

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 1

Q.1 Do you think you will upgrade or purchase a new 3G mobile phone...?**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1009	464	545	105	165	191	187	160	201	274	219	202	314	263	264	249	143	90
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
Before this Christmas	26 3%	16 3%	10 2%	4 4%	7 4%	5 3%	5 3%	- -	5 2%	9 4%	4 2%	9 4%	3 1%	6 2%	8 3%	8 3%	3 2%	1 1%
In the next six months	97 10%	57 12%	40 8%	24 22%	30 17%	19 10%	14 8%	6 4%	4 2%	33 13%	32 11%	18 8%	13 5%	29 11%	26 10%	16 6%	14 10%	13 14%
In the next year	131 13%	67 14%	64 12%	24 21%	32 18%	33 16%	20 12%	15 10%	8 4%	26 10%	48 17%	31 15%	24 10%	37 14%	31 12%	31 13%	19 14%	12 14%
In over a years time	82 8%	45 9%	37 7%	13 12%	15 8%	22 11%	15 9%	6 4%	12 6%	21 8%	34 12%	12 6%	15 6%	27 10%	23 9%	13 5%	15 11%	5 5%
Not interested / will not upgrade to 3G	629 62%	278 57%	351 67%	40 36%	76 44%	119 59%	111 65%	116 77%	166 82%	148 59%	165 57%	130 61%	186 74%	160 59%	165 63%	164 66%	85 60%	56 63%
Already own a 3G phone	19 2%	10 2%	9 2%	5 5%	8 4%	1 1%	2 1%	2 2%	- -	5 2%	5 2%	7 3%	3 1%	5 2%	2 1%	10 4%	2 1%	1 1%
Don't know	26 3%	10 2%	15 3%	- -	6 3%	2 1%	4 2%	5 4%	8 4%	9 4%	4 1%	5 2%	8 3%	6 2%	8 3%	7 3%	4 3%	2 2%

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Q.1 Do you think you will upgrade or purchase a new 3G mobile phone...?**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1009	47	86	76	95	138	125	90	53	93	116	90
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
Before this Christmas	26 3%	- -	3 3%	2 3%	3 3%	2 1%	5 4%	2 2%	1 2%	2 2%	5 5%	1 1%
In the next six months	97 10%	5 11%	3 4%	9 12%	8 8%	11 8%	18 14%	10 11%	3 7%	9 10%	8 6%	13 14%
In the next year	131 13%	4 9%	11 13%	14 19%	8 8%	14 10%	23 18%	17 20%	2 3%	9 10%	16 14%	12 14%
In over a years time	82 8%	1 3%	7 9%	7 9%	8 8%	12 9%	15 12%	8 9%	7 14%	8 9%	4 3%	5 5%
Not interested / will not upgrade to 3G	629 62%	34 75%	60 69%	37 49%	67 69%	100 71%	59 47%	49 55%	35 69%	62 67%	70 60%	56 63%
Already own a 3G phone	19 2%	- -	1 1%	2 2%	- -	1 1%	4 3%	1 1%	1 1%	1 1%	9 7%	1 1%
Don't know	26 3%	1 2%	1 1%	4 6%	3 3%	1 1%	4 3%	2 2%	2 4%	1 1%	5 4%	2 2%

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Table 2
Q.2 Which of the following statements best describes your feelings towards 3G phones?
Base: All respondents

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1009	464	545	105	165	191	187	160	201	274	219	202	314	263	264	249	143	90
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
3G phones are now a must-have product	30 3%	20 4%	11 2%	10 9%	8 5%	4 2%	3 2%	4 2%	2 1%	12 5%	7 2%	7 3%	3 1%	10 4%	9 3%	6 3%	5 3%	1 1%
3G phones are still too expensive to invest in	82 8%	46 10%	36 7%	27 24%	15 8%	17 8%	13 7%	9 6%	3 2%	24 10%	33 11%	7 3%	18 7%	27 10%	13 5%	19 8%	18 13%	4 5%
I don't really understand what services 3G phones offer	223 22%	95 20%	128 24%	16 14%	46 27%	34 17%	47 27%	38 25%	41 20%	57 23%	73 25%	45 21%	48 19%	58 22%	50 19%	54 22%	31 22%	30 34%
I'm happy with the phone I've got	563 56%	259 53%	304 58%	55 49%	91 53%	130 64%	94 55%	86 57%	108 53%	142 56%	149 51%	131 62%	141 56%	140 52%	164 62%	140 56%	72 51%	48 54%
None of these	96 9%	59 12%	37 7%	4 4%	10 6%	15 8%	14 8%	11 7%	41 20%	13 5%	27 9%	17 8%	37 15%	28 10%	25 10%	25 10%	13 9%	4 5%
Don't know	15 1%	6 1%	9 2%	- -	1 *	2 1%	1 1%	4 3%	7 3%	3 1%	3 1%	4 2%	4 2%	6 2%	2 1%	4 2%	2 2%	1 1%

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	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1009	47	86	76	95	138	125	90	53	93	116	90
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
3G phones are now a must-have product	30 3%	- -	1 1%	4 5%	1 1%	6 4%	4 3%	4 4%	1 2%	4 4%	5 4%	1 1%
3G phones are still too expensive to invest in	82 8%	4 8%	9 10%	5 7%	3 3%	11 7%	17 13%	11 12%	7 14%	5 6%	7 6%	4 5%
I don't really understand what services 3G phones offer	223 22%	9 21%	22 26%	12 16%	25 26%	29 21%	29 23%	24 27%	7 13%	13 14%	22 19%	30 34%
I'm happy with the phone I've got	563 56%	29 63%	47 54%	48 65%	58 60%	78 55%	62 48%	40 45%	31 61%	58 62%	64 55%	48 54%
None of these	96 9%	4 8%	6 7%	5 7%	10 10%	14 10%	14 11%	9 10%	4 9%	10 11%	15 13%	4 5%
Don't know	15 1%	- -	1 1%	- -	- -	4 3%	2 2%	1 1%	1 2%	2 2%	3 3%	1 1%

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Table 3
Q.3 If you bought a 3G phone which of these services would appeal to you most?
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1009	464	545	105	165	191	187	160	201	274	219	202	314	263	264	249	143	90
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
Video calling - where you see a moving image of the person you are calling	256 25%	129 27%	127 24%	54 49%	50 29%	53 26%	49 28%	29 19%	22 11%	61 24%	80 27%	59 28%	55 22%	73 27%	66 25%	59 24%	38 27%	20 22%
For accessing news and information	141 14%	77 16%	64 12%	11 10%	30 17%	24 12%	22 13%	24 16%	31 15%	36 14%	43 15%	28 13%	35 14%	40 15%	35 13%	40 16%	16 11%	11 12%
Business tools ie Email, Organiser	117 12%	63 13%	54 10%	5 5%	21 12%	34 17%	30 17%	18 12%	9 4%	43 17%	36 12%	18 9%	19 8%	32 12%	32 12%	26 11%	14 10%	13 14%
Downloading music and film clips	72 7%	39 8%	34 6%	16 14%	20 12%	10 5%	10 6%	9 6%	7 4%	14 5%	19 6%	18 8%	22 9%	16 6%	19 7%	17 7%	5 3%	16 17%
Games	27 3%	12 2%	15 3%	8 7%	9 5%	4 2%	4 2%	- -	2 1%	7 3%	8 3%	5 2%	7 3%	10 4%	3 1%	5 2%	7 5%	2 2%
None of these	363 36%	152 31%	211 40%	16 15%	40 23%	69 34%	55 32%	63 42%	119 59%	84 33%	102 35%	74 35%	103 41%	90 34%	104 39%	89 36%	55 39%	26 29%
Don't know	32 3%	13 3%	19 4%	- -	3 2%	8 4%	1 1%	9 6%	12 6%	7 3%	5 2%	10 5%	10 4%	6 2%	5 2%	11 4%	8 5%	2 3%

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Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1009	47	86	76	95	138	125	90	53	93	116	90
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
Video calling - where you see a moving image of the person you are calling	256 25%	8 18%	19 22%	20 27%	22 23%	36 25%	38 30%	25 29%	12 24%	24 26%	32 28%	20 22%
For accessing news and information	141 14%	5 11%	19 22%	12 16%	10 10%	19 14%	21 17%	11 12%	5 9%	13 14%	16 14%	11 12%
Business tools ie Email, Organiser	117 12%	7 15%	6 6%	9 13%	13 13%	11 8%	21 16%	11 13%	2 5%	9 10%	14 12%	13 14%
Downloading music and film clips	72 7%	3 6%	7 8%	5 7%	7 7%	10 7%	7 5%	3 3%	2 3%	6 6%	8 7%	16 17%
Games	27 3%	1 2%	2 2%	2 3%	1 1%	3 2%	7 5%	4 4%	3 6%	- -	2 2%	2 2%
None of these	363 36%	19 43%	32 37%	24 32%	43 45%	59 41%	32 25%	31 34%	24 46%	36 40%	38 33%	26 29%
Don't know	32 3%	2 5%	2 3%	2 2%	- -	4 3%	2 2%	4 5%	3 6%	3 4%	6 6%	2 3%

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Table 4

Q.4 How much more would you be prepared to pay for a videocall as opposed to a normal mobile call?**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1009	464	545	105	165	191	187	160	201	274	219	202	314	263	264	249	143	90
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
About the same	559 55%	276 57%	283 54%	69 63%	110 64%	112 56%	109 64%	84 55%	75 37%	136 54%	164 56%	118 56%	142 56%	148 55%	156 59%	125 50%	78 56%	53 59%
Up to half as much again	162 16%	81 17%	82 16%	28 26%	39 23%	33 16%	27 16%	20 13%	14 7%	49 20%	60 21%	25 12%	28 11%	43 16%	40 15%	43 17%	26 18%	11 12%
About twice as much	45 4%	25 5%	20 4%	10 9%	4 3%	18 9%	7 4%	2 1%	4 2%	12 5%	13 4%	10 5%	10 4%	16 6%	5 2%	15 6%	6 4%	3 3%
More than twice as much	12 1%	6 1%	6 1%	2 2%	4 2%	3 1%	- -	2 1%	1 1%	2 1%	3 1%	4 2%	3 1%	4 1%	2 1%	3 1%	1 *	2 2%
Don't know	231 23%	97 20%	134 25%	2 1%	14 8%	36 18%	28 16%	43 29%	108 53%	53 21%	52 18%	55 26%	71 28%	58 22%	59 23%	63 25%	30 21%	20 23%

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	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1009	47	86	76	95	138	125	90	53	93	116	90
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
About the same	559 55%	25 54%	38 44%	39 53%	58 60%	68 48%	80 63%	49 55%	29 57%	59 63%	62 53%	53 59%
Up to half as much again	162 16%	5 10%	19 22%	13 18%	15 16%	21 15%	22 17%	19 21%	7 13%	11 12%	20 17%	11 12%
About twice as much	45 4%	5 11%	5 6%	2 3%	2 2%	8 6%	8 6%	5 6%	1 2%	1 1%	4 4%	3 3%
More than twice as much	12 1%	-	2 2%	2 2%	1 1%	3 2%	1 1%	1 1%	-	-	1 1%	2 2%
Don't know	231 23%	11 24%	23 26%	18 24%	20 21%	41 29%	17 13%	16 17%	14 28%	22 24%	29 25%	20 23%

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Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1009	464	545	105	165	191	187	160	201	274	219	202	314	263	264	249	143	90	
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89	
Sex																			
Male	484	484	-	56	84	96	74	80	95	117	142	117	108	137	118	121	66	42	
	48%	100%	-	50%	49%	48%	43%	53%	47%	46%	49%	55%	43%	51%	45%	49%	47%	47%	
Female	525	-	525	55	87	106	98	72	107	135	151	94	144	132	145	127	74	47	
	52%	-	100%	50%	51%	52%	57%	47%	53%	54%	51%	45%	57%	49%	55%	51%	53%	53%	
Age																			
18-24	(21)	111	56	55	111	-	-	-	-	25	52	22	12	32	28	26	17	8	
		11%	12%	11%	100%	-	-	-	-	10%	18%	11%	5%	12%	11%	10%	12%	9%	
25-34	(29.5)	172	84	87	-	172	-	-	-	54	55	38	25	62	34	41	18	17	
		17%	17%	17%	-	100%	-	-	-	21%	19%	18%	10%	23%	13%	17%	13%	19%	
35-44	(39.5)	202	96	106	-	-	202	-	-	48	73	48	33	56	59	48	31	9	
		20%	20%	20%	-	-	100%	-	-	19%	25%	22%	13%	21%	22%	19%	22%	10%	
45-54	(49.5)	172	74	98	-	-	-	172	-	53	41	40	39	41	46	47	14	24	
		17%	15%	19%	-	-	-	100%	-	21%	14%	19%	15%	15%	17%	19%	10%	27%	
55-64	(59.5)	151	80	72	-	-	-	-	151	33	43	32	43	32	43	34	28	14	
		15%	16%	14%	-	-	-	-	100%	13%	15%	15%	17%	12%	16%	14%	20%	16%	
65+	(70)	202	95	107	-	-	-	-	-	202	40	29	33	101	46	54	52	33	
		20%	20%	20%	-	-	-	-	-	100%	16%	10%	15%	40%	17%	21%	21%	23%	
Average age		46.56	46.42	46.69	21.00	29.50	39.50	49.50	59.50	70.00	45.05	41.66	45.34	54.79	44.11	47.56	46.94	48.02	47.70

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Classification
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	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
<u>Social Class</u>																		
AB	252	117	135	25	54	48	53	33	40	252	-	-	-	72	54	54	49	23
	25%	24%	26%	22%	31%	24%	31%	22%	20%	100%	-	-	-	27%	20%	22%	35%	26%
C1	293	142	151	52	55	73	41	43	29	-	293	-	-	94	85	62	29	23
	29%	29%	29%	47%	32%	36%	24%	28%	14%	-	100%	-	-	35%	32%	25%	21%	26%
C2	212	117	94	22	38	48	40	32	33	-	-	212	-	48	58	63	26	17
	21%	24%	18%	20%	22%	24%	23%	21%	16%	-	-	100%	-	18%	22%	25%	18%	19%
DE	252	108	144	12	25	33	39	43	101	-	-	-	252	55	67	69	36	25
	25%	22%	27%	11%	14%	16%	23%	29%	50%	-	-	-	100%	21%	25%	28%	26%	28%
<u>Region</u>																		
North	337	163	174	34	58	56	71	48	69	78	85	80	94	-	-	248	-	89
	33%	34%	33%	30%	34%	28%	41%	32%	34%	31%	29%	38%	37%	-	-	100%	-	100%
Midlands	314	140	174	31	43	73	51	55	62	70	98	67	79	-	263	-	51	-
	31%	29%	33%	28%	25%	36%	30%	36%	31%	28%	34%	31%	31%	-	100%	-	37%	-
South	358	181	177	46	71	72	49	48	71	104	109	66	79	269	-	-	89	-
	35%	37%	34%	42%	41%	36%	29%	32%	35%	41%	37%	31%	31%	100%	-	-	63%	-

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
<u>Working status</u>																		
Full-time	448 44%	275 57%	173 33%	58 52%	113 66%	127 63%	96 56%	48 32%	5 3%	136 54%	168 58%	100 47%	43 17%	129 48%	101 38%	104 42%	67 48%	46 52%
Part-time	113 11%	28 6%	85 16%	16 14%	13 8%	39 19%	23 13%	17 11%	5 3%	27 11%	37 13%	31 14%	18 7%	30 11%	30 11%	28 11%	16 11%	10 11%
Not working but seeking work or temporarily unemployed/sick	57 6%	27 6%	30 6%	11 10%	11 7%	9 5%	20 12%	5 3%	- -	10 4%	11 4%	9 4%	27 11%	14 5%	19 7%	16 6%	2 1%	6 7%
Not working/not seeking work/retired	375 37%	147 30%	228 44%	22 20%	31 18%	23 11%	32 18%	78 51%	189 94%	75 30%	74 25%	67 32%	159 63%	93 35%	110 42%	93 38%	53 37%	25 29%
Refused	16 2%	8 2%	9 2%	4 3%	2 1%	4 2%	1 *	3 2%	2 1%	4 2%	3 1%	5 2%	4 2%	3 1%	3 1%	6 3%	3 2%	1 1%
<u>Tenure</u>																		
Own outright	323 32%	160 33%	163 31%	18 16%	17 10%	22 11%	39 23%	76 50%	150 74%	79 31%	78 27%	60 28%	105 42%	77 29%	87 33%	86 35%	51 37%	21 24%
Own with a mortgage	413 41%	197 41%	217 41%	44 40%	93 54%	124 61%	96 56%	45 30%	11 6%	128 51%	145 49%	101 48%	40 16%	103 38%	107 41%	105 42%	50 36%	48 54%
Council	131 13%	59 12%	72 14%	16 14%	21 12%	28 14%	22 13%	19 13%	26 13%	10 4%	27 9%	26 12%	69 27%	37 14%	37 14%	25 10%	18 12%	14 16%
Rented from someone else	110 11%	53 11%	57 11%	28 25%	34 20%	22 11%	12 7%	6 4%	9 4%	27 11%	38 13%	18 9%	27 11%	44 16%	24 9%	22 9%	16 11%	4 4%
Rent free	7 1%	4 1%	3 1%	1 1%	3 2%	2 1%	- -	- -	1 1%	3 1%	- -	- -	4 2%	4 2%	1 1%	- -	1 *	1 1%
Refused	25 2%	12 2%	13 2%	5 4%	3 2%	4 2%	2 1%	5 3%	5 2%	5 2%	6 2%	7 3%	7 3%	3 1%	6 2%	10 4%	5 3%	1 1%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
<u>Foreign Holiday in last 3 years</u>																		
Yes	626 62%	294 61%	332 63%	78 71%	120 70%	139 69%	109 64%	90 59%	90 44%	195 77%	198 68%	115 54%	117 46%	179 67%	155 59%	151 61%	82 59%	58 65%
No	383 38%	190 39%	193 37%	33 29%	51 30%	63 31%	62 36%	62 41%	112 56%	57 23%	94 32%	97 46%	135 54%	89 33%	108 41%	97 39%	58 41%	31 35%
<u>Number of cars</u>																		
None	204 20%	84 17%	120 23%	29 26%	24 14%	31 15%	22 13%	19 13%	79 39%	28 11%	45 16%	31 15%	100 40%	68 25%	41 15%	57 23%	23 17%	15 17%
1	439 43%	221 46%	218 42%	33 29%	81 47%	82 41%	68 40%	73 48%	102 51%	93 37%	133 45%	94 44%	120 47%	113 42%	118 45%	99 40%	60 43%	48 54%
2	285 28%	137 28%	148 28%	27 25%	58 34%	77 38%	62 36%	45 29%	16 8%	101 40%	88 30%	72 34%	24 9%	72 27%	77 29%	73 29%	43 30%	20 23%
3+	82 8%	43 9%	39 7%	22 20%	9 5%	12 6%	19 11%	15 10%	5 2%	31 12%	27 9%	15 7%	9 4%	16 6%	27 10%	19 8%	14 10%	5 6%

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
<u>Internet Access</u>																		
At all	556 55%	285 59%	271 52%	84 75%	125 73%	141 70%	107 63%	70 46%	29 14%	173 69%	210 72%	101 48%	71 28%	161 60%	154 59%	125 50%	74 53%	42 47%
At home (net)	466 46%	241 50%	225 43%	67 61%	104 60%	114 56%	92 54%	61 40%	28 14%	149 59%	171 58%	90 42%	56 22%	133 50%	126 48%	110 44%	61 43%	36 40%
At work (net)	226 22%	113 23%	113 22%	28 26%	63 37%	71 35%	46 27%	18 12%	1 *	93 37%	98 33%	22 10%	14 5%	77 28%	51 19%	48 19%	28 20%	22 25%
At home	300 30%	159 33%	140 27%	45 40%	56 33%	66 33%	56 33%	50 33%	27 13%	75 30%	107 36%	72 34%	46 18%	77 29%	89 34%	73 29%	41 29%	20 22%
At work	60 6%	31 6%	29 5%	6 5%	15 9%	23 11%	10 6%	7 4%	- -	18 7%	33 11%	5 2%	3 1%	20 8%	14 5%	11 5%	8 6%	6 7%
Both at home and at work	166 16%	82 17%	84 16%	23 20%	48 28%	48 24%	36 21%	11 7%	1 *	74 29%	64 22%	17 8%	10 4%	56 21%	37 14%	37 15%	20 15%	16 18%
Somewhere else	30 3%	13 3%	17 3%	10 9%	6 4%	4 2%	5 3%	3 2%	1 1%	6 2%	6 2%	7 3%	12 5%	8 3%	13 5%	4 2%	5 4%	- -
Not at all	452 45%	198 41%	254 48%	27 25%	47 27%	60 30%	64 37%	81 54%	173 86%	78 31%	82 28%	111 52%	182 72%	108 40%	109 41%	122 49%	67 47%	47 53%
Refused	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
Age Finished Full Time Education																		
Up to 15	212 21%	105 22%	107 20%	4 4%	6 3%	11 6%	43 25%	72 48%	75 37%	23 9%	41 14%	53 25%	96 38%	45 17%	57 22%	62 25%	22 15%	27 30%
16	292 29%	142 29%	150 29%	34 30%	52 30%	80 40%	47 27%	29 19%	50 25%	54 21%	72 24%	98 46%	69 27%	69 26%	94 36%	66 27%	44 32%	19 21%
17	91 9%	27 6%	64 12%	8 7%	16 9%	23 11%	17 10%	10 7%	17 8%	35 14%	33 11%	12 6%	11 4%	28 11%	27 10%	14 6%	11 8%	10 12%
18	120 12%	51 11%	69 13%	14 12%	25 14%	27 13%	25 14%	14 9%	16 8%	28 11%	56 19%	12 6%	23 9%	39 15%	27 10%	27 11%	19 14%	8 9%
19 or over	238 24%	134 28%	104 20%	31 28%	65 38%	54 27%	34 20%	18 12%	35 17%	95 38%	76 26%	27 13%	41 16%	77 29%	40 15%	65 26%	36 26%	19 21%
Still in full time education	30 3%	11 2%	20 4%	17 15%	6 4%	1 1%	4 2%	1 *	2 1%	9 3%	13 4%	5 3%	4 1%	6 2%	13 5%	6 3%	2 1%	4 5%
Had no full time education	3 *	2 *	1 *	1 1%	-	-	1 *	1 *	-	3 1%	-	-	-	1 *	-	-	1 1%	-
Refused	23 2%	12 2%	11 2%	3 2%	2 1%	5 3%	1 *	6 4%	7 4%	7 3%	2 1%	5 3%	9 3%	4 1%	6 2%	7 3%	5 4%	1 1%

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	172	202	172	151	202	252	293	212	252	269	263	248	141	89
<u>Marital Status</u>																		
Single	237 23%	143 29%	94 18%	74 66%	52 30%	38 19%	33 19%	18 12%	23 11%	57 23%	84 29%	40 19%	56 22%	79 29%	51 19%	58 23%	29 21%	19 22%
Married/ co-habiting	527 52%	246 51%	280 53%	31 28%	104 61%	128 63%	105 61%	93 62%	65 32%	152 60%	147 50%	137 64%	91 36%	135 50%	141 54%	124 50%	77 55%	50 56%
Widowed/ separated/ divorced	228 23%	87 18%	142 27%	2 2%	13 7%	32 16%	32 19%	36 24%	113 56%	39 15%	57 20%	30 14%	101 40%	52 19%	68 26%	60 24%	31 22%	18 20%
Refused	18 2%	9 2%	9 2%	4 3%	3 2%	4 2%	2 1%	4 3%	1 1%	4 2%	4 1%	5 2%	4 2%	3 1%	3 1%	6 2%	3 2%	1 1%
<u>Children</u>																		
None aged 18 or under	686 68%	360 74%	325 62%	84 75%	94 55%	63 31%	113 66%	135 89%	197 98%	174 69%	186 63%	127 60%	199 79%	177 66%	171 65%	168 68%	101 72%	69 78%
NET: Yes	299 30%	112 23%	187 36%	23 20%	71 41%	135 67%	58 34%	12 8%	-	73 29%	102 35%	77 36%	47 19%	88 33%	88 33%	70 28%	35 25%	18 20%
NET: Yes any aged 15 or under	263 26%	101 21%	162 31%	23 20%	71 41%	122 60%	43 25%	4 3%	-	68 27%	89 31%	67 32%	39 15%	78 29%	79 30%	59 24%	30 22%	16 18%
- Aged under 5	110 11%	34 7%	75 14%	20 18%	50 29%	32 16%	6 4%	1 1%	-	19 8%	43 15%	31 14%	17 7%	32 12%	34 13%	21 9%	17 12%	6 6%
- Aged 5-10	128 13%	55 11%	74 14%	5 5%	39 23%	74 37%	8 5%	2 1%	-	40 16%	35 12%	35 16%	18 7%	39 14%	40 15%	29 12%	15 11%	5 5%
- Aged 11-15	119 12%	51 11%	68 13%	2 2%	12 7%	64 32%	39 23%	2 1%	-	29 11%	38 13%	31 15%	22 9%	31 12%	37 14%	30 12%	11 8%	10 11%
- Aged 16-18	71 7%	22 5%	48 9%	1 1%	1 1%	36 18%	26 15%	8 5%	-	11 4%	23 8%	20 9%	17 7%	22 8%	19 7%	19 8%	7 5%	4 4%
Refused	25 2%	12 2%	13 2%	5 4%	6 3%	4 2%	1 *	5 3%	4 2%	6 2%	5 2%	8 4%	6 2%	4 2%	4 2%	10 4%	5 4%	1 1%

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1009	47	86	76	95	138	125	90	53	93	116	90
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Sex</u>												
Male	484 48%	21 47%	44 51%	32 44%	34 35%	70 49%	67 53%	44 49%	22 44%	52 56%	56 48%	42 47%
Female	525 52%	24 53%	42 49%	42 56%	63 65%	72 51%	60 47%	45 51%	29 56%	41 44%	60 52%	47 53%
<u>Age</u>												
18-24	(21) 11%	4 9%	10 12%	12 16%	7 7%	10 7%	22 17%	14 16%	3 6%	9 10%	11 10%	8 9%
25-34	(29.5) 17%	5 11%	16 19%	7 10%	11 12%	32 23%	29 23%	9 10%	9 17%	15 17%	20 17%	17 19%
35-44	(39.5) 20%	9 20%	16 18%	25 34%	17 18%	30 21%	26 21%	16 18%	15 28%	17 18%	23 20%	9 10%
45-54	(49.5) 17%	11 25%	16 19%	7 10%	27 28%	19 14%	21 17%	9 10%	6 11%	12 13%	20 17%	24 27%
55-64	(59.5) 15%	6 13%	9 10%	14 19%	15 16%	18 13%	14 11%	16 18%	12 23%	14 15%	20 17%	14 16%
65+	(70) 20%	10 23%	19 22%	8 11%	20 21%	32 22%	14 11%	25 28%	7 14%	26 28%	22 19%	17 19%
Average age	46.56	48.58	46.00	43.73	49.27	46.58	41.35	48.82	46.64	48.83	47.00	47.70

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Social Class</u>												
AB	252 25%	9 20%	20 23%	14 19%	22 23%	36 25%	36 28%	33 37%	17 32%	17 18%	26 22%	23 26%
C1	293 29%	6 14%	22 25%	28 37%	31 32%	49 34%	45 35%	16 17%	14 26%	26 28%	33 29%	23 26%
C2	212 21%	11 24%	21 24%	19 25%	16 16%	26 18%	23 18%	17 19%	9 17%	24 26%	31 26%	17 19%
DE	252 25%	19 42%	24 27%	14 18%	27 28%	31 22%	24 19%	24 26%	13 24%	26 28%	27 23%	25 28%
<u>Region</u>												
North	337 33%	46 100%	86 100%	- -	- -	- -	- -	- -	- -	- -	116 100%	89 100%
Midlands	314 31%	- -	- -	74 100%	97 100%	- -	- -	- -	51 100%	92 100%	- -	- -
South	358 35%	- -	- -	- -	- -	142 100%	127 100%	89 100%	- -	- -	- -	- -

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Working status</u>												
Full-time	448 44%	18 39%	32 37%	32 43%	31 32%	63 44%	66 52%	45 50%	22 43%	38 42%	55 47%	46 52%
Part-time	113 11%	1 3%	14 16%	11 15%	11 12%	12 9%	17 14%	10 11%	6 11%	7 7%	13 11%	10 11%
Not working but seeking work or temporarily unemployed/sick	57 6%	4 9%	9 11%	6 8%	6 7%	6 4%	8 7%	2 2%	- -	6 7%	3 2%	6 7%
Not working/not seeking work/retired	375 37%	22 49%	29 34%	23 31%	47 49%	58 41%	35 27%	30 33%	23 44%	40 43%	42 36%	25 29%
Refused	16 2%	- -	2 3%	2 2%	1 1%	3 2%	- -	3 3%	1 1%	1 1%	4 4%	1 1%
<u>Tenure</u>												
Own outright	323 32%	15 32%	28 32%	26 36%	27 28%	47 33%	30 23%	35 39%	16 32%	34 37%	44 38%	21 24%
Own with a mortgage	413 41%	20 43%	38 45%	34 45%	38 40%	51 36%	52 41%	27 30%	24 47%	35 38%	47 40%	48 54%
Council	131 13%	7 16%	10 12%	5 7%	17 18%	20 14%	17 13%	14 16%	3 6%	15 16%	7 6%	14 16%
Rented from someone else	110 11%	3 6%	7 9%	6 8%	12 12%	19 13%	25 19%	9 10%	7 13%	7 7%	12 10%	4 4%
Rent free	7 1%	- -	- -	- -	1 1%	1 1%	3 2%	1 1%	- -	1 1%	- -	1 1%
Refused	25 2%	1 2%	2 3%	3 4%	1 1%	3 2%	1 1%	3 4%	1 2%	1 1%	6 5%	1 1%

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Foreign Holiday in last 3 years</u>												
Yes	626	28	50	45	58	90	90	54	29	52	73	58
	62%	62%	58%	60%	61%	63%	70%	60%	56%	56%	62%	65%
No	383	18	36	29	38	52	37	35	23	40	44	31
	38%	38%	42%	40%	39%	37%	30%	40%	44%	44%	38%	35%
<u>Number of cars</u>												
None	204	11	22	11	14	30	38	14	10	16	24	15
	20%	24%	25%	14%	15%	21%	30%	15%	19%	17%	21%	17%
1	439	16	40	30	46	51	62	39	21	42	44	48
	43%	36%	46%	41%	48%	36%	49%	44%	41%	45%	37%	54%
2	285	11	20	23	26	52	20	28	15	28	41	20
	28%	25%	23%	30%	27%	36%	16%	32%	28%	31%	35%	23%
3+	82	7	5	11	10	9	6	8	6	6	7	5
	8%	15%	6%	14%	11%	7%	5%	9%	12%	7%	6%	6%

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Internet Access</u>												
At all	556 55%	24 53%	35 40%	55 74%	59 61%	72 51%	89 70%	46 52%	27 53%	40 44%	66 57%	42 47%
At home (net)	466 46%	20 44%	31 36%	46 62%	47 49%	65 46%	68 54%	37 41%	24 47%	34 36%	58 50%	36 40%
At work (net)	226 22%	6 13%	13 15%	23 31%	18 18%	36 26%	40 32%	19 21%	10 19%	11 11%	29 25%	22 25%
At home	300 30%	17 38%	19 22%	29 39%	33 34%	36 25%	41 32%	24 27%	16 32%	28 30%	37 31%	20 22%
At work	60 6%	3 7%	1 1%	6 8%	4 4%	7 5%	13 10%	6 7%	2 4%	5 5%	8 7%	6 7%
Both at home and at work	166 16%	3 6%	12 14%	17 23%	14 14%	29 21%	27 21%	13 14%	8 15%	6 6%	22 19%	16 18%
Somewhere else	30 3%	1 2%	3 3%	3 4%	8 8%	* *	7 6%	3 4%	1 3%	2 2%	* *	- -
Not at all	452 45%	22 47%	52 60%	19 26%	38 39%	69 49%	39 30%	43 48%	24 47%	52 56%	49 42%	47 53%
Refused	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Age Finished Full Time Education</u>												
Up to 15	212 21%	13 29%	22 26%	16 21%	18 19%	28 20%	16 13%	14 16%	8 15%	23 25%	26 23%	27 30%
16	292 29%	14 30%	21 24%	22 30%	39 41%	39 27%	30 24%	27 30%	17 34%	32 35%	31 27%	19 21%
17	91 9%	2 4%	4 5%	7 10%	7 8%	18 12%	11 8%	9 10%	2 3%	13 14%	8 7%	10 12%
18	120 12%	5 10%	9 11%	9 12%	9 9%	19 13%	20 16%	11 12%	9 17%	9 9%	13 11%	8 9%
19 or over	238 24%	9 20%	22 26%	12 17%	13 13%	34 24%	44 34%	23 26%	13 25%	15 16%	34 29%	19 21%
Still in full time education	30 3%	2 4%	4 4%	4 5%	8 9%	2 1%	4 3%	2 2%	- -	- -	1 1%	4 5%
Had no full time education	3 *	- -	- -	- -	- -	- -	1 1%	- -	1 3%	- -	- -	- -
Refused	23 2%	1 2%	3 4%	3 4%	1 1%	3 2%	1 1%	3 4%	2 3%	1 1%	3 3%	1 1%

Retail Week 3G Phones Survey

Fieldwork : November 12th-14th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1009	46	86	74	97	142	127	89	51	92	116	89
<u>Marital Status</u>												
Single	237 23%	9 20%	18 21%	18 25%	14 15%	35 24%	45 35%	18 20%	11 22%	18 19%	31 26%	19 22%
Married/ co-habiting	527 52%	22 48%	46 53%	36 49%	53 55%	73 51%	62 49%	47 53%	29 57%	52 57%	56 49%	50 56%
Widowed/ separated/ divorced	228 23%	15 32%	20 23%	17 23%	29 31%	33 23%	19 15%	21 24%	10 19%	21 23%	25 22%	18 20%
Refused	18 2%	- -	2 3%	2 3%	- -	2 1%	2 1%	3 3%	1 1%	1 1%	4 3%	1 1%
<u>Children</u>												
None aged 18 or under	686 68%	27 59%	63 73%	43 57%	65 68%	95 67%	82 65%	65 73%	35 68%	63 68%	78 67%	69 78%
NET: Yes	299 30%	18 39%	19 22%	29 39%	30 31%	44 31%	44 34%	21 23%	14 27%	28 31%	33 28%	18 20%
NET: Yes any aged 15 or under	263 26%	12 27%	17 20%	25 34%	26 27%	37 26%	41 32%	18 20%	13 25%	28 31%	30 25%	16 18%
- Aged under 5	110 11%	6 12%	6 7%	11 15%	11 11%	16 11%	16 12%	9 11%	7 14%	12 13%	9 8%	6 6%
- Aged 5-10	128 13%	8 17%	7 8%	17 23%	9 9%	21 14%	18 15%	9 10%	6 11%	14 15%	14 12%	5 5%
- Aged 11-15	119 12%	5 12%	10 12%	9 12%	12 13%	11 8%	20 16%	8 9%	3 6%	16 17%	14 12%	10 11%
- Aged 16-18	71 7%	7 16%	5 6%	7 9%	9 9%	14 10%	8 6%	6 7%	1 3%	3 4%	7 6%	4 4%
Refused	25 2%	1 2%	4 4%	2 3%	1 1%	3 2%	1 1%	3 3%	2 4%	1 1%	5 5%	1 1%