



Romania

Vital Functions of the Mobile Phone in Romania

GfK Romania was curious to find out which are the activities that would suffer most from a temporary lack of having the use of a mobile phone amongst our fellow citizens. The idea started a year ago, when our colleagues from a neighbouring country tested the importance of mobile phones in people's daily life - through an ingenious experiment. The experiment consisted of mobile phone deprivation for different socio-demographic categories of people and the examination of the effects this had upon mobile phone users.

We used the Omnibus to ask people what functions of the mobile phone, apart from voice calls and text messaging, they use most and how often they employ these functions. In this way we found out that the mobile phone is used with different frequencies depending on the age of the user, with significant differences to be found for older persons:

- people under 24 years old would be most affected by not being able to use their mobile phone: they use around 3 other functions daily (besides calling and text messages)
- least affected would be persons aged over 35 years; they only use one of the extra functions on their phones.

Bearing in mind the functionality of the mobile phone, losing the list of contacts would affect the greatest number of persons, regardless of age (77% of the respondents say that they make use of it daily). The next most important function is the alarm clock, used daily by 35% of the respondents, whilst the use of other functions depends on the age of the user:

- the music player function is used daily or almost daily by 32% of young people aged between 18 and 24 years but by only 12% of those aged 25-34 years;
- Bluetooth and infrared options are used weekly, on average, by 41% of people aged between 18 and 24 years but by only 11.8% of those aged 25-34 years.

This information is derived from the GfK Omnibus study, conducted in September 2009 on a nationally representative sample of 1,000 respondents.

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