

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th 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

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 Windows Mobile). 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 ONE of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	Unweighted Base	2300	1122	1178	262	394	401	424	819	1348	952	519	340	201	479	547	112	102
All GB Adults		2300	1104	1196	276	398	412	409	805	1265	1035	566	377	221	294	527	115	200
Standard mobile phone	42%	40%	45%	18%	22%	34%	49%	62%	44%	41%	41%	41%	48%	42%	33%	43%	54%	40%
Smartphone	51%	52%	49%	75%	73%	60%	44%	29%	51%	50%	52%	45%	50%	60%	50%	37%	54%	54%
PDA	0%	0%	0%	-	1%	0%	1%	0%	0%	0%	0%	-	-	1%	0%	-	-	1%
Don't know	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	1%	4%	1%	1%
Not applicable - I don't have a mobile phone	5%	6%	4%	6%	3%	3%	6%	6%	4%	7%	5%	4%	6%	5%	5%	5%	5%	4%

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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 Windows Mobile). 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 ONE of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	Unweighted Base	2300	1147	289	1436	117	485	70	192	1162	278	217	63	580
All GB Adults		2300	1127	283	1410	118	478	78	217	1180	289	209	63	560
Standard mobile phone	42%	32%	46%	35%	20%	67%	56%	42%	48%	37%	50%	63%	27%	
Smartphone	51%	62%	48%	60%	75%	23%	37%	44%	44%	57%	43%	26%	66%	
PDA	0%	1%	0%	1%	-	-	-	-	0%	0%	-	-	0%	
Don't know	2%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	3%	1%	
Not applicable - I don't have a mobile phone	5%	3%	4%	3%	3%	7%	6%	12%	5%	4%	5%	8%	6%	

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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 Windows Mobile). 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 ONE of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	Unweighted Base	2300	1660	294	230	72	596	44
All GB Adults		2300	1625	309	248	79	637	38
Standard mobile phone	42%		46%	34%	34%	31%	33%	25%
Smartphone	51%		48%	59%	59%	58%	59%	31%
PDA	0%		0%	1%	-	-	1%	-
Don't know	2%		1%	3%	3%	5%	3%	9%
Not applicable - I don't have a mobile phone	5%		5%	3%	4%	6%	4%	36%

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	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 Windows Mobile). 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 ONE of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	Unweighted Base	2300	89	245	185	159	181	201	479	336	211	112	102
All GB Adults		2300	98	266	202	170	208	221	294	324	203	115	200
Standard mobile phone		42%	33%	41%	45%	43%	52%	42%	33%	41%	47%	54%	40%
Smartphone		51%	58%	52%	48%	53%	38%	50%	60%	52%	47%	37%	54%
PDA		0%	-	0%	-	-	-	-	1%	0%	0%	-	1%
Don't know		2%	3%	1%	3%	1%	4%	2%	2%	2%	-	4%	1%
Not applicable - I don't have a mobile phone		5%	6%	6%	4%	2%	6%	6%	5%	5%	6%	5%	4%

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Phone type				
Base	Standard mobile phone	Smartphone	PDA	Don't know	Not applicable - I don't have a mobile phone

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 Windows Mobile). 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 ONE of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

Unweighted Base	2300	960	1174	7	38	121
All GB Adults	2300	971	1163	7	43	117
Standard mobile phone	42%	100%	-	-	-	-
Smartphone	51%	-	100%	-	-	-
PDA	0%	-	-	100%	-	-
Don't know	2%	-	-	-	100%	-
Not applicable - I don't have a mobile phone	5%	-	-	-	-	100%

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Smartphone OS								
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 Windows Mobile). 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 **ONE** of the following do you have? (If you have more than one mobile please think about the one you use **MOST OFTEN**)

	Unweighted Base	2300	376	38	6	431	169	26	27	95	6
All GB Adults		2300	358	42	5	422	174	28	27	101	5
Standard mobile phone	42%	-	-	-	-	-	-	-	-	-	-
Smartphone	51%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PDA	0%	-	-	-	-	-	-	-	-	-	-
Don't know	2%	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't have a mobile phone	5%	-	-	-	-	-	-	-	-	-	-

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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

What operating system does your smartphone use?

	Unweighted Base	1174	575	599	194	292	240	202	246	698	476	267	164	98	289	257	40	59
All GB Adults with a smartphone	1163	573	590	206	292	248	179	237	642	521	292	170	111	176	263	42	108	
Apple (iPhone OS)	31%	31%	31%	27%	38%	33%	26%	27%	36%	24%	23%	34%	26%	38%	34%	25%	34%	
Symbian	4%	5%	3%	3%	2%	4%	8%	2%	2%	5%	5%	5%	3%	1%	3%	-	4%	
Windows Mobile 6.5	0%	1%	0%	-	0%	1%	1%	1%	0%	1%	0%	1%	2%	1%	-	-	-	
Google Android	36%	40%	33%	37%	34%	40%	36%	34%	35%	38%	39%	36%	39%	30%	38%	55%	27%	
RIM BlackBerry	15%	14%	16%	21%	13%	10%	18%	14%	14%	16%	18%	12%	12%	15%	15%	9%	17%	
Windows Phone 7	2%	2%	3%	3%	1%	3%	3%	3%	2%	3%	3%	2%	1%	4%	0%	5%	5%	
Other system	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%	1%	7%	2%	3%	-	2%	
Don't know	9%	6%	11%	4%	8%	7%	7%	17%	7%	11%	9%	10%	10%	8%	6%	6%	11%	
Not applicable - It does not have an operating system	0%	-	1%	2%	1%	-	-	-	0%	1%	1%	-	-	1%	-	-	-	

If your phone had the capability to do each of the things listed in this question, in which, if any, of the following ways would you use your mobile phone? (Please tick all that apply, including any you do already)

	Unweighted Base	2179	1053	1126	248	381	386	400	764	1293	886	490	324	189	455	515	107	99
All GB Adults with a mobile phone	2183	1036	1148	258	387	399	384	756	1216	967	535	361	208	280	498	109	192	
To pay a friend or relative (i.e. peer-to-peer payment)	14%	16%	13%	29%	24%	15%	11%	6%	15%	13%	15%	15%	13%	18%	15%	13%	9%	
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	20%	23%	18%	29%	35%	24%	19%	9%	22%	18%	17%	19%	22%	27%	21%	16%	23%	
To pay a bill	24%	26%	22%	33%	37%	27%	24%	12%	25%	22%	23%	24%	23%	30%	23%	13%	23%	
To shop in-store	15%	18%	13%	21%	26%	18%	13%	8%	16%	14%	17%	12%	13%	17%	16%	15%	16%	
To shop online	27%	30%	25%	37%	43%	33%	29%	13%	29%	25%	30%	25%	26%	31%	27%	25%	26%	
To manage my bank account (e.g. transfer money, check statements, etc.)	29%	32%	26%	45%	48%	36%	26%	13%	31%	27%	30%	27%	29%	35%	27%	26%	28%	
None of these	52%	50%	54%	31%	33%	46%	56%	70%	52%	51%	50%	58%	54%	44%	53%	60%	48%	
Don't know	8%	7%	9%	12%	6%	7%	6%	9%	6%	10%	9%	6%	9%	8%	7%	8%	11%	

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Sample Size: 2300
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Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

What operating system does your smartphone use?

	Unweighted Base	1174	722	143	865	84	114	29	82	515	167	92	18	382
All GB Adults with a smartphone		1163	703	137	840	89	110	28	96	521	165	89	17	371
Apple (iPhone OS)	31%	34%	26%	33%	33%	25%	36%	18%	31%	36%	21%	21%	31%	
Symbian	4%	5%	2%	4%	3%	1%	-	2%	3%	5%	8%	-	3%	
Windows Mobile 6.5	0%	1%	-	1%	-	1%	-	-	1%	0%	-	-	0%	
Google Android	36%	37%	30%	36%	39%	30%	38%	41%	36%	40%	27%	52%	37%	
RIM BlackBerry	15%	13%	23%	14%	17%	16%	20%	15%	15%	11%	19%	8%	16%	
Windows Phone 7	2%	2%	5%	2%	0%	5%	-	3%	3%	1%	4%	-	2%	
Other system	2%	2%	1%	2%	2%	3%	-	3%	2%	2%	5%	-	2%	
Don't know	9%	6%	12%	7%	5%	18%	6%	18%	10%	4%	16%	18%	7%	
Not applicable - It does not have an operating system	0%	0%	-	0%	1%	-	-	1%	0%	-	-	-	1%	

If your phone had the capability to do each of the things listed in this question, in which, if any, of the following ways would you use your mobile phone? (Please tick all that apply, including any you do already)

	Unweighted Base	2179	1107	275	1382	113	447	67	170	1097	268	206	60	548
All GB Adults with a mobile phone		2183	1090	271	1361	114	444	73	191	1122	277	199	58	527
To pay a friend or relative (i.e. peer-to-peer payment)	14%	19%	12%	17%	24%	3%	17%	13%	9%	22%	11%	2%	24%	
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	20%	27%	18%	25%	27%	7%	17%	17%	16%	26%	12%	8%	30%	
To pay a bill	24%	29%	23%	28%	26%	8%	30%	25%	20%	33%	14%	13%	32%	
To shop in-store	15%	19%	11%	18%	21%	6%	17%	15%	13%	23%	8%	7%	20%	
To shop online	27%	35%	25%	33%	32%	8%	26%	33%	23%	40%	17%	10%	36%	
To manage my bank account (e.g. transfer money, check statements, etc.)	29%	36%	27%	34%	48%	11%	32%	24%	25%	39%	20%	14%	39%	
None of these	52%	45%	55%	47%	34%	76%	43%	48%	57%	43%	65%	67%	39%	
Don't know	8%	7%	7%	7%	8%	9%	10%	11%	7%	8%	10%	9%	8%	

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

What operating system does your smartphone use?

	Unweighted Base	1174	813	171	135	41	347	14
All GB Adults with a smartphone		1163	775	182	148	46	376	12
Apple (iPhone OS)	31%		30%	37%	31%	23%	33%	18%
Symbian	4%		3%	4%	8%	5%	5%	-
Windows Mobile 6.5	0%		0%	1%	-	2%	1%	-
Google Android	36%		36%	36%	34%	46%	36%	57%
RIM BlackBerry	15%		16%	11%	18%	7%	13%	10%
Windows Phone 7	2%		2%	1%	4%	7%	3%	-
Other system	2%		3%	2%	-	2%	1%	-
Don't know	9%		9%	9%	6%	8%	8%	4%
Not applicable - It does not have an operating system	0%		0%	-	-	-	-	10%

If your phone had the capability to do each of the things listed in this question, in which, if any, of the following ways would you use your mobile phone? (Please tick all that apply, including any you do already)

	Unweighted Base	2179	1579	284	219	67	570	30
All GB Adults with a mobile phone		2183	1547	299	238	74	612	25
To pay a friend or relative (i.e. peer-to-peer payment)	14%		14%	15%	18%	12%	16%	15%
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	20%		19%	26%	25%	14%	24%	17%
To pay a bill	24%		22%	26%	32%	18%	28%	17%
To shop in-store	15%		15%	17%	18%	13%	17%	11%
To shop online	27%		25%	34%	33%	28%	33%	20%
To manage my bank account (e.g. transfer money, check statements, etc.)	29%		26%	37%	39%	30%	37%	37%
None of these	52%		56%	45%	40%	47%	43%	46%
Don't know	8%		8%	7%	9%	9%	8%	15%

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

What operating system does your smartphone use?

	Unweighted Base	1174	55	123	89	83	81	98	289	159	98	40	59
All GB Adults with a smartphone		1163	57	138	97	91	79	111	176	169	95	42	108
Apple (iPhone OS)	31%	23%	23%	24%	33%	34%	26%	38%	42%	21%	25%	34%	
Symbian	4%	8%	3%	7%	7%	3%	3%	1%	3%	4%	-	4%	
Windows Mobile 6.5	0%	-	0%	-	-	1%	2%	1%	-	-	-	-	
Google Android	36%	35%	40%	40%	35%	36%	39%	30%	38%	38%	55%	27%	
RIM BlackBerry	15%	18%	16%	19%	13%	10%	12%	15%	13%	18%	9%	17%	
Windows Phone 7	2%	2%	5%	1%	3%	1%	1%	4%	-	1%	5%	5%	
Other system	2%	1%	1%	3%	1%	1%	7%	2%	1%	6%	-	2%	
Don't know	9%	9%	12%	6%	8%	13%	10%	8%	3%	12%	6%	11%	
Not applicable - It does not have an operating system	0%	4%	-	-	-	-	-	1%	-	-	-	-	

If your phone had the capability to do each of the things listed in this question, in which, if any, of the following ways would you use your mobile phone? (Please tick all that apply, including any you do already)

	Unweighted Base	2179	85	228	177	155	169	189	455	316	199	107	99
All GB Adults with a mobile phone		2183	93	250	192	165	195	208	280	308	190	109	192
To pay a friend or relative (i.e. peer-to-peer payment)	14%	13%	15%	15%	12%	16%	13%	18%	18%	10%	13%	9%	
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	20%	21%	17%	15%	18%	20%	22%	27%	22%	19%	16%	23%	
To pay a bill	24%	27%	19%	27%	25%	23%	23%	30%	25%	18%	13%	23%	
To shop in-store	15%	20%	16%	16%	11%	13%	13%	17%	18%	12%	15%	16%	
To shop online	27%	28%	29%	31%	23%	26%	26%	31%	27%	26%	25%	26%	
To manage my bank account (e.g. transfer money, check statements, etc.)	29%	32%	30%	31%	32%	23%	29%	35%	30%	24%	26%	28%	
None of these	52%	51%	48%	53%	53%	63%	54%	44%	50%	57%	60%	48%	
Don't know	8%	10%	12%	4%	7%	4%	9%	8%	7%	7%	8%	11%	

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Phone type				
Base	Standard mobile phone	Smartphone	PDA	Don't know	Not applicable - I don't have a mobile phone

What operating system does your smartphone use?

	Unweighted Base	1174	-	1174	-	-	-
All GB Adults with a smartphone	1163	-	1163	-	-	-	-
Apple (iPhone OS)	31%	-	31%	-	-	-	-
Symbian	4%	-	4%	-	-	-	-
Windows Mobile 6.5	0%	-	0%	-	-	-	-
Google Android	36%	-	36%	-	-	-	-
RIM BlackBerry	15%	-	15%	-	-	-	-
Windows Phone 7	2%	-	2%	-	-	-	-
Other system	2%	-	2%	-	-	-	-
Don't know	9%	-	9%	-	-	-	-
Not applicable - It does not have an operating system	0%	-	0%	-	-	-	-

If your phone had the capability to do each of the things listed in this question, in which, if any, of the following ways would you use your mobile phone? (Please tick all that apply, including any you do already)

	Unweighted Base	2179	960	1174	7	38	-
All GB Adults with a mobile phone	2183	971	1163	7	43	-	-
To pay a friend or relative (i.e. peer-to-peer payment)	14%	7%	21%	-	2%	-	-
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	20%	10%	30%	35%	-	-	-
To pay a bill	24%	12%	34%	-	2%	-	-
To shop in-store	15%	7%	22%	10%	2%	-	-
To shop online	27%	13%	41%	47%	-	-	-
To manage my bank account (e.g. transfer money, check statements, etc.)	29%	16%	42%	47%	4%	-	-
None of these	52%	70%	37%	-	65%	-	-
Don't know	8%	7%	8%	5%	29%	-	-

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Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Smartphone OS								
	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

What operating system does your smartphone use?

	Unweighted Base	376	38	6	431	169	26	27	95	6
All GB Adults with a smartphone	1163	358	42	5	422	174	28	27	101	5
Apple (iPhone OS)	31%	100%	-	-	-	-	-	-	-	-
Symbian	4%	-	100%	-	-	-	-	-	-	-
Windows Mobile 6.5	0%	-	-	100%	-	-	-	-	-	-
Google Android	36%	-	-	-	100%	-	-	-	-	-
RIM BlackBerry	15%	-	-	-	-	100%	-	-	-	-
Windows Phone 7	2%	-	-	-	-	-	100%	-	-	-
Other system	2%	-	-	-	-	-	-	100%	-	-
Don't know	9%	-	-	-	-	-	-	-	100%	-
Not applicable - It does not have an operating system	0%	-	-	-	-	-	-	-	-	100%

If your phone had the capability to do each of the things listed in this question, in which, if any, of the following ways would you use your mobile phone? (Please tick all that apply, including any you do already)

	Unweighted Base	376	38	6	431	169	26	27	95	6
All GB Adults with a mobile phone	2183	358	42	5	422	174	28	27	101	5
To pay a friend or relative (i.e. peer-to-peer payment)	14%	29%	8%	-	22%	13%	13%	20%	10%	-
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	20%	46%	15%	36%	29%	16%	18%	23%	12%	8%
To pay a bill	24%	48%	29%	22%	33%	24%	19%	18%	17%	-
To shop in-store	15%	36%	6%	22%	21%	12%	12%	21%	12%	-
To shop online	27%	58%	38%	22%	41%	21%	43%	22%	20%	19%
To manage my bank account (e.g. transfer money, check statements, etc.)	29%	60%	22%	22%	40%	32%	29%	25%	20%	8%
None of these	52%	21%	40%	64%	40%	48%	35%	46%	57%	48%
Don't know	8%	5%	15%	-	5%	13%	14%	11%	12%	34%

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th 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

Assuming it doesn't cost any more than paying with a card or cash and your mobile phone had the capability, how interested, if at all, would you be in using your mobile phone to swipe it across a payment reader to 'wave and pay' for goods or services (e.g. in a coffee shop or newsagent)? (If you have already done this with your mobile phone, please indicate how interested you would be in using it again)

	Unweighted Base	2179	1053	1126	248	381	386	400	764	1293	886	490	324	189	455	515	107	99
All GB Adults with a mobile phone		2183	1036	1148	258	387	399	384	756	1216	967	535	361	208	280	498	109	192
Very interested		12%	15%	10%	20%	17%	14%	11%	7%	13%	12%	13%	11%	13%	15%	11%	11%	11%
Fairly interested		25%	26%	24%	30%	30%	27%	24%	20%	27%	23%	24%	24%	25%	26%	27%	22%	26%
Not very interested		21%	21%	22%	22%	25%	20%	22%	20%	21%	22%	21%	20%	25%	20%	21%	22%	26%
Not at all interested		35%	32%	37%	18%	21%	32%	38%	48%	35%	34%	33%	40%	32%	32%	34%	41%	34%
Don't know		7%	6%	7%	10%	7%	7%	6%	5%	4%	10%	10%	5%	5%	7%	7%	5%	3%

Once again, assuming it doesn't cost any more than paying with a card or cash, to what extent do you agree or disagree with the following statement? If I could use my mobile phone to make payments, I would use it more than I would use cash or card to pay for goods or services worth less than £20

	Unweighted Base	2179	1053	1126	248	381	386	400	764	1293	886	490	324	189	455	515	107	99
All GB Adults with a mobile phone		2183	1036	1148	258	387	399	384	756	1216	967	535	361	208	280	498	109	192
Strongly agree		10%	12%	8%	17%	15%	11%	8%	5%	10%	10%	10%	9%	8%	12%	10%	11%	10%
Tend to agree		19%	21%	17%	25%	25%	19%	18%	14%	19%	18%	18%	19%	20%	22%	18%	10%	20%
Neither agree nor disagree		18%	19%	16%	18%	20%	19%	16%	17%	16%	19%	15%	15%	13%	18%	23%	22%	18%
Tend to disagree		13%	12%	14%	12%	15%	13%	13%	13%	15%	11%	14%	13%	20%	12%	13%	10%	7%
Strongly disagree		31%	28%	34%	16%	18%	29%	37%	42%	31%	31%	28%	37%	32%	29%	28%	40%	34%
Don't know		9%	7%	11%	14%	8%	9%	8%	9%	8%	11%	14%	8%	7%	8%	8%	6%	10%

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Assuming it doesn't cost any more than paying with a card or cash and your mobile phone had the capability, how interested, if at all, would you be in using your mobile phone to swipe it across a payment reader to 'wave and pay' for goods or services (e.g. in a coffee shop or newsagent)? (If you have already done this with your mobile phone, please indicate how interested you would be in using it again)

	Unweighted Base	2179	1107	275	1382	113	447	67	170	1097	268	206	60	548
All GB Adults with a mobile phone		2183	1090	271	1361	114	444	73	191	1122	277	199	58	527
Very interested		12%	14%	12%	14%	19%	6%	14%	11%	10%	16%	11%	9%	16%
Fairly interested		25%	28%	22%	27%	30%	19%	26%	24%	25%	26%	22%	19%	26%
Not very interested		21%	22%	23%	22%	23%	19%	22%	23%	20%	21%	19%	24%	25%
Not at all interested		35%	29%	36%	31%	19%	52%	31%	35%	39%	29%	45%	44%	24%
Don't know		7%	7%	8%	7%	9%	5%	6%	7%	6%	8%	3%	4%	9%

Once again, assuming it doesn't cost any more than paying with a card or cash, to what extent do you agree or disagree with the following statement?
If I could use my mobile phone to make payments, I would use it more than I would use cash or card to pay for goods or services worth less than £20

	Unweighted Base	2179	1107	275	1382	113	447	67	170	1097	268	206	60	548
All GB Adults with a mobile phone		2183	1090	271	1361	114	444	73	191	1122	277	199	58	527
Strongly agree		10%	11%	10%	11%	17%	4%	13%	10%	8%	14%	8%	4%	13%
Tend to agree		19%	22%	16%	21%	23%	12%	19%	16%	18%	22%	13%	15%	21%
Neither agree nor disagree		18%	18%	16%	18%	19%	18%	15%	19%	18%	17%	17%	22%	18%
Tend to disagree		13%	13%	16%	14%	10%	13%	16%	13%	12%	9%	15%	19%	17%
Strongly disagree		31%	27%	31%	28%	16%	44%	25%	35%	35%	26%	38%	33%	23%
Don't know		9%	8%	10%	9%	16%	10%	12%	8%	9%	12%	8%	6%	9%

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Assuming it doesn't cost any more than paying with a card or cash and your mobile phone had the capability, how interested, if at all, would you be in using your mobile phone to swipe it across a payment reader to 'wave and pay' for goods or services (e.g. in a coffee shop or newsagent)? (If you have already done this with your mobile phone, please indicate how interested you would be in using it again)

	Unweighted Base	2179	1579	284	219	67	570	30
All GB Adults with a mobile phone		2183	1547	299	238	74	612	25
Very interested	12%	11%	12%	16%	22%	15%	14%	
Fairly interested	25%	25%	27%	27%	23%	26%	2%	
Not very interested	21%	22%	19%	19%	24%	20%	32%	
Not at all interested	35%	36%	32%	31%	24%	31%	31%	
Don't know	7%	6%	10%	6%	6%	8%	21%	

Once again, assuming it doesn't cost any more than paying with a card or cash, to what extent do you agree or disagree with the following statement?
If I could use my mobile phone to make payments, I would use it more than I would use cash or card to pay for goods or services worth less than £20

	Unweighted Base	2179	1579	284	219	67	570	30
All GB Adults with a mobile phone		2183	1547	299	238	74	612	25
Strongly agree	10%	9%	10%	12%	19%	12%	7%	
Tend to agree	19%	19%	19%	20%	16%	19%	7%	
Neither agree nor disagree	18%	17%	20%	20%	24%	20%	9%	
Tend to disagree	13%	14%	12%	12%	14%	12%	11%	
Strongly disagree	31%	33%	29%	26%	18%	26%	50%	
Don't know	9%	9%	10%	11%	9%	10%	16%	

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Assuming it doesn't cost any more than paying with a card or cash and your mobile phone had the capability, how interested, if at all, would you be in using your mobile phone to swipe it across a payment reader to 'wave and pay' for goods or services (e.g. in a coffee shop or newsagent)? (If you have already done this with your mobile phone, please indicate how interested you would be in using it again)

	Unweighted Base	2179	85	228	177	155	169	189	455	316	199	107	99
All GB Adults with a mobile phone		2183	93	250	192	165	195	208	280	308	190	109	192
Very interested	12%	14%	11%	16%	13%	9%	13%	15%	9%	13%	11%	11%	
Fairly interested	25%	24%	27%	20%	26%	22%	25%	26%	30%	22%	22%	26%	
Not very interested	21%	13%	21%	24%	16%	23%	25%	20%	20%	23%	22%	26%	
Not at all interested	35%	36%	32%	32%	42%	39%	32%	32%	33%	37%	41%	34%	
Don't know	7%	13%	10%	8%	4%	6%	5%	7%	8%	5%	5%	3%	

Once again, assuming it doesn't cost any more than paying with a card or cash, to what extent do you agree or disagree with the following statement?
If I could use my mobile phone to make payments, I would use it more than I would use cash or card to pay for goods or services worth less than £20

	Unweighted Base	2179	85	228	177	155	169	189	455	316	199	107	99
All GB Adults with a mobile phone		2183	93	250	192	165	195	208	280	308	190	109	192
Strongly agree	10%	11%	8%	12%	10%	8%	8%	12%	9%	10%	11%	10%	
Tend to agree	19%	17%	20%	17%	18%	19%	20%	22%	22%	12%	10%	20%	
Neither agree nor disagree	18%	15%	15%	17%	15%	15%	13%	18%	24%	21%	22%	18%	
Tend to disagree	13%	10%	15%	14%	15%	11%	20%	12%	13%	14%	10%	7%	
Strongly disagree	31%	34%	29%	25%	35%	38%	32%	29%	25%	33%	40%	34%	
Don't know	9%	14%	13%	15%	6%	9%	7%	8%	7%	10%	6%	10%	

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Phone type				
Base	Standard mobile phone	Smartphone	PDA	Don't know	Not applicable - I don't have a mobile phone

Assuming it doesn't cost any more than paying with a card or cash and your mobile phone had the capability, how interested, if at all, would you be in using your mobile phone to swipe it across a payment reader to 'wave and pay' for goods or services (e.g. in a coffee shop or newsagent)? (If you have already done this with your mobile phone, please indicate how interested you would be in using it again)

	Unweighted Base	2179	960	1174	7	38	-
All GB Adults with a mobile phone		2183	971	1163	7	43	-
Very interested	12%	6%	18%	-	-	-	-
Fairly interested	25%	18%	31%	56%	14%	-	-
Not very interested	21%	24%	19%	29%	18%	-	-
Not at all interested	35%	47%	24%	-	45%	-	-
Don't know	7%	4%	8%	14%	22%	-	-

Once again, assuming it doesn't cost any more than paying with a card or cash, to what extent do you agree or disagree with the following statement?
If I could use my mobile phone to make payments, I would use it more than I would use cash or card to pay for goods or services worth less than £20

	Unweighted Base	2179	960	1174	7	38	-
All GB Adults with a mobile phone		2183	971	1163	7	43	-
Strongly agree	10%	5%	14%	-	-	-	-
Tend to agree	19%	12%	24%	73%	9%	-	-
Neither agree nor disagree	18%	17%	19%	13%	20%	-	-
Tend to disagree	13%	15%	12%	-	5%	-	-
Strongly disagree	31%	43%	22%	-	34%	-	-
Don't know	9%	9%	9%	14%	33%	-	-

YouGov / IE Survey Results

Sample Size: 2300
Fieldwork: 23rd - 25th April 2012

Total	Smartphone OS								
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

Assuming it doesn't cost any more than paying with a card or cash and your mobile phone had the capability, how interested, if at all, would you be in using your mobile phone to swipe it across a payment reader to 'wave and pay' for goods or services (e.g. in a coffee shop or newsagent)? (If you have already done this with your mobile phone, please indicate how interested you would be in using it again)

	Unweighted Base	2179	376	38	6	431	169	26	27	95	6
All GB Adults with a mobile phone		2183	358	42	5	422	174	28	27	101	5
Very interested	12%	24%	1%	35%	18%	12%	18%	19%	14%	-	-
Fairly interested	25%	36%	39%	22%	29%	28%	46%	27%	17%	-	-
Not very interested	21%	18%	22%	14%	22%	22%	9%	9%	15%	-	-
Not at all interested	35%	15%	32%	13%	23%	28%	25%	43%	42%	66%	66%
Don't know	7%	6%	5%	16%	8%	11%	3%	3%	11%	34%	34%

Once again, assuming it doesn't cost any more than paying with a card or cash, to what extent do you agree or disagree with the following statement?
If I could use my mobile phone to make payments, I would use it more than I would use cash or card to pay for goods or services worth less than £20

	Unweighted Base	2179	376	38	6	431	169	26	27	95	6
All GB Adults with a mobile phone		2183	358	42	5	422	174	28	27	101	5
Strongly agree	10%	18%	4%	22%	15%	10%	10%	20%	10%	-	-
Tend to agree	19%	28%	20%	22%	25%	25%	38%	14%	8%	-	-
Neither agree nor disagree	18%	19%	21%	26%	17%	22%	16%	18%	17%	-	-
Tend to disagree	13%	12%	10%	-	16%	8%	2%	10%	10%	-	-
Strongly disagree	31%	13%	34%	13%	21%	25%	22%	35%	44%	57%	57%
Don't know	9%	9%	11%	16%	7%	11%	12%	3%	11%	43%	43%