

GSMA: Low Cost LTE Device Opportunity Questionnaire

Screening question for smartphone owners:- we want people who can remember the transition

1. When did you last use a featurephone?
 - Up to 3 months ago [go to Q2]
 - 3-6 months ago [go to Q2]
 - 6-12 months ago [go to Q2]
 - 1-2 years ago [go to Q2]
 - More than 2 years ago [Thank you, End]

[All respondents]

2. Are you...? [Single choice]
 - Male
 - Female [All: go to Q3]
3. Which age group are you? in [Single choice]
 - 16 to 24
 - 25 to 34
 - 35 to 44
 - 45 to 54
 - Over 55 [All: go to Q4]
4. Do you use the Internet or apps on your phone? [Single choice]
 - Yes, I use Internet / Apps
 - No, I use only voice calls / SMS / MMS

Splash screen:

The next few questions are about your priorities, if you were getting a smartphone today.
Please assume you could get the brand you want.

5. Which one of these features would be most important? [randomise]
 - A Reasonable data speed everywhere I can use my existing phone
 - B Can download '000s of apps
 - C High data speed – like a cyber cafe
 - D Low price

Most important: [single choice] [All: go to Q6]

- A, B, C, D

6. And which would be least important? [same sequence as Q5]
 - A Reasonable data speed everywhere I can use my existing phone
 - B Can download '000s of apps
 - C High data speed – like a cyber cafe
 - D Low price

Least important: [single choice, remove the most important selection from Q5] [All: go to Q7]

- A, B, C, D

7. Which one of these features would be most important? [randomise]

- E Battery life
- F Touch screen
- G Screen works well in bright sunlight
- H A high quality camera

Most important: [single choice] [All: go to Q8]

- E, F, G, H

8. And which would be least important? [same sequence as Q7]

- E Battery life
- F Touch screen
- G Screen works well in bright sunlight
- H A high quality camera

Least important: [single choice, remove the most important selection from Q7] [All: go to Q9]

- E, F, G, H

9. Which one of these features would be most important? [randomise]

- A Reasonable data speed everywhere I can use my existing phone
- B Can download '000s of apps
- G Screen works well in bright sunlight
- H A high quality camera

Most important: [single choice] [All: go to Q10]

- A, B, G, H

10. And which would be least important? [same sequence as Q9]

- A Reasonable data speed everywhere I can use my existing phone
- B Can download '000s of apps
- G Screen works well in bright sunlight
- H A high quality camera

Least important: [single choice, remove the most important selection from Q9] [All: go to Q11]

- A, B, G, H

11. Which one of these features would be most important? [randomise]

- C High data speed – like a cyber cafe
- D Low price
- E Battery life
- F Touch screen

Most important: [single choice] [All: go to Q12]

- C, D, E, F

12. And which would be least important? [same sequence as Q11]

- C High data speed – like a cyber cafe
- D Low price
- E Battery life
- F Touch screen

Least important: [single choice, remove the most important selection from Q11] [All: go to Q13]

- C, D, E, F

13. Which one of these features would be most important? [randomise]

- A Reasonable data speed everywhere I can use my existing phone
- C High data speed – like a cyber cafe
- E Battery life
- G Screen works well in bright sunlight

Most important: [single choice] [All: go to Q14]

- A, C, E, G

14. And which would be least important? [same sequence as Q13]

- A Reasonable data speed everywhere I can use my existing phone
- C High data speed – like a cyber cafe
- E Battery life
- G Screen works well in bright sunlight

Least important: [single choice, remove the most important selection from Q13] [All: go to Q15]

- A, C, E, G

15. Which one of these features would be most important? [randomise]

- B Can download '000s of apps
- D Low price
- F Touch screen
- H A high quality camera

Most important: [single choice] [All: go to Q16]

- B, D, F, H

16. And which would be least important? [same sequence as Q15]

- B Can download '000s of apps
- D Low price
- F Touch screen
- H A high quality camera

Least important: [single choice, remove the most important selection from Q15]

- B, D, F, H

[Smartphone owners: go to Q20]

[Featurephone owners: go to Q17]

17. If you were buying a smartphone today, how would you expect the price compare to your existing phone

[single choice]

- Twice as expensive or more
- More expensive by about half
- About the same price
- Less expensive [All: go to Q18]

18. Are there any features of your existing phone that are so important to you that you would not buy a new smartphone if it did not have them? [single choice, randomise]

- Physical keyboard
- Tough enough to cope with daily life
- Screen works well in bright sunlight
- I get a signal in all the areas I go to
- Mobile payments
- Battery lasts long enough

- More? [All: go to Q19]

19. If you get a smartphone soon, what do expect will be the trigger for you to get it?

[randomise]

- My friends all have one
- A relative gives it to me when they don't need it any more
- My old phone gets broken / lost / stolen
- The deal with my network operator ends
- My network operator offers me an upgrade
- I want to use educational apps and services
- I find a really good deal on the phone I want
- The price comes down to a level I am happy with
- My employer gives it to me
- It is a gift for a special occasion
- I need to use apps more
- I need access to the internet all the time [All: go to Q23]

[Smartphone owners only]

20. When you got your smartphone, how did the price compare to your earlier phone [single choice]

- Twice as expensive
- More expensive by about half
- About the same price
- Less expensive [All: go to Q33]

21. Are there any features of your previous phone that you miss with your smartphone? [single choice, randomise]

- No physical keyboard
- Not tough enough to cope with daily life
- Screen does not work well in bright sunlight
- I do not get a signal in all the areas I go to
- Mobile payments
- Battery does not last long enough
- More? [All: go to Q34]

22. What was the trigger for you to get a smartphone? [randomise]

- My friends all have one
- A relative gave it to me when they didn't need it any more
- My old phone was broken / lost / stolen
- The deal with my network operator ended
- My network operator offered me an upgrade
- I wanted to use educational apps and services
- I found a really good deal on the phone I wanted
- The price came down to the level I was happy with
- My employer gave it to me
- It was a gift for a special occasion
- I needed to use apps more
- I need access to the internet all the time [All: go to Q23]

[All respondents]

23. If high-speed mobile data devices come into the market at much low prices (e.g. smartphones, tablets or dongles [how to translate dongles?]), how you would expect your use of mobile to change? [randomise]

- No change: I would keep my existing phone
- Replace my phone with a new high-speed smartphone
- Keep my existing phone and buy a dongle for my PC
- Keep my existing phone and buy a high-speed tablet
- Replace my phone with a new high-speed smartphone and buy a dongle for my PC
- Replace my phone with a new high-speed smartphone and buy a high-speed tablet

Thank you for taking part in our survey

== Ends ==