UK Consumer Mobile Phone Survey

A survey conducted by Coleman Parkes Research
Presentation of results

March 2016
The aim of this short piece of consumers research is to gain a quick snapshot of the UK mobile phone market and consumers purchase intentions.

For more information on this study please contact Stephen Saw, Associate Director.
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<td>The study targeted 1000 UK consumer respondents</td>
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The study targeted 1000 UK consumer respondents.
Two thirds of UK consumers (67%) are planning to stick with their current mobile phone provider in 2016. Those that expect to make the switch tend are more likely to be 18-34 yrs.

**Switching mobile phone provider in 2016**

- Yes: 67%
- No: 33%

**Age differences**

- 18-34: 43%
- 35-54: 35%
- 55+: 21%

The younger generation (18-35) are twice more likely to switch mobile phone providers in 2016 than the older generation (36yrs +)

**Gender differences**

- Male: 36%
- Female: 31%

Q1_Do you anticipate changing your mobile phone provider during 2016, for whatever reason?
Base: UK Nat Rep Consumers: Male (481) Female (581)
The younger generation also have greater expectations that 5G/Next generation will impact them in the next five years.

**When will 5G/next generation have an impact on consumers?**

- 48% expect impact in 1-2 years
- 27% expect impact in 3-5 years
- 23% expect impact in 6-8 years
- 1% expect impact in over 8 years
- 1% have no idea/never

**Age differences**

- 18-34: 38% 1-2 years, 31% 3-5 years, 27% 6-8 years, 46% over 8 years, 1% no idea/never
- 35-54: 30% 1-2 years, 24% 3-5 years, 27% 6-8 years, 18% over 8 years, 1% no idea/never
- 55+: 23% 1-2 years, 1% 3-5 years, 1% 6-8 years, 16% over 8 years, 0% no idea/never

**Gender differences**

- Male: 28% 1-2 years, 23% 3-5 years, 26% 6-8 years, 23% over 8 years, 1% no idea/never
- Female: 46% 1-2 years, 46% 3-5 years, 0% 6-8 years, 0% over 8 years, 1% no idea/never

Q2 When do you think 5G/next generation mobile networks will really have an impact for you?
Base: UK Nat Rep Consumers: 18-34 (238) 35-54 (476) 55+ (286)

Q2 When do you think 5G/next generation mobile networks will really have an impact for you?
Base: UK Nat Rep Consumers: Male (481) Female (581)
Younger generation also believe 5G development will be primarily driven by their needs whereas the old generation believe it will be primarily driven by business needs.
Thank you!

Please contact Stephen Saw for more information on this study, we’d love to hear from you!

Stephen Saw, Associate Director
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