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**Mobile Phones Central to Developing Countries' Economic Success, Quality of Life:
Global Poll**

Citizens of developing nations overwhelmingly see mobile phones as critical to their country's economic success and to their own quality of life, a new 22-nation poll by the BBC reveals.

The poll, conducted by GlobeScan among 21,558 people, indicates that the countries most likely to rate mobile phones as "essential" or "very important" to their economy are all in the developing world. Nigerians almost unanimously regard them as central to the economic success of their country (97%), as do large majorities of Egyptians (92%), Filipinos (88%), and Indonesians (82%), among others.

People in developing nations are also most likely to feel strongly about mobile phones' importance to their own quality of life, with large majorities in all developing nations polled rating them as "essential" or "very important," including 88 per cent of Kenyans and 78 per cent of Ghanaians.

On average across all 22 countries polled, 32 per cent consider mobile phones "essential" to their country's economic success, with a further 38% regarding them as "very important." Nearly as many rated them as critical to their personal quality of life, with 29 per cent rating them as "essential" and 34 per cent "very important."

But the poll indicates that, by comparison, citizens of several major industrialised economies are less likely to regard mobile phones as having a central role in economic success and personal life. Fewer than half of Germans (49%) and only one in four French (25%) believe that mobile phones are "very important" or "essential" to their country's economic success, as well as a lower than average number of Britons (57%) and Americans (58%).

The picture is similar when it comes to people's quality of life. With only 37 per cent of Britons rating mobile phones as essential or very important to their quality of life, the UK is among a group of industrialised nations that also includes the USA (39%), France (27%), and Germany (28%), where attachment to mobile phones is less intense.

Doug Miller, GlobeScan Chairman said: "Mobile phones are widely seen by citizens as playing important roles in our economies and personal lives. But in developing nations, with their young populations and absence of well developed land-line networks, the mobile phone is seen as particularly essential."

A total of 21,558 citizens across 22 countries were interviewed face-to-face or by telephone between July 3, 2011 and September 16, 2011. Polling was conducted for BBC World Service by the international polling firm GlobeScan and its research partners in each country. In eight of the 21 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/- 2.0 to 4.4 per cent, 19 times out of 20.

For more details, please visit www.GlobeScan.com



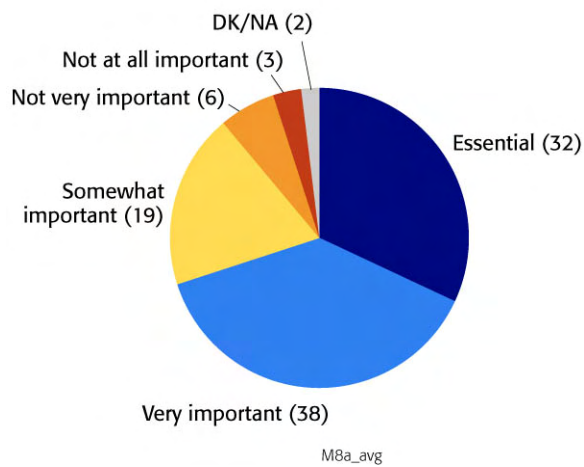
Participating Countries



In Brazil, China, Ecuador, Egypt, Indonesia, Panama, the Philippines, and Turkey urban samples were used.

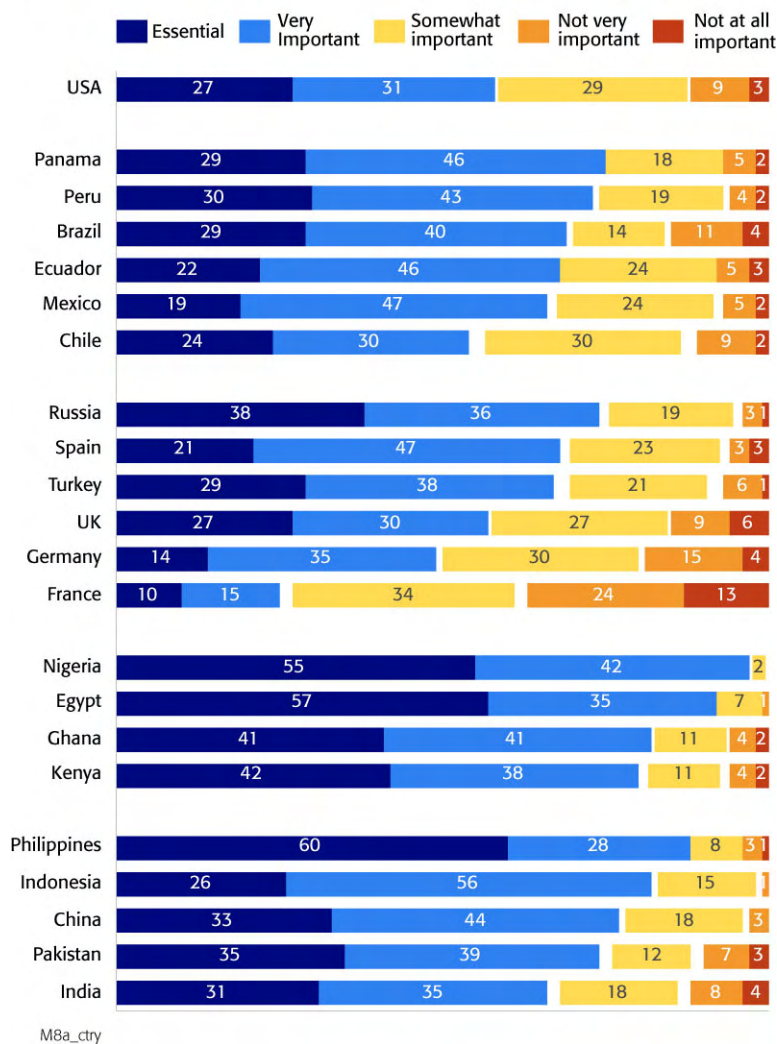
Perceived Importance of Mobile Phones to Current Economic Success of Own Country

Average of 22 Countries, 2011



Perceived Importance of Mobile Phones to Current Economic Success of Own Country

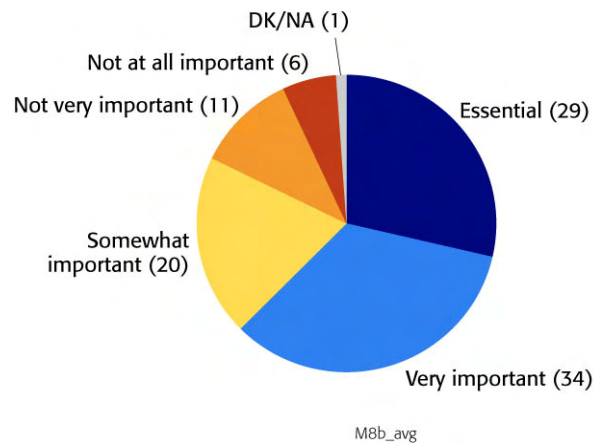
By Country, 2011



The white space in this chart represents "DK/NA."

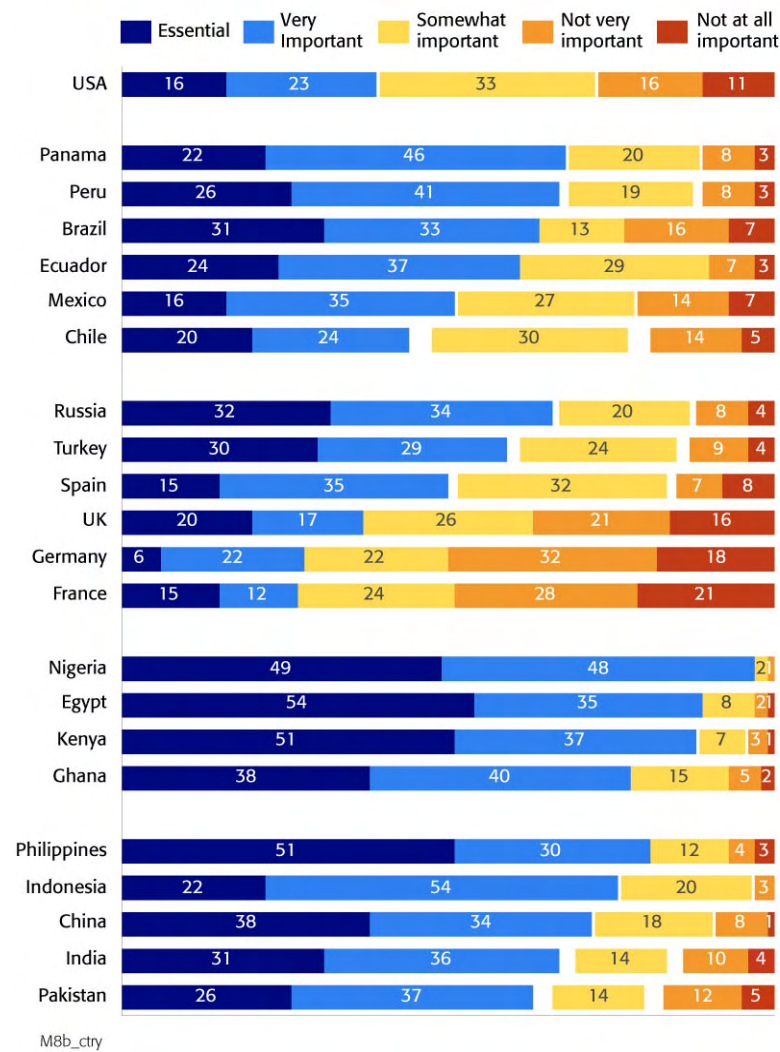
Importance of Mobile Phones to Personal Quality of Life

Average of 22 Countries, 2011



Importance of Mobile Phones to Personal Quality of Life

By Country, 2011



The white space in this chart represents "DK/NA."

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Questionnaire

M8A. Thinking about mobile phones, how important would you say they are to the current economic success of [COUNTRY]?

M8B. And how important is a mobile phone to your personal quality of life?

- 01 Essential
- 02 Very important
- 03 Somewhat important
- 04 Not very important
- 05 Not at all important

VOLUNTEERED (DO NOT READ OUT)

- 99 Don't know / not applicable

Backgrounder: Region-by-Region Results

North America

In the US, a solid majority of 58 per cent of Americans considers mobile phones to be “essential” or “very important” to the economic success of their country. However, this is significantly below the 22-country global average of 70 per cent, and is the fifth lowest percentage in the survey. Attitudes of younger Americans are more enthusiastic, with 70 per cent of those aged between 18 and 24 years believing mobile phones are “essential” or “very important” to their country’s economic success (as opposed to 77% globally).

When it comes to rating the importance of mobile phones to their personal quality of life, only 39 per cent of Americans say they are “essential” or “very important,” which is 24 points below the 22-country global average of 63 per cent, and is the fourth lowest proportion in the survey. Respondents in the youngest age category (18–24 years) are more likely to consider mobile phones as “essential” or “very important” to their personal life: 56 per cent hold this opinion, but this is significantly below the global average of 74 per cent, and is the fourth lowest percentage among the 22 participating countries.

Latin America

Among Latin American respondents, the perceived importance of mobile phones to the current economic success of their own country is quite high in five out of the six countries surveyed in the region. Panamanians are the most likely to consider the contribution of mobile phones to their national economy as “essential” or “very important” (75%), followed by Peruvians (73%), while proportions in Brazil (69%), Ecuador (68%), and Mexico (67%) are in line with the 70 per cent global average.

Fewer Chileans perceive mobile phones as central to their country’s economic success: only 54 per cent believe they are “very important” or “essential,” which is the third lowest percentage in the survey. Among those aged 18–24, the proportion rises to 61 per cent, still much lower than the global average in this age category (77%), and the third lowest proportion in the survey.

When it comes to assessing the importance of mobile phones to people’s quality of life, Panamanians and Peruvians are the most likely to consider them as “essential” or “very important,” with proportions (68% and 67% respectively) somewhat above the global average of 63 per cent. In Brazil and Ecuador, proportions are in line with the global figure (64% and 61%, respectively).

The situation is different in the two OECD countries of the region. In Mexico, just over half of respondents (51%) rate mobile phones as “essential” or “very important” to their personal quality of life, while only 44 per cent do so in Chile—the fifth lowest percentage in the survey. Proportions are higher among Mexicans aged 18–24 (59%), and also among Chileans in the same group of age (55%), but these proportions are still lower than those in other countries of the region. Within this age category, attachment to mobile phones is particularly strong in Peru, where the difference with the overall population is marked (76%, slightly above the 74 per cent global average).

Europe

In Europe, Russia is the country with the highest proportion of respondents who believe that mobile phones are “essential” or “very important” to their country's economic success (74%). In the other survey country on the European fringe, Turkey, 67 per cent of Turks are of the same opinion—a figure in line with the 70 per cent global average.

Within the EU countries surveyed, views are quite diverse. In Spain, the response is similar to that seen in Russia and Turkey. Two-thirds of Spaniards (68%) say mobile phones' contribution to their country is “essential” or “very important.” In the UK, a majority of 57 per cent thinks the same, but this is significantly below the global average (70%). Germans' feelings are more muted: a plurality of just 49 per cent considers mobiles phones to be “essential” or “very important” to the economic success of their country—the second lowest percentage in the survey. At the far end of the spectrum, France offers a sharply contrasting picture. It is the only country surveyed where more people think that mobile phones are “not very” or “not at all” important to the success of their national economy (37%) than think they are important (25%, by far the lowest proportion in the survey).

In all European countries surveyed, respondents aged 18–24 are significantly more likely than the overall population to regard mobile phones as “essential” or “very important” to their country's economic success. This is particularly true in the UK (72%), in Germany (58%), and in France (43%), although in the two latter countries the proportions remain very much lower than the global average for this age group (77%).

With regard to the perceived importance of mobile phones to quality of life, Russian and Turkish respondents have the strongest attachment to their mobile phones, with 66 and 59 per cent respectively saying their phones are “essential” or “very important” to their personal quality of life (proportions in line with the global average of 63 per cent).

Within the EU, the picture is more varied. Spaniards attach the most importance to their mobile phones, although this is not a particularly strong attachment—at 50%, it is significantly below the global average. Respondents in the UK are divided, with equal proportions (37%) saying that mobile phones are central to their quality of life (“essential” or “very important”) or saying the opposite (“not very” or “not at all” important). The French and the Germans are by far the least attached, with only 27 and 28 per cent respectively who say that mobile phones are important to their quality of life—the lowest percentages in the survey. France and Germany are also the only countries in the survey with a plurality (France at 49% and Germany at 50%) who consider mobile phones to be “not very” or “not at all” important.

Respondents aged 18–24 show much stronger attachment to their mobile phones than the overall population. In Spain, 72 per cent say their devices are “essential” or “very important” to their quality of life—a proportion in line with the global average in this group of age (74%). Sixty-four per cent share this opinion in the UK, and 55 per cent in France. Less than half do so in Germany (48%), but this is still a substantially bigger proportion than for the German population as a whole.

Africa

Africa is the continent where the perceived importance of mobile phones to countries' economic success is highest. In each of the four countries surveyed, at least 80 per cent of respondents say that the contribution of mobile phones to the national economy is “essential” or “very important.” Nigerians and Egyptians are the most likely to think that, at 97 and 92 per cent respectively—the highest percentages in the survey. Ghanaians and Kenyans are slightly less, with 82 and 80 per cent respectively who think mobile phones are important to their country's economic success. This is still significantly above the global average of 70 per cent.

When it comes to rating the importance of mobile phones to their personal quality of life, African respondents also show the strongest attachment to them. An overwhelming proportion of Nigerians (97%) says that mobile devices are “essential” or “very important” to their personal quality of life—this is 34 points above the global average (63%) and the highest percentage in the survey. Egypt and Kenya come just after, with the second and third highest proportions in the survey (89% and 88%). Attachment in Ghana is not as intense as in the other African countries surveyed, but with 78 per cent who consider their mobile phones to be “essential” or “very important,” it has the fifth highest proportion in the survey, well above the 63 per cent global average.

In each of the four African countries surveyed, it is noteworthy that there is barely any difference when comparing results for those aged 18–24 to results for the overall population.

Asia

In Asian countries, the perceived importance of mobile phones to the current economic success of national economies is very high compared to most other regions surveyed apart from Africa. Filipinos are the most likely to stress the importance of the devices to their country’s economy, with 88 per cent saying they are “essential” or “very important”—18 points above the global average of 70 per cent, and the third highest percentage in the survey. They are followed by Indonesians (82%, fourth highest proportion). With 77 and 74 per cent respectively, China and Pakistan are also somewhat above the global average.

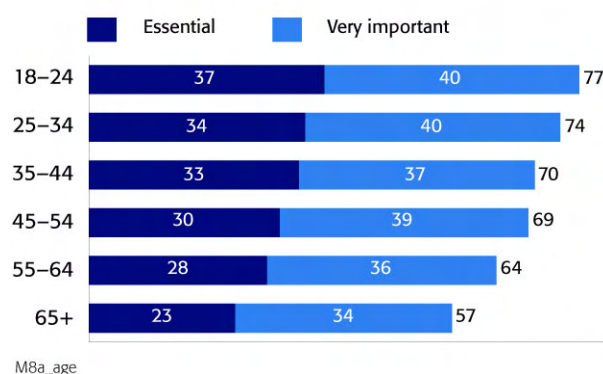
India (66%) completes the group with a proportion that is somewhat below the global average. However, India is the only Asian country where a notable difference can be seen between results for those aged 18–24 and results for the overall population. Three quarters (75%) of young Indians believe that mobile phones are “essential” or “very important” to the economic success of India—a proportion that is in line with the global average for the same age category (77%).

As for the perceived importance of mobile phones to quality of life, results in Asian countries follow a similar pattern, in that Asian respondents show a stronger attachment to their devices than in most other regions—except Africa. The Philippines and Indonesia are the countries where attachment is the strongest, with 81 per cent (fourth highest proportion in the survey) and 76 per cent respectively considering mobile phones to be “essential” or “very important” to their personal quality of life. China follows at 72 per cent, while India (67%) and Pakistan (63%) show an attachment in line with the global average of 63 per cent.

In the five Asian countries surveyed, no notable difference is observed when comparing results for those aged 18–24 with results for the overall population.

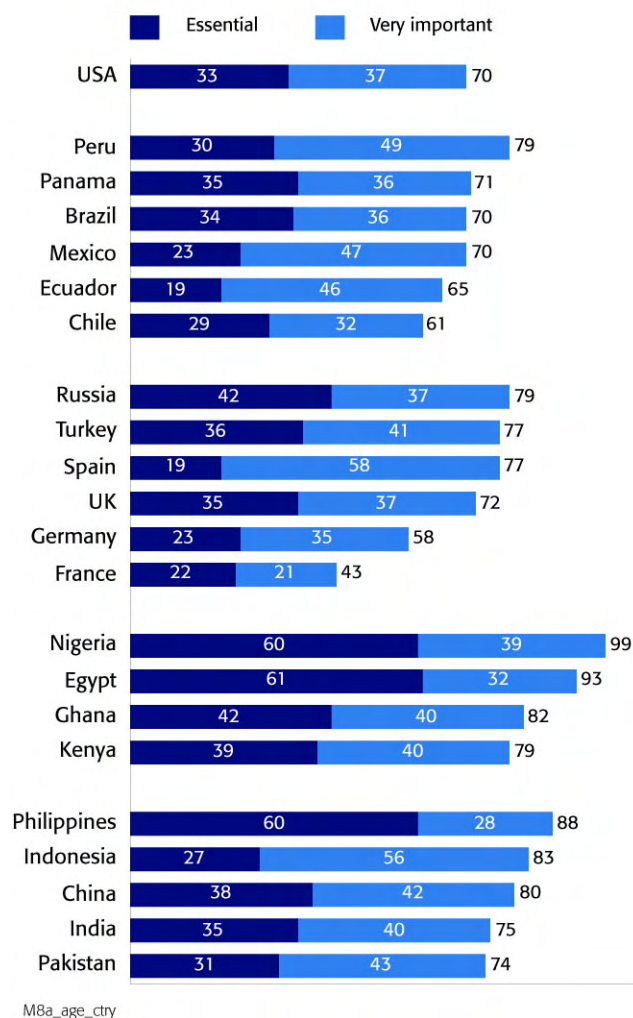
Perceived Importance of Mobile Phones to Current Economic Success of Own Country

By Age Group, Average of 22 Countries, 2011



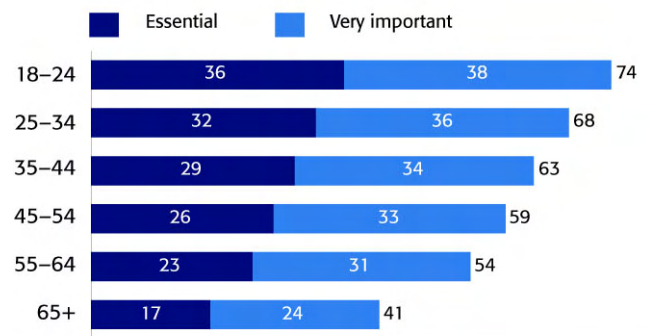
Perceived Importance of Mobile Phones to Current Economic Success of Own Country

"Essential" and "Very Important," Age 18-24, by Country, 2011



Importance of Mobile Phones to Personal Quality of Life

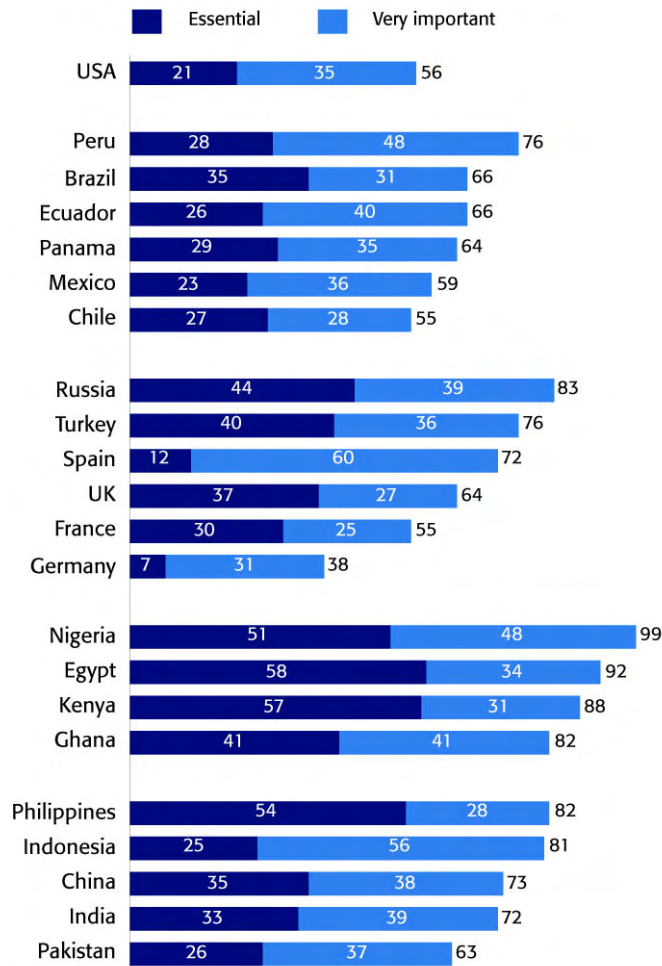
By Age Group, Average of 22 Countries, 2011



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Importance of Mobile Phones to Personal Quality of Life

"Essential" and "Very Important," Age 18–24, by Country, 2011



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Methodology

In total 21,558 citizens in Brazil, Chile, China, Ecuador, Egypt, France, Germany, Ghana, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Panama, Peru, the Philippines, Russia, Spain, Turkey, the United Kingdom, and the United States were interviewed face-to-face or by telephone between July 3 and September 16, 2011. Polling was conducted for BBC World Service by GlobeScan and its research partners in each country. In Brazil, China, Ecuador, Egypt, Indonesia, Panama, the Philippines, and Turkey urban samples were used. The margin of error per country ranges from +/- 2.0 to 4.4 per cent, 19 times out of 20.

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Brazil	806	July 26 – August 15, 2011	18–69	Telephone	Urban ¹
Chile	1200	August 18–29, 2011	18+	Face-to-face	National
China	1000	July 13–31, 2011	18+	Telephone	Urban ²
Ecuador	497	August 27 – September 16, 2011	18+	Face-to-face	Urban ³
Egypt	1005	July 16–29, 2011	18+	Face-to-face	Urban ⁴
France	503	August 16–18, 2011	15+	Telephone	National
Germany	1013	July 8–27, 2011	16–70	Telephone	National
Ghana	1037	July 25 – August 20, 2011	18+	Face-to-face	National
India	1254	July 15–29, 2011	18+	Face-to-face	National
Indonesia	1000	July 3 – August 25, 2011	18+	Face-to-face	Urban ⁵
Kenya	816	August 5 – September 1, 2011	18+	Face-to-face	National
Mexico	1000	July 23–28, 2011	18+	Face-to-face	National
Nigeria	755	August 2–9, 2011	18–65	Face-to-face	National
Pakistan	2400	July 18 – August 8, 2011	18+	Face-to-face	National
Panama	750	August 9–22, 2011	18+	Telephone	Urban ⁶
Peru	1215	July 15–20, 2011	18–70	Face-to-face	National
Philippines	800	July 23 – August 8, 2011	18+	Face-to-face	Urban ⁷
Russia	1006	July 22 – August 10, 2011	18+	Face-to-face	National
Spain	501	September 1–10, 2011	18+	Telephone	National
Turkey	1000	July 5–18, 2011	15+	Face-to-face	Urban ⁸
United Kingdom	1000	July 6 – August 23, 2011	18+	Telephone	National
USA	1000	July 8 – August 18, 2011	18+	Telephone	National

¹ In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 18 per cent of the national population.

² In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Fenyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Qijing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 45 per cent of the national adult population.

³ In Ecuador the survey was conducted in Cuenca, Guayaquil and Quito, representing 52 per cent of the urban population.

⁴ In Egypt the survey was conducted in Alexandria, Cairo, Giza, and Shubra El-Kheima, representing 24 per cent of the national population.

⁵ In Indonesia the survey was conducted in Bandung, Jakarta, Makassar, Medan, and Surabaya, representing 27 per cent of the national adult population.

⁶ In Panama the survey was conducted in Panamá, Chiriquí, Colón, Coclé, Veraguas, Herrera, Bocas del Toro and Los Santos, representing 70 per cent of the adult population.

⁷ In the Philippines the survey was conducted in the National Capital Region, representing 27 per cent of the urban adult population.

⁸ In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 56 per cent of the national adult population.

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