

Methodology

The data used for the analysis was gained from an online survey of 1,015 smartphone owners in Germany aged between 18 and 64 years which was conducted in Q4 2016 and Q1 2017. Figures are rounded and may not add up to 100%. For most items answering the questions, a five-point Likert scale was used, ranging from “fully disagree” to “fully agree”. The answers given by the respondents for “fully agree” and “partly agree” were defined as “yes”/“agreement”; the answers given as “partly disagree” and “fully disagree” were defined as “no”/“disagreement”. The figures in the report only show the respondents’ level of agreement.

Fig. 15 Key facts

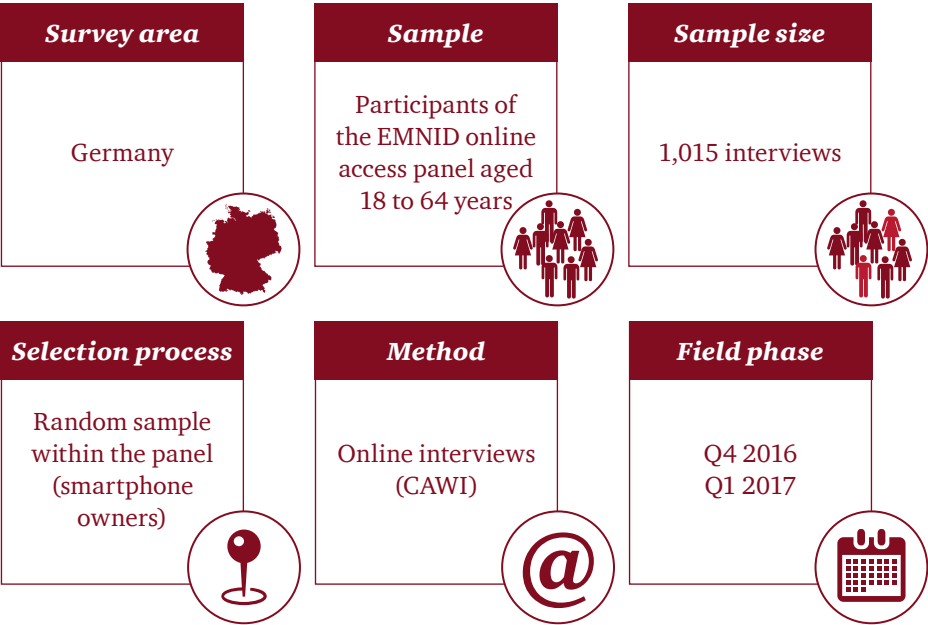


Fig. 16 Sample data

