

# APPENDIX 4 SPREADSHEET SUMMARY OF INTERVIEWS (REDUCED FROM A1)

	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑳	㉑	㉒
Gender	M	M	F	M	M	M	M	M	M	M	M	M	M	M	F	F	F	M	F	F	F
Age	25-35	35-45	25-35	18-25	18-25	18-25	18-25	35-45	25-35	18-25	25-35	25-35	25-35	25-35	18-25	18-25	35-45	45-55	45-55	25-35	23-35
employment	plasterer	engineer	mother	student	student	student	building	building	engineer	carpenter	carpenter	long driver	student	student	student	student	secretary	teacher	teacher	lawyer	lawyer
club role	chair	treasurer	supporter	player	player	player	player	player	player	player	player	player	player	player	player	player	secretary	manager	player	player	player
family - main comm.	mobile + meet	all phone + meet	all phone + meet	mobile + meet	mobile + meet	mobile + meet	text	mobile	text	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	all	fixed	mobile	mobile
friend - main comm.	mobile + meet	mobile + meet	talk fixed	mobile + meet	mobile + meet	mobile + meet	text	text	text	mobile	mobile	mobile	mobile	mobile	mobile	mobile	fixed	all	all	talk	mob
club - main comm.	mobile	mobile + meet	landline + meet	text	text	text	text	mobile	meet	mobile	mobile	mobile	mobile	mobile	text + meet	text	text	text	all	text	text
how long own phone? (yrs)	6	4-5	2-3	7-8	5-6	2-3	8	4	8	5-6	8	7	6	8	7	5-6	6+	5+	4-7	7	11
buy self?	YES	YES	NO - MOTHER	NO - GIFT	NO - GIFT	YES	NO - GIFT	YES	NO - GIFT	NO - MOTHER	YES	YES	YES	NO	NO	NO	NO	NO	YES	NO	NO
Why buy?	WORK	Culture change	Safety car	paternity	paternity	contact friends	work	work	work	social	social	work	work	work	work	work	work	work	work	work	work
pick up skills	played	picked up	played	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up	picked up
upgraded?	YES (3-4 yrs)	YES	YES	YES	YES (3rd)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)	YES (4th)
care which model?	NO	NO	YES - like a phone	NO	NO	YES (small)	YES (small)	YES (small)	YES (small)	NO	NO	NO	YES (not like)	YES (not like)	YES (not like)	YES (not like)	YES (not like)	YES (not like)	YES (not like)	YES (not like)	YES (not like)
use a camera?	little	NO	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
other features	NO	games	games	games	games	games	games	games	games	games	games	games	games	games	games	games	games	games	games	games	games
payment type	POST	PRE	PRE	PRE	PRE	PRE	PRE	POST	PRE	PRE	POST	POST	PRE	PRE	PRE	PRE	POST	POST	POST	POST	POST
monthly spend (£/m)	>100	<	<40	<	<	<35	>80	>100	<	<40	<30	<50-55	<40	<35	=	=	>200	>	<100	>60	>60
consider expensive?	YES (not sure)	YES	YES	YES	YES	YES	YES	YES	NO	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES
changes (cameras)?	YES (not sure)	YES	YES	YES	YES	YES	YES	YES	NO	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES
Where most used	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home	work/home
voice: text proportion	60:40	50:50	60:40	30:70	1:4	1:2	1:2	1:2	1:2	1:2	1:2	30:70	1:3	1:5	60:40	1:2	1:2	1:2	1:2	1:2	1:2
voice replace or add	NO	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra
text replace or add	REPLACE	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra	extra
how soon reply text	few mins	immed.	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins	30mins
know of info services	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
use info services	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
ever refuse calls?	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
base touch if no phone?	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
changed circle friends?	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
make club calls?	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text
committee use	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text
diff patterns now?	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text	mass text
keep in touch club?	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile	fixed + mobile
comm. mobile re games?	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
as for all clubmates	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
feel linked in?	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
first call mobile/fixed?	mobile	fixed	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile
important to you?	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very	very
primary # [on form]	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile	mobile
reservations on use	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage	coverage
anywhere not allowed?	meetings	cur	hospital	church	driving	schools	driving	hospital	church	meetings	church	meetings	church	meetings	church	meetings	church	meetings	church	meetings	church
others use irritate?	NO	slightly	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence	use in presence
will use expand?	stay same	expand	stay same	YES	YES	YES	YES	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same	stay same
do keep track tech?	NO	YES	YES	YES	YES	YES	YES	NO	NO	YES	NO	NO	NO	NO	YES	NO	NO	NO	NO	NO	YES
3G? what is it?	NO	YES	NO	YES	YES	YES	YES	NO	YES	YES	NO	NO	NO	NO	YES	YES	NO	NO	YES	NO	YES
SENT friend	0	1	2	5	3	8	7	4	7	4	3	4	6	2	3	5	4	5	4	5	4
CALLS family	0	2	7	1	3	2	2	0	1	2	3	3	1	2	2	3	2	3	2	3	2
sport	10	2	0	1	3	0	0	2	1	0	0	2	1	0	4	3	3	2	1	0	0
work	0	0	0	1	1	0	0	4	0	4	3	2	0	0	0	0	0	0	0	0	0
RECEIVED friend	2	1	4	7	3	8	6	5	4	2	4	1	7	4	3	5	4	4	6	5	4
CALLS family	1	1	6	1	3	2	3	1	4	2	2	1	2	2	3	4	4	1	4	4	4
sport	2	5	0	1	3	0	0	0	0	0	0	0	0	0	3	2	2	2	0	0	0
work	5	0	0	0	1	0	1	3	0	6	3	3	0	0	0	0	0	0	0	0	0