

1)What is your gender?	
Male	141
Female	99
2) Are using any tarriff on a montly basis?	
Yes	209
No	31
3)What is your age?	
15-25	112
26-36	58
37-49	53
50-65	17
4)What is your occupation?	
Student	82
Full-time job	68
Part-time job	36
Freelance	27
Unemployeed	16
Retired	11
5)What is your monthly income?	
up to 70 000 KZT	31
70 000 KZT - 100 000 KZT	113
101 000 KZT - 170 000 KZT	56
171 000 KZT - 250 000 KZT	20
251 000 KZT - 350 000 KZT	15
351 000 KZT and more	5
Who is your mobile operator ?	
Beeline	63
Kcell	121
Tele2	26
Altel	30
7)What is an average cost of your tarriff ?	
up to 2 500 KZT	31
2 500 KZT - 3 500 KZT	71
3 501 KZT - 5 500 KZT	75

5 501 KZT - 7 500 KZT	21
7 500 KZT - 10 000 KZT	11
None	31
8) What is the main feature that you use the most ?	
Internet	131
Calls	41
MMS/SMS	10
Voice Messages	58
9) How often do you call ?	
1 - 3 times a day	13
3 - 6 times a day	88
7 - 10 times a day	87
10 - 15 times a day	31
More than 15	21
10) How much of internet data do you need a month?	
Less than 1 Gigabyte	13
1 - 2 Gigabytes	42
2 - 4 Gigabytes	41
4 - 8 Gigabytes	101
8 - 20 Gigabytes	21
I have limitless fariff.	22
11) What is the main reason you decided to go with your operator?	
Customer service	13
Fast Internet	75
Fast calls	39
Cheaper tarrifs	59
Coverage	21
Quality of voice and technical quality	23
Other	10
12) How do you prefer to learn about the operator's promotions?	
Online	78
In-Store	71
Magazines	22
Friends	38
Other	31
How important for you the following criterion	
SMS/MMS speed	

Very important	21
Important	44
Indifferent	110
Not important	41
Don't care	24
Internet speed	
Very important	140
Important	31
Indifferent	15
Not important	23
Don't care	31
Call quality	
Very important	180
Important	26
Indifferent	31
Not important	2
Don't care	1
Customer support	
Very important	79
Important	65
Indifferent	45
Not important	11
Don't care	40
Price for tarrifs	
Very important	188
Important	22
Indifferent	21
Not important	3
Don't care	6

59%
41%
87%
13%
47%
24%
22%
7%
34%
28%
15%
11%
7%
5%
4%
13%
47%
23%
8%
6%
2%
26%
50%
11%
13%
13%
30%
31%

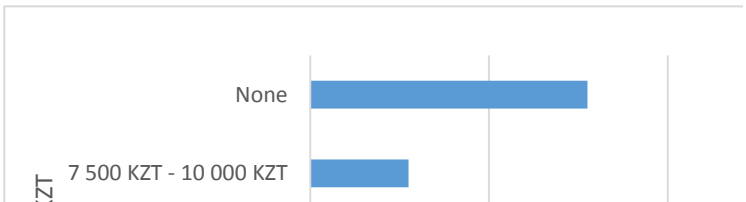
Non-tariff users
31

	Usage
	Yes
Male	120
Female	89
	209
Degree.F	1

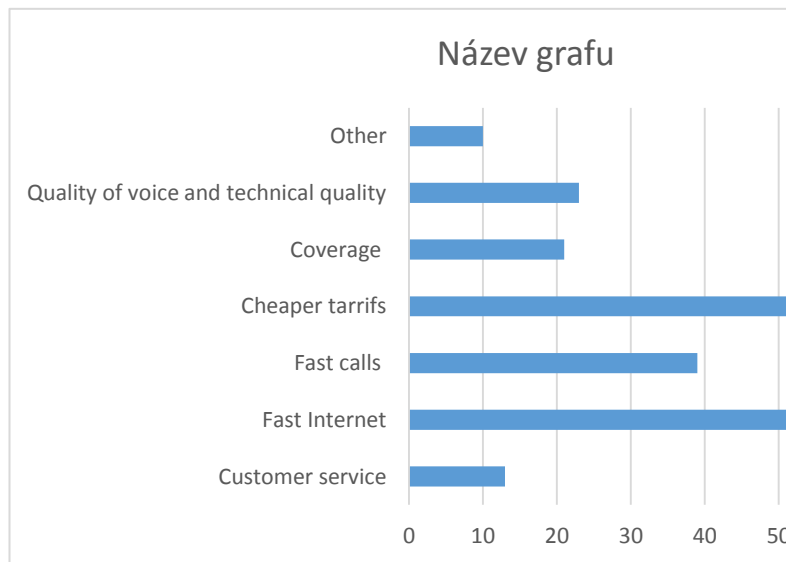
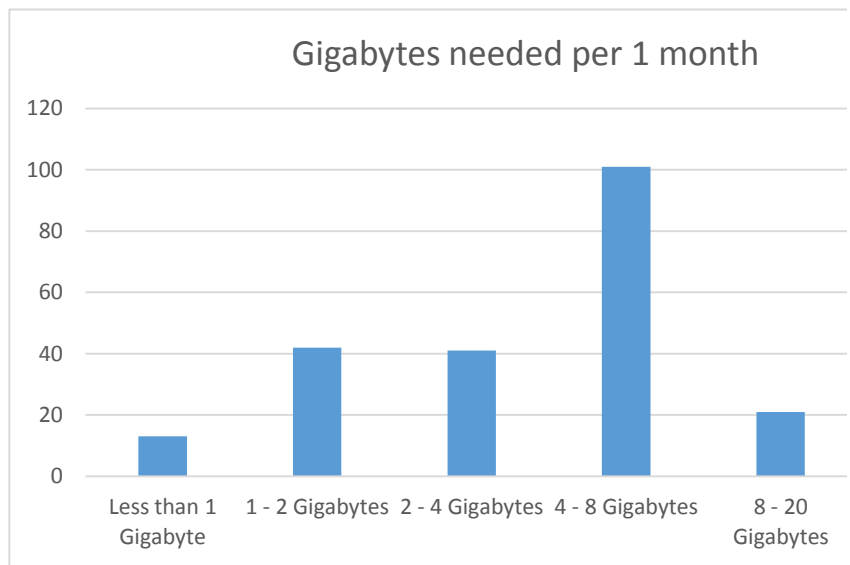
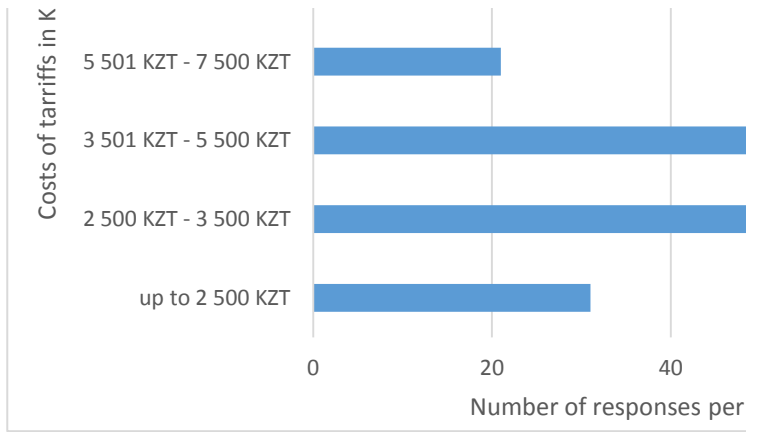
	Usage
Age	Yes
15-25	99
26-36	56
37-49	44
50-65	5
Total	209

	Usage
Occupation	Yes
Student	76
Full-time job	61
Part-time job	31
Freelance	20
Unemployeed	16
Retired	5
Total	209

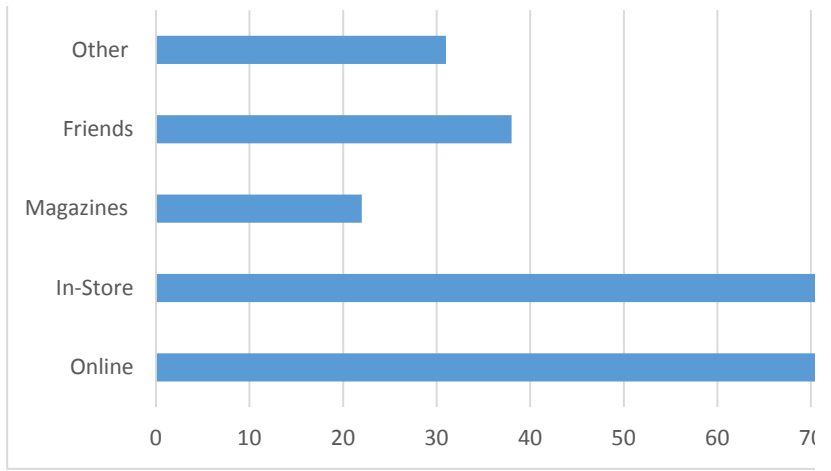
	Usage
Monthly Income	Yes
> 70 000 KZT	15
70 000 KZT - 100 000 KZT	102
101 000 KZT - 170 000 KZT	53
171 000 KZT - 250 000 KZT	19
251 000 KZT - 350 000 KZT	15
351 000 KZT >	5
Total	209



9%
5%
13%
55%
17%
4%
24%
5%
37%
36%
13%
9%
5%
18%
17%
42%
9%
9%
5%
31%
16%
25%
9%
10%
4%
33%
30%
9%
16%
13%



9%
18%
46%
17%
10%
58%
13%
6%
10%
13%
75%
11%
13%
1%
0%
33%
27%
19%
5%
17%
78%
9%
9%
1%
3%



of Tarrifs	
No	Total
21	141
10	99
31	240
(R-1)*(C-1)	

Expected frequency		
Gender	Yes	No
Male	122.7875	18.2125
Female	86.2125	12.7875
	209	31
Degree.F	1	(R-1)*(C-1)

of Tarrifs	
No	Total
13	112
2	58
9	53
12	17
31	240

Expected frequency		
Age	Yes	No
15-25	97.53333333	14.46666667
26-36	50.50833333	7.491666667
37-49	46.15416667	6.845833333
50-65	14.80416667	2.195833333
Total	209	31
DF	9	(R-1)*(C-1)

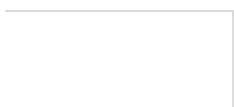
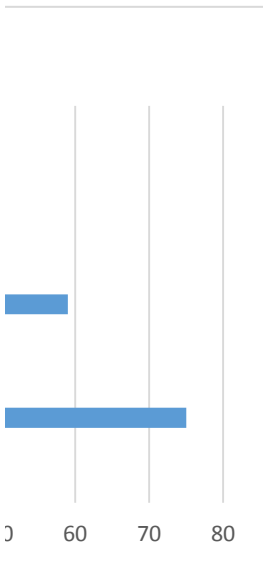
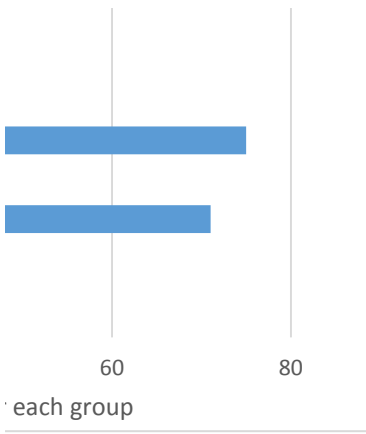
of Tarrifs	
No	Total
6	82
7	68
5	36
7	27
0	16
6	11
31	240

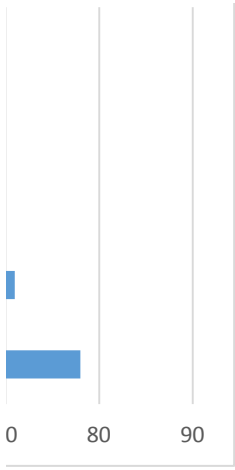
Expected frequency			Usage of Tarrifs	
Occupation	Yes	No		
Student	71.40833333	10.59166667		
Full-time job	59.21666667	8.783333333		
Part-time job	31.35	4.65		
Freelance	23.5125	3.4875		
Unemployeed	13.93333333	2.066666667		
Retired	9.579166667	1.420833333		
Total	209	31		
DF	25	(R-1)*(C-1)		

of Tarrifs	
No	Total
16	31
11	113
3	56
1	20
0	15
0	5
31	240

Expected frequency			Usage of Tarrifs	
Monthly Income	Yes	No		
> 70 000 KZT	26.99583333	4.004166667		
70 000 KZT - 100 000 KZT	98.40416667	14.59583333		
101 000 KZT - 170 000 KZT	48.76666667	7.233333333		
171 000 KZT - 250 000 KZT	17.41666667	2.583333333		
251 000 KZT - 350 000 KZT	13.0625	1.9375		
351 000 KZT >	4.354166667	0.645833333		
Total	209	31		
DF	25	(R-1)*(C-1)		

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141
99
240

X2	Usage of Tarrifs		
Gender	Yes	No	
Male	0.06328133	0.426638641	141
Female	0.090127954	0.607636852	99
	209	31	1.187684777

Total
112
58
53
17
240

X2	Usage of Tarrifs		
Age	Yes	No	Total
15-25	0.022055138	0.148694316	112
26-36	0.597097564	4.025593252	58
37-49	0.100542039	0.677847941	53
50-65	6.49288043	43.77458096	17
Total	209	31	55.83929164

82
68
36
27
16
11
240

X2	Usage of Tarrifs		
Occupation	Yes	No	
Student	0.295251293	1.990565172	2.285816465
Full-time job	0.053705789	0.362080961	0.41578675
Part-time job	0.003907496	0.026344086	0.030251582
Freelance	0.524727539	3.537679211	4.06240675
Unemployeed	0.306539075	2.066666667	2.373205742
Retired	2.188997028	14.75807674	16.94707376
Total	3.373128219	22.74141283	26.11454105

31
113
56
20
15
5
240

X2	Usage of Tarrifs		
Monthly Income	Yes	No	
> 70 000 KZT	5.330452873	35.93756937	41.26802225
70 000 KZT - 100 000 KZT	0.131397052	0.885870444	1.017267496
101 000 KZT - 170 000 KZT	0.367486899	2.477572965	2.845059864
171 000 KZT - 250 000 KZT	0.143939394	0.970430108	1.114369501
251 000 KZT - 350 000 KZT	0.287380383	1.9375	2.224880383
351 000 KZT >	0.095793461	0.645833333	0.741626794
Total	6.356450062	42.85477622	49.21122628

X2	1.187684777	
Chi.Square	3.841458821	
P-value	0.275797062	Accept H0

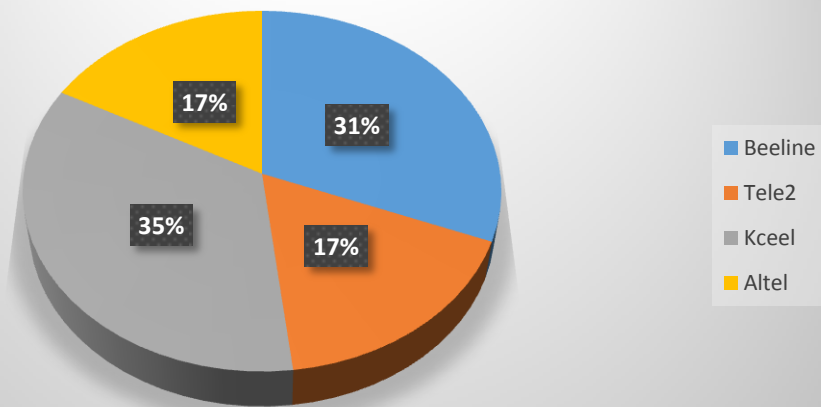
X2	55.83929164	
Chi.Square	16.9189776	
P-value	8.4242E-09	Reject H0

X2	26.11454105	
Chi.Square	37.65248413	
P-value	0.401506445	Accept

X2	49.21122628	
Chi.Square	37.65248413	
P-value	0.002662639	Reject H0

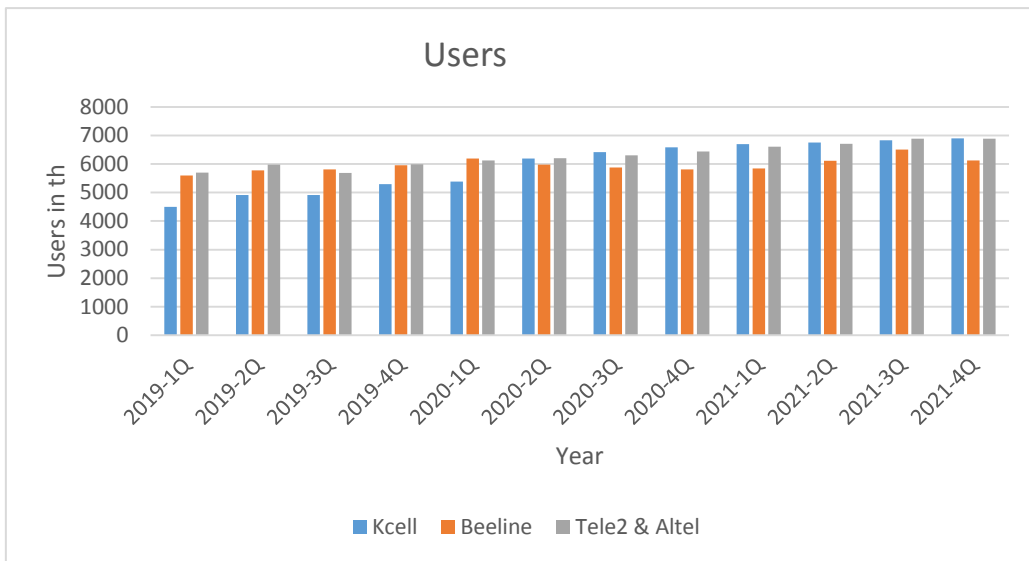
	Population	19,835,000
Beeline	6,150,000	31%
Tele2	3,400,000	17%
Kceel	6,900,000	35%
Altel	3,400,000	17%

Market share of GSM's



year
Kcell
Beeline
Tele2 & Alt

2019-1Q	2019-2Q	2019-3Q	2019-4Q	2020-1Q	2020-2Q	2020-3Q	2020-4Q	2021-1Q
4500	4918	4912	5300	5391	6199	6418	6590	6701
5601	5781	5811	5956	6199	5981	5877	5811	5844
5699	5982	5689	5996	6129	6204	6306	6445	6612



2021-2Q	2021-3Q	2021-4Q
6750	6830	6900
6120	6509	6132
6710	6891	6890