

Smartphone Usage



Language: English

Last Revision: 25th April 2012

www.av-comparatives.org

Overview

Smartphones have without doubt changed our lives. Many people carry their smartphones with them all the time, and couldn't be without them. Mobile email, entertainment, text messages and speech telephony are now part of many people's way of life.

The aim of AV-Comparatives' survey was to find out what users actually do with their smartphones. We were interested not in where the telephone was used, but what for and how long.

The results will be used firstly for our Mobile Review, as we want to consider the effect of the security software on battery life. Secondly, the results will be of value to makers of antivirus software, in order to optimise the performance of their products.

Survey Methodology

AV-Comparatives commissioned a survey (<http://www.npolls.com/>), which was carried out on the 13th April 2012. A total of 1046 anonymous smartphone users from around the world answered questions on the subject of mobile phone usage. There was no differentiation between Android, iOS, Symbian or other smartphone operating systems. However, the survey could only be completed on mobile devices, i.e. smartphones or tablets with a mobile operating system.

Core results

Smartphone users take full advantage of the capabilities of their phones. 95% surf the Internet and send email with their phones, over two thirds listen to online music or watch online films on their mobile devices. It is also significant that 70% of users never switch their phones off.

Summary

Smartphones are becoming ever more important, and hardly any users leave any functions unused. The telephone has become an ever-present means of communication, becoming more and more important as an extension or even replacement of the personal computer.

Survey results are available to everyone for free at www.av-comparatives.org.

Smartphone Usage 2012

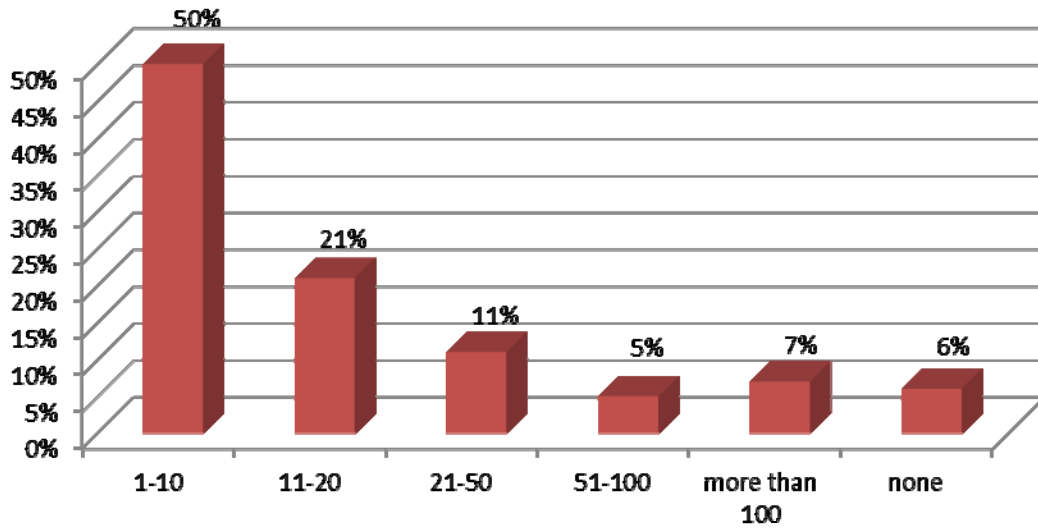
In order to make our Mobile Review 2012 more relevant to our readers, we asked smartphone users to tell us about how they use smartphones. The results are very interesting and useful to us, and we would like to thank everyone who took part in the survey.

Key data

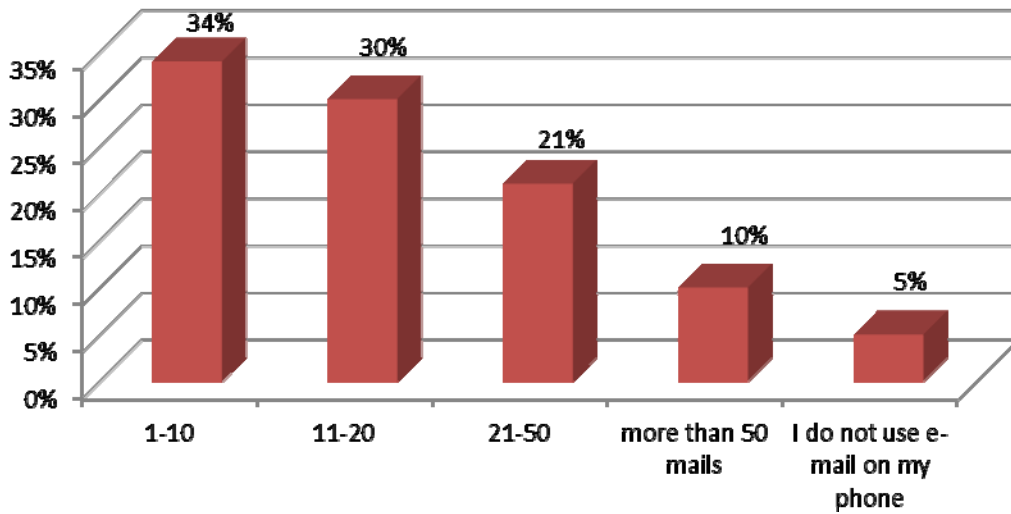
Survey Period: **13th April 2012 (one day only)**

Valid responses: **1046**

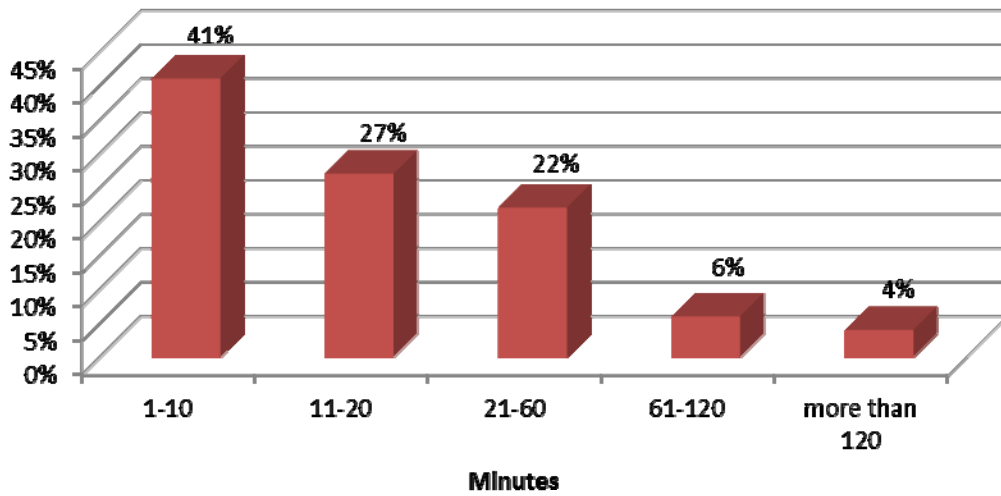
1. How many SMS messages do you receive per day?



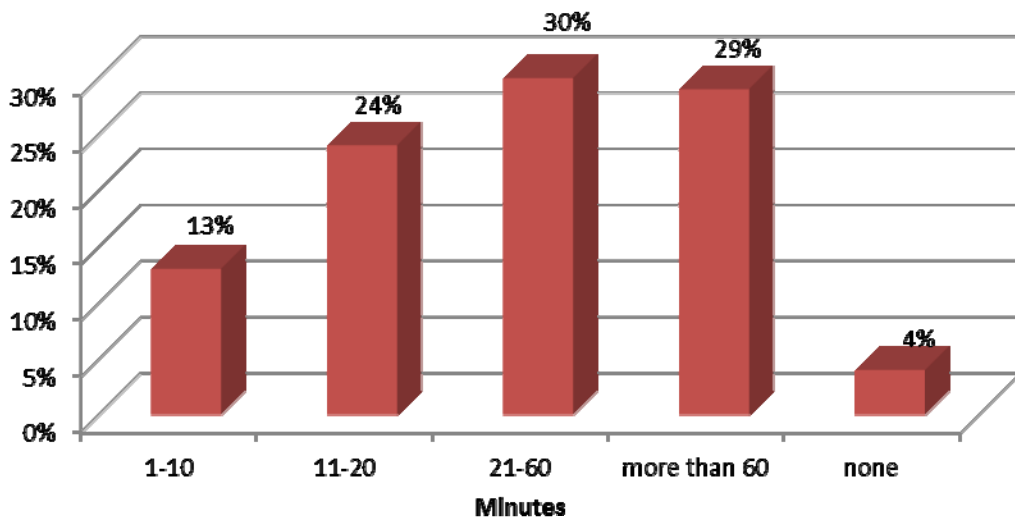
2. How many e-mails do you receive on your smartphone per day?



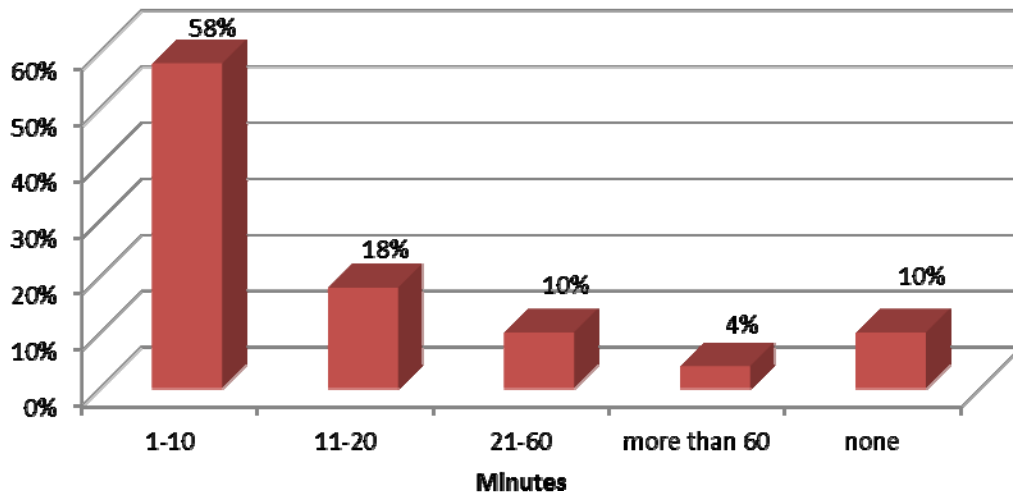
3. How many minutes per day do you spend talking on your mobile phone?



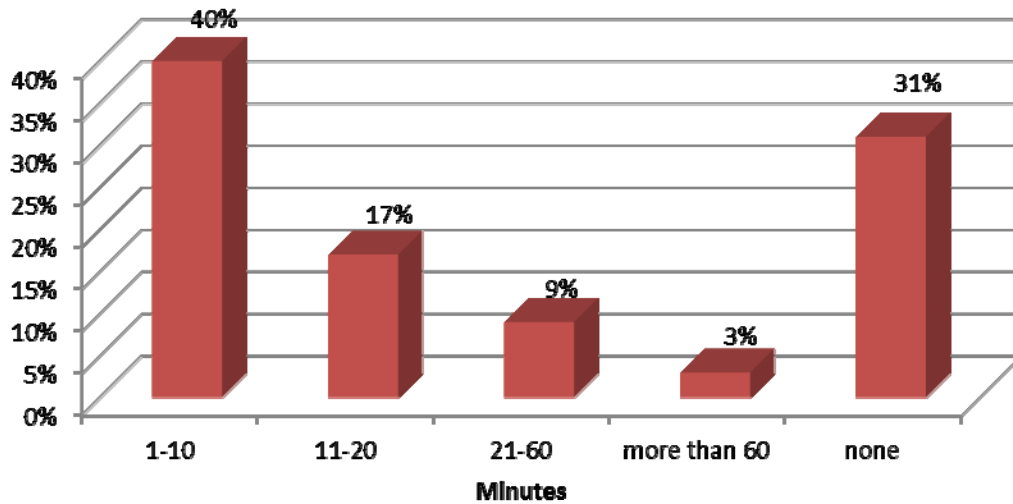
4. How many minutes per day do you spend browsing the web with your mobile phone?



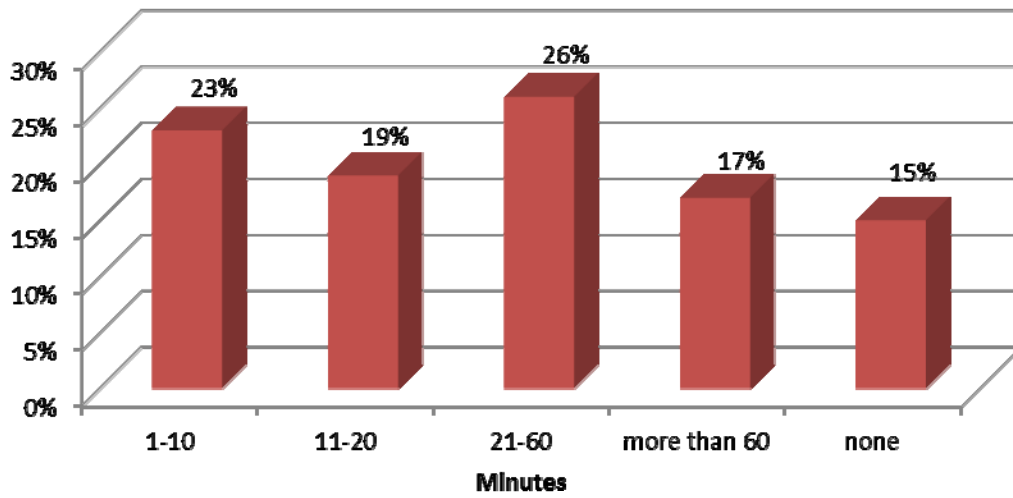
5. How many minutes per day do you spend looking at pictures stored on your phone?



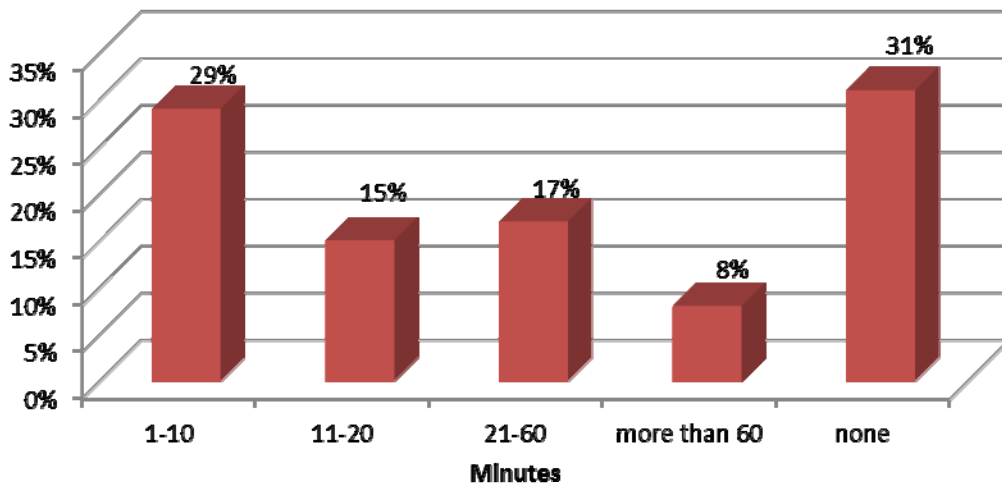
6. How many minutes per day do you spend looking at pictures stored online (e.g. flickr/picasa)?



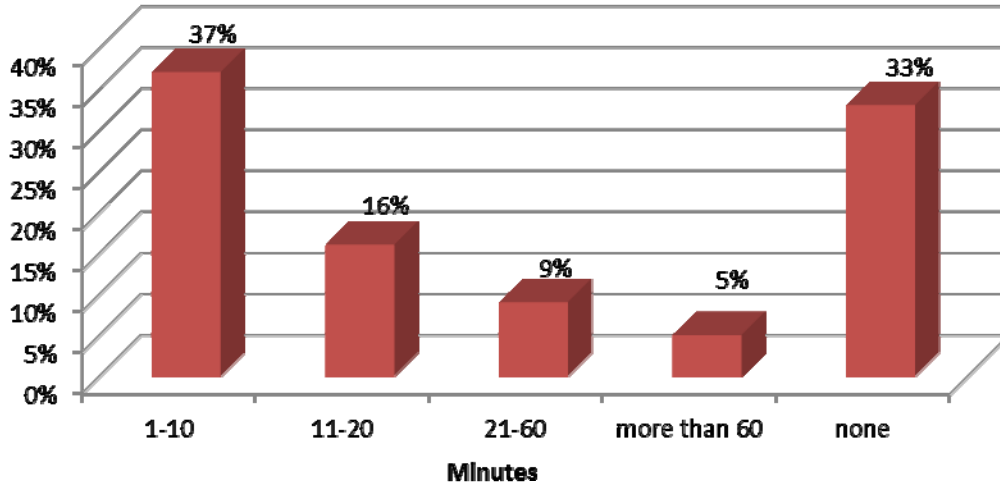
7. How many minutes per day do you spend listening to music stored on the phone?



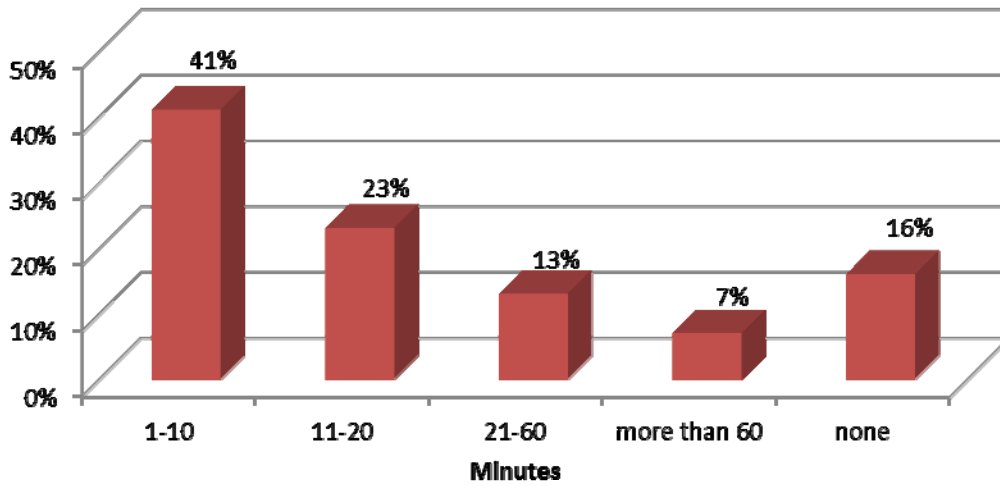
8. How many minutes per day do you spend listening to online streaming radio/music from the Internet on your phone?



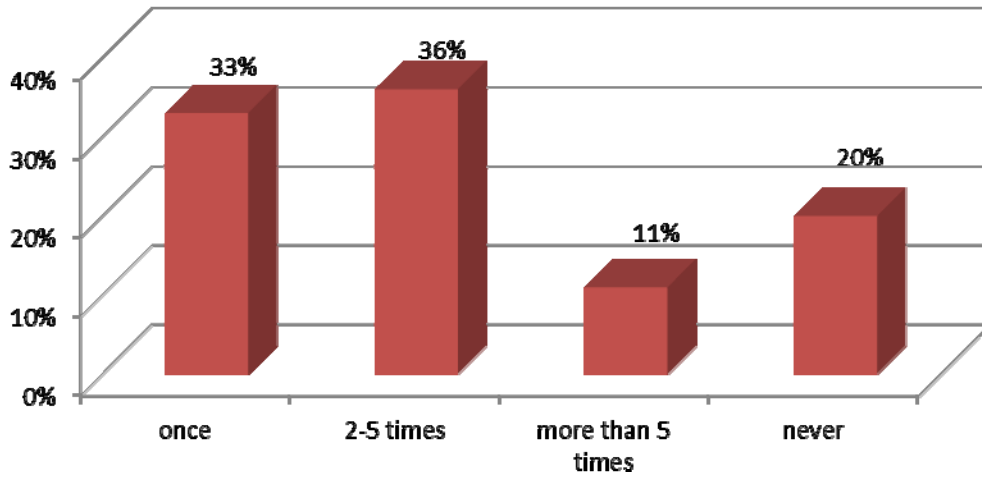
9. How many minutes per day do you spend watching videos stored on the phone?



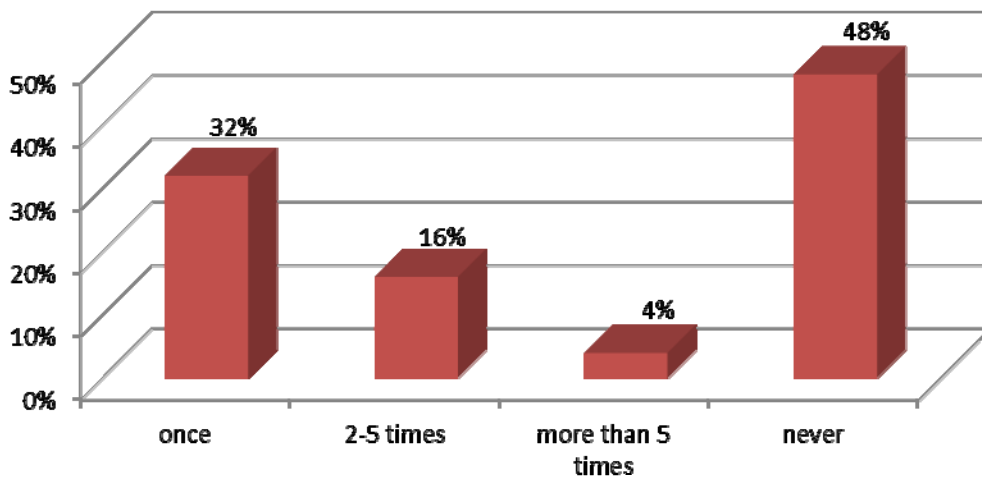
10. How many minutes per day do you spend watching videos from the Internet (e.g. YouTube)?



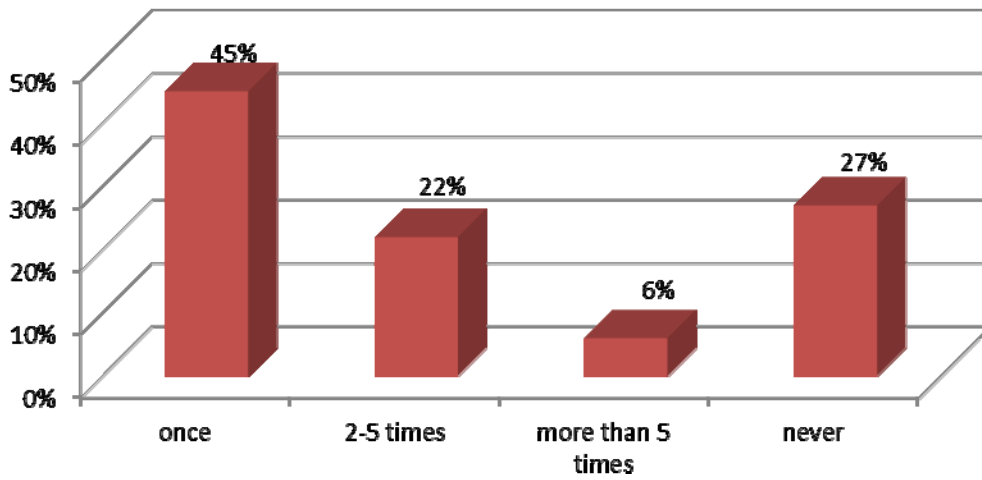
11. How many times per day do you open a document on your phone?



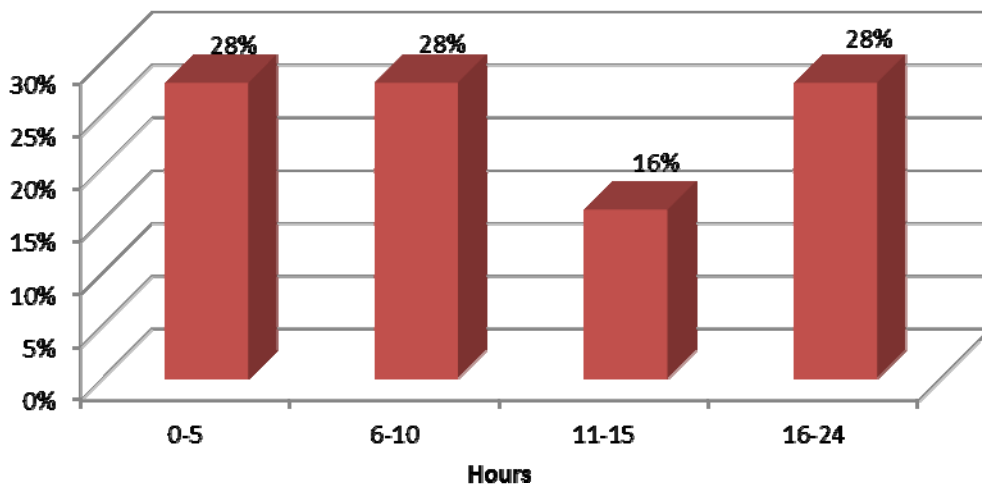
12. How many times per day do you open a spread sheet on your phone?



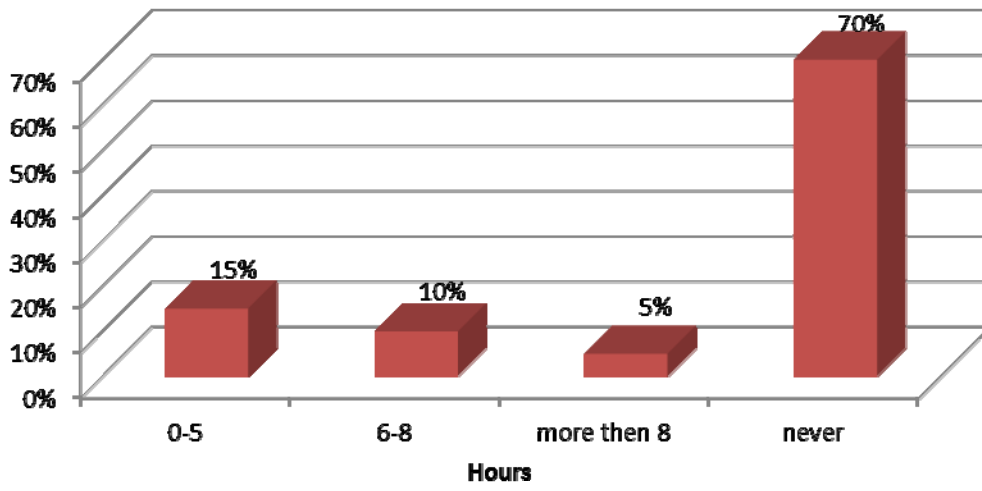
13. How many times per day do you open a PDF document on your phone?



14. How many hours per day is your phone on standby but not powered off?



15. How many hours a day is your phone powered off?



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