

Global Smartphone Insights (SPI) Methodology:

In each study there are two modules an incidence module and a detailed module. The incidence module is ~5 minutes long and is designed to measure the penetration of mobile phone usage and mobile device type. The detailed module is among mobile users only and is ~30 minutes long. This module captures all the attitudes and behaviors of mobile users in each country.

India: Face to Face interviews conducted in 8 Indian cities (Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, Ahmedabad, Pune, Lucknow). Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 3,203 random contacts. The detail module of mobile users only interviewed a total of 3,067 mobile users, 1,593 of which were smartphone users and 1,474 of which were non-smartphone users. Interviews were conducted during March-April 2012.

Turkey: Face to Face interviews conducted in large and medium metros. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 4,042 random contacts. Detailed interviews were completed with smartphone users only. The sample achieved was 776 Smartphone users. Interviews were conducted during April-May 2012.

China: Online interviews conducted in urban areas. Sample was sourced from the following cities: Shanghai, Nanjing, Hangzhou, Guangzhou, Shenzhen, Nanning, Beijing, Tianjin, Shijiazhuang, Chongqing, Chengdu, Kunming, Zhengzhou, Wuhan, Changsha, Shenyang, Changchun, Haerbin, Xian, Lanzhou, Xining. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 1,210 random contacts. Detailed interviews were completed with 2,477 mobile users, 1,639 of which were smartphone users and 838 of which were non-smartphone users. Interviews were conducted during February 2012.

Italy: Online interviews conducted nationally. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 1,062 random contacts. Detailed interviews were completed with 1,632 mobile users, 1,026 of which were smartphone users and 606 of which were non-smartphone users. Interviews were conducted during March 2012.

Korea: Online interviews conducted nationally. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 1,041 random contacts. Detailed interviews were completed with 1,765 mobile users, 1,145 of which were smartphone users and 620 of which were non-smartphone users. Interviews were conducted during February 2012.

Russia: Online interviews conducted in 12 major metros. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 1,039 mobile users to determine the type of primary handset used. Detailed interviews were completed with 1,645 mobile users, 912 of which were smartphone users and 733 of which were non-smartphone users. Interviews were conducted during March-April 2012.

UK: Online interviews conducted nationally. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 1,025 random contacts. Detailed interviews were completed with 1,607 mobile users, 995 of which were smartphone users and 612 of which were non-smartphone users. Interviews were conducted during March 2012.

Brazil: The incidence module was conducted over the phone while the detailed module was conducted online nationally. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 986 random contacts. Detailed interviews were completed with 1,603 mobile users, 748 of which were smartphone users and 855 of which were non-smartphone users. Interviews were conducted during April-May 2012.

Australia: Online interviews conducted nationally. Respondents were between the ages of 16 and 64. The incidence module interviewed a total of 1,158 random contacts. Detailed interviews were completed with 1,682 mobile users, 1,063 of which were smartphone users and 619 of which were non-smartphone users. Interviews were conducted during February 2012.

US: Online interviews conducted nationally. Respondents were aged 13+. The incidence module interviewed a total of 84,565 random contacts. Detailed interviews were completed with 76,204 mobile users, 54,585 of which were able to identify their mobile phone. 28,103 respondents were smartphone users and 26,482 were non-smartphone users. Interviews were conducted during April-June 2012.

For more information about how this data is used to measure the everyday mobile behaviors of global consumers, please look for [Nielsen at Mobile World Congress](#) or read the [Nielsen Wire blog for the latest updates about mobile subscribers](#).