CMC@NP
Connected Mobile Communities in the Northern Periphery

Project no. 2.3

Outcome 2.4:
Transnational Community Consultation Results

Organisation name of lead contractor for this outcome: Derry City Council

Date of Outcome: 14/05/2009

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1. Purpose of the consultation

As part of Work Package 2 of the Connected Mobile Communities (CMC@NP) project a number of European regions have conducted an electronic transnational community consultation. The purpose of the consultation was to obtain the valuable views and experience of local stakeholders and to convert potential ideas and plans relating to wireless applications and services (mobile phones, PDA's and laptops etc) into real-life projects/ schemes. The goal is to develop and rollout relevant and user orientated applications and services in key areas including:

- Public Service Delivery/ Administration
- Environment & Sustainable Development
- Tourism, Culture and Retail Development
- Community & Voluntary Service Delivery

The Connected Mobile Communities project represents a consortium of regions (Spain, Finland, Northern Ireland, Ireland, Scotland and Sweden) working together to:

1. Promote the competitiveness of smaller cities and rural communities
2. Develop the capability of smaller cities and rural communities to incorporate broadband mobile services into their development strategies
3. To develop and design a number of mobile broadband applications/ services

This project has been initiated in response to the increasingly important role that broadband applications and services are playing in the social and economic aspects of daily life. Mobile broadband applications and services are now truly integrated into people's lives, with a high proportion of the people using the services for work, personal, business and entertainment use. This trend is set to continue and grow. One of the main challenges of this project will be to develop localised services and content based on real needs of local mobile users and, which will enrich the lifestyle of the community in which it is being deployed. The analysis and results of this consultation will therefore directly inform the type of services and applications that could be developed by the partner regions through this project.

2. Methodology

At the outset of the project it was agreed by the partner regions that a questionnaire would be the methodology adopted for collecting information. Survey Monkey was the online tool used to create, collect and analyse the results of the questionnaire.

Each region took responsibilty for identifying a list of contacts for distribution of the questionnaire. It was agreed that the contacts would be drawn from the following organisations: R&D; Telcos providers; business (software/ ICT/ retail); council/ municpality; community/ voluntary; tourism/culture; academic; government (national) health and environment sustainable development. The questionnaire was distributed by each region via email to their selected list of contacts.

3. Overview of responses Received

The questionnaire went live on the 13th March 2009 and closed on 27th March 2009. There were 84 responses received.

The following information provides an overview and analysis of the responses received by respondents.

3.1 Country

Country		
Answer Options	**Response Frequency**	**Response Count**
Spain	12.7%	10
Sweden	10.1%	8
Finland	10.1%	8
Northern Ireland	41.8%	33
Ireland	25.3%	20
Scotland	0.0%	0
Other (please specify)		2
	Answered question	**81**
	Skipped question	**3**

3.2 Organisation / Company details

Which best describes your Organisation/Company?		
Answer Options	**Response Frequency**	**Response Count**
R&D Centre	4.3%	3
Telecos Provider	4.3%	3
Business (Software)	1.4%	1
Business (ICT)	15.7%	11
Council/Municipality	34.3%	24
Community/Voluntary Organisation	10.0%	7
Business (Retail)	0.0%	0
Tourism/Culture	4.3%	3
Academic/Education	20.0%	14
Government Department (National)	5.7%	4
Health	0.0%	0
Environmental/Sustainable Development	0.0%	0
Other (please specify)		12
Answered question		**82**
Skipped question		**2**

- The highest proportion of responses was from Council/ Municipality respondents followed by Academic/ Education sector and ICT businesses.
- The reason for a high proportion of responses from Council/ Municipalities may simply be that the partners involved with the project are predominately from this category therefore a higher proportion of the contacts were naturally derived from this field
- It would be reasonable to expect a good response rate from ICT Businesses as they have a greater understanding of the technology discussed and have an interest in future commercial interests
- The lack of responses from Health and Environmental organisations/ companies is most likely due to the low number of initial contacts made by the project partners in this category

3.3 Area in which the repondents live

What type of area do you live in? (Please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Rural Area (Population less than 5,000)	20.7%	17
Small Urban Area (Population up to 15,000)	17.1%	14
Medium Urban Area (Population between 15,000 and 75,000)	25.6%	21
Large Urban Area (Population greater than 75,000)	36.6%	30
Answered question		**82**
Skipped question		**2**

- The greatest percentage of respondents live in large urban areas however there is a relatively even spread of responses from rural, small urban and medium urban areas
- One of the main challenges of this project will therefore be to develop localised services and content based on real needs of local mobile users and, which will enrich the lifestyle of the community in which it is being deployed

3.4 Devices used to access the Internet

What device do you use most frequently to access the Internet? (Please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Desktop	38.6%	32
Laptop	59.0%	49
Mobile Phone	2.4%	2
PDA	0.0%	0
Digital TV	0.0%	0
Other (please specify)		0
Answered question		**83**
Skipped question		**1**

- Over half the respondents use laptops to access the Internet, followed by desktop PCs.
- While mobile phone use represents only 2.4% of the total in this survey other research conducted in the USA by comScore (a global marketing and research company) states that the number of people using mobile devices such as Smartphones and high-end feature phones to access the Internet has more than

doubled between January 2008 and January 2009. (www.marketingcharts.com). This trend is also likely to occur in the partner regions of this project.

- Given the results of this question and emerging trends it is important that project partners ensure that the applications/ services that they develop are multi-platform to ensure good uptake and functionality across all devices.

3.5 Type of online services used

What type of services do you use online and how frequently?				
Answer Options	**Often**	**Occasionally**	**Not at all**	**Response Count**
E-mail	79	2	0	81
Latest news/ Current Events	48	27	4	79
Research	53	21	3	77
Make a purchase	36	41	2	79
Pay bills	45	26	8	79
Obtain financial information	34	29	14	77
Obtain sports news/ information	31	29	18	78
Play games online	1	12	62	75
Make personal or business travel plans	43	35	2	80
Obtain medical information	1	45	28	74
Download music	10	33	34	77
Watch online video	18	34	24	76
Listen to the radio on the Internet	15	29	30	74
Visit online blogs social networking sites	17	36	24	77
Make a phone call online	14	21	39	74
Other (please specify)				3
			Answered question	**82**
			Skipped question	**2**

- The top three online services used most often by the respondents surveyed are Email, Research and Latest News/ Current Events. These results show similar trends with research conducted by global marketing and research company, comScore who have reported that the number of people accessing online services such as news and information has increased by 50% between January 2008 and January 2009 (www.marketingcharts.com).

- This table illustrates that mobile services are integrated into peoples lives, with a high proportion of the respondents using the services for work, personal business and entertainment use, for example pay bills (45)**,** make personal or business plans (43)**,** make a purchase (36) and obtain sports news info (31)

3.6 Examples of mobile broadband applications and services

Below are examples of mobile broadband applications and services that may be developed through the CMC project. How would you rate these services?					
Answer Options	**Very Important**	**Important**	**Fairly Important**	**Unimportant**	**Response Count**
What's on Guide (theatre, cinema, pubs, club)	14	37	24	5	80
Mobile Monitoring (real time monitoring of images to ensure public spaces are safer and prevent crime)	26	27	16	9	78
Mobile Working for local/regional authority staff (re. on-site completion of reports, incident reporting etc.)	37	27	13	3	80
Traffic Management (e.g. SMS messaging re. parking/road closures/maintenance etc.)	27	34	19	0	80
Transport Schedules (planes, trains, buses)	39	36	4	0	79
Connected while commuting	30	30	15	4	79
Localised Weather & Environment Conditions Reports (SMS messaging re. recreational activities such as fishing, hiking, surfing etc)	11	37	28	3	79
Virtual City Tour (Location aware accessible through multiple devices – laptop, PDA, mobile phones)	17	45	13	5	80
Events on the mobile (SMS service re. music festivals, sports and cultural events)	18	29	20	12	79
Find Shops (guide to locating shops with downloadable maps)	15	32	23	10	80
Learning Programmes for Schools (to educate students on local history and heritage through location based services)	27	29	19	4	79
Community Programme (supporting delivery of free Internet access into community based facilities)	34	32	11	1	78
Effective Health Care (remote health care monitoring for people with chronic or long term illness)	37	26	12	4	79
SMS messaging service to local health centres	28	24	24	4	80

- It is significant to note that respondents were generally favourable of all the proposed services/ applications. If responses for very important and important are collated the number of replies range from 48 out of 79 (Localised Weather) to 75 out of 80 (Transport Schedules). This demonstrates that all of the services are potentially relevant to a high proportion of mobile Internet users. Therefore, partners must consider the following questions for any of the services that they may develop:

    - Is this service already available?

    - Is this service available multi platform?

    - Could this service be enhanced? For example, transport schedules are generally available online however could real time information such as delays, cancellations be incorporated etc. This could be done through RSS feeds or Web 2.0 technology (commuter blogging)?

- Despite the fact that there were only 7 respondents from Community/ Voluntary sector (see Table 2) the development of a community programme (supporting delivery of free Internet access into community facilities) was rated the second highest in terms of importance with 66 respondents (34 Very Important and 32 Important)

- Mobile Working for local/ regional authority staff was rated as third highest in terms of importance. The reason for this may be the fact that there were a higher proportion of Council/ Municipalities respondents in the survey thus skewing the results towards this application/ service.

3.7 Desirable attributes of mobile broadband applications and services

What are the core desirable attributes of mobile broadband applications and services? How much do you agree or disagree with the following?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly Disagree**	**Response Count**
Ease of use	63	16	0	1	80
Engaging interactive content	29	44	5	1	79
Localised (only info. relevant to your location will be displayed)	25	36	15	3	79
Multi Platform (available on a variety of devices - PDAs, mobile phones, laptops etc)	51	25	3	1	80
The service makes life easier	54	21	2	1	78
Improves efficiency in the delivery of public services	41	35	3	1	80
				Answered question	80
				Skipped question	4

- It is significant to note that the majority of respondent's predominately strongly agree or agree with all the attributes presented. There is a range of 65 to 79 respondents against each, see below:
    1. Ease of use (79)
    2. Multiplatform (76)
    3. Improves efficiency in delivery of public services (76)
    4. The service makes life easier (75)
    5. Engaging Interactive Content (73)
    6. Localised (61)
- The only significant exception to this was that 18 out of 79 respondents disagreed or strongly disagreed on the desirability of localised information as a desirable attribute.
- The conclusions that can be drawn from this are - when developing services/ applications it is important to incorporate as many of the attributes listed above as possible at the design stage to ensure uptake and sustainability of the service developed.

3.8 Barriers to up take of mobile broadband applications and services

What are the barriers to up take of mobile broadband applications and services? How much do you agree or disagree with the following statements?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly disagree**	**Response Count**
Digital Divide (those with access to computing resources and those without)	36	35	8	0	79
Availability of infrastructure (e.g. wireless networks) to enable delivery of mobile services	51	23	5	0	79
Lack of knowledge re. benefits of mobile technology	34	31	12	2	79
ICT literacy of end users	26	44	8	1	79
Quality/ relevance of current mobile services provided	31	37	8	1	77
				Answered question	**79**
				Skipped question	**5**

- It is significant to note that the majority of respondent's predominately strongly agree or agree with all the barriers presented. There is a range of 65 to 74 respondents against each, see below:
    1. Infrastructure (74)
    2. Digital Divide (71)
    3. ICT Literacy of end users (70)
    4. Quality & relevance of current services (68)
    5. Lack of knowledge (65)
- This project focuses on mobile applications and services and the funding stipulates that these have to be developed on existing or emerging infrastructure. Therefore while infrastructure is ranked most highly as a barrier it is outside the remit of this project to address.
- However, each of the other 4 barriers should be considered fully in the development of mobile applications/ services so as to mitigate their impact

4. Additional Comments/ Suggestions received

Throughout the questionnaire there were opportunities for respondents to provide additional comments or suggestions regarding the following:

1. Mobile broadband applications and services that would be beneficial to your region
2. Core desirable attributes of mobile broadband applications and services
3. Barriers to up take of mobile broadband applications and services

The following information represents common themes that arose in the consultation responses and a summary of the suggestions provided:

Mobile broadband applications and services that would beneficial to your region:

- Educational applications (not only location-aware but context-aware) for different subject areas such as biology, geography, mathematics, etc where the content and learning activities are based on objects and phenomena of the real world and provide real world relevance
- Tourist information - what's on, local events, directions etc
- Details of services provided by the public sector in the locality and the bodies who are responsible for same
- Location based services
- Mobile money shopping and payment. Optimising shopping and minimising costs using a mobile phone for the entire shopping experience.
- Mobile interactive medical care monitoring etc.
- Remote working -access to personal information repositories

Core desirable attributes of mobile broadband applications and services

- As mobile devices mature and get more 'intelligent' the possibilities for interaction with the environment offer great potential for many useful applications e.g. location-aware capability is getting easier and much more versatile.
- Reliability of services. Cost effective. Updated regularly
- Connection to a website where profile-related information can be stored and hence customised for both mobile-based and desktop-based service connections.
- Only relevant content for the user
- Allow interaction with other users (exchange information/experiences, collaborate, meet)
- If it is not easy to use - it will not be used!
- Little or no black spots

- Mobile services should be an extension/enhancement to an existing web-based service rather than a totally new service - this way we can ensure that those who are not able/willing to use mobile internet connectivity are able to access the same content (this applies particularly to public sector services)

Barriers to up take of mobile broadband applications and services

- Cost of access to services and equipment
- Availability of high-speed mobile networks is particularly problematic in rural areas as network coverage normally does not reach these locations
- To-date mobile development has been piecemeal and ad-hoc, controlled and driven by the phone providers. It is too important to let this continue. There is an urgent need for a national strategic approach to the exploitation of this superb resource
- When unbelievers see the benefits for themselves the roll out will be easier
- No problem for young people. They have the relevant devices and skills. Opportunity for those slightly older to engage in modern embedded ICT
- Usability - easiness of use of terminals and applications
- Lack of contents quality, bandwidth and equipment technology for a reliable and friendly use of the services
- Lack of advantages if one compares desktop and mobile access

5. Conclusions

The main conclusions drawn from this consultation are as follows:

- A major challenge of this project will be to develop localised services and content based on real needs of local mobile users in the communities in which they are being deployed. This is due to the varied size and population density of the regions involved in this project.
- It is important that project partners ensure that the applications/ services that they develop are multi-platform to:
    - ◊ Ensure good uptake and response from users
    - ◊ Optimise use of the content developed
    - ◊ Continued use over time
- Other important desirable attributes that should be incorporated (wherever possible) include- ease of use, engaging interactive content and services that make life easier.
- Mobile services are integrated into people's lives - work, personal business and entertainment – this provides the partner regions with extensive opportunities to develop applications/ services across these areas.
- Respondents were generally favourable to all the proposed services/ applications detailed in the consultation. This demonstrates that all of the services are potentially relevant to a high proportion of mobile Internet users. Therefore, partners should consider the following additional questions on a local basis before developing services
    - ◊ Is this service already available?
    - ◊ Is the service available multi platform?
    - ◊ Can an existing service be enhanced? For example, transport schedules are generally available online however real time information such as delays, cancellations etc could be incorporated etc.

The findings of the consultation regarding the type of service/ applications to be developed through this project have not been conclusive in favour of one specific service or another. This would suggest that the ideas submitted by partners to date are relevant and worth exploring further. We would recommend that each partner recognises its local context and determines exactly what mobile services are already available in their area. This may result in extending/ enhancing existing services or developing a totally new service.

6. Appendixes

6.1 Appendix 1 - Results from Finland

Country		
Answer Options	**Response Frequency**	**Response Count**
Spain	0.0%	0
Sweden	0.0%	0
Finland	100.0%	8
Northern Ireland	0.0%	0
Ireland	0.0%	0
Scotland	0.0%	0
Other (please specify)		1
answered question		8
skipped question		0

Which best describes your Organisation/Company?		
Answer Options	**Response Frequency**	**Response Count**
R&D Centre	0.0%	0
Telecos Provider	0.0%	0
Business (Software)	0.0%	0
Business (ICT)	14.3%	1
Council/Municipality	0.0%	0
Community/Voluntary Organisation	14.3%	1
Business (Retail)	0.0%	0
Tourism/Culture	0.0%	0
Academic/Education	57.1%	4
Government Department (National)	14.3%	1
Health	0.0%	0
Environmental/Sustainable Development	0.0%	0
Other (please specify)		1
answered question		7
skipped question		1

What type of area do you live in? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Rural Area (Population less than 5,000)	12.5%	1
Small Urban Area (Population up to 15,000)	25.0%	2
Medium Urban Area (Population between 15,000 and 75,000)	62.5%	5
Large Urban Area (Population greater than 75,000)	0.0%	0
	answered question	**8**
	skipped question	**0**

What device do you use most frequently to access the Internet? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Desktop	37.5%	3
Laptop	50.0%	4
Mobile Phone	12.5%	1
PDA	0.0%	0
Digital TV	0.0%	0
Other (please specify)		0
	answered question	**8**
	skipped question	**0**

What type of services do you use online and how frequently?				
Answer Options	**Often**	**Occasionally**	**Not at all**	**Response Count**
E-mail	8	0	0	8
Latest news/ Current Events	5	3	0	8
Research	5	3	0	8
Make a purchase	1	5	1	7
Pay bills	7	0	1	8
Obtain financial information	2	4	1	7
Obtain sports news/ information	1	3	3	7
Play games online	0	5	2	7
Make personal or business travel plans	2	5	0	7
Obtain medical information	0	4	2	6
Download music	0	3	4	7
Watch online video	2	5	0	7
Listen to the radio on the Internet	2	3	2	7
Visit online blogs; social networking sites	2	4	1	7
Make a phone call online	3	4	0	7
Other (please specify)				1
			answered question	**8**
			skipped question	**0**

Below are examples of mobile broadband applications and services that may be developed through the CMC project. How would you rate these services?						
Answer Options	**Very Important**	**Important**	**Fairly Important**	**Unimportant**	**Rating Average**	**Response Count**
What's on Guide; (theatre, cinema, pubs, club)	1	4	2	1	2.38	8
Mobile Monitoring (real time monitoring of images to ensure public spaces are safer and prevent crime)	0	2	5	1	2.88	8
Mobile Working for local/regional authority staff (re. on-site completion of reports, incident reporting etc.)	4	1	3	0	1.88	8
Traffic Management (eg. SMS messaging re. parking/road closures/maintenance etc.)	2	4	2	0	2.00	8
Transport Schedules (planes, trains, buses)	4	4	0	0	1.50	8
Connected while commuting	3	2	2	0	1.86	7
Localised Weather & Environment Conditions Reports (SMS messaging re. recreational activities such as fishing, hiking, surfing etc)	2	4	2	0	2.00	8
Virtual City Tour (Location aware accessible through multiple devices - laptop, PDA, mobile phones)	1	6	1	0	2.00	8
Events on the mobile (SMS service re. music festivals, sports and cultural events)	2	2	3	1	2.38	8
Find Shops (guide to locating shops with downloadable maps)	1	3	3	1	2.50	8
Learning Programmes for Schools (to educate students on local history and heritage through location based services)	4	4	0	0	1.50	8
Community Programme (supporting delivery of free Internet access into community based facilities)	2	5	1	0	1.88	8
Effective Health Care (remote health care monitoring for people with chronic or long term illness)	3	4	0	1	1.88	8
SMS messaging service to local health centres	4	2	1	1	1.88	8
					answered question	**8**
					skipped question	**0**

What are the core desirable attributes of mobile broadband applications and services? How much do you agree or disagree with the following?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly Disagree**	**Response Count**
Ease of use	5	2	0	1	8
Engaging interactive content	2	5	0	1	8
Localised (only info. relevant to your location will be displayed)	1	5	1	1	8
Multi Platform (available on a variety of devices - PDAs, mobile phones, laptops etc)	4	3	0	1	8
The service makes life easier	3	3	1	1	8
Improves efficiency in the delivery of public services	2	4	1	1	8
Additional comments on core desirable attributes of mobile broadband applications and services					2
				answered question	**8**
				skipped question	**0**

What are the barriers to up take of mobile broadband applications and services? How much do you agree or disagree with the following statements?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly disagree**	**Response Count**
Digital Divide (those with access to computing resources and those without)	2	3	2	0	7
Availability of infrastructure (e.g. wireless networks) to enable delivery of mobile services	2	4	1	0	7
Lack of knowledge re. benefits of mobile technology	2	3	2	0	7
ICT literacy of end users	0	6	0	1	7
Quality/ relevance of current mobile services provided	2	4	1	0	7
Additional comments on barriers to up take of mobile broadband applications and services					3
				answered question	**7**
				skipped question	**1**

6.2 Appendix 2 – Results from Ireland

Country		
Answer Options	**Response Frequency**	**Response Count**
Spain	0.0%	0
Sweden	0.0%	0
Finland	0.0%	0
Northern Ireland	0.0%	0
Ireland	100.0%	20
Scotland	0.0%	0
Other (please specify)		0
	answered question	**20**
	skipped question	**0**

Which best describes your Organisation/Company?		
Answer Options	**Response Frequency**	**Response Count**
R&D Centre	6.3%	1
Telecos Provider	12.5%	2
Business (Software)	0.0%	0
Business (ICT)	12.5%	2
Council/Municipality	56.3%	9
Community/Voluntary Organisation	0.0%	0
Business (Retail)	0.0%	0
Tourism/Culture	6.3%	1
Academic/Education	6.3%	1
Government Department (National)	0.0%	0
Health	0.0%	0
Environmental/Sustainable Development	0.0%	0
Other (please specify)		5
	answered question	**16**
	skipped question	**4**

What type of area do you live in? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Rural Area (Population less than 5,000)	55.0%	11
Small Urban Area (Population up to 15,000)	10.0%	2
Medium Urban Area (Population between 15,000 and 75,000)	35.0%	7
Large Urban Area (Population greater than 75,000)	0.0%	0
	answered question	**20**
	skipped question	**0**

What device do you use most frequently to access the Internet? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Desktop	20.0%	4
Laptop	80.0%	16
Mobile Phone	0.0%	0
PDA	0.0%	0
Digital TV	0.0%	0
Other (please specify)		0
	answered question	**20**
	skipped question	**0**

What type of services do you use online and how frequently?				
Answer Options	**Often**	**Occasionally**	**Not at all**	**Response Count**
E-mail	19	1	0	20
Latest news/ Current Events	11	7	0	18
Research	14	5	0	19
Make a purchase	10	10	0	20
Pay bills	10	9	0	19
Obtain financial information	7	11	0	18
Obtain sports news/ information	8	8	2	18
Play games online	0	0	17	17
Make personal or business travel plans	12	8	0	20
Obtain medical information	0	13	4	17
Download music	1	9	8	18
Watch online video	4	9	5	18
Listen to the radio on the Internet	1	8	8	17
Visit online blogs; social networking sites	3	10	5	18
Make a phone call online	4	3	10	17
Other (please specify)				1
			answered question	**20**
			skipped question	**0**

Below are examples of mobile broadband applications and services that may be developed through the CMC project. How would you rate these services?						
Answer Options	Very Important	Important	Fairly Important	Unimportant	Rating Average	Response Count
What's on Guide; (theatre, cinema, pubs, club)	2	8	8	1	2.42	19
Mobile Monitoring (real time monitoring of images to ensure public spaces are safer and prevent crime)	7	4	4	3	2.17	18
Mobile Working for local/regional authority staff (re. on-site completion of reports, incident reporting etc.)	13	3	2	1	1.53	19
Traffic Management (eg. SMS messaging re. parking/road closures/maintenance etc.)	6	7	6	0	2.00	19
Transport Schedules (planes, trains, buses)	8	9	1	0	1.61	18
Connected while commuting	8	4	7	0	1.95	19
Localised Weather & Environment Conditions Reports (SMS messaging re. recreational activities such as fishing, hiking, surfing etc)	1	10	6	1	2.39	18
Virtual City Tour (Location aware accessible through multiple devices - laptop, PDA, mobile phones)	3	10	4	2	2.26	19
Events on the mobile (SMS service re. music festivals, sports and cultural events)	4	8	3	4	2.37	19
Find Shops (guide to locating shops with downloadable maps)	2	7	7	3	2.58	19
Learning Programmes for Schools (to educate students on local history and heritage through location based services)	5	6	5	2	2.22	18
Community Programme (supporting delivery of free Internet access into community based facilities)	7	7	4	0	1.83	18
Effective Health Care (remote health care monitoring for people with chronic or long term illness)	12	4	3	0	1.53	19
SMS messaging service to local health centres	7	7	5	0	1.89	19
					answered question	19
					skipped question	1

What are the core desirable attributes of mobile broadband applications and services? How much do you agree or disagree with the following?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly Disagree**	**Response Count**
Ease of use	15	4	0	0	19
Engaging interactive content	6	11	1	0	18
Localised (only info. relevant to your location will be displayed)	7	10	2	0	19
Multi Platform (available on a variety of devices - PDAs, mobile phones, laptops etc)	10	9	0	0	19
The service makes life easier	11	7	0	0	18
Improves efficiency in the delivery of public services	12	7	0	0	19
Additional comments on core desirable attributes of mobile broadband applications and services					0
				answered question	**19**
				skipped question	**1**

What are the barriers to up take of mobile broadband applications and services? How much do you agree or disagree with the following statements?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly disagree**	**Response Count**
Digital Divide (those with access to computing resources and those without)	9	8	2	0	19
Availability of infrastructure (e.g. wireless networks) to enable delivery of mobile services	14	5	0	0	19
Lack of knowledge re. benefits of mobile technology	10	4	5	0	19
ICT literacy of end users	7	8	4	0	19
Quality/ relevance of current mobile services provided	7	8	4	0	19
Additional comments on barriers to up take of mobile broadband applications and services					1
				answered question	**19**
				skipped question	**1**

6.3 Appendix 3 - Results from Northern Ireland

Country		
Answer Options	**Response Frequency**	**Response Count**
Spain	0.0%	0
Sweden	0.0%	0
Finland	0.0%	0
Northern Ireland	100.0%	33
Ireland	0.0%	0
Scotland	0.0%	0
Other (please specify)		1
answered question		33
skipped question		0

Which best describes your Organisation/Company?		
Answer Options	**Response Frequency**	**Response Count**
R&D Centre	0.0%	0
Telecos Provider	0.0%	0
Business (Software)	0.0%	0
Business (ICT)	10.3%	3
Council/Municipality	34.5%	10
Community/Voluntary Organisation	20.7%	6
Business (Retail)	0.0%	0
Tourism/Culture	6.9%	2
Academic/Education	17.2%	5
Government Department (National)	10.3%	3
Health	0.0%	0
Environmental/Sustainable Development	0.0%	0
Other (please specify)		4
answered question		29
skipped question		4

What type of area do you live in? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Rural Area (Population less than 5,000)	9.4%	3
Small Urban Area (Population up to 15,000)	18.8%	6
Medium Urban Area (Population between 15,000 and 75,000)	18.8%	6
Large Urban Area (Population greater than 75,000)	53.1%	17
answered question		**32**
skipped question		**1**

What device do you use most frequently to access the Internet? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Desktop	43.8%	14
Laptop	53.1%	17
Mobile Phone	3.1%	1
PDA	0.0%	0
Digital TV	0.0%	0
Other (please specify)		0
answered question		**32**

What type of services do you use online and how frequently?				
Answer Options	Often	Occasionally	Not at all	Response Count
E-mail	31	1	0	32
Latest news/ Current Events	17	11	3	31
Research	17	11	2	30
Make a purchase	18	12	1	31
Pay bills	17	11	3	31
Obtain financial information	16	9	6	31
Obtain sports news/ information	12	10	9	31
Play games online	1	5	24	30
Make personal or business travel plans	18	13	0	31
Obtain medical information	1	19	10	30
Download music	5	11	14	30
Watch online video	7	11	11	29
Listen to the radio on the Internet	7	11	11	29
Visit online blogs; social networking sites	6	12	13	31
Make a phone call online	2	8	19	29
Other (please specify)				1
			answered question	32
			skipped question	1

Below are examples of mobile broadband applications and services that may be developed through the CMC project. How would you rate these services?						
Answer Options	**Very Important**	**Important**	**Fairly Important**	**Unimportant**	**Rating Average**	**Response Count**
What's on Guide; (theatre, cinema, pubs, club)	9	15	6	2	2.03	32
Mobile Monitoring (real time monitoring of images to ensure public spaces are safer and prevent crime)	13	15	0	3	1.77	31
Mobile Working for local/regional authority staff (re. on-site completion of reports, incident reporting etc.)	11	16	4	1	1.84	32
Traffic Management (eg. SMS messaging re. parking/road closures/maintenance etc.)	12	14	6	0	1.81	32
Transport Schedules (planes, trains, buses)	15	15	2	0	1.59	32
Connected while commuting	13	14	1	4	1.88	32
Localised Weather & Environment Conditions Reports (SMS messaging re. recreational activities such as fishing, hiking, surfing etc)	6	16	9	1	2.16	32
Virtual City Tour (Location aware accessible through multiple devices - laptop, PDA, mobile phones)	8	21	2	1	1.88	32
Events on the mobile (SMS service re. music festivals, sports and cultural events)	8	15	6	2	2.06	31
Find Shops (guide to locating shops with downloadable maps)	9	16	5	2	2.00	32
Learning Programmes for Schools (to educate students on local history and heritage through location based services)	14	10	7	1	1.84	32
Community Programme (supporting delivery of free Internet access into community based facilities)	15	12	3	1	1.68	31
Effective Health Care (remote health care monitoring for people with chronic or long term illness)	17	8	5	2	1.75	32
SMS messaging service to local health centres	12	9	10	1	2.00	32
					answered question	**32**
					skipped question	**1**

What are the core desirable attributes of mobile broadband applications and services? How much do you agree or disagree with the following?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly Disagree**	**Response Count**
Ease of use	25	7	0	0	32
Engaging interactive content	13	17	2	0	32
Localised (only info. relevant to your location will be displayed)	8	13	8	2	31
Multi Platform (available on a variety of devices - PDAs, mobile phones, laptops etc)	22	10	0	0	32
The service makes life easier	23	7	1	0	31
Improves efficiency in the delivery of public services	16	15	1	0	32
Additional comments on core desirable attributes of mobile broadband applications and services					4
				answered question	**32**
				skipped question	**1**

What are the barriers to up take of mobile broadband applications and services? How much do you agree or disagree with the following statements?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly disagree**	**Response Count**
Digital Divide (those with access to computing resources and those without)	16	15	1	0	32
Availability of infrastructure (e.g. wireless networks) to enable delivery of mobile services	21	11	0	0	32
Lack of knowledge re. benefits of mobile technology	16	13	3	0	32
ICT literacy of end users	12	20	0	0	32
Quality/ relevance of current mobile services provided	15	13	3	0	31
Additional comments on barriers to up take of mobile broadband applications and services					4
				answered question	**32**

6.4 Appendix 4 – Results from Spain

Country		
Answer Options	**Response Frequency**	**Response Count**
Spain	100.0%	10
Sweden	0.0%	0
Finland	0.0%	0
Northern Ireland	0.0%	0
Ireland	0.0%	0
Scotland	0.0%	0
Other (please specify)		0
	answered question	**10**
	skipped question	**0**

Which best describes your Organisation/Company?		
Answer Options	**Response Frequency**	**Response Count**
R&D Centre	10.0%	1
Telecos Provider	10.0%	1
Business (Software)	10.0%	1
Business (ICT)	40.0%	4
Council/Municipality	10.0%	1
Community/Voluntary Organisation	0.0%	0
Business (Retail)	0.0%	0
Tourism/Culture	0.0%	0
Academic/Education	20.0%	2
Government Department (National)	0.0%	0
Health	0.0%	0
Environmental/Sustainable Development	0.0%	0
Other (please specify)		0
	answered question	**10**
	skipped question	**0**

What type of area do you live in? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Rural Area (Population less than 5,000)	0.0%	0
Small Urban Area (Population up to 15,000)	10.0%	1
Medium Urban Area (Population between 15,000 and 75,000)	10.0%	1
Large Urban Area (Population greater than 75,000)	80.0%	8
	answered question	**10**
	skipped question	**0**

What device do you use most frequently to access the Internet? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Desktop	60.0%	6
Laptop	40.0%	4
Mobile Phone	0.0%	0
PDA	0.0%	0
Digital TV	0.0%	0
Other (please specify)		0
	answered question	**10**
	skipped question	**0**

What type of services do you use online and how frequently?				
Answer Options	**Often**	**Occasionally**	**Not at all**	**Response Count**
E-mail	10	0	0	10
Latest news/ Current Events	9	0	1	10
Research	8	1	0	9
Make a purchase	4	6	0	10
Pay bills	2	5	3	10
Obtain financial information	6	2	2	10
Obtain sports news/ information	3	3	4	10
Play games online	0	0	10	10
Make personal or business travel plans	6	4	0	10
Obtain medical information	0	3	7	10
Download music	2	3	5	10
Watch online video	2	7	1	10
Listen to the radio on the Internet	1	3	6	10
Visit online blogs; social networking sites	5	4	1	10
Make a phone call online	2	5	3	10
Other (please specify)				0
			answered question	**10**
			skipped question	**0**

Below are examples of mobile broadband applications and services that may be developed through the CMC project. How would you rate these services?						
Answer Options	**Very Important**	**Important**	**Fairly Important**	**Unimportant**	**Rating Average**	**Response Count**
What's on Guide; (theatre, cinema, pubs, club)	2	6	2	0	2.00	10
Mobile Monitoring (real time monitoring of images to ensure public spaces are safer and prevent crime)	5	4	1	0	1.60	10
Mobile Working for local/regional authority staff (re. on-site completion of reports, incident reporting etc.)	5	3	2	0	1.70	10
Traffic Management (e.g. SMS messaging re. parking/road closures/maintenance etc.)	5	5	0	0	1.50	10
Transport Schedules (planes, trains, buses)	8	2	0	0	1.20	10
Connected while commuting	4	3	3	0	1.90	10
Localised Weather & Environment Conditions Reports (SMS messaging re. recreational activities such as fishing, hiking, surfing etc)	1	3	5	1	2.60	10
Virtual City Tour (Location aware accessible through multiple devices - laptop, PDA, mobile phones)	3	4	3	0	2.00	10
Events on the mobile (SMS service re. music festivals, sports and cultural events)	2	1	6	1	2.60	10
Find Shops (guide to locating shops with downloadable maps)	2	2	4	2	2.60	10
Learning Programmes for Schools (to educate students on local history and heritage through location based services)	2	6	2	0	2.00	10
Community Programme (supporting delivery of free Internet access into community based facilities)	7	3	0	0	1.30	10
Effective Health Care (remote health care monitoring for people with chronic or long term illness)	4	5	1	0	1.70	10
SMS messaging service to local health centres	4	2	3	1	2.10	10
					answered question	**10**
					skipped question	**0**

What are the core desirable attributes of mobile broadband applications and services? How much do you agree or disagree with the following?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly Disagree**	**Response Count**
Ease of use	8	2	0	0	10
Engaging interactive content	5	4	1	0	10
Localised (only info. relevant to your location will be displayed)	5	3	2	0	10
Multi Platform (available on a variety of devices - PDAs, mobile phones, laptops etc)	7	2	1	0	10
The service makes life easier	9	1	0	0	10
Improves efficiency in the delivery of public services	7	3	0	0	10
Additional comments on core desirable attributes of mobile broadband applications and services					0
				answered question	**10**
				skipped question	**0**

What are the barriers to up take of mobile broadband applications and services? How much do you agree or disagree with the following statements?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly disagree**	**Response Count**
Digital Divide (those with access to computing resources and those without)	4	4	2	0	10
Availability of infrastructure (e.g. wireless networks) to enable delivery of mobile services	7	1	2	0	10
Lack of knowledge re. benefits of mobile technology	1	6	1	2	10
ICT literacy of end users	3	4	3	0	10
Quality/ relevance of current mobile services provided	3	6	0	1	10
Additional comments on barriers to up take of mobile broadband applications and services					2
				answered question	**10**
				skipped question	**0**

6.5 Appendix 5 – Results from Sweden

Country		
Answer Options	**Response Frequency**	**Response Count**
Spain	0.0%	0
Sweden	100.0%	8
Finland	0.0%	0
Northern Ireland	0.0%	0
Ireland	0.0%	0
Scotland	0.0%	0
Other (please specify)		0
	answered question	**8**
	skipped question	**0**

Which best describes your Organisation/Company?		
Answer Options	**Response Frequency**	**Response Count**
R&D Centre	14.3%	1
Telecos Provider	0.0%	0
Business (Software)	0.0%	0
Business (ICT)	14.3%	1
Council/Municipality	42.9%	3
Community/Voluntary Organisation	0.0%	0
Business (Retail)	0.0%	0
Tourism/Culture	0.0%	0
Academic/Education	28.6%	2
Government Department (National)	0.0%	0
Health	0.0%	0
Environmental/Sustainable Development	0.0%	0
Other (please specify)		1
	answered question	**7**
	skipped question	**1**

What type of area do you live in? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Rural Area (Population less than 5,000)	12.5%	1
Small Urban Area (Population up to 15,000)	25.0%	2
Medium Urban Area (Population between 15,000 and 75,000)	25.0%	2
Large Urban Area (Population greater than 75,000)	37.5%	3
	answered question	**8**
	skipped question	**0**

What device do you use most frequently to access the Internet? (please tick 1)		
Answer Options	**Response Frequency**	**Response Count**
Desktop	25.0%	2
Laptop	75.0%	6
Mobile Phone	0.0%	0
PDA	0.0%	0
Digital TV	0.0%	0
Other (please specify)		0
	answered question	**8**
	skipped question	**0**

What type of services do you use online and how frequently?				
Answer Options	**Often**	**Occasionally**	**Not at all**	**Response Count**
E-mail	8	0	0	8
Latest news/ Current Events	5	3	0	8
Research	7	0	1	8
Make a purchase	2	6	0	8
Pay bills	8	0	0	8
Obtain financial information	2	2	4	8
Obtain sports news/ information	4	4	0	8
Play games online	0	2	6	8
Make personal or business travel plans	4	3	1	8
Obtain medical information	0	4	4	8
Download music	0	6	2	8
Watch online video	2	1	5	8
Listen to the radio on the Internet	3	2	3	8
Visit online blogs; social networking sites	1	5	2	8
Make a phone call online	2	1	5	8
Other (please specify)				0
			answered question	**8**
			skipped question	**0**

Below are examples of mobile broadband applications and services that may be developed through the CMC project. How would you rate these services?						
Answer Options	**Very Important**	**Important**	**Fairly Important**	**Unimportant**	**Rating Average**	**Response Count**
What's on Guide; (theatre, cinema, pubs, club)	0	3	4	1	2.75	8
Mobile Monitoring (real time monitoring of images to ensure public spaces are safer and prevent crime)	0	1	6	1	3.00	8
Mobile Working for local/regional authority staff (re. on-site completion of reports, incident reporting etc.)	3	3	1	1	2.00	8
Traffic Management (e.g. SMS messaging re. parking/road closures/maintenance etc.)	1	2	5	0	2.50	8
Transport Schedules (planes, trains, buses)	3	4	1	0	1.75	8
Connected while commuting	2	4	2	0	2.00	8
Localised Weather & Environment Conditions Reports (SMS messaging re. recreational activities such as fishing, hiking, surfing etc)	1	2	5	0	2.50	8
Virtual City Tour (Location aware accessible through multiple devices - laptop, PDA, mobile phones)	2	2	2	2	2.50	8
Events on the mobile (SMS service re. music festivals, sports and cultural events)	2	3	1	2	2.38	8
Find Shops (guide to locating shops with downloadable maps)	1	3	2	2	2.63	8
Learning Programmes for Schools (to educate students on local history and heritage through location based services)	1	2	4	1	2.63	8
Community Programme (supporting delivery of free Internet access into community based facilities)	2	4	2	0	2.00	8
Effective Health Care (remote health care monitoring for people with chronic or long term illness)	0	4	2	1	2.57	7
SMS messaging service to local health centres	0	3	4	1	2.75	8
					answered question	**8**
					skipped question	**0**

What are the core desirable attributes of mobile broadband applications and services. How much do you agree or disagree with the following?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly Disagree**	**Response Count**
Ease of use	7	1	0	0	8
Engaging interactive content	1	6	1	0	8
Localised (only info. relevant to your location will be displayed)	4	3	1	0	8
Multi Platform (available on a variety of devices - PDAs, mobile phones, laptops etc)	6	0	2	0	8
The service makes life easier	6	2	0	0	8
Improves efficiency in the delivery of public services	3	4	1	0	8
Additional comments on core desirable attributes of mobile broadband applications and services					0
				answered question	**8**
				skipped question	**0**

What are the barriers to up take of mobile broadband applications and services? How much do you agree or disagree with the following statements?					
Answer Options	**Strongly Agree**	**Agree**	**Disagree**	**Strongly disagree**	**Response Count**
Digital Divide (those with access to computing resources and those without)	2	5	1	0	8
Availability of infrastructure (e.g. wireless networks) to enable delivery of mobile services	4	2	2	0	8
Lack of knowledge re. benefits of mobile technology	2	5	1	0	8
ICT literacy of end users	2	5	1	0	8
Quality/ relevance of current mobile services provided	3	5	0	0	8
Additional comments on barriers to up take of mobile broadband applications and services					1
				answered question	**8**