

Brandheld Quantitative Data Points

Demographics

1. Gender
2. Age
3. Region
4. Urbanity
5. Occupation
6. Household status
7. Age of children
8. Social Grade
9. Lifestage
10. Household income
11. Position on technology adoption curve
12. Weight of internet use

Phone identification

1. Smartphone ownership (given our definition)
2. Length of ownership of current mobile phone
3. Method of acquisition of current mobile phone
4. Level of influence over choice
5. Sources of information used to make choice
6. Acquisition outlet
7. All reasons for choosing current mobile phone
8. Primary reason for choosing current mobile phone
9. Mobile phone manufacturer
10. Mobile phone model
11. Mobile phone shape
12. Connectivity of handset (inferred from handset model)
13. Type of keypad on handset (inferred from handset model)
14. Whether phone has touchscreen (inferred from handset model)
15. Whether phone has GPS (inferred from handset model)
16. Operating system of mobile handset (inferred from handset model)
17. Whether phone is actually a smartphone (inferred from handset model)
18. Network
19. Type of contract or Pay-as-you-go mechanism
20. Price of handset
21. Amount paid per month for ongoing mobile charges (ie contract or PAYG)

General phone usage

1. How mobile phone is used
2. Level of agreement with statements around phone usage/perceptions
3. Features used on current mobile phone
4. Whether mobile phone exceeded, failed or met expectations
5. How mobile phone exceeded or failed expectations
6. Satisfaction with each of the constituent element of the mobile phone experience (such as retail outlet, handset, network, services and price)
7. Satisfaction with mobile phone overall

Phone acquisition

1. Order in which approach acquiring a mobile phone (in terms of considering the retailer, network, handset maker, handset features and the price/deal)
2. When expecting to acquire a new phone
3. Expected influence on choice of next mobile phone
4. Whether next phone will be contract or pay-as-you-go
5. Amount prepared to pay for next mobile phone handset
6. Amount prepared to pay for the ongoing charge per month on next mobile phone
7. Whether would visit a mobile phone store in the acquisition process
8. Last time visited a mobile phone store
9. Level of agreement with statements on mobile phone stores
10. Importance of specific features in next mobile phone (such as touchscreen or good internet access)
11. Specific features that would choose to have on next mobile phone
12. Handset manufacturers under consideration for next phone
13. Interest in getting a phone with good internet access
14. Likelihood to get a phone with good internet access

Mobile internet

1. Relevance of mobile internet to daily life
2. Current ability to access internet via mobile phone
3. Current frequency of accessing internet via mobile phone
4. Exploration of barriers to use or of greater use of mobile internet
5. Identification of the primary barrier to use or greater use of the mobile internet
6. Level of agreement with statements around mobile internet use

Web usage

1. Types of websites accessed via a computer
2. Frequency of accessing types of websites via a computer
3. Reasons for going online on a computer
4. Variety of internet use on a computer
5. Types of websites accessed via a mobile phone
6. Frequency of accessing types of websites via a mobile phone
7. Reasons for going online on a mobile phone

8. Variety of internet use on a mobile phone
9. Overall satisfaction with internet on mobile phone

Media context

1. Awareness of accessing different media types via a mobile phone
2. Ability to access different media types via current mobile phone
3. Frequency of accessing different media types via current mobile phone
4. How media service compares to initial expectations
5. Level of agreement with statements on accessing music via mobile phone
6. Level of agreement with statements on accessing video/TV/films via mobile phone
7. Level of agreement with statements on accessing newspapers/magazines/books via mobile phone
8. Likelihood of accessing different media types in future
9. Anticipated effect of use of different media types on traditional consumption
10. Anticipated effect of use of different media types on consumption via a computer
11. Anticipated effect of use of different media types on overall consumption

Mobile internet – smart features

1. Awareness of accessing different “smart” mobile services via a mobile phone
2. Ranking of interest in different “smart” mobile services
3. Ability to access different “smart” mobile services via current mobile phone
4. Frequency of accessing different “smart” mobile services via current mobile phone
5. How “smart” media services compares to initial expectations
6. Level of agreement with statements on “smart” mobile services
7. Satisfaction with “smart” mobile services
8. Level of agreement with statements related to “smart” mobile services in general

Brands and services

1. Extent of interest in different types of mobile services (such as personal organisation, location based features or special offers)
2. Level of responsibility across eight verticals (including supermarkets, travel, finance and high street)
3. Interest in a range of potential mobile services across the eight verticals
4. Preferred service for each vertical
5. Which types of company or organisation should provide the services interested in (by vertical)
6. Extent of surprise at some of the services available by mobile phone
7. Level of interest in having services available
8. Preferred method of delivery for mobile services (e.g. pre-loaded versus application store)
9. Services that would consider purchasing
10. Services that would specifically seek to have on next phone

Final questions

1. Other technologies and devices owned
2. Level of agreement with statements regarding lifestyle
3. Overall interest in mobile phones and the mobile internet

Examples of how data points can be combined

The data points can be combined in many ways to uncover additional information. We have already carried out several additional pieces of analysis, and included these in the SPSS, but there are numerous other options available. Examples of potential pieces of analysis include:

1. Correlating satisfaction with individual constituents of the mobile phone against overall satisfaction
2. Comparing internet usage on a computer versus internet usage on a mobile phone
3. Comparing current mobile phone acquisition and usage versus intended usage
4. Identifying those that have the largest discrepancy between current payment and willingness to pay
5. Plotting a quadrant map showing reasons for going online against variety of internet use
6. Drilling down interest in mobile internet to likelihood to purchase, and likelihood to do so shortly
7. Comparing claimed capabilities of current mobile phone versus actual (inferred from handset type)
8. Using driver analysis to see which services are having the biggest impact on overall satisfaction
9. Exploring which services have the highest proportion of interest to willingness to pay
10. Segmenting the sample based around behavioural or attitudinal characteristics