

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	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
Standard mobile phone		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smartphone	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PDA		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't have a mobile phone		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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	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	
Standard mobile phone	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smartphone	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PDA	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't have a mobile phone	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	1174	813	171	135	41	347	14
All GB Adults with a smartphone	1163	775	182	148	46	376	12
Standard mobile phone	-	-	-	-	-	-	-
Smartphone	100%	100%	100%	100%	100%	100%	100%
PDA	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-
Not applicable - I don't have a mobile phone	-	-	-	-	-	-	-

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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	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	
Standard mobile phone	-	-	-	-	-	-	-	-	-	-	-	-	-
Smartphone	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PDA	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't have a mobile phone	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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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	1174	-	1174	-	-	-
All GB Adults with a smartphone	1163	-	1163	-	-	-
Standard mobile phone	-	-	-	-	-	-
Smartphone	100%	-	100%	-	-	-
PDA	-	-	-	-	-	-
Don't know	-	-	-	-	-	-
Not applicable - I don't have a mobile phone	-	-	-	-	-	-

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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

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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	1174	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	
Standard mobile phone	-	-	-	-	-	-	-	-	-	-	-
Smartphone	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
PDA	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	
Not applicable - I don't have a mobile phone	-	-	-	-	-	-	-	-	-	-	

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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

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	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
To pay a friend or relative (i.e. peer-to-peer payment)	21%	23%	19%	31%	27%	20%	13%	12%	23%	19%	20%	23%	22%	25%	20%	27%	13%	
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	30%	32%	27%	33%	39%	31%	26%	17%	33%	26%	24%	30%	33%	38%	30%	33%	27%	
To pay a bill	34%	35%	32%	37%	40%	37%	31%	22%	36%	31%	35%	38%	38%	40%	30%	24%	23%	
To shop in-store	22%	26%	19%	23%	29%	24%	19%	15%	25%	19%	24%	17%	22%	23%	22%	27%	24%	
To shop online	41%	42%	39%	42%	48%	47%	36%	27%	45%	35%	44%	40%	42%	42%	39%	47%	32%	
To manage my bank account (e.g. transfer money, check statements, etc.)	42%	46%	37%	52%	52%	47%	32%	21%	45%	37%	43%	44%	44%	45%	37%	48%	35%	
None of these	37%	35%	38%	27%	28%	32%	45%	56%	35%	39%	36%	43%	36%	30%	41%	35%	34%	
Don't know	8%	5%	10%	12%	6%	8%	7%	7%	6%	10%	7%	4%	8%	8%	6%	10%	16%	

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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	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	
To pay a friend or relative (i.e. peer-to-peer payment)	21%	24%	15%	22%	25%	8%	12%	21%	15%	26%	20%	5%	28%	
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	30%	34%	19%	32%	32%	17%	22%	26%	26%	33%	25%	5%	36%	
To pay a bill	34%	38%	31%	37%	28%	17%	48%	31%	32%	40%	25%	5%	37%	
To shop in-store	22%	26%	14%	24%	22%	14%	27%	19%	22%	30%	15%	5%	22%	
To shop online	41%	45%	31%	43%	37%	21%	40%	45%	38%	49%	28%	24%	44%	
To manage my bank account (e.g. transfer money, check statements, etc.)	42%	46%	35%	44%	53%	22%	38%	30%	37%	52%	32%	8%	47%	
None of these	37%	33%	45%	35%	30%	59%	37%	30%	40%	30%	46%	67%	32%	
Don't know	8%	6%	8%	7%	9%	12%	2%	14%	6%	9%	12%	8%	8%	

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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	1174	813	171	135	41	347	14
All GB Adults with a smartphone		1163	775	182	148	46	376	12
To pay a friend or relative (i.e. peer-to-peer payment)	21%		21%	19%	23%	12%	20%	26%
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	30%		30%	31%	31%	18%	30%	35%
To pay a bill	34%		33%	36%	40%	23%	36%	35%
To shop in-store	22%		22%	25%	22%	15%	23%	22%
To shop online	41%		39%	46%	43%	36%	44%	41%
To manage my bank account (e.g. transfer money, check statements, etc.)	42%		38%	47%	51%	35%	48%	72%
None of these	37%		40%	32%	27%	42%	31%	18%
Don't know	8%		7%	9%	9%	6%	9%	10%

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

Total	Government Region										
	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	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
To pay a friend or relative (i.e. peer-to-peer payment)	21%	17%	21%	20%	19%	27%	22%	25%	23%	15%	27%	13%	
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	30%	28%	25%	21%	25%	36%	33%	38%	29%	31%	33%	27%	
To pay a bill	34%	37%	30%	41%	37%	38%	38%	40%	32%	28%	24%	23%	
To shop in-store	22%	26%	24%	23%	14%	22%	22%	23%	24%	18%	27%	24%	
To shop online	41%	36%	44%	48%	36%	45%	42%	42%	38%	41%	47%	32%	
To manage my bank account (e.g. transfer money, check statements, etc.)	42%	41%	42%	44%	47%	40%	44%	45%	38%	35%	48%	35%	
None of these	37%	43%	31%	37%	39%	47%	36%	30%	40%	43%	35%	34%	
Don't know	8%	5%	12%	2%	7%	-	8%	8%	7%	5%	10%	16%	

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

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	1174	-	1174	-	-	-
All GB Adults with a smartphone	1163	-	1163	-	-	-	-
To pay a friend or relative (i.e. peer-to-peer payment)	21%	-	21%	-	-	-	-
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	30%	-	30%	-	-	-	-
To pay a bill	34%	-	34%	-	-	-	-
To shop in-store	22%	-	22%	-	-	-	-
To shop online	41%	-	41%	-	-	-	-
To manage my bank account (e.g. transfer money, check statements, etc.)	42%	-	42%	-	-	-	-
None of these	37%	-	37%	-	-	-	-
Don't know	8%	-	8%	-	-	-	-

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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?

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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)

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All GB Adults with a smartphone		1163	358	42	5	422	174	28	27	101	5
To pay a friend or relative (i.e. peer-to-peer payment)	21%		29%	8%	-	22%	13%	13%	20%	10%	-
To pay for tickets (e.g. travel tickets, concert tickets, etc.)	30%		46%	15%	36%	29%	16%	18%	23%	12%	8%
To pay a bill	34%		48%	29%	22%	33%	24%	19%	18%	17%	-
To shop in-store	22%		36%	6%	22%	21%	12%	12%	21%	12%	-
To shop online	41%		58%	38%	22%	41%	21%	43%	22%	20%	19%
To manage my bank account (e.g. transfer money, check statements, etc.)	42%		60%	22%	22%	40%	32%	29%	25%	20%	8%
None of these	37%		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	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
Very interested		18%	22%	14%	22%	20%	19%	15%	13%	19%	17%	18%	19%	18%	21%	16%	27%	14%
Fairly interested		31%	32%	29%	31%	30%	30%	32%	31%	34%	27%	28%	29%	34%	31%	34%	31%	31%
Not very interested		19%	18%	21%	19%	22%	15%	18%	21%	19%	20%	21%	19%	18%	18%	18%	12%	23%
Not at all interested		24%	21%	27%	17%	20%	26%	27%	30%	24%	24%	22%	28%	23%	22%	25%	24%	26%
Don't know		8%	7%	9%	11%	7%	10%	8%	5%	4%	13%	12%	4%	7%	7%	7%	7%	6%

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	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
Strongly agree		14%	17%	12%	19%	16%	15%	11%	11%	15%	14%	14%	15%	13%	16%	13%	26%	12%
Tend to agree		24%	27%	21%	26%	26%	23%	26%	20%	26%	21%	25%	25%	21%	25%	26%	13%	23%
Neither agree nor disagree		19%	22%	15%	17%	19%	21%	15%	20%	18%	19%	16%	17%	16%	19%	22%	21%	19%
Tend to disagree		12%	10%	14%	10%	13%	11%	15%	13%	13%	11%	13%	11%	15%	12%	13%	9%	9%
Strongly disagree		22%	18%	26%	15%	18%	20%	25%	31%	21%	23%	19%	26%	26%	20%	20%	29%	25%
Don't know		9%	6%	12%	13%	7%	11%	8%	6%	7%	11%	13%	6%	10%	7%	6%	2%	12%

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	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
Very interested		18%	19%	18%	19%	20%	10%	20%	14%	15%	24%	21%	9%	19%
Fairly interested		31%	31%	26%	30%	27%	32%	43%	35%	34%	27%	29%	27%	29%
Not very interested		19%	19%	16%	19%	22%	18%	17%	23%	18%	22%	13%	39%	21%
Not at all interested		24%	23%	27%	24%	21%	33%	15%	21%	26%	22%	32%	25%	21%
Don't know		8%	7%	13%	8%	11%	7%	5%	7%	7%	6%	5%	-	10%

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	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
Strongly agree		14%	15%	14%	15%	19%	10%	11%	12%	12%	21%	15%	-	15%
Tend to agree		24%	25%	20%	24%	20%	20%	43%	24%	24%	27%	21%	27%	24%
Neither agree nor disagree		19%	19%	16%	18%	20%	19%	19%	19%	21%	15%	13%	9%	19%
Tend to disagree		12%	12%	14%	12%	10%	10%	15%	16%	11%	8%	13%	36%	15%
Strongly disagree		22%	20%	24%	21%	17%	35%	9%	24%	24%	19%	28%	24%	19%
Don't know		9%	9%	11%	9%	14%	6%	2%	6%	8%	10%	10%	4%	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	1174	813	171	135	41	347	14
All GB Adults with a smartphone	1163	775	182	148	46	376	12
Very interested	18%	17%	16%	22%	24%	19%	21%
Fairly interested	31%	31%	29%	34%	27%	31%	4%
Not very interested	19%	20%	14%	21%	17%	17%	29%
Not at all interested	24%	25%	26%	17%	21%	22%	29%
Don't know	8%	6%	14%	6%	10%	10%	16%

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	1174	813	171	135	41	347	14
All GB Adults with a smartphone	1163	775	182	148	46	376	12
Strongly agree	14%	14%	12%	18%	22%	15%	10%
Tend to agree	24%	25%	22%	26%	18%	23%	15%
Neither agree nor disagree	19%	17%	23%	22%	16%	22%	10%
Tend to disagree	12%	13%	12%	8%	19%	12%	18%
Strongly disagree	22%	23%	21%	17%	15%	19%	36%
Don't know	9%	8%	10%	9%	10%	9%	12%

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	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
Very interested	18%	20%	15%	21%	19%	20%	18%	21%	13%	19%	27%	14%	
Fairly interested	31%	30%	31%	21%	32%	26%	34%	31%	35%	32%	31%	31%	
Not very interested	19%	15%	17%	30%	17%	21%	18%	18%	17%	20%	12%	23%	
Not at all interested	24%	30%	23%	15%	29%	27%	23%	22%	26%	23%	24%	26%	
Don't know	8%	6%	14%	13%	3%	6%	7%	7%	8%	6%	7%	6%	

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	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
Strongly agree	14%	18%	11%	14%	15%	15%	13%	16%	13%	13%	26%	12%	
Tend to agree	24%	19%	28%	23%	26%	24%	21%	25%	29%	19%	13%	23%	
Neither agree nor disagree	19%	12%	14%	22%	16%	19%	16%	19%	23%	21%	21%	19%	
Tend to disagree	12%	9%	14%	14%	11%	12%	15%	12%	11%	18%	9%	9%	
Strongly disagree	22%	27%	20%	14%	28%	24%	26%	20%	20%	20%	29%	25%	
Don't know	9%	14%	13%	13%	5%	7%	10%	7%	5%	10%	2%	12%	

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	1174	-	1174	-	-	-
All GB Adults with a smartphone	1163	-	1163	-	-	-
Very interested	18%	-	18%	-	-	-
Fairly interested	31%	-	31%	-	-	-
Not very interested	19%	-	19%	-	-	-
Not at all interested	24%	-	24%	-	-	-
Don't know	8%	-	8%	-	-	-

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	1174	-	1174	-	-	-
All GB Adults with a smartphone	1163	-	1163	-	-	-
Strongly agree	14%	-	14%	-	-	-
Tend to agree	24%	-	24%	-	-	-
Neither agree nor disagree	19%	-	19%	-	-	-
Tend to disagree	12%	-	12%	-	-	-
Strongly disagree	22%	-	22%	-	-	-
Don't know	9%	-	9%	-	-	-

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	1174	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
Very interested	18%	24%	1%	35%	18%	12%	18%	19%	14%	-	-
Fairly interested	31%	36%	39%	22%	29%	28%	46%	27%	17%	-	-
Not very interested	19%	18%	22%	14%	22%	22%	9%	9%	15%	-	-
Not at all interested	24%	15%	32%	13%	23%	28%	25%	43%	42%	66%	66%
Don't know	8%	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	1174	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
Strongly agree	14%	18%	4%	22%	15%	10%	10%	20%	10%	-	-
Tend to agree	24%	28%	20%	22%	25%	25%	38%	14%	8%	-	-
Neither agree nor disagree	19%	19%	21%	26%	17%	22%	16%	18%	17%	-	-
Tend to disagree	12%	12%	10%	-	16%	8%	2%	10%	10%	-	-
Strongly disagree	22%	13%	34%	13%	21%	25%	22%	35%	44%	57%	57%
Don't know	9%	9%	11%	16%	7%	11%	12%	3%	11%	43%	43%