

PR Survey Results
**Survey on Mobile Phones and Carriers
in
Myanmar**

SurveyMY
February 2015

Country: Myanmar

Survey method: Online

Screening: Mobile phone owners aged 16+ who live in the target country

We recruited participants and collected their responses through “Smaphone”, SurveyMY community on Facebook.

Questions: 21

Samples: N=233

Fieldwork : 4 - 14 February 2015

Survey executor: Surveymy G.K.

Breakdown of samples :

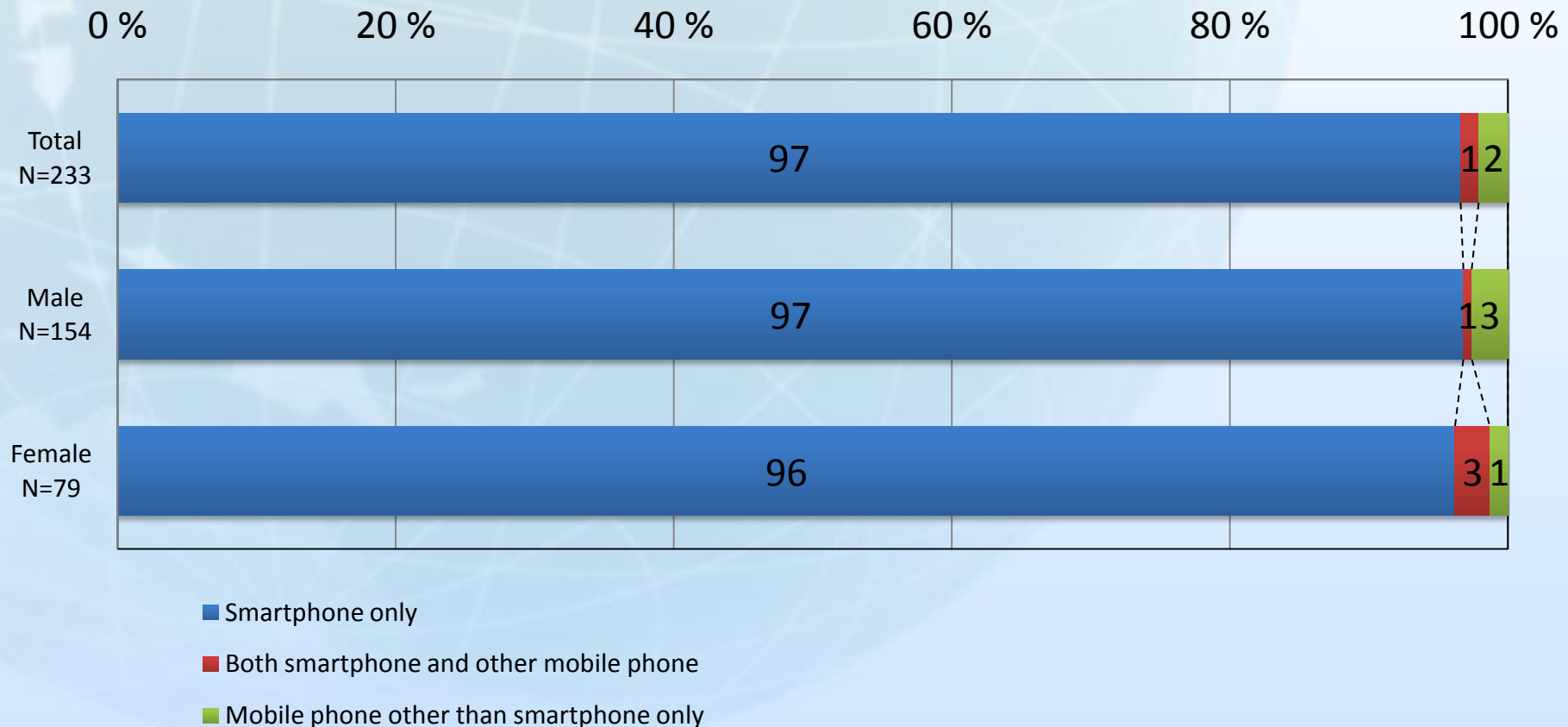
Age	Male	Female	Total
10s	9	6	15
20s	70	46	116
30s	53	14	67
40s or older	22	13	35
Total	154	79	233



Survey Results

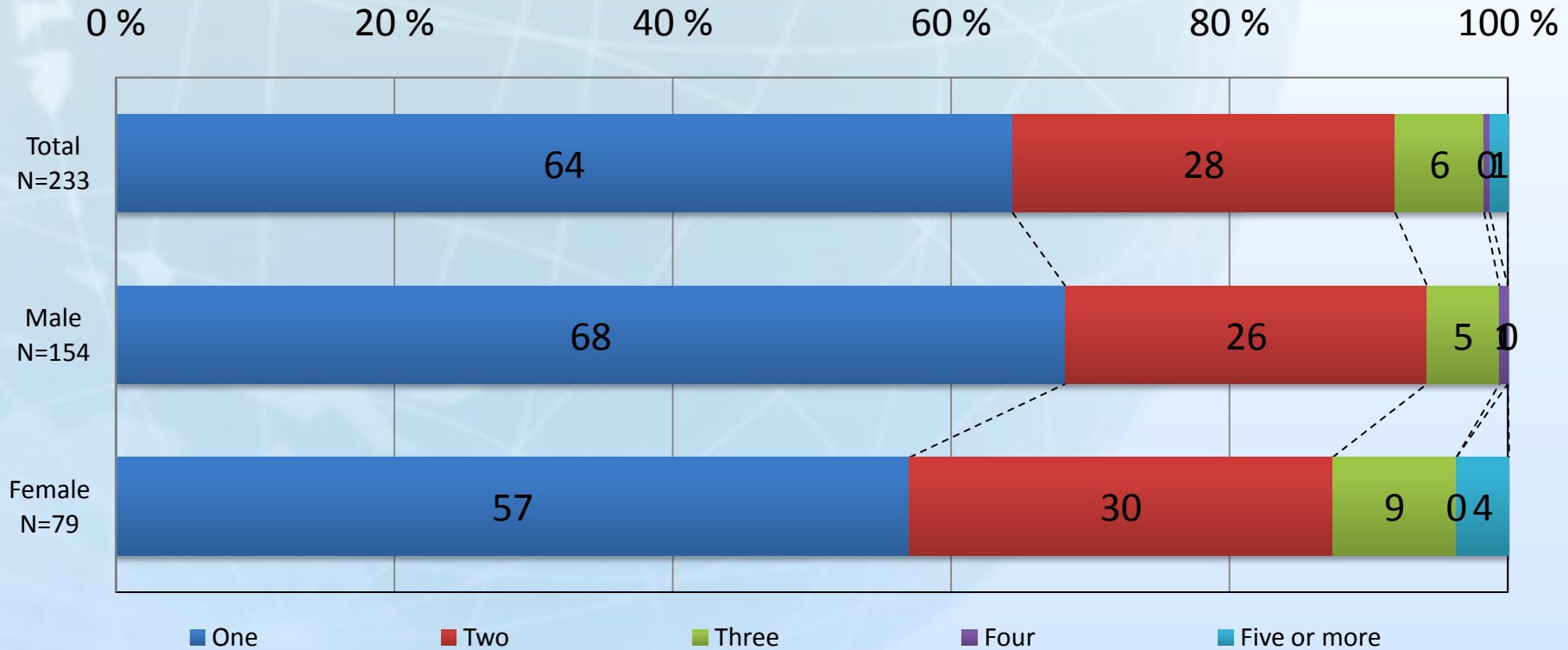
Most respondents own smartphones

Q Do you have a mobile phone? What type is it? (SA)



More than 60% of respondents are single phone owners, while, nearly 40% have two or more.

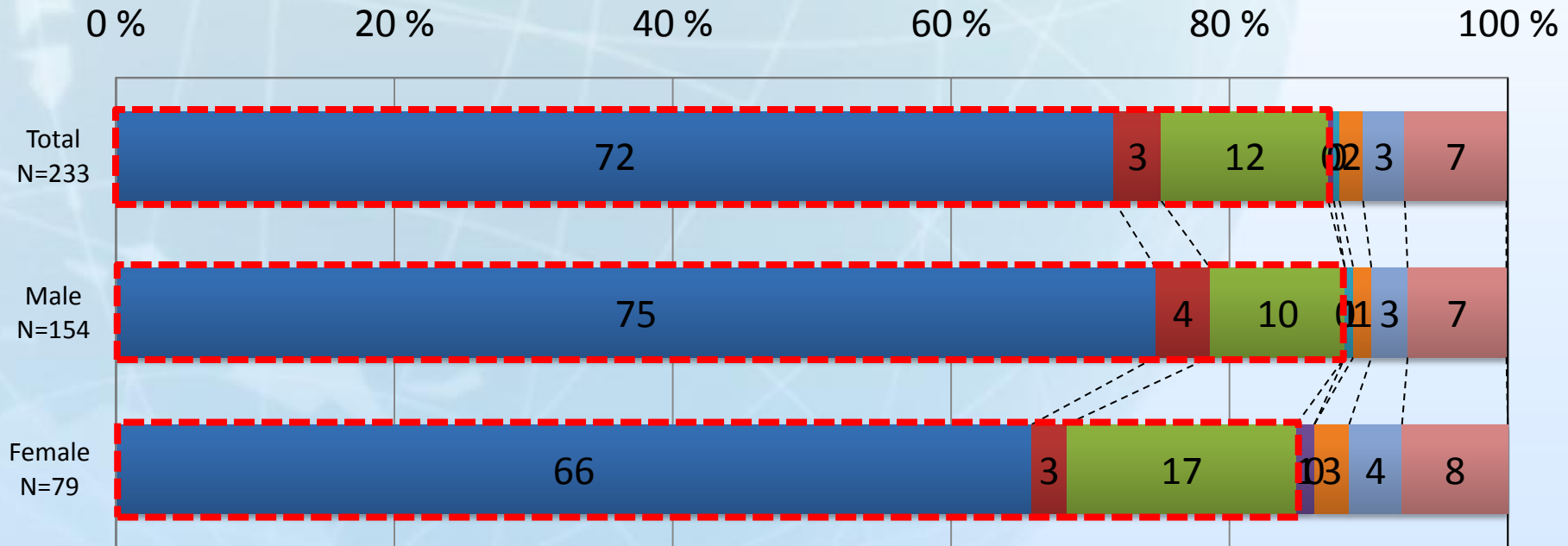
Q How many mobile phones do you have? (SA)



**Nearly 90% are new purchases.
The lump sum is mainstream.**

Q How did you get the mobile phone? (SA)

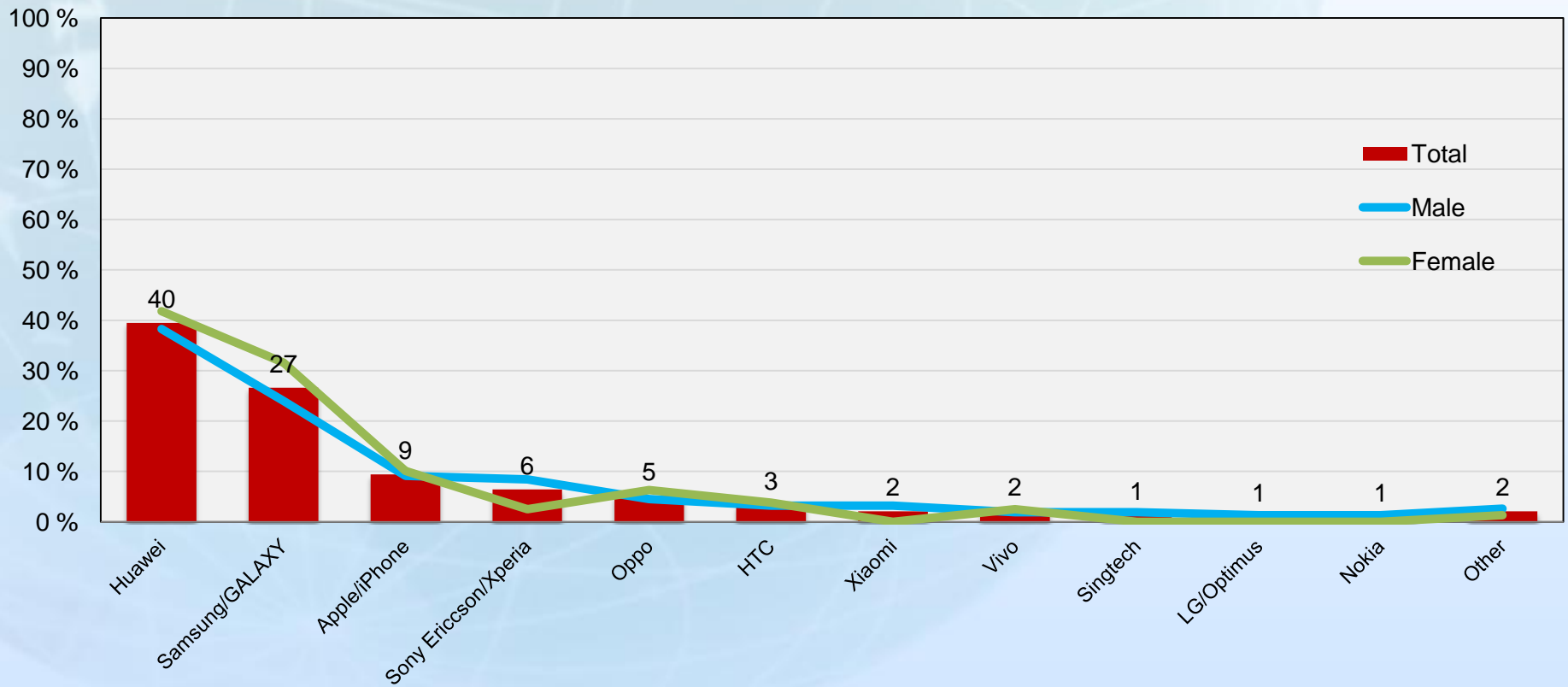
New Purchases



- Purchased the (brand-new) phone with a lump sum payment from a shop
- Purchased the (brand-new) phone by installments from a shop
- Purchased the (brand-new) phone by parent(s)/relative(s)
- Purchased the (used) phone with a lump sum payment from a shop
- Purchased the (used) phone by installments from a shop

Huawei is the top, followed by Samsung, Apple and Sony.

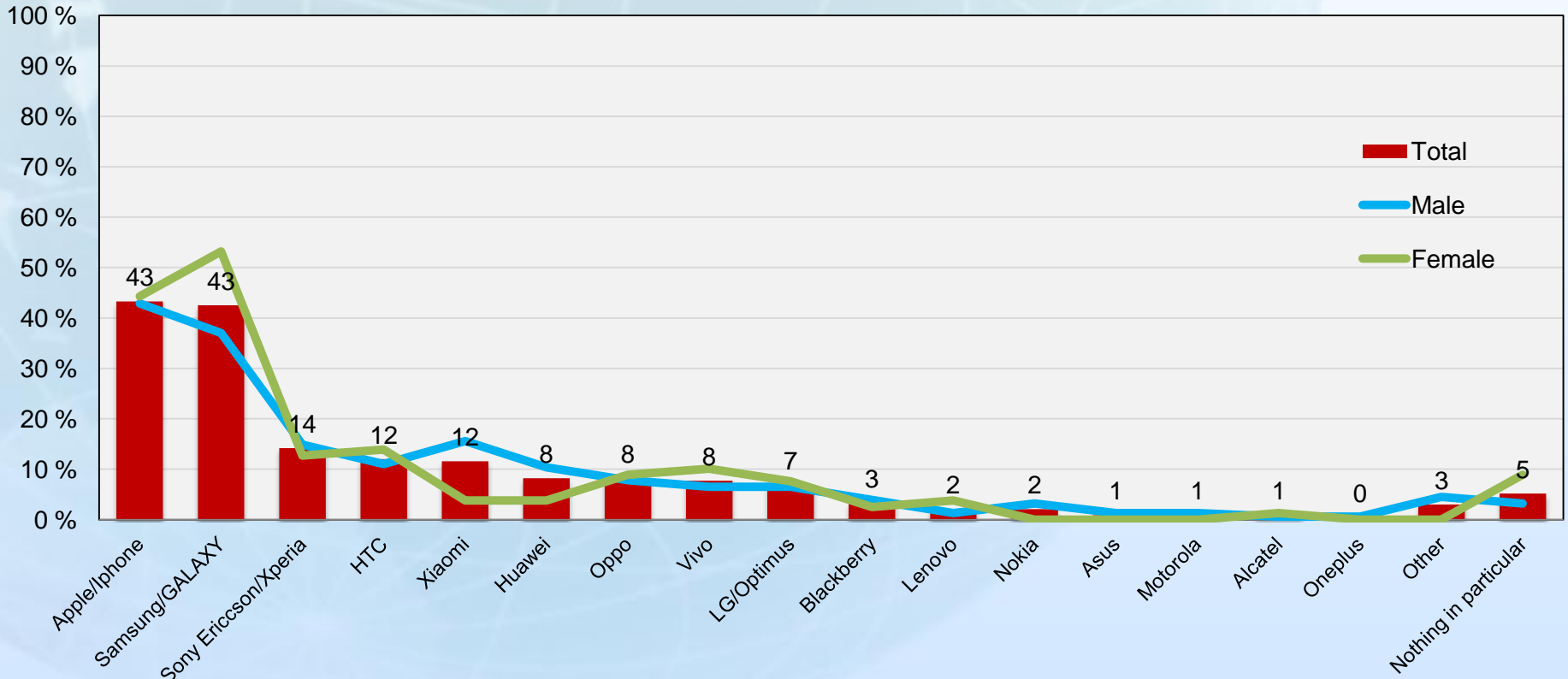
Q What brand and model is it? If you have more than one mobile phone, please answer about the one you are using most.
(OA→AC)



Brands of mobile phones they would like to purchase

Unlike the current possessions, Apple won by a slim margin with Samsung. Sony, then HTC follow with huge difference from the top two. HTC, though supporting the local language from an early stage, has a hard fight. Huawei, despite the largest owner ratio, earns less than 10%, even unpopular than the later Xiaomi.

Q What brand or model would you like to purchase next?
If you have more than one in your mind, please select up to three in the order of your preference. (3MA)

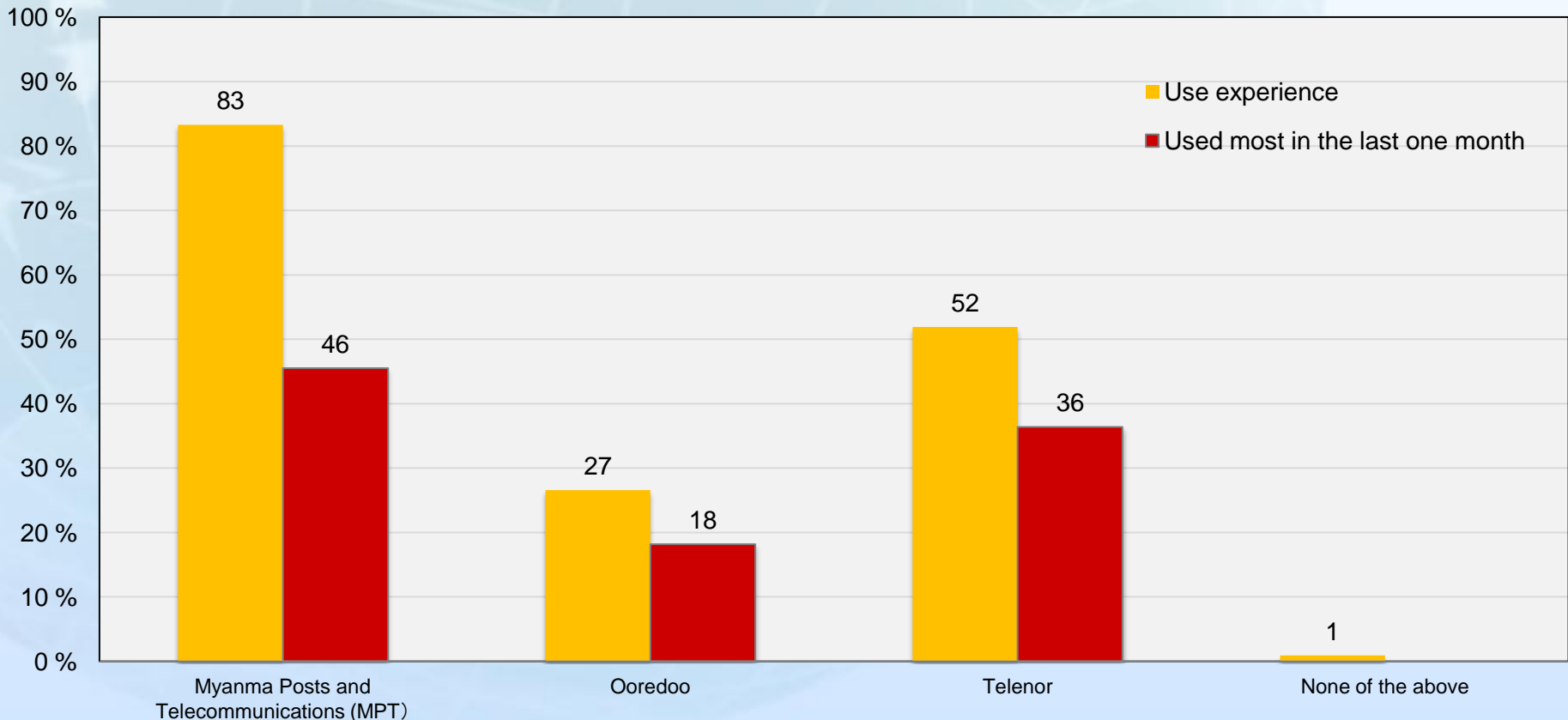


Mobile carriers they used in the past / currently use

MPT, which had a monopoly on the market until last year, is overwhelming in the use experience. Though entered the market after Ooredoo, Telenor has been more used and comes close to MPT with a mere difference of 10 points as the carrier used most in the last one month.

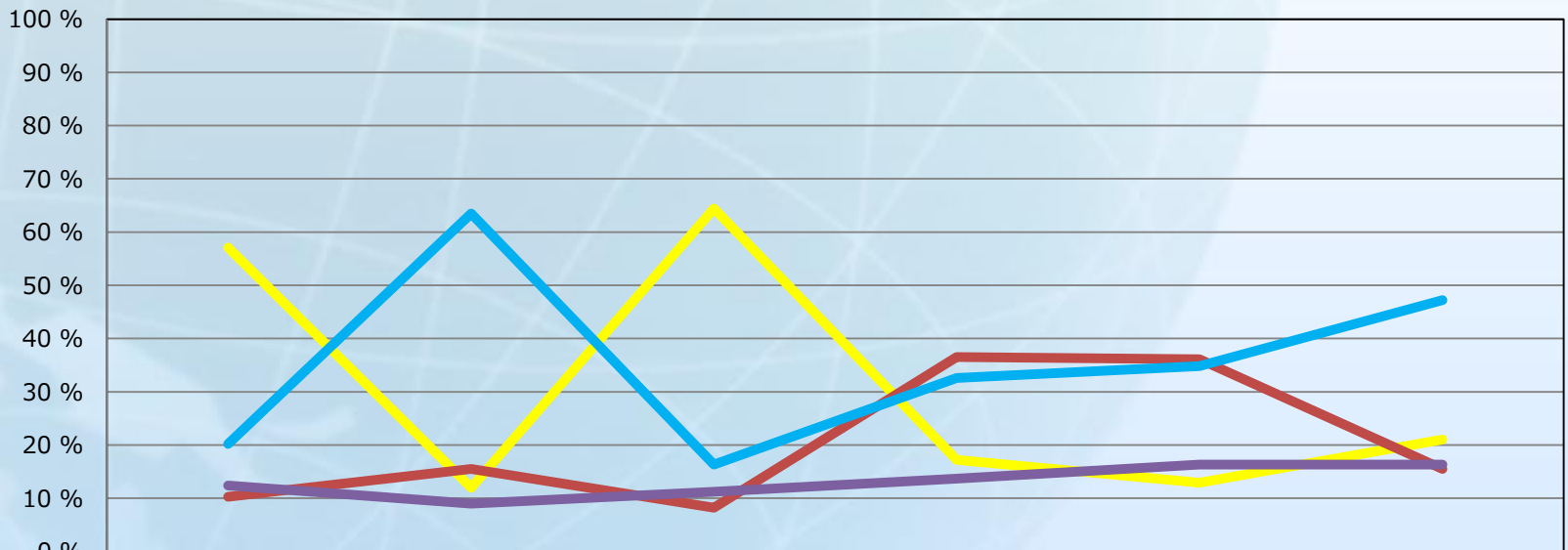
Q What mobile phone carrier have you ever used? (MA)

What mobile phone carrier have you used most in the last one month? (SA)



Long experienced MPT's connectability of calls and wide service area are appreciated. Its Internet-related items, in contrast, are evaluated lower than Ooredoo and Telenor.

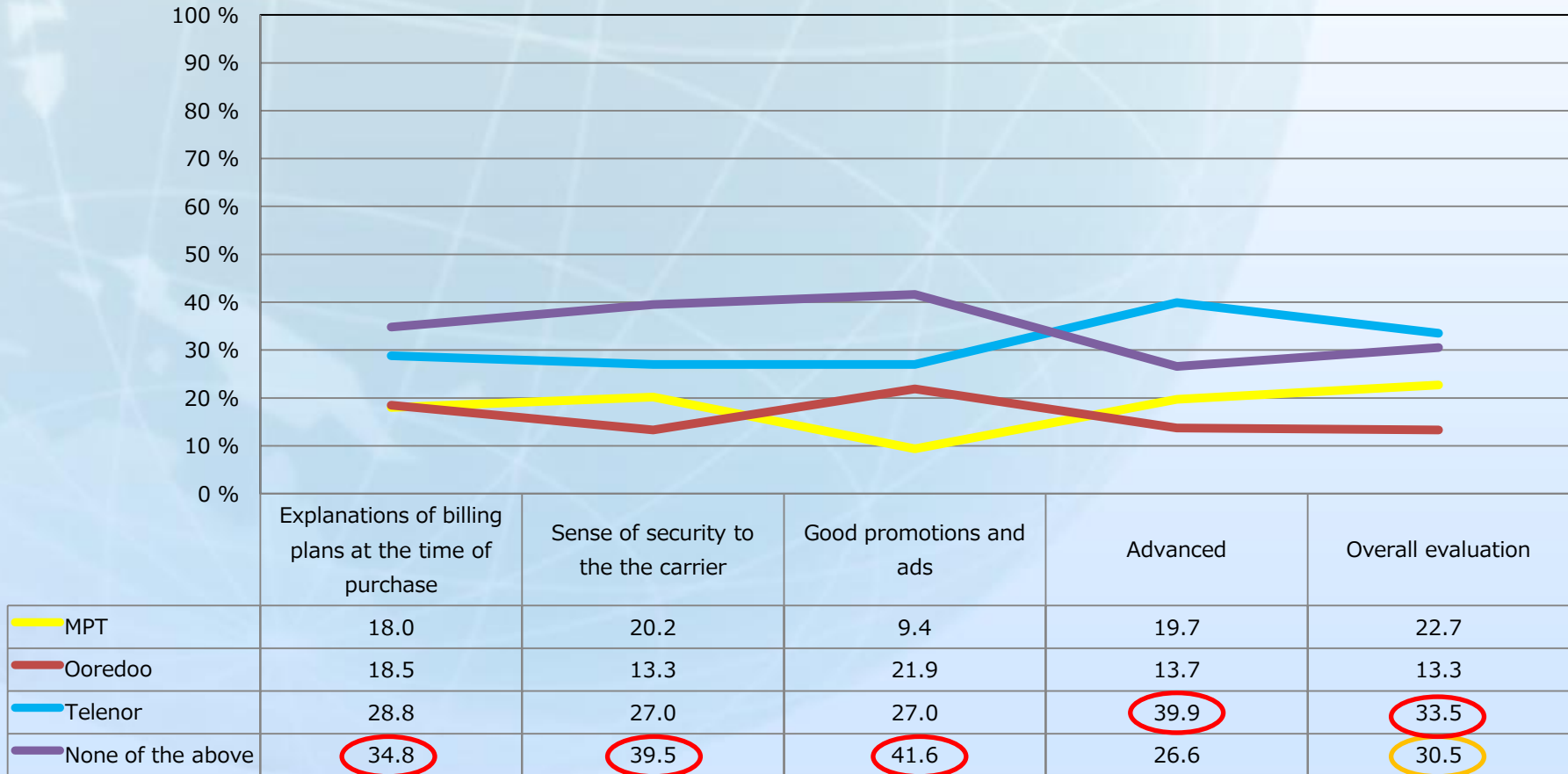
Q Regarding the following attributes, what carrier do you think most satisfactory/applicable?
 If you have never used those carriers, please answer according to your impression. (Grid-SA)



	Connectability of calls	Call charges	A wide service area	Connectability of the Internet	Speed of the Internet	Rates of the Internet
— MPT	57.1	12.0	64.4	17.2	12.9	21.0
— Ooredoo	10.3	15.5	8.2	36.5	36.1	15.5
— Telenor	20.2	63.5	16.3	32.6	34.8	47.2
— None of the above	12.4	9.0	11.2	13.7	16.3	16.3

**Telenor has an advanced image. Many selected “None. . .” for other items.
The highest in overall evaluation is Telenor, the runner-up ” None. . .”.**

Q Regarding the following attributes, what carrier do you think most satisfactory/applicable?
If you have never used those carriers, please answer according to your impression. (Grid-SA)



Many say, "They are getting better than past, yet connectability has to improve".
Also, the high charge is often complained.

Q What is your opinion about Myanmar's mobile phone carriers? (OA)

Many changes in a short time, but still not enough.
(Male, 30s, Company employee)

As the connection is always crowded and not good,
there is no merit of the Internet. Inconvenient, but no
choice but to use it.
(Female, 30s, Company employee)

A high fee for limited services. The Internet speed is
different depending on the location. Unavailable at 25
MMK a minute. A SIM card costs 1500 MMK but can
not be bought everywhere.
(Male, 20s, Student)

Recently it's getting cheaper, but still costly. The
Internet is not good yet.
(Female, 10s, Student)

Hope communication charges to become cheaper and
the Internet to improve.
(Male, 10s, Student)

Hope the connection to improve and the Internet fee to
be cheaper.
(Female, 20s, Seeking a job)

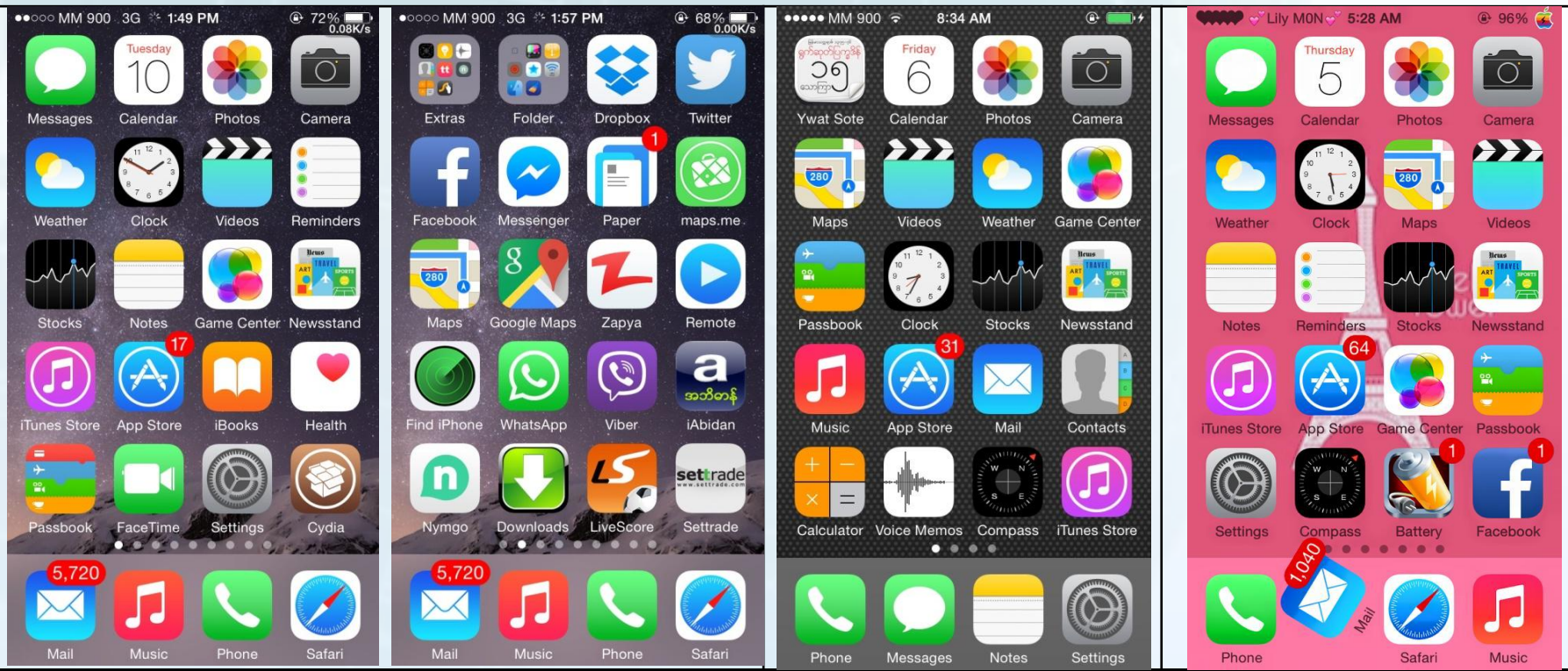
Gradually developing. Even middle-class people
couldn't use mobile phones in the past, but due to the
compensation from the government, lower-class
people can do now.
(Female, 20s, Public servant)

I use MPT only for the incoming because its Internet
charge is high, and separately use Ooredoo, whose
call charge is cheaper, for the outgoing only.
(Female, 20s, Public servant)

Home screens on their smartphones – iOS

Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

Home screen photos



Trend, etc.

Attri bute

Viber,WhatsApp,Nymgo(communication tool)
 iAbidan(dictionary),Zapya(file transfer),
 Cydia (digital distribution platform for software on iOS*)
 *To be set on jailbroken iOS (where you can download additional applications, etc. outside Apple's warranty and restrictions).
 As Burmese is not included in the standard languages, some people install the fonts by jailbreaking or rooting.

Ywat Sote(Calendar)

Cydia,Battery

iPhone 5/Male, 30s/Self employed

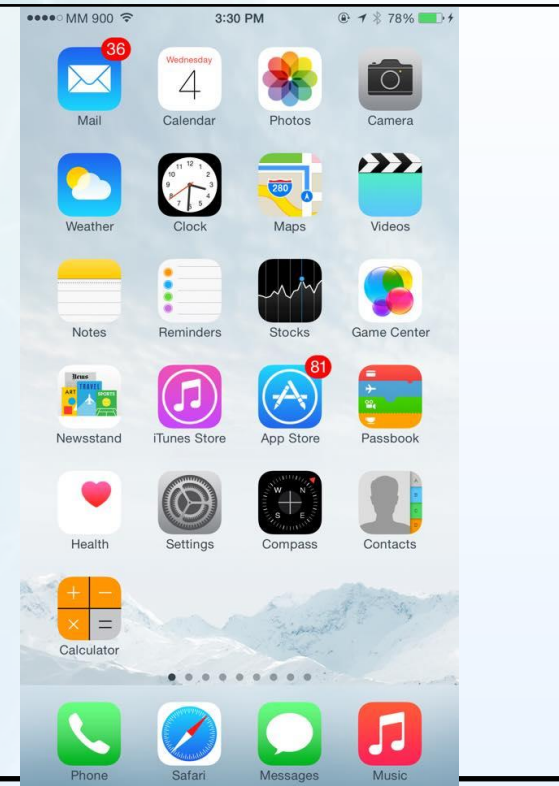
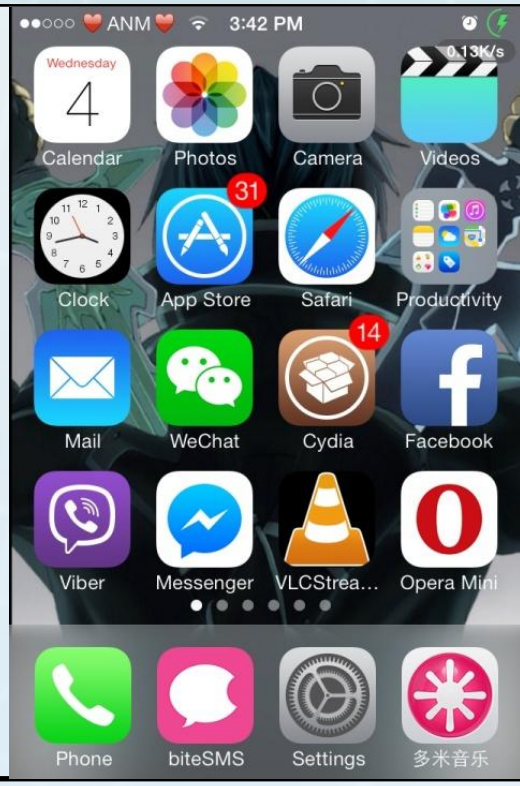
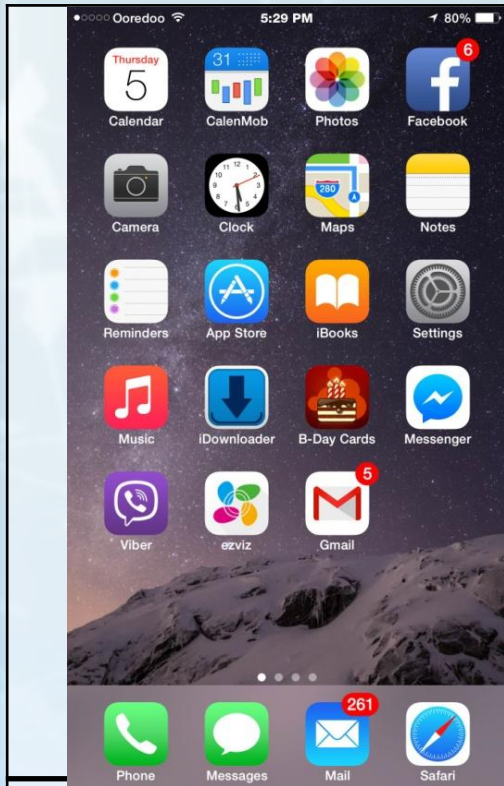
iPhone 5s/Male, 20s/
Self employed

iPhone 5/Female, 20s/
Student

Home screens on their smartphones – iOS

Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

Home screen photos



Trend, etc.

Viber, Birthday Card, CalenMob (synchronize with Google Calendar)

Viber, WeChat, Cydia, Clash of clans (Game to play in spare time)

Health

Attribute

Iphone 6 plus/Female, 30s Professional service

Iphone4s/Male, 10s Student

Iphone6 plus/Male, 20s Student

Home screens on their smartphones –Android

Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Home screen photos</p>			
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Trend, etc.</p>	<p>Viber, mSIM (to check phone bill balance)</p>	<p>Viber, DJ Mix Maker, Guitar Tuna (music)</p>	<p>WeChat, Clash of Clans, Vidtrim (video editing), Ttpod (music)</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Attribute</p>	<p>Huawei C730 Female, 20s/Public servant</p>	<p>Huawei G730/Male, 20s/ Company employee</p>	<p>Huawei G730 Male, 20s/Student</p>

Home screens on their smartphones – Android

Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

Home screen photos			
Trend, etc.	Camera 360, Dropbox, etc.	NHK world, iWeeklyElev en, Daily News, 1stMM Browser	Tango (communication)
Attribute	SAMSUNG GALAXY NOTE 3 Male, 20s/Self employed	Samsung Galaxy Note Male, 40s/Public servant	Samsung GALAXY Core2 Male, 30s/Public servant

Home screens on their smartphones –Android

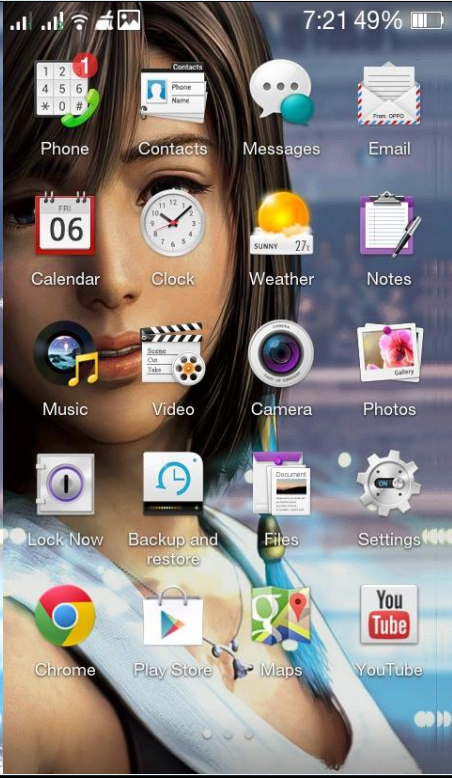
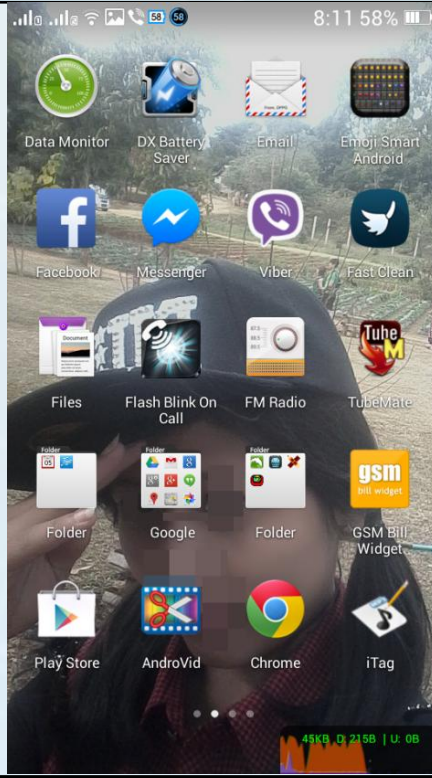
Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Home screen photos</p>				
	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Trend, etc.</p>	<p>Naruto Wallpaper</p>	<p>Myanmar fonts are supported *HTC is the first in providing phones with Myanmar fonts as a standard.</p>	<p>Gmail, yahoo mail, Viber, twitter, linkedin</p>
	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Attribute</p>	<p>HTC one Female, 20s/ Company employee</p>	<p>HTC Desire VC Male, 20s/Public servant</p>	<p>Infinix x507 Male, 30s/Company employee</p>

Home screens on their smartphones –Android

Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

Home screen photos



Viber, Camera360, Androvid (video editing),
TubeMate (Youtube Downloader),
Flash Blink on call (incoming flash lights)

Anime wallpaper

Oppo R2001
Male, 20s/Company employee

Oppo R1001(Joy)
Male, 20s/Student

Trend, etc.

Attribute

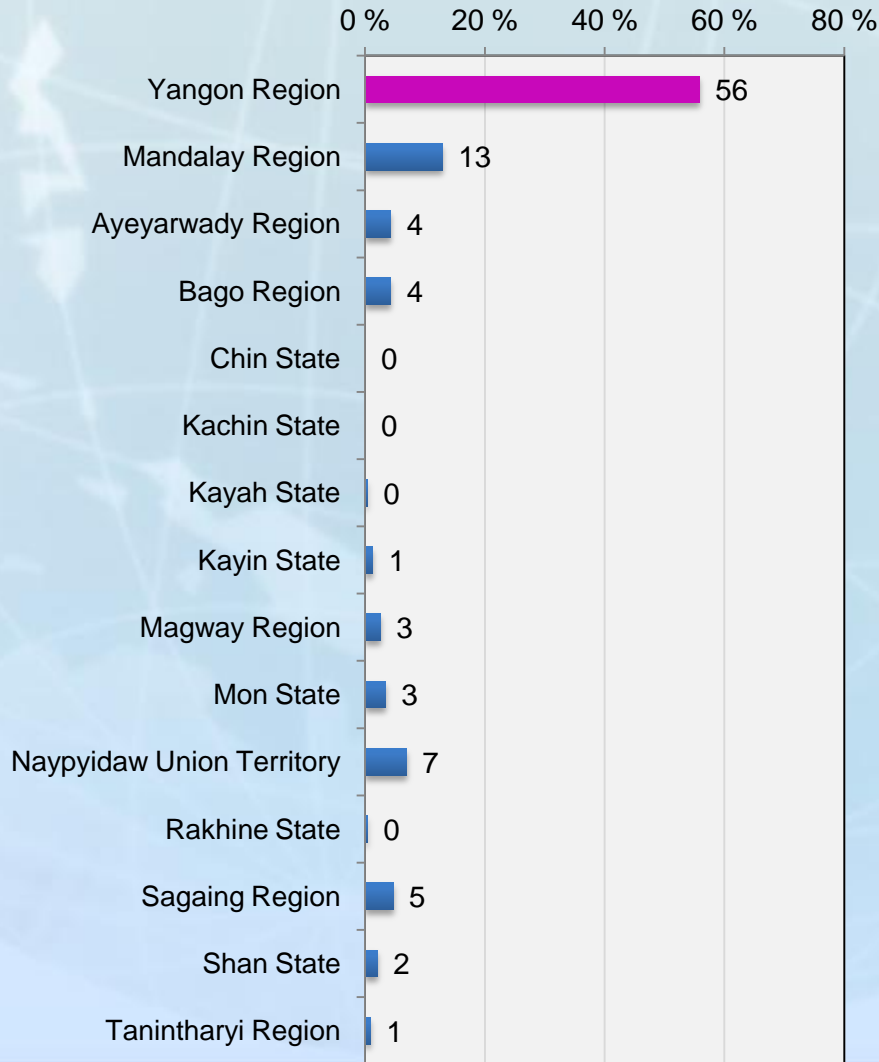
Home screens on their smartphones –Android

Q Please capture a screenshot image of your home screen and upload it. (Optional , Photo)

Home screen photos		
Trend, etc.	<p>Clash of clan, Viber, TubeMate, Wikipedia, MCD(dictionary), Hola (VPN), ADM Pro (download manager), Roller Coaster VR (game)</p>	
Attrib ute	<p>LG L70 Dual D325/Male, 20s/Part-time employee</p>	<p>Sony Xperia J/Female, 30s/Self employed</p>

Demographics

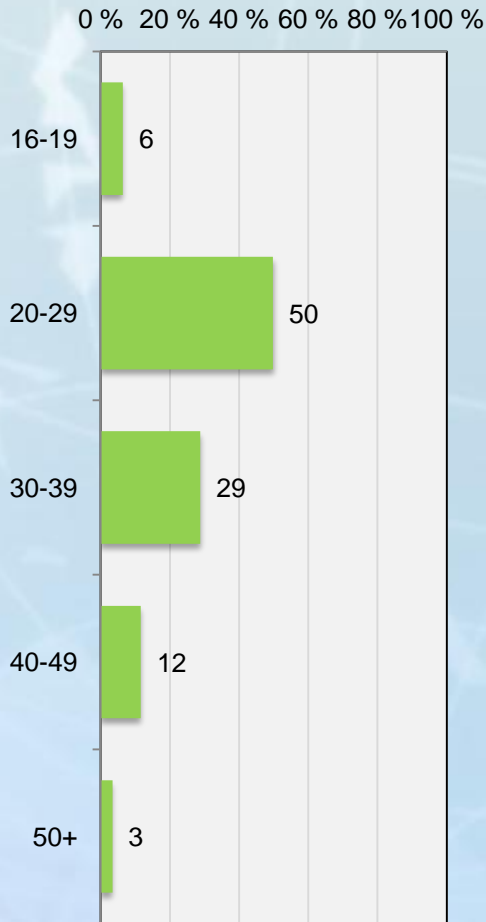
S Areas of residence (SA)



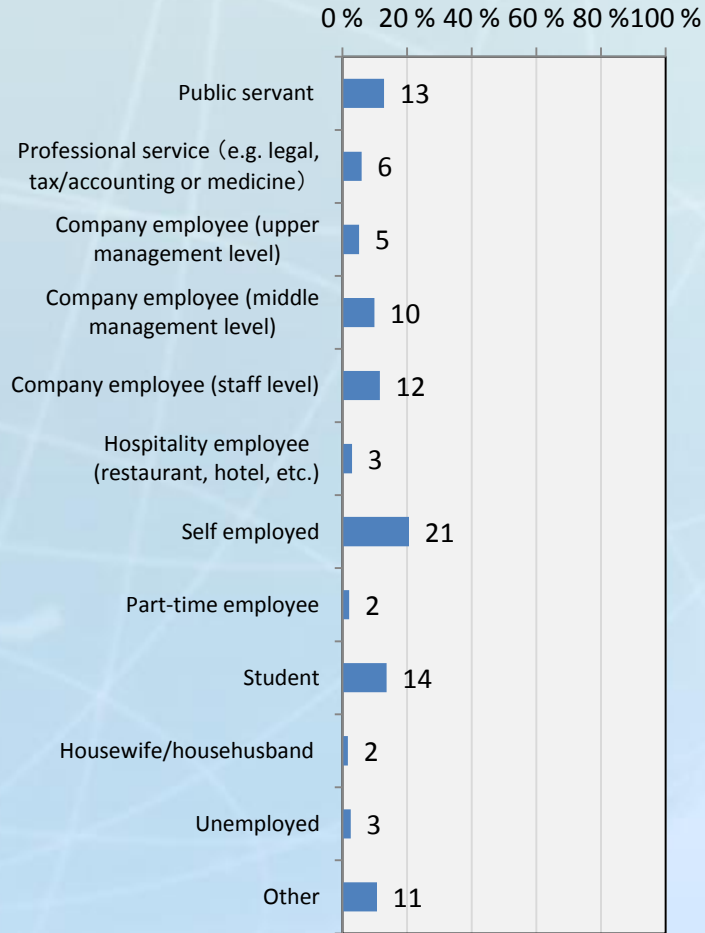
Ref. Myanmar's administrative division map



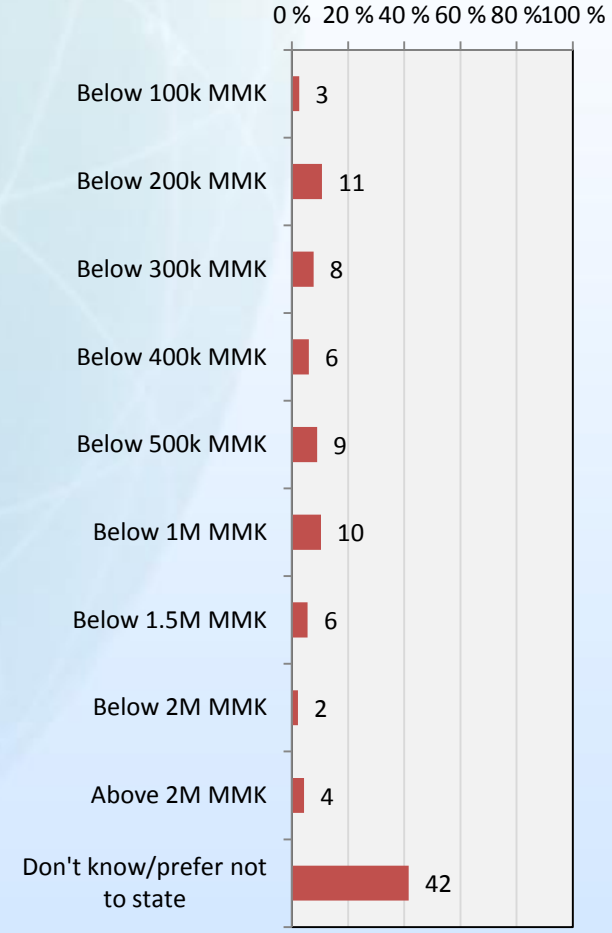
F Age (SA)



F Occupation (SA)



F Household monthly income (SA)



※1000MMK(Kyat) ≒ 1USD

Q Please select the products that you/your household currently own. (MA)

