

## YouGov Survey Results

Sample Size: 2016

Fieldwork: 24th - 26th April 2012

Total	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

When buying a new mobile phone...Which one, if any, of the following statements BEST describes your attitude to how long you spend researching your options?

	Unweighted Base	1995	944	1051	243	300	343	399	710	1168	827	511	331	224	251	535	54	89
<b>All GB Adults who have a mobile phone</b>		1995	952	1043	242	317	359	380	698	1097	898	490	328	192	256	457	101	172
A few months, I don't like to rush these things	16%	19%	14%	17%	19%	20%	17%	12%	19%	13%	14%	16%	11%	24%	17%	13%	18%	
A week or two, that's plenty time to see what's out there	35%	34%	35%	50%	43%	38%	35%	23%	33%	37%	37%	33%	32%	32%	34%	37%	35%	
A couple of hours is usually all I need	14%	14%	14%	13%	12%	17%	17%	12%	16%	11%	12%	15%	18%	17%	15%	12%	10%	
None, I go for the cheapest or easiest option	14%	11%	16%	3%	7%	11%	13%	22%	13%	15%	15%	15%	12%	12%	15%	14%	7%	
If a good deal comes along, I'll jump on it	4%	4%	4%	5%	4%	3%	6%	3%	3%	5%	5%	6%	4%	2%	3%	9%	4%	
There's usually so much choice that I don't know where to start and I make a last minute, snap decision	3%	3%	4%	2%	5%	1%	3%	4%	3%	3%	4%	1%	3%	2%	3%	5%	6%	
None of these	9%	8%	9%	4%	3%	4%	5%	17%	9%	8%	7%	8%	10%	9%	9%	4%	15%	
Don't know	5%	6%	4%	5%	6%	4%	5%	6%	4%	7%	6%	6%	10%	4%	4%	6%	5%	

Sample Size: 2016  
Fieldwork: 24th - 26th April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE, if any, of the following statements BEST describes your mobile phone network history (e.g. Vodafone, Orange etc.)?

	Unweighted Base	1995	944	1051	243	300	343	399	710	1168	827	511	331	224	251	535	54	89
All GB Adults who have a mobile phone	1995	952	1043	242	317	359	380	698	1097	898	490	328	192	256	457	101	172	
I have been with the same network for a number of years as I know they provide the best package for me	19%	19%	18%	17%	22%	21%	19%	16%	20%	16%	23%	18%	17%	15%	17%	23%	15%	
I have been with the same network for a number of years and stay loyal as they have the best network coverage	12%	12%	12%	7%	8%	15%	14%	13%	12%	12%	10%	12%	12%	10%	17%	10%	10%	
I have been with the same network for a number of years and can't be bothered to move	17%	17%	16%	13%	16%	14%	16%	21%	17%	16%	15%	17%	13%	21%	19%	17%	16%	
I have been with the same network for a number of years and assume they offer the best package for me	10%	8%	13%	9%	12%	9%	10%	11%	10%	11%	11%	10%	10%	11%	11%	7%	12%	
I change network each time my contract runs out to get the best deals or to best suit my requirements	7%	8%	7%	11%	10%	8%	8%	4%	7%	8%	7%	9%	8%	9%	5%	7%	10%	
I'm loyal to my network (i.e. I never look for new deals and always plan to be in future)	6%	6%	6%	4%	6%	9%	5%	6%	7%	6%	7%	6%	7%	4%	8%	5%	6%	
The network is not important to me, it's the package (e.g. number of free minutes, texts etc.)	15%	17%	14%	26%	16%	16%	13%	12%	15%	16%	17%	14%	16%	19%	12%	15%	14%	
None of these	13%	14%	13%	13%	10%	8%	14%	17%	12%	15%	11%	14%	17%	12%	13%	15%	17%	
I don't know what network I'm on	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

When choosing a new phone package/ tariff (i.e. minutes and text allowance, monthly cost etc.)...Which three, if any, of the following has the MOST influence on your decision? (Please tick up to three options)

	Unweighted Base	1239	588	651	177	234	239	252	337	724	515	310	210	142	165	316	32	64
All GB Adults who have a mobile phone that's not PAYG	1258	620	638	173	249	254	244	337	688	570	307	212	125	170	269	57	118	
Overall price of package	76%	71%	81%	79%	79%	79%	80%	68%	79%	73%	75%	78%	73%	79%	76%	68%	81%	
Length of contract	28%	26%	31%	31%	30%	32%	30%	22%	30%	26%	25%	29%	26%	26%	25%	29%	47%	
Brands of phones available	21%	21%	22%	20%	29%	21%	23%	16%	21%	22%	22%	19%	14%	28%	23%	27%	17%	
Phone design and performance on phone available (e.g. amount of memory available)	13%	15%	12%	15%	18%	13%	12%	11%	15%	12%	14%	15%	7%	11%	16%	19%	11%	
Network coverage	26%	27%	26%	17%	23%	19%	29%	38%	28%	24%	26%	23%	30%	22%	28%	25%	32%	
Downloads and internet access	13%	16%	10%	17%	13%	19%	13%	6%	13%	13%	10%	13%	13%	18%	17%	4%	7%	
Minutes and messages included	49%	45%	53%	56%	46%	49%	52%	46%	48%	51%	51%	49%	51%	45%	54%	49%	36%	
Added extras that come with the phone (e.g. case, entertainment like Orange Wednesdays, apps etc.)	2%	2%	2%	4%	1%	2%	0%	4%	1%	3%	3%	1%	1%	1%	2%	11%	2%	
Other	1%	2%	1%	1%	-	1%	1%	3%	1%	2%	0%	2%	2%	1%	2%	-	3%	
Don't know	8%	10%	6%	7%	6%	5%	7%	14%	6%	10%	9%	8%	16%	4%	6%	8%	8%	
Memory and spec	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	