

A person with blonde hair in a bun, wearing a white shirt and grey trousers, stands on a sandy beach with waves crashing. They are seen from behind, talking on a mobile phone. The background shows the ocean and a clear sky.

# Importance of being “always reachable”

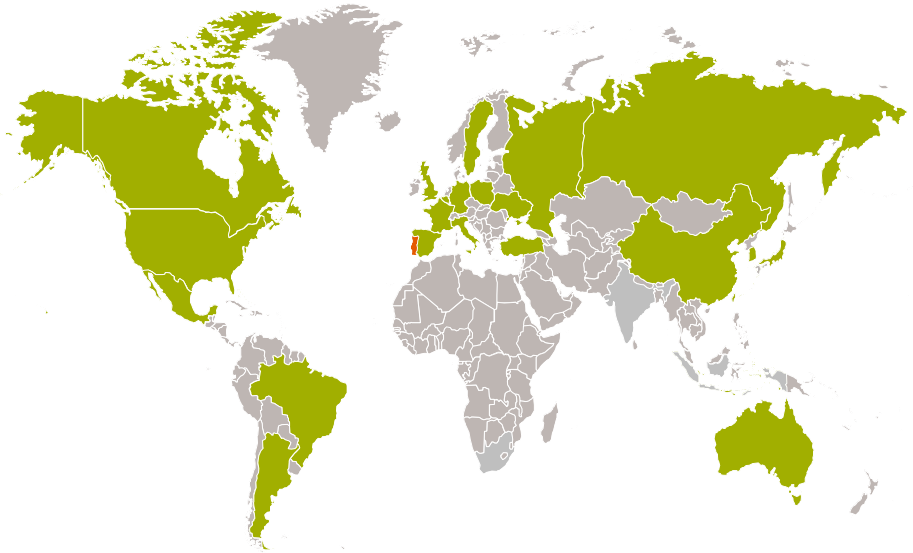
Global GfK survey

June 2016

# Countries covered, methodology and sample size

GfK interviewed more than 28,000 consumers (aged 15 and older) in 23 countries. The data have been collected through online interviews and Face-to-Face interviews (in Portugal). The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011)	Japan (online/n=1533)
Australia (online/n=1000)	Mexico (online/n=1029)
Belgium (online/n=1012)	Netherlands (online/n=1001)
Brazil (online/n=1512)	Poland (online/n=1005)
Canada (online/n=1012)	Portugal (F2F/n=1250)
China (online/n=1501)	Russia (online/n=1514)
Czech Republic (online/n=1003)	South Korea (online/n=1000)
France (online/n=1517)	Spain (online/n=1534)
Germany (online/n=1511)	Sweden (online/n=1000)
Hong Kong (online/n=1003)	Turkey (online/n=831)
Italy (online/n=1521)	UK (online/n=1501)
	USA (online/n=1536)



## Question



De seguida vou ler-lhe uma frase genérica sobre atitudes em relação às necessidades de tecnologia e informação. Indique por favor até que ponto concorda ou não com a frase. Utilize a seguinte escala, onde 1 significa “discordo totalmente” e 7 significa “concordo totalmente”.

**“Para mim, é importante estar sempre acessível, onde quer que esteja”**

Os dados utilizados no presente relatório são relativos ao top 2 boxes (concordância) e bottom 2 boxes (discordância)

# Global results

## Highlights

- Internationally, 42 percent of the online population agree firmly with the statement “To me, it is important to always be reachable wherever I am”
  - Portugal with results very much in line with the global average (44%)
- Only 11 percent disagree firmly
- Russia, China, Turkey, Mexico and Portugal show the highest agreement (Top 5 countries)
- Germany, Sweden, Canada and Netherlands are the only countries where greater numbers firmly disagree than agree
- Nearly half of 30-39 year olds say “always reachable” is important
- “Always reachable” demand is only slightly higher among women

# “Para mim, é importante estar sempre acessível, onde quer que esteja”



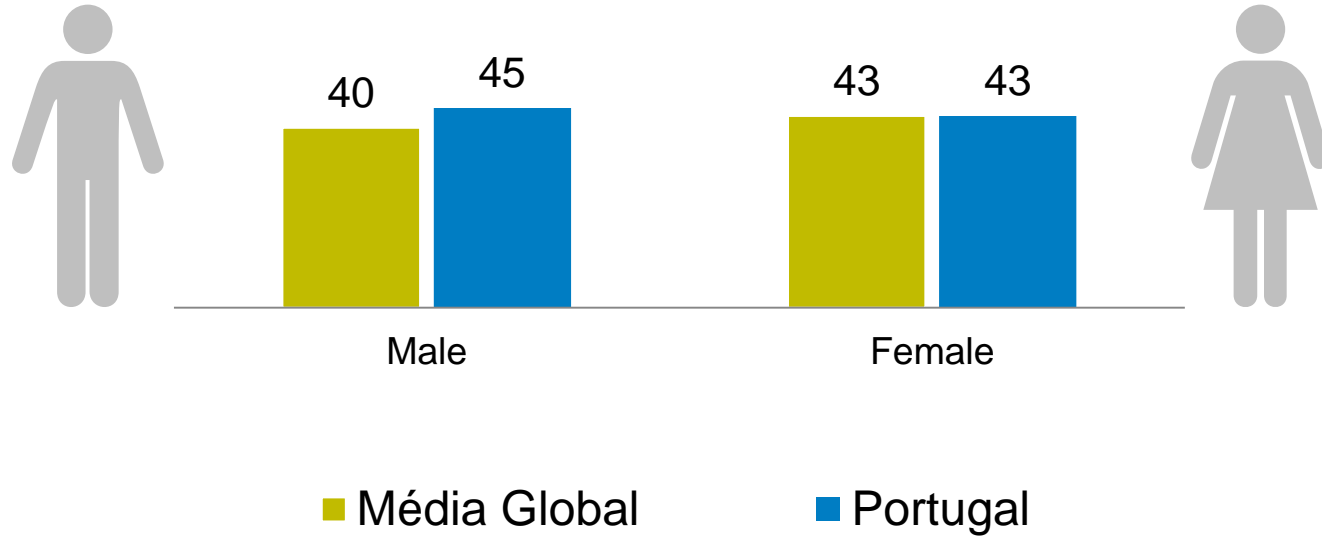
Média Global	<b>42%</b>	<b>11%</b>
	<b>Agree</b>	<b>Disagree</b>
Portugal	<b>44%</b>	<b>8%</b>



# “Para mim, é importante estar sempre acessível, onde quer que esteja”



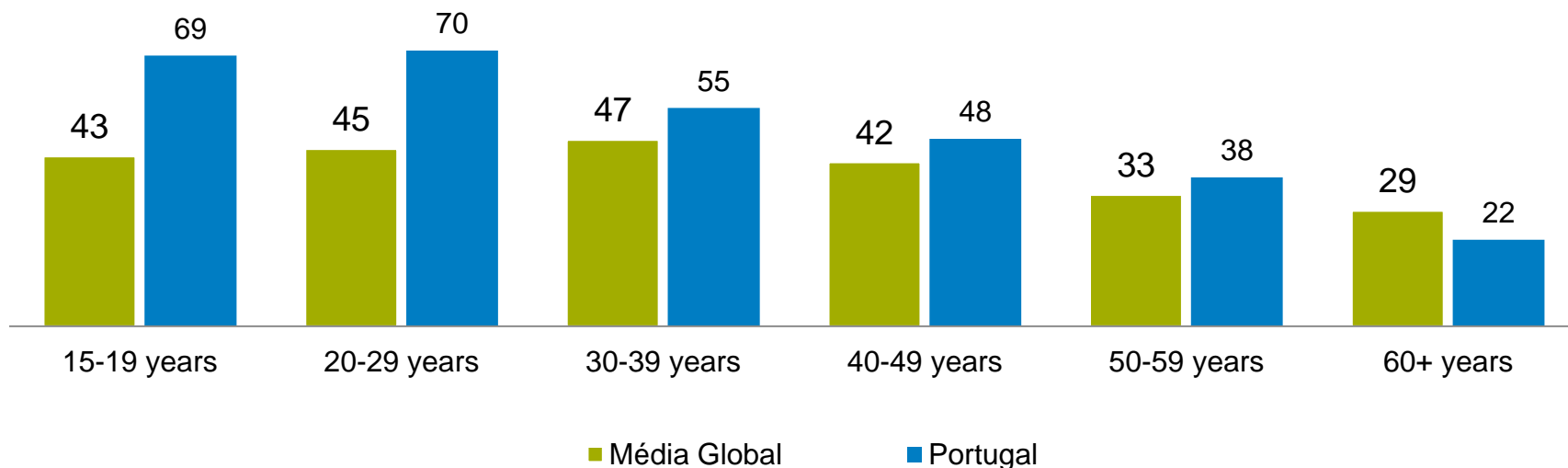
## % Agreement



# “Para mim, é importante estar sempre acessível, onde quer que esteja”



## % Agreement



Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale

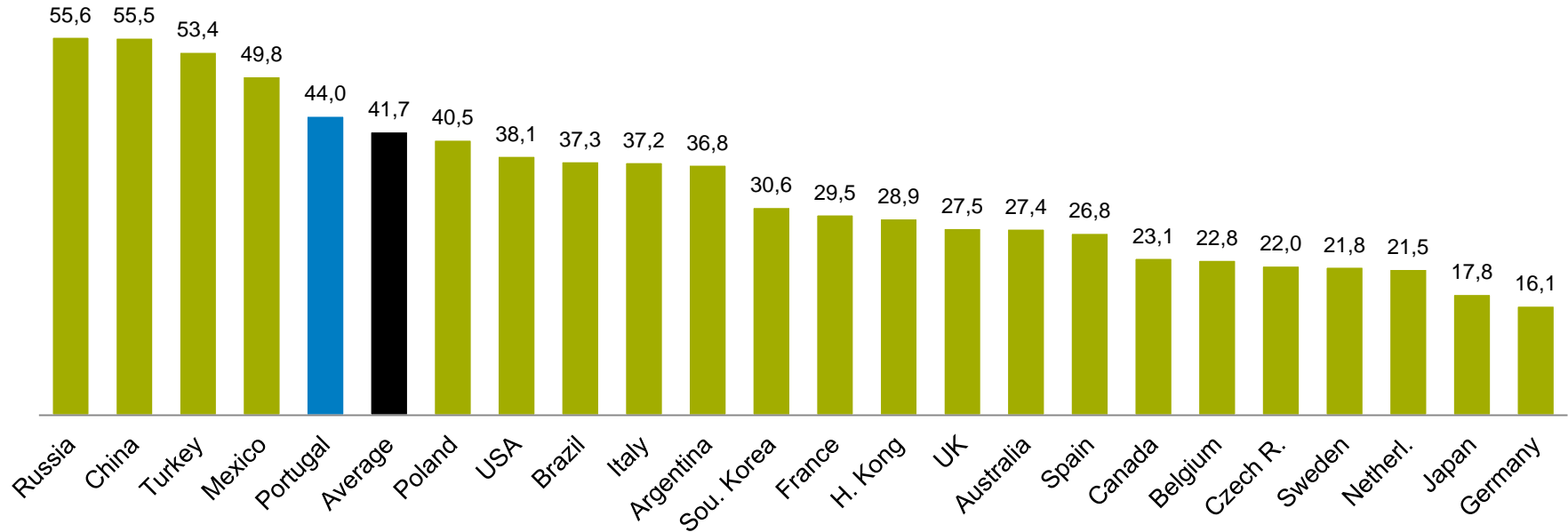
© GfK 2016 | Importance of being “always reachable”



# “Para mim, é importante estar sempre acessível, onde quer que esteja”



## % Agreement

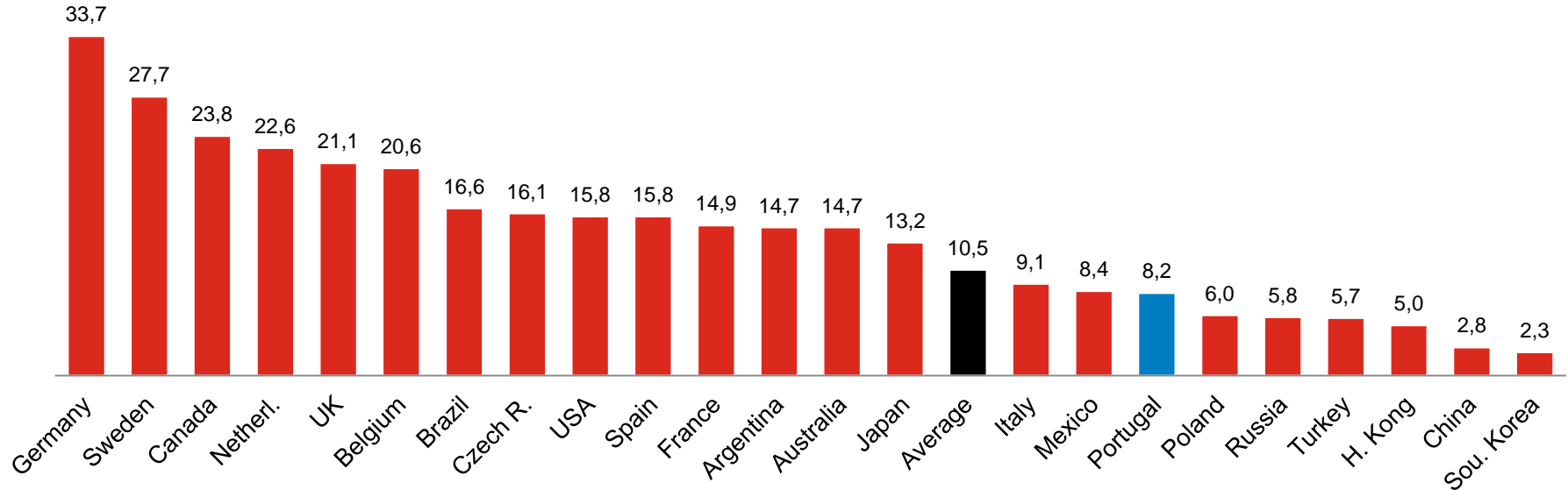


Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale

# “Para mim, é importante estar sempre acessível, onde quer que esteja”



## % Disagreement



Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale

For more information please contact  
Marketing&Communications Portugal  
[francisca.azevedo@gfk.com](mailto:francisca.azevedo@gfk.com)