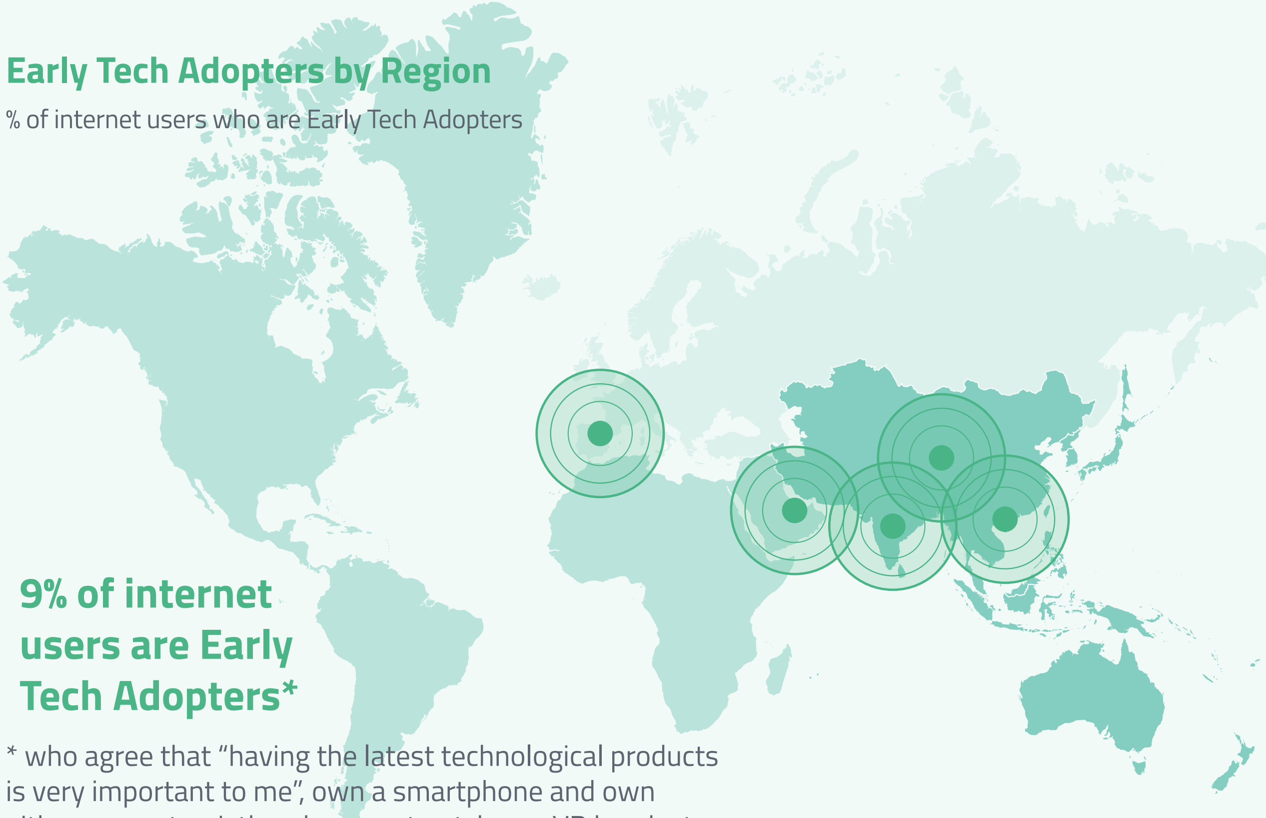
Early Tech Adopters

globalwebindex

REGION

Early Tech Adopters by Region

% of internet users who are Early Tech Adopters



ASIA PACIFIC	11%
EUROPE	5%
LATIN AMERICA	6%
MIDDLE EAST & AFRICA	6%
NORTH AMERICA	7%

9% of internet users are Early Tech Adopters*

* who agree that "having the latest technological products is very important to me", own a smartphone and own either a smart wristband, a smartwatch or a VR headset

Top 5 Markets

CHINA	14%
HONG KONG	12%
INDIA	12%
UAE	9%
SPAIN	9%

DEMOGRAPHICS & ATTITUDES

By Age

16 - 24 **25%** | 25 - 34 **37%** | 35 - 44 **24%** | 45 - 54 **10%** | 55 - 64 **4%**

By Gender

Male **60%** | Female **40%**

By Income

Bottom 25% **12%** | Mid 50% **48%** | Top 25% **36%** | Prefer not to say **4%**

"I tend to buy the premium version of a product - **77%**

"I feel more insecure without my mobile phone than my wallet - **73%**

"It is important for me to feel respected by my peers – **85%**

DEVICE

93% MORE LIKELY to use a tablet for gaming (1 in 2 do)

1 IN 2 ARE using a mobile ad-blocker at least once a week (58% MORE likely to do so)

59% MORE LIKELY to be using banking/ financial services apps (1 in 2 do)

56% MORE LIKELY to say they plan to buy a new phone/ upgrade within the next 6 months (4 in 10 say this)

Device Ownership & Importance

% who say they personally own the following/the following is their most important device for accessing the internet

● Ownership ● Importance

Smartphone: 100% | 66%

Laptop: 87% | 31%

Tablet: 72% | 3%

Average number of hours and minutes spent online per day via

Mobile: 03:36 (+30 minutes above global average)

PC/Laptop/Tablet: 04:02 (+16 minutes above global average)

TECHNOLOGY BRANDS

Top Brands for Engagement

% of Early Tech Adopters who currently use products/services from the following

		IDX
Apple	66%	1.66
SAMSUNG	62%	1.14
SONY	44%	1.42
PHILIPS	41%	1.65
HUAWEI	39%	1.69

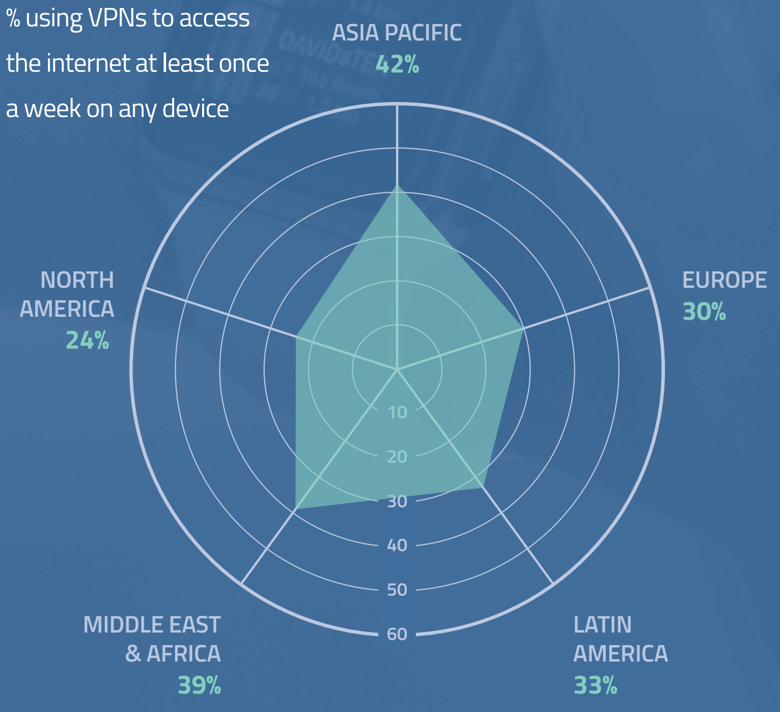
Top Brands for Consideration

% of Early Tech Adopters who say the following would be a top choice when next buying an electrical item

		IDX
Apple	43%	1.40
SAMSUNG	37%	0.93
PHILIPS	32%	1.69
SONY	31%	1.11
HUAWEI	28%	1.71

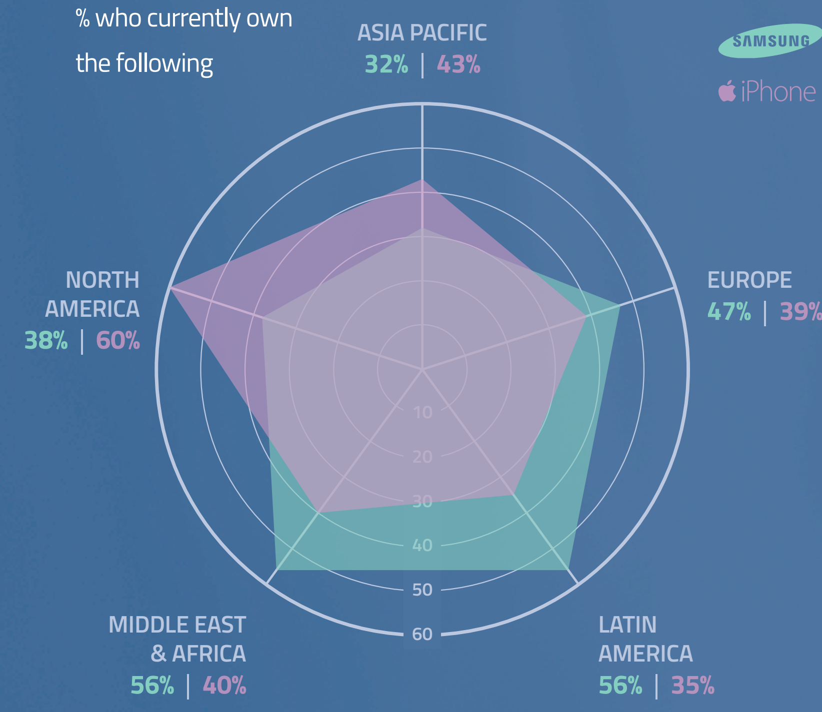
VPN Usage across Regions

% using VPNs to access the internet at least once a week on any device



Samsung vs. iPhone by Region

% who currently own the following



MEDIA CONSUMPTION

Average number of hours and minutes spent daily on the following

MUSIC STREAMING SERVICES **01:41** (+35 minutes above global average)

GAMES CONSOLES **01:35** (+39 minutes above global average)

Types of TV Watched

% who do the following at least once a week on any device

		TOP DEVICE USED OVERALL
Watch television live as it is broadcast on a TV channel	86%	TV
Watch a TV channel's catch-up/on-demand service	75%	TV
Watch a subscription service such as Netflix	74%	PC/Laptop

95% OF EARLY TECH ADOPTERS are using another device while watching TV - 83% do so on mobile

38% MORE LIKELY to pay for a subscription TV service (78% do)

2.7X AS LIKELY to have used Apple Music in the past month (1 in 4 have)

2.3X AS LIKELY to have watched an e-sports tournament in the past month (1 in 3 have)

Top 5 Second-Screen Activities

% who often do these activities while second-screening

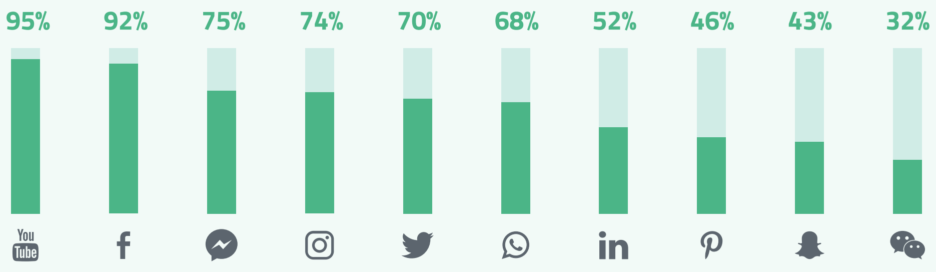
Use social networks	56%
Chat to / message friends	56%
Read emails	41%
Read the news	39%
Search for products to buy	38%

SOCIAL

EARLY TECH ADOPTERS AVERAGE 2 HRS 50 MINS ON SOCIAL MEDIA DAILY

Top Social Media

% who have visited/used the following in the past month



87% MORE LIKELY to follow entrepre-neurs / business people on social media (1 in 3 do)

78% MORE LIKELY to have asked a question to a brand on a social network in the past month (1 in 4 have)

4 IN 10 USE social media to research / find products to buy (36% more likely to do so)

COMMERCE

Top 5 Online Purchase Drivers

% who say the following would increase their likelihood of purchasing something

FREE DELIVERY	58%
COUPONS AND DISCOUNTS	49%
EASY RETURNS POLICY	42%
REVIEWS FROM OTHER CUSTOMERS	41%
NEXT-DAY DELIVERY	39%

Mobile Payments by Region

% who have used their phone to pay for an item /service in the past month

ASIA PACIFIC	64%
EUROPE	46%
LATIN AMERICA	59%
MIDDLE EAST & AFRICA	43%
NORTH AMERICA	48%

1 IN 4 HAVE posted an opinion about technology online in the past month

TWICE AS LIKELY to value the ability to purchase via 'buy buttons' on social networks (1 in 5 do)

77% MORE LIKELY to have used their phone to pay for an item/service in the past month (6 in 10 have)

BRAND ENGAGEMENT

Top 5 Sources of Brand Discovery

% who discover brands via the following channels

SEARCH ENGINES	44%
AD SEEN ON TV	41%
WORD-OF-MOUTH RECOMMENDATIONS	39%
BRAND/PRODUCT WEBSITES	37%
AD SEEN ONLINE	36%

Top 5 Reasons for Brand Advocacy

% who say the following would motivate them to advocate a brand

HIGH-QUALITY PRODUCTS	56%
LOVE FOR THE BRAND	44%
REWARDS	41%
WHEN I'VE RECEIVED GREAT CUSTOMER SERVICE	39%
WHEN SOMETHING IS RELEVANT TO MY OWN INTERESTS	39%

68% MORE LIKELY to have download-ed/used a branded app in the past month (almost 3 in 10 have)

6 IN 10 SAY THAT they tend to buy brands they see advertised (65% more likely to say so)

31% MORE LIKELY to want brands to allow them to contribute ideas for new products / designs (1 in 8 do)

2X AS LIKELY to use micro-blogs (such as Twitter) for online research (1 in 4 do)

Unless otherwise stated, all figures are taken from our Q2 2017 wave of online research, totaling a sample of 89,029 internet users aged 16-64. Among this cohort there were 5,810 Early Tech Adopters – defined here as those who agree that "Having the latest technological products is very important to me", as well as owning a smartphone and either a smart wristband, a smartwatch or a virtual reality headset. Note that China is excluded from percentages relating to specific/named social networks and apps.