

30 October 2013

Vodafone launching ultrafast 4G in Manchester

- Mancunians are so football obsessed, two in five admit to checking the Manchester derby score while on a date
- 42% of the North West said they would be more likely to report a local crime if they could do so using a mobile app
- Mancunians are so reliant on map apps that 30% are unable to remember the last time they touched a printed map

Smartphones have the potential to improve civic engagement in the North West, according to a new survey, with 42% of local residents saying they would be more likely to report a local crime if they could do so using a mobile app. The new research from Vodafone UK, which comes as the mobile phone network prepares to switch on its ultrafast 4G network in Manchester on 31 October, looks at the impact the mobile internet is having on the lives of locals.

The study also reveals how smartphones could revolutionise voter turnout, with almost a quarter (23%) of people surveyed in the North West saying that they would be more likely to vote in local elections if they could do so using a mobile app.

In additional positive news for active citizenship, over a quarter (28%) of Mancunians agree that they would do more for their local community if they were able to do so using a mobile app. Almost one in five (17%) say that they would get involved in local community matters or support local businesses, with almost a quarter (23%) saying they would share reviews and recommendations of local businesses if it was possible to do so through a mobile app.

Mancunians would be lost without their smartphones

Mancunians would quite literally be lost without the mobile internet, with over one quarter (28%) of the city so dependent on map or navigation apps that they rely on them every day. While remarkably almost one third (30%) cannot remember the last time they even touched a printed map.

It's not only the practicalities of a smartphone that have the city hooked. The entertainment provided by the mobile internet has become so integral to their daily lives that almost a third (28%) of Mancunians would be overcome with boredom if they left the house without their phone. Over a fifth (21%) have gone so far to say that they couldn't live without access to the mobile internet and apps when out and about.

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Some style-conscious individuals have even come to rely on their phones to help them pick their outfits, with one in ten Manchester residents admitting to uploading pictures of themselves trying on clothes from the changing room so they can send it to a friend to give their fashion verdict.

#4GMusic or #4GSport? It looks like Manchester would pick sport

Manchester is a city that prides itself on its passion for football and two in five (40%) of Mancunians polled admitted that they have used their smartphone to check the score of the Manchester derby while on a date or even at a wedding. The mobile internet has made checking results even easier – with a third of people keeping up to date with their favourite team when on the move. In fact, Manchester is so in love with sport that almost half (45%) of local residents say they use a sports app everyday.

The arrival in Manchester of Vodafone 4G, typically six times faster than 3G, is great news for the 21% of the city who say they would check sport scores and news more if their smartphone's speed of connection to the internet and apps was improved.*

Cindy Rose, Consumer Director, Vodafone UK added: *"It's fascinating to see how the people of Manchester interact with the mobile internet. It's incredible just how passionate Mancunians are about sport and it shows what a difference 4G will bring to everyday lives. They'll never miss a goal, result or opportunity to celebrate with Vodafone 4G."*

The launch of Vodafone ultrafast 4G in Manchester brings music and sports lovers a choice of access to either Spotify Premium or Sky Sports Mobile TV. That's more than 20 million tracks from the world's best known streaming music provider; or the best in live sport including football action from across the Premier League and Championship plus tennis, cricket, golf and rugby.

To bring 4G to life, Vodafone is bringing its 4G tour to Manchester this week. Using the latest in augmented reality technology, this free experience will be in the Trafford Centre during opening hours from Friday 1 November to Sunday 3 November.

- ends -

People in the North West

- 44% of people in the North West say their smartphone has made them happy
- 34% say "access to the mobile internet when I'm out and about" has made them happier
- 23% say they would be more likely to vote in local or national elections if they could do it using a mobile app
- 11% say they don't usually vote in local or national elections but would if they could do it using a mobile app
- 41% say they would be more likely to report a crime in their local area if they could do so using a mobile app
- 26% would have more involvement in what happens in their local community if they could do so using a mobile app

- 40% say they would be more likely to report things in their local area that needed maintaining if they could do so using a mobile app
- 30% say if there was a mobile app that enabled them to have a say in how their local community is run, they would be more involved

Manchester stats

- 28% of Mancunians use a navigation/map app daily
- 30% of Mancunians can't remember the last time they touched a printed map
- 21% of Mancunians couldn't live without access to the internet and apps while out and about (vs 17% nationwide)
- 28% of Mancunians would do more for their local community if it was possible using a mobile app
- 30% of Mancunians say they use mobile data to make their life more efficient, to squeeze more in, and make the most of their downtime
- 15% of Mancunians have or have been on a team with someone who has used their phone to look up an answer during a pub quiz (vs 11% nationwide)
- 16% of Mancunians have used their mobile to find out more about people they fancy (vs 10% nationwide)
- 12% of Mancunians have used their phone to watch things they wouldn't want other people to know they're watching
- One in ten (11%) of Mancunians have used their mobile to look up the results of a competition like The X Factor or Strictly Come Dancing when they've been at an event e.g. wedding
- One in ten say they have uploaded a picture of them trying on clothes from the changing room so they could get a friend's opinion on whether they should buy it
- 20% of Mancunians have used an app instead of paper tickets when travelling
- Almost 1 in 4 (23%) have used their mobile to compare the prices of different products to make sure they get value for money
- 11% of Mancunians share more stuff about animals they've found online than they do about their family (vs 7% nationwide)
- A third of Mancunians (33%, compared with 28% nationwide) see keeping up to date with the sports scores as a benefit of having access to the internet when out and about
- 40% of Mancunians have used the mobile internet to check the score of the Manchester derby when they should have been doing something else
- 21% have used mobile internet to follow the sports scores when they've been at an event
- 11% of Mancunians would follow Wayne Rooney on social media when out and about (vs 5% nationwide and by far the highest score in the cities Vodafone surveyed)
- 21% of Mancunians say that they would check sports news/scores more when out and about if the speed of connection to the internet and apps improved

news release



vodafone

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Further information:

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Notes to editors:

On 4th October – 12th October 2013, Vision Critical conducted an online survey among 2,021 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and regional data to ensure samples representative of the entire adult population of the United Kingdom. Discrepancies in or between totals are due to rounding.

For more information about Vodafone Red 4G please visit vodafone.co.uk/4g.

*Vodafone ultrafast 4G services with speeds typically six times faster than Vodafone 3G, based on pre-launch network, may vary due to coverage and demand.