

47% of users are planning on buying a new mobile phone within the next 12 months.**

Gender

Male	51%
Female	49%

Age

Up to 19 years	15%
20-29 years	16%
30-39 years	17%
40-49 years	19%
Over 50 years	33%

Current occupation

Employee	23%
Manager	9%
Self-employed / freelancer	21%
Still at school / trainee / student	21%
Other (e.g. housewife, pensioner)	26%

Total annual net income

£45,000 and over	15%
£35,000 to £44,999	16%
£25,000 to £34,999	19%
£15,000 to £24,999	25%
Less than £15,000	25%

What type of mobile phone package do you have?

Pay as you go	58%
Contract	42%

Does advertising in this category influence your brand or purchase decisions?

Yes	57%
No	43%



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Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	50%
No	50%

Are you planning to buy a new mobile phone within the next 12 months?

Yes, on a contract	23%
Yes, with a different pay as you go deal (no contract)	24%
Not within the next 12 months	53%

Concerning the purchase of a new mobile phone – what is the most important factor when making your decision?

(more than one answer possible)

Price	68%
Quality	61%
Design	55%
Brand	45%
Camera	40%
MP3 Player	26%
Internet / social networks' accessibility	25%
Others	10%