

Gallup International End of Year Survey 2024

RESULTS DISSEMINATION DOCUMENT

GLOBAL OPINION ON TECHNOLOGY IN DAY TO DAY LIFE

QUESTIONS (11 OF EOY 2024)

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INTRODUCTION

Questions covered in this edition:

- How strongly do you feel that your mobile device enhances your quality of life?

SECTION 1: SURVEY DEMOGRAPHICS

Survey Demographics for Current Report

Sample Size and number of countries covered:
Technology question n=46,195 in 45 countries



Gender Profile of Global Sample



Females: 51% Males: 49%

35-54 years: 37%

Age Profile of Global Sample



Under 34 years: 34% 55+ years: 29%

Religious Profile of Global Sample



Christian: 47%
Muslim: 21%
Hindu: 2%
All other religions: 8%
No religion: 16%

Employment Profile of Global Sample



Working full: 48%
Working Part-time: 10%
Unemployed: 7%
Student: 6%
Housewife: 10%
Retired/Disabled: 15%
Others: 1%

Education Profile of Global Sample



Low: 13%
Medium: 44%
High: 42%

Low: No education/only basic education / Completed primary
Medium: Completed secondary school
High: Completed High level education (University) / Completed Higher level of education (Masters, PHD, etc.)

SECTION 2: PERCEPTIONS ABOUT TECHNOLOGY ON QUALITY OF LIFE

How strongly do you feel that your mobile device enhances your quality of life?

Table / Figure # 1.1

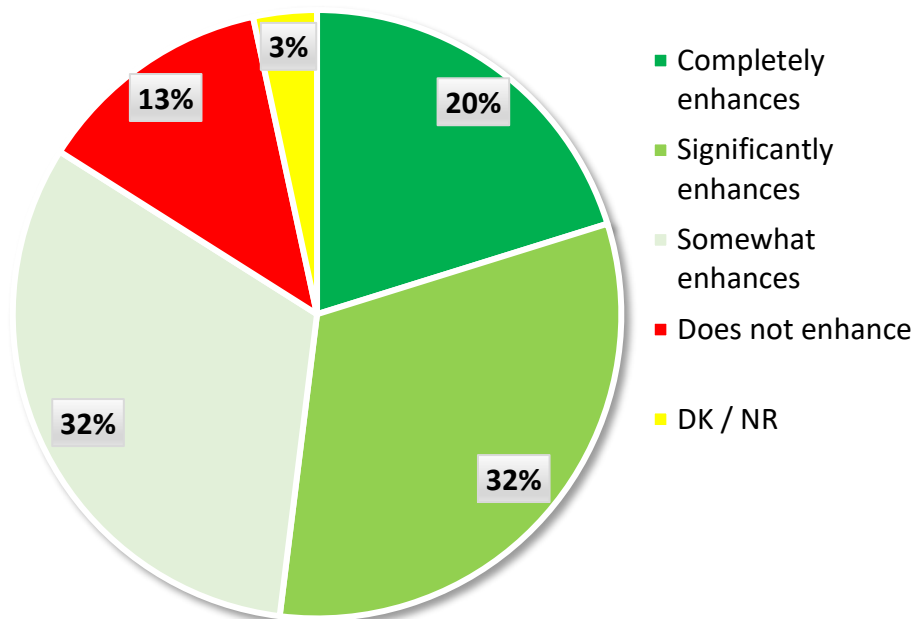
PERCEPTIONS ABOUT TECHNOLOGY

2.1 GLOBAL PICTURE

How strongly do you feel that your mobile device enhances your quality of life?

ENHANCES (COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES): 84%
NOT ENHANCES: 13%

2024



TOP 5 NATIONS

	ENHANCES %
Malaysia	97%
China	97%
Israel	95%
Portugal	93%
Kenya	92%

BOTTOM 5 NATIONS

	ENHANCES %
Iraq	62%
Denmark	67%
Norway	68%
Armenia	72%
Japan	72%

ENHANCES % = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

Table / Figure # 1.2
PERCEPTIONS ABOUT TECHNOLOGY
2.2 NATIONAL PERSPECTIVE

How strongly do you feel that your mobile device enhances your quality of life?
(Countries presented in alphabetical order)

Serial #		Completely enhances (1)	Significantly enhances (2)	Somewhat enhances (3)	Does not enhance (4)	DK / NR (5)	Enhances (1+2+3)
	Global average	20%	32%	32%	13%	3%	84%
1	Argentina	15%	23%	42%	14%	6%	80%
2	Armenia	21%	34%	17%	27%	2%	72%
3	Austria	8%	32%	40%	15%	6%	80%
4	Azerbaijan	26%	38%	24%	5%	7%	88%
5	Bangladesh	39%	30%	13%	4%	14%	82%
6	Bosnia and Herzegovina	13%	27%	47%	13%		87%
7	Bulgaria	20%	33%	25%	15%	7%	78%
8	China	30%	55%	12%	2%	1%	97%
9	Colombia	14%	44%	32%	9%	0%	91%
10	Denmark	6%	23%	39%	28%	5%	67%
11	Ecuador	21%	30%	34%	13%	2%	85%
12	Estonia	16%	40%	35%	8%	1%	91%
13	Finland	5%	24%	51%	16%	3%	80%
14	Georgia	28%	33%	23%	14%	2%	84%
15	Germany	14%	32%	40%	11%	2%	87%
16	India	38%	26%	19%	8%	9%	83%
17	Indonesia	18%	31%	40%	5%	7%	88%
18	Iran	23%	49%	14%	12%	2%	86%
19	Iraq	21%	13%	28%	37%	1%	62%
20	Israel	56%	27%	11%	4%	1%	95%
21	Italy	14%	36%	28%	18%	4%	78%
22	Japan	7%	24%	41%	15%	12%	72%

Serial #		Completely enhances (1)	Significantly enhances (2)	Somewhat enhances (3)	Does not enhance (4)	DK / NR (5)	Enhances (1+2+3)
23	Kazakhstan	24%	29%	39%	7%	2%	91%
24	Kenya	51%	29%	13%	8%	0%	92%
25	Republic of Korea	14%	37%	41%	6%	2%	92%
26	Kosovo	16%	30%	41%	11%	1%	87%
27	Latvia	15%	45%	31%	7%	3%	91%
28	Lithuania	18%	42%	32%	6%	3%	91%
29	Malaysia	21%	42%	34%	2%	1%	97%
30	Mexico	43%	34%	10%	11%	2%	88%
31	Norway	3%	15%	49%	29%	3%	68%
32	Pakistan	29%	35%	13%	17%	6%	77%
33	Peru	11%	25%	45%	17%	2%	81%
34	Philippines	27%	22%	38%	11%	2%	87%
35	Poland	22%	32%	28%	10%	8%	82%
36	Portugal	20%	38%	35%	6%	1%	93%
37	Russian Federation	17%	44%	28%	8%	3%	89%
38	Saudi Arabia	18%	30%	39%	11%	2%	87%
39	Serbia	9%	26%	40%	19%	7%	74%
40	Spain	12%	32%	39%	14%	3%	83%
41	Sweden	8%	25%	48%	18%	2%	80%
42	Switzerland	14%	29%	41%	14%	3%	83%
43	Ukraine	27%	36%	28%	8%	1%	92%
44	United Kingdom	21%	31%	32%	13%	3%	84%
45	United States	20%	26%	37%	11%	6%	83%

Minor deviations due to rounding are possible

Table / Figure # 1.3

PERCEPTIONS ABOUT TECHNOLOGY

2.3 REGIONAL PERSPECTIVE

How strongly do you feel that your mobile device enhances your quality of life?

(REGIONAL BREAKDOWN DATA – ENHANCES FIGURES ONLY)

ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

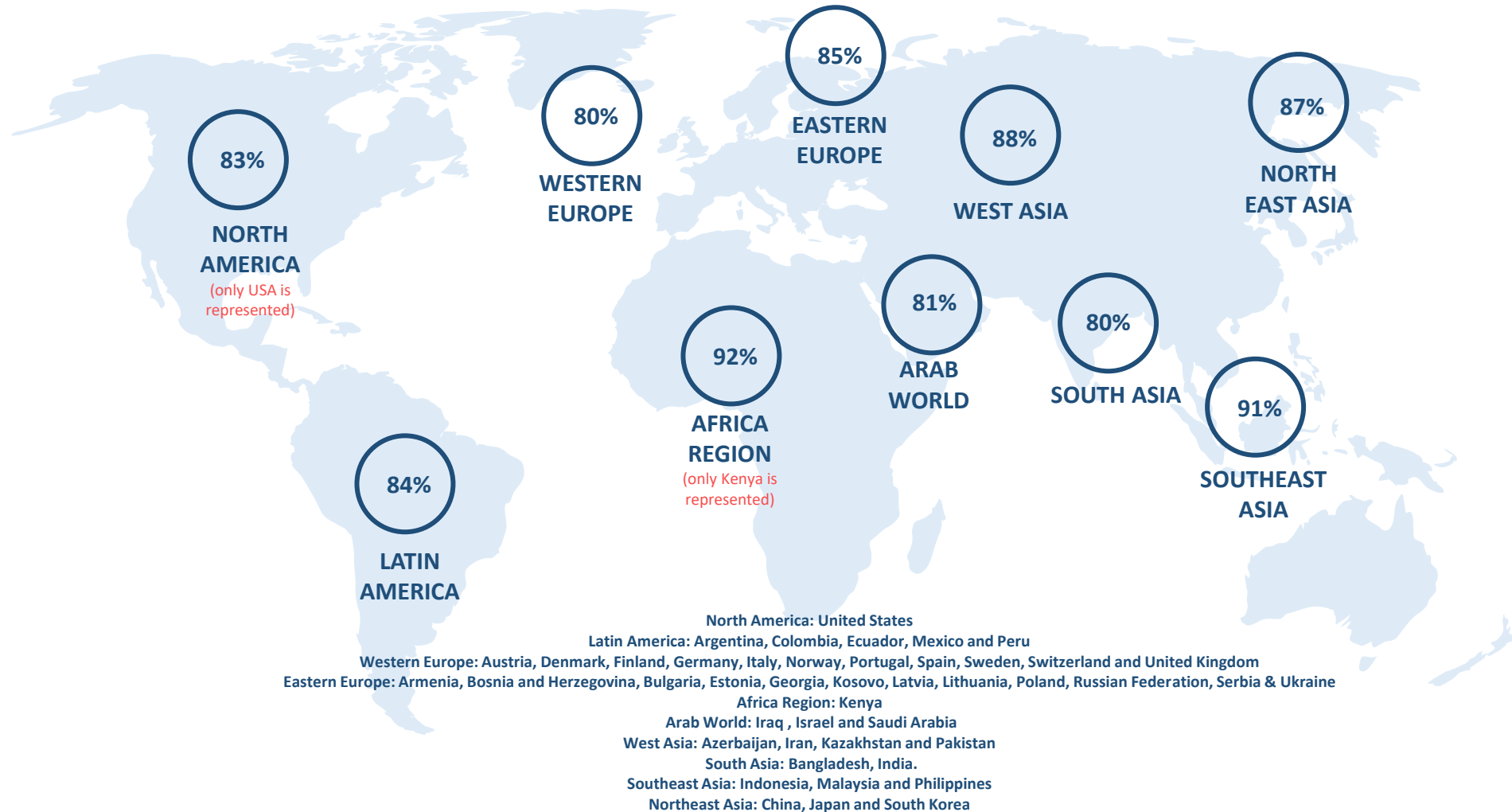


Table / Figure # 1.4
PERCEPTIONS ABOUT TECHNOLOGY
2.4 GLOBAL DEMOGRAPHICS

How strongly do you feel that your mobile device enhances your quality of life?

(DEMOGRAPHIC BREAKDOWN DATA – ENHANCES FIGURES ONLY)

ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

1. GENDER



Females: 84%

Males: 84%



2. EDUCATION

Low

Medium

High
88%

75%

84%

88%



3. AGE

Under 34
87%

35 - 54

55+

84%

81%



4. RELIGION

Christian

Muslim

Hindu

All other
Religions

No Religion

85%

84%

83%

87%

84%



5. AVERAGE NATIONAL INCOME

Lower-Middle Income
Economies (\$1,086 to
\$4,255)

Upper-Middle-Income
Economies (\$4,256 to
\$13,205)

High-Income
Economies (\$13,205 or
more)

86%

84%

84%



6. EMPLOYMENT STATUS

86%

85%

81%

87%

79%

80%

88%

Working full
(include self-
employed)

Working Part-
time

Unemployed

Student

Housewife

Retired/Disabled

Others

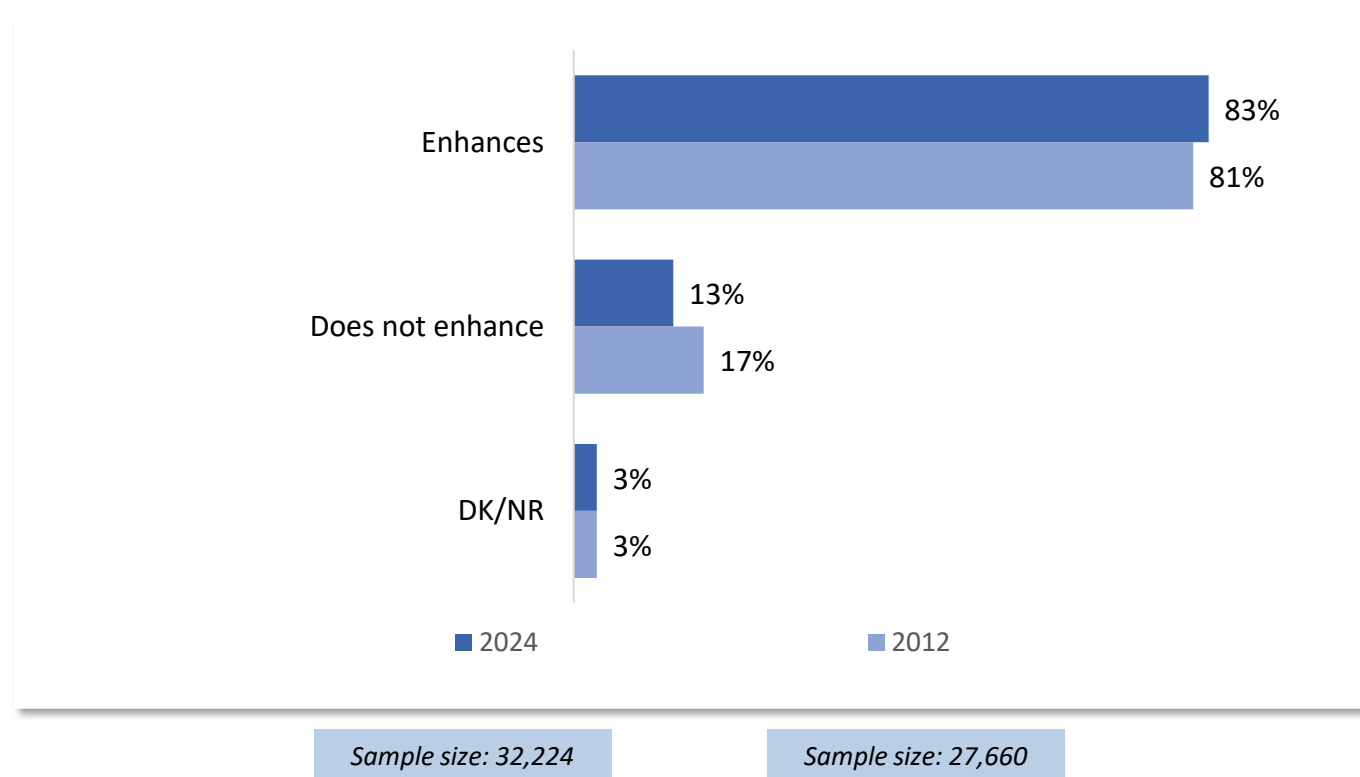
Table / Figure # 1.5

PERCEPTIONS ABOUT TECHNOLOGY

2.5 TREND DATA

How strongly do you feel that your mobile device enhances your quality of life?

GLOBAL AVERAGE COMPARISON AMONG 31 COMMON COUNTRIES POLLED BOTH IN 2012 AND 2024



ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

31 common countries polled in 2012 and 2024 reported

Minor deviations due to rounding are possible

Table / Figure # 1.6
PERCEPTIONS ABOUT TECHNOLOGY
2.5 TREND DATA

How strongly do you feel that your mobile device enhances your quality of life?

Serial #		2012			2024		
		Enhances (1)	Not Enhances (2)	DK / NR (3)	Enhances (1)	Not Enhances (2)	DK / NR (3)
	Global average	81%	17%	3%	83%	13%	3%
1	Argentina	75%	24%	1%	80%	14%	6%
2	Armenia	42%	49%	9%	72%	27%	2%
3	Austria	88%	11%	1%	80%	15%	6%
4	Azerbaijan	77%	10%	13%	88%	5%	7%
5	Bosnia and Herzegovina	73%	26%	1%	87%	13%	-
6	Bulgaria	75%	17%	8%	78%	15%	7%
7	China	99%	1%	-	97%	2%	1%
8	Colombia	81%	18%	1%	91%	9%	0%
9	Ecuador	78%	19%	3%	85%	13%	2%
10	Finland	83%	16%	1%	80%	16%	3%
11	Germany	71%	27%	2%	87%	11%	2%
12	Iraq	83%	16%	1%	62%	37%	1%
13	Italy	65%	32%	3%	78%	18%	4%
14	Japan	73%	20%	6%	72%	15%	12%
15	Kenya	92%	7%	1%	92%	8%	0%

Serial #		2012			2024		
		Enhances (1)	Not Enhances (2)	DK / NR (3)	Enhances (1)	Not Enhances (2)	DK / NR (3)
16	Republic of Korea	90%	9%	1%	92%	6%	2%
17	Malaysia	98%	2%	0%	97%	2%	1%
18	Pakistan	80%	16%	3%	77%	17%	6%
19	Peru	85%	12%	3%	81%	17%	2%
20	Philippines	96%	3%	0%	87%	11%	2%
21	Poland	86%	10%	3%	82%	10%	8%
22	Portugal	88%	11%	0%	93%	6%	1%
23	Russian Federation	93%	5%	2%	89%	8%	3%
24	Saudi Arabia	78%	19%	3%	87%	11%	2%
25	Serbia	80%	16%	4%	74%	19%	7%
26	Spain	76%	23%	1%	83%	14%	3%
27	Sweden	77%	19%	4%	80%	18%	2%
28	Switzerland	81%	19%	0%	83%	14%	3%
29	Ukraine	95%	3%	2%	92%	8%	1%
30	United Kingdom	66%	31%	3%	84%	13%	3%
31	United States	81%	16%	3%	83%	11%	6%

ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

31 common countries polled in 2012 and 2024 reported

Minor deviations due to rounding are possible

Table / Figure # 1.7
PERCEPTIONS ABOUT TECHNOLOGY
2.5 TREND DATA

How strongly do you feel that your mobile device enhances your quality of life?

GREATEST INCREASE OVER 12 YEARS IN TERMS OF TECHNOLOGY ENHANCING QUALITY OF LIFE

Country	ENHANCES 2012	ENHANCES 2024	ENHANCES Comparison (2024 - 2012)
Armenia	42%	72%	30%
United Kingdom	66%	84%	18%
Germany	71%	87%	16%
Bosnia and Herzegovina	73%	87%	14%
Italy	65%	78%	13%
Azerbaijan	77%	88%	11%
Colombia	81%	91%	10%
Saudi Arabia	78%	87%	9%
Ecuador	78%	85%	7%
Spain	76%	83%	7%
Portugal	88%	93%	5%
Argentina	75%	80%	5%
Sweden	77%	80%	4%
Bulgaria	75%	78%	3%
Switzerland	81%	83%	2%
Republic of Korea	90%	92%	2%
United States	81%	83%	2%

ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

Among 31 common countries polled in 2012 and 2024 reported

Minor deviations due to rounding are possible

Table / Figure # 1.8
PERCEPTIONS ABOUT TECHNOLOGY
2.5 TREND DATA

How strongly do you feel that your mobile device enhances your quality of life?

GREATEST DECREASE OVER 12 YEARS IN TERMS OF TECHNOLOGY ENHANCING QUALITY OF LIFE

Country	ENHANCES 2012	ENHANCES 2024	ENHANCES Comparison (2024 - 2012)
Iraq	83%	62%	-21%
Philippines	96%	87%	-10%
Austria	88%	80%	-8%
Serbia	80%	74%	-7%
Peru	85%	81%	-4%
Russian Federation	93%	89%	-4%
Poland	86%	82%	-4%
Ukraine	95%	92%	-4%
Pakistan	80%	77%	-3%
Finland	83%	80%	-3%
China	99%	97%	-2%
Japan	73%	72%	-1%
Malaysia	98%	97%	-1%

ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

Among 31 common countries polled in 2012 and 2024 reported
 Minor deviations due to rounding are possible

Table / Figure # 1.9

PERCEPTIONS ABOUT TECHNOLOGY

2.5 TREND DATA

How strongly do you feel that your mobile device enhances your quality of life?

NO CHANGE OVER 12 YEARS IN TERMS OF TECHNOLOGY ENHANCING QUALITY OF LIFE

Country	ENHANCES 2012	ENHANCES 2024	ENHANCES Comparison (2024 - 2012)
Kenya	92%	92%	0%

ENHANCES = COMPLETELY ENHANCES + SIGNIFICANTLY ENHANCES + SOMEWHAT ENHANCES

Among 31 common countries polled in 2012 and 2024 reported

Minor deviations due to rounding are possible



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