Mobile Internet Survey

INTRODUCTION

Thank you for agreeing to participate in this survey on mobile internet usage. It should take no more than ten minutes to complete this survey. We are carrying out this research on behalf of a smartphone and tablet computer manufacturer who wants to understand more about how people like you are using the Internet while on the move.

Please read through the questions carefully and give us as accurate answers as possible. All the information you provide will be treated in strictest confidence. We will not identify you individually to our client.

1. Which of these devices do you currently use?
2. Desktop computer
3. Laptop computer continue
4. Tablet computer including Apple iPad
5. Smartphone
6. None of these CLOSE

Thank and close if not code 3 or code 4 at Q1

“As our survey is about mobile internet usage, and you do not have a mobile device, we have no more questions for you. Thank you for your co-operation.”

SMARTPHONE QUESTIONS

ONLY ASK SMARTPHONE QUESTIONS IF CODE 4 AT Q1

1. What kind of smartphone(s) do you currently use?
2. Apple iPhone
3. Android phone
4. Blackberry
5. Windows phone
6. Other
7. Don’t know

1. What is the make and model of your smartphone? If you have more than one, please give the make and model of the one you use most.

Enter make and model \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. We will now ask you some questions about your [show make and model at Q3] What kind of mobile data contract do you have on your [Q3] smartphone?
2. Monthly recurring contract
3. Pay as you go
4. No mobile data contract – only use WiFi
5. Don’t know
6. Which of these functions do you use on your [Q3]?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Use a lot | Use a little | Don’t use |
| 1. Voice calls | 1 | 2 | 3 |
| 1. SMS text | 1 | 2 | 3 |
| 1. Taking photographs | 1 | 2 | 3 |
| 1. Video calls | 1 | 2 | 3 |
| 1. Playing games | 1 | 2 | 3 |
| 1. Calendar | 1 | 2 | 3 |
| 1. Listening to music | 1 | 2 | 3 |
| 1. Accessing web sites | 1 | 2 | 3 |
| 1. Listening to podcasts | 1 | 2 | 3 |
| 1. Watching video | 1 | 2 | 3 |
| 1. Alarm, including reminders | 1 | 2 | 3 |

1. Which of these web-based activities have you engaged with from this smartphone…?
2. Maps and navigation
3. Checking Facebook, Twitter or other social media platforms
4. Obtaining train times, travel or traffic information
5. Online banking
6. Internet shopping for goods or items
7. Making travel or hotel bookings
8. Locating services near you, such as to find the nearest restaurant
9. Reading the news
10. None of these
11. You said you have used [show answers at Q6], which one of these do you do you think is the most useful to you?

1. Maps and navigation
2. Checking Facebook, Twitter or other social media platforms
3. Obtaining train times, travel or traffic information
4. Online banking
5. Internet shopping for goods or items
6. Making travel or hotel bookings
7. Locating services near you, such as to find the nearest restaurant
8. Reading the news
9. None of these
10. How many applications or apps have you added to your [Q3] (not including apps that were already provided, such as calendar, calculator etc)? If you do not know the exact amount, you may give an approximate figure.

Number of apps \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Among the [Q8] apps you have on your phone, which one is your favourite?

Enter name of app \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TABLET QUESTIONS

ONLY ASK TABLET QUESTIONS IF CODE 3 AT Q1

1. What kind of tablet(s) do you currently use?
2. Apple iPad
3. Android tablet
4. Windows tablet
5. Other
6. Don’t know

1. What is the make and model of your tablet. If you have more than one, please give the make and model of the one you use most.

Enter make and model \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. We will now ask some questions about your [show make/model at Q11]. What kind of mobile data contract do you have on your [Q11]?
2. Monthly recurring contract
3. Pay as you go
4. No mobile data contract – only use WiFi
5. Don’t know
6. Which of these functions do you use on your [Q11]?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Use a lot | Use a little | Don’t use |
| 1. Accessing web sites | 1 | 2 | 3 |
| 1. Reading e-books | 1 | 2 | 3 |
| 1. Listening to music | 1 | 2 | 3 |
| 1. Listening to podcasts | 1 | 2 | 3 |
| 1. Watching video | 1 | 2 | 3 |
| 1. Taking photographs | 1 | 2 | 3 |
| 1. Playing games | 1 | 2 | 3 |
| 1. Creating documents or writing | 1 | 2 | 3 |

1. Is there anything else you often use your [Q11] for, which we have not mentioned?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of these web-based activities have you engaged with from your [Q11]…?
2. Maps and navigation
3. Checking Facebook, Twitter or other social media platforms
4. Obtaining train times, travel or traffic information
5. Online banking
6. Internet shopping for goods or items
7. Making travel or hotel bookings
8. Locating services near you, such as to find the nearest restaurant
9. Reading the news
10. None of these
11. You said you have used [show answers at Q15], which one of these do you do you think is the most useful to you?
12. Maps and navigation
13. Checking Facebook, Twitter or other social media platforms
14. Obtaining train times, travel or traffic information
15. Online banking
16. Internet shopping for goods or items
17. Making travel or hotel bookings
18. Locating services near you, such as to find the nearest restaurant
19. Reading the news
20. None of these

1. How many applications or apps have you added to your [Q11] (not including apps that were already provided, such as calendar, calculator etc)? If you do not know the exact amount, you may give an approximate figure.

Number of apps \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Among the [Q17] apps you have on your [Q11], which one is your favourite?

Enter name of app \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LAPTOP QUESTIONS

ONLY ASK LAPTOP QUESTIONS IF CODE 2 AT Q1

1. What kind of laptop or laptops do you currently use?
2. Apple
3. Android
4. Windows
5. Other
6. Don’t know

1. What is the make and model of your laptop. If you have more than one, please give the make and model of the one you use most.

Enter make and model (if known) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. We will now ask some questions about your [show make and model from Q20]. Do you have any mobile data access from this laptop, or do you only use WiFi or your internet connection at home?
2. Data card inside laptop
3. Plug-in modem or dongle
4. Mobile phone tethering (uses mobile phone to get your laptop online)
5. WiFi or fixed line connection only
6. Don’t know
7. Which of these functions are the three that you use most often on your Q20]?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Use a lot | Use a little | Don’t use |
| 1. Accessing web sites | 1 | 2 | 3 |
| 1. Reading e-books | 1 | 2 | 3 |
| 1. Listening to music | 1 | 2 | 3 |
| 1. Listening to podcasts | 1 | 2 | 3 |
| 1. Watching video | 1 | 2 | 3 |
| 1. Taking photographs | 1 | 2 | 3 |
| 1. Playing games | 1 | 2 | 3 |
| 1. Creating documents or writing | 1 | 2 | 3 |

1. Is there anything else you often use your [Q20 for, which we have not mentioned?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of these web-based activities have you engaged with from your [Q20]…?
2. Maps and navigation
3. Checking Facebook, Twitter or other social media platforms
4. Obtaining train times, travel or traffic information
5. Online banking
6. Internet shopping for goods or items
7. Making travel or hotel bookings
8. Locating services near you, such as to find the nearest restaurant
9. Reading the news
10. None of these

CLASSIFICATION

1. Now some questions about you. First, are you:
2. Male
3. Female
4. What is your age?
5. 16-17,
6. 18-24
7. 25-34
8. 35-44
9. 45-54
10. 55-64
11. 65-74
12. 75 or over
13. Prefer not to say
14. What is your level of education?
15. High school
16. Technical or vocational qualifications
17. University degree
18. Postgraduate
19. Masters or PhD
20. What is your annual income?
21. Under 10,000
22. 10,000-19,999
23. 20,000-39,999
24. 40,000-59,999
25. 60,000-79,999
26. 80,000-99,999
27. 100,000 or above
28. Prefer not to say
29. Which of these best describes your working status?
30. Working full time (30 or more hours per week)
31. Working part time (less than 30 hours per week)
32. Full-time duties at home as home maker or carer
33. In full time education
34. Not working but seeking work
35. Not able to work
36. Retired
37. In case we need to contact you again, can use this email address to contact you, or should we use a different email address?   
    [display email address]  
    We will only use this to contact you in relation to this survey and not for any other purpose.
38. Use this email address Skip to close message
39. I will give you a different email address > Q31
40. Please enter your alternative email address
41. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We are pleased to say, that concludes our survey. We very much appreciate your time and effort in providing us with your answers. Thank you again.