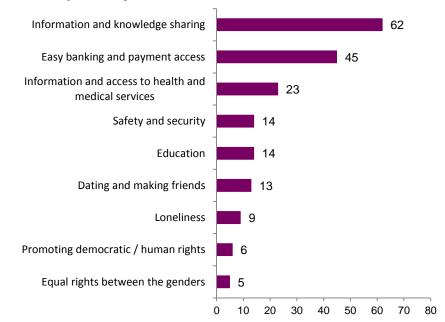




Q6 – How has the mobile changed the structure of your working life?



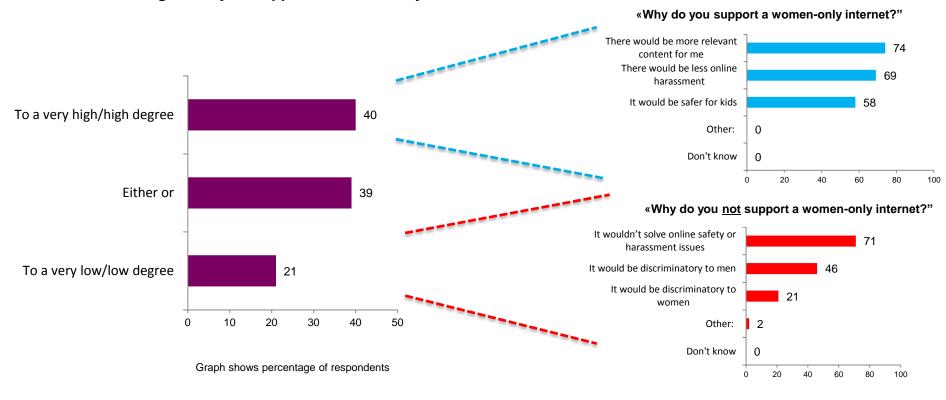
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Q8 – To which degree do you support a women-only internet?

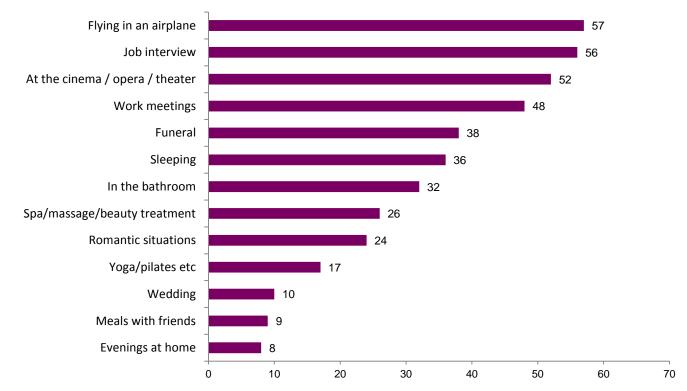




Graphs show percentage, however multiple answers are possible, thus the sum can exceed 100



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?

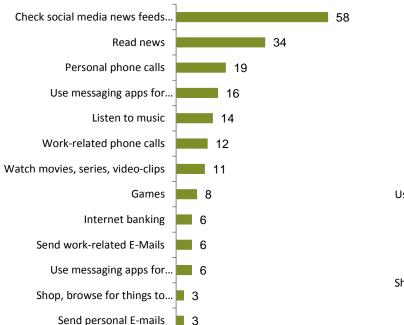




MYANMAR: COMPLETE RESULTS



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



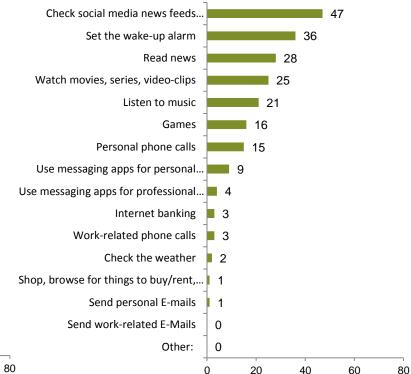
20

0

40

60

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

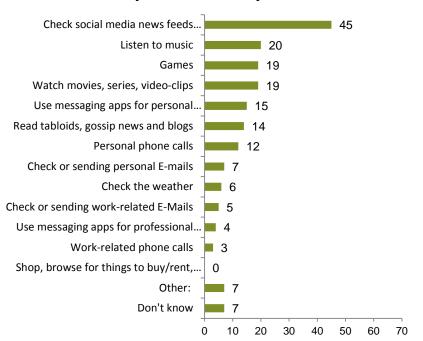




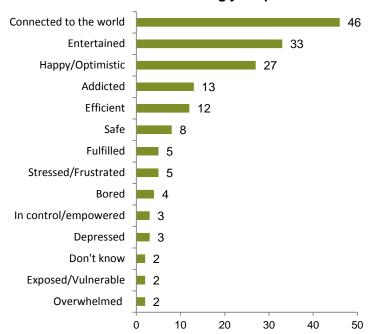
Check the weather



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



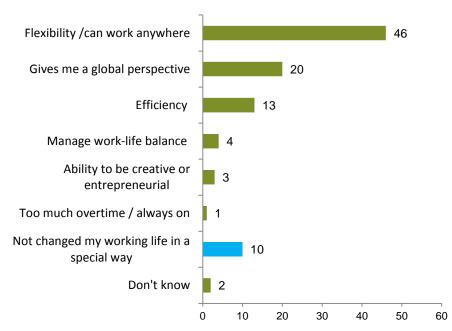
Q4 – What are your three most common feelings or emotions around using your phone?



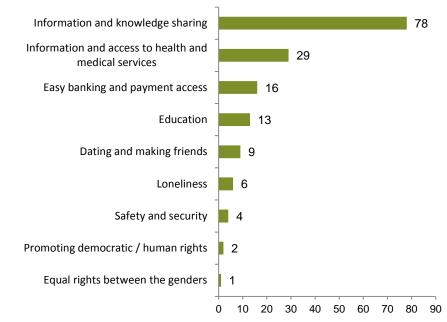




Q6 – How has the mobile changed the structure of your working life?



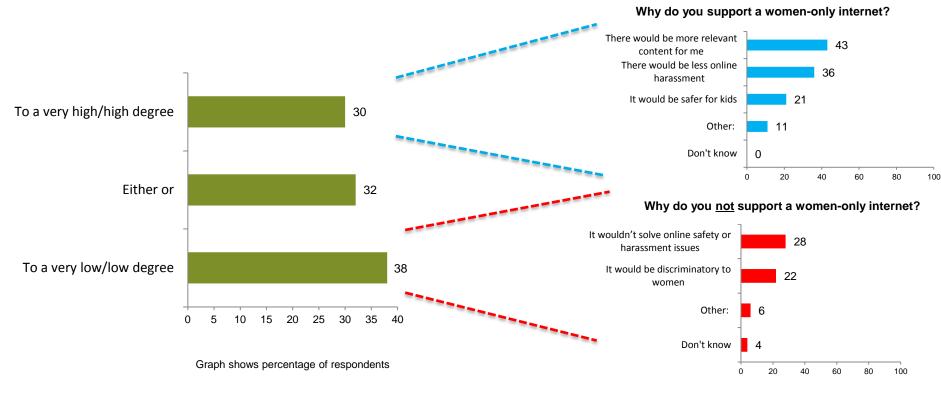
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Q8 – To which degree do you support a women-only internet?

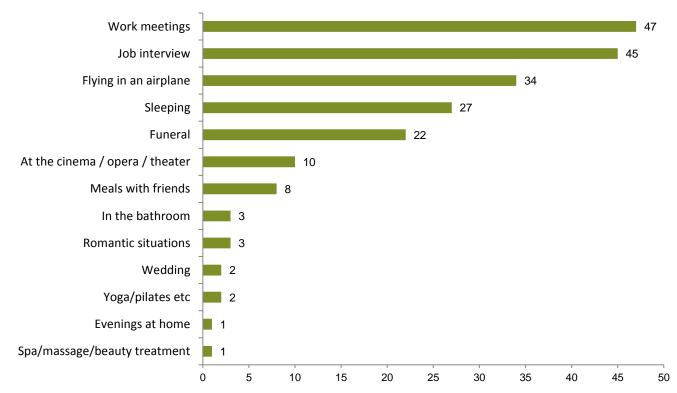




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Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?

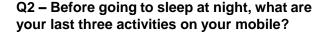


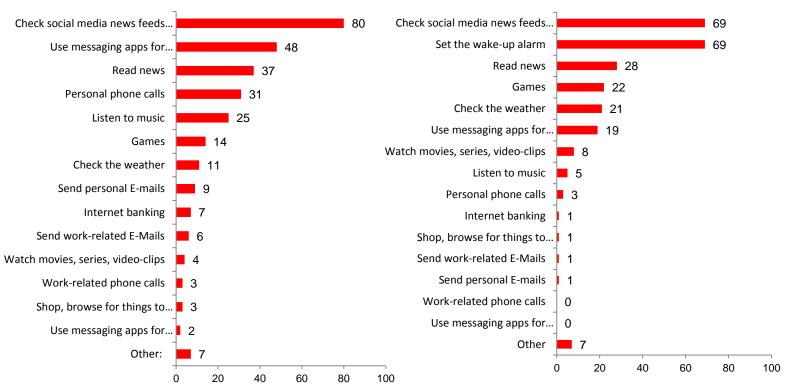


NORWAY: COMPLETE RESULTS



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

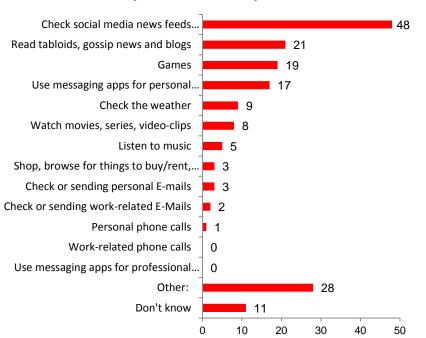




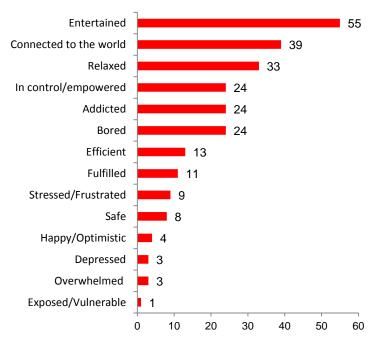




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?



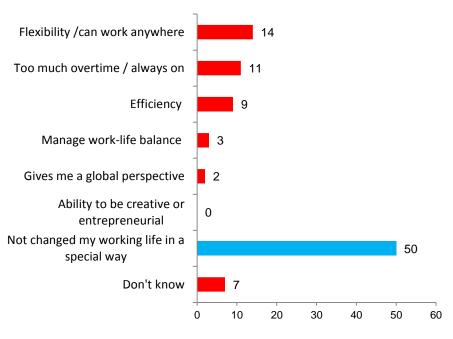
Q4 – What are your three most common feelings or emotions around using your phone?



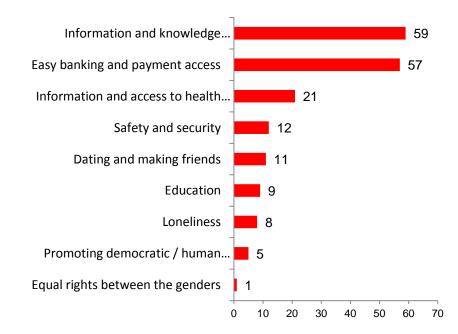




Q6 – How has the mobile changed the structure of your working life?



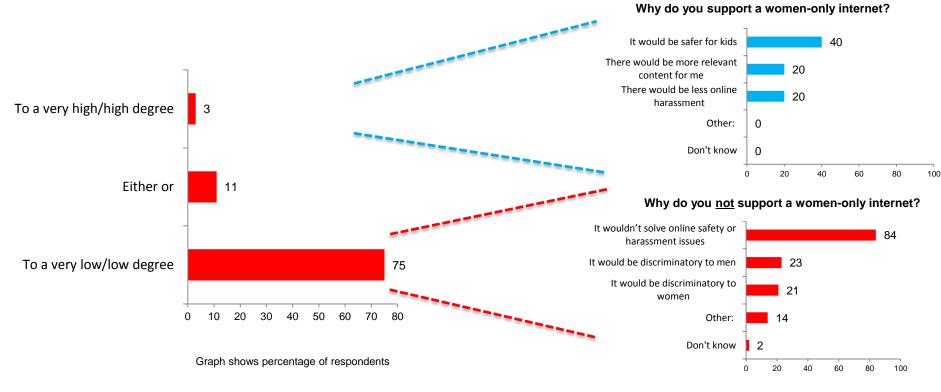
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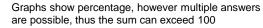


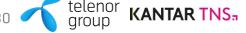




Q8 – To which degree do you support a women-only internet?

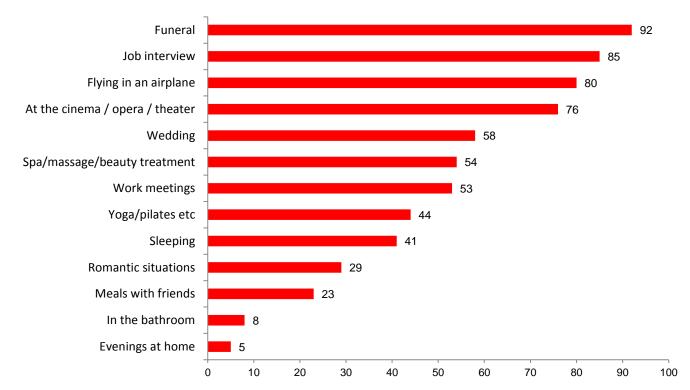








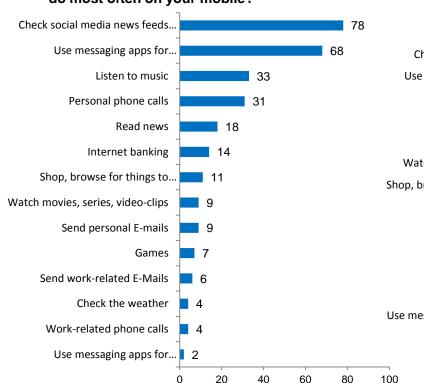
Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?



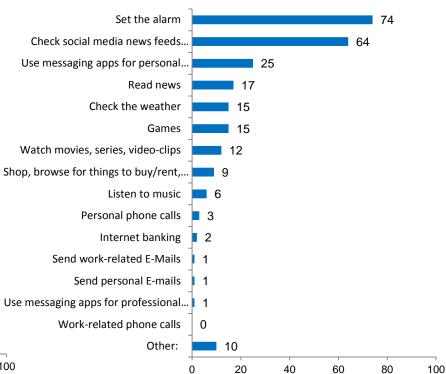


SWEDEN: COMPLETE RESULTS

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

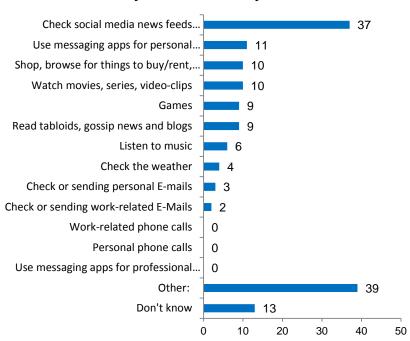


Q2 – Before going to sleep at night, what are your last three activities on your mobile?

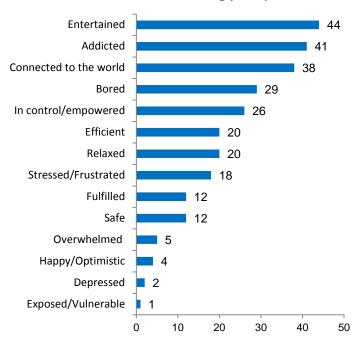




Q3 – If you wake up in the middle of the night, which three of these activities do you tend to do on your mobile?



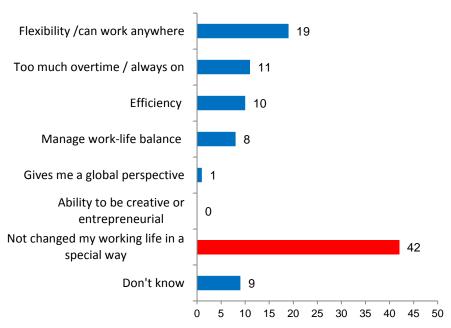
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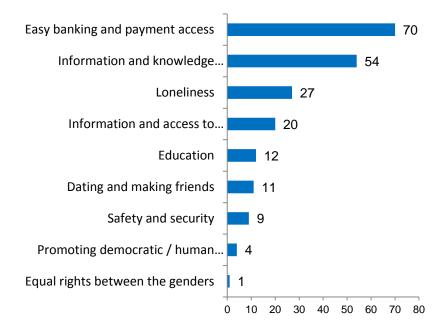




Q6 – How has the mobile changed the structure of your working life?



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?



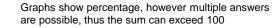




Q8 – To which degree do you support a women-only internet?

Graph shows percentage of respondents

There would be less online 95 harassment There would be more relevant 35 content for me It would be safer for kids 30 To a very high/high degree 10 Other: 0 Don't know 0 0 20 60 80 100 Either or 23 Why do you not support a women-only internet? It wouldn't solve online safety or 83 harassment issues To a very low/low degree 68 It would be discriminatory to men 15 It would be discriminatory to 8 women 20 30 40 50 60 70 80 Other: 11 Don't know



60

40

100

80

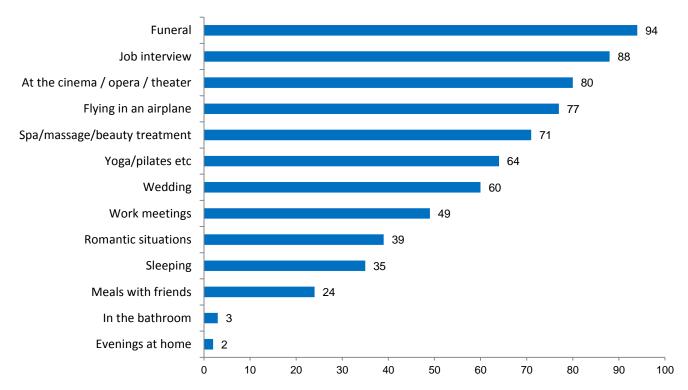
0

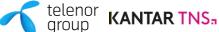
20

Why 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?



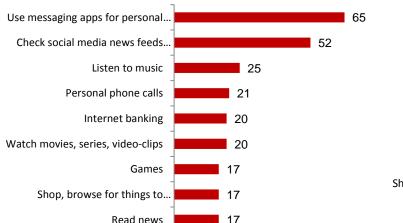


SINGAPORE: COMPLETE RESULTS





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



10

10

20

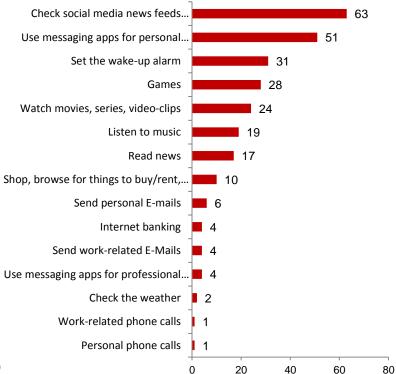
40

60

80

2

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





Check the weather

Use messaging apps for...

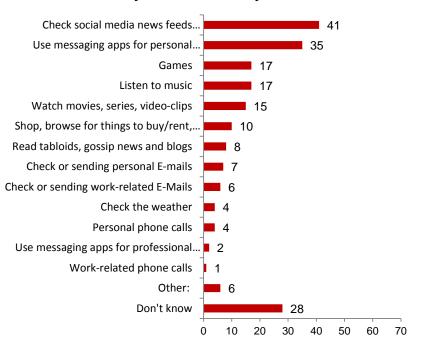
Send personal E-mails

Work-related phone calls

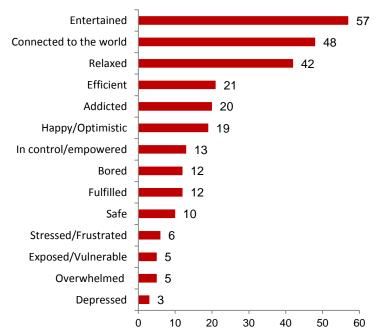
Send work-related E-Mails



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



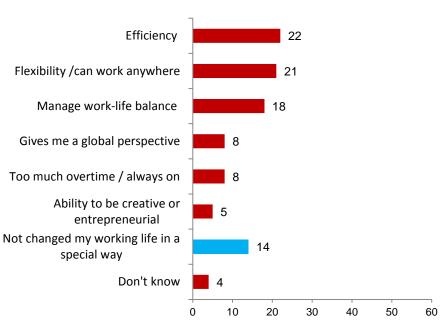
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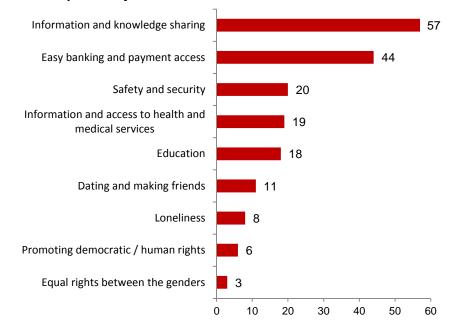




Q6 – How has the mobile changed the structure of your working life?



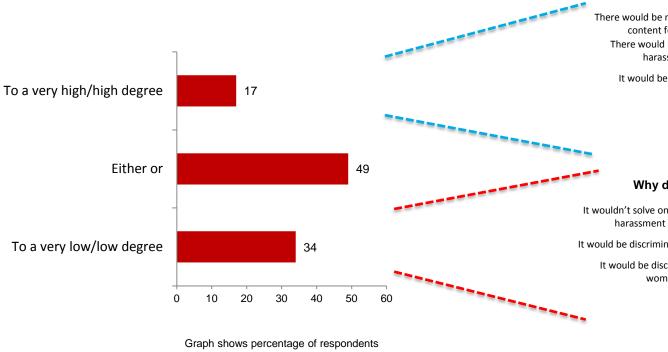
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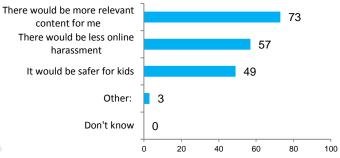




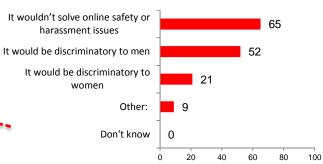
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Why do you support a women-only internet?



Why do you not support a women-only internet?

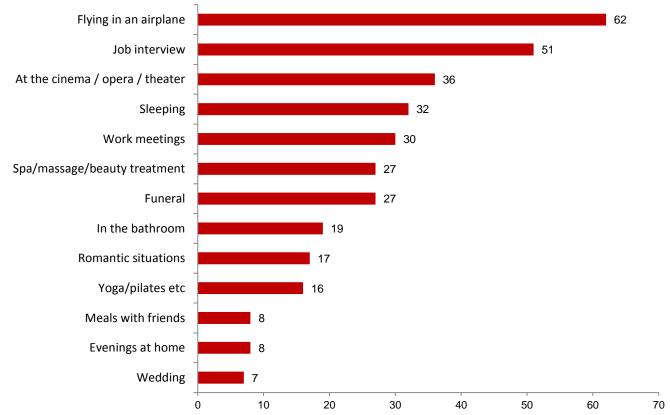


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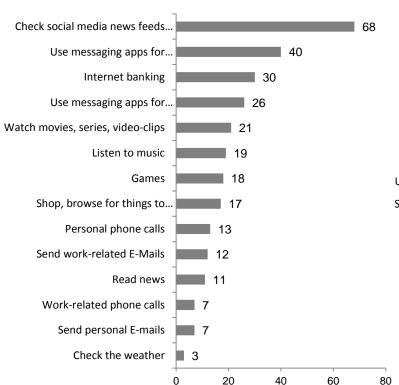
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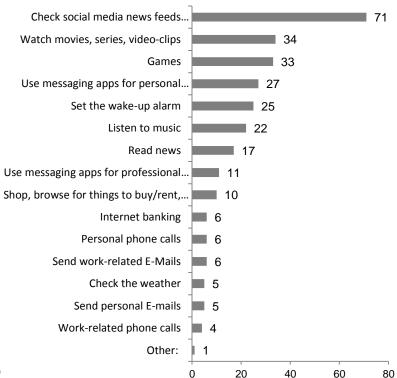


THAILAND: COMPLETE RESULTS

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



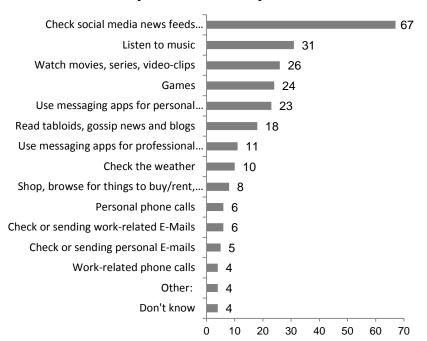
Q2 - Before going to sleep at night, what are your last three activities on your mobile?



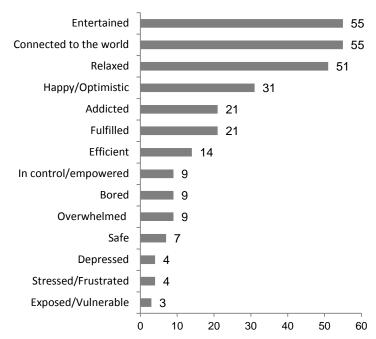




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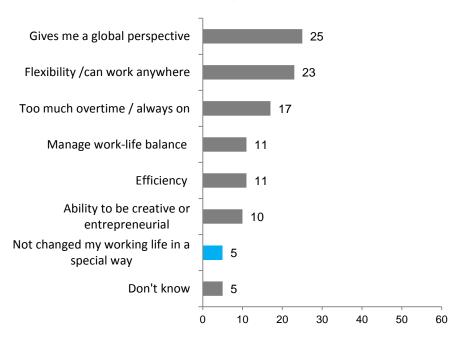


Q4 – What are your three most common feelings or emotions around using your phone?

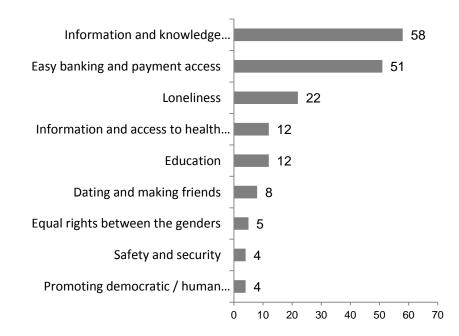




Q6 – How has the mobile changed the structure of your working life?

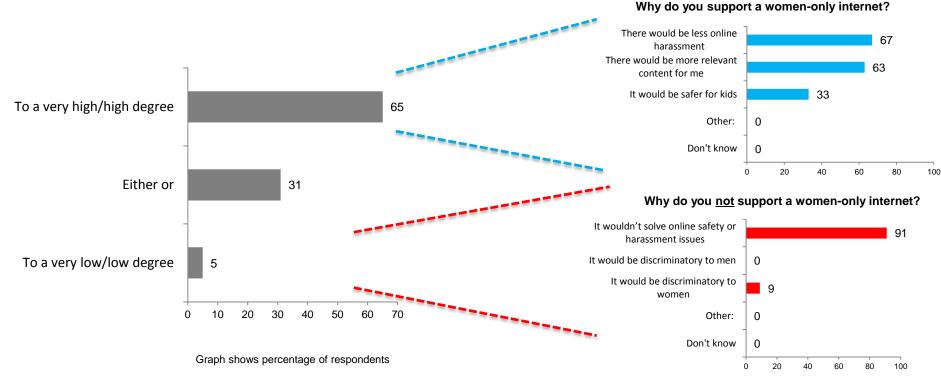


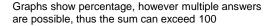
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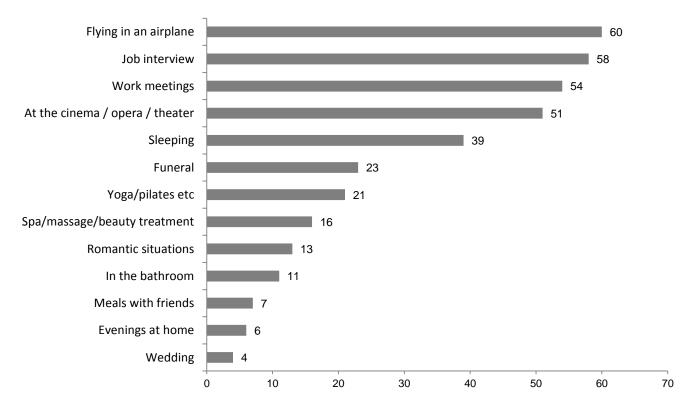


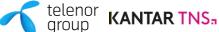






Q9 – In what situation would you NOT bring your mobile phone with you/turn it off/have it set to airplane/do-not-disturb mode?





THANK YOU