

Internal - Smart Phones

25th - 26th February 2019

1,832 Adults

Total	Gender		Age					Social Media/ Messaging service (within the last month)									
	Male	Female	18-24	25-34	35-44	45-54	55+	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Moving on...Do you currently own a personal smartphone (i.e. not a work phone)?

Unweighted base	2088	972	1116	165	323	342	360	898	1390	581	297	142	263	500	237	1091	1099	198
Base: All UK adults	2088	1013	1075	232	330	335	349	842	1398	593	290	149	257	530	258	1102	1101	193
Yes, I do	88%	86%	89%	93%	94%	91%	93%	80%	91%	94%	92%	94%	93%	95%	98%	93%	97%	89%
No, I don't	11%	12%	10%	2%	3%	8%	7%	20%	7%	5%	8%	6%	6%	2%	1%	6%	2%	9%
Don't know	1%	2%	1%	5%	3%	1%	-	0%	1%	1%	-	1%	1%	3%	1%	1%	1%	2%

You previously mentioned that you currently own a personal smartphone. For the following question please imagine that you were without your smartphone for a day...To what extent, if at all, do you agree or disagree with each of the following statements? (Please select one option on each row)

I would feel relieved to be free of my smartphone for a day

Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	9%	10%	8%	9%	10%	11%	12%	6%	8%	9%	7%	9%	8%	9%	9%	8%	9%	6%
Tend to agree	20%	19%	21%	25%	29%	23%	17%	14%	21%	22%	24%	17%	24%	24%	27%	23%	21%	21%
Neither agree nor disagree	36%	37%	35%	24%	30%	27%	44%	41%	35%	29%	28%	35%	28%	26%	26%	32%	32%	36%
Tend to disagree	21%	21%	21%	24%	18%	22%	18%	22%	22%	24%	26%	25%	25%	21%	23%	22%	23%	23%
Strongly disagree	13%	12%	13%	14%	12%	16%	7%	14%	13%	15%	12%	12%	12%	17%	13%	14%	13%	13%
Don't know	1%	1%	2%	4%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%
Net: Agree	29%	29%	29%	34%	38%	35%	29%	21%	29%	31%	31%	26%	32%	33%	36%	31%	30%	27%
Net: Disagree	34%	33%	35%	38%	31%	37%	25%	37%	35%	39%	41%	37%	37%	39%	36%	35%	37%	37%

I would feel more focused on what I was doing that day

Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	13%	11%	14%	22%	18%	13%	11%	8%	13%	14%	14%	16%	16%	16%	17%	13%	13%	10%
Tend to agree	30%	29%	31%	34%	40%	36%	28%	23%	31%	36%	37%	32%	34%	38%	44%	33%	33%	36%
Neither agree nor disagree	32%	33%	30%	19%	24%	23%	41%	38%	31%	25%	27%	30%	28%	24%	23%	29%	29%	30%
Tend to disagree	15%	15%	15%	14%	13%	19%	12%	17%	15%	14%	11%	15%	16%	13%	11%	16%	16%	15%
Strongly disagree	9%	9%	8%	7%	3%	8%	6%	13%	8%	9%	9%	6%	5%	7%	4%	7%	7%	8%
Don't know	2%	2%	2%	4%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%
Net: Agree	43%	40%	45%	56%	58%	49%	39%	31%	44%	51%	51%	48%	49%	55%	61%	46%	46%	46%
Net: Disagree	24%	25%	23%	21%	16%	27%	18%	30%	23%	23%	20%	21%	22%	20%	15%	23%	23%	24%

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	Male	Female	18-24	25-34	35-44	45-54	55+	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype	
I would pay more attention to what was going on around me																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	16%	14%	17%	19%	25%	19%	13%	10%	15%	18%	18%	16%	19%	21%	16%	17%	14%	
Tend to agree	33%	32%	35%	44%	43%	36%	32%	25%	36%	41%	36%	34%	39%	42%	47%	37%	36%	
Neither agree nor disagree	30%	33%	27%	22%	20%	28%	33%	36%	28%	23%	25%	29%	22%	20%	26%	27%	29%	
Tend to disagree	13%	12%	13%	7%	9%	13%	13%	16%	13%	11%	13%	12%	11%	10%	9%	14%	12%	
Strongly disagree	7%	8%	7%	5%	2%	4%	6%	13%	7%	6%	7%	7%	6%	3%	5%	5%	7%	
Don't know	1%	1%	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	3%	
Net: Agree	49%	46%	52%	63%	68%	55%	45%	35%	51%	59%	54%	51%	59%	63%	67%	54%	51%	
Net: Disagree	20%	20%	20%	12%	11%	17%	19%	29%	20%	17%	19%	17%	15%	12%	19%	17%	18%	
I would feel anxious because I could not instantly communicate with my family and/or friends																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	14%	9%	17%	21%	17%	16%	11%	10%	14%	17%	13%	8%	16%	22%	25%	16%	16%	8%
Tend to agree	30%	25%	35%	38%	42%	34%	25%	24%	33%	32%	33%	30%	33%	36%	40%	35%	35%	34%
Neither agree nor disagree	18%	20%	16%	14%	15%	18%	20%	19%	17%	19%	14%	28%	18%	15%	16%	18%	17%	18%
Tend to disagree	20%	22%	18%	19%	14%	16%	23%	22%	19%	19%	23%	17%	19%	15%	12%	17%	19%	
Strongly disagree	18%	24%	13%	7%	12%	14%	21%	25%	16%	12%	15%	15%	14%	11%	6%	13%	20%	
Don't know	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	
Net: Agree	44%	34%	52%	59%	59%	50%	35%	34%	47%	49%	46%	38%	49%	58%	65%	51%	51%	
Net: Disagree	38%	46%	31%	25%	26%	32%	44%	47%	35%	31%	39%	32%	33%	26%	18%	31%	32%	
I would be worried because my family and/or friends could not reach me																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	20%	13%	26%	30%	28%	22%	15%	14%	20%	23%	19%	16%	25%	28%	22%	22%	22%	12%
Tend to agree	37%	35%	38%	43%	41%	39%	32%	33%	38%	38%	37%	39%	42%	40%	42%	40%	39%	45%
Neither agree nor disagree	16%	18%	14%	10%	13%	16%	20%	17%	15%	15%	16%	21%	13%	14%	12%	15%	15%	18%
Tend to disagree	15%	18%	12%	14%	13%	12%	16%	17%	14%	13%	16%	10%	7%	11%	8%	13%	14%	12%
Strongly disagree	13%	16%	10%	3%	5%	11%	16%	19%	12%	10%	11%	12%	13%	7%	3%	10%	9%	12%
Don't know	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	
Net: Agree	56%	48%	64%	72%	69%	61%	47%	47%	58%	62%	57%	55%	67%	68%	76%	62%	62%	57%
Net: Disagree	27%	34%	22%	17%	18%	23%	31%	36%	26%	23%	27%	22%	20%	18%	12%	22%	23%	25%

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	Male	Female	18-24	25-34	35-44	45-54	55+	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype	
I would be nervous because I would not know if someone had tried to get a hold of me																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	12%	9%	15%	24%	17%	14%	9%	7%	13%	14%	12%	7%	11%	19%	28%	15%	13%	10%
Tend to agree	31%	25%	37%	43%	37%	38%	26%	25%	33%	35%	36%	25%	40%	38%	35%	34%	37%	32%
Neither agree nor disagree	20%	23%	17%	14%	17%	21%	24%	22%	20%	23%	20%	33%	18%	19%	18%	21%	20%	21%
Tend to disagree	18%	19%	16%	14%	16%	13%	22%	20%	17%	14%	19%	15%	15%	14%	13%	17%	16%	19%
Strongly disagree	17%	22%	13%	4%	11%	13%	19%	26%	16%	13%	13%	17%	16%	10%	5%	13%	13%	16%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%
Net: Agree	44%	34%	52%	67%	54%	52%	35%	32%	46%	40%	48%	33%	51%	57%	63%	49%	50%	42%
Net: Disagree	35%	41%	29%	18%	27%	26%	40%	46%	33%	28%	31%	32%	30%	23%	18%	30%	29%	35%
I would be nervous because I would be disconnected from my online identity																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	3%	3%	3%	8%	4%	3%	2%	2%	3%	5%	2%	4%	3%	5%	9%	3%	3%	2%
Tend to agree	7%	7%	8%	11%	12%	10%	5%	4%	9%	8%	11%	11%	5%	10%	9%	10%	9%	10%
Neither agree nor disagree	14%	14%	13%	9%	16%	18%	15%	12%	14%	15%	11%	19%	14%	14%	19%	15%	13%	13%
Tend to disagree	25%	24%	26%	31%	27%	26%	23%	22%	27%	30%	30%	23%	27%	30%	30%	28%	27%	27%
Strongly disagree	50%	51%	49%	39%	41%	42%	53%	59%	46%	42%	47%	42%	50%	39%	30%	44%	46%	49%
Don't know	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Net: Agree	11%	10%	11%	19%	16%	13%	7%	6%	11%	13%	13%	14%	8%	15%	19%	13%	12%	11%
Net: Disagree	75%	76%	74%	71%	67%	68%	76%	81%	74%	72%	76%	65%	77%	69%	61%	71%	74%	76%
I would be uncomfortable because I could not stay up-to-date with social media and online networks (e.g. Facebook, Snapchat, Instagram etc.)																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	4%	3%	5%	10%	6%	3%	3%	2%	4%	7%	5%	2%	4%	7%	10%	5%	4%	3%
Tend to agree	11%	10%	13%	18%	16%	16%	9%	6%	13%	16%	12%	20%	14%	19%	20%	15%	14%	12%
Neither agree nor disagree	15%	16%	14%	10%	21%	19%	16%	12%	16%	17%	12%	18%	16%	16%	16%	17%	16%	14%
Tend to disagree	23%	20%	25%	34%	24%	21%	19%	21%	26%	26%	34%	21%	26%	26%	30%	26%	25%	21%
Strongly disagree	46%	51%	43%	28%	33%	41%	52%	59%	40%	33%	37%	37%	40%	30%	24%	36%	41%	51%
Don't know	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	-
Net: Agree	15%	13%	17%	27%	22%	19%	12%	8%	17%	23%	17%	23%	18%	27%	30%	20%	18%	15%
Net: Disagree	69%	71%	67%	62%	57%	62%	71%	79%	66%	59%	70%	58%	66%	56%	53%	62%	66%	72%

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	Male	Female	18-24	25-34	35-44	45-54	55+	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype	
I would feel anxious because I could not check my emails instantly																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	4%	3%	5%	7%	5%	5%	4%	2%	4%	4%	4%	3%	4%	5%	6%	4%	4%	4%
Tend to agree	15%	14%	15%	21%	21%	16%	11%	11%	15%	18%	19%	21%	16%	20%	17%	17%	17%	17%
Neither agree nor disagree	17%	19%	15%	17%	17%	19%	17%	16%	16%	17%	15%	23%	16%	16%	17%	17%	17%	19%
Tend to disagree	28%	27%	29%	32%	27%	29%	30%	26%	29%	30%	33%	19%	25%	28%	31%	30%	29%	27%
Strongly disagree	36%	36%	35%	22%	30%	30%	37%	44%	35%	30%	28%	32%	39%	30%	26%	31%	32%	33%
Don't know	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	-
Net: Agree	19%	18%	20%	28%	25%	21%	15%	13%	19%	22%	24%	24%	20%	25%	26%	21%	21%	21%
Net: Disagree	64%	63%	64%	54%	57%	59%	67%	70%	64%	60%	61%	51%	63%	58%	57%	61%	61%	60%
I would feel weird because I would not know what to do																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Strongly agree	6%	6%	6%	18%	9%	8%	4%	1%	6%	7%	4%	5%	7%	10%	14%	7%	6%	2%
Tend to agree	16%	14%	18%	28%	27%	20%	8%	9%	18%	22%	19%	15%	20%	24%	28%	20%	19%	18%
Neither agree nor disagree	16%	16%	15%	16%	20%	17%	16%	13%	17%	18%	16%	25%	14%	18%	19%	16%	18%	19%
Tend to disagree	23%	21%	24%	21%	22%	25%	26%	21%	22%	24%	26%	15%	25%	22%	22%	23%	24%	25%
Strongly disagree	39%	42%	38%	16%	22%	27%	45%	56%	36%	28%	32%	38%	32%	25%	17%	33%	32%	35%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	-
Net: Agree	22%	20%	24%	45%	36%	29%	12%	10%	24%	29%	24%	20%	27%	34%	41%	27%	25%	21%
Net: Disagree	61%	63%	60%	37%	44%	52%	71%	77%	58%	52%	60%	53%	57%	47%	39%	56%	56%	60%
How often, if at all, would you say you leave the house without your personal smartphone? (Please select the option that best applies)																		
Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Always	2%	2%	2%	2%	3%	4%	2%	1%	3%	2%	2%	6%	2%	4%	3%	1%	1%	2%
Often	8%	10%	7%	8%	6%	4%	8%	12%	7%	5%	4%	10%	4%	5%	2%	6%	5%	10%
Sometimes	22%	21%	23%	11%	13%	22%	24%	29%	21%	17%	16%	27%	19%	13%	10%	20%	20%	20%
Rarely	40%	39%	40%	38%	34%	37%	44%	42%	40%	40%	44%	37%	44%	39%	42%	41%	43%	41%
Never	27%	28%	27%	41%	42%	34%	22%	16%	30%	35%	34%	19%	30%	39%	43%	31%	31%	25%
Don't know	0%	0%	0%	-	2%	0%	0%	-	0%	0%	-	1%	1%	0%	0%	0%	0%	1%
Net: Often	11%	12%	9%	10%	9%	7%	10%	14%	10%	7%	6%	16%	7%	8%	6%	8%	6%	13%
Net: Rarely / Never	67%	67%	67%	79%	76%	71%	66%	58%	70%	75%	78%	56%	74%	78%	85%	72%	74%	66%

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	Male	Female	18-24	25-34	35-44	45-54	55+	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

In general, when moving from room to room at home (e.g. from your bedroom to the kitchen), how likely, if at all, is it that you will take your personal smartphone with you?

Unweighted base	1825	833	992	156	302	313	336	718	1269	543	273	133	244	478	232	1010	1061	176
Base: All UK adults with a smartphone	1832	873	958	215	310	306	326	675	1274	556	268	139	239	503	252	1021	1065	172
Very likely	13%	14%	12%	25%	20%	12%	10%	8%	14%	18%	18%	15%	14%	19%	20%	14%	15%	12%
Fairly likely	36%	36%	35%	53%	48%	45%	29%	23%	37%	40%	41%	35%	43%	46%	53%	40%	42%	41%
Fairly unlikely	25%	25%	25%	15%	21%	27%	31%	26%	25%	25%	26%	26%	21%	22%	18%	25%	24%	24%
Very unlikely	25%	25%	26%	5%	9%	15%	28%	43%	23%	16%	14%	23%	20%	11%	7%	20%	18%	22%
Don't know	1%	1%	1%	3%	2%	1%	2%	-	1%	1%	-	2%	2%	2%	3%	1%	1%	1%
Net: Likely	49%	49%	48%	78%	68%	57%	39%	31%	51%	58%	59%	50%	57%	66%	72%	54%	56%	53%
Net: Unlikely	50%	50%	51%	19%	29%	42%	59%	69%	48%	41%	41%	49%	41%	33%	25%	45%	42%	46%