

		15/20 years		21/25 years		26/30 years		Over 30 years		
		Female	Male	Female	Male	Female	Male	Female	Male	
Number		30	17	9	6	3	0	18	10	93
Profession	Student / College student	23	17	6	3	0				
	Trainee	7		1	0	2				
	Other			2	3	1			9	
Q1	Smartphone	29	17	9	6	3		16	9	
	Tablet/Ipad	8	5	5	1	0		7	3	
	MP3 Player	4	3	2	2	2		4	1	
	Laptop	4	4	2		1		4	4	
	Other									
Q2	Work/School/College	15	7	7	2	2		11	7	
	Leisure time	21	17	8	6	3		15	8	
	Other									
Q3	Communication/Social media	28	15	9	6	2		16	8	
	Navigation	7	4	5	1	1		6	6	
	Search	13	8	7	2	3		12	7	
	Creativity	18	8	4	0	2		4	5	
	Watch videos	16	6	6	0	2		5	2	
	Listen to music	22	10	6	3	2		8	2	
	To study	3	2	4	0	0		2	3	
	Organisation	11	6	9	2	0		10	3	
	Fitness		3	1	0	0		1	1	
	Other									
	Onlineshopping			1						
	Games				1	1		1		
	Internet							1		
Q4	Smartwatch	0	0		0	0		0	1	
	Powerbank	5	5	3	0	0		1	1	
	Selfie stick	2	2	1	0	2		1	0	
	Headphones	27	15	7	4	3		10	6	
	Portable speakers	1	4		1	1		0	2	
	Other		0							
Q5	Bagpack	15	7	8	1	2		7	5	
	trouserpocket	13	15	4	6				12	
	Jacketpocket	9	3	6	2			4	4	
	Seat Codriver		1							

	Hands		2	1			2				
	Laptopbag				1				1		
	Handybag								1		
Q6	No		10	11	4	4	1		12	9	
	With jogging			1							
	Phone falls out of the pocket		2	1	2		1			1	
	Powerbank to heavy			1							
	Headphone tangle		2	2	1	2			2	2	
	Weather influence		2	4					1		
	To much things		2		2		1				
	afraid of dirty		5		1						
	afraid of scratches				1						
	scared of things get stolen		5		1						
	Smartphone to heavy									1	
	hurts by sitting		1								
Q7	Car		6	7	5	3	3		14	8	46
	Bus/Train		25	10	4	2			6	0	47
	Bike		11	6	4	3			5	1	30
	By foot		9	6	3	2			7	1	28
Q8	Sportly		15	9	4	2			11	8	49
	Elegant		10	8	4	3			8	2	35
	Other	stylish		2					1		3
		casual	8	2	3	2				1	16
		Grunge	2						3		5
		Outdoorstyle							1		1
Q9	Dark colors		22	17	7	4	3		14	10	77
	Bright colors		7	1	2	1			1	2	14
	Pastelcolors		7	3	3	1	1		7	1	23
Q10	Jack&Jones		0	0	0	2	0	0	0	2	4
	H&M		13	2	6	4	1	0	5	1	32
	Primmark		0	0	3	0	0	0	0	0	3
	Zara		16	0	3	0	0	0	0	5	24
	Mango		4	0	4	0	0	0	2	0	10
	C&A		1	0	0	2	0	0	4	4	11
	Hlandens		0	0	0	0	0	0	1	0	1
	Jules		0	0	1	0	0	0	0	0	1
	Bershka		3	0	1	0	0	0	3	0	7
	Bonobo		1	0	0	0	0	0	0	0	1
	Assos		0	0	0	0	0	0	0	0	0

	Vero Moda		0	0	1	0	0	0	1	0	2
	P&C		0	0	2	0	0	0	1	0	3
	Bessmann		0	0	1	0	0	0	0	0	1
	Ozone		3	0	2	0	0	0	0	0	5
	Gina Tricot		0	0	1	0	0	0	0		1
	Takko		0	0	0	0	0	0	0	4	4
	S, Oliver		2	0	0	1	0	0	1	4	8
	Online		0	0	0	3	1	0	0	5	9
	Sinn Leffers		0	0	0	0	0	0		2	2
	Kiabi		2	0	0	0	0	0	6	3	11
	Levis		1	0	0	0	0	0	0	1	2
	Pimkie		1	0	0	0	0	0	0	0	1
	New Yorker		1	0	0	0	0	0	0	0	1
	Pull and bear		2	0	0	0	0	0	0	0	2
	Forever21		3	0	0	0	0	0	0	0	3
	Urban Outfits		1	0	0	0	0	0	0	0	1
	Cecil		0	0	0	0	0	0	1	0	1
	Jeans Fritz		0	0	0	0	0	0	1	0	1
	Orsay		0	0	0	0	0	0	1	0	1
	Navi		0	0	0	0	0	0	1	0	1
	Family		0	0	0	0	0	0	2	0	2
	Second Hand		0	0	0	0	0	0	4	0	4
	Esprit		0	0	0	0	0	0	2	0	2
	Promod		0	0	0	0	0	0	4	0	4
	Naf Naf		0	0	0	0	0	0	1	0	1
	Petit bombe		0	0	0	0	0	0	1	0	1
Q11	Impact resistance		11	1	3	2	0	0	1	6	24
	Water resistance		6	5	2	2	1	0	3	1	20
	Appealing design		16	10	4	1	1	0	6	2	40
	Well padded/cushioned		5	3	2	0	2	0	4	2	18
	Other	practical							1		1
		comfortable							1		1
		quality				1			1		2
		big pockets				1			1		2

