

YouGov / Volantis Survey Results

Sample Size: 2139
Fieldwork: 1st - 4th February 2010

	Total	UK	Gender		Age					Region			
	Base		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast Region	Midwest Region	South Region	West Region
Unweighted Base	2139	2185	982	1157	113	327	313	541	845	354	507	745	533
Base: All US Adults	2139	2185	1031	1108	153	451	317	527	691	359	498	741	540

How often, if at all, do you use the internet on your mobile phone handset (including applications)? (If you don't have a mobile phone, please tick "not applicable - I don't have a mobile phone handset")

More than once a day	17%	13%	21%	14%	28%	23%	21%	15%	9%	12%	13%	20%	20%
Once a day	5%	4%	4%	5%	8%	7%	5%	3%	3%	5%	4%	4%	5%
4 to 6 times a week	2%	3%	3%	2%	5%	2%	4%	2%	1%	4%	1%	2%	3%
2 to 3 times a week	2%	5%	2%	2%	4%	2%	3%	2%	1%	1%	1%	3%	2%
Once a week	2%	2%	2%	2%	3%	4%	2%	2%	1%	1%	1%	4%	1%
2 to 3 times a month	2%	3%	2%	2%	2%	1%	4%	2%	1%	1%	2%	2%	2%
Once a month	2%	3%	2%	2%	3%	2%	1%	2%	1%	2%	1%	2%	2%
Once every few months	2%	7%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%
Once a year	0%	1%	0%	0%	1%	0%	-	0%	0%	1%	0%	0%	0%
Less often than once a year	2%	3%	2%	1%	2%	3%	2%	1%	1%	0%	2%	2%	1%
Never	25%	33%	25%	25%	10%	18%	24%	28%	30%	23%	26%	24%	26%
Not applicable - I don't have access to the internet on my mobile phone handset	23%	18%	20%	25%	20%	22%	17%	23%	26%	27%	28%	20%	19%
Not applicable - I don't have a mobile phone handset	16%	5%	15%	17%	12%	12%	11%	16%	23%	18%	17%	14%	16%
Don't know	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%

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Sample Size: 2139

Fieldwork: 1st - 4th February 2010

	Total	Marital Status					Do you have children under 18?		
	Base	Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No
Unweighted Base	2139	1254	32	262	91	419	81	609	1530
Base: All US Adults	2139	1199	35	243	75	505	82	663	1475

How often, if at all, do you use the internet on your mobile phone handset (including applications)? (If you don't have a mobile phone, please tick "not applicable - I don't have a mobile phone handset")

More than once a day	17%	15%	29%	15%	7%	22%	18%	20%	15%
Once a day	5%	4%	-	4%	3%	8%	2%	6%	4%
4 to 6 times a week	2%	2%	5%	2%	1%	2%	5%	3%	2%
2 to 3 times a week	2%	2%	10%	1%	1%	2%	4%	2%	2%
Once a week	2%	2%	2%	2%	1%	2%	5%	2%	2%
2 to 3 times a month	2%	2%	-	3%	-	2%	2%	2%	2%
Once a month	2%	1%	-	2%	-	3%	-	1%	2%
Once every few months	2%	2%	-	3%	2%	3%	2%	3%	2%
Once a year	0%	0%	3%	-	1%	0%	-	0%	0%
Less often than once a year	2%	2%	3%	1%	1%	1%	5%	2%	1%
Never	25%	27%	19%	30%	29%	16%	26%	25%	25%
Not applicable - I don't have access to the internet on my mobile phone handset	23%	25%	17%	21%	19%	22%	16%	21%	24%
Not applicable - I don't have a mobile phone handset	16%	15%	12%	15%	34%	17%	13%	11%	19%
Don't know	1%	1%	-	1%	1%	1%	-	1%	1%

Total	UK	Gender		Age					Region				
Base		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast Region	Midwest Region	South Region	West Region	
Unweighted Base	2139	2185	982	1157	113	327	313	541	845	354	507	745	533
Base: All US Adults	2139	2185	1031	1108	153	451	317	527	691	359	498	741	540

Imagine your operator made it easier for you to sign up to a flat-rate (unlimited use), mobile internet data package, based on a fixed monthly fee...

Would you be more likely to use mobile internet services more frequently?

	Unweighted Base	711	850	363	348	61	153	141	184	172	101	138	284	188
Base: All US adults who use the internet on their mobile phone handsets		759	950	403	356	87	215	145	174	138	110	140	306	203
Yes, much more likely	29%	24%	29%	30%	19%	30%	33%	31%	30%	26%	32%	30%	28%	
Yes, somewhat more likely	16%	28%	15%	18%	14%	17%	16%	18%	16%	24%	15%	16%	14%	
No, no more likely	17%	24%	17%	16%	15%	11%	19%	17%	25%	16%	23%	16%	15%	
Not applicable - I am already signed up to a flat rate data package	29%	7%	30%	27%	40%	37%	26%	24%	18%	26%	22%	31%	32%	
Don't know	9%	17%	8%	9%	13%	5%	7%	9%	11%	8%	8%	7%	11%	

Thinking about if you were using the internet on your mobile phone handset to find a specific piece of content or information...

In general, what is the maximum amount of time you would typically be willing to spend looking for this?

	Unweighted Base	711	850	363	348	61	153	141	184	172	101	138	284	188
Base: All US adults who use the internet on their mobile phone handsets		759	950	403	356	87	215	145	174	138	110	140	306	203
Up to 1 minute	14%	9%	15%	12%	6%	16%	14%	11%	18%	8%	13%	15%	16%	
More than 1 minute up to 2 minutes	21%	22%	22%	20%	22%	20%	19%	24%	22%	16%	27%	21%	21%	
More than 2 minutes up to 3 minutes	17%	20%	19%	15%	20%	15%	19%	18%	14%	21%	17%	13%	21%	
More than 3 minutes up to 4 minutes	11%	11%	10%	12%	12%	12%	7%	12%	11%	13%	8%	10%	13%	
More than 4 minutes up to 5 minutes	12%	14%	11%	14%	12%	11%	17%	11%	10%	13%	9%	13%	12%	
More than 5 minutes up to 10 minutes	7%	10%	6%	8%	12%	7%	7%	8%	3%	11%	6%	7%	5%	
More than 10 minutes	9%	8%	8%	10%	8%	11%	12%	7%	6%	11%	10%	11%	5%	
Don't know	9%	6%	8%	10%	8%	8%	6%	8%	16%	8%	12%	9%	8%	

	Total	Marital Status					Do you have children under 18?		
		Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No
Unweighted Base	2139	1254	32	262	91	419	81	609	1530
Base: All US Adults	2139	1199	35	243	75	505	82	663	1475

Imagine your operator made it easier for you to sign up to a flat-rate (unlimited use), mobile internet data package, based on a fixed monthly fee...

Would you be more likely to use mobile internet services more frequently?

		Unweighted Base					Do you have children under 18?			
		Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No	
Base: All US adults who use the internet on their mobile phone handsets	Unweighted Base	711	386	15	81	15	181	33	245	466
		759	389	19	78	13	225	36	278	481
	Yes, much more likely	29%	31%	22%	38%	32%	25%	26%	33%	27%
	Yes, somewhat more likely	16%	14%	29%	15%	32%	17%	33%	17%	16%
	No, no more likely	17%	19%	13%	17%	11%	14%	13%	15%	18%
	Not applicable - I am already signed up to a flat rate data package	29%	27%	16%	22%	9%	36%	25%	27%	30%
	Don't know	9%	9%	20%	8%	16%	8%	3%	8%	9%

Thinking about if you were using the internet on your mobile phone handset to find a specific piece of content or information...

In general, what is the maximum amount of time you would typically be willing to spend looking for this?

		Unweighted Base					Do you have children under 18?			
		Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No	
Base: All US adults who use the internet on their mobile phone handsets	Unweighted Base	711	386	15	81	15	181	33	245	466
		759	389	19	78	13	225	36	278	481
	Up to 1 minute	14%	14%	-	18%	21%	10%	24%	14%	13%
	More than 1 minute up to 2 minutes	21%	22%	19%	21%	10%	21%	21%	22%	21%
	More than 2 minutes up to 3 minutes	17%	17%	5%	19%	-	18%	17%	15%	18%
	More than 3 minutes up to 4 minutes	11%	12%	12%	9%	14%	10%	5%	11%	11%
	More than 4 minutes up to 5 minutes	12%	12%	18%	10%	13%	13%	12%	14%	11%
	More than 5 minutes up to 10 minutes	7%	6%	21%	6%	9%	8%	4%	7%	7%
	More than 10 minutes	9%	7%	8%	7%	10%	15%	7%	9%	9%
	Don't know	9%	9%	18%	10%	24%	6%	9%	7%	10%

Total	UK	Gender		Age					Region				
Base		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast Region	Midwest Region	South Region	West Region	
Unweighted Base	2139	2185	982	1157	113	327	313	541	845	354	507	745	533
Base: All US Adults	2139	2185	1031	1108	153	451	317	527	691	359	498	741	540

To what extent do you agree or disagree with the following statement?

It is only possible to have a great mobile phone experience on the iPhone.

Strongly agree	4%	4%	6%	3%	6%	5%	9%	4%	2%	5%	4%	4%	6%
Agree	7%	9%	8%	7%	11%	10%	11%	8%	3%	7%	5%	8%	8%
Neither agree nor disagree	20%	21%	17%	22%	21%	20%	16%	21%	19%	20%	16%	21%	21%
Disagree	18%	20%	21%	16%	23%	20%	18%	19%	16%	22%	18%	17%	19%
Strongly disagree	19%	18%	18%	19%	29%	24%	24%	16%	12%	16%	21%	19%	17%
Don't know	32%	28%	30%	33%	10%	20%	21%	33%	47%	30%	36%	31%	29%

Which, if any, of the following factors would make you use the mobile internet on your phone more frequently? (Please tick all that apply)

	Unweighted Base	UK	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast Region	Midwest Region	South Region	West Region
Base: All US adults who have access to mobile internet on their handsets	1278	1611	623	655	74	216	222	334	432	194	273	479	332
	1303	1675	664	639	103	300	226	323	350	196	273	487	348
Easier access to applications through the internet on my mobile handset	27%	37%	31%	24%	32%	30%	32%	30%	19%	28%	24%	30%	26%
Improved websites that are tailored to be used on a mobile handset	31%	32%	34%	29%	44%	37%	36%	32%	20%	31%	27%	34%	31%
Better choice of flat-rate data packages	35%	3%	36%	35%	34%	38%	39%	42%	26%	39%	34%	33%	37%
Faster networks from operators	31%	6%	37%	25%	60%	41%	35%	27%	17%	27%	22%	36%	36%
Having a better mobile phone handset	23%	26%	25%	21%	26%	32%	21%	24%	14%	26%	21%	24%	21%
Don't know	11%	23%	11%	10%	4%	6%	9%	13%	15%	10%	12%	11%	9%
Other	4%	24%	4%	5%	9%	4%	5%	4%	2%	2%	3%	4%	6%
Not applicable - there is nothing that would make me use the internet on my mobile handset more frequently	23%	29%	21%	25%	7%	14%	16%	21%	41%	26%	25%	22%	19%

All figures, unless otherwise stated, are from YouGov Plc.

	Total	Marital Status					Do you have children under 18?		
		Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No
Unweighted Base	2139	1254	32	262	91	419	81	609	1530
Base: All US Adults	2139	1199	35	243	75	505	82	663	1475

To what extent do you agree or disagree with the following statement?

It is only possible to have a great mobile phone experience on the iPhone.

Strongly agree	4%	4%	5%	3%	2%	7%	4%	5%	4%
Agree	7%	7%	9%	6%	3%	9%	13%	9%	7%
Neither agree nor disagree	20%	18%	22%	21%	21%	22%	22%	21%	19%
Disagree	18%	18%	14%	18%	17%	18%	23%	20%	18%
Strongly disagree	19%	19%	25%	14%	6%	23%	13%	21%	17%
Don't know	32%	34%	26%	38%	51%	22%	25%	25%	35%

Which, if any, of the following factors would make you use the mobile internet on your phone more frequently? (Please tick all that apply)

	Unweighted Base	1278	740	22	164	42	255	55	411	867
Base: All US adults who have access to mobile internet on their handsets		1303	720	25	154	35	312	58	448	855
Easier access to applications through the internet on my mobile handset	27%		27%	44%	26%	24%	28%	33%	33%	24%
Improved websites that are tailored to be used on a mobile handset	31%		28%	39%	30%	15%	37%	46%	33%	31%
Better choice of flat-rate data packages	35%		36%	47%	34%	26%	35%	36%	37%	34%
Faster networks from operators	31%		28%	25%	23%	13%	44%	36%	31%	32%
Having a better mobile phone handset	23%		21%	30%	20%	27%	27%	23%	25%	21%
Don't know	11%		10%	15%	13%	13%	11%	6%	10%	11%
Other	4%		5%	-	3%	4%	5%	1%	4%	4%
Not applicable - there is nothing that would make me use the internet on my mobile handset more frequently	23%		25%	17%	28%	49%	11%	23%	17%	25%

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