

vivo

Smartphones and their Impact on Human Relationships

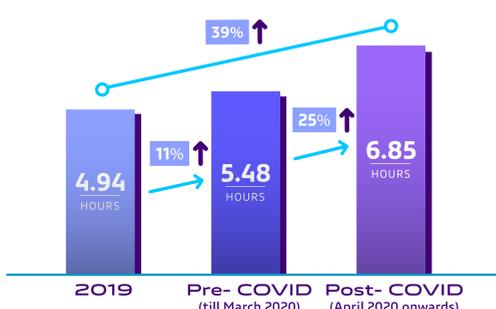
A Primary Consumer Survey Report



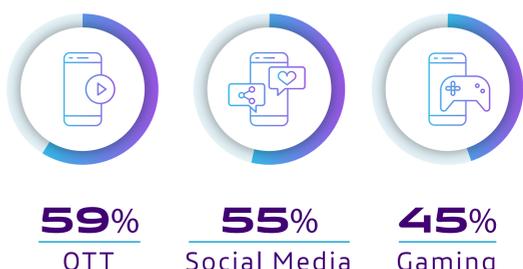
COVID-19

IMPACT ON PHONE USAGE

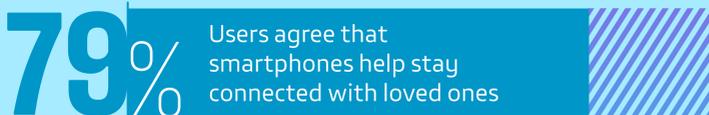
The average daily time spent on smartphone has increased in the post-COVID era



While WFH (75%) and Calling (63%) related usage has grown significantly, there is a big spike in Entertainment related usage as well.



The smartphone is the central nervous system for everything that consumers do.

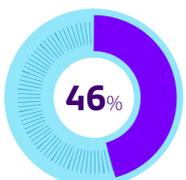


Addiction

DUE TO EXCESSIVE PHONE USAGE



Users agree that people point them out for using the phone when they are with them



Users pick up the phone at least five times in an hour-long conversation



Users feel excessive use of smartphone is impacting their mental and physical health



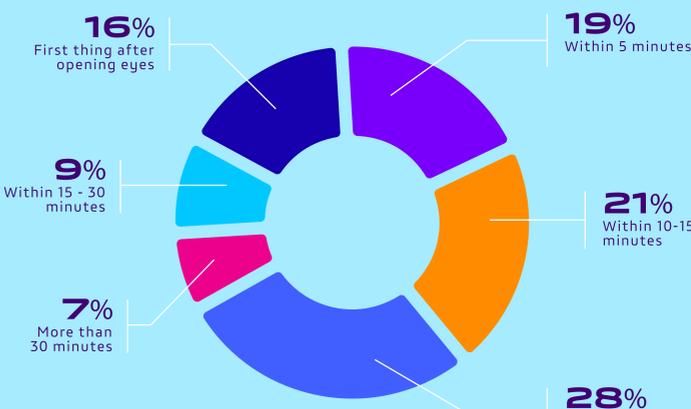
Users admit that they feel moody/irritable without their smartphones compared to 33% last year

Smartphone users are inseparable from their phones



84%

Users check their smartphones within 15 minutes of waking up, compared to 52% last year.



Relationships

IMPACTED DUE TO SMARTPHONE ADDICTION



Users agree that excessive use of smartphone is having an impact on the quality of time spent with their loved ones



Users feel that it is important to have a life that is separate from their smartphones in contrast to 61% last year.



Users feel that mindless use of their smartphones is adversely affecting their relationships in contrast to 66% last year.



Empathy

SWITCHING OFF FOR SELF AND OTHERS



Users believe that they would be happier if they could choose to switch off their smartphones periodically in contrast to 57% last year.



Users feel that periodically switching off their mobile phones can actually help them in spending more time with family in contrast to 60% last year.

About the Study

The Second Edition of the report titled 'Smartphones and their impact on Human Relationships' is based on a study commissioned by vivo, a leading global technology company committed to creating trendsetting smart mobile products and services

The study was executed by CyberMedia Research (CMR), India's trusted market research and advisory firm, covering 2000 consumers, across age-groups and demographics, in the top 8 cities in India viz., Delhi, Mumbai, Kolkata, Bengaluru, Chennai, Hyderabad, Ahmedabad, Pune.

For results based on a randomly chosen sample of this size, there is 95% confidence that the results have a statistical precisions of +/- 2.2% of what they would be if the entire population had been surveyed.

To learn more, visit <https://www.vivo.com/in>