

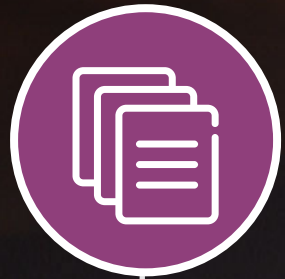
Device-generated “objective” data – a necessity to complement “subjective” Market Research



February 7TH, 2019

Gunnar Ehrnborg
Principal Researcher & Chief Statistician
Ericsson Consumer & IndustryLab

ConsumerLab annual research



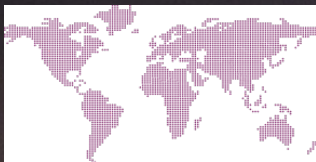
Consumer Research since 1995



2.6 Million
respondents



1.1 Billion people
represented



50 Countries



Qualitative
studies and expert
interviews



Complementary
data sources

Today, using ICT is something you do ... without really noticing it !



- During yesterday - How many times did you pick up your smartphone?
- How many emails do you usually send during a day?
- How much time do you browse the Internet in a typical day?
 - On any device
 - On a smartphone
- How big part of your mobile usage is carried out using the mobile network (not via WiFi) ?
- How much time did you spend on online gaming last week?
OR watching TV?
 - Via Cosole, via Smartphone, via Computer, via Tablet, via TV At home, at work, while commuting, when out and about



Today - In large - Respondents estimates on
Online behavior is just (rather poor)
GUESTIMATES!





Level it out?
Weighting ?



Q: Time spent online using a computer in an average weekday ?



Device measurement

Response in Questionnaire

"Global" **	Lower	Correct (+/- 20%)*	Higher
Low	30%	52%	18%
Mid	28%	48%	24%
High	20%	45%	35%

1/3

1/3

1/3

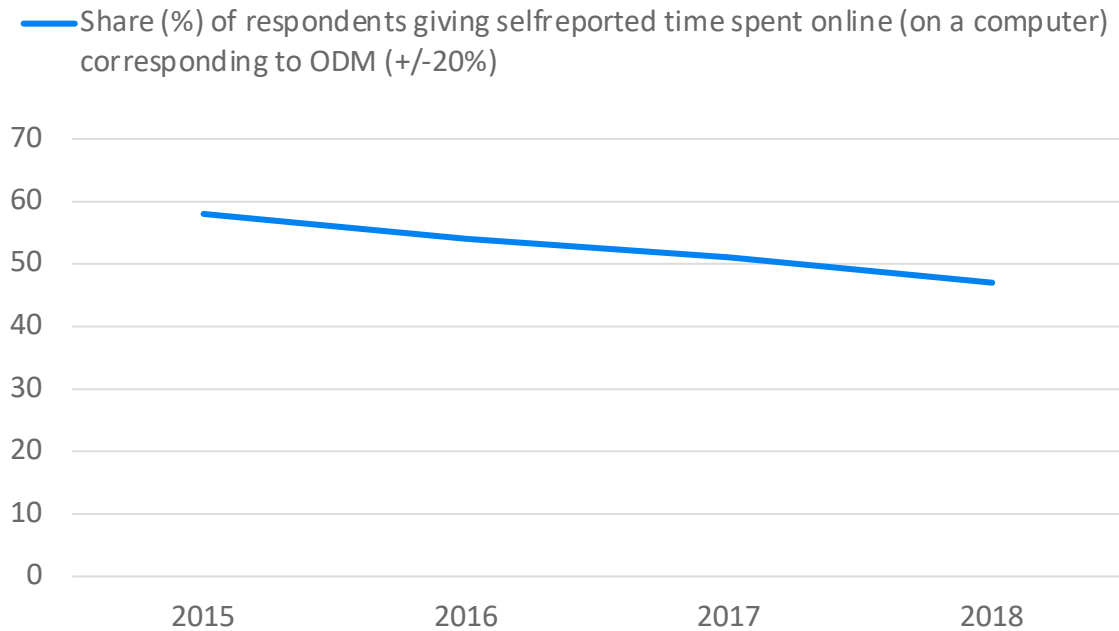
* Approx $\frac{1}{4}$ h for low, $\frac{1}{2}$ h for mid, 1 h for high

** Based on (1500 per country) Interviews and ODM in Brazil, China, Germany, India, Japan, Saudi Arabia, South Africa, South Korea, Sweden, UK and US.



--- Digital divide is overestimated by selfreported time spent

Self-reporting have become less reliable over time ≡



*** Based on (1500 per country) Interviews and ODM in Brazil, China, Germany, India, Japan, Saudi Arabia, South Africa, South Korea, Sweden, UK and US.*



Some differences in the irregularities depending on ...

Device/screen used



Subgroup studied



Area of usage studied



Complementary data sources used...

- ComScore
- AppAnnie
- Ericsson TrafficLab
- Mobile operator collaborations
- Nielsen ODM
- Local test beds/partners



