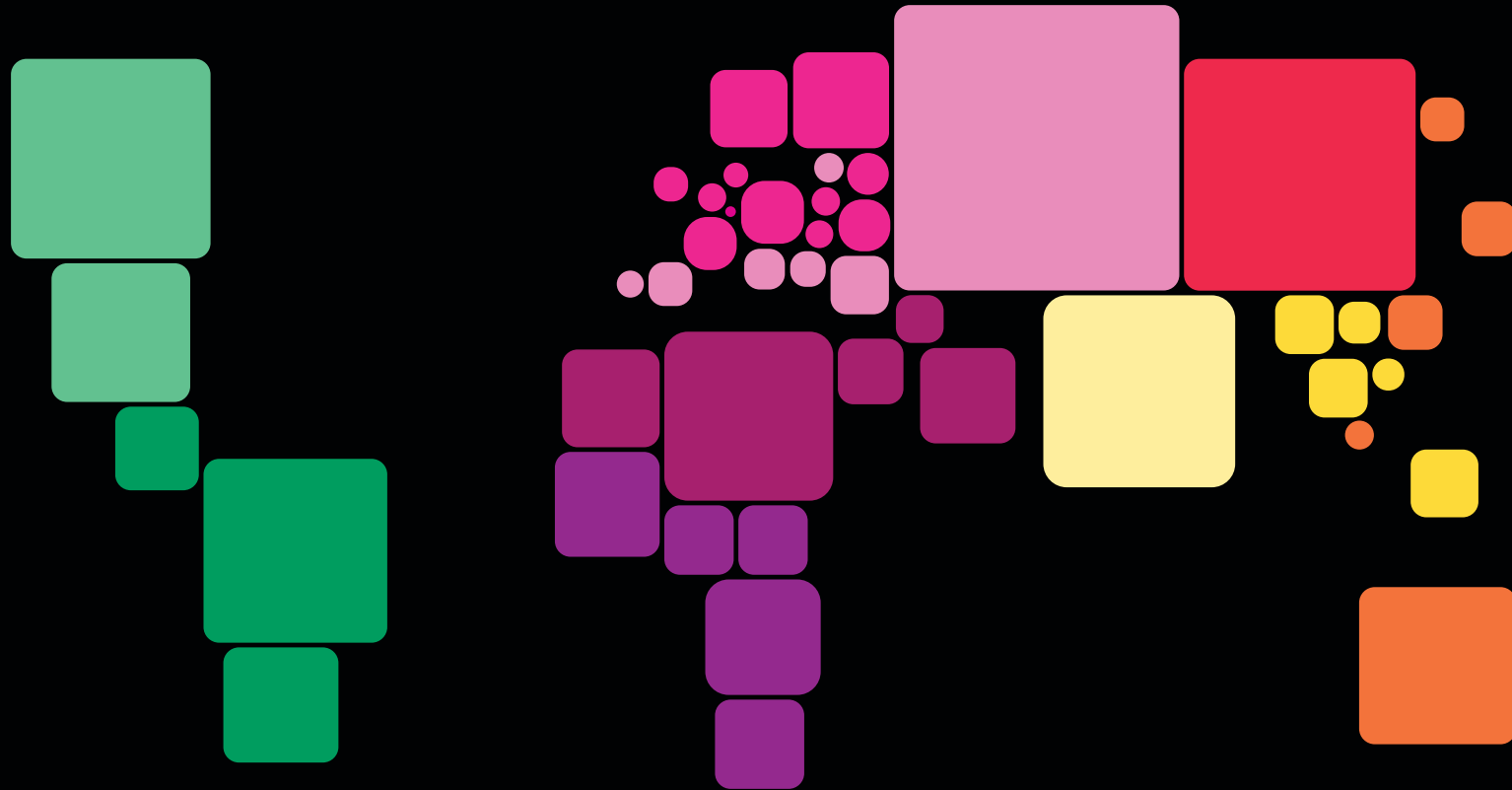


# Digital Life Caveats





We hope that you are enjoying discovering Digital Life. This site contains just a snapshot of the information we have collected, and is shown for illustrative purposes. You can find more details about definitions and approaches below, but to truly understand the study please contact us with any questions or if you would like to receive a formal presentation from TNS.

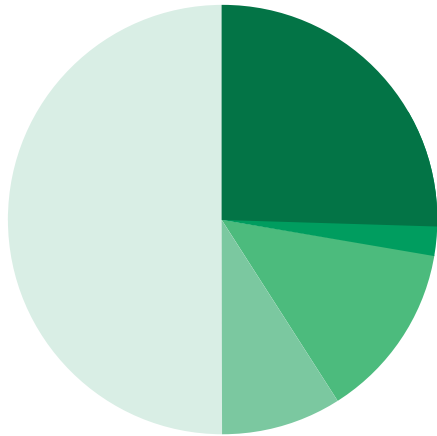


## More on the numbers

Our study covered regular online users in 46 markets, and had a sample design to match. To understand the size of this group of people, we have used [www.internetworldstats.com](http://www.internetworldstats.com) to provide figures on internet penetration. All other numbers come from a variety of online and offline interviewing. The data we have shown here does not include base sizes so please be aware that figures for some categories, in some countries fall below 50:

Luxembourg	Greece	Kenya
16-20	16-20	16-20
Morocco	Vietnam	Tanzania
16-20, 35-44, 45-60	35-44, 45-60	16-20

## More on definitions



**‘Digital Engagement’** – Is often used as a catch-all term to describe how involved people are in what they are doing. Our definition here is similarly all encompassing and covers level of usage, types of behaviour and attitudes towards digital. A highly engaged individual, for example, would be more likely to spend a lot of time online, be very active when they are there (publishing content as well as consuming it), and they may also place a greater level of importance on digital in their own lives. They may feel it offers the opportunity to better connect with people or express themselves. They would certainly be more likely to agree that ‘life without the internet would be a lot less fun’.

**‘Number of friends’** – is the mean number of friends on social media

**‘What’s most important’** – is the % of sample selecting that activity as most important

**‘Mobile activities’** – are displayed as a % of all respondents who access the web via mobile

**‘PC activities’** – are displayed as a % of all respondents who access the web via PC

All other figures shown are displayed as % of regular online users in each market

