المركز الفلسطيني لاستطلاع الرأي

PALESTINIAN CENTER FOR PUBLIC OPINION

Connecting the World

Mobile and Social Media Trends *

Dr. Nabil Kukali: 90.6% of the Palestinians are cell-phone users.

<u>Introduction</u>:

This survey is conducted by the Worldwide Independent Network for Market Research (WIN) and GALLUP International, which form together the largest association of leading independent market research and polling firms and centers throughout the whole world.

The WIN/Gallup International is made up of the (68) largest, independent market research and polling firms in their respective countries, with a combined annual revenue of over US$ 600 million and covering (89%) of the world's market.

The accumulated expertise of the WIN/GALLUP International with (68) members is formidable and their joint mission is to offer clients the best of both worlds: the highest quality at the most competitive prices.

WIN/GALLUP International with their members consistently demonstrate their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their members are leading national institutions, centers and companies with a profound local knowledge of research methods and techniques, statistical sources, customs and cultural differences of their own country and society.

Dr. Kukali

With only one member agency per country carefully selected by the Association Board, members work together on a daily basis to share knowledge, new research techniques and tools, providing thereby the most appropriate solutions to international research projects and services.

The Palestinian Territories are represented in the Association by the Palestinian Center for Public Opinion (PCPO), that is founded in 1994 and is run since then by its founder and president, Dr. Nabil Kukali, who said that “the attendance of PCPO at WIN/GALLUP International as a member representing the Palestinian Territories is viewed as a great achievement for our country Palestine and as an international recognition of our center’s ability, efficiency and credibility to conduct global surveys and public opinion polls around the world”.

In this context, Dr. Kukali mentioned that 90.6% of the Palestinians, at the age of 18 years and older, carry already cell-phones, and 22% among them own smart-phones of different brands.

Dr. Kukali further said that the results undoubtedly show that the Palestinians, notwithstanding the very hard conditions imposed on them by the Israeli Authority, are keeping pace with the modern technology of telecommunications and social media devices and adapt these to their benefit. This is shown, for example, by the relatively long time Palestinians spend in average on the Internet educating themselves and promoting their vocational abilities, as well as interacting and communicating with others on the different social media sites inside and outside Palestine.

Objective of the Survey:

This survey aims at casting light on the different mobile and social media devices and telecommunication techniques, that connect the world and are considered as the spine of the present globalization. Furthermore, WIN’s ground-breaking study reveals the mobile and social media trends around the world and provide a better understanding of how people are involved with social media today, how consumers interact and access the social media space, how social media and user-generated content are being integrated on multiple devices, the frequency and preferred modes of interaction and consumer benefits and concerns.

<u>Methodology and Geographical Distribution</u>:

In total, the study was carried out in **44 countries.** In each country, the most appropriate interviewing methodology was used given local conditions.

The total size of the sample is **40.557** cases, that represents 1.270.728.664 people. The sample in each country is probabilistic and was designed and weighted to represent the general adult population.

<u>Key Findings of the Survey</u>:

Worldwide, interaction through modern social media is becoming one of the vital components of our life. The ability to connect anywhere and anytime is nowadays a must. According to this ground-breaking survey of 40.557 respondents, these trends are changing lifestyles and consumers around the globe are shifting and adapting the way they communicate.

Hereunder are the five key findings in mobile and social media trends:

1. The number of smart-phones owned almost doubled in one year from 19% in 2010 to 35% in 2011 and is expected to rise over the next 12 months.
2. Mobility and ease of access prove to be key for many consumers as approximately 25% of consumers conduct the most frequent online activities on their mobile device.
3. Although 1 in 3 people currently use mobile banking, concerns about security are a barrier to using new advanced features for smart-phone users.
4. Globally, Internet users spend an average of 18 hours online per week, or 2.6 hours per day.
5. Overall, 1 in 4 minutes online is spent on social media sites.

<u>Internet Penetration</u>:

WIN survey has revealed that the inhabitants of Iceland, a medium-sized island in the North Atlantic Ocean, are with 95% of the population the most frequent Internet users all over the world, followed by the Swedes (90%), the Finns (87%) and the British people with 85% in the fourth position. The Palestinians are, with 37%, at the same level with the Tunisians and the Armenians, whilst many other countries on the list are still much lower, such as Nigeria (28%), Egypt (27%), Kenya (21%), Pakistan (17%) and India (11%). Afghanistan, with only (4%) of its population having access to the Internet, is on the bottom of the list.

The World in Your Pocket:

Device Ownership and Future Purchasing Intent

Worldwide, consumers favor devices that are more mobile and offer constant access to the Internet.

The number of smart-phones owned almost doubled in one year from 19% in 2011 to 35% in 2011 and is expected to rise over the next 12 months.

Feature phones on the other hand experienced a slight decline in 2011.

While computer ownership somewhat remained constant in 2011, laptop purchases are expected to experience much greater growth, given consumer interest in ultra-books.

In 2012, consumers will favor laptops (32%) over desktops (22%), smart-phones (32%) over feature phones (24%), and as many people are likely to buy a tablet computer (24%) as a desktop (22%).

In regard to the demographics of the smart-phone owners, the survey has revealed that in 2011 more men than women own smart-phones (37% to 32% respectively). The purchasing trends based on gender in 2012 are consistent with those of 2011.

Overall, and as expected, the age category 25 to 34 years are leading in smart-phone penetration (41%), whilst the category of the younger people under 25 years scores a slightly less rate (39%).

Leading Industry Brands of Computers and Mobile Phones Brand Preference among Buyers

Responding to the question:" *Which brand do you think you would be most likely to purchase from the following devices?*, the responses came in consistent with the following table:

	Brand	Percentage
Smartphone	Apple	38
	Samsung	15
	Nokia	8
	RIM/BlackBerry	7
	HTC	6
	LG	3
Feature Phone	Nokia	31
	Samsung	14
	LG	7
	Dell	4
	Sony	4
	Ericsson	2
Laptop Computer	Dell	18
	Apple	16
	HP	13
	Acer	9
	Samsung	7
	Toshiba	7
Desktop Computer	Dell	15
	Apple	13
	HP	13
	Acer	6
	Samsung	6
	LG	5
Tablet Computer	Apple	47
	Samsung	12
	Dell	4
	Amazon	3
	Sony	3
	RIM/BlackBerry	3
Mp3 Player	Apple	34
	Sony	10
	Samsung	7
	Amazon	3
	Dell	3
	LG	3

The tables show that while Nokia is still the most preferred brand for feature phones, people still covet the Apple iPhone throughout the world with 38% preferring it over other brands.

Samsung remains a strong contender in both markets with 15% and 14% respectively. Although its share is smaller, LG is also present in both markets, with 7% for feature phones and 3% for smart-phones.

Dell leads in brand preference for both desktops and laptops.

Dell is the preferred brand for desktops (15%) and laptops (18%), followed by Apple (13% and 16% respectively), HP (13%), Acer (6% and 9% respectively) and Samsung (6% and 7% respectively).

In the newer market of tablet computers, Apple leads with close to half of consumers (47%) who will choose an Apple over another brand in this category. Apple is also significantly favored for MP3 buyers with (34%) of consumers, who will choose an apple followed by Sony at only (10%).

To cast more light on the profile of the smart-phone users, these are asked the question:" *Can you tell me if you currently do mobile payments/wallet, are open to doing it in the future, or would never do it?*. (25%) said they are already using mobile payments / wallet, and (43%) would consider using them in the future, which makes a total of (68%). On the other hand, a quarter of the consumers, specifically (25%), would still never use this type of mobile service.

And responding further to the question addressed to those respondents, who said they would still never use this type of mobile service:"*Thinking of the previously mentioned service, to which you answered you would never do, what are the main barriers to you using these types of services through your smart-phone?",* over half of them, namely (54%), gave 'security' as the main barrier, whilst other concerns include 'fraud'

(39%), and 'privacy' (29%). (20%) said:" I'm not interested in this" and (19%) said:"I'm scared my phone would be stolen".

The Palestinian Territories:

Dr. Kukali announced that the key results of the survey in the Palestinian Territories are as follows:

Responding to the question:” *How often do you personally have access to the Internet, regardless of whether at home, at your working place or somewhere else?”*, (40.7%) said “daily”, (29.4%) “few times per week”, (4.3%) “once per week”, (2.9%) “few times per month”, (1.4%) “once a’ month”, (1.3%) “less than once a’ month” and (20.0%) said:”I have no access to the Internet at all”.

And regarding the question:” *How many hours, in average, do you spend weekly on performing the following activities: a) surfing the Internet for personal reasons,*

b) surfing the Internet for occupational reasons and c) surfing social media sites?”,

the answers came as follows: a) 4.3 hours, b) 2.84 hours and c) 4.78 hours.

And on the question:”*Do you have a cell-phone for your personal use, including a firm-owned phone?”*, (90.6%) said: “Yes, I have” and (9.4%) said:”No, I haven’t”.

And with respect to the question:” *Do you have an ordinary telephone line at home installed for you by the Telecommunication Co.?”*, (75.2%) answered:” Yes, I have”, and (24.8%) said:” No, I haven’t”.

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