

YouGov Survey Results

Sample Size: 2001

Fieldwork: 18th - 21st March 2011

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

A smartphone is a mobile phone offering advanced features similar to a computer. Often an operating system is in use (such as iOS, Android or Symbian S60). Features of a smartphone may include email, internet, ability to read different files (e.g. Word, PowerPoint, Adobe documents) the ability to download applications, a full QWERTY keyboard (computer keyboard) etc. Smartphones are often considered to be BlackBerrys, Apple iPhones, Nokia N and E series, HTC etc.

Thinking about your MAIN phone, which of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	2001	922	1079	133	289	332	367	880	1124	877	536	290	203	244	497	98	133
Unweighted Base	2001	922	1079	133	289	332	367	880	1124	877	536	290	203	244	497	98	133
Base: All GB Adults	2001	960	1041	240	337	359	364	700	1101	900	492	328	192	256	458	100	174
Standard mobile phone	62%	57%	66%	45%	43%	51%	71%	77%	62%	61%	62%	68%	59%	53%	66%	65%	50%
Smartphone	33%	37%	29%	52%	53%	44%	25%	16%	34%	32%	31%	27%	33%	42%	31%	29%	43%
PDA	0%	1%	0%	-	1%	1%	1%	0%	1%	0%	1%	-	1%	1%	-	-	1%
Don't know	2%	2%	2%	2%	1%	3%	1%	1%	1%	2%	3%	3%	1%	0%	1%	3%	2%
Not applicable - I don't have a mobile phone	3%	3%	3%	1%	2%	1%	3%	5%	2%	4%	3%	2%	6%	3%	2%	2%	3%

What operating system does your smartphone use?

	600	305	295	68	150	143	92	147	353	247	155	74	60	95	141	27	48
Unweighted Base	600	305	295	68	150	143	92	147	353	247	155	74	60	95	141	27	48
Base: All GB Adults with a smartphone	662	358	303	124	177	156	90	114	376	286	155	90	64	108	141	29	75
Apple (iPhone OS)	26%	24%	29%	31%	32%	27%	20%	15%	24%	29%	23%	11%	28%	42%	30%	29%	17%
Symbian	6%	9%	3%	5%	4%	9%	7%	6%	6%	6%	6%	11%	4%	4%	4%	2%	9%
Windows Mobile 6.5	2%	2%	2%	2%	1%	2%	2%	2%	3%	1%	1%	3%	-	2%	4%	-	2%
Google Android	28%	31%	23%	29%	36%	27%	22%	19%	29%	26%	33%	37%	34%	15%	24%	35%	23%
RIM BlackBerry	14%	13%	15%	17%	11%	12%	12%	21%	14%	14%	9%	19%	12%	11%	15%	9%	26%
Windows Phone 7	3%	3%	3%	4%	1%	2%	4%	5%	3%	3%	2%	7%	3%	3%	2%	-	1%
Other system	5%	6%	3%	5%	3%	7%	1%	5%	5%	4%	6%	6%	3%	5%	4%	-	4%
Don't know	15%	13%	18%	7%	11%	12%	29%	25%	14%	17%	19%	7%	16%	17%	14%	19%	16%
Not applicable - It does not have an operating system	2%	1%	3%	-	1%	1%	4%	3%	1%	2%	1%	-	-	1%	3%	5%	2%

YouGov Survey Results

Sample Size: 2001

Fieldwork: 18th - 21st March 2011

Total	What operating system does your smartphone use?								
Base	Apple (iPhone OS)	Symbian	Windows Mobile 6.5	Google Android	RIM BlackBerry	Windows Phone 7	Other system	Don't know	Not applicable - It does not have an operating system

A smartphone is a mobile phone offering advanced features similar to a computer. Often an operating system is in use (such as iOS, Android or Symbian S60). Features of a smartphone may include email, internet, ability to read different files (e.g. Word, PowerPoint, Adobe documents) the ability to download applications, a full QWERTY keyboard (computer keyboard) etc. Smartphones are often considered to be BlackBerrys, Apple iPhones, Nokia N and E series, HTC etc.

Thinking about your MAIN phone, which of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	2001	151	39	13	163	85	16	25	98	10
Unweighted Base	2001	151	39	13	163	85	16	25	98	10
Base: All GB Adults	2001	172	40	12	183	94	19	30	101	11
Standard mobile phone	62%	-	-	-	-	-	-	-	-	-
Smartphone	33%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PDA	0%	-	-	-	-	-	-	-	-	-
Don't know	2%	-	-	-	-	-	-	-	-	-
Not applicable - I don't have a mobile phone	3%	-	-	-	-	-	-	-	-	-

What operating system does your smartphone use?

	600	151	39	13	163	85	16	25	98	10
Unweighted Base	600	151	39	13	163	85	16	25	98	10
Base: All GB Adults with a smartphone	662	172	40	12	183	94	19	30	101	11
Apple (iPhone OS)	26%	100%	-	-	-	-	-	-	-	-
Symbian	6%	-	100%	-	-	-	-	-	-	-
Windows Mobile 6.5	2%	-	-	100%	-	-	-	-	-	-
Google Android	28%	-	-	-	100%	-	-	-	-	-
RIM BlackBerry	14%	-	-	-	-	100%	-	-	-	-
Windows Phone 7	3%	-	-	-	-	-	100%	-	-	-
Other system	5%	-	-	-	-	-	-	100%	-	-
Don't know	15%	-	-	-	-	-	-	-	100%	-
Not applicable - It does not have an operating system	2%	-	-	-	-	-	-	-	-	100%

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 THREE, if any, of the following types of apps on your smartphone would you say you spend the MOST time using? (Please tick up to three options)

	Unweighted Base	600	305	295	68	150	143	92	147	353	247	155	74	60	95	141	27	48
	Base: All GB Adults with a smartphone	662	358	303	124	177	156	90	114	376	286	155	90	64	108	141	29	75
Gaming apps		30%	32%	29%	40%	36%	34%	24%	11%	27%	35%	26%	28%	32%	30%	30%	40%	37%
Music apps		18%	19%	16%	18%	25%	17%	13%	11%	17%	19%	19%	11%	21%	21%	20%	10%	14%
Financial management apps		4%	5%	2%	2%	5%	4%	3%	5%	5%	2%	4%	6%	2%	4%	3%	-	6%
Fitness/ health apps		5%	4%	5%	2%	13%	0%	2%	4%	5%	5%	3%	2%	4%	5%	9%	-	6%
Mapping/ travel apps		28%	32%	22%	30%	26%	25%	34%	26%	33%	21%	24%	32%	32%	33%	26%	25%	22%
News apps		33%	39%	27%	29%	34%	37%	37%	28%	32%	35%	37%	27%	39%	31%	34%	27%	32%
Social networking apps		49%	45%	53%	63%	61%	55%	32%	20%	45%	54%	41%	44%	61%	53%	52%	38%	51%
Photography apps		11%	12%	9%	10%	9%	10%	8%	15%	10%	12%	11%	14%	10%	9%	13%	8%	5%
Shopping apps		8%	8%	8%	5%	5%	12%	8%	10%	8%	8%	8%	11%	1%	8%	9%	-	12%
Food/ drink apps		3%	2%	4%	8%	2%	-	4%	2%	3%	2%	2%	4%	6%	3%	3%	2%	-
Other		12%	13%	11%	6%	13%	14%	18%	9%	16%	8%	11%	18%	17%	11%	14%	4%	8%
Not applicable - I don't use any apps		17%	14%	20%	11%	8%	13%	23%	37%	17%	16%	21%	9%	15%	12%	15%	32%	22%
Don't know		1%	1%	1%	-	1%	0%	2%	1%	1%	0%	-	1%	1%	2%	0%	3%	-

Approximately how much time, in total, do you spend using your smartphone on a typical day? (Please think about all the time spent making/ receiving calls, texting, and using any apps you have)

	Unweighted Base	600	305	295	68	150	143	92	147	353	247	155	74	60	95	141	27	48
	Base: All GB Adults with a smartphone	662	358	303	124	177	156	90	114	376	286	155	90	64	108	141	29	75
Less than an hour		32%	33%	32%	18%	25%	33%	36%	56%	34%	30%	31%	30%	42%	26%	33%	31%	39%
1 up to 2 hours		37%	35%	38%	33%	33%	41%	50%	29%	38%	35%	40%	34%	24%	41%	39%	19%	40%
More than 2 up to 3 hours		15%	17%	13%	25%	19%	13%	5%	10%	12%	19%	14%	26%	19%	14%	9%	15%	15%
More than 3 up to 4 hours		7%	6%	7%	6%	14%	5%	2%	2%	8%	5%	5%	3%	2%	8%	11%	17%	3%
More than 4 up to 5 hours		3%	3%	2%	8%	1%	3%	2%	-	3%	3%	3%	-	10%	-	4%	3%	2%
More than 5 up to 6 hours		3%	2%	4%	5%	3%	2%	4%	1%	2%	4%	2%	6%	-	7%	2%	4%	-
More than 6 up to 7 hours		1%	0%	2%	2%	1%	0%	-	-	0%	2%	2%	-	1%	2%	-	-	-
More than 7 up to 8 hours		0%	0%	0%	-	0%	1%	-	1%	0%	0%	1%	-	-	-	0%	-	-
More than 8 up to 9 hours		0%	0%	-	-	-	1%	-	-	0%	-	1%	-	-	-	-	-	-
More than 9 up to 10 hours		0%	-	0%	1%	-	-	-	-	-	0%	-	-	-	-	1%	-	-
More than 10 hours		1%	1%	-	-	1%	-	2%	-	0%	1%	-	-	2%	-	-	8%	-
Don't know		1%	1%	2%	2%	0%	2%	-	1%	1%	2%	2%	-	-	1%	1%	3%	2%

Total	What operating system does your smartphone use?								
Base	Apple (iPhone OS)	Symbian	Windows Mobile 6.5	Google Android	RIM BlackBerry	Windows Phone 7	Other system	Don't know	Not applicable - It does not have an operating system

Which THREE, if any, of the following types of apps on your smartphone would you say you spend the MOST time using? (Please tick up to three options)

	Unweighted Base	600	151	39	13	163	85	16	25	98	10
	Base: All GB Adults with a smartphone	662	172	40	12	183	94	19	30	101	11
Gaming apps		30%	48%	24%	30%	40%	14%	13%	17%	9%	8%
Music apps		18%	27%	13%	16%	19%	10%	18%	22%	10%	-
Financial management apps		4%	4%	6%	14%	3%	10%	-	-	-	-
Fitness/ health apps		5%	8%	2%	6%	5%	2%	12%	4%	2%	-
Mapping/ travel apps		28%	28%	40%	24%	34%	28%	27%	25%	14%	-
News apps		33%	37%	38%	4%	43%	34%	48%	30%	12%	-
Social networking apps		49%	63%	43%	42%	49%	49%	46%	49%	31%	-
Photography apps		11%	13%	11%	17%	10%	8%	19%	-	10%	-
Shopping apps		8%	15%	7%	-	8%	5%	20%	3%	2%	-
Food/ drink apps		3%	4%	2%	7%	2%	1%	31%	-	-	-
Other		12%	12%	30%	21%	14%	11%	4%	11%	4%	14%
Not applicable - I don't use any apps		17%	3%	6%	12%	9%	23%	9%	26%	47%	78%
Don't know		1%	-	-	-	1%	-	-	-	4%	-

Approximately how much time, in total, do you spend using your smartphone on a typical day? (Please think about all the time spent making/ receiving calls, texting, and using any apps you have)

	Unweighted Base	600	151	39	13	163	85	16	25	98	10
	Base: All GB Adults with a smartphone	662	172	40	12	183	94	19	30	101	11
Less than an hour		32%	17%	29%	25%	32%	30%	46%	46%	57%	40%
1 up to 2 hours		37%	41%	42%	53%	33%	45%	15%	10%	37%	32%
More than 2 up to 3 hours		15%	16%	24%	5%	21%	14%	11%	19%	2%	15%
More than 3 up to 4 hours		7%	7%	-	-	9%	7%	-	19%	1%	14%
More than 4 up to 5 hours		3%	9%	-	10%	1%	1%	-	-	-	-
More than 5 up to 6 hours		3%	5%	2%	-	2%	2%	15%	-	2%	-
More than 6 up to 7 hours		1%	1%	-	-	1%	1%	13%	-	-	-
More than 7 up to 8 hours		0%	1%	-	7%	-	-	-	-	-	-
More than 8 up to 9 hours		0%	1%	-	-	-	-	-	-	-	-
More than 9 up to 10 hours		0%	1%	-	-	-	-	-	-	-	-
More than 10 hours		1%	1%	-	-	1%	-	-	-	-	-
Don't know		1%	1%	3%	-	-	1%	-	6%	1%	-

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

On average, how regularly does your main bank account go overdrawn? (Please tick the option that best applies)

	Unweighted Base	2001	922	1079	133	289	332	367	880	1124	877	536	290	203	244	497	98	133
	Base: All GB Adults	2001	960	1041	240	337	359	364	700	1101	900	492	328	192	256	458	100	174
It's always overdrawn		12%	11%	12%	19%	16%	15%	13%	5%	10%	14%	14%	10%	14%	8%	10%	14%	14%
More than once a week		1%	1%	1%	3%	1%	1%	2%	0%	1%	1%	1%	2%	-	2%	1%	2%	2%
Once a week		1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	1%	2%	1%	-	-
Once every 2 weeks		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	0%	3%	1%
Once a month		8%	7%	10%	5%	12%	14%	9%	4%	10%	6%	8%	10%	9%	7%	7%	10%	11%
Once every quarter		4%	3%	4%	5%	7%	3%	4%	3%	4%	4%	2%	4%	4%	4%	4%	3%	6%
Less often than once a quarter		12%	12%	12%	10%	9%	13%	14%	12%	13%	11%	13%	12%	12%	10%	12%	13%	11%
Never		56%	58%	54%	51%	45%	46%	49%	71%	56%	56%	53%	56%	56%	59%	59%	54%	51%
Don't know		1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	-	2%	2%	-	1%
Not applicable - I don't have a bank account		0%	0%	1%	-	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	-	-
Prefer not to say		4%	4%	4%	2%	5%	4%	5%	3%	4%	4%	5%	3%	3%	4%	4%	2%	4%

Gross PERSONAL income is an individual's total income received from all sources, including wages, salaries, or rents and before tax deductions.

What is your gross personal income?

	Unweighted Base	2001	922	1079	133	289	332	367	880	1124	877	536	290	203	244	497	98	133
	Base: All GB Adults	2001	960	1041	240	337	359	364	700	1101	900	492	328	192	256	458	100	174
Under £10,000 per year		21%	16%	26%	50%	16%	13%	18%	20%	15%	29%	22%	23%	27%	13%	20%	23%	24%
£10,000 to £19,999 per year		23%	22%	24%	17%	24%	15%	22%	29%	20%	27%	24%	29%	18%	13%	26%	28%	19%
£20,000 to £29,999 per year		19%	21%	16%	10%	25%	21%	20%	16%	22%	14%	19%	15%	19%	20%	20%	14%	20%
£30,000 to £39,999 per year		9%	12%	7%	1%	12%	17%	12%	5%	12%	5%	8%	8%	10%	15%	7%	10%	10%
£40,000 to £49,999 per year		4%	6%	3%	2%	4%	9%	4%	2%	7%	1%	4%	6%	4%	6%	4%	2%	3%
£50,000 to £69,999 per year		3%	4%	1%	1%	2%	4%	5%	2%	4%	1%	1%	2%	4%	5%	2%	3%	1%
£70,000 to £99,999 per year		1%	2%	1%	0%	1%	1%	2%	1%	2%	0%	1%	1%	-	4%	1%	-	2%
£100,000 and over		0%	1%	0%	-	0%	1%	0%	1%	1%	-	1%	0%	0%	1%	1%	-	-
Don't know		3%	2%	3%	6%	3%	2%	1%	2%	1%	5%	3%	1%	2%	4%	3%	1%	1%
Prefer not to answer		17%	15%	20%	13%	13%	18%	16%	22%	17%	18%	17%	15%	17%	20%	17%	19%	20%

Total	What operating system does your smartphone use?								
Base	Apple (iPhone OS)	Symbian	Windows Mobile 6.5	Google Android	RIM BlackBerry	Windows Phone 7	Other system	Don't know	Not applicable - It does not have an operating system

On average, how regularly does your main bank account go overdrawn? (Please tick the option that best applies)

	Unweighted Base	2001	151	39	13	163	85	16	25	98	10
Base: All GB Adults		2001	172	40	12	183	94	19	30	101	11
It's always overdrawn	12%	18%	8%	23%	14%	13%	-	26%	14%	12%	
More than once a week	1%	2%	7%	10%	2%	3%	15%	-	2%	-	
Once a week	1%	-	4%	5%	1%	1%	16%	-	-	-	
Once every 2 weeks	1%	1%	3%	-	0%	3%	-	5%	-	-	
Once a month	8%	11%	10%	8%	8%	8%	9%	13%	11%	38%	
Once every quarter	4%	6%	-	-	5%	5%	4%	-	6%	-	
Less often than once a quarter	12%	14%	11%	-	12%	17%	-	5%	13%	-	
Never	56%	39%	50%	54%	54%	49%	51%	42%	52%	50%	
Don't know	1%	5%	-	-	1%	1%	-	-	1%	-	
Not applicable - I don't have a bank account	0%	1%	-	-	-	-	-	-	-	-	
Prefer not to say	4%	3%	8%	-	3%	1%	5%	9%	2%	-	

Gross PERSONAL income is an individual's total income received from all sources, including wages, salaries, or rents and before tax deductions.

What is your gross personal income?

	Unweighted Base	2001	151	39	13	163	85	16	25	98	10
Base: All GB Adults		2001	172	40	12	183	94	19	30	101	11
Under £10,000 per year	21%	15%	25%	16%	17%	24%	9%	24%	23%	-	
£10,000 to £19,999 per year	23%	13%	13%	17%	31%	14%	30%	31%	21%	58%	
£20,000 to £29,999 per year	19%	27%	3%	35%	14%	18%	8%	14%	22%	22%	
£30,000 to £39,999 per year	9%	13%	26%	8%	13%	6%	16%	15%	12%	8%	
£40,000 to £49,999 per year	4%	9%	9%	8%	7%	5%	22%	-	4%	-	
£50,000 to £69,999 per year	3%	6%	2%	9%	4%	4%	-	-	1%	-	
£70,000 to £99,999 per year	1%	1%	-	-	1%	5%	4%	-	-	5%	
£100,000 and over	0%	-	2%	-	1%	2%	-	-	1%	-	
Don't know	3%	5%	4%	-	2%	-	-	2%	3%	6%	
Prefer not to answer	17%	12%	16%	6%	11%	23%	10%	14%	14%	-	