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●	7	2	Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?	Base: All workers who use a mobile for work	725
●	13	3	Q.3 How often, if at all, do you travel by train, excluding the metro\ underground? This includes any train travel you might do for work or for personal or leisure purposes.	Base: All who use a mobile	3669
●	20	4	Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.	Base: All who use a mobile	2136
●	27	5	Q.6 How long have you used ... for? - Total	Base: All who use a mobile	2136
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●	95	17	Q.9_08 Generally, how often do you use this mobile phone - Internet	Base: All who use mobile functions	1049
●	101	18	Q.9 Total phone usage - times used per week	Base: All who use mobile functions	2116
	107	19	Q.10 Which of the following functions is the ... to you when thinking about your mobile operator? - Summary table	Base: All who use a mobile	2223
●	108	20	Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important	Base: All who use a mobile	2136
●	114	21	Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important	Base: All who use a mobile	2136
●	120	22	Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important	Base: All who use a mobile	2136
●	126	23	Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important	Base: All who use a mobile	2136
●	132	24	Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important	Base: All who use a mobile	2136
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	144	26	Q.11 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied. - Summary table	Base: All who use a mobile	2136
●	145	27	Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied. - Cost- of phone service contract	Base: All who use a mobile	2136
●	151	28	Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied. - Handset - type and functionality e.g. camera, screen, size, brand	Base: All who use a mobile	2136
●	157	29	Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	Base: All who use a mobile	2136
●	163	30	Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied. - Speed or reliability of internet	Base: All who use a mobile	2136

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●	175	32	Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied	Base: All who use a mobile	2136
●	181	33	Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?	Base: All who use a mobile	2136
	193	34	Q.14 And how often do you experience these issues with mobile reception? - Summary table	Base: All who have experienced reception problems	704
●	194	35	Q.14_01 And how often do you experience these issues with mobile reception? - No signal\reception on phone	Base: All who have experienced reception problems	704
●	200	36	Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make\connect a call (even though the phone shows 'bars' present	Base: All who have experienced reception problems	269
●	206	37	Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality\calls break up	Base: All who have experienced reception problems	313
●	212	38	Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly	Base: All who have experienced reception problems	307
●	218	39	Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages	Base: All who have experienced reception problems	248

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●	224	40	Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late	Base: All who have experienced reception problems	277
●	230	41	Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet	Base: All who have experienced reception problems	304
●	236	42	Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails	Base: All who have experienced reception problems	157
●	242	43	Q.14 And how often do you experience these issues with mobile reception? - Frequently	Base: All who have experienced reception problems	1105
●	248	44	Q.14 And how often do you experience these issues with mobile reception? - Sometimes	Base: All who have experienced reception problems	1105
●	254	45	Q.14 And how often do you experience these issues with mobile reception? - Rarely	Base: All who have experienced reception problems	1105
	260	46	Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Summary table	Base: All who use a mobile	2223
●	261	47	Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important	Base: All who use a mobile	2136
●	267	48	Q.15_02 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important	Base: All who use a mobile	1068
●	273	49	Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important	Base: All who use a mobile	1007
●	279	50	Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important	Base: All who use a mobile	932

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●	285	51	Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important	Base: All who use a mobile	872
●	291	52	Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table	Base: All who use a mobile	2136
	297	53	Q.16 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Summary table	Base: All who use a mobile	2136
●	298	54	Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls	Base: All who use a mobile	2136
●	304	55	Q.16_02 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up	Base: All who use a mobile	2136
●	310	56	Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed	Base: All who use a mobile	2136
●	316	57	Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay	Base: All who use a mobile	2136

	Page	Table	Title	Base Description	Base
●	322	58	Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile	Base: All who use a mobile	2136
	328	59	Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Summary table	Base: All who use a mobile	2136
●	329	60	Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home	Base: All who use a mobile	2136
●	335	61	Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study	Base: All who use a mobile	2136
●	341	62	Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home	Base: All who use a mobile	2136

	Page	Table	Title	Base Description	Base
●	347	63	Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school	Base: All who use a mobile	2136
●	353	64	Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas	Base: All who use a mobile	2136
●	359	65	Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas	Base: All who use a mobile	2136
●	365	66	Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road	Base: All who use a mobile	1760
●	371	67	Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail	Base: All who use a mobile	542

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●	377	68	Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations? Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table	Base: All who use a mobile	2136
	383	69	Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Summary table	Base: All who use a mobile	2136
●	384	70	Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home	Base: All who use a mobile	2136
●	390	71	Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study	Base: All who use a mobile	2136
●	396	72	Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home	Base: All who use a mobile	2136

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●	402	73	Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school	Base: All who use a mobile	2136
●	408	74	Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas	Base: All who use a mobile	2136
●	414	75	Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas	Base: All who use a mobile	2136
●	420	76	Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road	Base: All who use a mobile	1760
●	426	77	Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail	Base: All who use a mobile	542

	Page	Table	Title	Base Description	Base
●	432	78	Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table	Base: All who use a mobile	2136
●	438	79	Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?	Base: All who use a mobile	2136
●	450	80	Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?	Base: All who use a mobile	2136
	462	81	Q.21 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Summary table	Base: All who use a mobile	2136
●	463	82	Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home	Base: All who use a mobile	2136
●	469	83	Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study	Base: All who use a mobile	2136
●	475	84	Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home	Base: All who use a mobile	2136

	Page	Table	Title	Base Description	Base
●	481	85	Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school	Base: All who use a mobile	2136
●	487	86	Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas	Base: All who use a mobile	2136
●	493	87	Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas	Base: All who use a mobile	2136
●	499	88	Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road	Base: All who use a mobile	1760
●	505	89	Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail	Base: All who use a mobile	542
	511	90	Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Summary table	Base: All who use their mobile for internet	900

	Page	Table	Title	Base Description	Base
●	512	91	Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home	Base: All who use their mobile for internet	900
●	518	92	Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study	Base: All who use their mobile for internet	900
●	524	93	Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home	Base: All who use their mobile for internet	900
●	530	94	Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school	Base: All who use their mobile for internet	900
●	536	95	Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas	Base: All who use their mobile for internet	900

	Page	Table	Title	Base Description	Base
●	542	96	Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas	Base: All who use their mobile for internet	900
●	548	97	Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road	Base: All who use their mobile for internet	768
●	554	98	Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail	Base: All who use their mobile for internet	269
●	560	99	Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Mean summary table	Base: All who use their mobile for internet	900
	566	100	Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Summary table	Base: All who use their mobile for internet	900

	Page	Table	Title	Base Description	Base
●	567	101	Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Indoors at home	Base: All who use their mobile for internet	900
●	573	102	Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Indoors at work place or place of study	Base: All who use their mobile for internet	900
●	579	103	Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Indoors in general e.g. building other than work, school or home	Base: All who use their mobile for internet	900
●	585	104	Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Outdoors around places I go to regularly, e.g. home, work or school	Base: All who use their mobile for internet	900
●	591	105	Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Outdoors in rural areas	Base: All who use their mobile for internet	900
●	597	106	Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Outdoors in urban areas	Base: All who use their mobile for internet	900

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●	603	107	Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Reception whilst travelling by road	Base: All who use their mobile for internet	768
●	609	108	Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Reception whilst travelling by rail	Base: All who use their mobile for internet	269
●	615	109	Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi - Mean summary table	Base: All who use their mobile for internet	900
●	621	110	Q.24 Compared to 12 months ago , are you MORE satisfied with the ability to use the internet through ... in any of the following locations? By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WiFi.	Base: All who use their mobile for internet	900
●	633	111	Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?	Base: All who use their mobile for internet	900
	645	112	Q.26 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Summary table	Base: All who use their mobile for internet	900
●	646	113	Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home	Base: All who use their mobile for internet	900

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●	652	114	Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study	Base: All who use their mobile for internet	900
●	658	115	Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home	Base: All who use their mobile for internet	900
●	664	116	Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school	Base: All who use their mobile for internet	900
●	670	117	Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas	Base: All who use their mobile for internet	900
●	676	118	Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas	Base: All who use their mobile for internet	900
●	682	119	Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road	Base: All who use their mobile for internet	768
●	688	120	Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail	Base: All who use their mobile for internet	269

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●	694	121	Q. Break x break	Base: All who use a mobile	2136

Q.1 Do you use a mobile phone for...
Base: All adults in UK

Total (a)	GENDER		AGE									
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)	
Unweighted Base 4207	1946	2261	622	804	627	576	496	1082	1426	1203	1578	
Weighted Base 4207	2047	2160	562	633	653	720	602	806	1426	1373	1498	
Personal use only 67%BGK	1239 61%	1586 73%AB	457 77%AEFGHJK L	564 68%GK	413 63%	423 59%	425 71%GK	544 67%GK	1021 72%AFGIK	836 61%	968 69%GK	
Work use only 1%	26 1%C	9 *	2 *	9 1%II	12 2%ADHJL	8 1%I	4 1%	1 *	11 1%J	19 1%DI	5 *	
Both personal and work use 22%CHL	578 28%AC	330 15%	115 19%IL	238 29%ADHIL	206 31%ADHJL	242 34%ADHJL	92 15%IL	15 2%	353 25%ADHIL	448 33%ADHJL	107 8%I	
Do not use a mobile phone 9%DEFGJK	180 9%	219 10%	18 3%	14 2%	16 2%	39 5%dEU	75 12%aDEFGJK	238 29%AEFGHJKL	31 2%	55 4%EJ	313 22%ADEFGH JK	
SUMMARY CODES												
ANY PERSONAL 89%IL	1817 89%	1917 86%	572 97%AGHIKL	802 96%AGHIKL	618 95%AHIL	666 92%AHIL	516 86%IL	559 69%	1374 96%AGHIKL	1284 93%AHIL	1075 76%I	
ANY WORK 22%CHL	604 29%AC	339 16%	117 20%IL	247 30%ADHJL	217 33%ADHJL	250 35%ADHJL	96 16%IL	16 2%	364 26%ADHIL	467 34%ADHJL	112 8%I	
Don't know 1% 1% 1%	40 1% 1%	24 1% 1%	16 1% 1%	1 * 1% 1%	9 1% 1% 1%	7 1% 1% 1%	8 1% 1% 1%	6 1% 1% 1%	9 1% 1% 1%	9 1% 1% 1%	15 1% 1% 1%	16 1% 1% 1%



Q.1 Do you use a mobile phone for...
Base: All adults in UK

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	4207	744	1092	844	1527	1836	2371	1837	2370
Weighted Base	4207	828	1240	878	1281	2088	2139	2100	2107
Personal use only	2825	470	833	579	943	1303	1522	1151	1674
	67%BFBFH	57%	67%BI	66%B	75%ABCADFg	63%B	71%ABcADF	55%	79%AH
Work use only	35	7	13	8	7	15	15	32	2
	1%I	1%	1%	1%	1%	1%	2%AI	-	-
Both personal and work use	908	283	319	202	104	602	306	835	73
	22%EGEGl	34%ACADEIG	28%AAEG	23%EG	8%	23%AADEG	14%E	40%AI	3%
Do not use a mobile phone	399	62	63	82	193	124	275	60	339
	9%CFPFH	7%c	5%	9%CF	15%ABCADFg	6%	13%ABCADF	3%	16%AH
SUMMARY CODES									
ANY PERSONAL	3733	753	1152	781	1047	1905	1828	1986	1747
	89%EGEGl	91%EG	93%AADEG	89%EG	83%	92%AADEG	85%e	95%AI	83%
ANY WORK	943	290	332	210	112	621	321	867	76
	22%EGEGl	35%ACADERG	27%AAEG	24%EG	9%	30%AADEG	15%E	41%AI	4%
Don't know	40	6	12	8	13	19	21	22	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q.1 Do you use a mobile phone for...
Base: All adults in UK

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	4207	3424	3461	404	221	121
Weighted Base	4207	3435	3499	381	219	109
Personal use only	2825 67%	2312 67%	2361 67%	246 65%	147 67%	72 66%
Work use only	35 1%	29 1%	29 1%	2 1%	1 1%	2 2%
Both personal and work use	908 22%	755 22%	759 22%	83 22%	44 20%	22 21%
Do not use a mobile phone	399 9%	305 9%	318 9%	42 11%	27 12%	12 11%
SUMMARY CODES						
ANY PERSONAL	3733 89%	3067 89% ^c	3120 89%	328 86%	190 87%	94 87%
ANY WORK	943 22%	784 23%	788 23%	85 22%	45 21%	25 23%
Don't know	40 1%	34 1%	32 1%	8 2% ^{adff}	-	-

Q.1 Do you use a mobile phone for...
Base: All adults in UK

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	4207	190	492	362	303	382	370	491	560	311	221	494	121	277	3930
Weighted Base	4207	190	473	346	294	378	373	514	600	331	219	381	109	337	3870
Personal use only	2825 67% ^{hjn}	146 77% ^{aFGHJKL}	329 70% ^{hij}	251 73% ^{aFHJL}	224 76% ^{AFGHJKLm}	232 61%	249 67%	319 62%	408 68% ^f	202 61%	147 67%	246 65%	72 66%	-	2825 73% ^{LAN}
Work use only	35 1%	-	5 1%	-	5 2% ^d	3 1%	6 1% ^d	5 1%	3 1%	2 1%	1 1%	2 1%	2 2% ^{bD}	8 2% ^{AO}	26 1%
Both personal and work use	908 22% ^{BDEO}	25 13%	87 18% ^e	55 16%	37 12%	104 27% ^{aBCDE}	77 21% ^{bE}	157 31% ^{ABCDE}	143 24% ^{BcDE}	75 23% ^{bDE}	44 20% ^e	83 22% ^{bE}	22 21% ^e	328 96% ^{AO}	580 15%
Do not use a mobile phone	399 9% ^{HN}	17 9% ^h	48 10% ^H	39 11% ^{HI}	25 9% ^H	32 9% ^h	40 11% ^H	22 4%	43 7%	50 15% ^{AcclHl}	27 12% ^{HI}	42 11% ^{HI}	12 11% ^H	-	399 10% ^N
SUMMARY CODES															
ANY PERSONAL	3733 89% ^j	171 90%	416 88%	306 89%	260 89%	336 89%	326 87%	476 93% ^{acqjklm}	551 92% ^{acqjkl}	278 84%	190 87%	328 86%	94 87%	328 98% ^{AO}	3405 88%
ANY WORK	943 22% ^{BDEO}	25 13%	92 19%	55 16%	41 14%	106 28% ^{aBCDE}	83 22% ^{bDE}	162 31% ^{ABCDE}	146 24% ^{BDE}	78 23% ^{BDE}	45 21%	85 22% ^{bDE}	25 23% ^{be}	337 100% ^{AO}	606 16%
Don't know	40 1%	2 1%	4 1%	1 *	2 1%	7 2% ^{djkl}	1 *	11 2% ^{adqjkl}	2 *	1 *	-	8 2% ^{adqjkl}	-	-	40 1%



Q.1 Do you use a mobile phone for...
Base: All adults in UK

Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 4207	321	426	1406	1637	199	1636	822	650	638
Weighted Base 4207	336	427	1528	1745	194	1938	866	693	617
Personal use only 2825 67% ^H	209 62%	309 72% ^{aB}	1208 79% ^{ABC}	1157 66%	144 75% ^{aeg}	1302 67%	512 58%	466 67% ^H	542 88% ^{AHI}
Work use only 35 1%	3 1%	2 1%	20 1%	24 1%	1 1%	25 1%	12 1%	9 1%	5 1%
Both personal and work use 908 22% ^J	124 37% ^{ACD}	116 27% ^{aD}	301 20%	564 32% ^{AI}	48 25%	612 32% ^A	362 41% ^{AUJ}	219 32% ^{AJ}	70 11%
Do not use a mobile phone 399 9% ^{BCDEFGHJ}	-	-	-	-	-	-	-	-	-
SUMMARY CODES									
ANY PERSONAL 89% 943 22% ^J	333 99% ^A	425 99% ^A	1508 99% ^A	1721 99% ^A	193 99% ^A	1914 99% ^A	874 99% ^A	685 99% ^A	612 99% ^A
ANY WORK 40 1% ^{DEGHI}	128 38% ^{ACD}	118 28% ^{aD}	321 21%	587 34% ^{AI}	49 25%	636 33% ^{AI}	375 42% ^{AUJ}	228 33% ^{AJ}	75 12%
Don't know	-	-	-	-	-	-	-	-	-

Q.1 Do you use a mobile phone for...
Base: All adults in UK

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	4207	394	1734	1070	771	212	1723	296	117
Weighted Base	4207	410	1804	1061	830	239	1790	309	124
Personal use only	2825	301	1232	865	531	105	1243	213	84
	67%F	73%a	68%	81%AEF	64%F	44%	69%	69%	68%
Work use only	35	4	23	5	5	2	19	8	-
	1%	1%	1%	1%	1%	1%	1%	3%Ag	-
Both personal and work use	908	105	549	191	294	133	528	88	40
	22%d	26%	30%A	18%	35%AD	56%ADE	30%A	29%A	32%A
Do not use a mobile phone	399	-	-	-	-	-	-	-	-
	9%BCDEFGHI	-	-	-	-	-	-	-	-
SUMMARY CODES									
ANY PERSONAL	3733	406	1782	1056	825	237	1771	301	124
	89%	99%A	99%A	99%A	99%A	99%A	99%Ah	97%A	100%A
ANY WORK	943	109	572	196	299	135	547	96	40
	22%D	27%	32%A	19%	36%AD	56%ADE	31%A	31%A	32%a
Don't know	40	-	-	-	-	-	-	-	-
	1%CDEG	-	-	-	-	-	-	-	-

Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?
 Base: All workers who use a mobile for work

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	725	465	260	86	207	178	177	63	14	293	355	77
Weighted Base	867	564	303	88*	236	206	242	65*	11**	324	448	96*
Yes - 2 to 10 employees	123	76	48	11	45	29	29	10	-	56	58	10
	14%	13%	16%	13%	19%	14%	12%	-	-	17%	13%	10%
Yes - Self employed	213	158	55	7	41	61	70	27	7	48	131	34
	25% ^{cDeJ}	28% ^c	18%	8%	17%	30% ^{dEJ}	29% ^{dEJ}	32% ^{dEJ}	63%	15%	29% ^{dEJ}	36% ^{aDEJ}
No	529	331	198	69	150	117	141	48	4	220	258	52
	61%	59%	66%	79% ^{aafGhKL}	64%	57%	58%	56%	37%	68% ^{aafgKl}	58%	54%
SUMMARY CODE												
ANY SMALL BUSINESS USER	337	234	103	18	86	89	99	37	7	104	189	44
	39% ^d	41%	34%	21%	36% ^d	43% ^d	41% ^d	44% ^d	63%	32%	42% ^d	46% ^d
Don't know	2	-	2	-	-	-	2	-	-	-	2	-
	-	-	1%	-	-	-	1%	-	-	-	-	-

Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?
 Base: All workers who use a mobile for work

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	725	205	247	173	100	452	273	725	-
Weighted Base	867	268	307	198	93*	575	292	867	**
Yes - 2 to 10 employees	123	36	51	25	11	88	36	123	-
	14%	13%	17%	13%	12%	15%	12%	14%	-
Yes - Self employed	213	58	68	61	26	126	87	213	-
	25%	21%	22%	31% ^{bf}	28%	22%	30% ^{bf}	25%	-
No	529	175	187	111	56	362	168	529	-
	61%	65%	61%	56%	60%	63%	57%	61%	-
SUMMARY CODE									
ANY SMALL BUSINESS USER	337	94	120	86	37	214	123	337	-
	39%	35%	39%	43%	40%	37%	42%	39%	-
Don't know	2	-	-	2	-	-	2	2	-
	-	-	-	1%	-	-	1%	*	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g - a/h/i

* small base; ** very small base (under 30) ineligible for sig testing

Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?
 Base: All workers who use a mobile for work

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	725	592	133	603	64	38	20
Weighted Base	867	714	153	724	79*	39*	24**
Yes - 2 to 10 employees	123	107	17	106	11	3	3
	14%	15%	11%	15%	14%	9%	14%
Yes - Self employed	213	173	40	192	13	1	9
	25% ^F	24%	28%	26% ^F	16% ^F	2%	31%
No	529	433	96	426	55	35	13
	61%	61%	63%	59%	70%	89% ^{ADe}	55%
SUMMARY CODE							
ANY SMALL BUSINESS USER	337	279	57	297	24	4	11
	39% ^F	39%	37%	41% ^F	30% ^F	11%	45%
Don't know	2	2	-	2	-	-	-
	*	-	-	*	-	-	-

Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?

Base: All workers who use a mobile for work

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	725	19	59	44	35	54	73	110	111	57	38	54	20	277	448
Weighted Base	867	23**	86*	52*	38*	98*	77*	138	139	73*	39*	79*	24**	337	531
Yes - 2 to 10 employees	123 14% ^D	2 7%	14 16%	8 16%	5 13%	16 17%	18 23% ^{hi}	15 11%	14 10%	13 18%	3 9%	11 14%	3 14%	123 37% ^{AO}	-
Yes - Self employed	213 25% ^{KO}	7 25% ^{KO}	22 28% ^K	16 31% ^K	16 42% ^{aFGKL}	13 31%	13 17% ^{ik}	48 34% ^{aFgkI}	40 28% ^K	19 25% ^K	1 2%	13 16% ^{ik}	8 31%	213 63% ^{AO}	-
No	529 61% ^N	15 65%	50 58%	28 53%	17 45%	69 70% ^{eh}	46 60%	74 53%	85 61%	41 57%	35 89% ^{ACDEF GHUJ}	55 70% ^{eh}	13 55%	-	529 100% ^{AN}
SUMMARY CODE															
ANY SMALL BUSINESS USER	337 39% ^{KO}	8 35%	36 42% ^K	24 47% ^K	21 55% ^{KO}	29 30% ^k	31 40% ^K	63 46% ^K	54 39% ^K	31 43% ^K	4 11%	24 30% ^k	11 45%	337 100% ^{AO}	-
Don't know	2	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	2

Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?
 Base: All workers who use a mobile for work

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	725	95	85	236	466	40	506	303	174	56
Weighted Base	867	113*	100*	304	559	45*	604	356	210	68*
Yes - 2 to 10 employees	123	18	11	41	105	10	116	76	31	17
	14%	16%	11%	13%	19%a	23%	19%a	21%A	15%	25%a
Yes - Self employed	213	19	35	77	193	12	205	110	81	20
	25%	17%	35%aB	25%	34%A	27%	34%A	31%a	38%A	30%
No	529	75	54	186	261	23	284	170	98	31
	61%EGHJ	67%	54%	61%	47%	51%	47%	46%	47%	45%
SUMMARY CODE										
ANY SMALL BUSINESS USER	337	38	47	118	298	22	320	185	111	37
	39%	33%	46%	39%	53%A	49%	53%A	52%A	53%A	55%a
Don't know	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Q.2 Do you either work for a company which has 10 or fewer employees, or are you self-employed?
 Base: All workers who use a mobile for work

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	725	88	448	152	238	107	430	76	32
Weighted Base	867	98*	539	180	277	129	512	89*	39*
Yes - 2 to 10 employees	123	29	94	35	48	24	98	17	8
	14%	30%AC	17%	19%	17%	19%	19%a	19%	21%
Yes - Self employed	213	18	194	58	91	61	174	29	9
	25%	19%	36%AB	32%	33%a	47%AdE	34%A	33%	24%
No	529	50	251	87	138	44	239	42	21
	61%CDEFGh	51%	47%	48%I	50%F	34%	47%	48%	55%
SUMMARY CODE									
ANY SMALL BUSINESS USER	337	48	288	93	140	85	272	47	18
	39%	49%	53%A	52%A	50%A	66%AdE	53%A	52%a	45%
Don't know	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-

Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
 This includes any train travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	9689	1703	1966	601	778	603	535	422	730	1379	1138	1152
Weighted Base	3768	1843	1926	574	811	630	673	520	560	1385	1303	1080
Most days	(20) 184	93	91	44	58	35	21	19	8	101	56	27
	5% <i>IL</i>	5%	5%	8% <i>AGHIKL</i>	7% <i>aGHikL</i>	6% <i>gIL</i>	3%	4% <i>i</i>	1%	7% <i>AGHIKL</i>	4% <i>il</i>	2%
At least once a week	(4) 152	81	71	31	32	33	28	10	18	64	60	28
	4% <i>hi</i>	4%	4%	5% <i>HL</i>	4% <i>h</i>	5% <i>HL</i>	4%	2%	3%	5% <i>hi</i>	5% <i>hi</i>	3%
At least every two weeks	(2) 108	54	55	24	24	18	19	15	9	48	37	23
	3% <i>i</i>	3%	3%	4% <i>il</i>	3% <i>i</i>	3%	3%	3%	1%	4% <i>il</i>	3%	2%
At least once a month	(1) 319	168	151	85	73	51	44	35	31	158	95	65
	8% <i>il</i>	9%	8%	15% <i>AEFGHIJKL</i>	9% <i>il</i>	8%	7%	7%	5%	11% <i>AIGHIKL</i>	7%	6%
Less than once a month	(0.5) 1463	684	780	184	297	244	276	233	230	481	520	463
	39% <i>DJ</i>	37%	41% <i>b</i>	32%	37%	39% <i>d</i>	41% <i>D</i>	45% <i>aDEJ</i>	41% <i>DJ</i>	35%	40% <i>D</i>	43% <i>aDEJ</i>
Never	(0) 1528	757	772	204	326	247	282	206	262	530	530	468
	41% <i>d</i>	41%	40%	36%	40%	39%	42% <i>d</i>	40%	47% <i>ADeFhik</i>	38%	41% <i>d</i>	43% <i>D</i>
SUMMARY CODES												
REGULAR	336	175	161	75	90	68	48	29	26	165	116	55
	9% <i>HL</i>	9%	8%	13% <i>AGHIKL</i>	11% <i>gHIL</i>	11% <i>gHIL</i>	7%	5%	5%	12% <i>AGHIKL</i>	9% <i>HL</i>	5%
OCCASIONAL	427	222	205	110	97	69	63	50	38	207	132	88
	11% <i>IL</i>	12%	11%	19% <i>AEFGHIJKL</i>	12% <i>IL</i>	11% <i>i</i>	9%	10%	7%	15% <i>AIGHIKL</i>	10% <i>i</i>	8%
EVER	2227	1080	1147	369	483	381	387	311	295	852	768	606
	59% <i>i</i>	59%	60%	64% <i>agIKL</i>	60% <i>i</i>	60% <i>i</i>	58%	60% <i>i</i>	53%	62% <i>IL</i>	59% <i>i</i>	56%
Don't know	13	6	7	1	1	2	4	2	3	2	5	5
	-	-	-	-	-	-	1%	-	1%	-	-	-
Mean Score (Incl. 0)	1.480IL	1.528	1.434	2.143AGHIKL	1.914aGHikL	1.660gIL	1.116i	1.153i	0.705	2.009AGHIKL	1.379iL	0.921
Standard Deviation	4.287	4.357	4.219	5.230	5.073	4.555	3.490	3.722	2.436	5.138	4.049	3.129
Error Variance	0.005	0.011	0.009	0.046	0.033	0.035	0.023	0.033	0.008	0.019	0.014	0.009
Mean Score (Excl. 0)	2.496iL	2.599	2.399	3.329AGHIKL	3.206aGHikL	2.737gIL	1.930i	1.917	1.332	3.259AGHIKL	2.330iL	1.532
Standard Deviation	5.334	5.432	5.241	6.210	6.245	5.594	4.418	4.647	3.223	6.226	5.048	4.026
Error Variance	0.013	0.028	0.023	0.095	0.081	0.082	0.062	0.084	0.026	0.044	0.037	0.024



Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
 This includes any train travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	9689	665	1014	742	1248	1679	1900	1760	1909
Weighted Base	3768	760	1165	789	1054	1925	1843	2019	1749
Most days	(20) 184	45	71	40	29	115	69	124	60
		5%EEI	6%EG	5%e	3%	6%EG	4%	6%I	3%
At least once a week	(4) 152	48	50	25	29	99	53	92	60
		4%eeg	6%aaDEG	4%e	3%	5%dEG	3%	5%	3%
At least every two weeks	(2) 109	24	48	16	21	71	37	60	49
		3%	3%	4%dEG	2%	4%dEG	2%	3%	3%
At least once a month	(1) 319	74	134	43	68	208	111	164	155
		8%DeDeG	10%DeG	12%AADEG	5%	11%AADEG	6%	8%	9%
Less than once a month	(0.5) 1463	343	474	299	347	817	646	793	671
		39%EGEG	45%AADEG	41%EG	33%	42%aaDEG	35%	39%	38%
Never	(0) 1528	224	385	363	557	609	920	778	750
		41%BCFBCF	29%	33%	46%ABCAF	32%	50%ABCAF	39%	43%H
SUMMARY CODES									
REGULAR	336	93	121	64	59	214	122	216	120
		9%EGEGi	12%aaDEG	10%EG	8%e	11%aaDEG	7%	11%ai	7%
OCCASIONAL	427	97	182	59	89	279	148	224	203
		11%DEGDEG	13%DEG	16%AADEG	7%	15%AADEG	8%	11%	12%
EVER	2227	533	777	422	494	1311	916	1232	994
		59%DEGDEG	70%AADEG	67%AADEG	47%	68%AADEG	50%	61%I	57%
Don't know	13	3	3	4	4	5	8	8	5
		*	*	*	*	*	*	*	*
Mean Score (Incl. 0)	1.480EGEGi	1.819EG	1.796EG	1.422E	0.930	1.805aaEG	1.141	1.757ai	1.161
Standard Deviation	4.287	4.650	4.720	4.355	3.290	4.692	3.789	4.762	3.639
Error Variance	0.005	0.033	0.022	0.026	0.009	0.013	0.007	0.013	0.007
Mean Score (Excl. 0)	2.496eeI	2.581	2.685e	2.645e	1.979	2.643e	2.286	2.855I	2.038
Standard Deviation	5.334	5.361	5.663	5.663	4.580	5.490	5.119	5.816	4.632
Error Variance	0.013	0.059	0.044	0.075	0.033	0.025	0.020	0.030	0.019



Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
This includes any train travel you might do for work or for personal or leisure purposes.
Base: All who use a mobile

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	3669	3014	655	3041	335	190	103
Weighted Base	3768	3096	672	3149	331	192	97*
Most days	(20) 184 5%CF	168 5%C	16 2%	169 5%F	11 3%	1 -	3 3%
At least once a week	(4) 152 4%C	149 5%C	3 -	129 4%	16 5%	4 2%	4 4%
At least every two weeks	(2) 108 3%	96 3%	12 2%	95 3%	8 3%	1 1%	3 3%
At least once a month	(1) 319 8%CG	289 9%C	29 4%	287 9%eG	19 6%	12 6%	1 1%
Less than once a month	(0.5) 1463 39%g	1182 38%	282 42%	1229 39%g	134 41%g	75 39%g	26 27%
Never	(0) 1528 41%	1201 39%	327 49%AB	1223 39%	141 43%	95 51%AD	50 62%ADE
SUMMARY CODES							
REGULAR	336 9%CF	317 10%C	19 3%	298 9%F	27 8%F	4 2%	7 7%
OCCASIONAL	427 11%CG	385 12%C	42 6%	383 12%eG	27 8%	13 7%	4 4%
EVER	2227 59%CFG	1884 61%C	343 51%	1910 61%FG	188 57%G	92 48%	37 38%
Don't know	13 -	11 -	2 -	10 -	2 1%	1 1%	- -
Mean Score (Incl. 0)	1.480CF	1.630C	0.789	1.591F	1.188F	0.407	0.979F
Standard Deviation	4.287	4.498	3.045	4.474	3.659	1.205	3.523
Error Variance	0.005	0.007	0.014	0.007	0.040	0.008	0.121
Mean Score (Excl. 0)	2.496CF	2.670C	1.542	2.615F	2.077F	0.844	2.503F
Standard Deviation	5.334	5.510	4.121	5.498	4.649	1.629	5.380
Error Variance	0.013	0.016	0.048	0.016	0.106	0.027	0.692

Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
 This includes any train travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	3669	164	415	306	272	339	326	453	510	256	190	335	103	277	332
Weighted Base	3768	171	421	306	265	339	331	481	555	280	192	331	48*	337	3431
Most days	(20) 184 5%eJk	3 2%	15 4%jk	11 4%k	4 2%	10 3%k	25 8%abcdE FJK	75 16%ABCDE FGKLM	24 4%jk	3 1%	1 *	11 3%k	3 3%k	11 3%	173 5%
At least once a week	(4) 152 4%bdEj	1 1%	17 4%bdEj	4 1%	1 1%	13 4%be	13 4%bE	48 10%ABCDE FGJKL	28 5%bdEj	4 1%	4 2%	16 5%bdEj	4 4%e	26 8%AO	126 4%
At least every two weeks	(2) 108 3%bJ	-	12 3%bJ	6 2%j	9 3%bJ	11 3%bJ	13 4%bJk	23 5%bJk	21 4%bJk	-	1 1%	8 3%bJ	3 3%bJ	15 5%	93 3%
At least once a month	(1) 319 8%Bm	4 2%	33 8%bm	19 6%	19 7%bm	32 10%BM	36 11%BdM	59 12%ABDej kLM	67 12%ABDej kLM	18 6%	12 6%	19 6%	1 1%	31 9%	288 8%
Less than once a month	(0.5) 1463 39%Dhm	73 43%dhm	161 38%dhm	94 31%	137 52%ACDg HIKM	144 42%DHM	121 36%	150 37%	230 41%DHM	121 43%DHM	75 39%k	134 41%dhm	26 27%	133 40%	1330 39%
Never	(0) 1528 41%HI	89 52%AEFGH I	181 43%HI	173 56%ACEFG HIL	95 36%H	128 38%H	123 37%H	121 25%	185 33%H	135 48%aERGH I	99 51%AEFGH I	141 43%HI	60 62%ACEFG HIL	118 35%	1410 41%
SUMMARY CODES															
REGULAR	336 9%BdEJK	4 2%	33 8%bEjk	15 5%	6 2%	23 7%ejk	38 11%BDEU K	123 25%ABCDE FGKLM	52 9%BdEJK	6 2%	4 2%	27 8%bEJK	7 7%ej	38 11%	299 9%
OCCASIONAL	427 11%Bjm	4 2%	46 11%B	25 8%b	28 11%B	44 13%Bjkm	49 15%BUJKL M	81 17%ABcDe JKLM	88 16%ABcDe JKLM	18 6%	13 7%	27 8%b	4 4%	47 14%	380 11%
EVER	2227 59%BDJKM	81 47%	239 57%DM	134 44%	171 64%BDJKM	210 62%BDJKM	208 63%BDJKM	354 73%ABCD EFGJKLM	369 67%ABCDJ KLM	145 52%um	92 48%	188 57%DM	37 38%	218 65%	2009 59%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
This includes any train travel you might do for work or for personal or leisure purposes.
Base: All who use a mobile

Total (a)	GOVERNMENT REGIONS												O.T.2 SMALL BUSINESS USER		
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	164	415	306	272	339	326	453	510	256	190	335	103	277	3392	
Weighted Base	171	421	306	265	339	331	481	555	280	192	331	97*	337	3431	
Don't know	13	1	1	-	-	-	7	1	-	1	2	-	1	12	
	*	1%	*	-	-	-	1%Adtj	*	-	1%	1%	-	*	*	
Mean Score (Incl. 0)	1.480bEJ	1.222JK	1.011k	0.743	1.099JK	2.031aBc	3.937ABC	1.464beJ	0.516	0.407	1.188jK	0.979k	1.370	1.491	
	K					DEFJKI	DEFGJKL	K							
Standard Deviation	4.287	2.728	3.745	3.673	2.525	3.345	5.194	7.054	4.032	1.959	3.659	3.523	3.644	4.345	
Error Variance	0.005	0.046	0.034	0.044	0.023	0.033	0.083	0.112	0.032	0.015	0.008	0.121	0.048	0.006	
Mean Score (Excl. 0)	2.496EJK	1.340	2.146ejk	2.316ejk	1.156	1.771k	3.232bcE	5.280ABC	2.195eJK	0.998	0.844	2.077ejk	2.583ejK	2.113	2.537
						FLJKI	DEFGJKL	DEFGJKL							
Standard Deviation	5.334	3.841	4.763	5.291	3.077	4.107	6.254	7.724	4.775	2.639	4.649	5.390	4.351	5.430	
Error Variance	0.013	0.176	0.093	0.207	0.052	0.075	0.182	0.176	0.066	0.050	0.027	0.106	0.102	0.014	

Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
 This includes any train travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	9689	321	426	1408	1637	199	1836	822	650	638
Weighted Base	3768	336	427	1528	1745	194	1938	886	693	617
Most days	(20) 184	184	-	-	134	18	152	96	54	30
		55%ACD	-	-	8%A	10%A	8%A	11%AJ	8%AJ	5%
At least once a week	(4) 152	152	-	-	110	17	128	77	47	26
		4%CD	-	-	6%A	9%A	7%A	9%AJ	7%AJ	4%
At least every two weeks	(2) 108	-	108	-	39	5	45	25	19	13
		3%BD	25%ABD	-	2%	3%	2%	3%	3%	2%
At least once a month	(1) 319	-	319	-	112	29	142	86	50	29
		8%BDaJ	75%ABD	-	6%	15%AEG	7%	10%J	7%	5%
Less than once a month	(0.5) 1463	-	-	-	590	69	659	289	208	221
		39%BCDEGHI	-	-	34%	36%	34%	33%	30%	36%I
Never	(0) 1528	-	-	1528	758	54	811	312	313	296
		41%BCH	-	100%ABC	43%F	28%	42%F	35%	45%aH	48%AH
SUMMARY CODES										
REGULAR	336	336	-	-	244	36	280	173	102	56
		100%ACD	-	-	14%A	19%A	14%A	20%AJ	15%AJ	9%
OCCASIONAL	427	-	427	-	151	35	186	111	68	41
		-	100%ABD	-	9%	18%AEG	10%	12%J	10%J	7%
EVER	2227	336	427	-	985	140	1125	573	378	318
		59%DL	100%AD	-	56%	72%AEG	58%	65%AJ	54%	52%
Don't know	13	-	-	-	2	-	2	1	2	4
		-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-
Mean Score (Incl. 0)	1.480D	12.765ACD	1.253D	0.000	2.067A	2.652A	2.126A	2.834AJ	2.123AJ	1.407
Standard Deviation	4.287	7.975	0.435	0.000	5.263	5.747	5.315	6.087	5.323	4.282
Error Variance	0.005	0.198	-	0.000	0.017	0.166	0.015	0.045	0.044	0.029
Mean Score (Excl. 0)	2.496C	12.765AC	1.253	-	3.656A	3.673a	3.658A	4.377AJ	3.884AJ	2.715
Standard Deviation	5.334	7.975	0.435	-	6.573	6.486	6.560	7.107	6.710	5.646
Error Variance	0.013	0.198	-	-	0.045	0.298	0.039	0.093	0.122	0.093



Q.3 How often, if at all, do you travel by train, excluding the metro/underground?
 This includes any train travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	3669	394	1734	1070	771	212	1723	296	117
Weighted Base	3768	410	1804	1061	830	239	1790	309	124
Most days	(20) 184 5%	35 9%A	147 8%A	60 6%	98 12%ADf	15 6%	152 9%A	23 8%	9 7%
At least once a week	(4) 152 4%	30 7%A	121 7%A	65 6%A	54 7%A	24 10%Ad	117 7%A	23 8%A	11 9%A
At least every two weeks	(2) 108 3%	13 3%	43 2%	21 2%	23 3%	12 5%cd	44 2%	9 3%	3 2%
At least once a month	(1) 319 8%	37 9%	129 7%	70 7%	71 9%	18 8%	138 8%	16 5%	13 10%
Less than once a month	(0.5) 1463 39%BCDEKgh	128 31%	596 33%	363 34%	261 31%	76 32%	576 32%	99 32%	49 39%
Never	(0) 1528 41%j	164 40%	763 42%	476 45%ae	322 39%	91 38%	756 42%j	136 44%j	39 31%
SUMMARY CODES									
REGULAR	336 9%	65 16%A	268 15%A	126 12%A	152 18%AD	39 16%A	270 15%A	47 15%A	20 16%A
OCCASIONAL	427 11%cd	50 12%	172 10%	91 9%	94 11%	30 13%	183 10%	26 8%	16 13%
EVER	2227 59%cd	243 59%	1036 57%	580 55%	507 61%D	145 61%	1028 57%	171 55%	84 68%gh
Don't know	13 -	3 1%	5 -	5 -	1 -	3 1%e	5 -	2 1%	1 1%
Mean Score (Incl. 0)	1.480	2.345A	2.186A	1.670	2.932AD	2.011	2.257A	2.089a	2.140
Standard Deviation	4.287	5.551	5.403	4.621	6.340	4.939	5.536	5.235	5.088
Error Variance	0.005	0.079	0.017	0.020	0.052	0.111	0.018	0.093	0.223
Mean Score (Excl. 0)	2.496	3.923A	3.796A	3.041a	4.790ADf	3.278	3.917A	3.754A	3.125
Standard Deviation	5.334	6.740	6.678	5.893	7.538	5.824	6.795	6.565	5.902
Error Variance	0.013	0.190	0.043	0.057	0.117	0.253	0.045	0.251	0.435



Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	855	802	586
Most days (20)	1410 63% ^{cDJ}	743 67% ^{aaC}	667 60%	171 49%	301 62% ^D	280 68% ^{dJ}	294 75% ^{ADeHjL}	192 67% ^{dJ}	171 57% ^d	472 57% ^d	575 72% ^{ADEUL}	363 62% ^{Dj}
At least once a week (4)	335 15%	140 13%	194 17% ^B	39 11%	70 14%	56 14%	46 12%	68 20% ^{Dgjk}	56 23% ^{ADEFGJK}	109 13%	102 13%	124 21% ^{ADEFGJ}
At least every two weeks (2)	63 3%	26 2%	36 3%	11 3%	18 4% ^g	12 3%	5 1%	8 3%	10 3%	29 4% ^g	16 2%	17 3%
At least once a month (1)	62 3% ^{hkk}	27 2%	35 3%	19 5% ^{aFGHKL}	23 5% ^{aFGHKL}	4 1%	6 1%	1 *	8 3% ^h	42 5% ^{AFGHKL}	10 1%	10 2%
Less than once a month (0.5)	69 3% ^g	39 4%	30 3%	21 6% ^{AIGHKL}	19 4% ^{gh}	11 3%	4 1%	12 4% ^{gh}	39 5% ^{aGhki}	15 2%	15 2%	14 2%
Never (0)	278 13% ^{gl}	127 11%	152 14%	86 25% ^{AEFGHJK}	57 12%	48 12%	33 9%	24 8%	31 10%	143 17% ^{AeGHKL}	81 10%	54 9%
SUMMARY CODES												
REGULAR	1745 78% ^{DJ}	884 80%	861 77%	210 61%	371 76% ^{Dj}	336 82% ^{dJ}	340 87% ^{ADeLj}	248 87% ^{ADeJ}	239 79% ^{DJ}	581 70% ^D	676 84% ^{ADeJL}	487 83% ^{aaDeJ}
OCCASIONAL	194 9% ^{GhK}	92 8%	102 9%	51 15% ^{AFGHKL}	60 12% ^{aFGHKL}	27 7%	15 4%	12 4%	29 10% ^{GhK}	111 13% ^{AFGHKL}	42 5%	41 7% ^g
EVER	1939 87% ^{DJ}	976 88%	963 86%	261 75%	432 88% ^{Dj}	363 88% ^{Dj}	355 91% ^{DJ}	259 91% ^{DJ}	269 89% ^{DJ}	692 83% ^D	719 89% ^{DJ}	528 90% ^{DJ}
Don't know	7 -	2 -	4 -	- -	- -	1 -	2 1%	2 1% ^j	2 1% ^j	3 -	3 -	3 1% ^j
Mean Score (Incl. 0)	13.427 ^{DJ}	14.085 ^C	12.777	10.475	13.047 ^D	14.253 ^{dJ}	15.695 ^{ADeHj}	14.404 ^{dJ}	12.470 ^D	11.979 ^d	14.953 ^{ADeJL}	13.410 ^{dJ}
Standard Deviation	8.762	8.577	8.898	9.491	8.891	8.477	7.705	8.190	8.810	9.227	8.138	8.562
Error Variance	0.036	0.073	0.071	0.250	0.173	0.188	0.193	0.288	0.199	0.104	0.096	0.118
Mean Score (Excl. 0)	15.355 ^{Dj}	15.913 ^C	14.789	13.925	14.765	16.128 ^{DeLj}	17.166 ^{ADeHj}	15.719 ^{dj}	13.899	14.449	16.641 ^{ADeJL}	14.793
Standard Deviation	7.628	7.349	7.865	8.463	8.004	7.142	6.294	7.244	8.161	8.184	6.752	7.771
Error Variance	0.032	0.061	0.065	0.262	0.160	0.154	0.144	0.252	0.191	0.100	0.075	0.109



Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
(20) Most days	1410	333	441	337	299	774	636	920	490
	63% ^{EgEgl}	72% ^{AcAEG}	64% ^E	71% ^{AcAEG}	50%	67% ^{aaaEG}	59% ^E	73% ^{AI}	57%
(4) At least once a week	335	79	100	62	93	179	155	149	186
	15% ^h	17%	15%	13%	16%	16%	15%	12%	19% ^{AH}
(2) At least every two weeks	63	14	23	8	18	37	26	29	34
	3%	3%	3%	2%	3%	3%	2%	2%	4%
(1) At least once a month	62	11	25	8	19	36	26	27	34
	3%	2%	4%	2%	3%	3%	2%	2%	4%
(0.5) Less than once a month	69	7	22	11	28	30	40	30	39
	3%	2%	3%	2%	5% ^{Bf}	3%	4% ^b	2%	4% ^h
(0) Never	278	20	76	44	138	96	182	95	183
	13% ^{BFBFH}	4%	11% ^B	9% ^B	23% ^{ABCADFG}	8% ^b	17% ^{ABCADF}	8%	19% ^{AH}
SUMMARY CODES									
REGULAR	1745	413	541	399	392	954	791	1059	676
	78% ^{EgEgI}	89% ^{AcAEG}	79% ^{Eg}	84% ^{AcAEG}	66%	83% ^{AAEG}	74% ^E	85% ^{AI}	70%
OCCASIONAL	194	32	70	27	65	102	92	86	107
	9% ^{dd}	7%	10% ^d	6%	11% ^{bd}	9%	7%	7%	11% ^{ah}
EVER	1938	445	611	426	456	1056	882	1155	783
	87% ^{EgEgI}	96% ^{AcADEIG}	89% ^{EG}	90% ^{EG}	76%	92% ^{AAEG}	82% ^E	92% ^{AI}	87%
Don't know	7	-	1	3	3	1	6	4	3
	-	-	-	1%	-	-	1%	-	-
Mean Score (Incl. 0)	13.427 ^{EgEgl}	15.110 ^{AcAEG}	13.542 ^{Eg}	14.932 ^{AcAEG}	10.789	14.175 ^{aaEG}	12.610 ^E	15.271 ^{AI}	11.039
Standard Deviation	8.762	7.837	8.721	8.139	9.345	8.407	9.065	7.949	9.184
Error Variance	0.036	0.154	0.129	0.151	0.124	0.071	0.072	0.059	0.080
Mean Score (Excl. 0)	15.358 ^{EEl}	15.802 ^E	15.223 ^e	16.474 ^{AcAEG}	14.050	15.467 ^E	15.220 ^E	16.533 ^{AI}	13.616
Standard Deviation	7.628	7.299	7.739	6.901	8.237	7.558	7.713	6.894	8.302
Error Variance	0.032	0.139	0.115	0.121	0.126	0.063	0.064	0.048	0.082



Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Most days	(20) 1410 63%	1136 62%	274 69% ^b	1167 64%	114 59%	71 72% ^e	59 61%
At least once a week	(4) 335 15%	282 15%	53 13%	288 16%	21 11%	17 17%	8 9%
At least every two weeks	(2) 63 3%	53 3%	10 2%	52 3%	5 3%	5 5%	1 1%
At least once a month	(1) 62 3%	55 3%	6 2%	54 3%	7 4%	1 1%	-
Less than once a month	(0.5) 69 3%	62 3%	7 2%	63 3%	5 3%	1 1%	-
Never	(0) 278 13% ^d	230 13%	48 12%	204 11% ^d	41 21% ^{ADF}	4 4%	29 30% ^{ADF}
SUMMARY CODES							
REGULAR	1745 78% ^{Eg}	1418 78%	327 82%	1455 79% ^{Eg}	135 70%	88 89% ^{adEG}	67 69%
OCCASIONAL	194 9% ^G	171 9% ^c	23 6%	169 9% ^G	17 9% ^G	7 7% ^g	1 1%
EVER	1938 87% ^{EG}	1589 87%	350 88%	1624 89% ^{EG}	152 79%	94 96% ^{adEG}	68 70%
Don't know	7 -	7 -	-	7 -	-	-	-
Mean Score (Incl. 0)	13.427	13.219	14.378 ^b	13.501	12.282	15.228 ^{eg}	12.496
Standard Deviation	8.762	8.821	8.434	8.705	9.288	7.768	9.429
Error Variance	0.036	0.044	0.188	0.044	0.442	0.635	0.863
Mean Score (Excl. 0)	15.355	15.135	16.352 ^{ab}	15.198	15.622	15.841	17.840 ^{de}
Standard Deviation	7.528	7.751	8.959	7.714	7.574	7.279	8.543
Error Variance	0.032	0.040	0.148	0.039	0.380	0.552	0.445

Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Most days	(20)	1410 63% ^H	161 68% ^H	110 65% ^H	87 58% ^h	135 76% ^{AdEHI}	136 67% ^H	155 46%	198 62% ^H	115 78% ^{AdEgH}	71 72% ^{eHI}	114 59% ^H	59 61% ^h	268 80% ^{AO}	1142 61%
At least once a week	(4)	335 15% ^{cN}	21 22% ^{Cefm}	21 21% ^{Ceflm}	36 10%	15 11%	20 20% ^{Ceflm}	54 16% ^c	61 19% ^{Ceflm}	20 13%	17 17% ^c	21 11%	8 9%	30 9%	305 16% ^N
At least every two weeks	(2)	63 3%	2 1%	1 1%	6 4% ^{cd}	3 2%	8 4% ^{cd}	19 6% ^{AbCDm}	10 3%	2 2%	5 5% ^{bcd}	5 3%	1 1%	6 2%	57 3%
At least once a month	(1)	62 3%	1 1%	5 2%	9 6% ^{acjmn}	5 3%	4 2%	12 4%	11 4%	2 1%	1 1%	7 4%	7 4%	6 2%	55 3%
Less than once a month	(0.5)	69 3%	1 1%	8 3%	3 2%	9 6% ^{aQjm}	6 3%	2 1%	20 6% ^{aQjm}	13 4% ^g	1 1%	5 3%	5 3%	10 3%	59 3%
Never	(0)	278 13% ^{BFgjk}	39 17% ^{BdFGU}	16 9%	22 14% ^{BFgjk}	9 5%	13 6%	71 21% ^{ABDFGI}	23 7%	8 6%	4 4%	41 21% ^{ABDFG}	29 30% ^{ABCDEF}	16 5%	262 14% ^N
SUMMARY CODES															
REGULAR	1745 78% ^{EHLM}	90 94% ^{ACEHI}	182 77% ^H	146 86% ^{acEHL}	102 68%	154 87% ^{acEHL}	177 87% ^{acEHL}	209 62%	259 82% ^{EHLM}	135 91% ^{ACEHI}	88 89% ^{acEHL}	135 70%	67 69%	298 89% ^{AO}	1446 77%
OCCASIONAL	194 9% ^M	3 3%	14 6% ^m	8 5%	25 16% ^{ABCDIG}	14 8% ^m	14 7% ^m	51 15% ^{ABCDI}	35 11% ^{bdjM}	5 3%	7 7% ^m	17 9% ^{jm}	1 1%	22 7%	171 9%
EVER	1938 87% ^{HLM}	93 97% ^{ACEHL}	197 83% ^m	154 91% ^{chLM}	127 85% ^M	169 95% ^{ACEHL}	191 94% ^{acEHL}	260 78%	294 93% ^{ACEHL}	140 94% ^{acEHL}	94 96% ^{acEHL}	152 79%	68 70%	320 95% ^{AO}	1618 86%
Don't know	7 -	- -	1 -	- -	1 1%	- -	- -	5 1% ^a	- -	- -	- -	- -	- -	- -	7 -
Mean Score (Incl. 0)	13.427 ^H	15.391 ^{ae}	14.060 ^H	13.828 ^H	12.307 ^h	15.708 ^{Ad}	14.260 ^{eH}	10.203	13.388 ^H	16.137 ^{Ac}	15.228 ^{eH}	12.282 ^h	12.496 ^h	16.370 ^{AO}	12.900
Standard Deviation	8.762	7.568	8.781	8.446	9.242	7.690	8.221	9.299	8.608	7.306	7.768	9.288	9.429	7.256	8.905

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - abc/d/e/f/gh/ijkl/m - a/mo
 * small base



Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
Base: All who use a mobile

	GOVERNMENT REGIONS												O.T.2 SMALL BUSINESS USER		
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859	
Weighted Base	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886	
Error Variance	0.644	0.334	0.438	0.569	0.332	0.345	0.282	0.257	0.395	0.635	0.442	0.863	0.190	0.043	
Mean Score (Excl. 0)	15.355H	15.862H	16.884ad Egh	15.248h	14.401	16.540eH l	15.246H	12.984	14.425	17.114ad Egh	15.841H	15.622H	17.840ad Egh	17.197AO	14.990
Standard Deviation	7.628	7.177	6.690	7.544	8.347	6.960	7.562	8.596	8.052	6.308	7.279	7.574	5.543	6.408	7.798
Error Variance	0.032	0.599	0.234	0.387	0.557	0.290	0.312	0.313	0.246	0.316	0.582	0.380	0.445	0.157	0.039

Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	O3 RAIL USER			O.4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Most days	(20) 1410	175	117	632	1410	-	1410	600	459	337
	63%BCFJ	52%	52%	68%aBC	81%AFG	-	73%AF	68%aJ	66%J	55%
At least once a week	(4) 335	69	35	126	335	-	335	103	90	139
	15%Fh	21%aaD	15%	13%	19%AF	-	17%F	12%	13%	23%aHI
At least every two weeks	(2) 63	15	16	19	-	63	63	20	20	23
	3%E	5%ad	7%AD	2%	-	32%AEG	3%E	2%	3%	4%
At least once a month	(1) 62	11	7	14	-	62	31	31	16	15
	3%E	3%	3%	2%	-	32%AEG	3%E	3%	2%	2%
Less than once a month	(0.5) 69	10	12	21	-	69	69	31	17	18
	3%E	3%	5%ad	2%	-	36%AEG	4%E	3%	2%	3%
Never	(0) 278	56	37	118	-	-	-	102	89	82
	13%EFQ	17%a	17%	13%	-	-	-	12%	13%	13%
SUMMARY CODES										
REGULAR	1745	244	151	758	1745	-	1745	703	549	476
	78%bCF	73%	68%	81%BC	100%AFG	-	90%AF	79%	79%	77%
OCCASIONAL	194	36	35	54	-	194	194	81	53	56
	9%DE	11%AD	16%AD	6%	-	100%AEG	10%E	9%	8%	9%
EVER	1938	280	186	811	1745	194	1938	784	602	532
	87%	83%	83%	87%	100%A	100%A	100%A	88%	87%	86%
Don't know	7	-	-	2	-	-	-	-	2	3
	0%g	-	-	0%	-	-	-	-	-	0%
Mean Score (Incl. 0)	13.427BCFJ	11.368	11.264	14.294bBC	16.931AFG	1.145	15.355AF	14.095J	13.907J	12.007
Standard Deviation	8.762	9.093	9.231	8.516	6.301	6.628	7.628	8.605	8.651	8.918
Error Variance	0.036	0.258	0.386	0.085	0.024	0.002	0.032	0.090	0.116	0.125
Mean Score (Excl. 0)	15.355BCFJ	13.652	13.531	16.274ABC	16.931AFG	1.145	15.355F	15.932J	15.968J	13.856
Standard Deviation	7.628	8.250	8.463	7.026	6.301	6.628	7.628	7.377	7.279	8.132
Error Variance	0.032	0.259	0.396	0.067	0.024	0.002	0.032	0.076	0.095	0.122

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j



Q.4 How often, if at all, do you drive or use road travel? Again, this includes any road travel you might do for work or for personal or leisure purposes.
 Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Most days	(20) 1410	246	1160	619	559	170	1131	197	82
		63%D	64%	58%	67%D	71%aD	63%	64%	66%
At least once a week	(4) 335	54	280	181	112	24	280	39	16
		13%	16%	17%a	14%	10%	16%	12%	13%
At least every two weeks	(2) 63	15	48	38	21	5	53	4	5
		3%	3%	4%	2%	2%	3%	1%	4%
At least once a month	(1) 62	10	51	30	25	5	47	11	4
		3%	3%	3%	3%	2%	3%	4%	3%
Less than once a month	(0.5) 69	14	56	31	29	8	55	11	4
		3%	3%	3%	3%	3%	3%	3%	3%
Never	(0) 278	68	206	156	84	27	221	45	12
		13%	17%aC	15%E	10%	11%	12%	15%	10%
SUMMARY CODES									
REGULAR	1745	300	1440	800	671	194	1411	236	98
		78%b	80%b	75%	81%D	81%	79%	76%	79%
OCCASIONAL	194	39	155	99	75	18	155	26	13
		9%	9%	9%	9%	7%	9%	8%	10%
EVER	1938	339	1595	899	746	212	1566	262	111
		87%b	88%b	85%	90%D	88%	87%	85%	89%
Don't know	7	3	4	6	1	-	3	3	1
		1%	-	1%	-	-	-	1%g	1%
Mean Score (Incl. 0)	13.427d	12.727	13.604	12.536	14.116D	14.705aD	13.386	13.427	14.026
Standard Deviation	8.762	9.063	8.678	8.976	8.524	8.378	8.756	8.884	8.591
Error Variance	0.036	0.210	0.044	0.076	0.094	0.031	0.045	0.265	0.036
Mean Score (Excl. 0)	15.355	15.297	15.359	14.713	15.697d	16.578aD	15.274	15.741	15.578
Standard Deviation	7.628	7.704	7.619	7.806	7.481	6.926	7.657	7.485	7.594
Error Variance	0.032	0.184	0.038	0.070	0.082	0.261	0.039	0.227	0.571



Q.6 How long have you used ... for? - Total
Base: All who use a mobile

Total (a)	GENDER		AGE								
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base 2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base 2223	1104	1119	347	488	412	390	265	301	655	602	586
Less than 12 months 410 18%L	209 19%	200 18%	107 31%AEFGHJK L	91 19%II	70 17%	65 17%	39 14%	36 12%	199 24%AetgHKL	136 17%II	75 13%
12 months or more 1804 81%DJ	899 81%	915 82%	238 69%	396 81%DJ	341 83%DJ	320 82%DJ	245 86%DJ	264 88%ADeg,K	634 78% <i>d</i>	661 82%DJ	509 81%ADeJK
Don't know 9 -	6 1%	3 -	1 -	1 -	1 -	4 1%	- -	1 -	2 -	5 1%	1 -

Q.6 How long have you used ... for? - Total
Base: All who use a mobile

Total (a)	SOCIAL GRADE						WORKING STATUS	
	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base 2136	400	590	440	706	990	1148	1083	1053
Weighted Base 2223	465	698	473	597	1153	1070	1255	968
Less than 12 months 410 18%	70 15%	136 20%	83 18%	120 20%b	206 18%	204 19%	216 17%	193 20%
12 months or more 1804 81%	394 85%e	548 80%	388 82%	475 79%	942 82%	863 81%	1033 82%	771 80%
Don't know 9 *	1 *	4 1%	1 *	2 *	5 *	4 *	5 *	4 *

Q.6 How long have you used ... for? - Total
Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1757	379	1743	195	95	103
Weighted Base	1826	397	1834	194	98*	97*
Less than 12 months	410 18%G	60 15%	365 20%G	27 14%g	14 14%g	4 4%
12 months or more	1804 81%	336 85%	1461 80%	167 86%d	84 86%	92 96%ADef
Don't know	9 *	1 *	9 *	1 *	-	-

Q.6 How long have you used ... for? - Total
Base: All who use a mobile

	GOVERNMENT REGIONS												O.T.2 SMALL BUSINESS USER	
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Less than 12 months	410	26	50	34	37	33	74	43	32	14	27	4	48	382
18%M	27%klM	21%lM	20%lM	25%lM	18%lM	18%lM	22%lM	14%lM	21%lM	14%lM	14%lM	4%	14%	19%lM
12 months or more	1804	69	186	135	110	145	260	272	116	84	167	92	288	1516
81%be	72%	78%	79%	74%	82%	82%	78%	86%BcEH	79%	86%be	86%BcEH	98%ABCDE FGHJK	85%o	80%
Don't know	9	2	1	2	-	-	2	1	-	-	1	-	1	8
-	2%	1%	1%	2%	-	-	-	-	-	-	-	-	-	-

Q.6 How long have you used ... for? - Total
Base: All who use a mobile

Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 2136	321	221	854	1637	199	1636	822	650	638
Weighted Base 2223	336	224	931	1745	194	1938	866	693	617
Less than 12 months 410 18%	65 19%	50 23%	164 18%	300 17%	39 20%	339 17%	185 21% ^j	126 18%	93 15%
12 months or more 1804 81%	268 80%	172 77%	763 82%	1440 83%	155 80%	1595 82%	699 79%	567 82%	520 84% ^h
Don't know 9 *	3 1%	1 1%	5 *	5 *	- -	5 *	1 *	- -	4 1% ^j

Q.6 How long have you used ... for? - Total
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION			
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Less than 12 months	410	410	-	199	163	32	314	69	27
	18%	100%AC	-	19%	20%I	13%	16%	22%	22%
12 months or more	1804	-	1804	861	666	207	1473	235	96
	81%Bh	-	100%AB	81%	80%	87%e	82%h	76%	77%
Don't know	9	-	-	2	2	-	3	5	1
	*c	-	-	*	-	-	*	2%AG	1%

Q.6 How long have you used ... for? - Summary table
Base: All who use a mobile

	Orange (may appear on your phone as EE)	T-mobile (may appear on your phone as EE)	EE	Vodafone	3	Virgin	Tesco mobile	Other network
Unweighted Base	341	203	149	394	194	122	97	140
Weighted Base	357	211	158	419	206	125	98	153
Less than 12 months	44	26	52	73	51	28	33	45
	12%	13%	33%	17%	25%	23%	33%	29%
12 months or more	314	183	106	347	156	96	64	108
	88%	87%	67%	83%	75%	77%	65%	71%
Don't know	-	2	-	-	-	1	1	-
	-	1%	-	-	-	1%	1%	-

Q.7 Roughly how much do you spend on your mobile service with ... each month?
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	855	802	586
E10 or less	(10) 562 25%DEFJK	267 24%	295 26%	52 15%	51 10%	65 16%a	96 25%DEFJ	105 37%ADEFJK	193 64%ADEFHJK L	103 12%	161 20%EJ	298 51%ADEFQH JK
E10-E19	(14.5) 500 22%l	251 23%	248 22%	90 26%j	98 20%	95 23%j	93 24%j	76 27%j	48 16%	188 22%j	188 23%j	124 21%
E20-E29	(24.5) 434 20%hL	183 17%	252 23%B	86 25%ahL	100 20%hL	101 25%ahL	71 18%hL	47 17%j	29 10%	186 22%hL	173 22%hL	76 13%
E30-E39	(34.5) 396 18%hHL	209 19%	187 17%	78 22%agHHL	142 29%AdFGHKL	79 19%hHL	60 15%hHL	27 9%j	10 3%	220 26%AFGHKL	139 17%hHL	36 6%
E40 or more	(40) 239 11%hHL	140 13%C	100 9%	35 10%hL	81 17%ADHIL	56 14%hHL	45 11%hHL	16 6%j	5 2%	116 14%aHL	103 13%hHL	21 4%
SUMMARY CODES												
LOW SPENDERS	1061 48%dEFJ	518 47%	543 49%	142 41%E	149 30%	160 39%a	189 48%EU	181 63%ADEFJK	241 80%ADEFHJK L	291 35%	348 43%EJ	422 72%ADEFQH JK
MID SPENDERS	830 37%hHL	392 35%	439 39%	163 47%AGHKL	242 50%AGHKL	180 44%aGHIL	131 34%hL	74 26%hL	39 13%	405 49%AGHKL	312 39%hHL	113 19%j
HIGH SPENDERS	239 11%hHL	140 13%C	100 9%	35 10%hL	81 17%ADHIL	58 14%hHL	45 11%hHL	16 6%j	5 2%	116 14%aHL	103 13%hHL	21 4%
Not sure - paid by someone else	60 3%	38 3%c	21 2%	5 1%	12 2%	11 3%	8 4%j	8 3%	7 2%	17 2%	28 3%	15 2%
Don't know	33 1%	17 2%	16 1%	1 *	4 1%	3 1%	2 2%	6 2%	9 3%aDeJ	6 1%	11 1%	16 3%deJ
Mean Score	21.931hHL	22.477c	21.401	23.496agHHL	26.543ADFGH jKL	24.002AGHIL	21.696hHL	17.974hL	13.589	25.268AGHIL KL	22.899hHL	15.725f
Standard Deviation	10.857	11.194	10.497	10.264	10.529	10.631	10.907	9.554	6.927	10.520	10.819	8.588
Error Variance	0.057	0.130	0.101	0.298	0.250	0.304	0.409	0.411	0.129	0.138	0.177	0.124

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l



Q.7 Roughly how much do you spend on your mobile service with ... each month?
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	567	1153	1070	1256	968
E10 or less	(10) 562	124	141	103	194	265	297	194	368
	25%coH	27%c	21%	22%	32%AbCADFg	23%	28%Cdf	15%	38%AH
E10-E19	(14.5) 500	83	162	98	156	245	254	249	251
	22%bb	78%	24%b	21%	26%Bdf	21%	24%b	20%	26%ah
E20-E29	(24.5) 434	74	138	105	117	212	222	264	170
	20%	16%	20%	22%b	20%	16%	21%b	21%h	18%
E30-E39	(34.5) 396	89	156	86	65	245	151	296	100
	18%EGEGl	19%Eg	23%aaEG	18%E	17%	21%aaEG	14%	24%AI	70%
E40 or more	(40) 239	66	65	60	47	132	107	190	49
	11%ee	14%acaEg	70%	13%e	8%	11%e	70%	15%AI	5%
SUMMARY CODES									
LOW SPENDERS	1061	207	303	201	350	510	551	443	618
	49%h	44%	44%	43%	50%ABCADFG	44%	51%abCaDF	35%	64%AH
MID SPENDERS	830	163	294	191	182	457	373	560	270
	37%EEI	35%	43%abaEG	40%E	37%	40%Eg	35%	45%AI	28%
HIGH SPENDERS	239	66	65	60	47	132	107	190	49
	11%ee	14%acaEg	70%	13%e	8%	11%e	70%	15%AI	5%
Not sure - paid by someone else	60	16	18	13	12	34	25	44	15
	3%	3%	3%	3%	2%	3%	2%	4%h	2%
Don't know	33	13	8	7	6	20	13	17	16
	1%	3%chq	1%	2%	1%	2%	1%	1%	2%
Mean Score	21.931EGl	22.878EG	22.843EG	22.984EG	19.353	22.857aaEG	20.944E	25.013AI	18.003
Standard Deviation	10.857	11.550	10.671	10.886	10.085	11.023	10.593	10.862	9.502
Error Variance	0.057	0.354	0.200	0.281	0.148	0.128	0.101	0.114	0.089



Q.7 Roughly how much do you spend on your mobile service with ... each month?
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
£10 or less	(10) 562 25%	444 24%	118 30%b	483 26%e	37 19%	25 25%	17 17%
£10-£19	(14.5) 500 22%	413 23%	87 22%	388 21%	52 27%	19 19%	41 42%ADeF
£20-£29	(24.5) 434 20%	357 20%	78 20%	355 19%	37 19%	18 19%	25 25%
£30-£39	(34.5) 396 18%g	335 18%	61 15%	331 18%g	36 19%g	20 20%g	9 9%
£40 or more	(40) 239 11%g	204 11%	35 9%	204 11%g	18 9%	13 13%g	4 4%
SUMMARY CODES							
LOW SPENDERS	1061 48%	857 47%	204 51%	970 47%	90 46%	44 44%	58 60%adef
MID SPENDERS	830 37%	692 38%	139 35%	686 37%	73 38%	38 39%	33 35%
HIGH SPENDERS	239 11%g	204 11%g	35 9%	204 11%g	18 9%	13 13%g	4 4%
Not sure - paid by someone else	60 3%	47 3%	12 3%	44 2%	12 6%aD	3 3%	1 1%
Don't know	33 1%	26 1%	7 2%	31 2%	1 1%	-	1 1%
Mean Score	21.931g	22.186c	20.746	21.997g	22.161g	22.956g	19.244
Standard Deviation	10.857	10.891	10.630	10.960	10.562	11.302	8.542
Error Variance	0.057	0.070	0.312	0.072	0.610	1.388	0.722

Q.7 Roughly how much do you spend on your mobile service with ... each month?
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
£10 or less	(10) 562	26	68	58	46	48	51	49	91	45	25	37	17	38	523
	25%HN	27%h	29%Hm	34%aHLM	31%Hm	27%h	25%h	15%	29%Hm	30%Hm	25%h	19%	17%	11%	28%N
£10-£19	(14.5) 500	26	53	32	33	34	36	78	60	37	19	52	41	54	445
	22%h	27%	22%	19%	22%	19%	18%	23%	19%	25%	19%	27%gl	42%ABCDE	16%	24%N
													FQHLJKI		
£20-£29	(24.5) 434	14	53	36	27	35	39	72	51	28	18	37	25	69	366
	20%	14%	23%	21%	18%	20%	19%	21%	16%	19%	19%	19%	25%j	20%	19%
£30-£39	(34.5) 396	22	31	20	23	29	46	83	53	25	20	36	9	71	325
	18%h	23%cdm	13%	12%	16%	16%	23%cdM	25%ACDef	17%	17%	20%h	19%h	9%	21%	17%
								IM							
£40 or more	(40) 239	5	19	18	16	24	24	43	46	8	13	18	4	85	154
	11%hC	5%	8%	11%	11%	13%j	12%j	13%j	15%bcJM	5%	13%j	9%	4%	25%AO	8%
SUMMARY CODES															
LOW SPENDERS	1061	52	121	91	79	82	87	127	151	82	44	90	58	93	969
	48%HN	54%h	51%h	53%h	52%h	46%	43%	38%	48%h	55%gH	44%	46%	60%aGH	28%	51%aLN
MID SPENDERS	830	35	84	55	50	64	85	155	104	53	38	73	33	140	691
	37%	37%	35%	33%	33%	36%	42%j	46%AcDef	33%	36%	39%	38%	35%	41%	37%
								l							
HIGH SPENDERS	239	5	19	18	16	24	24	43	46	8	13	18	4	85	154
	11%hC	5%	8%	11%	11%	13%j	12%j	13%j	15%bcJM	5%	13%j	9%	4%	25%AO	8%
Not sure - paid by someone else	60	2	9	5	3	6	6	6	8	2	3	12	1	14	45
	3%	2%	4%	3%	2%	4%	1%	2%	3%	2%	3%	6%agh	1%	4%	2%
Don't know	33	1	5	1	3	1	5	5	7	4	-	1	1	5	28
	1%	1%	2%	-	2%	1%	3%	1%	2%	2%	-	1%	1%	2%	1%
Mean Score	21.931jm	20.867	20.413	20.293	20.990	22.264m	23.178cd	24.536AB	22.254m	19.906	22.956jm	22.161m	19.244	27.425AO	20.970
Standard Deviation	10.857	10.595	10.261	10.771	10.986	11.226	11.163	10.664	11.552	10.108	11.302	10.562	8.542	11.007	10.543
Error Variance	0.057	1.305	0.481	0.734	0.821	0.737	0.659	0.375	0.487	0.786	1.388	0.610	0.722	0.462	0.062

Q.7 Roughly how much do you spend on your mobile service with ... each month?
 Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
E10 or less	(10)	562	37	267	436	57	493	55	129	366
		25%BCII	17%	29%BC	25%	29%	25%	6%	19%H	59%AH
E10-E19	(14.5)	500	69	209	364	42	406	159	220	118
		22%H	21%	22%	21%	22%	21%	18%	32%AHJ	18%
E20-E29	(24.5)	434	73	187	342	34	377	197	169	67
		20%J	22%	21%	20%	18%	19%	22%J	24%AJ	11%
E30-E39	(34.5)	396	79	134	329	40	369	264	100	29
		18%dJ	24%aD	21%d	19%	21%	19%	30%AJ	14%J	5%
E40 or more	(40)	239	39	91	194	18	212	177	50	10
		11%U	12%	10%	11%	9%	11%	20%AJ	7%J	2%
SUMMARY CODES										
LOW SPENDERS	1061	126	91	476	800	99	899	214	349	483
		48%B	37%	41%	46%	51%	46%	24%	50%H	78%AH
MID SPENDERS	830	152	94	322	671	75	746	462	269	96
		37%J	45%AD	42%d	38%	35%	38%	52%AJ	39%J	16%
HIGH SPENDERS	239	39	30	91	194	18	212	177	50	10
		11%U	12%	14%	11%	9%	11%	20%AJ	7%J	2%
Not sure - paid by someone else	60	9	6	32	54	1	54	26	16	17
		3%	3%	3%	3%I	*	3%I	3%	2%	3%
Don't know	33	10	3	10	25	1	27	7	9	11
		1%	3%d	1%	1%	1%	1%	1%	1%	2%
Mean Score	21.931dJ	24.138AD	23.879aD	20.897	22.302	21.495	22.219	28.026AJ	21.064J	14.263
Standard Deviation	10.857	10.677	10.809	10.661	10.951	10.928	10.948	10.042	9.734	7.397
Error Variance	0.057	0.374	0.549	0.139	0.076	0.609	0.068	0.127	0.151	0.090



Q.7 Roughly how much do you spend on your mobile service with ... each month?
 Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
£10 or less	(10)	562	464	562	-	-	478	70	13
		25%EF	26%	53%AEF	-	-	27%I	23%I	11%
£10-£19	(14.5)	500	397	500	-	-	422	52	26
		22%EFH	22%	47%AEF	-	-	24%h	17%	21%
£20-£29	(24.5)	434	353	-	434	-	332	74	28
		20%DF	20%	-	52%ADF	-	19%	24%g	23%
£30-£39	(34.5)	396	313	-	396	-	310	51	35
		18%DF	17%	-	48%ADF	-	17%	16%	28%AGH
£40 or more	(40)	239	207	-	-	239	186	39	14
		11%DE	11%b	-	-	100%ADE	10%	13%	11%
SUMMARY CODES									
LOW SPENDERS	1061	199	861	1061	-	-	900	122	39
		48%EFH	48%	100%AEF	-	-	50%HI	39%	32%
MID SPENDERS	830	163	666	-	830	-	642	124	64
		37%DF	37%	-	100%ADF	-	36%	40%	51%AG
HIGH SPENDERS	239	32	207	-	-	239	186	39	14
		11%DE	11%b	-	-	100%ADE	10%	13%	11%
Not sure - paid by someone else	60	10	49	-	-	-	38	15	6
		3%DEF	3%	-	-	-	2%	5%aG	5%
Don't know	33	6	22	-	-	-	24	8	1
		1%DE	1%	-	-	-	1%	3%	1%
Mean Score	21.931D	21.693	21.983	12.119	29.267AD	40.000ADE	21.507	23.036g	25.483AG
Standard Deviation	10.857	10.505	10.937	2.247	4.999	0.000	10.838	10.900	10.252
Error Variance	0.657	0.290	0.072	0.065	0.032	0.000	0.070	0.434	0.955



Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	GENDER		AGE									
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)	
Unweighted Base	2136	1126	360	458	383	309	234	392	818	692	626	
Weighted Base	2223	1119	347	488	412	390	285	301	855	802	586	
To make or receive phone calls	2148 97%	1065 96%	1083 97%	335 97%	476 97%	396 96%	378 97%	288 96%	811 97%	774 96%	563 96%	
To send or receive text (SMS) messages	1834 83% ^l	912 83%	922 82%	329 95% ^a ^f ^g ^h ⁱ ^k ^l	443 91% ^g ^h ⁱ ^k ^l	367 89% ^a ^h ⁱ ^k ^l	332 85% ^h ⁱ ^k ^l	220 77% ^l	772 93% ^a ^g ^h ⁱ ^k ^l	699 87% ^a ^h ⁱ ^k ^l	363 62% ^l	
To send or receive multimedia message	586 26% ^g ^h ⁱ ^k ^l	265 24%	321 29% ^b	126 36% ^a ^g ^h ⁱ ^k ^l	195 40% ^a ^g ^h ⁱ ^k ^l	142 34% ^a ^g ^h ⁱ ^k ^l	71 18% ^l	44 15% ^l	320 38% ^a ^g ^h ⁱ ^k ^l	213 27% ^g ^h ⁱ ^k ^l	52 9% ^l	
To make or receive video calls	260 12% ^g ^h ⁱ ^k ^l	128 12%	132 12%	64 19% ^a ^g ^h ⁱ ^k ^l	93 19% ^a ^g ^h ⁱ ^k ^l	60 15% ^g ^h ⁱ ^k ^l	24 6% ^l	18 6% ^l	157 19% ^a ^g ^h ⁱ ^k ^l	84 10% ^g ^l	19 3% ^l	
To use the internet (for instance using apps, maps, instant messaging etc)	979 44% ^g ^h ⁱ ^k ^l	526 48% ^c	452 40%	234 68% ^a ^f ^g ^h ⁱ ^k ^l	315 64% ^a ^f ^g ^h ⁱ ^k ^l	204 50% ^g ^h ⁱ ^k ^l	143 37% ^h ⁱ ^k ^l	69 24% ^l	549 66% ^a ^f ^g ^h ⁱ ^k ^l	348 43% ^h ⁱ ^k ^l	82 14% ^l	
To use email	785 35% ^h ⁱ ^k ^l	421 38% ^c	363 32%	170 49% ^a ^g ^h ⁱ ^k ^l	262 54% ^a ^f ^g ^h ⁱ ^k ^l	175 42% ^a ^g ^h ⁱ ^k ^l	118 30% ^h ⁱ ^k ^l	50 18% ^l	432 52% ^a ^f ^g ^h ⁱ ^k ^l	293 36% ^h ⁱ ^k ^l	60 10% ^l	
SUMMARY CODES												
ANY	2204 99% ^l	1093 99%	1110 99%	344 99%	486 99% ^l	410 99% ^l	387 99%	283 99%	294 98%	830 99% ^l	797 99% ^l	577 98%
NUMBER OF FUNCTIONS USED												
1 FUNCTION	352 16% ^d ^e ^f ^g ^h ⁱ ^k ^l	166 15%	185 17%	16 5%	34 7%	37 9% ^d	54 14% ^d ^e ^l	58 20% ^d ^e ^f ^g ^h ⁱ ^k ^l	153 51% ^a ^d ^e ^f ^g ^h ⁱ ^k ^l	50 6%	91 11% ^d ^e ^l	211 36% ^a ^d ^e ^f ^g ^h ⁱ ^k ^l
2 FUNCTIONS	762 34% ^d ^e ^l	364 33%	398 36%	84 24%	110 23%	144 35% ^d ^e ^l	168 43% ^a ^d ^e ^l	138 48% ^a ^d ^e ^f ^g ^h ⁱ ^k ^l	118 39% ^d ^e ^l	194 23%	312 39% ^a ^d ^e ^l	256 44% ^a ^d ^e ^f ^g ^h ⁱ ^k ^l
3 FUNCTIONS	307 14% ^l	161 15%	147 13%	57 17% ^l	85 17% ^l	58 14% ^l	56 14% ^l	34 12% ^l	18 6%	142 17% ^a ^l	113 14% ^l	52 9%
4 FUNCTIONS	311 14% ^l	164 15%	147 13%	81 23% ^a ^f ^g ^h ⁱ ^k ^l	93 17% ^h ⁱ ^k ^l	58 14% ^l	55 14% ^l	31 11% ^l	3 1%	164 20% ^a ^g ^h ⁱ ^k ^l	113 14% ^l	34 6% ^l



Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	GENDER		AGE								
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1119	347	488	412	390	285	301	655	802	586
5 FUNCTIONS	279	134	54	103	69	36	15	1	157	105	17
	13% ^h	12%	15% ^g	21% ^{AGHIK}	17% ^{AGHIL}	9% ^l	5% ^l	-	19% ^{AGHIK}	13% ^{HIL}	3% ^l
6 FUNCTIONS	192	99	52	71	45	18	7	-	123	63	7
	9% ^{gh}	9%	15% ^{AGHIK}	15% ^{AGHIK}	11% ^{GHIL}	5% ^l	2% ^l	-	15% ^{AGHIK}	8% ^{HIL}	1% ^l
Don't know	19	8	3	2	2	3	2	7	5	5	9
	1%	1%	1%	1%	1%	1%	1%	2% ^{aejk}	1%	1%	2%
Average number of mentions (excl. DK)	2.991 ^{gh}	2.949	3.660 ^{AFGHIK}	3.670 ^{AFGHIK}	3.278 ^{AGHIK}	2.754 ^{HIL}	2.392 ^{IL}	1.577	3.666 ^{AFGHIK}	3.023 ^{GHIL}	1.977 ^l
Standard Deviation	1.555	1.563	1.487	1.549	1.561	1.368	1.217	0.703	1.523	1.492	1.069
Error Variance	0.001	0.002	0.006	0.005	0.006	0.006	0.006	0.001	0.003	0.003	0.002



Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
To make or receive phone calls	2148 97%	452 97%	660 96%	459 97%	578 97%	1111 96%	1037 97%	1212 97%	936 97%
To send or receive text (SMS) messages	1834 83%EGEGl	396 85%EG	597 87%aaEG	395 84%EG	445 75%	994 86%aaEG	841 79%	1113 89%AI	721 74%
To send or receive multimedia message	586 26%EGEGl	144 31%EG	218 32%aaEG	127 27%EG	98 16%	361 31%AAEG	224 21%e	408 32%AI	178 18%
To make or receive video calls	260 12%EGl	60 13%e	97 14%EG	56 12%e	47 8%	157 14%EG	103 10%	177 14%AI	83 9%
To use the internet (for instance using apps, maps, instant messaging etc)	979 44%EGEGl	223 48%EG	344 50%aaEG	213 45%EG	198 33%	567 49%AAEG	412 38%e	684 55%AI	295 30%
To use email	785 35%EGEGl	194 42%aaEG	304 44%AADEG	159 34%EG	128 21%	498 43%AADEG	287 27%e	573 46%AI	212 22%
SUMMARY CODES									
ANY	2204 99%	461 99%	683 99%	467 99%	593 99%	1144 99%	1080 99%	1244 99%	960 99%
NUMBER OF FUNCTIONS USED									
1 FUNCTION	352 16%CFDFH	57 12%	77 11%	70 15%	148 25%ABCADfG	134 12%	217 20%ABCAdF	117 9%	235 24%AH
2 FUNCTIONS	762 34%h	151 32%	212 31%	170 36%	229 38%CF	363 31%	399 37%CF	375 30%	384 40%AH
3 FUNCTIONS	307 14%	71 15%	98 14%	57 12%	81 14%	169 15%	138 13%	187 15%	121 12%
4 FUNCTIONS	311 14%eej	63 14%	119 17%EG	66 14%	64 11%	182 16%EG	130 12%	212 17%AI	100 10%
5 FUNCTIONS	279 13%EGEGl	68 15%EG	112 16%aaEG	64 13%EG	36 6%	160 16%aaEG	99 9%e	216 17%AI	63 7%



Q.8 Do you EVER use this phone for any of the following?
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
6 FUNCTIONS	192	51	65	41	35	116	76	134	58
	9% ^{ee}	11% ^{Eg}	9% ^{ee}	9%	6%	10% ^{Eg}	7%	11% ^{hl}	6%
Don't know	19	4	5	5	5	9	10	11	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Average number of mentions (excl. DK)	2.991EgEgI	3.183aaEG	3.252AAdeG	3.014EG	2.522	3.225AAdeG	2.739E	3.349AI	2.527
Standard Deviation	1.555	1.584	1.546	1.562	1.430	1.561	1.509	1.548	1.437
Error Variance	0.001	0.006	0.004	0.006	0.003	0.002	0.002	0.002	0.002

Q.8 Do you EVER use this phone for any of the following?
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
To make or receive phone calls	2148 97%E	1771 97% ^c	377 85%	1778 97%E	179 92%	98 100%E	93 96%
To send or receive text (SMS) messages	1834 83%	1513 83%	322 81%	1508 82%	159 82%	85 87%	82 85%
To send or receive multimedia message	586 28%	493 27%	93 23%	475 26%	54 28%	26 28%	31 32%
To make or receive video calls	260 12% ^C	234 13% ^C	26 7%	223 12%	18 9%	7 7%	12 13%
To use the internet (for instance using apps, maps, instant messaging etc)	979 44% ^C	836 46% ^C	143 36%	801 44%	93 48%	46 47%	40 41%
To use email	785 35% ^c	670 37% ^C	115 29%	662 36%	70 36%	26 26%	27 28%
SUMMARY CODES							
ANY	2204 99%	1812 99%	391 88%	1818 99%	191 98%	98 100%	97 100%
NUMBER OF FUNCTIONS USED							
1 FUNCTION	352 16%	285 16%	67 17%	291 16%	32 16%	12 12%	17 18%
2 FUNCTIONS	762 34%	601 33%	161 41% ^{aB}	638 35%	59 30%	33 34%	32 33%
3 FUNCTIONS	307 14%	252 14%	55 14%	230 13%	31 16%	28 28% ^{ADe}	18 19%
4 FUNCTIONS	311 14% ^G	270 15% ^c	42 10%	271 15% ^{KG}	29 15% ^G	7 7%	4 4%
5 FUNCTIONS	279 13%	235 13%	44 11%	223 12%	25 13%	13 13%	18 19%

Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
6 FUNCTIONS	192	170	165	14	6	7
	9%	9% ^c	9%	7%	6%	7%
Don't know	19	13	16	3	-	-
	1%	1%	1%	2%	-	-
Average number of mentions (excl. DK)	2.991 ^C	3.043 ^C	2.749	2.996	2.927	2.945
Standard Deviation	1.555	1.571	1.453	1.565	1.531	1.586
Error Variance	0.001	0.001	0.006	0.001	0.012	0.024

Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
To make or receive phone calls	2148	94	232	166	141	172	198	323	310	143	98	179	93	328	1820
	97%L	98%	98%l	98%l	94%	97%	97%	96%	98%eL	97%	100%eL	92%	96%	97%	96%
To send or receive text (SMS) messages	1834	84	198	144	105	152	167	261	275	122	85	159	82	302	1532
	83%Eh	88%Eh	84%E	85%E	70%	85%Eh	82%e	78%	87%EH	83%e	87%E	82%e	85%e	90%AO	81%
To send or receive multimedia message	586	22	60	50	31	57	48	70	97	39	26	54	31	119	467
	25%h	23%	25%	29%h	20%	32%aH	24%	21%	31%eH	26%	26%	28%	32%ah	35%AO	25%
To make or receive video calls	260	9	24	14	16	25	23	58	39	14	7	18	12	55	205
	12%	9%	10%	8%	11%	14%	11%	17%Acdd	12%	10%	7%	9%	13%	16%aO	11%
To use the internet (for instance using apps, maps, instant messaging etc)	979	32	100	70	57	88	97	165	135	57	46	93	40	201	777
	44%	33%	42%	41%	38%	50%be	47%b	49%be	43%	39%	47%	48%b	41%	60%AO	41%
To use email	785	29	82	56	39	67	83	156	109	42	26	70	27	173	611
	35%e	30%	35%	33%	26%	38%e	41%Ejkm	47%ABCDE LJKIM	34%	28%	26%	36%	28%	51%AO	32%
SUMMARY CODES															
ANY	2204	96	235	168	148	176	202	331	315	146	98	191	97	335	1868
	99%	100%	99%	99%	99%	99%	99%	99%	100%	99%	100%	98%	100%	100%	99%
NUMBER OF FUNCTIONS USED															
1 FUNCTION	352	13	40	25	39	24	32	58	37	23	12	32	17	24	327
	16%N	14%	17%	15%	26%AbcdF ghjkl	14%	16%	17%	12%	15%	12%	16%	18%	7%	17%N
2 FUNCTIONS	762	42	86	63	48	57	67	91	123	60	33	59	32	93	669
	34%hn	44%h	36%h	37%h	32%	32%	33%	27%	38%h	41%h	34%	30%	33%	28%	35%h

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/gh/i/j/k/l/m - a/m
 * small base



Q.8 Do you EVER use this phone for any of the following?
Base: All who use a mobile

	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER		
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859	
Weighted Base	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886	
3 FUNCTIONS	14	22	21	25	20	25	42	41	21	28	31	18	54	254	
	14%	9%	12%	17% ^{bc}	11%	12%	13%	13%	14%	28% ^{abCDe}	16% ^{bc}	19% ^c	16%	13%	
4 FUNCTIONS	12	34	23	13	27	39	70	42	12	7	29	4	59	252	
	12% ^m	15% ^M	14% ^m	8%	15% ^M	19% ^{EJKM}	21% ^{AEUK}	13% ^m	8%	7%	15% ^M	4%	18%	13%	
5 FUNCTIONS	9	35	23	11	30	20	36	40	18	13	25	18	60	219	
	10%	15% ^{ae}	14%	7%	17% ^{ae}	10%	11%	13%	12%	13%	19% ^{Egh}	18% ^o	18% ^o	12%	
6 FUNCTIONS	6	18	13	12	17	20	34	32	12	6	14	7	45	147	
	7%	7%	8%	8%	10%	10%	10%	10%	8%	6%	7%	7%	13% ^{ao}	8%	
Don't know	-	2	2	1	2	2	4	1	2	-	3	-	1	18	
	1%	1%	1%	1%	1%	1%	1%	*	1%	-	2%	-	*	1%	
Average number of mentions (excl. DK)	2.991E	2.810	2.963e	2.975e	2.617	3.190E	3.043e	3.117E	3.067E	2.858	2.927	2.998e	2.945	3.514AO	2.897
Standard Deviation	1.555	1.441	1.572	1.539	1.534	1.611	1.562	1.595	1.559	1.535	1.393	1.531	1.586	1.552	1.537
Error Variance	0.001	0.023	0.011	0.015	0.016	0.015	0.013	0.008	0.008	0.018	0.020	0.012	0.024	0.009	0.001

Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
To make or receive phone calls	2148 97%	322 96%	219 98%	897 96%	1695 97%	188 97%	1883 97%	878 99%AU	676 97%	588 95%
To send or receive text (SMS) messages	1834 83% ^{dJ}	278 83%	195 87% ^d	737 79%	1465 84% ^d	151 78%	1617 83%	876 99%AU	621 90%AJ	337 55%
To send or receive multimedia message	586 26% ^{UJ}	96 29%	70 31% ^d	220 24%	496 31% ^d	46 28%	542 28%	453 51%AU	112 16%J	20 3%
To make or receive video calls	260 12% ^{UJ}	52 15% ^d	42 19% ^d	91 10%	214 12%	21 11%	235 12%	219 25%AU	94 5% ^J	9 1%
To use the internet (for instance using apps, maps, instant messaging etc)	979 44% ^{DUJ}	171 51% ^{aD}	123 55% ^d	350 38%	789 45%	93 48%	882 46%	695 78%AU	253 37% ^J	31 5%
To use email	785 35% ^{DUJ}	155 46% ^d	106 47% ^d	257 28%	636 38%	71 37%	707 36%	583 66%AU	177 26% ^J	22 4%
SUMMARY CODES										
ANY	2204 99%	331 98%	221 99%	924 99%	1729 99%	191 99%	1920 99%	886 100%A	693 100%a	617 100%a
NUMBER OF FUNCTIONS USED										
1 FUNCTION	352 16% ^{dHJ}	45 13%	20 9%	187 20% ^{ABC}	248 14%	36 19%	284 15%	-	61 9% ^H	285 46% ^{AHJ}
2 FUNCTIONS	762 34% ^{bHJ}	94 28%	62 28%	341 37% ^{Bc}	595 34%	55 28%	650 34%	134 15%	331 48% ^{AH}	297 48% ^{AH}
3 FUNCTIONS	307 14% ^J	47 14%	38 17%	134 14%	252 14%	26 13%	278 14%	146 17% ^J	140 20% ^{AJ}	20 3%
4 FUNCTIONS	311 14% ^{DUJ}	57 17% ^d	45 20% ^{aD}	95 10%	235 13%	36 19% ^e	271 14%	207 23% ^{AUJ}	93 13% ^J	12 2%
5 FUNCTIONS	279 13% ^{UJ}	49 15%	22 10%	99 11%	236 14%	22 11%	258 13%	222 25% ^{AUJ}	96 8% ^J	1 -

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j



Q.8 Do you EVER use this phone for any of the following?
Base: All who use a mobile

Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 2136	321	221	854	1637	199	1836	822	650	638
Weighted Base 2223	336	224	931	1745	194	1939	866	693	617
6 FUNCTIONS 192	38	35	68	164	15	179	176	14	2
9%LU	11% ^d	15% ^{AD}	7%	9%	8%	9%	20% ^{AU}	2% ^j	-
Don't know 19	5	3	8	15	3	18	-	-	-
1% ^H	2%	1%	1%	1%	1%	1%	-	-	-
Average number of mentions (excl. DK) 2.991DUJ	3.251AD	3.409AD	2.763	3.062	2.989	3.055	4.180AUJ	2.701IJ	1.629
Standard Deviation 1.555	1.602	1.582	1.522	1.565	1.556	1.564	1.336	1.171	0.716
Error Variance 0.001	0.008	0.011	0.003	0.002	0.012	0.001	0.002	0.002	0.001

Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
To make or receive phone calls	2148	390	1753	1017	811	237	1730	296	121
	97%	35%	97%	96%	98% _d	99% _d	97%	96%	98%
To send or receive text (SMS) messages	1834	342	1490	807	743	227	1489	235	111
	83% _H	83%	83%	76%	89% _{AD}	95% _{ADe}	83% _H	76%	89% _H
To send or receive multimedia message	586	105	481	137	317	113	484	71	31
	26% _D	26%	27%	13%	38% _{AD}	47% _{ADe}	27%	23%	25%
To make or receive video calls	260	60	200	54	136	61	218	26	16
	12% _D	15%	11%	5%	16% _{AD}	25% _{ADe}	12%	9%	13%
To use the internet (for instance using apps, maps, instant messaging etc)	979	210	769	256	514	176	793	126	60
	44% _D	51% _{caC}	43%	24%	62% _{AD}	74% _{ADe}	44%	41%	48%
To use email	785	161	624	181	422	151	626	111	48
	35% _D	39%	35%	17%	51% _{AD}	63% _{ADe}	35%	36%	38%
SUMMARY CODES									
ANY	2204	407	1792	1050	828	239	1777	304	123
	99%	99%	99%	99%	100%	100%	99%	98%	99%
NUMBER OF FUNCTIONS USED									
1 FUNCTION	352	57	292	245	69	7	277	63	12
	16% _{EF}	14%	16%	23% _{AEF}	8% _F	3%	15%	20% _{gl}	9%
2 FUNCTIONS	762	135	625	511	189	43	620	99	43
	34% _{EF}	33%	35%	48% _{AEF}	23%	18%	35%	32%	35%
3 FUNCTIONS	307	54	253	114	143	43	245	42	20
	14% _d	13%	14%	11%	17% _d	18% _D	14%	14%	16%
4 FUNCTIONS	311	72	239	91	167	40	247	44	20
	14% _D	18% _c	13%	9%	20% _{AD}	17% _D	14%	14%	16%



Q.8 Do you EVER use this phone for any of the following?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
5 FUNCTIONS	279	43	237	58	161	54	226	35	18
13%D		10%	13%	5%	19%AD	23%AD	13%	11%	15%
6 FUNCTIONS	192	46	146	32	99	52	161	21	9
9%D		11%	8%	3%	12%AD	22%ADE	9%	7%	8%
Don't know	19	3	12	11	2	-	13	5	1
1%		1%	1%	1%	+	-	1%	2%	1%
Average number of mentions (excl. DK)	2.991D	3.118	2.967	2.337	3.554AD	4.037ADE	3.005	2.845	3.148
Standard Deviation	1.555	1.581	1.548	1.251	1.521	1.504	1.562	1.542	1.474
Error Variance	0.001	0.006	0.001	0.001	0.003	0.011	0.001	0.008	0.019

Q.9 Generally, how often do you use this mobile phone... - Summary table
Base: All who use mobile functions

	Total	To make or receive phone calls	To send or receive text (SMS) messages	To send or receive multimedia message	To make or receive video calls	To use the internet e.g. using apps, maps, instant messaging etc.	To use email
Unweighted Base	2116	2061	1726	534	238	900	710
Weighted Base	2204	2148	1834	586	260	979	785
More than 10 times a day	(70) 794 36%	414 19%	552 30%	99 10%	21 8%	321 33%	185 24%
6-10 times a day	(56) 711 32%	374 17%	332 18%	31 5%	17 7%	169 17%	99 13%
1-5 times a day	(21) 1223 55%	792 37%	574 31%	93 16%	29 11%	281 29%	267 34%
A few times a week	(4) 897 41%	388 18%	279 15%	202 34%	66 25%	150 15%	160 20%
Less than once a week	(0.5) 570 26%	172 8%	95 5%	199 34%	126 49%	57 6%	70 9%
SUMMARY CODES							
DAILY	1796 82%	1580 74%	1458 79%	184 31%	66 25%	770 79%	550 70%
WEEKLY	2076 94%	1968 92%	1736 95%	386 66%	132 51%	920 94%	710 91%
EVER	2196 100%	2140 97%	1831 100%	585 100%	258 99%	977 100%	781 99%
Don't know	15 1%	7 0%	3 0%	1 0%	2 1%	1 0%	4 0%
Mean Score	29.782	31.864	38.471	14.977	12.864	39.327	31.667
Standard Deviation	26.532	26.433	26.586	22.705	22.065	27.062	26.568
Error Variance	0.334	0.315	0.410	0.967	2.072	0.816	1.000

Q.9_01 Generally, how often do you use this mobile phone - To make or receive phone calls
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2061	972	1089	346	446	369	299	225	376	792	668	601
Weighted Base	2148	1065	1083	335	476	396	378	275	288	811	774	563
More than 10 times a day	(70) 414 19% ^{HIL}	235 22% ^C	179 17%	86 26% ^{AghIL}	131 28% ^{AGHKL}	92 23% ^{HIL}	71 19% ^{HIL}	23 8% ^I	11 4%	218 27% ^{AGHKL}	163 21% ^{HIL}	34 6%
6-10 times a day	(56) 374 17% ^{LIL}	210 20% ^C	164 15%	67 20% ^{LIL}	95 20% ^{LIL}	87 22% ^{ahIL}	72 19% ^{LIL}	14 5%	14 5%	162 20% ^{HIL}	159 21% ^{NIL}	52 9% ^I
1-5 times a day	(21) 792 37% ^{HI}	375 35%	417 39%	130 39% ^I	201 42% ^{aIL}	149 38% ^I	132 35%	95 35%	85 30%	331 41% ^{LIL}	281 36% ^I	181 32%
A few times a week	(4) 389 18% ^{dEJ}	170 16%	218 20% ^b	45 13% ^E	36 8%	52 13% ^a	80 21% ^{dEFJ}	78 28% ^{ADEFJK}	97 34% ^{ADEFQJK}	81 10%	132 17% ^{EJ}	174 31% ^{ADEFQJK}
Less than once a week	(0.5) 172 8% ^{DEFJK}	74 7%	98 9%	5 2%	12 2%	15 4%	21 6% ^{dEJ}	38 14% ^{ADEFQJK}	81 28% ^{ADEFQJKI}	17 2%	36 5% ^{dJ}	119 21% ^{ADEFQJK}
SUMMARY CODES												
DAILY	1580 74% ^{HIL}	820 77% ^C	761 70%	284 85% ^{AGHKL}	427 90% ^{AdFGHKL}	328 83% ^{AGHIL}	275 73% ^{HIL}	157 57% ^{IL}	110 38%	711 88% ^{AIGHKL}	603 78% ^{aHIL}	267 47% ^I
WEEKLY	1968 92% ^{HIL}	989 93% ^C	979 90%	329 98% ^{AGHKL}	463 97% ^{AgHIL}	380 96% ^{AHIL}	355 94% ^{HIL}	235 85% ^{IL}	207 72%	792 98% ^{AGHKL}	735 95% ^{AHIL}	441 78% ^I
EVER	2140 100%	1064 100%	1077 99%	334 100%	475 100%	395 100%	378 100%	273 99%	287 100%	809 100%	771 100%	560 100%
Don't know	7 -	1 -	7 1%	1 -	1 -	1 -	1 -	2 1%	1 -	2 -	3 -	3 -
Mean Score	31.864CHIL	34.565AC	29.195	38.111AQHIL	39.771AGHIK	37.105AgHIL	32.148HIL	22.317IL	13.036	39.086AGHIK	34.687aHIL	17.557I
Standard Deviation	25.433	25.759	24.833	24.949	24.300	25.014	25.465	22.695	17.383	24.568	25.340	20.657
Error Variance	0.315	0.683	0.569	1.804	1.327	1.700	2.176	2.299	0.806	0.764	0.964	0.712

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l



Q.9_01 Generally, how often do you use this mobile phone - To make or receive phone calls
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2061	387	565	428	681	952	1109	1045	1016
Weighted Base	2148	452	660	458	578	1111	1037	1212	936
More than 10 times a day	(70) 414 19% 19% 19%	77 17% 17%	125 19% 19%	111 24% 24% 24%	101 18% 18%	201 18% 18%	213 21% 21%	289 24% 24% 24% 22% 22%	125 13% 13% 13% 12% 12%
6-10 times a day	(56) 374 17% 17%	82 18% 18%	124 19% 19%	83 18% 18%	85 15% 15%	206 19% 19%	168 16% 16%	263 22% 22% 22% 22% 22%	111 12% 12% 12% 12% 12%
1-5 times a day	(21) 792 37% 37%	155 34% 34%	262 40% 40%	157 34% 34%	218 38% 38%	417 38% 38%	375 36% 36%	451 37% 37%	342 37% 37%
A few times a week	(4) 389 18% 18%	98 22% 22%	95 14% 14%	73 16% 16%	122 21% 21%	193 17% 17%	195 19% 19%	156 13% 13%	232 25% 25% 25% 25% 25%
Less than once a week	(0.5) 172 8% 8%	39 9% 9%	51 8% 8%	33 7% 7%	49 9% 9%	90 8% 8%	82 8% 8%	47 4% 4%	126 13% 13% 13% 13% 13%
SUMMARY CODES									
DAILY	1580 74% 74%	313 69% 69%	511 77% 77%	351 76% 76%	405 70% 70%	824 74% 74%	756 73% 73%	1002 83% 83%	578 62% 62%
WEEKLY	1968 92% 92%	411 91% 91%	606 92% 92%	423 92% 92%	527 91% 91%	1018 92% 92%	951 92% 92%	1158 96% 96%	810 86% 86%
EVER	2140 100% 100%	450 100% 100%	657 100% 100%	456 99% 99%	577 100% 100%	1107 100% 100%	1033 100% 100%	1205 99% 99%	935 100% 100%
Don't know	7 - -	1 - -	2 - -	3 1% 1%	1 - -	4 - -	4 - -	7 1% 1%	1 - -
Mean Score	31.864eeI	30.205	32.874e	35.097aBaEfg	29.451	31.789	31.945	37.389AI	24.746
Standard Deviation	25.433	25.412	24.943	26.200	25.110	25.158	25.736	25.073	24.103
Error Variance	0.315	1.673	1.105	1.611	0.927	0.667	0.599	0.604	0.572



Q.9_01 Generally, how often do you use this mobile phone - To make or receive phone calls
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2061	1700	361	1687	180	95	99
Weighted Base	2148	1771	377	1778	179	98*	93*
More than 10 times a day	(70) 414 19%	358 20% ^{kc}	56 15%	341 19%	32 18%	18 18%	24 26%
6-10 times a day	(56) 374 17% ^{cd}	325 18% ^{kc}	49 13%	324 18% ^F	27 15%	7 7%	16 17% ^d
1-5 times a day	(21) 792 37%	657 37%	136 36%	646 36%	76 42%	36 37%	34 37%
A few times a week	(4) 388 18%	300 17%	88 23% ^{ab}	317 18%	29 16%	26 26% ^d	16 17%
Less than once a week	(0.5) 172 8%	123 7%	49 13% ^{AB}	143 8%	15 8%	11 12% ^g	3 3%
SUMMARY CODES							
DAILY	1580 74% ^{Cf}	1340 76% ^C	241 64%	1311 74% ^d	135 75% ^d	61 62%	74 80% ^d
WEEKLY	1968 92% ^C	1640 93% ^C	328 87%	1628 92%	164 92%	87 88%	90 97% ^d
EVER	2140 100%	1763 100%	377 100%	1771 100%	179 100%	98 100%	93 100%
Don't know	7 *	7 *	-	7 *	-	-	-
Mean Score	31.864 ^{Cf}	33.069 ^C	26.231	32.124 ^f	30.520	25.420	36.303 ^F
Standard Deviation	25.433	25.425	24.740	25.457	24.630	25.072	25.939
Error Variance	0.315	0.382	1.695	0.386	3.370	6.617	6.796

Q.9_01 Generally, how often do you use this mobile phone - To make or receive phone calls
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2061	87	226	160	141	171	189	300	293	130	95	180	99	259	172
Weighted Base	2148	94*	232	166	141	172	198	323	310	143	98*	179	93*	328	1820
More than 10 times a day	(70) 414 19%bJj	9 10%	41 18%j	33 20%bJj	26 19%j	39 22%bJj	45 23%bJj	96 30%ABcde JKL	40 13%	12 8%	18 18%j	32 18%j	24 26%bJj	116 35%AO	298 16%
6-10 times a day	(56) 374 17%k	17 18%k	40 17%k	25 15%	21 15%	23 13%	33 16%k	90 28%ACDEF GUKLm	55 18%k	20 14%	7 7%	27 15%	16 17%k	87 27%AO	287 16%
1-5 times a day	(21) 792 37%hN	43 46%eH	90 39%h	56 34%	45 32%	59 34%	75 38%	95 29%	116 38%h	65 46%eH	36 37%	76 42%h	34 37%	92 28%	701 39%N
A few times a week	(4) 380 18%hN	19 21%h	47 20%h	34 21%h	29 20%h	33 19%h	32 16%h	65 10%	27 21%h	25 19%h	26 28%gH	29 16%h	16 17%	26 8%	362 20%N
Less than once a week	(0.5) 172 8%hN	5 6%h	13 6%h	17 11%hM	20 14%aOgHM	18 10%hM	14 7%h	4 1%	33 10%hM	19 13%acHm	11 12%hM	15 8%h	3 3%	6 2%	166 9%N
SUMMARY CODES															
DAILY	1580 74%ek	69 74%	171 74%k	114 69%	92 65%	121 70%	153 77%ek	282 87%ABCDE FGJKL	212 68%	97 68%	61 62%	135 75%k	74 80%ek	294 90%AO	1286 71%
WEEKLY	1968 92%e	88 94%	218 94%Ej	148 89%	121 86%	154 90%	184 93%e	313 97%ADEFg JKI	277 89%	124 87%	87 88%	164 92%	90 97%deEj k	320 98%AO	1648 91%
EVER	2140 100%h	94 100%	231 100%	166 100%	141 100%	172 100%	198 100%	317 98%	309 100%	143 100%	98 100%	179 100%	93 100%	327 100%	1814 100%
Don't know	7 -	-	1 -	-	-	-	-	6 2%A	1 -	-	-	-	-	1 -	6 -
Mean Score	31.864J kO	27.278	31.164J	30.266J	28.858	31.316J	33.668J k	43.885AB Lm ODEFGJK	27.914	24.124	25.420	30.520J	36.303be Lk	45.964AO	29.326
Standard Deviation	25.433	22.335	24.880	26.112	26.253	26.481	25.693	24.274	24.306	21.829	25.072	24.630	25.939	24.224	24.814
Error Variance	0.315	5.734	2.751	4.261	4.888	4.101	3.493	1.991	2.095	3.665	6.617	3.370	6.796	2.190	0.345

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
 * small base



Q.9_01 Generally, how often do you use this mobile phone - To make or receive phone calls
 Base: All who use mobile functions

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2061	309	216	821	1588	192	1780	814	633	609
Weighted Base	2148	322	219	897	1695	188	1983	878	676	588
More than 10 times a day	(70) 414	78	51	171	333	28	361	383	51	-
	19%IJ	24%a	23%	19%	20%	15%	19%	41%AIJ	8%J	-
6-10 times a day	(56) 374	81	42	133	295	36	331	274	100	-
	17%J	25%AD	19%	15%	17%	19%	18%	31%AIJ	15%J	-
1-5 times a day	(21) 792	111	86	338	619	72	691	193	447	152
	37%HIJ	34%	40%	39%	38%	37%	37%	22%	66%AIHJ	26%
A few times a week	(4) 389	40	25	164	313	32	345	44	64	280
	18%bcdeH	13%	12%	18%bc	18%	17%	18%	5%	9%I	48%AIH
Less than once a week	(0.5) 172	12	13	88	136	19	155	3	13	156
	8%BH	4%	6%	10%B	8%	10%	8%	-	2%I	27%AIH
SUMMARY CODES										
DAILY	1580	270	179	642	1247	136	1383	831	598	152
	74%J	84%AD	82%aD	72%	74%	72%	73%	95%AIJ	89%AIJ	26%
WEEKLY	1968	311	204	866	1559	168	1727	875	662	432
	92%IJ	98%AD	93%	90%	92%	89%	92%	100%AIJ	98%AIJ	73%
EVER	2140	322	218	894	1695	187	1882	878	674	588
	100%	100%	100%	100%	100%AF	100%	100%	100%	100%	100%
Don't know	7	-	1	3	-	1	1	-	1	-
	0e	-	-	-	-	0E	-	-	-	-
Mean Score	31.864IJ	38.816AD	35.925aD	30.407	31.944	30.037	31.755	51.254AIJ	27.878J	7.463
Standard Deviation	25.433	25.034	25.200	25.437	25.543	24.678	25.458	21.831	18.727	8.137
Error Variance	0.315	2.028	2.954	0.790	0.411	3.188	0.364	0.586	0.555	0.108



Q.9_01 Generally, how often do you use this mobile phone - To make or receive phone calls
Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2061	374	1682	1023	753	210	1663	284	114
Weighted Base	2148	390	1753	1017	811	237	1730	296	121
More than 10 times a day	(70) 414	78	336	77	200	108	333	52	30
		20%	19%	8%	25%AD	46%ADE	19%	17%	25%
6-10 times a day	(56) 374	70	303	138	168	58	304	54	16
		17%D	17%	14%	21%D	25%aD	16%	16%	13%
1-5 times a day	(21) 792	146	645	368	349	51	631	112	50
		37%F	37%	36%F	43%ADEF	22%	36%	38%	41%
A few times a week	(4) 388	72	315	282	78	15	326	43	19
		18%EF	18%	28%AEF	10%	6%	19%	14%	16%
Less than once a week	(0.5) 172	22	149	148	14	2	133	33	6
		8%EF	9%	15%AEF	2%	1%	8%	11%	5%
SUMMARY CODES									
DAILY	1580	294	1283	583	717	218	1268	217	96
		74%D	73%	57%	88%AD	92%AAD	73%	73%	79%
WEEKLY	1968	366	1598	865	796	232	1594	259	115
		92%Dh	91%	85%	98%AD	98%AAD	92%h	88%	95%h
EVER	2140	388	1748	1014	810	234	1727	293	121
		100%h	99%	100%	100%h	99%	100%h	99%	100%
Don't know	7	2	5	3	1	3	4	4	-
		1%	-	-	-	1%e	-	1%g	-
Mean Score	31.864D	32.880	31.673	21.757	38.390AD	51.131ADE	31.819	31.247	34.006
Standard Deviation	25.433	25.336	25.462	22.177	24.119	23.044	25.468	25.177	25.654
Error Variance	0.315	1.726	0.386	0.482	0.774	2.553	0.391	2.256	5.773

Q.9_02 Generally, how often do you use this mobile phone - To send or receive text (SMS) messages
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1726	815	911	341	415	341	262	179	188	756	603	367
Weighted Base	1834	912	922	329	443	367	332	220	143	772	699	363
More than 10 times a day	(70) 552	266 30%GHIKL	286 31%	187 57%AEFGHIJKL	176 40%AFGHIKL	99 27%GHIL	64 19%HIL	20 9%I	5 3%	364 47%AEFGHIKL	164 23%HIL	25 7%
6-10 times a day	(56) 332	156 18%IL	176 19%	68 21%IL	96 22%HIL	82 22%GHIL	52 16%II	30 14%I	5 4%	164 21%HIL	133 19%IL	35 10%I
1-5 times a day	(21) 574	289 31%DJ	284 31%	58 18%	128 29%D	134 36%DeJ	119 36%DJ	45 41%ADEJ	185 31%D	253 24%J	136 38%aDeJ	136 37%aDeJ
A few times a week	(4) 279	147 15%DEJ	132 14%	13 4%	37 8%J	44 12%DJ	66 20%DEJ	29 8	18 5	31 40%AEFGHIJK	9 16%DEJ	48 33%AEFGJK
Less than once a week	(0.5) 95	53 5%DEJ	42 5%	3 1%	7 1%	8 2%	29 9%saDEFJ	7 2	31 22%AEFGHIJKI	9 1%	37 5%DEJ	18 13%AEFGJK
SUMMARY CODES												
DAILY	1458	711 79%GHIL	747 81%	313 95%AeFGHIKL	400 90%AGHIKL	315 86%AGHIKL	235 71%I	140 64%II	55 38%	713 92%AFGHIKL	549 79%GHIL	195 54%I
WEEKLY	1736	858 95%gIL	879 95%	326 99%AGHIKL	437 99%AGHIKL	358 98%aAGHIKL	301 91%I	203 92%I	111 78%	763 99%AGHIKL	659 94%IL	314 86%I
EVER	1831	911 100%	920 100%	329 100%	443 100%	367 100%	329 98%	220 100%	142 100%	772 100%gI	696 100%	363 100%
Don't know	3	2	1	-	-	-	3 1%j	-	1	-	3	1
Mean Score	38.471GHIKL	37.371	39.560	55.257AEFGH	46.336AFGHI	39.568GHIKL	30.871HIL	23.757II	12.704	50.138AeFGH	35.452gHIL	19.418I
Standard Deviation	26.586	26.734	26.407	21.594	24.691	24.971	25.685	22.232	16.235	23.785	25.664	20.783
Error Variance	0.410	0.879	0.766	1.356	1.469	1.829	2.537	2.761	1.409	0.748	1.096	1.180

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l



Q.9_02 Generally, how often do you use this mobile phone - To send or receive text (SMS) messages
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1726	333	505	363	525	838	888	960	766
Weighted Base	1834	396	597	395	445	994	841	1113	721
More than 10 times a day	(70) 552	87	188	131	147	274	277	353	199
	30%BB	22%	31%B	33%B	28%B	28%B	33%B	32%	28%
6-10 times a day	(56) 332	89	109	64	70	198	134	213	119
	18%	22%deg	18%	16%	16%	20%g	16%	19%	16%
1-5 times a day	(21) 574	125	202	120	127	327	246	363	210
	31%	32%	34%	30%	29%	33%	29%	33%	29%
A few times a week	(4) 279	67	74	62	76	141	137	143	136
	15%	17%	12%	16%	17%g	14%	16%	13%	18%ah
Less than once a week	(0.5) 95	27	24	18	26	51	43	38	56
	5%h	7%	4%	4%	6%	5%	5%	3%	8%ah
SUMMARY CODES									
DAILY	1458	301	499	314	343	800	658	929	528
	79%l	76%	84%Beg	80%	77%	80%	78%	83%al	73%
WEEKLY	1736	368	573	376	419	941	795	1072	664
	95%l	93%	95%	95%	94%	95%	95%	96%l	92%
EVER	1831	395	597	394	445	992	839	1111	721
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	3	1	-	1	1	1	2	3	1
	-	-	-	-	-	-	-	-	-
Mean Score	38.4711	35.331	39.866b	39.341	38.615	38.061	38.956b	40.394l	35.508
Standard Deviation	25.586	25.003	26.027	26.915	27.397	26.099	27.156	25.963	27.271
Error Variance	0.410	2.037	1.341	2.001	1.432	0.814	0.832	0.704	0.972



Q.9_02 Generally, how often do you use this mobile phone - To send or receive text (SMS) messages
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1726	1427	299	1405	154	83	84
Weighted Base	1834	1513	322	1508	159	85*	82*
More than 10 times a day	(70) 552 30%	443 29%	109 34%	433 29%	52 33%	29 34%	37 45%AD
6-10 times a day	(56) 332 18% ^C	295 19% ^C	38 12%	281 19%	24 15%	11 13%	16 20%
1-5 times a day	(21) 574 31%	478 32%	96 30%	472 31%	59 37% ^q	25 30%	18 22%
A few times a week	(4) 279 15%	213 14%	66 20% ^{aB}	240 16%	19 12%	11 13%	9 12%
Less than once a week	(0.5) 95 5%	81 5%	14 4%	80 5%	5 3%	9 11% ^{adeq}	1 2%
SUMMARY CODES							
DAILY	1458 79%	1216 80%	242 75%	1186 79%	136 85%	65 77%	71 87%
WEEKLY	1736 95% ^f	1429 94%	308 96%	1425 94%	155 97% ^f	76 89%	81 98% ^f
EVER	1831 100%	1509 100%	322 100%	1505 100%	159 100%	85 100%	82 100%
Don't know	3 *	3 *	- *	3 *	- *	- *	- *
Mean Score	38.471	38.730	37.259	37.844	39.851	37.896	47.916 ^{ADef}
Standard Deviation	26.586	26.338	27.727	26.546	28.932	27.993	25.640
Error Variance	0.410	0.487	2.571	0.503	4.367	9.441	7.826

Q.9_02 Generally, how often do you use this mobile phone - To send or receive text (SMS) messages
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1726	76	184	133	106	150	160	239	247	110	83	154	84	248	1478
Weighted Base	1834	84*	198	144	105*	152	167	261	275	122	85*	159	82*	302	1532
More than 10 times a day	(70) 552 30% _{kl}	17 21%	59 30%	48 34% _{kl}	31 29%	56 37% _{klj}	54 32% _{kl}	78 30%	62 22%	28 23%	29 34% _{kl}	52 33% _{kl}	37 45% _{ABceg}	98 33%	454 30%
6-10 times a day	(56) 332 18% _l	21 24% _{gj}	33 17%	26 18%	17	41 27% _{AcGIJ kl}	22 13%	65 25% _{acGIJ kl}	44 16%	12 10%	11 13%	24 15%	16 20%	54 16%	278 18%
1-5 times a day	(21) 574 31% _F	25 30% _{kl}	66 33% _F	41 29% _{kl}	29 27%	26 17%	53 32% _F	89 34% _{Fm}	100 36% _{Fm}	42 35% _F	25 30% _{kl}	59 37% _{Fm}	18 22%	96 32%	478 31%
A few times a week	(4) 279 15% _H	19 23% _{FHl}	23 14%	18 13%	21 21% _H	18 12%	36 21% _{aFHl}	21 8%	43 16% _h	35 29% _{ACDFH IKLM}	11 13%	19 12%	9 12%	43 14%	236 15%
Less than once a week	(0.5) 95 5% _h	2 2%	13 6% _h	10 7% _{gh}	6 6%	10 6% _h	3 2%	5	26 9% _{saGHlm}	5 4%	9 11% _{abGHlm}	5 3%	1 2%	11 4%	84 5%
SUMMARY CODES															
DAILY	1458 79% _{klj}	63 75%	158 80% _{kl}	116 80% _{kl}	77 74%	124 82% _{kl}	128 77%	232 89% _{ABcdE GIJK}	206 75%	83 68%	65 77%	136 85% _{klj}	71 87% _{klj}	248 82%	1209 79%
WEEKLY	1736 95% _{klk}	82 98% _{klk}	186 94%	134 93%	98 94%	142 94%	164 98% _{klk}	253 97% _{klk}	248 90%	118 96%	76 89%	155 97% _{klk}	81 98% _{klk}	291 96%	1445 94%
EVER	1831 100%	84 100%	198 100%	144 100%	105 100%	152 100%	167 100%	259 99%	274 100%	122 100%	85 100%	159 100%	82 100%	302 100%	1529 100%
Don't know	3 -	-	-	-	-	-	-	2 1%	1 -	-	-	-	-	-	3 -
Mean Score	38.4711J	35.252	37.862J	40.1871J	36.503	45.237Ab	37.165J	42.769ab	33.052	30.084	37.896	39.8511J	47.916AB	40.067	38.156
Standard Deviation	26.566	25.955	26.653	27.031	27.567	26.403	27.194	24.378	26.043	26.371	27.993	25.932	25.540	26.379	26.624
Error Variance	0.410	0.864	0.861	0.494	0.7169	0.4647	0.4622	0.2508	0.2757	0.3222	0.9441	0.4367	0.7826	0.2806	0.481

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
 * small base



Q.9_02 Generally, how often do you use this mobile phone - To send or receive text (SMS) messages
 Base: All who use mobile functions

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1726	259	190	657	1348	153	1501	812	582	331
Weighted Base	1834	278	195	737	1465	151	1617	876	621	337
More than 10 times a day	(70) 552	95	73	221	434	44	478	488	83	-
	30%IJ	34%	38%a	30%	30%	29%	30%	56%AIJ	10%J	-
6-10 times a day	(56) 332	72	34	107	256	33	289	253	79	-
	18%dIJ	26%AcD	18%	15%	17%	22%	18%	29%AIJ	13%J	-
1-5 times a day	(21) 574	83	55	236	465	46	511	114	401	59
	31%hIJ	30%	28%	32%	32%	31%	32%	13%	65%AIJ	17%
A few times a week	(4) 279	19	26	126	233	21	254	20	62	197
	15%bHI	7%	13%b	17%B	16%	14%	16%	2%	10%H	58%AIH
Less than once a week	(0.5) 95	10	6	47	76	8	83	-	14	81
	5%HI	3%	3%	6%	5%	5%	5%	-	2%h	24%AIH
SUMMARY CODES										
DAILY	1458	249	162	564	1155	123	1278	856	543	59
	79%J	90%AD	83%	77%	79%	81%	79%	98%AIJ	88%AJ	17%
WEEKLY	1736	269	188	690	1388	144	1532	876	605	255
	95%IJ	97%	97%	94%	95%	95%	95%	100%AIJ	98%AJ	76%
EVER	1831	278	194	737	1464	151	1615	876	619	336
	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Don't know	3	-	1	-	1	-	1	-	1	1
	-	-	1%	-	-	-	-	-	-	-
Mean Score	38.471IJ	44.762AD	42.810aD	36.565	37.899	39.283	38.029	58.079AIJ	28.310J	6.120
Standard Deviation	26.586	24.555	26.491	27.054	26.534	26.226	26.591	18.005	19.686	6.993
Error Variance	0.410	2.328	3.713	1.114	0.527	4.495	0.471	0.401	0.667	0.148



Q.9_02 Generally, how often do you use this mobile phone - To send or receive text (SMS) messages
 Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1726	326	1398	791	687	200	1405	219	102
Weighted Base	1834	342	1490	807	743	227	1489	235	111*
More than 10 times a day	(70) 552	116	435	148	283	106	454	64	34
		30% ^d	29%	18%	38% ^{AD}	47% ^{ADe}	31%	27%	31%
6-10 times a day	(56) 332	63	270	131	143	52	271	39	22
		18%	18%	16%	19%	23% ^d	16%	17%	20%
1-5 times a day	(21) 574	98	475	253	250	47	454	82	37
		31% ^F	32%	31% ^F	34% ^F	21%	31%	35%	33%
A few times a week	(4) 279	55	222	203	47	19	230	36	13
		15% ^{EF}	15%	25% ^{AEF}	6%	8%	15%	16%	11%
Less than once a week	(0.5) 95	9	86	71	19	2	75	14	5
		5% ^{EF}	3%	9% ^{AEF}	3%	1%	5%	6%	5%
SUMMARY CODES									
DAILY	1458	277	1180	531	676	205	1180	185	93
		79% ^D	79%	66%	91% ^{AD}	90% ^{AD}	79%	79%	84%
WEEKLY	1736	332	1402	735	724	224	1410	221	105
		95% ^D	94%	91%	97% ^{AD}	99% ^{AD}	95%	94%	95%
EVER	1831	341	1488	806	743	226	1485	235	111
		100%	100%	100%	100%	99%	100%	100%	100%
Don't know	3	1	3	2	-	1	3	-	-
		-	-	-	-	1% ^e	-	-	-
Mean Score	38.471D	40.751	37.952	29.589	44.836AD	50.449ADE	38.716	36.190	40.029
Standard Deviation	26.586	26.637	26.544	26.020	24.786	23.921	26.663	26.334	26.035
Error Variance	0.410	2.183	0.505	0.858	0.894	2.875	0.507	3.167	6.645

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.9_03 Generally, how often do you use this mobile phone - To send or receive multimedia message
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	534	228	306	127	179	126	57	34	11	306	183	45
Weighted Base	566	265	321	126	195	142	71*	44*	9**	320	213	52*
More than 10 times a day	(70) 59	25	34	9	20	15	9	4	2	29	24	6
	10%	9%	11%	8%	10%	11%	12%	8%	29%	9%	11%	11%
6-10 times a day	(56) 31	12	19	10	8	5	4	1	3	18	9	4
	5%	5%	6%	8%	4%	4%	6%	3%	33%	6%	4%	8%
1-5 times a day	(21) 93	58	35	21	30	23	14	6	1	50	37	6
	16%	22%aC	11%	16%	15%	16%	20%	13%	7%	16%	17%	12%
A few times a week	(4) 202	91	111	49	77	46	18	13	-	126	64	13
	34%	34%	35%	39%	40%	32%	25%	29%	-	39%gk	30%	24%
Less than once a week	(0.5) 199	78	121	37	60	52	27	21	3	97	79	23
	34%	29%	38%	29%	31%	36%	38%	47%	31%	30%	37%	44%
SUMMARY CODES												
DAILY	184	96	88	40	57	43	27	11	6	98	70	17
	31%	36%c	27%	32%	29%	30%	37%	24%	69%	30%	33%	32%
WEEKLY	386	187	199	89	134	89	44	23	6	223	133	29
	66%	71%c	62%	71%	69%	63%	62%	53%	69%	70%	63%	56%
EVER	565	265	320	126	195	141	71	44	9	320	212	52
	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Don't know	1	-	1	-	-	1	-	-	-	-	1	-
	-	-	-	-	-	1%	-	-	-	-	1%	-
Mean Score	14.977	15.422	14.609	14.966	14.335	14.443	16.911	11.440	40.229	14.583	15.272	16.189
Standard Deviation	22.705	21.976	23.395	21.962	22.316	22.597	24.116	20.691	31.086	22.145	23.091	24.817
Error Variance	0.987	2.099	1.795	3.788	2.782	4.085	10.204	12.579	87.852	1.603	2.930	13.686

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_03 Generally, how often do you use this mobile phone - To send or receive multimedia message
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	534	114	184	116	120	298	236	354	180
Weighted Base	565	144	218	127	98	361	224	406	178
More than 10 times a day	(70) 59	9	26	12	12	35	24	45	14
	10%	6%	12%	9%	13%	10%	11%	11%	8%
6-10 times a day	(56) 31	8	13	4	6	21	10	23	9
	5%	6%	6%	3%	6%	6%	4%	6%	5%
1-5 times a day	(21) 93	24	41	18	10	65	28	68	25
	16%	17%	19%	14%	10%	18%	12%	17%	14%
A few times a week	(4) 202	47	72	49	34	118	84	141	61
	34%	33%	33%	39%	35%	33%	37%	35%	34%
Less than once a week	(0.5) 199	55	65	44	35	120	79	131	68
	34%	38%	30%	34%	36%	33%	35%	32%	38%
SUMMARY CODES									
DAILY	184	42	80	34	28	122	62	136	48
	31%	29%	37%	27%	29%	34%	28%	33%	27%
WEEKLY	386	89	151	83	63	240	146	277	109
	68%	62%	69%	64%	64%	66%	65%	68%	61%
EVER	565	144	216	127	98	360	224	406	177
	100%	100%	99%	100%	100%	100%	100%	100%	99%
Don't know	1	-	1	-	-	1	-	-	1
	-	-	1%	-	-	-	-	-	1%
Mean Score	14.977	12.764	17.123	12.973	16.080	15.394	14.324	15.946	12.738
Standard Deviation	22.705	20.339	23.841	21.368	24.830	22.581	22.937	23.366	20.993
Error Variance	0.987	3.629	3.106	3.936	5.138	1.717	2.229	1.542	2.462



Q.9_03 Generally, how often do you use this mobile phone - To send or receive multimedia message
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	534	450	84	434	48	25	27
Weighted Base	586	493	93*	475	54*	26**	31**
More than 10 times a day	(70) 59 10%	43 9%	16 17% ^b	51 11%	6 11%	1 4%	1 4%
6-10 times a day	(56) 31 5%	27 5%	5 5%	29 6%	1 1%	-	2 5%
1-5 times a day	(21) 93 16% ^c	87 18% ^c	6 7%	75 16%	10 18%	4 15%	5 16%
A few times a week	(4) 202 34%	174 35%	29 31%	166 35%	16 30%	12 48%	8 25%
Less than once a week	(0.5) 199 34%	162 33%	37 40%	155 33%	20 36%	9 33%	15 49%
SUMMARY CODES							
DAILY	184 31%	157 32%	27 28%	154 32%	17 31%	5 19%	8 26%
WEEKLY	386 66%	331 67%	55 59%	320 67%	33 61%	17 67%	16 51%
EVER	585 100% ^e	493 100% ^c	92 99%	475 100% ^E	53 98%	26 100%	31 100%
Don't know	1 *	- -	1 1% ^b	- -	1 2% ^d	- -	- -
Mean Score	14.977	14.475	17.671	15.728	14.171	8.082	10.587
Standard Deviation	22.705	21.808	26.986	23.278	22.404	14.774	18.681
Error Variance	0.967	1.057	8.774	1.249	10.679	8.731	12.925

Q.9_03 Generally, how often do you use this mobile phone - To send or receive multimedia message
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	534	20	51	46	33	54	46	62	97	35	25	48	27	99	435
Weighted Base	586	22**	60*	50*	31*	57*	48*	70*	97*	39*	26**	54*	31**	119*	467
More than 10 times a day	(70) 59 10%	2 9%	1 2%	2 3%	6 18%cd	10 18%cd	7 14%cd	9 13%	9 9%	5 13%	1 4%	6 11%	1 4%	16 14%	43 9%
6-10 times a day	(56) 31 5%	2 7%	5 9%	1 2%	1 5%	9 15%AdGj	-	3 5%	5 6%	2 5%	-	1 1%	2 5%	5 4%	26 6%
1-5 times a day	(21) 93 16%cd	1 6%	6 10%	2 4%	4 12%	6 10%	8 17%	14 20%cd	23 24%df	11 28%df	4 15%	10 18%cd	5 16%	24 20%	70 15%
A few times a week	(4) 202 34%	12 54%	26 43%j	22 44%j	12 41%	16 28%	16 33%	23 33%	24 24%	14 37%	12 48%	16 30%	8 25%	41 35%	161 34%
Less than once a week	(0.5) 199 34%	5 24%	21 35%	23 46%j	7 24%	17 29%	18 36%	21 30%	36 37%	7 18%	9 33%	20 36%	15 49%	32 27%	166 36%
SUMMARY CODES															
DAILY	184 31% ^d	5 22%	13 21%	5 10%	11 35% ^d	25 43% ^{cd}	15 30% ^d	26 37% ^d	38 39% ^{cd}	18 45% ^{cd}	5 19%	17 31% ^{cd}	8 26%	45 38%	139 30%
WEEKLY	386 66%	17 76%	39 65%	27 54%	23 76%	40 71%	31 71%	49 70%	61 63%	32 82% ^d	17 67%	33 61%	16 51%	86 73%	300 64%
EVER	585 100% ^{kl}	22 100%	60 100%	50 100%	31 100%	57 100%	48 100%	70 100%	97 100%	39 100%	26 100%	53 98%	31 100%	119 100%	466 100%
Don't know	1 *	-	-	-	-	-	-	-	-	-	-	2% ^{la}	-	-	1
Mean Score	14.977 ^d	13.818	10.729	6.461	19.616 ^D	24.440 ^{AC}	14.700	17.176 ^d	15.799 ^d	19.038 ^D	8.082	14.171	10.587	17.642	14.299
Standard Deviation	22.705	23.006	18.456	14.842	27.135	28.766	23.523	24.033	22.264	23.601	14.774	22.404	18.681	24.285	22.261
Error Variance	0.967	26.464	6.679	4.788	22.312	15.324	12.029	9.316	5.698	15.914	8.731	10.679	12.925	5.957	1.142

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_03 Generally, how often do you use this mobile phone - To send or receive multimedia message
Base: All who use mobile functions

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	534	87	66	189	445	42	487	415	102	17
Weighted Base	566	96*	70*	220	496	46*	542	453	112*	20**
More than 10 times a day	(70) 59 10%j	16 17%	4 6%	22 10%	46 9%	6 12%	52 10%	59 13%j	-	-
6-10 times a day	(56) 31 5%j	6 7%	4 5%	13 6%	24 5%	3 7%	28 5%	31 7%j	-	-
1-5 times a day	(21) 93 16%	20 21%	16 23%	32 15%	80 16%	9 19%	88 16%	77 17%	15 14%	1 6%
A few times a week	(4) 202 34%	27 28%	24 34%	75 34%	177 36%	12 27%	189 35%	166 37%	33 29%	3 19%
Less than once a week	(0.5) 199 34%h	27 28%	23 33%	76 35%	167 34%	16 35%	183 34%	119 26%	64 57%AH	16 79%
SUMMARY CODES										
DAILY	184 31%j	42 44%Ad	24 34%	67 31%	150 30%	18 38%	168 31%	167 37%j	15 14%	1 6%
WEEKLY	386 66%j	69 72%	47 67%	143 65%	327 66%	30 66%	357 66%	334 74%al	48 43%	4 21%
EVER	565 100%	96 100%	70 100%	219 99%	495 100%	46 100%	541 100%	452 100%	112 100%	20 100%
Don't know	1 -	-	-	1 1%	1 -	-	1 -	1 -	-	-
Mean Score	14.9771	20.934a	13.249	15.065	14.291	17.853	14.593	18.186al	4.325	2.284
Standard Deviation	22.705	26.149	19.553	23.023	22.059	24.715	22.295	24.665	6.847	5.079
Error Variance	0.987	7.860	5.793	2.819	1.096	14.544	1.023	1.470	0.460	1.518

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.9_03 Generally, how often do you use this mobile phone - To send or receive multimedia message
 Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	534	95	439	129	289	101	443	64	27
Weighted Base	586	105*	481	137	317	113*	484	71*	31**
More than 10 times a day	(70) 59	13	46	8	29	18	50	4	5
6-10 times a day	(56) 31	12%	10%	6%	9%	16% ^d	10%	6%	17%
1-5 times a day	(21) 93	8	24	9	13	9	28	3	-
A few times a week	(4) 202	5%	5%	6%	4%	8%	6%	5%	-
Less than once a week	(0.5) 199	14	79	22	47	18	72	12	9
SUMMARY CODES		16%	16%	16%	15%	16%	15%	18%	28%
DAILY	184	34	168	29	125	42	164	26	12
WEEKLY	386	32%	35%	21%	39% ^D	37% ^D	34%	37%	38%
EVER	585	34% ^f	35%	51% ^{AEF}	32%	22%	35%	35%	17%
Don't know	1	-	-	-	-	-	-	-	-
Mean Score	14.977	16.837	14.570	12.262	13.637	20.640 ^{aDe}	15.145	11.953	19.236
Standard Deviation	22.705	24.625	22.269	20.620	21.606	26.268	23.036	19.270	24.484
Error Variance	0.967	6.383	1.132	3.296	1.621	6.832	1.201	5.802	22.221

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_04 Generally, how often do you use this mobile phone - To make or receive video calls
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	238	113	125	65	85	55	17	14	2	150	72	16
Weighted Base	260	128	132	64*	93*	60*	24**	18**	2**	157	84*	19**
More than 10 times a day	(70) 21 8%	17 13% ^c	3 3%	5 8%	7 7%	2 4%	4 18%	1 7%	1 56%	12 7%	7 8%	2 11%
6-10 times a day	(56) 17 7%	12 9%	5 4%	4 7%	7 8%	3 4%	2 7%	1 6%	-	12 7%	4 5%	1 6%
1-5 times a day	(21) 29 11% ^k	13 10%	15 12%	10 15% ^k	12 13% ^k	3 4%	-	5 27%	-	21 14% ^k	3 3%	5 25%
A few times a week	(4) 66 25%	26 20%	39 30%	19 27%	22 23%	19 31%	5 19%	2 14%	1 44%	39 25%	23 28%	3 17%
Less than once a week	(0.5) 126 49%	60 47%	66 50%	26 41%	45 49%	33 56%	14 56%	8 46%	-	71 45%	47 56%	8 42%
SUMMARY CODES												
DAILY	66 25% ^f	42 33% ^c	24 19%	19 29% ^f	26 28% ^f	7 12%	6 25%	7 40%	1 56%	45 29% ^k	13 16%	8 42%
WEEKLY	132 51%	68 53%	64 48%	36 57%	48 51%	26 43%	10 44%	10 54%	2 100%	84 54%	36 43%	11 58%
EVER	258 99%	128 100%	130 99%	63 98%	93 100%	59 99%	24 100%	18 100%	2 100%	155 99%	83 99%	19 100%
Don't know	2 1%	1 1%	2 1%	1 2%	-	1 1%	-	-	-	1 1%	1 1%	-
Mean Score	12.864 ^c	17.641 ^c	8.171	13.924	13.441	7.632	17.366	14.952	40.823	13.636	10.437	17.086
Standard Deviation	22.065	26.109	15.393	22.144	22.194	17.358	23.755	21.679	-	22.104	21.546	24.000
Error Variance	2.072	6.086	2.069	7.784	5.795	5.580	48.640	33.571	-	3.301	6.538	35.999

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_04 Generally, how often do you use this mobile phone - To make or receive video calls
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	238	46	82	53	57	128	110	153	85
Weighted Base	260	60*	97*	56*	47*	157	103	177	83*
More than 10 times a day	(70) 21	1	13	5	1	15	6	18	2
6-10 times a day	(56) 8%	2%	14% ^{be}	9%	2%	9%	6%	10%	3%
1-5 times a day	(21) 17	5	8	1	4	13	4	12	5
A few times a week	(4) 7%	8%	7%	1%	8%	8%	4%	7%	7%
Less than once a week	(0.5) 29	5	5	10	9	10	18	22	7
SUMMARY CODES	11%	9%	5%	17% ^{cd}	18% ^{cd}	7%	18% ^{cd}	12%	9%
DAILY	66	12	26	15	13	38	28	51	15
WEEKLY	132	20%	27%	27%	28%	24%	27%	29%	18%
EVER	258	30	51	27	25	80	51	94	38
Don't know	2	51%	50%	52%	48%	52%	50%	53%	45%
Mean Score	12.864	9.685	16.606	11.394	11.020	13.944	11.223	14.632	9.026
Standard Deviation	22.065	10.330	26.286	20.414	18.054	23.730	19.279	23.562	17.881
Error Variance	2.072	7.296	8.637	7.863	5.820	4.466	3.410	3.659	3.852

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g - a/h/i
 * small base



Q.9_04 Generally, how often do you use this mobile phone - To make or receive video calls
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	238	215	23	206	16	6	10
Weighted Base	260	234	26**	223	18**	7**	12**
More than 10 times a day	(70) 21 8%	19 8%	2 7%	17 8%	1 8%	-	2 20%
6-10 times a day	(56) 17 7%	16 7%	1 5%	16 7%	1 4%	-	-
1-5 times a day	(21) 29 11%	27 12%	2 6%	22 10%	5 26%	2 25%	1 5%
A few times a week	(4) 66 25%	57 24%	9 32%	61 27%	1 7%	-	3 23%
Less than once a week	(0.5) 126 49%	113 49%	13 49%	106 47%	9 52%	5 75%	6 52%
SUMMARY CODES							
DAILY	66 25%	61 26%	5 19%	55 25%	7 38%	2 25%	3 25%
WEEKLY	132 51%	118 51%	13 51%	116 52%	8 45%	2 25%	6 48%
EVER	258 99%	232 99%	26 100%	222 99%	17 96%	7 100%	12 100%
Don't know	2 1%	2 1%	-	1 1%	1 4%	-	-
Mean Score	12.864	13.095	10.827	12.807	14.038	5.665	16.120
Standard Deviation	22.065	22.190	21.226	22.068	21.554	9.663	28.297
Error Variance	2.072	2.323	19.589	2.387	30.971	15.563	80.070

Q.9_04 Generally, how often do you use this mobile phone - To make or receive video calls
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	238	7	20	13	18	24	22	53	37	12	6	16	10	45	193
Weighted Base	260	9**	24**	14**	16**	25**	23**	58*	39*	14**	7**	18**	12**	55*	205
More than 10 times a day	(70) 21 8%	-	-	-	1	3	-	11	1	1	-	1	2	9	12
6-10 times a day	(56) 17 7%	-	-	-	9%	11%	-	18%ai	2%	7%	-	8%	20%	16%o	6%
1-5 times a day	(21) 29 11%	2	2	-	1	4	-	4	3	1	-	1	-	2	15
A few times a week	(4) 66 25%	18%	7%	-	3%	16%	-	7%	9%	9%	-	4%	-	3%	8%
Less than once a week	(0.5) 126 49%h	1	1	4	3	3	3	3	4	-	2	5	1	3	25
SUMMARY CODES															
DAILY	66 25%	3	3	4	5	9	3	17	8	2	2	7	3	14	52
WEEKLY	132 51%	34%	9	8	7	13	7	40	21	8	2	8	6	31	101
EVER	258 99%	9	24	14	15	25	23	58	39	14	7	17	12	55	203
Don't know	2 1%	-	-	-	1	-	-	-	-	-	-	1	-	-	2
Mean Score	12.864	14.661	6.063	7.097	13.862	19.496	3.639	19.216	10.196	11.782	5.665	14.038	16.120	15.621	12.112
Standard Deviation	22.065	22.013	14.327	9.106	23.295	27.064	6.781	27.753	18.587	23.259	9.663	21.554	28.297	26.031	20.865
Error Variance	2.072	69.222	10.263	6.378	33.915	30.519	2.090	14.533	9.338	45.080	15.563	30.971	80.070	15.058	2.291

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_04 Generally, how often do you use this mobile phone - To make or receive video calls
 Base: All who use mobile functions

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	238	46	39	77	191	20	211	199	31	8
Weighted Base	260	52*	42*	91*	214	21**	235	219	34**	8**
More than 10 times a day	(70) 21	4	1	8	17	1	18	21	-	-
6-10 times a day	(56) 17	7%	3%	9%	8%	5%	8%	9%	-	-
1-5 times a day	(21) 7%	11%	7%	6%	5%	6%	5%	7%	3%	-
A few times a week	(4) 29	6	4	11	23	2	25	23	3	2
Less than once a week	(0.5) 11%	11%	9%	12%	11%	9%	11%	11%	10%	25%
SUMMARY CODES	66	14	16	18	53	7	60	55	8	3
DAILY	25%	28%	37%	20%	25%	32%	26%	25%	23%	34%
WEEKLY	132	22	18	48	109	10	119	102	22	3
EVER	99%	99%	100%	100%	100%	100%	100%	99%	100%	94%
Don't know	2	1	-	-	1	-	1	2	-	1
Mean Score	12.864	15.009	9.705	13.112	11.919	10.071	11.753	14.266	5.077	7.212
Standard Deviation	22.065	23.439	18.242	22.644	21.429	19.473	21.227	23.357	11.200	9.040
Error Variance	2.072	12.209	8.532	6.659	2.417	18.960	2.146	2.769	4.047	11.675

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_04 Generally, how often do you use this mobile phone - To make or receive video calls
Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	238	55	183	54	122	54	199	25	14
Weighted Base	260	60*	200	54*	136	61*	218	26**	16**
More than 10 times a day	(70) 21	5	16	4	12	5	18	3	-
6-10 times a day	(56) 17	8%	8%	7%	9%	8%	8%	10%	-
1-5 times a day	(21) 29	10%	5%	11%	5%	8%	17	-	-
A few times a week	(4) 66	4%	13%	10%	11%	14%	22	5	1
Less than once a week	(0.5) 125	25%	26%	23%	26%	22%	103	14	43%
SUMMARY CODES		49%	47%	42%	49%	52%	47%	57%	50%
DAILY	66	14	53	15	34	16	57	8	1
WEEKLY	132	27	105	29	69	29	112	11	8
EVER	258	59	199	52	136	61	215	26	16
Don't know	2	1	1	2	100%	100%	2	100%	100%
Mean Score	12.864	13.858	12.567	14.846	12.705	12.282	13.726	11.676	3.475
Standard Deviation	22.065	24.203	21.442	23.419	22.157	21.548	22.855	20.956	5.338
Error Variance	2.072	10.848	2.540	10.754	4.024	8.599	2.665	17.567	2.035

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base; ** very small base (under 30) ineligible for sig testing

Q.9_05 Generally, how often do you use this mobile phone - To use the internet e.g. using apps, maps, instant messaging etc.
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	186	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
More than 10 times a day	(70) 321	181	140	99	125	58	29	9	1	224	87	10
	33%GHL	34%	31%	42%AFGHKL	40%aLGHKL	28%h	20%	14%	6%	41%AFGHKL	25%l	12%
6-10 times a day	(56) 169	94	75	49	53	31	24	11	1	102	55	12
	17%	18%	17%	21%	17%	15%	17%	16%	6%	19%	16%	14%
1-5 times a day	(21) 281	155	126	55	91	74	39	18	4	146	113	22
	29%	29%	28%	24%	29%	38%aDj	27%	25%	31%	27%	33%d	26%
A few times a week	(4) 150	69	80	23	44	26	33	20	4	66	59	25
	15%d	13%	16%	10%	14%	13%	23%DeJ	29%ADEFjk	35%	12%	17%d	30%ADEFjk
Less than once a week	(0.5) 57	27	30	6	3	15	18	11	3	9	34	14
	6%Ej	5%	7%	3%	1%	8%dEj	13%ADEj	16%ADEj	22%	2%	10%aDEj	17%ADEj
SUMMARY CODES												
DAILY	770	430	340	204	268	163	92	38	5	472	255	43
	79%GHL	82%bc	75%	87%AGHKL	85%aGHKL	80%GHL	64%	55%	42%	86%AGHKL	73%HL	53%
WEEKLY	920	499	421	226	312	189	125	58	10	538	314	68
	94%GHL	95%	93%	97%GHKL	99%AFGHKL	92%l	87%	84%	78%	98%AFGHKL	90%	83%
EVER	977	526	451	233	315	204	143	69	13	548	348	82
	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	1	-	1	1	-	-	-	-	-	1	-	-
	-	-	-	1%	-	-	-	-	-	-	-	-
Mean Score	39.327GHKL	40.831	37.573	47.083AFGHK	43.719aFGHK	36.467HL	30.281	24.874	15.156	45.150AFGHK	33.916HL	23.379
Standard Deviation	27.082	26.696	27.451	L 25.386	L 26.210	26.408	27.020	25.768	19.955	L 25.893	26.798	25.102
Error Variance	0.816	1.553	1.713	2.663	2.337	3.749	6.760	12.528	24.889	1.251	2.443	9.132

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_05 Generally, how often do you use this mobile phone - To use the internet e.g. using apps, maps, instant messaging etc.
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	469	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
More than 10 times a day	(70) 321 33%	68 31%	109 32%	71 33%	73 37%	177 31%	144 35%	223 33%	98 33%
6-10 times a day	(56) 169 17%	42 19%	67 19%	33 15%	27 14%	109 19%	60 15%	117 17%	52 18%
1-5 times a day	(21) 281 29%	61 27%	91 26%	68 32%	61 31%	152 27%	129 31%	205 30%	76 28%
A few times a week	(4) 150 15%	33 15%	56 16%	37 17%	24 12%	89 16%	61 15%	104 15%	46 16%
Less than once a week	(0.5) 57 6%	18 8% ^d	20 6%	5 2%	14 7% ^d	39 7% ^d	19 5%	36 5%	21 7%
SUMMARY CODES									
DAILY	770 79%	171 77%	267 77%	172 80%	161 81%	438 77%	333 81%	545 80%	226 77%
WEEKLY	920 94%	204 92%	323 94%	208 98% ^k _{abaeef}	185 93%	527 93%	393 95%	646 95%	272 92%
EVER	977 100%	223 100%	343 100%	213 100%	198 100%	565 100%	412 100%	684 100%	293 100%
Don't know	1 -	-	1 -	-	-	1 -	-	-	1 -
Mean Score	39.327	36.441	39.365	39.228	40.363	39.001	39.775	39.296	39.401
Standard Deviation	27.082	27.314	27.140	26.734	27.261	27.188	26.962	26.998	27.554
Error Variance	0.816	4.191	2.540	3.684	3.136	1.579	1.687	1.222	2.473



Q.9_05 Generally, how often do you use this mobile phone - To use the internet e.g. using apps, maps, instant messaging etc.
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
More than 10 times a day	(70) 321 33%	272 33%	49 34%	262 33%	26 28%	14 30%	20 50%ade
6-10 times a day	(56) 169 17%	145 17%	24 17%	141 18%	17 18%	8 8	2 6%
1-5 times a day	(21) 281 29%	248 30%	33 23%	229 28%	31 33%	13 28%	9 23%
A few times a week	(4) 150 15%	122 15%	28 20%	125 16%	11 12%	10 22%	5 12%
Less than once a week	(0.5) 57 6%	48 6%	7 7%	45 6%	7 7%	1 3%	4 9%
SUMMARY CODES							
DAILY	770 79%	665 80%	106 74%	631 79%	74 79%	34 73%	31 79%
WEEKLY	920 94%	787 94%	134 93%	756 94%	84 91%	44 97%	36 91%
EVER	977 100%ae	834 100%	143 100%	801 100%E	91 98%	46 100%	40 100%
Don't know	1 *	1 *	- -	- -	1 2%ad	- -	- -
Mean Score	39.327	39.391	38.953	39.379	37.766	37.691	43.746
Standard Deviation	27.082	26.912	28.149	27.064	26.363	27.384	29.194
Error Variance	0.816	0.937	6.288	0.994	8.797	16.302	23.034

Q.9_05 Generally, how often do you use this mobile phone - To use the internet e.g. using apps, maps, instant messaging etc.
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	48	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
More than 10 times a day	(70) 321 33%	8 24%	42 41%j	26 38%	16 28%	28 32%	32 33%	55 33%	41 31%	13 23%	14 30%	26 28%	20 50%aejj	73 36%	248 32%
6-10 times a day	(56) 169 17%	10 32%	15 15%	12 17%	8 14%	19 21%j	16 16%	30 18%	28 21%j	4 7%	8 18%	17 18%	2 6%	31 15%	138 18%
1-5 times a day	(21) 281 29%	8 24%	30 30%	17 25%	15 26%	18 21%	28 29%	54 33%	36 27%	21 37%	13 29%	31 33%	9 23%	59 29%	222 29%
A few times a week	(4) 150 15%	2 7%	13 13%	11 15%	16 28%acHll	17 19%	18 19%	18 11%	15 11%	15 27%acHll	10 22%	11 12%	5 12%	30 15%	119 15%
Less than once a week	(0.5) 57 6%	4 13%	1 1%	4 6%	1 2%	6 7%c	3 3%	9 5%	14 10%C	3 6%	1 3%	7 7%c	4 9%c	8 4%	49 6%
SUMMARY CODES															
DAILY	770 79%	26 80%	87 87%efj	55 79%	40 70%	65 74%	76 79%	139 84%efj	106 78%	39 68%	34 70%	74 79%	31 79%	163 81%	608 78%
WEEKLY	920 94%	28 87%	100 99%klm	66 94%	55 98%	82 93%	94 97%	156 95%	121 90%	54 94%	44 97%	84 91%	36 91%	193 96%	727 94%
EVER	977 100%l	32 100%	100 100%	70 100%	57 100%	88 100%	97 100%	165 100%	135 100%	57 100%	46 100%	91 98%	40 100%	201 100%	776 100%
Don't know	1 *	-	-	-	-	-	-	-	-	-	-	1 2%a	-	-	1 *
Mean Score	39.327j	40.271	44.291eJ	41.506j	34.372	39.238	39.211j	40.804J	39.311j	29.217	37.691	37.766	43.746j	40.693	39.973
Standard Deviation	27.082	26.488	26.159	27.738	27.736	27.944	26.231	27.180	26.343	27.384	26.363	28.194	27.072	27.091	
Error Variance	0.816	25.058	7.957	12.824	12.821	9.080	7.981	4.468	6.156	13.879	16.302	8.797	23.034	4.415	1.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_05 Generally, how often do you use this mobile phone - To use the internet e.g. using apps, maps, instant messaging etc.
 Base: All who use mobile functions

	Total (a)	O3 RAIL USER			O4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	640	231	29
Weighted Base	979	171	123	350	769	93*	862	695	253	31**
More than 10 times a day	(70) 321 33% _l	67 39%	44 36%	117 33%	252 32%	28 31%	280 32%	313 45% _{AI}	8 3%	-
6-10 times a day	(56) 169 17% _l	27 16%	25 20%	52 15%	138 18%	17 18%	155 18%	153 22% _{AI}	16 6%	-
1-5 times a day	(21) 281 29% _h	53 31%	31 25%	98 29%	220 29%	31 33%	251 29%	167 24%	113 45% _{LAH}	1 2%
A few times a week	(4) 150 15% _{abH}	15 9%	14 12%	67 19% _B	124 16%	14 15%	139 16%	50 7%	81 32% _{LAH}	18 59%
Less than once a week	(0.5) 57 6% _H	8 5%	9 7%	17 5%	54 7%	2 2%	56 6%	12 2%	33 13% _{LAH}	12 39%
SUMMARY CODES										
DAILY	770 79% _l	147 86% _d	100 81%	267 76%	610 77%	77 82%	687 79%	632 91% _{AI}	137 54%	1 2%
WEEKLY	920 94% _l	162 95%	114 93%	333 95%	735 96%	91 94%	825 94%	683 98% _{AI}	219 86%	19 61%
EVER	977 100%	170 99%	123 100%	350 100%	769 100%	93 100%	862 100%	695 100%	252 99%	31 100%
Don't know	1 -	1 1%	-	-	-	-	-	-	1 1%	-
Mean Score	39.3271	43.475	42.384	38.341	38.694	39.257	38.753	49.161 _{AI}	16.606	2.922
Standard Deviation	27.082	26.199	27.002	27.580	27.272	26.186	27.145	24.217	16.840	2.982
Error Variance	0.816	4.546	6.231	2.470	1.046	7.619	0.920	0.916	1.233	0.307

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_05 Generally, how often do you use this mobile phone - To use the internet e.g. using apps, maps, instant messaging etc.
Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)		Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701		250	471	153	730	114	56
Weighted Base	979	210	769		256	514	176	793	126	60*
More than 10 times a day	(70) 321	66	255		67	168	76	258	37	26
6-10 times a day	(56) 169	44	125		33	103	28	136	24	7
1-5 times a day	(21) 281	62	219		73	144	49	223	40	18
A few times a week	(4) 150	28	121		57	71	20	128	14	8
Less than once a week	(0.5) 57	9	48		25	25	3	44	12	11
SUMMARY CODES										
DAILY	770	172	599		173	416	153	619	100	51
WEEKLY	920	200	720		230	487	173	747	114	59
EVER	977	209	769		256	512	176	791	126	60
Don't know	1	1	-		-	1	-	1	-	-
Mean Score	39.327D	40.688	38.958		32.425	40.838D	45.433aD	39.202	38.037	43.685
Standard Deviation	27.082	26.265	27.305		27.646	26.564	26.002	27.142	26.768	26.969
Error Variance	0.816	3.484	1.064		3.057	1.501	4.419	1.011	6.285	12.988

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.9_06 Generally, how often do you use this mobile phone - To use email
 Base: All who use mobile functions

	Total (a)	GENDER		AGE						16-34 (j)	35-54 (k)	55+ (l)
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)			
Unweighted Base	710	367	343	174	238	158	98	39	13	412	246	52
Weighted Base	785	421	363	170	282	175	118*	50*	10**	432	293	60*
More than 10 times a day	(70) 185 24%cd	119 28%C	65 18%	25 15%	76 29%Dh	51 29%Dh	25 22%	7 14%	-	101 23%d	77 26%Di	7 11%
6-10 times a day	(56) 99 13%	50 12%	49 13%	37 22%AEFhKL	15 12%	30 8%	14 12%	3 5%	-	67 16%kl	29 10%	3 4%
1-5 times a day	(21) 267 34%	143 34%	124 34%	62 37%	93 35%	59 34%	36 30%	14 28%	3 30%	155 36%	95 32%	17 29%
A few times a week	(4) 160 20%	73 17%	88 24%b	35 20%	46 17%	25 21%	25 31%	16 45%	4 25%	80 19%	60 20%	20 33%aej
Less than once a week	(0.5) 70 9%	36 9%	34 9%	9 5%	17 7%	14 8%	16 13%dj	11 22%ADELk	2 25%	27 6%	30 10%	14 22%ADEFLk
SUMMARY CODES												
DAILY	550 70%HL	312 74%sc	238 65%	124 73%HL	199 76%gHL	125 71%HL	75 64%l	24 47%	3 30%	323 75%gHL	200 68%HL	27 44%
WEEKLY	710 91%HL	385 91%	325 89%	159 94%gHL	245 93%gHL	156 91%hl	101 85%	39 78%	7 75%	403 93%gHL	260 89%l	47 78%
EVER	781 99%	421 100%sc	359 99%	168 100%	282 100%	174 99%	116 99%	50 100%	10 100%	430 100%	290 99%	60 100%
Don't know	4 1%	-	4 1%b	1 1%	-	1 1%	1 1%	-	-	1 -	2 1%	-
Mean Score	31.667HL	34.353C	28.521	31.400HL	34.939HL	33.281HL	29.482l	19.666	8.168	33.551HL	31.757HL	17.787
Standard Deviation	26.588	27.124	25.527	24.655	26.919	27.502	26.956	24.066	8.929	26.905	27.301	22.656
Error Variance	1.000	2.005	1.932	3.514	3.045	4.818	8.352	14.853	6.133	1.656	3.055	9.871

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_06 Generally, how often do you use this mobile phone - To use email
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	710	154	259	144	153	413	297	493	217
Weighted Base	785	194	304	159	128	498	297	573	212
More than 10 times a day	(70) 185 24%	55 28%	67 22%	37 24%	25 20%	122 25%	62 22%	143 25%	41 20%
6-10 times a day	(56) 99 13% ^{eeeg}	25 13%	54 18% ^{aaDEG}	12 8%	8 6%	79 16% ^{dEG}	20 7%	74 13%	25 12%
1-5 times a day	(21) 267 34%	58 30%	107 35%	58 37%	43 34%	165 33%	101 35%	192 34%	75 35%
A few times a week	(4) 160 20%	35 18%	65 21%	21 13%	40 31% ^{AbCAdFg}	99 20%	61 21%	108 19%	52 25%
Less than once a week	(0.5) 70 9% ^{CC}	20 10% ^C	8 3%	30 19% ^{AbCAeF}	12 9% ^C	28 6%	42 15% ^{aCaF}	53 9%	17 8%
SUMMARY CODES									
DAILY	550 70% ^{ee}	137 71% ^{ee}	228 75% ^{EG}	108 68%	76 59%	366 73% ^{EG}	184 64%	409 71%	141 66%
WEEKLY	710 91% ^{DgDg}	172 89%	293 96% ^{ABADeG}	129 81%	116 91% ^d	465 93% ^{DG}	245 85%	517 90%	193 91%
EVER	781 99%	192 99%	301 99%	159 100%	128 100%	494 99%	287 100%	570 100%	210 99%
Don't know	4 1%	1 1%	2 1%	-	-	4 1%	-	2 -	1 1%
Mean Score	31.667 ^{eeeg}	34.298 ^{EG}	33.947 ^{EG}	29.103	25.552	34.090 ^{EG}	27.519	32.694	28.885
Standard Deviation	26.588	27.710	26.721	26.745	25.689	26.487	26.393	26.925	25.791
Error Variance	1.000	5.018	2.574	4.967	4.313	1.711	2.328	1.466	3.080



Q.9_06 Generally, how often do you use this mobile phone - To use email
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	710	611	99	603	60	25	22
Weighted Base	785	670	115*	662	70*	26**	27**
More than 10 times a day	(70) 185 24%	158 24%	26 23%	158 24%	19 27%	2 8%	6 21%
6-10 times a day	(56) 99 13%	85 13%	14 12%	87 13%	6 9%	3 11%	3 12%
1-5 times a day	(21) 267 34%	224 33%	43 37%	220 33%	25 36%	9 36%	12 45%
A few times a week	(4) 160 20%	134 20%	26 23%	130 20%	14 21%	11 41%	5 20%
Less than once a week	(0.5) 70 9%	65 10%	6 5%	65 10%	4 6%	1 4%	1 3%
SUMMARY CODES							
DAILY	550 70%	467 70%	83 72%	465 70%	50 71%	14 55%	21 78%
WEEKLY	710 91%	601 90%	109 95%	595 90%	64 92%	25 96%	26 97%
EVER	781 99%	666 99%	115 100%	660 100%	68 98%	26 100%	27 100%
Don't know	4 1%	4 1%	-	2 *	1 2%	-	-
Mean Score	31.667	31.681	31.588	32.012	32.544	20.962	31.269
Standard Deviation	26.588	26.704	26.020	26.752	26.889	21.905	24.964
Error Variance	1.000	1.173	6.839	1.191	12.254	19.193	28.326

Q.9_06 Generally, how often do you use this mobile phone - To use email
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	710	24	68	49	44	65	78	142	98	37	25	60	22	143	567
Weighted Base	785	29**	82*	56*	39*	67*	83*	156	109*	42*	26**	70*	27**	173	611
More than 10 times a day	(70) 185	8	15	8	14	19	22	44	24	5	2	19	6	58	126
6-10 times a day	(56) 99	-	14	9	4	10	10	19	16	6	3	6	3	21	78
1-5 times a day	(21) 267	13	23	17	10	21	27	49	39	19	9	25	12	59	208
A few times a week	(4) 160	5	21	17	6	11	12	31	18	10	11	14	5	25	135
Less than once a week	(0.5) 70	4	9	5	4	6	12	11	2	4	1	4	1	10	60
Don't know	9*	12%	11%	8%	11%	9%	15%	7%	10%	6%	4%	6%	3%	6%	10%
SUMMARY CODES															
DAILY	550	21	53	35	28	49	59	112	79	30	14	50	21	138	412
WEEKLY	710	25	73	52	33	61	70	143	98	39	25	64	26	163	547
EVER	781	29	82	56	38	67	83	155	109	42	26	68	27	173	608
Don't know	4	-	-	-	1	-	-	1	-	-	-	-	-	-	4
Mean Score	31.667	29.038	29.455	27.163	37.321	35.354	32.420	34.241	32.023	26.389	20.962	32.544	31.369	38.046aO	29.849
Standard Deviation	26.588	26.623	26.612	26.462	29.019	27.465	27.444	27.362	26.225	22.674	21.905	26.889	24.964	27.137	26.168
Error Variance	1.000	29.532	10.415	13.231	19.584	11.622	9.656	5.310	7.164	13.895	19.193	12.254	28.326	5.150	1.214

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_06 Generally, how often do you use this mobile phone - To use email
 Base: All who use mobile functions

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	710	137	101	221	565	89	634	531	156	21
Weighted Base	785	155	106*	257	636	71*	707	583	177	22**
More than 10 times a day	(70) 185 24%j	45 29%	27 25%	66 26%	149 23%	15 21%	164 23%	183 31%AI	2 1%	-
6-10 times a day	(56) 99 13%j	32 21%aD	16 15%	20 8%	79 12%	11 16%	90 13%	99 17%aI	-	-
1-5 times a day	(21) 267 34%	50 32%	32 30%	86 33%	217 34%	28 39%	245 35%	194 33%	69 39%	3 13%
A few times a week	(4) 160 20%bh	18 11%	29 28%B	61 24%B	133 21%	13 18%	145 21%	87 15%	60 34%AH	13 58%
Less than once a week	(0.5) 70 9%h	9 6%	4 4%	24 9%	58 9%	4 6%	62 9%	20 3%	44 25%AH	6 29%
SUMMARY CODES										
DAILY	550 70%j	127 82%AcD	75 70%	172 67%	445 70%	54 76%	499 71%	476 82%AI	71 40%	3 13%
WEEKLY	710 91%j	144 83%	102 96%	233 91%	577 91%	67 94%	644 91%	563 97%AI	131 74%	16 71%
EVER	781 99%	154 99%	106 100%	257 100%	635 100%	71 100%	706 100%	583 100%I	175 99%	22 100%
Don't know	4 1%	1 1%	-	-	1 -	-	1 -	-	1 1%h	-
Mean Score	31.6671	39.271AD	33.365	30.372	31.421	32.735	31.553	39.050AI	10.455	5.229
Standard Deviation	26.588	26.072	27.036	27.100	26.589	25.541	26.483	26.329	10.856	6.460
Error Variance	1.000	4.998	7.237	3.323	1.253	9.454	1.106	1.306	0.761	1.987

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9_06 Generally, how often do you use this mobile phone - To use email
 Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	710	148	562	174	382	131	570	100	40
Weighted Base	785	161	624	181	422	151	626	111*	48*
More than 10 times a day	(70) 185	33	151	24	84	56	146	25	13
6-10 times a day	(56) 99	31	68	14	62	22	80	14	5
1-5 times a day	(21) 267	44	223	70	150	41	199	41	26
A few times a week	(4) 160	36	125	45	88	25	142	15	4
Less than once a week	(0.5) 70	15	55	27	37	6	56	15	8
Don't know	9%	9%	9%	15%aeF	9%	4%	9%	13%a	-
SUMMARY CODES									
DAILY	550	108	441	108	295	119	426	80	44
WEEKLY	710	144	566	153	384	144	568	95	48
EVER	781	159	621	180	421	150	623	110	48
Mean Score	31.667D	32.303	31.504	23.079	30.501D	40.742ADE	31.330	31.364	36.778
Standard Deviation	26.588	26.880	26.532	23.556	25.821	27.492	26.822	26.326	23.962
Error Variance	1.000	4.915	1.257	3.207	1.750	5.814	1.267	7.001	14.355

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.9_07 Generally, how often do you use this mobile phone - Call/text
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2093	986	1107	356	451	375	303	227	381	807	678	608
Weighted Base	2178	1078	1101	342	481	403	382	277	293	823	765	570
More than 10 times a day	(70) 304 14% ^{HIL}	151 14%	153 14%	77 23% ^{AIGHIKL}	106 22% ^{AIGHIKL}	63 16% ^{GHIL}	38 10% ^{hIL}	11 4%	10 3%	183 22% ^{AIGHIKL}	100 13% ^{HIL}	20 4%
6-10 times a day	(56) 328 15% ^{HIL}	171 16%	156 14%	74 22% ^{AghHIL}	88 18% ^{HIL}	79 20% ^{aHIL}	56 15% ^{hIL}	23 8% ^l	6 2%	163 20% ^{AHIL}	135 17% ^{HIL}	29 5% ^l
1-5 times a day	(21) 839 39% ^L	412 38%	427 39%	132 38% ^{ll}	213 44% ^{all}	162 40% ^L	152 40% ^{ll}	103 37% ^l	77 28%	344 42% ^L	314 40% ^L	180 32%
A few times a week	(4) 475 22% ^{DEJ}	237 22%	238 22%	52 15%	57 12%	78 19% ^{EJ}	97 25% ^{LDEJ}	90 33% ^{ADEFJK}	101 35% ^{ADEFgJK}	108 13%	175 22% ^{DEJ}	191 34% ^{ADEFgJ K}
Less than once a week	(0.5) 228 10% ^{DEFJK}	106 10%	122 11%	7 2%	17 4%	20 5% ^d	38 10% ^{DEU}	48 17% ^{ADEFgJK}	98 34% ^{ADEFGHJKL}	24 3%	58 7% ^{DEJ}	146 26% ^{ADEFgh JK}
SUMMARY CODES												
DAILY	1469 67% ^{HIL}	734 68%	735 67%	283 83% ^{AIGHIKL}	407 85% ^{AFGHIKL}	304 75% ^{AGHIL}	245 64% ^{HIL}	137 49% ^{ll}	93 32%	690 84% ^{AFGHIKL}	549 70% ^{HIL}	230 40% ^l
WEEKLY	1944 89% ^{HIL}	971 90%	973 88%	335 98% ^{AIGHIKL}	463 96% ^{AGHIKL}	382 95% ^{AgHIL}	343 90% ^{hIL}	228 82% ^{ll}	194 68%	799 97% ^{AGHIKL}	724 92% ^{aHIL}	421 74% ^l
EVER	2172 100%	1077 100%	1095 100%	342 100%	480 100%	402 100%	381 100%	275 99%	292 100%	822 100%	782 100%	567 100%
Don't know	6 -	1 -	5 -	- -	1 -	1 -	1 -	2 1%	1 -	1 -	3 -	3 -
Mean Score	27.248 ^{HIL}	27.690	26.813	36.690 ^{AFGHI}	35.491 ^{AIgHI}	31.242 ^{AGHik}	24.559 ^{HIL}	16.730 ^{ll}	10.545	35.990 ^{AFGHI}	27.989 ^{gHIL}	13.548 ^l
Standard Deviation	24.260	24.339	24.186	24.842 KL	24.363 KL	24.289 L	22.827	18.659	15.385	24.555 KL	23.809	17.317
Error Variance	0.282	0.601	0.530	1.734	1.319	1.577	1.725	1.541	0.623	0.748	0.839	0.495



Q.9_07 Generally, how often do you use this mobile phone - Call/text
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2093	392	575	432	694	967	1126	1060	1033
Weighted Base	2178	457	670	464	587	1127	1051	1227	951
More than 10 times a day	(70) 304 14%bb	46 10%	101 15%b	79 17%b	78 13%	147 13%	157 15%b	206 17%al	98 10%
6-10 times a day	(56) 328 15%l	81 18%eg	105 16%	70 15%	70 12%	186 18%e	141 13%	225 18%al	101 11%
1-5 times a day	(21) 839 39%	162 35%	283 42%b	173 37%	221 38%	445 39%	394 37%	500 41%l	338 38%
A few times a week	(4) 475 22%h	105 23%	122 18%	100 22%	149 25%Cl	227 20%	248 24%c	223 18%	252 26%AH
Less than once a week	(0.5) 228 10%h	63 14%cd	57 9%	39 8%	69 12%	120 11%	108 10%	66 5%	161 17%AH
SUMMARY CODES									
DAILY	1469 67%ee	289 63%	489 73%aBaEG	322 69%e	369 63%	778 69%be	691 66%	931 76%Al	538 57%
WEEKLY	1944 89%l	393 86%	611 91%b	422 91%b	517 88%	1004 89%	940 89%	1155 94%Al	789 83%
EVER	2172 100%	456 100%	669 100%	461 99%	586 100%	1124 100%	1048 100%	1221 100%	950 100%
Don't know	6 -	1 -	1 -	3 1%	1 -	3 -	4 -	6 -	1 -
Mean Score	27.248ee	25.391	29.047bE	29.323bE	25.007	27.566e	26.907	31.491Al	21.794
Standard Deviation	24.280	23.738	24.095	25.076	23.953	24.008	24.536	24.433	23.922
Error Variance	0.282	1.441	1.011	1.462	0.828	0.597	0.536	0.565	0.509



Q.9_07 Generally, how often do you use this mobile phone - Call/text
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2093	1726	367	1710	186	95	102
Weighted Base	2178	1795	383	1801	184	98*	95*
More than 10 times a day	(70) 304 14%	253 14%	51 13%	249 14%	26 14%	13 13%	17 18%
6-10 times a day	(56) 326 15% ^c	287 16% ^c	40 10%	276 15%	23 12%	8 9%	20 20% ^d
1-5 times a day	(21) 839 39%	704 39%	135 35%	689 38%	80 44%	35 38%	35 37%
A few times a week	(4) 475 22%	370 21%	105 27% ^a ^b	395 22%	37 20%	24 24%	20 21%
Less than once a week	(0.5) 228 10%	175 10%	53 14% ^b	187 10%	19 10%	18 19% ^a ^d ^g	4 4%
SUMMARY CODES							
DAILY	1469 67% ^c ^f	1243 69% ^c	226 59%	1213 67% ^d	129 70% ^d	56 57%	72 75% ^d
WEEKLY	1944 89% ^f	1613 90% ^c	331 86%	1608 89% ^d	165 90%	80 81%	91 96% ^a ^f
EVER	2172 100%	1789 100%	383 100%	1794 100%	184 100%	98 100%	95 100%
Don't know	6 *	6 *	- *	6 *	- *	- *	- *
Mean Score	27.248 ^c	26.018 ^c	23.656	27.293	26.633	22.445	32.528 ^a ^d ^f
Standard Deviation	24.260	24.247	24.030	24.268	23.589	23.843	25.114
Error Variance	0.282	0.342	1.573	0.345	2.992	5.984	6.184

Q.9_07 Generally, how often do you use this mobile phone - Call/text
Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2093	89	229	161	143	176	191	304	284	133	95	186	102	272	1821
Weighted Base	2178	96*	235	167	143	176	199	328	311	146	98*	184	95*	331	1847
More than 10 times a day	(70) 304 14%bi	5 6%	28 12%	29 18%bj	19 13%	28 16%bj	28 14%b	73 23%ABCEgl j	27 9%	11 8%	13 13%	26 14%b	17 18%bj	70 21%AO	233 13%
6-10 times a day	(56) 326 15%	15 15%	38 16%	25 15%	18 12%	27 15%	29 14%	75 23%AeqJ KL	35 11%	15 11%	8 9%	23 12%	20 20%jk	70 21%aO	256 14%
1-5 times a day	(21) 839 39%	40 42%	91 39%	55 33%	50 35%	60 34%	77 39%	125 38%	131 42%	59 40%	35 36%	80 44%	35 37%	120 36%	718 39%
A few times a week	(4) 475 22%h	30 32%aH	54 23%h	33 20%	32 23%h	40 23%h	50 25%h	42 13%	71 23%h	42 28%h	24 24%h	37 20%h	20 21%	55 17%	420 23%h
Less than once a week	(0.5) 228 10%hN	5 6%	23 10%h	24 14%bgHm	24 17%abGHM	22 12%hM	14 7%h	8 3%	47 15%abGHM	19 13%hM	18 19%abcGH M	19 10%h	4 4%	14 4%	214 12%hN
SUMMARY CODES															
DAILY	1469 67%jk	60 63%	156 67%	110 66%	87 61%	114 65%	135 68%	273 83%ABCDE FGJKL	192 62%	86 59%	56 57%	129 70%k	72 75%eijk	261 79%AO	1208 56%
WEEKLY	1944 89%ek	90 94%dek	210 90%	143 86%	119 83%	154 88%	185 93%deIK	315 96%ACDEF JKL	263 85%	128 87%	80 81%	165 90%	91 96%adeIJK	315 95%AO	1629 88%
EVER	2172 100%h	96 100%	234 100%	167 100%	143 100%	176 100%	199 100%	323 99%	310 100%	146 100%	98 100%	184 100%	95 100%	330 100%	1842 100%
Don't know	6 -	- -	1 -	- -	- -	- -	- -	5 1%A	1 -	- -	- -	- -	- -	1 -	5 -
Mean Score	27.248j	22.560	26.441j	28.519j	24.600	27.635j	27.366j	37.373AB CDEFGJK L	22.172	21.061	22.445	26.633j	32.528aB cd,JK	35.197AO	25.825
Standard Deviation	24.260	20.917	23.710	25.931	24.472	25.321	24.208	24.606	21.809	21.376	23.843	23.589	25.114	25.291	23.800
Error Variance	0.282	4.916	2.466	4.176	4.168	3.643	3.066	2.012	1.681	3.435	5.864	2.992	6.184	2.360	0.312

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q.9_07 Generally, how often do you use this mobile phone - Call/text
 Base: All who use mobile functions

	Total (a)	O3 RAIL USER			O4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2093	314	216	836	1807	195	1802	820	643	625
Weighted Base	2178	328	219	912	1713	190	1903	884	685	603
More than 10 times a day	(70) 304 14%LJ	61 19%a	37 17%	130 14%	233 14%	21 11%	255 13%	272 31%AU	32 5%J	-
6-10 times a day	(56) 328 15%dlj	75 23%AD	36 17% <i>d</i>	104 11%	255 15%	30 16%	285 15%	292 33%AU	34 5%J	-
1-5 times a day	(21) 839 39% <i>HJ</i>	131 40%	89 40%	352 39%	661 39%	74 39%	735 39%	255 29% <i>J</i>	480 70% <i>AHJ</i>	104 17%
A few times a week	(4) 475 22% <i>BH</i>	44 13%	40 16%	207 23%B	382 22%	40 21%	422 22%	62 7%	112 16% <i>H</i>	301 50% <i>AH</i>
Less than once a week	(0.5) 228 10% <i>BH</i>	17 5%	16 7%	116 13%Bc	182 11%	23 12%	205 11%	3 4% <i>H</i>	27 4% <i>H</i>	198 33% <i>AH</i>
SUMMARY CODES										
DAILY	1469 67% <i>J</i>	267 81% <i>AD</i>	162 74% <i>D</i>	586 64%	1150 67%	125 66%	1275 67%	819 93% <i>AU</i>	546 80% <i>AJ</i>	104 17%
WEEKLY	1944 89% <i>LJ</i>	311 95% <i>AD</i>	202 92% <i>d</i>	793 87%	1531 89%	165 87%	1697 89%	881 100% <i>AU</i>	658 96% <i>AJ</i>	405 67%
EVER	2172 100%	328 100%	218 100%	909 100%	1713 100% <i>F</i>	189 100%	1902 100%	884 100%	685 100%	603 100%
Don't know	6 e	-	1 -	3 -	-	1 *E	1 -	-	-	-
Mean Score	27.248LJ	34.752AD	30.612D	25.506	26.930	25.819	26.820	46.398AJ	21.431J	5.780
Standard Deviation	24.280	24.510	24.679	24.149	24.161	23.578	24.100	22.839	15.369	7.121
Error Variance	0.282	1.913	2.833	0.699	0.363	2.866	0.322	0.636	0.367	0.081



Q.9_07 Generally, how often do you use this mobile phone - Call/text
 Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2093	384	1704	1046	761	210	1691	286	116
Weighted Base	2178	399	1774	1038	819	237	1757	299	123
More than 10 times a day	(70) 304	54	249	64	148	76	239	42	23
6-10 times a day	(56) 326	72	253	110	147	60	279	33	15
1-5 times a day	(21) 839	153	684	348	392	66	665	122	52
A few times a week	(4) 475	89	384	327	101	29	394	57	24
Less than once a week	(0.5) 229	28	199	185	30	4	175	43	10
SUMMARY CODES									
DAILY	1469	279	1187	523	687	202	1184	196	90
WEEKLY	1944	369	1571	850	788	231	1578	253	113
EVER	2172	397	1770	1035	819	235	1753	296	123
Don't know	6	2	4	3	1	1	4	3	-
Mean Score	27.248D	28.811	26.817	18.733	33.299AD	43.338ADE	27.388	25.489	29.492
Standard Deviation	24.260	24.242	24.265	21.011	23.561	25.175	24.272	23.910	24.861
Error Variance	0.282	1.538	0.346	0.423	0.730	3.032	0.349	2.013	5.328

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i



Q.9_08 Generally, how often do you use this mobile phone - Internet
 Base: All who use mobile functions

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1049	515	534	259	331	218	132	77	32	590	350	109
Weighted Base	1140	590	550	248	355	241	173	98*	25*	603	414	123
More than 10 times a day	(70) 115 10%ch	77 13%C	38 7%	31 12%ghl	44 13%ghl	23 10%	10 6%	3 3%	3 13%h	75 12%ghkl	33 8%	6 5%
6-10 times a day	(56) 101 9%	64 11%c	37 7%	27 11%	30 8%	15 6%	18 10%	2 6%	2 10%	57 9%	33 8%	11 9%
1-5 times a day	(21) 235 21%	141 24%C	94 17%	60 24%	69 20%	44 19%	34 20%	22 23%	5 19%	130 22%	78 19%	27 22%
A few times a week	(4) 322 28%	154 26%	168 31%	67 27%	110 31%	64 26%	46 27%	26 27%	9 33%	177 29%	110 27%	34 28%
Less than once a week	(0.5) 363 32%bdj	155 26%	209 38%aB	61 25%	101 29%	95 39%aDeJ	62 36%dj	37 38%dj	7 29%	162 27%	157 38%aDeJ	44 36%id
SUMMARY CODES												
DAILY	451 40%C	281 48%AC	170 31%	118 48%aFgKl	144 41%	82 34%	63 36%	35 35%	9 38%	262 43%k	144 35%	44 36%
WEEKLY	773 68%ck	435 74%aC	338 61%	186 75%aFghKl	254 71%FK	146 60%	109 63%	61 62%	18 71%	440 73%aFgK	255 62%	79 64%
EVER	1136 100%	590 100%	546 99%	247 100%	355 100%	240 100%	171 99%	98 100%	25 100%	602 100%	412 99%	123 100%
Don't know	4 -	- -	4 1%	1 1%	- -	1 -	1 1%	- -	- -	1 -	2 1%	- -
Mean Score	17.691C	21.337AC	13.753	21.285aFghK	18.986	15.319	15.495	13.541	18.003	19.928fhKl	15.393	14.442
Standard Deviation	23.606	25.116	21.186	24.910	24.717	22.801	21.774	19.341	24.908	24.802	22.353	20.551
Error Variance	0.533	1.225	0.845	2.405	1.846	2.396	3.619	4.858	19.387	1.044	1.436	3.875

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base



Q.9_08 Generally, how often do you use this mobile phone - Internet
 Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1049	212	345	219	273	557	492	672	377
Weighted Base	1140	265	409	238	229	674	466	776	363
More than 10 times a day	(70) 115 10%	22 8%	37 9%	26 11%	30 13%	59 9%	56 12%	81 10%	34 9%
6-10 times a day	(56) 101 9%	30 11%	37 9%	18 8%	16 7%	67 10%	34 7%	74 9%	27 8%
1-5 times a day	(21) 235 21%	44 17%	91 22%	52 22%	48 21%	135 20%	100 21%	165 21%	70 19%
A few times a week	(4) 322 28%	64 24%	128 31%	63 26%	69 30%	192 28%	130 28%	218 28%	104 29%
Less than once a week	(0.5) 363 32%	104 39%aCae	114 28%	79 33%	67 29%	217 32%	146 31%	238 31%	125 35%
SUMMARY CODES									
DAILY	451 40%	96 36%	165 40%	96 40%	94 41%	261 39%	190 41%	319 41%	132 36%
WEEKLY	773 68%bb	160 60%	293 72%B	159 67%	162 71%b	453 67%	320 69%b	537 69%	236 65%
EVER	1136 100%	263 99%	407 99%	238 100%	229 100%	670 99%	466 100%	775 100%	361 100%
Don't know	4 -	1 1%	2 1%	-	-	4 1%	-	2 -	1 -
Mean Score	17.691	16.835	17.615	17.667	18.837	17.399	18.241	18.356	16.285
Standard Deviation	23.606	23.650	23.001	23.657	24.654	23.244	24.132	23.879	22.978
Error Variance	0.533	2.651	1.542	2.556	2.226	0.975	1.184	0.851	1.404



Q.9_08 Generally, how often do you use this mobile phone - Internet
Base: All who use mobile functions

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1049	855	154	855	96	53	45
Weighted Base	1140	965	175	930	109*	53*	49*
More than 10 times a day	(70) 115 10%	94 10%	21 12%	90 10%	10 9%	8 16%	7 14%
6-10 times a day	(56) 101 9%	85 9%	16 9%	85 9%	10 9%	4 8%	2 3%
1-5 times a day	(21) 235 21%	210 22%	25 15%	194 21%	24 22%	8 16%	9 18%
A few times a week	(4) 322 28%	267 28%	55 32%	262 28%	32 29%	17 33%	11 22%
Less than once a week	(0.5) 363 32%	305 32%	58 33%	295 32%	33 30%	15 28%	21 43%
SUMMARY CODES							
DAILY	451 40%	389 40%	62 35%	370 40%	43 40%	21 40%	17 35%
WEEKLY	773 68%	656 68%	117 67%	632 68%	75 69%	38 72%	28 57%
EVER	1136 100%	961 100%	175 100%	927 100%	107 99%	53 100%	49 100%
Don't know	4 *	4 *	- -	2 *	1 *	- -	- -
Mean Score	17.691	17.679	17.756	17.635	17.458	20.338	16.387
Standard Deviation	23.606	23.391	24.824	23.459	23.186	26.463	24.593
Error Variance	0.533	0.613	4.001	0.645	5.659	13.213	13.440

Q.9_08 Generally, how often do you use this mobile phone - Internet
 Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1049	37	95	72	72	94	106	181	140	58	53	96	45	157	882
Weighted Base	1140	42*	110*	82*	67*	96*	110	197	158	66*	53*	109*	49*	227	913
More than 10 times a day	(70) 115 10%j	2 5%	14 13%j	7 8%	12 18%aU	9 10%	9 8%	25 13%j	11 7%	1 2%	8 16%j	10 9%	7 14%j	34 15%o	81 9%
6-10 times a day	(56) 101 9%	5 12%	7 6%	5 6%	7 11%	15 15%aj	12 10%	23 12%	9 6%	2 3%	4 8%	10 9%	2 3%	19 8%	82 9%
1-5 times a day	(21) 235 21%	7 17%	19 18%	12 14%	12 17%	15 16%	28 26%	46 24%	37 23%	17 26%	9 16%	24 22%	9 16%	50 22%	185 20%
A few times a week	(4) 322 28%	13 30%	30 28%	28 34%	18 27%	24 25%	28 25%	54 27%	40 25%	28 42%afghi	17 33%	32 29%	11 22%	66 29%	256 28%
Less than once a week	(0.5) 363 32%h	15 35%	39 36%	31 38%h	17 25%	33 34%	34 30%	48 24%	62 39%h	18 27%	15 28%	33 30%	21 43%h	58 25%	306 33%h
SUMMARY CODES															
DAILY	451 40%	15 35%	40 37%	23 28%	31 46%d	39 41%	49 44%d	94 48%aDj	57 36%	20 31%	21 40%	43 40%	17 35%	103 45%	348 38%
WEEKLY	773 68%	27 65%	71 64%	51 62%	49 73%	64 68%	77 70%	148 75%dim	97 61%	48 73%	38 72%	75 69%	28 57%	169 75%o	604 66%
EVER	1136 100%	42 100%	110 100%	82 100%	66 99%	96 100%	110 100%	196 99%	158 100%	66 100%	53 100%	107 99%	49 100%	227 100%	909 100%
Don't know	4	-	-	-	1	-	-	1	-	-	-	1	-	-	4
Mean Score	17.681j	15.257	17.518j	13.610	23.788ad	19.939j	18.164j	21.746ad	14.148	10.162	20.338j	17.458j	16.387	21.085o	16.843
Standard Deviation	23.606	21.630	24.600	21.652	27.597	25.347	22.652	25.211	20.622	14.103	25.463	23.186	24.593	25.621	23.013
Error Variance	0.533	12.879	6.411	6.632	10.727	6.835	4.927	3.531	3.038	3.429	13.213	5.659	13.440	3.510	0.617

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
 * small base



Q.9_08 Generally, how often do you use this mobile phone - Internet
 Base: All who use mobile functions

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1049	177	138	364	830	101	931	698	297	52
Weighted Base	1140	199	144	415	923	102*	1025	758	324	56*
More than 10 times a day	(70) 115	24	15	45	93	9	102	107	8	-
	10% j	12%	10%	11%	10%	9%	10%	14%aUj	2%	-
6-10 times a day	(56) 101	21	12	35	72	16	88	89	12	-
	9% j	10%	8%	8%	8%	16%aEg	9%	12% j	4%	-
1-5 times a day	(21) 235	50	29	80	183	23	206	151	79	5
	21%	25%	20%	19%	20%	23%	20%	20%	24% j	10%
A few times a week	(4) 322	49	45	120	263	29	293	200	101	20
	28%	25%	31%	29%	29%	28%	29%	26%	31%	37%
Less than once a week	(0.5) 363	54	44	136	310	25	335	211	122	30
	32%	27%	31%	33%	34%	24%	33%	28%	38%h	54%aHj
SUMMARY CODES										
DAILY	451	95	55	160	348	48	397	346	99	5
	40%Uj	48%	38%	38%	38%	47%	39%	46%aUj	31%J	10%
WEEKLY	773	144	100	280	612	77	689	548	201	26
	68%Uj	72%	69%	67%	66%	76%	67%	72%Uj	62% j	46%
EVER	1136	197	144	415	922	102	1024	758	323	56
	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	4	1	-	-	1	-	1	-	1	-
	-	1%	-	-	-	-	-	-	-	-
Mean Score	17.691Uj	20.901	17.251	17.665	16.916	21.038	17.329	21.808AUj	10.432J	3.767
Standard Deviation	23.606	24.770	23.505	23.968	23.364	24.321	23.482	26.001	15.619	5.931
Error Variance	0.533	3.486	4.003	1.578	0.658	5.857	0.593	0.969	0.824	0.674

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a|b|c|d - a|e|f|g - a|h|i|j
 * small base



Q.9_08 Generally, how often do you use this mobile phone - Internet
 Base: All who use mobile functions

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1049	219	830	312	536	170	847	139	63
Weighted Base	1140	232	908	320	586	195	917	154	69*
More than 10 times a day	(70) 115	29	86	30	51	29	89	16	9
6-10 times a day	(56) 101	30	71	24	53	19	79	17	5
1-5 times a day	(21) 235	48	187	69	118	40	178	34	22
A few times a week	(4) 322	50	272	84	179	48	264	37	21
Less than once a week	(0.5) 363	73	290	112	184	59	303	49	11
SUMMARY CODES									
DAILY	451	107	344	123	222	88	347	67	37
WEEKLY	773	157	616	207	401	136	611	104	58
EVER	1136	230	906	319	585	194	914	153	69
Don't know	4	1	2	1	1	1	3	1	-
Mean Score	17.691	21.510ac	16.720	16.527	16.792	21.434de	17.120	19.249	21.775
Standard Deviation	23.606	25.669	22.967	22.840	22.874	26.074	23.435	24.303	24.085
Error Variance	0.533	3.022	0.637	1.677	0.978	4.023	0.650	4.280	9.207

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.9 Total phone usage - times used per week
 Base: All who use mobile functions

	GENDER		AGE								
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2116	1117	358	455	381	307	232	383	813	888	615
Weighted Base	2204	1110	344	466	410	387	283	294	830	797	577
200+	322	144	91	119	61	41	7	2	210	102	9
15%HL	16% ^c	13%	27%AFGHKL	24%AFGHKL	15%HL	11%HL	2%	1%	25%AFGHKL	13%HL	2%
101-200	564	272	131	169	133	78	10	10	301	210	53
26%gHL	27%	24%	38%AGHIKL	35%AGHIKL	32%AGHIKL	20%IL	15%IL	3%	36%AGHIKL	26%gHL	9% ⁱ
51-100	415	195	76	98	86	88	48	19	174	175	67
19% ^{HL}	20%	16%	22% ^{HL}	20% ^{HL}	22% ^{HL}	22% ^{HL}	17% ^{HL}	6%	21% ^{HL}	22% ^{HL}	12% ^{HL}
26-50	278	151	29	53	52	63	50	31	81	115	81
13% ^{dj}	12%	14%	8%	11%	13%	16% ^{aDeJ}	10%	10%	14%DJ	14% ^{dj}	
1-25	617	342	16	46	74	117	133	231	62	191	364
28%DEFJK	25%	31%B	5%	9% ^d	18% ^{dEJ}	30%DEFJK	47%ADEFJK	79%ADEFJKL	24% ^{DEU}	63%ADEFJK	
SUMMARY CODES											
FREQUENTLY	886	416	223	288	193	119	50	12	511	312	63
40%GHL	43% ^c	37%	65%AFGHKL	59%AFGHKL	47%AGHIKL	31%HL	18% ^{HL}	4%	62%AFGHKL	39%GHL	11% ^{HL}
SOMETIMES	693	346	105	151	141	150	98	50	256	290	148
31% ^{HL}	32%	31%	30% ^{HL}	31% ^{HL}	34% ^{HL}	39% ^{aDeJL}	35% ^{HL}	17%	31% ^{HL}	36% ^{aJL}	26% ^{HL}
RARELY	617	342	16	46	74	117	133	231	62	191	364
28%DEFJK	25%	31%B	5%	9% ^d	18% ^{dEJ}	30%DEFJK	47%ADEFJK	79%ADEFJKL	24% ^{DEU}	63%ADEFJK	
Don't Know/None	7	6	-	1	2	1	2	1	1	4	3
	-	1%	-	-	1%	-	1%	-	-	-	-
Mean Score	97.376GHL	103.519C	145.198AFGH	136.860AFGH	110.096aGHK	82.083HL	52.712IL	21.270	140.319AFGH	96.478gHL	36.650I
Standard Deviation	87.039	89.672	79.461	90.813	83.823	78.254	59.464	32.837	86.334	82.313	50.238
Error Variance	3.590	6.057	17.637	18.165	18.539	20.012	15.307	2.823	9.179	9.891	4.117



Q.9 Total phone usage - times used per week
Base: All who use mobile functions

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2116	395	586	435	700	881	1135	1074	1042
Weighted Base	2204	461	693	467	593	1144	1050	1244	960
200+	322	72	124	68	57	196	125	240	82
	15%EgI	16%E	18%aaEG	15%e	10%	17%EG	12%	19%AI	9%
101-200	564	120	177	131	137	297	268	366	198
	26%I	26%	26%	28%	23%	26%	25%	29%aI	21%
51-100	415	59	148	102	107	207	209	261	155
	19%BB	13%	22%B	22%B	18%b	18%b	20%B	21%I	16%
26-50	278	67	84	55	72	151	127	155	123
	13%	15%	12%	12%	12%	13%	12%	12%	13%
1-25	617	142	147	109	219	289	328	216	401
	28%CCH	31%CdI	22%	23%	37%AbCADFg	25%	31%CDF	17%	42%AH
SUMMARY CODES									
FREQUENTLY	886	192	301	199	194	493	393	606	280
	40%EEI	42%E	44%EG	42%E	33%	43%EG	37%	49%AI	29%
SOMETIMES	693	126	232	157	179	358	336	416	279
	31%	27%	34%b	34%	30%	31%	32%	33%I	29%
RARELY	617	142	147	109	219	289	328	216	401
	28%CCH	31%CdI	22%	23%	37%AbCADFg	25%	31%CDF	17%	42%AH
Don't Know/None	7	1	2	3	1	4	4	7	1
	*	*	*	1%	*	*	*	1%	*
Mean Score	97.37%EgI	98.151E	109.425AAEG	100.669EG	80.334	104.879aaEG	89.200e	116.789AI	72.331
Standard Deviation	87.039	91.803	90.938	82.842	79.039	91.415	81.325	89.983	76.165
Error Variance	3.590	21.390	14.160	15.850	8.937	8.545	5.843	7.571	5.573



Q.9 Total phone usage - times used per week
Base: All who use mobile functions

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2116	1743	1727	191	95	103
Weighted Base	2204	1812	1818	191	98*	97*
200+	322 15% ^d	272 15%	276 15% ^d	25 13%	6 6%	14 15% ^d
101-200	564 26%	478 26%	448 25%	53 28%	31 32%	32 33%
51-100	415 19%	357 20% ^c	336 18%	40 21%	23 23%	17 17%
26-50	278 13%	225 12%	234 13%	25 13%	9 10%	9 9%
1-25	617 28%	473 26%	516 28%	47 25%	29 29%	25 26%
SUMMARY CODES						
FREQUENTLY	886 40%	750 41% ^c	724 40%	78 41%	37 38%	46 48%
SOMETIMES	693 31%	582 32%	570 31%	66 34%	32 33%	25 26%
RARELY	617 28%	473 26%	516 28%	47 25%	29 29%	25 26%
Don't Know/None	-	-	-	-	-	-
Mean Score	97.376C	100.221C	97.635	96.674	83.904	107.594f
Standard Deviation	87.039	87.525	88.544	79.934	71.037	86.276
Error Variance	3.590	4.410	4.555	33.452	53.118	72.268

Q.9 Total phone usage - times used per week
Base: All who use mobile functions

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2116	89	230	162	149	176	194	307	287	133	95	191	103	276	1840
Weighted Base	2204	96*	235	168	148	176	202	331	315	146	98*	191	97*	335	1868
200+	322	10	33	27	21	32	36	65	39	14	6	25	14	88	234
15%k	15%	10%	14%k	16%k	14%k	18%k	18%k	20%ajk	12%	10%	6%	13%	15%k	26%AO	13%
101-200	564	22	59	40	27	48	42	103	81	26	31	53	32	97	467
25%aj	23%	23%	25%	24%	18%	27%	21%	31%aEg	28%	18%	32%aj	28%aj	33%Eg	29%	25%
51-100	415	20	41	26	24	40	41	69	49	25	23	40	17	70	346
19%	19%	21%	18%	16%	16%	23%	20%	21%	16%	17%	23%	21%	17%	21%	16%
26-50	278	14	34	24	13	10	25	33	47	34	9	25	9	42	236
13%F	13%F	14%f	15%F	14%F	9%	6%	12%f	10%	15%F	23%AcEg	10%	13%f	9%	12%	13%
1-25	617	30	67	51	62	46	58	57	98	48	29	47	25	37	580
28%HN	28%HN	31%H	29%H	30%H	42%AccdFg	28%h	29%H	17%	31%H	32%H	29%h	25%	26%	11%	31%aN
SUMMARY CODES															
FREQUENTLY	886	32	92	67	48	80	78	168	120	40	37	78	46	185	701
40%J	40%J	34%	39%j	40%j	32%	46%aj	39%j	51%ABcdE	38%j	27%	38%	41%j	48%aj	55%AO	37%
SOMETIMES	693	34	76	50	37	50	66	102	96	59	32	66	25	111	582
31%	31%	36%	32%	30%	25%	28%	32%	31%	31%	40%aem	33%	34%	26%	33%	31%
RARELY	617	30	67	51	62	46	58	57	98	48	29	47	25	37	580
28%HN	28%HN	31%H	29%H	30%H	42%AccdFg	28%h	29%H	17%	31%H	32%H	29%h	25%	26%	11%	31%aN
Don't Know/None	7	-	1	-	1	-	-	5	1	-	-	-	-	1	6
					1%			1%a							
Mean Score	97.376eJ	84.257	95.407J	93.124	81.856	113.469ab	99.582J	120.372AB	90.476	73.986	83.904	96.674J	107.594e	134.275AO	90.758
						ELk		CEGJKL					JK		
Standard Deviation	87.039	78.973	84.291	83.734	87.039	99.535	88.846	92.888	86.202	75.703	71.037	79.934	86.276	94.753	83.909
Error Variance	3.590	70.075	31.026	43.280	51.188	56.291	40.689	28.382	25.982	43.089	53.118	33.452	72.268	32.648	3.637

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q.9 Total phone usage - times used per week
Base: All who use mobile functions

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2116	316	218	846	1621	196	1817	822	650	638
Weighted Base	2204	331	221	924	1729	191	1920	866	693	617
200+	322	75	45	108	257	26	283	322	-	-
15% ^d UJ		23% ^{AD}	21% ^{aD}	12%	15%	14%	15%	36% ^{AUJ}	-	-
101-200	564	98	65	205	446	55	501	564	-	-
26% ^{UJ}		30% ^D	29% ^d	22%	26%	29%	26%	64% ^{AUJ}	-	-
51-100	415	68	39	189	328	33	361	-	415	-
19% ^{HJ}		21%	18%	20%	19%	17%	19%	-	60% ^{AHJ}	-
26-50	278	33	30	124	221	20	241	-	278	-
13% ^{HJ}		10%	13%	13%	13%	10%	13%	-	40% ^{AHJ}	-
1-25	617	56	41	296	476	56	532	-	-	617
28% ^{BCH} II		17%	19%	32% ^{aBC}	28%	29%	28%	-	-	100% ^{AHI}
SUMMARY CODES										
FREQUENTLY	886	173	111	312	703	81	784	886	-	-
40% ^{DUJ}		52% ^{AD}	50% ^{AD}	34%	41%	42%	41%	100% ^{AUJ}	-	-
SOMETIMES	693	102	68	313	549	53	602	-	693	-
31% ^{HJ}		31%	31%	34%	32%	28%	31%	-	100% ^{AHJ}	-
RARELY	617	56	41	296	476	56	532	-	-	617
28% ^{BCH} II		17%	19%	32% ^{aBC}	28%	29%	28%	-	-	100% ^{AHI}
Don't Know/None	7	-	1	3	1	1	2	-	-	-
Mean Score	97.375 ^{DUJ}	124.480 ^{AD}	116.835 ^{AD}	86.703	98.210	97.810	98.170	185.222 ^{AUJ}	62.034 ^J	10.935
Standard Deviation	87.039	93.426	90.528	84.530	87.270	86.756	87.197	67.255	19.488	9.157
Error Variance	3.590	27.621	37.766	8.466	4.701	38.598	4.189	5.503	0.584	0.131

Q.9 Total phone usage - times used per week
 Base: All who use mobile functions

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2116	391	1720	1058	768	212	1710	290	116
Weighted Base	2204	407	1792	1050	828	239	1777	304	123
200+	322	64	258	48	169	91	263	37	22
		15% ^d	14%	5%	20% ^{AD}	38% ^{ADE}	15%	12%	18%
101-200	564	122	441	165	293	87	454	72	39
		28% ^d	30% ^c	16%	25% ^{AD}	36% ^{AD}	26%	24%	31%
51-100	415	77	338	188	168	40	327	66	23
		19%	19%	18%	20%	17%	18%	22%	19%
26-50	278	49	229	161	101	10	223	39	17
		13% ^F	13%	15% ^{aF}	12% ^F	4%	13%	13%	14%
1-25	617	93	520	483	96	10	506	88	23
		28% ^{bEF}	29% ^b	46% ^{AEF}	12% ^F	4%	29% ^d	29% ^d	19%
SUMMARY CODES									
FREQUENTLY	886	185	699	214	462	177	717	109	60
		40% ^D	46% ^c	20%	56% ^{AD}	74% ^{ADE}	40%	36%	49% ^h
SOMETIMES	693	128	567	349	269	50	550	104	40
		31% ^F	31%	32% ^F	32% ^F	21%	31%	34%	32%
RARELY	617	93	520	483	96	10	506	88	23
		28% ^{bEF}	29% ^b	46% ^{AEF}	12% ^F	4%	29% ^d	29% ^d	19%
Don't Know/None	7	2	5	4	1	1	4	4	-
		1%	-	-	-	1%	-	1% ^{ag}	-
Mean Score	97.376D	106.033c	95.590	58.158	125.989AD	170.623ADE	97.722	89.986	110.456h
Standard Deviation	87.039	86.416	86.659	85.116	84.589	91.898	87.899	82.317	84.668
Error Variance	9.590	20.096	4.376	4.019	9.351	40.112	4.526	23.610	61.799



Q.10 Which of the following functions is the ... to you when thinking about your mobile operator? - Summary table
Base: All who use a mobile

	Total	Cost of phone service/contract	Handset - type and functionality (e.g. camera, screen, size, brand)	Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	Speed or reliability of internet	Quality of customer service	None	Don't know
Most important	(1) 2223	763 34%	158 7%	846 38%	169 8%	157 7%	79 4%	51 2%
2nd important	(2) 2223	563 25%	325 15%	580 26%	251 11%	193 9%	234 11%	76 3%
3rd important	(3) 2223	315 14%	442 20%	308 14%	273 12%	360 16%	424 19%	101 5%
4th important	(4) 2223	173 8%	419 19%	138 6%	357 16%	468 21%	542 24%	126 6%
5th important	(5) 2223	109 5%	307 14%	56 3%	577 26%	507 23%	542 24%	126 6%
Mean Score	3.000	2.117	3.238	1.951	3.556	3.578	3.677	3.417
Standard Deviation	1.414	1.190	1.233	1.070	1.374	1.278	1.154	1.314
Error Variance	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.013

Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	265	301	655	602	586
Cost of phone service/contract	763 34%	365 33%	398 36%	108 31%	158 32%	134 33%	148 38%	107 37%	109 36%	266 32%	282 35%	215 37%
Handset - type and functionality (e.g. camera, screen, size, brand)	158 7% ^l	78 7%	79 7%	36 11% ^{agHkL}	47 10% ^{gHkL}	28 7%	22 6%	11 4%	13 4%	84 10% ^{agHkL}	49 6%	24 4%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	846 38%	431 39%	415 37%	120 35%	190 39%	160 39%	153 39%	115 40%	108 36%	311 37%	313 39%	223 38%
Speed or reliability of internet	169 8% ^{ghIL}	102 9% ^C	67 6%	39 11% ^{aGHIL}	55 11% ^{aGHkL}	46 11% ^{aGHIL}	15 4% ^l	11 4%	4 1%	94 11% ^{AGHIL}	61 8% ^{ghIL}	15 2%
Quality of customer service	157 7%	71 6%	86 8%	29 8%	26 5%	25 6%	31 8%	21 7%	27 8% ^e	54 6%	55 7%	48 8%
None	79 4% ^{EJ}	40 4%	39 3%	7 2%	5 1%	11 3%	16 4% ^e	14 5% ^{EJ}	26 9% ^{ADEFgJK}	12 1%	26 3% ^e	40 7% ^{ADEFJK}
Don't know	51 2%	17 2%	34 3% ^b	8 2%	6 1%	9 2%	6 2%	7 2%	15 5% ^{AEgJK}	14 2%	15 2%	21 4% ^g

Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Cost of phone service/contract	763 34%	151 33%	241 35%	170 36%	201 34%	392 34%	371 35%	428 34%	335 35%
Handset - type and functionality (e.g. camera, screen, size, brand)	158 7%	30 6%	48 7%	41 9%	39 7%	78 7%	80 7%	94 7%	64 7%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	846 38%	188 40%	271 39%	163 34%	224 37%	459 40%	387 36%	470 37%	376 39%
Speed or reliability of internet	169 8% ^{ee}	47 10% ^{Eg}	55 8% ^e	37 8%	30 5%	102 9% ^{Eg}	68 6%	126 10% ^{cal}	44 5%
Quality of customer service	157 7%	30 7%	43 6%	34 7%	50 8%	74 6%	83 8%	82 7%	75 8%
None	79 4%	13 3%	17 2%	17 4%	32 5% ^{abCaF}	30 3%	49 5% ^{cd}	38 3%	40 4%
Don't know	51 2%	6 1%	12 2%	11 2%	21 4% ^{bcF}	18 2%	32 3% ^d	17 1%	34 4% ^{ah}

Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
Cost of phone service/contract	763 34%	643 35%	638 35%	74 38% ^f	24 25%	27 28%
Handset - type and functionality (e.g. camera, screen, size, brand)	158 7%	122 7%	128 7%	16 8%	9 9%	6 6%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	846 38%	669 37%	682 37%	67 34%	51 52% ^{ADE}	45 47% ^e
Speed or reliability of internet	169 8%	144 8%	134 7%	16 8%	6 6%	13 14% ^{ad}
Quality of customer service	157 7%	140 8% ^c	142 8%	10 5%	2 2%	4 4%
None	79 4%	66 4%	69 4%	4 2%	5 5% ^g	-
Don't know	51 2%	43 2%	42 2%	7 3%	-	2 2%

Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Cost of phone service/contract	763 34%	35 36%	94 40%gkm	60 36%	55 37%	59 33%	58 28%	114 34%	113 36%	50 34%	24 25%	74 38%gk	27 28%	106 32%	657 35%
Handset - type and functionality (e.g. camera, screen, size, brand)	158 7%	13 13%agl	20 9%	11 6%	11 8%	15 8%	11 5%	22 7%	14 4%	10 7%	9 9%	16 8%	6 6%	23 7%	134 7%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	846 38%h	33 34%	82 34%	66 39%h	55 37%	63 36%	90 44%ch	96 29%	133 42%h	64 43%h	51 52%AbCde fHL	67 34%	45 47%ch	148 44%o	698 37%
Speed or reliability of internet	169 8%	5 5%	14 6%	14 8%	8 6%	17 9%	14 7%	37 11%acj	18 6%	7 5%	6 6%	16 8%	13 14%abce j	36 11%o	133 7%
Quality of customer service	157 7%	6 7%	12 5%	10 6%	10 6%	13 7%	20 10%k	42 13%ACdeJ KLM	22 7%	6 4%	2 2%	10 5%	4 4%	15 4%	143 8%
None	79 4%h	3 3%	10 4%	7 4%	7 5%h	5 3%	7 4%	17 5%h	6 2%	7 5%h	5 5%h	4 2%	-	3 1%	76 4%N
Don't know	51 2%	2 2%	6 2%	3 2%	3 2%	6 3%	3 2%	6 2%	10 3%	4 2%	-	7 3%	2 2%	5 2%	46 2%

Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	663	1745	194	1939	866	693	617
Cost of phone service/contract	763 34%h	102 30%	77 35%	312 34%	585 34%	69 35%	653 34%	282 30%	262 38%h	234 38%h
Handset - type and functionality (e.g. camera, screen, size, brand)	158 7%j	29 9%	20 9%	63 7%	128 7%	16 8%	144 7%	79 9%j	53 8%j	26 4%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	846 38%F	122 36%	89 40%	354 38%	700 40%F	54 28%	754 39%F	351 40%	269 39%	225 36%
Speed or reliability of internet	169 8%j	40 12%aD	19 9%	64 7%	128 7%	23 12%ae	151 8%	116 13%AU	38 5%j	15 2%
Quality of customer service	157 7%	29 8%	10 4%	67 7%	119 7%	15 8%	135 7%	62 7%	47 7%	48 8%
None	79 4%h	9 3%	5 2%	46 5%	70 3%	10 5%	60 3%	6 1%	15 2%h	42 7%AH
Don't know	51 2%	5 2%	4 2%	25 3%	35 2%	5 3%	41 2%	11 1%	9 1%	27 4%AH

Q.10_01 And which is the ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Cost of phone service/contract	763	133	628	423	269	59	628	93	43
34%F		33%	35%	40%AEF	32%I	25%	35%	30%	34%
Handset - type and functionality (e.g. camera, screen, size, brand)	158	35	120	47	78	30	125	18	14
7%J		9%	7%	4%	9%aD	12%AD	7%	6%	11%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	846	141	706	392	309	101	679	120	47
38%		34%	39%	37%	37%	42%	38%	39%	38%
Speed or reliability of internet	169	46	124	39	92	27	131	28	11
8%K		11%aC	7%	4%	11%AD	11%K	7%	9%	9%
Quality of customer service	157	28	129	76	59	16	135	16	6
7%		7%	7%	7%	7%	7%	8%	5%	5%
None	79	14	63	55	12	4	54	23	2
4%L		3%	3%	5%aEJ	1%	2%	3%	7%AGI	1%
Don't know	51	13	35	28	11	3	37	11	2
2%		3%	2%	3%	1%	1%	2%	4%	2%

Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	655	602	586
Cost of phone service/contract	563 25%j	263 24%	299 27%	76 22%	134 27%kl	112 27%kl	114 29%dl	70 25%	57 19%	210 25%j	226 28%dl	127 22%
Handset - type and functionality (e.g. camera, screen, size, brand)	325 15%k	159 14%	167 15%	74 21%aGHIKL	80 16%l	59 14%	50 13%	31 11%	32 10%	154 18%agHIKL	109 14%	62 11%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	580 26%	274 25%	306 27%	83 24%	121 25%	110 27%	108 28%	86 30%	73 24%	204 24%	218 27%	159 27%
Speed or reliability of internet	251 11%gI	153 14%aC	98 9%	62 18%AFGHKL	77 16%agHIKL	40 10%l	37 9%j	24 9%j	12 4%	138 17%AFGHKL	76 10%ll	36 6%
Quality of customer service	193 9%	106 10%	86 8%	21 6%	47 10%d	43 10%d	28 7%	20 7%	33 11%d	68 8%	71 9%	53 9%
None	234 11%dEJ	122 11%	112 10%	21 6%	21 4%	37 9%Ej	45 12%dEJ	42 15%DEJ	68 23%ADEFQJK	42 5%	82 10%dEJ	110 19%ADEFQJK
Don't know	78 3%	27 2%	49 4%b	9 3%	9 2%	9 3%	8 2%	8 4%	26 9%ADEFQJK	18 2%	20 2%	38 7%AdEKJ



Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Cost of phone service/contract	563 25%	134 29%deg	185 27%	107 23%	136 23%	320 28%eg	243 23%	347 28%h	216 22%
Handset - type and functionality (e.g. camera, screen, size, brand)	325 15%	68 15%	88 13%	70 15%	99 17%	156 14%	169 16%	195 16%	130 13%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	580 26%	123 27%	196 28%e	123 26%	139 23%	319 28%e	261 24%	318 25%	263 27%
Speed or reliability of internet	251 11%	50 11%	84 12%e	66 14%E	51 9%	134 12%	117 11%	146 12%	105 11%
Quality of customer service	193 9%	33 7%	55 8%	42 9%	62 10%	89 8%	104 10%	113 9%	79 8%
None	234 11%	42 9%	64 9%	50 11%	78 13%bcf	106 9%	129 12%f	112 9%	122 13%H
Don't know	76 3%h	14 3%	16 2%	14 3%	32 5%aCaF	30 3%	46 4%cf	23 2%	53 5%AH

Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
Cost of phone service/contract	563 25%	442 24%	466 25%	44 23%	30 30%	23 23%
Handset - type and functionality (e.g. camera, screen, size, brand)	325 15%	276 15%	267 15%	31 16%	14 14%	14 14%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	580 26%	490 27%	477 26%	59 30%	22 22%	23 24%
Speed or reliability of internet	251 11%	212 12%	208 11%	19 10%	17 18%g	7 7%
Quality of customer service	193 9%	155 8%	151 8%	20 10%	5 6%	16 17%ADf
None	234 11%e	189 10%	202 11%e	11 6%	10 10%	11 12%
Don't know	76 3%	62 3%	64 3%	10 5%h	-	3 3%

Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Cost of phone service/contract	563 25%h	26 27%	66 28%h	49 29%h	39 26%	49 28%h	54 26%	63 19%	79 25%	41 28%h	30 30%h	44 23%	23 23%	105 31%ao	458 24%
Handset - type and functionality (e.g. camera, screen, size, brand)	325 15%	17 18%	46 19%ghj	26 15%	19 13%	31 17%	23 11%	40 12%	51 18%	15 10%	14 14%	31 16%	14 14%	48 14%	277 15%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	580 26%	26 27%	57 24%	46 27%	36 24%	41 23%	59 29%	97 29%	78 25%	37 25%	22 22%	59 30%	23 24%	86 25%	495 26%
Speed or reliability of internet	251 11%j	14 15%j	24 10%	17 10%	19 13%j	14 8%	21 10%	51 15%lm	40 13%j	7 5%	17 18%lm	19 10%	7 7%	40 12%	211 11%
Quality of customer service	193 9%	8 8%	14 6%	12 7%	12 8%	10 6%	25 12%cd	30 9%	30 9%	10 7%	5 6%	20 10%	16 17%ACdeFh jk	28 8%	165 9%
None	234 11%bn	4 4%	22 9%	14 8%	17 11%	26 15%bl	19 9%	44 13%bl	22 7%	35 23%ABCDE GHILm	10 10%	11 6%	11 12%	22 6%	213 11%n
Don't know	76 3%	2 2%	8 3%	4 2%	9 6%k	7 4%	4 2%	11 3%	16 5%k	4 2%	-	10 5%k	3 3%	8 2%	68 4%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
* small base

Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1939	866	693	617
Cost of phone service/contract	563 25%	84 25%	52 23%	223 24%	473 27%	42 22%	515 27%	224 25%	192 28%	146 24%
Handset - type and functionality (e.g. camera, screen, size, brand)	325 15%j	43 13%	29 13%	146 16%	255 15%	28 15%	283 15%	152 17%j	103 15%	70 11%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	580 26%	88 26%	60 27%	229 25%	452 26%	53 27%	505 26%	215 24%	209 30%h	156 25%
Speed or reliability of internet	251 11%k	51 15%k	32 14%k	86 9%	193 11%	24 13%	217 11%	181 20%k	56 8%j	14 2%
Quality of customer service	193 9%	29 9%	25 11%	86 9%	147 8%	17 9%	164 8%	64 7%	56 8%	71 12%aH
None	234 11%H	33 10%	19 8%	124 13%a	173 10%	20 10%	193 10%	34 4%	64 9%h	120 19%aH
Don't know	76 3%h	9 3%	6 3%	38 4%	52 3%	8 4%	61 3%	15 2%	13 2%	40 6%aH

Q.10_02 And which is the ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Cost of phone service/contract	563	93	468	263	224	59	451	78	34
	25%	23%	26%	25%	27%	25%	25%	25%	27%
Handset - type and functionality (e.g. camera, screen, size, brand)	325	69	257	137	133	39	267	49	9
	15% ^U	17%	14%	13%	16%	16%	15% ^U	16% ^U	8%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	580	91	489	286	223	60	487	55	38
	26% ^H	22%	27%	27%	27%	25%	27% ^H	16%	30% ^H
Speed or reliability of internet	251	54	196	78	111	51	209	25	17
	11% ^D	13%	11%	7%	13% ^D	21% ^{ADE}	12%	8%	14%
Quality of customer service	193	37	156	102	69	16	149	30	13
	9%	9%	9%	10%	8%	7%	8%	10%	11%
None	234	50	183	147	56	11	168	57	10
	11% ^{EF}	12%	10%	14% ^{AEF}	7%	5%	9%	18% ^{AGI}	6%
Don't know	78	16	55	48	13	4	58	15	3
	3% ^B	4%	3%	5% ^E	2%	2%	3%	5%	3%

Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	498	412	390	285	301	655	602	596
Cost of phone service/contract	315 14%	176 16% ^c	139 12%	61 18% ^{gkl}	81 17% ^{gkl}	61 15%	41 11%	39 14%	32 11%	142 17% ^{Gkl}	102 13%	71 12%
Handset - type and functionality (e.g. camera, screen, size, brand)	442 20% ^l	207 19%	235 21%	69 20% ^l	107 22% ^{li}	84 20% ^l	84 22% ^l	61 22% ^l	37 12%	176 21% ^l	168 21% ^l	98 17%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	308 14% ^{hIL}	152 14%	156 14%	56 16% ^{hIL}	77 16% ^{hIL}	72 17% ^{hIL}	56 14% ^{hIL}	24 8%	22 7%	134 16% ^{hIL}	128 16% ^{hIL}	46 8%
Speed or reliability of internet	273 12% ^{hL}	157 14% ^c	116 10%	51 15% ^{hL}	79 16% ^{ahIL}	55 13% ^L	45 12% ^{li}	29 10% ^l	13 4%	130 16% ^{ahIL}	100 12% ^L	43 7%
Quality of customer service	360 16%	176 16%	185 17%	52 15%	77 16%	59 14%	68 18%	45 16%	59 20%	129 15%	127 16%	104 16%
None	424 19% ^{DEJ}	195 18%	229 20%	45 13%	55 11%	65 16%	82 21% ^{DEJ}	70 25% ^{DEFJk}	106 35% ^{ADEFGHJK}	101 12%	148 18% ^{dEJ}	176 30% ^{ADEFGJ K}
Don't know	101 5% ^l	41 4%	59 5%	11 3%	13 3%	16 4%	13 3%	16 6%	31 10% ^{ADEFGJk}	24 3%	29 4%	47 8% ^{ADEJk K}

Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
Cost of phone service/contract	315 14%	67 14%	104 15%	60 13%	83 14%	171 15%	143 13%	170 14%	145 15%
Handset - type and functionality (e.g. camera, screen, size, brand)	442 20%	102 22%	152 22%g	81 17%	108 18%	254 22%dg	188 18%	261 21%	182 19%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	308 14%j	64 14%	83 12%	80 17%cf	81 14%	147 13%	161 15%	211 17%al	96 10%
Speed or reliability of internet	273 12%k	60 13%	99 14%eg	55 12%	59 10%	158 14%eg	115 11%	162 15%l	91 9%
Quality of customer service	350 16%	76 16%	123 18%	79 17%	82 14%	199 17%	162 15%	196 16%	165 17%
None	424 19%	79 17%	108 16%	98 21%c	139 23%abCaF	188 16%	236 22%abCaF	203 16%	221 23%ah
Don't know	101 5%h	17 4%	19 3%	19 4%	45 8%AbCaDf	36 3%	65 6%CF	32 3%	69 7%AH

Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
Cost of phone service/contract	315 14%	254 14%	255 14%	27 14%	20 20%	13 14%
Handset - type and functionality (e.g. camera, screen, size, brand)	442 20%	357 20%	362 20%	40 21%	21 21%	20 21%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	308 14%	251 14%	255 14%	27 14%	13 13%	13 13%
Speed or reliability of internet	273 12%	230 13%	225 12%	18 9%	16 17%	14 15%
Quality of customer service	360 16%	304 17%	303 17%	34 17%	12 12%	12 13%
None	424 19%	351 19%	354 19%	34 17%	15 15%	22 23%
Don't know	101 5%	80 4%	81 4%	15 8% ^d	2 2%	3 3%

Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Cost of phone service/contract	315 14%	16 17%	23 10%	28 16%	20 13%	22 12%	40 20%aChj	42 13%	48 15%	16 11%	20 20%c	27 14%	13 14%	49 15%	266 14%
Handset - type and functionality (e.g. camera, screen, size, brand)	442 20%	18 18%	53 22%h	43 25%gh	27 18%	32 18%	33 16%	51 15%	79 25%aght	27 18%	21 21%	40 21%	20 21%	66 20%	377 20%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	308 14%	23 24%ADegh li	40 17%dj	16 9%	19 13%	28 16%j	27 13%	46 14%	45 14%j	10 7%	13 13%	27 14%	13 13%	43 13%	265 14%
Speed or reliability of internet	273 12%	15 16%	25 11%	22 13%	18 12%	21 12%	29 14%	42 12%	32 10%	21 14%	16 17%	18 9%	14 15%	51 15%	223 12%
Quality of customer service	360 16%	15 15%	52 22%afhk	27 16%	25 17%	24 13%	43 21%h	45 13%	49 15%	24 16%	12 12%	34 17%	12 13%	65 19%	295 16%
None	424 19%Bj	6 6%	36 15%b	27 16%b	25 17%b	44 25%BcGl	27 13%	98 29%ABCDE GjKL	44 14%	46 31%ABCDE GjKL	15 15%	34 17%b	22 23%Bj	52 16%	372 20%
Don't know	101 5%	3 3%	8 3%	7 4%	16 11%AbCdG Hjkm	7 4%	5 2%	12 4%	19 6%	5 3%	2 2%	15 8%gh	3 3%	11 3%	90 5%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
* small base

Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1939	866	693	617
Cost of phone service/contract	315 14%J	57 17%	30 14%	131 14%	248 14%	32 17%	280 14%	150 17%J	108 16%J	57 9%
Handset - type and functionality (e.g. camera, screen, size, brand)	442 20%J	58 17%	48 21%	172 18%	370 21%I	29 15%	399 21%	202 23%J	147 21%J	93 15%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	308 14%	43 13%	28 13%	131 14%	242 14%	29 15%	271 14%	148 17%J	88 13%	71 12%
Speed or reliability of internet	273 12%J	35 10%	45 20%ABD	101 11%	223 13%	17 9%	240 12%	150 17%AJ	87 13%J	36 6%
Quality of customer service	350 16%	65 19%	35 16%	141 15%	293 17%	35 18%	327 17%	133 15%	116 17%	112 18%
None	424 19%CH	67 20%C	30 13%	205 22%C	304 17%	39 20%	343 18%	86 10%	124 18%H	197 32%AH
Don't know	101 5%H	9 3%	8 3%	50 5%	65 4%	13 6%	77 4%	17 2%	23 3%	52 8%AH

Q.10_03 And which is the ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Cost of phone service/contract	315	55	260	126	131	50	252	38	25
Handset - type and functionality (e.g. camera, screen, size, brand)	442	81	361	203	178	48	351	63	28
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	308	68	238	126	137	36	253	41	13
Speed or reliability of internet	273	50	223	101	115	46	218	35	20
Quality of customer service	360	59	301	191	126	26	310	36	14
None	424	75	346	250	123	27	327	77	20
Don't know	101	21	75	64	21	5	78	18	4
	5%	5%	4%	6% ^{EF}	2%	2%	4%	6%	3%

Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	498	412	390	265	301	655	602	596
Cost of phone service/contract	173 8% _d	102 9% _c	71 6%	42 12% _a ghHKL	50 10% _h iKL	26 6%	25 6%	15 5%	15 5%	91 11% _a ghHKL	52 6%	30 5%
Handset - type and functionality (e.g. camera, screen, size, brand)	419 19%	231 21% _c	189 17%	59 17%	92 19%	88 21%	73 19%	59 21%	49 16%	150 18%	160 20%	108 18%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	138 6%	75 7%	63 6%	32 9% _a FHKL	43 9% _a FhKL	17 4%	21 5%	10 4%	15 5%	76 9% _a FghHKL	37 5%	25 4%
Speed or reliability of internet	357 16% _d HIL	166 15%	191 17%	71 20% _a hIL	104 21% _a hIL	81 20% _h IL	66 17% _h iL	26 9% _d	8 3%	175 21% _a hIL	147 16% _h iL	34 6% _d
Quality of customer service	468 21% _d	218 20%	250 22%	66 19%	107 22% _d	87 21%	87 22% _d	73 26% _d	49 16%	173 21%	174 22% _d	122 21%
None	542 24% _d eJ	255 23%	287 26%	62 18%	77 16%	86 21%	101 26% _d eJ	84 29% _d eJ	131 44% _a DEFGHJK	139 17%	187 23% _d eJ	215 37% _a DEFGJK
Don't know	126 6% _d	58 5%	68 6%	15 4%	16 3%	28 7% _d	17 4%	17 6%	34 11% _a DEFGHJK	30 4%	44 6%	51 9% _a dEgJK

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l



Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Cost of phone service/contract	173 8%	42 9%	47 7%	38 8%	46 8%	89 8%	84 8%	103 8%	71 7%
Handset - type and functionality (e.g. camera, screen, size, brand)	419 19%	97 21%	134 19%	91 19%	98 16%	231 20%	189 18%	246 20%	173 18%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	138 6%	25 5%	45 7%	28 6%	40 7%	70 6%	68 6%	80 6%	58 6%
Speed or reliability of internet	357 16% ^{EEGI}	80 17% ^{Eg}	144 21% ^{AADEG}	67 14%	65 11%	224 19% ^{aadEG}	133 12%	257 20% ^{AI}	100 10%
Quality of customer service	468 21%	100 22%	140 21%	99 21%	122 20%	248 22%	220 21%	261 21%	207 21%
None	542 24% ^h	102 22%	149 22%	120 25%	170 28% ^{abCaF}	251 22%	291 27% ^{bcF}	261 21%	280 29% ^{AH}
Don't know	126 6% ^{cdch}	19 4%	22 3%	29 6% ^{cf}	56 9% ^{ABCAF}	41 4%	85 8% ^{abCaF}	48 4%	78 8% ^{ah}



Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
Cost of phone service/contract	173 8%	149 8%	136 7%	18 9%	8 9%	11 12%
Handset - type and functionality (e.g. camera, screen, size, brand)	419 19%	341 19%	346 19%	35 18%	18 18%	21 21%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	138 6%	116 6%	113 6%	16 8%	4 4%	5 5%
Speed or reliability of internet	357 16%g	293 16%	304 17%g	29 15%	16 16%	8 8%
Quality of customer service	468 21%	383 21%	389 21%	36 19%	28 29%g	15 16%
None	542 24%	442 24%	443 24%	43 22%	22 22%	34 35%ade
Don't know	126 6%	101 6%	104 6%	17 9%h	2 2%	3 3%

Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Cost of phone service/contract	173 8%	9 9%	22 9%	10 6%	8 6%	11 6%	17 8%	30 9%	24 7%	6 4%	8 9%	18 9%	11 12%j	26 8%	148 8%
Handset - type and functionality (e.g. camera, screen, size, brand)	419 19%	24 25%j	46 20%	28 7%	30 20%	33 19%	49 24%hj	55 16%	61 19%	19 13%	18 16%	35 18%	21 21%	70 21%	349 19%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	138 6%	6 6%	19 8%g	18 11%aGh	8 6%	13 8%g	5 3%	16 5%	19 6%	7 5%	4 4%	16 8%g	5 5%	21 6%	117 6%
Speed or reliability of internet	357 16%h	23 24%aHjM	50 21%HM	29 17%	22 15%	21 12%	42 21%HM	40 12%	57 18%hm	19 13%	16 16%	29 15%	8 8%	60 18%	296 16%
Quality of customer service	468 21%	23 24%	47 20%	41 24%	29 20%	40 23%	42 20%	55 16%	81 26%H	31 21%	28 29%Hm	36 19%	15 16%	75 22%	394 21%
None	542 24%Bcd	9 9%	41 17%	34 20%b	35 23%B	49 27%Bcd	38 19%	127 38%ABCDE KGKL	52 17%	59 40%ABCDE KGKL	22 22%b	43 22%b	34 35%aBCdG ll	70 21%	472 25%
Don't know	126 6%	3 3%	11 4%	10 6%	17 12%Aboghj Km	10 6%	11 5%	13 4%	23 7%	7 5%	2 2%	17 9%hk	3 3%	16 5%	110 6%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
* small base

Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1939	866	693	617
Cost of phone service/contract	173 8%j	26 8%	29 13%ad	75 8%	137 8%	14 7%	151 8%	112 13%AU	32 5%	30 5%
Handset - type and functionality (e.g. camera, screen, size, brand)	419 19%	70 21%	38 17%	169 18%	332 19%	39 20%	371 19%	171 19%	135 20%	113 18%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	138 6%j	27 8%	14 6%	54 6%	108 6%	15 8%	123 6%	76 9%aJ	40 6%	22 4%
Speed or reliability of internet	357 16%J	49 15%	34 15%	141 15%	299 17%	28 15%	327 17%	205 23%AU	107 15%J	45 7%
Quality of customer service	468 21%	64 19%	56 25%ad	167 18%	391 22%	34 17%	425 22%	177 20%	163 26%LAHJ	108 17%
None	542 24%ch	84 25%	40 18%	263 28%aC	391 22%	50 26%	441 23%	119 13%	165 24%H	240 39%AHJ
Don't know	126 6%h	16 5%	12 6%	62 7%	85 5%	14 7%	99 5%	26 3%	31 5%	60 10%LAHJ

Q.10_04 And which is the ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Cost of phone service/contract	173	42	131	51	80	33	134	29	10
	8% ^D	10% ^c	7%	5%	10% ^D	14% ^{AD}	7%	9%	8%
Handset - type and functionality (e.g. camera, screen, size, brand)	419	72	347	216	146	46	351	46	21
	19%	18%	19%	20%	18%	19%	20%	15%	17%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	138	30	108	55	60	18	110	20	8
	6%	7%	6%	5%	7%	8%	6%	7%	7%
Speed or reliability of internet	357	60	296	122	187	38	289	46	21
	16% ^D	15%	16%	11%	22% ^{ADI}	16%	16%	15%	17%
Quality of customer service	468	73	394	226	167	59	378	60	30
	21%	18%	22%	21%	20%	25%	21%	19%	24%
None	542	103	435	317	159	38	430	85	26
	24% ^{EF}	25%	24%	30% ^{AEF}	19%	16%	24%	28%	21%
Don't know	128	29	92	75	31	8	98	21	6
	6%	7%	5%	7% ^{EI}	4%	3%	5%	7%	5%

Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	498	412	390	265	301	655	602	586
Cost of phone service/contract	109 5% _{iL}	58 5%	50 5%	27 8% _{agHIL}	27 6% _{iL}	32 8% _{agHIL}	13 3%	7 2%	3 1%	54 6% _{ghIL}	45 6% _{nL}	10 2%
Handset - type and functionality (e.g. camera, screen, size, brand)	307 14% _{iL}	166 15%	141 13%	50 14% _{il}	87 18% _{ahIL}	63 15% _{iL}	53 14% _{ij}	31 11%	24 8%	137 16% _{hIL}	116 14% _{iL}	55 9%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	56 3% _{ij}	28 3%	28 2%	15 4% _{il}	14 3% _{ij}	8 2%	10 2%	8 3%	2 1%	29 3% _{il}	17 2%	10 2%
Speed or reliability of internet	577 26% _{DEJ}	265 24%	312 28%	62 18%	108 22%	90 22%	120 31% _{DDEJ}	96 34% _{aDEFJK}	101 34% _{ADEFJK}	170 20%	210 26% _{DJ}	197 34% _{ADEFJK}
Quality of customer service	507 23% _{HIL}	275 25% _c	232 21%	116 34% _{AIGHIKL}	160 33% _{AIGHIKL}	106 26% _{HIL}	76 20% _{iL}	42 15% _{iL}	6 2%	162 33% _{AIGHIKL}	162 23% _{nL}	49 8% _{ij}
None	542 24% _{dEJ}	255 23%	287 26%	62 18%	77 16%	86 21%	101 26% _{dEJ}	84 29% _{DEJ}	131 44% _{ADEFGHJK}	139 17%	187 23% _{EJ}	215 37% _{ADEFGJK}
Don't know	126 6% _{ij}	58 5%	68 6%	15 4%	16 3%	28 7% _{aj}	17 4%	17 6%	34 11% _{ADEIGHJK}	30 4%	44 6%	51 9% _{AdEgJK}



Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
Cost of phone service/contract	109 5%	17 4%	37 5%	31 7%	24 4%	54 5%	55 5%	70 6%	39 4%
Handset - type and functionality (e.g. camera, screen, size, brand)	307 14%ee	63 13%	122 18%aadEG	61 13%	61 10%	185 16%EG	122 11%	197 16%l	110 11%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	56 3%	12 3%	21 3%e	14 3%	8 1%	33 3%	23 2%	37 3%	19 2%
Speed or reliability of internet	577 26%	126 27%	158 23%	118 25%	175 29%cd	264 25%	293 27%	292 23%	285 29%ah
Quality of customer service	507 23%EqEgl	127 27%dEG	179 26%EG	98 21%	103 17%	306 27%aadEG	201 19%	351 28%AI	156 16%
None	542 24%h	102 22%	149 22%	120 25%	170 28%abCaF	251 22%	291 27%bcF	261 21%	280 29%AH
Don't know	126 6%cdch	19 4%	22 3%	29 6%cf	56 9%ABCAF	41 4%	85 8%abCaF	48 4%	78 8%ah

Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Cost of phone service/contract	109 5%	92 5%	16 4%	85 5%	12 6%	6 6%	5 6%
Handset - type and functionality (e.g. camera, screen, size, brand)	307 14% ^{leg}	264 14%	44 11%	266 15% ^{leg}	16 8%	18 19% ^{leg}	6 6%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	56 3%	50 3%	6 1%	47 3%	5 3%	3 3%	1 1%
Speed or reliability of internet	577 26%	468 26%	109 27%	481 26%	53 27%	19 19%	24 25%
Quality of customer service	507 23%	408 22%	99 25%	407 22%	47 24%	29 30%	23 24%
None	542 24%	442 24%	99 25%	443 24%	43 22%	22 22%	34 35% ^{ade}
Don't know	126 6%	101 6%	25 6%	104 6%	17 9% ^d	2 2%	3 3%

Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Cost of phone service/contract	109 5%	5 5%	12 5%	5 3%	7 5%	7 4%	12 6%j	17 5%	19 6%j	2 1%	6 6%	12 6%ij	5 6%	15 5%	93 5%
Handset - type and functionality (e.g. camera, screen, size, brand)	307 14%km	16 17%km	27 17%	29 17%km	19 12%	17 10%	42 21%AceFLM	49 15%km	49 15%km	19 12%	18 19%klm	16 8%	6 6%	61 18%o	246 13%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	56 3%	2 2%	7 3%	4 2%	4 3%	4 2%	7 3%	12 4%	6 2%	1 1%	3 3%	5 3%	1 1%	8 3%	48 3%
Speed or reliability of internet	577 26%h	28 29%h	74 31%hk	47 28%h	36 24%	50 28%h	51 25%h	56 17%	99 31%hk	38 26%h	19 19%	53 27%h	24 25%	84 25%	493 26%
Quality of customer service	507 23%h	34 35%aelghj	66 28%HJ	42 25%	32 21%	41 23%	43 21%	59 18%	69 22%	22 15%	29 30%HJ	47 24%	23 24%	82 24%	425 23%
None	542 24%bc	9 9%	41 17%	34 20%b	35 23%b	49 27%bcd	38 19%	127 38%ABCDE	52 17%	59 40%ABCDE	22 22%b	43 22%b	34 35%aBCcD	70 21%	472 25%
Don't know	126 6%	3 3%	11 4%	10 6%	17 12%AbqaHj	10 6%	11 5%	13 4%	23 7%	7 5%	2 2%	17 9%hk	3 3%	16 5%	110 6%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	663	1745	194	1939	866	693	617
Cost of phone service/contract	109 5%J	17 5%	17 7% ^d	36 4%	83 5%	8 4%	92 5%	75 8% ^{AU}	25 4% ^j	9 1%
Handset - type and functionality (e.g. camera, screen, size, brand)	307 14% ^J	49 14%	44 19% ^{aD}	103 11%	247 14%	27 14%	274 14%	164 18% ^{AU}	99 14% ^J	44 7%
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	56 3%	13 4%	4 2%	25 3%	43 2%	6 3%	49 3%	30 3%	15 2%	11 2%
Speed or reliability of internet	577 25% ^H	82 24%	46 21%	242 26%	479 27%	45 23%	524 27%	132 15%	232 33% ^{AH}	213 35% ^{AH}
Quality of customer service	507 23% ^{AU}	76 22%	62 27%	200 21%	415 24%	44 23%	459 24%	341 39% ^{AU}	126 18% ^J	40 6%
None	542 24% ^{cH}	84 25%	40 18%	263 28% ^{aC}	391 22%	50 26%	441 23%	119 13%	165 24% ^H	240 39% ^{AH}
Don't know	126 6% ^H	16 5%	12 6%	62 7%	85 5%	14 7%	99 5%	26 3%	31 5%	60 10% ^{AH}

Q.10_05 And which is the ... important to you when thinking about your mobile operator? - 5th important
 Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Cost of phone service/contract	109	24	85	28	46	17	95	10	3
Handset - type and functionality (e.g. camera, screen, size, brand)	307	49	258	122	137	36	242	41	24
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	56	12	44	22	23	9	45	9	2
Speed or reliability of internet	577	89	486	346	174	45	477	70	30
Quality of customer service	507	104	403	151	259	86	402	72	32
None	542	103	435	317	159	38	430	85	26
Don't know	128	29	92	75	31	8	98	21	6
	6%	7%	5%	7% ^{EI}	4%	3%	5%	7%	5%

Q.10 And which is the ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	GENDER		AGE								
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1119	347	488	412	390	265	301	655	602	586
Cost of phone service/contract	2.117ghL	2.197C	2.370AGHIKL	2.232GHIL	2.205ghL	1.951	1.927	1.830	2.289AGHIKL	2.082IL	1.881
Handset - type and functionality (e.g. camera, screen, size, brand)	3.238d	3.295	3.041	3.218	3.306d	3.304d	3.355d	3.249	3.145	3.305Dj	3.308D
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	1.951IL	1.955	2.147AFgHKL	2.036HIL	1.915	1.923	1.804	1.774	2.081AHIKL	1.919il	1.790
Speed or reliability of internet	3.566BDEj	3.401	3.198	3.313	3.419	3.845ADEFJk	3.925ADEFJk	4.371ADEFJGHJKl	3.267	3.622DEJ	4.115ADEFgJK
Quality of customer service	3.578IL	3.613	3.776aghikL	3.788AgHKL	3.645IL	3.517IL	3.477il	2.852	3.783AGHIKL	3.584IL	3.167I

Q.10 And which is the ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
Cost of phone service/contract	2.117	2.123	2.110	2.150	2.093	2.115	2.119	2.140	2.084
Handset - type and functionality (e.g. camera, screen, size, brand)	3.238ee	3.263	3.355EG	3.179	3.107	3.319EG	3.140	3.259	3.206
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	1.951	1.903	1.947	2.042	1.922	1.929	1.977	2.010i	1.870
Speed or reliability of internet	3.566h	3.519	3.495	3.472	3.796ABCADF	3.504	3.642	3.442	3.765AH
Quality of customer service	3.579EgEg	3.707EG	3.664EG	3.527	3.396	3.681EG	3.456	3.683i	3.424

Q.10 And which is the ... important to you when thinking about your mobile operator? - Mean summary table
 Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
Cost of phone service/contract	2.117	2.118	2.092	2.143	2.331	2.318
Handset - type and functionality (e.g. camera, screen, size, brand)	3.238	3.257	3.261	3.028	3.293	3.123
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	1.951	1.977c	1.962	2.047f	1.758	1.779
Speed or reliability of internet	3.566	3.542	3.585	3.616	3.321	3.350
Quality of customer service	3.578	3.549	3.552	3.618	4.002ADeg	3.545

Q.10 And which is the ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	GOVERNMENT REGIONS												O.T.2 SMALL BUSINESS USER	
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Cost of phone service/contract	2.117j	2.158	2.046	2.016	2.017	2.280dJ	2.142j	2.138j	1.856	2.331dJ	2.143	2.318J	2.133	2.114
Handset - type and functionality (e.g. camera, screen, size, brand)	3.238	3.149	3.073	3.278	3.238	3.567AbC eFILm	3.313	3.317cI	3.237	3.293	3.028	3.123	3.363	3.213
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	1.951j	2.100jkm	2.085gJkm	1.984j	1.939	2.028j	1.830	2.073gJkm	1.880	1.709	1.758	2.047jK	1.874	1.966
Speed or reliability of internet	3.566H	3.654H	3.779Hkm	3.604H	3.566h	3.594H	3.610H	3.133	3.725Hk	3.810Hk	3.321	3.616H	3.430	3.593
Quality of customer service	3.578gH	3.821gH	3.730GH	3.701gH	3.578	3.674gh	3.359	3.257	3.571h	3.580	4.002AeG Hijm	3.618h	3.687	3.558

Q.10 And which is the ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Cost of phone service/contract	2.117U	2.210	2.292	2.097	2.123	2.099	2.121	2.409AU	1.977J	1.805
Handset - type and functionality (e.g. camera, screen, size, brand)	3.238	3.265	3.317	3.159	3.236	3.242	3.237	3.245	3.233	3.230
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	1.951	2.038	1.889	1.952	1.927	2.152aeg	1.948	2.047U	1.910	1.844
Speed or reliability of internet	3.566bH	3.316	3.315	3.647BC	3.613I	3.342	3.587	3.069	3.844AH	4.321AHI
Quality of customer service	3.578J	3.493	3.716	3.522	3.612	3.491	3.601	3.865AU	3.539J	3.052

Q.10 And which is the ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION			
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Cost of phone service/contract	2.117D	2.224	2.094	1.875	2.214D	2.497ADE	2.113	2.138	2.116
Handset - type and functionality (e.g. camera, screen, size, brand)	3.238	3.102	3.273b	3.317f	3.192	3.105	3.238	3.196	3.332
Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	1.951	2.068c	1.925	1.898	2.022d	1.987	1.955	1.957	1.886
Speed or reliability of internet	3.566BEF	3.310	3.623B	3.957AEF	3.354f	3.118	3.583	3.515	3.434
Quality of customer service	3.578D	3.625	3.568	3.367	3.734aD	3.910AD	3.554	3.667	3.728

Q.11 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...?

Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied. - Summary table

Base: All who use a mobile

		Cost- of phone service contract	Handset - type and functionality e.g. camera, screen, size, brand	Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling	Speed or reliability of internet	Quality of customer service
Unweighted Base		2136	2136	2136	2136	2136
Weighted Base		2223	2223	2223	2223	2223
Very dissatisfied	(-2)	39 2%	39 2%	104 5%	45 2%	59 3%
Somewhat dissatisfied	(-1)	153 7%	76 3%	204 9%	138 6%	111 5%
Neither satisfied nor dissatisfied	(0)	496 22%	373 17%	279 13%	985 44%	615 28%
Somewhat satisfied	(1)	765 34%	739 33%	772 35%	604 27%	738 33%
Very satisfied	(2)	770 35%	998 45%	863 39%	452 20%	701 32%
SUMMARY CODES						
DISSATISFIED		191 9%	115 5%	308 14%	183 8%	169 8%
SATISFIED		1535 69%	1735 78%	1635 74%	1055 47%	1439 65%
Mean Score		0.934	1.159	0.939	0.575	0.860
Standard Deviation		0.988	0.941	1.138	0.847	1.004
Error Variance		*	*	0.001	*	*

Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Cost- of phone service contract
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	468	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 39	22	16	5	7	7	6	7	7	11	13	14
	2%	2%	1%	1%	1%	2%	1%	3%	2%	1%	2%	2%
Somewhat dissatisfied	(-1) 153	79	73	27	49	32	23	12	10	76	55	22
	7% ^L	7%	7%	8% ^L	10% ^{agHIL}	8% ^L	6%	4%	3%	9% ^{aHIL}	7% ^{IL}	4%
Neither satisfied nor dissatisfied	(0) 496	261	236	71	107	69	94	78	78	177	163	156
	22% ^f	24%	21%	20%	22%	17%	24% ^f	27% ^{Fk}	26% ^{Fk}	21%	20%	27% ^{adFk}
Somewhat satisfied	(1) 765	377	388	124	171	162	131	88	89	295	292	178
	34%	34%	35%	36%	35%	39% ^{hIL}	34%	31%	30%	35%	36% ^{IL}	30%
Very satisfied	(2) 770	365	405	120	154	143	137	99	117	274	279	216
	35%	33%	36%	35%	32%	35%	35%	35%	39% ^{ej}	33%	35%	37%
SUMMARY CODES												
DISSATISFIED	191	101	90	32	56	39	29	19	17	88	68	36
	9% ^d	9%	8%	9%	11% ^{LIL}	9% ^d	7%	7%	6%	11% ^{LIL}	8%	6%
SATISFIED	1535	742	793	244	326	304	267	188	206	570	572	394
	69% ^s	67%	71%	70% ^s	67%	74% ^{ehI}	69% ^s	66%	69% ^s	68%	71%	67%
Mean Score	0.934	0.891	0.976	0.945	0.854	0.972	0.947	0.915	0.996e	0.892	0.960	0.957
Standard Deviation	0.998	1.011	0.984	0.992	1.022	0.989	0.979	1.008	0.995	1.010	0.984	1.001
Error Variance	*	0.001	0.001	0.003	0.002	0.003	0.003	0.004	0.003	0.001	0.001	0.002



Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Cost- of phone service contract

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 39	4	17	9	9	21	18	21	17
	2%	1%	2%	2%	1%	2%	2%	2%	2%
Somewhat dissatisfied	(-1) 153	32	50	34	36	62	71	105	48
	7%	7%	7%	7%	6%	7%	7%	8% ^h	5%
Neither satisfied nor dissatisfied	(0) 496	111	157	95	134	268	229	283	213
	22%	24%	23%	20%	22%	23%	21%	23%	22%
Somewhat satisfied	(1) 765	167	241	160	197	408	358	437	328
	34%	36%	35%	34%	33%	35%	33%	35%	34%
Very satisfied	(2) 770	151	223	174	221	375	395	409	361
	35%	33%	32%	37%	37%	33%	37% ^h	33%	37% ^h
SUMMARY CODES									
DISSATISFIED	191	36	67	43	45	103	89	126	65
	9%	8%	10%	9%	8%	9%	8%	10% ^h	7%
SATISFIED	1535	318	464	335	418	783	753	846	690
	69%	68%	68%	71%	70%	68%	70%	67%	71%
Mean Score	0.934	0.925	0.878	0.965	0.980	0.897	0.973	0.883	1.000^h
Standard Deviation	0.998	0.953	1.025	1.017	0.986	0.996	1.012	0.999	0.977
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Cost- of phone service contract

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 39 2%	32 2%	7 2%	35 2%	3 1%	-	1 1%
Somewhat dissatisfied	(-1) 153 7%	132 7%	20 5%	134 7%	12 6%	2 2%	4 4%
Neither satisfied nor dissatisfied	(0) 496 22%	395 22%	101 25%	409 22%	46 24%	28 28%g	14 14%
Somewhat satisfied	(1) 765 34%	631 35%	134 34%	644 35%	55 28%	36 36%	31 32%
Very satisfied	(2) 770 35%	635 35%	135 34%	612 33%	76 40%	33 33%	47 49%ADf
SUMMARY CODES							
DISSATISFIED	191 9% ^d	164 9%	27 7%	169 9% ^d	15 8%	2 2%	5 5%
SATISFIED	1535 69%	1266 69%	269 68%	1256 68%	133 68%	68 70%	78 81%ade
Mean Score	0.934	0.934	0.933	0.907	0.998	1.009	1.238AD
Standard Deviation	0.988	1.004	0.973	1.007	1.007	0.842	0.908
Error Variance	*	0.001	0.002	0.001	0.005	0.007	0.008

Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Cost- of phone service contract
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											Q.11_01 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 39	-	5	6	4	2	3	10	3	1	-	3	1	9	30
	2%	-	2%	3%	3%	1%	2%	3%	1%	1%	-	1%	1%	3%	2%
Somewhat dissatisfied	(-1) 153	6	16	8	5	10	16	50	15	8	2	12	4	29	124
	7%	7%	7%	5%	4%	6%	8%	15%ACDEFg	5%	5%	2%	6%	4%	8%	7%
Neither satisfied nor dissatisfied	(0) 496	12	47	31	31	50	44	65	77	51	28	46	14	76	421
	22%b	12%	20%	18%	20%	28%Bdhm	22%	19%	24%bm	35%ABCDEgHj	28%bhm	24%b	14%	22%	22%
Somewhat satisfied	(1) 765	43	88	52	44	45	79	131	110	50	36	55	31	123	642
	34%f	45%adeFL	37%f	31%	29%	26%	39%FI	39%FI	35%f	34%	28%	28%	32%	37%	34%
Very satisfied	(2) 770	34	80	73	66	69	62	80	111	37	33	78	47	101	669
	35%Hj	36%h	34%h	43%agHJ	44%aGHJ	39%Hj	30%	24%	35%H	25%	33%	40%gHJ	49%ACGHj	30%	35%
SUMMARY CODES															
DISSATISFIED	191	6	21	14	9	13	19	59	19	9	2	15	5	37	154
	9%k	7%	9%k	8%	6%	7%	9%k	18%AbCDEFgJKLm	6%	6%	2%	8%	5%	11%	8%
SATISFIED	1535	78	168	125	110	115	141	211	221	88	68	133	78	224	1312
	69%h	81%aFgHj	71%j	74%hj	73%hj	65%	69%	63%	70%j	59%	70%	68%	81%aFgHj	66%	70%
Mean Score	0.934H	1.101Hj	0.936H	1.051Hj	1.085HJ	0.951H	0.881h	0.661	0.979Hj	0.775	1.009H	0.998H	1.238Acf	0.827	0.953
Standard Deviation	0.998	0.860	1.003	1.053	1.013	1.016	0.982	1.083	0.942	0.919	0.842	1.007	0.908	1.033	0.991
Error Variance	-	0.008	0.004	0.007	0.007	0.006	0.005	0.004	0.003	0.006	0.007	0.005	0.008	0.004	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - abc/d/e/f/gh/i/j/k/l/m - a/mo
 * small base



Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Cost- of phone service contract

Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 39	2	4	22	30	4	34	20	13	6
	2%	1%	2%	2% ^b	2%	2%	2%	2%	2%	1%
Somewhat dissatisfied	(-1) 153	32	18	51	118	19	137	90	37	24
	7% ^j	10% ^d	8%	5%	7%	10%	7%	10% ^{AIJ}	5%	4%
Neither satisfied nor dissatisfied	(0) 496	66	51	222	386	47	433	171	147	168
	22%	20%	23%	24%	22%	25%	22%	19%	21%	27% ^{aHI}
Somewhat satisfied	(1) 765	123	95	289	616	61	677	322	254	183
	34% ^j	37%	42% ^{aD}	31%	35%	31%	35%	36% ^j	37% ^j	30%
Very satisfied	(2) 770	112	56	347	594	63	657	284	242	235
	35% ^C	33% ^c	25%	37% ^C	34%	32%	34%	32%	35%	38% ^h
SUMMARY CODES										
DISSATISFIED	191	34	22	73	148	22	170	110	50	30
	9% ^j	10%	10%	8%	8%	12%	9%	12% ^{AIJ}	7%	5%
SATISFIED	1535	236	150	637	1211	124	1334	606	496	419
	69% ^s	70%	67%	68%	69%	64%	69%	68%	71%	68%
Mean Score	0.934	0.929	0.805	0.954	0.933	0.829	0.922	0.858	0.972^h	1.002^H
Standard Deviation	0.998	0.982	0.961	1.022	0.992	1.050	0.998	1.049	0.973	0.947
Error Variance	*	0.003	0.004	0.001	0.001	0.006	0.001	0.001	0.001	0.001

Q.11_01 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Cost- of phone service contract
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION						
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Very dissatisfied (g)	Somewhat dissatisfied (h)	Neither satisfied nor dissatisfied (i)	Somewhat satisfied (j)	Very satisfied (k)	Dissatisfied (l)	Satisfied (m)
Unweighted Base	2136	394	1734	1070	771	212	33	84	296	873	850	117	1723
Weighted Base	2223	410	1804	1061	830	239	33*	92*	309	922	867	124	1790
Very dissatisfied	(-2) 39	7	31	7	20	10	10	8	7	7	7	18	14
		2%djn	2%	1%	2%D	4%aD	31%AHJKM	9%AIJKM	2%jn	1%	1%	15%ALJKM	1%
Somewhat dissatisfied	(-1) 153	21	131	30	89	31	7	29	42	66	10	35	78
		7%DKM	5%	3%	11%AD	13%AD	22%AIJKM	31%AIJKM	13%AIJKM	7%KM	1%	28%ALJKM	4%K
Neither satisfied nor dissatisfied	(0) 496	73	420	215	176	51	7	20	148	223	98	27	321
		22%KM	18%	20%	21%	21%	21%	22%K	48%AGHJKLM	24%KM	11%	22%K	18%K
Somewhat satisfied	(1) 765	153	609	332	324	91	7	21	78	481	179	28	660
		34%hIKL	37%	31%	39%aD	38%	21%	23%	52%AGHIKLM	21%	21%	22%	37%hIKL
Very satisfied	(2) 770	156	613	477	221	56	2	15	35	146	573	16	719
		35%EFQH	38%	45%AEF	27%	23%	5%	16%	11%	16%	66%AGHJLM	13%	40%AGHJL
SUMMARY CODES													
DISSATISFIED	191	28	162	37	109	41	17	36	49	73	17	53	90
		9%DKM	7%	3%	13%AD	17%AD	53%AIJKM	39%AIJKM	16%AIJKM	8%KM	2%	43%ALJKM	5%K
SATISFIED	1535	309	1222	809	544	147	9	35	112	627	752	44	1379
		69%KQh	75%aC	76%AEF	66%	61%	28%	39%	36%	68%GHIL	87%AGHJLM	36%	77%AGHJL
Mean Score	0.934EF	1.047ac	0.910	1.172AEF	0.765	0.633	-0.517	0.066g	0.296QL	0.751GHIL	1.501AQHJL	-0.087	1.115AQHJL
Standard Deviation	0.998	0.959	1.006	0.891	1.036	1.106	1.290	1.238	0.916	0.831	0.801	1.273	0.898
Error Variance	*	0.002	0.001	0.001	0.001	0.006	0.050	0.018	0.003	0.001	0.001	0.014	*

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l/m
 * small base



Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Handset - type and functionality e.g. camera, screen, size, brand
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	468	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 39	18	21	9	7	10	7	3	2	17	17	5
		2%	2%	3%	2%	2%	2%	1%	1%	2%	2%	1%
Somewhat dissatisfied	(-1) 76	32	44	24	20	11	9	7	6	44	20	13
		3%	4%	7% ^a gNIKL	4%	3%	2%	2%	2%	5% ^a gIKL	2%	2%
Neither satisfied nor dissatisfied	(0) 373	196	177	37	62	69	72	53	80	99	141	133
		17% ^d eJ	16%	11%	13%	17% ^d j	18% ^d eJ	19% ^d eJ	27% ^a DEFghJK	12%	18% ^d eJ	23% ^a DEIJK
Somewhat satisfied	(1) 739	373	366	109	164	136	133	107	89	273	269	196
		33%	33%	32%	33%	33%	34%	38% ⁱ j	30%	33%	34%	34%
Very satisfied	(2) 996	486	511	166	236	186	169	116	124	402	355	239
		45%	46%	48% ⁱ j	48% ⁱ l	45%	43%	41%	41%	48% ⁱ hL	44%	41%
SUMMARY CODES												
DISSATISFIED	115	50	65	33	27	22	15	9	8	61	37	18
		5% ^d j	6%	10% ^a eGHIKL	6% ^d j	5%	4%	3%	3%	7% ^a ghIKL	5%	3%
SATISFIED	1735	858	876	276	400	322	302	223	213	675	624	435
		78% ⁱ j	78%	80% ⁱ j	82% ⁱ l	78% ⁱ j	78% ⁱ j	78% ⁱ j	71%	81% ⁱ l	78% ⁱ j	74%
Mean Score	1.159	1.156	1.162	1.153	1.231^{ll}	1.152	1.153	1.144	1.083	1.198	1.152	1.112
Standard Deviation	0.941	0.924	0.959	1.042	0.926	0.965	0.919	0.870	0.904	0.976	0.942	0.887
Error Variance	*	0.001	0.001	0.003	0.002	0.002	0.003	0.003	0.002	0.001	0.001	0.001



Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Handset - type and functionality e.g. camera, screen, size, brand
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 39	5	17	8	9	22	17	18	21
		2%	3%	2%	1%	2%	2%	1%	2%
Somewhat dissatisfied	(-1) 76	11	23	20	22	34	42	40	37
		3%	3%	4%	4%	3%	4%	3%	4%
Neither satisfied nor dissatisfied	(0) 373	82	117	62	112	198	174	212	161
		18%	17%	13%	19%	17%	16%	17%	17%
Somewhat satisfied	(1) 739	164	221	168	186	385	354	410	329
		33%	32%	35%	31%	33%	33%	33%	34%
Very satisfied	(2) 996	203	310	215	268	513	483	576	421
		44%	45%	45%	45%	44%	45%	46%	43%
SUMMARY CODES									
DISSATISFIED	115	16	40	28	31	57	59	58	58
		5%	6%	6%	5%	5%	5%	5%	6%
SATISFIED	1735	367	531	383	454	898	837	985	749
		79%	77%	81%	76%	78%	78%	79%	77%
Mean Score	1.159	1.180	1.138	1.187	1.144	1.155	1.163	1.184	1.127
Standard Deviation	0.941	0.880	0.982	0.935	0.947	0.942	0.941	0.922	0.965
Error Variance	-	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Handset - type and functionality e.g. camera, screen, size, brand
 Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 39 2%	31 2%	8 2%	33 2%	3 1%	-	3 3%
Somewhat dissatisfied	(-1) 76 3% ^c	71 4% ^c	5 1%	61 3%	5 3%	5 5%	5 5%
Neither satisfied nor dissatisfied	(0) 373 17% ^g	300 16%	72 18%	321 18% ^g	29 15%	14 14%	8 9%
Somewhat satisfied	(1) 739 33% ^g	596 33%	142 36%	625 34% ^g	57 29%	35 35%	22 23%
Very satisfied	(2) 996 45%	827 45%	169 43%	794 43%	100 51% ^d	45 45%	56 59% ^{ADf}
SUMMARY CODES							
DISSATISFIED	115 5%	102 6%	14 3%	94 5%	8 4%	5 5%	8 8%
SATISFIED	1735 78%	1424 78%	311 78%	1419 77%	156 81%	79 81%	80 83%
Mean Score	1.189	1.160	1.153	1.137	1.266	1.213	1.317
Standard Deviation	0.941	0.948	0.911	0.941	0.912	0.869	1.052
Error Variance	*	0.001	0.002	0.001	0.004	0.008	0.011

Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Handset - type and functionality e.g. camera, screen, size, brand
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											Q.11_02 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 39	2	5	2	2	2	2	12	4	3	-	3	3	6	33
	2%	2%	2%	1%	1%	1%	1%	4%a	1%	2%	-	1%	3%	2%	2%
Somewhat dissatisfied	(-1) 76	1	15	8	3	3	4	13	10	4	5	5	5	12	65
	3%	1%	6%abtg	5%	2%	2%	2%	4%	3%	3%	5%	3%	5%	4%	3%
Neither satisfied nor dissatisfied	(0) 373	9	33	21	29	40	47	56	54	34	14	29	8	47	326
	17%km	10%	14%	12%	19%lm	22%abcdM	23%abcdM	17%	23%abcdM	14%	15%	9%	14%	14%	17%
Somewhat satisfied	(1) 739	46	77	52	37	55	62	140	99	56	35	57	22	113	625
	33%em	46%AcDf	32%	31%	25%	31%	31%	42%AcDf	31%	38%em	35%	29%	23%	34%	33%
Very satisfied	(2) 996	38	108	87	80	77	89	114	149	52	45	100	58	158	838
	45%Hj	40%	45%h	51%HJ	53%HJ	44%h	43%h	34%	47%Hj	35%	45%	51%HJ	60%ABcdG	47%	44%
SUMMARY CODES															
DISSATISFIED	115	2	20	9	5	5	7	25	14	7	5	8	8	18	97
	5%	2%	9%aefg	6%	3%	3%	3%	7%	4%	5%	5%	4%	8%	5%	5%
SATISFIED	1735	84	184	140	116	132	151	255	248	108	79	156	80	271	1463
	78%	88%acghj	78%	82%	78%	75%	74%	76%	79%	73%	81%	81%	83%	81%	78%
Mean Score	1.159H	1.240h	1.124	1.271Hj	1.267Hj	1.140	1.130	0.988	1.200H	1.013	1.213	1.266Hj	1.317Hj	1.203	1.151
Standard Deviation	0.941	0.789	1.016	0.912	0.907	0.925	0.919	0.994	0.919	0.925	0.869	0.912	1.052	0.939	0.942
Error Variance	*	0.007	0.004	0.005	0.006	0.005	0.004	0.003	0.003	0.006	0.008	0.004	0.011	0.003	*

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Handset - type and functionality e.g. camera, screen, size, brand
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 39	3	6	20	26	3	29	20	13	6
		1%	3%	2%	1%	2%	1%	2%	2%	1%
Somewhat dissatisfied	(-1) 76	18	10	25	56	5	62	42	20	13
		3%	5%	3%	3%	3%	3%	5%	3%	2%
Neither satisfied nor dissatisfied	(0) 373	61	35	164	278	41	319	90	116	158
		17% ^H	16%	18%	16%	21%	16%	10%	17% ^H	25% ^{AHI}
Somewhat satisfied	(1) 739	117	79	305	584	66	650	272	267	194
		33%	35%	33%	33%	34%	34%	31%	38% ^{AHI}	32%
Very satisfied	(2) 996	137	94	418	800	78	878	462	277	248
		45% ^J	42%	45%	46%	40%	45%	52% ^{AUJ}	40%	40%
SUMMARY CODES										
DISSATISFIED	115	21	17	44	82	9	90	62	33	19
		5%	6%	5%	5%	4%	5%	7% ^J	5%	3%
SATISFIED	1735	254	172	723	1384	144	1528	734	544	442
		78% ^J	77%	78%	79%	74%	79%	83% ^{AUJ}	78% ^J	72%
Mean Score	1.159	1.094	1.087	1.157	1.191	1.090	1.180	1.256^{AUJ}	1.117	1.079
Standard Deviation	0.941	0.933	1.003	0.947	0.918	0.931	0.920	0.976	0.917	0.904
Error Variance	-	0.003	0.005	0.001	0.001	0.004	-	0.001	0.001	0.001

Q.11_02 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Handset - type and functionality e.g. camera, screen, size, brand
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION						
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Very dissatisfied (g)	Somewhat dissatisfied (h)	Neither satisfied nor dissatisfied (i)	Somewhat satisfied (j)	Very satisfied (k)	Dissatisfied (l)	Satisfied (m)
Unweighted Base	2136	394	1734	1070	771	212	33	84	296	873	850	117	1723
Weighted Base	2223	410	1804	1061	830	239	33*	92*	309	922	867	124	1790
Very dissatisfied	(-2) 39	9	30	13	16	8	5	12	6	9	7	17	16
	2% _m	2%	2%	1%	2%	3% _d	15% _{ALJKM}	13% _{ALJKM}	2%	1%	1%	14% _{ALJKM}	1%
Somewhat dissatisfied	(-1) 78	15	60	29	37	7	1	16	13	31	15	17	46
	3% _k	4%	3%	3%	4%	3%	3%	18% _{ALJKM}	4% _k	3% _k	2%	14% _{ALJKM}	3%
Neither satisfied nor dissatisfied	(0) 373	63	306	212	107	20	4	13	141	152	62	18	214
	17% _{eFKM}	15%	17%	20% _{aEF}	13%	8%	13%	15% _k	46% _{AGHJKLM}	17% _{KM}	7%	14% _k	12% _K
Somewhat satisfied	(1) 739	129	607	336	293	81	14	23	107	432	162	38	594
	33% _K	31%	34%	32%	35%	34%	44% _K	25%	34% _K	47% _{AHKLM}	19%	30% _K	33% _K
Very satisfied	(2) 996	193	802	470	378	123	8	27	43	298	621	35	919
	45% _{ghL}	47%	44%	44%	45%	51%	24%	29% _l	14%	32% _l	72% _{AGHJULM}	28% _l	51% _{AGHJUL}
SUMMARY CODES													
DISSATISFIED	115	25	90	43	53	15	6	28	19	40	22	34	62
	5% _{Km}	6%	5%	4%	6% _d	6%	18% _{ALJKM}	31% _{ALJKM}	6% _{Km}	4%	3%	28% _{ALJKM}	3%
SATISFIED	1735	322	1409	806	671	204	22	50	149	730	783	72	1513
	78% _{ghL}	79%	78%	76%	81% _d	85% _{aD}	69% _l	55%	48%	79% _{ghL}	90% _{AGHJULM}	58%	85% _{AGHJUL}
Mean Score	1.159 _{GH}	1.174	1.159	1.150	1.179	1.270	0.598	0.395	0.539	1.062 _{GHL}	1.585 _{AGHJULM}	0.448	1.316 _{AGHJUL}
Standard Deviation	0.941	0.974	0.933	0.920	0.951	0.978	1.320	1.410	0.853	0.841	0.767	1.384	0.847
Error Variance	-	0.002	0.001	0.001	0.001	0.005	0.053	0.024	0.002	0.001	0.001	0.016	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/gh/i/j/k/l/m
 * small base



Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	468	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 104 5%	49 4%	55 5%	9 3%	27 6% ^d	18 4%	23 6% ^d	16 6%	11 4%	36 4%	40 5%	28 5%
Somewhat dissatisfied	(-1) 204 9% ^d	114 10%	90 8%	20 6%	57 12% ^{dII}	44 11% ^{dII}	42 11% ^{dI}	27 9% ^d	14 5%	77 9% ^d	86 11% ^{dII}	41 7%
Neither satisfied nor dissatisfied	(0) 279 13% ^h	146 13%	134 12%	70 20% ^{AEFGHIKL}	62 13% ^h	39 9%	51 13% ^h	19 7%	38 13% ^h	132 16% ^{aFHKL}	90 11%	58 10%
Somewhat satisfied	(1) 772 35%	404 37%	368 33%	130 38%	164 34%	145 35%	126 32%	113 40% ^d	94 31%	294 35%	272 34%	207 35%
Very satisfied	(2) 863 39%	392 35%	471 42% ^B	117 34%	179 37%	166 40%	148 38%	110 39%	143 48% ^{ADEIghJK}	296 35%	314 39%	253 43% ^{DeJ}
SUMMARY CODES												
DISSATISFIED	308 14% ^{DI}	163 15%	145 13%	29 8%	84 17% ^{DI}	62 15% ^{DI}	65 17% ^{DI}	43 15% ^{dI}	25 8%	113 14% ^{dI}	127 16% ^{DI}	69 12%
SATISFIED	1635 74%	796 72%	839 75%	247 71%	343 70%	312 76%	274 70%	223 78% ^{egj}	237 79% ^{adEgJk}	590 71%	586 73%	460 78% ^{adEGLJK}
Mean Score	0.939	0.884	0.992b	0.942	0.842	0.965	0.857	0.958	1.142AdEIGJ	0.884	0.913	1.053aEgJk
Standard Deviation	1.139	1.133	1.143	1.001	1.197	1.146	1.203	1.160	^K 1.056	1.120	1.175	1.110
Error Variance	0.001	0.001	0.001	0.003	0.003	0.003	0.005	0.006	0.003	0.002	0.002	0.002



Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS		
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053	
Weighted Base	2223	465	688	473	597	1153	1070	1255	968	
Very dissatisfied	(-2)	104 5%	23 5%	38 5%	18 4%	25 4%	61 5%	43 4%	57 5%	47 5%
Somewhat dissatisfied	(-1)	204 9%	45 10%	69 10%	48 7%	43 7%	114 10%	91 8%	142 11%	63 6%
Neither satisfied nor dissatisfied	(0)	279 13%bb	38 8%	102 15%b	52 11%	87 15%B	141 12%b	139 13%b	166 13%	113 12%
Somewhat satisfied	(1)	772 35%	182 39%eg	234 34%	170 36%	187 31%	416 36%e	357 33%	460 37%i	312 32%
Very satisfied	(2)	863 39%h	177 38%	245 36%	185 39%	256 43%cf	422 37%	441 41%cf	429 34%	434 45%AH
SUMMARY CODES										
DISSATISFIED	308	68	106	66	67	175	133	199	109	
	14%	15%	15%e	14%	11%	15%e	12%	16%i	11%	
SATISFIED	1635	358	479	355	443	837	798	890	746	
	74%	77%c	70%	75%	74%	73%	75%c	71%	77%ah	
Mean Score	0.939h	0.953	0.843	0.965	1.017Cf	0.887	0.994cf	0.848	1.056AH	
Standard Deviation	1.139	1.142	1.172	1.118	1.110	1.161	1.114	1.146	1.121	
Error Variance	0.001	0.003	0.002	0.003	0.002	0.001	0.001	0.001	0.001	

Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 104 5%	76 4%	28 7% ^b	80 4%	8 4%	4 4%	12 12% ^{ADe}
Somewhat dissatisfied	(-1) 204 9%	165 9%	39 10%	166 9%	19 10%	7 7%	13 13%
Neither satisfied nor dissatisfied	(0) 279 13%	240 13%	40 10%	227 12%	22 11%	22 22% ^{ADeg}	9 9%
Somewhat satisfied	(1) 772 35% ^{eG}	641 35%	131 33%	674 37% ^{EG}	52 27%	26 27%	21 22%
Very satisfied	(2) 863 39%	704 39%	159 40%	688 38%	94 48% ^{aD}	39 40%	42 44%
SUMMARY CODES							
DISSATISFIED	308 14%	241 13%	67 17%	245 13%	27 14%	12 12%	24 25% ^{ADef}
SATISFIED	1635 74%	1345 74%	290 73%	1362 74%	146 75%	65 66%	63 65%
Mean Score	0.939	0.949	0.890	0.940	1.055 ^g	0.895	0.720
Standard Deviation	1.1139	1.118	1.234	1.117	1.164	1.146	1.444
Error Variance	0.001	0.001	0.004	0.001	0.007	0.014	0.020

Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											Q.11_03 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 104 5% ^d	11 12%ACD ^{gh} ii	6 3%	2 1%	12 8% ^{cDi}	7 4%	8 4%	16 5% ^d	9 3%	9 6% ^d	4 4%	8 4%	12 12%ACD ^{gh} ii	15 5%	88 5%
Somewhat dissatisfied	(-1) 204 9%	17 17% ^{aCEIj} k	14 6%	17 10%	7 4%	15 8%	23 11% ^{ce}	39 11% ^{ce}	25 8%	11 7%	7	19 10%	13 13% ^{ce}	49 15% ^{AO}	155 8%
Neither satisfied nor dissatisfied	(0) 279 13%	9 10%	31 13%	12 7%	12 8%	28 16% ^{deg}	16 8%	52 15% ^{deg}	34 11%	32 21% ^{AbDEG} llm	22 22% ^{AbDEG} llm	22 11%	9 9%	40 12%	239 13%
Somewhat satisfied	(1) 772 35% ^M	39 40% ^M	85 36% ^m	62 36% ^m	41 28%	50 28%	91 45% ^{AEFj} klm	145 43% ^{AEFK} LM	112 35% ^m	48 32%	26 27%	52 27%	21 22%	121 36%	651 35%
Very satisfied	(2) 863 39% ^{BH}	20 21%	100 42% ^{Bgh}	78 46% ^{Bgh}	78 52% ^{ABGHJ}	78 44% ^{Bgh}	66 32%	137 25%	49 43% ^{Bgh}	39 33%	94 40% ^{BH}	42 48% ^{aBGHJ}	110 44% ^{BH}	753 40% ⁿ	
SUMMARY CODES															
DISSATISFIED	308 14% ^c	28 29% ^{ACDEFG} HUKL	20 9%	18 11%	19 12%	21 12%	31 15% ^c	55 16% ^{cd}	33 11%	20 13%	12 12%	27 14%	24 25% ^{ACDeF} gh	65 19% ^{AO}	243 13%
SATISFIED	1635 74% ^{bj}	59 61%	185 78% ^{Bhjk}	139 82% ^{aBHJ} KM	119 79% ^{Bhjk}	128 72%	157 77% ^{Bhjm}	229 68%	249 79% ^{BHJKM}	97 65%	65 66%	146 75% ^b	63 65%	232 69%	1404 74%
Mean Score	0.939 ^{BHn}	0.409	1.092 ^{BHj}	1.162 ^{aBg}	1.110 ^{BHj}	1.002 ^{Bh}	0.897 ^B	0.720 ^b	1.089 ^{aBH}	0.784 ^b	0.895 ^b	1.055 ^{BHj}	0.720	0.777	0.968 ⁿ
Standard Deviation	1.139	1.314	1.012 ^m	1.162 ^{aBg}	1.220	1.126	1.099	1.108	1.044	1.161	1.146	1.164 ^m	1.444	1.184	1.129
Error Variance	0.001	0.019	0.004	0.006	0.010	0.007	0.006	0.004	0.004	0.010	0.014	0.007	0.020	0.005	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - abc/d/e/f/gh/ij/kl/m - a/mo
 * small base



Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 104 5%	11 3%	8 3%	41 4%	83 5%	6 3%	89 5%	41 5%	33 5%	31 5%
Somewhat dissatisfied	(-1) 204 9% _J	36 11%	24 11%	76 8%	161 9%	20 10%	181 9%	101 11% _J	72 10% _J	32 5%
Neither satisfied nor dissatisfied	(0) 279 13%	48 14%	23 10%	133 14%	206 12%	25 13%	231 12%	104 12%	93 13%	71 12%
Somewhat satisfied	(1) 772 35%	141 42% _{aD}	97 43% _{aD}	287 31%	618 35%	68 35%	686 35%	306 35%	257 37%	203 33%
Very satisfied	(2) 863 39% _B	99 30%	73 32%	395 42% _{Bc}	676 39%	74 38%	751 39%	334 38%	238 34%	281 46% _{AHI}
SUMMARY CODES										
DISSATISFIED	308 14%	47 14%	31 14%	116 12%	244 14%	25 13%	270 14%	141 15% _J	105 15% _J	62 10%
SATISFIED	1635 74%	241 72%	169 76%	683 73%	1295 74%	142 73%	1437 74%	640 72%	495 71%	484 78% _{ahl}
Mean Score	0.939	0.840	0.907	0.989	0.942	0.951	0.943	0.894	0.860	1.089 _{AHI}
Standard Deviation	1.139	1.066	1.076	1.134	1.140	1.105	1.137	1.163	1.140	1.102
Error Variance	0.001	0.004	0.005	0.002	0.001	0.006	0.001	0.002	0.002	0.002

Q.11_03 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION						
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Very dissatisfied (g)	Somewhat dissatisfied (h)	Neither satisfied nor dissatisfied (i)	Somewhat satisfied (j)	Very satisfied (k)	Dissatisfied (l)	Satisfied (m)
Unweighted Base	2136	394	1734	1070	771	212	33	84	296	873	850	117	1723
Weighted Base	2223	410	1804	1061	830	239	33*	92*	309	922	867	124	1790
Very dissatisfied	(-2) 104	19	85	44	42	13	17	27	21	30	9	44	39
		5%	5%	4%	5%	5%	51%AbLKJM	30%ALUKM	7%JKM	3%K	1%	35%ALJKM	2%
Somewhat dissatisfied	(-1) 204	40	163	64	99	29	3	38	64	76	23	41	99
		9%DKM	10%	6%	12%aD	12%D	9%k	42%AGLUKM	21%AJKM	8%Km	3%	33%AGLUKM	6%K
Neither satisfied nor dissatisfied	(0) 279	60	217	109	113	34	5	9	113	119	34	13	153
		13%KM	15%	10%	14%aD	14%	15%K	9%k	37%AgHUKLM	13%KM	4%	11%K	9%K
Somewhat satisfied	(1) 772	149	618	375	298	74	5	11	76	512	168	16	680
		35%gHK	36%	35%	36%	31%	16%	11%	25%hI	56%AGHIKLM	19%	13%	38%agHKL
Very satisfied	(2) 863	142	721	469	278	89	3	7	34	186	633	10	819
		39%eGH	35%	44%AE	34%	37%	9%	8%	11%	20%HIL	73%AGHJLM	8%	46%AGHJL
SUMMARY CODES													
DISSATISFIED	308	59	248	108	141	42	20	65	86	106	32	85	138
		14%DKM	14%	10%	17%aD	17%D	60%ALUKM	71%ALUKM	28%AJKM	11%KM	4%	68%ALUKM	8%K
SATISFIED	1635	291	1339	845	577	163	8	18	110	698	801	26	1499
		74%eGH	74%	80%AEF	69%	68%	25%	19%	36%HL	76%GHIL	92%AGHJLM	21%	84%AGHJL
Mean Score	0.939eG	0.867	0.958	1.096AEF	0.810	0.826	-0.779	-0.735	0.123GHL	0.812GHIL	1.606AGHJL	-0.746	1.197AGHJL
Standard Deviation	HJL	1.139	1.142	1.072	1.168	1.206	1.452	1.228	1.077	0.956	M	0.777	1.284
Error Variance		0.001	0.003	0.001	0.001	0.002	0.064	0.018	0.004	0.001	0.001	0.014	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l/m
 * small base



Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Speed or reliability of internet
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 45	23	22	7	11	11	4	5	7	18	15	13
	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
Somewhat dissatisfied	(-1) 138	86	52	23	44	30	20	17	4	67	50	21
	6% <i>kl</i>	8% <i>c</i>	5%	7% <i>kl</i>	9% <i>agil</i>	7% <i>kl</i>	5% <i>j</i>	6% <i>kl</i>	1%	8% <i>kl</i>	6% <i>kl</i>	4% <i>j</i>
Neither satisfied nor dissatisfied	(0) 965	466	519	93	146	148	196	166	236	239	344	401
	44% <i>DEFJ</i>	42%	46%	27%	30%	36% <i>dj</i>	50% <i>DEFJK</i>	58% <i>ADEFJK</i>	78% <i>ADEFHGJKL</i>	29%	43% <i>DEUJ</i>	68% <i>ADEFGHJK</i>
Somewhat satisfied	(1) 604	323	281	128	172	127	95	58	23	300	222	82
	27% <i>hkl</i>	29% <i>c</i>	25%	37% <i>AGHIKL</i>	35% <i>AGHIKL</i>	31% <i>hkl</i>	24% <i>kl</i>	21% <i>kl</i>	8%	36% <i>AGHIKL</i>	28% <i>hkl</i>	14% <i>kl</i>
Very satisfied	(2) 452	205	245	95	116	97	74	38	31	211	171	69
	20% <i>hkl</i>	19%	22%	28% <i>Aghkl</i>	24% <i>hkl</i>	24% <i>hkl</i>	19% <i>kl</i>	13%	10%	25% <i>Aghkl</i>	21% <i>hkl</i>	12%
SUMMARY CODES												
DISSATISFIED	183	109	74	30	55	40	24	23	11	85	65	34
	8% <i>kl</i>	10% <i>c</i>	7%	9% <i>j</i>	11% <i>agil</i>	10% <i>kl</i>	6%	8% <i>kl</i>	4%	10% <i>gkl</i>	8% <i>kl</i>	6%
SATISFIED	1055	529	526	224	287	224	169	55	97	511	393	151
	47% <i>hkl</i>	48%	47%	65% <i>AFGHKL</i>	59% <i>AGHIKL</i>	54% <i>agHIL</i>	43% <i>hkl</i>	18%	18%	61% <i>AIGHIKL</i>	49% <i>HIL</i>	26% <i>kl</i>
Mean Score	0.575HIL	0.546	0.604	0.815AGHIK	0.689AHIL	0.655HIL	0.551HIL	0.375I	0.224	0.741AGHIKL	0.605HIL	0.297
Standard Deviation	0.947	0.951	0.944	0.976	1.004	0.999	0.893	0.861	0.742	0.994	0.950	0.805
Error Variance	-	0.001	0.001	0.003	0.002	0.003	0.003	0.003	0.001	0.001	0.001	0.001



Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Speed or reliability of internet
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 45	8	15	11	10	23	22	25	20
		2%	2%	2%	2%	2%	2%	2%	2%
Somewhat dissatisfied	(-1) 138	28	55	32	23	63	55	106	31
		6%ae	8%Eg	7%ae	4%	7%E	5%	8%ah	3%
Neither satisfied nor dissatisfied	(0) 985	210	251	200	325	460	524	440	544
		44%CICh	45%C	42%	54%ABCADf	40%	49%aCadF	35%	56%AH
Somewhat satisfied	(1) 604	140	203	136	125	343	261	416	187
		27%EEI	30%Eg	29%E	21%	30%EG	24%	33%AI	19%
Very satisfied	(2) 452	79	165	94	114	244	208	266	185
		20%	24%beg	20%	19%	21%	19%	21%	19%
SUMMARY CODES									
DISSATISFIED	183	36	70	43	34	106	77	132	51
		8%ae	10%Eg	9%ae	6%	9%E	7%	10%ah	5%
SATISFIED	1055	219	367	230	239	587	469	683	373
		47%EEI	53%aaEG	49%E	40%	51%EG	44%	54%AI	38%
Mean Score	0.575i	0.545	0.650eg	0.569	0.517	0.607	0.540	0.631i	0.502
Standard Deviation	0.947	0.904	1.000	0.961	0.903	0.963	0.929	0.974	0.907
Error Variance	-	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001



Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Speed or reliability of internet

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 45 2%	40 2%	6 1%	39 2%	3 1%	1 1%	3 3%
Somewhat dissatisfied	(-1) 138 6%	114 6%	23 6%	115 6%	10 5%	6 6%	7 7%
Neither satisfied nor dissatisfied	(0) 985 44%	780 43%	205 52%aB	809 44%	74 38%	54 55%adE	47 49%
Somewhat satisfied	(1) 604 27%c	521 29%C	83 21%	503 27%	53 27%	26 26%	22 22%
Very satisfied	(2) 452 20%d	371 20%	80 20%	368 20%d	54 28%adF	11 11%	18 19%
SUMMARY CODES							
DISSATISFIED	183 8%	154 8%	29 7%	154 8%	12 6%	7 7%	10 10%
SATISFIED	1055 47%c	892 49%C	163 41%	872 48%	107 55%aFg	37 37%	40 41%
Mean Score	0.575	0.586	0.526	0.571	0.753adFg	0.403	0.468
Standard Deviation	0.947	0.952	0.927	0.948	0.965	0.815	0.974
Error Variance	*	0.001	0.002	0.001	0.005	0.007	0.009

Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Speed or reliability of internet
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											Q.11_04 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 45	4	4	1	4	3	5	12	1	4	1	3	3	13	33
	2%	4% <i>l</i>	2%	1%	2%	2%	3% <i>l</i>	4% <i>l</i>	*	3% <i>l</i>	1%	1%	3% <i>l</i>	4% <i>o</i>	2%
Somewhat dissatisfied	(-1) 138	9	11	8	4	10	20	25	18	9	6	10	7	27	111
	6%	10% <i>e</i>	4%	5%	3%	6%	10% <i>e</i>	8% <i>a</i>	6%	6%	6%	5%	7%	8%	6%
Neither satisfied nor dissatisfied	(0) 985	36	116	85	63	88	87	102	148	83	54	74	47	113	871
	44% <i>HN</i>	38%	49% <i>H</i>	50% <i>H</i>	42% <i>h</i>	50% <i>H</i>	43% <i>H</i>	31%	47% <i>H</i>	L	55% <i>abegH</i>	55% <i>abHL</i>	38%	49% <i>H</i>	46% <i>N</i>
Somewhat satisfied	(1) 604	31	61	40	35	38	58	139	73	28	26	53	22	112	492
	27%	32% <i>j</i>	26%	23%	24%	21%	28%	42% <i>ACDEF</i>	23%	19%	26%	27%	22%	33% <i>ao</i>	26%
Very satisfied	(2) 452	16	46	36	43	38	33	56	76	23	11	54	18	72	379
	20% <i>k</i>	16%	20%	21%	29% <i>ab</i>	22% <i>k</i>	16%	17%	24% <i>ghk</i>	16%	11%	28% <i>abGHj</i>	19%	22%	20%
SUMMARY CODES															
DISSATISFIED	183	13	14	9	8	13	26	38	20	14	7	12	10	39	144
	8%	14% <i>cd</i>	6%	5%	5%	7%	12% <i>acde</i>	11% <i>cd</i>	6%	9%	7%	6%	10%	12% <i>o</i>	8%
SATISFIED	1055	46	107	75	79	76	91	195	149	52	37	107	40	184	871
	47% <i>j</i>	48%	45%	45%	53% <i>jk</i>	43%	45%	58% <i>ACDFG</i>	47% <i>j</i>	35%	37%	55% <i>acd</i>	41%	55% <i>ao</i>	46%
Mean Score	0.575	0.473	0.569	0.598	0.740 <i>agj</i>	0.554	0.460	0.600	0.647 <i>gjk</i>	0.385	0.403	0.753 <i>abG</i>	0.468	0.608	0.569
Standard Deviation	0.947	1.004	0.909	0.894	0.888	0.949	0.968	0.975	0.922	0.929	0.815	0.968	0.974	1.027	0.933
Error Variance	*	0.011	0.004	0.005	0.006	0.005	0.005	0.003	0.003	0.006	0.007	0.005	0.009	0.004	*

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - abcde/fg hijklm - a/o
 * small base



Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.

- Speed or reliability of internet

Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2)	45 2%	3 1%	16 2%	38 2%	4 2%	42 2%	20 2%	16 2%	9 1%
Somewhat dissatisfied	(-1)	138 6%J	25 7%	12 1%	55 3%	107 6%	16 1%	123 10%AU	40 6%J	12 2%
Neither satisfied nor dissatisfied	(0)	985 44%BH	115 34%	84 38%	459 49%aBC	79 41%	862 44%	206 23%	307 44%H	457 74%AH
Somewhat satisfied	(1)	604 27%dJ	114 34%aD	89 40%AD	213 23%	480 28%	54 28%	534 37%AU	202 29%J	71 12%
Very satisfied	(2)	452 20%J	76 23%	36 16%	189 20%	337 19%	40 2%	377 26%AU	128 18%J	68 11%
SUMMARY CODES										
DISSATISFIED	183 8%J	32 9%	15 7%	70 8%	145 8%	20 10%	165 9%	106 12%AU	56 8%J	21 3%
SATISFIED	1055 47%dJ	190 56%AD	125 56%aD	402 43%	817 47%	95 49%	911 47%	574 65%AU	330 48%J	139 23%
Mean Score	0.575J	0.676d	0.639	0.543	0.557	0.572	0.558	0.784AJ	0.557J	0.289
Standard Deviation	0.947	0.973	0.858	0.934	0.941	0.979	0.945	1.028	0.934	0.742
Error Variance	*	0.003	0.003	0.001	0.001	0.005	*	0.001	0.001	0.001

Q.11_04 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Speed or reliability of internet
 Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION						
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Very dissatisfied (g)	Somewhat dissatisfied (h)	Neither satisfied nor dissatisfied (i)	Somewhat satisfied (j)	Very satisfied (k)	Dissatisfied (l)	Satisfied (m)
Unweighted Base	2136	394	1734	1070	771	212	33	84	296	873	850	117	1723
Weighted Base	2223	410	1804	1061	830	239	33*	92*	309	922	867	124	1790
Very dissatisfied (-2)	45	10	36	12	27	6	6	13	7	13	7	19	20
		2% ^{km}	2%	1%	3% ^D	3%	20% ^{ALJKM}	14% ^{ALJKM}	2%	1%	1%	15% ^{ALJKM}	1%
Somewhat dissatisfied (-1)	138	28	110	39	71	20	6	25	36	49	21	31	71
		6% ^{DKM}	6%	4%	9% ^{aD}	8% ^D	19% ^{ALJKM}	27% ^{ALJKM}	12% ^{ALJKM}	5% ^K	2%	25% ^{ALJKM}	4%
Neither satisfied nor dissatisfied (0)	985	160	818	622	246	66	13	37	201	391	342	50	734
		44% ^{EFKm}	39%	59% ^{AEF}	30%	28%	40%	41%	65% ^{AGHLKLM}	42%	39%	41%	41%
Somewhat satisfied (1)	604	116	486	210	294	79	5	14	53	391	140	19	532
		27% ^{DhIKL}	28%	20%	35% ^{AD}	33% ^D	16%	15%	17%	42% ^{AGHLKLM}	16%	15%	30% ^{SHKL}
Very satisfied (2)	452	97	354	180	192	68	2	3	13	78	356	5	433
		20% ^{dhIL}	24%	17%	23% ^D	28% ^{AD}	6%	3%	4%	8% ⁱ	41% ^{AGHLJLM}	4%	24% ^{AghJUL}
SUMMARY CODES													
DISSATISFIED	183	37	146	49	98	26	13	38	42	62	29	50	91
		8% ^{DKM}	8%	5%	12% ^{AD}	11% ^D	39% ^{ALJKM}	41% ^{ALJKM}	14% ^{ALJKM}	7% ^K	3%	40% ^{ALJKM}	5%
SATISFIED	1055	213	840	390	486	147	7	17	67	469	496	24	965
		47% ^{DGHIL}	52%	37%	59% ^{AD}	61% ^{AD}	21%	18%	22%	51% ^{GHIL}	57% ^{AGHLJL}	19%	54% ^{AGHLIL}
Mean Score	0.575 ^{DG}	0.643	0.561	0.480	0.667 ^{aD}	0.762 ^{AD}	-0.313	-0.333	0.101 ^{GHIL}	0.512 ^{GHIL}	0.941 ^{AGHLJL}	-0.328	0.720 ^{AGHLJL}
Standard Deviation	0.947	0.990	0.939	0.853	1.025	1.040	1.137	1.000	0.732	0.780	0.989	1.033	0.913
Error Variance	-	0.002	0.001	0.001	0.001	0.005	0.039	0.012	0.002	0.001	0.001	0.009	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l/m
 * small base



Q.11_05 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Quality of customer service
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 58 3%	27 2%	32 3%	7 2%	17 3%	13 3%	9 2%	4 2%	8 3%	24 3%	22 3%	12 2%
Somewhat dissatisfied	(-1) 111 5%	60 5%	51 5%	21 6%	32 7%	22 5%	17 4%	15 5%	8 2%	53 6%	39 5%	19 3%
Neither satisfied nor dissatisfied	(0) 615 28%	314 28%	302 27%	77 22%	135 28%	115 28%	94 24%	92 32%	101 34%	213 25%	210 26%	193 33%
Somewhat satisfied	(1) 738 33%	392 35%	346 31%	128 37%	159 32%	144 35%	130 33%	88 31%	90 30%	286 34%	273 34%	178 30%
Very satisfied	(2) 701 32%	312 28%	388 35%	114 33%	146 30%	118 29%	141 36%	86 30%	97 32%	259 31%	258 32%	183 31%
SUMMARY CODES												
DISSATISFIED	169 8%	87 8%	82 7%	28 8%	49 10%	36 9%	25 7%	19 7%	12 4%	77 9%	61 8%	31 5%
SATISFIED	1439 65%	704 64%	734 66%	241 70%	304 62%	261 63%	270 69%	174 61%	187 62%	545 65%	532 66%	362 62%
Mean Score	0.860	0.818	0.902	0.924	0.786	0.799	0.967ef	0.831	0.878	0.843	0.881	0.855
Standard Deviation	1.004	0.985	1.022	0.985	1.051	1.018	0.988	0.970	0.972	1.026	1.006	0.970
Error Variance	-	0.001	0.001	0.003	0.002	0.003	0.003	0.004	0.002	0.001	0.001	0.002



Q.11_05 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Quality of customer service
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 58 3%	12 3%	18 3%	13 3%	15 3%	30 3%	28 3%	32 3%	26 3%
Somewhat dissatisfied	(-1) 111 5%	19 4%	43 6%	24 5%	25 4%	62 5%	49 5%	82 7%	29 3%
Neither satisfied nor dissatisfied	(0) 615 28%	149 32%	189 27%	123 26%	155 26%	338 29%	278 26%	337 27%	278 29%
Somewhat satisfied	(1) 738 33%	159 34%	240 35%	153 32%	187 31%	398 35%	340 32%	427 34%	311 32%
Very satisfied	(2) 701 32%	126 27%	199 29%	160 34%	216 36%	325 28%	375 35%	377 30%	324 33%
SUMMARY CODES									
DISSATISFIED	169 8%	31 7%	61 9%	37 8%	40 7%	92 8%	77 7%	114 9%	55 6%
SATISFIED	1439 65%	285 61%	438 64%	313 66%	402 67%	723 63%	715 67%	803 64%	635 66%
Mean Score	0.860	0.791	0.813	0.892	0.943bcF	0.804	0.920bcF	0.824	0.906
Standard Deviation	1.004	0.975	1.006	1.021	1.007	0.993	1.013	1.015	0.988
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001



Q.11_05 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
- Quality of customer service
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 58 3%	48 3%	11 3%	44 2%	7 4%	5 5%	3 3%
Somewhat dissatisfied	(-1) 111 5%	100 5% ^c	11 3%	99 5%	4 2%	4 4%	3 4%
Neither satisfied nor dissatisfied	(0) 615 28%	473 26%	142 36% ^{AB}	498 27%	67 35% ^{adg}	28 28%	22 22%
Somewhat satisfied	(1) 738 33% ^{EG}	620 34%	118 30%	635 35% ^{EG}	41 21%	41 41% ^{EG}	21 22%
Very satisfied	(2) 701 32% ^d	584 32%	116 30%	557 30%	74 38% ^{dF}	21 21%	46 50% ^{ADF}
SUMMARY CODES							
DISSATISFIED	169 8%	148 8%	22 5%	143 8%	11 6%	9 9%	6 6%
SATISFIED	1439 65% ^c	1205 66% ^c	234 59%	1193 65%	115 59%	62 63%	69 71%
Mean Score	0.860	0.873	0.800	0.852	0.883	0.700	1.125 ^{adF}
Standard Deviation	1.004	1.009	0.981	0.993	1.064	1.013	1.049
Error Variance	*	0.001	0.003	0.001	0.006	0.011	0.011

Q.11_05 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Quality of customer service
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											Q.11_05 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 58 3%	-	3	7	1	4	2	15	8	4	5	7	3	8	50
Somewhat dissatisfied	(-1) 111 5%	5	9	3	6	5	8	36	22	5	4	4	3	37	74
Neither satisfied nor dissatisfied	(0) 615 28%h	25	68	40	45	55	50	71	82	62	28	67	22	78	538
Somewhat satisfied	(1) 738 33%ELm	45	75	50	32	56	85	144	107	41	41	41	21	114	624
Very satisfied	(2) 701 32%hK	21	81	69	67	58	59	69	97	36	21	74	48	99	601
SUMMARY CODES															
DISSATISFIED	169 8%	5 6%	12 5%	10 6%	6 4%	9 5%	10 5%	51 15%AbCDE FQJILm	31 10%	9 6%	9 9%	11 6%	6 6%	46 14%AO	123 7%
SATISFIED	1439 65%J	65 68%j	157 66%j	120 71%jI	99 66%j	114 64%j	144 71%jI	213 64%j	204 65%j	77 52%	62 63%	115 59%	69 71%j	213 63%	1225 65%
Mean Score	0.860H	0.838	0.941Hjk	1.014Hjk	1.057aHI	0.890h	0.935Hjk	0.644	0.830h	0.685	0.700	0.883h	1.125abH LK	0.768	0.876
Standard Deviation	1.004	0.828	0.947	1.049	0.970	0.974	0.881	1.061	1.029	0.962	1.013	1.064	1.049	1.069	0.992
Error Variance	*	0.008	0.004	0.007	0.006	0.005	0.004	0.004	0.004	0.007	0.011	0.006	0.011	0.004	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
 * small base



Q.11_05 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
- Quality of customer service
Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 58 3%	4 1%	4 2%	26 3%	45 3%	9 5%	54 3%	27 3%	20 3%	12 2%
Somewhat dissatisfied	(-1) 111 5% _j	21 6%	19 8% _{ad}	42 5%	87 5%	7 4%	95 5%	62 7% _{aj}	38 6% _j	10 2%
Neither satisfied nor dissatisfied	(0) 615 28%	90 27%	58 26%	259 28%	489 28%	51 26%	540 28%	219 25%	172 25%	215 35% _{AHI}
Somewhat satisfied	(1) 738 33%	129 38% _d	87 39% _d	285 31%	576 33%	77 40%	653 34%	282 32%	248 36%	198 32%
Very satisfied	(2) 701 32% _e	92 27%	55 25%	319 34% _{bc}	546 31%	49 26%	596 31%	295 33%	216 31%	182 30%
SUMMARY CODES										
DISSATISFIED	169 8% _j	25 8%	23 10%	68 7%	132 8%	16 9%	149 8%	89 10% _{aj}	58 8% _j	22 4%
SATISFIED	1439 65%	221 66%	142 64%	605 65%	1123 64%	126 65%	1249 64%	578 65%	464 67%	380 62%
Mean Score	0.860	0.842	0.760	0.892	0.855	0.777	0.847	0.855	0.868	0.856
Standard Deviation	1.004	0.942	0.983	1.019	1.003	1.022	1.005	1.055	1.010	0.930
Error Variance	*	0.003	0.004	0.001	0.001	0.005	0.001	0.001	0.002	0.001

Q.11_05 Again thinking about these functions, how satisfied do you feel with each in relation to your mobile phone and mobile services with ...? Please rate on a scale from 1-5 where 1 means very dissatisfied and 5 means very satisfied.
 - Quality of customer service
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION						
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Very dissatisfied (g)	Somewhat dissatisfied (h)	Neither satisfied nor dissatisfied (i)	Somewhat satisfied (j)	Very satisfied (k)	Dissatisfied (l)	Satisfied (m)
Unweighted Base	2136	394	1734	1070	771	212	33	84	296	873	850	117	1723
Weighted Base	2223	410	1804	1061	830	239	33*	92*	309	922	867	124	1790
Very dissatisfied (-2)	58	12	46	22	23	12	14	21	9	10	4	35	14
	3%JKM	3%	3%	2%	3%	5% ^d	42%ALJKM	23%ALJKM	3%JKM	1%	1%	23%ALJKM	1%
Somewhat dissatisfied (-1)	111	13	97	31	58	19	5	29	36	5	34	41	41
	5%gKM	3%	5%	3%	7% ^a D	8% ^D	14% ^a JKM	32%ALJKM	12% ^a JKM	4% ^{Km}	1%	27%ALJKM	2% ^K
Neither satisfied nor dissatisfied (0)	615	133	477	307	225	45	8	21	184	264	138	29	402
	28% ^F KM	32% ^c	26%	29% ^F	27% ^f	19%	26%	22%	59% ^a AGHLKLM	29% ^{KM}	16%	23%	22% ^K
Somewhat satisfied (1)	738	136	599	347	286	76	4	16	61	498	159	20	657
	33% ^g HK	33%	33%	33%	34%	32%	13%	17%	20%	54% ^a AGHLKLM	18%	16%	37% ^a GHKL
Very satisfied (2)	701	116	585	354	238	87	2	5	19	114	561	7	675
	32% ^h JKL	28%	32%	33% ^e	29%	36% ^e	5%	5%	6%	12% ^l	65% ^a AGHLJM	5%	38% ^a AGHL
SUMMARY CODES													
DISSATISFIED	169	25	143	53	81	31	18	50	45	46	10	69	55
	8% ^D JKM	6%	8%	5%	10% ^D	13% ^{AD}	56% ^a ALJKM	55% ^a ALJKM	15% ^a JKM	5% ^{Km}	1%	55% ^a ALJKM	3% ^K
SATISFIED	1439	251	1184	701	525	163	6	21	80	612	720	27	1332
	65% ^g HKL	61%	66%	66%	63%	68%	18%	23%	26%	66% ^g HKL	83% ^a AGHLJM	21%	74% ^a AGHL
Mean Score	0.860GH	0.804	0.876	0.923E	0.794	0.864	-0.745	-0.503	0.145GHL	0.727GHIL	1.460AGHLJL	-0.566	1.082AGHLJL
Standard Deviation	1.004	0.984	1.009	0.959	1.021	1.147	1.287	1.181	0.815	0.765	0.815	1.209	0.871
Error Variance	1.008	0.968	1.018	0.919	1.042	1.324	1.650	1.394	0.664	0.586	0.664	1.462	0.768

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l/m
 * small base



Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	265	301	655	602	596
Very dissatisfied	(-2) 33 1%	14 1%	19 2%	7 2%	8 2%	6 1%	4 1%	3 1%	5 2%	15 2%	10 1%	8 1%
Somewhat dissatisfied	(-1) 92 4%	45 4%	47 4%	7 2%	33 7% ^a dgkl	19 5%	12 3%	16 6%	5 2%	40 5%	31 4%	21 4%
Neither satisfied nor dissatisfied	(0) 309 14%	165 15%	144 13%	52 15%	73 15%	53 13%	48 12%	37 13%	47 16%	125 15%	101 13%	84 14%
Somewhat satisfied	(1) 922 41%	479 43%	443 40%	154 45% ^{ll}	207 42% ^{lj}	186 45% ^{ll}	158 41%	103 34%	103 34%	344 43% ^{ll}	344 43% ^{ll}	217 37%
Very satisfied	(2) 867 39%	402 36%	465 42% ^b	126 36%	169 35%	149 36%	168 43% ^{ee}	115 40%	141 47% ^{ADEFJk}	295 35%	317 39%	256 44% ^{adEU}
SUMMARY CODES												
DISSATISFIED	124 6%	58 5%	66 6%	14 4%	40 8% ^{adgkl}	25 6%	16 4%	19 7%	10 3%	54 6% ^j	41 5%	29 5%
SATISFIED	1790 81%	881 80%	909 81%	281 81%	375 77%	335 81%	326 84% ^e	229 81%	244 79%	656 79%	661 82% ^a	473 81%
Mean Score	1.125 ^e	1.096	1.153	1.114	1.016	1.096	1.216 ^{EJ}	1.131	1.228 ^{aEUJ}	1.057	1.155 ^h	1.181 ^{EJ}
Standard Deviation	0.900	0.882	0.917	0.876	0.950	0.893	0.849	0.912	0.891	0.921	0.874	0.902
Error Variance	-	0.001	0.001	0.002	0.002	0.002	0.002	0.004	0.002	0.001	0.001	0.001

Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Very dissatisfied	(-2) 33	6	12	6	8	18	15	17	16
	1%	1%	2%	1%	1%	2%	1%	1%	2%
Somewhat dissatisfied	(-1) 92	19	36	18	18	55	37	58	33
	4%	4%	5%	4%	3%	5%	3%	5%	3%
Neither satisfied nor dissatisfied	(0) 309	64	93	71	81	157	152	188	121
	14%	14%	13%	15%	14%	14%	14%	15%	12%
Somewhat satisfied	(1) 922	213	300	189	220	513	409	547	375
	41% ^{ee}	46% ^{EG}	44% ^{eg}	40%	37%	45% ^{EG}	38%	44% ^{ei}	39%
Very satisfied	(2) 867	162	248	188	270	410	458	444	423
	39%	35%	36%	40%	45% ^{ABCAF}	36%	43% ^{aBCaF}	35%	44% ^{aH}
SUMMARY CODES									
DISSATISFIED	124	25	47	24	27	73	51	75	49
	6%	5%	7%	5%	5%	6%	5%	6%	5%
SATISFIED	1790	375	548	377	489	923	867	991	798
	81%	81%	80%	80%	82%	80%	81%	79%	82%
Mean Score	1.125	1.087	1.071	1.130	1.212 ^{abCaF}	1.077	1.176 ^{cf}	1.071	1.195 ^{aH}
Standard Deviation	0.900	0.876	0.922	0.897	0.892	0.903	0.895	0.898	0.899
Error Variance	-	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.001

Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 33 1%	27 1%	5 1%	28 2%	4 2%	-	1 1%
Somewhat dissatisfied	(-1) 92 4%	78 4%	14 3%	79 4%	6 3%	2 2%	5 5%
Neither satisfied nor dissatisfied	(0) 309 14%	252 14%	57 14%	260 14%	29 15%	12 12%	8 9%
Somewhat satisfied	(1) 922 41%	773 42%	149 37%	771 42%	72 37%	47 48%	33 34%
Very satisfied	(2) 867 39%	695 38%	173 43%	697 38%	83 43%	37 38%	49 51%ad
SUMMARY CODES							
DISSATISFIED	124 6%	105 6%	19 5%	107 6%	10 5%	2 2%	6 6%
SATISFIED	1790 81%	1468 80%	322 81%	1468 80%	155 80%	84 85%	82 85%
Mean Score	1.125	1.112	1.183	1.107	1.161	1.209	1.299d
Standard Deviation	0.900	0.901	0.895	0.905	0.927	0.742	0.890
Error Variance	*	*	0.002	*	0.004	0.006	0.008

Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 33 1%	3 3% ^d	5 2%	-	1 1%	3 2%	3 2%	7 2%	3 1%	2 1%	-	4 2%	1 1%	6 2%	26 1%
Somewhat dissatisfied	(-1) 92 4%	5 6%	5 2%	5 3%	6 4%	7 4%	5 2%	27 8% ^{ACdG}	14 4%	6 4%	2 2%	6 3%	5 5%	11 3%	80 4%
Neither satisfied nor dissatisfied	(0) 309 14%	13 14%	30 13%	22 13%	14 9%	33 19% ^{am}	24 12%	46 14%	47 15%	30 20% ^{am}	12 12%	29 15%	8 9%	47 14%	263 14%
Somewhat satisfied	(1) 922 41% ^j	47 49% ^{fm}	99 42%	63 37%	56 38%	60 34%	107 53% ^{ACDEF}	172 51% ^{AcDEF}	108 34%	58 39%	47 48% ^{fl}	72 37%	33 34%	151 45%	772 41%
Very satisfied	(2) 867 39% ^{bh}	27 28%	98 41% ^{bgH}	79 47% ^{BGH}	72 48% ^{aBGHj}	74 42% ^{bH}	65 32%	85 25%	144 46% ^{aBGH}	53 36% ^h	37 38% ^h	83 43% ^{bgH}	49 51% ^{aBGH}	122 36%	745 40%
SUMMARY CODES															
DISSATISFIED	124 6%	9 9% ^d	10 4%	5 3%	7 5%	10 6%	8 4%	34 10% ^{AcDgk}	17 5%	8 5%	2 2%	10 5%	6 6%	18 5%	107 6%
SATISFIED	1790 81%	74 77%	197 83%	143 84%	128 86% ^{fhj}	134 76%	172 84% ^{fhj}	257 76%	252 80%	111 75%	84 85%	155 80%	82 85%	272 81%	1517 80%
Mean Score	1.125H	0.929	1.178bH	1.281aBH	1.282aBH	1.100h	1.106h	0.897	1.189bH	1.046	1.209bH	1.161H	1.299bHj	1.101	1.129
Standard Deviation	0.900	0.971	0.891	0.799	0.857	0.959	0.811	0.936	0.915	0.913	0.742	0.927	0.890	0.891	0.902
Error Variance	-	0.011	0.003	0.004	0.005	0.005	0.003	0.003	0.003	0.006	0.006	0.004	0.008	0.003	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
 * small base



Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied
Base: All who use a mobile

	Total (a)	Q3 RAIL USER			Q4 ROAD USER			Q3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Very dissatisfied	(-2) 33	3	2	13	23	5	29	17	8	6
	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%
Somewhat dissatisfied	(-1) 92	17	13	25	75	7	82	43	32	17
	4%	5%	6% ^d	3%	4%	4%	4%	5% ^j	5%	3%
Neither satisfied nor dissatisfied	(0) 309	47	26	136	236	26	262	109	104	88
	14%	14%	11%	15%	14%	13%	13%	12%	15%	14%
Somewhat satisfied	(1) 922	154	109	359	741	84	825	380	305	231
	41%	46% ^d	49% ^{aD}	39%	42%	43%	43%	43% ^j	44% ^j	37%
Very satisfied	(2) 867	116	73	397	670	71	741	337	244	276
	39%	34%	33%	43% ^{bc}	38%	36%	38%	38%	35%	45% ^{ahl}
SUMMARY CODES										
DISSATISFIED	124	20	16	39	98	13	111	60	40	23
	6%	6%	7%	4%	6%	7%	6%	7% ^j	6%	4%
SATISFIED	1790	270	183	756	1411	155	1566	717	550	506
	81%	80%	82%	81%	81%	80%	81%	81%	79%	82%
Mean Score	1.125	1.077	1.063	1.183	1.124	1.070	1.118	1.102	1.076	1.220 ^{ahl}
Standard Deviation	0.900	0.872	0.878	0.882	0.892	0.950	0.898	0.929	0.885	0.861
Error Variance	-	0.002	0.003	0.001	-	0.005	-	0.001	0.001	0.001

Q.12 Overall, how satisfied are you with ...? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 33	9	23	8	16	8	-	-	33
		2%	1%	1%	2%	3%	-	-	28%AGH
Somewhat dissatisfied	(-1) 92	18	73	31	48	6	-	-	92
		4%GH	4%	3%	6%D	3%	-	-	74%AGH
Neither satisfied nor dissatisfied	(0) 309	69	235	122	124	39	-	309	-
		14%GI	13%	11%	15%G	16%	-	100%AGI	-
Somewhat satisfied	(1) 922	182	738	434	359	101	922	-	-
		41%HI	41%	41%	43%	42%	52%AHII	-	-
Very satisfied	(2) 867	132	735	466	283	65	867	-	-
		39%bEII	41%B	44%aEI	34%	36%	48%AHII	-	-
SUMMARY CODES									
DISSATISFIED	124	27	96	39	64	14	-	-	124
		6%dGH	5%	4%	8%aD	6%	-	-	100%AGH
SATISFIED	1790	314	1473	900	642	186	1790	-	-
		81%HI	82%b	85%AEI	77%	78%	100%AHII	-	-
Mean Score	1.125bEH	0.999	1.158B	1.242AEF	1.019	1.040	1.485AHI	0.000	-1.262
Standard Deviation	0.900	0.933	0.889	0.827	0.944	0.959	0.500	0.000	0.441
Error Variance	*	0.002	*	0.001	0.001	0.004	*	0.000	0.002

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?

Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	855	802	586
No signal/reception on phone	748 34% _{IL}	388 35%	360 32%	110 32% _{IL}	184 38% _{IL}	153 37% _{IL}	148 38% _{IL}	94 33% _{IL}	60 20%	293 35% _{IL}	301 37% _{IL}	154 26% _{IL}
Unable to make/connect a call (even though the phone shows 'bars' present)	296 13% _{hIL}	161 15%	136 12%	36 10% _{IL}	88 18% _{ADHIL}	65 16% _{dHIL}	65 17% _{dHIL}	24 8%	18 6%	124 15% _{dhIL}	130 16% _{dHIL}	42 7%
Poor sound quality/calls break up	341 15% _{IL}	177 16%	164 15%	57 17% _{IL}	71 15% _{IL}	73 18% _{IL}	80 21% _{ae<h>IL</h>}	37 13% _{IL}	23 8%	128 15% _{IL}	153 19% _{ahIL}	60 10%
Call ends unexpectedly	331 15% _{IL}	180 16%	151 14%	47 14% _{IL}	93 19% _{ahIL}	78 19% _{hIL}	62 16% _{IL}	32 11% _{IL}	19 6%	140 17% _{IL}	140 17% _{hIL}	51 9%
Unable to send text messages	270 12% _{IL}	141 13%	129 12%	42 12% _{IL}	72 15% _{IL}	57 14% _{IL}	47 12% _{IL}	38 13% _{IL}	14 5%	114 14% _{IL}	104 13% _{IL}	52 9% _{IL}
Text message does not arrive or arrives late	236 13% _{IL}	142 13%	156 14%	50 14% _{IL}	78 16% _{hIL}	63 15% _{IL}	63 16% _{hIL}	28 10% _{IL}	16 5%	128 15% _{hIL}	125 16% _{hIL}	44 8%
Unable to use mobile internet	335 15% _{hIL}	187 17% _c	148 13%	71 20% _{aGHIL}	107 22% _{AGHIL}	79 19% _{GHIL}	47 12% _{IL}	27 10% _{IL}	4 1%	178 21% _{AGHIL}	126 16% _{hIL}	31 5% _{IL}
Unable to send or receive emails	182 8% _{IL}	98 9%	84 8%	22 6% _{IL}	45 10% _{IL}	50 11% _{dIL}	36 9% _{IL}	23 8% _{IL}	6 2%	72 9% _{IL}	81 10% _{IL}	29 5% _{IL}
No problems with mobile reception	940 42% _{IL}	453 41%	487 43%	129 37%	174 36%	153 37%	159 41%	137 48% _{dEFJK}	187 62% _{ADEFGHJK}	304 36%	312 39%	324 55% _{ADEFGJK}
SUMMARY CODES												
ANY ISSUE	1182 53% _{IL}	603 55%	580 52%	199 58% _{hIL}	297 61% _{AHIL}	246 60% _{ahIL}	219 56% _{IL}	135 47% _{IL}	86 29%	496 59% _{AHIL}	465 58% _{ahIL}	221 38% _{IL}
NUMBER OF ISSUES												
1	563 25% _{IL}	286 26%	277 25%	95 27% _{IL}	145 30% _{IL}	102 25% _{IL}	98 25% _{IL}	72 25% _{IL}	51 17%	239 29% _{IL}	200 25% _{IL}	124 21%
2	214 10% _{IL}	109 10%	104 9%	47 13% _{aEIL}	37 8%	52 13% _{aeIL}	37 10%	23 8%	17 6%	84 10% _{IL}	90 11% _{IL}	40 7%

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	363	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	265	301	655	602	586
3	142	61	81	24	46	33	23	8	7	70	57	15
	6%hIL	5%	7%	7%hIL	9%aHIL	8%hIL	6%il	3%	2%	8%hIL	7%hIL	3%
4	115	63	52	13	27	24	30	16	5	40	54	21
	5%l	6%	5%	4%	6%l	6%l	8%dIL	5%l	2%	9%l	7%il	4%
5+	149	83	66	20	42	34	30	17	5	63	64	22
	7%lL	8%	6%	6%l	9%lL	8%lL	8%il	6%l	2%	8%lL	8%lL	4%
Don't know	101	49	52	18	17	14	12	13	28	35	26	40
	5%	4%	5%	5%	3%	3%	3%	4%	9%AdEFGJK	4%	3%	7%aefgJK
Mean number of issues	2.370il	2.446	2.291	2.181	2.502il	2.484il	2.509il	2.247	1.864	2.373i	2.496dil	2.098
Standard Deviation	1.807	1.925	1.673	1.599	1.969	1.806	1.845	1.777	1.431	1.848	1.823	1.659
Error Variance	0.003	0.007	0.005	0.012	0.014	0.014	0.019	0.029	0.018	0.007	0.008	0.012

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	930	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
No signal/reception on phone	748 34%EEI	182 39%aaEG	238 35%E	164 35%e	165 28%	420 36%EG	328 31%	478 38%ai	271 28%
Unable to make/connect a call (even though the phone shows 'bars' present)	296 13%I	63 14%	108 16%ag	58 12%	68 11%	171 15%eg	125 12%	199 16%I	97 10%
Poor sound quality/calls break up	341 15%	77 17%	111 16%	80 17%e	74 12%	188 16%e	154 14%	215 17%I	127 13%
Call ends unexpectedly	331 15%I	76 16%	106 15%	72 15%	77 13%	182 16%	150 14%	224 18%ai	107 11%
Unable to send text messages	270 12%	69 15%EG	93 13%ag	51 11%	57 9%	162 14%EG	108 10%	175 14%I	95 10%
Text message does not arrive or arrives late	290 13%	65 14%	103 15%	59 12%	70 12%	169 15%	129 12%	185 15%I	110 11%
Unable to use mobile internet	335 15%EEI	79 17%EG	119 17%EG	74 16%e	62 10%	199 17%EG	136 13%	237 19%AI	98 10%
Unable to send or receive emails	182 8%EGeI	51 11%EG	65 9%EG	44 9%EG	21 4%	116 10%EG	65 6%e	137 11%ai	45 5%
No problems with mobile reception	940 42%cdch	186 40%	256 37%	205 43%	293 49%ABCAF	442 38%	498 46%abCaF	461 37%	479 49%AH
SUMMARY CODES									
ANY ISSUE	1182 53%EGEGI	264 57%EG	402 58%aaEG	252 53%E	264 44%	666 58%aaEG	516 46%	746 59%AI	437 45%
NUMBER OF ISSUES									
1	563 25%ee	113 24%	195 28%E	127 27%e	128 21%	308 27%e	255 24%	341 27%I	221 23%
2	214 10%	55 12%g	71 10%	38 8%	50 8%	125 11%	88 8%	131 10%	83 9%
3	142 6%	26 6%	52 8%	29 6%	35 6%	78 7%	64 6%	89 7%	53 5%

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
4	115	27	38	22	27	66	50	73	42
	5%	6%	6%	5%	5%	6%	5%	6%	4%
5+	149	43	47	36	23	90	59	111	38
	7%EEI	9%Eg	7%e	8%e	4%	8%Eg	6%	9%al	4%
Don't know	101	15	29	16	41	45	56	48	53
	5%	3%	4%	3%	7%abidF	4%	5%	4%	5%
Mean number of issues	2.370	2.515	2.344	2.391	2.245	2.411	2.316	2.485I	2.174
Standard Deviation	1.807	1.836	1.808	1.895	1.685	1.820	1.790	1.893	1.632
Error Variance	0.003	0.015	0.010	0.015	0.009	0.006	0.006	0.006	0.006

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
No signal/reception on phone	748 34%	594 33%	154 39%b	589 32%	61 31%	42 42%d	57 59%ADEF
Unable to make/connect a call (even though the phone shows 'bars' present)	296 13%	239 13%	58 15%	229 12%	23 12%	11 11%	33 34%ADEF
Poor sound quality/calls break up	341 15%	271 15%	71 18%	270 15%	34 17%	13 13%	25 26%ADf
Call ends unexpectedly	331 15%	271 15%	61 15%	264 14%	25 13%	13 14%	29 30%ADEF
Unable to send text messages	270 12%	209 11%	60 15%	214 12%	17 9%	11 11%	29 30%ADEF
Text message does not arrive or arrives late	298 13%	232 13%	65 16%	228 12%	22 12%	16 16%	32 33%ADEF
Unable to use mobile internet	335 15%ce	292 16%ce	43 11%	272 15%e	17 9%	22 22%E	24 25%ADE
Unable to send or receive emails	182 8%	152 8%	30 8%	149 8%	11 6%	9 9%	12 13%e
No problems with mobile reception	940 42%G	784 43%	156 39%	785 43%G	93 48%G	39 39%g	23 24%
SUMMARY CODES							
ANY ISSUE	1182 53%	958 52%	225 57%	952 52%	99 51%	59 60%	72 75%ADEF
NUMBER OF ISSUES							
1	563 25%	452 25%	111 28%	471 26%g	52 27%	23 24%	16 16%
2	214 10%	180 10%	33 8%	167 9%	15 8%	15 16%d	16 16%ade

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
3	142 6%	118 6%	24 6%	113 6%	11 6%	8 8%	9 9%
4	115 5%	91 5%	24 6%	79 4%	12 6%	8 8%	16 16%ADE
5+	149 7%	117 6%	32 8%	122 7%	7 4%	4 4%	16 16%ADEF
Don't know	101 5% ^b	84 5%	17 4%	97 5% ^b	3 1%	1 1%	1 1%
Mean number of issues	2.370	2.350	2.413	2.325	2.130	2.297	3.343ADEF
Standard Deviation	1.807	1.794	1.862	1.808	1.561	1.501	2.056
Error Variance	0.003	0.004	0.017	0.004	0.026	0.039	0.057

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
No signal/reception on phone	748 34%	40 41%chi	66 28%	54 32%	48 32%	70 39%chi	77 38%ch	96 28%	94 30%	46 31%	42 42%chi	61 31%	57 59%ABCDE FGHIJKL	141 42%AO	607 32%
Unable to make/connect a call (even though the phone shows 'bars' present)	296 13%e	14 15%	29 12%	19 11%	11 7%	27 15%e	22 11%	47 14%e	43 14%	17 12%	11 11%	23 12%	33 34%ABCDE FGHIJKL	64 19%aO	233 12%
Poor sound quality/calls break up	341 15%e	13 14%	32 13%	23 13%	13 9%	24 13%	31 15%	75 22%AccDEf gh	44 14%	15 10%	13 13%	34 17%e	25 25%ABCDE FgIjk	73 22%AO	268 14%
Call ends unexpectedly	331 15%C	18 19%Cj	17 7%	17 10%	19 13%	21 12%	32 16%C	82 24%ACDEF ghIJKL	43 14%sc	13 9%	13 14%	25 13%	29 30%ACDEF GHIJKL	80 24%AO	252 13%
Unable to send text messages	270 12%	16 17%e	30 13%	20 12%	10 7%	24 14%	25 12%	36 11%	30 10%	21 14%e	11 11%	17 9%	29 30%ABCDE FGHIJKL	52 15%	218 12%
Text message does not arrive or arrives late	298 13%h	15 16%h	37 16%h	24 14%	13 9%	21 12%	28 14%	28 8%	44 14%h	17 11%	16 16%h	22 12%	32 33%ABCDE FGHIJKL	57 17%	241 13%
Unable to use mobile internet	335 15%j	16 17%	29 12%	22 13%	16 11%	25 14%	35 17%j	62 18%L	45 14%	21 14%	22 22%ceL	17 9%	24 25%ACDEf ijL	75 22%AO	261 14%
Unable to send or receive emails	182 8%	8 8%	23 9%	9 6%	7 4%	16 9%	11 6%	35 10%e	28 9%	12 8%	9 9%	11 6%	12 13%degf	51 15%AO	131 7%
No problems with mobile reception	940 42%HMN	40 42%sm	111 47%HM	77 45%HM	65 44%hM	82 46%HM	81 40%sm	106 32%	145 46%HM	75 51%HM	39 39%sm	93 48%HM	23 24%	106 31%	834 44%N

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base



Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
	North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base 2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base 2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
SUMMARY CODES														
ANY ISSUE 1182 53%e	54 56%e	115 49%	85 50%	63 42%	93 52%	117 57%E]	194 58%cE]	164 52%	67 45%	59 60%E]	99 51%	72 75%ABCDE FGHJKL	222 66%AO	961 51%
NUMBER OF ISSUES														
1 563 25%	27 28%	57 24%	49 29% ^m	36 24%	42 24%	56 28% ^m	82 11%ACdEI	89 28% ^m	33 22%	23 24%	52 27%	16 16%	95 28%	468 25%
2 214 10% ^d	9 9%	25 10% ^d	7 4%	9 6%	18 10%	26 13% ^{dEj}	39 12% ^d	26 8%	9 6%	15 16% ^{dEj}	15 8%	16 16% ^{aDej}	44 13% ^o	170 9%
3 142 6%	8 8%	10 4%	8 4%	4 3%	11 6%	15 8%	36 11%ACdEI	13 4%	8 6%	8 8% ^e	11 6%	9 9% ^{el}	19 6%	123 7%
4 115 5%	1 1%	8 4%	13 8% ^b	6 4%	7 4%	8 4%	16 5%	13 4%	7 4%	8 8% ^b	12 6% ^b	16 18%ABCDEF GHIJL	24 7%	91 5%
5+ 149 7%	10 11% ^l	15 6%	7 4%	8 5%	15 8%	12 6%	22 6%	23 7%	10 7%	4 4%	7 4%	16 18%ACDEJ GHIJKL	39 12% ^{AO}	109 6%
Don't know 101 5% ^l	2 2%	11 5%	8 5%	21 14%ABCDFG IJKLM	3 2%	6 3%	33 10%AbcFGI JKLM	7 2%	6 4%	1 1%	3 1%	1 1%	9 3%	92 5%
Mean number of issues 2.370	2.604	2.278	2.218	2.164	2.459	2.233	2.387	2.260	2.429	2.297	2.130	3.342ACD EFGHIJKL	2.672ao	2.300
Standard Deviation 1.807	2.288	1.774	1.783	1.754	1.850	1.731	1.700	1.841	1.873	1.501	1.561	2.056	2.079	1.732
Error Variance 0.003	0.109	0.031	0.042	0.048	0.036	0.026	0.016	0.024	0.058	0.039	0.026	0.057	0.024	0.003

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
No signal/reception on phone	748 34% _{dj}	122 36% _d	70 31% _d	271 29% _d	627 36% _d	55 29% _d	682 35% _d	368 41% _{AU}	235 34% _J	145 24% _d
Unable to make/connect a call (even though the phone shows 'bars' present)	296 13% _J	38 11% _d	22 10% _d	126 14% _d	245 14% _d	16 8% _d	261 13% _d	174 20% _{AU}	84 12% _J	39 6% _d
Poor sound quality/calls break up	341 15% _J	64 19% _D	33 15% _d	116 12% _d	281 16% _d	25 13% _d	306 16% _d	164 19% _{AJ}	110 16% _J	66 11% _d
Call ends unexpectedly	331 15% _{dJ}	58 17% _d	39 17% _d	107 11% _d	272 16% _d	24 13% _d	296 15% _d	186 21% _{AU}	101 15% _J	44 7% _d
Unable to send text messages	270 12% _J	45 13% _d	26 12% _d	94 10% _d	225 13% _d	19 10% _d	244 13% _d	136 15% _{AJ}	93 13% _J	41 7% _d
Text message does not arrive or arrives late	230 13% _{dJ}	46 14% _d	25 11% _d	97 10% _d	242 14% _d	21 11% _d	253 14% _d	157 18% _{AU}	88 13% _J	52 8% _d
Unable to use mobile internet	335 15% _J	57 17% _d	41 18% _d	123 13% _d	278 16% _d	28 14% _d	306 16% _d	236 27% _{AU}	86 12% _J	14 2% _d
Unable to send or receive emails	182 8% _J	37 11% _D	19 8% _d	57 6% _d	154 9% _d	12 6% _d	167 9% _d	123 14% _{AU}	40 6% _J	18 3% _d
No problems with mobile reception	940 42% _{BH}	116 34% _d	93 41% _d	450 48% _{AB}	723 41% _d	78 40% _d	801 41% _d	298 34% _d	283 41% _H	351 57% _{AHJ}
SUMMARY CODES										
ANY ISSUE	1182 53% _{DJ}	199 59% _D	120 54% _d	439 47% _d	965 55% _d	94 49% _d	1059 55% _d	563 63% _{AU}	388 56% _J	231 37% _d
NUMBER OF ISSUES										
1	563 25% _d	94 28% _d	54 24% _d	235 25% _d	450 26% _d	48 25% _d	498 26% _d	205 23% _d	201 29% _H	156 25% _d
2	214 10% _{DJ}	34 10% _d	27 12% _D	61 7% _d	175 10% _d	16 8% _d	191 10% _d	112 13% _{AJ}	71 10% _J	30 5% _d

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	663	1745	194	1938	866	693	617
3	142	26	17	51	119	13	133	88	43	11
6% _J		8%	8%	5%	7%	7%	7%	10% _{AJ}	6% _J	2%
4	115	21	11	43	93	8	101	63	36	15
5% _J		6%	5%	5%	5%	4%	5%	7% _{AJ}	5% _J	3%
5+	149	23	12	49	127	9	136	94	36	18
7% _J		7%	5%	5%	7%	4%	7%	11% _{AJ}	5% _J	3%
Don't know	101	22	11	43	57	22	79	26	23	35
5% _h		6%	5%	5%	3%	11% _{AEG}	4%	3%	3%	6% _{hi}
Mean number of issues	2.370 _J	2.344	2.275	2.257	2.411	2.129	2.386	2.742 _{AJ}	2.161 _J	1.821
Standard Deviation	1.807	1.729	1.637	1.786	1.834	1.478	1.896	1.945	1.627	1.534
Error Variance	0.003	0.016	0.023	0.008	0.004	0.024	0.003	0.007	0.007	0.010

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
No signal/reception on phone	748 34%BDg	113 28%	635 35%B	306 29%	312 38%D	96 40% <i>D</i>	532 30%	141 46% <i>AG</i>	75 61% <i>AGH</i>
Unable to make/connect a call (even though the phone shows 'bars' present)	296 13% <i>G</i>	50 12%	247 14%	117 11%	116 14%	51 21% <i>ADe</i>	188 10%	65 21% <i>AG</i>	44 35% <i>AGH</i>
Poor sound quality/calls break up	341 15% <i>dg</i>	55 13%	286 16%	129 12%	155 19% <i>sd</i>	42 18% <i>d</i>	225 13%	73 24% <i>AG</i>	43 35% <i>AGH</i>
Call ends unexpectedly	331 15% <i>Dg</i>	47 11%	284 16% <i>b</i>	109 10%	154 19% <i>sd</i>	56 23% <i>AD</i>	220 12%	66 22% <i>AG</i>	44 35% <i>AGH</i>
Unable to send text messages	270 12%	46 11%	224 12%	116 11%	113 14%	33 14%	183 10%	53 17% <i>sdG</i>	34 27% <i>AGH</i>
Text message does not arrive or arrives late	298 13%	46 11%	252 14%	125 12%	131 16% <i>d</i>	33 14%	201 11%	65 21% <i>AG</i>	32 26% <i>AG</i>
Unable to use mobile internet	335 15% <i>D</i>	59 14%	276 15%	89 8%	176 21% <i>AD</i>	60 25% <i>AD</i>	244 14%	61 20% <i>sdG</i>	30 24% <i>sdG</i>
Unable to send or receive emails	182 8% <i>D</i>	24 6%	158 9%	51 5%	85 10% <i>D</i>	33 14% <i>AD</i>	117 7%	39 13% <i>sdG</i>	26 21% <i>AGH</i>
No problems with mobile reception	940 42% <i>EFH</i>	193 47% <i>c</i>	746 41%	533 50% <i>AEF</i>	296 36%	78 33%	837 47% <i>AH</i>	83 27% <i>i</i>	20 16%
SUMMARY CODES									
ANY ISSUE	1182 53% <i>BDg</i>	184 45%	996 55% <i>B</i>	469 44%	508 61% <i>AD</i>	155 65% <i>AD</i>	878 49%	202 65% <i>AG</i>	102 82% <i>AGH</i>
NUMBER OF ISSUES									
1	563 25%	91 22%	470 26%	252 24%	221 27%	63 26%	459 26%	73 24%	31 25%
2	214 10%	34 8%	179 10%	84 8%	93 11% <i>d</i>	28 12%	154 9%	35 12%	14 11%

Q.13 Thinking about your mobile reception with ... in the UK, do you ever experience any of the following issues?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
3	142	18	124	40	77	23	94	30	18
		4%	7%	4%	9%aD	10%bD	5%	10%aG	14%AG
4	115	14	101	41	52	16	73	30	12
		3%	6%	4%	6%aD	7%	4%	10%aG	10%aG
5+	149	27	122	52	66	25	88	33	27
		7%g	7%	5%	8%bD	10%aD	5%	11%aG	22%AGH
Don't know	101	33	62	26	26	6	75	24	2
			3%	6%a	3%	2%	4%	8%aGj	2%
Mean number of issues	2.370g	2.379	2.371	2.224	2.444	2.604d	2.174	2.791AG	3.221AG
Standard Deviation	1.807	1.918	1.787	1.831	1.759	1.856	1.691	1.936	2.116
Error Variance	0.003	0.021	0.003	0.007	0.007	0.026	0.003	0.020	0.047

Q.14 And how often do you experience these issues with mobile reception? - Summary table
 Base: All who have experienced reception problems

	No signal/reception on phone	Unable to make/connect a call (even though the phone shows 'bars' present)	Poor sound quality/calls break up	Call ends unexpectedly	Unable to send text messages	Text message does not arrive or arrives late	Unable to use mobile internet	Unable to send or receive emails
Unweighted Base	704	269	313	307	248	277	304	157
Weighted Base	748	296	341	331	270	298	335	162
Frequently	215 29%	82 28%	106 31%	92 28%	75 28%	62 21%	92 28%	51 28%
Sometimes	347 46%	130 44%	163 48%	164 49%	116 43%	157 53%	178 53%	81 44%
Rarely	186 25%	85 29%	71 21%	75 23%	79 29%	80 27%	62 18%	48 27%
Don't know	-	-	1	-	-	-	3	2
	-	-	-	-	-	-	1%	1%

Q.14_01 And how often do you experience these issues with mobile reception? - No signal/reception on phone
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	704	347	357	118	172	141	120	74	79	290	261	153
Weighted Base	748	388	360	110	184	153	148	94*	60*	293	301	154
Frequently	215	115	100	30	56	43	41	31	14	86	84	45
	29%	30%	28%	28%	31%	28%	28%	33%	23%	29%	28%	29%
Sometimes	347	185	162	51	85	73	75	32	31	136	149	62
	48%h	48%	45%	46%	46%h	48%h	51%h	34%	51%h	46%	49%h	40%
Rarely	186	88	98	29	42	36	32	32	15	71	68	47
	25%	23%	27%	26%	23%	24%	21%	34%	26%	24%	22%	31%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base



Q.14_01 And how often do you experience these issues with mobile reception? - No signal/reception on phone
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	704	151	204	150	199	355	348	412	292
Weighted Base	748	182	238	164	165	420	328	478	271
Frequently	215	56	74	44	40	130	85	141	73
	29%	31%	31%	27%	25%	31%	26%	30%	27%
Sometimes	347	79	98	83	87	177	170	219	129
	46%	43%	41%	51%	53%cf	42%	52%cf	46%	48%
Rarely	186	47	66	37	37	112	74	118	69
	25%	26%	28%	22%	22%	27%	22%	29%	25%
Don't know	-	-	-	-	-	-	-	-	-

Q.14_01 And how often do you experience these issues with mobile reception? - No signal/reception on phone
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	704	558	146	547	60	41	56
Weighted Base	748	594	154	589	61*	42*	57*
Frequently	215 29% ^a	172 29%	43 28%	171 29% ^a	10 16%	11 26%	23 41% ^E
Sometimes	347 46%	281 47%	67 43%	271 46%	34 57% ^g	21 51%	20 36%
Rarely	186 25%	142 24%	45 29%	147 25%	17 28%	10 23%	13 23%
Don't know	-	-	-	-	-	-	-

Q.14_01 And how often do you experience these issues with mobile reception? - No signal/reception on phone
 Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	704	36	61	48	47	69	75	86	82	43	41	60	56	118	586
Weighted Base	748	40*	66*	54*	48*	70*	77*	96*	94*	46*	42*	61*	57*	141	607
Frequently	215 29% ^h	20 50% ^{AKh} kL	21 32%	16 29%	19 39% ^{gij}	17 24%	17 21%	25 26%	18 20%	19 41% ^{gkL}	11 26%	10 16%	23 41% ^{gkL}	39 28%	175 29%
Sometimes	347 46% ^J	16 40%	33 50% ^j	29 54% ^{eJ}	15 32%	35 51% ^j	47 61% ^{abEJ} M	48 50%	36 38%	12 25%	21 51% ^j	34 57% ^{eJm}	20 36%	70 49%	278 46%
Rarely	186 25%	4 10%	12 18%	9 17%	14 29% ^b	17 25%	13 17%	23 24%	40 42% ^{ABCDI} Ghm	16 34% ^b	10 23%	17 28%	13 23%	32 23%	154 25%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base



Q.14_01 And how often do you experience these issues with mobile reception? - No signal/reception on phone
 Base: All who have experienced reception problems

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	704	114	71	243	579	53	632	343	216	145
Weighted Base	748	122	70*	271	627	55*	682	368	235	145
Frequently	215	36	21	77	180	14	195	110	60	44
29%	29%	29%	30%	28%	29%	26%	29%	30%	26%	30%
Sometimes	347	53	32	130	290	20	311	175	114	59
46%	44%	46%	48%	46%	46%	37%	46%	48%	48%	41%
Rarely	186	33	17	64	156	21	177	83	61	42
25%	27%	27%	24%	24%	25%	37%	26%	22%	26%	29%
Don't know	-	-	-	-	-	-	-	-	-	-

Q.14_01 And how often do you experience these issues with mobile reception? - No signal/reception on phone
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	704	107	596	301	289	84	502	130	72
Weighted Base	748	113*	635	306	312	96*	532	141	75*
Frequently	215	36	178	81	88	32	115	56	44
	29%g	32%	28%	26%	28%	33%	22%	40%aG	59%ACh
Sometimes	347	59	288	137	153	42	254	64	30
	46%	52%	45%	45%	49%	43%	48%	45%	39%
Rarely	186	18	168	88	70	22	163	21	2
	25%bh	16%	27%b	29%	23%	23%	31%aH	15%l	2%
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make/connect a call (even though the phone shows 'bars' present)
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	269	139	130	39	78	56	51	19	24	117	109	43
Weighted Base	296	161	136	36*	88*	65*	65*	24**	18**	124	130	42*
Frequently	82	48	34	11	24	18	15	11	2	35	34	13
29%		30%	25%	30%	27%	28%	23%	45%	14%	28%	26%	32%
Sometimes	130	65	65	19	33	28	30	10	9	52	58	20
44%		40%	48%	53%	37%	43%	48%	43%	53%	42%	44%	47%
Rarely	85	48	37	6	31	19	20	3	6	37	39	9
29%		30%	27%	17%	35%	29%	31%	12%	33%	30%	30%	21%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make/connect a call (even though the phone shows 'bars' present
Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	269	52	86	50	81	138	131	164	105
Weighted Base	296	63*	108*	58*	68*	171	125	199	97*
Frequently	82	21	23	22	16	44	38	54	28
28%		33%	22%	38% ^c	24%	26%	30%	27%	28%
Sometimes	130	24	52	20	34	76	54	87	42
44%		39%	48%	34%	50%	44%	43%	44%	43%
Rarely	85	18	33	16	18	51	34	57	28
29%		28%	31%	26%	26%	30%	27%	29%	28%
Don't know	-	-	-	-	-	-	-	-	-

Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make/connect a call (even though the phone shows 'bars' present)
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	269	214	55	201	22	11	35
Weighted Base	296	239	58*	229	23**	11**	33*
Frequently	82 28%	67 28%	15 25%	64 28%	5 22%	2 22%	10 30%
Sometimes	130 44%	100 42%	30 52%	100 44%	11 46%	3 29%	16 47%
Rarely	85 29%	72 30%	13 23%	64 28%	8 33%	5 50%	8 23%
Don't know	-	-	-	-	-	-	-

Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make/connect a call (even though the phone shows 'bars' present
Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	259	12	25	16	11	25	22	41	34	15	11	22	35	49	220
Weighted Base	296	14**	29**	19**	11**	27**	22**	47*	43*	17**	11**	23**	33*	64*	233
Frequently	82 28%	3 24%	8 27%	5 27%	6 56%	8 29%	5 22%	18 37% ¹	5 12%	7 42%	2 22%	5 22%	10 30%	16 25%	66 28%
Sometimes	130 44%	8 57%	12 41%	8 40%	3 27%	14 51%	11 50%	17 36%	21 48%	8 44%	3 29%	11 46%	16 47%	31 48%	99 43%
Rarely	85 29%	3 20%	9 32%	6 33%	2 17%	6 21%	6 28%	13 27%	17 40%	2 14%	5 50%	8 33%	8 23%	17 27%	68 29%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make/connect a call (even though the phone shows 'bars' present
 Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	269	33	22	110	221	13	234	154	76	39
Weighted Base	296	38*	22**	126	245	16**	261	174	84*	38*
Frequently	82	10	9	29	62	7	69	48	22	11
	28%	27%	42%	23%	25%	45%	26%	28%	27%	29%
Sometimes	130	16	5	59	108	8	115	76	31	22
	44%	41%	24%	47%	44%	49%	44%	44%	37%	58% ⁱⁱ
Rarely	85	12	7	38	76	1	77	49	30	5
	29%	32%	34%	30%	31%	6%	29%	28%	36% ⁱⁱ	14%
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_02 And how often do you experience these issues with mobile reception? - Unable to make/connect a call (even though the phone shows 'bars' present
Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	269	46	223	116	101	42	174	57	38
Weighted Base	296	50*	247	117	116*	51*	188	65*	44*
Frequently	82	21	61	33	28	18	36	23	22
	28%	42% ^c	25%	28%	24%	34%	19%	38% ^g	51% ^{AG}
Sometimes	130	19	111	56	50	20	82	31	17
	44%	38%	45%	48%	43%	38%	44%	48%	38%
Rarely	85	10	75	28	38	14	69	11	5
	29% ^h	20%	30%	24%	32%	28%	37% ^{HI}	17%	10%
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality/calls break up
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	313	156	157	57	68	64	63	31	30	125	127	61
Weighted Base	341	177	164	57*	71*	73*	80*	37**	23**	128	153	60*
Frequently	106	54	51	18	21	27	21	15	4	38	48	19
	31%	31%	31%	31%	29%	37%	26%	40%	19%	30%	31%	32%
Sometimes	163	84	79	24	31	35	48	14	11	56	82	25
	48%	48%	48%	43%	44%	48%	60%j	38%	46%	43%	54%	41%
Rarely	71	37	34	14	19	11	12	8	8	33	22	16
	21%	21%	21%	24%	27%k	15%	14%	22%	34%	26%k	15%	26%
Don't know	1	1	-	1	-	-	-	-	-	1	-	-
	*	1%	-	2%	-	-	-	-	-	1%	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality/calls break up
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	313	63	89	74	87	152	161	181	132
Weighted Base	341	77*	111*	80*	74*	188	154	215	127
Frequently	106	19	33	25	28	53	53	61	44
31%		25%	30%	31%	38%	28%	35%	29%	35%
Sometimes	163	38	59	37	29	97	66	116	47
48% ^h		49%	54%	46%	39%	52%	43%	54% ^h	37%
Rarely	71	20	18	17	17	38	33	35	36
21%		26%	16%	21%	23%	20%	22%	17%	28% ^h
Don't know	1	-	-	1	-	-	1	1	-
*		-	-	2%	-	-	1%	1%	-

Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality/calls break up
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	313	248	65	245	30	13	25
Weighted Base	341	271	71*	270	34**	13**	25**
Frequently	106 31%	85 31%	21 29%	76 28%	15 44%	5 41%	10 40%
Sometimes	163 48%	129 47%	35 49%	139 52%	10 30%	5 43%	8 32%
Rarely	71 21%	57 21%	14 20%	55 20%	7 22%	2 16%	7 28%
Don't know	1 -	- -	1 2%b	- -	1 4%	- -	- -

Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality/calls break up
Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	313	13	27	20	12	23	30	69	37	14	13	30	25	59	254
Weighted Base	341	13**	32**	23**	13**	24**	31**	75*	44*	15**	13**	34**	25**	73*	268
Frequently	106 31%	5 36%	10 32%	12 52%	4 30%	7 28%	6 18%	17 22%	11 25%	5 32%	5 41%	15 44%	10 40%	15 20%	91 34% ^{un}
Sometimes	163 48%	5 39%	15 47%	9 39%	7 53%	15 64%	19 63%	38 50%	26 60%	6 36%	5 43%	10 30%	8 32%	43 59%	120 45%
Rarely	71 21%	3 25%	7 21%	2 9%	2 17%	2 8%	6 19%	21 28%	7 15%	5 31%	2 16%	7 22%	7 28%	15 21%	56 21%
Don't know	1 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	1 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality/calls break up
 Base: All who have experienced reception problems

Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 313	57	32	104	253	23	276	148	102	62
Weighted Base 341	64*	33**	116*	291	25**	306	154	110*	66*
Frequently 106 31%	21 33%	10 30%	37 32%	89 32%	6 23%	95 31%	59 36%	31 28%	16 24%
Sometimes 163 48%	30 46%	14 42%	57 49%	138 49%	11 43%	149 49%	69 42%	56 51%	37 56%
Rarely 71 21%	13 20%	10 29%	21 18%	54 19%	8 34%	63 21%	37 22%	22 20%	13 19%
Don't know 1 *	-	-	1 1%	-	-	-	-	1 1%	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_03 And how often do you experience these issues with mobile reception? - Poor sound quality/calls break up
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	313	51	262	122	141	38	204	69	40
Weighted Base	341	55*	286	129	155	42*	225	73*	43*
Frequently	106	20	86	32	54	14	58	20	28
	31%	36%	30%	25%	35%	33%	26%	27%	65%AGH
Sometimes	163	27	136	67	70	20	106	47	10
	48% ^h	49%	47%	52%	45%	47%	47% ^h	64% ^{ag}	24%
Rarely	71	8	63	30	30	7	60	7	5
	21% ^h	15%	22%	24%	20%	17%	27% ^h	9%	11%
Don't know	1	-	1	-	-	1	1	-	-
	*	-	*	-	-	3% ^{ae}	1%	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base

Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	307	156	149	50	86	71	50	25	25	136	121	50
Weighted Base	331	180	151	47*	93*	78*	62*	32**	19**	140	140	51*
Frequently	92	44	48	13	24	25	17	7	7	37	42	14
	28%	25%	32%	27%	26%	32%	27%	22%	36%	26%	30%	27%
Sometimes	164	91	73	22	46	36	32	20	8	68	68	28
	49%	51%	48%	46%	50%	47%	52%	61%	42%	48%	49%	54%
Rarely	75	45	30	13	23	17	13	6	4	35	30	10
	23%	25%	20%	27%	24%	22%	21%	17%	22%	25%	21%	19%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	307	62	86	88	91	148	159	183	114
Weighted Base	331	76*	106*	72*	77*	182	150	224	107
Frequently	92	21	23	24	24	44	48	55	38
28%		28%	22%	33%	32%	24%	32%	24%	35%
Sometimes	164	34	62	33	35	96	68	119	45
49%		45%	58%	46%	46%	53%	46%	53%	42%
Rarely	75	21	21	16	17	42	33	51	24
23%		27%	20%	22%	23%	23%	22%	23%	23%
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	307	248	59	243	23	12	29
Weighted Base	331	271	61*	264	25**	13**	29**
Frequently	92 28%	76 28%	16 26%	73 28%	6 24%	4 34%	9 31%
Sometimes	164 49%	136 50%	28 45%	131 50%	11 43%	8 59%	15 50%
Rarely	75 23%	58 21%	17 28%	60 23%	8 33%	1 8%	5 19%
Don't know	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly
 Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	307	16	15	17	18	22	31	75	37	12	12	23	29	56	241
Weighted Base	331	18**	17**	17**	19**	21**	32**	82*	43*	13**	13**	25**	29**	80*	252
Frequently	92 28%	7 39%	7 39%	8 46%	5 28%	6 28%	6 19%	17 21%	11 25%	6 46%	4 34%	6 24%	9 31%	14 18%	78 31% ⁿ
Sometimes	164 49%	9 50%	6 37%	5 31%	10 53%	12 56%	16 50%	44 54%	23 52%	5 39%	8 59%	11 43%	15 50%	48 61% ^o	116 46%
Rarely	75 23%	2 11%	4 24%	4 23%	4 19%	4 18%	10 31%	21 26%	10 23%	2 15%	1 8%	8 33%	5 19%	17 21%	58 23%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly
 Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	307	53	37	96	246	23	269	171	94	42
Weighted Base	331	58*	39*	107*	272	24**	296	186	101**	44*
Frequently	92	11	11	30	73	6	79	63	20	9
	28%	19%	28%	28%	27%	26%	27%	34% ⁱ	20%	21%
Sometimes	164	35	17	52	139	12	151	91	49	24
	49%	60%	43%	49%	51%	49%	51%	49%	49%	54%
Rarely	75	12	11	25	60	6	66	32	32	11
	23%	21%	29%	23%	22%	24%	22%	17%	31% ^h	25%
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_04 And how often do you experience these issues with mobile reception? - Call ends unexpectedly
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	307	45	261	105	141	50	203	63	41
Weighted Base	331	47*	284	109*	154	56*	220	68*	44*
Frequently	92	16	77	32	40	16	45	20	27
	28%	34%	27%	29%	26%	29%	20%	30%	62% ^{AGH}
Sometimes	164	23	140	46	83	31	115	38	11
	49% ^h	50%	49%	42%	54%	55%	52% ^h	56% ^h	24%
Rarely	75	8	67	31	31	9	60	9	6
	23%	16%	24%	29%	20%	16%	27% ^h	14%	14%
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base

Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	248	122	126	44	66	52	38	29	19	110	90	48
Weighted Base	270	141	129	42*	72*	57*	47*	38**	14**	114	104*	52*
Frequently	75	39	35	11	19	13	17	14	1	30	30	15
	28%	28%	27%	26%	26%	24%	35%	38%	5%	26%	29%	29%
Sometimes	116	59	57	18	33	28	15	12	10	51	44	21
	43%	42%	44%	43%	46%	50%	33%	31%	69%	45%	42%	41%
Rarely	79	42	37	13	20	15	15	12	4	33	31	15
	29%	30%	28%	30%	28%	27%	32%	31%	26%	29%	29%	30%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	248	57	78	45	68	135	113	146	102
Weighted Base	270	69*	93*	51*	57*	162	108	175	95*
Frequently	75	23	20	19	13	43	32	48	27
28%		33%	22%	36%	23%	27%	29%	27%	28%
Sometimes	116	26	48	17	25	74	42	75	42
43%		38%	52%	33%	44%	46%	39%	43%	44%
Rarely	79	20	24	16	18	45	34	52	27
29%		29%	26%	30%	30%	28%	32%	30%	28%
Don't know	-	-	-	-	-	-	-	-	-

Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages
 Base: All who have experienced reception problems

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	248	192	56	193	15	11	29
Weighted Base	270	209	60*	214	17**	11**	29**
Frequently	75 28%	58 28%	17 28%	56 26%	5 31%	5 50%	8 28%
Sometimes	116 43%	88 42%	28 47%	96 45%	7 40%	3 27%	11 40%
Rarely	79 29%	63 30%	15 25%	62 29%	5 30%	3 23%	9 32%
Don't know	-	-	-	-	-	-	-

Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages
Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	248	15	26	16	10	26	23	34	26	17	11	15	29	42	206
Weighted Base	270	16**	30**	20**	10**	24**	25**	38*	30**	21**	11**	17**	29**	52*	218
Frequently	75 28%	6 37%	12 40%	8 42%	2 22%	4 15%	5 19%	5 12%	8 25%	7 35%	5 50%	5 31%	8 28%	11 22%	63 29%
Sometimes	116 43%	5 33%	11 36%	9 47%	5 52%	15 61%	12 50%	21 54%	11 36%	6 30%	3 27%	7 40%	11 40%	27 53%	89 41%
Rarely	79 29%	5 30%	7 24%	2 11%	3 27%	6 24%	7 30%	13 33%	12 40%	7 35%	3 23%	5 30%	9 32%	13 26%	65 30%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages
 Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	248	42	25	82	201	19	220	123	85	40
Weighted Base	270	45*	28**	94*	225	19**	244	136	93*	41*
Frequently	75	15	6	21	62	4	66	36	25	14
	28%	33%	24%	22%	28%	21%	27%	27%	27%	34%
Sometimes	116	15	10	46	102	6	108	59	41	16
	43%	33%	38%	49%	45%	30%	44%	44%	44%	39%
Rarely	79	15	10	27	61	9	70	40	27	11
	29%	34%	38%	29%	27%	49%	29%	30%	29%	27%
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Q.14_05 And how often do you experience these issues with mobile reception? - Unable to send text messages
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	248	41	207	111	102	28	166	50	32
Weighted Base	270	46*	224	116	113*	33**	183	53*	34*
Frequently	75	16	58	29	29	13	41	19	15
	28%	36%	26%	25%	26%	40%	23%	35%	43%g
Sometimes	116	19	97	43	59	12	76	24	17
	43%	42%	43%	37%	53% ^d	37%	41%	45%	51%
Rarely	79	10	68	44	24	8	66	11	2
	29% ^h	22%	31%	38% ^e	22%	23%	36% ^h	20%	6%
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f - a/g/h/i
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	277	124	153	50	74	57	52	23	21	124	109	44
Weighted Base	298	142	156	50*	78*	63*	63*	28**	16**	128	125	44*
Frequently	62	32	30	9	16	15	14	7	1	25	30	7
21%	22%	19%	18%	20%	25%	23%	23%	5%	19%	24%	16%	
Sometimes	157	67	90	21	43	30	36	17	10	64	67	27
53%	47%	58%	41%	55%	48%	58%	61%	60%	50%	53%	61%	
Rarely	80	45	35	21	20	17	12	4	6	41	29	10
27%	32%	23%	43%agk	25%	27%	19%	16%	36%	32%	23%	23%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	277	55	86	52	84	141	136	164	113
Weighted Base	298	66*	103*	59*	70*	169	129	188	110
Frequently	62	10	18	15	18	28	34	39	23
	21%	15%	18%	26%	26%	17%	26%	21%	21%
Sometimes	157	36	62	23	37	98	59	105	52
	53%	55%	60% ^d	38%	53%	58% ^d	46%	56%	48%
Rarely	80	20	23	21	16	43	37	46	34
	27%	30%	22%	36%	22%	29%	29%	24%	31%
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late
 Base: All who have experienced reception problems

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	277	214	63	209	19	16	33
Weighted Base	298	232	65*	228	22**	16**	32**
Frequently	62 21%	45 19%	17 26%	38 17%	5 24%	6 39%	12 39%
Sometimes	157 53%	123 53%	34 52%	129 57%	12 55%	5 35%	10 33%
Rarely	80 27%	65 28%	15 22%	61 27%	5 21%	5 34%	9 29%
Don't know	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late
Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	277	13	32	21	13	23	27	26	39	15	16	19	33	45	232
Weighted Base	298	15**	37**	24**	13**	21**	28**	28**	44*	17**	16**	22**	32**	57*	241
Frequently	62 21%	4 27%	9 25%	4 17%	5 39%	3 13%	2 8%	1 4%	3 6%	7 41%	6 39%	5 24%	12 39%	10 18%	52 21%
Sometimes	157 53%	8 56%	21 57%	10 43%	7 54%	14 65%	15 55%	17 60%	28 64%	8 48%	5 35%	12 55%	10 33%	34 60%	123 51%
Rarely	80 27%	3 17%	7 18%	10 40%	1 8%	5 22%	10 37%	10 36%	13 31%	2 12%	5 34%	5 21%	9 29%	12 21%	68 28%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late
 Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	277	40	23	91	221	19	240	144	82	51
Weighted Base	298	46*	25**	97*	242	21**	263	157	88*	52*
Frequently	62	8	4	22	48	1	49	34	15	13
	21%	17%	15%	23%	20%	5%	19%	22%	17%	24%
Sometimes	157	23	14	49	133	13	146	85	41	30
	53%	52%	59%	51%	55%	64%	56%	54%	47%	58%
Rarely	80	14	6	27	62	6	68	38	32	9
	27%	32%	26%	28%	26%	31%	26%	24%	37%	16%
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_06 And how often do you experience these issues with mobile reception? - Text message does not arrive or arrives late
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	277	42	235	120	119	30	189	59	29
Weighted Base	298	46*	252	125	131	33**	201	65*	32**
Frequently	62	13	49	30	22	8	34	14	14
	21%	28%	20%	24%	17%	23%	17%	21%	44%
Sometimes	157	21	136	62	71	21	102	37	18
	53%	45%	54%	50%	55%	64%	51%	57%	56%
Rarely	80	12	67	34	38	4	65	15	-
	27%	27%	27%	27%	29%	13%	32%	23%	-
Don't know	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	304	161	143	73	99	70	37	20	5	172	107	25
Weighted Base	335	187	148	71*	107*	79*	47*	27**	4**	178	126	31**
Frequently	92	55	37	14	39	18	12	8	2	53	30	9
	29%	29%	25%	20%	37% ^d	22%	26%	28%	42%	30%	24%	30%
Sometimes	178	94	84	47	50	41	27	11	1	97	69	12
	53%	50%	56%	66% ^e	47%	53%	58%	41%	20%	54%	55%	38%
Rarely	62	38	24	9	18	19	8	7	1	27	27	8
	18%	20%	16%	12%	17%	25%	17%	26%	19%	15%	22%	25%
Don't know	3	-	3	1	-	-	-	1	1	1	-	2
	1%	-	2%	2%	-	-	-	5%	19%	1%	-	7%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	304	62	102	67	73	164	140	201	103
Weighted Base	335	79*	119*	74*	62*	199	156	237	98*
Frequently	92	20	24	27	22	44	48	66	27
28%	28%	25%	20%	36% ^{cf}	35% ^{cf}	22%	36% ^{cf}	28%	27%
Sometimes	178	39	70	39	29	109	68	124	53
53%	53%	49%	59%	52%	47%	55%	50%	52%	55%
Rarely	62	19	24	8	11	43	19	46	16
18%	18%	24%	20%	11%	18%	22%	14%	19%	16%
Don't know	3	1	1	1	-	3	1	1	2
1%	1%	2%	1%	1%	-	1%	1%	-	2%

Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	304	256	38	247	16	21	20
Weighted Base	335	292	43*	272	17**	22**	24**
Frequently	92 28%	82 28%	11 25%	72 27%	4 24%	7 33%	9 36%
Sometimes	178 53%	149 51%	28 66%	142 52%	11 63%	13 58%	12 49%
Rarely	62 18%	58 20%	4 8%	54 20%	2 13%	2 9%	4 16%
Don't know	3 1%	3 1%	-	3 1%	-	-	-

Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet
Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	304	13	24	19	18	27	34	57	38	17	21	16	20	61	243
Weighted Base	335	16**	29**	22**	16**	25**	35*	62*	45*	21**	22**	17**	24**	75*	261
Frequently	92 28%	4 25%	8 29%	9 42%	9 53%	8 33%	6 17%	9 15%	9 19%	10 45%	7 33%	4 24%	9 36%	24 32%	69 26%
Sometimes	178 53%	8 49%	16 54%	9 40%	4 26%	12 46%	25 71%	34 56%	26 57%	9 41%	13 58%	11 63%	12 49%	43 58%	134 51%
Rarely	62 18%	4 25%	5 17%	4 18%	2 12%	4 17%	4 12%	17 27%	11 24%	3 14%	2 9%	2 13%	4 16%	8 10%	54 21%
Don't know	3 1%	-	-	-	1 8%	1 3%	-	1 2%	-	-	-	-	-	-	3 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet
 Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	304	51	39	104	246	29	275	214	78	12
Weighted Base	335	57*	41*	123*	278	28**	306	236	86*	14**
Frequently	92	14	9	39	74	9	83	62	27	4
	28%	24%	23%	32%	27%	33%	27%	26%	31%	31%
Sometimes	178	30	24	64	147	14	161	133	38	7
	53%	52%	58%	53%	53%	51%	53%	56%	44%	53%
Rarely	62	13	8	18	55	4	59	41	20	-
	18%	24%	19%	16%	20%	16%	19%	18%	24%	-
Don't know	3	-	-	1	2	-	2	-	1	2
	1%	-	-	1%	1%	-	1%	-	1%	16%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_07 And how often do you experience these issues with mobile reception? - Unable to use mobile internet
 Base: All who have experienced reception problems

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	304	54	250	82	163	51	219	56	29
Weighted Base	335	59*	276	89*	176	60*	244	61*	30**
Frequently	92	17	76	22	44	21	55	18	19
Sometimes	178	36	141	47	100	28	136	33	9
Rarely	53%	62%	51%	53%	57%	46%	56%	53%	29%
Don't know	3	-	3	1	-	1	-	3	1
	1%	-	1%	1%	-	2%	-	4%Q	3%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails
Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	157	81	76	21	45	36	28	17	8	66	66	25
Weighted Base	162	98*	64*	22**	50*	45*	36**	23**	6**	72*	61*	23**
Frequently	51	23	27	8	15	11	10	5	1	23	22	6
	28%	24%	33%	36%	30%	26%	29%	23%	13%	32%	27%	21%
Sometimes	81	49	31	9	23	19	18	11	2	32	36	12
	44%	51%	37%	40%	47%	42%	49%	46%	28%	45%	45%	43%
Rarely	48	24	24	5	11	14	8	7	3	17	21	10
	27%	25%	29%	25%	23%	30%	22%	30%	46%	23%	27%	34%
Don't know	2	1	1	-	-	1	-	-	1	-	1	1
	1%	1%	1%	-	-	2%	-	-	13%	-	1%	3%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	157	40	55	38	24	95	62	114	43
Weighted Base	162	51*	65*	44*	21**	116*	65*	137	45*
Frequently	51	17	14	13	8	31	20	40	11
	29%	33%	21%	28%	36%	26%	31%	29%	24%
Sometimes	81	21	29	19	11	51	30	66	15
	44%	42%	45%	43%	54%	43%	46%	48%	33%
Rarely	48	12	21	13	2	33	15	29	19
	27%	24%	32%	29%	10%	29%	23%	21%	43%h
Don't know	2	1	1	-	-	2	-	2	-
	1%	2%	2%	-	-	2%	-	1%	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g - a/h/i
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	157	131	26	129	10	8	10
Weighted Base	182	152	30**	149	11**	9**	12**
Frequently	51 28%	44 29%	7 23%	39 26%	5 41%	4 45%	3 26%
Sometimes	81 44%	63 42%	18 59%	67 45%	4 33%	3 31%	7 56%
Rarely	48 27%	43 29%	5 16%	41 27%	3 26%	2 24%	2 18%
Don't know	2 1%	1 1%	1 3%	2 1%	-	-	-

Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails
 Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	157	6	18	8	7	14	10	33	23	10	9	10	10	41	116
Weighted Base	182	8**	23**	9**	7**	16**	11**	35*	28**	12**	9**	11**	12**	51*	131
Frequently	51 28%	2 28%	9 39%	2 21%	1 10%	5 32%	1 9%	9 27%	4 15%	6 47%	4 45%	5 41%	3 26%	10 19%	41 32%
Sometimes	81 44%	3 37%	8 36%	6 67%	4 60%	8 49%	5 40%	15 43%	15 54%	3 28%	3 31%	4 33%	7 56%	35 69%AO	46 35%
Rarely	48 27%	3 35%	5 20%	1 12%	2 30%	3 18%	6 51%	11 30%	8 29%	3 25%	2 24%	3 26%	2 16%	7 13%	42 32%un
Don't know	2 1%	-	1 5%	-	-	-	-	-	1 3%	-	-	-	-	-	2 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing

Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails
 Base: All who have experienced reception problems

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	157	31	16	48	129	13	142	105	35	16
Weighted Base	162	37**	19**	57*	154	12**	167	123	40*	18**
Frequently	51	16	8	10	40	2	42	32	14	4
	29%	44%	45%	18%	26%	15%	25%	26%	35%	22%
Sometimes	81	15	6	27	72	6	78	57	16	8
	44%	39%	34%	47%	47%	51%	47%	46%	40%	45%
Rarely	48	6	4	20	40	4	44	33	10	5
	27%	16%	21%	35%	26%	34%	26%	27%	25%	29%
Don't know	2	-	-	-	2	-	2	1	-	1
	1%	-	-	-	1%	-	1%	1%	-	5%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.14_08 And how often do you experience these issues with mobile reception? - Unable to send or receive emails
Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	157	21	136	45	73	29	101	33	23
Weighted Base	182	24**	158	51*	85*	33**	117*	39*	26**
Frequently	51	8	43	15	21	11	26	11	14
	28%	33%	27%	30%	25%	33%	22%	29%	52%
Sometimes	81	14	67	16	40	20	51	20	10
	44%	59%	42%	33%	47%	58%	44%	51%	39%
Rarely	48	2	46	18	23	3	38	8	2
	27%	7%	29%	36%	27%	9%	33%	20%	9%
Don't know	2	-	2	1	1	-	2	-	-
	1%	-	1%	2%	1%	-	2%	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base; ** very small base (under 30) ineligible for sig testing

Q.14 And how often do you experience these issues with mobile reception? - Frequently
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1105	539	566	207	276	225	175	109	113	483	400	222
Weighted Base	1182	603	580	199	297	246	219	135	86	496	465	221
No signal/reception on phone	215 18%	115 19%	100 17%	30 15%	56 19%	43 17%	41 19%	31 23%	14 16%	86 17%	84 18%	45 20%
Unable to make/connect a call (even though the phone shows 'bars' present)	82 7%	48 8%	34 6%	11 5%	24 8%	18 7%	15 7%	11 8%	2 3%	35 7%	34 7%	13 6%
Poor sound quality/calls break up	106 9%	54 9%	51 9%	18 9%	21 7%	27 11%	21 10%	15 11%	4 5%	38 8%	48 10%	19 9%
Call ends unexpectedly	92 8%	44 7%	48 8%	13 6%	24 8%	25 10%	17 8%	7 5%	7 8%	37 7%	42 9%	14 6%
Unable to send text messages	75 6%	39 7%	35 6%	11 5%	19 6%	13 5%	17 8%	14 10%	1 1%	30 6%	30 6%	15 7%
Text message does not arrive or arrives late	62 5%	32 5%	30 5%	9 5%	16 5%	15 6%	14 7%	7 5%	1 1%	25 5%	30 6%	7 3%
Unable to use mobile internet	92 8%	55 9%	37 6%	14 7%	39 13%AdtghkL	18 7%	12 6%	8 6%	2 2%	53 11%gkL	30 6%	9 4%
Unable to send or receive emails	51 4%	23 4%	27 5%	8 4%	15 5%	11 5%	6 5%	5 4%	1 1%	23 5%	22 5%	6 3%
SUMMARY CODE												
ANY	376 32%	187 31%	188 33%	66 33%	97 33%	71 29%	73 33%	49 37%	19 22%	163 33%	144 31%	69 31%

Q.14 And how often do you experience these issues with mobile reception? - Frequently
 Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1105	218	338	233	316	566	548	642	463
Weighted Base	1182	264	402	252	284	666	516	746	437
No signal/reception on phone	215 18%	56 21%	74 18%	44 18%	40 15%	130 20%	85 16%	141 19%	73 17%
Unable to make/connect a call (even though the phone shows 'bars' present)	82 7%	21 8%	23 6%	22 9%	16 6%	44 7%	38 7%	54 7%	28 6%
Poor sound quality/calls break up	106 9%	19 7%	33 8%	25 10%	28 11%	53 8%	53 10%	61 8%	44 10%
Call ends unexpectedly	92 8%	21 8%	23 6%	24 9%	24 9%	44 7%	48 9%	55 7%	38 9%
Unable to send text messages	75 6%	23 9%	20 5%	19 7%	13 5%	43 6%	32 6%	48 6%	27 6%
Text message does not arrive or arrives late	62 5%	10 4%	18 5%	15 6%	18 7%	28 4%	34 6%	39 5%	23 5%
Unable to use mobile internet	92 8%	20 7%	24 6%	27 11%	22 8%	44 7%	48 9%	66 9%	27 6%
Unable to send or receive emails	51 4%	17 6%	14 3%	13 5%	8 3%	31 5%	20 4%	40 5%	11 2%
SUMMARY CODE									
ANY	376 32%	82 31%	123 31%	82 33%	88 33%	205 31%	171 33%	232 31%	144 33%

Q.14 And how often do you experience these issues with mobile reception? - Frequently
 Base: All who have experienced reception problems

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1105	896	209	879	94	58	74
Weighted Base	1182	958	225	952	99*	59*	72*
No signal/reception on phone	215 18%	172 18%	43 19%	171 18%	10 10%	11 18%	23 32%ADE
Unable to make/connect a call (even though the phone shows 'bars' present	82 7%	67 7%	15 7%	64 7%	5 5%	2 4%	10 14%ad
Poor sound quality/calls break up	106 9%	85 9%	21 9%	76 8%	15 15% ^d	5 9%	10 14%
Call ends unexpectedly	92 8%	76 8%	16 7%	73 8%	6 6%	4 6%	9 13%
Unable to send text messages	75 6%	58 6%	17 8%	56 6%	5 5%	5 9%	8 11%
Text message does not arrive or arrives late	62 5%	45 5%	17 8%	38 4%	5 5%	6 10% ^d	12 17%Ade
Unable to use mobile internet	92 8%	82 9%	11 5%	72 8%	4 4%	7 12%	9 12%
Unable to send or receive emails	51 4%	44 5%	7 3%	39 4%	5 5%	4 7%	3 4%
SUMMARY CODE							
ANY	376 32%	311 33%	64 29%	295 31%	27 28%	20 34%	34 47% ^{adDe}

Q.14 And how often do you experience these issues with mobile reception? - Frequently
 Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1105	48	102	76	64	94	114	178	143	60	58	94	74	153	322
Weighted Base	1182	54*	115*	85*	63*	93*	117	194	164	67*	59*	99*	72*	222	961
No signal/reception on phone	215 18% _d	20 37% _{AcddG} HkL	21 18%	16 19%	19 30% _{agHL}	17 18%	17 14%	25 13%	18 11%	19 28% _{gHL}	11 18%	10 10%	23 32% _{AcGH} L	39 18%	175 18%
Unable to make/connect a call (even though the phone shows 'bars' present)	82 7%	3 6%	8 7%	5 6%	6 10%	8 8%	5 4%	18 9% _d	5 3%	7 11% _d	2 4%	5 5%	10 14% _{agL}	16 7%	66 7%
Poor sound quality/calls break up	106 9%	5 9%	10 9%	12 14% _g	4 6%	7 7%	6 5%	17 9%	11 7%	5 7%	5 9%	15 15% _{gl}	10 14% _g	15 7%	91 9%
Call ends unexpectedly	92 8%	7 13%	7 6%	8 9%	5 8%	6 6%	6 5%	17 9%	11 7%	6 9%	4 8%	5 6%	9 13%	14 7%	78 8%
Unable to send text messages	75 6% _h	6 11% _h	12 10% _H	8 10% _h	2 3%	4 4%	5 4%	5 2%	8 5%	7 11% _H	5 9% _h	5 5%	8 11% _H	11 5%	63 7%
Text message does not arrive or arrives late	62 5% _H	4 7% _H	9 8% _{gH}	4 5% _h	5 8% _H	3 3%	2 1%	1 1%	3 2%	7 10% _{gH}	6 10% _{gH}	5 5% _h	12 17% _{AdFGH} I	10 5%	52 5%
Unable to use mobile internet	92 8%	4 7%	8 7%	9 11%	9 14% _{ghil}	8 9%	6 5%	9 5%	9 5%	10 14% _{ghil}	7 12%	4 4%	9 12%	24 11%	69 7%
Unable to send or receive emails	51 4%	2 4%	9 8% _g	2 2%	1 1%	5 6%	1 1%	9 5%	4 3%	6 8% _g	4 7% _g	5 5%	3 4%	10 4%	41 4%
SUMMARY CODE															
ANY	376 32% _d	27 50% _{akGH} I	39 34%	28 33%	29 47% _{akGH} I	27 29%	29 25%	56 29%	38 23%	21 31%	20 34%	27 28%	34 47% _{akGH} I	62 28%	314 33%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.14 And how often do you experience these issues with mobile reception? - Frequently
 Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1105	183	118	391	881	93	374	519	357	227
Weighted Base	1182	199	120	439	965	94	1659	563	388	231
No signal/reception on phone	215 18%	36 18%	21 18%	77 18%	180 19%	14 15%	195 18%	110 20%	60 16%	44 19%
Unable to make/connect a call (even though the phone shows 'bars' present)	82 7%	10 5%	9 8%	29 7%	62 6%	7 8%	69 7%	48 9%	22 6%	11 5%
Poor sound quality/calls break up	106 9%	21 11%	10 8%	37 8%	89 9%	6 6%	95 9%	59 10%	31 8%	16 7%
Call ends unexpectedly	92 8%	11 6%	11 9%	30 7%	73 8%	6 7%	79 7%	63 11%aJ	20 5%	9 4%
Unable to send text messages	75 6%	15 7%	6 5%	21 5%	62 6%	4 4%	66 6%	36 6%	25 6%	14 6%
Text message does not arrive or arrives late	62 5%	8 4%	4 3%	22 5%	48 5%	1 1%	49 5%	34 6%	15 4%	13 6%
Unable to use mobile internet	92 8%J	14 7%	9 8%	39 9%	74 8%	9 10%	83 8%	62 11%aJ	27 7%J	4 2%
Unable to send or receive emails	51 4%	16 8%aD	8 7% <i>d</i>	10 2%	40 4%	2 2%	42 4%	32 6% <i>j</i>	14 4%	4 2%
SUMMARY CODE										
ANY	376 32%	64 32%	38 32%	134 31%	309 32%	24 26%	334 32%	199 35% <i>j</i>	115 30%	61 27%

Q.14 And how often do you experience these issues with mobile reception? - Frequently
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1105	174	929	461	465	135	821	189	95
Weighted Base	1182	184	996	469	508	155	878	202	102*
No signal/reception on phone	215 18%G	36 20%	178 18%	81 17%	88 17%	32 21%	115 13%	56 27%AG	44 43%AGh
Unable to make/connect a call (even though the phone shows 'bars' present)	82 7%g	21 11%ac	61 6%	33 7%	28 6%	18 11%e	36 4%	23 11%aG	22 22%AGh
Poor sound quality/calls break up	106 9%	20 11%	86 9%	32 7%	54 11%cd	14 9%	58 7%	20 10%	28 28%AGH
Call ends unexpectedly	92 8%g	16 9%	77 8%	32 7%	40 8%	16 10%	45 5%	20 10%g	27 27%AGH
Unable to send text messages	75 6%	16 9%	58 6%	29 6%	29 6%	13 8%	41 5%	19 9%g	15 14%AG
Text message does not arrive or arrives late	62 5%	13 7%	49 5%	30 6%	22 4%	8 5%	34 4%	14 7%	14 14%AG
Unable to use mobile internet	92 8%cd	17 9%	76 8%	22 5%	44 9%cd	21 13%aD	55 6%	18 9%	19 19%AGh
Unable to send or receive emails	51 4%	8 4%	43 4%	15 3%	21 4%	11 7%	26 3%	11 6%	14 13%AGh
SUMMARY CODE									
ANY	378 32%G	66 36%	310 31%	132 28%	167 33%	56 36%	221 25%	86 42%AG	69 67%AGH

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.14 And how often do you experience these issues with mobile reception? - Sometimes
 Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1105	539	566	207	276	225	175	109	113	483	400	222
Weighted Base	1182	603	580	199	297	246	219	135	86	496	465	221
No signal/reception on phone	347	185	162	51	85	73	75	32	31	136	149	62
29%		31%	28%	26%	29%	30%	34%	23%	36%h	27%	32%	28%
Unable to make/connect a call (even though the phone shows 'bars' present)	130	65	65	19	33	28	30	10	9	52	58	20
11%		11%	11%	10%	11%	11%	14%	8%	11%	11%	12%	9%
Poor sound quality/calls break up	163	84	79	24	31	35	48	14	11	56	82	25
14%		14%	14%	12%	11%	14%	22%AdEHJL	11%	12%	11%	18%aJL	11%
Call ends unexpectedly	164	91	73	22	46	36	32	20	8	68	68	28
14%		15%	13%	11%	15%	15%	15%	9%	14%	14%	15%	13%
Unable to send text messages	116	59	57	18	33	28	15	12	10	51	44	21
10%		10%	10%	9%	11%	12%	7%	9%	11%	10%	9%	10%
Text message does not arrive or arrives late	157	67	90	21	43	30	35	17	10	64	67	27
13%		11%	16%b	10%	14%	12%	17%	13%	11%	13%	14%	12%
Unable to use mobile internet	178	94	84	47	50	41	27	11	1	97	69	12
15%hL		16%	14%	24%AGHIKL	17%hHL	17%hHL	12%iL	8%j	1%	20%agHIL	15%L	5%
Unable to send or receive emails	81	49	31	9	19	23	11	11	2	32	36	12
7%		8%	5%	4%	8%j	8%	8%j	8%	2%	6%	8%j	6%
SUMMARY CODE												
ANY	694	355	339	122	176	142	145	63	45	299	287	109
59%hL		59%	58%	61%hL	59%hL	58%	66%hHL	47%	53%	60%hL	62%hL	49%

Q.14 And how often do you experience these issues with mobile reception? - Sometimes
Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1105	218	338	233	316	566	549	642	463
Weighted Base	1182	264	402	252	284	666	516	746	437
No signal/reception on phone	347 29%	79 30%	98 24%	83 33% ^c	87 33% ^c	177 27%	170 33% ^{CI}	219 29%	129 29%
Unable to make/connect a call (even though the phone shows 'bars' present)	130 11%	24 9%	52 13%	20 8%	34 13%	76 11%	54 10%	87 12%	42 10%
Poor sound quality/calls break up	163 14%	38 14%	59 15%	37 15%	29 11%	97 15%	66 13%	116 16% ^h	47 11%
Call ends unexpectedly	164 14%	34 13%	62 15%	33 13%	35 13%	96 14%	68 13%	119 16% ^h	45 10%
Unable to send text messages	116 10%	26 10%	48 12% ^d	17 7%	25 10%	74 11%	42 8%	75 10%	42 10%
Text message does not arrive or arrives late	157 13%	36 14%	62 15% ^d	23 9%	37 14%	98 15% ^d	59 12%	105 14%	52 12%
Unable to use mobile internet	178 15%	39 15%	70 17% ^e	39 15%	29 11%	109 16% ^e	68 13%	124 17%	53 12%
Unable to send or receive emails	81 7% ^h	21 8%	29 7%	19 8%	11 4%	51 8%	30 6%	66 9% ^h	15 3%
SUMMARY CODE									
ANY	694 59%	150 57%	242 60%	152 60%	150 57%	392 59%	302 59%	446 60%	249 57%

Q.14 And how often do you experience these issues with mobile reception? - Sometimes
 Base: All who have experienced reception problems

	AREA		COUNTRY				
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)	
Unweighted Base	1105	896	209	879	94	58	74
Weighted Base	1182	958	225	952	99*	59*	72*
No signal/reception on phone	347 29%	281 29%	67 30%	271 28%	34 35%	21 36%	20 28%
Unable to make/connect a call (even though the phone shows 'bars' present)	130 11%	100 10%	30 13%	100 11%	11 11%	3 5%	16 22%AD†
Poor sound quality/calls break up	163 14%	129 13%	35 15%	139 15%	10 10%	5 9%	8 11%
Call ends unexpectedly	164 14%	136 14%	28 12%	131 14%	11 11%	8 13%	15 20%
Unable to send text messages	116 10%	88 9%	28 13%	96 10%	7 7%	3 5%	11 16%
Text message does not arrive or arrives late	157 13%	123 13%	34 15%	129 14%	12 12%	5 9%	10 14%
Unable to use mobile internet	178 15%	149 16%	28 13%	142 15%	11 11%	13 22%	12 16%
Unable to send or receive emails	81 7%	63 7%	18 8%	67 7%	4 4%	3 5%	7 10%
SUMMARY CODE							
ANY	694 59%	560 58%	134 60%	562 59%	58 59%	34 58%	40 55%

Q.14 And how often do you experience these issues with mobile reception? - Sometimes
Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1105	48	102	76	64	94	114	178	143	60	58	94	74	153	922
Weighted Base	1182	54*	115*	85*	63*	93*	117	194	164	67*	59*	99*	72*	222	961
No signal/reception on phone	347	16	33	29	15	35	47	48	36	12	21	34	20	70	278
Unable to make/connect a call (even though the phone shows 'bars' present)	130	8	12	8	3	14	11	17	21	8	3	11	16	31	99
Poor sound quality/calls break up	163	5	15	9	7	15	19	38	26	6	5	10	8	43	120
Call ends unexpectedly	164	9	6	5	10	12	16	44	23	5	8	11	15	19%o	12%
Unable to send text messages	116	5	11	9	5	15	12	21	11	6	3	7	11	27	89
Text message does not arrive or arrives late	157	8	21	10	7	14	15	17	28	8	5	12	10	34	123
Unable to use mobile internet	178	8	16	9	4	12	25	34	26	9	13	11	12	43	134
Unable to send or receive emails	81	3	8	6	4	8	5	15	16	3	3	4	7	35	46
SUMMARY CODE															
ANY	694	31	68	51	27	58	80	130	83	34	34	58	40	148	547
	58%a	58%	59%	60%	43%	62%a	68%[E]	67%a[E]	51%	51%	58%	59%	55%	67%aO	57%

Q.14 And how often do you experience these issues with mobile reception? - Sometimes
Base: All who have experienced reception problems

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1105	183	118	391	881	93	374	519	357	227
Weighted Base	1182	199	120	439	965	94	1659	563	388	231
No signal/reception on phone	347	53	32	130	290	20	311	175	114	59
29%		27%	26%	30%	30%	22%	29%	31%	29%	26%
Unable to make/connect a call (even though the phone shows 'bars' present)	130	16	5	59	108	8	115	76	31	22
11% ^c		8%	4%	14% ^C	11%	8%	11%	14% ^u	8%	10%
Poor sound quality/calls break up	163	30	14	57	138	11	149	89	56	37
14%		15%	12%	13%	14%	11%	14%	12%	14%	16%
Call ends unexpectedly	164	35	17	52	139	12	151	91	49	24
14%		17%	14%	12%	14%	13%	14%	16%	13%	10%
Unable to send text messages	116	15	10	46	102	6	108	59	41	16
10%		7%	8%	10%	11%	6%	10%	11%	11%	7%
Text message does not arrive or arrives late	157	23	14	49	133	13	146	85	41	30
13%		12%	12%	11%	14%	14%	14%	15%	11%	13%
Unable to use mobile internet	178	30	24	64	147	14	161	133	38	7
15% ^u		15%	20%	15%	15%	15%	15%	24% ^{AU}	10% ^J	3%
Unable to send or receive emails	81	15	6	27	72	6	78	57	16	8
7%		7%	5%	6%	7%	7%	7%	10% ^{aU}	4%	3%
SUMMARY CODE										
ANY	694	121	75	253	568	59	627	359	213	122
59%		61%	62%	58%	59%	63%	59%	64% ^U	55%	53%

Q.14 And how often do you experience these issues with mobile reception? - Sometimes
 Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1105	174	929	461	465	135	821	189	95
Weighted Base	1182	184	996	469	508	155	878	202	102*
No signal/reception on phone	347	59	288	137	153	42	254	64	30
Unable to make/connect a call (even though the phone shows 'bars' present)	130	19	111	56	50	20	82	31	17
Poor sound quality/calls break up	163	27	136	67	70	20	106	47	10
Call ends unexpectedly	164	23	140	46	83	31	115	36	11
Unable to send text messages	116	19	97	43	59	12	76	19	17
Text message does not arrive or arrives late	157	21	136	62	71	21	102	37	18
Unable to use mobile internet	178	36	141	47	100	28	136	33	9
Unable to send or receive emails	81	14	67	16	40	20	51	20	10
SUMMARY CODE									
ANY	694	111	581	255	319	93	505	130	60
	59%	60%	58%	54%	63% ^d	60%	57%	64%	59%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.14 And how often do you experience these issues with mobile reception? - Rarely
Base: All who have experienced reception problems

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1105	539	566	207	276	225	175	109	113	483	400	222
Weighted Base	1182	603	580	199	297	246	219	135	86	496	465	221
No signal/reception on phone	186 16%	88 15%	98 17%	29 14%	42 14%	36 15%	32 15%	32 24%aaek	15 18%	71 14%	68 15%	47 21%aaek
Unable to make/connect a call (even though the phone shows 'bars' present)	85 7%dh	48 8%	37 6%	6 3%	31 11%DHL	19 8%dh	20 9%dhl	3 2%	6 7%	37 8%dh	39 8%dh	9 4%
Poor sound quality/calls break up	71 6%	37 6%	34 6%	14 7%	19 6%	11 4%	12 5%	8 6%	8 9%	33 7%	22 5%	16 7%
Call ends unexpectedly	75 6%	45 7%	30 5%	13 6%	23 8%	17 7%	13 6%	6 4%	4 5%	35 7%	30 6%	10 4%
Unable to send text messages	79 7%	42 7%	37 6%	13 6%	20 7%	15 6%	15 7%	12 9%	4 4%	33 7%	31 7%	15 7%
Text message does not arrive or arrives late	60 5%	45 7%	35 6%	21 11%hl	20 7%	17 7%	12 5%	4 3%	6 7%	41 8%	29 6%	10 5%
Unable to use mobile internet	62 5%l	38 6%	24 4%	9 4%	18 6%l	19 8%l	8 4%	7 5%	1 1%	27 5%	27 6%l	8 4%
Unable to send or receive emails	48 4%	24 4%	24 4%	5 3%	11 4%	14 5%	8 4%	7 5%	3 3%	17 3%	21 5%	10 4%
SUMMARY CODE												
ANY	450 38%	238 40%	212 37%	84 42%g	120 40%	92 37%	69 31%	52 39%	33 38%	204 41%g	161 35%	85 39%

Q.14 And how often do you experience these issues with mobile reception? - Rarely
Base: All who have experienced reception problems

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1105	218	338	233	316	566	549	642	463
Weighted Base	1182	264	402	252	284	666	516	746	437
No signal/reception on phone	186 16%	47 18%	66 16%	37 15%	37 14%	112 17%	74 14%	118 16%	69 16%
Unable to make/connect a call (even though the phone shows 'bars' present)	85 7%	18 7%	33 8%	16 6%	18 7%	51 8%	34 7%	57 8%	28 6%
Poor sound quality/calls break up	71 6%	20 7%	18 5%	17 7%	17 6%	38 6%	33 6%	35 5%	36 8%
Call ends unexpectedly	75 6%	21 8%	21 5%	16 6%	17 7%	42 6%	33 6%	51 7%	24 6%
Unable to send text messages	79 7%	20 8%	24 6%	16 6%	18 7%	45 7%	34 7%	52 7%	27 6%
Text message does not arrive or arrives late	60 5%	20 7%	23 6%	21 8%	16 6%	43 6%	37 7%	46 6%	34 8%
Unable to use mobile internet	62 5%	19 7%	24 6%	8 3%	11 4%	43 6%	19 4%	46 6%	16 4%
Unable to send or receive emails	48 4%EE	12 5%E	21 5%E	13 5%E	2 1%	33 5%E	15 3%	29 4%	19 4%
SUMMARY CODE									
ANY	450 38%	103 39%	160 40%	93 37%	94 36%	263 40%	187 36%	278 37%	172 39%

Q.14 And how often do you experience these issues with mobile reception? - Rarely
 Base: All who have experienced reception problems

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1105	896	209	879	94	58	74
Weighted Base	1182	958	225	952	99*	59*	72*
No signal/reception on phone	186 16%	142 15%	45 20%	147 15%	17 17%	10 17%	13 18%
Unable to make/connect a call (even though the phone shows 'bars' present	85 7%	72 7%	13 6%	64 7%	8 8%	5 9%	8 10%
Poor sound quality/calls break up	71 6%	57 6%	14 6%	55 6%	7 7%	2 3%	7 10%
Call ends unexpectedly	75 6%	58 6%	17 8%	60 6%	8 8%	1 2%	5 6%
Unable to send text messages	79 7%	63 7%	15 7%	62 7%	5 5%	3 4%	9 13%
Text message does not arrive or arrives late	80 7%	65 7%	15 6%	61 6%	5 5%	5 9%	9 13%
Unable to use mobile internet	62 5% ^c	58 6% ^c	4 2%	54 6%	2 2%	2 3%	4 5%
Unable to send or receive emails	48 4%	43 5%	5 2%	41 4%	3 3%	2 4%	2 3%
SUMMARY CODE							
ANY	450 38%	367 38%	83 37%	359 38%	36 37%	21 35%	35 48%

Q.14 And how often do you experience these issues with mobile reception? - Rarely
 Base: All who have experienced reception problems

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1105	48	102	76	64	94	114	178	143	60	58	94	74	153	322
Weighted Base	1182	54*	115*	85*	63*	93*	117	194	164	67*	59*	99*	72*	222	961
No signal/reception on phone	186 16%	4 7%	12 10%	9 11%	14 22% ^b	17 19%	13 11%	23 12%	40 24% ^{ab} Cdg H	16 23% ^b cdg	10 17%	17 17%	13 18%	32 14%	154 16%
Unable to make/connect a call (even though the phone shows 'bars' present)	85 7%	3 5%	9 8%	6 7%	2 3%	6 6%	6 5%	13 7%	17 11%	2 4%	5 9%	8 8%	8 10%	17 8%	68 7%
Poor sound quality/calls break up	71 6%	3 6%	7 6%	2 2%	2 3%	2 2%	6 5%	21 11% ^{ad} fl	7 4%	5 7%	2 3%	7 7%	7 10% ^d l	15 7%	56 6%
Call ends unexpectedly	75 6%	2 4%	4 4%	4 5%	4 6%	4 4%	10 9%	21 11% ^{ack}	10 6%	2 3%	1 2%	8 8%	5 6%	17 8%	58 6%
Unable to send text messages	79 7%	5 9%	7 6%	2 3%	3 4%	6 6%	7 6%	13 6%	12 7%	7 11%	3 4%	5 5%	9 13% ^d	13 6%	65 7%
Text message does not arrive or arrives late	80 7%	3 5%	7 6%	10 11% ^e	1 2%	5 5%	10 9%	10 5%	13 8%	2 3%	5 9%	5 5%	9 13% ^e	12 6%	68 7%
Unable to use mobile internet	62 5%	4 7%	5 4%	4 5%	2 3%	4 5%	4 4%	17 9%	11 6%	3 4%	2 3%	2 2%	4 5%	8 3%	54 6%
Unable to send or receive emails	48 4%	3 5%	5 4%	1 1%	2 3%	3 3%	6 5%	11 5%	8 5%	3 4%	2 4%	3 3%	2 3%	7 3%	42 4%
SUMMARY CODE															
ANY	450 38%	15 28%	39 34%	29 35%	18 29%	31 34%	46 39%	71 37%	81 49% ^{abcdE} f	28 42%	21 35%	36 37%	35 48% ^{be}	79 36%	371 39%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.14 And how often do you experience these issues with mobile reception? - Rarely
Base: All who have experienced reception problems

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1105	183	118	391	881	93	374	519	357	227
Weighted Base	1182	199	120	439	965	94	1659	563	388	231
No signal/reception on phone	186 16%	33 17%	17 14%	64 15%	156 16%	21 22%	177 17%	83 15%	61 16%	42 18%
Unable to make/connect a call (even though the phone shows 'bars' present)	85 7% ^U	12 6%	7 6%	38 9%	76 8% ^d	1 1%	77 7% ^d	49 9% ^J	30 8% ^J	5 2%
Poor sound quality/calls break up	71 6%	13 7%	10 8%	21 5%	54 6%	8 9%	63 6%	37 6%	22 6%	13 6%
Call ends unexpectedly	75 6%	12 6%	11 9%	25 6%	60 6%	6 6%	66 6%	32 6%	32 8%	11 5%
Unable to send text messages	79 7%	15 8%	10 8%	27 6%	61 6%	9 10%	70 7%	40 7%	27 7%	11 5%
Text message does not arrive or arrives late	60 7%	14 7%	6 5%	27 6%	62 6%	6 7%	68 6%	38 7%	32 8%	9 4%
Unable to use mobile internet	62 5% ^J	13 7%	8 6%	18 4%	55 6%	4 5%	59 6%	41 7% ^J	20 5% ^J	-
Unable to send or receive emails	48 4%	6 3%	4 3%	20 5%	40 4%	4 4%	44 4%	33 6% ^{UJ}	10 3%	5 2%
SUMMARY CODE										
ANY	450 38%	80 40%	42 35%	161 37%	367 38%	40 43%	407 38%	228 41%	146 38%	76 33%

Q.14 And how often do you experience these issues with mobile reception? - Rarely
Base: All who have experienced reception problems

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1105	174	929	461	465	135	821	189	95
Weighted Base	1182	184	996	469	508	155	878	202	102*
No signal/reception on phone	186 16% ^{ab}	18 10%	168 17% ^b	88 19% ^{de}	70 14%	22 14%	163 19% ^{hi}	21 11% ⁱ	2 2%
Unable to make/connect a call (even though the phone shows 'bars' present	85 7%	10 5%	75 8%	28 6%	38 7%	14 9%	69 8%	11 5%	5 5%
Poor sound quality/calls break up	71 6%	8 4%	63 6%	30 7%	30 6%	7 5%	60 7%	7 3%	5 5%
Call ends unexpectedly	75 6%	8 4%	67 7%	31 7%	31 6%	9 6%	60 7%	9 5%	6 6%
Unable to send text messages	79 7%	10 5%	68 7%	44 9% ^E	24 5%	8 5%	66 8% ⁱ	11 5%	2 2%
Text message does not arrive or arrives late	80 7% ^{aj}	12 7%	67 7%	34 7%	38 7%	4 3%	65 7% ⁱ	15 7% ⁱ	-
Unable to use mobile internet	62 5%	6 3%	56 6%	19 4%	32 6%	10 7%	53 6%	8 4%	2 2%
Unable to send or receive emails	48 4%	2 1%	46 5% ^b	18 4%	23 5%	3 2%	38 4%	8 4%	2 2%
SUMMARY CODE									
ANY	450 38% ^{abh}	55 30%	395 40% ^b	189 40%	193 38%	51 33%	376 43% ^{ahI}	59 29% ⁱ	16 16%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Summary table
Base: All who use a mobile

	Total	Mobile Reception (ability to make or receive calls)	Good quality voice calls (can hear clearly and does not break-up)	Calls are not cut off (before the call is completed)	Text message sent/delivered without delay	Ability to use the internet on your mobile	None	Don't know
Most important (1)	2223	1110 50%	352 16%	156 7%	220 10%	160 7%	168 8%	57 3%
2nd important (2)	1143	212 19%	283 25%	236 21%	231 20%	117 10%	55 5%	9 1%
3rd important (3)	1079	137 13%	245 23%	258 24%	218 20%	137 13%	72 7%	12 1%
4th important (4)	996	98 10%	210 21%	227 23%	262 26%	140 14%	52 5%	5 1%
5th important (5)	938	25 3%	100 11%	172 18%	159 17%	482 51%	-	-
Mean Score	2.574	1.558	2.515	3.021	2.917	3.642	2.026	1.583
Standard Deviation	1.462	0.993	1.303	1.301	1.356	1.522	1.139	0.962
Error Variance	0.001	0.001	0.002	0.002	0.002	0.002	0.004	0.011

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

**lower base size due to scripting error

Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	265	301	655	602	586
Mobile Reception (ability to make or receive calls)	1110	576	534	152	233	230	201	145	148	386	431	293
50% ^d		52%	48%	44%	48%	56% ^{aDeJ}	52%	51%	49%	46%	54% ^{DJ}	50%
Good quality voice calls (can hear clearly and does not break-up)	352	173	179	42	66	62	77	44	62	108	138	106
16%		18%	16%	12%	13%	15%	20% ^{deJ}	15%	21% ^{aDEJ}	13%	17% ^{dj}	18% ^{deJ}
Calls are not cut off (before the call is completed)	156	78	78	26	33	34	23	24	16	59	57	40
7%		7%	7%	7%	7%	8%	6%	8%	5%	7%	7%	7%
Text message sent/delivered without delay	220	85	135	65	34	32	36	31	22	99	68	53
10%		8%	12% ^B	19% ^{AEFGHJKL}	7%	8%	9%	11%	7%	12% ^{EIK}	8%	9%
Ability to use the internet on your mobile	160	94	66	28	86	23	14	7	2	114	37	9
7% ^{ghKL}		9% ^c	6%	8% ^{ghKL}	18% ^{ADFGHIKL}	6% ^L	4% ^l	3%	1%	14% ^{ADFGHIKL}	5% ^L	2%
None	168	74	94	26	30	26	31	20	35	56	57	55
8%		7%	8%	7%	6%	7%	8%	7%	12% ^{AELJK}	7%	7%	9%
Don't know	57	25	32	7	6	6	8	14	16	13	14	30
3%		2%	3%	2%	1%	1%	2%	5% ^{EJK}	5% ^{AdEFgJK}	2%	2%	5% ^{AdEFgJK}

Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	900	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Mobile Reception (ability to make or receive calls)	1110 50%gg	258 55%DEG	363 53%deG	214 45%	275 46%	621 54%aaDEG	489 46%	651 52%ii	459 47%
Good quality voice calls (can hear clearly and does not break-up)	352 16%	80 17%	97 14%	76 16%	100 17%	177 15%	175 16%	183 15%	169 17%
Calls are not cut off (before the call is completed)	156 7%	23 5%	46 7%	47 10%aBaF	40 7%	69 6%	87 8%b	94 7%	62 6%
Text message sent/delivered without delay	220 10%	38 8%	69 10%	48 10%	65 11%	107 9%	113 11%	100 8%	120 12%ah
Ability to use the internet on your mobile	160 7%j	34 7%	50 7%	41 9%	35 6%	84 7%	76 7%	116 9%ai	44 5%
None	168 8%bb	22 5%	51 7%	36 8%	60 10%aBaF	72 6%	96 9%Bi	87 7%	80 8%
Don't know	57 3%	11 2%	12 2%	11 2%	23 4%cd	23 2%	34 3%	23 2%	34 4%h

Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Mobile Reception (ability to make or receive calls)	1110 50%	883 48%	227 57%ab	897 49%	94 49%	53 54%	66 68%ADE
Good quality voice calls (can hear clearly and does not break-up)	352 16%EG	309 17%C	43 11%	315 17%EG	13 7%	17 17%Eg	7 7%
Calls are not cut off (before the call is completed)	156 7%	130 7%	26 6%	129 7%	11 6%	12 12%	4 4%
Text message sent/delivered without delay	220 10%	166 9%	54 14%ab	179 10%	25 13%	5 5%	11 11%
Ability to use the internet on your mobile	160 7%	136 7%	24 6%	130 7%	18 9%	7 8%	5 5%
None	168 8%C	154 8%C	14 4%	141 8%	22 11%g	2 2%	3 3%
Don't know	57 3%	47 3%	10 3%	44 2%	11 6%ad	1 1%	1 1%

Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Mobile Reception (ability to make or receive calls)	1110 50%h	49 52%	117 49%	74 44%	79 53%	79 44%	103 51%	143 43%	172 54%diH	81 55%h	53 54%	94 49%	66 68%ABCD	186 55%	924 49%
Good quality voice calls (can hear clearly and does not break-up)	352 16%Lm	15 15%l	34 14%l	31 19%Lm	22 15%l	40 29%acLM	40 20%LM	57 17%Lm	54 17%Lm	21 14%l	17 17%Lm	13 7%	7 7%	56 17%	296 16%
Calls are not cut off (before the call is completed)	156 7%	5 5%	14 6%	16 9%	6 4%	13 8%	20 10%e	26 8%	23 7%	6 4%	12 12%e	11 6%	4 4%	28 8%	128 7%
Text message sent/delivered without delay	220 10%hm	7 8%	29 12%h	22 13%h	19 12%h	26 15%ahk	18 9%h	14 4%	28 9%h	15 10%h	5 3%	25 13%h	11 11%h	17 5%	203 11%N
Ability to use the internet on your mobile	160 7%	10 11%	16 7%	12 7%	6 4%	8 5%	13 7%	41 12%AcEgIj	18 6%	6 4%	7 8%	18 9%	5 5%	24 7%	136 7%
None	168 8%gi	9 9%g	19 8%gi	12 7%	11 7%	9 5%	7 3%	46 14%AdEFGI KM	12 4%	16 11%GIkm	2 2%	22 11%GIkm	3 3%	17 5%	150 8%
Don't know	57 3%	1 1%	8 3%	3 2%	8 5%g	1 1%	3 1%	9 3%	10 3%	3 2%	1 1%	11 8%aFg	1 1%	7 2%	50 3%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Mobile Reception (ability to make or receive calls)	1110 50%	159 47%	116 52%	456 49%	905 52%	86 45%	991 51%	447 50%	356 51%	304 49%
Good quality voice calls (can hear clearly and does not break-up)	352 16%bF	37 11%	40 18%b	163 18%b	298 17%F	17 9%	314 16%F	124 14%	111 16%	117 19%h
Calls are not cut off (before the call is completed)	156 7%	25 8%	12 5%	67 7%	118 7%	16 8%	134 7%	67 8%	56 8%	34 5%
Text message sent/delivered without delay	220 10%	33 10%	27 12%	82 9%	163 9%	24 12%	187 10%	84 9%	74 11%	62 10%
Ability to use the internet on your mobile	160 7%lJ	33 10%	15 7%	59 6%	121 7%	25 13%AEG	146 8%	125 14%AU	25 4%J	8 1%
None	168 8%H	38 11%ac	12 5%	74 8%	104 6%	17 9%	121 6%	31 3%	56 8%H	69 11%AH
Don't know	57 3%h	10 3%	3 1%	30 3%	36 2%	8 4%	44 2%	9 1%	17 2%h	24 4%H

Q.15_01 Which of the following aspects is ... important to you when thinking about your mobile operator? - Most important
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Mobile Reception (ability to make or receive calls)	1110	186	924	532	414	120	901	138	71
	50%	45%	51% ^b	50%	50%	50%	50%	45%	57% ^h
Good quality voice calls (can hear clearly and does not break-up)	352	52	297	180	125	37	291	46	15
	16%	13%	16%	17%	15%	15%	16%	15%	12%
Calls are not cut off (before the call is completed)	156	35	121	57	67	25	114	27	15
	7%	8%	7%	5%	8% ^d	10% ^d	6%	9%	12% ^g
Text message sent/delivered without delay	220	43	176	120	76	17	187	23	9
	10%	11%	10%	11%	9%	7%	10%	8%	8%
Ability to use the internet on your mobile	160	41	119	30	92	30	132	19	8
	7% ^d	10% ^c	7%	3%	11% ^d	13% ^d	7%	6%	7%
None	168	41	125	111	44	5	127	35	5
	8% ^e	10% ^c	7%	10% ^{AEF}	5%	2%	7%	12% ^g	4%
Don't know	57	12	43	31	13	5	37	19	1
	3%	3%	2%	3%	2%	2%	2%	6% ^{AGI}	1%

Q.15_02 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1068	528	540	199	267	221	168	105	108	466	389	213
Weighted Base	1143	591	552	191	288	241	211	130	82	479	452	212
Mobile Reception (ability to make or receive calls)	212 19%	104 18%	108 19%	28 15%	61 21%	40 17%	39 18%	27 21%	16 20%	89 19%	79 18%	43 20%
Good quality voice calls (can hear clearly and does not break-up)	283 25%a)	157 27%	126 23%	35 18%	51 18%	72 30%aDEJ	55 26%a)	42 32%aEJ	28 34%aDEJ	86 18%	128 28%aEJ	69 33%aDEJ
Calls are not cut off (before the call is completed)	236 21%	126 21%	110 20%	42 22%	62 22%	45 19%	40 19%	29 22%	18 22%	105 22%	85 19%	47 22%
Text message sent/delivered without delay	231 20%	108 18%	124 22%	41 22%	68 24%j	43 18%	46 22%	19 15%	13 16%	109 23%j	89 20%	32 15%
Ability to use the internet on your mobile	117 10%hL	60 10%	57 10%	30 16%agHIL	36 12%hIL	30 12%hIL	16 8%hL	5 4%	-	66 14%hL	46 10%L	5 3%
None	55 5%	34 6%	21 4%	11 6%	10 3%	10 4%	11 5%	8 6%	5 6%	21 4%	21 5%	13 6%
Don't know	9 1%	2 *	7 1%	3 2%	1 *	1 *	3 1%	-	1 2%	4 1%	4 1%	1 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

**lower base size due to scripting error

Q.15_02 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1068	211	326	227	304	537	531	625	443
Weighted Base	1143	256	397	246	254	643	500	725	418
Mobile Reception (ability to make or receive calls)	212 19%	53 21%	58 15%	48 20%	52 20%	112 17%	100 20%	137 19%	75 18%
Good quality voice calls (can hear clearly and does not break-up)	283 25%	63 25%	102 26%	55 22%	62 24%	165 26%	117 23%	181 25%	102 24%
Calls are not cut off (before the call is completed)	236 21%	48 19%	87 22%	54 22%	47 19%	135 21%	101 20%	145 20%	91 22%
Text message sent/delivered without delay	231 20%	56 22%	72 19%	50 20%	54 21%	128 20%	103 21%	145 20%	86 20%
Ability to use the internet on your mobile	117 10%	24 9%	47 12%	27 11%	20 8%	71 11%	47 9%	79 11%	39 9%
None	55 5%	9 3%	19 5%	10 4%	18 7%	27 4%	28 6%	34 5%	21 5%
Don't know	9 1%	2 1%	3 1%	2 1%	2 1%	5 1%	4 1%	4 *	5 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/a/d/e/f/g - a/h/i

**lower base size due to scripting error

Q.15_02 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1068	864	204	854	85	58	71
Weighted Base	1143	925	218	926	89*	59*	70*
Mobile Reception (ability to make or receive calls)	212 19%	167 18%	44 20%	176 19%	17 19%	9 15%	10 14%
Good quality voice calls (can hear clearly and does not break-up)	283 25%	233 25%	50 23%	229 25%	27 31%	13 22%	13 19%
Calls are not cut off (before the call is completed)	236 21%	185 20%	51 23%	193 21%	14 16%	12 20%	17 25%
Text message sent/delivered without delay	231 20%	186 20%	45 21%	180 19%	20 22%	17 28%	14 20%
Ability to use the internet on your mobile	117 10%	103 11%	14 6%	98 11%	4 5%	8 13%	7 11%
None	55 5%	42 5%	13 6%	42 5%	4 5%	1 1%	8 12% ^{add}
Don't know	9 1%	8 1%	1 1%	7 1%	2 2%	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g
* small base

**lower base size due to scripting error

Q.15_02 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1068	46	102	73	63	93	113	166	140	58	58	85	71	178	890
Weighted Base	1143	52*	115*	81*	62*	92*	116	181	161	65*	59*	89*	70*	216	928
Mobile Reception (ability to make or receive calls)	212 19%	5 10%	17 15%	15 19%	13 21%	22 24%	23 19%	32 18%	34 21%	13 21%	9 15%	17 19%	10 14%	40 18%	172 19%
Good quality voice calls (can hear clearly and does not break-up)	283 25%	12 24%	36 30%	17 21%	17 28%	26 28%	35 30%	38 21%	34 21%	15 23%	13 22%	27 31%	19 19%	61 28%	222 24%
Calls are not cut off (before the call is completed)	236 21%	17 32% ^{clj}	15 13%	20 24%	11 18%	15 16%	23 20%	44 24% ^{ck}	39 25% ^{ck}	9 14%	12 20%	14 16%	17 25%	41 19%	195 21%
Text message sent/delivered without delay	231 20%	14 28%	28 25%	20 24%	9 15%	14 15%	17 14%	30 17%	34 21%	14 22%	17 28% ^g	20 22%	14 20%	38 18%	193 21%
Ability to use the internet on your mobile	117 10%	4 8%	15 13%	10 12%	6 9%	9 10%	15 13%	19 11%	12 7%	7 11%	8 13%	4 5%	7 11%	23 11%	94 10%
None	55 5%	-	3 2%	-	3 5%	6 6% ^d	4 3%	17 9% ^{abcdi}	4 2%	6 10% ^{bdj}	1 1%	4 5%	8 12% ^{abcdk}	12 6%	43 5%
Don't know	9 1%	-	1 1%	-	2 3% ^a	-	-	1 *	3 2%	-	-	2 2%	-	-	9 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o
* small base

**lower base size due to scripting error

Q.15_02 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.3 FREQUENCY OF PHONE USE			
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)	
Unweighted Base 1143	173 15%	115 10%	380 33%	856 75%	89 8%	345 30%	510 45%	338 30%	218 19%	
Weighted Base	188	117	427	938	91*	1029	554	366	222	
Mobile Reception (ability to make or receive calls)	212 19%	16 13%	74 17%	176 19%	16 18%	192 19%	107 19%	61 17%	43 20%	
Good quality voice calls (can hear clearly and does not break-up)	283 25%	50 27%	21 18%	117 27% ^c	234 25%	23 25%	257 25%	117 21%	100 27% ^h	66 30% ^h
Calls are not cut off (before the call is completed)	236 21%	45 24%	29 25%	91 21%	187 20%	19 20%	205 20%	94 17%	92 25% ^H	51 23%
Text message sent/delivered without delay	231 20%	37 20%	24 21%	81 19%	198 21%	18 20%	215 21%	124 22%	68 19%	38 17%
Ability to use the internet on your mobile	117 10% ^U	22 11%	18 16% ^d	37 9%	97 10%	10 11%	107 10%	89 16% ^{AU}	23 6% ^j	5 2%
None	55 5%	5 3%	9 8%	25 6%	40 4%	4 4%	44 4%	21 5%	19 7%	15 7%
Don't know	9 1%	1 *	-	3 1%	6 1%	1 2%	8 1%	1 *	3 1%	4 2% ^h

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base

**lower base size due to scripting error

Q.15_Q2 Which of the following aspects is ... important to you when thinking about your mobile operator? - 2nd important
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1068	167	899	443	448	133	798	175	95
Weighted Base	1143	177	964	451	489	153	852	189	102*
Mobile Reception (ability to make or receive calls)	212 19%	31 17%	181 19%	75 17%	93 19%	35 23%	163 19%	35 18%	14 14%
Good quality voice calls (can hear clearly and does not break-up)	283 25%	38 22%	244 25%	122 27%	113 23%	33 21%	212 25%	43 23%	27 27%
Calls are not cut off (before the call is completed)	236 21%	30 17%	206 21%	86 19%	115 23%	25 16%	156 18%	56 30%aG	25 24%
Text message sent/delivered without delay	231 20%	43 24%	188 20%	105 23%	91 19%	30 20%	188 22%h	28 15%	15 15%
Ability to use the internet on your mobile	117 10%	24 13%	93 10%	33 7%	62 13%d	18 12%	87 10%	18 10%	12 12%
None	55 5%	8 4%	46 5%	25 6%	14 3%	11 7%e	40 5%	9 5%	6 6%
Don't know	9 1%	3 2%	5 1%	4 1%	1 -	1 1%	6 1%	1 -	2 2%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i

* small base

**lower base size due to scripting error

Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1007	495	512	185	257	211	156	98	100	442	367	198
Weighted Base	1079	555	524	176	278	230	197	122*	76*	454	427	197
Mobile Reception (ability to make or receive calls)	137 13%	70 13%	67 13%	26 15%	27 10%	32 14%	24 12%	17 14%	11 14%	53 12%	56 13%	28 14%
Good quality voice calls (can hear clearly and does not break-up)	245 23%	113 20%	132 25%	31 18%	78 28% ^d	50 22%	45 23%	26 22%	15 20%	109 24%	95 22%	42 21%
Calls are not cut off (before the call is completed)	258 24% ^e	136 24%	122 23%	32 18%	49 17%	55 24%	57 29% ^{dEJ}	36 29% ^{dEJ}	29 39% ^{ADEFJk}	81 18%	112 26% ^{dEJ}	65 33% ^{aDEJ}
Text message sent/delivered without delay	218 20%	104 19%	114 22%	37 21%	61 22%	53 23%	31 16%	24 20%	11 14%	99 22%	84 20%	35 18%
Ability to use the internet on your mobile	137 13% ^{hIL}	80 14%	57 11%	36 20% ^{aHKL}	43 15% ^{HIL}	27 12% ^{IL}	57 12% ^{IL}	24 5%	6 2%	79 17% ^{aHKL}	51 12% ^{hIL}	7 4%
None	72 7%	44 8%	28 5%	13 7%	17 6%	13 6%	13 7%	9 8%	7 9%	30 7%	26 6%	16 8%
Don't know	12 1%	8 1%	4 1%	2 1%	3 1%	-	3 1%	3 2% ^d	2 2% ^d	5 1%	3 1%	4 2% ^d

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
* small base

**lower base size due to scripting error

Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1007	202	310	215	280	512	495	591	416
Weighted Base	1079	245	365	234	235	611	468	587	392
Mobile Reception (ability to make or receive calls)	137 13%	26 11%	43 12%	32 14%	36 15%	69 11%	68 15%	74 11%	63 16%
Good quality voice calls (can hear clearly and does not break-up)	245 23%	56 23%	84 23%	54 23%	51 22%	140 23%	106 23%	155 23%	90 23%
Calls are not cut off (before the call is completed)	258 24%	72 29%	79 22%	45 19%	62 27%	151 25%	107 23%	160 23%	98 25%
Text message sent/delivered without delay	218 20%	38 15%	97 26%aBadeG	42 18%	41 17%	135 22%	83 18%	149 22%	69 17%
Ability to use the internet on your mobile	137 13%	34 14%	50 14%	30 13%	24 10%	83 14%	54 12%	96 14%	41 11%
None	72 7%oc	16 6%	11 3%	27 12%aCaF	18 8%Cl	27 4%	45 10%aCaF	46 7%	26 7%
Don't know	12 1%	5 2%	2 1%	3 1%	2 1%	7 1%	5 1%	6 1%	6 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/a/d/e/f/g - a/h/i

**lower base size due to scripting error

Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1007	817	190	810	78	57	62
Weighted Base	1079	875	204	876	83*	58*	61*
Mobile Reception (ability to make or receive calls)	137 13%	115 13%	23 11%	117 13%	7 9%	9 16%	4 6%
Good quality voice calls (can hear clearly and does not break-up)	245 23%	193 22%	52 26%	206 24%	13 16%	14 24%	12 20%
Calls are not cut off (before the call is completed)	258 24%	210 24%	48 23%	203 23%	24 29%	15 25%	17 28%
Text message sent/delivered without delay	218 20%	172 20%	46 22%	171 19%	20 24%	13 22%	14 24%
Ability to use the internet on your mobile	137 13%	116 13%	21 10%	110 13%	14 17%	5 9%	8 12%
None	72 7%	61 7%	11 5%	60 7%	3 4%	2 3%	7 11%
Don't know	12 1%	8 1%	4 2%	10 1%	1 2%	1 1%	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g
 * small base

**lower base size due to scripting error

Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1007	46	99	73	58	88	109	150	134	53	57	78	62	168	839
Weighted Base	1079	52*	111*	81*	57*	86*	112	164	154	59*	58*	83*	61*	203	876
Mobile Reception (ability to make or receive calls)	137 13%	6 11%	17 15%	12 15%	9 17%	9 11%	19 17%	17 11%	19 12%	8 14%	9 16%	7 9%	4 6%	19 10%	118 13%
Good quality voice calls (can hear clearly and does not break-up)	246 23%	24 46%ACEFg HUKLM	19 17%	29 35%acehJ I	9 15%	18 21%	29 26%	29 19%	39 25%	10 17%	14 24%	13 16%	12 20%	47 23%	198 23%
Calls are not cut off (before the call is completed)	258 24%ab	5 9%	33 30%B	16 19%	16 28%b	24 28%b	23 20%	40 24%b	38 25%b	9 15%	15 25%b	24 29%b	17 28%b	48 23%	210 24%
Text message sent/delivered without delay	218 20%	7 13%	23 21%	14 18%	10 19%	21 25%	23 21%	26 16%	27 17%	20 34%abHI	13 22%	20 24%	14 24%	38 19%	180 21%
Ability to use the internet on your mobile	137 13%	7 13%	14 13%	7 9%	8 13%	8 9%	14 12%	24 14%	23 15%	7 11%	5 9%	14 17%	8 12%	26 13%	111 13%
None	72 7%	2 3%	4 4%	3 3%	3 5%	6 7%	5 4%	27 16%AbCDef GHI	7 5%	4 7%	2 3%	3 4%	7 11%	21 10%o	51 6%
Don't know	12 1%	3 5%acgh	-	1 1%	2 4%g	-	-	1 -	1 1%	1 2%	1 1%	1 2%	-	4 2%	7 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o
* small base

**lower base size due to scripting error

Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 1007	167	107	354	813	84	897	490	316	199
Weighted Base 1079	182	108*	399	891	86*	977	531	344	203
Mobile Reception (ability to make or receive calls)	137	16	49	115	16	130	61	46	31
	13%	15%	12%	13%	18%	13%	11%	13%	15%
Good quality voice calls (can hear clearly and does not break-up)	245	42	84	203	16	220	109	89	47
	23%	23%	21%	23%	19%	22%	20%	26%	23%
Calls are not cut off (before the call is completed)	258	46	90	220	16	236	113	78	65
	24%	25%	22%	25%	19%	24%	21%	23%	32%aH
Text message sent/delivered without delay	218	37	90	177	17	194	111	74	32
	20%	21%	23%	20%	20%	20%	21%	22%	16%
Ability to use the internet on your mobile	137	20	47	109	14	123	95	30	11
	13%J	11%	20%ad	12%	17%	13%	18%AU	9%	6%
None	72	12	31	57	5	62	37	21	14
	7%	7%	8%	6%	6%	6%	7%	6%	7%
Don't know	12	1	8	10	1	12	5	5	2
	1%	*	2%	1%	2%	1%	1%	1%	1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base

**lower base size due to scripting error

Q.15_03 Which of the following aspects is ... important to you when thinking about your mobile operator? - 3rd important
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1007	156	851	413	434	123	753	166	88
Weighted Base	1079	166	913	421	474	141	805	180	94*
Mobile Reception (ability to make or receive calls)	137 13%	21 13%	116 13%	52 12%	62 13%	18 13%	103 13%	27 15%	8 9%
Good quality voice calls (can hear clearly and does not break-up)	245 23%	41 24%	205 22%	98 23%	107 23%	30 21%	184 23%	37 20%	25 27%
Calls are not cut off (before the call is completed)	258 24%	35 21%	223 24%	114 27%e	94 20%	36 26%	202 25%	37 21%	18 20%
Text message sent/delivered without delay	218 20%	26 16%	192 21%	82 20%	103 22%	25 18%	157 19%	41 23%	20 22%
Ability to use the internet on your mobile	137 13%D	29 17%	108 12%	31 7%	79 17%D	23 16%D	99 12%	27 15%	11 12%
None	72	10	61	35	26	8	54	9	9
		6%	7%	9%	5%	5%	7%	5%	9%
Don't know	12	4	8	7	3	2	8	2	2
	1%	2%	1%	2%	1%	1%	1%	1%	2%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i

* small base

**lower base size due to scripting error

Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	932	452	480	171	239	199	144	88	91	410	343	179
Weighted Base	996	504	492	162	258	218	181	110*	67*	420	398	177
Mobile Reception (ability to make or receive calls)	98 10% _j	38 8%	60 12% _b	20 13% _{il}	29 11% _{il}	21 10% _{il}	18 10% _{il}	9 8%	1 2%	49 12% _{il}	39 10% _{il}	10 6%
Good quality voice calls (can hear clearly and does not break-up)	210 21%	104 21%	107 22%	45 28% _{ghikL}	62 24% _{il}	44 20%	31 17%	17 16%	10 15%	107 25% _{ijkl}	76 19%	28 16%
Calls are not cut off (before the call is completed)	227 23%	115 23%	113 23%	33 20%	57 22%	54 25%	47 26%	25 23%	11 16%	90 21%	102 26%	36 20%
Text message sent/delivered without delay	262 26%	136 27%	126 26%	33 20%	66 25%	54 25%	58 32% _{klj}	31 28%	21 31%	99 23%	112 28%	52 29%
Ability to use the internet on your mobile	140 14%	82 16%	58 12%	26 16%	34 13%	38 17%	19 11%	18 17%	6 8%	59 14%	57 14%	24 13%
None	52 5%	25 5%	28 6%	5 3%	11 4%	6 3%	7 4%	8 8%	15 22% _{ADEFGHJK}	16 4%	13 3%	23 13% _{ADEFGJ}
Don't know	5 1%	5 1%	1 *	- -	- -	1 *	- -	1 1% _j	3 5% _{ADEFGJK}	- -	1 *	4 2% _{abk}

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
* small base

**lower base size due to scripting error

Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	932	186	299	189	258	485	447	547	385
Weighted Base	996	225	352	204	214	577	419	635	360
Mobile Reception (ability to make or receive calls)	98 10%	20 9%	33 9%	31 15%aaE	15 7%	52 9%	46 11%	61 10%	38 10%
Good quality voice calls (can hear clearly and does not break-up)	210 21%	44 19%	86 24% ^d	32 16%	49 23%	129 22%	81 19%	132 21%	79 22%
Calls are not cut off (before the call is completed)	227 23%	56 25%	82 23%	41 20%	49 23%	138 24%	90 21%	155 24%	72 20%
Text message sent/delivered without delay	262 26%	60 27%	88 25%	57 28%	57 26%	148 26%	114 27%	167 26%	94 26%
Ability to use the internet on your mobile	140 14%	36 16%	48 14%	26 13%	29 14%	84 15%	56 13%	94 15%	46 13%
None	52 5%	9 4%	12 4%	15 7%	16 7% ^{cd}	22 4%	31 7% ^{cd}	25 4%	28 8% ^h
Don't know	5 1%	1 *	3 1%	2 1%	- -	4 1%	2 *	1 *	4 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/a/d/e/f/g - a/h/i

**lower base size due to scripting error

Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	932	754	178	748	74	54	56
Weighted Base	996	806	189	807	78*	56*	55*
Mobile Reception (ability to make or receive calls)	98 10%	85 11%	13 7%	84 10%	6 8%	4 6%	4 8%
Good quality voice calls (can hear clearly and does not break-up)	210 21%	163 20%	47 25%	155 19%	26 34%aD	12 21%	17 31% ^d
Calls are not cut off (before the call is completed)	227 23%	179 22%	49 26%	190 24%	17 21%	12 21%	9 16%
Text message sent/delivered without delay	262 26%	214 27%	48 25%	217 27%	18 23%	15 27%	12 22%
Ability to use the internet on your mobile	140 14%	118 15%	22 11%	115 14%	9 12%	8 14%	8 15%
None	52 5%	43 5%	10 5%	41 5%	1 2%	6 11% ^e	4 7%
Don't know	5 1%	5 1%	1 *	5 1%	1 1%	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g
* small base

**lower base size due to scripting error

Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	932	43	95	70	53	82	105	125	127	48	54	74	56	147	785
Weighted Base	996	48*	107*	78*	51*	81*	107*	136	146	54*	56*	78*	55*	178	817
Mobile Reception (ability to make or receive calls)	98 10%e	6 12%e	11 10%e	12 15%e	1 1%	12 14%e	9 8%	16 11%e	17 11%e	2 3%	4 6%	6 8%	4 8%	13 7%	86 10%
Good quality voice calls (can hear clearly and does not break-up)	210 21%	6 13%	28 27%g	13 16%	12 23%	13 17%	15 14%	28 21%	30 21%	9 17%	12 21%	26 34%abdiG j	17 31%bg	33 19%	177 22%
Calls are not cut off (before the call is completed)	227 23%h	14 30%h	21 20%	19 24%	13 25%	19 24%	29 27%h	20 14%	35 24%	20 37%acHm	12 21%	17 21%	9 16%	44 25%	183 22%
Text message sent/delivered without delay	262 26%	20 41%aj	27 25%	24 31%	11 21%	20 25%	30 28%	38 28%	39 27%	9 16%	15 27%	18 23%	12 22%	59 33%o	202 25%
Ability to use the internet on your mobile	140 14%b	1 3%	16 15%	6 8%	13 26%aBD	10 13%	17 16%b	23 17%b	21 15%	7 12%	8 14%	9 12%	8 15%	26 15%	114 14%
None	52 5%	1 1%	4 4%	5 6%	2 4%	5 6%	3 3%	12 9%i	3 2%	7 13%agll	6 11%ll	1 2%	4 7%	3 2%	50 6%n
Don't know	5 1%	-	-	-	-	1 1%	3 3%Al	-	-	1 2%	-	1 1%	-	-	5 1%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o

* small base

**lower base size due to scripting error

Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE			
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)	
Unweighted Base 932	155	100	321	753	76	531	452	294	184	
Weighted Base 996	169	100*	360	824	80*	504	489	318	187	
Mobile Reception (ability to make or receive calls)	98 10%	14 8%	41 14%	81 10%	8 10%	89 10%	60 12% ⁱ	24 7%	15 8%	
Good quality voice calls (can hear clearly and does not break-up)	210 21%	37 22%	31 30% ^{ad}	69 19%	167 20%	22 28%	189 21%	53 17%	34 18%	
Calls are not cut off (before the call is completed)	227 23%	31 18%	19 19%	83 23%	195 24%	18 22%	212 24%	85 27%	41 22%	
Text message sent/delivered without delay	262 26%	44 26%	21 21%	95 26%	219 27%	21 26%	240 27%	125 26%	83 26%	54 29%
Ability to use the internet on your mobile	140 14% ^j	29 17%	13 13%	47 13%	115 14%	7 9%	122 13%	54 17% ^j	14 8%	
None	52 5% ^{ch}	13 8% ^c	1 1%	25 7% ^c	43 5%	3 4%	47 5%	10 2%	17 13% ^{ah}	
Don't know	5 1%	1 1%	2 2% ^d	-	4 1%	1 1%	5 1%	1 1%	4 2% ^h	

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base

**lower base size due to scripting error

Q.15_04 Which of the following aspects is ... important to you when thinking about your mobile operator? - 4th important
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	932	143	789	374	408	115	699	155	78
Weighted Base	996	152	844	378	445	132	744	169	83*
Mobile Reception (ability to make or receive calls)	98 10%	19 13%	79 9%	36 10%	48 11%	9 7%	71 10%	19 11%	9 10%
Good quality voice calls (can hear clearly and does not break-up)	210 21%	41 27%	169 20%	65 17%	105 24% ^d	30 23%	157 21%	39 23%	14 17%
Calls are not cut off (before the call is completed)	227 23%	28 19%	199 24%	104 28% ^e	87 20%	28 21%	177 24%	32 19%	19 23%
Text message sent/delivered without delay	262 26%	38 25%	224 27%	97 26%	112 25%	40 30%	191 26%	41 25%	29 35%
Ability to use the internet on your mobile	140 14%	16 11%	124 15%	49 13%	68 15%	22 17%	103 14%	28 16%	9 11%
None	52 5%	9 6%	43 5%	24 6% ^f	24 5%	2 2%	41 6%	8 5%	4 4%
Don't know	5 1%	-	5 1%	4 1%	1 -	-	3 -	2 1%	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i

* small base

**lower base size due to scripting error

Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	872	421	451	166	228	192	139	80	67	394	331	147
Weighted Base	938	474	464	157	247	211	174	100*	49*	404	385	149
Mobile Reception (ability to make or receive calls)	25 3%	19 4% ^c	7 1%	7 5% ^{GhI}	14 6% ^{aGhKL}	4 2%	-	-	-	21 5% ^{aGhKL}	4 1%	-
Good quality voice calls (can hear clearly and does not break-up)	100 11%	53 11%	46 10%	26 17% ^{aI}	34 14% ^{gkI}	19 9%	11 8%	8 8%	2 3%	60 15% ^{agKI}	30 8%	10 8%
Calls are not cut off (before the call is completed)	172 18% ^{hL}	84 18%	87 19%	40 26% ^{aIghIKL}	61 25% ^{aIghIKL}	34 16% ^I	25 14%	8 8%	3 7%	101 25% ^{aIghIKL}	59 15% ^I	11 8%
Text message sent/delivered without delay	159 17% ^{elI}	101 21% ^c	59 13%	27 17% ^I	46 19% ^{II}	44 21% ^{II}	28 16% ^I	13 13%	2 4%	73 18% ^{II}	71 19% ^{II}	15 10%
Ability to use the internet on your mobile	482 51% ^{DEJ}	217 46%	264 57% ^B	56 36%	92 37%	110 52% ^{DEJ}	110 63% ^{aDEJ}	71 71% ^{ADEFJK}	42 86% ^{ADEFghJK}	149 37%	220 57% ^{DEJ}	113 76% ^{ADEFgJ} K
None	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base

**lower base size due to scripting error



Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	872	177	285	172	238	462	410	524	348
Weighted Base	938	215	337	188	198	551	386	508	328
Mobile Reception (ability to make or receive calls)	25 3%	3 1%	12 3%	5 2%	7 3%	14 3%	11 3%	16 3%	9 3%
Good quality voice calls (can hear clearly and does not break-up)	100 11%	20 9%	30 9%	25 13%	25 13%	49 9%	50 13%	77 13%h	23 7%
Calls are not cut off (before the call is completed)	172 18%	38 18%	72 22%	30 16%	31 16%	110 20%	61 16%	113 18%	59 18%
Text message sent/delivered without delay	159 17%	48 22%eg	54 16%	31 17%	26 13%	102 18%	57 15%	110 18%	50 15%
Ability to use the internet on your mobile	482 51%	107 50%	169 50%	97 52%	109 55%	276 50%	206 53%	294 48%	188 57%h
None	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/a/d/e/f/g - a/h/i

**lower base size due to scripting error

Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	872	706	166	701	71	49	51
Weighted Base	938	759	179	761	76*	50*	51*
Mobile Reception (ability to make or receive calls)	25 3%	22 3%	4 2%	20 3%	3 4%	2 5%	-
Good quality voice calls (can hear clearly and does not break-up)	100 11%	84 11%	16 9%	77 10%	7 9%	9 17%	7 14%
Calls are not cut off (before the call is completed)	172 18%	142 19%	30 17%	135 18%	18 23%	10 20%	9 17%
Text message sent/delivered without delay	159 17% ^c	140 19% ^c	19 11%	134 18%	10 14%	7 14%	8 15%
Ability to use the internet on your mobile	482 51%	371 49%	110 62% ^{aB}	394 52%	38 50%	22 44%	27 53%
None	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g
 * small base

**lower base size due to scripting error

Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	872	42	91	65	51	76	99	112	124	41	49	71	51	145	727
Weighted Base	938	47*	103*	73*	49*	75*	101*	124	143	46*	50*	76*	51*	176	762
Mobile Reception (ability to make or receive calls)	25 3%	-	1 1%	1 1%	1 2%	1 1%	4 4%	8 7%a	3 2%	1 2%	2 5%	3 4%	-	3 2%	22 3%
Good quality voice calls (can hear clearly and does not break-up)	100 11%h	3 7%	11 10%	8 11%	4 9%	5 7%	8 8%	21 17%	12 8%	5 10%	9 17%	7 9%	7 14%	9 5%	90 12%h
Calls are not cut off (before the call is completed)	172 18%	9 19%	28 27%ah	10 14%	10 20%	15 20%	17 17%	17 14%	21 15%	8 17%	10 20%	18 23%	9 17%	34 19%	138 18%
Text message sent/delivered without delay	159 17%	4 9%	11 11%	10 14%	12 24%	13 17%	20 20%	31 25%abc	29 20%	5 10%	7 14%	10 14%	8 15%	37 21%	122 16%
Ability to use the internet on your mobile	482 51%H	31 65%H	51 50%	44 61%H	22 45%	41 55%h	51 51%	47 38%	78 55%h	28 61%h	22 44%	38 50%	27 53%	92 53%	389 51%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o
* small base

**lower base size due to scripting error

Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important
 Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	872	141	97	296	705	74	779	440	278	153
Weighted Base	938	155	98*	335	777	75*	852	479	300	158
Mobile Reception (ability to make or receive calls)	25 3%	6 4%	2 2%	12 4%	16 2%	5 7%aag	21 2%	14 3%	7 2%	4 2%
Good quality voice calls (can hear clearly and does not break-up)	100 11%u	23 15%	12 12%	30 9%	78 10%	9 12%	86 10%	75 16%aJ	19 6%	5 3%
Calls are not cut off (before the call is completed)	172 18%u	29 19%	22 22%	55 17%	141 18%	17 22%	158 19%	130 27%AU	29 10%	12 8%
Text message sent/delivered without delay	159 17%J	27 18%	23 24%	53 16%	133 17%	13 17%	146 17%	92 19%J	54 18%J	13 8%
Ability to use the internet on your mobile	482 51%ch	69 45%	39 40%	185 55%bc	409 53%	31 42%	440 52%	168 35%	190 63%AH	124 78%AH
None	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base

**lower base size due to scripting error

Q.15_05 Which of the following aspects is ... important to you when thinking about your mobile operator? - 5th important
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	872	133	739	343	384	113	654	145	73
Weighted Base	938	142	795	350	420	130	699	159	79*
Mobile Reception (ability to make or receive calls)	25 3%	2 1%	24 3%	4 1%	16 4% ^d	4 3%	18 3%	6 4%	1 2%
Good quality voice calls (can hear clearly and does not break-up)	100 11%	12 8%	88 11%	33 10%	45 11%	20 16%	71 10%	19 12%	9 12%
Calls are not cut off (before the call is completed)	172 18%	37 26% ^c	135 17%	47 14%	94 22% ^D	25 20%	137 20%	23 15%	12 15%
Text message sent/delivered without delay	159 17% ^d	24 17%	136 17%	38 11%	86 21% ^D	27 21% ^d	110 16%	38 24% ^g	11 14%
Ability to use the internet on your mobile	482 51% ^{EI}	68 48%	414 52%	227 65% ^{AEF}	178 42%	53 41%	363 52%	73 46%	46 58%
None	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i

* small base

**lower base size due to scripting error

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	GENDER		AGE								
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1119	347	488	412	390	265	301	655	802	586
Mobile Reception (ability to make or receive calls)	1.558iL	1.581	1.730agHKL	1.706agHKL	1.562iL	1.502ii	1.443j	1.235	1.716AgHKL	1.534iL	1.345
Good quality voice calls (can hear clearly and does not break-up)	2.515gjL	2.519	2.880AIGHIK L	2.818AIGHIK L	2.541iL	2.291i	2.303j	1.817	2.842AFGHK L	2.423iL	2.079i
Calls are not cut off (before the call is completed)	3.021hIL	3.041	3.111hIL	3.189hIL	3.041hIL	3.062hIL	2.710	2.583	3.158hIL	3.051hIL	2.660
Text message sent/delivered without delay	2.917cDI	3.112aC	2.580	3.081DjL	3.146aDhjL	2.980DI	2.804	2.520	2.868di	3.069DjL	2.699
Ability to use the internet on your mobile	3.642DEJ	3.790B	3.299	3.035	3.802DEJ	4.060ADEJ	4.296ADEFJK	4.695ADEFgh JK	3.134	3.917ADEJ	4.424ADEFgJK

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

**lower base size due to scripting error

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Mobile Reception (ability to make or receive calls)	1.558	1.484	1.568	1.680bef	1.509	1.533	1.588	1.566	1.547
Good quality voice calls (can hear clearly and does not break-up)	2.515i	2.465	2.621	2.487	2.435	2.559	2.459	2.641i	2.316
Calls are not cut off (before the call is completed)	3.021dgdg	3.156DG	3.132DG	2.785	2.828	3.142DeG	2.858	3.072	2.933
Text message sent/delivered without delay	2.917eel	3.099EG	2.964e	2.886	2.694	3.016EG	2.787	3.061al	2.686
Ability to use the internet on your mobile	3.642	3.670	3.660	3.506	3.722	3.664	3.613	3.546	3.826H

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g - a/h/i

**lower base size due to scripting error

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Mobile Reception (ability to make or receive calls)	1.558	1.581	1.465	1.574	1.485	1.625	1.364
Good quality voice calls (can hear clearly and does not break-up)	2.515	2.469	2.732ab	2.439	2.844d	2.717	3.097AD
Calls are not cut off (before the call is completed)	3.021	3.019	3.029	3.012	3.181	2.929	3.019
Text message sent/delivered without delay	2.917c	2.973C	2.683	2.940	2.663	3.025	2.864
Ability to use the internet on your mobile	3.642	3.574	3.944AB	3.644	3.551	3.581	3.815

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g
 * small base

**lower base size due to scripting error

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

Total (a)	GOVERNMENT REGIONS												O.T.2 SMALL BUSINESS USER		
	North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859	
Weighted Base	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886	
Mobile Reception (ability to make or receive calls)	1.558	1.514	1.543	1.685ejm	1.369	1.636ejm	1.657ejm	1.676ejm	1.556	1.371	1.625	1.485	1.364	1.496	1.570
Good quality voice calls (can hear clearly and does not break-up)	2.515f	2.529	2.587f	2.471	2.360	2.197	2.346	2.520	2.475	2.348	2.717f	2.844sef Gj	3.097Abc DEFGHj	2.411	2.537
Calls are not cut off (before the call is completed)	3.021h	3.109	3.304adh i	2.836	3.180h	3.087h	3.006	2.719	2.951	3.278h	2.929	3.181h	3.019	3.071	3.010
Text message sent/delivered without delay	2.917	2.989	2.684	2.784	2.795	2.780	3.165cjl	3.293ACd eFjLm	3.040j	2.575	3.025	2.663	2.864	3.319AO	2.832
Ability to use the internet on your mobile	3.642H	3.728h	3.639h	3.767H	3.722h	3.871H	3.701H	3.105	3.856H	3.804h	3.581	3.551	3.815H	3.728	3.623

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o

* small base

**lower base size due to scripting error

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Mobile Reception (ability to make or receive calls)	1.558j	1.608	1.603	1.540	1.552	1.697	1.565	1.671aJ	1.514	1.415
Good quality voice calls (can hear clearly and does not break-up)	2.515dJ	2.789aD	2.619d	2.322	2.482	2.809e	2.508	2.832AJ	2.382J	2.052
Calls are not cut off (before the call is completed)	3.021U	2.963	3.089	2.920	3.062	3.005	3.057	3.266AU	2.824	2.741
Text message sent/delivered without delay	2.917J	2.970	2.915	2.890	2.957	2.796	2.941	3.033J	2.931J	2.588
Ability to use the internet on your mobile	3.642FH	3.460	3.413	3.699	3.699F	3.096	3.642F	3.122	4.120AH	4.501AHI

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

**lower base size due to scripting error

Q.15 Which of the following aspects is ... important to you when thinking about your mobile operator? - Mean summary table
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION			
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Mobile Reception (ability to make or receive calls)	1.558D	1.533	1.563	1.433	1.675aD	1.621d	1.520	1.751aG	1.599
Good quality voice calls (can hear clearly and does not break-up)	2.515D	2.576	2.509	2.294	2.660D	2.765aD	2.460	2.680	2.732
Calls are not cut off (before the call is completed)	3.021	3.013	3.023	2.998	3.059	3.029	3.086h	2.816	2.857
Text message sent/delivered without delay	2.917D	2.747	2.952	2.610	3.088aD	3.209aD	2.820	3.248AG	3.199g
Ability to use the internet on your mobile	3.642BEI	3.262	3.721B	4.113AEF	3.374	3.333	3.610	3.699	3.830

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i

**lower base size due to scripting error

Q.16 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Summary table
Base: All who use a mobile

		Mobile Reception e.g. ability to make or receive calls	Good quality voice calls e.g. can hear clearly and does not break up	Calls are not cut off e.g. before the call is completed	Text messages sent/delivered without delay	Ability to use the internet on your mobile
Unweighted Base		2136	2136	2136	2136	2136
Weighted Base		2223	2223	2223	2223	2223
Very dissatisfied	(-2)	70 3%	35 2%	49 2%	34 2%	40 2%
Somewhat dissatisfied	(-1)	186 8%	144 6%	161 7%	112 5%	121 5%
Neither satisfied nor dissatisfied	(0)	326 15%	304 14%	340 15%	429 19%	986 44%
Somewhat satisfied	(1)	834 38%	866 39%	715 32%	783 35%	579 26%
Very satisfied	(2)	807 36%	874 39%	958 43%	865 39%	497 22%
SUMMARY CODES						
DISSATISFIED		256 12%	179 8%	210 9%	146 7%	162 7%
SATISFIED		1641 74%	1740 78%	1673 75%	1648 74%	1075 48%
Mean Score		0.954	1.080	1.067	1.050	0.616
Standard Deviation		1.062	0.962	1.033	0.959	0.950
Error Variance		0.001	*	0.001	*	*

Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 70	35	35	7	14	14	17	10	9	20	30	20
	3%	3%	3%	2%	3%	3%	4%	4%	3%	2%	4%	3%
Somewhat dissatisfied	(-1) 186	93	94	20	57	33	29	31	15	77	62	46
	8% ^h	8%	8%	6%	12% ^{aDkl}	8%	7%	11% ^{cd}	5%	9% ^{ij}	8%	8%
Neither satisfied nor dissatisfied	(0) 326	163	163	63	73	54	59	28	49	136	113	77
	15%	15%	14%	18% ^h	15%	13%	15%	10%	16% ^h	16% ^h	14%	13%
Somewhat satisfied	(1) 834	437	397	139	186	166	141	111	92	324	307	203
	38% ^h	40%	36%	40% ^h	38% ^h	40% ^h	36%	39% ^h	30%	39% ^h	38% ^h	35%
Very satisfied	(2) 807	376	431	118	159	146	144	104	136	277	290	240
	36%	34%	38% ^b	34%	33%	35%	37%	37%	45% ^{ADEFghJK}	33%	36%	41% ^{adEJ}
SUMMARY CODES												
DISSATISFIED	256	128	129	27	71	47	46	41	25	98	93	66
	12% ^d	12%	11%	8%	15% ^d	11%	12%	15% ^d	8%	12%	12%	11%
SATISFIED	1641	813	828	257	345	312	285	215	229	601	597	443
	74%	74%	74%	74%	71%	76%	73%	75%	76%	72%	74%	76%
Mean Score	0.954	0.929	0.979	0.985	0.858	0.962	0.941	0.939	1.095aEJk	0.911	0.952	1.019e
Standard Deviation	1.062	1.053	1.071	0.963	1.086	1.051	1.098	1.109	1.043	1.038	1.074	1.077
Error Variance	0.001	0.001	0.001	0.003	0.003	0.003	0.004	0.005	0.003	0.001	0.002	0.002

Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls
Base: All who use a mobile

	Total (a)	SOCIAL GRADE					WORKING STATUS		
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GD2E (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 70 3%	15 3%	24 4%	15 3%	16 3%	39 3%	31 3%	40 3%	30 3%
Somewhat dissatisfied	(-1) 186 8% ^{ee}	41 9%	64 9% ^{ee}	47 10% ^{ee}	35 5%	105 9% ^{ee}	82 8%	123 10% ^h	63 7%
Neither satisfied nor dissatisfied	(0) 326 15%	61 13%	104 15%	58 12%	102 17% ^d	166 14%	160 15%	201 16% ^h	125 13%
Somewhat satisfied	(1) 834 38%	190 41% ^{eg}	277 40% ^{eg}	164 35%	203 34%	466 40% ^{dEG}	367 34%	488 39%	346 36%
Very satisfied	(2) 807 36% ^{och}	159 34%	219 32%	188 40% ^{cf}	242 40% ^{bCF}	377 33%	430 40% ^{abCaF}	403 32%	404 42% ^{AH}
SUMMARY CODES									
DISSATISFIED	256 12% ^{ee}	55 12%	88 13% ^{ee}	62 13% ^{ee}	51 8%	144 12% ^{ee}	113 11%	163 13% ^h	93 10%
SATISFIED	1641 74%	348 75%	495 72%	353 75%	445 74%	844 73%	797 75%	891 71%	750 77% ^{ah}
Mean Score	0.954h	0.939	0.874	0.980	1.038CF	0.900	1.012cf	0.869	1.064AH
Standard Deviation	1.062	1.052	1.070	1.100	1.023	1.063	1.058	1.070	1.042
Error Variance	0.001	0.003	0.002	0.003	0.001	0.001	0.001	0.001	0.001

Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	96*	97*
Very dissatisfied	(-2) 70 3%	47 3%	23 6%ab	52 3%	4 2%	5 5%	9 10%ADE
Somewhat dissatisfied	(-1) 186 8%	154 8%	32 8%	161 9%	11 6%	6 6%	9 8%
Neither satisfied nor dissatisfied	(0) 326 15%	275 15%	50 13%	266 15%	33 17%	14 15%	12 12%
Somewhat satisfied	(1) 834 38%	692 38%	142 36%	702 38%	61 31%	44 45%eg	28 28%
Very satisfied	(2) 807 36%	657 36%	150 38%	654 36%	85 44%df	28 29%	39 41%
SUMMARY CODES							
DISSATISFIED	256 12%	201 11%	55 14%	212 12%	16 8%	11 11%	18 18%a
SATISFIED	1641 74%	1349 74%	292 73%	1356 74%	145 75%	73 74%	67 69%
Mean Score	0.954	0.963	0.912	0.952	1.082	0.865	0.824
Standard Deviation	1.062	1.039	1.163	1.050	1.022	1.064	1.317
Error Variance	0.001	0.001	0.004	0.001	0.005	0.012	0.017

Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 70 3%	8 9%AcIghI Jl	8 3%	7 4%j	11 8%AlghIJ l	4 2%	5 2%	5 1%	3 1%	-	5 5%hij	4 2%	9 10%ACFGH JL	8 2%	63 3%
Somewhat dissatisfied	(-1) 186 8%	20 21%ACDEIG hIKLm	12 5%	8 5%	7 5%	18 10%	17 8%	35 10%cde	26 8%	19 13%cdel	6 6%	11 6%	8 8%	44 13%aO	142 8%
Neither satisfied nor dissatisfied	(0) 326 15%	14 14%	27 11%	25 14%	16 11%	33 19%	28 14%	61 19%cd	36 11%	28 19%	14 15%	33 17%	12 12%	57 17%	269 14%
Somewhat satisfied	(1) 834 38%	32 33%	98 41%Dalm	47 28%	42 28%	57 32%	93 46%aDEFL M	147 44%DELM	132 42%DEIm	52 35%	44 45%DEIm	61 31%	28 28%	131 39%	703 37%
Very satisfied	(2) 807 36%bIm	22 23%	92 39%bH	64 49%ABcIG HJK	74 49%ABIGH LK	66 37%bh	61 30%	88 26%	119 38%bH	49 33%	28 29%	85 44%BGHk	39 41%bH	97 29%	710 38%N
SUMMARY CODES															
DISSATISFIED	256 12%	28 29%ACDEFG HUKL	20 8%	15 9%	18 12%	22 12%	22 11%	40 12%	29 9%	19 13%	11 11%	16 8%	18 18%cdll	52 15%o	205 11%
SATISFIED	1641 74%Bn	54 56%	190 80%aBhjm	130 77%B	116 77%B	123 69%b	155 76%B	235 70%b	251 79%aBhj m	102 69%	73 74%b	145 75%B	67 69%	228 68%	1413 75%n
Mean Score	0.954Bn	0.406	1.073BH	1.135aBH	1.071Bh	0.916B	0.929B	0.828B	1.068BH	0.892B	0.865b	1.082BH	0.824b	0.788	0.984N
Standard Deviation	1.062	1.287	1.001	1.086	1.208	1.079	0.991	0.980	0.954	1.009	1.064	1.022	1.317	1.069	1.058
Error Variance	0.001	0.019	0.004	0.007	0.010	0.007	0.005	0.003	0.003	0.008	0.012	0.005	0.017	0.004	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 70	3	5	30	61	3	64	30	19	22
		3%b	1%	2%	3%b	1%	3%	3%	3%	3%
Somewhat dissatisfied	(-1) 186	35	20	72	148	16	164	78	74	33
		8%j	7%j	8%	8%	8%	8%	9%j	11%j	5%
Neither satisfied nor dissatisfied	(0) 326	58	27	137	346	40	386	129	102	84
		15%	12%	15%	14%	21%aag	15%	15%	15%	14%
Somewhat satisfied	(1) 834	145	96	316	668	66	733	351	258	219
		38%	43%D	34%	38%	34%	38%	40%	37%	35%
Very satisfied	(2) 807	94	76	376	622	69	691	299	241	260
		36%B	28%	40%aB	36%	36%	36%	34%	35%	42%aHl
SUMMARY CODES										
DISSATISFIED	256	39	25	103	209	19	228	108	93	55
		12%	11%	11%	12%	10%	12%	12%	13%j	9%
SATISFIED	1641	239	172	692	1290	125	1424	650	499	478
		74%	77%	74%	74%	70%	73%	73%	72%	78%i
Mean Score	0.954	0.867	0.979	1.004	0.941	0.943	0.941	0.915	0.905	1.073aHl
Standard Deviation	1.062	0.971	1.004	1.074	1.072	1.010	1.066	1.063	1.078	1.040
Error Variance	0.001	0.003	0.005	0.001	0.001	0.005	0.001	0.001	0.002	0.002

Q.16_01 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mobile Reception e.g. ability to make or receive calls
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 70	12	58	31	25	9	32	16	23
	3%G	3%	3%	3%	3%	4%	2%	5%G	18%AGH
Somewhat dissatisfied	(-1) 186	40	146	64	87	28	89	51	46
	8%G	10%	8%	6%	11%D	12%D	5%	17%AG	37%AGH
Neither satisfied nor dissatisfied	(0) 326	58	263	130	134	38	175	127	24
	15%G	14%	15%	12%	16%G	16%	10%	41%AGI	20%G
Somewhat satisfied	(1) 834	152	678	391	318	90	716	92	26
	38%HI	37%	39%	37%	38%	38%	40%HI	30%	21%
Very satisfied	(2) 807	148	659	445	266	74	778	24	5
	36%HI	36%	37%	42%AEF	32%	31%	43%AHI	8%	4%
SUMMARY CODES									
DISSATISFIED	256	52	205	95	113	37	121	67	69
	12%G	13%	11%	9%	14%D	15%D	7%	22%AG	55%AGH
SATISFIED	1641	300	1337	836	583	164	1494	116	31
	74%HI	73%	74%	79%AEF	70%	69%	84%AHI	37%I	25%
Mean Score	0.954eHI	0.937	0.961	1.008AEF	0.856	0.805	1.185AHI	0.182I	-0.448
Standard Deviation	1.062	1.075	1.061	1.018	1.076	1.110	0.926	0.972	1.133
Error Variance	0.001	0.003	0.001	0.001	0.002	0.006	-	0.003	0.011

Q.16_02 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?

Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up

Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 35	10	26	3	7	2	13	5	5	10	16	9
	2%	1%	2% ^b	1%	1%	1%	3% ^{adF}	2%	2%	1%	2%	2%
Somewhat dissatisfied	(-1) 144	66	78	20	32	30	28	22	11	53	58	34
	6% ^h	6%	7%	6%	7%	7% ^h	7%	8% ^h	4%	6%	7% ^h	6%
Neither satisfied nor dissatisfied	(0) 304	156	147	53	64	55	52	32	48	117	106	80
	14%	14%	13%	15%	13%	13%	13%	11%	16%	14%	13%	14%
Somewhat satisfied	(1) 866	463	403	140	204	163	150	108	101	345	313	208
	39% ^h	42% ^C	36%	41%	42% ^h	40%	38%	38%	34%	41% ^h	39%	36%
Very satisfied	(2) 874	409	465	129	182	162	147	118	136	311	309	254
	39%	37%	42% ^b	37%	37%	39%	38%	41%	45% ^{adegjk}	37%	39%	43% ^e
SUMMARY CODES												
DISSATISFIED	179	76	103	23	39	32	42	27	16	62	74	43
	8%	7%	9%	7%	8%	8%	11% ^h	9%	5%	7%	9% ^h	7%
SATISFIED	1740	872	868	270	386	326	297	226	237	656	622	462
	79%	79%	78%	78%	79%	79%	76%	79%	79%	79%	78%	79%
Mean Score	1.080	1.083	1.077	1.076	1.068	1.100	0.996	1.096	1.169 ^g	1.071	1.049	1.133
Standard Deviation	0.962	0.907	1.013	0.915	0.942	0.928	1.054	0.992	0.936	0.930	0.992	0.964
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.004	0.004	0.002	0.001	0.001	0.001

Q.16_02 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?

Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 35	4	12	12	7	16	19	18	17
		1%	2%	3%	1%	1%	2%	1%	2%
Somewhat dissatisfied	(-1) 144	28	49	36	31	77	67	90	54
		6%	7%	8%	5%	7%	6%	7%	6%
Neither satisfied nor dissatisfied	(0) 304	57	103	54	90	160	144	176	127
		14%	15%	11%	15%	14%	13%	14%	13%
Somewhat satisfied	(1) 866	206	264	176	221	469	397	519	347
		39%	44%deg	38%	37%	41%	37%	41% _h	36%
Very satisfied	(2) 874	170	261	195	248	431	443	451	423
		39%	37%	41%	42%	37%	41%	36%	44% _h
SUMMARY CODES									
DISSATISFIED	179	32	61	48	38	93	86	108	71
	8%	7%	9%	10% _{de}	6%	8%	8%	9%	7%
SATISFIED	1740	376	525	371	469	900	840	971	770
	78%	81%	76%	78%	78%	78%	78%	77%	79%
Mean Score	1.080	1.095	1.037	1.069	1.125	1.061	1.100	1.033	1.140 _h
Standard Deviation	0.962	0.895	0.983	1.029	0.931	0.949	0.976	0.956	0.966
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.16_02 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?

Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 35 2%	25 1%	11 3%	28 2%	-	1 1%	6 7%ADEI
Somewhat dissatisfied	(-1) 144 6%	122 7%	22 6%	118 6%	11 6%	10 10%	5 5%
Neither satisfied nor dissatisfied	(0) 304 14%	256 14%	48 12%	256 14%	29 15%	10 11%	9 9%
Somewhat satisfied	(1) 866 39%e	710 39%	156 39%	731 40%e	60 31%	41 42%	34 35%
Very satisfied	(2) 874 39%	713 39%	161 41%	703 38%	94 48%aD	36 36%	42 43%
SUMMARY CODES							
DISSATISFIED	179 8%	147 8%	33 8%	146 8%	11 6%	11 11%	12 12%
SATISFIED	1740 78%	1423 78%	317 80%	1433 78%	154 80%	77 79%	76 79%
Mean Score	1.080	1.076	1.095	1.069	1.223d	1.034	1.034
Standard Deviation	0.962	0.956	0.990	0.955	0.904	0.975	1.164
Error Variance	*	0.001	0.003	0.001	0.004	0.010	0.013

Q.16_02 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
 Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 35 2%	3 3%Cl	-	1 *	4 2%cl	5 3%cl	3 1%	7 2%cl	4 1%	1 1%	1 1%	-	6 7%ACDghl	4 1%	31 2%
Somewhat dissatisfied	(-1) 144 6%	11 12%g	17 7%	11 7%	10 7%	9 5%	7 4%	30 9%g	15 5%	7 5%	10 10%g	11 6%	5 5%	25 7%	119 6%
Neither satisfied nor dissatisfied	(0) 304 14%	14 14%	29 12%	15 9%	20 13%	34 19%Dm	27 13%	49 15%	42 13%	25 17%cl	10 11%	29 15%	9 9%	48 14%	256 14%
Somewhat satisfied	(1) 866 39%del	43 45%del	87 37%	51 30%	43 29%	57 32%	102 50%ACDEF ILm	163 48%ACDEF ILm	121 38%	62 42%del	41 42%e	60 31%	34 35%	138 41%	728 39%
Very satisfied	(2) 874 39%bgh	24 25%	104 44%Bgh	92 54%ABGH UK	73 49%aBGHj	72 41%bh	65 32%	87 26%	134 42%BGH	52 35%	36 36%	94 48%aBGHj	42 43%bH	121 36%	753 40%
SUMMARY CODES															
DISSATISFIED	179 8%	14 15%acGij	17 7%	12 7%	14 9%	15 8%	10 5%	37 11%g	19 6%	8 6%	11 11%	11 6%	12 12%g	29 9%	150 8%
SATISFIED	1740 78%	68 71%	191 81%	143 84%abh	116 78%	129 73%	167 82%bl	250 74%	255 81%	115 77%	77 79%	154 80%	76 79%	259 77%	1481 79%
Mean Score	1.080BH	0.778	1.174BH	1.304ABl	1.148bH	1.019	1.071bh	0.871	1.156BH	1.064b	1.034	1.223BH	1.034	1.030	1.089
Standard Deviation	0.962	1.063	0.904	0.822	1.043	1.042	0.847	0.967	0.917	0.881	0.975	0.904	1.164	0.957	0.963
Error Variance	-	0.013	0.004	0.005	0.007	0.006	0.004	0.003	0.003	0.006	0.010	0.004	0.013	0.003	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.16_02 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 35	-	2	20	28	3	31	16	9	10
	2%b	-	1%	2%b	2%	2%	2%	2%	1%	2%
Somewhat dissatisfied	(-1) 144	33	9	54	114	12	125	59	50	34
	6%	10%acd	4%	6%	7%	6%	6%	7%	7%	5%
Neither satisfied nor dissatisfied	(0) 304	46	36	138	233	32	265	100	103	90
	14%	14%	16%	15%	13%	17%	14%	11%	15%	15%
Somewhat satisfied	(1) 866	160	87	320	692	77	768	374	263	221
	39% ^d	48%AD	39%	34%	40%	40%	40%	42% ^j	38%	36%
Very satisfied	(2) 874	96	90	400	679	70	749	335	269	262
	39%B	29%	40%B	43%B	39%	36%	39%	38%	39%	42%
SUMMARY CODES										
DISSATISFIED	179	33	11	73	141	15	156	76	59	44
	8%	10% ^c	5%	8%	8%	8%	8%	9%	8%	7%
SATISFIED	1740	256	177	720	1371	147	1518	710	532	483
	78%	76%	79%	77%	78%	78%	78%	80%	77%	78%
Mean Score	1.080 ^b	0.950	1.136 ^b	1.103 ^b	1.078	1.029	1.073	1.076	1.058	1.121
Standard Deviation	0.962	0.905	0.882	0.995	0.959	0.956	0.959	0.960	0.968	0.959
Error Variance	*	0.003	0.004	0.001	0.001	0.005	0.001	0.001	0.001	0.001

Q.16_Q2 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?

Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Good quality voice calls e.g. can hear clearly and does not break-up

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 35	8	27	14	17	2	11	10	14
	2%G	2%	2%	1%	2%	1%	1%	3%aG	11%AGH
Somewhat dissatisfied	(-1) 144	31	112	49	67	21	69	29	46
	6%aG	8%	6%	5%	8%D	9%a	4%	9%G	37%AGH
Neither satisfied nor dissatisfied	(0) 304	59	241	136	116	30	161	123	20
	14%G	14%	13%	13%	14%	12%	9%	40%AGI	16%g
Somewhat satisfied	(1) 866	153	709	397	328	107	715	117	34
	39%a	37%	39%	37%	40%	45%	40%a	38%	28%
Very satisfied	(2) 874	159	715	465	301	79	835	30	10
	39%aH	39%	40%	44%aEF	36%	33%	47%aH	10%	8%
SUMMARY CODES									
DISSATISFIED	179	38	140	63	84	23	80	39	60
	8%aG	9%	8%	6%	10%D	10%a	4%	13%aG	48%AGH
SATISFIED	1740	313	1423	862	629	186	1549	147	44
	78%aH	78%	79%	81%aE	78%	78%	87%aH	48%a	35%
Mean Score	1.000H	1.040	1.002	1.178aEF	0.998	1.002	1.282aH	0.4111	-0.166
Standard Deviation	0.962	1.000	0.953	0.916	1.008	0.944	0.828	0.908	1.182
Error Variance	-	0.003	0.001	0.001	0.001	0.004	-	0.003	0.012

Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 49	16	33	11	8	6	11	8	6	19	16	13
	2%	1%	3% ^b	3%	2%	1%	3%	3%	2%	2%	2%	2%
Somewhat dissatisfied	(-1) 161	81	80	15	39	43	31	19	13	54	74	32
	7% ^a	7%	7%	4%	8% ^d	10% ^a d ^j l	8%	7%	4%	7%	9% ^d l	5%
Neither satisfied nor dissatisfied	(0) 340	167	173	50	74	56	53	51	56	123	109	108
	15%	15%	15%	14%	15%	14%	14%	18%	19% ^k	15%	14%	18% ^k
Somewhat satisfied	(1) 715	387	327	122	168	135	125	76	87	291	260	163
	32%	35% ^c	29%	35% ^h l	34% ^h l	33%	32%	27%	29%	35% ^h l	32%	28%
Very satisfied	(2) 958	453	506	148	199	172	170	131	139	347	342	270
	43%	41%	45%	43%	41%	42%	44%	46%	46%	42%	43%	46%
SUMMARY CODES												
DISSATISFIED	210	97	112	27	47	49	42	27	19	74	90	45
	9% ^a	9%	10%	8%	10%	12% ^h l	11% ^h l	9%	6%	9%	11% ^h l	6%
SATISFIED	1673	840	833	270	367	307	295	207	226	638	603	433
	75% ^a	76%	74%	78%	75%	74%	76%	73%	75%	76%	75%	74%
Mean Score	1.067	1.067	1.067	1.097	1.046	1.030	1.060	1.063	1.132	1.067	1.044	1.098
Standard Deviation	1.033	0.992	1.073	1.018	1.014	1.048	1.065	1.073	0.987	1.015	1.055	1.030
Error Variance	0.001	0.001	0.001	0.003	0.002	0.003	0.004	0.005	0.002	0.001	0.002	0.002

Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 49	8	19	10	12	27	22	25	24
		2%	3%	2%	2%	2%	2%	2%	2%
Somewhat dissatisfied	(-1) 161	30	61	37	33	91	70	104	56
		6%	9% ^{de}	8%	6%	8%	7%	9% ^{hi}	6%
Neither satisfied nor dissatisfied	(0) 340	63	104	73	100	168	173	201	140
		14%	15%	15%	17%	15%	16%	16%	14%
Somewhat satisfied	(1) 715	161	224	141	188	386	329	412	302
		32%	33%	30%	31%	33%	31%	33%	31%
Very satisfied	(2) 958	202	280	212	265	482	476	512	446
		43%	41%	45%	44%	42%	45%	41%	46% ^h
SUMMARY CODES									
DISSATISFIED	210	38	60	47	45	118	92	130	80
		9%	8%	12% ^{de}	10%	10%	9%	10%	8%
SATISFIED	1673	364	504	353	452	867	805	924	749
		75%	73%	75%	76%	75%	75%	74%	77%
Mean Score	1.067	1.118	0.995	1.075	1.105	1.045	1.092	1.021	1.126^h
Standard Deviation	1.033	0.988	1.078	1.048	1.003	1.044	1.022	1.040	1.022
Error Variance	0.001	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 49 2%	36 2%	13 3%	37 2%	3 2%	3 3%	6 6%aDe
Somewhat dissatisfied	(-1) 161 7%	128 7%	33 8%	131 7%	16 8%	8 8%	5 6%
Neither satisfied nor dissatisfied	(0) 340 15%	288 16%	52 13%	286 16%	32 16%	15 15%	8 9%
Somewhat satisfied	(1) 715 32%E	591 32%	124 31%	611 33%E	39 20%	32 32%e	33 34%e
Very satisfied	(2) 958 43%	783 43%	176 44%	769 42%	104 54%AD	41 42%	44 45%
SUMMARY CODES							
DISSATISFIED	210 9%	164 9%	46 12%	168 9%	19 10%	11 11%	12 12%
SATISFIED	1673 75%	1374 75%	299 75%	1380 75%	143 74%	73 74%	76 79%
Mean Score	1.067	1.072	1.045	1.060	1.159	1.031	1.060
Standard Deviation	1.033	1.019	1.098	1.020	1.079	1.072	1.162
Error Variance	0.001	0.001	0.003	0.001	0.006	0.012	0.013

Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 49	3	4	1	3	3	3	10	4	5	3	3	6	6	44
Somewhat dissatisfied	(-1) 161	15	16	9	7	11	8	31	22	13	8	18	5	34	127
Neither satisfied nor dissatisfied	(0) 340	19	22	17	32	31	33	62	37	34	15	32	8	49	291
Somewhat satisfied	(1) 715	35	85	43	37	49	81	139	114	29	32	39	33	119	595
Very satisfied	(2) 958	25	110	100	72	83	79	94	140	67	41	104	44	128	830
SUMMARY CODES															
DISSATISFIED	210	18	21	9	10	15	11	41	26	18	11	19	12	40	170
SATISFIED	1673	60	195	143	108	132	160	232	254	96	73	143	76	247	1425
Mean Score	1.067BH	0.673	1.182BH	1.371ABe	1.110BH	1.106BH	1.105BH	0.819	1.148BH	0.948	1.031b	1.159BH	1.060b	0.981	1.083
Standard Deviation	1.033	1.110	0.990	0.895	1.031	1.030	0.913	1.039	0.969	1.154	1.072	1.079	1.152	1.041	1.032
Error Variance	0.001	0.014	0.004	0.005	0.007	0.006	0.004	0.003	0.003	0.010	0.012	0.006	0.013	0.004	0.001

Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 49	3	3	28	38	4	42	25	13	10
		1%	1%	3%b	2%	2%	2%	3%	2%	2%
Somewhat dissatisfied	(-1) 161	32	16	56	134	7	141	73	57	31
		7%	5%	6%	8%a	3%	7%	8%j	8%j	5%
Neither satisfied nor dissatisfied	(0) 340	68	27	152	349	44	394	114	98	115
		15%	12%	16%	14%	23%AEG	15%	13%	14%	19%HI
Somewhat satisfied	(1) 715	115	84	273	572	60	632	294	232	184
		32%	34%	29%	33%	31%	33%	33%	33%	30%
Very satisfied	(2) 958	118	93	423	751	79	830	380	294	277
		43%B	35%	45%B	43%	41%	43%	43%	42%	45%
SUMMARY CODES										
DISSATISFIED	210	35	19	84	172	11	183	98	70	41
		16%	8%	9%	10%	6%	9%	11%j	10%j	7%
SATISFIED	1673	233	178	696	1323	138	1461	674	525	461
		75%b	69%	75%b	76%	72%	75%	76%	76%	75%
Mean Score	1.067b	0.929	1.116b	1.082b	1.068	1.046	1.066	1.051	1.062	1.112
Standard Deviation	1.033	1.007	0.963	1.058	1.036	0.983	1.031	1.067	1.028	0.987
Error Variance	0.001	0.003	0.004	0.001	0.001	0.005	0.001	0.001	0.002	0.002

Q.16_03 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Calls are not cut off e.g. before the call is completed
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 49	8	41	18	25	5	19	12	19
		2%G	2%	2%	3%	2%	1%	4%G	15%AGH
Somewhat dissatisfied	(-1) 161	32	129	61	65	25	84	33	44
		7%G	7%	6%	8%	11%G	5%	11%AG	36%AGH
Neither satisfied nor dissatisfied	(0) 340	63	272	147	130	30	183	133	25
		15%G	15%	14%	16%	13%	10%	43%AGI	20%G
Somewhat satisfied	(1) 715	120	591	327	271	94	595	91	29
		32%G	33%	31%	33%	39%AG	33%G	30%	23%
Very satisfied	(2) 958	167	772	508	339	85	910	40	9
		43%GH	43%	48%AEF	41%	36%	51%AH	13%	7%
SUMMARY CODES									
DISSATISFIED	210	40	170	80	90	30	102	45	63
		9%G	9%	7%	11%G	13%G	6%	15%AG	51%AGH
SATISFIED	1673	307	1362	834	610	179	1504	132	37
		75%GH	76%	79%AE	73%	75%	84%AH	43%G	30%
Mean Score	1.067H	1.067	1.066	1.173AEF	1.004	0.959	1.281AH	0.373I	-0.294
Standard Deviation	1.033	1.046	1.032	0.987	1.074	1.042	0.901	0.970	1.173
Error Variance	0.001	0.003	0.001	0.001	0.001	0.005	-	0.003	0.012

Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	300	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 34	17	17	3	4	10	10	4	4	7	20	7
	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%
Somewhat dissatisfied	(-1) 112	58	54	13	29	23	24	13	9	42	47	22
	5%	5%	5%	4%	6%	6%	6%	5%	3%	5%	6%	4%
Neither satisfied nor dissatisfied	(0) 429	214	215	41	65	54	73	69	127	106	127	196
	19%DEFJK	19%	19%	12%	13%	13%	19%	24%DEFJK	42%ADEFGHJK	13%	16%	33%ADEFJK
Somewhat satisfied	(1) 783	409	373	144	190	149	133	100	67	334	282	167
	35%IL	37%	33%	42%aIL	39%IL	36%IL	34%IL	35%IL	22%	40%aIL	35%IL	28%IL
Very satisfied	(2) 865	406	459	146	200	175	151	99	95	346	326	193
	39%IL	37%	41%	42%IL	41%IL	43%IL	38%	35%	31%	41%IL	41%IL	33%
SUMMARY CODES												
DISSATISFIED	146	75	71	16	33	33	34	17	12	49	67	30
	7%	7%	6%	5%	7%	8%	9%	6%	4%	6%	8%	5%
SATISFIED	1648	815	833	290	390	325	283	198	162	680	608	360
	74%IL	74%	74%	84%AGHIKL	80%agHIL	79%hIL	73%IL	70%IL	54%	81%AGHIKL	76%IL	62%IL
Mean Score	1.050IL	1.023	1.076	1.204AGHIKL	1.130hIL	1.108IL	1.001H	0.969I	0.800	1.160AgHIKL	1.056IL	0.882
Standard Deviation	0.999	0.954	0.963	0.849	0.920	0.995	1.023	0.951	0.960	0.892	1.009	0.958
Error Variance	*	0.001	0.001	0.002	0.002	0.003	0.003	0.004	0.002	0.001	0.001	0.001



Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 34	4	9	10	10	14	20	17	17
		2%	1%	2%	2%	1%	2%	1%	2%
Somewhat dissatisfied	(-1) 112	21	44	26	21	65	47	78	34
		5%	5%	6%	3%	6%	4%	6%	4%
Neither satisfied nor dissatisfied	(0) 429	81	117	83	148	198	231	199	230
		19%h	17%	18%	25%ABCD	17%	22%cd	16%	24%AH
Somewhat satisfied	(1) 763	180	252	168	183	432	350	473	310
		35%ee	39%Eg	35%	31%	37%Eg	33%	38%f	32%
Very satisfied	(2) 865	178	265	186	236	443	422	488	378
		39%	38%	39%	39%	38%	39%	39%	39%
SUMMARY CODES									
DISSATISFIED	146	26	54	36	31	79	67	95	51
		7%	9%	8%	5%	7%	6%	8%	5%
SATISFIED	1649	358	517	354	419	875	773	961	687
		74%ee	75%e	75%	70%	76%E	72%	77%f	71%
Mean Score	1.050	1.087	1.046	1.047	1.027	1.063	1.035	1.065	1.030
Standard Deviation	0.959	0.905	0.968	0.987	0.968	0.943	0.976	0.957	0.962
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 34 2%	24 1%	10 2%	21 1%	3 2%	3 3%	7 7%ADe
Somewhat dissatisfied	(-1) 112 5%	85 3%	27 7%	89 5%	12 6%	3 3%	8 8%
Neither satisfied nor dissatisfied	(0) 429 19%	359 20%	70 18%	352 19%	34 18%	25 25%	18 19%
Somewhat satisfied	(1) 783 35%	654 36%	129 32%	660 36%e	55 28%	40 41%e	28 29%
Very satisfied	(2) 865 39% ^d	703 39%	162 41%	712 39% ^d	90 46% ^f	28 28%	35 36%
SUMMARY CODES							
DISSATISFIED	146 7%	109 6%	37 9% ^b	110 6%	15 8%	6 6%	15 16%ADef
SATISFIED	1648 74%	1357 74%	291 73%	1372 75% ^g	145 75%	68 69%	63 66%
Mean Score	1.050 ^g	1.055	1.023	1.065 ^g	1.118 ^g	0.887	0.790
Standard Deviation	0.959	0.941	1.039	0.935	1.011	0.955	1.227
Error Variance	*	0.001	0.003	0.001	0.005	0.010	0.015

Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2)	34 2%	3 1%	2 1%	5 3% ^{id}	1 *	1 1%	5 2%	1 *	1 1%	3 3%	3 2%	7 7% ^{ACDFGH LI}	5 1%	29 2%
Somewhat dissatisfied	(-1)	112 5%	11 17% ^{ACDEFG HUKL}	7 5%	4 2%	11 6%	5 3%	17 5%	9 3%	8 6%	3 3%	6 6%	8 8% ^{egj}	23 7%	89 5%
Neither satisfied nor dissatisfied	(0)	429 19%	18 14%	33 16%	27 19%	29 23% ^c	41 23% ^c	48 17%	60 19%	38 26% ^{Coh}	25 25% ^c	34 16%	18 19%	51 15%	379 20%
Somewhat satisfied	(1)	753 35% ^E	35 36% ^e	90 38% ^{EI}	49 29%	31 21%	52 29%	78 38% ^{EI}	150 45% ^{ADEFJ LM}	130 41% ^{dEjL m}	45 41% ^{EI}	40 28%	55 29%	133 39%	650 34%
Very satisfied	(2)	865 39% ^{bhk}	24 29%	100 42% ^{Bhk}	85 50% ^{ABGHI JKm}	81 54% ^{AbdG HUKM}	73 41% ^{bh}	72 35%	106 32%	116 37%	56 38%	28 28%	90 46% ^{BghK}	35 36%	740 39%
SUMMARY CODES															
DISSATISFIED	146 7% ^{id}	19 19% ^{ACDEFG HUKL}	14 6%	9 5%	9 6%	12 7%	7 3%	22 7%	10 3%	9 6%	6 6%	15 8% ^{id}	15 16% ^{ACDdG}	28 8%	118 6%
SATISFIED	1648 74% ^B	59 61%	190 80% ^{BjKM}	134 79% ^{Bjm}	112 75% ^b	125 70%	150 73% ^b	256 76% ^{Bm}	246 78% ^{Bjm}	101 68%	68 69%	145 75% ^b	63 66%	258 77%	1390 74%
Mean Score	1.050Bm	0.643	1.153BkM	1.227Abh	1.202Bhk	1.041B	1.046Bm	0.999B	1.106BkM	0.999b	0.887	1.118Bm	0.790	1.042	1.051
Standard Deviation	0.959	1.107	0.918	0.930	1.049	0.957	0.955	0.959	0.934	0.958	0.955	1.011	1.227	0.964	0.958
Error Variance	*	0.014	0.004	0.005	0.007	0.005	0.004	0.003	0.002	0.007	0.010	0.005	0.015	0.003	*

Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 34	2	1	13	28	-	28	12	11	11
		2%	1%	1%	2%	-	1%	1%	2%	2%
Somewhat dissatisfied	(-1) 112	19	11	40	88	8	96	49	41	21
		5%	6%	4%	5%	4%	5%	6%	6%	3%
Neither satisfied nor dissatisfied	(0) 429	63	31	200	330	37	368	94	100	221
		19%h	14%	21%c	19%	19%	19%	11%	14%h	36%aH
Somewhat satisfied	(1) 783	141	97	292	632	69	701	363	252	164
		35%j	42%aD	31%	36%	35%	36%	41%Aj	36%j	27%
Very satisfied	(2) 865	111	82	387	665	80	745	368	290	200
		39%bJ	33%	42%B	38%	41%	38%	41%j	42%j	32%
SUMMARY CODES										
DISSATISFIED	146	22	13	53	116	8	124	61	52	31
		6%	6%	6%	7%	4%	6%	7%	8%	5%
SATISFIED	1648	252	180	679	1299	149	1446	731	541	364
		74%j	80%aD	73%	74%	77%	75%	82%Aj	78%j	59%
Mean Score	1.050J	1.007	1.108	1.075	1.042	1.143	1.052	1.157AJ	1.107J	0.846
Standard Deviation	0.959	0.900	0.872	0.959	0.958	0.863	0.949	0.916	0.967	0.976
Error Variance	-	0.003	0.003	0.001	0.001	0.004	-	0.001	0.001	0.001

Q.16_04 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Text messages sent/delivered without delay
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)	
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117	
Weighted Base	2223	410	1804	1061	830	239	1790	309	124	
Very dissatisfied	(-2) 34 2%g	6 2%	28 2%	15 1%	13 2%	2 1%	12 1%	6 2%g	16 13%AGH	
Somewhat dissatisfied	(-1) 112 5%G	24 6%	87 5%	37 3%	49 6% <i>d</i>	20 8% <i>D</i>	58 3%	25 8% <i>a</i> G	29 23% <i>A</i> GH	
Neither satisfied nor dissatisfied	(0) 429 19% <i>FG</i>	71 17%	353 20%	224 21% <i>F</i>	147 18% <i>f</i>	25 11%	263 15%	127 41% <i>A</i> G	39 31% <i>A</i> G	
Somewhat satisfied	(1) 783 35%	140 34%	639 35%	350 33%	311 37%	96 40% <i>d</i>	638 36%	110 35%	35 28%	
Very satisfied	(2) 865 39% <i>HI</i>	168 41%	697 39%	435 41%	310 37%	96 40%	818 46% <i>A</i> HI	41 13% <i>i</i>	6 5%	
SUMMARY CODES										
DISSATISFIED	146 7% <i>G</i>	31 8%	115 6%	52 5%	62 7% <i>d</i>	22 9% <i>d</i>	70 4%	31 10% <i>a</i> G	44 36% <i>A</i> GH	
SATISFIED	1648 74% <i>HI</i>	308 75%	1336 74%	785 74%	622 75%	192 80%	1456 81% <i>A</i> HI	151 49% <i>i</i>	41 33%	
Mean Score	1.050HI	1.070	1.048	1.007	1.032	1.103	1.225AHI	0.502I	-0.109	
Standard Deviation	0.959	0.980	0.954	0.940	0.963	0.952	0.864	0.894	1.094	
Error Variance	-	0.002	0.001	0.001	0.001	0.004	-	0.003	0.010	

Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 40	20	20	10	8	8	7	4	2	18	16	7
		2%	2%	3% _d	2%	2%	2%	2%	1%	2%	2%	1%
Somewhat dissatisfied	(-1) 121	62	59	16	41	29	17	13	5	57	46	18
		5% _d	5%	5% _d	8% _d agL	7% _d L	4% _d	4% _d	2%	7% _d L	6% _d	3%
Neither satisfied nor dissatisfied	(0) 986	460	526	87	135	154	193	176	240	222	347	417
		44% _d DEJ	47% _d b	25%	28%	37% _d DEJ	50% _d DEFJ	62% _d ADEFGJK	80% _d ADEFGHJK	27%	43% _d DEJ	71% _d ADEFGJK
Somewhat satisfied	(1) 579	315	264	115	166	132	91	55	19	281	223	74
		26% _d hIL	29% _d c	33% _d AGHIL	34% _d AGHKL	32% _d agHIL	23% _d IL	19% _d h	6%	34% _d AGHKL	28% _d HIL	13% _d
Very satisfied	(2) 497	247	250	118	138	89	81	36	35	256	170	71
		22% _d hIL	22%	34% _d AFGHKL	28% _d AGHKL	22% _d HIL	21% _d hIL	13%	12%	31% _d AFGHKL	21% _d HIL	12%
SUMMARY CODES												
DISSATISFIED	162	82	79	26	49	37	25	17	7	75	62	24
		7% _d L	7%	8% _d h	10% _d aLL	9% _d L	6% _d	6% _d	2%	9% _d L	8% _d L	4%
SATISFIED	1075	562	514	233	304	221	172	91	54	537	393	145
		48% _d hIL	51% _d c	67% _d AFGHKL	62% _d AGHKL	54% _d gHIL	44% _d HIL	32% _d h	18%	64% _d AFGHKL	49% _d HIL	25% _d
Mean Score	0.616HIL	0.639	0.594	0.908AFGHKL	0.788AGHKL	0.643HIL	0.565HIL	0.372	0.263	0.838AFGHKL	0.605HIL	0.316
Standard Deviation	0.950	0.950	0.950	1.017	1.001	0.962	0.930	0.821	0.708	1.009	0.947	0.766
Error Variance	*	0.001	0.001	0.003	0.002	0.002	0.003	0.003	0.001	0.001	0.001	0.001



Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 40 2%	5 1%	8 1%	17 4%abCaF	11 2%	12 1%	28 3%cF	22 2%	18 2%
Somewhat dissatisfied	(-1) 121 5%	22 5%	46 7%e	32 7%e	21 4%	68 6%e	53 5%	80 6%e	41 4%
Neither satisfied nor dissatisfied	(0) 986 44%CDH	207 44%c	258 37%	207 44%	315 53%ABCADF	465 40%	521 49%aCaF	456 36%	530 55%AH
Somewhat satisfied	(1) 579 26%eEGdEgI	156 34%AADEG	206 30%DEG	96 20%	120 20%	363 31%AADEG	216 20%	394 31%AI	185 19%
Very satisfied	(2) 497 22%BB	75 16%	170 25%B	121 26%B	130 22%b	245 21%b	252 24%B	302 24%i	195 20%
SUMMARY CODES									
DISSATISFIED	162 7%	27 6%	54 8%	49 10%abaEi	32 5%	81 7%	81 8%	103 8%	59 6%
SATISFIED	1075 48%EgEgI	231 50%eg	376 55%AADEG	217 46%	251 42%	608 53%aadEG	468 44%	696 55%AI	379 39%
Mean Score	0.616I	0.591	0.705deG	0.575	0.566	0.659eg	0.570	0.696aI	0.513
Standard Deviation	0.950	0.850	0.951	1.056	0.928	0.913	0.986	0.964	0.921
Error Variance	-	0.002	0.002	0.003	0.001	0.001	0.001	0.001	0.001

Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 40 2%	30 2%	10 3%	33 2%	2 1%	3 3%	3 3%
Somewhat dissatisfied	(-1) 121 5%	105 6%	16 4%	99 5%	12 6%	5 5%	6 6%
Neither satisfied nor dissatisfied	(0) 986 44%	770 42%	216 54%AB	806 44%	78 40%	50 51%	52 54%e
Somewhat satisfied	(1) 579 26% ^C	504 28% ^C	74 19%	484 26%	46 24%	30 31%	18 19%
Very satisfied	(2) 497 22% ^F	417 23%	80 20%	413 22% ^F	56 29% ^F	10 10%	18 19%
SUMMARY CODES							
DISSATISFIED	162 7%	135 7%	26 7%	131 7%	14 7%	7 7%	9 9%
SATISFIED	1075 48% ^{Cg}	921 50% ^C	155 39%	897 49% ^g	102 52% ^g	41 41%	36 37%
Mean Score	0.616 ^{cf}	0.642 ^C	0.498	0.625 ^f	0.727 ^g	0.413	0.442
Standard Deviation	0.950	0.949	0.945	0.948	0.965	0.848	0.967
Error Variance	*	0.001	0.002	0.001	0.005	0.008	0.009

Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 40	2	3	1	8	4	5	3	1	5	3	2	3	5	35
	2%	2%	1%	1%	6%AcDhI	2%	2%	1%	*	3%j	3%	1%	3%j	2%	2%
Somewhat dissatisfied	(-1) 121	12	11	12	4	4	15	23	12	7	5	12	6	25	96
	5%	12%acEFj	5%	7%	3%	3%	7%d	7%d	4%	4%	5%	6%	6%	6%	5%
Neither satisfied nor dissatisfied	(0) 966	36	109	69	65	87	91	108	157	84	50	78	52	116	870
	44%HN	38%	46%H	40%	43%h	49%H	45%H	32%	50%HI	HL	51%H	40%	54%bDI	35%	46%N
Somewhat satisfied	(1) 579	29	54	39	31	39	53	132	81	26	30	46	18	121	457
	26%	30%j	23%	21%	22%	26%	39%ACDEF	39%ACDEF	26%	16%	31%j	24%	19%	36%AO	24%
Very satisfied	(2) 497	17	61	49	41	43	40	69	65	27	10	56	18	68	429
	22%K	18%	26%K	29%ghK	27%K	24%K	20%	21%k	21%k	18%	10%	29%ghjK	19%	20%	23%
SUMMARY CODES															
DISSATISFIED	162	14	13	13	13	9	20	26	13	11	7	14	9	31	131
	7%	14%acdI	6%	8%	8%	5%	10%j	8%	4%	7%	7%	7%	9%	9%	7%
SATISFIED	1075	46	115	88	72	82	94	201	146	53	41	102	36	190	885
	48%Jm	49%	49%j	52%Im	48%j	46%	46%	60%AbceF	46%	36%	41%	52%Jm	37%	56%aO	47%
								GLJKM							
Mean Score	0.616jk	0.485	0.675jk	0.726km	0.614	0.627	0.535	0.717DgJ	0.625k	0.438	0.413	0.727Jkm	0.442	0.658	0.609
Standard Deviation	0.950	0.999	0.945	0.982	1.090	0.958	0.967	0.899	0.865	0.943	0.848	0.985	0.967	0.938	0.952
Error Variance	-	0.011	0.004	0.006	0.008	0.005	0.005	0.003	0.003	0.007	0.008	0.005	0.009	0.003	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
* small base



Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 40	6	2	17	28	5	34	19	11	9
		2%	1%	2%	2%	3%	2%	2%	2%	1%
Somewhat dissatisfied	(-1) 121	24	9	53	99	12	111	74	33	15
		5%J	4%	6%	6%	6%	6%	8%AUJ	5%J	2%
Neither satisfied nor dissatisfied	(0) 986	114	79	456	785	76	861	201	319	450
		44%BC+H	35%	49%ABC	45%	39%	44%	23%	46%IH	73%AHJ
Somewhat satisfied	(1) 579	114	87	195	459	58	516	324	189	61
		26%DJ	34%AD	39%AD	26%	30%	27%	37%AUJ	27%J	10%
Very satisfied	(2) 497	79	47	210	374	42	416	268	142	81
		22%J	23%	23%	21%	22%	21%	30%AUJ	21%J	13%
SUMMARY CODES										
DISSATISFIED	162	30	11	70	127	17	145	93	43	24
		7%J	9%	8%	7%	9%	7%	10%AUJ	6%	4%
SATISFIED	1075	192	134	405	832	100	932	592	331	142
		48%dJ	57%AD	60%AD	48%	52%	48%	67%AUJ	48%J	23%
Mean Score	0.616J	0.701d	0.749d	0.568	0.602	0.618	0.604	0.844AJ	0.605J	0.308
Standard Deviation	0.950	0.962	0.863	0.960	0.938	0.981	0.942	1.017	0.916	0.784
Error Variance	*	0.003	0.003	0.001	0.001	0.005	*	0.001	0.001	0.001

Q.16_05 And how satisfied do you feel with each in relation to your mobile phone reception in the UK with ...?
Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Ability to use the internet on your mobile
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 40 2%g	10 2%	31 2%	14 1%	21 3%	5 2%	18 1%	10 3%G	12 10%AGH
Somewhat dissatisfied	(-1) 121 5%DG	25 6%	96 5%	31 3%	65 8%aD	21 9%aD	62 3%	25 8%G	34 27%AGH
Neither satisfied nor dissatisfied	(0) 986 44%aEF	156 38%	824 46%B	626 59%AEF	267 32%F	44 18%	749 42%	184 59%AGI	53 43%
Somewhat satisfied	(1) 579 25%DI	105 26%	471 26%	202 19%	252 30%aD	103 43%ADE	491 27%I	69 22%	19 15%
Very satisfied	(2) 497 22%DHI	114 28%aC	382 21%	188 18%	226 27%AD	65 27%AD	470 26%AHl	21 7%	6 5%
SUMMARY CODES									
DISSATISFIED	162 7%DG	35 8%	127 7%	45 4%	86 10%aD	27 11%D	80 4%	36 12%aG	46 37%AGH
SATISFIED	1075 48%DHI	219 53%c	853 47%	390 37%	478 58%AD	169 70%ADE	961 54%AHl	90 29%	25 20%
Mean Score	0.610DHI	0.706c	0.597	0.489	0.721aD	0.845AD	0.745AHl	0.208l	-0.227
Standard Deviation	0.950	1.016	0.935	0.860	1.027	0.997	0.919	0.817	0.886
Error Variance	-	0.003	0.001	0.001	0.001	0.005	-	0.002	0.008

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Summary table
Base: All who use a mobile

	Total	Indoors at home	Indoors at work place or place of study	Indoors in general e.g. building other than work, school or home	Outdoors around places I go to regularly, e.g. home, work, school	Outdoors in rural areas	Outdoors in urban areas	Reception whilst travelling by road	Reception whilst travelling by rail
Unweighted Base	2136	2136	2136	2136	2136	2136	2136	1760	542
Weighted Base	2223	2223	2223	2223	2223	2223	2223	1869	560
Very unimportant	(-2) 256 11%	66 3%	114 5%	50 2%	38 2%	63 3%	41 2%	116 6%	14 3%
Somewhat unimportant	(-1) 328 15%	96 4%	81 4%	64 3%	28 1%	77 3%	49 2%	106 6%	25 4%
Neither important nor unimportant	(0) 879 40%	215 10%	462 21%	279 13%	218 10%	303 14%	259 12%	283 15%	104 18%
Somewhat important	(1) 1307 59%	558 25%	520 23%	712 32%	621 28%	671 30%	720 32%	505 27%	198 35%
Very important	(2) 1701 77%	1288 58%	1046 47%	1119 50%	1319 59%	1109 50%	1154 52%	858 46%	219 39%
SUMMARY CODES									
UNIMPORTANT	510 23%	162 7%	195 9%	114 5%	65 3%	140 6%	90 4%	223 12%	39 7%
IMPORTANT	2091 94%	1846 83%	1567 70%	1831 82%	1940 87%	1780 80%	1874 84%	1363 73%	417 75%
Mean Score	0.866	1.307	1.036	1.253	1.420	1.209	1.303	1.007	1.041
Standard Deviation	1.169	1.012	1.134	0.939	0.847	0.993	0.894	1.183	0.992
Error Variance	0.001	-	0.001	-	-	-	-	0.001	0.002

Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very unimportant	(-2) 66 3%	25 2%	41 4%	6 2%	10 2%	7 2%	8 2%	9 3%	26 9% ADEFGHJK	16 2%	15 2%	35 6% ADEFGJK
Somewhat unimportant	(-1) 96 4%	46 4%	50 4%	9 2%	18 4%	17 4%	14 4%	13 4%	25 8% ADEIGJK	26 3%	31 4%	38 7% aaDeJK
Neither important nor unimportant	(0) 215 10%	104 9%	111 10%	31 9%	38 8%	36 9%	44 11%	26 9%	41 14% adEU	68 8%	80 10%	67 11% j
Somewhat important	(1) 558 25%	291 26%	267 24%	88 25%	122 25%	93 22%	105 27%	87 31% d	63 21%	210 25%	197 25%	150 26%
Very important	(2) 1288 58% L	639 58%	649 58%	213 61% hIL	301 62% hIL	260 63% hIL	219 56% ij	150 53%	146 48%	513 62% hIL	479 60% IL	295 50%
SUMMARY CODES												
UNIMPORTANT	162 7% j	71 6%	91 8%	15 4%	28 6%	24 6%	22 6%	22 8%	52 17% ADEFGHJKI	43 5%	46 6%	73 13% ADEFGHJK
IMPORTANT	1846 83% L	929 84%	917 82%	301 87% IL	423 87% IL	353 86% IL	324 83% hIL	237 83% hIL	209 69%	724 87% ahIL	676 84% IL	446 76% ij
Mean Score	1.307 L	1.332	1.282	1.421 hIL	1.405 hIL	1.412 hIL	1.313 L	1.250 I	0.919	1.412 ahIL	1.364 IL	1.080 I
Standard Deviation	1.012	0.967	1.053	0.880	0.926	0.928	0.957	1.011	1.318	0.911	0.943	1.189
Error Variance	-	0.001	0.001	0.002	0.002	0.002	0.003	0.004	0.004	0.001	0.001	0.002



Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?

Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very unimportant	(-2) 66 3%	19 4%e	21 3%	15 3%	11 2%	40 4%e	26 2%	25 2%	41 4%h
Somewhat unimportant	(-1) 96 4%	34 7%acadeG	26 4%	14 3%	21 4%	61 5%g	35 3%	55 4%	41 4%
Neither important nor unimportant	(0) 215 10%	30 7%	76 11%b	40 9%	68 11%b	107 9%	108 10%b	119 9%	96 10%
Somewhat important	(1) 558 25%	137 30%eg	169 25%	113 24%	139 23%	306 27%	252 24%	327 26%	230 24%
Very important	(2) 1288 58%bb	244 52%	396 57%	291 62%bf	358 60%b	639 55%	649 61%bf	729 58%	560 58%
SUMMARY CODES									
UNIMPORTANT	162 7%	54 12%AcADEG	47 7%	29 6%	32 5%	101 9%eG	61 6%	80 6%	82 8%
IMPORTANT	1846 83%	381 82%	564 82%	404 85%	498 83%	945 82%	901 84%	1056 84%	790 82%
Mean Score	1.307bb	1.185	1.296	1.376bf	1.361fF	1.251	1.3688f	1.339	1.266
Standard Deviation	1.012	1.109	1.014	0.983	0.942	1.054	0.960	0.957	1.077
Error Variance	*	0.003	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very unimportant	(-2) 66 3%	50 3%	17 4%	58 3%	1 1%	3 3%	4 4%
Somewhat unimportant	(-1) 96 4%g	72 4%	24 6%	84 5%g	5 3%	6 6%g	-
Neither important nor unimportant	(0) 215 10%	176 10%	39 10%	185 10%g	20 10%	7 7%	4 4%
Somewhat important	(1) 558 25%eG	474 26%	83 21%	499 27%EG	32 17%G	23 24%G	3 3%
Very important	(2) 1288 58%	1054 58%	235 59%	1008 55%	135 70%AD	58 60%	86 89%ADEF
SUMMARY CODES							
UNIMPORTANT	162 7%	122 7%	40 10%b	142 8%e	7 4%	9 10%a	4 4%
IMPORTANT	1846 83%	1528 84%	318 80%	1508 82%	167 86%	82 83%	89 92%ad
Mean Score	1.307	1.320	1.247	1.263	1.517AD	1.300	1.736ADEF
Standard Deviation	1.012	0.987	1.115	1.024	0.845	1.068	0.865
Error Variance	*	0.001	0.003	0.001	0.004	0.012	0.007

Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very unimportant	(-2) 66	1	4	8	6	6	11	7	9	5	3	1	4	5	62
	3%	1%	1%	5% <i>l</i>	4% <i>l</i>	4%	5% <i>d</i>	2%	3%	3%	3%	1%	4%	1%	3%
Somewhat unimportant	(-1) 96	6	11	8	9	4	10	9	18	9	6	5	-	12	84
	4% <i>m</i>	6% <i>m</i>	5% <i>m</i>	5% <i>m</i>	6% <i>m</i>	2%	5% <i>m</i>	3%	6% <i>m</i>	6% <i>m</i>	6% <i>m</i>	3%	-	3%	4%
Neither important nor unimportant	(0) 215	12	17	8	26	23	13	38	20	28	7	20	4	26	189
	10%	12% <i>dm</i>	7%	5%	18% <i>ACDGI</i> <i>kM</i>	13% <i>dgim</i>	7%	11% <i>dim</i>	6%	19% <i>ACDGH</i> <i>kM</i>	7%	10%	4%	8%	10%
Somewhat important	(1) 558	20	81	43	22	49	39	105	106	34	23	32	3	81	476
	25% <i>EM</i>	21% <i>M</i>	34% <i>ABEGJ</i> <i>LM</i>	25% <i>aM</i>	15% <i>M</i>	28% <i>EM</i>	19% <i>M</i>	31% <i>aEGLM</i>	33% <i>ABEGJ</i> <i>LM</i>	23% <i>M</i>	24% <i>M</i>	17% <i>M</i>	3%	24%	25%
Very important	(2) 1288	57	124	102	87	95	131	177	163	73	58	135	86	213	1075
	58% <i>j</i>	59%	52%	60%	58%	54%	64% <i>cdhJ</i>	53%	52%	49%	60%	70% <i>ACEFH</i> <i>IJ</i>	89% <i>ABCDE</i> <i>FGHIJKL</i>	63%	57%
SUMMARY CODES															
UNIMPORTANT	162	7	15	16	15	10	20	17	28	14	9	7	4	16	146
	7%	7%	6%	10% <i>l</i>	10% <i>nl</i>	6%	10% <i>nl</i>	5%	9% <i>l</i>	10% <i>l</i>	10% <i>l</i>	4%	4%	5%	8%
IMPORTANT	1846	77	206	145	108	144	171	281	269	106	82	167	89	294	1551
	83% <i>EJ</i>	80%	87% <i>EJ</i>	86% <i>EJ</i>	72%	81%	84% <i>ej</i>	84% <i>EJ</i>	85% <i>EJ</i>	72%	83% <i>j</i>	86% <i>EJ</i>	92% <i>abE</i> <i>l</i>	87% <i>o</i>	82%
Mean Score	1.307	1.312	1.313	1.316	1.159	1.254	1.328	1.293	1.248	1.076	1.300	1.517 <i>AcE</i>	1.736 <i>ABC</i> <i>DEFGHIJK</i>	1.446 <i>oo</i>	1.282
Standard Deviation	1.012	0.999	0.996	1.007	1.161	1.010	1.124	0.929	1.008	1.112	1.059	0.845	0.865	0.991	1.031
Error Variance	*	0.011	0.004	0.007	0.009	0.006	0.006	0.003	0.004	0.009	0.012	0.004	0.007	0.003	0.001

Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
 Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home
 Base: All who use a mobile

	Total (a)	0.3 RAIL USER			0.4 ROAD USER			0.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very unimportant	(-2) 66	11	3	34	57	2	59	16	10	39
		3% _h	1%	4%	3%	1%	3%	2%	1%	6% _h AH
Somewhat unimportant	(-1) 96	10	10	38	78	7	85	19	28	48
		4% _h	3%	4%	4%	4%	4%	2%	4% _h	8% _h AH
Neither important nor unimportant	(0) 215	35	20	99	164	26	189	51	75	81
		10% _h	9%	11%	9%	13%	10%	6%	11% _h	13% _h AH
Somewhat important	(1) 558	104	57	219	453	49	502	212	179	160
		25%	31% _{ad}	24%	26%	25%	26%	24%	26%	26%
Very important	(2) 1288	176	133	541	993	110	1103	589	401	289
		58% _J	60%	58%	57%	57%	57%	66% _{AU}	58% _J	47%
SUMMARY CODES										
UNIMPORTANT	162	21	14	72	135	9	144	34	38	87
		7% _H	6%	8%	8%	5%	7%	4%	5%	14% _h AH
IMPORTANT	1846	280	190	760	1446	159	1605	801	580	448
		83% _J	85%	82%	83%	82%	83%	90% _{AU}	84% _J	73%
Mean Score	1.307J	1.262	1.369	1.283	1.288	1.327	1.292	1.512AJ	1.347J	0.990
Standard Deviation	1.012	0.991	0.932	1.049	1.026	0.915	1.016	0.840	0.924	1.218
Error Variance	*	0.003	0.004	0.001	0.001	0.004	0.001	0.001	0.001	0.002



Q.17_01 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at home
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very unimportant	(-2) 66	9	56	40	18	3	46	14	6
	3%	2%	3%	4%a	2%	1%	3%	5%	5%
Somewhat unimportant	(-1) 96	17	79	62	25	6	70	18	7
	4%	4%	4%	6%eI	3%	2%	4%	6%	6%
Neither important nor unimportant	(0) 215	53	159	124	63	11	143	64	8
	10%I	13%c	9%	12%EF	8%	5%	8%	21%AGI	7%
Somewhat important	(1) 558	104	452	271	206	61	463	69	26
	25%	25%	25%	25%	25%	25%	26%	22%	21%
Very important	(2) 1289	228	1058	564	519	158	1067	144	77
	58%dh	56%	59%	53%	62%aD	66%aD	60%H	47%	62%H
SUMMARY CODES									
UNIMPORTANT	162	26	135	102	43	9	117	32	13
	7%	6%	7%	10%aEF	5%	4%	7%	10%g	11%
IMPORTANT	1846	331	1510	835	724	219	1530	213	102
	83%DI	81%	84%	79%	87%AD	91%AD	86%aH	69%	83%H
Mean Score	1.307DH	1.289	1.317	1.184	1.424AD	1.525AD	1.361H	1.005	1.289H
Standard Deviation	1.012	0.984	1.015	1.091	0.914	0.809	0.968	1.149	1.135
Error Variance	-	0.002	0.001	0.001	0.001	0.003	0.001	0.004	0.011



Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
 Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	300	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very unimportant	(-2) 114 5%D	45 4%	70 6%b	6 2%	21 4% <i>d</i>	12 3%	19 5% <i>d</i>	19 7%D	38 13%ADEFGLJK	27 3%	31 4%	56 10%ADEFGLJK
Somewhat unimportant	(-1) 81 4%	36 3%	45 4%	9 3%	13 3%	17 4%	16 4%	13 4%	13 4%	22 3%	33 4%	26 4%
Neither important nor unimportant	(0) 462 21%DEJk	208 19%	253 23%b	50 14%	63 13%	61 15%	72 19% <i>e</i>	82 29%ADEFGLJK	133 44%ADEFGLJK	113 14%	134 17%	215 37%ADEFGLJK
Somewhat important	(1) 520 23% <i>HL</i>	274 25%	246 22%	86 25% <i>ll</i>	125 26% <i>lL</i>	108 28% <i>lL</i>	94 24% <i>ll</i>	62 22% <i>ll</i>	44 15%	212 25% <i>lL</i>	202 25% <i>lL</i>	106 18%
Very important	(2) 1046 47% <i>hHL</i>	541 49%	505 45%	195 56% <i>AHIL</i>	266 55% <i>AHIL</i>	214 52% <i>HIL</i>	189 48% <i>hIL</i>	110 39% <i>ll</i>	72 24%	461 55% <i>AghIL</i>	403 50% <i>HIL</i>	183 31% <i>ll</i>
SUMMARY CODES												
UNIMPORTANT	195 9%D	81 7%	114 10% <i>b</i>	15 4%	34 7%	29 7%	35 9% <i>d</i>	31 11%D	51 17%ADEFGLJK	49 6%	64 8% <i>d</i>	82 14%ADEFGLJK
IMPORTANT	1567 70% <i>HIL</i>	816 74% <i>C</i>	751 67%	281 81% <i>AghHKL</i>	392 80% <i>AghIL</i>	322 78% <i>AHIL</i>	283 73% <i>HIL</i>	172 60% <i>lL</i>	117 39%	673 81% <i>AGHKL</i>	605 75% <i>AHIL</i>	289 49% <i>ll</i>
Mean Score	1.036 <i>HIL</i>	1.115 <i>C</i>	0.958	1.311 <i>AQHKL</i>	1.235 <i>AghIL</i>	1.201 <i>aHIL</i>	1.072 <i>hIL</i>	0.816 <i>ll</i>	0.334	1.267 <i>AGHKL</i>	1.138 <i>aHIL</i>	0.568 <i>ll</i>
Standard Deviation	1.134	1.078	1.182	0.936	1.056	1.028	1.126	1.188	1.244	1.008	1.078	1.240
Error Variance	0.001	0.001	0.001	0.002	0.002	0.003	0.004	0.006	0.004	0.001	0.002	0.002



Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
 Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very unimportant	(-2) 114	29	40	20	26	69	45	41	74
		5%h	6%	4%	4%	6%	4%	3%	8%AH
Somewhat unimportant	(-1) 81	17	29	12	23	46	35	46	34
		4%	4%	2%	4%	4%	3%	4%	4%
Neither important nor unimportant	(0) 462	82	103	84	192	185	277	148	313
		21%CFGFH	15%	18%	32%ABCDG	16%	26%ABCADF	12%	32%AH
Somewhat important	(1) 520	112	165	111	133	277	243	325	195
		23%j	24%	23%	22%	24%	23%	26%l	20%
Very important	(2) 1046	225	351	247	223	576	470	694	352
		47%EEI	48%E	51%EG	52%EG	37%	50%EG	44%E	55%AI
SUMMARY CODES									
UNIMPORTANT	195	46	69	31	49	115	80	87	108
		9%	10%	7%	8%	10%d	7%	7%	11%aH
IMPORTANT	1567	338	516	357	356	853	713	1020	547
		70%EEgI	73%Eg	75%aaEG	60%	74%aaEG	67%E	81%AI	56%
Mean Score	1.036EEI	1.050E	1.100E	1.170aaEG	0.846	1.080E	0.989E	1.264AI	0.741
Standard Deviation	1.134	1.168	1.161	1.070	1.103	1.164	1.100	1.021	1.203
Error Variance	0.001	0.003	0.002	0.003	0.002	0.001	0.001	0.001	0.001



Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very unimportant	(-2) 114 5%	87 5%	27 7%	100 5%	8 4%	4 4%	2 2%
Somewhat unimportant	(-1) 81 4%	66 4%	15 4%	72 4%	7 4%	2 2%	-
Neither important nor unimportant	(0) 462 21%	362 20%	100 25%b	379 21%	42 21%	20 21%	21 21%
Somewhat important	(1) 520 23%G	442 24%	78 20%	462 25%eG	36 18%G	17 18%g	5 6%
Very important	(2) 1046 47%	869 48%	178 45%	822 45%	102 52%	54 55%	68 70%ADEI
SUMMARY CODES							
UNIMPORTANT	195 9%g	153 8%	42 11%	171 9%g	15 8%	6 6%	2 2%
IMPORTANT	1567 70%c	1311 72%G	255 64%	1284 70%	137 71%	72 73%	74 76%
Mean Score	1.036	1.063c	0.914	1.001	1.112	1.178	1.417ADe
Standard Deviation	1.134	1.115	1.210	1.140	1.121	1.100	0.988
Error Variance	0.001	0.001	0.004	0.001	0.006	0.013	0.009

Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very unimportant	(-2) 114	4	9	17	8	10	11	7	25	9	4	8	2	11	104
	5%h	4%	4%	10%achlm	5%	5%	5%	2%	8%h	6%h	4%	4%	2%	3%	5%
Somewhat unimportant	(-1) 81	11	12	4	6	2	7	6	16	9	2	7	-	7	74
	4%	11%ADeFgH	5%hnm	3%	4%	1%	3%	2%	5%hnm	6%hnm	2%	4%	-	2%	4%
Neither important nor unimportant	(0) 462	23	52	44	48	34	34	51	52	41	20	42	21	22	439
	21%hN	24%	22%	26%gHI	32%AclGH	19%	17%	15%	17%	28%gHI	21%	21%	21%	7%	23%hN
Somewhat important	(1) 520	23	61	40	15	47	49	120	78	29	17	36	5	74	446
	23%EM	24%EM	26%EM	23%EM	10%	26%EM	24%EM	36%AbcDE	25%EM	20%eM	18%eM	18%eM	6%	22%	24%
Very important	(2) 1046	35	105	65	72	85	103	152	145	60	54	102	68	223	823
	47%do	37%	44%	38%	48%	48%	51%bd	45%	46%	40%	55%bdj	52%bdj	70%ABCDE	66%AO	44%
SUMMARY CODES															
UNIMPORTANT	195	14	21	22	14	11	18	13	41	18	6	15	2	18	177
	9%Hmn	15%hHM	9%hnm	13%hHM	9%hnm	6%	9%hnm	4%	13%aHfM	12%hM	6%	8%	2%	5%	9%h
IMPORTANT	1567	59	165	105	87	132	152	272	223	89	72	137	74	297	1270
	70%bEo	61%	70%e	62%	58%	74%bdEj	75%bdEj	61%ABCDE	70%e	60%	73%e	71%e	76%bDE	86%AO	67%
Mean Score	1.036Djo	0.792	1.010	0.770	0.920	1.104bdj	1.111bdj	1.206aBc	0.953	0.825	1.178bdj	1.112bdj	1.417ABC	1.461AO	0.960
Standard Deviation	1.134	1.158	1.098	1.268	1.205	1.091	1.134	0.905	1.244	1.200	1.100	1.121	0.968	0.942	1.149
Error Variance	0.001	0.015	0.005	0.010	0.010	0.007	0.007	0.003	0.005	0.011	0.013	0.006	0.009	0.003	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very unimportant	(-2) 114	10	11	49	90	10	100	28	18	67
	5%hI	3%	5%	5%	5%	5%	5%	3%	3%	11%aHI
Somewhat unimportant	(-1) 81	9	3	32	68	4	72	22	26	33
	4%	3%	1%	3%	4%	2%	4%	2%	4%	5%h
Neither important nor unimportant	(0) 462	43	36	226	349	42	391	103	142	207
	21%bH	13%	16%	24%aBc	20%	22%	20%	12%	20%h	34%aHI
Somewhat important	(1) 520	110	59	192	399	59	458	190	183	141
	23%	33%AD	26%	21%	23%	30%aag	24%	21%	26%h	23%
Very important	(2) 1046	163	115	432	839	78	917	543	325	170
	47%j	49%	51%	46%	48%f	40%	47%	61%AU	47%j	28%
SUMMARY CODES										
UNIMPORTANT	195	19	14	81	157	15	172	50	44	100
	9%h	6%	6%	9%	9%	8%	9%	6%	6%	16%aHI
IMPORTANT	1567	273	174	624	1236	137	1375	724	508	310
	70%j	81%AD	78%aD	67%	71%	71%	71%	83%AU	73%j	50%
Mean Score	1.036j	1.210aD	1.183d	0.993	1.049	0.983	1.042	1.353AJ	1.113j	0.509
Standard Deviation	1.134	0.978	1.066	1.150	1.139	1.093	1.134	0.995	1.019	1.248
Error Variance	0.001	0.003	0.005	0.002	0.001	0.006	0.001	0.001	0.002	0.002



Q.17_02 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors at work place or place of study
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very unimportant	(-2) 114	14	100	71	35	4	89	19	7
	5% <i>f</i>	3%	6%	7% <i>a</i> <i>f</i>	4%	2%	5%	6%	6%
Somewhat unimportant	(-1) 81	11	69	48	24	9	62	10	9
	4%	3%	4%	5%	3%	4%	3%	3%	7% <i>g</i>
Neither important nor unimportant	(0) 462	85	372	279	133	27	347	98	17
	21% <i>e</i> <i>f</i>	21%	21%	26% <i>a</i> <i>e</i> <i>f</i>	16%	11%	19%	32% <i>a</i> <i>g</i> <i>i</i>	14%
Somewhat important	(1) 520	99	419	256	188	59	421	66	33
	23%	24%	23%	24%	23%	25%	24%	21%	28%
Very important	(2) 1045	201	843	407	450	141	871	116	59
	47% <i>d</i> <i>h</i>	49%	47%	38%	54% <i>a</i> <i>d</i>	59% <i>a</i> <i>d</i>	49% <i>h</i>	38%	47%
SUMMARY CODES									
UNIMPORTANT	195	25	169	119	59	12	151	29	16
	9%	6%	9% <i>b</i>	11% <i>a</i> <i>e</i> <i>f</i>	7%	5%	8%	9%	13%
IMPORTANT	1567	300	1263	663	638	200	1292	183	92
	70% <i>d</i> <i>h</i>	73%	70%	62%	77% <i>a</i> <i>d</i>	84% <i>a</i> <i>d</i> <i>e</i>	72% <i>h</i>	59%	74% <i>h</i>
Mean Score	1.035 <i>Q</i> <i>H</i>	1.139	1.018	0.929	1.197 <i>A</i> <i>D</i>	1.362 <i>A</i> <i>D</i> <i>e</i>	1.075 <i>H</i>	0.813	1.030
Standard Deviation	1.134	1.045	1.151	1.185	1.078	0.925	1.122	1.157	1.184
Error Variance	0.001	0.003	0.001	0.001	0.002	0.004	0.001	0.005	0.012



Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very unimportant	(-2) 50 2% ^d	25 2%	25 2%	1 -	7 1%	8 2%	8 2%	8 3% ^d	18 6% ^{ADEFQJK}	8 1%	15 2% ^d	27 5% ^{ADEJK}
Somewhat unimportant	(-1) 64 3%	30 3%	34 3%	7 2%	9 2%	11 3%	8 2%	16 5% ^{adegjk}	15 5% ^{adegjk}	15 2%	19 2%	30 5% ^{AdEgJK}
Neither important nor unimportant	(0) 279 13% ^F	146 13%	133 12%	41 12% ^d	53 11%	30 7%	50 13% ^d	38 13% ^d	66 22% ^{ADEFGHJK}	94 11% ^d	81 10%	104 18% ^{AdEFJK}
Somewhat important	(1) 712 32%	373 34%	339 30%	113 33%	160 33%	143 35%	112 29%	95 34%	88 29%	273 33%	255 32%	184 31%
Very important	(2) 1119 50% ^L	530 48%	589 53% ^b	185 53% ^{hL}	260 53% ^{hL}	220 53% ^{hL}	212 54% ^{hL}	128 45%	114 38%	444 53% ^{hL}	432 54% ^{hL}	242 41%
SUMMARY CODES												
UNIMPORTANT	114 5% ^{dj}	55 5%	58 5%	8 2%	15 3%	16 4%	16 4%	24 8% ^{aDEgjk}	33 11% ^{ADEFQJK}	23 3%	34 4%	57 10% ^{ADEFQJK}
IMPORTANT	1831 82% ^L	903 82%	927 83%	298 86% ^{hL}	420 86% ^{hL}	364 88% ^{AHIL}	324 83% ^L	223 78% ^d	203 67%	718 86% ^{aHIL}	687 86% ^{ahL}	426 73%
Mean Score	1.253 ^{HIL}	1.225	1.281	1.367 ^{aHIL}	1.349 ^{HIL}	1.353 ^{HIL}	1.314 ^{hL}	1.171	0.884	1.355 ^{AHIL}	1.334 ^{HIL}	0.997
Standard Deviation	0.939	0.936	0.941	0.789	0.847	0.868	0.915	1.027	1.151	0.823	0.891	1.098
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.003	0.005	0.003	0.001	0.001	0.002



Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very unimportant	(-2) 50	12	19	8	10	31	18	19	31
		3%	3%	2%	2%	3%	2%	7%	3%h
Somewhat unimportant	(-1) 64	17	26	8	14	42	22	38	26
		4%	4%g	2%	2%	4%g	2%	3%	3%
Neither important nor unimportant	(0) 279	49	78	46	106	127	152	144	135
		13%	13%	10%	18%ABCADFG	11%	14%df	11%	14%
Somewhat important	(1) 712	157	229	156	170	386	326	409	303
		32%	33%	33%	28%	33%e	30%	33%	31%
Very important	(2) 1119	230	336	255	298	566	552	645	474
		50%	49%	54%	50%	49%	52%	51%	49%
SUMMARY CODES									
UNIMPORTANT	114	29	45	16	24	73	40	56	57
		5%	6%	7%deg	4%	6%deG	4%	4%	6%
IMPORTANT	1831	387	565	411	469	952	878	1054	777
		82%ee	83%	82%aaEg	78%	83%e	82%	84%ii	80%
Mean Score	1.283	1.239	1.217	1.355acaeF	1.225	1.226	1.282	1.294i	1.200
Standard Deviation	0.939	0.959	0.979	0.859	0.933	0.970	0.903	0.893	0.992
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very unimportant	(-2) 50 2%	39 2%	11 3%	44 2%	1 1%	1 1%	3 4%
Somewhat unimportant	(-1) 64 3%	51 3%	13 3%	58 3%	3 1%	4 4%	-
Neither important nor unimportant	(0) 279 13%	233 13%	46 12%	245 13%g	18 9%	10 11%	6 6%
Somewhat important	(1) 712 32%G	581 32%	131 33%	602 33%G	62 32%G	36 37%G	12 12%
Very important	(2) 1119 50%	922 51%	196 49%	886 48%	110 57%d	47 47%	76 78%ADEF
SUMMARY CODES							
UNIMPORTANT	114 5%	90 5%	24 6%	102 6%e	4 2%	5 5%	3 4%
IMPORTANT	1831 82%	1503 82%	327 82%	1488 81%	172 89%ad	83 85%	88 91%ad
Mean Score	1.253	1.258	1.229	1.215	1.426d	1.262	1.618ADF
Standard Deviation	0.939	0.932	0.971	0.955	0.774	0.875	0.887
Error Variance	*	*	0.002	0.001	0.003	0.008	0.008

Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorks and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very unimportant	(-2) 50 2%	-	2	5	5	4	8	5	13	2	1	1	3	5	45
Somewhat unimportant	(-1) 64 3%	8	7%	3	4	3	7	4	11	9	4	3	-	7	57
Neither important nor unimportant	(0) 279 13%	16	24	12	33	27	18	50	28	36	10	18	6	37	242
Somewhat important	(1) 712 32%EM	29	88	54	30	54	69	125	110	42	36	62	12	96	616
Very important	(2) 1119 50%j	42	114	95	75	90	102	152	153	60	47	110	76	191	927
SUMMARY CODES															
UNIMPORTANT	114	8	11	8	9	7	15	9	24	11	5	4	3	12	102
IMPORTANT	1831	71	203	149	108	144	171	277	264	101	83	172	88	288	1543
Mean Score	1.253J	1.095	1.283J	1.369hJ	1.147	1.257J	1.223	1.238J	1.199	0.998	1.262J	1.426aBE	1.618ABC	1.376ao	1.231
Standard Deviation	0.939	0.975	0.852	0.905	1.067	0.828	1.019	0.851	1.028	1.007	0.875	0.774	0.887	0.865	0.950
Error Variance	*	0.011	0.003	0.005	0.006	0.005	0.005	0.002	0.004	0.006	0.008	0.003	0.008	0.003	*

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base



Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very unimportant	(-2) 50	6	2	29	39	5	44	12	5	30
		2%	1%	3%	2%	3%	2%	1%	1%	5%AH
Somewhat unimportant	(-1) 64	6	5	31	53	5	57	15	19	29
		3%	2%	3%	3%	3%	3%	2%	3%	5%aH
Neither important nor unimportant	(0) 279	37	27	130	208	33	241	70	93	110
		13%H	12%	14%	12%	17%	12%	8%	13%H	18%AH
Somewhat important	(1) 712	118	71	291	566	65	631	265	229	212
		32%	32%	31%	32%	34%	33%	30%	33%	34%
Very important	(2) 1119	170	118	451	879	86	965	524	347	236
		50%J	53%	48%	50%	44%	50%	59%AU	50%J	38%
SUMMARY CODES										
UNIMPORTANT	114	11	7	60	92	10	102	27	24	59
		5%h	3%	6%	5%	5%	5%	3%	3%	10%AH
IMPORTANT	1831	287	189	742	1445	151	1596	789	576	448
		82%J	86%J	80%	83%	78%	82%	89%AU	83%J	73%
Mean Score	1.283J	1.309	1.331	1.185	1.257	1.145	1.246	1.439AJ	1.289J	0.963
Standard Deviation	0.939	0.860	0.850	1.001	0.939	0.963	0.941	0.816	0.854	1.092
Error Variance	*	0.002	0.003	0.001	0.001	0.005	*	0.001	0.001	0.002

Q.17_03 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very unimportant	(-2) 50	5	43	28	17	-	32	11	7
	2% <i>f</i>	1%	2%	3% <i>d</i>	2% <i>f</i>	-	2%	3%	5% <i>a</i> <i>g</i>
Somewhat unimportant	(-1) 64	11	53	41	16	5	44	13	7
	3%	3%	3%	4% <i>e</i>	2%	2%	2%	4%	5%
Neither important nor unimportant	(0) 279	66	209	154	80	25	185	79	15
	13% <i>e</i> <i>g</i>	16% <i>c</i>	12%	14% <i>E</i>	10%	11%	10%	26% <i>A</i> <i>G</i> <i>I</i>	12%
Somewhat important	(1) 712	125	584	348	261	78	592	89	30
	32%	31%	32%	33%	31%	33%	33%	29%	24%
Very important	(2) 1119	202	915	490	457	131	937	116	65
	50% <i>d</i> <i>h</i>	49%	51%	46%	55% <i>a</i> <i>D</i>	55% <i>d</i>	52% <i>H</i>	38%	53% <i>H</i>
SUMMARY CODES									
UNIMPORTANT	114	16	97	69	33	5	76	24	13
	5%	4%	5%	7% <i>e</i> <i>f</i>	4%	2%	4%	8% <i>g</i>	11% <i>a</i> <i>g</i>
IMPORTANT	1831	327	1499	838	718	209	1529	206	96
	82% <i>d</i> <i>h</i>	80%	83%	79%	86% <i>a</i> <i>D</i>	87% <i>D</i>	85% <i>a</i> <i>H</i>	67%	77% <i>h</i>
Mean Score	1.253 <i>d</i> <i>h</i>	1.241	1.260	1.160	1.356 <i>a</i> <i>D</i>	1.390 <i>D</i>	1.317 <i>a</i> <i>H</i>	0.929	1.137
Standard Deviation	0.939	0.904	0.943	0.988	0.883	0.765	0.887	1.057	1.160
Error Variance	-	0.002	0.001	0.001	0.001	0.003	-	0.004	0.011

Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very unimportant	(-2) 38 2%	20 2%	18 2%	4 1%	6 1%	5 1%	9 2%	2 1%	11 4%adehJ	10 1%	14 2%	13 2%
Somewhat unimportant	(-1) 28 1%	20 2% ^c	8 1%	2 1%	5 1%	4 1%	5 1%	3 1%	8 3% ^{dj}	7 1%	9 1%	11 2%
Neither important nor unimportant	(0) 218 10% ^E	104 9%	114 10%	31 9%	28 6%	28 7%	36 9%	33 12% ^{Ej}	62 21%ADEFHJK	59 7%	64 8%	95 16%ADEFGLK
Somewhat important	(1) 621 28%	318 29%	303 27%	98 28%	126 26%	129 31%	97 25%	91 32%	79 26%	225 27%	226 28%	171 29%
Very important	(2) 1319 59% ^L	642 58%	676 60%	211 61% ^L	323 66% ^{LAHIL}	246 60% ^L	243 62% ^L	155 54%	141 47%	534 64% ^{aHIL}	488 61% ^L	296 51%
SUMMARY CODES												
UNIMPORTANT	65 3%	40 4%	25 2%	6 2%	11 2%	10 2%	14 4%	6 2%	18 6%ADEFhjk	17 2%	24 3%	24 4% ^j
IMPORTANT	1940 87% ^L	961 87%	979 88%	309 89% ^L	449 92%AghIL	374 91% ^L	340 87% ^L	246 86% ^L	221 73%	759 91% ^{AIL}	714 89% ^L	467 80% ^u
Mean Score	1.420 ^{IL}	1.397	1.442	1.472 ^{IL}	1.546 ^{AHIL}	1.467 ^L	1.435 ^L	1.380 ^{ll}	1.106	1.515 ^{AHIL}	1.451 ^L	1.239 ^L
Standard Deviation	0.847	0.868	0.825	0.779	0.760	0.775	0.889	0.795	1.044	0.768	0.834	0.941
Error Variance	*	0.001	0.001	0.002	0.001	0.002	0.003	0.003	0.003	0.001	0.001	0.001



Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very unimportant	(-2) 38	8	14	8	8	22	16	20	18
		2%	2%	2%	1%	2%	1%	2%	2%
Somewhat unimportant	(-1) 28	6	11	3	8	16	12	12	16
		1%	2%	1%	1%	1%	1%	1%	2%
Neither important nor unimportant	(0) 219	33	59	45	81	92	108	103	115
		10%	9%	10%	13%ABCAF	8%	12%bcF	9%	12%H
Somewhat important	(1) 621	142	196	116	168	338	284	357	264
		28%	28%	24%	28%	29%	27%	28%	27%
Very important	(2) 1319	276	409	300	333	685	634	763	555
		59%	59%	64%e	56%	59%	59%	61%	57%
SUMMARY CODES									
UNIMPORTANT	65	14	24	11	16	38	27	31	34
	3%	3%	4%	2%	3%	3%	3%	2%	4%
IMPORTANT	1940	418	605	416	501	1023	917	1121	819
	87%ee	90%Eg	88%e	84%	89%Eg	86%	89%l	85%	85%
Mean Score	1.420	1.444	1.419	1.474e	1.358	1.429	1.409	1.461l	1.366
Standard Deviation	0.847	0.824	0.864	0.830	0.857	0.847	0.847	0.810	0.890
Error Variance	-	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.001



Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?

Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very unimportant	(-2) 38 2%	27 1%	10 3%	35 2%	1 *	2 2%	- -
Somewhat unimportant	(-1) 28 1%	20 1%	8 2%	26 1%	1 1%	- -	1 1%
Neither important nor unimportant	(0) 218 10% ^d	188 10%	30 7%	194 11% ^F	17 9% ^d	2 2%	5 5%
Somewhat important	(1) 621 28% ^G	515 28%	107 27%	540 29% ^{eG}	43 22%	26 26% ^g	13 14%
Very important	(2) 1319 59%	1076 59%	243 61%	1039 57%	133 68% ^{aD}	69 70% ^{ad}	78 81% ^{ADe}
SUMMARY CODES							
UNIMPORTANT	65 3%	47 3%	18 5% ^b	61 3%	2 1%	2 2%	1 1%
IMPORTANT	1940 87%	1590 87%	350 88%	1579 86%	175 90%	95 96% ^{aD}	91 94% ^{ad}
Mean Score	1.420	1.420	1.419	1.375	1.577^{aD}	1.633^{aD}	1.743^{AD}
Standard Deviation	0.847	0.833	0.908	0.873	0.899	0.898	0.577
Error Variance	*	*	0.902	*	0.903	0.905	0.903

Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very unimportant	(-2)	38 2%	- -	2 1%	3 2%	1 1%	4 2%	10 5%AbcehLm	5 1%	7 2%	3 2%	2 2%	1 -	7 2%	30 2%
Somewhat unimportant	(-1)	28 1%	7 8%ACdEFGHjKlM	3 1%	3 2%	1 1%	1 -	2 1%	3 1%	5 1%	2 1%	- -	1 1%	1 -	26 1%
Neither important nor unimportant	(0)	218 10%DK	11 12%Dk	24 10%Dk	5 3%	24 15%aDGIK m	23 13%DgIKm	13 7%	50 15%ADGIK m	22 7%	22 15%DgIKm	2 9%dk	17 5%	5 2%	198 10%n
Somewhat important	(1)	621 28%aLm	32 34%eM	71 30%eM	48 29%eM	28 18%	47 26% m	56 27% m	106 32% EIM	107 34% ELM	46 31% eM	26 26% m	43 22%	13 14%	549 29% n
Very important	(2)	1319 59%bh	45 47%	138 58%	110 65%bhj	97 64%bhj	103 58%	123 60%bh	172 51%	176 56%	76 51%	69 70%aBcHI J	133 68%aBcHI J	78 81%ABCDE FGHIJ	1083 70%AO
SUMMARY CODES															
UNIMPORTANT	65 3%	7 8%acehLm	5 2%	7 4%	2 1%	5 3%	12 6%aem	8 2%	12 4%	5 3%	2 2%	2 1%	1 1%	9 3%	57 3%
IMPORTANT	1940 87%bh	77 81%	208 88%	158 93%aBEIH J	124 83%	150 84%	179 88%	278 83%	283 89%bhj	121 82%	95 96%aBcEF gHU	175 90%behj	91 94%aBEIH J	308 91%ao	1632 87%
Mean Score	1.420bh	1.204	1.431b	1.519Bhj	1.451b	1.375	1.376	1.303	1.391	1.279	1.633aBc	1.577aBI	1.743ABC	1.566AO	1.393
Standard Deviation	0.847	0.927	0.799	0.815	0.838	0.891	1.003	0.857	0.857	0.901	0.699	0.699	0.577	0.895	0.852
Error Variance	*	0.010	0.003	0.004	0.005	0.004	0.005	0.002	0.003	0.006	0.005	0.003	0.003	0.002	*

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - abc/d/e/f/gh/ij/k/l/m - a/mo
* small base



Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school

Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very unimportant	(-2) 38	6	4	18	31	3	34	13	5	18
		2%	2%	2%	2%	1%	2%	1%	1%	3%j
Somewhat unimportant	(-1) 28	2	1	15	21	1	22	8	6	14
		1%	1%	2%	1%	1%	1%	1%	1%	2%j
Neither important nor unimportant	(0) 218	37	23	102	155	26	182	50	63	95
		10%h	11%	11%	9%	14%e	9%	6%	9%h	15%AhI
Somewhat important	(1) 621	109	63	261	491	58	548	224	199	192
		28%	32%	28%	28%	30%	28%	25%	29%	31%h
Very important	(2) 1319	182	133	536	1046	106	1152	590	421	298
		59%j	54%	58%	60%	55%	59%	67%AJ	61%J	48%
SUMMARY CODES										
UNIMPORTANT	65	8	5	33	52	4	56	21	10	32
		3%	3%	4%	3%	2%	3%	2%	2%	5%aHI
IMPORTANT	1940	291	195	797	1537	164	1701	815	620	490
		87%j	87%	86%	88%	84%	88%	92%AJ	89%J	79%
Mean Score	1.420J	1.364	1.427	1.376	1.433	1.359	1.426	1.547AJ	1.479J	1.198
Standard Deviation	0.847	0.847	0.829	0.883	0.843	0.840	0.843	0.770	0.752	0.974
Error Variance	*	0.002	0.003	0.001	*	0.004	*	0.001	0.001	0.001

Q.17_04 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very unimportant	(-2)	38 2%	34 2%	19 2%	12 1%	2 1%	27 2%	7 2%	3 2%
Somewhat unimportant	(-1)	28 1%	8 1%	20 2%	8 1%	2 1%	20 1%	4 1%	4 3%
Neither important nor unimportant	(0)	218 10%kg	53 13%c	161 9%	124 12%EF	61 7%	141 8%	66 21%AGI	11 9%
Somewhat important	(1)	621 28%	102 25%	516 29%	310 29%	215 32%	76 28%	504 28%	88 24%
Very important	(2)	1319 59%H	244 60%	1073 59%	590 56%	534 64%aD	147 61%	1098 61%H	143 46%
SUMMARY CODES									
UNIMPORTANT	65 3%	10 3%	54 3%	36 3%	20 2%	4 2%	47 3%	12 4%	7 5%
IMPORTANT	1940 87%H	346 85%	1589 88%	900 85%	749 90%aD	223 93%aD	1602 89%aH	232 75%	107 86%h
Mean Score	1.420gH	1.410	1.427	1.353	1.506aD	1.521d	1.487H	1.151	1.408h
Standard Deviation	0.847	0.831	0.846	0.881	0.792	0.712	0.810	0.964	0.938
Error Variance	-	0.002	-	0.001	0.001	0.002	-	0.003	0.008



Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very unimportant	(-2) 63 3%	24 2%	39 4%	10 3%	16 3%	9 2%	11 3%	5 2%	13 4%	26 3%	19 2%	18 3%
Somewhat unimportant	(-1) 77 3% <i>h</i>	41 4%	36 3%	15 4% <i>h</i>	21 4% <i>h</i>	13 3% <i>h</i>	15 4% <i>h</i>	10 3%	3 1%	36 4% <i>h</i>	28 3% <i>h</i>	13 2%
Neither important nor unimportant	(0) 303 14%	153 14%	150 13%	56 16%	57 12%	48 12%	52 13%	29 10%	62 20% <i>AEFGHJK</i>	112 13%	100 12%	91 16%
Somewhat important	(1) 671 30% <i>g</i>	356 32% <i>c</i>	314 28%	99 29%	165 34% <i>Gk</i>	130 31% <i>g</i>	90 23%	97 34% <i>G</i>	89 30%	265 32% <i>G</i>	220 27%	186 32% <i>G</i>
Very important	(2) 1109 50%	531 48%	579 52%	167 48%	230 47%	213 52%	223 57% <i>LeadEJL</i>	143 50%	134 45%	396 47%	435 54% <i>elj</i>	278 47%
SUMMARY CODES												
UNIMPORTANT	140 6%	64 6%	75 7%	25 7%	37 8%	22 5%	25 7%	15 5%	16 5%	62 7%	47 6%	30 5%
IMPORTANT	1780 80% <i>h</i>	867 80% <i>h</i>	893 80% <i>h</i>	266 77% <i>h</i>	395 81% <i>h</i>	342 83% <i>dh</i>	313 80% <i>h</i>	240 84% <i>dh</i>	224 74% <i>h</i>	661 79% <i>h</i>	655 82% <i>h</i>	464 79% <i>h</i>
Mean Score	1.2091	1.204	1.213	1.146	1.171	1.2711	1.2811	1.2771	1.097	1.161	1.2761	1.185
Standard Deviation	0.993	0.959	1.026	1.029	1.011	0.938	1.013	0.912	1.030	1.018	0.974	0.978
Error Variance	*	0.001	0.001	0.003	0.002	0.002	0.003	0.004	0.003	0.001	0.001	0.002



Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very unimportant	(-2) 63	11	20	18	14	31	32	30	33
	3%	2%	3%	4%	2%	3%	3%	2%	3%
Somewhat unimportant	(-1) 77	14	36	8	18	51	26	51	26
	3%	3%	5%aaDG	2%	3%	4%dg	2%	4%	3%
Neither important nor unimportant	(0) 303	49	89	70	95	139	165	174	130
	14%	11%	13%	15%	18%bf	12%	15%bf	14%	13%
Somewhat important	(1) 671	167	197	132	175	364	307	380	290
	30%	36%acadeq	29%	26%	29%	32%	29%	30%	30%
Very important	(2) 1109	224	345	246	295	569	541	621	489
	50%	48%	50%	52%	49%	49%	51%	49%	50%
SUMMARY CODES									
UNIMPORTANT	140	25	57	26	32	81	58	60	59
	6%	5%	6%g	5%	7%	7%	5%	6%	6%
IMPORTANT	1780	391	542	377	470	933	847	1001	779
	80%	84%ceq	79%	80%	79%	81%	79%	80%	80%
Mean Score	1.209	1.247	1.177	1.225	1.202	1.205	1.212	1.204	1.214
Standard Deviation	0.993	0.925	1.038	1.013	0.975	0.994	0.991	0.983	1.006
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001



Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very unimportant	(-2) 63 3%	46 3%	17 4%	55 3%	5 2%	2 2%	1 1%
Somewhat unimportant	(-1) 77 3% ^c	72 4% ^C	5 1%	69 4%	4 2%	2 2%	1 1%
Neither important nor unimportant	(0) 303 14% ^{cG}	269 15% ^C	35 9%	268 15% ^G	22 11% ^G	9 9%	4 4%
Somewhat important	(1) 671 30% ^G	564 31%	107 27%	583 32% ^{eG}	46 24% ^G	32 32% ^G	10 10%
Very important	(2) 1109 50%	875 48%	234 59% ^{AB}	859 47%	116 60% ^{aD}	54 55%	81 83% ^{ADEF}
SUMMARY CODES							
UNIMPORTANT	140 6%	118 6%	22 5%	124 7%	9 5%	4 4%	3 3%
IMPORTANT	1780 80%	1439 79%	341 86% ^{aB}	1442 79%	163 84%	85 87%	90 93% ^{ADE}
Mean Score	1.209	1.178	1.350 ^{aB}	1.156	1.370 ^{aD}	1.361	1.730 ^{ADEF}
Standard Deviation	0.993	0.990	0.995	1.006	0.943	0.870	0.714
Error Variance	*	0.001	0.003	0.001	0.005	0.008	0.005

Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very unimportant	(-2) 63 3%e	1 1%	5 2%	7 4%e	-	4 3%	8 4%e	14 4%e	10 3%	6 4%e	2 2%	5 2%	1 1%	6 2%	57 3%
Somewhat unimportant	(-1) 77 3%j	9 9%AFhijk	15 6%aF	7 4%j	5 3%	1 1%	7 3%	12 3%	10 3%	3 2%	2 2%	4 2%	1 1%	13 4%	63 3%
Neither important nor unimportant	(0) 303 14%M	13 14%lm	42 18%dgM	15 9%	24 16%M	28 16%M	20 10%	78 23%ADGIKL M	25 8%	22 15%M	9 9%	22 11%lm	4 4%	39 12%	264 14%
Somewhat important	(1) 671 30%eM	29 30%M	73 31%M	44 26%M	32 22%lm	50 28%M	64 31%M	117 35%EM	122 39%ADEIL M	51 34%eM	32 32%M	46 24%M	10 10%	104 31%	567 30%
Very important	(2) 1109 50%ch	44 46%	101 43%	97 57%CHj	89 59%aCHj	93 53%H	105 51%H	114 34%	149 47%H	66 44%h	54 55%H	116 60%abCHI J	81 83%ABCDE FGHIJKL	175 52%	935 50%
SUMMARY CODES															
UNIMPORTANT	140 6%	10 10%etm	20 9%ef	14 8%	5 3%	6 3%	15 7%	26 8%	20 6%	9 6%	4 4%	9 5%	3 3%	19 6%	121 6%
IMPORTANT	1780 80%ch	73 76%	175 74%	141 83%h	121 81%H	144 81%H	169 83%h	231 69%	271 86%abCH	117 79%h	85 87%ch	163 84%ch	90 93%ABCDE FGHJL	278 83%	1502 80%
Mean Score	1.209eH	1.104	1.056	1.282cH	1.369bCH	1.280cH	1.226cH	0.911	1.236cH	1.128	1.361cH	1.370abc	1.730ABC	1.272	1.197
Standard Deviation	0.993	1.029	1.028	1.052	0.866	0.928	1.033	1.044	0.950	1.018	0.870	0.943	0.714	0.936	1.002
Error Variance	-	0.012	0.005	0.007	0.005	0.005	0.005	0.004	0.003	0.008	0.008	0.005	0.005	0.003	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Mean: Columns Tested (1%, 5% risk level) - abc/def/ghijklm - a/mo
* small base



Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very unimportant	(-2) 63 3%	10 3%	2 1%	31 3%	44 3%	2 1%	47 2%	19 2%	16 2%	26 4%h
Somewhat unimportant	(-1) 77 3%	9 3%	18 8%ABD	22 2%	65 4%	5 3%	70 4%	38 4%	17 2%	21 3%
Neither important nor unimportant	(0) 303 14%	59 17%	29 13%	127 14%	215 12%	36 19%ag	252 13%	101 11%	88 13%	104 17%hI
Somewhat important	(1) 671 30%	115 34%	74 33%	273 29%	526 30%	76 39%aag	601 31%	254 29%	220 32%	193 31%
Very important	(2) 1109 50%bF	144 43%	101 45%	478 51%b	894 51%F	74 38%	968 50%F	474 54%J	352 51%j	272 44%
SUMMARY CODES										
UNIMPORTANT	140 6%	19 6%	21 9%	53 6%	109 6%	8 4%	117 6%	57 6%	33 5%	48 8%j
IMPORTANT	1780 80%j	258 77%	175 78%	751 81%	1420 81%	150 77%	1570 81%	728 82%J	572 83%J	465 75%
Mean Score	1.209J	1.112	1.128	1.229	1.239	1.103	1.225	1.272J	1.263J	1.075
Standard Deviation	0.993	0.981	0.996	0.995	0.978	0.884	0.970	0.969	0.934	1.063
Error Variance	*	0.003	0.004	0.001	0.001	0.004	0.001	0.001	0.001	0.002



Q.17_05 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very unimportant	(-2) 63 3%	11 3%	51 3%	30 3%	23 3%	2 1%	45 3%	11 4%	7 5%
Somewhat unimportant	(-1) 77 3%	18 4%	59 3%	37 4%	31 4%	7 3%	61 3%	11 4%	5 4%
Neither important nor unimportant	(0) 303 14%g	67 16%	230 13%	135 13%	108 13%	35 15%	199 11%	88 28%AGI	17 14%
Somewhat important	(1) 671 30%	124 30%	547 30%	337 32%	236 28%	80 33%	555 31%	81 26%	35 28%
Very important	(2) 1109 50%H	190 46%	919 51%	521 49%	432 52%	115 48%	930 52%H	119 38%	61 49%
SUMMARY CODES									
UNIMPORTANT	140 6%	29 7%	109 6%	68 6%	55 7%	9 4%	106 6%	22 7%	12 9%
IMPORTANT	1780 80%H	314 77%	1465 81%b	858 81%	668 80%	195 82%	1485 83%aH	200 65%	96 77%h
Mean Score	1.209H	1.130	1.232	1.207	1.230	1.250	1.264H	0.925	1.113
Standard Deviation	0.993	1.016	0.983	0.988	1.001	0.878	0.962	1.062	1.122
Error Variance	-	0.003	0.001	0.001	0.001	0.004	0.001	0.004	0.011



Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very unimportant	(-2) 41	19	22	2	8	5	10	6	10	11	14	16
		2%	2%	1%	2%	1%	2%	2%	3%	1%	2%	3%
Somewhat unimportant	(-1) 49	25	24	7	13	10	6	8	5	20	16	14
		2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%
Neither important nor unimportant	(0) 259	121	138	33	48	40	46	29	64	81	85	92
		12%	11%	10%	10%	10%	12%	10%	21% ^{ADEFGHJK}	10%	11%	16% ^{ADEFH}
Somewhat important	(1) 720	371	348	128	162	134	113	95	88	290	247	183
		32%	34%	37% ^g	33%	33%	29%	33%	29%	35%	31%	31%
Very important	(2) 1154	568	586	176	258	224	216	147	134	434	440	281
		52% ^l	51%	51%	53% ^l	54% ^l	55% ^{ll}	52%	45%	52% ^l	55% ^{ll}	48%
SUMMARY CODES												
UNIMPORTANT	90	44	46	10	21	15	15	14	15	31	30	30
	4%	4%	4%	3%	4%	4%	4%	5%	5%	4%	4%	5%
IMPORTANT	1874	940	934	304	420	358	329	242	222	724	687	464
	84% ^{IL}	85%	84%	88% ^{IL}	86% ^{IL}	87% ^{IL}	84% ^l	85% ^l	74%	87% ^{IL}	86% ^{IL}	79%
Mean Score	1.300 ^{ll}	1.309	1.298	1.350 ^{ll}	1.327 ^{ll}	1.362 ^{ll}	1.335 ^{ll}	1.294 ^l	1.097	1.337 ^{IL}	1.349 ^{IL}	1.193
Standard Deviation	0.894	0.880	0.898	0.790	0.863	0.845	0.916	0.915	1.012	0.845	0.860	0.971
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.003	0.004	0.003	0.001	0.001	0.002



Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very unimportant	(-2) 41	10	14	8	9	24	17	22	19
		2%	2%	2%	2%	2%	2%	2%	2%
Somewhat unimportant	(-1) 49	11	17	6	14	28	21	29	20
		2%	2%	1%	2%	2%	2%	2%	2%
Neither important nor unimportant	(0) 259	42	69	61	87	110	148	138	121
		12%	9%	10%	15%abcf	10%	14%bcf	11%	12%
Somewhat important	(1) 720	158	248	131	183	405	314	393	326
		32%	34%	36%DG	28%	31%	35%DG	29%	34%
Very important	(2) 1154	244	341	267	303	585	570	672	482
		52%	52%	56%e	51%	51%	53%	54%	50%
SUMMARY CODES									
UNIMPORTANT	90	21	31	14	24	52	38	52	39
	4%	5%	4%	3%	4%	5%	4%	4%	4%
IMPORTANT	1874	402	588	398	486	990	884	1065	809
	84%	86%e	86%	84%	81%	86%eg	83%	85%	84%
Mean Score	1.303	1.321	1.286	1.359	1.265	1.300	1.307	1.325	1.274
Standard Deviation	0.894	0.899	0.891	0.877	0.906	0.894	0.894	0.891	0.897
Error Variance	*	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.001



Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very unimportant	(-2) 41 2%	30 2%	11 3%	38 2%	2 1%	1 1%	- -
Somewhat unimportant	(-1) 49 2%	40 2%	9 2%	41 2%	5 2%	2 2%	1 1%
Neither important nor unimportant	(0) 259 12%	220 12%	38 10%	228 12%	16 8%	6 6%	8 9%
Somewhat important	(1) 720 32%G	588 32%	132 33%	618 34%G	56 29%G	36 37%G	9 10%
Very important	(2) 1154 52%	947 52%	207 52%	909 50%	115 59%G	53 54%	78 80%ADEF
SUMMARY CODES							
UNIMPORTANT	90 4%	70 4%	20 5%	79 4%	7 3%	3 3%	1 1%
IMPORTANT	1874 84%	1535 84%	339 85%	1527 83%	171 88%	89 90%	87 90%
Mean Score	1.303	1.305	1.295	1.264	1.433d	1.396	1.689ADEF
Standard Deviation	0.894	0.885	0.935	0.909	0.826	0.795	0.692
Error Variance	*	*	0.002	*	0.003	0.007	0.005

Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very unimportant	(-2) 41	-	4	3	1	4	5	5	10	4	1	2	-	6	35
	2%	-	2%	2%	1%	3%	3%	2%	3%	3%	1%	1%	-	2%	2%
Somewhat unimportant	(-1) 49	4	6	3	1	3	7	7	6	3	2	5	1	4	45
	2%	5%	3%	2%	1%	3%	3%	2%	2%	2%	2%	2%	1%	1%	2%
Neither important nor unimportant	(0) 259	15	26	10	23	28	15	60	25	27	6	16	8	36	222
	12% _d	16% _{dgi}	11%	6%	15% _{dgi}	16% _{dgi}	7%	18% _{AcDGikLm}	8%	18% _{aDGikLm}	6%	8%	9%	11%	12%
Somewhat important	(1) 720	33	93	50	36	48	81	113	112	51	36	56	9	94	625
	32% _{eM}	34% _M	39% _{aEiM}	30% _M	24% _M	27% _M	40% _{aEiM}	34% _{eM}	36% _{eM}	35% _M	37% _{eM}	29% _M	10%	29%	33%
Very important	(2) 1154	44	109	103	89	94	96	150	163	62	53	115	78	196	958
	52% _h	46%	46%	61% _{abCgHJ}	59% _{cghJ}	53%	47%	45%	51%	42%	54%	59% _{abCgHJ}	80% _{ABCDEFGHJKL}	58% _o	51%
SUMMARY CODES															
UNIMPORTANT	90	4	11	6	2	8	12	12	16	8	3	7	1	10	81
	4%	5%	4%	4%	1%	4%	6% _e	4%	5%	5%	3%	3%	7%	3%	4%
IMPORTANT	1874	77	201	153	125	142	177	265	275	114	89	171	87	291	1584
	84% _h	80%	85%	90% _{abHJ}	83%	80%	87% _h	78%	87% _h	77%	90% _h	88% _{hJ}	90% _h	86%	84%
Mean Score	1.303_h	1.210	1.241	1.456_{abc}	1.408_{HJ}	1.263	1.251	1.178	1.301	1.106	1.396_h	1.433_{bcg}	1.689_{ABC}	1.400	1.286
Standard Deviation	0.894	0.873	0.880	0.840	0.815	0.961	0.924	0.907	0.932	0.978	0.795	0.826	0.692	0.857	0.899
Error Variance	-	0.009	0.003	0.004	0.004	0.005	0.004	0.003	0.003	0.007	0.007	0.003	0.005	0.003	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
 Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very unimportant	(-2) 41 2% _{kl}	4 1%	4 2%	23 2%	33 2%	3 1%	36 2%	12 1%	5 1%	22 4% _{ahl}
Somewhat unimportant	(-1) 49 2%	10 3%	6 2%	18 2%	40 2%	4 2%	44 2%	19 2%	13 2%	17 3%
Neither important nor unimportant	(0) 259 12% _h	41 12%	21 8%	125 13%	183 10%	31 16% _{eg}	211 11%	73 8%	77 11%	100 16% _{ahl}
Somewhat important	(1) 720 32%	121 36%	86 38% _d	289 31%	567 33%	77 40% _{ae}	645 33%	272 31%	230 33%	210 34%
Very important	(2) 1154 52% _{FJ}	160 48%	107 48%	476 51%	925 53% _F	79 41%	1004 52% _F	511 58% _{AJ}	368 53% _J	267 43%
SUMMARY CODES										
UNIMPORTANT	90 4%	14 4%	9 4%	41 4%	73 4%	7 3%	79 4%	31 3%	18 3%	40 6% _{ahl}
IMPORTANT	1874 84% _J	261 84% _J	193 86%	765 82%	1492 86%	156 81%	1648 85%	783 88% _{AJ}	598 86% _J	477 77%
Mean Score	1.303 _J	1.259	1.286	1.264	1.325 _F	1.164	1.309 _F	1.412 _{AJ}	1.361 _J	1.104
Standard Deviation	0.894	0.868	0.863	0.936	0.888	0.866	0.887	0.835	0.806	1.012
Error Variance	*	0.002	0.003	0.001	*	0.004	*	0.001	0.001	0.002



Q.17_06 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very unimportant	(-2) 41 2%	9 2%	31 2%	19 2%	17 2% ^f	-	28 2%	8 2%	5 4% ^g
Somewhat unimportant	(-1) 49 2%	7 2%	42 2%	30 3%	16 2%	2	37 2%	8 3%	4 3%
Neither important nor unimportant	(0) 259 12% ^g	59 14%	195 11%	134 13% ^e	77 9%	26 11%	169 9%	77 25% ^{AGI}	13 10%
Somewhat important	(1) 720 32%	130 32%	588 33%	355 33%	257 31%	86 36%	584 33%	100 32%	36 29%
Very important	(2) 1154 52% ^H	205 50%	949 53%	523 49%	464 56% ^D	125 52%	971 54% ^H	117 36%	66 53% ^H
SUMMARY CODES									
UNIMPORTANT	90 4% ^f	16 4%	73 4%	49 5% ^f	33 4% ^f	2 1%	66 4%	15 5%	9 7% ^g
IMPORTANT	1874 84% ^H	335 82%	1536 85%	878 83%	720 87% ^d	211 88%	1555 87% ^{aH}	217 70%	102 82% ^h
Mean Score	1.303 ^H	1.257	1.319	1.257	1.367 ^d	1.397 ^d	1.359 ^H	1.003	1.240 ^h
Standard Deviation	0.894	0.916	0.884	0.899	0.880	0.716	0.857	0.977	1.047
Error Variance	-	0.002	-	0.001	0.001	0.002	-	0.003	0.009



Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1760	840	920	248	383	320	271	205	333	631	591	538
Weighted Base	1869	937	932	240	413	352	350	257	257	653	703	514
Very unimportant	(-2) 116 6%	54 6%	63 7%	11 5%	19 5%	18 5%	24 7%	24 9%e]	20 8%]	30 5%	41 6%	44 9%eJ
Somewhat unimportant	(-1) 106 6%	46 5%	61 7%	13 5%	18 4%	24 7%	26 7%	14 5%	12 5%	31 5%	49 7%	26 5%
Neither important nor unimportant	(0) 283 15%j	138 15%	145 16%	47 19%FK	56 14%	36 10%	49 14%	36 14%	59 23%AEFGHJK	103 16%k]	85 12%	95 18%FK
Somewhat important	(1) 505 27%j	267 28%	238 26%	76 32%l]	112 27%	98 28%	87 25%	76 29%	56 22%	188 29%l]	185 26%	131 26%
Very important	(2) 858 46%k]	433 46%	425 46%	93 39%	207 50%DI	177 50%kl]	165 47%	107 42%	110 43%	300 46%	341 49%kl]	217 42%
SUMMARY CODES												
UNIMPORTANT	223 12%	99 11%	123 13%	24 10%	38 9%	42 12%	49 14%]	38 15%e]	32 13%	61 9%	91 13%	70 14%e]
IMPORTANT	1363 73%kl]	700 75%	663 71%	169 71%	319 77%LIL	275 78%IL	252 72%	163 71%	166 64%	488 75%ll]	526 75%ll]	348 68%
Mean Score	1.007I	1.046	0.968	0.950	1.135dhIL	1.112hiL	0.981	0.886	0.868	1.067IL	1.047II	0.877
Standard Deviation	1.183	1.148	1.216	1.100	1.106	1.149	1.231	1.272	1.240	1.107	1.191	1.255
Error Variance	0.001	0.002	0.002	0.005	0.003	0.004	0.006	0.008	0.005	0.002	0.002	0.003

Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?

Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	1760	376	497	383	504	873	887	962	798
Weighted Base	1869	437	589	414	428	1026	843	1125	744
Very unimportant	(-2) 116 6%	35 8%	32 5%	28 7%	21 5%	67 7%	49 6%	64 6%	52 7%
Somewhat unimportant	(-1) 106 6%	21 5%	46 8%ag	22 5%	18 4%	67 8%	40 5%	71 6%	35 5%
Neither important nor unimportant	(0) 283 15%bb	46 11%	97 17%b	83 19%	77 18%B	143 14%	140 17%B	164 15%	119 16%
Somewhat important	(1) 505 27%	131 30%	161 27%	101 24%	112 26%	292 28%	213 25%	306 27%	198 27%
Very important	(2) 858 46%	205 47%	252 43%	202 49%	200 47%	457 45%	401 48%	519 46%	339 46%
SUMMARY CODES									
UNIMPORTANT	223 12%	56 13%	78 13%	49 12%	39 9%	134 13%ab	89 11%	135 12%	88 12%
IMPORTANT	1363 73%	335 77%ac	413 70%	302 73%	312 73%	749 73%	614 73%	825 73%	537 72%
Mean Score	1.007	1.026	0.945	1.029	1.053	0.979	1.041	1.018	0.990
Standard Deviation	1.183	1.221	1.181	1.206	1.121	1.198	1.163	1.172	1.200
Error Variance	0.001	0.004	0.003	0.004	0.002	0.002	0.002	0.001	0.002

Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1760	1440	320	1457	144	90	69
Weighted Base	1869	1526	343	1561	147	93*	68*
Very unimportant	(-2) 116 6%	95 6%	21 6%	102 7%	6 4%	6 7%	2 3%
Somewhat unimportant	(-1) 106 6%	81 5%	25 7%	88 6%	12 8%	5 5%	1 2%
Neither important nor unimportant	(0) 283 15%g	241 16%	42 12%	239 15%g	24 16%g	16 17%g	4 6%
Somewhat important	(1) 505 27%	409 27%	96 28%	438 28%g	32 22%	24 26%	11 16%
Very important	(2) 858 46%	700 46%	158 46%	693 44%	73 50%	42 45%	50 73%ADEF
SUMMARY CODES							
UNIMPORTANT	223 12%	176 12%	47 14%	191 12%	18 12%	11 12%	3 5%
IMPORTANT	1363 73%	1109 73%	254 74%	1131 72%	105 71%	66 71%	60 89%ADEF
Mean Score	1.007	1.008	1.003	0.982	1.052	0.969	1.554ADEF
Standard Deviation	1.163	1.179	1.202	1.189	1.163	1.202	0.903
Error Variance	0.001	0.001	0.005	0.001	0.009	0.016	0.012

Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1760	84	182	144	114	159	181	218	250	125	90	144	69	254	1506
Weighted Base	1869	92*	189	151	118	163	189	240	280	139	93*	147	68*	310	1558
Very unimportant	(-2) 116 8%h	6 7%h	11 6%	17 11%aeHlm	3 3%	13 8%h	12 7%h	5 2%	23 8%h	11 8%h	6 7%h	6 4%	2 3%	19 6%	98 6%
Somewhat unimportant	(-1) 106 6%h	5 5%	12 6%	12 8%h	9 8%h	7 4%	11 6%	6 2%	21 8%h	5 4%	5 5%	12 8%h	1 2%	23 7%	84 5%
Neither important nor unimportant	(0) 283 15%gim	22 24%adGIM	36 19%gim	18 12%	23 19%gim	27 17%im	18 10%	38 16%j	26 9%	31 22%adGIM	16 17%im	24 16%im	4 6%	33 11%	250 16%im
Somewhat important	(1) 505 27%in	19 21%	52 28%	39 26%	29 25%	32 20%	50 26%	86 36%AbefgLM	87 31%im	43 31%im	24 26%	32 22%	11 16%	65 21%	440 28%in
Very important	(2) 858 46%j	39 43%	78 42%	64 42%	53 45%	83 51%j	98 52%j	106 44%	123 44%	48 35%	42 45%	73 50%j	50 73%ABCDE FGHIJKL	171 55%AO	687 44%
SUMMARY CODES															
UNIMPORTANT	223 12%h	11 12%h	22 12%h	30 20%AHM	12 11%h	20 12%h	23 12%h	10 4%	44 16%hm	17 12%h	11 12%h	18 12%h	3 5%	41 13%	181 12%
IMPORTANT	1363 73%	58 63%	131 69%	103 68%	83 70%	115 71%	148 78%j	182 80%AbcdJ	210 75%b	91 66%	66 71%	105 71%	60 89%ABCDE FLJKL	236 76%	1127 72%
Mean Score	1.007	0.866	0.932	0.795	1.020	1.012	1.112dj	1.179abc Dj	0.951	0.802	0.969	1.052	1.554ABC L	1.116	0.985
Standard Deviation	1.183	1.232	1.169	1.369	1.104	1.262	1.194	0.916	1.255	1.197	1.202	1.163	0.903	1.217	1.175
Error Variance	0.001	0.018	0.008	0.013	0.011	0.010	0.008	0.004	0.006	0.011	0.016	0.009	0.012	0.006	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1760	254	168	713	1637	123	1760	582	539	522
Weighted Base	1869	270	175	791	1745	124	1869	753	585	515
Very unimportant	(-2) 116	8	5	53	114	2	116	34	31	49
		6%	3%	7% ^b	7%	2%	6%	5%	5%	10% ^{aH}
Somewhat unimportant	(-1) 106	10	9	44	102	4	106	41	30	35
		6%	4%	6%	6%	3%	6%	5%	5%	7%
Neither important nor unimportant	(0) 283	42	26	126	257	27	283	89	86	103
		15% ^h	15%	16%	15%	22%	15%	12%	15%	20% ^{aH}
Somewhat important	(1) 505	103	45	205	464	40	505	201	168	133
		27%	38% ^{aD}	26%	27%	33%	27%	27%	29%	26%
Very important	(2) 858	107	90	363	808	51	858	389	269	194
		46% ^J	40%	46%	46%	41%	46%	52% ^{aJ}	46% ^J	38%
SUMMARY CODES										
UNIMPORTANT	223	18	14	98	216	7	223	75	61	85
		12% ^{af}	7%	12% ^b	12% ^f	5%	12% ^f	10%	11%	16% ^{aH}
IMPORTANT	1363	211	135	567	1272	91	1363	589	437	327
		73% ^J	78%	72%	73%	73%	78% ^{AJ}	78% ^{AJ}	75% ^J	64%
Mean Score	1.007J	1.077	1.172	0.986	1.003	1.065	1.007	1.154AJ	1.049J	0.751
Standard Deviation	1.183	0.988	1.056	1.204	1.197	0.966	1.183	1.111	1.139	1.286
Error Variance	0.001	0.004	0.007	0.002	0.001	0.008	0.001	0.002	0.002	0.003

Q.17_07 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1760	307	1449	862	654	177	1427	235	98
Weighted Base	1869	325	1539	868	717	204	1511	251	107*
Very unimportant	(-2) 116 6%	16 5%	100 7%	67 8% ^d	40 6%	5 3%	93 6%	12 5%	11 10%
Somewhat unimportant	(-1) 106 6%	15 5%	92 6%	50 6%	43 6%	11 5%	89 6%	13 5%	5 4%
Neither important nor unimportant	(0) 283 15%	60 18%	222 14%	155 18% ^{e,f}	88 12%	24 12%	191 13%	79 31% ^{AGI}	13 12%
Somewhat important	(1) 505 27%	88 27%	413 27%	226 26%	205 29%	52 26%	417 28%	59 23%	29 27%
Very important	(2) 859 46% ^H	146 45%	712 46%	370 43%	341 48%	112 55% ^{aD}	721 48% ^H	88 35%	49 46%
SUMMARY CODES									
UNIMPORTANT	223 12%	31 9%	192 12%	116 13% ^d	83 12%	16 8%	182 12%	25 10%	15 14%
IMPORTANT	1363 73% ^{dH}	234 72%	1125 73%	596 69%	546 76% ^D	165 81% ^{aD}	1138 75% ^H	146 58%	79 73% ^h
Mean Score	1.007 ^{dH}	1.028	1.004	0.903	1.064 ^d	1.253 ^{AD}	1.049 ^H	0.784	0.952
Standard Deviation	1.183	1.124	1.197	1.232	1.158	1.022	1.180	1.130	1.292
Error Variance	0.001	0.004	0.001	0.002	0.002	0.006	0.001	0.005	0.017

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f - a/g/h/i
* small base



Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	542	270	272	136	131	100	88	42	65	287	168	107
Weighted Base	560	290	270	131	139	104*	88*	53*	46*	270	191	99*
Very unimportant	(-2) 14 3%	7 3%	7 3%	2 2%	3 2%	1 1%	3 3%	4 8% ^{kl}	1 3%	5 2%	4 2%	6 6%
Somewhat unimportant	(-1) 25 4%	16 5%	9 3%	7 5%	4 3%	2 2%	4 5%	6 11% ^{ef}	1 2%	11 4%	7 4%	7 7%
Neither important nor unimportant	(0) 104 18%	51 17%	53 20%	31 24% ^{ae}	17 12%	16 15%	16 18%	8 15%	16 34% ^{AEFGHIJK}	48 18%	32 17%	34 24% ^{ae}
Somewhat important	(1) 198 35% ^h	115 40% ^c	83 31%	45 34% ^h	60 43% ^h	39 38% ^h	26 30%	19 36%	9 20%	105 39% ^l	66 34% ^h	28 28%
Very important	(2) 219 39%	101 35%	118 44% ^b	46 35%	55 40%	45 44%	38 44%	16 30%	18 40%	101 38%	83 44%	34 35%
SUMMARY CODES												
UNIMPORTANT	39 7%	23 8%	16 6%	9 7%	7 5%	3 3%	7 8%	10 19% ^{ADIEFLJK}	3 6%	16 6%	10 5%	13 13% ^{efkl}
IMPORTANT	417 75% ^h	216 75% ^h	201 75%	91 69%	115 83% ^{dh} ^{HL}	85 82% ^d ^{HL}	65 74%	25 66%	29 60%	206 76% ^h ^l	149 78% ^h ^l	62 63%
Mean Score	1.041 ^{hl}	0.990	1.097	0.957	1.155 ^{NL}	1.217 ^{DHL}	1.059	0.688	0.913	1.059 ^{NI}	1.144 ^{HL}	0.793
Standard Deviation	0.992	0.986	0.998	0.975	0.901	0.842	1.055	1.247	1.069	0.941	0.946	1.167
Error Variance	0.002	0.004	0.004	0.007	0.006	0.007	0.016	0.037	0.018	0.003	0.005	0.013

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
* small base



Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	G2DE (g)	Working (h)	Not working (i)
Unweighted Base	542	123	189	95	135	312	230	297	245
Weighted Base	560	145	214	95*	105	360	200	338	222
Very unimportant	(-2) 14	8	3	3	1	10	4	9	6
		5% _c	1%	3%	1%	3%	2%	3%	3%
Somewhat unimportant	(-1) 25	10	7	3	4	17	7	13	12
		7%	3%	3%	4%	5%	4%	4%	5%
Neither important nor unimportant	(0) 104	13	40	23	29	52	54	54	50
		18% _{bb}	9%	24% _{bf}	27% _{aBaF}	14%	28% _{aBaF}	16%	22%
Somewhat important	(1) 198	58	84	25	31	142	56	123	75
		35%	40% _{dg}	39% _{dg}	30%	39% _{dG}	28%	38%	34%
Very important	(2) 219	57	81	42	39	138	81	139	80
		39%	39%	44%	38%	38%	40%	41%	36%
SUMMARY CODES									
UNIMPORTANT	39	18	9	6	6	28	11	22	17
		7%	12% _{dg}	4%	5%	8%	6%	8%	8%
IMPORTANT	417	115	165	67	71	280	137	282	155
		75%	79% _{eg}	70%	67%	78% _{eg}	69%	78% _h	70%
Mean Score	1.041	1.004	1.094	1.046	0.981	1.057	1.012	1.098	0.955
Standard Deviation	0.992	1.118	0.891	1.040	0.967	0.988	1.000	0.976	1.012
Error Variance	0.002	0.010	0.004	0.011	0.007	0.003	0.004	0.003	0.004

Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	542	507	35	473	44	11	14
Weighted Base	560	522	38*	494	45*	11**	11**
Very unimportant	(-2) 14 3%	14 3%	1 2%	11 2%	2 5%	-	1 12%
Somewhat unimportant	(-1) 25 4%	22 4%	2 6%	23 5%	-	1 13%	1 5%
Neither important nor unimportant	(0) 104 18%	96 18%	7 19%	93 19%	6 14%	3 26%	1 12%
Somewhat important	(1) 198 35%	186 36%	12 31%	181 37%	16 35%	1 10%	1 6%
Very important	(2) 219 39%	203 39%	16 41%	186 38%	20 45%	5 51%	7 65%
SUMMARY CODES							
UNIMPORTANT	39 7%	36 7%	3 8%	34 7%	2 5%	1 13%	2 17%
IMPORTANT	417 75%	390 75%	28 72%	367 74%	36 81%	6 61%	8 71%
Mean Score	1.041	1.042	1.029	1.031	1.160	0.983	1.077
Standard Deviation	0.992	0.990	1.038	0.974	1.022	1.198	1.496
Error Variance	0.992	0.992	0.931	0.992	0.924	0.131	0.160

Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	542	7	55	26	20	46	69	161	77	12	11	44	14	70	472
Weighted Base	560	7**	55*	30**	19**	41*	68*	174	86*	14**	11**	45*	11**	84*	476
Very unimportant	(-2) 14	-	2	-	-	1	2	6	1	-	-	2	1	3	11
	3%	-	3%	-	-	1%	3%	3%	1%	-	-	5%	12%	4%	2%
Somewhat unimportant	(-1) 25	1	5	2	1	2	5	9	5	-	1	-	1	4	20
	4%	20%	9%h	5%	3%	5%	8%h	2%	5%	-	13%	-	5%	5%	4%
Neither important nor unimportant	(0) 104	1	13	7	3	15	7	30	14	3	3	6	1	15	89
	18%	12%	24%	22%	14%	38%AGHll	11%	17%	17%	19%	26%	14%	12%	18%	19%
Somewhat important	(1) 198	3	16	6	5	8	26	83	32	1	1	16	1	21	177
	35%f	45%	29%	21%	26%	19%	39%f	48%AcF	37%f	9%	10%	35%	6%	25%	37%en
Very important	(2) 219	2	20	16	11	15	27	52	34	10	5	20	7	41	178
	39%h	24%	36%	52%	57%	37%	40%	30%	40%	72%	51%	45%	65%	46%	37%
SUMMARY CODES															
UNIMPORTANT	39	1	7	2	1	3	7	9	6	-	1	2	2	8	31
	7%	20%	12%	5%	3%	6%	10%	5%	6%	-	13%	5%	17%	9%	7%
IMPORTANT	417	5	36	22	16	23	53	136	66	11	6	36	8	62	356
	75%f	68%	65%	73%	83%	56%	79%f	78%F	77%f	81%	61%	81%f	71%	73%	75%
Mean Score	1.041	0.723	0.853	1.195	1.374	0.857	1.062	0.993	1.093	1.539	0.983	1.160	1.077	1.089	1.033
Standard Deviation	0.992	1.111	1.110	0.966	0.851	1.033	1.028	0.920	0.933	0.818	1.196	1.022	1.496	1.103	0.972
Error Variance	0.002	0.176	0.022	0.036	0.036	0.023	0.015	0.005	0.011	0.056	0.131	0.024	0.160	0.017	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	542	321	221	-	373	71	444	288	163	102
Weighted Base	560	336	224	**	395	71*	466	284	170	97*
Very unimportant	(-2) 14	12	3	-	10	1	12	7	-	6
		3% ^{kl}	1%	-	3%	2%	3%	3%	-	6% ^{kl}
Somewhat unimportant	(-1) 25	12	13	-	18	5	23	8	8	9
		4%	6%	-	5%	7%	5%	3%	5%	9% ^{lh}
Neither important nor unimportant	(0) 104	61	43	-	64	18	82	44	31	27
		18%	19%	-	16%	25%	18%	16%	18%	27% ^{lh}
Somewhat important	(1) 198	116	82	-	143	25	167	96	67	33
		35%	37%	-	36%	35%	36%	34%	39%	34%
Very important	(2) 219	136	84	-	160	22	182	129	64	22
		39% ^{lj}	37%	-	40%	32%	39%	45% ^{lj}	38% ^{lj}	23%
SUMMARY CODES										
UNIMPORTANT	39	24	16	-	29	6	35	15	8	15
		7%	7%	-	7%	8%	7%	5%	5%	15% ^{lAhI}
IMPORTANT	417	252	166	-	302	47	350	225	131	56
		75% ^{lj}	74%	-	76%	67%	75%	79% ^{lj}	77% ^{lj}	57%
Mean Score	1.041J	1.047	1.032	-	1.070	0.881	1.041	1.169J	1.100J	0.592
Standard Deviation	0.992	1.019	0.952	-	0.994	0.998	0.996	0.960	0.865	1.127
Error Variance	0.002	0.003	0.004	-	0.003	0.014	0.002	0.003	0.005	0.012

Q.17_08 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	542	112	426	225	229	64	435	72	35
Weighted Base	560	116	440	217	247	69*	452	72*	36*
Very unimportant	(-2) 14 3%	-	13 3%	8 4%	2 1%	-	10 2%	3 4%	2 5%
Somewhat unimportant	(-1) 25 4%	5 4%	20 5%	11 5%	9 4%	5 7%	22 5%	2 3%	-
Neither important nor unimportant	(0) 104 18%	30 26% ^c	72 16%	50 23%	40 16%	9 13%	78 17%	18 26%	7 19%
Somewhat important	(1) 198 35%	42 36%	155 35%	84 39%	81 33%	25 36%	159 35%	27 37%	13 37%
Very important	(2) 219 39% ^d	39 34%	180 41%	64 30%	115 47% ^D	31 44% ^d	183 41%	22 30%	14 39%
SUMMARY CODES									
UNIMPORTANT	39 7%	5 4%	33 8%	19 9%	12 5%	5 7%	32 7%	6 8%	2 5%
IMPORTANT	417 75%	81 70%	335 76%	148 68%	195 79% ^d	55 80%	342 76%	48 67%	27 76%
Mean Score	1.041 ^d	1.002	1.064	0.851	1.209 ^D	1.174 ^d	1.070	0.848	1.062
Standard Deviation	0.992	0.876	1.011	1.023	0.910	0.907	0.982	1.034	1.017
Error Variance	0.002	0.007	0.002	0.005	0.004	0.013	0.002	0.015	0.030

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?

Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table

Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Indoors at home	1.307lL	1.332	1.282	1.421hIL	1.405hIL	1.412hIL	1.313lL	1.250l	0.919	1.412ahIL	1.364lL	1.080l
Indoors at work place or place of study	1.036hIL	1.115c	0.958	1.311AGhIL	1.235AgHIL	1.201aHIL	1.072hIL	0.816ll	0.334	1.267AGhIL	1.138ahIL	0.568l
Indoors in general e.g. building other than work, school or home	1.253hIL	1.225	1.281	1.367ahIL	1.346hIL	1.353hIL	1.314hIL	1.117l	0.884	1.355AHIL	1.334hIL	0.997
Outdoors around places I go to regularly, e.g. home, work, school	1.420lL	1.397	1.442	1.472lL	1.546AHIL	1.467lL	1.435lL	1.380ll	1.106	1.515AHIL	1.451lL	1.239l
Outdoors in rural areas	1.209l	1.204	1.213	1.146	1.171	1.271l	1.281l	1.277l	1.097	1.161	1.276l	1.185
Outdoors in urban areas	1.303ll	1.309	1.298	1.350ll	1.327ll	1.362lL	1.335ll	1.294l	1.097	1.337lL	1.349lL	1.193
Reception whilst travelling by road	1.007l	1.046	0.968	0.950	1.135dhIL	1.112hIL	0.981	0.886	0.868	1.067lL	1.047ll	0.877
Reception whilst travelling by rail	1.041hl	0.990	1.097	0.957	1.155hL	1.217dhIL	1.059	0.688	0.913	1.059hl	1.144hL	0.793

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	CDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Indoors at home	1.307bb	1.185	1.296	1.376bf	1.361Bf	1.251	1.368Bf	1.339	1.266
Indoors at work place or place of study	1.036EEI	1.050E	1.100E	1.170aaEG	0.846	1.080E	0.989E	1.264AI	0.741
Indoors in general e.g. building other than work, school or home	1.253	1.239	1.217	1.355aacaf	1.225	1.226	1.282	1.294I	1.200
Outdoors around places I go to regularly, e.g. home, work, school	1.420	1.444	1.419	1.474e	1.358	1.429	1.409	1.461i	1.366
Outdoors in rural areas	1.209	1.247	1.177	1.225	1.202	1.205	1.212	1.204	1.214
Outdoors in urban areas	1.303	1.321	1.286	1.359	1.265	1.300	1.307	1.325	1.274
Reception whilst travelling by road	1.007	1.026	0.945	1.029	1.053	0.979	1.041	1.018	0.990
Reception whilst travelling by rail	1.041	1.004	1.094	1.046	0.981	1.057	1.012	1.098	0.955

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	96*	97*
Indoors at home	1.307	1.320	1.247	1.263	1.517AD	1.300	1.736ADeF
Indoors at work place or place of study	1.036	1.063c	0.914	1.001	1.112	1.178	1.417ADe
Indoors in general e.g. building other than work, school or home	1.253	1.258	1.229	1.215	1.426aD	1.262	1.618ADF
Outdoors around places I go to regularly, e.g. home, work, school	1.420	1.420	1.419	1.375	1.577aD	1.633aD	1.743AD
Outdoors in rural areas	1.209	1.178	1.350aB	1.156	1.370aD	1.361	1.730ADEF
Outdoors in urban areas	1.303	1.305	1.295	1.264	1.433d	1.396	1.689ADeF
Reception whilst travelling by road	1.007	1.008	1.003	0.982	1.052	0.969	1.554ADEF
Reception whilst travelling by rail	1.041	1.042	1.029	1.031	1.160	0.983	1.077

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table
Base: All who use a mobile

	GOVERNMENT REGIONS												O.12 SMALL BUSINESS USER		
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Indoors at home	1.307j	1.312	1.313j	1.316	1.159	1.254	1.328	1.293j	1.248	1.076	1.300	1.517AcE FHJ	1.736ABC DEFGHIJK I	1.446ao	1.282
Indoors at work place or place of study	1.036Dp	0.792	1.010	0.770	0.920	1.104bdj	1.111bdj	1.206aBc DEU	0.953	0.825	1.178bdj	1.1112bdj	1.417ABC DEfGJI	1.461AO	0.960
Indoors in general e.g. building other than work, school or home	1.253J	1.095	1.283J	1.369bJ	1.147	1.257j	1.223	1.238j	1.199	0.998	1.262j	1.426aBE ghJ	1.618ABC dEFGHIJK	1.376ao	1.231
Outdoors around places I go to regularly, e.g. home, work, school	1.420bh	1.204	1.431b	1.519Bhj	1.451b	1.375	1.376	1.303	1.391	1.279	1.633aBc IghJ	1.577aBf gHJ	1.743ABC dEFGHJ	1.566AO	1.393
Outdoors in rural areas	1.209cH	1.104	1.056	1.282cH	1.369bCH j	1.280cH	1.226H	0.911	1.236cH	1.128	1.361cH	1.370abC Hj	1.730ABC DEFGHIJK L	1.272	1.197
Outdoors in urban areas	1.303hj	1.210	1.241	1.456abc ghJ	1.408J	1.263	1.251	1.178	1.301	1.106	1.396hj	1.433bcg HJ	1.689ABC dEFGHIJK I	1.400	1.286
Reception whilst travelling by road	1.007	0.866	0.932	0.795	1.020	1.012	1.112dj	1.179abc DU	0.951	0.802	0.969	1.052	1.354ABC DEFGHIJK L	1.116	0.985
Reception whilst travelling by rail	1.041	0.723	0.853	1.195	1.374	0.857	1.062	0.993	1.093	1.539	0.983	1.160	1.077	1.089	1.033

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?

Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table

Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Indoors at home	1.307J	1.262	1.369	1.283	1.288	1.327	1.292	1.512AJ	1.347J	0.990
Indoors at work place or place of study	1.036J	1.210aD	1.183d	0.993	1.049	0.983	1.042	1.353AJ	1.113J	0.509
Indoors in general e.g. building other than work, school or home	1.253J	1.309	1.331	1.185	1.257	1.145	1.246	1.439AJ	1.289J	0.963
Outdoors around places I go to regularly, e.g. home, work, school	1.420J	1.364	1.427	1.376	1.433	1.359	1.426	1.547AJ	1.479J	1.198
Outdoors in rural areas	1.209J	1.112	1.128	1.229	1.239	1.103	1.225	1.272J	1.263J	1.075
Outdoors in urban areas	1.303U	1.259	1.286	1.264	1.325f	1.164	1.309f	1.412AJ	1.361J	1.104
Reception whilst travelling by road	1.007J	1.077	1.172	0.986	1.003	1.065	1.007	1.154AJ	1.049J	0.751
Reception whilst travelling by rail	1.041J	1.047	1.032	-	1.070	0.881	1.041	1.169J	1.100J	0.592

Q.17 Thinking specifically about making phone calls on your mobile phone through ... How important is it for you to be able to make calls in the following locations?
Please rate on a scale from 1 - 5 where 1 means very unimportant and 5 means very important. - Mean summary table
Base: All who use a mobile

	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION			
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Indoors at home	1.307DH	1.280	1.317	1.184	1.424AD	1.525AD	1.361H	1.005	1.289h
Indoors at work place or place of study	1.036DH	1.130	1.018	0.829	1.197AD	1.362ADe	1.075H	0.813	1.030
Indoors in general e.g. building other than work, school or home	1.253dH	1.241	1.260	1.160	1.356aD	1.398aD	1.317aH	0.929	1.137
Outdoors around places I go to regularly, e.g. home, work, school	1.420dH	1.410	1.427	1.353	1.508aD	1.521d	1.467H	1.151	1.408h
Outdoors in rural areas	1.209H	1.130	1.232	1.207	1.230	1.250	1.264H	0.925	1.113
Outdoors in urban areas	1.303H	1.257	1.319	1.257	1.367d	1.397d	1.359H	1.003	1.242h
Reception whilst travelling by road	1.007dH	1.028	1.004	0.903	1.064d	1.253AD	1.046H	0.764	0.952
Reception whilst travelling by rail	1.041d	1.002	1.064	0.851	1.200aD	1.174d	1.070	0.848	1.062

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Summary table

Base: All who use a mobile

	Indoors at home	Indoors at work place or place of study	Indoors in general e.g. building other than work, school or home	Outdoors around places I go to regularly, e.g. home, work or school	Outdoors in rural areas	Outdoors in urban areas	Reception whilst travelling by road	Reception whilst travelling by rail
Unweighted Base	2136	2136	2136	2136	2136	2136	1760	542
Weighted Base	2223	2223	2223	2223	2223	2223	1869	560
Very dissatisfied	90 4%	63 3%	37 2%	30 1%	56 3%	24 1%	24 1%	26 5%
Somewhat dissatisfied	132 6%	110 5%	118 5%	101 5%	165 7%	96 4%	100 5%	63 11%
Neither satisfied nor dissatisfied	302 14%	589 26%	401 18%	353 16%	504 23%	377 17%	413 22%	130 23%
Somewhat satisfied	753 34%	721 32%	863 39%	898 40%	830 37%	902 41%	705 38%	233 42%
Very satisfied	946 43%	740 33%	803 36%	841 38%	659 30%	824 37%	626 33%	106 19%
SUMMARY CODES								
UNSATISFIED	222 10%	173 8%	156 7%	131 6%	221 10%	120 5%	125 7%	90 16%
SATISFIED	1699 76%	1461 66%	1666 75%	1739 78%	1498 67%	1727 78%	1331 71%	341 61%
Mean Score	1.049	0.884	1.024	1.068	0.850	1.063	0.967	0.594
Standard Deviation	1.078	1.019	0.892	0.913	1.014	0.896	0.842	1.066
Error Variance	0.001	-	-	-	-	-	0.001	0.002

Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 90 4%	32 3%	58 5%b	8 2%	15 3%	19 4%	21 6%dj	20 7%aDeU	7 2%	23 3%	40 5%dj	27 5%
Somewhat dissatisfied	(-1) 132 6%	83 8%c	49 4%	17 5%	45 9%adgikL	25 6%	18 5%	15 5%	12 4%	62 7%ijl	43 5%	27 5%
Neither satisfied nor dissatisfied	(0) 302 14%	159 14%	144 13%	46 13%	53 11%	43 10%	55 14%	42 15%	64 21%ADEFghJK	99 12%	89 12%	106 18%AEFJK
Somewhat satisfied	(1) 753 34%kl	392 35%	361 32%	116 33%	182 37%iL	144 35%j	139 36%j	88 31%	84 28%	298 36%ll	283 35%ll	172 29%
Very satisfied	(2) 946 43%	439 40%	507 45%b	160 46%	193 39%	182 44%	157 40%	120 42%	134 44%	353 42%	339 42%	254 43%
SUMMARY CODES												
UNSATISFIED	222 10%	115 10%	107 10%	24 7%	61 12%dl	44 11%j	39 10%	35 12%dl	19 6%	85 10%j	83 10%j	54 9%
SATISFIED	1659 76%	831 75%	868 78%	276 80%kl	375 77%	326 79%kl	296 76%	208 73%	217 72%	651 78%ll	622 78%	426 73%
Mean Score	1.049	1.016	1.082	1.167eh	1.006	1.081	1.006	0.960	1.081	1.073	1.044	1.022
Standard Deviation	1.078	1.051	1.103	0.981	1.077	1.091	1.106	1.189	1.012	1.041	1.098	1.103
Error Variance	0.001	0.001	0.001	0.003	0.003	0.003	0.004	0.006	0.003	0.001	0.002	0.002



Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 90 4%ee	23 5%e	32 5%e	22 5%e	13 2%	56 5%E	34 3%	53 4%	37 4%
Somewhat dissatisfied	(-1) 132 6%ee	37 8%Eg	46 7%e	27 6%	22 4%	82 7%Eg	50 5%	91 7%l	41 4%
Neither satisfied nor dissatisfied	(0) 302 14%	49 11%	105 15%b	54 11%	84 16%bd	154 13%	148 14%	155 13%	144 15%
Somewhat satisfied	(1) 753 34%	177 38%dg	235 34%	148 31%	193 32%	412 36%	341 32%	456 36%l	297 31%
Very satisfied	(2) 946 43%	179 38%	270 39%	222 47%bcF	275 46%bcF	449 39%	497 46%aBCaF	496 40%	450 46%ah
SUMMARY CODES									
UNSATISFIED	222 10%EE	60 13%Eg	78 11%Eg	49 10%E	35 6%	138 12%Eg	84 8%	144 11%l	78 8%
SATISFIED	1659 76%	356 77%	505 73%	370 79%	469 78%c	861 75%	838 78%c	952 76%	747 77%
Mean Score	1.049	0.970	0.967	1.101f	1.165aBCaF	0.968	1.136aBCaF	0.997	1.117h
Standard Deviation	1.078	1.122	1.111	1.106	0.966	1.115	1.030	1.092	1.057
Error Variance	0.001	0.003	0.002	0.003	0.001	0.001	0.001	0.001	0.001



Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 90 4%	63 3%	27 7% ^{aB}	69 4%	7 4%	4 4%	10 10% ^{ADe}
Somewhat dissatisfied	(-1) 132 6%	106 6%	26 7%	108 6%	12 6%	7 7%	5 5%
Neither satisfied nor dissatisfied	(0) 302 14%	251 14%	52 13%	258 14%	20 10%	12 12%	13 13%
Somewhat satisfied	(1) 753 34% ^{GG}	626 34%	126 32%	651 35% ^{eG}	52 27%	32 32% ^g	18 19%
Very satisfied	(2) 946 43%	780 43%	166 42%	748 41%	104 53% ^{AD}	43 44%	51 53% ^d
SUMMARY CODES							
UNSATISFIED	222 10%	169 9%	53 13% ^b	177 10%	19 10%	11 11%	14 15%
SATISFIED	1699 76%	1406 77%	293 74%	1399 76%	155 80%	75 77%	69 72%
Mean Score	1.049	1.070	0.953	1.036	1.200	1.051	0.996
Standard Deviation	1.078	1.050	1.194	1.060	1.084	1.117	1.333
Error Variance	0.001	0.001	0.004	0.001	0.006	0.013	0.017

Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 90 4%	10 11%ACDigh ll	5 2%	4 2%	9 6%cd	5 3%	7 4%	12 4%	6 2%	10 7%cd	4 4%	7 4%	10 10%ACDgh ll	18 5%	72 4%
Somewhat dissatisfied	(-1) 132 6%	14 14%ACDEfg hilm	9 4%	6 3%	6 4%	11 6%	10 5%	22 7%	20 6%	10 7%	7 7%	12 6%	5 5%	28 8%	104 5%
Neither satisfied nor dissatisfied	(0) 302 14%	9 9%	32 13%	20 12%	32 22%AbcdG hIL	37 21%AbcdGh IL	14 7%	45 13%	38 12%	31 21%abcdGh IL	12 12%	20 10%	13 13%	35 10%	268 14%
Somewhat satisfied	(1) 753 34%	39 41%EJM	85 36%EJM	52 31%em	27 18%	54 31%em	88 43%adEU JLM	160 48%ACDEF JLM	109 35%EJM	36 24%	32 32%em	52 27%	18 19%	119 35%	634 34%
Very satisfied	(2) 946 43%	24 25%	107 45%BH	87 52%aBH	75 50%BH	70 39%bh	84 41%BH	97 29%	143 45%BH	61 41%bh	43 44%BH	104 53%ABgh j	51 53%BH	137 41%	809 43%
SUMMARY CODES															
UNSATISFIED	222 10%	24 25%ACDEFG HJKL	14 6%	10 6%	15 10%	16 9%	18 9%	35 10%	26 8%	20 13%cd	11 11%	19 10%	14 15%Cd	46 14%o	176 9%
SATISFIED	1699 76%abe	63 66%	192 81%BEU	140 82%BEUm	102 68%	124 70%	172 84%aBEFh Jm	256 76%bj	252 80%BEU	97 65%	75 77%	155 80%beU	69 72%	255 76%	1443 77%
Mean Score	1.049Bh	0.543	1.182BHJ	1.257aBf HJ	1.018B	0.978B	1.130Bhj	0.911B	1.150BHj	0.866	1.051B	1.200BHj	0.996b	0.973	1.063
Standard Deviation	1.078	1.299	0.941	0.964	1.200	1.051	1.000	1.007	0.988	1.223	1.117	1.084	1.333	1.155	1.063
Error Variance	0.001	0.019	0.004	0.006	0.010	0.006	0.005	0.003	0.003	0.011	0.013	0.005	0.017	0.005	0.001

Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 90 4%	11 3%	7 3%	37 4%	72 4%	5 3%	77 4%	35 4%	23 3%	29 5%
Somewhat dissatisfied	(-1) 132 6%	22 6%	13 6%	52 6%	105 6%	12 6%	117 6%	58 7%j	50 7%j	23 4%
Neither satisfied nor dissatisfied	(0) 302 14%h	47 14%	27 12%	138 15%	222 13%	35 18%e	256 13%	89 10%	97 14%h	109 18%aH
Somewhat satisfied	(1) 753 34%	146 43%AD	91 41%D	281 30%	609 35%	62 32%	671 35%	328 37%j	227 33%	190 31%
Very satisfied	(2) 946 43%B	110 33%	85 38%	422 45%B	738 42%	80 41%	818 42%	376 42%	296 43%	265 43%
SUMMARY CODES										
UNSATISFIED	222 10%	33 10%	20 9%	90 10%	177 10%	17 9%	193 10%	94 11%	73 11%	53 9%
SATISFIED	1659 76%	256 76%	176 79%	704 76%	1345 77%	142 74%	1488 77%	704 79%j	523 76%	455 74%
Mean Score	1.049	0.953	1.045	1.073	1.052	1.038	1.051	1.073	1.044	1.034
Standard Deviation	1.078	1.016	1.017	1.087	1.076	1.034	1.072	1.069	1.073	1.090
Error Variance	0.001	0.003	0.005	0.001	0.001	0.005	0.001	0.001	0.002	0.002



Q.18_01 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at home

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 90 4%G	16 4%	74 4%	41 4%	36 4%	10 4%	44 2%	24 8%AG	22 18%AGH
Somewhat dissatisfied	(-1) 132 6%dg	29 7%	103 6%	44 4%	59 7%D	23 10%aD	27 4%	9%G	30 24%AGH
Neither satisfied nor dissatisfied	(0) 302 14%G	59 15%	239 13%	152 14%f	111 13%	21 9%	166 9%	121 39%AGI	16 13%
Somewhat satisfied	(1) 753 34% 33%	135 33%	614 34%	345 33%	280 34%	94 39%	620 35%	89 29%	43 35%
Very satisfied	(2) 946 43%HI	171 42%	774 43%	479 45%	344 41%	91 38%	884 49%AHl	48 16%	13 11%
SUMMARY CODES									
UNSATISFIED	222 10%G	45 11%	177 10%	85 8%	95 11%d	33 14%D	119 7%	51 16%AG	52 42%AGH
SATISFIED	1699 78%HI	305 74%	1389 77%	824 78%	625 75%	185 77%	1505 84%AHl	138 44%	56 45%
Mean Score	1.049HI	1.011	1.060	1.109	1.009	0.970	1.244AHl	0.959	-0.033
Standard Deviation	1.078	1.097	1.075	1.048	1.106	1.111	0.958	1.088	1.319
Error Variance	0.001	0.003	0.001	0.001	0.002	0.006	0.001	0.004	0.015

Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 63 3% ^d	26 2%	37 3%	3 1%	18 4% ^d	10 2%	20 5% ^{aDj}	9 3% ^d	4 1%	21 2%	29 4% ^D	13 2%
Somewhat dissatisfied	(-1) 110 5% ^h	67 6% ^c	43 4%	16 5% ⁱ	39 8% ^{agkL}	20 5% ⁱ	17 4%	12 4%	6 2%	55 7% ^{iL}	37 5% ⁱ	17 3%
Neither satisfied nor dissatisfied	(0) 589 29% ^{DEJk}	274 25%	315 29%	64 18%	87 18%	86 21%	94 24% ^{ej}	110 39% ^{ADEFGJK}	147 49% ^{ADEFGJK}	151 18%	180 22% ^j	257 44% ^{ADEFGJK}
Somewhat satisfied	(1) 721 32% ^{hIL}	388 35% ^c	333 30%	117 34% ^{iL}	181 37% ^{hIL}	149 36% ^{hIL}	132 34% ^{iL}	74 26%	68 23%	298 36% ^{hIL}	282 35% ^{hIL}	142 24%
Very satisfied	(2) 740 33% ^{iL}	350 32%	390 35%	147 42% ^{AagHIL}	163 33% ^{il}	147 36% ^{iL}	127 33% ⁱ	80 28%	76 25%	310 37% ^{hIL}	274 34% ^{iL}	156 27%
SUMMARY CODES												
UNSATISFIED	173 8% ^h	93 8%	80 7%	19 5%	57 12% ^{ADIL}	30 7% ⁱ	36 9% ^{il}	21 7% ⁱ	10 3%	76 9% ^{dL}	66 8% ^h	31 5%
SATISFIED	1461 66% ^{hIL}	738 67%	724 65%	264 76% ^{AGHIL}	344 70% ^{hIL}	297 72% ^{aHIL}	259 66% ^{hIL}	154 54%	144 48%	608 73% ^{AgHIL}	556 69% ^{hIL}	298 51%
Mean Score	0.884^{hIL}	0.877	0.892	1.124^{AEGHJ}	0.884^{IL}	0.981^{HIL}	0.846^h	0.718	0.683	0.983^{aHIL}	0.915^{hIL}	0.700
Standard Deviation	1.019	1.003	1.034	0.923	1.074	0.986	1.082	1.020	0.922	1.020	1.036	0.970
Error Variance	*	0.001	0.001	0.002	0.003	0.003	0.004	0.004	0.002	0.001	0.002	0.002



Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE					WORKING STATUS		
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 63 3%ee	23 5%aaEG	17 3%	17 4%E	6 1%	40 3%E	23 2%	46 4%l	17 2%
Somewhat dissatisfied	(-1) 110 5%eeh	32 7%Eg	38 6%e	25 5%e	16 3%	69 6%Eg	41 4%	83 7%l	27 3%
Neither satisfied nor dissatisfied	(0) 589 28%h	115 25%	155 22%	108 23%	210 35%ABCADFg	270 23%	319 30%CDF	224 18%	364 38%AH
Somewhat satisfied	(1) 721 32%j	163 35%	240 35%eg	143 30%	175 29%	404 35%eg	318 30%	457 36%al	264 27%
Very satisfied	(2) 740 33%	132 28%	237 35%	180 38%Bef	190 32%	370 32%	370 35%b	444 35%l	296 31%
SUMMARY CODES									
UNSATISFIED	173 8%EE	54 12%aaEG	55 8%E	41 9%E	22 4%	110 10%EG	63 6%e	129 10%al	44 5%
SATISFIED	1461 68%eeh	296 64%	478 69%eg	323 68%e	365 61%	774 67%e	688 64%	901 72%Al	560 58%
Mean Score	0.884bb	0.755	0.834b	0.841b	0.882	0.862	0.908b	0.932i	0.822
Standard Deviation	1.019	1.089	1.008	1.066	0.927	1.044	0.990	1.061	0.958
Error Variance	*	0.003	0.002	0.003	0.001	0.001	0.001	0.001	0.001



Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study

Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	96*	97*
Very dissatisfied	(-2) 63 3%	50 3%	13 3%	57 3%	2 1%	1 1%	3 3%
Somewhat dissatisfied	(-1) 110 5%	91 5%	19 5%	93 5%	9 5%	3 3%	5 5%
Neither satisfied nor dissatisfied	(0) 589 26%	471 26%	118 30%	474 26%	55 28%	27 28%	33 34%
Somewhat satisfied	(1) 721 32%G	608 33%	114 29%	615 34%G	57 29%g	32 33%g	17 17%
Very satisfied	(2) 740 33%	606 33%	134 34%	596 32%	71 36%	35 35%	39 40%
SUMMARY CODES							
UNSATISFIED	173 8%	141 8%	32 8%	149 8%	12 6%	4 4%	8 8%
SATISFIED	1461 66%	1214 66%	248 62%	1211 66%	128 66%	67 68%	56 58%
Mean Score	0.884	0.892	0.848	0.873	0.953	0.980	0.865
Standard Deviation	1.019	1.012	1.049	1.023	0.969	0.931	1.113
Error Variance	*	0.001	0.003	0.001	0.005	0.009	0.012

Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 63 3%	10 10%ACdelg HKL	3 7%	4 2%	5 4%h	5 3%	6 3%	3 7%	11 4%h	8 5%chl	1 1%	2 1%	3 3%	18 5%ao	46 2%
Somewhat dissatisfied	(-1) 110 5%	12 12%Acdefg lkl	11 5%	7 4%	5 3%	7 4%	10 5%	24 7%	12 4%	4 3%	3 3%	9 5%	5 5%	28 8%aO	81 4%
Neither satisfied nor dissatisfied	(0) 589 26%hN	29 30%	62 26%	56 33%gHl	53 35%aGHl	53 30%ghl	41 20%	70 21%	64 20%	47 31%ghl	27 28%	55 28%	33 34%ghl	55 16%	534 28%LN
Somewhat satisfied	(1) 721 32%eM	28 29%	80 34%eM	43 25%	34 23%	51 28%em	79 39%eEUM	157 47%ABCDE FLKLM	108 34%eJM	36 24%	32 33%em	57 29%em	17 17%	120 36%	602 32%
Very satisfied	(2) 740 33%BH	18 18%	81 34%Bh	59 35%Bh	53 35%Bh	62 35%Bh	68 33%Bh	83 25%	120 36%BH	54 36%Bh	35 35%Bh	71 36%BH	39 40%BH	116 34%	624 33%
SUMMARY CODES															
UNSATISFIED	173 8%	22 23%ACDEFG HUKLM	14 6%	12 7%	10 7%	13 7%	16 8%	27 8%	24 7%	12 8%	4 4%	12 6%	8 8%	46 14%AO	127 7%
SATISFIED	1461 66%B	45 47%	161 68%B	102 60%	87 58%	112 63%B	147 72%BdEjm	239 71%BdEjm	228 72%aBdEj M	89 60%	67 66%B	128 66%B	56 58%	236 70%	1226 65%
Mean Score	0.884B	0.324	0.945B	0.859B	0.824B	0.877B	0.942B	0.869B	0.991B	0.831B	0.980B	0.953B	0.865B	0.855	0.889
Standard Deviation	1.019	1.213	0.953	1.031	1.067	1.037	1.001	0.897	1.031	1.116	0.931	0.969	1.113	1.140	0.996
Error Variance	-	0.017	0.004	0.007	0.008	0.006	0.005	0.003	0.004	0.009	0.009	0.005	0.012	0.005	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 63 3%	5 2%	6 3%	23 2%	57 3%	2 1%	59 3%	23 3%	19 3%	20 3%
Somewhat dissatisfied	(-1) 110 5%J	22 6%	15 7%	36 4%	86 5%	13 7%	99 5%	57 6%J	40 6%J	13 2%
Neither satisfied nor dissatisfied	(0) 589 28%H	73 22%	49 22%	276 30%Bc	443 25%	54 28%	497 26%	159 18%	171 25%H	250 40%AH
Somewhat satisfied	(1) 721 32%J	140 42%AD	86 39%AD	275 30%	576 33%	58 30%	634 33%	299 34%J	245 35%J	168 27%
Very satisfied	(2) 740 33%J	97 29%	67 30%	321 34%	583 33%	67 34%	649 34%	348 39%AJ	218 31%	166 27%
SUMMARY CODES										
UNSATISFIED	173 8%	27 8%	21 9%	59 6%	143 8%	15 8%	158 8%	80 9%J	59 9%J	34 5%
SATISFIED	1461 66%J	236 70%	154 69%	597 64%	1159 66%	125 64%	1283 66%	648 73%AJ	463 67%J	334 54%
Mean Score	0.884J	0.895	0.871	0.897	0.883	0.903	0.885	1.008AJ	0.870J	0.722
Standard Deviation	1.019	0.945	1.005	1.005	1.033	0.983	1.028	1.031	1.012	0.990
Error Variance	*	0.003	0.005	0.001	0.001	0.005	0.001	0.001	0.002	0.002



Q.18_02 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors at work place or place of study

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 63 3%	16 4%	47 3%	25 2%	30 4%	3 1%	34 2%	12 4%	17 14%AGH
Somewhat dissatisfied	(-1) 110 5%g	21 5%	89 5%	36 3%	49 6% ^d	19 8% ^D	62 3%	22 7% ^G	26 21%AGH
Neither satisfied nor dissatisfied	(0) 589 26% ^e g	109 27%	475 26%	327 31% ^a EF	188 23%	45 19%	404 23%	154 50% ^A G	30 24%
Somewhat satisfied	(1) 721 32%	126 31%	591 33%	327 31%	272 33%	93 39% ^d	593 33%	84 27%	44 36%
Very satisfied	(2) 740 33% ^H	138 34%	602 33%	345 32%	291 35%	79 33%	696 39% ^A H	37 12%	7 6%
SUMMARY CODES									
UNSATISFIED	173 8% ^G	37 9%	136 8%	62 6%	79 10% ^D	23 9%	96 5%	34 11% ^G	43 35% ^A GH
SATISFIED	1461 66% ^H	263 64%	1193 66%	672 63%	563 68%	172 72% ^d	1289 72% ^A H	121 39%	51 41%
Mean Score	0.89 ^{AH}	0.850	0.894	0.876	0.896	0.942	1.036 ^{AH}	0.968	-0.016
Standard Deviation	1.019	1.067	1.009	0.986	1.064	0.980	0.962	0.918	1.164
Error Variance	-	0.003	0.001	0.001	0.001	0.005	0.001	0.003	0.012

Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 37 2%	16 1%	22 2%	1 0%	3 1%	7 2%	14 3%aDEU	10 3%DEU	3 1%	4 0%	20 3%deJ	13 2%deJ
Somewhat dissatisfied	(-1) 118 5%	74 7% C	44 4%	17 5%	38 8% fkl	15 4%	23 6% i	20 7% i	7 2%	55 7% ll	37 5%	27 5%
Neither satisfied nor dissatisfied	(0) 401 18%	213 19%	188 17%	59 17%	83 17%	58 14%	64 16%	51 18%	87 29% ADEFGHJK	140 17%	122 15%	138 24% AdeFgJ K
Somewhat satisfied	(1) 863 39% i	443 40%	420 38%	127 37%	193 39% i	184 45% adjl	158 40% i	104 37%	98 32%	319 38%	342 43% LL	202 34%
Very satisfied	(2) 803 36%	359 33%	444 40% B	144 41% k	173 35%	148 36%	132 34%	101 35%	106 35%	316 38%	280 35%	207 35%
SUMMARY CODES												
UNSATISFIED	156 7% i	90 8%	66 6%	18 5%	40 8% i	21 5%	36 9% ll	29 10% dll	10 3%	59 7% i	58 7% i	39 7% i
SATISFIED	1666 75% ll	802 73%	865 77% b	270 78% LL	365 75% i	333 81% aehLL	290 74%	204 72%	204 68%	636 76% LL	622 78% LL	408 70%
Mean Score	1.024	0.956	1.092 B	1.139 aghiL	1.013	1.097 hi	0.955	0.933	0.987	1.065 I	1.028	0.960
Standard Deviation	0.992	0.956	0.944	0.889	0.941	0.885	1.024	1.058	0.910	0.922	0.959	0.964
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.003	0.005	0.002	0.001	0.001	0.002



Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 37	11	12	11	4	23	15	23	15
		2%e	2%	2%e	1%	2%e	1%	2%	2%
Somewhat dissatisfied	(-1) 118	36	43	24	16	79	40	81	38
		8%EG	6%EG	5%e	3%	7%EG	4%	6%h	4%
Neither satisfied nor dissatisfied	(0) 401	75	130	71	125	205	196	217	183
		18%	19%	15%	21%g	18%	18%	17%	19%
Somewhat satisfied	(1) 863	203	270	174	217	473	390	512	351
		39%	44%deg	37%	36%	41%g	36%	41%h	36%
Very satisfied	(2) 803	141	233	194	236	374	429	421	382
		36%bb	34%	41%BcF	39%BcF	32%	40%aBcaF	34%	39%H
SUMMARY CODES									
UNSATISFIED	156	46	55	34	20	101	54	104	52
		7%EG	8%EG	7%E	3%	9%EG	5%	8%h	5%
SATISFIED	1666	344	503	367	452	847	820	934	733
		75%	73%	76%	76%	73%	77%	74%	76%
Mean Score	1.024	0.919	0.973	1.091bf	1.112aBCaF	0.951	1.103aBCaF	0.979	1.083h
Standard Deviation	0.952	0.985	0.969	0.979	0.871	0.975	0.920	0.965	0.932
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 37 2%	26 1%	12 3% ^b	31 2%	-	1 1%	6 6% ^{AD} E
Somewhat dissatisfied	(-1) 118 5%	102 6%	16 4%	99 5%	9 5%	6 6%	5 5%
Neither satisfied nor dissatisfied	(0) 401 18%	320 18%	81 20%	341 19%	30 15%	18 18%	12 12%
Somewhat satisfied	(1) 863 39%	729 40% ^c	134 34%	725 40% ^g	69 36%	42 42%	28 29%
Very satisfied	(2) 803 36%	649 36%	155 39%	639 35%	86 44% ^{ad}	31 32%	47 48% ^{AD} F
SUMMARY CODES							
UNSATISFIED	156 7%	128 7%	28 7%	130 7%	9 5%	7 7%	10 11%
SATISFIED	1666 75%	1377 75%	289 73%	1364 74%	155 80%	73 75%	74 77%
Mean Score	1.024	1.026	1.018	1.004	1.200 ^{AD}	0.982	1.091
Standard Deviation	0.952	0.939	1.011	0.949	0.862	0.925	1.154
Error Variance	*	0.001	0.003	0.001	0.004	0.009	0.013

Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 37 2%	5 5%aCdij L	1 1%	2 1%	7 5%achL	4 2%j	3 1%	3 1%	4 1%	1 1%	1 1%	-	6 6%ACdgh jL	8 2%	29 2%
Somewhat dissatisfied	(-1) 118 5%	12 12%ACdelg il	8 4%	7 4%	6 4%	8 4%	9 4%	25 7%	15 5%	9 6%	6 6%	9 5%	5 5%	27 8%o	92 5%
Neither satisfied nor dissatisfied	(0) 401 18%	15 16%	41 17%	30 18%	35 23%im	40 22%im	35 17%	54 16%	49 16%	41 28%AcDgh ILM	18 18%	30 15%	12 12%	55 16%	345 18%
Somewhat satisfied	(1) 863 39%Ej	45 47%dEJm	97 41%Ejm	57 33%	40 27%	66 37%	86 42%EJm	173 52%AcDEF gILM	120 38%ej	41 28%	42 42%ej	69 36%	28 29%	132 39%	731 39%
Very satisfied	(2) 803 36%BH	19 20%	90 38%BH	74 44%BH	62 41%BH	60 34%bh	71 35%bh	80 24%	128 40%BH	56 38%BH	31 32%	86 44%aBH	47 48%aBgh k	115 34%	689 37%
SUMMARY CODES															
UNSATISFIED	156 7%	17 17%ACDIGH jkL	10 4%	9 5%	13 9%	12 7%	12 6%	28 8%	19 6%	10 7%	7 7%	9 5%	10 11%c	35 10%o	121 6%
SATISFIED	1666 75%j	64 67%	186 79%baJ	131 77%j	102 68%	125 71%	157 77%j	253 75%j	248 78%baJ	97 66%	73 75%	155 80%baeU	74 77%	246 73%	1420 75%
Mean Score	1.024Bh	0.638	1.117BH	1.146BH	0.955b	0.949b	1.042B	0.897b	1.114BH	0.960b	0.982b	1.200aBe	1.091B	0.945	1.038
Standard Deviation	0.952	1.092	0.857	0.923	1.106	0.982	0.911	0.883	0.924	0.983	0.925	0.862	1.154	1.019	0.939
Error Variance	-	0.013	0.003	0.005	0.008	0.005	0.004	0.003	0.003	0.007	0.009	0.004	0.013	0.004	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base



Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home

Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 37	2	3	16	33	2	35	14	11	12
		1%	1%	2%	2%	1%	2%	2%	2%	2%
Somewhat dissatisfied	(-1) 118	27	11	36	95	8	103	60	40	18
		8% ^d	5%	4%	5%	4%	5%	7% ^j	6%	3%
Neither satisfied nor dissatisfied	(0) 401	53	36	189	301	45	346	122	115	158
		18% ^h	16%	20%	17%	23% ^e	18%	14%	17%	25% ^{ah}
Somewhat satisfied	(1) 863	162	108	316	695	67	762	358	285	210
		39% ^{dj}	48% ^{AD}	34%	40%	35%	39%	40% ^j	41% ^j	34%
Very satisfied	(2) 803	92	65	374	620	72	692	332	242	222
		36% ^{Bc}	27%	40% ^{BC}	36%	37%	36%	38%	35%	36%
SUMMARY CODES										
UNSATISFIED	156	29	14	52	129	9	138	74	51	29
		9%	6%	6%	7%	5%	7%	8% ^j	7%	5%
SATISFIED	1666	254	174	690	1315	139	1454	690	527	432
		75% ^j	78%	74%	75%	72%	75%	78% ^j	76% ^j	70%
Mean Score	1.024	0.935	0.991	1.070^b	1.016	1.037	1.018	1.055	1.019	0.992
Standard Deviation	0.952	0.901	0.879	0.953	0.959	0.915	0.954	0.960	0.944	0.948
Error Variance	*	0.003	0.003	0.001	0.001	0.004	*	0.001	0.001	0.001

Q.18_03 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 37	10	27	15	21	-	10	8	19
	2%G	3%	1%	1%	2%I	-	1%	2%G	16%AGH
Somewhat dissatisfied	(-1) 118	23	96	48	47	18	69	17	32
	5%g	6%	5%	5%	6%	8%	4%	5%	26%AGH
Neither satisfied nor dissatisfied	(0) 401	79	317	197	136	41	225	155	21
	18%G	19%	18%	19%	16%	17%	13%	50%AGI	17%
Somewhat satisfied	(1) 863	141	717	386	341	104	729	90	44
	39%H	34%	40%	36%	41%G	43%	41%H	29%	35%
Very satisfied	(2) 803	156	647	415	285	76	756	40	9
	36%HI	38%	36%	39%e	34%	32%	42%AH	13%	6%
SUMMARY CODES									
UNSATISFIED	156	33	122	63	68	18	80	25	51
	7%G	8%	7%	6%	8%	8%	4%	8%g	41%AGH
SATISFIED	1666	297	1365	801	626	180	1485	130	52
	75%HI	73%	76%	75%	75%	75%	63%AH	42%	42%
Mean Score	1.023HI	1.000	1.032	1.072	0.992	0.992	1.032AH	0.444I	-0.091
Standard Deviation	0.952	1.015	0.938	0.940	0.979	0.893	0.846	0.874	1.220
Error Variance	-	0.003	0.001	0.001	0.001	0.004	-	0.003	0.013

Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 30 1%	7 1%	23 2% ^b	1	3	5	13	4	4	4	18	8
Somewhat dissatisfied	(-1) 101 5%	63 6% ^c	38 3%	11	28	17	24	14	6	39	42	21
Neither satisfied nor dissatisfied	(0) 353 16%	199 17%	197 15%	56	68	55	59	38	77	124	114	115
Somewhat satisfied	(1) 898 40%	469 42%	430 38%	139	208	177	152	123	101	346	328	224
Very satisfied	(2) 841 38%	380 34%	461 41% ^b	140	182	159	142	105	112	323	301	218
SUMMARY CODES												
UNSATISFIED	131 6%	70 6%	61 5%	12	31	22	37	18	11	42	59	29
SATISFIED	1739 78% ^d	849 77%	891 80%	279	390	336	293	228	213	669	629	442
Mean Score	1.088	1.043	1.133 ^b	1.173 ^g	1.103	1.134	0.988	1.092	1.031	1.132 ^g	1.063	1.061
Standard Deviation	0.913	0.893	0.930	0.831	0.884	0.881	1.032	0.909	0.921	0.862	0.860	0.915
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.003	0.004	0.002	0.001	0.001	0.001



Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 30 1%	6 1%	13 2%	6 1%	5 1%	19 2%	11 1%	18 1%	12 1%
Somewhat dissatisfied	(-1) 101 5%ee	25 5%e	40 6%Eg	20 4%	16 3%	65 6%Eg	36 3%	67 5%	34 4%
Neither satisfied nor dissatisfied	(0) 353 16%	69 15%	107 15%	64 14%	113 19% <i>d</i>	178 15%	177 17%	179 14%	173 18% <i>h</i>
Somewhat satisfied	(1) 898 40% <i>gg</i>	217 47% <i>aaDEG</i>	290 42% <i>eg</i>	175 37%	217 36%	506 44% <i>dEG</i>	392 37%	535 43% <i>l</i>	363 37%
Very satisfied	(2) 841 38% <i>bbf</i>	149 32%	238 35%	207 44% <i>aBCaF</i>	247 41% <i>BcF</i>	387 34%	454 42% <i>aBCaF</i>	455 36%	387 40%
SUMMARY CODES									
UNSATISFIED	131 6% <i>ee</i>	31 7% <i>e</i>	53 8% <i>EG</i>	27 6%	20 3%	84 7% <i>EG</i>	47 4%	85 7% <i>l</i>	46 5%
SATISFIED	1739 78%	365 79%	528 77%	382 81%	464 78%	893 77%	845 79%	990 79%	750 77%
Mean Score	1.088	1.024	1.019	1.176 <i>bcF</i>	1.148 <i>bcF</i>	1.021	1.161 <i>abCaF</i>	1.069	1.114
Standard Deviation	0.913	0.896	0.950	0.916	0.869	0.929	0.890	0.920	0.902
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001



Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 30 1%	20 1%	10 3% ^b	26 1%	-	-	4 4% ^{adE}
Somewhat dissatisfied	(-1) 101 5%	74 4%	27 7% ^b	83 5%	9 4%	4 4%	6 6%
Neither satisfied nor dissatisfied	(0) 353 16%	293 16%	59 15%	300 16%	27 14%	12 12%	14 14%
Somewhat satisfied	(1) 898 40%	751 41%	147 37%	760 41% ^g	70 36%	39 39%	29 30%
Very satisfied	(2) 841 38%	667 38%	154 39%	665 36%	88 46% ^{ad}	44 45%	44 45%
SUMMARY CODES							
UNSATISFIED	131 6%	94 5%	37 9% ^{aB}	109 6%	9 4%	4 4%	10 10%
SATISFIED	1739 78%	1438 79%	301 76%	1425 78%	159 82%	83 84%	73 76%
Mean Score	1.088	1.102	1.028	1.066	1.229 ^d	1.256	1.065
Standard Deviation	0.913	0.868	1.018	0.912	0.850	0.812	1.102
Error Variance	*	*	0.003	*	0.004	0.007	0.012

Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 30 1%	3 3%l	1 1%	2 1%	6 4%AchIL	6 3%chil	2 1%	2 1%	1 -	2 2%	-	-	4 4%achIL	8 2%	22 1%
Somewhat dissatisfied	(-1) 101 5%	10 10%adefgj	11 5%	4 2%	5 3%	6 3%	8 4%	18 5%	12 4%	9 6%	4 4%	9 4%	6 6%	21 6%	80 4%
Neither satisfied nor dissatisfied	(0) 353 16%	15 16%	37 16%	20 12%	27 18%	27 15%	31 15%	66 20%di	40 13%	37 25%acDlgi	12 12%	27 14%	14 14%	43 13%	310 16%
Somewhat satisfied	(1) 898 40%ej	45 47%EjM	93 39%	58 34%	44 30%	75 42%ej	91 44%EjM	174 52%ACDEI JKLM	135 43%ejM	45 30%	39 39%	70 36%	29 30%	144 43%	754 40%
Very satisfied	(2) 841 38%BH	23 24%	94 40%bH	85 50%ABcG Hj	67 45%BH	64 36%H	73 35%H	76 23%	128 40%BH	56 38%bH	44 45%BH	88 46%aBH	44 45%BH	120 36%	721 38%
SUMMARY CODES															
UNSATISFIED	131 6%	13 13%AcDghi kl	13 5%	6 4%	11 7%	12 7%	10 5%	20 6%	13 4%	11 7%	4 4%	9 4%	10 10%dl	30 9%o	101 5%
SATISFIED	1739 78%j	68 71%	187 79%j	144 85%behJ	112 75%	138 78%	163 80%j	250 74%	282 83%behJ	101 68%	83 84%bJ	159 82%j	73 76%	264 78%	1475 78%
Mean Score	1.088BH	0.786	1.128BH	1.303ABe ghJ	1.080b	1.037	1.096bh	0.901	1.168BHj	0.963	1.256BHj	1.229BHj	1.065	1.029	1.099
Standard Deviation	0.913	1.012	0.885	0.856	1.063	0.975	0.862	0.832	0.830	1.004	0.812	0.850	1.102	0.981	0.900
Error Variance	*	0.012	0.003	0.004	0.007	0.005	0.004	0.002	0.002	0.007	0.007	0.004	0.012	0.003	*

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 30	3	3	13	29	1	30	9	12	9
	1%	1%	1%	1%	2%	*	2%	1%	2%	1%
Somewhat dissatisfied	(-1) 101	19	10	35	84	8	92	50	29	21
	5%	6%	4%	4%	5%	4%	5%	6%	4%	3%
Neither satisfied nor dissatisfied	(0) 353	62	33	154	250	41	291	104	112	128
	16%h	18%	15%	16%	14%	21%eg	15%	12%	16%h	21%aH
Somewhat satisfied	(1) 898	154	109	349	724	73	797	372	288	231
	40%	46% ^d	49% ^{aD}	37%	41%	38%	41%	42%	42%	38%
Very satisfied	(2) 841	99	70	381	658	71	729	352	253	227
	38%B	30%	31%	41%B ^c	38%	37%	38%	40%	37%	37%
SUMMARY CODES										
UNSATISFIED	131	21	12	48	113	9	122	59	41	30
	6%	6%	6%	5%	6%	4%	6%	7%	6%	5%
SATISFIED	1739	253	179	730	1382	144	1526	724	541	458
	78% ^j	75%	60%	78%	79%	74%	79%	82% ^{aJ}	78%	74%
Mean Score	1.088^b	0.975	1.042	1.128^b	1.087	1.063	1.085	1.138	1.070	1.046
Standard Deviation	0.913	0.882	0.860	0.912	0.926	0.878	0.921	0.900	0.917	0.919
Error Variance	*	0.002	0.003	0.001	0.001	0.004	*	0.001	0.001	0.001

Q.18_04 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors around places I go to regularly, e.g. home, work or school
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 30 1%g	9 2%	21 1%	13 1%	14 2%	-	11 1%	7 2%G	13 10%AGH
Somewhat dissatisfied	(-1) 101 5%g	20 5%	81 5%	41 4%	40 5%	16 7%	52 3%	22 7%G	27 22%AGH
Neither satisfied nor dissatisfied	(0) 353 16%G	69 17%	279 15%	167 16%	130 16%	30 13%	205 11%	126 41%AGI	21 17%
Somewhat satisfied	(1) 898 40%h	156 38%	738 41%	421 40%	337 41%	107 45%	743 42%h	107 35%	49 39%
Very satisfied	(2) 841 38%hI	157 38%	684 38%	419 39%	308 37%	86 36%	779 44%hI	48 15%	14 11%
SUMMARY CODES									
UNSATISFIED	131 6%G	28 7%	103 6%	54 5%	55 7%	16 7%	63 3%	29 9%aG	40 32%AGH
SATISFIED	1739 78%hI	313 78%	1422 79%	839 79%	645 78%	193 81%	1522 85%hI	155 50%	63 51%
Mean Score	1.039hI	1.056	1.099	1.122	1.066	1.101	1.245AhI	0.540I	0.196
Standard Deviation	0.913	0.964	0.901	0.897	0.935	0.863	0.812	0.911	1.206
Error Variance	-	0.002	-	0.001	0.001	0.004	-	0.003	0.012

Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 56 3%	20 2%	36 3%	7 2%	12 2%	10 2%	18 5%ahjL	4 1%	5 2%	19 2%	28 4%l	9 2%
Somewhat dissatisfied	(-1) 165 7%h	91 8%	74 7%	28 8%l	39 8%l	29 7%	33 8%l	24 8%l	13 4%	66 8%l	62 8%l	36 6%
Neither satisfied nor dissatisfied	(0) 504 23%	264 24%	239 21%	93 27%h	105 22%	89 22%	96 22%	54 19%	76 25%	198 24%	175 22%	130 22%
Somewhat satisfied	(1) 830 37%	421 38%	408 36%	111 32%	192 39%d	165 40%d	142 37%	110 39%	110 36%	303 36%	307 38%	220 38%
Very satisfied	(2) 669 30%	307 28%	362 32%b	109 31%	140 29%	119 29%	110 28%	93 33%	98 32%	249 30%	229 29%	191 33%
SUMMARY CODES												
UNSATISFIED	221 10%	112 10%	109 10%	34 10%	51 10%	40 10%	51 13%ll	28 10%	18 6%	65 10%l	91 11%h	45 8%
SATISFIED	1458 67%	728 66%	770 69%	219 63%	332 68%	283 69%	253 65%	203 71%	207 69%	552 66%	536 67%	410 70%d
Mean Score	0.850	0.818	0.882	0.827	0.840	0.855	0.753	0.928	0.939gk	0.834	0.805	0.934gk
Standard Deviation	1.014	0.991	1.036	1.025	1.009	0.997	1.098	0.985	0.945	1.015	1.047	0.964
Error Variance	*	0.001	0.001	0.003	0.002	0.003	0.004	0.004	0.002	0.001	0.002	0.001



Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 56 3%	15 3%	20 3%	10 2%	11 2%	35 3%	21 2%	40 3%	16 2%
Somewhat dissatisfied	(-1) 165 7%EE	37 8%e	66 10%EG	35 7%e	26 4%	104 9%EG	61 6%	108 9%	57 6%
Neither satisfied nor dissatisfied	(0) 504 23%	101 22%	171 25%	103 22%	129 22%	273 24%	231 22%	205 23%	211 22%
Somewhat satisfied	(1) 830 37%	197 42%cd	239 35%	166 35%	227 38%	436 38%	393 37%	470 37%	360 37%
Very satisfied	(2) 669 30%bbf	114 25%	191 28%	158 34%BF	205 34%aBcaF	305 26%	363 34%aBcaF	344 27%	325 34%H
SUMMARY CODES									
UNSATISFIED	221 10%EEg	52 11%Eg	67 13%EG	46 10%e	37 6%	139 12%EG	82 8%	146 12%h	73 8%
SATISFIED	1458 67%cc	312 67%	430 62%	325 69%c	432 72%aCaF	741 64%	757 71%CF	684 65%	684 71%H
Mean Score	0.850cfd	0.772	0.746	0.805cf	0.987ABCAF	0.757	0.951ABCAF	0.773	0.949aH
Standard Deviation	1.014	1.011	1.057	1.018	0.946	1.038	0.979	1.042	0.969
Error Variance	*	0.003	0.002	0.002	0.001	0.001	0.001	0.001	0.001



Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 56 3%	39 2%	17 4%b	43 2%	2 1%	5 5%e	6 6%ade
Somewhat dissatisfied	(-1) 165 7%	129 7%	36 9%	135 7%	15 8%	9 9%	6 7%
Neither satisfied nor dissatisfied	(0) 504 23% ^c	437 24% ^C	67 17%	424 23%	40 21%	24 24%	16 17%
Somewhat satisfied	(1) 830 37%	673 37%	156 39%	696 38% ^g	73 38%	34 34%	27 28%
Very satisfied	(2) 669 30%	547 30%	121 30%	536 29%	64 33%	27 27%	41 42% ^{aDf}
SUMMARY CODES							
UNSATISFIED	221 10%	169 9%	53 13% ^b	178 10%	17 9%	14 14%	13 13%
SATISFIED	1498 67%	1221 67%	278 70%	1233 67%	137 71%	61 62%	68 70%
Mean Score	0.850	0.855	0.826	0.844	0.945	0.698	0.925
Standard Deviation	1.014	0.997	1.093	1.002	0.966	1.128	1.204
Error Variance	*	0.001	0.003	0.001	0.005	0.013	0.014

Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 56	3	3	4	6	5	3	8	3	7	5	2	6	12	44
	3%	3%	1%	2%	4% <i>id</i>	3%	2%	2%	1%	5% <i>il</i>	5% <i>il</i>	1%	6% <i>acgl</i>	3%	2%
Somewhat dissatisfied	(-1) 165	9	17	12	10	12	20	28	18	9	9	15	6	37	128
	7%	10%	7%	7%	7%	10%	8%	8%	6%	6%	9%	8%	7%	11% <i>ao</i>	7%
Neither satisfied nor dissatisfied	(0) 504	19	62	34	32	41	43	102	55	38	24	40	16	82	422
	23% <i>aj</i>	19%	26% <i>aj</i>	20%	21%	23% <i>aj</i>	21%	30% <i>Adegl</i>	17%	25%	24%	21%	17%	24%	22%
Somewhat satisfied	(1) 830	42	85	48	45	69	88	143	133	43	34	73	27	120	709
	37% <i>ad</i>	44% <i>dejm</i>	36%	28%	30%	39%	43% <i>Dejm</i>	43% <i>DeJm</i>	42% <i>Dejm</i>	29%	34%	36%	29%	36%	36%
Very satisfied	(2) 669	23	70	72	57	51	49	54	109	51	27	64	41	85	583
	30% <i>ah</i>	25%	30% <i>ah</i>	42% <i>ABcIG</i>	38% <i>abGH</i>	29% <i>ah</i>	24% <i>ah</i>	16%	34% <i>gH</i>	35% <i>gH</i>	27% <i>ah</i>	33% <i>ah</i>	42% <i>abclIG</i>	25%	31%
SUMMARY CODES															
UNSATISFIED	221	12	21	16	16	17	23	37	20	16	14	17	13	49	172
	10%	12%	9%	9%	11%	10%	11%	11%	8%	11%	14% <i>ai</i>	9%	13% <i>ai</i>	15% <i>aaQ</i>	9%
SATISFIED	1488	65	155	120	102	120	138	197	241	94	61	137	68	205	1293
	67% <i>ah</i>	68%	65%	71% <i>ah</i>	68%	67%	68%	59%	76% <i>ACqH</i>	64%	62%	71% <i>ah</i>	70%	61%	69% <i>an</i>
Mean Score	0.850 <i>Hn</i>	0.775	0.847 <i>H</i>	0.819 <i>gHk</i>	0.910 <i>H</i>	0.832 <i>H</i>	0.790 <i>h</i>	0.614	1.034 <i>Abc</i>	0.823	0.698	0.945 <i>H</i>	0.925 <i>H</i>	0.682	0.880 <i>N</i>
Standard Deviation	1.014	1.017	0.978	1.050	1.111	1.016	0.969	0.937	0.902	1.125	1.128	0.966	1.204	1.076	1.000
Error Variance	-	0.012	0.004	0.007	0.008	0.006	0.005	0.003	0.003	0.009	0.013	0.005	0.014	0.004	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 56 3%	6 2%	7 3%	26 3%	47 3%	3 2%	50 3%	24 3%	17 2%	15 2%
Somewhat dissatisfied	(-1) 165 7%J	33 10%J	17 8%	55 6%	140 8%	12 6%	151 8%	83 9%J	57 8%J	24 4%
Neither satisfied nor dissatisfied	(0) 504 23%	90 27%	55 24%	211 23%	378 22%	53 27%	431 22%	186 21%	159 23%	151 24%
Somewhat satisfied	(1) 830 37%	135 40%	96 43%J	322 35%	656 38%	72 37%	728 38%	327 37%	261 38%	232 38%
Very satisfied	(2) 669 30%Bc	72 22%	49 22%	317 34%aBC	523 30%	54 28%	577 30%	266 30%	201 29%	195 32%
SUMMARY CODES										
UNSATISFIED	221 10%J	39 11%	25 11%	81 9%	187 11%	15 8%	201 10%	107 12%J	73 11%J	39 6%
SATISFIED	1458 67%J	207 62%	145 65%	639 69%J	1180 68%	126 65%	1305 67%	593 67%	461 67%	427 69%
Mean Score	0.850b	0.700	0.723	0.911Bc	0.842	0.833	0.841	0.821	0.825	0.922
Standard Deviation	1.014	0.970	0.996	1.024	1.027	0.959	1.020	1.048	1.016	0.964
Error Variance	*	0.003	0.004	0.001	0.001	0.005	0.001	0.001	0.002	0.001



Q.18_05 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 56 3%g	12 3%	44 2%	28 3%	19 2%	6 3%	28 2%	10 3%g	18 14%AGH
Somewhat dissatisfied	(-1) 165 7% ^d	29 7%	136 8%	53 5%	85 10% ^a D	17 7%	114 6%	29 9%	22 18%AGh
Neither satisfied nor dissatisfied	(0) 504 23% ^G	99 24%	399 22%	224 21%	206 25%	51 21%	339 19%	133 43%AGI	32 26%
Somewhat satisfied	(1) 830 37%	149 36%	678 39%	406 38%	290 35%	102 43% ^a e	677 38%	112 36%	41 33%
Very satisfied	(2) 669 30% ^H	121 29%	548 30%	350 33% ^a e	230 28%	63 26%	632 35% ^A H	24 8%	12 9%
SUMMARY CODES									
UNSATISFIED	221 10% ^d g	41 10%	180 10%	81 8%	104 13% ^D	23 10%	142 8%	39 13% ^g	40 32%AGH
SATISFIED	1498 67% ^e h	270 66%	1225 68%	756 71% ^a aE	520 63%	165 69%	1309 73% ^A H	137 44%	52 42%
Mean Score	0.850 ^q H	0.824	0.859	0.845 ^a E	0.755	0.835	0.900 ^A H	0.821	0.849
Standard Deviation	1.014	1.029	1.013	0.987	1.042	0.987	0.969	0.881	1.211
Error Variance	-	0.003	0.001	0.001	0.001	0.005	0.001	0.003	0.013



Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Very dissatisfied	(-2) 24 1%	5 0%	18 2% ^b	1 0%	6 1%	3 1%	11 3% ^{ad} _{ijL}	1 0%	2 1%	7 1%	14 2%	3 1%
Somewhat dissatisfied	(-1) 96 4%	50 5%	46 4%	11 3%	23 5%	21 5%	15 4%	18 6% _{ij}	7 2%	34 4%	36 5%	26 4%
Neither satisfied nor dissatisfied	(0) 377 17%	196 18%	181 16%	71 20% ^{FK}	76 15%	53 13%	58 15%	50 17%	70 23% ^{AEFGJK}	148 18%	111 14%	130 20% ^{aFgK}
Somewhat satisfied	(1) 902 41%	475 43% ^c	427 38%	130 37%	204 42%	185 45% ^{dil}	165 42%	110 39%	109 36%	334 40%	350 44% _{ijl}	219 37%
Very satisfied	(2) 824 37%	378 34%	446 40% ^b	134 39%	180 37%	150 36%	142 36%	105 37%	113 38%	314 38%	292 36%	219 37%
SUMMARY CODES												
UNSATISFIED	120 5%	55 5%	64 6%	12 4%	29 6%	24 6%	26 7% _{ij}	19 7% _{ij}	9 3%	41 5%	50 6% _{ijl}	29 5%
SATISFIED	1727 78%	853 77%	873 78%	263 76%	384 79%	335 81% _{ijl}	306 79%	216 74%	222 74%	648 79%	641 80% _{ijl}	438 75%
Mean Score	1.083	1.060	1.105	1.107	1.086	1.109	1.055	1.054	1.078	1.094	1.083	1.066
Standard Deviation	0.896	0.861	0.929	0.861	0.900	0.867	0.957	0.918	0.868	0.883	0.912	0.892
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.003	0.004	0.002	0.001	0.001	0.001



Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Very dissatisfied	(-2) 24 1%	4 1%	10 1%	4 1%	5 1%	14 1%	10 1%	15 1%	8 1%
Somewhat dissatisfied	(-1) 96 4%	20 4%	39 6%ag	21 4%	17 3%	59 5%e	37 4%	57 5%	39 4%
Neither satisfied nor dissatisfied	(0) 377 17%	67 14%	121 18%	73 15%	115 19%	189 16%	188 17%	214 17%	163 17%
Somewhat satisfied	(1) 902 41%ee	221 48%aaDEG	285 41%	180 38%	216 36%	507 44%dEG	396 37%	536 43%id	366 38%
Very satisfied	(2) 824 37%	152 33%	233 34%	195 41%bcf	244 41%BcF	385 33%	439 41%aBCaF	433 35%	391 40%H
SUMMARY CODES									
UNSATISFIED	120 5%	24 5%	49 7%eg	25 5%	22 4%	73 6%e	47 4%	72 6%	48 5%
SATISFIED	1727 78%	374 80%	518 75%	374 79%	461 77%	891 77%	825 79%	959 77%	757 78%
Mean Score	1.083	1.070	1.006	1.142cf	1.135cf	1.032	1.138CF	1.048	1.128h
Standard Deviation	0.896	0.849	0.933	0.897	0.881	0.900	0.888	0.897	0.893
Error Variance	*	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.001



Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Very dissatisfied	(-2) 24 1%	19 1%	4 1%	19 1%	1 *	1 1%	2 2%
Somewhat dissatisfied	(-1) 96 4%	80 4%	16 4%	78 4%	9 4%	6 6%	3 3%
Neither satisfied nor dissatisfied	(0) 377 17%	318 17%	58 15%	318 17%	29 15%	16 16%	14 14%
Somewhat satisfied	(1) 902 41%G	751 41%	151 38%	773 42%eG	65 33%	43 44%G	21 22%
Very satisfied	(2) 824 37%	656 36%	168 42%b	646 35%	90 47%aDf	32 33%	56 58%ADF
SUMMARY CODES							
UNSATISFIED	120 5%	100 5%	20 5%	98 5%	9 5%	7 7%	6 6%
SATISFIED	1727 78%	1408 77%	319 80%	1419 77%	155 80%	75 77%	77 80%
Mean Score	1.083	1.065	1.163	1.061	1.213d	1.011	1.302adf
Standard Deviation	0.896	0.895	0.895	0.888	0.889	0.913	0.996
Error Variance	*	*	0.002	*	0.004	0.009	0.010

Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorks and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Very dissatisfied	(-2) 24 7%	3 3%	1 1%	2 1%	3 2%	3 2%	1 *	2 1%	1 *	3 2%	1 *	1 *	2 2%	6 2%	18 1%
Somewhat dissatisfied	(-1) 96 4%	6 6%	10 4%	7 4%	9 6%	12 7%	6 3%	18 6%	4 1%	7 5%	6 6%	9 4%	3 3%	20 6%	76 4%
Neither satisfied nor dissatisfied	(0) 377 17%	14 14%	40 17%	20 12%	26 18%	30 17%	30 14%	78 23%ADgll	45 14%	35 23%dl	16 16%	29 15%	14 14%	55 16%	322 17%
Somewhat satisfied	(1) 902 41%EM	47 49%sdEJM	95 40%eM	58 34%	43 29%	73 41%eM	99 49%aDEJL M	166 49%AcDEJ LM	144 46%sdEJM	49 33%	43 44%eM	65 33%	21 22%	142 42%	761 40%
Very satisfied	(2) 824 37%h	26 28%	92 39%h	83 49%ABFGH ik	68 45%aBlgH	59 33%h	69 34%h	71 21%	122 38%h	56 38%h	32 33%h	90 47%aBlgH k	56 HLJK	114 34%	711 38%
SUMMARY CODES															
UNSATISFIED	120 5%	9 9%	11 5%	9 5%	12 8%	16 9%	7 3%	21 6%	5 2%	9 6%	7 7%	9 5%	6 6%	26 8%	93 5%
SATISFIED	1727 78%h	74 77%	186 79%h	141 83%h	111 74%	132 74%	168 82%h	236 84%aeHJ	104 70%	75 77%	155 80%h	77 80%	255 80%	1471 78%	
Mean Score	1.083H	0.927	1.121H	1.253abF	1.098H	0.972	1.123H	0.845	1.207aBF	0.997	1.011	1.213bH	1.302abf	1.000	1.098
Standard Deviation	0.896	0.859	0.869	0.910	1.023	0.972	0.786	0.841	0.754	0.980	0.913	0.899	0.988	0.952	0.885
Error Variance	*	0.010	0.003	0.005	0.007	0.005	0.003	0.002	0.002	0.007	0.009	0.004	0.010	0.003	*

Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas
 Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Very dissatisfied	(-2) 24	-	4	11	21	1	22	8	9	6
	1%	-	2%b	1%	1%	1%	1%	1%	1%	1%
Somewhat dissatisfied	(-1) 96	20	10	33	80	8	88	45	33	18
	4%	6%	4%	4%	5%	4%	5%	5%	5%	3%
Neither satisfied nor dissatisfied	(0) 377	62	38	178	369	42	312	125	109	133
	17%	18%	17%	19%	15%	22%ag	16%	14%	16%	22%ahI
Somewhat satisfied	(1) 902	167	94	344	734	73	808	368	297	229
	41%	50%AD	42%	37%	42%	38%	42%	42%	43%j	37%
Very satisfied	(2) 824	87	79	366	640	68	708	340	246	232
	37%B	26%	35%b	39%B	37%	35%	37%	38%	35%	38%
SUMMARY CODES										
UNSATISFIED	120	20	13	44	101	9	110	53	42	23
	5%	6%	6%	5%	6%	5%	6%	6%	6%	4%
SATISFIED	1727	254	173	710	1374	142	1516	708	543	461
	78%	76%	77%	76%	79%	73%	78%	80%j	78%	75%
Mean Score	1.083b	0.957	1.048	1.097b	1.085	1.033	1.080	1.114	1.064	1.075
Standard Deviation	0.896	0.823	0.918	0.907	0.897	0.895	0.897	0.894	0.902	0.885
Error Variance	*	0.002	0.004	0.001	*	0.004	*	0.001	0.001	0.001



Q.18_06 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Outdoors in urban areas
 Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Very dissatisfied	(-2) 24	7	17	10	12	-	11	2	10
	1%	2%	1%	1%	1%	-	1%	1%	8%AGH
Somewhat dissatisfied	(-1) 96	20	75	33	42	13	53	19	24
	4%g	5%	4%	3%	5% ^d	5%	3%	6%g	20%AGH
Neither satisfied nor dissatisfied	(0) 377	83	287	177	142	33	237	116	24
	17%G	20% ^c	16%	17%	17%	14%	13%	38%AGI	19%
Somewhat satisfied	(1) 902	144	757	427	330	115	720	133	50
	41%	35%	42% ^b	40%	40%	48% ^{ade}	40%	43%	41%
Very satisfied	(2) 824	155	669	414	303	78	769	40	16
	37% ^H	38%	37%	39%	37%	33%	43% ^{AH}	13%	13%
SUMMARY CODES									
UNSATISFIED	120	27	92	44	55	13	64	21	34
	5%g	7%	5%	4%	7% ^d	5%	4%	7%g	28%AGH
SATISFIED	1727	300	1425	840	633	193	1488	172	66
	78% ^H	73%	79% ^b	79%	76%	81%	83% ^{AH}	56%	53%
Mean Score	1.003 ^H	1.028	1.100	1.131	1.047	1.001	1.219 ^{AH}	0.6111	0.296
Standard Deviation	0.896	0.964	0.878	0.867	0.934	0.824	0.831	0.813	1.161
Error Variance	-	0.002	-	0.001	0.001	0.003	-	0.002	0.012



Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1760	840	920	248	383	320	271	205	333	631	591	538
Weighted Base	1869	937	932	240	413	352	350	257	257	653	703	514
Very dissatisfied	(-2) 24 1%	12 1%	13 1%	2 1%	6 1%	4 1%	6 2%	3 1%	4 1%	8 1%	10 1%	7 1%
Somewhat dissatisfied	(-1) 100 5%	61 6% ^c	39 4%	10 4%	26 6% ^{ij}	13 4%	30 9% ^{adfil}	15 6%	6 2%	36 5% ^{ij}	43 6% ^{ij}	21 4%
Neither satisfied nor dissatisfied	(0) 413 22%	211 22%	203 22%	55 23%	89 22%	65 19%	69 20%	62 24%	73 29% ^{aaFgJK}	144 22%	135 19%	135 26% ^{kgK}
Somewhat satisfied	(1) 705 38% ^{kl}	370 39%	336 36%	87 36%	170 41% ^{hIL}	148 42% ^{hIL}	135 38%	82 32%	83 32%	258 39% ^{il}	283 40% ^{hIL}	165 32%
Very satisfied	(2) 626 33%	284 30%	342 37% ^B	85 36%	122 30%	122 35%	111 32%	94 37%	91 36%	208 32%	232 33%	186 36% ^{ee}
SUMMARY CODES												
UNSATISFIED	125 7%	72 8%	52 6%	12 5%	31 8% ^{ij}	17 5%	36 10% ^{adfil}	18 7%	10 4%	44 7%	53 8% ^{ij}	28 5%
SATISFIED	1331 71%	653 70%	677 73%	172 72%	293 71%	270 77% ^{kl}	245 70%	177 69%	174 68%	465 71%	515 73%	351 68%
Mean Score	0.967	0.911	1.024^b	1.013	0.916	1.052	0.897	0.976	0.978	0.952	0.975	0.977
Standard Deviation	0.942	0.945	0.936	0.916	0.938	0.882	0.998	0.974	0.935	0.930	0.944	0.954
Error Variance	0.001	0.001	0.001	0.003	0.002	0.002	0.004	0.005	0.003	0.001	0.002	0.002



Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	1760	376	497	383	504	873	887	962	798
Weighted Base	1869	437	589	414	428	1026	843	1125	744
Very dissatisfied	(-2)	24 1%	8 2%	10 2%	4 1%	3 1%	7 1%	17 2%	7 1%
Somewhat dissatisfied	(-1)	100 5%	24 5%	38 6%	25 6%	14 3%	61 6%	39 5%	29 4%
Neither satisfied nor dissatisfied	(0)	413 22%	98 20%	141 24%	77 19%	108 25%	238 22%	185 21%	241 23%
Somewhat satisfied	(1)	705 38%	198 45% ^{AcAdEG}	217 37%	154 37%	136 32%	415 40% ^{Eg}	290 34%	452 34%
Very satisfied	(2)	626 33% ^{bb}	120 27%	184 31%	154 37% ^{BF}	168 39% ^{aBcaF}	304 30%	322 31%	282 38% ^{ah}
SUMMARY CODES									
UNSATISFIED	125 7% ^{ee}	31 7% ^{ee}	48 8% ^E	29 7% ^{ee}	17 4%	79 8% ^E	46 5%	88 8% ^h	37 5%
SATISFIED	1331 71%	318 73%	400 68%	308 74% ^c	304 71%	719 70%	612 73%	796 71%	535 72%
Mean Score	0.967	0.912	0.895	1.037^{cf}	1.056^{bCF}	0.902	1.047^{abCaF}	0.920	1.038^h
Standard Deviation	0.942	0.920	0.974	0.943	0.909	0.951	0.925	0.950	0.926
Error Variance	0.001	0.002	0.002	0.002	0.002	0.001	0.001	0.001	0.001

Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1760	1440	320	1457	144	90	69
Weighted Base	1869	1526	343	1561	147	93*	68*
Very dissatisfied	(-2) 24 1%	20 1%	5 1%	23 1%	1 -	- -	1 1%
Somewhat dissatisfied	(-1) 100 5%	84 5%	17 5%	83 5%	6 4%	7 7%	5 7%
Neither satisfied nor dissatisfied	(0) 413 22%	333 22%	80 23%	348 22%	34 23%	20 22%	11 17%
Somewhat satisfied	(1) 705 38%G	581 38%	124 36%	603 39%G	58 39%G	33 35%g	12 17%
Very satisfied	(2) 626 33%	508 33%	117 34%	504 32%	49 33%	33 36%	39 58%ADEF
SUMMARY CODES							
UNSATISFIED	125 7%	103 7%	21 6%	106 7%	6 4%	7 7%	6 8%
SATISFIED	1331 71%	1089 71%	241 70%	1107 71%	107 73%	66 71%	51 75%
Mean Score	0.967	0.966	0.970	0.950	1.011	0.995	1.233ad
Standard Deviation	0.942	0.941	0.946	0.943	0.874	0.933	1.045
Error Variance	0.001	0.001	0.003	0.001	0.005	0.010	0.016

Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1760	84	182	144	114	159	181	218	250	125	90	144	69	254	1506
Weighted Base	1869	92*	189	151	118	163	189	240	280	139	93*	147	68*	310	1558
Very dissatisfied	(-2) 24	3	1	2	3	4	1	3	3	2	-	1	1	9	16
	7%	3%	1%	1%	3%	2%	*	1%	1%	2%	-	*	1%	3%	1%
Somewhat dissatisfied	(-1) 100	6	6	8	6	8	14	24	7	5	7	6	5	18	82
	5%	6%	3%	6%	5%	5%	8%j	10%ac j	2%	3%	7%	4%	7%	6%	5%
Neither satisfied nor dissatisfied	(0) 413	22	39	24	30	44	36	50	54	49	20	34	11	67	346
	22%	24%	21%	16%	25%	27%d	19%	21%	19%	35%ACDGH	22%	23%	17%	22%	22%
Somewhat satisfied	(1) 705	36	72	44	40	55	83	117	116	38	33	58	12	130	575
	39%M	40%M	38%M	29%	34%e	34%e	44%DJM	45%AcDeF	41%djM	27%	35%e	39%jM	17%	42%	37%
Very satisfied	(2) 626	25	70	72	38	52	55	45	101	46	33	49	39	86	539
	33%H	27%	37%H	48%ABeFG	33%H	32%H	29%h	19%	36%H	33%H	36%H	33%H	58%ABCEFGHIJKL	28%	35%e
SUMMARY CODES															
UNSATISFIED	125	8	7	10	9	12	15	27	10	7	7	6	6	27	98
	7%	9%	4%	7%	8%	7%	8%	11%aCl	4%	5%	7%	4%	8%	9%	6%
SATISFIED	1331	61	143	116	79	107	138	163	216	83	66	107	51	216	1114
	71%j	67%	76%j	77%LJ	67%	68%	73%j	68%	77%efhj	60%	71%	73%j	75%j	70%	72%
Mean Score	0.967H	0.822	1.083bHj	1.171abe	0.895	0.881	0.935h	0.740	1.081bH	0.861	0.995h	1.011H	1.233abe	0.862	0.988
Standard Deviation	0.942	0.998	0.874	0.976	1.006	0.997	0.906	0.926	0.869	0.975	0.933	0.874	1.045	0.980	0.933
Error Variance	0.001	0.012	0.004	0.007	0.009	0.006	0.005	0.004	0.003	0.008	0.010	0.005	0.016	0.004	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1760	254	168	713	1637	123	1760	682	539	522
Weighted Base	1869	270	175	791	1745	124	1869	753	585	515
Very dissatisfied	(-2)	24	3	11	23	1	24	6	8	9
		1%	2%	1%	1%	1%	1%	1%	1%	2%
Somewhat dissatisfied	(-1)	100	21	34	91	9	100	53	30	17
		5%	8% ^d	4%	5%	8%	5%	7% ^J	5%	3%
Neither satisfied nor dissatisfied	(0)	413	56	179	382	31	413	128	137	142
		22% ^H	21%	23%	22%	23%	22%	17%	23% ^H	28% ^{aH}
Somewhat satisfied	(1)	705	127	268	662	43	705	304	217	180
		38%	47% ^{AD}	34%	38%	35%	38%	40%	37%	35%
Very satisfied	(2)	626	64	299	587	39	626	262	193	166
		33% ^B	24%	38% ^{aBc}	34%	31%	33%	35%	33%	32%
SUMMARY CODES										
UNSATISFIED	125	23	14	45	114	11	125	59	38	26
	7%	8%	8%	6%	7%	7%	8%	7%	7%	5%
SATISFIED	1331	191	127	567	1249	82	1331	566	410	346
	71%	71%	72%	72%	66%	71%	75% ^J	70%	67%	67%
Mean Score	0.967	0.852	0.919	1.025^b	0.974	0.878	0.967	1.013	0.951	0.927
Standard Deviation	0.942	0.897	0.945	0.951	0.939	0.977	0.942	0.934	0.945	0.943
Error Variance	0.001	0.003	0.005	0.001	0.001	0.008	0.001	0.001	0.002	0.002

Q.18_07 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by road
 Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1760	307	1449	862	654	177	1427	235	98
Weighted Base	1869	325	1539	868	717	204	1511	251	107*
Very dissatisfied	(-2) 24	7	18	13	9	1	11	2	12
	1%	2%	1%	2%	1%	1%	1%	1%	11%AGH
Somewhat dissatisfied	(-1) 100	24	76	29	52	14	58	19	24
	5% ^d	7%	5%	3%	7% ^D	7% ^d	4%	7% ^g	22% ^{AGH}
Neither satisfied nor dissatisfied	(0) 413	80	332	206	155	34	274	116	23
	22% ^G	25%	22%	24% ^f	22%	17%	18%	46% ^{AGI}	22%
Somewhat satisfied	(1) 705	109	593	298	283	90	581	86	38
	39%	34%	39%	34%	40% ^d	44% ^d	38%	34%	38%
Very satisfied	(2) 625	105	520	322	218	65	587	28	10
	33% ^H	32%	34%	37% ^E	30%	32%	39% ^{AH}	11%	9%
SUMMARY CODES									
UNSATISFIED	125	31	94	42	60	15	68	21	35
	7% ^g	9% ^c	6%	5%	8% ^D	8%	5%	8% ^g	33% ^{AGH}
SATISFIED	1331	214	1113	620	501	155	1188	114	48
	71% ^H	66%	72% ^b	71%	70%	78%	77% ^{AH}	46%	45%
Mean Score	0.967 ^H	0.869	0.969	1.021 ^e	0.906	0.998	1.110 ^{AH}	0.4771	0.101
Standard Deviation	0.942	1.018	0.925	0.937	0.954	0.906	0.880	0.822	1.180
Error Variance	0.001	0.003	0.001	0.001	0.001	0.005	0.001	0.003	0.014

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	542	270	272	136	131	100	88	42	65	267	168	107
Weighted Base	560	290	270	131	139	104*	88*	53*	46*	270	191	99*
Very dissatisfied	(-2) 26 5%	15 5%	11 4%	3 2%	11 8% ^d	5 5%	4 4%	2 3%	2 4%	14 5%	9 5%	3 3%
Somewhat dissatisfied	(-1) 63 11%	36 12%	28 10%	17 13% ^d	21 15% ^{ill}	9 9%	10 12% ^{ij}	5 10% ^{ij}	-	39 14% ^{ijll}	19 10% ^{ij}	5 5%
Neither satisfied nor dissatisfied	(0) 130 23%	74 26%	55 21%	35 27% ^{ee}	22 16%	19 19%	19 21%	21 40% ^{aEijgk}	13 28%	58 21%	38 20%	34 34% ^{aaEijk}
Somewhat satisfied	(1) 233 42%	125 43%	108 40%	52 40%	63 45%	50 48% ^d	35 40%	35 32%	16 35%	115 43%	85 44%	33 33%
Very satisfied	(2) 108 19%	40 14%	68 25% ^B	23 17%	20 15%	20 19%	20 22%	8 15%	15 33% ^{AdEh,jk}	44 16%	40 21%	24 24%
SUMMARY CODES												
UNSATISFIED	90 16% ^d	51 18%	39 14%	20 16% ^d	32 23% ^{ill}	14 14%	14 16% ^{ij}	7 13%	2 4%	53 19% ^{ijll}	28 15% ^{ij}	9 9%
SATISFIED	341 61%	165 57%	176 65%	75 58%	85 61%	85 67% ^h	70 63%	25 47%	32 68% ^{hh}	160 59%	125 65% ^h	56 57%
Mean Score	0.594	0.477	0.719^b	0.571	0.454	0.676	0.642	0.461	0.951^{adEhJ}	0.511	0.661	0.690
Standard Deviation	1.066	1.045	1.076	1.002	1.157	1.052	1.091	0.979	0.976	1.084	1.068	1.003
Error Variance	0.002	0.004	0.004	0.007	0.010	0.011	0.018	0.023	0.015	0.004	0.007	0.009

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base



Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS		
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)	
Unweighted Base	542	123	189	95	135	312	230	297	245	
Weighted Base	560	145	214	95*	105	360	200	338	222	
Very dissatisfied	(-2)	26 5%	10 7%	7 3%	6 3%	3 5%	18 4%	9 6%	21 3%	6 3%
Somewhat dissatisfied	(-1)	63 11%	20 14% ^{ab}	26 12%	10 11%	6 8%	46 13% ^{ab}	17 8%	46 14% ^{ab}	17 8%
Neither satisfied nor dissatisfied	(0)	130 23%	30 20%	48 22%	23 24%	29 28%	78 22%	52 21%	72 21%	57 26%
Somewhat satisfied	(1)	233 42%	82 43%	88 41%	39 42%	44 41%	150 42%	83 41%	137 41%	96 43%
Very satisfied	(2)	108 19%	23 16%	45 21%	17 17%	23 22%	67 19%	40 20%	61 18%	46 21%
SUMMARY CODES										
UNSATISFIED	90 16% ^{abc}	31 21% ^{bc}	33 16%	16 17%	9 9%	64 18% ^{ab}	26 13%	67 20% ^{ab}	23 10%	23 10%
SATISFIED	341 61%	85 58%	133 62%	56 59%	67 64%	218 61%	123 61%	198 59%	142 64%	142 64%
Mean Score	0.594	0.461	0.637	0.528	0.747^b	0.566	0.643	0.510	0.720^h	
Standard Deviation	1.066	1.131	1.049	1.100	0.960	1.085	1.032	1.122	0.963	
Error Variance	0.002	0.010	0.006	0.013	0.007	0.004	0.005	0.004	0.004	

Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	542	507	35	473	44	11	14
Weighted Base	560	522	38*	494	45*	11**	11**
Very dissatisfied	(-2) 26 5%	26 5%	1 2%	26 5%	-	-	1 6%
Somewhat dissatisfied	(-1) 63 11%	61 12%	2 6%	54 11%	6 13%	2 19%	1 10%
Neither satisfied nor dissatisfied	(0) 130 23%	120 23%	10 25%	115 23%	7 15%	4 35%	4 39%
Somewhat satisfied	(1) 233 42%	220 42%	13 35%	210 43%	17 37%	4 35%	3 24%
Very satisfied	(2) 108 19%	95 18%	12 31%	89 18%	15 35%ad	1 10%	2 22%
SUMMARY CODES							
UNSATISFIED	90 16%	86 17%	3 9%	80 16%	6 13%	2 19%	2 16%
SATISFIED	341 61%	315 60%	25 66%	299 61%	32 72%	5 45%	5 46%
Mean Score	0.594	0.573	0.870	0.570	0.935d	0.359	0.465
Standard Deviation	1.066	1.068	1.015	1.067	1.017	0.950	1.174
Error Variance	0.002	0.002	0.009	0.002	0.004	0.002	0.009

Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	542	7	55	26	20	46	69	161	77	12	11	44	14	70	472
Weighted Base	560	7**	55*	30**	19**	41*	68*	174	86*	14**	11**	45*	11**	84*	476
Very dissatisfied	(-2) 26	-	4	-	3	3	3	8	4	1	-	-	1	7	19
	5%	-	7%	-	15%	8%	4%	5%	9%	1	-	-	6%	8%	4%
Somewhat dissatisfied	(-1) 63	-	7	2	2	3	5	22	12	1	2	8	1	10	53
	11%	-	13%	7%	12%	8%	8%	12%	14%	4%	13%	13%	10%	12%	11%
Neither satisfied nor dissatisfied	(0) 130	2	16	9	4	13	16	35	19	1	4	7	4	21	108
	23%	27%	29%	30%	20%	32%	24%	20%	22%	6%	35%	15%	39%	25%	23%
Somewhat satisfied	(1) 233	5	16	10	4	11	33	95	33	5	4	17	3	34	200
	42%	64%	28%	31%	19%	28%	48%cd	54%ACFI	39%	37%	35%	37%	24%	40%	42%
Very satisfied	(2) 108	1	13	9	6	10	10	15	18	6	1	15	2	12	96
	19%h	9%	23%h	31%	34%	25%h	15%	9%	21%h	43%	10%	35%agH	22%	14%	20%
SUMMARY CODES															
UNSATISFIED	90	-	11	2	5	6	8	30	16	2	2	6	2	17	72
	16%	-	20%	7%	27%	16%	12%	17%	18%	14%	19%	13%	16%	21%	15%
SATISFIED	341	5	28	19	10	22	43	109	51	11	5	32	5	45	295
	61%	73%	51%	62%	53%	53%	64%	63%	60%	80%	45%	72%	46%	54%	62%
Mean Score	0.594	0.825	0.478	0.861	0.456	0.535	0.626	0.499	0.582	0.991	0.359	0.935h	0.465	0.386	0.630
Standard Deviation	1.066	0.616	1.179	0.958	1.480	1.185	0.984	0.973	1.113	1.279	0.950	1.017	1.174	1.133	1.050
Error Variance	0.002	0.054	0.025	0.035	0.110	0.031	0.014	0.006	0.016	0.136	0.002	0.024	0.099	0.018	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	542	321	221	-	373	71	444	288	163	102
Weighted Base	560	336	224	**	395	71*	466	284	170	97*
Very dissatisfied	(-2) 26	17	9	-	17	6	23	17	4	5
		5%	4%	-	4%	8%	5%	6%	3%	5%
Somewhat dissatisfied	(-1) 63	42	21	-	46	7	52	40	14	9
		11%	9%	-	12%	9%	11%	14%	8%	9%
Neither satisfied nor dissatisfied	(0) 130	68	61	-	84	21	105	48	51	28
		23%h	27%	-	21%	30%	23%	16%	30%h	29%h
Somewhat satisfied	(1) 233	144	89	-	180	20	200	125	70	34
		42%f	40%	-	45%f	29%	43%f	44%	41%	35%
Very satisfied	(2) 108	64	43	-	69	17	86	55	30	22
		19%	19%	-	17%	23%	18%	19%	17%	22%
SUMMARY CODES										
UNSATISFIED	90	59	30	-	63	12	75	57	19	13
		18%	14%	-	16%	17%	16%	20%h	11%	14%
SATISFIED	341	209	132	-	249	37	286	180	100	58
		61%	59%	-	63%	52%	61%	63%	59%	58%
Mean Score	0.594	0.585	0.606	-	0.603	0.498	0.587	0.563	0.626	0.614
Standard Deviation	1.066	1.088	1.034	-	1.039	1.192	1.063	1.133	0.953	1.082
Error Variance	0.002	0.004	0.005	-	0.003	0.020	0.003	0.005	0.006	0.011

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.18_08 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Reception whilst travelling by rail

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	542	112	426	225	229	64	435	72	35
Weighted Base	560	116	440	217	247	69*	452	72*	36*
Very dissatisfied	(-2) 26 5%	4 3%	23 5%	8 4%	8 3%	7 10%e	13 3%	6 8%	8 21%AG
Somewhat dissatisfied	(-1) 63 11%	12 10%	51 12%	21 10%	36 15%	6 9%	46 10%	10 14%	8 21%
Neither satisfied nor dissatisfied	(0) 130 23%	26 23%	100 23%	58 27%	52 21%	14 21%	100 22%	22 31%	7 19%
Somewhat satisfied	(1) 233 42%	49 43%	182 41%	87 40%	105 42%	28 40%	192 42%	30 41%	11 32%
Very satisfied	(2) 109 19%h	24 21%	83 19%	43 20%	45 19%	14 21%	101 22%h	4 6%	2 7%
SUMMARY CODES									
UNSATISFIED	90 16%	15 13%	74 17%	29 13%	44 18%	13 18%	59 13%	16 22%	15 42%AGh
SATISFIED	341 61%h	74 64%	265 60%	130 60%	151 61%	42 61%	293 65%h	34 47%	14 38%
Mean Score	0.59h	0.664	0.572	0.631	0.585	0.551	0.712h	0.239	-0.189
Standard Deviation	1.066	1.021	1.081	1.022	1.052	1.200	1.016	1.028	1.285
Error Variance	0.002	0.009	0.003	0.005	0.005	0.022	0.002	0.015	0.047

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	300	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Indoors at home	1.049	1.016	1.082	1.167eh	1.006	1.081	1.006	0.960	1.081	1.073	1.044	1.022
Indoors at work place or place of study	0.884hIL	0.877	0.892	1.124AEGHj KL	0.884IL	0.981HIL	0.846il	0.718	0.683	0.983aHIL	0.915hIL	0.700
Indoors in general e.g. building other than work, school or home	1.024	0.956	1.092B	1.139aghiL	1.013	1.097hi	0.955	0.933	0.987	1.065i	1.028	0.960
Outdoors around places I go to regularly, e.g. home, work or school	1.088	1.043	1.133b	1.173gi	1.103	1.134	0.988	1.092	1.031	1.132g	1.063	1.061
Outdoors in rural areas	0.850	0.818	0.882	0.827	0.840	0.855	0.753	0.928	0.939gk	0.834	0.805	0.934gk
Outdoors in urban areas	1.083	1.060	1.105	1.107	1.086	1.109	1.055	1.054	1.078	1.094	1.083	1.066
Reception whilst travelling by road	0.967	0.911	1.024b	1.013	0.916	1.052	0.897	0.976	0.978	0.952	0.975	0.977
Reception whilst travelling by rail	0.594	0.477	0.719b	0.571	0.454	0.676	0.642	0.461	0.951adEhJ	0.511	0.661	0.690

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GD2E (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Indoors at home	1.049	0.970	0.967	1.101f	1.165aBCaF	0.968	1.136aBCaF	0.997	1.117h
Indoors at work place or place of study	0.884bb	0.755	0.934b	0.941b	0.882	0.862	0.908b	0.932i	0.822
Indoors in general e.g. building other than work, school or home	1.024	0.919	0.973	1.091bf	1.112aBCaF	0.951	1.103aBCaF	0.979	1.083h
Outdoors around places I go to regularly, e.g. home, work or school	1.088	1.024	1.019	1.176bcF	1.148bcF	1.021	1.161abCaF	1.069	1.114
Outdoors in rural areas	0.850cdf	0.772	0.746	0.905cf	0.987ABCAF	0.757	0.951ABCAF	0.773	0.949aH
Outdoors in urban areas	1.083	1.070	1.006	1.142cf	1.135cf	1.032	1.138CF	1.048	1.128h
Reception whilst travelling by road	0.967	0.912	0.895	1.037cf	1.056bcF	0.902	1.047abCaF	0.920	1.038h
Reception whilst travelling by rail	0.594	0.461	0.637	0.528	0.747b	0.566	0.643	0.510	0.720h

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table

Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	96*	97*
Indoors at home	1.049	1.070	0.953	1.036	1.200	1.051	0.996
Indoors at work place or place of study	0.884	0.892	0.848	0.873	0.953	0.980	0.865
Indoors in general e.g. building other than work, school or home	1.024	1.026	1.018	1.004	1.200ad	0.982	1.091
Outdoors around places I go to regularly, e.g. home, work or school	1.088	1.102	1.028	1.066	1.229d	1.256	1.065
Outdoors in rural areas	0.850	0.855	0.826	0.844	0.945	0.698	0.925
Outdoors in urban areas	1.083	1.065	1.163	1.061	1.213d	1.011	1.302adf
Reception whilst travelling by road	0.967	0.966	0.970	0.950	1.011	0.995	1.233ad
Reception whilst travelling by rail	0.594	0.573	0.870	0.570	0.935d	0.359	0.465

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table

Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Indoors at home	1.049Bh	0.543	1.182BHJ	1.257aBf HJ	1.018B	0.978B	1.130BHj	0.911B	1.150BHj	0.866	1.051B	1.200BHj	0.996b	0.973	1.063
Indoors at work place or place of study	0.884B	0.324	0.945B	0.859B	0.824B	0.877B	0.942B	0.869B	0.991B	0.831B	0.980B	0.953B	0.865B	0.855	0.889
Indoors in general e.g. building other than work, school or home	1.024Bh	0.638	1.117BH	1.146BH	0.965b	0.949b	1.042B	0.897b	1.114BH	0.960b	0.982b	1.200aBe Bj	1.091B	0.945	1.038
Outdoors around places I go to regularly, e.g. home, work or school	1.088BH	0.788	1.128BH	1.303ABe fgHJ	1.080b	1.037	1.096bh	0.901	1.188BHj	0.963	1.256BHj	1.229BHj	1.065	1.029	1.099
Outdoors in rural areas	0.850Hh	0.775	0.847H	1.018gHk	0.910H	0.832h	0.790h	0.614	1.034abc fGHK	0.823	0.698	0.945H	0.925H	0.682	0.880N
Outdoors in urban areas	1.083H	0.927	1.121H	1.253abF Hk	1.098H	0.972	1.123H	0.845	1.207aBF Hk	0.997	1.011	1.213bH j	1.302abf Hk	1.000	1.098
Reception whilst travelling by road	0.967H	0.822	1.083bhj	1.171abe fgH	0.895	0.881	0.935h	0.740	1.081bH j	0.861	0.995h	1.011H	1.233abe fgH	0.862	0.988
Reception whilst travelling by rail	0.594	0.825	0.478	0.861	0.456	0.535	0.626	0.499	0.582	0.991	0.359	0.935h	0.465	0.386	0.630

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Indoors at home	1.049	0.953	1.045	1.073	1.052	1.038	1.051	1.073	1.044	1.034
Indoors at work place or place of study	0.884J	0.895	0.871	0.897	0.883	0.903	0.885	1.008AU	0.870J	0.722
Indoors in general e.g. building other than work, school or home	1.024	0.935	0.991	1.070b	1.016	1.037	1.018	1.055	1.019	0.992
Outdoors around places I go to regularly, e.g. home, work or school	1.068b	0.975	1.042	1.128b	1.087	1.063	1.085	1.138	1.070	1.046
Outdoors in rural areas	0.850b	0.700	0.723	0.911Bc	0.842	0.833	0.841	0.821	0.825	0.922
Outdoors in urban areas	1.083b	0.957	1.048	1.097b	1.085	1.033	1.080	1.114	1.064	1.075
Reception whilst travelling by road	0.967	0.852	0.919	1.025b	0.974	0.878	0.967	1.013	0.951	0.927
Reception whilst travelling by rail	0.594	0.585	0.606	-	0.603	0.498	0.587	0.563	0.626	0.614

Q.18 Again, thinking specifically about making phone calls on your mobile phone through ... How satisfied do you feel with the ability to make calls in each of these locations? Please rate on a scale from 1 - 5 where 1 means very dissatisfied and 5 means very satisfied. - Mean summary table

Base: All who use a mobile

	Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Indoors at home	1.049HI	1.011	1.060	1.109	1.009	0.970	1.244AHI	0.359I	-0.033
Indoors at work place or place of study	0.884HI	0.850	0.894	0.876	0.896	0.942	1.036AHI	0.366I	-0.016
Indoors in general e.g. building other than work, school or home	1.024HI	1.000	1.032	1.072	0.992	0.992	1.202AHI	0.444I	-0.091
Outdoors around places I go to regularly, e.g. home, work or school	1.088HI	1.056	1.099	1.122	1.066	1.101	1.245AHI	0.540I	0.196
Outdoors in rural areas	0.850eHI	0.824	0.859	0.940aE	0.755	0.826	0.990AHI	0.362I	0.049
Outdoors in urban areas	1.063HI	1.028	1.100	1.131	1.047	1.081	1.219AHI	0.611I	0.298
Reception whilst travelling by road	0.967HI	0.869	0.989	1.021e	0.908	0.998	1.110AHI	0.477I	0.101
Reception whilst travelling by rail	0.594HI	0.684	0.572	0.631	0.585	0.531	0.712HI	0.239	-0.188

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	855	802	586
Yes - Indoors at home	298	146	152	44	67	71	48	33	35	111	119	68
	13%	13%	14%	13%	14%	17% ^{ll}	12%	12%	12%	13%	15%	12%
Yes - Indoors at work place or place of study	172	101	71	34	34	42	30	19	13	68	72	32
	8% ^{kl}	9% ^c	6%	10% ^{ll}	7%	10% ^{ll}	8%	7%	4%	8% ^{kl}	9% ^{ll}	5%
Yes - Indoors in general (building other than work, school or home)	170	87	82	31	35	36	31	21	16	65	67	37
	8%	8%	7%	9%	7%	9%	8%	7%	5%	8%	8%	6%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	194	102	92	39	34	42	35	27	17	73	77	44
	9% ^{kl}	9%	8%	11% ^{el}	7%	10% ^{kl}	9%	9%	6%	9%	10% ^{kl}	7%
Yes - Outdoors in rural areas	191	98	94	30	36	38	42	24	21	66	80	45
	9%	9%	8%	9%	7%	9%	11%	8%	7%	8%	10%	8%
Yes - Outdoors in urban areas	201	103	98	33	40	42	38	28	20	73	80	48
	9%	9%	9%	9%	8%	10%	10%	10%	7%	9%	10%	8%
Yes - Reception whilst travelling by road	178	99	80	22	40	45	34	22	15	62	79	37
	8% ^{kl}	9%	7%	6%	8%	11% ^{dll}	9%	8%	5%	7%	10% ^{ll}	6%
Yes - Reception whilst travelling by rail	50	32	18	14	11	11	7	4	3	25	18	7
	2%	3%	2%	4% ^{lL}	2%	3%	2%	2%	1%	3% ^{ll}	2%	1%
SUMMARY CODES												
INDOORS	371	184	187	65	80	86	60	40	41	145	145	81
	17%	17%	17%	19%	16%	21% ^{hNL}	15%	14%	14%	17%	18% ^{kl}	14%
OUTDOORS	306	160	146	61	60	58	63	37	27	121	122	63
	14% ^{kl}	15%	13%	18% ^{elL}	12%	14% ^{kl}	16% ^{ll}	13%	9%	14% ^{ll}	15% ^{ll}	11%
TRAVELLING	198	108	90	28	44	50	37	23	16	72	87	40
	9% ^{kl}	10%	8%	8%	9%	12% ^{kl}	10%	8%	5%	9%	11% ^{ll}	7%
NUMBER IMPROVED												
1	306	152	154	67	60	66	55	30	28	127	121	58
	14% ^{kl}	14%	14%	19% ^{AEHL}	12%	16% ^{kl}	14%	11%	8%	15% ^{kl}	15% ^{kl}	10%



Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	655	602	586
2	78	40	38	16	25	12	12	7	6	41	24	13
4%	4%	3%	5%	5%	3%	3%	2%	2%	5%	3%	2%	2%
3	41	25	15	7	10	9	6	5	3	17	15	8
2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%
4	18	11	7	2	3	2	5	4	2	6	7	6
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
5+	116	59	58	16	21	30	22	15	13	37	51	28
5%	5%	5%	5%	5%	4%	7%	6%	5%	4%	4%	6%	5%
None of these	1530	755	774	222	337	272	265	208	226	559	537	434
69%	69%	69%	64%	64%	69%	66%	68%	58%	73%	75%	67%	74%
Don't know	134	62	71	15	33	21	25	16	23	48	47	39
6%	6%	6%	4%	7%	5%	6%	6%	8%	6%	6%	6%	7%
Average number improved	2.598	2.677	2.516	2.246	2.507	2.746	2.658	2.918	2.726	2.381	2.706	2.830
Standard Deviation	2.330	2.399	2.257	2.161	2.224	2.475	2.342	2.480	2.381	2.193	2.410	2.426
Error Variance	0.010	0.022	0.019	0.042	0.044	0.054	0.070	0.126	0.082	0.021	0.030	0.050

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Yes - Indoors at home	298	60	75	72	92	134	164	162	136
	13%	13%	11%	15% ^{cd}	15% ^{cd}	12%	15% ^{cd}	13%	14%
Yes - Indoors at work place or place of study	172	33	46	44	50	78	94	112	60
	8%	7%	7%	9%	8%	7%	9%	9% ^{kl}	6%
Yes - Indoors in general (building other than work, school or home)	170	33	45	38	54	78	92	101	69
	8%	7%	6%	8%	9%	7%	9%	8%	7%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	194	33	56	44	61	89	105	109	85
	9%	7%	8%	9%	10%	8%	10%	9%	9%
Yes - Outdoors in rural areas	191	36	60	37	59	96	95	110	81
	9%	8%	9%	8%	10%	8%	9%	9%	8%
Yes - Outdoors in urban areas	201	36	63	43	60	99	103	106	95
	9%	8%	9%	10%	10%	9%	10%	8%	10%
Yes - Reception whilst travelling by road	178	40	54	40	44	94	84	119	60
	8%	9%	8%	8%	7%	8%	8%	9% ^{kl}	6%
Yes - Reception whilst travelling by rail	50	14	11	13	12	24	25	30	20
	2%	3%	2%	3%	2%	2%	2%	2%	2%
SUMMARY CODES									
INDOORS	371	76	103	88	103	180	191	205	168
	17%	16%	15%	19%	17%	16%	18%	16%	17%
OUTDOORS	306	54	102	64	86	156	150	167	139
	14%	12%	15%	14%	14%	14%	14%	13%	14%
TRAVELLING	198	47	56	44	51	103	95	131	67
	9%	10%	8%	9%	8%	9%	9%	10% ^{kl}	7%
NUMBER IMPROVED									
1	306	77	87	76	66	164	142	169	137
	14%	17% ^{ae}	13%	16% ^{ae}	11%	14%	13%	13%	14%

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1255	968
2	78	15	28	19	17	43	36	46	33
	4%	3%	4%	4%	3%	4%	3%	4%	3%
3	41	2	20	7	12	21	19	26	15
	2%bb	*	3%B	1%	2%b	2%b	2%b	2%	2%
4	18	3	9	1	6	12	7	11	7
	1%	1%	1%	*	1%	1%	1%	1%	1%
5+	116	23	25	27	40	49	68	66	50
	5%	5%	4%	6%	7%cf	4%	6%cf	5%	5%
None of these	1530	329	462	324	414	791	739	868	662
	69%	71%	67%	69%	69%	69%	69%	69%	68%
Don't know	134	16	57	19	41	73	60	69	65
	6%	3%	8%BDg	4%	7%bd	6%b	6%	5%	7%
Average number improved	2.598	2.366	2.426	2.543	3.051abcaF	2.401	2.808	2.669	2.506
Standard Deviation	2.330	2.322	2.077	2.426	2.491	2.179	2.469	2.389	2.252
Error Variance	0.010	0.054	0.030	0.049	0.037	0.020	0.021	0.021	0.020

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Yes - Indoors at home	298 13%	244 13%	54 14%	239 13%	29 15%	14 14%	16 16%
Yes - Indoors at work place or place of study	172 8%	137 7%	35 9%	136 7%	17 9%	5 5%	14 14%ad
Yes - Indoors in general (building other than work, school or home)	170 8%	135 7%	34 9%	136 7%	12 6%	10 10%	11 12%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	194 9%	162 9%	32 8%	154 8%	17 9%	13 13%	10 11%
Yes - Outdoors in rural areas	191 9%	152 8%	40 10%	147 8%	15 8%	14 14%ad	15 15%ad
Yes - Outdoors in urban areas	201 9%	159 9%	43 11%	158 9%	16 8%	14 15%	13 14%
Yes - Reception whilst travelling by road	178 8%	143 8%	35 9%	149 8%	12 6%	8 8%	9 9%
Yes - Reception whilst travelling by rail	50 2%	44 2%	6 1%	42 2%	4 2%	1 1%	3 3%
SUMMARY CODES							
INDOORS	371 17%	304 17%	67 17%	304 17%	36 18%	16 16%	16 16%
OUTDOORS	306 14%	252 14%	54 14%	245 13%	26 13%	18 18%	17 17%
TRAVELLING	198 9%	160 9%	38 10%	167 9%	13 7%	8 8%	10 11%
NUMBER IMPROVED							
1	306 14%	259 14%	47 12%	256 14%	32 16%g	12 12%	7 7%

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
2	78	67	12	63	6	6	3
3	4%	4%	3%	3%	3%	6%	3%
4	41	35	5	36	1	1	2
	2%	2%	1%	2%	1%	1%	2%
5+	18	15	3	13	3	2	-
	1%	1%	1%	1%	2%	2%	-
5+	116	89	27	90	9	7	10
	5%	5%	7%	5%	5%	7%	11% ^{ad}
None of these	1530	1241	288	1256	136	64	73
	69%	68%	73%	68%	70%	66%	75%
Don't know	134	119	15	120	6	6	2
	6%	7%	4%	7%	3%	6%	2%
Average number improved	2.598	2.525	2.960	2.537	2.375	2.861	4.066
Standard Deviation	2.330	2.288	2.511	2.304	2.210	2.270	2.817
Error Variance	0.010	0.012	0.073	0.012	0.106	0.198	0.345

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Yes - Indoors at home	298	12	26	21	12	22	26	62	43	15	14	29	16	42	256
	13%	12%	11%	12%	8%	13%	13%	18%acEj	14%	10%	14%	15%	16%	12%	14%
Yes - Indoors at work place or place of study	172	7	20	8	6	15	14	33	25	9	5	17	14	28	144
	8%	7%	8%	5%	4%	8%	7%	10%ae	8%	6%	5%	9%	14%aDEj	8%	8%
Yes - Indoors in general (building other than work, school or home)	170	8	18	17	6	10	12	29	26	10	10	12	11	27	143
	8%	8%	8%	10%e	4%	5%	6%	9%	8%	7%	10%	6%	12%e	8%	8%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	194	8	23	14	10	12	17	28	30	12	13	17	10	29	165
	9%	8%	10%	8%	6%	7%	9%	8%	10%	8%	13%	9%	11%	9%	9%
Yes - Outdoors in rural areas	191	8	19	14	12	13	12	23	36	11	14	15	15	36	155
	9%	9%	8%	8%	7%	6%	7%	11%g	7%	7%	14%gh	8%	15%aGh	11%	8%
Yes - Outdoors in urban areas	201	9	21	13	13	11	15	27	37	11	14	16	13	30	171
	9%	9%	9%	8%	9%	6%	7%	8%	12%	7%	15%l	8%	14%	9%	9%
Yes - Reception whilst travelling by road	178	8	14	13	12	14	22	28	29	9	8	12	9	34	144
	8%	8%	8%	8%	8%	11%	8%	8%	9%	6%	8%	8%	9%	10%	8%
Yes - Reception whilst travelling by rail	50	1	7	3	2	2	5	14	5	3	1	4	3	7	43
	2%	1%	3%	2%	1%	2%	2%	4%	2%	2%	1%	2%	3%	2%	2%
SUMMARY CODES															
INDOORS	371	12	29	29	16	28	38	81	52	19	16	16	16	53	318
	17%	12%	12%	17%	11%	16%	19%	24%AbCEIj	16%	13%	16%	16%	16%	16%	17%
OUTDOORS	306	10	33	17	22	19	27	52	51	16	18	26	17	51	255
	14%	10%	14%	10%	15%	11%	13%	15%	16%	11%	16%	13%	17%	15%	14%
TRAVELLING	198	8	18	14	14	14	24	33	30	11	8	13	3	38	161
	9%	8%	8%	9%	8%	8%	12%	10%	9%	8%	8%	7%	11%	11%	9%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base



Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
NUMBER IMPROVED															
1	306 14%	6 6%	21 9%	19 11%	21 14%	18 10%	33 16%bcm	80 24%ABCDde FLKM	41 13%	17 12%	12 12%	32 16%bcm	7 7%	50 15%	256 14%
2	78 4%	-	8 4%	5 3%	4 2%	6 3%	7 4%	21 6%ab	9 3%	3 2%	6 6%b	6 3%	3 3%	10 3%	69 4%
3	41 2%	-	8 3%	3 2%	4 3%	2 1%	5 3%	7 2%	7 2%	-	1 1%	1 1%	2 2%	6 2%	34 2%
4	10 1%	-	1 1%	1 1%	3 2%	-	1 1%	2 1%	4 1%	-	2 2%	3 2%	-	5 2%	13 1%
5+	116 5%	8 8%ae	12 5%	10 6%	3 2%	9 5%	8 4%	13 4%	19 6%	8 6%	7 7%	9 5%	10 11%aEgh	17 5%	99 5%
None of these	1530 69%h	75 79%eH	167 71%h	131 77%aeH	99 66%h	138 78%aeGHk	138 68%h	168 50%	228 72%h	112 75%h	64 66%h	136 70%h	73 75%h	227 68%	1302 69%
Don't know	134 6%di	7 7%di	20 8%dlm	3 2%	17 11%aDFILM	4 2%	11 5%	44 13%ADFGIj LM	7 2%	8 5%	6 6%	8 3%	2 2%	20 6%	113 6%
Average number improved	2.598H	4.423	2.964h	2.836h	2.097	2.816h	2.232	1.978	2.857H	2.794	2.861	2.375	4.066	2.630	2.593
Standard Deviation	2.330	3.144	2.452	2.460	1.740	2.570	2.067	1.869	2.467	2.662	2.270	2.210	2.817	2.388	2.322
Error Variance	0.010	0.760	0.140	0.173	0.082	0.174	0.076	0.030	0.086	0.233	0.190	0.106	0.345	0.078	0.012

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	O3 RAIL USER			O4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Yes - Indoors at home	298	60	30	125	229	28	257	136	95	65
	13%	18%a	14%	13%	13%	14%	13%	15%j	14%	11%
Yes - Indoors at work place or place of study	172	39	19	72	137	14	151	87	59	25
	8%j	11%a	8%	8%	8%	7%	8%	10%j	9%j	4%
Yes - Indoors in general (building other than work, school or home)	170	36	19	68	136	13	149	75	61	33
	8%	11%	8%	7%	8%	7%	8%	8%j	9%j	5%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	194	37	21	76	155	12	166	90	69	34
	9%j	11%	9%	8%	9%	6%	9%	10%j	10%j	5%
Yes - Outdoors in rural areas	191	37	15	80	153	17	170	84	66	41
	9%	11%	6%	9%	9%	9%	9%	9%	10%	7%
Yes - Outdoors in urban areas	201	38	19	81	152	18	171	92	69	39
	9%j	11%	9%	9%	9%	9%	9%	10%j	10%j	6%
Yes - Reception whilst travelling by road	178	37	14	76	169	9	178	93	51	33
	8%j	11%	6%	8%	10%j	5%	9%j	11%a,j	7%	5%
Yes - Reception whilst travelling by rail	50	37	13	-	39	2	41	26	16	6
	2%j	11%AcD	6%AD	-	2%	1%	2%	3%j	2%	1%
SUMMARY CODES										
INDOORS	371	75	46	143	285	39	324	168	122	78
	17%j	22%aD	21%	15%	16%	20%	17%	19%j	18%j	12%
OUTDOORS	306	57	33	117	231	27	258	136	112	55
	14%j	17%	15%	13%	13%	14%	13%	15%j	16%j	9%
TRAVELLING	198	50	21	76	180	10	189	102	59	36
	9%j	15%aD	10%	8%	10%j	5%	10%j	11%a,j	9%	6%
NUMBER IMPROVED										
1	306	59	38	112	233	32	265	142	95	65
	14%	18%j	17%	12%	13%	17%	14%	16%j	14%	10%



Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
2	78	10	12	37	61	11	71	37	26	15
4%	4%	3%	5%	4%	3%	6%	4%	4%	4%	2%
3	41	13	5	14	32	3	34	18	15	7
2%	2%	4%ad	2%	2%	2%	1%	2%	2%	2%	1%
4	18	4	2	3	16	-	16	7	5	7
1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%
5+	116	25	10	50	94	8	102	56	40	20
5%j	5%j	7%	4%	5%	5%	4%	5%	6%j	6%j	3%
None of these	1530	203	149	658	1223	117	1339	593	475	460
69%bF	69%bF	60%	67%	71%bB	70%fF	60%	69%bF	66%	69%	75%aHj
Don't know	134	22	9	56	87	23	110	44	36	43
6%	6%	7%	4%	6%	5%	12%AEG	6%	5%	5%	7%
Average number improved	2.598	2.875	2.282	2.664	2.689	2.122	2.626	2.640	2.669	2.420
Standard Deviation	2.330	2.628	2.135	2.336	2.412	1.947	2.370	2.403	2.339	2.148
Error Variance	0.010	0.064	0.067	0.029	0.014	0.068	0.012	0.024	0.032	0.041

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Yes - Indoors at home	298	56	242	133	127	32	258	24	17
	13% ^H	14%	13%	12%	15%	13%	14% ^H	8%	14%
Yes - Indoors at work place or place of study	172	31	141	71	72	23	159	8	5
	8% ^H	8%	8%	7%	9%	10%	9% ^H	3%	4%
Yes - Indoors in general (building other than work, school or home)	170	29	141	80	71	16	158	10	2
	8% ^H	7%	8%	8%	9%	7%	9% ^H	3%	1%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	194	36	157	91	81	17	172	18	4
	9% ^H	9%	9%	9%	10%	7%	10% ^{hi}	6%	3%
Yes - Outdoors in rural areas	191	34	157	87	78	23	172	16	4
	9% ^H	8%	9%	8%	9%	10%	10% ^{hi}	5%	3%
Yes - Outdoors in urban areas	201	34	167	88	88	22	184	14	4
	9% ^H	8%	9%	8%	11%	9%	10% ^H	4%	3%
Yes - Reception whilst travelling by road	178	38	140	68	81	25	164	11	3
	8% ^H	9%	8%	6%	10% ^d	10% ^d	9% ^H	4%	3%
Yes - Reception whilst travelling by rail	50	13	37	19	23	8	50	-	-
	2% ^h	3%	2%	2%	3%	3%	3% ^H	-	-
SUMMARY CODES									
INDOORS	371	72	299	165	158	40	320	33	19
	17% ^H	18%	17%	16%	19%	17%	18% ^H	11%	15%
OUTDOORS	306	53	252	134	129	38	265	31	10
	14%	13%	14%	13%	16%	16%	15% ^h	10%	8%
TRAVELLING	198	42	157	74	90	29	184	11	3
	9% ^H	10%	9%	7%	11% ^D	12% ^d	10% ^H	4%	3%

Q.19 Compared to 12 months ago, are you MORE satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
NUMBER IMPROVED									
1	306	60	245	128	133	39	239	42	25
	14%	15%	14%	12%	16% ^d	16%	13%	14%	20% ^g
2	78	12	66	35	29	13	66	9	4
	4%	3%	4%	3%	3%	6%	4%	3%	3%
3	41	6	35	14	22	5	33	7	-
	2%	1%	2%	1%	3% ^d	2%	2%	2%	-
4	18	6	12	6	5	5	17	1	-
	1%	1%	1%	1%	1%	2% ^e	1%	1%	-
5+	116	21	95	54	50	9	113	2	1
	5% ^H	5%	5%	5%	6%	4%	6% ^H	1%	1%
None of these	1530	249	1277	749	554	157	1224	220	86
	69% ^B	61%	71% ^B	71%	67%	66%	68%	71%	69%
Don't know	134	55	74	39	38	10	97	25	9
	6% ^C	14% ^{AC}	4%	7% ^A	5%	4%	5%	9% ^G	7%
Average number improved	2.588^H	2.588	2.605	2.668	2.602	2.323	2.808^H	1.620	1.323
Standard Deviation	2.330	2.350	2.330	2.354	2.365	2.083	2.438	1.229	1.133
Error Variance	0.010	0.056	0.013	0.023	0.025	0.069	0.013	0.027	0.046

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	655	602	586
Yes - Indoors at home	160 7% _d	83 8%	77 7%	22 6%	45 9% _{ll}	38 9% _{ll}	26 7%	17 6%	12 4%	67 8% _{ll}	64 8% _{ll}	30 5%
Yes - Indoors at work place or place of study	99 4% _{ll}	57 5%	42 4%	17 5% _{ll}	24 5% _{ll}	18 4%	27 7% _{ll}	9 3%	4 1%	41 5% _{ll}	45 6% _{ll}	13 2%
Yes - Indoors in general (building other than work, school or home)	110 5% _d	64 6%	45 4%	19 5% _d	30 6% _{ll}	20 5%	23 6% _{ll}	11 4%	7 2%	49 6% _{ll}	43 5% _{ll}	18 3%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95 4% _d	54 5%	41 4%	14 4% _d	30 6% _{ll}	18 4% _d	18 5% _d	10 4%	5 2%	44 5% _{ll}	36 4% _d	15 3%
Yes - Outdoors in rural areas	110 5% _d	64 6%	46 4%	20 6% _d	24 5%	23 6% _d	22 6% _d	14 5%	7 2%	44 5% _d	45 6% _d	21 4%
Yes - Outdoors in urban areas	87 4% _d	51 5%	37 3%	10 3%	25 5% _h LL	25 6% _d HLL	17 4% _d	4 2%	6 2%	34 4% _d	42 5% _h LL	11 2%
Yes - Reception whilst travelling by road	74 3% _h	40 4%	33 3%	11 3%	19 4% _h	15 4% _h	22 6% _h LL	3 1%	5 2%	29 4% _h	36 5% _h LL	8 1%
Yes - Reception whilst travelling by rail	37 2% _d	19 2%	19 2%	9 3% _d	11 2% _{ll}	8 2% _d	5 1%	3 1%	1 *	20 2% _{ll}	13 2% _d	4 1%
SUMMARY CODES												
INDOORS	226 10% _{LL}	128 12% _c	98 9%	42 12% _{LL}	62 13% _{LL}	45 11% _{ll}	39 10% _d	23 8%	15 5%	104 12% _{LL}	84 10% _{ll}	38 7%
OUTDOORS	175 8% _{ll}	95 9%	80 7%	30 9% _{ll}	51 10% _{LL}	39 9% _{LL}	27 7%	18 6%	10 3%	81 10% _{LL}	66 8% _{ll}	28 5%
TRAVELLING	99 4% _h LL	51 5%	48 4%	18 5% _h LL	28 6% _h LL	21 5% _h LL	22 6% _h LL	5 2%	6 2%	46 5% _h LL	43 5% _h LL	11 2%
NUMBER IMPROVED												
1	242 11% _{LL}	125 11%	118 11%	56 16% _A IGHIKL	72 15% _s GHIKL	43 10% _d	30 8%	25 9%	16 5%	128 15% _A IGHIKL	73 9% _d	41 7%



Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	855	802	586
2	39	18	21	10	10	12	4	2	1	20	17	2
	2% ^{kl}	2%	2%	3% ^{kl}	2% ^{kl}	3% ^{kl}	1%	1%	-	2% ^{kl}	2% ^{kl}	-
3	18	11	7	1	4	5	5	1	1	6	10	3
	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	-
4	12	6	6	1	4	-	3	4	-	5	3	4
	1%	1%	1%	-	1%	-	1%	1% ^{kl}	-	1%	-	1%
5+	51	31	20	6	13	12	13	4	4	18	25	7
	2%	3%	2%	2%	3%	3%	3% ^{kl}	1%	1%	2%	3% ^{kl}	1%
None of these	1723	853	870	252	353	319	312	234	254	605	631	488
	78% ^{akl}	77%	76%	73%	72%	77%	80% ^{dejl}	82% ^{dejl}	84% ^{adeklj}	72%	79% ^{dejl}	83% ^{adeklj}
Don't know	137	60	77	21	32	22	16	25	16	53	44	41
	6%	5%	7%	6%	7%	5%	6%	8%	6%	6%	5%	7%
Average number improved	2.131	2.260	1.987	1.646	1.999	2.283	2.882aDeJ	2.058	2.100	1.852	2.543DJ	2.074
Standard Deviation	2.063	2.166	1.938	1.560	1.942	2.139	2.582	1.990	2.150	1.797	2.351	2.035
Error Variance	0.012	0.027	0.022	0.031	0.038	0.067	0.155	0.141	0.154	0.018	0.050	0.071

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Yes - Indoors at home	160	25	58	43	34	82	78	105	55
	7%	5%	8%	9%be	6%	7%	7%	8%h	6%
Yes - Indoors at work place or place of study	99	20	25	24	30	46	53	71	28
	4%h	4%	4%	5%	5%	4%	5%	6%h	3%
Yes - Indoors in general (building other than work, school or home)	110	13	40	33	23	54	56	72	38
	5%	3%	6%b	7%Be	4%	5%	5%	6%	4%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95	10	27	27	30	37	58	64	31
	4%	2%	4%	6%bf	5%b	3%	5%bf	5%h	3%
Yes - Outdoors in rural areas	110	12	34	37	27	46	64	66	44
	5%	3%	5%	8%aBaeF	5%	4%	6%bf	5%	5%
Yes - Outdoors in urban areas	87	15	21	29	21	37	51	61	26
	4%	3%	3%	6%acaf	4%	3%	5%	5%h	3%
Yes - Reception whilst travelling by road	74	17	19	22	16	36	37	50	23
	3%	4%	3%	5%	3%	3%	3%	4%h	2%
Yes - Reception whilst travelling by rail	37	6	14	10	7	20	18	28	9
	2%	1%	2%	2%	1%	2%	2%	2%h	1%
SUMMARY CODES									
INDOORS	226	37	80	58	50	117	109	148	78
	10%	8%	12%	12%be	8%	10%	10%	12%h	8%
OUTDOORS	175	24	52	50	48	77	99	107	69
	8%	5%	8%	11%Bf	8%	7%	9%bf	9%	7%
TRAVELLING	99	22	28	28	22	49	50	68	31
	4%	5%	4%	6%	4%	4%	5%	5%h	3%
NUMBER IMPROVED									
1	242	42	86	58	57	128	115	142	100
	11%	9%	13%	12%	10%	11%	11%	11%	10%



Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
2	39	5	17	11	7	22	18	27	12
	2%	1%	2%	2%	1%	2%	2%	1%	1%
3	18	3	7	1	7	10	8	12	6
	1%	1%	1%	*	1%	1%	1%	1%	1%
4	12	3	1	5	3	5	7	9	3
	1%	1%	*	1%	*	*	1%	1%	*
5+	51	7	13	18	13	20	31	36	15
	2%	1%	2%	4% ^{bf}	2%	2%	3%	3% ^{ki}	2%
None of these	1723	391	505	359	468	896	827	957	766
	78% ^{cc}	84% ^{ACADeG}	73%	76%	73% ^{cc}	78%	77%	76%	79%
Don't know	137	14	59	21	43	73	65	72	66
	6% ^{bb}	3%	9% ^{aBad}	5%	7% ^B	6% ^b	6% ^b	6%	7%
Average number improved	2.131	1.973	1.929	2.443	2.198	1.943	2.325	2.290	1.866
Standard Deviation	2.063	1.807	1.929	2.327	2.109	1.885	2.222	2.182	1.828
Error Variance	0.012	0.065	0.036	0.062	0.042	0.023	0.026	0.024	0.022

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Yes - Indoors at home	160 7%	133 7%	27 7%	120 7%	15 8%	10 11%	14 15%AD
Yes - Indoors at work place or place of study	99 4%	83 5%	16 4%	82 4%	5 2%	2 2%	11 11%ADEF
Yes - Indoors in general (building other than work, school or home)	110 5%	94 5%	16 4%	91 5%	6 3%	2 2%	11 12%ADEF
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95 4%	82 4%	13 3%	75 4%	5 2%	3 3%	12 13%ADEF
Yes - Outdoors in rural areas	110 5%	88 5%	22 5%	88 5%	5 3%	5 5%	12 12%ADE
Yes - Outdoors in urban areas	87 4%	75 4%	12 3%	69 4%	6 3%	-	12 12%ADEF
Yes - Reception whilst travelling by road	74 3%	65 4%	8 2%	61 3%	4 2%	-	9 9%ADEF
Yes - Reception whilst travelling by rail	37 2% ^c	36 2% ^c	1 *	35 2%	1 *	1 1%	-
SUMMARY CODES							
INDOORS	226 10%	191 10%	35 9%	181 10%	20 10%	11 11%	14 15%
OUTDOORS	175 8%	145 8%	31 8%	143 8%	10 5%	8 8%	15 15%ADE
TRAVELLING	99 4%	90 5% ^c	9 2%	85 5%	4 2%	1 1%	9 9% ^e
NUMBER IMPROVED							
1	242 11%	204 11%	38 10%	198 11%	23 12%	17 17% ^g	5 5%

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
2	39	37	3	36	-	1	2
	2%	2%	1%	2%	-	1%	2%e
3	18	12	5	13	1	-	3
	1%	1%	1%	1%	1%	-	3%aD
4	12	8	4	7	1	1	2
	1%	*	1%	*	1%	1%	3%aD
5+	51	45	6	41	2	-	7
	2%	2%	1%	2%	1%	-	8%ADEF
None of these	1723	1396	327	1412	163	73	75
	78%	76%	82%ab	77%	84%ad	75%	78%
Don't know	137	123	14	127	3	6	1
	6%eg	7%cd	4%	7%eg	2%	6%e	1%
Average number improved	2.131	2.147	2.043	2.101	1.720	1.225	3.932
Standard Deviation	2.063	2.101	1.851	2.050	1.765	0.730	2.495
Error Variance	0.012	0.015	0.064	0.015	0.115	0.031	0.311

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	GOVERNMENT REGIONS													O.T. SMALL BUSINESS USER	
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859	
Weighted Base	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886	
Yes - Indoors at home	12 12%ij	14 6%	12 7%	10 7%	12 7%	11 5%	31 9%ij	14 5%	4 3%	10 11%ij	15 8%	14 15%AdgijL	26 8%	134 7%	
Yes - Indoors at work place or place of study	10 11%AcghikL	10 4%	7 4%	8 5%	8 4%	7 3%	11 3%	13 4%	7 5%	2 2%	5 2%	11 11%AcGHKL	26 8%aO	73 4%	
Yes - Indoors in general (building other than work, school or home)	8 8%k	14 6%	7 4%	5 4%	13 7%	9 4%	12 3%	17 5%	7 5%	2 2%	6 3%	11 12%AdeghKL	25 7%	85 5%	
Yes - Outdoors around places I go to regularly, e.g. home, work or school	7 7%	11 5%	5 3%	4 3%	14 8%adehil	7 3%	12 4%	11 4%	4 3%	3 3%	5 2%	12 13%AcDEGHKL	19 6%	76 4%	
Yes - Outdoors in rural areas	5 6%	14 6%	6 4%	10 7%	8 5%	12 6%	13 4%	13 4%	6 4%	5 5%	5 3%	12 12%AdHKL	26 8%o	84 4%	
Yes - Outdoors in urban areas	6 6%dk	13 5%dk	1 1%	4 3%	7 4%d	5 3%	19 6%dk	10 3%	4 2%	-	6 3%	12 12%AcDEGHJKL	21 6%o	67 4%	
Yes - Reception whilst travelling by road	4 4%	7 3%	4 2%	3 2%	7 4%	9 4%k	14 4%k	10 3%	3 2%	-	4 2%	9 9%AcdeKL	18 5%o	55 3%	
Yes - Reception whilst travelling by rail	-	2 1%	1 1%	1 1%	5 3%	7 3%ij	13 4%acj	7 2%	-	1 1%	1 *	-	7 2%	30 2%	
SUMMARY CODES															
INDOORS	226 10%	14 15%	21 9%	17 10%	15 10%	17 10%	20 10%	42 13%	24 8%	10 7%	11 11%	20 10%	14 15%	44 13%	182 10%
OUTDOORS	175 8%	9 9%	17 7%	9 5%	11 7%	15 9%	20 10%	34 10%	19 6%	8 5%	8 8%	10 8%	15 15%AddeL	31 9%	144 8%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS												O.T. SMALL BUSINESS USER	
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
TRAVELLING	99 4%	4 4%	8 3%	5 3%	4 3%	9 5%	15 7% <i>jk</i>	23 7% <i>kl</i>	14 4%	3 2%	1 1%	4 2%	9 9% <i>acde</i> L	24 7% <i>ao</i>	75 4%
NUMBER IMPROVED															
1	242 11%	7 7%	19 8%	15 9%	12 8%	15 8%	31 15% <i>clm</i>	68 20% <i>ABCDEF</i> IJM	23 7%	8 6%	17 17% <i>celU</i> m	23 12%	5 5%	38 11%	204 11%
2	39 2%	1 1%	5 2%	3 2%	1 1%	2 1%	7 3% <i>d</i>	10 3% <i>d</i>	8 2% <i>d</i>	1 *	1 1%	-	2 2% <i>d</i>	5 1%	35 2%
3	18 1%	1 1%	1 *	1 1%	2 2%	-	1 *	1 *	4 1%	2 1%	-	1 1%	3 3% <i>acH</i>	4 1%	14 1%
4	12 1%	1 1%	-	3 2% <i>d</i>	1 1%	-	-	-	-	1 1%	1 1%	1 1%	2 3% <i>acgh</i>	5 2% <i>o</i>	7 *
5+	51 2%	6 6% <i>adhkl</i>	8 3%	1 1%	3 2%	3 4% <i>dhk</i>	3 2%	4 1%	6 2%	2 1%	-	2 1%	7 8% <i>ADeGHI</i> JKL	13 4% <i>o</i>	37 2%
None of these	1723 78% <i>H</i>	73 76% <i>H</i>	181 76% <i>H</i>	143 84% <i>aeH</i>	113 75% <i>H</i>	149 84% <i>H</i>	155 76% <i>H</i>	203 60%	269 85% <i>AcceH</i> k	126 85% <i>aegH</i>	73 75% <i>h</i>	163 84% <i>acegH</i>	75 78% <i>H</i>	253 75%	1470 78%
Don't know	137 6% <i>dllm</i>	7 7% <i>dllm</i>	24 10% <i>aDFgIL</i> M	3 2%	18 12% <i>ADFGIL</i> M	3 2%	8 4%	50 15% <i>ADFGU</i> KLM	6 2%	8 5%	6 6% <i>al</i>	3 2%	1 1%	19 6%	119 6%
Average number improved	2.131 <i>h</i>	3.345	2.611	1.893	2.332	2.989	1.610	1.469	2.300 <i>h</i>	2.486	1.225	1.720	3.392	2.596	2.030
Standard Deviation	2.063	2.620	2.468	1.561	2.196	2.859	1.463	1.446	2.132	2.258	0.730	1.766	2.495	2.303	1.997
Error Variance	0.012	0.480	0.218	0.122	0.220	0.303	0.051	0.026	0.134	0.364	0.031	0.115	0.311	0.100	0.014

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
Base: All who use a mobile

	Total (a)	O3 RAIL USER			O4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Yes - Indoors at home	160	22	18	62	128	15	143	90	49	21
	7%J	6%	8%	7%	7%	8%	7%	10%aJ	7%J	3%
Yes - Indoors at work place or place of study	99	13	8	41	87	6	93	58	31	11
	4%J	4%	3%	4%	5%	3%	5%	7%aJ	4%J	2%
Yes - Indoors in general (building other than work, school or home)	110	16	7	47	94	5	98	65	32	13
	5%J	5%	3%	5%	5%	2%	5%	7%aJ	5%J	2%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95	18	11	39	79	6	85	61	25	9
	4%J	5%	5%	4%	5%	3%	4%	7%AU	4%J	1%
Yes - Outdoors in rural areas	110	15	11	46	94	7	101	63	31	17
	5%J	4%	5%	5%	5%	3%	5%	7%aJ	4%	3%
Yes - Outdoors in urban areas	87	16	7	36	75	6	81	49	27	11
	4%J	5%	3%	4%	4%	3%	4%	5%J	4%J	2%
Yes - Reception whilst travelling by road	74	11	8	27	71	2	74	46	18	9
	3%J	3%	4%	3%	4%f	1%	4%	5%aJ	3%	1%
Yes - Reception whilst travelling by rail	37	24	13	-	30	5	35	22	11	5
	2%AD	7%AD	6%AD	-	2%	3%	2%	2%j	2%	1%
SUMMARY CODES										
INDOORS	226	34	21	92	181	19	200	129	69	28
	10%J	10%	9%	10%	10%	10%	10%	15%AU	10%J	4%
OUTDOORS	175	35	17	70	141	15	156	104	48	23
	8%J	10%	8%	8%	8%	8%	8%	12%AU	7%J	4%
TRAVELLING	99	30	15	27	89	7	96	62	27	11
	4%J	9%AD	7%D	3%	5%	4%	5%	7%AU	4%J	2%
NUMBER IMPROVED										
1	242	54	27	88	178	28	206	132	77	33
	11%J	16%aD	12%	9%	10%	14%	11%	15%AU	11%J	5%

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	663	1745	194	1638	866	693	617
2	39	9	3	19	34	3	37	24	13	2
3	18	2	2	8	13	2	15	3%J	2%J	*
4	12	2	-	4	12	-	12	1%	1%	*
5+	51	7	6	19	47	2	49	1%	1%	-
None of these	1723	240	179	735	1373	136	1508	29	15	7
Don't know	137	22	7	58	88	23	111	3%j	2%	1%
Average number improved	2.131	1.829	2.216	2.152	2.318f	1.523	2.232	629	547	532
Standard Deviation	2.063	1.811	2.477	2.020	2.201	1.416	2.143	71%	79%h	85%AhI
Error Variance	0.012	0.045	0.162	0.033	0.018	0.059	0.015	50	35	40
		6%	3%	6%	5%	12%AEG	6%	6%	5%	7%

Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Yes - Indoors at home	160	24	136	51	74	26	78	44	38
		7%aD	8%	5%	9%bD	11%bD	4%	14%AG	31%AGH
Yes - Indoors at work place or place of study	99	19	80	29	43	19	36	29	34
		4%aD	5%	3%	5%bD	8%aD	2%	9%AG	28%AGH
Yes - Indoors in general (building other than work, school or home)	110	18	90	37	47	17	46	34	30
		5%G	4%	3%	6%aD	7%aD	3%	11%AG	24%AGH
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95	16	79	32	41	16	45	22	28
		4%G	4%	3%	5%aD	7%aD	2%	7%aG	23%AGH
Yes - Outdoors in rural areas	110	20	90	34	52	16	62	28	20
		5%aD	5%	3%	6%bD	7%aD	3%	9%AG	17%AGH
Yes - Outdoors in urban areas	87	14	73	21	41	16	39	25	24
		4%bD	3%	2%	5%bD	7%bD	2%	8%AG	19%AGH
Yes - Reception whilst travelling by road	74	11	63	19	35	14	29	24	21
		3%aD	3%	2%	4%bD	6%bD	2%	8%AG	17%AGH
Yes - Reception whilst travelling by rail	37	8	29	13	13	7	21	7	9
		2%	2%	1%	2%	3%	1%	2%	7%AGH
SUMMARY CODES									
INDOORS	226	40	184	75	102	38	115	63	48
		10%bD	10%	7%	12%bD	16%aD	6%	20%AG	39%AGH
OUTDOORS	175	31	145	54	86	26	105	36	35
		8%bD	8%	5%	10%aD	11%bD	6%	11%aG	23%AGH
TRAVELLING	99	16	83	27	44	20	48	27	24
		4%aD	5%	3%	5%bD	8%aD	3%	9%AG	20%AGH



Q.20 Compared to 12 months ago, are you LESS satisfied with the ability to make phone calls with ... in any of the following locations?
 Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
NUMBER IMPROVED									
1	242	44	197	92	109	39	161	56	25
	11%	11%	11%	9%	13% ^D	16% ^{aD}	9%	18% ^{AG}	20% ^{AG}
2	39	6	34	8	24	6	29	7	4
	2% ^d	1%	2%	1%	3% ^D	3% ^d	2%	2%	3%
3	18	-	18	9	4	3	9	3	6
	1%	-	1%	1%	-	1%	-	1%	5% ^{AGh}
4	12	2	10	1	10	1	7	1	4
	1%	-	1%	-	1% ^D	1%	-	-	3% ^{AGh}
5+	51	10	41	14	21	10	12	19	19
	2% ^G	2%	2%	1%	2%	4% ^D	1%	6% ^{AG}	16% ^{AGH}
None of these	1723	287	1433	864	619	173	1475	195	53
	78% ^{BH}	70%	79% ^B	81% ^{aEF}	75%	72%	82% ^{AHl}	63% ^l	43%
Don't know	137	61	72	74	44	7	97	25	12
	6% ^C	15% ^{AC}	4%	7% ^d	5%	3%	5%	9% ^g	10%
Average number improved	2.131^G	2.124	2.137	1.907	2.073	2.220	1.629	2.473^G	3.490^{AGh}
Standard Deviation	2.063	2.191	2.043	1.926	1.955	2.115	1.424	2.440	2.697
Error Variance	0.012	0.080	0.015	0.030	0.025	0.084	0.010	0.075	0.130

Q.21 Again, still thinking specifically about making phone calls on your mobile through, how often, if at all, do you experience problems with making phone calls in the following locations? - Summary table

Base: All who use a mobile

	Total	Indoors at home	Indoors at work place or place of study	Indoors in general e.g. building other than work, school or home	Outdoors around places I go to regularly, e.g. home, work or school	Outdoors in rural areas	Outdoors in urban areas	Reception whilst travelling by road	Reception whilst travelling by rail
Unweighted Base	2136	2136	2136	2136	2136	2136	2136	1760	542
Weighted Base	2223	2223	2223	2223	2223	2223	2223	1869	560
Frequently	573 26%	300 14% 52%	208 9% 36%	193 9% 34%	176 8% 31%	243 11% 42%	152 7% 27%	113 6% 20%	89 16% 15%
Sometimes	1139 51%	474 21% 42%	487 22% 43%	612 29% 54%	555 25% 49%	611 27% 54%	525 24% 46%	530 29% 47%	195 35% 17%
Rarely	1223 55%	560 25% 46%	565 25% 46%	639 29% 52%	674 30% 55%	629 28% 51%	736 33% 60%	564 30% 46%	161 29% 13%
SUMMARY CODE									
EVER	1722 77%	1335 60% 77%	1280 57% 73%	1444 65% 84%	1405 63% 82%	1483 67% 86%	1413 64% 82%	1207 65% 70%	445 79% 26%
Never	1257 57%	888 40% 71%	964 43% 77%	779 35% 62%	818 37% 66%	740 33% 59%	810 36% 64%	652 35% 53%	115 21% 9%

Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Frequently	300 14%	143 13%	157 14%	45 13%	82 17%gll	61 15%	45 12%	43 15%	24 8%	127 15%ll	106 13%	67 11%
Sometimes	474 21%L	262 24%c	212 19%	77 22%ll	120 25%hIL	90 22%ll	94 24%lL	50 18%	43 14%	197 24%lL	185 23%L	93 16%
Rarely	560 25%	289 26%	271 24%	90 26%	129 26%	109 26%	107 27%ll	62 22%	62 21%	219 26%ll	216 27%ll	154 21%
SUMMARY CODE												
EVER	1335 60%L	694 63%c	640 57%	212 61%L	332 68%AHIL	260 63%hIL	247 63%hIL	155 55%l	129 43%	543 65%aHIL	507 63%hIL	284 49%
Never	888 40%E	410 37%	478 43%b	135 39%	157 32%	152 37%	143 37%	129 45%Etg,jk	172 57%ADEFHJK	291 35%	296 37%	301 51%LADEFGJK



Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Frequently	300 14%ee	64 14%	107 16%E	72 15%E	58 10%	170 15%E	130 12%	192 15%l	109 11%
Sometimes	474 21%l	109 23%	156 23%	92 19%	117 20%	265 23%	209 20%	299 24%l	175 18%
Rarely	560 25%	136 29%eg	192 26%	109 23%	133 22%	317 28%eg	242 23%	324 26%	236 24%
SUMMARY CODE									
EVER	1335 60%EGEGl	309 66%aadEG	444 65%deEG	273 58%e	308 52%	753 65%AADEG	582 54%	815 65%Al	519 54%
Never	888 40%bFbFH	157 34%	243 35%	199 42%bcF	289 48%ABCAdF	400 35%	488 46%ABCAf	439 35%	449 48%AH



Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Frequently	300 14%	235 13%	66 18%	238 13%	23 12%	17 17%	23 24%ADe
Sometimes	474 21%	402 22%	73 18%	401 22%	45 23%	15 15%	14 14%
Rarely	560 25%e	466 26%	94 24%	467 25%e	33 17%	24 24%	37 38%ADEI
SUMMARY CODE							
EVER	1335 60%e	1103 60%	232 58%	1106 60%e	101 52%	55 56%	73 76%ADEF
Never	888 40%G	723 40%	165 42%	729 40%G	93 48%adG	43 44%G	23 24%

Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home

Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Frequently	300 14%	19 19%g	31 13%	20 12%	24 16%g	29 16%g	18 9%	46 14%	32 10%	21 14%	17 17%g	23 12%	23 24%AcDg h	58 17%	243 13%
Sometimes	474 21%j	22 22%	45 19%	26 15%	23 15%	46 26%deIm	49 24%j	106 32%ACDEI JKM	65 21%	20 13%	15 15%	45 23%j	14 14%	91 27%ao	384 20%
Rarely	560 25%eI	22 23%	65 27%eI	37 22%	23 15%	45 29%e	65 32%eIJ	82 27%eI	87 28%eI	30 20%	24 24%	33 17%	37 38%ABDE JKL	96 28%	464 25%
SUMMARY CODE															
EVER	1335 60%DEJl	63 65%deJl	141 60%ej	83 49%	69 46%	120 68%DEJL	131 64%DEJl	244 73%ACDEg JKL	184 58%ej	70 47%	55 56%	101 52%	73 76%ACDEg JKL	244 73%AO	1091 58%
Never	888 40%HMN	33 35%	96 40%HM	86 51%ABFGH M	80 54%ABcFG HM	57 32%	74 36%hm	92 27%	132 42%HM	78 53%AbcFG HM	43 44%HM	93 48%abFgH M	23 24%	93 27%	796 42%N

Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home
Base: All who use a mobile

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Frequently	300	39	36	118	226	33	258	146	83	65
	14%	12%	16%	13%	13%	17%	13%	16%aJ	12%	11%
Sometimes	474	96	53	178	365	49	414	225	150	94
	21%J	29%AD	24%	19%	21%	26%	21%	25%aJ	22%J	15%
Rarely	560	89	56	208	457	44	501	244	182	132
	25%	26%	25%	22%	26%	23%	26%	28%j	26%	21%
SUMMARY CODE										
EVER	1335	224	145	504	1047	126	1173	615	415	292
	60%DJ	67%aD	65%D	54%	60%	65%	61%	69%AJ	60%J	47%
Never	888	112	79	427	698	67	765	271	278	325
	40%bH	33%	35%	48%ABC	40%	35%	39%	31%	40%H	53%AH

Q.21_01 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at home
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Frequently	300	70	230	114	125	50	183	74	43
	14% ^{dG}	17% ^c	13%	11%	15% ^D	21% ^{aDe}	10%	24% ^{AG}	35% ^{AGH}
Sometimes	474	101	369	185	206	58	345	85	45
	21% ^d	25%	20%	17%	25% ^D	24% ^d	19%	27% ^{aG}	36% ^{AG}
Rarely	560	74	486	269	208	65	473	61	25
	25% ^B	18%	27% ^B	25%	25%	27%	26% ^h	20%	20%
SUMMARY CODE									
EVER	1335	246	1088	567	539	173	1001	220	113
	60% ^{Dg}	60%	60%	53%	65% ^{aD}	72% ^{aDe}	56%	71% ^{AG}	91% ^{AGH}
Never	888	164	719	494	292	66	788	89	11
	40% ^{eFH}	40%	40%	47% ^{AEF}	35% ^f	28%	44% ^{aH}	29% ⁱ	9%

Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Frequently	208	105	104	36	67	36	33	25	10	104	69	35
	9% ^{kl}	9%	9%	11% ^{ll}	14% ^{AlqjKL}	9% ^l	9% ^l	9% ^l	3%	12% ^{aalKL}	9% ^l	6%
Sometimes	487	265	222	87	116	106	91	55	30	203	198	85
	22% ^{HL}	24% ^{bc}	20%	25% ^{HL}	24% ^{HL}	26% ^{HL}	23% ^{HL}	19% ^l	10%	24% ^{HL}	25% ^{HL}	14% ^l
Rarely	565	282	282	96	133	110	113	57	56	229	223	113
	25% ^{HL}	26%	25%	28% ^{HL}	27% ^{HL}	27% ^{HL}	29% ^{HL}	20%	19%	27% ^{HL}	28% ^{NL}	19%
SUMMARY CODE												
EVER	1260	652	607	219	317	254	237	136	97	536	490	233
	57% ^{HL}	59% ^c	54%	63% ^{aHL}	65% ^{AHL}	61% ^{HL}	61% ^{HL}	48% ^{ll}	32%	64% ^{AHL}	61% ^{aHL}	40% ^l
Never	964	452	511	127	171	159	153	149	204	299	312	353
	43% ^{dEJK}	41%	46% ^b	37%	35%	39%	39%	52% ^{aDEFGJK}	68% ^{ADEFGHLJK}	36%	39%	60% ^{ADEFGHJK}



Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABCT (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Frequently	208	50	67	53	38	117	91	155	53
	9%ee	11%e	10%e	11%E	6%	10%E	8%	12%ai	6%
Sometimes	487	117	166	96	107	283	203	321	165
	22%ee	25%eg	24%Eg	20%	18%	25%EG	19%	26%ai	17%
Rarely	565	133	198	115	129	321	244	336	226
	25%ee	26%	29%EG	24%	22%	28%EG	23%	27%	23%
SUMMARY CODE									
EVER	1260	290	431	265	273	722	538	814	445
	57%EGEGl	62%aaEG	63%aadEG	56%E	46%	63%AAaEG	50%	65%AI	46%
Never	964	175	257	208	324	431	532	441	523
	43%bcfbFH	38%	37%	44%cf	54%ABCADF	37%	50%ABCAF	35%	54%AH



Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study

Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Frequently	208 9%	172 9%	36 9%	173 9%	13 7%	7 7%	16 16%adef
Sometimes	487 22%	411 23%	75 19%	411 22% ^d	45 23%	13 13%	18 19%
Rarely	565 25% ^{ae}	466 26%	98 25%	475 26% ^e	35 18%	24 24%	31 32% ^E
SUMMARY CODE							
EVER	1260 57% ^{ef}	1050 58%	209 53%	1058 58% ^{ef}	93 48%	44 45%	65 68% ^{aeF}
Never	964 43% ^g	776 42%	188 47%	777 42%	101 52% ^{adG}	54 55% ^{adG}	31 32%

Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Frequently	208 9%	14 14%g	22 9%	13 8%	16 11%	20 11%g	11 5%	35 11%g	31 10%	10 7%	7 7%	13 7%	16 16%adGjk	51 15%AO	157 8%
Sometimes	487 22%	17 17%	56 24%j	26 15%	31 21%	49 27%dlk	46 23%	109 33%ABcDe gJKim	55 17%	22 15%	13 13%	45 23%	18 19%	99 29%AO	388 21%
Rarely	565 25%j	25 26%	52 22%	40 24%	28 19%	47 26%	71 35%ACdEL	89 27%j	86 27%j	37 25%	24 24%	35 18%	31 32%eL	95 28%	470 25%
SUMMARY CODE															
EVER	1260 57%djkl	55 58%	130 55%	80 47%	75 50%	116 65%acDEi JKL	128 62%DeJKL	234 70%AbCDE lJKL	173 55%	69 46%	44 45%	93 48%	65 68%acDEi JKL	244 73%AO	1015 54%
Never	964 43%hmn	41 42%h	107 46%hm	90 53%aFGHM	75 50%FghM	62 35%	62 30%	102 30%	144 45%hM	80 54%aFGHM	54 55%aFGHM	101 52%aFGHM	31 32%	92 27%	871 46%N

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study

Base: All who use a mobile

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Frequently	208	24	26	77	158	25	184	112	51	41
	9%	7%	12%	8%	9%	13%	9%	13%aJ	7%	7%
Sometimes	487	96	57	188	383	51	434	241	153	86
	22%J	29%AD	25%	20%	22%	26%	22%	27%AJ	22%J	14%
Rarely	585	98	62	206	468	47	515	232	204	127
	25%J	29%d	28%	22%	27%	24%	27%	26%j	29%AJ	21%
SUMMARY CODE										
EVER	1260	218	145	471	1009	123	1132	585	408	254
	57%DJ	65%AD	65%aD	51%	58%	63%	58%	66%AJ	59%J	41%
Never	964	118	79	461	735	71	806	301	285	363
	43%BdH	35%	35%	49%ABC	42%	37%	42%	34%	41%h	59%AH

Q.21_02 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors at work place or place of study

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Frequently	208	42	166	79	87	30	127	49	32
9%		10%	9%	7%	10%	13%	7%	16%	26%
Sometimes	487	102	383	180	218	64	340	98	48
22%		25%	21%	17%	26%	27%	19%	32%	39%
Rarely	565	96	469	268	212	68	481	62	22
25%		23%	26%	25%	26%	28%	27%	20%	18%
SUMMARY CODE									
EVER	1260	240	1017	528	517	162	948	209	103
57%		59%	56%	50%	62%	68%	53%	66%	83%
Never	964	170	787	533	313	78	842	100	22
43%		41%	44%	50%	38%	32%	47%	32%	17%

Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Frequently	193 9%	97 9%	96 9%	31 9%	46 9%	34 8%	35 9%	25 9%	22 7%	77 9%	69 9%	47 8%
Sometimes	612 28% ^L	333 30% ^c	279 25%	100 29% ^L	165 34% ^{AghL}	124 30% ^L	104 27% ^{HL}	69 24% ^L	49 16%	265 32% ^{AhHL}	228 28% ^L	118 20%
Rarely	639 29% ^L	309 28%	330 29%	104 30%	146 30% ^L	122 30%	119 31% ^L	78 27%	71 23%	250 30% ^L	241 30% ^L	148 25%
SUMMARY CODE												
EVER	1444 65% ^L	739 67%	705 63%	235 68% ^L	357 73% ^{AgHkL}	281 68% ^L	258 66% ^L	171 60% ^L	142 47%	592 71% ^{AHIL}	539 67% ^L	313 53%
Never	779 35% ^{EJ}	366 33%	413 37%	112 32%	132 27%	132 32%	132 34% ^e	113 40% ^{EJ}	159 53% ^{ADEFGHLK}	243 29%	263 33% ^e	273 47% ^{ADEFGJ} K



Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Frequently	193 9%	37 8%	62 9%	49 10%	45 8%	99 9%	94 9%	124 10%	69 7%
Sometimes	612 28% ^{ee}	147 32% ^{EG}	205 30% ^{Eg}	125 26%	136 23%	351 30% ^{EG}	260 24%	372 30%	240 25%
Rarely	639 29%	148 32% ^{eg}	215 31% ^{eg}	125 26%	152 25%	363 31% ^{EG}	276 26%	374 30%	265 27%
SUMMARY CODE									
EVER	1444 65% ^{EGEGl}	332 71% ^{aaadEG}	481 70% ^{aaadEG}	298 63% ^e	333 56%	813 71% ^{AADEG}	630 59%	870 69% ^{al}	574 59%
Never	779 35% ^{bcFbcFh}	133 29%	206 30%	175 37% ^{bcF}	265 44% ^{ABCAdF}	340 29%	440 41% ^{ABCAf}	385 31%	394 41% ^{AH}



Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home

Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Frequently	193 9%	160 9%	32 8%	157 9%	11 6%	6 6%	18 19%ADEI
Sometimes	612 28%	511 28%	101 25%	510 28%	61 31%	20 20%	20 21%
Rarely	639 29%e	527 29%	112 28%	529 29%e	40 21%	33 34%e	38 39%adE
SUMMARY CODE							
EVER	1444 65%	1198 66%	246 62%	1196 65%	112 58%	59 61%	76 79%ADEF
Never	779 35%G	628 34%	152 38%	638 35%G	82 42%G	39 39%G	21 21%

Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Frequently	193 9%	10 11%	14 6%	9 5%	16 11%	33 19%ACDeGH LKL	12 6%	26 8%	33 10%	4 3%	6 6%	11 6%	18 19%ACDGH LKL	40 12%o	153 8%
Sometimes	612 28%	21 21%	71 30%	39 23%	42 28%	45 25%	61 30%	124 37%ABDfj JKM	77 24%	32 22%	20 20%	61 31%	20 21%	121 36%AO	491 26%
Rarely	639 29%eI	32 33%el	67 28%e	44 26%	27 16%	57 32%eI	69 34%EL	106 32%EL	85 27%	39 27%	33 34%eI	40 21%	38 39%adEL	98 29%	542 29%
SUMMARY CODE															
EVER	1444 65%DeJ	63 66%	152 64%	92 54%	85 57%	135 76%AcDEI JKL	141 69%DeJl	257 77%AbCDE LJKL	195 62%	76 51%	59 61%	112 58%	76 79%ACDEI JKL	258 77%AO	1186 63%
Never	779 35%FhMN	33 34%h	85 36%hm	78 46%AFGHM	65 43%aFghM	43 24%	63 31%	79 23%	121 38%FHM	72 49%AbcFG HM	39 39%FHM	62 42%FghM	21 21%	79 23%	701 37%N

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/o
 * small base



Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	Q.3 IN-USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Frequently	193	27	28	73	144	24	168	95	53	39
	9%	8%	12% ^d	8%	8%	12%	9%	11% ^j	8%	6%
Sometimes	612	123	64	221	484	60	544	298	181	127
	28% ^a	37% ^a ^{AD}	29%	24%	28%	31%	28%	34% ^a ^{AU}	28% ^j	21%
Rarely	639	96	71	240	519	50	569	252	236	151
	29% ^j	29%	32%	26%	30%	26%	29%	28%	34% ^a ^h ^j	24%
SUMMARY CODE										
EVER	1444	247	163	533	1147	134	1281	644	470	316
	65% ^D ^J	73% ^a ^{AD}	73% ^a ^D	57%	66%	69%	66%	73% ^a ^{AU}	68% ^j	51%
Never	779	90	61	398	598	59	657	242	223	301
	35% ^B ^H	27%	27%	43% ^{ABC}	34%	31%	34%	27%	32% ^h	49% ^{AH}

Q.21_03 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Frequently	193	46	147	79	78	24	112	44	38
	9%G	11%	8%	7%	9%	10%	6%	14%AG	30%AGH
Sometimes	612	110	498	239	260	83	447	114	51
	28%D	27%	28%	23%D	31%D	35%aD	25%	37%AG	41%AG
Rarely	639	105	535	306	249	69	541	70	29
	29%h	26%	30%	29%	30%	29%	30%h	23%	23%
SUMMARY CODE									
EVER	1444	261	1179	623	587	176	1099	227	117
	65%Dg	64%	65%	59%	71%AD	73%aD	61%	74%AG	94%AGH
Never	779	149	625	438	243	63	690	82	7
	35%EH	36%	35%	41%AEF	29%	27%	39%aH	26%I	6%

Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Frequently	176 8% 8% _{kl}	90 8%	86 8%	33 9% _{kl}	45 9% _{kl}	25 6%	33 8%	25 9%	15 5%	78 9% _{kl}	59 7%	40 7%
Sometimes	555 25% _{kl}	309 28% _{kl}	247 22%	81 24% _{kl}	151 31% _{adhl}	115 28% _{kl}	97 25% _{kl}	63 22%	48 16%	232 28% _{kl}	212 26% _{kl}	111 19%
Rarely	674 30%	318 29%	355 32%	106 31%	144 30%	141 34% _{kl}	135 32%	78 27%	79 26%	250 30%	269 33% _{kl}	156 27%
SUMMARY CODE												
EVER	1405 63% _{kl}	717 65%	688 62%	220 63% _{kl}	340 70% _{adhil}	281 68% _{nhil}	257 66% _{kl}	166 58% _{kl}	142 47%	560 67% _{nhil}	538 67% _{nhil}	307 52%
Never	818 37% _{kl}	388 35%	430 38%	127 37%	148 30%	131 32%	133 34%	119 42% _{efjk}	159 53% _{adefghkl}	275 33%	264 33%	278 48% _{adefghkl}



Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Frequently	176 8%	32 7%	57 8%	50 11%e	37 6%	89 8%	87 8%	115 9%h	61 6%
Sometimes	555 25% c/d/e/g	143 31% aaDEG	190 28% DEG	95 20%	127 21%	333 29% aaDEG	222 21%	352 28% h	203 21%
Rarely	674 30% e/g	146 31% e	241 35% aaDEG	136 29%	150 25%	389 34% EG	296 27%	308 31%	286 30%
SUMMARY CODE									
EVER	1405 63% EGEGl	321 69% aaDEG	489 71% AADEG	282 60% e	314 53%	809 70% AADEG	596 56%	855 68% h	550 57%
Never	818 37% bCFbCFH	144 31%	199 29%	191 40% BCF	283 47% ABCaF	344 30%	474 44% ABCAF	400 32%	418 43% h



Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Frequently	176 8%	136 7%	40 10%	136 7%	12 6%	10 10%	18 19%ADE
Sometimes	555 25%	458 25%	98 25%	466 25%	50 26%	17 17%	23 24%
Rarely	674 30%	568 31%	106 27%	566 31%	47 24%	25 26%	36 37%e
SUMMARY CODE							
EVER	1405 63% ^d	1161 64%	244 61%	1168 64% ^d	109 56%	52 53%	76 79%ADE ^f
Never	818 37% ^g	664 36%	154 38%	667 36% ^g	84 44% ^g	46 47% ^d ^g	20 21%

Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Frequently	176 8%	9 10%	20 9%	10 6%	18 12%gU	22 12%dgU	10 5%	23 7%	20 6%	4 2%	10 10%	12 6%	18 19%ACDGH UL	41 12%aO	135 7%
Sometimes	555 25%D	22 23%	51 22%	26 15%	32 22%	49 27% <i>d</i>	56 27%D	107 32%acDej K	88 28%Dk	33 22%	17 17%	50 26% <i>d</i>	23 24%	110 33%AO	446 24%
Rarely	674 30%e	31 32%	74 31%	43 26%	33 22%	54 30%	74 36% <i>d</i> EI	115 34% <i>e</i> l	97 31%	45 30%	25 26%	47 24%	36 37% <i>e</i> l	100 30%	574 30%
SUMMARY CODE															
EVER	1405 63%Dk	63 65%D	146 62%D	79 47%	84 56%	124 70% <i>D</i> aJKI	141 69% <i>D</i> ejkl	245 73% <i>ACDE</i> I JKL	205 65%Dk	82 55%	52 53%	109 56%	76 79% <i>ABCDE</i> JKL	251 74%AO	1155 61%
Never	818 37% <i>HMN</i>	33 35% <i>m</i>	91 38% <i>HM</i>	90 53% <i>ABCFG</i> HIM	66 44% <i>g</i> HM	53 30%	64 31%	91 27%	112 35% <i>hm</i>	67 45% <i>Fg</i> HM	46 47% <i>a</i> FgHi M	84 44% <i>g</i> HM	20 21%	86 26%	732 39% <i>N</i>

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school
Base: All who use a mobile

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Frequently	176	20	18	70	135	15	150	93	47	31
	8%	6%	8%	8%	8%	8%	8%	11%aJ	7%	5%
Sometimes	555	109	72	195	450	50	500	256	167	124
	25%aJ	33%AD	32%aD	21%	26%	26%	26%	29%aJ	24%	20%
Rarely	674	109	73	268	538	63	601	274	242	158
	30%aJ	32%	33%	29%	31%	32%	31%	31%aJ	35%aJ	26%
SUMMARY CODE										
EVER	1405	239	163	533	1123	128	1251	623	457	313
	63%DJ	71%AD	73%AD	57%	64%	66%	65%	70%AJ	66%J	51%
Never	818	97	61	398	622	65	687	263	236	304
	37%BCH	29%	27%	43%ABC	36%	34%	35%	30%	34%	49%AHJ

Q.21_04 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Frequently	178	35	141	63	71	31	112	32	32
	8% ^d	8%	8%	6%	9% ^d	13% ^{aD}	6%	10% ^g	26% ^{AGH}
Sometimes	555	105	446	234	231	67	388	115	53
	25% ^g	26%	25%	22%	28% ^D	28%	22%	37% ^{AG}	43% ^{AG}
Rarely	674	106	568	294	285	73	559	85	30
	30%	26%	31% ^b	28%	34% ^{aD}	31%	31%	28%	24%
SUMMARY CODE									
EVER	1405	246	1159	590	587	171	1058	232	115
	63% ^{Dg}	60%	64%	56%	71% ^{AD}	72% ^{aD}	59%	75% ^{AG}	93% ^{AGH}
Never	818	164	649	471	243	68	731	76	9
	37% ^{EHI}	40%	36%	44% ^{AEF}	29%	28%	41% ^{aHI}	25% ^I	7%

Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Frequently	243	137	107	44	56	45	46	32	21	100	91	53
	11% <i>aj</i>	12% <i>bc</i>	10%	13% <i>jd</i>	11% <i>ke</i>	11%	12% <i>lf</i>	11%	7%	12% <i>lj</i>	11% <i>kl</i>	9%
Sometimes	611	319	292	93	152	139	110	70	47	245	248	117
	27% <i>hL</i>	29%	26%	27% <i>il</i>	31% <i>jl</i>	34% <i>adhiL</i>	28% <i>kl</i>	25% <i>lj</i>	16%	29% <i>kl</i>	31% <i>hL</i>	20%
Rarely	629	299	330	106	142	112	107	80	82	248	219	162
	28%	27%	29%	31%	29%	27%	27%	28%	27%	30%	27%	28%
SUMMARY CODE												
EVER	1483	754	729	242	351	296	263	182	150	593	558	332
	67% <i>hL</i>	68%	65%	70% <i>hL</i>	72% <i>ahhL</i>	72% <i>hL</i>	67% <i>kl</i>	64% <i>lj</i>	50%	71% <i>ahhL</i>	70% <i>hL</i>	57% <i>kl</i>
Never	740	350	390	104	138	117	127	103	151	242	244	254
	33% <i>ej</i>	32%	35%	30%	28%	28%	33%	36% <i>ej</i>	50% <i>ADEFGHJK</i>	29%	30%	43% <i>ADEFGJK</i>



Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Frequently	243 11%	73 18%ACAEQ	67 10%	53 11%	51 8%	140 12%e	103 10%	150 12%	93 10%
Sometimes	611 27%epqjl	147 32%dEG	210 31%dEG	117 25%	136 23%	358 31%dEG	253 24%	402 32%AI	209 22%
Rarely	629 28%	126 27%	225 33%aadeG	121 26%	157 26%	351 30%g	278 26%	342 27%	287 30%
SUMMARY CODE									
EVER	1483 67%eEdEGl	346 74%AADEQ	502 73%AADEG	291 61%	344 58%	848 74%AADEG	635 59%	894 71%al	589 61%
Never	740 33%BCFBCFh	119 26%	186 27%	182 39%aBCaF	253 42%ABCAF	305 26%	435 41%ABCAF	360 29%	380 39%AH



Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Frequently	243	184	59	192	17	13	22
	11%	10%	15% ^{aB}	10%	9%	13%	22% ^{ADE}
Sometimes	611	492	119	505	61	22	23
	27%	27%	30%	28%	32%	22%	23%
Rarely	629	540	89	533	38	26	32
	28% ^{ce}	30% ^C	22%	29% ^e	20%	26%	33% ^e
SUMMARY CODE							
EVER	1483	1216	267	1230	117	60	76
	67%	67%	67%	67%	60%	62%	79% ^{adEf}
Never	740	610	131	605	77	38	21
	33% ^g	33%	33%	33% ^g	40% ^G	38% ^g	21%

Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Frequently	243 11% ^c	19 20% ^{aCdghij}	16 7%	17 10%	28 19% ^{aCdghij}	22 12%	20 10%	31 9%	28 9%	12 8%	13 13%	17 9%	22 22% ^{aCDG}	53 16% ^{aO}	190 10%
Sometimes	611 27% ^d	18 19%	65 28%	32 19%	33 22%	63 35% ^{aBDej}	62 30% ^d	111 33% ^{abDej}	86 27%	34 23%	22 22%	61 32% ^{bd}	23 23%	115 34% ^{aO}	496 26%
Rarely	629 28% ^e	25 26%	66 28%	47 28%	30 20%	52 29% ^j	73 36% ^{aEL}	85 26% ^j	102 32% ^{eL}	41 28%	26 26%	36 20%	32 33% ^e	90 27%	538 29%
SUMMARY CODE															
EVER	1453 67% ^d	64 67%	146 62%	96 57%	92 61%	136 77% ^{aCDEJ}	155 76% ^{aCDEJ}	237 71% ^{CDj}	216 68% ^d	87 58%	60 62%	117 60%	76 79% ^{aCDEJ}	259 77% ^{AO}	1224 65%
Never	740 33% ^{Fgmn}	32 33%	91 38% ^{FGHM}	73 43% ^{aFGHI}	58 39% ^{FQM}	41 23%	50 24%	98 29%	100 32%	62 42% ^{FGHM}	38 38% ^{gmn}	77 40% ^{FGHM}	21 21%	78 23%	662 35% ^N

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Frequently	243	42	27	88	197	20	217	135	63	41
	11%J	12%	12%	9%	11%	10%	11%	15%AU	9%	7%
Sometimes	611	110	63	224	492	62	553	272	198	133
	27%J	33%D	28%	24%	28%	32%	29%	31%J	29%J	22%
Rarely	629	104	72	232	499	59	558	247	211	168
	29%	31%D	32%D	25%	29%	31%	29%	28%	30%	27%
SUMMARY CODE										
EVER	1483	255	161	545	1188	141	1328	653	472	341
	67%DJ	76%AD	72%D	58%	68%	73%	69%	74%AU	68%J	55%
Never	740	81	62	387	557	53	610	233	221	276
	33%BJ	24%	28%	42%ABC	32%	27%	31%	26%	32%h	45%AJI

Q.21_05 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in rural areas

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Frequently	243	48	196	90	109	35	163	43	38
	11% ^d	12%	11%	8%	13% ^D	15% ^D	9%	14% ^g	30% ^{AGH}
Sometimes	611	112	497	263	250	68	468	104	40
	27%	27%	28%	25%	30% ^d	28%	26%	34% ^{ag}	32%
Rarely	629	104	523	302	234	69	516	81	32
	28%	25%	29%	28%	28%	29%	29%	26%	25%
SUMMARY CODE									
EVER	1483	263	1218	654	593	173	1147	227	109
	67% ^D	64%	67%	62%	71% ^{adD}	72% ^D	64%	74% ^{adG}	88% ^{AGH}
Never	740	147	588	407	237	67	643	82	15
	33% ^{eh}	36%	33%	38% ^{AEF}	29%	28%	36% ^{HI}	26% ^I	12%

Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	350	458	383	300	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
Frequently	152	82	70	26	43	25	26	23	10	69	51	32
	7% _{kl}	7%	6%	8% _{kl}	9% _{ll}	6%	7% _{kl}	8% _{kl}	3%	8% _{ll}	6% _{kl}	5%
Sometimes	525	281	244	82	120	114	90	68	50	203	204	118
	24% _{kl}	25%	22%	24% _{kl}	25% _{kl}	28% _{lL}	23% _{kl}	24% _{kl}	17%	24% _{kl}	25% _{kl}	20%
Rarely	736	356	381	119	178	141	133	81	86	296	273	167
	33% _{kl}	32%	34%	34%	36% _{hL}	34%	34%	29%	28%	35% _{lL}	34% _{kl}	28%
SUMMARY CODE												
EVER	1413	718	695	227	341	279	249	172	145	568	528	317
	64% _{lL}	65%	62%	66% _{lL}	70% _{ahL}	68% _{lL}	64% _{kl}	60% _{kl}	48%	68% _{ahL}	66% _{lL}	54%
Never	810	386	423	119	147	133	141	113	156	267	275	269
	36% _{kl}	35%	38%	34%	30%	32%	36%	40% _{kl}	52% _{ADEFGHJK}	32%	34%	46% _{ADEFGJK}



Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
Frequently	152 7%	33 7%	43 6%	44 9%e	32 5%	76 7%	76 7%	101 8%h	51 5%
Sometimes	525 24%	120 26%	176 26%	103 22%	126 21%	295 26%eg	230 21%	323 26%h	202 21%
Rarely	736 33%eG	178 38%DEG	255 37%DEG	136 29%	167 28%	433 38%aaDEG	304 28%	422 34%	314 32%
SUMMARY CODE									
EVER	1413 64%EGEGl	331 71%AADEG	473 69%aaDEG	284 60%	326 55%	804 70%AADEG	609 57%	846 67%ah	567 59%
Never	810 36%BcBFh	134 29%	215 31%	189 40%BCF	272 45%ABCAF	349 30%	461 43%ABCAF	409 33%	401 41%AH

Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Frequently	152 7%	125 7%	27 7%	120 7%	13 7%	7 8%	11 12%
Sometimes	525 24%	434 24%	90 23%	438 24%	47 24%	19 20%	20 21%
Rarely	736 33% ^E	614 34%	123 31%	616 34% ^E	43 22%	34 35% ^a	44 45% ^{adE}
SUMMARY CODE							
EVER	1413 64% ^E	1173 64%	240 60%	1174 64% ^E	103 53%	61 62%	75 78% ^{ADEF}
Never	810 36% ^G	653 36%	157 40%	660 36% ^G	91 47% ^{ADG}	37 38% ^g	22 22%

Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas

Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											Q.12 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Frequently	152 7%g	12 13%aGJ	14 6%	10 6%	18 12%aGJ	15 8%g	5 2%	23 7%g	18 6%	5 3%	7 8%g	13 7%	11 12%GJ	39 12%AO	113 6%
Sometimes	525 24% <i>d</i>	19 20%	58 25% <i>d</i>	27 16%	33 22%	55 31% <i>aDj</i>	47 23%	101 30% <i>Dj</i>	68 21%	29 20%	19 20%	47 24%	20 21%	95 28%	430 23%
Rarely	736 33% <i>eL</i>	28 29%	70 30%	47 28%	37 25%	60 34% <i>j</i>	87 43% <i>ABCDE</i>	123 37% <i>eL</i>	118 37% <i>eL</i>	45 30%	34 35% <i>l</i>	43 22%	44 45% <i>ABCDE</i>	110 33%	626 33%
SUMMARY CODE															
EVER	1413 64% <i>DjL</i>	59 62%	143 60%	84 50%	88 58%	130 73% <i>aCDEJ</i>	139 68% <i>DJL</i>	247 74% <i>AbCDE</i>	204 65% <i>Dj</i>	79 53%	61 62%	103 53%	75 78% <i>ABCDE</i>	245 73% <i>AO</i>	1168 62%
Never	810 36% <i>HMN</i>	37 38% <i>hm</i>	95 40% <i>FHM</i>	85 50% <i>AFGHI</i>	62 42% <i>FHM</i>	47 27%	65 32%	88 26%	112 35% <i>hm</i>	69 47% <i>aFGHI</i>	37 38% <i>hm</i>	91 47% <i>AFGHI</i>	22 22%	92 27%	718 38% <i>N</i>

Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas
Base: All who use a mobile

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	886	693	617
Frequently	152	18	18	61	119	11	130	87	39	20
	7%J	5%	8%	7%	7%	6%	7%	10%AU	6%	3%
Sometimes	525	102	55	196	416	50	466	241	162	113
	24%J	30%AD	25%	21%	24%	24%	24%	27%J	23%	18%
Rarely	736	130	81	272	589	73	662	296	254	183
	33%J	39%AD	36%	29%	34%	38%	34%	33%	37%	30%
SUMMARY CODE										
EVER	1413	250	154	529	1124	134	1258	625	456	317
	64%DJ	74%AD	69%AD	57%	64%	69%	65%	71%AJ	66%J	51%
Never	810	86	70	403	621	59	680	261	237	300
	36%BJ	26%	31%	43%ABC	36%	31%	35%	29%	34%	49%AHJ

Q.21_06 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Outdoors in urban areas

Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Frequently	152	31	121	52	65	29	95	29	27
	7% ^d	7%	7%	5%	8% ^d	12% ^{AD}	5%	10% ^G	22% ^{AGH}
Sometimes	525	108	415	221	212	65	375	98	53
	24%	26%	23%	21%	26% ^d	27% ^d	21%	32% ^{AG}	42% ^{AGh}
Rarely	736	112	623	344	290	78	609	97	31
	33% ^b	27%	35% ^B	32%	35%	33%	34%	31%	25%
SUMMARY CODE									
EVER	1413	250	1159	617	567	173	1078	224	111
	64% ^{Dg}	61%	64%	58%	68% ^{aD}	72% ^{aD}	60%	72% ^{AG}	89% ^{AGH}
Never	810	160	645	444	263	66	711	86	13
	36% ^{eH}	39%	36%	42% ^{AEF}	32%	28%	40% ^{aH}	28% ^I	11%

Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1760	840	920	248	383	320	271	205	333	631	591	538
Weighted Base	1869	937	932	240	413	352	350	257	257	653	703	514
Frequently	113 6%	58 6%	54 6%	16 7%	31 8% _{ij}	21 6%	22 6%	14 5%	9 4%	47 7% _{ij}	42 6%	23 5%
Sometimes	530 29% _{IL}	284 30%	246 26%	79 33% _{IL}	147 36% _{AGHIL}	114 33% _{IL}	94 27% _{ijl}	63 24% _{ij}	34 13%	225 35% _{AGHIL}	208 30% _{IL}	97 19% _{ij}
Rarely	564 30%	293 31%	271 29%	77 32%	136 33%	97 28%	112 32%	73 29%	69 27%	213 33%	209 30%	142 28%
SUMMARY CODE												
EVER	1207 65% _{IL}	636 68% _C	571 61%	172 72% _{ahIL}	314 76% _{AFGHKIL}	232 66% _{IL}	228 65% _{ijL}	150 58% _{ij}	112 44%	486 74% _{AFGHKIL}	459 65% _{IL}	262 51% _{ij}
Never	662 35% _{dEJ}	301 32%	361 39% _B	68 28%	99 24%	120 34% _{EJ}	123 35% _{EJ}	107 42% _{DEJ}	145 56% _{ADEFGHJK}	167 26%	243 35% _{EJ}	252 49% _{ADEFGJ}



Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	1750	376	497	383	504	873	887	962	798
Weighted Base	1869	437	589	414	428	1026	843	1125	744
Frequently	113	29	28	31	24	57	55	74	39
	6%	7%	5%	8%	6%	6%	7%	7%	5%
Sometimes	530	139	189	106	96	328	202	355	176
	28% ^{apqj}	32% ^{EG}	32% ^{dEG}	26%	23%	32% ^{dEG}	24%	32% ^{kl}	24%
Rarely	564	139	203	111	111	342	222	346	219
	30%	32%	34% ^{dEG}	27%	26%	33% ^{dEG}	26%	31%	29%
SUMMARY CODE									
EVER	1207	307	420	248	231	727	480	774	433
	65% ^{EGEGl}	70% ^{aaDEG}	71% ^{AADEG}	60%	54%	71% ^{AADEG}	57%	69% ^{kal}	58%
Never	662	130	169	166	197	299	363	350	311
	35% ^{bCFbCFh}	30%	29%	40% ^{BCF}	46% ^{ABCAF}	29%	43% ^{ABCAF}	31%	42% ^{AH}

Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	1760	1440	320	1457	144	90	69
Weighted Base	1869	1526	343	1561	147	93*	68*
Frequently	113 6%	94 6%	18 5%	91 6%	10 7%	6 6%	5 8%
Sometimes	530 28%	442 29%	88 26%	459 29%	32 22%	24 26%	15 23%
Rarely	564 30%	455 30%	109 32%	462 30%	40 27%	30 32%	32 48%ADE
SUMMARY CODE							
EVER	1207 65%	992 65%	215 63%	1012 65%e	83 56%	60 64%	53 78%adE
Never	662 35%g	534 35%	127 37%	549 35%g	65 44%eG	33 36%	15 22%

Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road
 Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	1760	84	182	144	114	159	181	218	250	125	90	144	69	254	1506
Weighted Base	1869	92*	189	151	118	163	189	240	280	139	93*	147	68*	310	1558
Frequently	113 6%	8 9%g	10 5%	7 5%	12 10%GJ	15 9%g	5 3%	17 7%g	14 5%	2 2%	6 6%	10 7%j	5 8%j	24 8%	89 6%
Sometimes	530 28%h	19 21%	53 28%	31 20%	31 26%	48 29%	62 33%dl	99 41%ABcDE fJKLM	81 29%	35 25%	24 26%	32 22%	15 23%	110 35%aO	421 27%
Rarely	564 30%	29 32%	49 26%	38 25%	29 24%	48 29%	72 38%acde	75 31%	86 31%	37 27%	30 32%	40 27%	32 48%ACDE fJL	93 30%	471 30%
SUMMARY CODE															
EVER	1207 65%D	56 61%	112 59%	76 50%	71 61%	110 68%D	139 73%aCDd L	191 79%ABCDE fJKL	181 65%D	75 54%	60 64% d	83 56%	53 78%abcDe fJL	227 73%AO	980 63%
Never	662 35%ghmN	35 39%Hm	77 41%GHm	75 50%AFGHI m	46 39%gHm	53 32%h	51 27%	49 21%	99 35%Hm	64 46%aGH M	33 38% H	65 44%GHM	15 22%	84 27%	578 37% LN

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
 * small base



Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	1760	254	168	713	1637	123	1760	682	539	522
Weighted Base	1869	270	175	791	1745	124	1869	753	585	515
Frequently	113	11	11	53	102	10	113	70	23	17
	6%j	4%	7%	7%	6%	8%	6%	9%AU	4%	3%
Sometimes	530	107	64	179	490	40	530	252	185	89
	28%DU	40%AD	36%aD	23%	28%	33%	28%	33%aJ	32%J	17%
Rarely	564	92	54	212	524	40	564	243	176	143
	30%	34%d	31%	27%	30%	32%	30%	32%	30%	28%
SUMMARY CODE										
EVER	1207	210	129	444	1116	91	1207	565	384	249
	65%DU	78%AD	74%aD	56%	64%	73%	65%	75%AU	66%J	48%
Never	662	60	46	346	628	34	662	188	201	266
	35%BH	22%	26%	44%ABC	36%	27%	35%	25%	34%H	52%LAIH

Q.21_07 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by road
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	1760	307	1449	862	654	177	1427	235	98
Weighted Base	1869	325	1539	868	717	204	1511	251	107*
Frequently	113	22	90	36	49	22	68	19	26
	6% ^d	7%	6%	4%	7% ^d	11% ^{a,d}	4%	8%	24% ^{AGH}
Sometimes	530	105	426	198	236	68	398	86	47
	28% ^D	32%	28%	23%	33% ^{a,d}	33% ^d	26%	34% ^g	44% ^{AG}
Rarely	564	84	477	260	218	63	459	79	26
	30%	26%	31%	30%	30%	31%	30%	32%	24%
SUMMARY CODE									
EVER	1207	211	993	494	503	153	924	184	99
	65% ^D	65%	65%	57%	73% ^{a,d}	35% ^{a,d}	61%	74% ^{AG}	92% ^{AGH}
Never	662	114	546	374	213	51	587	66	8
	35% ^{e,FH}	35%	35%	43% ^{AEF}	30%	25%	39% ^H	26% ^I	8%

Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail
 Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	542	270	272	136	131	100	88	42	65	267	168	107
Weighted Base	560	290	270	131	139	104*	88*	53*	46*	270	191	99*
Frequently	89 16% <i>l</i>	54 18%	35 13%	20 15% <i>l</i>	28 20% <i>ll</i>	18 18% <i>l</i>	12 14% <i>l</i>	9 18% <i>l</i>	1 1%	49 18% <i>l</i>	30 16% <i>l</i>	10 10% <i>l</i>
Sometimes	195 35% <i>ll</i>	101 35%	94 35%	55 42% <i>lL</i>	46 33% <i>l</i>	36 34% <i>l</i>	36 41% <i>lll</i>	15 28%	8 17%	101 37% <i>ll</i>	71 37% <i>ll</i>	22 23%
Rarely	161 29%	73 25%	87 32%	39 30%	40 29%	25 27%	25 28%	13 24%	17 37%	79 29%	52 27%	30 30%
SUMMARY CODE												
EVER	445 79% <i>L</i>	228 78%	217 80%	114 87% <i>ahL</i>	114 82% <i>lL</i>	81 79% <i>ll</i>	72 83% <i>lL</i>	36 69%	26 56%	228 85% <i>hL</i>	154 81% <i>L</i>	62 63%
Never	115 21% <i>d</i>	62 22%	53 20%	16 13%	25 18%	22 21%	15 17%	16 31% <i>d</i>	20 44% <i>ADEFGJK</i>	42 15%	37 19%	37 37% <i>LADEKJ</i> K

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base



Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail

Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	542	123	189	95	135	312	230	297	245
Weighted Base	560	145	214	95*	105	360	200	338	222
Frequently	89	32	30	17	10	62	27	66	23
	16% ^h	22% ^h E	14%	18%	9%	17% ^h e	13%	20% ^h	10%
Sometimes	195	52	76	36	31	127	67	123	72
	35%	35%	35%	38%	30%	35%	34%	38%	32%
Rarely	161	42	67	20	31	109	52	88	73
	29%	29%	31%	21%	30%	30%	26%	28%	33%
SUMMARY CODE									
EVER	445	125	173	74	72	298	146	277	167
	79% ^{EE}	86% ^{EG}	81% ^e	78%	69%	83% ^{EG}	73%	82%	75%
Never	115	20	41	21	33	61	54	60	55
	21%	14%	19%	22%	31% ^{ABCAF}	17%	27% ^{BF}	18%	25%

Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	542	507	35	473	44	11	14
Weighted Base	560	522	38*	494	45*	11**	11**
Frequently	89 16% ^c	88 17% ^c	1 1%	78 16%	7 16%	2 19%	1 13%
Sometimes	195 35%	186 36%	9 24%	175 36%	11 25%	4 38%	4 39%
Rarely	161 29%	148 28%	13 34%	143 29%	13 29%	2 22%	2 23%
SUMMARY CODE							
EVER	445 79% ^c	422 81% ^c	23 59%	397 80%	31 70%	8 79%	8 75%
Never	115 21%	100 19%	16 41% ^{AB}	97 20%	13 30%	2 21%	3 28%

Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail
 Base: All who use a mobile

	GOVERNMENT REGIONS												O.T2 SMALL BUSINESS USER		
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	542	7	55	26	20	46	69	161	77	12	11	44	14	70	472
Weighted Base	560	7**	55*	30**	19**	41*	68*	174	86*	14**	11**	45*	11**	84*	476
Frequently	89	-	11	3	6	12	3	29	14	1	2	7	1	20	69
Sometimes	185	4	21	10	5	7	31	72	19	7	4	11	4	30	165
Rarely	161	2	9	8	3	15	25	47	30	4	2	13	2	18	143
Never	29%	29%	16%	27%	18%	37% ^c	37% ^c	27%	35% ^c	26%	22%	29%	23%	21%	30%
SUMMARY CODE															
EVER	445	6	40	21	15	34	59	148	63	11	8	31	8	68	377
Never	115	2	15	9	4	7	9	26	23	2	2	13	3	16	99
	21%	21%	27%	30%	20%	17%	13%	15%	27% ^{gh}	16%	21%	30% ^{gh}	25%	19%	21%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	542	321	221	-	373	71	444	288	163	102
Weighted Base	560	336	224	**	395	71*	466	284	170	97*
Frequently	89	62	27	-	62	12	74	62	18	9
	16%	18%	12%	-	16%	17%	16%	22%aJ	10%	9%
Sometimes	195	123	72	-	139	25	164	103	66	22
	35%j	37%	32%	-	35%	35%	35%	36%j	39%J	23%
Rarely	161	91	70	-	121	19	140	77	51	31
	29%	27%	31%	-	31%	27%	30%	27%	30%	32%
SUMMARY CODE										
EVER	445	275	169	-	321	56	378	242	135	62
	79%J	82%	76%	-	81%	80%	81%	85%J	79%J	64%
Never	115	61	55	-	74	14	89	42	35	35
	21%	18%	24%	-	19%	20%	19%	15%	21%	36%LHI

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.21_08 Again, still thinking specifically about making phone calls on your mobile through ..., how often, if at all, do you experience problems with making phone calls in the following locations? - Reception whilst travelling by rail
Base: All who use a mobile

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	542	112	426	225	229	64	435	72	35
Weighted Base	560	116	440	217	247	69*	452	72*	36*
Frequently	89	19	70	27	41	14	61	16	11
16%	16%	16%	12%	17%	20%	14%	14%	22%	32%aG
Sometimes	195	45	149	69	89	29	156	28	11
35%	39%	34%	32%	36%	42%	35%	39%	39%	30%
Rarely	161	29	131	61	76	18	128	21	12
29%	25%	30%	28%	31%	26%	28%	29%	29%	33%
SUMMARY CODE									
EVER	445	93	349	157	206	61	346	65	34
79% _d	80%	79%	72%	84% _D	87% _d	77%	77%	90% _g	95% _g
Never	115	23	91	60	40	9	106	8	2
21% _d	20%	21%	28% _{aE}	16%	13%	23% _h	10%	5%	

Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.
How important is it for you to be able to use the internet in the following locations? - Summary table
Base: All who use their mobile for internet

	Total	Indoors at home	Indoors at work place or place of study	Indoors in general e.g. building other than work, school or home	Outdoors around places I go to regularly, e.g. home, work, school	Outdoors in rural areas	Outdoors in urban areas	Reception whilst travelling by road	Reception whilst travelling by rail
Unweighted Base	900	900	900	900	900	900	900	768	269
Weighted Base	979	979	979	979	979	979	979	849	294
Not at all important	(-2) 269 28%	124 13%	128 13%	72 7%	74 8%	119 12%	98 10%	134 16%	22 8%
2	(-1) 195 20%	58 6%	52 5%	57 6%	42 4%	79 8%	56 6%	53 6%	30 10%
3	(0) 430 44%	142 15%	165 17%	188 19%	166 17%	215 22%	196 20%	172 20%	51 17%
4	(1) 454 46%	150 15%	187 19%	224 23%	257 26%	198 20%	224 23%	158 19%	61 21%
Very important	(2) 648 66%	504 51%	447 46%	439 45%	439 45%	368 38%	407 42%	331 39%	131 45%
SUMMARY CODES									
UNIMPORTANT	378 39%	182 19%	180 18%	129 13%	116 12%	197 20%	152 15%	187 22%	52 18%
IMPORTANT	819 84%	654 67%	634 65%	682 69%	697 71%	569 58%	632 65%	490 58%	192 65%
Mean Score	0.509	0.870	0.790	0.920	0.967	0.632	0.809	0.589	0.847
Standard Deviation	1.380	1.423	1.404	1.238	1.212	1.369	1.299	1.447	1.296
Error Variance	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.003	0.006

Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Not at all important	(-2) 124 13% <i>dj</i>	63 12%	61 13%	17 7%	32 10%	23 11%	24 17% <i>dj</i>	25 37%ADEFJK	2 17%	49 9%	47 14% <i>dj</i>	28 34%ADEFJK
2	(-1) 58 6%	31 6%	27 6%	15 6%	17 5%	9 5%	15 10%	2 3%	-	32 6%	24 7%	2 3%
3	(0) 142 15%	89 17% <i>c</i>	53 12%	40 17%	46 15%	27 13%	16 11%	13 19%	1 6%	86 16%	43 12%	14 17%
4	(1) 150 15%	88 17%	62 14%	38 16%	46 14%	37 18%	20 14%	8 11%	2 14%	84 15%	57 16%	10 12%
Very important	(2) 504 51% <i>HL</i>	255 48%	249 55%	124 53% <i>HL</i>	174 55% <i>HL</i>	106 53% <i>HL</i>	69 48% <i>h</i>	21 30%	8 63%	298 54% <i>HL</i>	177 51% <i>HL</i>	29 35%
SUMMARY CODES												
UNIMPORTANT	182 19%	94 18%	88 20%	32 14%	49 16%	33 16%	39 27% <i>aaDefJ</i>	28 40%ADEFJK	2 17%	81 15%	72 21% <i>dj</i>	30 36%ADEFJK
IMPORTANT	654 67% <i>HL</i>	343 65%	311 69%	163 69% <i>HL</i>	220 70% <i>HL</i>	145 71% <i>HL</i>	89 62% <i>h</i>	29 41%	10 78%	382 70% <i>HL</i>	234 67% <i>HL</i>	38 47%
Mean Score	0.870 <i>HL</i>	0.838	0.908	1.014 <i>gHL</i>	0.983 <i>gHL</i>	0.965 <i>HL</i>	0.656 <i>hl</i>	-0.049	1.077	1.002 <i>gHL</i>	0.839 <i>HL</i>	0.125
Standard Deviation	1.423	1.395	1.455	1.273	1.354	1.369	1.556	1.591	1.539	1.319	1.455	1.709
Error Variance	0.002	0.004	0.005	0.007	0.006	0.010	0.022	0.054	0.148	0.003	0.007	0.042

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home
 Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Not at all important	(-2) 124	35	46	23	20	81	43	83	41
	13%	16%	13%	11%	10%	14%	10%	12%	14%
2	(-1) 58	13	23	12	10	36	22	43	16
	6%	6%	7%	6%	5%	6%	5%	6%	5%
3	(0) 142	41	39	26	37	80	62	102	40
	15%	18% ^c	11%	12%	18% ^c	14%	15%	15%	14%
4	(1) 150	26	60	35	29	86	64	107	43
	15%	12%	17%	16%	15%	16%	16%	16%	15%
Very important	(2) 504	108	176	117	103	284	220	350	154
	51%	48%	51%	55%	52%	50%	54%	51%	52%
SUMMARY CODES									
UNIMPORTANT	182	48	69	36	30	117	65	126	57
	19%	21%	20%	17%	15%	21%	16%	18%	19%
IMPORTANT	654	134	236	152	132	370	284	457	198
	67%	60%	68%	71% ^b	67%	65%	69% ^b	67%	67%
Mean Score	0.870	0.716	0.860	0.988	0.935	0.803	0.963	0.874	0.862
Standard Deviation	1.423	1.493	1.445	1.374	1.346	1.465	1.359	1.410	1.454
Error Variance	0.002	0.013	0.007	0.010	0.008	0.005	0.004	0.003	0.007



Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Not at all important	(-2) 124 13%	98 12%	26 18%b	98 12%	14 15%	9 21%	3 8%
2	(-1) 58 6%	44 5%	14 10%b	53 7%	3 3%	1 3%	1 4%
3	(0) 142 15%	125 15%	17 12%	117 15%	14 16%	7 16%	3 8%
4	(1) 150 15%e	137 16%e	13 9%	131 16%e	6 6%	11 24%Eg	3 6%
Very important	(2) 504 51%	431 52%	73 51%	402 50%	56 68%l	17 37%	29 74%aDF
SUMMARY CODES							
UNIMPORTANT	182 19%	142 17%	41 28%aB	150 19%	17 18%	11 23%	5 11%
IMPORTANT	654 67%	569 68%	86 60%	533 67%	61 66%	28 61%	32 81%
Mean Score	0.870	0.910	0.638	0.858	0.934	0.542	1.357df
Standard Deviation	1.423	1.386	1.604	1.411	1.501	1.527	1.259
Error Variance	0.002	0.002	0.020	0.003	0.028	0.051	0.043

Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Not at all important	(-2) 124 13%h	4 13%h	16 16%h	9 13%	8 14%h	8 9%	16 17%h	8 5%	16 12%h	13 22%h	9 21%h	14 15%h	3 8%	22 11%	102 13%
2	(-1) 58 6%	4 13%	8 8%	2 3%	6 11%	7 8%	5 5%	9 5%	7 5%	3 6%	1 3%	3 3%	1 4%	16 8%	42 5%
3	(0) 142 15%g	4 13%	16 16%g	8 12%	7 12%	13 14%	5 5%	31 19%g	19 14%g	14 24%g	7 16%g	14 16%g	3 8%	24 12%	118 15%
4	(1) 150 15%j	4 13%	18 18%j	15 21%j	7 12%	11 13%	17 17%j	31 19%j	20 15%	7 13%	11 24%Lm	6 6%	3 6%	34 17%	116 15%
Very important	(2) 504 51%	16 49%	41 41%	36 51%	29 51%	49 55%j	53 55%j	86 52%	72 53%j	21 36%	17 37%	56 65%ck	29 74%oDen UK	105 52%	399 51%
SUMMARY CODES															
UNIMPORTANT	182 19%h	8 25%	24 24%h	11 16%	14 24%h	15 17%	21 22%h	17 10%	23 17%	16 28%h	11 23%h	17 18%	5 11%	39 19%	144 18%
IMPORTANT	654 67%j	20 62%	60 59%	51 72%j	36 63%	60 68%j	70 73%j	117 71%j	92 68%j	28 49%	28 61%	61 66%	32 81%cl	138 69%	516 66%
Mean Score	0.870	0.726	0.605	0.551	0.760	0.967	0.893	1.073cJK	0.927	0.356	0.542	0.934	1.357cJK	0.962	0.862
Standard Deviation	1.423	1.504	1.482	1.383	1.508	1.375	1.524	1.176	1.404	1.553	1.827	1.501	1.259	1.402	1.429
Error Variance	0.002	0.081	0.026	0.032	0.038	0.022	0.025	0.009	0.016	0.048	0.051	0.028	0.043	0.012	0.003

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Not at all important	(-2) 124	21	13	39	110	7	117	66	50	8
	13%	12%	10%	11%	14%	8%	13%	9%	20%AH	26%
2	(-1) 58	9	6	21	43	7	50	39	18	1
	6%	5%	5%	6%	5%	7%	6%	6%	7%	4%
3	(0) 142	24	15	54	119	11	130	106	30	7
	15%	14%	12%	15%	15%	12%	15%	15%	12%	23%
4	(1) 150	25	26	47	115	21	136	102	46	2
	15%	15%	21%	13%	15%	22%	15%	15%	18%	5%
Very important	(2) 504	92	63	190	402	47	449	382	109	13
	51% ^d	54%	51%	54%	51%	51%	51%	55% ^d	43%	42%
SUMMARY CODES										
UNIMPORTANT	182	30	19	60	154	14	167	105	68	9
	19%	18%	15%	17%	19%	15%	19%	15%	27%AH	30%
IMPORTANT	654	117	89	237	517	68	585	485	155	14
	67%	68%	73%	68%	65%	73%	66%	70% ^d	61%	47%
Mean Score	0.8701	0.923	0.985	0.936	0.829	1.015	0.849	1.0011	0.576	0.335
Standard Deviation	1.423	1.419	1.333	1.391	1.453	1.274	1.436	1.335	1.564	1.673
Error Variance	0.002	0.013	0.015	0.006	0.003	0.018	0.003	0.003	0.011	0.096

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.22_01 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at home
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Not at all important	(-2) 124 13%F	23 11%	101 13%	43 17%F	67 13%F	8 5%	100 13%	15 12%	9 14%
2	(-1) 58 6%	10 5%	48 6%	14 5%	34 7%	11 6%	46 6%	7 6%	5 8%
3	(0) 142 15%	35 17%	107 14%	37 14%	75 15%	23 13%	109 14%	27 22%g	6 10%
4	(1) 150 15%	34 16%	116 15%	47 18%	73 14%	28 16%	130 16%	13 10%	7 12%
Very important	(2) 504 51%	108 51%	396 52%	116 45%	254 51%	107 61%aD	408 51%	63 50%	33 56%
SUMMARY CODES									
UNIMPORTANT	182 19%F	33 16%	149 19%	57 22%F	101 20%F	19 11%	147 18%	23 18%	13 22%
IMPORTANT	654 67%	142 68%	512 67%	163 64%	337 66%	134 76%aDe	537 68%	76 60%	41 68%
Mean Score	0.870	0.922	0.856	0.700	0.841	1.218aDE	0.881	0.803	0.877
Standard Deviation	1.423	1.362	1.439	1.495	1.444	1.161	1.418	1.421	1.503
Error Variance	0.002	0.009	0.003	0.009	0.004	0.009	0.003	0.018	0.040

Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Not at all important	(-2) 128 13%aj	57 11%	71 16%b	20 9%	26 8%	31 15%e	26 18%deJ	23 33%ADEFgJK	3 22%	46 8%	56 16%deJ	26 31%ADEFgJK
2	(-1) 52 5%	25 5%	28 6%	13 6%	8 3%	9 4%	15 11%aEU	7 10%Ej	-	21 4%	24 7%e	7 9%e
3	(0) 165 17%	94 18%	70 15%	40 17%	58 18%	28 14%	18 13%	15 22%	4 29%	99 18%	47 13%	19 23%k
4	(1) 187 19%	112 21%	75 17%	47 20%	69 22%	37 18%	23 16%	10 15%	1 9%	117 21%	59 17%	11 14%
Very important	(2) 447 46%HL	236 45%	209 46%	113 48%HL	154 49%HL	100 49%HL	62 43%HL	14 20%	5 40%	267 49%HL	162 46%HL	19 23%
SUMMARY CODES												
UNIMPORTANT	180 18%EJ	82 15%	98 22%b	33 14%	34 11%	39 19%e	41 28%aDEJ	30 43%ADEFJK	3 22%	67 12%	80 23%eJ	33 40%ADEFJK
IMPORTANT	634 65%HL	350 67%	284 63%	160 69%HL	223 71%gHL	137 67%HL	84 59%HL	24 34%	6 48%	383 70%gHL	221 63%HL	30 37%
Mean Score	0.790HL	0.855	0.715	0.940gHL	1.008aGHKL	0.819HL	0.553HL	-0.224	0.436	0.979aGHKL	0.707HL	-0.122
Standard Deviation	1.404	1.332	1.481	1.288	1.230	1.457	1.552	1.530	1.605	1.254	1.500	1.550
Error Variance	0.002	0.004	0.005	0.007	0.005	0.011	0.022	0.044	0.161	0.003	0.008	0.035

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Not at all important	(-2) 128 13%	30 13%	42 12%	23 11%	33 16%	72 13%	55 13%	76 11%	52 18%h
2	(-1) 52 5%	12 5%	21 6%	9 4%	10 5%	33 6%	19 5%	38 6%	14 5%
3	(0) 165 17%	38 17%	47 14%	36 17%	42 21%cd	86 15%	79 19%	108 16%	57 19%
4	(1) 187 19%	34 15%	86 25%abaeQ	37 17%	30 15%	120 21%	67 16%	139 20%	48 16%
Very important	(2) 447 46%	108 49%	147 43%	108 51%	83 42%	255 45%	192 47%	324 47%	123 42%
SUMMARY CODES									
UNIMPORTANT	180 18%	42 19%	64 18%	32 15%	42 21%	106 19%	74 18%	114 17%	66 22%h
IMPORTANT	654 65%ee	142 64%	233 68%e	145 68%e	114 57%	375 66%e	259 63%	463 68%l	172 58%
Mean Score	0.780	0.800	0.797	0.831e	0.617	0.798	0.779	0.872i	0.601
Standard Deviation	1.404	1.434	1.372	1.348	1.473	1.396	1.417	1.356	1.495
Error Variance	0.002	0.012	0.006	0.009	0.009	0.004	0.005	0.003	0.007

Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Not at all important	(-2) 128 13%	104 12%	24 17%	109 14%	10 11%	7 15%	2 4%
2	(-1) 52 5%	46 5%	7 5%	42 5%	7 8%	2 5%	1 2%
3	(0) 165 17%	145 17%	20 14%	131 16%	17 19%	13 28%dg	3 8%
4	(1) 187 19%	159 19%	29 20%	160 20%	12 12%	11 25%	5 12%
Very important	(2) 447 46%h	383 46%	64 45%	359 45%h	46 59%h	12 27%	29 74%ADeF
SUMMARY CODES							
UNIMPORTANT	180 18%	149 18%	31 21%	151 19%	18 19%	9 20%	2 5%
IMPORTANT	634 65%	542 65%	92 65%	519 65%	58 62%	24 52%	34 87%ADeF
Mean Score	0.790	0.804	0.710	0.771	0.815	0.443	1.516ADeF
Standard Deviation	1.404	1.390	1.486	1.413	1.413	1.347	0.995
Error Variance	0.002	0.002	0.018	0.003	0.025	0.039	0.027

Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Not at all important	(-2) 128 13% ^H	8 24%	19 18% ^{Hm}	17 24% ^{aFHim}	9 17% ^H	7 8%	15 16% ^H	4 2%	16 12% ^H	15 25% ^{aFHI}	7 15% ^H	10 11% ^H	2 4%	19 9%	109 74%
2	(-1) 52 5%	-	9 9%	2 3%	2 4%	8 9%	6 6%	8 5%	4 3%	1 2%	2 5%	7 8%	1 2%	12 6%	40 5%
3	(0) 165 17% ^g	6 19%	22 22% ^G	12 17% ^g	12 20% ^g	15 17% ^g	7 7%	25 15%	18 14%	14 25% ^G	13 28% ^{Gim}	17 19% ^g	3 8%	23 12%	141 18% ⁿ
4	(1) 187 19%	4 12%	20 20%	14 20%	10 17%	16 18%	20 21%	44 26% ^{al}	24 17%	9 15%	11 25%	12 12%	5 12%	34 17%	153 20%
Very important	(2) 447 46% ^{ck}	14 45%	31 31%	25 36%	24 42%	42 48% ^{ck}	48 49% ^{ck}	83 51% ^{CJK}	72 54% ^{CdJK}	19 34%	12 27%	46 50% ^{ck}	29 74% ^{ACDEI}	113 56% ^{ao}	334 43%
SUMMARY CODES															
UNIMPORTANT	180 18% ^H	8 24%	28 28% ^{aHim}	20 28% ^{Him}	12 21% ^H	15 17% ^h	21 22% ^{Hm}	12 7%	20 15%	15 27% ^{Hm}	9 20% ^h	18 19% ^h	2 5%	31 16%	149 19%
IMPORTANT	634 65% ^{qj}	18 56%	51 51%	39 56%	33 59%	58 66%	68 71% ^{Cjk}	127 77% ^{ACDeJ}	98 71% ^{CdJk}	28 49%	24 52%	58 62%	34 87% ^{ACDEI}	147 73% ^{ao}	487 63%
Mean Score	0.790 ^{Cd}	0.523	0.353	0.391	0.637	0.890 ^{cj}	0.821 ^c	1.178 ^{ACD}	0.983 ^{CdJ}	0.305	0.443	0.815 ^c	1.516 ^{ACD}	1.037 ^{ao}	0.726
Standard Deviation	1.404	1.641	1.469	1.587	1.476	1.313	1.494	1.026	1.369	1.574	1.347	1.413	0.995	1.333	1.415
Error Variance	0.002	0.096	0.025	0.042	0.036	0.020	0.024	0.007	0.016	0.050	0.039	0.025	0.027	0.011	0.003

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	0.3 RAIL USER			0.4 ROAD USER			0.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Not at all important	(-2) 128 13%h	20 12%	15 12%	44 12%	109 14%	10 11%	119 14%	64 9%	55 22%AH	9 29%
2	(-1) 52 5%	9 5%	8 7%	14 4%	43 5%	1 1%	45 5%	28 4%	24 9%aH	1 2%
3	(0) 165 17%	22 13%	14 12%	70 20%	143 18%	10 11%	153 17%	122 18%	34 14%	8 26%
4	(1) 187 19%	32 19%	28 23%	63 18%	138 18%	30 32%AEG	168 19%	132 19%	52 21%	3 9%
Very important	(2) 447 46%l	88 51%	58 47%	159 45%	356 45%	41 44%	396 45%	348 50%l	88 35%	10 33%
SUMMARY CODES										
UNIMPORTANT	180 18%h	29 17%	23 18%	58 17%	152 19%	12 13%	164 19%	92 13%	78 31%AH	10 31%
IMPORTANT	634 65%l	120 70%	86 70%	222 63%	494 63%	71 76%aag	565 64%	481 69%l	141 56%	13 42%
Mean Score	0.790l	0.931	0.866	0.798	0.746	0.961	0.769	0.968al	0.379	0.152
Standard Deviation	1.404	1.381	1.384	1.379	1.425	1.279	1.412	1.292	1.557	1.640
Error Variance	0.002	0.013	0.016	0.006	0.003	0.018	0.002	0.003	0.010	0.093

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.22_02 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Not at all important	(-2) 128 13%	26 12%	102 13%	44 17% ^d	64 12%	14 8%	102 13%	16 13%	10 17%
2	(-1) 52 5%	10 5%	43 6%	15 6%	28 5%	8 4%	45 6%	6 5%	1 2%
3	(0) 165 17%	38 18%	127 17%	46 18%	86 17%	28 16%	124 16%	34 27% ^{aG}	7 11%
4	(1) 187 19%	45 21%	143 19%	50 19%	98 19%	32 18%	149 19%	21 16%	18 30%
Very important	(2) 447 46%	93 44%	354 46%	101 39%	237 46%	94 53% ^D	373 47%	49 39%	24 41%
SUMMARY CODES									
UNIMPORTANT	180 18%	35 17%	145 19%	59 23% ^d	92 18%	22 13%	147 19%	22 18%	11 18%
IMPORTANT	634 65%	137 65%	497 65%	151 59%	335 65%	126 72% ^d	522 66% ^h	70 56%	42 70%
Mean Score	0.790 ^d	0.801	0.787	0.578	0.810 ^d	1.044 ^d	0.815	0.647	0.762
Standard Deviation	1.404	1.371	1.414	1.482	1.392	1.267	1.406	1.374	1.435
Error Variance	0.002	0.009	0.003	0.009	0.004	0.010	0.003	0.017	0.037

Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home

Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Not at all important	(-2) 72 7%	30 6%	42 9%b	9 4%	14 4%	13 6%	19 13%aDEJ	15 21%ADEFJk	2 17%	23 4%	32 9%deJ	17 21%ADEFJK
2	(-1) 57 6%	31 6%	26 6%	13 6%	11 4%	11 5%	15 10%eJ	7 9%	-	25 4%	26 7%	7 8%
3	(0) 188 19%	106 20%	82 18%	44 19%	64 20%	39 19%	17 29%gk	20 12%	3 24%	108 20%	56 16%	23 28%Gk
4	(1) 224 23%	127 24%	96 21%	58 25%	78 25%	41 20%	31 22%	14 20%	1 6%	136 25%	73 21%	15 18%
Very important	(2) 439 45%HL	233 44%	206 46%	109 47%HL	148 47%HL	101 49%HL	61 43%HI	14 20%	7 53%	257 47%HL	162 46%HL	20 25%
SUMMARY CODES												
UNIMPORTANT	129 13%eJ	61 12%	68 15%	23 10%	25 8%	24 12%	33 23%ADEFJ	21 31%ADEFJk	2 17%	48 9%	57 16%deJ	23 29%ADEFJK
IMPORTANT	662 68%HL	360 68%	302 67%	167 71%HL	225 72%HL	142 69%HL	83 65%HL	28 40%	8 60%	393 72%HL	235 67%HL	35 43%
Mean Score	0.920HL	0.955	0.880	1.044gHL	1.060gHL	1.006HL	0.709HI	0.074	0.797	1.053aGHL	0.883HL	0.185
Standard Deviation	1.236	1.177	1.302	1.115	1.104	1.213	1.436	1.400	1.555	1.108	1.316	1.439
Error Variance	0.002	0.003	0.004	0.005	0.004	0.008	0.019	0.037	0.151	0.002	0.006	0.030

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Not at all important	(-2) 72	14	23	14	22	37	35	48	24
	7%	6%	7%	6%	11% ^d	6%	9%	7%	8%
2	(-1) 57	13	25	10	9	37	20	38	19
	6%	6%	7%	5%	5%	7%	5%	6%	6%
3	(0) 188	49	64	35	39	113	74	133	55
	19%	22%	19%	16%	20%	20%	18%	19%	19%
4	(1) 224	49	95	48	32	144	80	170	54
	23% ^{ee}	22%	28% ^{Eg}	22%	16%	25% ^{Eg}	19%	25% ^h	18%
Very important	(2) 439	98	138	107	96	236	203	296	143
	45%	44%	40%	50% ^c	48%	42%	49% ^{cf}	43%	49%
SUMMARY CODES									
UNIMPORTANT	129	26	47	24	31	74	55	86	43
	13%	12%	14%	11%	16%	13%	13%	13%	14%
IMPORTANT	662	147	233	155	128	380	283	465	197
	68%	66%	68%	73%	64%	67%	69%	68%	67%
Mean Score	0.920	0.917	0.874	1.054	0.861	0.891	0.961	0.917	0.929
Standard Deviation	1.236	1.202	1.208	1.195	1.381	1.204	1.279	1.214	1.288
Error Variance	0.002	0.008	0.005	0.007	0.008	0.003	0.004	0.002	0.005

Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

		AREA		COUNTRY				
		Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base		900	774	126	737	80	46	37
Weighted Base		979	836	143	801	93*	46*	40*
Not at all important	(-2)	72 7%	58 7%	14 10%	60 7%	3 4%	7 16%ae	1 4%
2	(-1)	57 6%	46 5%	11 8%	46 6%	7 7%	3 6%	1 2%
3	(0)	188 19%	161 19%	26 18%	152 19%	16 17%	15 32%ad	6 15%
4	(1)	224 23%	196 23%	28 20%	189 24%	17 19%	11 23%	7 17%
Very important	(2)	439 45%F	375 45%	64 45%	354 44%F	49 53%F	11 23%	25 63%adF
SUMMARY CODES								
UNIMPORTANT		129 13%	103 12%	25 18%	106 13%	10 11%	10 22%g	2 5%
IMPORTANT		662 68%F	571 68%	92 64%	543 68%F	67 72%F	21 46%	32 80%F
Mean Score		0.920F	0.939	0.811	0.913F	1.103F	0.318	1.342dF
Standard Deviation		1.236	1.217	1.343	1.237	1.164	1.334	1.007
Error Variance		0.002	0.002	0.014	0.002	0.017	0.039	0.029

Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Not at all important	(-2) 72 7% ^H	3 9%	8 8% ^h	5 8% ^h	8 15% ^{a#H}	3 4%	11 11% ^H	2 7%	12 9% ^H	7 12% ^H	7 16% ^{a#H}	3 4%	1 4%	14 7%	58 7%
2	(-1) 57 6%	4 13%	9 8% ^h	5 7%	6 9%	6 7%	3 3%	4 2%	8 6%	5 8%	3 6%	7 7%	1 2%	14 7%	43 6%
3	(0) 188 19%	6 18%	23 23%	14 21%	8 14%	14 16%	15 16%	31 19%	22 17%	19 32% ^{aefgi}	15 32% ^{aefgi}	16 17%	6 15%	36 18%	151 19%
4	(1) 224 23%	8 24%	26 26%	19 28%	9 16%	21 24%	20 21%	50 30% ⁱ	25 19%	10 17%	11 23%	17 19%	7 17%	44 22%	180 23%
Very important	(2) 439 45% ^{JK}	12 36%	35 35%	26 37%	27 46% ^k	43 49% ^{JK}	48 49% ^{JK}	78 48% ^{JK}	67 50% ^{JK}	17 30%	11 23%	49 53% ^{JK}	25 63% ^{aCdJK}	93 46%	345 44%
SUMMARY CODES															
UNIMPORTANT	129 13% ^H	7 21%	17 17% ^H	10 14% ^H	12 21% ^h	10 11% ^h	14 14% ^H	6 4%	20 15% ^H	12 20% ^H	10 22% ^{Hm}	10 11% ^h	2 5%	28 14%	101 13%
IMPORTANT	662 68% ^{JK}	19 60%	61 61%	46 65%	37 65%	64 73% ^{JK}	68 70% ^{JK}	128 78% ^{aCJK}	93 69% ^{JK}	27 47%	21 46%	67 72% ^{JK}	32 80% ^{JK}	137 68%	525 68%
Mean Score	0.920 ^{JK}	0.670	0.707	0.804	0.777	1.078 ^{JK}	0.934 ^{JK}	1.204 ^{AcD}	0.954 ^{JK}	0.450	0.318	1.103 ^{JK}	1.342 ^{CdJ}	0.934	0.917
Standard Deviation	1.236	1.329	1.256	1.232	1.480	1.137	1.348	0.912	1.303	1.331	1.334	1.154	1.037	1.249	1.234
Error Variance	0.002	0.063	0.018	0.025	0.037	0.015	0.020	0.005	0.014	0.035	0.039	0.017	0.029	0.009	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Not at all important	(-2) 72	10	7	29	63	4	67	32	33	7
	7%h	6%	6%	8%	8%	5%	8%	5%	13%AH	23%
2	(-1) 57	8	8	21	48	5	53	37	18	2
	6%	5%	7%	6%	6%	5%	6%	5%	7%	8%
3	(0) 188	24	16	78	158	14	172	127	54	7
	19%	14%	13%	22%bc	20%	15%	19%	18%	21%	21%
4	(1) 224	42	32	67	177	28	205	160	60	3
	23%	25%	26%	19%	22%	30%	23%	23%	24%	11%
Very important	(2) 439	86	58	156	343	42	385	339	88	12
	45%l	50%	47%	44%	44%	45%	44%	49%l	35%	39%
SUMMARY CODES										
UNIMPORTANT	129	18	16	49	110	9	120	69	51	9
	13%	11%	13%	14%	14%	10%	14%	10%	20%AH	28%
IMPORTANT	662	129	91	223	521	70	590	499	148	15
	68%l	75%d	74%	64%	66%	75%	67%	72%l	59%	50%
Mean Score	0.920l	1.088	1.024	0.856	0.876	1.052	0.894	1.061al	0.599	0.384
Standard Deviation	1.236	1.172	1.199	1.276	1.256	1.119	1.243	1.138	1.367	1.610
Error Variance	0.002	0.009	0.012	0.005	0.002	0.014	0.002	0.002	0.008	0.089

Q.22_03 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Not at all important	(-2) 72 7%	8 4%	64 8%b	23 9% ^d	37 7%	7 4%	60 8%	7 6%	5 8%
2	(-1) 57 6%	13 6%	44 6%	19 7%	24 5%	13 7%	49 6%	5 4%	2 4%
3	(0) 188 19%	42 20%	146 19%	54 21%	96 18%	32 18%	140 18%	41 32%AGI	7 12%
4	(1) 224 23%	53 25%	171 22%	67 26%	117 23%	33 19%	176 22%	24 19%	23 39%AGH
Very important	(2) 439 45% ^d	95 45%	344 45%	94 37%	240 47% ^d	91 52% ^D	368 46%	49 39%	22 37%
SUMMARY CODES									
UNIMPORTANT	129 13%	21 10%	107 14%	42 17%	61 12%	20 11%	109 14%	12 10%	7 12%
IMPORTANT	662 68% ^h	147 70%	515 67%	161 63%	357 70%	124 71%	544 69% ^h	73 58%	46 76% ^h
Mean Score	0.920 ^d	1.010	0.896	0.737	0.972 ^d	1.073 ^d	0.937	0.810	0.930
Standard Deviation	1.236	1.120	1.266	1.275	1.220	1.154	1.251	1.169	1.184
Error Variance	0.002	0.006	0.002	0.007	0.003	0.009	0.002	0.012	0.025

Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Not at all important	(-2) 74	33	40	12	18	12	17	12	3	30	29	15
	8%	6%	9%	5%	6%	6%	12%deh	18%aDEFJk	22%	5%	8%	18%ADEFGk
2	(-1) 42	17	26	10	10	9	6	7	-	20	15	7
	4%	3%	6%	4%	3%	4%	4%	11%aej	-	4%	4%	9%e
3	(0) 166	92	74	38	60	35	17	15	2	97	52	17
	17%	16%	16%	16%	19%	17%	12%	27%	18%	18%	15%	21%
4	(1) 257	156	102	64	82	49	43	19	1	146	91	20
	26%	30%c	22%	27%	26%	24%	30%	28%	6%	27%	26%	24%
Very important	(2) 439	228	211	111	145	101	60	16	7	256	161	23
	45%HL	43%	47%	47%HL	46%HL	49%HL	42%h	23%	53%	47%HL	46%HL	28%
SUMMARY CODES												
UNIMPORTANT	116	50	66	22	28	21	23	20	3	50	44	22
	12%	10%	15%b	9%	9%	10%	16%e	28%ADEFJK	22%	9%	13%	27%ADEFGk
IMPORTANT	697	384	313	175	227	149	103	35	8	402	252	43
	71%HL	73%	69%	75%HL	72%HL	73%HL	72%hi	51%	60%	73%HL	72%HL	52%
Mean Score	0.967HL	1.005	0.923	1.075HL	1.038HL	1.066HL	0.852hi	0.276	0.683	1.054HL	0.978HL	0.338
Standard Deviation	1.212	1.144	1.286	1.121	1.138	1.162	1.335	1.397	1.688	1.130	1.239	1.442
Error Variance	0.002	0.003	0.004	0.005	0.004	0.007	0.016	0.037	0.178	0.002	0.005	0.030

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Not at all important	(-2) 74	17	21	13	22	38	36	45	28
		8%	6%	6%	11% ^{cd}	7%	9%	7%	10%
2	(-1) 42	8	15	11	9	22	20	26	16
		4%	3%	4%	4%	4%	5%	4%	5%
3	(0) 166	39	59	30	39	98	68	120	47
		17%	18%	14%	18%	17%	17%	17%	16%
4	(1) 257	62	100	55	40	163	95	191	67
		26%	29% ^e	26%	20%	29% ^e	23%	28%	23%
Very important	(2) 439	97	150	103	90	246	193	302	137
		45%	43%	49%	45%	43%	47%	44%	47%
SUMMARY CODES									
UNIMPORTANT	116	25	36	25	31	60	56	72	44
	12%	11%	10%	12%	16%	11%	14%	10%	15%
IMPORTANT	697	159	250	158	129	409	288	493	204
	71%	71%	73%	74%	65%	72%	70%	72%	69%
Mean Score	0.967	0.959	0.997	1.048	0.837	0.982	0.946	0.991	0.911
Standard Deviation	1.212	1.201	1.151	1.188	1.344	1.170	1.268	1.170	1.304
Error Variance	0.002	0.008	0.005	0.007	0.008	0.003	0.004	0.002	0.006

Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school

Base: All who use their mobile for internet

		AREA		COUNTRY				
		Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base		900	774	126	737	80	46	37
Weighted Base		979	836	143	801	93*	46*	40*
Not at all important	(-2)	74 8%	60 7%	14 10%	61 8%	4 5%	8 17%adeg	1 2%
2	(-1)	42 4%	36 4%	6 5%	32 4%	5 5%	5 10%	1 2%
3	(0)	166 17%	151 18%	15 11%	139 17%	15 16%	8 18%	4 10%
4	(1)	257 26%	216 26%	41 29%	218 27%	17 18%	13 28%	9 24%
Very important	(2)	439 45% ^{td}	373 45%	66 46%	350 44% ^{td}	52 56% ^{tdF}	13 28%	25 63% ^{tdF}
SUMMARY CODES								
UNIMPORTANT		116 12%	95 11%	21 14%	93 12%	9 10%	12 27%ADeG	1 3%
IMPORTANT		697 71% ^{td}	590 71%	107 75%	568 71% ^{td}	68 74% ^{td}	25 56%	35 87% ^{tdF}
Mean Score		0.967 ^F	0.967	0.967	0.954 ^F	1.150 ^F	0.401	1.450 ^{tdF}
Standard Deviation		1.212	1.200	1.283	1.207	1.159	1.427	0.873
Error Variance		0.002	0.002	0.013	0.002	0.017	0.044	0.021

Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Not at all important	(-2) 74 8% ^H	4 14%	11 11% ^H	5 7% ^h	5 9% ^H	3 4%	10 10% ^H	2 1%	12 9% ^H	8 14% ^H	8 17% ^{afHm}	4 5%	1 2%	12 6%	61 8%
2	(-1) 42 4% ^J	3 10%	7 7% ^J	4 6% ^J	2 4%	4 5% ^J	3 3%	5 3%	1 1%	2 4%	5 10% ^L	5 5% ^L	1 2%	11 5%	32 4%
3	(0) 166 17%	6 18%	20 20%	11 16%	9 15%	15 18%	14 15%	28 17%	23 17%	13 23%	8 18%	15 16%	4 10%	28 14%	138 18%
4	(1) 257 26%	6 18%	26 26%	22 31%	11 20%	20 23%	24 25%	53 32% ^J	38 28%	18 32%	13 28%	17 18%	9 24%	52 26%	206 26%
Very important	(2) 439 45% ^K	13 40%	36 36%	28 40%	30 53% ^K	45 51% ^K	46 47% ^K	76 46% ^K	61 45% ^J	16 28%	13 28%	52 56% ^{acJK}	25 63% ^{acdJK}	98 49%	341 44%
SUMMARY CODES															
UNIMPORTANT	116 12% ^H	8 24%	18 18% ^{Hm}	9 13% ^h	7 12% ^h	8 9%	12 13% ^h	7 5%	13 10%	10 18% ^H	12 27% ^{AFHlM}	9 10%	1 3%	23 11%	93 12%
IMPORTANT	697 71% ^K	18 57%	62 62%	49 70%	41 72%	65 74% ^K	70 73%	129 78% ^{CJK}	99 73% ^K	34 59%	25 56%	68 74% ^K	35 87% ^{acJK}	150 75%	546 70%
Mean Score	0.967^K	0.590	0.694	0.894	1.036^K	1.119^{cJK}	0.971^K	1.190^{cJK}	0.997^K	0.547	0.401	1.150^{cJK}	1.450^{cCd}	1.059	0.943
Standard Deviation	1.212	1.461	1.319	1.210	1.283	1.104	1.286	0.919	1.215	1.332	1.427	1.159	0.873	1.181	1.219
Error Variance	0.002	0.076	0.020	0.024	0.027	0.014	0.018	0.005	0.012	0.035	0.044	0.017	0.021	0.008	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Not at all important	(-2) 74	12	7	30	64	7	71	37	29	7
	8%	7%	6%	9%	8%	7%	8%	5%	11% ^H	23%
2	(-1) 42	7	5	16	32	3	36	26	14	2
	4%	4%	4%	5%	4%	4%	4%	4%	5%	8%
3	(0) 166	26	22	63	141	12	153	112	47	7
	17%	15%	18%	18%	18%	13%	17%	16%	18%	22%
4	(1) 257	49	34	82	213	27	240	184	70	3
	26%	29%	23%	23%	27%	27%	27%	27%	28%	10%
Very important	(2) 439	77	54	159	339	44	383	335	93	11
	45% ^I	45%	44%	45%	43%	47%	43%	48% ^I	37%	37%
SUMMARY CODES										
UNIMPORTANT	116	19	12	47	96	10	106	64	43	10
	12%	11%	10%	13%	12%	11%	12%	9%	17% ^H	31%
IMPORTANT	697	127	89	241	552	71	623	519	163	14
	71%	74%	72%	69%	70%	76%	71%	75% ^I	65%	46%
Mean Score	0.9671	1.008	1.010	0.923	0.924	1.058	0.939	1.0841	0.730	0.282
Standard Deviation	1.212	1.185	1.261	1.225	1.183	1.221	1.221	1.129	1.318	1.604
Error Variance	0.002	0.009	0.011	0.005	0.002	0.016	0.002	0.002	0.008	0.089

Q.22_04 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
 Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Not at all important	(-2) 74 8%	10 5%	64 8%	25 10%	36 7%	9 5%	62 8%	7 6%	4 7%
2	(-1) 42 4%	12 6%	31 4%	14 5%	22 4%	7 4%	37 5%	5 4%	1 1%
3	(0) 166 17%	40 19%	127 16%	51 20%	85 17%	26 15%	122 15%	35 28%AG	9 14%
4	(1) 257 26%	56 27%	201 26%	62 24%	142 28%	43 25%	206 26%	28 22%	23 38%h
Very important	(2) 439 45%	94 44%	346 45%	105 41%	229 45%	91 51%	365 46%	50 40%	24 40%
SUMMARY CODES									
UNIMPORTANT	116 12%	21 10%	95 12%	39 15%	58 11%	16 9%	99 12%	12 10%	5 8%
IMPORTANT	697 71%	149 71%	547 71%	167 65%	371 72%	134 76%h	572 72%h	78 62%	47 78%
Mean Score	0.967	1.009	0.956	0.816	0.986	1.130d	0.979	0.863	1.022
Standard Deviation	1.212	1.129	1.234	1.292	1.187	1.135	1.227	1.164	1.107
Error Variance	0.002	0.006	0.002	0.007	0.003	0.008	0.002	0.012	0.022

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE									
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)	
Unweighted Base	900	459	441	243	294	188	108	294	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*	
Not at all important	(-2) 119	54	64	23	33	18	26	16	3	56	44	18	
	12%	10%	14%	10%	10%	9%	18%def	22%adeU	22%	10%	13%	22%aDEFJK	
2	(-1) 79	44	35	24	19	14	12	10	-	43	26	10	
	8%	8%	8%	10%	8%	7%	8%	14%	-	8%	7%	12%	
3	(0) 215	124	91	56	72	40	20	24	3	128	60	27	
	22%	24%	20%	24%g	23%	19%	14%	35%aGJK	24%	23%gk	17%	33%aGJK	
4	(1) 198	108	91	49	66	44	29	10	1	115	73	11	
	20%	20%	20%	21%	21%	22%	20%	14%	7%	21%	21%	13%	
Very important	(2) 368	196	172	83	124	88	56	10	6	207	145	16	
	38%HL	37%	38%	36%HI	39%HL	43%HL	39%HL	15%	46%	38%HL	42%HL	20%	
SUMMARY CODES													
UNIMPORTANT	197	99	99	47	52	32	38	25	3	99	70	28	
	20%	19%	22%	20%	17%	16%	27%ef	37%AdEFJK	22%	18%	20%	34%AdEFJK	
IMPORTANT	566	304	263	132	190	133	85	20	7	322	218	27	
	58%HL	58%	58%	56%HL	60%HL	65%HL	59%HL	29%	53%	59%HL	63%HL	33%	
Mean Score	0.632HL	0.659	0.600	0.619HL	0.730HL	0.833HL	0.537HI	-0.152	0.551	0.682HL	0.711HL	-0.044	
Standard Deviation	1.369	1.327	1.418	1.323	1.318	1.298	1.520	1.334	1.653	1.320	1.399	1.400	
Error Variance	0.002	0.004	0.005	0.007	0.006	0.009	0.021	0.034	0.171	0.003	0.007	0.028	

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Not at all important	(-2) 119	22	43	26	27	65	53	78	41
		12%	13%	12%	14%	12%	13%	11%	14%
2	(-1) 79	15	33	15	15	48	31	51	28
		8%	7%	7%	8%	8%	8%	8%	9%
3	(0) 215	59	75	38	43	134	81	160	55
		22%	22%	18%	22%	24%	20%	23%	19%
4	(1) 198	43	79	44	33	121	77	146	53
		20%	23%	20%	17%	21%	19%	21%	18%
Very important	(2) 368	84	115	90	79	199	169	249	119
		38%	33%	42%	40%	35%	41% ^c	36%	40%
SUMMARY CODES									
UNIMPORTANT	197	37	76	42	43	113	84	129	68
		20%	17%	19%	21%	20%	20%	19%	23%
IMPORTANT	566	126	194	134	113	320	246	395	172
		58%	56%	63%	57%	56%	60%	58%	58%
Mean Score	0.632	0.675	0.550	0.730	0.619	0.599	0.677	0.638	0.617
Standard Deviation	1.369	1.310	1.365	1.388	1.421	1.344	1.404	1.340	1.437
Error Variance	0.002	0.010	0.006	0.010	0.009	0.004	0.005	0.003	0.007

Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

		AREA		COUNTRY				
		Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base		900	774	126	737	80	46	37
Weighted Base		979	836	143	801	93*	46*	40*
Not at all important	(-2)	119 12%	101 12%	18 13%	96 12%	10 11%	11 25%adG	1 2%
2	(-1)	79 8%	64 8%	15 11%	61 8%	9 9%	4 9%	5 13%
3	(0)	215 22%	193 23%	22 16%	183 23%	15 16%	12 26%	5 13%
4	(1)	198 20%	171 20%	27 19%	172 22%	12 13%	10 21%	4 10%
Very important	(2)	368 38%t	308 37%	60 42%	288 36%t	47 59%adF	9 19%	25 62%ADF
SUMMARY CODES								
UNIMPORTANT		197 20%	164 20%	33 23%	157 20%	19 20%	16 34%ad	6 15%
IMPORTANT		566 58%t	479 57%	87 61%	460 57%t	59 64%t	18 40%	29 72%F
Mean Score		0.632F	0.625	0.674	0.618F	0.829F	-0.002	1.172adF
Standard Deviation		1.359	1.359	1.429	1.353	1.422	1.451	1.199
Error Variance		0.002	0.002	0.016	0.002	0.025	0.046	0.039

Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											0.1% SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Not at all important	(-2) 119 12%h	4 14%	15 15%hnm	15 22%aFhm	6 10%	4 5%	13 14%	11 6%	18 13%	9 16%hnm	11 25%aeFHM	10 11%	1 2%	21 11%	97 13%
2	(-1) 79 8%g	4 14%	13 12%Gh	5 7%	4 7%	8 10%g	1 1%	8 5%	10 8%g	7 13%G	4 9%g	8 9%g	5 13%G	16 8%	63 8%
3	(0) 215 22%	6 20%	25 25%	11 16%	15 27%	17 19%	20 21%	47 29%l	28 19%	15 25%	12 26%	15 16%	5 13%	44 22%	171 22%
4	(1) 198 20%	6 20%	20 20%	12 18%	7 13%	21 24%	22 23%	40 25%	33 24%	10 18%	10 21%	12 13%	4 10%	35 17%	164 21%
Very important	(2) 368 38%k	10 33%	28 28%	25 36%	25 44%k	38 43%K	40 41%k	58 35%k	48 35%k	16 28%	9 19%	47 50%aChij	25 62%ACdgh	85 42%	283 36%
SUMMARY CODES															
UNIMPORTANT	197 20%h	9 28%	28 28%lgH	21 29%lgH	9 16%	13 14%	15 15%	19 11%	28 21%h	17 29%H	16 34%aelgH	19 20%	6 15%	38 19%	160 21%
IMPORTANT	566 58%k	17 52%	48 48%	38 54%	32 57%	58 66%cJK	62 64%cJK	99 60%k	81 60%k	26 45%	18 40%	59 64%ck	29 72%cJK	120 59%	447 57%
Mean Score	0.632K	0.436	0.326	0.392	0.742k	0.896CdJ	0.764cK	0.775cJK	0.613k	0.277	-0.002	0.829cJK	1.172aCd	0.721	0.609
Standard Deviation	1.369	1.439	1.401	1.571	1.352	1.203	1.369	1.173	1.379	1.423	1.451	1.422	1.199	1.360	1.372
Error Variance	0.002	0.074	0.023	0.041	0.030	0.017	0.020	0.009	0.016	0.041	0.046	0.025	0.039	0.011	0.003

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Not at all important	(-2) 119	17	11	48	96	11	107	62	46	10
	12%	10%	9%	14%	12%	12%	12%	9%	18%aH	33%
2	(-1) 79	14	11	29	63	8	71	53	24	2
	8%	8%	9%	8%	8%	9%	8%	8%	9%	8%
3	(0) 215	33	30	73	182	16	198	155	55	8
	22%	19%	24%	21%	23%	17%	22%	22%	22%	18%
4	(1) 198	39	29	57	166	23	189	142	53	4
	20%	22%	24%	16%	21%	25%	21%	20%	21%	12%
Very important	(2) 368	70	41	143	282	35	317	283	75	9
	38%I	41%	34%	41%	36%	38%	36%	41%I	30%	31%
SUMMARY CODES										
UNIMPORTANT	197	30	22	78	158	19	177	115	70	12
	20%	18%	18%	22%	20%	20%	20%	17%	28%aH	39%
IMPORTANT	566	108	70	200	448	58	505	425	128	13
	58%	63%	57%	57%	63%	57%	57%	61%I	51%	43%
Mean Score	0.632I	0.765	0.637	0.619	0.603	0.687	0.612	0.764I	0.343	0.015
Standard Deviation	1.369	1.320	1.286	1.433	1.358	1.366	1.358	1.299	1.456	1.679
Error Variance	0.002	0.011	0.014	0.007	0.003	0.021	0.002	0.003	0.009	0.097

Q.22_05 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in rural areas
 Base: All who use their mobile for internet

		Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION			
		Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base		900	199	701	250	471	153	730	114	56
Weighted Base		979	210	769	256	514	176	793	126	60*
Not at all important	(-2)	119	19	100	37	59	19	100	13	6
		12%	9%	13%	14%	12%	11%	13%	10%	9%
2	(-1)	79	24	55	27	35	16	66	8	4
		8%	11%	7%	10%	7%	9%	8%	7%	7%
3	(0)	215	46	169	57	118	36	161	39	15
		22%	22%	22%	23%	23%	20%	20%	31%ag	25%
4	(1)	198	47	151	47	117	29	158	27	13
		20%	22%	20%	18%	23%	16%	20%	21%	22%
Very important	(2)	368	74	294	89	185	77	307	39	22
		38%	35%	38%	35%	36%	44%	39%	31%	37%
SUMMARY CODES										
UNIMPORTANT		197	43	155	64	94	35	166	21	10
		20%	20%	20%	25%a	18%	20%	21%	17%	16%
IMPORTANT		566	122	445	196	302	105	465	66	35
		58%	58%	58%	53%	59%	60%	59%	52%	59%
Mean Score		0.632	0.640	0.630	0.485	0.652	0.731	0.638	0.564	0.697
Standard Deviation		1.369	1.309	1.386	1.423	1.333	1.381	1.390	1.279	1.293
Error Variance		0.002	0.009	0.003	0.008	0.004	0.012	0.003	0.014	0.030

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Not at all important	(-2) 96	41	54	14	24	19	21	14	3	38	40	17
	10%	8%	12%b	6%	8%	9%	15%deJ	21%aDEU	22%	7%	12%dj	21%ADEUk
2	(-1) 56	30	26	13	16	11	11	5	-	29	21	5
	6%	6%	6%	6%	5%	5%	7%	7%	-	5%	6%	6%
3	(0) 196	106	89	50	68	39	17	20	2	118	55	22
	22%	20%	20%	21%g	22%g	19%	12%	29%Gk	18%	21%g	16%	27%gk
4	(1) 224	135	89	52	70	38	44	19	1	122	82	20
	23%	26%c	20%	22%	22%	19%	30%l	28%	7%	22%	24%	25%
Very important	(2) 407	214	193	105	136	98	51	10	7	241	149	17
	42%HL	41%	43%	45%HL	43%HL	48%gHL	36%hI	15%	53%	44%HL	43%HL	21%
SUMMARY CODES												
UNIMPORTANT	152	71	80	27	41	30	32	20	3	68	62	22
	15%	14%	18%	12%	13%	14%	22%deJ	28%aDEU	22%	12%	15%j	27%aDEU
IMPORTANT	632	349	283	157	206	136	95	30	8	364	231	37
	65%HL	66%	62%	67%HL	66%HL	67%HL	66%HL	43%	60%	66%HL	66%HL	45%
Mean Score	0.809HL	0.855	0.755	0.944gHL	0.883HL	0.910HL	0.643hI	0.084	0.687	0.909HL	0.800HL	0.177
Standard Deviation	1.299	1.234	1.371	1.193	1.240	1.307	1.412	1.342	1.687	1.220	1.356	1.406
Error Variance	0.002	0.003	0.004	0.006	0.005	0.009	0.018	0.034	0.178	0.003	0.006	0.029

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Not at all important	(-2) 96	20	31	19	25	52	44	62	34
		10%	9%	9%	13%	9%	11%	9%	11%
2	(-1) 56	10	23	11	12	33	23	38	18
		6%	4%	7%	6%	6%	6%	6%	6%
3	(0) 196	41	73	37	45	114	92	143	53
		20%	18%	21%	17%	22%	20%	21%	18%
4	(1) 224	61	86	47	30	147	77	165	59
		23% ^{ee}	27% ^{Eg}	25% ^e	22%	26% ^{Eg}	19%	24%	20%
Very important	(2) 407	91	131	100	86	221	186	276	132
		42%	41%	38%	43%	39%	45%	40%	45%
SUMMARY CODES									
UNIMPORTANT	152	30	54	29	38	85	67	100	51
		15%	14%	16%	19%	15%	16%	15%	17%
IMPORTANT	632	152	217	147	116	368	263	441	191
		65%	68% ^e	63%	58%	65%	64%	64%	65%
Mean Score	0.809	0.861	0.761	0.935	0.697	0.800	0.820	0.811	0.805
Standard Deviation	1.299	1.256	1.275	1.278	1.406	1.267	1.344	1.271	1.365
Error Variance	0.002	0.009	0.006	0.008	0.008	0.003	0.004	0.003	0.006

Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

		AREA		COUNTRY				
		Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base		900	774	126	737	80	46	37
Weighted Base		979	836	143	801	93*	46*	40*
Not at all important	(-2)	96 10%	80 10%	16 11%	79 10%	7 10%	9 21%adeg	1 2%
2	(-1)	56 6%	46 6%	10 7%	44 6%	6 7%	4 8%	2 5%
3	(0)	196 20%	177 21% ^c	19 13%	162 20%	17 18%	12 25%	5 13%
4	(1)	224 23% ^g	189 23%	35 24%	197 25% ^{eg}	13 14%	11 25%	3 8%
Very important	(2)	407 42% ^F	344 41%	64 44%	319 40% ^d	50 54% ^{adF}	10 21%	28 71% ^{ADF}
SUMMARY CODES								
UNIMPORTANT		152 15%	126 15%	26 18%	123 15%	13 14%	13 29% ^{adeg}	3 7%
IMPORTANT		632 65% ^d	533 64%	98 69%	516 64% ^d	63 68% ^d	21 46%	32 80% ^F
Mean Score		0.809 ^F	0.803	0.841	0.791 ^F	1.016 ^F	0.171	1.425 ^{ADF}
Standard Deviation		1.299	1.290	1.358	1.290	1.262	1.418	1.028
Error Variance		0.002	0.002	0.015	0.002	0.021	0.044	0.029

Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											0.1% SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Not at all important	(-2) 96 10%h	4 14%	12 11%h	8 12%	4 7%	6 8%	13 14%h	7 4%	15 11%h	9 16%hm	9 21%aHm	7 7%	1 2%	12 6%	83 71%
2	(-1) 56 6%	4 14%	8 8%h	9 12%agHi	3 5%	7 8%h	2 2%	3 4%	5 6%	3 8%h	4 7%	6 7%	2 5%	12 6%	44 6%
3	(0) 196 20% <i>d</i>	5 16%	23 23% <i>d</i>	6 9%	13 23% <i>d</i>	13 15%	19 20%	36 22% <i>d</i>	27 20%	19 33%aDfm	12 25% <i>d</i>	17 18%	5 13%	42 21%	153 20%
4	(1) 224 23% <i>m</i>	8 24%	27 27% <i>m</i>	22 32% <i>elm</i>	8 15%	26 29% <i>m</i>	25 26% <i>m</i>	40 24% <i>m</i>	31 23%	10 18%	11 25%	13 14%	3 8%	47 23%	178 23%
Very important	(2) 407 42%K	10 33%	32 31%	24 35%	28 50% <i>gk</i>	36 41% <i>k</i>	38 39% <i>k</i>	79 48% <i>gk</i>	57 42% <i>k</i>	16 27%	10 21%	50 54% <i>saGJK</i>	28 71% <i>ACDeF</i> GhJK	89 44%	319 41%
SUMMARY CODES															
UNIMPORTANT	152 15% <i>H</i>	9 28%	19 19% <i>H</i>	17 24% <i>Hm</i>	7 13%	13 14% <i>h</i>	15 16% <i>h</i>	10 6%	20 15% <i>h</i>	12 21% <i>H</i>	13 29% <i>aeHl</i> m	13 14%	3 7%	24 12%	128 16%
IMPORTANT	632 65% <i>Jk</i>	18 57%	58 58%	47 67% <i>jk</i>	36 64%	62 71% <i>Jk</i>	62 65% <i>jk</i>	118 72% <i>cJK</i>	87 65% <i>jk</i>	26 45%	21 46%	63 68% <i>jk</i>	32 80% <i>cJK</i>	135 67%	496 64%
Mean Score	0.809JK	0.481	0.589	0.656	0.940JK	0.914JK	0.737k	1.086Cd	0.804K	0.354	0.171	1.016cJK	1.425ACD GJK	0.933	0.777
Standard Deviation	1.299	1.441	1.315	1.378	1.271	1.212	1.364	0.9JK	1.329	1.363	1.418	1.282	1.028	1.194	1.324
Error Variance	0.002	0.074	0.020	0.032	0.027	0.017	0.020	0.008	0.015	0.037	0.044	0.021	0.029	0.009	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Not at all important	(-2) 96	13	8	44	82	7	88	49	36	10
	10%	8%	6%	13%	10%	7%	10%	7%	14%h	33%
2	(-1) 56	8	7	20	46	4	50	35	19	2
	6%	4%	6%	6%	6%	5%	6%	5%	8%	6%
3	(0) 186	34	28	66	163	18	181	138	52	8
	20%	20%	23%	19%	21%	20%	21%	20%	21%	18%
4	(1) 224	40	34	69	187	25	212	157	65	2
	23%	23%	20%	20%	24%	27%	24%	23%	26%	6%
Very important	(2) 407	77	46	151	312	39	350	315	81	11
	42%l	45%	37%	43%	40%	41%	40%	45%l	32%	37%
SUMMARY CODES										
UNIMPORTANT	152	21	15	65	127	11	138	84	55	12
	15%	12%	12%	18%	16%	12%	16%	12%	22%ah	39%
IMPORTANT	652	117	80	220	499	64	563	473	146	13
	65%	68%	65%	63%	63%	69%	64%	68%l	58%	43%
Mean Score	0.8091	0.940	0.846	0.749	0.763	0.909	0.778	0.9421	0.532	0.073
Standard Deviation	1.299	1.229	1.174	1.389	1.308	1.204	1.297	1.221	1.378	1.730
Error Variance	0.002	0.010	0.012	0.006	0.002	0.016	0.002	0.002	0.008	0.103

Q.22_06 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Outdoors in urban areas
 Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Not at all important	(-2) 96 10% ^b	10 5%	86 11% ^b	33 13% ^d	49 10%	10 6%	85 11%	6 5%	4 7%
2	(-1) 56 6%	17 8%	39 5%	20 8%	24 5%	10 5%	46 6%	7 5%	3 5%
3	(0) 196 20%	47 22%	148 19%	55 21%	103 20%	33 19%	146 18%	36 23% ^{a,g}	14 22%
4	(1) 224 23%	48 23%	176 23%	59 23%	121 24%	37 21%	181 23%	32 25%	12 20%
Very important	(2) 407 42%	88 42%	320 42%	89 35%	217 42%	86 49% ^d	335 42%	45 36%	27 46%
SUMMARY CODES									
UNIMPORTANT	152 15%	27 13%	125 16%	54 21% ^{e,f}	73 14%	19 11%	132 17%	12 10%	7 12%
IMPORTANT	632 65%	136 65%	496 64%	148 58%	338 66% ^d	123 70% ^d	515 65%	77 61%	39 65%
Mean Score	0.809 ^d	0.887	0.787	0.584	0.841 ^d	1.025 ^D	0.798	0.824	0.915
Standard Deviation	1.299	1.177	1.331	1.371	1.284	1.185	1.331	1.120	1.247
Error Variance	0.002	0.007	0.003	0.008	0.003	0.009	0.002	0.011	0.028

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	758	396	372	180	254	167	103	49	15	434	270	64
Weighted Base	849	464	385	175	272	187	138	65*	12**	447	325	77*
Not at all important	(-2) 134	69	65	19	32	25	36	19	2	51	61	21
	16%	15%	17%	11%	12%	13%	26%aDEFJ	29%aDEU	18%	11%	19%deJ	28%aDEU
2	(-1) 53	26	27	17	18	6	8	5	-	35	14	5
	6%	6%	7%	10%k	6%	3%	6%	7%	-	8%j	4%	6%
3	(0) 172	107	66	45	59	29	20	18	2	103	49	20
	20%	23%c	17%	26%kj	22%	15%	15%	27%k	18%	23%k	15%	26%k
4	(1) 158	85	73	35	51	34	23	13	2	86	58	15
	19%	18%	19%	20%	18%	17%	17%	20%	14%	19%	18%	19%
Very important	(2) 331	177	154	58	113	94	49	11	6	172	143	17
	39%HL	38%	40%	33%h	42%HL	50%aDghJL	36%h	16%	50%	38%HI	44%dHL	21%
SUMMARY CODES												
UNIMPORTANT	187	95	92	36	50	30	45	24	2	86	75	26
	22%	20%	24%	21%	18%	16%	32%adEFJ	37%adEFJk	16%	19%	23%	34%adEFJ
IMPORTANT	490	262	228	94	164	128	73	23	8	258	201	31
	58%HL	57%	59%	54%h	60%HL	68%aDghJL	53%	36%	64%	58%HI	62%HL	40%
Mean Score	0.589HL	0.593	0.585	0.552HL	0.719gHL	0.890adGHL	0.302	-0.142	0.776	0.654gHL	0.641HL	*
Standard Deviation	1.447	1.418	1.483	1.335	1.369	1.400	1.628	1.451	1.574	1.357	1.526	1.498
Error Variance	0.003	0.005	0.006	0.010	0.007	0.012	0.026	0.043	0.165	0.004	0.009	0.035

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road

Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	758	166	242	172	188	408	360	530	238
Weighted Base	849	208	293	190	158	501	348	616	233
Not at all important	(-2) 134	36	46	28	24	82	52	101	32
	16%	17%	16%	15%	15%	16%	15%	16%	14%
2	(-1) 53	9	20	11	14	28	25	32	21
	6%	4%	7%	6%	9%	6%	7%	5%	9%
3	(0) 172	45	61	31	35	106	66	128	45
	20%	22%	21%	16%	22%	21%	19%	21%	19%
4	(1) 158	42	54	37	25	96	62	119	40
	19%	20%	19%	20%	16%	19%	18%	19%	17%
Very important	(2) 331	76	113	82	60	189	143	237	95
	39%	37%	38%	43%	38%	38%	41%	38%	41%
SUMMARY CODES									
UNIMPORTANT	187	45	66	39	38	110	77	133	54
	22%	21%	22%	21%	24%	22%	22%	22%	23%
IMPORTANT	490	118	167	119	85	285	205	356	134
	58%	57%	57%	63%	54%	57%	59%	58%	58%
Mean Score	0.589	0.548	0.573	0.711	0.529	0.562	0.628	0.581	0.612
Standard Deviation	1.447	1.452	1.447	1.443	1.451	1.448	1.448	1.450	1.443
Error Variance	0.003	0.013	0.009	0.012	0.011	0.005	0.006	0.004	0.009

Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road

Base: All who use their mobile for internet

		AREA			COUNTRY			
		Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base		768	657	111	630	65	45	28
Weighted Base		849	721	128	696	76*	45*	32**
Not at all important	(-2)	134 16%	111 15%	22 18%	107 15%	10 14%	12 26%	5 15%
2	(-1)	53 6%	44 6%	9 7%	47 7%	9 4%	2 4%	2 7%
3	(0)	172 20%	153 21%	20 15%	142 20%	14 18%	11 24%	5 16%
4	(1)	158 19%	141 20%	18 14%	137 20%	13 17%	9 20%	- -
Very important	(2)	331 38%	272 38%	59 46%	263 38%	37 48%	11 26%	20 62%
SUMMARY CODES								
UNIMPORTANT		187 22%	155 22%	32 25%	154 22%	13 17%	13 30%	7 22%
IMPORTANT		490 58%	413 57%	77 60%	400 57%	49 65%	21 46%	20 62%
Mean Score		0.589	0.581	0.636	0.579	0.818†	0.161	0.873
Standard Deviation		1.447	1.431	1.538	1.435	1.424	1.527	1.562
Error Variance		0.003	0.003	0.021	0.003	0.031	0.052	0.087

Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	768	27	70	56	45	77	87	112	109	47	45	65	28	153	615
Weighted Base	849	31**	82*	65*	45*	81*	90*	122	124	54*	45*	76*	32**	187	662
Not at all important	(-2) 134 16% ^H	7 23%	15 18% ^H	10 15% ^H	6 14% ^h	11 13% ^h	13 14% ^H	4 3%	23 19% ^H	18 33% ^{Ad} 1% ^{gh}	12 26% ^H	10 14% ^h	5 15%	33 18%	101 15%
2	(-1) 53 6%	2 7%	11 13% ^{af}	6 9%	5 11%	2 2%	5 6%	7 5%	6 4%	2 4%	2 4%	3 4%	2 7%	12 7%	41 6%
3	(0) 172 20%	4 11%	16 19%	15 23%	13 30% ^{id}	20 25%	18 20%	29 23%	18 14%	10 18%	11 24%	14 16%	5 16%	35 19%	137 21%
4	(1) 158 19%	6 26%	13 15%	13 19%	7 16%	10 13%	15 16%	33 27% ^{id}	25 20%	14 26%	9 20%	13 17%	-	32 17%	126 19%
Very important	(2) 331 39% ^J	10 33%	28 34%	22 33%	13 29%	37 46% ^{Jk}	40 44% ^J	50 41% ^j	52 42% ^J	11 19%	11 26%	37 48% ^{Jk}	20 62%	74 40%	258 39%
SUMMARY CODES															
UNIMPORTANT	187 22% ^H	9 29%	26 31% ^H	16 24% ^H	11 25% ^H	13 16%	18 20% ^h	11 9%	29 24% ^H	20 37% ^{afH}	13 30% ^H	13 17%	7 22%	45 24%	142 21%
IMPORTANT	490 58%	19 59%	40 49%	34 52%	20 45%	48 59%	54 60%	83 68% ^{ac} 1% ^{ijk}	77 62%	25 45%	21 46%	49 65%	20 62%	106 57%	384 58%
Mean Score	0.589J	0.407	0.334	0.458	0.348	0.764Jk	0.695J	0.969ACd EJk	0.617J	-0.046	0.161	0.818Jk	0.873	0.546	0.602
Standard Deviation	1.447	1.576	1.506	1.428	1.388	1.408	1.447	1.084	1.521	1.556	1.527	1.424	1.562	1.495	1.434
Error Variance	0.003	0.092	0.032	0.036	0.043	0.026	0.024	0.010	0.021	0.051	0.052	0.031	0.087	0.015	0.003

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	788	126	96	267	711	57	768	543	200	25
Weighted Base	849	142	102*	310	789	60*	849	600	222	27**
Not at all important	(-2) 134 16% ^c	17 12%	6 6%	53 17% ^c	123 16%	11 6%	134 16%	73 12%	49 22% ^a ^h	12 43%
2	(-1) 53 6%	4 3%	10 10% ^b	21 7%	51 6%	3 5%	53 6%	38 6%	14 6%	2 7%
3	(0) 172 20%	27 19%	23 23%	73 24%	160 20%	13 21%	172 20%	127 21%	43 19%	3 9%
4	(1) 158 19%	37 26% ^d	25 24% ^d	42 14%	146 19%	12 20%	158 19%	105 18%	49 22%	4 14%
Very important	(2) 331 39% ^d	57 40%	37 36%	120 39%	310 39%	22 36%	331 39%	257 43% ^d	67 30%	7 26%
SUMMARY CODES										
UNIMPORTANT	187 22%	21 15%	17 16%	74 24% ^b	173 22%	14 23%	187 22%	111 18%	63 28% ^a ^h	14 50%
IMPORTANT	490 58%	94 66% ^d	62 61%	162 52%	456 58%	34 56%	490 58%	382 60%	116 52%	11 41%
Mean Score	0.5891	0.791	0.749	0.497	0.595	0.511	0.589	0.7271	0.323	-0.264
Standard Deviation	1.447	1.325	1.228	1.484	1.446	1.477	1.447	1.383	1.510	1.739
Error Variance	0.003	0.014	0.016	0.008	0.003	0.038	0.003	0.004	0.011	0.121

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.22_07 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

		Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base		768	168	600	196	414	134	620	99	49
Weighted Base		849	179	670	208	453	156	687	109*	53*
Not at all important	(-2)	134	19	115	42	69	17	113	14	6
		16%	10%	17% ^b	20% ^d	15%	11%	17%	13%	11%
2	(-1)	53	11	42	13	28	14	44	7	2
		6%	6%	6%	6%	6%	9%	6%	6%	4%
3	(0)	172	39	133	48	90	27	139	26	7
		20%	22%	20%	23%	20%	18%	20%	24%	14%
4	(1)	158	46	113	42	91	24	121	25	12
		19%	26% ^c	17%	20%	20%	15%	18%	23%	22%
Very important	(2)	331	64	267	63	178	74	268	37	26
		39% ^d	36%	40%	30% ^d	39% ^d	47% ^d	39%	34%	49%
SUMMARY CODES										
UNIMPORTANT		187	30	157	55	95	31	158	21	8
		22%	17%	23%	27%	21%	20%	23%	19%	15%
IMPORTANT		490	110	380	105	269	98	390	62	38
		58%	61%	57%	50%	59% ^d	63% ^d	57%	57%	71%
Mean Score		0.5894	0.700	0.560	0.336	0.6224	0.7890	0.564	0.578	0.946
Standard Deviation		1.447	1.299	1.484	1.475	1.433	1.400	1.467	1.360	1.340
Error Variance		0.003	0.010	0.004	0.011	0.005	0.015	0.003	0.019	0.037

Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	259	143	126	85	89	51	29	11	4	174	80	15
Weighted Base	294	161	133	83*	97*	56*	40**	14**	3**	180	96*	17**
Not at all important	(-2) 22 8%	8 5%	14 11%	8 9%	5 5%	2 4%	3 7%	4 25%	1 24%	13 7%	5 5%	4 25%
2	(-1) 30 10%	17 11%	13 9%	8 10%	12 12%	3 5%	5 11%	3 19%	-	20 11%	7 7%	3 16%
3	(0) 51 17%	32 20%	18 14%	15 18%	18 18%	10 18%	8 16%	1 10%	-	33 18%	16 17%	1 8%
4	(1) 61 21%	38 24%	23 17%	20 25%	13 13%	9 23%	4 22%	2 27%	1 55%	33 18%	22 23%	6 32%
Very important	(2) 131 45%	66 41%	65 49%	32 38%	50 52%	28 50%	18 44%	3 19%	1 21%	82 46%	46 47%	3 19%
SUMMARY CODES												
UNIMPORTANT	52 18%	25 15%	27 20%	16 19%	17 17%	5 9%	7 16%	6 44%	1 24%	32 18%	12 13%	7 41%
IMPORTANT	192 65%	104 65%	88 66%	52 63%	63 65%	41 73%	26 66%	7 46%	2 76%	115 64%	68 70%	9 51%
Mean Score	0.847	0.854	0.839	0.734	0.939	1.111	0.841	-0.045	0.502	0.844	0.998	0.049
Standard Deviation	1.296	1.203	1.404	1.314	1.288	1.107	1.308	1.543	1.774	1.301	1.196	1.541
Error Variance	0.006	0.010	0.016	0.020	0.019	0.024	0.059	0.216	0.787	0.010	0.018	0.158

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	259	73	106	40	50	179	90	177	92
Weighted Base	294	90*	124	41*	39*	214	80*	203	91*
Not at all important	(-2) 22	6	10	4	2	16	6	16	6
2	(-1) 30	7	17	3	3	24	6	18	11
3	(0) 51	14	20	5	11	34	16	33	17
4	(1) 61	21	19	14	7	40	21	39	21
Very important	(2) 131	41	58	16	16	99	32	97	34
	45%	46%	47%	39%	41%	46%	40%	48%	38%
SUMMARY CODES									
UNIMPORTANT	52	13	27	7	5	40	12	34	18
	18%	15%	22%	16%	13%	19%	14%	17%	19%
IMPORTANT	192	62	77	30	23	139	53	136	56
	65%	69%	62%	72%	59%	65%	66%	67%	62%
Mean Score	0.847	0.936	0.790	0.860	0.812	0.852	0.836	0.898	0.734
Standard Deviation	1.296	1.255	1.364	1.268	1.231	1.318	1.242	1.303	1.280
Error Variance	0.006	0.022	0.018	0.040	0.030	0.010	0.017	0.010	0.018

Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	269	255	14	230	27	8	4
Weighted Base	294	278	16**	252	31**	8**	3**
Not at all important	(-2) 22 8%	21 7%	1 9%	17 7%	2 6%	2 23%	1 39%
2	(-1) 30 10%	30 11%	-	25 10%	3 8%	2 31%	-
3	(0) 51 17%	51 18%	-	44 17%	6 20%	-	1 19%
4	(1) 61 21%	54 19%	7 43%	56 22%	3 11%	2 20%	-
Very important	(2) 131 45%	123 44%	8 48%	111 44%	17 54%	2 27%	1 41%
SUMMARY CODES							
UNIMPORTANT	52 18%	50 18%	1 9%	41 16%	5 16%	4 53%	1 39%
IMPORTANT	192 65%	177 64%	15 91%	167 66%	20 64%	4 47%	1 41%
Mean Score	0.847	0.825	1.225	0.874	0.939	-0.024	0.045
Standard Deviation	1.206	1.203	1.138	1.261	1.347	1.686	2.138
Error Variance	0.006	0.007	0.093	0.007	0.067	0.355	1.143

Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail

Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	269	3	23	13	12	22	33	76	39	7	8	27	4	45	224
Weighted Base	294	3**	27**	17**	11**	22**	33*	85*	45*	8**	8**	31**	3**	54*	240
Not at all important	(-2) 22 8%	-	3	4	1	4	2	1	1	-	2	2	1	6	16
2	(-1) 30 10%	-	8	2	-	3	1	7	4	-	2	3	-	4	25
3	(0) 51 17%	1	6	1	1	5	7	17	5	1	-	6	1	6	44
4	(1) 61 21%	1	1	1	2	6	8	22	10	4	2	3	-	8	53
Very important	(2) 131 45%	1	9	8	7	5	14	38	26	3	2	17	1	29	102
SUMMARY CODES															
UNIMPORTANT	52 18%	-	11	6	1	7	3	9	5	-	4	5	1	11	41
IMPORTANT	192 65%	2	11	10	9	11	22	59	36	7	4	20	1	37	154
Mean Score	0.847	0.876	0.236	0.479	1.160	0.252	0.939	1.022	1.238	1.332	-0.024	0.939	0.045	0.917	0.832
Standard Deviation	1.296	0.885	1.447	1.750	1.423	1.418	1.218	1.067	1.076	0.656	1.686	1.347	2.138	1.432	1.266
Error Variance	0.006	0.261	0.091	0.236	0.169	0.091	0.045	0.015	0.030	0.092	0.355	0.067	1.143	0.046	0.007

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	269	152	117	-	202	30	232	210	56	3
Weighted Base	294	171	123	**	224	32**	255	227	64*	4**
Not at all important	(-2) 22	14	8	-	16	3	19	13	8	1
	8%	8%	7%	-	7%	10%	8%	6%	12%	41%
2	(-1) 30	12	18	-	20	5	24	23	6	-
	10%	7%	15%b	-	9%	15%	9%	10%	10%	-
3	(0) 51	24	27	-	41	4	45	36	14	1
	17%	14%	22%	-	18%	11%	18%	16%	22%	30%
4	(1) 61	37	23	-	49	7	56	44	16	-
	21%	22%	19%	-	22%	21%	22%	20%	26%	-
Very important	(2) 131	85	46	-	97	14	111	111	19	1
	45%	49%	38%	-	44%	43%	43%	49%g	31%	29%
SUMMARY CODES										
UNIMPORTANT	52	26	26	-	36	8	44	36	14	1
	18%	15%	21%	-	16%	25%	17%	16%	22%	41%
IMPORTANT	192	122	70	-	147	20	167	155	36	1
	65%	71%c	57%	-	66%	64%	65%	68%	56%	29%
Mean Score	0.847	0.973	0.671	-	0.861	0.709	0.842	0.9571	0.520	-0.251
Standard Deviation	1.286	1.284	1.297	-	1.267	1.431	1.286	1.251	1.353	1.958
Error Variance	0.006	0.011	0.014	-	0.008	0.068	0.007	0.007	0.033	1.278

Q.22_08 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WiFi. How important is it for you to be able to use the internet in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

		Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base		269	54	215	58	151	47	221	30	18
Weighted Base		294	58*	236	60*	167	52*	243	32**	19**
Not at all important	(-2)	22	3	20	5	14	3	18	3	1
		8%	4%	8%	8%	8%	6%	7%	10%	6%
2	(-1)	30	4	25	8	14	6	22	5	3
		10%	8%	11%	14%	9%	11%	9%	14%	15%
3	(0)	51	10	40	11	30	7	40	8	3
		17%	18%	17%	19%	18%	14%	16%	25%	16%
4	(1)	61	16	45	15	33	9	49	8	4
		21%	27%	19%	26%	20%	16%	20%	26%	19%
Very important	(2)	131	25	106	19	76	27	114	8	8
		45%	43%	45%	32%	45%	53% ^{sd}	47%	26%	44%
SUMMARY CODES										
UNIMPORTANT		52	7	45	13	28	9	40	8	4
		18%	12%	19%	23%	17%	17%	17%	24%	21%
IMPORTANT		192	41	151	35	109	36	163	17	12
		65%	70%	64%	56%	65%	69%	67%	52%	63%
Mean Score		0.847	0.970	0.817	0.694	0.854	0.985	0.904	0.442	0.809
Standard Deviation		1.266	1.155	1.329	1.306	1.308	1.301	1.288	1.295	1.337
Error Variance		0.006	0.025	0.008	0.029	0.011	0.036	0.008	0.056	0.099

Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.
How important is it for you to be able to use the internet in the following locations? - Mean summary table
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Indoors at home	3.870HL	3.838	3.908	4.014gHL	3.993gHL	3.965HL	3.656hl	2.951	4.077	4.002qHL	3.838HL	3.125
Indoors at work place or place of study	3.790HL	3.855	3.715	3.940gHL	4.008aGHKL	3.815HL	3.553HL	2.776	3.436	3.979aGHKL	3.707HL	2.878
Indoors in general e.g. building other than work, school or home	3.920HL	3.955	3.880	4.044gHL	4.060gHL	4.006HL	3.709Hl	3.074	3.797	4.053aGHL	3.883HL	3.185
Outdoors around places I go to regularly, e.g. home, work, school	3.967HL	4.005	3.923	4.075HL	4.036HL	4.066HL	3.852hl	3.276	3.683	4.054HL	3.976HL	3.338
Outdoors in rural areas	3.632HL	3.659	3.600	3.619HL	3.730HL	3.833HL	3.537Hl	2.848	3.551	3.682HL	3.711HL	2.956
Outdoors in urban areas	3.809HL	3.855	3.755	3.944gHL	3.883HL	3.910HL	3.643hl	3.084	3.687	3.909HL	3.800HL	3.177
Reception whilst travelling by road	3.589HL	3.593	3.585	3.552HL	3.719gHL	3.890adGHL	3.302	2.858	3.776	3.654gHL	3.641HL	3.000
Reception whilst travelling by rail	3.847	3.854	3.839	3.734	3.939	4.111	3.841	2.955	3.502	3.844	3.998	3.049

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
* small base; ** very small base (under 30) ineligible for sig testing

Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.
How important is it for you to be able to use the internet in the following locations? - Mean summary table
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	CDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Indoors at home	3.870	3.716	3.860	3.988	3.935	3.803	3.963	3.874	3.862
Indoors at work place or place of study	3.790	3.800	3.797	3.931e	3.617	3.798	3.779	3.872i	3.601
Indoors in general e.g. building other than work, school or home	3.920	3.917	3.874	4.054	3.861	3.891	3.961	3.917	3.929
Outdoors around places I go to regularly, e.g. home, work, school	3.967	3.959	3.997	4.048	3.837	3.982	3.946	3.991	3.911
Outdoors in rural areas	3.632	3.675	3.550	3.730	3.619	3.599	3.677	3.638	3.617
Outdoors in urban areas	3.809	3.861	3.761	3.935	3.697	3.800	3.820	3.811	3.805
Reception whilst travelling by road	3.589	3.548	3.573	3.711	3.529	3.562	3.628	3.581	3.612
Reception whilst travelling by rail	3.847	3.936	3.790	3.860	3.812	3.852	3.836	3.898	3.734

Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.

How important is it for you to be able to use the internet in the following locations? - Mean summary table

Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Indoors at home	3.870	3.910	3.638	3.858	3.934	3.542	4.357df
Indoors at work place or place of study	3.790	3.804	3.710	3.771	3.815	3.443	4.516ADef
Indoors in general e.g. building other than work, school or home	3.920F	3.939	3.811	3.913F	4.103F	3.318	4.342dF
Outdoors around places I go to regularly, e.g. home, work, school	3.967F	3.967	3.967	3.954F	4.150F	3.401	4.450adF
Outdoors in rural areas	3.632F	3.625	3.674	3.618F	3.829F	2.998	4.172adF
Outdoors in urban areas	3.809F	3.803	3.841	3.791F	4.016F	3.171	4.425ADF
Reception whilst travelling by road	3.589	3.581	3.636	3.579	3.818f	3.161	3.873
Reception whilst travelling by rail	3.847	3.825	4.225	3.874	3.939	2.976	3.045

Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.
 How important is it for you to be able to use the internet in the following locations? - Mean summary table
 Base: All who use their mobile for internet

	GOVERNMENT REGIONS												O.T2 SMALL BUSINESS USER		
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Indoors at home	3.870j	3.726	3.605	3.951j	3.760	3.967j	3.893	4.072cJk	3.927j	3.350	3.542	3.934j	4.357cJk	3.902	3.862
Indoors at work place or place of study	3.790Cdj	3.523	3.353	3.391	3.637	3.890cj	3.821c	4.178ACD EgJkI	3.983CdJ k	3.305	3.443	3.815c	4.516ACD ElgJkI	4.037ao	3.726
Indoors in general e.g. building other than work, school or home	3.920jK	3.670	3.707	3.804	3.777	4.078JK	3.934jk	4.204ACd eJk	3.954JK	3.450	3.318	4.103cJK	4.342cdJ K	3.934	3.917
Outdoors around places I go to regularly, e.g. home, work, school	3.967JK	3.590	3.694	3.894	4.036k	4.119cJK	3.971k	4.190aCJ K	3.997JK	3.547	3.401	4.150cJK	4.450aCd gJk	4.059	3.943
Outdoors in rural areas	3.632K	3.438	3.326	3.392	3.742k	3.896CdJ K	3.764cK	3.775cJK	3.613k	3.277	2.998	3.829cJK	4.172aCd Jk	3.721	3.609
Outdoors in urban areas	3.809JK	3.481	3.589	3.656	3.940JK	3.914JK	3.737k	4.086aCd gJK	3.804K	3.354	3.171	4.016cJK	4.425ACD lGJK	3.933	3.777
Reception whilst travelling by road	3.589J	3.407	3.334	3.458	3.348	3.764JK	3.695J	3.969ACd EJK	3.617j	2.954	3.161	3.818JK	3.873	3.546	3.602
Reception whilst travelling by rail	3.847	3.876	3.236	3.479	4.160	3.252	3.939	4.022	4.238	4.332	2.976	3.939	3.045	3.917	3.832

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.

How important is it for you to be able to use the internet in the following locations? - Mean summary table

Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Indoors at home	3.8701	3.923	3.985	3.936	3.829	4.015	3.849	4.0011	3.576	3.335
Indoors at work place or place of study	3.7901	3.931	3.866	3.798	3.746	3.961	3.769	3.968a1	3.379	3.152
Indoors in general e.g. building other than work, school or home	3.9201	4.088	4.024	3.856	3.876	4.052	3.894	4.061a1	3.599	3.384
Outdoors around places I go to regularly, e.g. home, work, school	3.9671	4.008	4.010	3.923	3.924	4.058	3.939	4.0841	3.730	3.282
Outdoors in rural areas	3.6321	3.765	3.637	3.619	3.603	3.687	3.612	3.7641	3.343	3.015
Outdoors in urban areas	3.8091	3.940	3.846	3.749	3.763	3.909	3.778	3.9421	3.532	3.073
Reception whilst travelling by road	3.5891	3.791	3.749	3.497	3.595	3.511	3.589	3.7271	3.323	2.736
Reception whilst travelling by rail	3.847	3.973	3.671	-	3.861	3.709	3.842	3.9571	3.520	2.749

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a1/e1/g - a1h1/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.22 Now thinking specifically about using the internet on your mobile phone through ... By this we mean using the internet through 3G, 4G, Edge or GPRS and not through WIFI.
How important is it for you to be able to use the internet in the following locations? - Mean summary table
Base: All who use their mobile for internet

	Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Indoors at home	3.870	3.922	3.856	3.700	3.841	4.218ADE	3.881	3.803	3.877
Indoors at work place or place of study	3.790d	3.801	3.787	3.579	3.810d	4.044aD	3.815	3.647	3.782
Indoors in general e.g. building other than work, school or home	3.920d	4.010	3.896	3.737	3.972d	4.073d	3.937	3.810	3.930
Outdoors around places I go to regularly, e.g. home, work, school	3.967	4.009	3.956	3.816	3.986	4.130d	3.979	3.863	4.022
Outdoors in rural areas	3.632	3.640	3.630	3.485	3.652	3.731	3.638	3.564	3.697
Outdoors in urban areas	3.809d	3.887	3.787	3.584	3.841d	4.025D	3.798	3.824	3.915
Reception whilst travelling by road	3.589d	3.700	3.560	3.336	3.622d	3.789D	3.564	3.578	3.946
Reception whilst travelling by rail	3.847	3.970	3.817	3.594	3.854	3.985	3.904	3.442	3.808

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Summary table
Base: All who use their mobile for internet

	Total	Indoors at home	Indoors at work place or place of study	Indoors in general e.g. building other than work, school or home	Outdoors around places I go to regularly, e.g. home, work or school	Outdoors in rural areas	Outdoors in urban areas	Reception whilst travelling by road	Reception whilst travelling by rail
Unweighted Base	900	900	900	900	900	900	900	768	269
Weighted Base	979	979	979	979	979	979	979	849	294
Very dissatisfied	(-2) 89 9%	37 4%	36 4%	28 3%	18 2%	37 4%	14 1%	26 3%	24 8%
		41%	41%	31%	21%	42%	16%	30%	27%
Somewhat dissatisfied	(-1) 204 21%	57 6%	64 7%	64 7%	56 6%	100 10%	64 7%	66 8%	42 14%
		28%	31%	31%	28%	49%	31%	32%	20%
Neither satisfied nor dissatisfied	(0) 512 52%	204 21%	248 25%	227 23%	245 25%	319 33%	265 27%	268 32%	69 23%
		40%	48%	44%	48%	62%	52%	52%	13%
Somewhat satisfied	(1) 573 59%	346 35%	347 35%	384 39%	376 38%	302 31%	365 37%	281 33%	96 33%
		60%	61%	67%	66%	53%	64%	49%	17%
Very satisfied	(2) 414 42%	335 34%	283 29%	276 28%	283 29%	220 23%	270 28%	208 25%	63 22%
		81%	68%	67%	68%	53%	65%	50%	15%
SUMMARY CODES									
UNSATISFIED	249 25%	94 10%	100 10%	92 9%	75 8%	137 14%	79 8%	92 11%	66 22%
		38%	40%	37%	30%	55%	32%	37%	26%
SATISFIED	796 81%	681 70%	630 64%	660 67%	659 67%	522 53%	635 65%	489 58%	159 54%
		86%	79%	83%	83%	66%	80%	61%	20%
Mean Score	0.568	0.905	0.794	0.833	0.867	0.580	0.829	0.681	0.453
Standard Deviation	1.111	1.055	1.048	1.004	0.961	1.062	0.955	1.025	1.207
Error Variance	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.005

Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at home
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Very dissatisfied	(-2) 37	26	11	4	15	7	7	4	-	18	14	4
	4%	5%	2%	2%	5%	3%	5%	6%	-	3%	4%	5%
Somewhat dissatisfied	(-1) 57	33	24	10	20	16	4	8	-	30	20	8
	6%	6%	5%	4%	6%	8%	3%	11%g	-	5%	6%	9%
Neither satisfied nor dissatisfied	(0) 204	113	90	43	61	37	37	20	5	104	74	25
	21%	22%	20%	18%	20%	18%	26%	29%	42%	19%	21%	31%def
Somewhat satisfied	(1) 346	190	156	84	104	73	59	23	3	188	132	25
	35%	36%	34%	36%	33%	36%	41%	33%	21%	34%	38%	31%
Very satisfied	(2) 335	164	171	94	114	71	36	15	5	208	108	19
	34%	31%	38%b	40%Ghk	36%gh	35%	25%	21%	36%	38%ghl	31%	24%
SUMMARY CODES												
UNSATISFIED	94	59	35	14	35	22	11	12	-	49	34	12
	10%	11%	8%	6%	11%cd	11%	8%	17%cd	-	9%	10%	14%cd
SATISFIED	681	354	327	179	218	145	95	38	7	395	240	45
	70%hl	67%	72%	76%HL	69%hl	71%hl	66%	54%	58%	72%HL	69%hl	55%
Mean Score	0.905hl	0.823	1.000b	1.085agHKL	0.899hl	0.916hl	0.783	0.533	0.939	0.978HL	0.861h	0.595
Standard Deviation	1.055	1.091	1.005	0.947	1.107	1.063	1.024	1.126	0.923	1.045	1.048	1.102
Error Variance	0.001	0.003	0.002	0.004	0.004	0.006	0.010	0.024	0.053	0.002	0.004	0.018

Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at home
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Very dissatisfied	(-2) 37 4%	11 5% ^c	5 2%	12 6% ^c	8 4%	16 3%	20 5% ^c	25 4%	11 4%
Somewhat dissatisfied	(-1) 57 6%	12 6%	24 7%	13 6%	7 4%	37 8%	21 5%	44 6%	14 5%
Neither satisfied nor dissatisfied	(0) 204 21%	42 19%	73 21%	44 21%	44 22%	115 20%	88 21%	142 21%	61 21%
Somewhat satisfied	(1) 346 35%	95 43% ^d e ^G	123 36%	67 32%	62 31%	217 38% ^g	129 31%	255 37%	91 31%
Very satisfied	(2) 335 34%	62 28%	119 34%	76 36%	78 39% ^b	181 32%	154 37% ^b	218 32%	117 40% ^h
SUMMARY CODES									
UNSATISFIED	94 10%	23 11%	30 9%	25 12%	15 8%	53 9%	41 10%	69 10%	25 8%
SATISFIED	681 70%	157 71%	241 70%	144 67%	139 70%	398 70%	283 69%	473 69%	269 71%
Mean Score	0.905	0.832	0.943	0.854	0.974	0.900	0.912	0.872	0.981
Standard Deviation	1.055	1.056	0.990	1.145	1.064	1.017	1.107	1.050	1.066
Error Variance	0.001	0.006	0.003	0.007	0.005	0.002	0.003	0.002	0.004

Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at home
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Very dissatisfied	(-2) 37	32	5	26	2	5	4
	4%	4%	3%	3%	2%	11%ad	9%
Somewhat dissatisfied	(-1) 57	50	8	47	4	4	2
	6%	6%	5%	6%	4%	8%	6%
Neither satisfied nor dissatisfied	(0) 204	172	31	165	22	11	6
	21%	21%	22%	21%	23%	23%	15%
Somewhat satisfied	(1) 346	307	39	294	21	18	14
	35%e	37%	28%	37%e	22%	39%e	35%
Very satisfied	(2) 335	275	60	268	45	8	14
	34%fd	33%	42%	33%fd	48%adF	18%	35%
SUMMARY CODES							
UNSATISFIED	94	81	13	73	6	9	6
	10%	10%	9%	9%	6%	20%ade	15%
SATISFIED	681	582	99	562	65	26	28
	70%	70%	69%	70%	71%	57%	70%
Mean Score	0.905F	0.890	0.992	0.913F	1.107F	0.440	0.808
Standard Deviation	1.055	1.051	1.080	1.031	1.030	1.217	1.252
Error Variance	0.001	0.001	0.009	0.001	0.013	0.032	0.042

Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at home
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Very dissatisfied	(-2) 37 4%	2 7%	3 3%	1 1%	4 8%	1 1%	2 2%	5 3%	4 3%	3 6%	5 11% ^{ad}	2 2%	4 9%	9 4%	28 4%
Somewhat dissatisfied	(-1) 57 6%	4 12%	6 6%	2 3%	6 10%	6 7%	6 6%	5 3%	8 6%	4 7%	4 8%	4 4%	2 6%	11 6%	46 6%
Neither satisfied nor dissatisfied	(0) 204 21%	6 20%	25 25%	13 19%	11 20%	28 31% ^{ah}	21 21%	26 16%	19 14%	15 27%	11 23%	22 23%	6 15%	39 19%	165 21%
Somewhat satisfied	(1) 346 35% ^l	11 33% ^l	37 36%	27 38% ^l	14 25%	26 29%	36 37% ^l	80 48% ^{AEFJL}	52 39% ^l	12 22%	18 39% ^l	21 22%	14 35%	86 43% ^o	260 33%
Very satisfied	(2) 335 34% ^k	9 28%	29 29%	27 38% ^k	21 38% ^k	27 31%	31 32%	45 29%	52 39% ^k	22 39% ^k	8 18%	45 48% ^{adgh}	14 35%	55 28%	279 36%
SUMMARY CODES															
UNSATISFIED	94 10%	6 19%	9 9%	3 5%	10 17% ^{cdhl}	8 9%	9 9%	10 6%	11 8%	7 13%	9 20% ^{adhl}	6 6%	6 15%	20 10%	74 9%
SATISFIED	681 70%	20 61%	66 66%	54 77% ^k	35 62%	53 60%	67 70%	128 78% ^{aeFJK}	104 77% ^{efk}	35 61%	26 57%	65 71%	28 70%	142 71%	539 69%
Mean Score	0.905K	0.640	0.831	1.092K	0.751	0.810	0.907K	0.976K	1.049K	0.812	0.440	1.107K	0.808	0.839	0.922
Standard Deviation	1.055	1.217	1.014	0.907	1.275	1.008	1.009	0.931	1.004	1.201	1.217	1.030	1.252	1.038	1.060
Error Variance	0.001	0.053	0.012	0.014	0.027	0.012	0.011	0.006	0.008	0.029	0.032	0.013	0.042	0.006	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at home
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Very dissatisfied	(-2)	37	6	14	30	5	34	27	8	1
		4%	3%	4%	4%	5%	4%	4%	3%	3%
Somewhat dissatisfied	(-1)	57	9	17	48	6	54	45	13	-
		6%	6%	5%	6%	6%	6%	6%	5%	-
Neither satisfied nor dissatisfied	(0)	204	33	69	170	10	180	124	70	9
		21% _d	19%	14%	22% _d	10%	20% _d	18%	27% _{aH}	31%
Somewhat satisfied	(1)	346	60	124	283	39	322	254	82	10
		35%	35%	35%	36%	42%	37%	37%	32%	32%
Very satisfied	(2)	335	64	127	257	33	291	244	80	10
		34%	37%	36%	33%	36%	33%	35%	32%	34%
SUMMARY CODES										
UNSATISFIED	94	15	13	30	78	11	89	72	21	1
	10%	9%	11%	9%	10%	12%	10%	10%	9%	3%
SATISFIED	681	123	92	252	541	73	613	498	163	20
	70%	72%	75%	72%	69%	78%	70%	72% _d	64%	66%
Mean Score	0.905	0.968	0.904	0.955	0.875	0.971	0.886	0.926	0.843	0.940
Standard Deviation	1.055	1.044	1.045	1.049	1.054	1.093	1.058	1.067	1.035	0.969
Error Variance	0.001	0.007	0.009	0.004	0.002	0.013	0.001	0.002	0.005	0.032

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_01 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at home
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Very dissatisfied	(-2) 37 4%	9 4%	28 4%	8 3%	21 4%	5 3%	19 2%	5 4%	13 21%AGH
Somewhat dissatisfied	(-1) 57 6%	16 8%	41 5%	8 3%	40 8% ^d	8 5%	33 4%	12 10% ^g	12 20%AG
Neither satisfied nor dissatisfied	(0) 204 21%	42 20%	162 21%	64 25%	101 20%	29 17%	134 17%	53 42%AG	16 27%
Somewhat satisfied	(1) 346 35% ^h	67 32%	279 36%	81 31%	178 35%	76 43% ^d	296 37% ^h	37 30%	13 22%
Very satisfied	(2) 335 34% ^h	77 36%	258 34%	95 37%	174 34%	58 33%	311 39% ^h	18 14%	6 10%
SUMMARY CODES									
UNSATISFIED	94 10% ^g	25 12%	69 9%	16 6%	61 12% ^d	13 7%	52 7%	17 14% ^g	25 41%AGH
SATISFIED	681 70% ^h	144 68%	538 70%	176 69%	352 69%	134 76%	607 77% ^h	56 44%	19 31%
Mean Score	0.905 ^h	0.886	0.910	0.862	0.866	0.965	1.066 ^h	0.407 ⁱ	-0.210
Standard Deviation	1.055	1.115	1.039	1.021	1.094	0.967	0.969	0.987	1.276
Error Variance	0.001	0.006	0.002	0.004	0.003	0.006	0.001	0.009	0.029

Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at work place or place of study
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE									
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)	
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69	
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*	
Very dissatisfied	(-2)	36 4% ^d	27 5% ^c	9 2%	2 1%	19 6% ^{dI}	9 4% ^d	6 4%	-	-	21 4% ^d	15 4% ^d	-
Somewhat dissatisfied	(-1)	64 7%	36 7%	28 6%	13 6%	27 9%	13 6%	6 4%	5 7%	-	40 7%	19 5%	5 6%
Neither satisfied nor dissatisfied	(0)	248 25%	132 25%	116 26%	51 22%	68 22%	45 22%	44 31%	33 48% ^{ADEFgJK}	7 55%	120 22%	88 25%	40 49% ^{ADEFgJK}
Somewhat satisfied	(1)	347 35%	198 38%	150 33%	83 35%	110 35%	75 37%	56 39%	21 30%	3 22%	193 35%	131 38%	23 28%
Very satisfied	(2)	283 29% ^{hI}	134 26%	149 33% ^b	85 36% ^{aGHKL}	90 29% ^{hI}	63 31% ^{hI}	31 22%	11 15%	3 23%	175 32% ^{ghI}	94 27%	14 17%
SUMMARY CODES													
UNSATISFIED	100	63	38	15	46	22	12	5	-	61	34	5	
	10%	12%	8%	7%	15% ^{aD}	11%	9%	7%	-	11%	10%	6%	
SATISFIED	630	332	298	168	200	138	87	31	6	368	225	37	
	64% ^{HL}	63%	66%	72% ^{aHL}	64% ^{hL}	68% ^{HL}	61% ^I	45%	45%	67% ^{HL}	65% ^{HL}	45%	
Mean Score	0.794	0.716	0.884 ^b	1.002 ^{AEGHKL}	0.717	0.835	0.698	0.531	0.686	0.839 ^{HI}	0.778	0.555	
Standard Deviation	1.048	1.077	1.096	0.945	1.147	1.073	0.997	0.842	0.861	1.074	1.043	0.841	
Error Variance	0.001	0.003	0.002	0.004	0.004	0.006	0.009	0.013	0.046	0.002	0.004	0.010	

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Very dissatisfied	(-2) 36 4%	14 6% ^c	7 2%	12 5% ^c	4 2%	20 4%	16 4%	30 4%	6 2%
Somewhat dissatisfied	(-1) 64 7%	16 7%	21 6%	17 8%	11 5%	36 6%	28 7%	53 8% ^d	11 4%
Neither satisfied nor dissatisfied	(0) 248 25%	54 24%	84 24%	51 24%	58 29%	139 24%	109 27%	162 24%	86 29%
Somewhat satisfied	(1) 347 35%	92 41% ^d _{deg}	130 38%	64 30%	62 31%	222 39% ^d _{eG}	126 30%	255 37%	92 31%
Very satisfied	(2) 283 29% ^{bb}	47 21%	103 30% ^b	70 33% ^b	63 32% ^b	150 27%	133 32% ^B	184 27%	99 34% ^h
SUMMARY CODES									
UNSATISFIED	100 10% ^a	29 13%	27 8%	29 14%	15 8%	56 10%	44 11%	83 12% ^d	17 6%
SATISFIED	630 64%	139 62%	223 68%	133 63%	125 63%	372 68%	258 63%	439 64%	191 65%
Mean Score	0.794	0.644	0.877^b	0.764	0.848	0.786	0.804	0.746	0.904^h
Standard Deviation	1.048	1.078	0.973	1.154	1.005	1.021	1.084	1.072	0.981
Error Variance	0.001	0.007	0.003	0.007	0.004	0.002	0.003	0.002	0.003

Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at work place or place of study

Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Very dissatisfied	(-2) 36 4%	28 3%	8 6%	26 3%	3 3%	2 5%	5 13% ^{aD}
Somewhat dissatisfied	(-1) 64 7%	55 7%	9 6%	56 7%	5 5%	1 3%	2 6%
Neither satisfied nor dissatisfied	(0) 248 25%	214 26%	34 24%	198 25%	26 28%	17 38% ^g	7 17%
Somewhat satisfied	(1) 347 35% ^e	307 37%	40 28%	297 37% ^E	20 21%	18 39% ^e	13 32%
Very satisfied	(2) 283 29%	232 28%	52 36%	224 28%	39 42% ^{a,d,F}	7 16%	13 33%
SUMMARY CODES							
UNSATISFIED	100 10%	83 10%	17 12%	82 10%	7 8%	4 8%	7 19%
SATISFIED	630 64%	538 64%	92 64%	521 65%	59 63%	25 54%	26 65%
Mean Score	0.794	0.788	0.826	0.795	0.944	0.572	0.662
Standard Deviation	1.048	1.027	1.163	1.029	1.089	0.973	1.347
Error Variance	0.001	0.001	0.011	0.001	0.015	0.021	0.040

Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at work place or place of study
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.12 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Very dissatisfied	(-2) 36	2	2	-	2	3	4	4	6	3	2	3	5	10	26
	4%	7%	2%	-	4%	3%	4%	2%	5%	6%	5%	3%	13%acDH	5%	3%
Somewhat dissatisfied	(-1) 64	4	7	6	6	3	8	8	8	5	1	5	2	12	52
	7%	13%	7%	8%	10%	4%	9%	5%	6%	9%	3%	5%	6%	6%	7%
Neither satisfied nor dissatisfied	(0) 248	12	26	18	20	33	22	28	24	14	17	26	7	44	204
	25%h	38%	26%	25%	35%h	38%agHim	23%	17%	18%	25%	38%Him	28%h	17%	22%	26%
Somewhat satisfied	(1) 347	6	41	20	16	24	34	86	56	15	18	20	13	86	261
	35%l	19%	41%l	28%	27%	35%	52%ADEFgJLm	52%ADEFgJLm	41%lL	26%	39%l	21%	32%	43%o	34%
Very satisfied	(2) 283	8	24	27	13	25	28	40	41	20	7	39	13	49	234
	29%	24%	24%	38%k	23%	28%	29%	24%	30%	34%	16%	42%aceHK	33%	24%	30%
SUMMARY CODES															
UNSATISFIED	100	6	9	6	8	6	13	11	14	9	4	7	7	22	78
	10%	19%	9%	8%	14%	7%	13%	7%	10%	15%	8%	19%h	11%	11%	10%
SATISFIED	630	13	65	46	29	48	62	126	96	35	25	59	26	135	495
	64%e	42%	65%	66%	51%	55%	64%	76%AEFKI	72%Ek	60%	54%	63%	67%	67%	64%
Mean Score	0.794	0.397	0.775	0.857	0.571	0.725	0.761	0.913ek	0.867	0.736	0.572	0.944	0.662	0.752	0.804
Standard Deviation	1.048	1.187	0.955	0.991	1.074	1.023	1.102	0.888	1.056	1.200	0.973	1.089	1.347	1.050	1.047
Error Variance	0.001	0.050	0.011	0.016	0.019	0.012	0.013	0.005	0.009	0.029	0.021	0.015	0.049	0.007	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Very dissatisfied	(-2) 36 4%	4 2%	6 5%	14 4%	29 4%	5 5%	34 4%	27 4%	10 4%	-
Somewhat dissatisfied	(-1) 64 7%	12 7%	9 7%	24 7%	53 7%	6 7%	59 7%	49 7%	14 6%	1 4%
Neither satisfied nor dissatisfied	(0) 248 25%BC	28 16%	16 13%	88 28%BC	204 26%	22 23%	226 26%	152 22%	80 32% ^H	16 53%
Somewhat satisfied	(1) 347 35%	66 39%	61 50%AD	104 30%	282 36%	32 35%	314 36%	253 36%	88 35%	6 21%
Very satisfied	(2) 283 29%	61 35%	31 25%	110 31%	221 28%	29 31%	249 28%	215 31%	61 24%	7 22%
SUMMARY CODES										
UNSATISFIED	100 10%	16 9%	15 12%	39 11%	82 10%	11 11%	93 10%	75 11%	24 9%	1 4%
SATISFIED	630 64%	127 74%AD	82 75%AD	214 61%	503 64%	61 65%	564 64%	468 67% ^J	149 59%	13 43%
Mean Score	0.794	0.979a	0.822	0.775	0.776	0.795	0.778	0.836	0.699	0.612
Standard Deviation	1.048	1.004	1.057	1.091	1.044	1.106	1.050	1.062	1.020	0.891
Error Variance	0.001	0.007	0.010	0.004	0.002	0.014	0.001	0.002	0.005	0.027

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_02 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Very dissatisfied	(-2) 36 4%	11 5%	25 3%	9 3%	25 5% ^d	1 1%	21 3%	7 5%	9 15% ^{AGH}
Somewhat dissatisfied	(-1) 64 7%	13 6%	51 7%	11 4%	36 7%	15 9%	37 5%	13 11% ^g	13 22% ^{AG}
Neither satisfied nor dissatisfied	(0) 248 25%	50 24%	198 26%	72 28%	125 24%	40 23%	173 22%	56 44% ^{AG}	19 32%
Somewhat satisfied	(1) 347 35%	69 33%	278 36%	90 35%	179 35%	69 39%	297 37% ^h	36 29%	14 23%
Very satisfied	(2) 283 29% ^{HI}	67 32%	216 28%	74 29%	149 29%	51 29%	264 33% ^{HI}	14 11%	5 8%
SUMMARY CODES									
UNSATISFIED	100 10% ^g	24 11%	76 10%	20 8%	61 12%	17 9%	58 7%	20 16% ^G	22 37% ^{AGH}
SATISFIED	630 64% ^{HI}	136 65%	494 64%	164 64%	328 64%	120 68%	561 71% ^{AHI}	50 40%	19 31%
Mean Score	0.794 ^{HI}	0.796	0.793	0.815	0.761	0.867	0.942 ^{AHI}	0.295 ⁱ	-0.126
Standard Deviation	1.048	1.118	1.028	1.016	1.093	0.956	0.987	0.983	1.178
Error Variance	0.001	0.006	0.002	0.004	0.003	0.006	0.001	0.008	0.025

Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Very dissatisfied	(-2) 28 3%	20 4%	8 2%	3 1%	10 3%	6 3%	8 5%	-	-	14 3%	14 4%	-
Somewhat dissatisfied	(-1) 64 7%	38 7%	26 6%	11 5%	28 9%	12 6%	5 4%	7 11%	-	39 7%	17 5%	7 9%
Neither satisfied nor dissatisfied	(0) 227 23%	123 23%	104 23%	40 17%	64 20%	52 26% ^d	42 30% ^d	23 33% ^{d,e}	5 42%	104 19%	85 27% ^{DJ}	28 35% ^{aDeJ}
Somewhat satisfied	(1) 384 39%	217 41%	166 37%	97 41%	126 40%	72 35%	56 39%	29 42%	4 34%	223 41%	127 37%	33 41%
Very satisfied	(2) 276 28% ^h	128 24%	148 33% ^B	83 35% ^{agHKL}	86 27% ^h	62 30% ^h	32 23%	10 14%	3 23%	169 31% ^{hL}	94 27% ^h	12 15%
SUMMARY CODES												
UNSATISFIED	92 9%	58 11%	34 8%	14 6%	39 12% ^d	18 9%	13 9%	7 11%	-	53 10%	31 9%	7 9%
SATISFIED	660 67%	345 66%	314 69%	180 77% ^{aAeIqHKL}	212 67%	134 65%	88 61%	39 56%	7 58%	392 71% ^{qHKL}	222 64%	46 56%
Mean Score	0.833	0.752	0.928^b	1.045^{AeIqHK}	0.791	0.835	0.697	0.589	0.807	0.899^H	0.778	0.623
Standard Deviation	1.004	1.023	0.973	0.921	1.046	1.027	1.034	0.863	0.820	1.002	1.031	0.855
Error Variance	0.001	0.002	0.002	0.003	0.004	0.006	0.010	0.014	0.042	0.002	0.004	0.011

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors in general e.g. building other than work, school or home

Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Very dissatisfied	(-2) 28 3%	7 3%	7 2%	9 4%	5 3%	13 2%	15 4%	22 3%	6 2%
Somewhat dissatisfied	(-1) 64 7%	14 6%	21 6%	15 7%	14 7%	35 6%	29 7%	48 7%	16 6%
Neither satisfied nor dissatisfied	(0) 227 23%	55 25%	82 24%	47 22%	43 22%	137 24%	90 22%	165 24%	62 21%
Somewhat satisfied	(1) 384 39%	101 45%deg	138 40%	74 35%	70 35%	240 42%g	144 35%	276 40%	108 37%
Very satisfied	(2) 276 28%bb	46 21%	96 28%	68 32%b	67 34%Bf	141 25%	135 33%Bf	174 25%	102 35%ah
SUMMARY CODES									
UNSATISFIED	92 9%	21 9%	28 8%	25 12%	19 10%	49 9%	44 11%	69 10%	23 8%
SATISFIED	660 67%	147 66%	224 66%	142 66%	137 69%	381 67%	279 68%	450 66%	210 71%
Mean Score	0.833	0.741	0.858	0.822	0.905	0.812	0.862	0.779	0.959h
Standard Deviation	1.004	0.956	0.959	1.094	1.028	0.959	1.062	1.006	0.988
Error Variance	0.001	0.005	0.003	0.006	0.004	0.002	0.003	0.002	0.003

Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors in general e.g. building other than work, school or home

Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Very dissatisfied	(-2) 28 3%	24 3%	5 3%	21 3%	1 1%	2 5%	4 9%ade
Somewhat dissatisfied	(-1) 64 7%	55 7%	9 6%	53 7%	5 5%	4 8%	2 5%
Neither satisfied nor dissatisfied	(0) 227 23%	195 23%	32 23%	185 23%	26 28%	9 20%	7 17%
Somewhat satisfied	(1) 384 39%E	338 40%	45 32%	323 40%E	22 24%	26 56%adEg	13 32%
Very satisfied	(2) 276 28%af	224 27%	52 37%ab	218 27%af	38 42%adF	5 11%	14 36%F
SUMMARY CODES							
UNSATISFIED	92 9%	79 9%	13 9%	74 9%	6 7%	6 13%	6 14%
SATISFIED	660 67%	562 67%	98 68%	542 68%	60 65%	31 67%	27 68%
Mean Score	0.833	0.817	0.925	0.830	0.990f	0.589	0.817
Standard Deviation	1.004	0.994	1.059	0.989	1.014	0.975	1.250
Error Variance	0.001	0.001	0.009	0.001	0.013	0.021	0.042

Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors in general e.g. building other than work, school or home
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Very dissatisfied	(-2) 28	2	1	1	3	3	3	3	5	1	2	1	4	8	20
	3%	7%	1%	1%	5%	3%	3%	2%	4%	2%	5%	1%	9%achl	4%	3%
Somewhat dissatisfied	(-1) 64	3	7	3	7	5	6	12	6	4	4	5	2	9	56
	7%	8%	7%	6%	12%	6%	6%	7%	5%	7%	8%	5%	5%	4%	7%
Neither satisfied nor dissatisfied	(0) 227	11	22	14	15	29	23	31	24	17	9	26	7	43	184
	23%	33%	22%	19%	26%	33%hi	23%	19%	18%	30%	20%	28%	17%	22%	24%
Somewhat satisfied	(1) 384	9	48	26	17	25	40	88	53	18	26	22	13	95	289
	39%L	29%	48%eL	38%	29%	28%	41%j	53%AdEFI j,m	39%j	32%	56%eFJL m	24%	32%	47%o	37%
Very satisfied	(2) 276	8	23	26	16	26	25	32	46	17	5	38	14	47	229
	28%hk	24%	22%	37%hK	28%k	30%k	26%k	19%	34%hK	30%k	11%	42%acgHK	36%hK	23%	29%
SUMMARY CODES															
UNSATISFIED	92	5	8	4	10	8	9	14	11	5	6	6	6	16	76
	9%	14%	8%	6%	17%	9%	10%	9%	8%	8%	13%	7%	14%	8%	10%
SATISFIED	660	17	70	52	32	51	65	120	99	35	31	60	27	142	518
	67%	53%	70%	74%	57%	58%	67%	73%ef	74%ef	61%	67%	65%	68%	70%	67%
Mean Score	0.833	0.551	0.840	1.000hk	0.618	0.756	0.805	0.817	0.800k	0.506	0.399	0.900k	0.817	0.816	0.837
Standard Deviation	1.004	1.146	0.879	0.940	1.174	1.045	1.003	0.884	1.024	1.002	0.875	1.014	1.250	0.869	1.013
Error Variance	0.001	0.047	0.009	0.015	0.023	0.013	0.011	0.005	0.009	0.020	0.021	0.013	0.042	0.006	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors in general e.g. building other than work, school or home

Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Very dissatisfied	(-2)	28 3%	4 2%	10 3%	23 3%	5 5%	28 3%	18 3%	9 4%	1 3%
Somewhat dissatisfied	(-1)	64 7%	14 8%	8 2%	50 6%	8 9%	58 7%	52 7%	12 5%	-
Neither satisfied nor dissatisfied	(0)	227 25%	32 19%	17 14%	88 24%	191 21%	205 23%	145 21%	68 27%	14 46%
Somewhat satisfied	(1)	384 39%	67 39%	66 54%AbD	120 34%	313 40%	39 42%	352 40%	274 39%	8 25%
Very satisfied	(2)	276 28%	55 32%	28 23%	111 32%	212 27%	239 27%	206 30%	62 24%	8 26%
SUMMARY CODES										
UNSATISFIED	92 9%	18 10%	12 10%	32 9%	73 9%	13 14%	86 10%	69 10%	22 9%	1 3%
SATISFIED	660 67%	122 71%	94 76% ^d	231 66%	525 67%	65 71%	591 67%	480 69%	164 65%	16 51%
Mean Score	0.833	0.906	0.856	0.853	0.813	0.803	0.812	0.862	0.768	0.710
Standard Deviation	1.004	1.015	0.960	1.031	0.997	1.112	1.009	1.008	0.995	0.966
Error Variance	0.001	0.007	0.008	0.003	0.001	0.014	0.001	0.002	0.004	0.032

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.23_03 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Indoors in general e.g. building other than work, school or home

Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Very dissatisfied	(-2) 28 3%	8 4%	20 3%	6 2%	17 3%	2 1%	14 2%	4 4%	9 15%AGH
Somewhat dissatisfied	(-1) 64 7%dg	11 5%	53 7%	8 3%	42 8% ^d	14 8% ^d	32 4%	16 13%aG	16 27%AGh
Neither satisfied nor dissatisfied	(0) 227 23%	46 22%	181 24%	67 26%	116 23%	34 19%	157 20%	52 42%AG	17 29%
Somewhat satisfied	(1) 384 39% ^h	76 36%	307 40%	103 40%	198 39%	71 40%	329 41% ^h	40 32%	14 24%
Very satisfied	(2) 276 28% ^h	69 33%	207 27%	73 28%	141 27%	55 31%	261 33% ^{aH}	13 10%	3 5%
SUMMARY CODES									
UNSATISFIED	92 9%G	19 9%	73 10%	14 5%	59 11% ^d	16 9%	46 6%	20 16%aG	26 43%AGH
SATISFIED	660 67% ^h	145 69%	514 67%	175 68%	339 66%	126 71%	589 74% ^{aH}	53 42%	17 29%
Mean Score	0.833 ^h	0.892	0.817	0.808	0.787	0.930	0.996 ^{aH}	0.928	-0.250
Standard Deviation	1.004	1.042	0.993	0.936	1.038	0.969	0.923	0.945	1.129
Error Variance	0.001	0.005	0.001	0.004	0.002	0.006	0.001	0.008	0.023

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Very dissatisfied	(-2) 18	14	5	2	9	2	5	-	-	12	7	-
		2%	1%	1%	3%	1%	3%	-	-	2%	2%	-
Somewhat dissatisfied	(-1) 56	34	23	13	21	10	7	5	-	34	17	5
		6%	5%	6%	7%	5%	5%	7%	-	6%	5%	6%
Neither satisfied nor dissatisfied	(0) 245	132	113	39	75	49	49	29	6	113	97	35
		25%D	25%	16%	24% ^d	24%	33% ^d J	42% ^{ADEIk}	48%	21%	28% ^D	43% ^{ADEFJk}
Somewhat satisfied	(1) 376	207	169	98	115	79	54	25	4	214	134	28
		38%	37%	42%	37%	39%	38%	35%	29%	39%	38%	34%
Very satisfied	(2) 283	140	143	81	95	63	30	11	3	176	93	14
		29% ^h	32%	35% ^{ghL}	30% ^h	31% ^h	21%	15%	23%	32% ^{gh}	27%	17%
SUMMARY CODES												
UNSATISFIED	75	47	28	16	30	12	12	5	-	46	24	5
		8%	6%	7%	10%	6%	8%	7%	-	8%	7%	6%
SATISFIED	659	347	312	180	210	143	84	35	7	390	227	42
		67% ^{hL}	69%	77% ^{AeGHKL}	67% ^h	70% ^{hL}	59%	51%	52%	71% ^{ghL}	65% ^h	51%
Mean Score	0.867^h	0.809	0.934	1.038^{aeGHKL}	0.841	0.941^{gh}	0.682	0.589	0.750	0.925^{gh}	0.834	0.614
Standard Deviation	0.961	0.985	0.929	0.913	1.024	0.913	0.971	0.838	0.841	0.982	0.945	0.835
Error Variance	0.001	0.002	0.002	0.003	0.004	0.004	0.009	0.013	0.044	0.002	0.003	0.010

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GD2E (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Very dissatisfied	(-2) 18	3	4	7	4	8	11	16	3
		2%	1%	3%	2%	1%	3%	2%	1%
Somewhat dissatisfied	(-1) 56	9	21	19	6	31	26	44	13
		4%	6%	9% ^{ae}	3%	5%	6%	6%	4%
Neither satisfied nor dissatisfied	(0) 245	48	88	53	56	136	109	179	66
		22%	26%	25%	28%	24%	26%	26%	23%
Somewhat satisfied	(1) 376	109	131	70	66	240	135	266	109
		38%	49% ^{acadeG}	33%	33%	42% ^{ddeG}	33%	39%	37%
Very satisfied	(2) 283	52	99	65	66	152	131	179	104
		29%	24%	30%	33% ^b	27%	32% ^b	26%	35% ^{ah}
SUMMARY CODES									
UNSATISFIED	75	13	26	26	10	38	36	59	15
	8%	6%	7%	12% ^{abaeef}	5%	7%	9%	5%	5%
SATISFIED	659	161	231	134	132	392	266	445	213
	67%	72%	67%	63%	66%	69%	65%	65%	72% ^h
Mean Score	0.867	0.887	0.873	0.778	0.929	0.878	0.851	0.803	1.014^h
Standard Deviation	0.961	0.867	0.942	1.080	0.956	0.913	1.024	0.974	0.913
Error Variance	0.001	0.004	0.003	0.006	0.004	0.002	0.002	0.002	0.003

Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Very dissatisfied	(-2) 18 2%	16 2%	3 2%	11 1%	-	4 8%De	4 9%ADE
Somewhat dissatisfied	(-1) 56 6%	49 6%	7 5%	47 6%	7 8%	-	2 5%
Neither satisfied nor dissatisfied	(0) 245 25%	212 25%	33 23%	195 24%	27 29%	18 39%adg	6 15%
Somewhat satisfied	(1) 376 38%E	329 39%	46 32%	321 40%E	18 20%	19 43%E	16 41%e
Very satisfied	(2) 283 29% <i>f</i>	230 28%	53 37% <i>b</i>	226 28% <i>f</i>	40 43%ADF	5 11%	12 30% <i>f</i>
SUMMARY CODES							
UNSATISFIED	75 8%	65 8%	10 7%	58 7%	7 8%	4 8%	6 14%
SATISFIED	659 67%	559 67%	100 70%	547 68% <i>f</i>	58 63%	24 53%	28 71%
Mean Score	0.8671	0.848	0.978	0.879F	0.985f	0.489	0.780
Standard Deviation	0.961	0.954	0.994	0.935	1.025	0.974	1.206
Error Variance	0.001	0.001	0.008	0.001	0.013	0.021	0.039

Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors around places I go to regularly, e.g. home, work or school
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Very dissatisfied	(-2) 18 2%	2 7%	1 1%	-	2 4%h	4 4%h	1 1%	-	1 1%	1 2%	4 8%acdghl	-	4 9%AcDghL	7 3%	12 2%
Somewhat dissatisfied	(-1) 56 6%	1 4%	7 7%	3 4%	5 10%k	3 4%	3 3%	12 7%	9 7%	4 7%	-	7 8%	2 5%	11 5%	46 6%
Neither satisfied nor dissatisfied	(0) 245 25%	12 38%	26 26%	12 18%	16 28%	32 37%adhim	24 25%	29 18%	26 20%	17 29%	18 39%adhim	27 29%	6 15%	49 24%	196 25%
Somewhat satisfied	(1) 376 38%L	9 27%	43 42%L	30 43%L	15 27%	23 26%	40 42%L	86 52%AEFJL	59 44%eL	17 30%	19 43%L	18 20%	16 41%l	90 44%	286 37%
Very satisfied	(2) 283 29%k	8 24%	24 24%	25 36%K	18 32%k	25 30%k	29 30%k	38 23%	39 29%k	18 32%k	5 11%	40 43%AchK	12 30%k	46 23%	237 31%n
SUMMARY CODES															
UNSATISFIED	75 8%	4 11%	8 8%	3 4%	7 13%g	7 8%	3 3%	12 7%	10 7%	5 8%	4 8%	7 8%	6 14%g	17 8%	58 7%
SATISFIED	659 67%l	16 51%	67 66%	55 79%eFK	33 59%	49 55%	69 72%k	124 75%eFK	98 73%k	36 62%	24 53%	58 63%	28 71%	135 67%	523 67%
Mean Score	0.867k	0.589	0.815	1.113%K	0.744	0.730	0.974K	0.814K	0.898K	0.841	0.489	0.858K	0.790	0.779	0.889
Standard Deviation	0.961	1.121	0.904	0.822	1.123	1.064	0.852	0.828	0.914	1.016	0.874	1.025	1.206	0.864	0.988
Error Variance	0.001	0.045	0.010	0.011	0.021	0.013	0.008	0.004	0.007	0.021	0.021	0.013	0.039	0.006	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Very dissatisfied	(-2)	18	3	9	17	1	18	14	5	-
		2%	2%	2%	2%	1%	2%	2%	2%	-
Somewhat dissatisfied	(-1)	56	12	9	44	8	52	46	11	-
		6%	7%	3%	6%	9%	6%	7%	4%	-
Neither satisfied nor dissatisfied	(0)	245	27	19	205	18	223	155	73	17
		25%bc	16%	16%	26%	20%	25%	22%	28%	55%
Somewhat satisfied	(1)	376	76	58	312	34	347	289	102	5
		38%	44% ^d	48% ^D	40%	37%	39%	39%	40%	15%
Very satisfied	(2)	283	53	34	211	31	242	212	62	9
		29%	31%	32%	27%	33%	27%	30%	24%	30%
SUMMARY CODES										
UNSATISFIED	75	15	11	27	61	9	70	59	16	-
	8%	9%	9%	8%	8%	10%	8%	9%	6%	-
SATISFIED	659	129	93	223	523	65	588	481	164	14
	67%	75% ^d	76% ^d	64%	66%	70%	67%	69%	65%	45%
Mean Score	0.867	0.961	0.936	0.851	0.831	0.922	0.841	0.892	0.811	0.752
Standard Deviation	0.961	0.949	0.915	1.007	0.958	1.001	0.962	0.978	0.919	0.904
Error Variance	0.001	0.006	0.007	0.003	0.001	0.011	0.001	0.001	0.004	0.028

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.23_04 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors around places I go to regularly, e.g. home, work or school

Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)	
Unweighted Base	900	199	701	250	471	153	730	114	56	
Weighted Base	979	210	769	256	514	176	793	126	60*	
Very dissatisfied	(-2) 18 2%	8 4% ^c	11 1%	2 1%	12 2%	1 1%	6 1%	3 3%	9 15% ^{AGH}	
Somewhat dissatisfied	(-1) 56 6% ^g	9 4%	47 6%	9 4%	31 6%	16 9% ^d	25 3%	17 13% ^{AG}	15 25% ^{AG}	
Neither satisfied nor dissatisfied	(0) 245 25%	52 25%	194 25%	72 28% ^f	130 25%	33 19%	169 21%	57 45% ^{AG}	19 32%	
Somewhat satisfied	(1) 376 38% ^h	73 35%	302 39%	97 38%	197 38%	69 39%	325 41% ^{hi}	36 29%	14 24%	
Very satisfied	(2) 283 29% ^{hI}	68 33%	215 28%	77 30%	143 28%	56 32%	267 34% ^{aHI}	13 10%	3 5%	
SUMMARY CODES										
UNSATISFIED	75 8% ^G	17 8%	58 8%	12 5%	43 8%	17 10%	31 4%	20 16% ^{AG}	24 39% ^{AGH}	
SATISFIED	659 67% ^{HI}	142 67%	517 67%	173 68%	341 66%	126 72%	592 75% ^{AHI}	49 39%	17 29%	
Mean Score	0.867 ^{HI}	0.863	0.862	0.820	0.835	0.934	1.037 ^{AHI}	0.904	-0.196	
Standard Deviation	0.961	1.032	0.941	0.895	0.980	0.963	0.864	0.919	1.124	
Error Variance	0.001	0.005	0.001	0.003	0.002	0.006	0.001	0.007	0.023	

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Very dissatisfied	(-2) 37 4%	23 4%	14 3%	8 4%	16 5%	6 3%	8 5%	-	-	24 4%	14 4%	-
Somewhat dissatisfied	(-1) 100 10%	57 11%	43 9%	19 8%	36 11%	25 12%	11 8%	7 11%	1 8%	55 10%	36 10%	8 10%
Neither satisfied nor dissatisfied	(0) 319 33%	174 33%	145 32%	67 29%	92 29%	65 32%	55 38%	32 47%adej	9 64%	159 29%	120 34%	40 49%ADELk
Somewhat satisfied	(1) 302 31%	167 32%	134 30%	77 33%	101 32%	58 28%	43 30%	20 30%	2 18%	178 32%	101 29%	23 28%
Very satisfied	(2) 220 23%	104 20%	116 26%b	62 27%hl	70 22%	51 25%l	26 18%	9 13%	1 11%	132 24%l	78 22%	10 13%
SUMMARY CODES												
UNSATISFIED	137 14%	80 15%	57 13%	28 12%	52 16%	31 15%	18 13%	7 11%	1 8%	79 14%	50 14%	8 10%
SATISFIED	522 53%l	272 52%	250 55%	139 58%hL	171 54%l	109 53%	70 49%	30 43%	4 29%	310 57%l	178 51%	33 41%
Mean Score	0.580	0.519	0.651	0.706	0.554	0.599	0.489	0.449	0.337	0.619	0.554	0.432
Standard Deviation	1.062	1.062	1.059	1.060	1.105	1.082	1.046	0.858	0.785	1.088	1.067	0.844
Error Variance	0.001	0.002	0.003	0.005	0.004	0.006	0.010	0.014	0.038	0.002	0.004	0.010

Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Very dissatisfied	(-2) 37 4%	11 5%	11 3%	11 5%	5 3%	22 4%	16 4%	30 4%	8 3%
Somewhat dissatisfied	(-1) 100 10%	22 10%	36 10%	26 12%	16 8%	58 10%	42 10%	74 11%	25 9%
Neither satisfied nor dissatisfied	(0) 319 33%	71 32%	124 36%	66 31%	59 30%	195 34%	125 30%	227 33%	92 31%
Somewhat satisfied	(1) 302 31%	85 38%dg	100 29%	59 28%	58 29%	185 33%	117 28%	217 32%	85 29%
Very satisfied	(2) 220 23%bb	35 16%	74 22%	51 24%b	60 30%aBcaF	109 19%	112 27%BF	135 20%	85 29%aH
SUMMARY CODES									
UNSATISFIED	137 14%	33 15%	47 14%	37 17%	21 11%	79 14%	58 14%	104 15%	33 11%
SATISFIED	522 53%	119 54%	174 51%	111 52%	118 59%c	293 52%	229 56%	353 52%	169 57%
Mean Score	0.580	0.497	0.553	0.537	0.766abcdF	0.531	0.647	0.517	0.725aH
Standard Deviation	1.062	1.023	1.039	1.134	1.053	1.032	1.100	1.062	1.051
Error Variance	0.001	0.006	0.004	0.007	0.005	0.002	0.003	0.002	0.004

Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Very dissatisfied	(-2) 37 4%	30 4%	7 5%	26 3%	4 4%	4 8%	4 9%
Somewhat dissatisfied	(-1) 100 10%	83 10%	17 12%	85 11%	11 12%	1 3%	3 8%
Neither satisfied nor dissatisfied	(0) 319 33%	277 33%	43 30%	259 32%	28 30%	21 47%	11 27%
Somewhat satisfied	(1) 302 31% ^e	261 31%	40 28%	254 32% ^e	18 19%	16 36% ^e	13 33%
Very satisfied	(2) 220 23% ^f	185 22%	35 24%	176 22% ^f	32 35% ^{adF}	3 7%	9 22%
SUMMARY CODES							
UNSATISFIED	137 14%	113 13%	25 17%	111 14%	15 16%	5 10%	7 17%
SATISFIED	522 53%	447 53%	75 53%	431 54%	50 54%	20 43%	22 55%
Mean Score	0.580	0.586	0.547	0.586	0.682	0.321	0.515
Standard Deviation	1.062	1.049	1.139	1.046	1.188	0.947	1.199
Error Variance	0.001	0.001	0.010	0.001	0.018	0.019	0.039

Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in rural areas
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Very dissatisfied	(-2) 37 4%	2 7%	2 2%	1 2%	3 6%	3 3%	4 4%	3 2%	4 3%	5 8%h	4 8%h	4 4%	4 9%h	14 7%o	23 3%
Somewhat dissatisfied	(-1) 100 10%	-	15 15%k	8 12%	12 21%atgjk	9 7%	9 9%	19 11%	11 8%	5 6%	1 3%	11 12%	3 6%	24 12%	76 10%
Neither satisfied nor dissatisfied	(0) 319 33%	13 39%	30 29%	17 24%	17 31%	33 37%	37 38%j	58 35%	33 25%	22 38%	21 47%dl	28 30%	11 27%	61 30%	259 33%
Somewhat satisfied	(1) 302 31%al	10 31%	36 35%al	23 32%	10 18%	25 29%	30 31%	59 36%al	49 37%al	13 22%	16 36%al	18 19%	13 33%	69 34%	233 30%
Very satisfied	(2) 220 23%k	7 22%	18 18%	21 30%hK	14 25%k	21 24%k	18 18%	26 16%	38 28%hK	13 23%k	3 7%	32 35%laagHK	9 22%	33 16%	187 24%ln
SUMMARY CODES															
UNSATISFIED	137 14%	2 7%	17 17%	10 14%	15 27%Alghl k	9 10%	12 13%	21 13%	14 11%	10 17%	5 10%	15 16%	7 17%	38 19%o	99 13%
SATISFIED	522 53%	17 54%	54 54%	44 63%e	24 42%	46 53%	48 49%	85 52%	87 65%aEghj k	26 45%	20 43%	50 54%	22 55%	102 51%	420 54%
Mean Score	0.580	0.632	0.527	0.774ek	0.534	0.633	0.507	0.526	0.794aeg hK	0.427	0.321	0.682	0.515	0.412	0.623n
Standard Deviation	1.062	1.055	1.022	1.067	1.235	1.029	1.015	0.846	1.029	1.178	0.847	1.188	1.198	1.114	1.045
Error Variance	0.001	0.040	0.012	0.019	0.025	0.012	0.011	0.006	0.008	0.028	0.019	0.018	0.039	0.007	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Very dissatisfied	(-2)	37 4%	9 5%	5 4%	18 5%	31 4%	3 3%	34 4%	4 2%	-
Somewhat dissatisfied	(-1)	100 10%	20 12%	16 13%	32 9%	82 10%	9 9%	91 10%	25 10%	2 8%
Neither satisfied nor dissatisfied	(0)	319 33%	43 25%	35 28%	111 32%	261 28%	26 30%	287 29%	101 40%aH	18 60%
Somewhat satisfied	(1)	302 31%	61 35%	43 35%	98 28%	250 32%	32 34%	282 32%	75 30%	1 5%
Very satisfied	(2)	220 23%	39 23%	24 19%	91 26%	164 21%	24 25%	188 21%	48 19%	8 27%
SUMMARY CODES										
UNSATISFIED	137 14%	29 17%	21 17%	50 14%	113 14%	11 12%	125 14%	107 15%	28 11%	2 8%
SATISFIED	522 53%	99 58%	67 55%	189 54%	414 53%	55 60%	470 53%	389 56%	124 49%	10 32%
Mean Score	0.580	0.583	0.535	0.605	0.550	0.702	0.566	0.593	0.552	0.514
Standard Deviation	1.062	1.119	1.069	1.117	1.054	1.040	1.053	1.102	0.958	0.989
Error Variance	0.001	0.008	0.010	0.004	0.002	0.012	0.001	0.002	0.004	0.034

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_05 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Very dissatisfied	(-2) 37 4%	8 4%	30 4%	6 2%	22 4%	6 4%	24 3%	5 4%	9 15%AGH
Somewhat dissatisfied	(-1) 100 10%	23 11%	76 10%	17 7%	61 12% ^d	18 10%	65 8%	23 18% ^{aG}	13 21% ^{aG}
Neither satisfied nor dissatisfied	(0) 319 33%	68 32%	252 33%	95 37% ^d	166 32%	45 25%	241 30%	54 43% ^{aG}	24 40%
Somewhat satisfied	(1) 302 31% ^h	54 26%	248 32%	76 30%	150 29%	66 38%	258 33% ^h	34 27%	9 16%
Very satisfied	(2) 220 23% ^h	58 27%	163 21%	62 24%	114 22%	41 23%	205 26% ^h	11 8%	5 8%
SUMMARY CODES									
UNSATISFIED	137 14%	31 15%	106 14%	24 9%	84 16% ^d	25 14%	88 11%	27 22% ^{aG}	22 36% ^{AG}
SATISFIED	522 53% ^h	111 53%	411 53%	138 54%	264 51%	107 61%	464 58% ^{aH}	44 35%	14 23%
Mean Score	0.590 ^H	0.616	0.570	0.661	0.530	0.662	0.703 ^{aH}	0.184 ^I	-0.210
Standard Deviation	1.062	1.113	1.048	0.997	1.093	1.054	1.034	0.950	1.124
Error Variance	0.001	0.006	0.002	0.004	0.003	0.007	0.001	0.008	0.023

Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in urban areas
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Very dissatisfied	(-2) 14	10	4	2	8	2	2	-	-	10	4	-
	1%	2%	1%	1%	3%	1%	2%	-	-	2%	1%	-
Somewhat dissatisfied	(-1) 64	33	31	8	24	15	11	6	-	32	26	6
	7%	6%	7%	4%	8%	7%	8%	9%	-	6%	7%	8%
Neither satisfied nor dissatisfied	(0) 265	143	122	51	75	60	45	26	9	126	104	35
	27%	27%	27%	22%	24%	29%	31%	37% ^g	71%	23%	30% ^{dj}	42% ^{ADEJ}
Somewhat satisfied	(1) 365	205	160	99	115	71	52	27	1	214	123	28
	37%	39%	35%	42%	37%	35%	37%	39%	7%	39%	35%	34%
Very satisfied	(2) 270	134	135	73	92	57	33	11	3	166	90	13
	28%	26%	30%	31% ^{hl}	29% ^{hl}	28%	23%	15%	22%	30% ^{hl}	26%	16%
SUMMARY CODES												
UNSATISFIED	79	43	35	11	32	16	13	6	-	43	30	6
	8%	8%	8%	5%	10% ^d	8%	9%	9%	-	8%	9%	8%
SATISFIED	635	340	295	172	208	128	85	37	4	380	214	41
	65% ^l	65%	65%	74% ^{algHKL}	66% ^l	63%	60%	54%	29%	69% ^{hKL}	61%	50%
Mean Score	0.829	0.799	0.864	0.993^{agHKL}	0.827	0.821	0.717	0.604	0.518	0.897^{hl}	0.778	0.591
Standard Deviation	0.955	0.956	0.953	0.876	1.019	0.953	0.957	0.858	0.872	0.963	0.955	0.855
Error Variance	0.001	0.002	0.002	0.003	0.004	0.005	0.008	0.014	0.047	0.002	0.003	0.011

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Very dissatisfied	(-2) 14 1%	2 1%	2 1%	6 3%cf	4 2%	4 1%	10 3%cf	12 2%	3 1%
Somewhat dissatisfied	(-1) 64 7%	12 5%	22 6%	23 11%aaef	8 4%	33 6%	31 8%	48 7%	16 5%
Neither satisfied nor dissatisfied	(0) 265 27%	55 25%	100 29%	52 24%	59 30%	155 27%	111 27%	189 28%	77 26%
Somewhat satisfied	(1) 365 37%	105 47%acadeG	128 37%	70 33%	63 32%	232 41%eg	133 32%	257 38%	108 37%
Very satisfied	(2) 270 28%	50 22%	94 27%	62 29%	64 32%bf	143 25%	127 31%b	178 26%	91 31%
SUMMARY CODES									
UNSATISFIED	79 8%	14 6%	23 7%	29 14%abcaef	12 6%	37 7%	41 10%	60 9%	19 6%
SATISFIED	635 65%	154 69%	221 64%	133 62%	127 64%	375 66%	260 63%	425 64%	200 68%
Mean Score	0.829	0.843	0.841	0.749	0.881	0.842	0.813	0.793	0.915
Standard Deviation	0.955	0.863	0.914	1.078	0.985	0.893	1.035	0.964	0.929
Error Variance	0.001	0.004	0.003	0.006	0.004	0.002	0.002	0.002	0.003

Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Very dissatisfied	(-2) 14	13	2	8	-	2	4
	1%	1%	1%	1%	-	5%de	9%ADE
Somewhat dissatisfied	(-1) 64	55	9	51	9	2	2
	7%	7%	6%	6%	10%	4%	5%
Neither satisfied nor dissatisfied	(0) 265	227	38	211	26	19	9
	27%	27%	27%	26%	28%	41%ad	24%
Somewhat satisfied	(1) 365	311	54	315	22	15	13
	37%e	37%	38%	39%E	23%	33%	34%
Very satisfied	(2) 270	230	40	215	36	8	11
	28%	28%	28%	27%	39%adf	17%	28%
SUMMARY CODES							
UNSATISFIED	79	68	11	60	9	4	6
	8%	8%	7%	7%	10%	9%	14%
SATISFIED	635	541	94	530	58	23	25
	65%f	65%	68%	66%f	63%	49%	62%
Mean Score	0.829f	0.826	0.850	0.845f	0.923f	0.514	0.665
Standard Deviation	0.955	0.958	0.941	0.927	1.028	1.000	1.214
Error Variance	0.001	0.001	0.007	0.001	0.013	0.022	0.040

Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Very dissatisfied	(-2) 14 7%	2 7%	1 1%	-	2 3%h	1 1%	1 1%	-	1 1%	1 2%	2 5%h	-	4 9%Adlgh	7 4%o	7 1%
Somewhat dissatisfied	(-1) 64 7%	-	10 10%	4 6%	7 12%	8 9%	5 5%	9 6%	6 5%	2 3%	2 4%	9 10%	2 5%	14 7%	51 7%
Neither satisfied nor dissatisfied	(0) 265 27%	11 35%	25 25%	14 19%	19 34%j	28 31%	26 27%	39 24%	27 20%	23 40%dh	19 41%adh	26 28%	9 24%	46 23%	220 28%
Somewhat satisfied	(1) 365 37%El	11 35%	41 40%el	30 43%El	11 19%	27 30%	41 43%El	77 47%aElj	60 45%EL	17 30%	15 33%	22 23%	13 34%	93 46%ao	273 35%
Very satisfied	(2) 270 28%	8 24%	24 24%	22 32%	18 32%	25 28%	23 24%	40 24%	40 30%	15 25%	8 17%	35 39%acghk	11 28%	42 21%	227 29%un
SUMMARY CODES															
UNSATISFIED	79 8%	2 7%	11 11%	4 6%	8 15%h	9 10%	6 6%	9 6%	8 6%	3 5%	4 9%	9 10%	6 14%	21 10%	58 7%
SATISFIED	635 65%ek	19 58%	65 64%	52 75%elk	29 51%	51 58%	65 67%	117 71%ekj	101 75%aElK	32 55%	23 49%	58 63%	25 62%	135 67%	500 64%
Mean Score	0.829K	0.689	0.773	1.011K	0.859	0.750	0.843	0.893K	0.899K	0.731	0.814	0.823K	0.865	0.739	0.853
Standard Deviation	0.955	1.058	0.950	0.865	1.140	1.006	0.877	0.933	0.878	0.948	1.000	1.028	1.214	0.885	0.946
Error Variance	0.001	0.040	0.010	0.012	0.022	0.012	0.008	0.005	0.006	0.018	0.022	0.013	0.040	0.006	0.001

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing



Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Very dissatisfied	(-2)	14	1	8	12	1	14	10	4	-
		1%	1%	2%	2%	1%	2%	1%	2%	-
Somewhat dissatisfied	(-1)	64	11	22	52	7	59	51	12	1
		7%	7%	6%	7%	7%	7%	7%	5%	2%
Neither satisfied nor dissatisfied	(0)	265	37	106	216	25	241	163	86	16
		27%	21%	30%	27%	27%	27%	23%	34%aH	53%
Somewhat satisfied	(1)	365	70	115	302	32	335	270	89	6
		37%	41%	33%	38%	35%	38%	39%	35%	18%
Very satisfied	(2)	270	53	100	206	28	234	200	61	8
		28%	31%	28%	26%	30%	27%	29%	24%	27%
SUMMARY CODES										
UNSATISFIED	79	12	7	30	64	8	72	62	16	1
	8%	7%	6%	9%	8%	8%	8%	9%	6%	2%
SATISFIED	635	122	90	214	509	60	569	470	151	14
	65%	71% ^d	73% ^d	61%	64%	65%	65%	68% ^d	60%	45%
Mean Score	0.829	0.942	0.920	0.789	0.809	0.850	0.813	0.860	0.759	0.706
Standard Deviation	0.955	0.921	0.851	0.999	0.951	0.978	0.954	0.967	0.927	0.903
Error Variance	0.001	0.006	0.006	0.003	0.001	0.011	0.001	0.001	0.004	0.028

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_06 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Very dissatisfied	(-2) 14 1%	6 3% ^c	8 1%	2 1%	12 2%	-	6 1%	2 2%	6 11% ^{AGH}
Somewhat dissatisfied	(-1) 64 7% ^g	7 3%	57 7%	9 4%	38 7%	13 7%	32 4%	19 15% ^{AG}	14 23% ^{AG}
Neither satisfied nor dissatisfied	(0) 265 27%	59 28%	206 27%	73 29%	132 26%	46 26%	189 24%	50 39% ^{AG}	26 44% ^{AG}
Somewhat satisfied	(1) 365 37% ^h	72 34%	294 39%	96 37%	191 37%	67 38%	313 39% ^h	43 34% ^h	10 16%
Very satisfied	(2) 270 28% ^h	66 31%	204 26%	75 29%	140 27%	50 28%	253 32% ^h	13 10%	3 6%
SUMMARY CODES									
UNSATISFIED	79 8% ^g	14 6%	65 8%	12 5%	50 10% ^d	13 7%	38 5%	20 16% ^{AG}	21 34% ^{AGh}
SATISFIED	635 65% ^h	138 66%	497 65%	171 67%	331 64%	117 66%	566 71% ^h	56 44% ^h	13 22%
Mean Score	0.829 ^h	0.874	0.817	0.905	0.795	0.871	0.979 ^h	0.9671	-1.171
Standard Deviation	0.955	0.997	0.944	0.897	0.999	0.912	0.886	0.910	1.023
Error Variance	0.001	0.005	0.001	0.003	0.002	0.005	0.001	0.007	0.019

Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by road

Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	758	396	372	180	254	167	103	49	15	434	270	64
Weighted Base	849	464	385	175	272	187	138	65*	12**	447	325	77*
Very dissatisfied	(-2)	26 3%	6 2%	4 2%	11 4%	7 3%	5 4%	-	-	15 3%	11 4%	-
Somewhat dissatisfied	(-1)	66 9%	42 9%	24 6%	10 8%	26 10%	15 8%	8 7%	5 7%	36 8%	23 7%	6 8%
Neither satisfied nor dissatisfied	(0)	268 32%	143 31%	125 32%	48 27%	69 25%	56 30%	61 44%aDEU	29 45%eEJ	5 4%	116 26%	35 45%adEU
Somewhat satisfied	(1)	281 33%	159 34%	122 32%	62 35%	105 39%GK	57 30%	33 24%	22 34%	3 22%	167 37%gk	25 28%
Very satisfied	(2)	208 25%	100 22%	108 28%b	52 30%hl	61 22%	53 28%hl	31 22%	8 13%	3 26%	113 25%	11 15%
SUMMARY CODES												
UNSATISFIED	92	62	30	14	38	22	13	5	1	51	35	6
	11%	13%c	8%	8%	14%	12%	10%	8%	7%	11%	11%	8%
SATISFIED	489	259	230	114	166	110	64	30	6	279	173	36
	58%g	56%	60%	65%Qhkl	61%g	59%	46%	47%	48%	62%Qhkl	53%	47%
Mean Score	0.681	0.595	0.785b	0.849ghl	0.652	0.721	0.554	0.512	0.669	0.729	0.650	0.536
Standard Deviation	1.025	1.056	0.978	0.984	1.058	1.070	1.018	0.827	0.974	1.033	1.050	0.846
Error Variance	0.001	0.003	0.003	0.005	0.004	0.007	0.010	0.014	0.063	0.002	0.004	0.011

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by road

Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	758	166	242	172	188	408	360	530	238
Weighted Base	849	208	293	190	158	501	348	616	233
Very dissatisfied	(-2)	26 3%	6 3%	10 3%	6 3%	5 3%	11 3%	21 3%	5 2%
Somewhat dissatisfied	(-1)	66 8%	9 4%	27 9%	23 12%be	7 4%	36 7%	29 8%	16 7%
Neither satisfied nor dissatisfied	(0)	268 32%	75 36%	96 33%	50 27%	46 29%	171 34%	97 28%	67 29%
Somewhat satisfied	(1)	281 33%	81 39%	92 32%	56 30%	51 32%	173 35%	107 31%	81 35%
Very satisfied	(2)	208 25%	37 18%	68 23%	54 29%bf	49 31%BF	105 21%	144 30%BF	64 27%
SUMMARY CODES									
UNSATISFIED	92 11%	15 7%	37 13%	29 15%be	12 7%	52 10%	40 12%	71 12%	21 9%
SATISFIED	489 58%	118 57%	160 55%	111 58%	100 63%	278 55%	211 61%	344 56%	145 62%
Mean Score	0.681	0.640	0.620	0.688	0.840cf	0.628	0.757	0.642	0.785
Standard Deviation	1.025	0.924	1.040	1.107	1.013	0.993	1.066	1.034	0.995
Error Variance	0.001	0.005	0.004	0.007	0.005	0.002	0.003	0.002	0.004

Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	768	657	111	630	65	45	28
Weighted Base	849	721	128	696	76*	45*	32**
Very dissatisfied	(-2) 26 3%	18 3%	8 6% ^b	16 2%	4 5%	2 5%	4 11%
Somewhat dissatisfied	(-1) 66 8%	54 7%	12 9%	55 8%	5 6%	3 7%	3 9%
Neither satisfied nor dissatisfied	(0) 268 32%	228 32%	40 31%	216 31%	27 35%	21 46% ^{ad}	4 14%
Somewhat satisfied	(1) 281 33% ^{ae}	250 35% ^c	30 24%	242 35% ^e	16 20%	14 31%	10 30%
Very satisfied	(2) 208 25% ^f	170 24%	38 30%	167 24% ^f	25 32% ^F	4 10%	12 37%
SUMMARY CODES							
UNSATISFIED	92 11%	72 10%	20 15%	71 10%	9 12%	6 13%	6 20%
SATISFIED	489 58% ^f	420 58% ^f	69 54%	409 59% ^f	40 53%	18 41%	21 66%
Mean Score	0.681 ^f	0.693	0.617	0.702 ^f	0.683	0.325	0.720
Standard Deviation	1.025	0.994	1.185	0.995	1.154	0.950	1.355
Error Variance	0.001	0.002	0.013	0.002	0.021	0.020	0.066

Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
 By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by road
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	768	27	70	56	45	77	87	112	109	47	45	65	28	153	615
Weighted Base	849	31**	82*	65*	45*	81*	90*	122	124	54*	45*	76*	32**	187	662
Very dissatisfied	(-2) 26	2	1	-	3	3	1	1	4	2	2	4	4	8	19
Somewhat dissatisfied	(-1) 66	7%	1%	-	7% ^{dgh}	3%	1%	1%	3%	4%	5%	5%	11%	4%	3%
Neither satisfied nor dissatisfied	(0) 268	11	25	17	15	32	27	31	36	22	21	27	4	61	206
Somewhat satisfied	(1) 32%	35%	31%	26%	33%	40% ^{uh}	29%	25%	29%	40%	46% ^{adhi}	35%	14%	33%	31%
Very satisfied	(2) 208	12	35	23	15	18	36	51	42	11	14	16	10	64	217
	33% ^{kl}	38%	42% ^{ijl}	35%	32%	42% ^{ijl}	42% ^{FJL}	34%	20%	31%	20%	30%	30%	35%	33%
	25% ^{kl}	20%	17%	36% ^{oghK}	19%	24	18	21	38	15	4	25	12	38	170
					30% ^{hkk}			17%	30% ^{ghK}		27% ^{kk}		32% ^{hhK}	20%	26%
SUMMARY CODES															
UNSATISFIED	92	2	8	2	7	6	10	19	9	7	6	9	6	23	69
	11%	7%	10%	4%	15% ^d	8%	11%	16% ^{dj}	7%	14%	13%	12%	20%	12%	10%
SATISFIED	489	18	49	46	23	42	54	72	80	25	18	40	21	102	387
	58% ^{kl}	58%	59%	71% ^{ijk}	51%	52%	60% ^{kk}	59%	64% ^{kk}	47%	41%	53%	66%	55%	58%
Mean Score	0.681k	0.641	0.661	1.025acE	0.480	0.703	0.682k	0.588	0.848K	0.554	0.325	0.683	0.720	0.586	0.708
Standard Deviation	1.025	1.030	0.900	0.877	1.114	1.055	0.928	0.973	1.002	1.117	0.950	1.154	1.355	1.033	1.022
Error Variance	0.001	0.039	0.012	0.014	0.028	0.014	0.010	0.008	0.009	0.027	0.020	0.021	0.066	0.007	0.002

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	788	126	96	267	711	57	768	543	200	25
Weighted Base	849	142	102*	310	789	60*	849	600	222	27**
Very dissatisfied	(-2) 26 3%	4 3%	4 4%	10 3%	22 3%	5 8%e	26 3%	20 3%	6 3%	-
Somewhat dissatisfied	(-1) 66 8%	11 8%	9 8%	26 8%	62 8%	4 6%	66 8%	55 9%	10 5%	1 2%
Neither satisfied nor dissatisfied	(0) 268 32%b	31 22%	23 22%	109 35%Bc	253 32%	15 25%	268 32%	166 28%	85 38%H	17 63%
Somewhat satisfied	(1) 281 33%D	63 44%aD	43 42%D	75 24%	261 33%	20 32%	281 33%	205 34%	73 33%	3 13%
Very satisfied	(2) 208 25%	34 24%	24 23%	90 29%	191 24%	17 29%	208 25%	154 26%	48 22%	6 22%
SUMMARY CODES										
UNSATISFIED	92 11%	15 10%	12 12%	36 12%	84 11%	8 14%	92 11%	75 13%	16 7%	1 2%
SATISFIED	489 58%	67 48%aD	67 66%aD	165 53%	452 57%	37 61%	489 58%	358 60%	121 55%	10 35%
Mean Score	0.681	0.789	0.735	0.675	0.682	0.674	0.681	0.695	0.661	0.546
Standard Deviation	1.025	0.981	1.030	1.083	1.012	1.190	1.025	1.055	0.959	0.872
Error Variance	0.001	0.008	0.011	0.004	0.001	0.025	0.001	0.002	0.005	0.030

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_07 How satisfied do you feel with the ability to use the internet through ... in each of these locations?

By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by road

Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	768	168	600	196	414	134	620	99	49
Weighted Base	849	179	670	208	453	156	687	109*	53*
Very dissatisfied	(-2) 26 3%	10 6% ^c	16 2%	2 1%	17 4%	4 3%	10 1%	5 5% ^g	11 21% ^{AGH}
Somewhat dissatisfied	(-1) 66 8%	13 7%	53 8%	10 5%	39 9%	14 9%	40 6%	15 14% ^{aG}	11 20% ^{AG}
Neither satisfied nor dissatisfied	(0) 268 32%	50 28%	218 33%	70 34%	140 31%	43 28%	205 30%	46 42% ^{ag}	16 31%
Somewhat satisfied	(1) 281 33% ^d	58 33%	223 33%	73 35%	147 32%	52 33%	239 35% ^h	32 30%	10 18%
Very satisfied	(2) 208 25% ^{hH}	48 27%	160 24%	52 25%	110 24%	43 28%	192 28% ^{hH}	10 10%	5 10%
SUMMARY CODES									
UNSATISFIED	92 11% ^g	23 13%	69 10%	13 6%	56 12% ^d	18 12%	50 7%	20 18% ^{aG}	22 41% ^{AGH}
SATISFIED	489 58% ^{hH}	106 59%	383 57%	125 60%	257 57%	95 61%	431 63% ^{hH}	43 39%	15 28%
Mean Score	0.69 ^{hH}	0.67 ^g	0.69 ²	0.77 ⁷	0.64 ⁶	0.73 ⁹	0.82 ^{hH}	0.25 ⁷¹	-0.24 ⁷
Standard Deviation	1.025	1.117	1.000	0.917	1.056	1.044	0.956	0.971	1.265
Error Variance	0.001	0.007	0.002	0.004	0.003	0.008	0.001	0.010	0.033

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	299	143	126	85	89	51	29	11	4	174	80	15
Weighted Base	294	161	133	83*	97*	56*	40**	14**	3**	180	96*	17**
Very dissatisfied	(-2)	24	14	2	13	6	3	-	-	16	8	-
	8%	8%	8%	3%	14% ^d	10%	7%	-	-	9%	9%	-
Somewhat dissatisfied	(-1)	42	22	11	16	7	7	-	1	26	14	1
	14%	14%	15%	13%	16%	13%	18%	-	27%	15%	15%	5%
Neither satisfied nor dissatisfied	(0)	69	39	29	21	8	14	6	1	40	22	8
	23%	24%	22%	24%	22%	15%	34%	39%	24%	22%	23%	38%
Somewhat satisfied	(1)	96	55	42	32	20	9	7	1	59	29	8
	33%	34%	31%	39%	28%	36%	21%	52%	28%	33%	30%	48%
Very satisfied	(2)	63	31	32	18	20	15	8	1	38	23	2
	22%	19%	24%	22%	21%	26%	20%	10%	21%	21%	24%	12%
SUMMARY CODES												
UNSATISFIED	66	36	30	13	29	13	10	-	1	42	23	1
	22%	22%	22%	16%	30% ^d	23%	25%	-	27%	23%	24%	5%
SATISFIED	159	86	74	50	47	35	16	9	1	98	51	10
	54%	53%	56%	61%	49%	62%	41%	61%	50%	54%	53%	59%
Mean Score	0.453	0.415	0.498	0.635	0.262	0.557	0.295	0.712	0.446	0.434	0.448	0.666
Standard Deviation	1.207	1.194	1.225	1.053	1.331	1.292	1.185	0.657	1.344	1.222	1.249	0.764
Error Variance	0.005	0.010	0.012	0.013	0.020	0.033	0.048	0.039	0.451	0.009	0.019	0.039

Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	259	73	106	40	50	179	90	177	92
Weighted Base	294	90*	124	41*	39*	214	80*	203	91*
Very dissatisfied	(-2) 24 8%	9 10%	11 9%	2 4%	2 5%	20 9%	4 5%	20 10%	4 4%
Somewhat dissatisfied	(-1) 42 14%	19 21% ^a	13 11%	7 17%	3 7%	32 15%	10 12%	32 16%	10 11%
Neither satisfied nor dissatisfied	(0) 69 23%	30 23%	26 21%	10 26%	12 30%	47 22%	22 28%	51 25%	19 19%
Somewhat satisfied	(1) 96 33%	32 35%	39 31%	11 26%	15 38%	70 33%	26 32%	56 28%	40 44% ^h
Very satisfied	(2) 63 22%	11 12%	34 27% ^b	11 26%	8 20%	45 21%	19 23%	43 21%	20 22%
SUMMARY CODES									
UNSATISFIED	66 22%	27 30% ^a	25 20%	9 22%	5 12%	52 24%	14 17%	53 26% ⁱ	13 14%
SATISFIED	159 54%	42 47%	73 59%	21 52%	23 59%	115 54%	44 55%	100 49%	60 66% ^h
Mean Score	0.453	0.182	0.572^b	0.522	0.624^b	0.408	0.572^b	0.342	0.700^h
Standard Deviation	1.207	1.185	1.254	1.193	1.050	1.238	1.119	1.255	1.056
Error Variance	0.005	0.019	0.015	0.036	0.022	0.009	0.014	0.009	0.012

Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	AREA		COUNTRY			
		Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	269	255	14	230	27	8	4
Weighted Base	294	278	16**	252	31**	8**	3**
Very dissatisfied	(-2) 24 8%	24 9%	-	22 9%	1 5%	-	1 20%
Somewhat dissatisfied	(-1) 42 14%	37 13%	4	33 13%	7 24%	1 13%	-
Neither satisfied nor dissatisfied	(0) 69 23%	68 24%	1 6%	58 23%	5 16%	3 41%	3 80%
Somewhat satisfied	(1) 96 33%	90 32%	6 38%	91 36%	3 10%	3 33%	-
Very satisfied	(2) 63 22%	59 21%	5 29%	48 19%	14 45%	1 14%	-
SUMMARY CODES							
UNSATISFIED	66 22%	61 22%	4	55 22%	9 29%	1 13%	1 20%
SATISFIED	159 54%	148 53%	11 67%	139 55%	17 55%	4 46%	-
Mean Score	0.453	0.439	0.690	0.438	0.658	0.466	-0.391
Standard Deviation	1.207	1.208	1.194	1.192	1.396	0.947	0.945
Error Variance	0.005	0.006	0.102	0.006	0.072	0.112	0.223

Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorks and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	269	3	23	13	12	22	33	76	39	7	8	27	4	45	224
Weighted Base	294	3**	27**	17**	11**	22**	33*	85*	45*	8**	8**	31**	3**	54*	240
Very dissatisfied	(-2) 24	-	1	-	3	3	1	9	3	1	-	1	1	4	20
	8%	-	4%	-	30%	12%	3%	11%	7%	17%	-	5%	20%	8%	8%
Somewhat dissatisfied	(-1) 42	-	3	2	2	2	1	16	4	3	1	7	-	12	30
	14%	-	13%	9%	21%	10%	3%	19%g	8%	32%	13%	24%	-	22%	12%
Neither satisfied nor dissatisfied	(0) 69	-	7	4	2	11	7	14	10	2	3	5	3	17	51
	23%	-	26%	27%	21%	47%	22%	17%	21%	23%	41%	16%	80%	32%	21%
Somewhat satisfied	(1) 96	2	12	6	1	4	15	34	15	2	3	3	-	13	83
	33%	79%	44%	38%	13%	16%	45%	39%	32%	20%	33%	10%	-	25%	35%
Very satisfied	(2) 63	1	3	4	2	3	9	12	14	1	1	14	-	7	56
	22%	21%	12%	26%	15%	15%	26%	14%	32%h	6%	14%	45%	-	13%	23%
SUMMARY CODES															
UNSATISFIED	66	-	5	2	6	5	2	26	7	4	1	9	1	16	50
	22%g	-	17%	9%	51%	22%	7%	30%g	15%	49%	13%	29%	20%	30%	21%
SATISFIED	159	3	16	11	3	7	23	45	29	2	4	17	-	21	139
	54%	100%	57%	64%	28%	31%	71%	53%	64%	27%	46%	55%	-	38%	58%n
Mean Score	0.453	1.211	0.469	0.812	-0.386	0.107	0.876h	0.259	0.740	-0.304	0.466	0.658	-0.391	0.137	0.524
Standard Deviation	1.207	0.496	1.026	0.955	1.476	1.175	0.959	1.229	1.194	1.268	0.947	1.396	0.945	1.148	1.211
Error Variance	0.005	0.082	0.046	0.070	0.181	0.063	0.028	0.019	0.037	0.230	0.112	0.072	0.223	0.029	0.007

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	259	152	117	-	202	30	232	210	56	3
Weighted Base	294	171	123	**	224	32**	255	227	64*	4**
Very dissatisfied	(-2)	24	13	11	16	4	20	23	1	-
		8%	7%	9%	7%	11%	8%	10%	2%	-
Somewhat dissatisfied	(-1)	42	23	19	32	3	35	36	6	-
		14%	13%	16%	14%	8%	14%	16%	9%	-
Neither satisfied nor dissatisfied	(0)	69	41	28	50	6	57	44	23	1
		23%	24%	23%	22%	20%	22%	19%	37%aH	41%
Somewhat satisfied	(1)	96	54	42	79	12	90	71	24	1
		33%	32%	34%	35%	36%	35%	31%	38%	30%
Very satisfied	(2)	63	41	23	47	8	54	53	10	1
		22%	24%	18%	21%	24%	21%	23%	15%	29%
SUMMARY CODES										
UNSATISFIED	66	35	30	-	48	6	55	59	7	-
	22%	21%	25%	-	22%	20%	21%	26%j	11%	-
SATISFIED	159	95	64	-	125	19	144	124	34	2
	54%	56%	52%	-	56%	60%	56%	55%	53%	59%
Mean Score	0.453	0.513	0.367	-	0.479	0.530	0.485	0.417	0.555	0.875
Standard Deviation	1.207	1.199	1.217	-	1.181	1.275	1.191	1.281	0.915	0.979
Error Variance	0.005	0.009	0.013	-	0.007	0.054	0.006	0.008	0.015	0.319

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.23_08 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	269	54	215	58	151	47	221	30	18
Weighted Base	294	58*	236	60*	167	52*	243	32**	19**
Very dissatisfied	(-2) 24	5	19	3	11	7	14	4	6
	8%	9%	8%	6%	7%	13%	6%	13%	33%
Somewhat dissatisfied	(-1) 42	6	36	10	27	3	31	6	4
	14%	10%	15%	16%	16%	5%	13%	18%	23%
Neither satisfied nor dissatisfied	(0) 69	11	58	17	33	16	52	11	5
	23%	18%	25%	28%	20%	30%	22%	35%	26%
Somewhat satisfied	(1) 96	21	75	19	54	19	85	8	3
	33%	37%	32%	32%	32%	37%	35%	25%	16%
Very satisfied	(2) 63	15	48	11	42	8	60	3	-
	22%	26%	20%	18%	25%	15%	25%	9%	-
SUMMARY CODES									
UNSATISFIED	66	11	55	13	38	10	45	10	11
	22%	19%	23%	22%	23%	19%	19%	31%	56%
SATISFIED	159	37	123	30	96	27	145	11	3
	54%	53%	52%	50%	58%	51%	60%	34%	18%
Mean Score	0.453	0.614	0.413	0.413	0.536	0.339	0.604	-0.009	-0.702
Standard Deviation	1.207	1.234	1.199	1.131	1.218	1.201	1.157	1.158	1.137
Error Variance	0.005	0.028	0.007	0.022	0.010	0.031	0.006	0.045	0.072

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i

* small base; ** very small base (under 30) ineligible for sig testing

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Mean summary table
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Indoors at home	0.905hl	0.823	1.000b	1.085agHkL	0.899hl	0.916hl	0.783	0.533	0.939	0.978HL	0.861h	0.595
Indoors at work place or place of study	0.794	0.716	0.884b	1.002AEGHkL	0.717	0.835	0.698	0.531	0.686	0.839Hl	0.778	0.555
Indoors in general e.g. building other than work, school or home	0.833	0.752	0.928b	1.045AEGHkL	0.791	0.835	0.697	0.589	0.807	0.899Hl	0.778	0.623
Outdoors around places I go to regularly, e.g. home, work, school	0.867hl	0.809	0.934	1.038aeGHkL	0.841	0.941ghl	0.682	0.589	0.750	0.925ghl	0.834	0.614
Outdoors in rural areas	0.580	0.519	0.651	0.706	0.554	0.599	0.489	0.449	0.337	0.619	0.554	0.432
Outdoors in urban areas	0.829	0.799	0.864	0.993agHkL	0.827	0.821	0.717	0.604	0.518	0.897Hl	0.778	0.591
Reception whilst travelling by road	0.681	0.595	0.785b	0.849ghl	0.652	0.721	0.554	0.512	0.669	0.729	0.650	0.536
Reception whilst travelling by rail	0.453	0.415	0.498	0.635	0.282	0.557	0.295	0.712	0.446	0.434	0.448	0.666

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Mean summary table
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	469	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Indoors at home	0.905	0.832	0.943	0.854	0.974	0.900	0.912	0.872	0.981
Indoors at work place or place of study	0.794	0.644	0.877b	0.764	0.848	0.786	0.804	0.746	0.904h
Indoors in general e.g. building other than work, school or home	0.833	0.741	0.858	0.822	0.905	0.812	0.862	0.779	0.959h
Outdoors around places I go to regularly, e.g. home, work, school	0.867	0.887	0.873	0.778	0.929	0.878	0.851	0.803	1.014aH
Outdoors in rural areas	0.580	0.497	0.553	0.537	0.766abcdF	0.531	0.647	0.517	0.725aH
Outdoors in urban areas	0.829	0.843	0.841	0.749	0.881	0.842	0.813	0.793	0.915
Reception whilst travelling by road	0.681	0.640	0.620	0.688	0.840cf	0.628	0.757	0.642	0.785
Reception whilst travelling by rail	0.453	0.182	0.572b	0.522	0.624b	0.408	0.572b	0.342	0.700h

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Mean summary table
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Indoors at home	0.905F	0.890	0.992	0.913F	1.107F	0.440	0.808
Indoors at work place or place of study	0.794	0.788	0.826	0.795	0.944	0.572	0.662
Indoors in general e.g. building other than work, school or home	0.833	0.817	0.925	0.830	0.990f	0.589	0.817
Outdoors around places I go to regularly, e.g. home, work, school	0.867f	0.848	0.978	0.879F	0.985f	0.489	0.780
Outdoors in rural areas	0.580	0.586	0.547	0.586	0.682	0.321	0.515
Outdoors in urban areas	0.829f	0.826	0.850	0.845f	0.923f	0.514	0.665
Reception whilst travelling by road	0.681f	0.693	0.617	0.702f	0.683	0.325	0.720
Reception whilst travelling by rail	0.453	0.439	0.690	0.438	0.658	0.466	-0.391

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Mean summary table
Base: All who use their mobile for internet

	GOVERNMENT REGIONS												0.1% SMALL BUSINESS USER		
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Indoors at home	0.905K	0.640	0.831	1.092K	0.751	0.810	0.907k	0.976K	1.049K	0.812	0.440	1.107K	0.808	0.839	0.922
Indoors at work place or place of study	0.794	0.397	0.775	0.957	0.571	0.725	0.761	0.913ek	0.867	0.736	0.572	0.944	0.662	0.752	0.804
Indoors in general e.g. building other than work, school or home	0.833	0.551	0.840	1.040ek	0.618	0.756	0.805	0.817	0.960k	0.806	0.589	0.990k	0.817	0.818	0.837
Outdoors around places I go to regularly, e.g. home, work, school	0.867k	0.580	0.815	1.113ek	0.744	0.730	0.974K	0.911K	0.938K	0.841	0.489	0.985k	0.780	0.779	0.889
Outdoors in rural areas	0.580	0.632	0.527	0.774ek	0.334	0.633	0.507	0.526	0.794eag hK	0.427	0.321	0.682	0.515	0.412	0.623n
Outdoors in urban areas	0.829k	0.689	0.773	1.011K	0.659	0.750	0.843	0.893k	0.980eK	0.731	0.514	0.923k	0.665	0.739	0.853
Reception whilst travelling by road	0.681k	0.641	0.661	1.025acE gHK	0.480	0.703	0.682k	0.586	0.848K	0.554	0.325	0.683	0.720	0.586	0.708
Reception whilst travelling by rail	0.453	1.211	0.469	0.812	-0.386	0.107	0.876h	0.259	0.740	-0.304	0.466	0.658	-0.391	0.137	0.524

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Mean summary table
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Indoors at home	0.905	0.968	0.904	0.955	0.875	0.971	0.886	0.926	0.843	0.940
Indoors at work place or place of study	0.794	0.979a	0.822	0.775	0.776	0.795	0.778	0.836	0.699	0.612
Indoors in general e.g. building other than work, school or home	0.833	0.906	0.856	0.853	0.813	0.803	0.812	0.862	0.768	0.710
Outdoors around places I go to regularly, e.g. home, work, school	0.867	0.961	0.936	0.851	0.831	0.922	0.841	0.892	0.811	0.752
Outdoors in rural areas	0.580	0.583	0.535	0.605	0.550	0.702	0.566	0.593	0.552	0.514
Outdoors in urban areas	0.829	0.942	0.920	0.789	0.809	0.850	0.813	0.860	0.759	0.706
Reception whilst travelling by road	0.681	0.789	0.735	0.675	0.682	0.674	0.681	0.695	0.661	0.546
Reception whilst travelling by rail	0.453	0.513	0.367	-	0.479	0.530	0.485	0.417	0.555	0.875

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.23 How satisfied do you feel with the ability to use the internet through ... in each of these locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI - Mean summary table
Base: All who use their mobile for internet

	Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Indoors at home	0.905HI	0.886	0.910	0.962	0.866	0.985	1.066AHI	0.407I	-0.210
Indoors at work place or place of study	0.794HI	0.796	0.793	0.815	0.761	0.867	0.942AHI	0.295I	-0.126
Indoors in general e.g. building other than work, school or home	0.833HI	0.892	0.817	0.888	0.787	0.920	0.996AHI	0.326I	-0.250
Outdoors around places I go to regularly, e.g. home, work, school	0.867HI	0.883	0.862	0.920	0.835	0.934	1.037AHI	0.304I	-0.198
Outdoors in rural areas	0.580HI	0.616	0.570	0.661	0.530	0.662	0.703eHI	0.184I	-0.210
Outdoors in urban areas	0.829HI	0.874	0.817	0.905	0.795	0.871	0.979AHI	0.367I	-0.171
Reception whilst travelling by road	0.681HI	0.679	0.682	0.777	0.646	0.739	0.821aHI	0.257I	-0.247
Reception whilst travelling by rail	0.453	0.614	0.413	0.413	0.536	0.339	0.604	-0.009	-0.702

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Yes - Indoors at home	138 14%	71 14%	67 15%	34 14%	36 11%	31 15%	27 19%	9 13%	1 11%	70 13%	58 17%	10 13%
Yes - Indoors at work place or place of study	92 9%	54 10%	38 8%	25 11%	22 7%	20 10%	17 12%	7 11%	-	48 9%	37 11%	7 9%
Yes - Indoors in general (building other than work, school or home)	81 8%	48 9%	34 7%	23 10%	23 7%	19 9%	12 8%	5 7%	-	46 8%	31 9%	5 6%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95 10%	54 10%	42 9%	28 12%	25 8%	20 10%	15 10%	8 11%	-	53 10%	35 10%	8 9%
Yes - Outdoors in rural areas	84 9%	44 8%	40 9%	26 11%	20 6%	18 9%	13 9%	7 10%	1 6%	46 8%	31 9%	7 9%
Yes - Outdoors in urban areas	97 10%	56 11%	41 9%	24 10%	30 9%	20 10%	15 10%	7 10%	1 6%	54 10%	35 10%	8 9%
Yes - Reception whilst travelling by road	79 8%	45 9%	34 7%	18 8%	22 7%	24 12%	9 6%	5 7%	1 6%	40 7%	33 9%	6 7%
Yes - Reception whilst travelling by rail	26 3%	18 3%	8 2%	9 4%g	10 3%	5 2%	-	2 2%	-	19 4%g	5 1%	2 2%
SUMMARY CODES												
INDOORS	170 17%	87 17%	83 18%	46 19%	43 14%	37 18%	32 22%e	12 17%	1 11%	88 16%	69 20%	13 16%
OUTDOORS	139 14%	68 13%	70 15%	41 17%	37 13%	26 13%	24 17%	10 6%	1 7%	78 14%	50 14%	11 13%
TRAVELLING	89 9%	50 10%	39 9%	22 9%	26 8%	26 13%	9 6%	5 7%	1 6%	48 9%	35 10%	6 7%
NUMBER IMPROVED												
1	125 13%	58 11%	67 15%	33 14%	34 11%	25 12%	24 17%	7 11%	1 11%	67 12%	49 14%	9 11%

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.

Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
2	34	12	22	8	8	6	9	3	-	16	15	3
	3%	2%	5%b	3%	2%	3%	7%	4%	-	3%	4%	4%
3	17	10	8	8	2	4	2	-	-	11	6	1
	2%	2%	2%	4%e	1%	2%	1%	-	6%	2%	2%	1%
4	10	6	4	5	3	1	1	-	-	8	2	-
	1%	1%	1%	2%	1%	1%	1%	-	-	1%	1%	-
5+	58	36	22	14	17	14	8	5	-	30	22	5
	6%	7%	5%	6%	5%	7%	6%	7%	-	6%	6%	6%
None of these	686	380	306	150	233	144	98	51	9	384	242	60
	70%	72%	68%	64% <i>d</i>	74% <i>d</i>	70%	68%	74%	72%	70%	70%	74%
Don't know	49	25	24	16	18	10	1	3	1	34	11	4
	5%	5%	5%	7% <i>g</i>	6% <i>g</i>	5%	1%	4%	11%	6% <i>g</i>	3%	5%
Average Number Improved	2.841	3.220c	2.465	2.748	2.970	3.074	2.453	3.219	1.653	2.855	2.786	3.026
Standard Deviation	2.501	2.706	2.228	2.275	2.702	2.662	2.263	2.941	1.283	2.483	2.491	2.814
Error Variance	0.027	0.067	0.041	0.073	0.116	0.145	0.155	0.721	0.549	0.046	0.076	0.528

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l
* small base; ** very small base (under 30) ineligible for sig testing

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Yes - Indoors at home	138 14%	29 13%	45 13%	33 15%	32 16%	74 13%	64 16%	88 13%	50 17%
Yes - Indoors at work place or place of study	92 9%	18 8%	33 9%	23 11%	18 9%	51 9%	41 10%	69 10%	23 8%
Yes - Indoors in general (building other than work, school or home)	81 8%	12 5%	31 9%	22 10%	17 9%	42 7%	39 9%	57 8%	24 8%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95 10%	15 7%	36 11%	24 11%	20 10%	51 9%	44 11%	69 10%	26 9%
Yes - Outdoors in rural areas	84 9%	13 6%	33 10%	22 11%	15 8%	46 8%	38 9%	55 8%	29 10%
Yes - Outdoors in urban areas	97 10%	15 7%	38 11%	24 11%	20 10%	53 9%	44 11%	65 10%	32 11%
Yes - Reception whilst travelling by road	79 8%	10 5%	29 8%	23 11% ^b	17 8%	39 7%	40 10% ^b	59 9%	20 7%
Yes - Reception whilst travelling by rail	28 3%	4 2%	12 3%	8 4%	2 1%	16 3%	10 2%	18 3%	8 3%
SUMMARY CODES									
INDOORS	170 17%	35 16%	59 17%	40 19%	37 19%	94 17%	76 19%	111 16%	59 20%
OUTDOORS	139 14%	23 10%	56 16%	33 15%	27 13%	79 14%	59 14%	93 14%	46 16%
TRAVELLING	89 9%	13 6%	34 10%	25 12% ^b	17 8%	47 8%	42 10%	65 9%	24 8%
NUMBER IMPROVED									
1	125 13%	25 11%	50 14%	24 11%	27 13%	75 13%	50 12%	82 12%	43 14%

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
2	34	10	10	7	7	20	14	20	14
	3%	4%	3%	3%	4%	4%	3%	3%	5%
3	17	4	7	1	5	11	6	9	9
	2%	2%	2%	1%	2%	2%	1%	1%	3%
4	10	-	1	6	2	1	9	6	4
	1%	-	*	3%abcaF	1%	*	2%bF	1%	1%
5+	58	8	22	16	11	31	27	43	15
	6%	4%	7%	7%	6%	5%	7%	6%	5%
None of these	686	171	232	152	131	403	293	495	191
	76%	77%aceg	67%	71%	66%	71%	69%	72%h	65%
Don't know	49	4	22	7	16	26	23	30	19
	5%	2%	6%b	3%	8%Bd	5%	6%b	4%	7%
Average Number Improved	2.841	2.464	2.810	3.344	2.716	2.692	3.035	3.005	2.528
Standard Deviation	2.501	2.287	2.558	2.701	2.353	2.466	2.544	2.654	2.161
Error Variance	0.027	0.138	0.085	0.140	0.087	0.053	0.056	0.050	0.052

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Yes - Indoors at home	138	117	21	114	11	5	9
	14%	14%	15%	14%	11%	11%	22%
Yes - Indoors at work place or place of study	92	75	17	74	10	3	6
	9%	9%	12%	9%	11%	6%	14%
Yes - Indoors in general (building other than work, school or home)	81	65	16	60	10	4	6
	8%	8%	12%	8%	11%	10%	16%
Yes - Outdoors around places I go to regularly e.g. home, work or school	95	75	21	71	12	5	7
	10%	9%	14%	9%	13%	11%	18%
Yes - Outdoors in rural areas	84	64	20	65	8	4	7
	9%	8%	14% ^b	8%	8%	9%	19% ^{ad}
Yes - Outdoors in urban areas	97	78	20	76	10	5	5
	10%	9%	14%	10%	11%	11%	13%
Yes - Reception whilst travelling by road	79	64	15	64	9	4	3
	8%	8%	10%	8%	8%	9%	8%
Yes - Reception whilst travelling by rail	26	22	4	23	2	1	-
	3%	3%	3%	3%	2%	1%	-
SUMMARY CODES							
INDOORS	170	146	24	140	13	8	9
	17%	17%	17%	16%	14%	17%	22%
OUTDOORS	139	112	26	108	14	7	10
	14%	13%	18%	13%	15%	16%	24%
TRAVELLING	89	73	16	74	6	4	3
	9%	9%	11%	9%	6%	9%	8%

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.

Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
NUMBER IMPROVED							
1	125 13% ^a	110 13%	15 10%	113 14% ^E	3 3%	5 10%	4 11%
2	34 3%	31 4%	3 2%	29 4%	2 3%	2 5%	-
3	17 2%	12 1%	-	12 1%	1 1%	-	4 11% ^A ^{Def}
4	10 1%	10 1%	-	6 1%	1 2%	2 5% ^{aD}	-
5+	58 6%	43 5%	14 10% ^b	44 6%	8 8%	2 4%	4 10%
None of these	686 70%	584 70%	101 71%	552 69%	75 81% ^{aD}	32 70%	26 67%
Don't know	49 5%	44 5%	5 3%	44 6%	1 1%	2 5%	1 2%
Average Number Improved	2.841	2.697	3.649	2.677	4.430	2.849	3.468
Standard Deviation	2.501	2.428	2.774	2.462	2.703	2.360	2.465
Error Variance	0.027	0.030	0.240	0.031	0.522	0.464	0.506

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Yes - Indoors at home	138	1	15	7	5	12	13	33	19	7	5	11	9	26	112
Yes - Indoors at work place or place of study	92	1	8	5	3	11	8	15	17	5	3	10	6	19	73
Yes - Indoors in general (building other than work, school or home)	81	1	7	4	1	10	6	14	12	5	4	10	6	16	65
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95	1	8	5	2	10	7	12	18	8	5	12	7	18	77
Yes - Outdoors in rural areas	84	1	7	5	3	8	3	11	24	4	4	8	7	12	72
Yes - Outdoors in urban areas	97	1	8	5	3	9	10	20	18% ^a ceGH	6%	9%	8%	19% ^a GH	6%	9%
Yes - Reception whilst travelling by road	79	1	8	5	3	9	8	12	16	3	4	8	3	14	65
Yes - Reception whilst travelling by rail	26	-	3	1	2	2	7	4	3	3	1	2	-	3	22
SUMMARY CODES															
INDOORS	170	1	18	7	5	17	20	42	21	9	8	13	9	32	138
OUTDOORS	139	1	12	5	7	11	12	25	29	8	7	14	10	21	118
TRAVELLING	89	1	10	5	4	9	9	15	17	5	4	8	3	15	74
	9%	3%	10%	7%	7%	11%	9%	9%	13%	9%	8%	8%	6%	7%	10%

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.

Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorks and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
NUMBER IMPROVED															
1	125 13% -	-	12 12% -	3 5% -	7 12% -	10 11% -	14 14% -	45 27% iACDeFg kLm	12 9% -	10 18% dL	5 10% -	3 3% -	4 11% -	21 10% -	104 13% -
2	34 3% -	-	4 4% -	2 2% -	2 3% -	2 2% -	4 5% -	5 3% -	9 6% -	1 2% -	2 5% -	2 3% -	-	4 2% -	30 4% -
3	17 2% -	-	1 1% -	1 2% -	2 3% h	2 2% -	4 4% h	-	2 2% -	-	-	1 1% -	4 11% AdH kl	2 1% -	16 2% -
4	10 1% -	-	3 3% -	-	-	-	1 1% -	1 1% -	1 1% -	-	2 5% afh	1 2% -	-	1 1% -	9 1% -
5+	58 6% -	1 3% -	4 4% -	4 5% -	1 2% -	8 9% -	3 3% -	9 5% -	12 9% -	4 6% -	2 4% -	8 8% -	4 10% -	12 6% -	46 6% -
None of these	686 70% H	29 82% H	62 62% H	58 83% aCH	43 77% H	66 75% H	67 69% h	90 55% h	97 72% aH	39 68% H	32 70% H	75 81% aCH	26 67% H	152 75% H	534 69% H
Don't know	49 5% -	2 5% -	14 14% AdFgIL	2 3% -	2 4% -	1 1% -	5 5% - 9% lll	15 9% - 9% lll	2 1% -	4 6% -	2 5% -	1 1% -	1 2% -	10 5% -	39 5% -
Average Number improved	2.841h	7.000	2.599	3.697	2.002	3.345	2.251	2.083	3.532	2.510	2.849	4.430	3.468	3.155	2.779
Standard Deviation	2.501	-	2.267	2.974	1.781	2.715	1.952	2.306	2.795	2.592	2.369	2.793	2.465	2.776	2.446
Error Variance	0.027	-	0.285	1.106	0.244	0.321	0.147	0.090	0.244	0.448	0.464	0.522	0.506	0.241	0.030

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Yes - Indoors at home	138 14%	26 15%	19 16%	46 13%	114 14%	13 14%	127 14%	94 14%	40 16%	4 12%
Yes - Indoors at work place or place of study	92 9%	20 11%	10 8%	33 10%	77 10%	6 7%	83 9%	74 11%	15 6%	3 10%
Yes - Indoors in general (building other than work, school or home)	81 8%	19 11%	9 8%	31 9%	65 8%	8 9%	72 8%	64 9%	16 6%	2 6%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95 10%	21 12%	9 7%	39 11%	80 10%	6 6%	86 10%	74 11%	17 7%	5 16%
Yes - Outdoors in rural areas	84 9%	18 10%	8 7%	35 10%	69 9%	7 8%	76 9%	60 9%	23 9%	2 6%
Yes - Outdoors in urban areas	97 10%	22 13%	15 13%	33 9%	80 10%	9 10%	89 10%	77 11%	17 7%	3 9%
Yes - Reception whilst travelling by road	79 8%	21 12%	5 4%	32 9%	76 10%	2 3%	79 9%	59 8%	18 7%	2 6%
Yes - Reception whilst travelling by rail	26 3% ^d	18 11% ^{a,d}	7 6% ^d	-	22 3%	1	23 3%	22 3%	4 2%	-
SUMMARY CODES										
INDOORS	170 17%	33 19%	24 19%	54 15%	140 18%	16 18%	156 18%	123 18%	43 17%	4 12%
OUTDOORS	139 14%	33 19%	21 17%	49 14%	114 14%	13 14%	127 14%	102 15%	31 12%	6 20%
TRAVELLING	89 9%	26 15% ^a	11 9%	32 9%	83 10%	3 4%	86 10%	68 10%	19 7%	2 6%
NUMBER IMPROVED										
1	125 13%	29 17% ^d	22 18% ^d	33 9%	100 13%	16 17%	116 13%	82 13%	28 11%	5 16%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.

Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
2	34	3	8	15	30	2	33	20	13	1
	3%	2%	7%	4%	4%	2%	4%	3%	5%	4%
3	17	6	2	3	13	1	14	14	3	-
	2%	4%	1%	1%	2%	2%	2%	2%	1%	-
4	10	2	-	5	10	-	10	8	2	-
	1%	1%	-	1%	1%	-	1%	1%	1%	-
5+	58	13	6	23	48	4	52	44	11	2
	6%	8%	5%	7%	6%	5%	6%	6%	5%	6%
None of these	680	110	82	252	554	60	614	484	182	21
	70%	64%	67%	72%	70%	65%	70%	70%	72%	68%
Don't know	49	8	3	19	34	9	42	32	15	2
	5%	5%	3%	6%	4%	9%	5%	5%	6%	6%
Average Number Improved	2.841	3.079	2.270	3.158	2.902	2.160	2.823	2.922	2.633	2.500
Standard Deviation	2.501	2.848	2.227	2.511	2.551	2.025	2.507	2.558	2.323	2.609
Error Variance	0.027	0.159	0.130	0.093	0.035	0.164	0.030	0.039	0.098	1.134

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.

Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Yes - Indoors at home	138 14%h	28 13%	110 14%	35 14%	71 14%	28 16%	122 15%h	7 5%	9 16%h
Yes - Indoors at work place or place of study	92 9%	20 9%	72 9%	22 9%	49 10%	16 9%	83 11%h	5 4%	3 6%
Yes - Indoors in general (building other than work, school or home)	81 8%	18 8%	64 8%	21 8%	41 8%	15 9%	74 9%	6 5%	2 3%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	95 10%	22 10%	73 10%	24 9%	48 9%	18 10%	82 10%	11 8%	3 4%
Yes - Outdoors in rural areas	84 9%	18 9%	66 9%	22 9%	40 8%	19 11%	77 10%	5 4%	1 2%
Yes - Outdoors in urban areas	97 10%	18 9%	79 10%	20 9%	54 11%	19 11%	86 11%	7 6%	4 6%
Yes - Reception whilst travelling by road	79 8%	19 9%	60 8%	14 5%	44 9%	17 10%	68 9%	7 6%	3 5%
Yes - Reception whilst travelling by rail	26 3%	7 3%	19 2%	3 1%	16 3%	7 4%	25 3%	1 *	- -
SUMMARY CODES									
INDOORS	170 17%h	36 17%	134 17%	44 17%	88 17%	35 20%	150 19%h	9 7%	11 18%
OUTDOORS	139 14%	29 14%	109 14%	33 13%	73 14%	27 16%	122 15%	11 9%	5 8%
TRAVELLING	89 9%	21 10%	68 9%	14 5%	51 10% ^d	20 11% ^d	78 10%	8 6%	3 5%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
* small base

Q.24 Compared to 12 months ago, are you MORE satisfied with the ability to use the internet through ... in any of the following locations?
By this we mean accessing the internet through 3G, 4G, Edge or GPRS and not through WIFI.
Base: All who use their mobile for internet

	Q.8 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
NUMBER IMPROVED									
1	125	28	97	26	71	27	101	10	15
	13%	13%	13%	10%	14%	15%	13%	8%	24%agH
2	34	4	30	9	17	7	32	2	-
	3%	2%	4%	4%	3%	4%	4%	1%	-
3	17	5	13	8	7	2	15	2	-
	2%	2%	2%	3%	1%	1%	2%	2%	-
4	10	4	6	1	4	5	9	-	1
	1%	2%	1%	*	1%	3%de	1%	-	2%
5+	58	12	46	13	31	10	52	4	1
	6%	6%	6%	5%	6%	6%	7%	3%	2%
None of these	686	135	551	179	357	122	544	104	38
	70%	64%	72%	70%	70%	69%	69%	82%AGI	63%
Don't know	49	23	26	20	25	3	39	5	5
	5%	11%AC	3%	8%f	5%	2%	5%	4%	9%
Average Number improved	2.841	2.883	2.829	2.838	2.777	2.731	2.951	2.777	1.509
Standard Deviation	2.501	2.543	2.496	2.390	2.528	2.436	2.542	2.532	1.430
Error Variance	0.027	0.135	0.034	0.098	0.051	0.135	0.032	0.377	0.136

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	186	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Yes - Indoors at home	73	35	37	14	30	13	6	9	1	44	19	10
	7%	7%	8%	6%	10%	6%	4%	14%gk	6%	8%	5%	12%gk
Yes - Indoors at work place or place of study	54	24	30	9	21	10	8	4	1	30	19	5
	5%	5%	7%	4%	7%	5%	6%	5%	11%	5%	5%	6%
Yes - Indoors in general (building other than work, school or home)	57	30	27	6	22	9	12	8	1	28	21	8
	6%	6%	6%	3%	7%id	4%	8%id	11%D	6%	5%	6%	10%id
Yes - Outdoors around places I go to regularly, e.g. home, work or school	62	34	28	12	21	11	11	6	1	33	22	7
	6%	7%	6%	5%	7%	5%	8%	9%	6%	6%	6%	8%
Yes - Outdoors in rural areas	65	38	27	16	18	12	12	6	1	34	25	7
	7%	7%	6%	7%	6%	6%	9%	6%	6%	6%	7%	8%
Yes - Outdoors in urban areas	56	30	26	14	18	11	6	6	1	32	17	7
	6%	6%	6%	6%	6%	5%	4%	6%	6%	6%	5%	9%
Yes - Reception whilst travelling by road	45	25	21	6	22	7	7	2	-	28	15	2
	5%	5%	5%	3%	7%id	4%	5%	4%	-	5%	4%	3%
Yes - Reception whilst travelling by rail	20	8	12	6	7	4	3	1	-	13	6	1
	2%	2%	3%	3%	2%	2%	2%	2%	-	2%	2%	1%
SUMMARY CODES												
INDOORS	108	51	57	18	41	23	13	11	2	60	35	13
	11%	10%	13%	8%	13%	11%	9%	15%	17%	11%	10%	16%
OUTDOORS	96	53	43	24	30	17	16	9	1	53	33	10
	10%	10%	10%	10%	9%	8%	11%	13%	6%	10%	10%	12%
TRAVELLING	58	30	29	13	26	9	7	4	-	39	16	4
	6%	6%	6%	5%	8%	4%	5%	5%	-	7%	5%	4%
NUMBER IMPROVED												
1	102	48	54	29	38	18	12	3	1	68	31	4
	10%	9%	12%	13%	12%	9%	8%	4%	11%	12%	9%	5%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	186	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
2	21	12	9	4	7	6	1	3	-	11	7	3
		2%	2%	2%	2%	3%	1%	4%	-	2%	2%	3%
3	12	5	7	4	4	3	-	2	-	7	3	2
		1%	1%	2%	1%	2%	-	3%	-	1%	1%	2%
4	3	1	2	1	2	-	-	-	-	3	-	-
		*	*	*	1%	-	-	-	-	*	-	-
5+	35	20	15	5	13	5	7	5	1	17	12	5
		4%	3%	2%	4%	2%	5%	7%	6%	3%	4%	7%
None of these	754	414	340	176	233	160	121	55	9	409	281	64
		77%	75%	75%	74%	78%	84% ^a	79%	72%	75%	81% ^a	78%
Don't know	51	27	24	16	17	11	2	3	1	34	13	4
		5%	5%	7% ^g	6%	5%	1%	4%	1%	6%	4%	5%
Average Number improved	2.487	2.624	2.354	1.952	2.487	2.326	3.207	3.644	2.324	2.273	2.664	3.438
Standard Deviation	2.301	2.392	2.215	1.892	2.314	2.179	2.949	2.376	2.567	2.162	2.513	2.354
Error Variance	0.032	0.074	0.056	0.080	0.091	0.148	0.511	0.628	2.197	0.045	0.129	0.462

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing



Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	469	431	592	308
Weighted Base	979	223	344	213	198	567	412	584	295
Yes - Indoors at home	73	16	24	21	12	40	33	61	12
	7% ^h	7%	7%	10%	6%	7%	8%	9% ^h	4%
Yes - Indoors at work place or place of study	54	17	11	15	11	28	25	46	8
	5%	8% ^c	3%	7%	5%	5%	6%	7% ^h	3%
Yes - Indoors in general (building other than work, school or home)	57	12	15	17	13	27	30	44	13
	6%	6%	4%	8%	6%	5%	7%	6%	4%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	62	13	19	18	13	32	30	48	14
	6%	6%	6%	8%	6%	6%	7%	7%	5%
Yes - Outdoors in rural areas	65	13	17	19	17	29	36	47	18
	7%	6%	5%	9%	8%	5%	9% ^d	7%	6%
Yes - Outdoors in urban areas	56	9	14	22	10	23	32	38	17
	6%	4%	4%	10% ^{abCaef}	5%	4%	8% ^{cd}	6%	6%
Yes - Reception whilst travelling by road	45	6	15	16	8	21	24	34	11
	5%	3%	4%	8% ^{bf}	4%	4%	6%	5%	4%
Yes - Reception whilst travelling by rail	20	2	8	4	5	10	10	13	7
	2%	1%	2%	2%	3%	2%	2%	2%	3%
SUMMARY CODES									
INDOORS	108	29	31	27	21	60	48	87	21
	11%	13%	9%	13%	10%	11%	12%	13% ^h	7%
OUTDOORS	96	22	28	25	21	50	47	68	28
	10%	10%	8%	12%	11%	9%	11%	10%	10%
TRAVELLING	58	7	20	20	12	26	32	41	18
	6%	3%	6%	9% ^{bf}	6%	5%	8% ^b	6%	6%
NUMBER IMPROVED									
1	102	21	31	26	24	52	50	64	39
	10%	9%	9%	12%	12%	9%	12%	9%	13%

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	469	431	592	308
Weighted Base	979	223	344	213	198	567	412	584	295
2	21	6	10	3	2	16	5	19	3
		3%	3%	1%	1%	3%	1%	3%	1%
3	12	-	5	5	3	5	7	6	4
		-	1%	-	2%b	1%	2%	1%	1%
4	3	2	-	-	1	2	1	2	1
		1%	-	-	-	-	-	-	-
5+	35	7	9	12	7	16	19	29	6
		4%	3%	6%	4%	3%	5%	4%	2%
None of these	754	182	269	159	143	452	302	533	221
		77%	82%ag	76%	72%	80%ag	73%	79%	75%
Don't know	51	4	20	8	19	24	26	30	21
		5%bb	2%	6%b	4%	9%a,b,d,f	4%	6%b	7%
Average Number improved	2.487	2.423	2.265	2.874	2.393	2.329	2.660	2.744i	1.899
Standard Deviation	2.301	2.181	2.097	2.609	2.531	2.120	2.486	2.454	1.793
Error Variance	0.032	0.199	0.092	0.162	0.121	0.058	0.071	0.057	0.054

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Yes - Indoors at home	73 7%	65 8%	8 6%	50 6%	9 9%	8 17%aD	7 17%aD
Yes - Indoors at work place or place of study	54 5%	48 6%	6 4%	36 5%	5 5%	3 7%	9 23%ADE
Yes - Indoors in general (building other than work, school or home)	57 6%	50 6%	7 5%	44 6%	4 4%	1 2%	8 20%ADEF
Yes - Outdoors around places I go to regularly, e.g. home, work or school	62 6%	57 7%	5 3%	49 6%	3 3%	2 5%	8 20%ADE
Yes - Outdoors in rural areas	65 7%	59 7%	6 4%	48 6%	5 5%	4 9%	8 20%ADe
Yes - Outdoors in urban areas	56 6%	52 6%	4 3%	44 5%	3 3%	1 2%	8 20%ADEF
Yes - Reception whilst travelling by road	45 5%	40 5%	5 4%	32 4%	3 3%	3 6%	8 20%ADE
Yes - Reception whilst travelling by rail	20 2%	19 2%	1 1%	17 2%	1 1%	2 5%	-
SUMMARY CODES							
INDOORS	108 11%	93 11%	15 10%	76 9%	12 13%	8 18%	11 28%AD
OUTDOORS	96 10%	89 11%	7 5%	80 10%	5 5%	4 9%	8 20%e
TRAVELLING	58 6%	53 6%	5 4%	43 5%	3 3%	5 10%	8 20%ADE
NUMBER IMPROVED							
1	102 10%	91 11%	11 8%	80 10%	11 11%	9 19%	3 7%

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
2	21	18	4	16	1	2	1
3	2%	2%	2%	2%	2%	5%	4%
4	12	11	2	10	-	1	1
	1%	1%	1%	1%	-	3%	3%
5+	3	3	-	3	-	-	-
	*	*	-	*	-	-	-
5+	35	32	3	25	3	1	7
	4%	4%	2%	3%	3%	2%	17%ADef
None of these	754	636	118	621	76	30	27
	77%	76%	82%	78%	83% ^d	66%	68%
Don't know	51	45	6	46	1	2	1
	5%	5%	4%	6%	1%	5%	2%
Average Number improved	2.487	2.527	2.169	2.402	2.110	1.867	4.557
Standard Deviation	2.301	2.340	1.990	2.236	2.223	1.754	2.760
Error Variance	0.032	0.037	0.220	0.039	0.380	0.237	0.773

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	48	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Yes - Indoors at home	73 7%	6 20%	4 4%	5 7%	7 13% ^{cgh}	6 7%	3 3%	7 4%	8 6%	3 4%	8 17% ^{aCGHj}	9 9%	7 17% ^{cgh}	15 8%	58 7%
Yes - Indoors at work place or place of study	54 5%	5 15%	3 3%	3 5%	5 9% ^g	6 8%	1 1%	5 3%	6 5%	3 4%	3 7% ^g	5 5%	9 23% ^{ACDGH}	11 6%	43 5%
Yes - Indoors in general (building other than work, school or home)	57 6%	6 18%	2 2%	3 4%	5 9%	7 8%	3 3%	5 3%	11 8%	4 7%	1 2%	4 4%	8 20% ^{ACdGHk}	13 7%	44 6%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	62 6%	6 18%	5 5%	1 1%	4 7%	12 14% ^{adghl}	3 3%	7 4%	9 7%	3 4%	2 5%	3 3%	8 20% ^{ADdGHl}	14 7%	49 6%
Yes - Outdoors in rural areas	65 7%	6 18%	6 6%	3 5%	7 12% ^{ghj}	9 11% ^{gh}	3 3%	5 3%	7 6%	1 2%	4 9%	5 5%	8 20% ^{AcDGHl}	17 8%	48 6%
Yes - Outdoors in urban areas	58 6%	6 20%	6 6%	2 2%	5 9%	5 6%	3 3%	6 4%	9 7%	1 2%	1 2%	3 3%	8 20% ^{ACDGH}	10 5%	46 6%
Yes - Reception whilst travelling by road	45 5%	4 14%	1 1%	3 4%	5 9% ^c	5 6%	4 4%	5 3%	4 3%	1 2%	3 6%	3 3%	8 20% ^{ACdGH}	11 6%	34 4%
Yes - Reception whilst travelling by rail	20 2%	-	-	-	2 3%	3 3%	5 6% ^{ac}	4 2%	3 3%	-	2 5% ^c	1 1%	-	2 1%	18 2%
SUMMARY CODES															
INDOORS	108 11%	6 20%	7 7%	6 9%	8 15%	9 10%	7 7%	16 10%	12 9%	4 7%	8 18%	12 13%	11 28% ^{ACdG}	20 10%	88 11%
OUTDOORS	96 10%	6 20%	11 11%	4 6%	8 14%	16 18% ^{adghl}	6 6%	13 8%	13 10%	3 4%	4 9%	5 5%	8 20% ^{dghl}	20 10%	77 10%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	48	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
TRAVELLING	58 6%e	4 14%	1 1%	3 4%	6 10%G	5 6%	8 9%e	9 5%	6 5%	1 2%	5 10%G	3 3%	8 20%ACdfh JL	12 6%	46 6%
NUMBER IMPROVED															
1	102 10%	-	8 8%	7 11%	7 13%j	7 8%	15 15%j	26 16%j	9 7%	1 2%	9 19%j	11 11%	3 7%	13 7%	89 11%
2	21 2%	1 2%	2 2%	-	3 5%	3 3%	1 1%	5 3%	1 1%	-	2 5%	1 2%	1 4%	5 2%	16 2%
3	12 1%	-	3 3%	1 1%	-	1 1%	3 3%	1 1%	2 1%	-	1 3%	-	1 3%	2 1%	10 1%
4	3 -	-	-	1 1%	-	1 1%	-	-	-	2 3%a	-	-	-	2 1%	1 -
5+	35 4%h	6 18%	1 1%	1 1%	4 7%gH	5 6%gH	-	1 *	6 5%gh	1 2%	1 2%	3 3%	7 17%ACDGH JK	8 4%	27 3%
None of these	754 77%	24 75%	74 74%	58 83%k	41 72%	70 79%	73 75%	117 71%	115 85%eHKm	49 86%hk	30 66%	76 83%k	27 68%	161 80%	593 76%
Don't know	51 5%	2 5%	12 12%adll	2 3%	2 4%	2 2%	6 6%	15 9%lll	2 1%	4 7%l	2 5%	1 1%	1 2%	10 5%	41 5%
Average Number Improved	2.487H	6.105	1.890	2.002	2.805	3.362	1.327	1.355	3.200	3.788	1.857	2.110	4.557	3.076	2.352
Standard Deviation	2.301	1.568	1.440	2.031	2.695	2.740	0.724	1.044	2.703	2.701	1.754	2.223	2.780	2.507	2.245
Error Variance	0.032	0.410	0.207	0.458	0.427	0.442	0.028	0.033	0.487	2.432	0.237	0.380	0.773	0.251	0.036

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Total (a)	O.3 RAIL USER			O.4 ROAD USER			O.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	640	231	29
Weighted Base	979	171	123	350	769	93*	862	695	253	31**
Yes - Indoors at home	73	7	9	29	63	5	69	60	13	-
7%		4%	7%	8%	8%	6%	8%	9%	5%	-
Yes - Indoors at work place or place of study	54	5	6	23	47	6	53	43	11	-
5%		3%	5%	7%	6%	6%	6%	6%	4%	-
Yes - Indoors in general (building other than work, school or home)	57	7	5	26	51	4	55	43	12	2
6%		4%	4%	7%	6%	5%	6%	6%	5%	6%
Yes - Outdoors around places I go to regularly, e.g. home, work or school	62	12	7	23	53	7	60	52	10	-
6%		7%	6%	7%	7%	8%	7%	8%	4%	-
Yes - Outdoors in rural areas	65	6	11	23	58	5	63	53	11	1
7%		4%	9%	7%	7%	6%	7%	8%	4%	3%
Yes - Outdoors in urban areas	56	9	4	25	50	4	54	43	12	-
6%		6%	4%	7%	6%	5%	6%	6%	5%	-
Yes - Reception whilst travelling by road	45	3	6	21	45	1	45	38	7	-
5%		2%	5%	6%b	6%	1%	5%	6%	3%	-
Yes - Reception whilst travelling by rail	20	10	10	-	16	3	19	17	3	-
2%ad		6%AD	8%AD	-	2%	4%	2%	2%	1%	-
SUMMARY CODES										
INDOORS	108	13	13	41	90	10	100	86	20	2
11%		7%	11%	12%	11%	11%	11%	12%	8%	6%
OUTDOORS	96	19	12	35	81	12	93	79	16	1
10%		11%	10%	10%	10%	13%	11%	11%g	6%	3%
TRAVELLING	58	11	11	21	54	3	57	49	10	-
6%		7%	9%	6%	7%	4%	6%	7%	4%	-
NUMBER IMPROVED										
1	102	28	17	33	77	14	91	84	15	3
10%		17%ad	14%	8%	10%	15%	10%	12%g	6%	8%

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

Total (a)	Q3 RAIL USER			Q4 ROAD USER			Q3 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 900	152	117	308	711	90	801	640	231	29
Weighted Base 979	171	123	350	769	93*	862	695	253	31**
2	2	2	4	19	2	21	19	3	-
	1%	2%	1%	2%	3%	2%	3%	1%	-
3	2	2	4	10	2	11	9	4	-
	1%	1%	1%	1%	2%	1%	1%	1%	-
4	-	-	2	1	2	3	3	-	-
	-	-	-	-	2%	-	-	-	-
5+	3	5	16	34	1	35	28	7	-
	2%	4%	5%	4%	1%	4%	4%	3%	-
None of these	754	126	93	612	63	675	519	210	25
	77%	74%	76%	78%	78%	77%	75%	63%	82%
Don't know	51	3	18	36	10	46	33	15	3
	5%	6%	5%	5%	10%	5%	5%	6%	8%
Average Number improved	2.487	1.722	2.256	2.714	1.758	2.591	2.454	2.794	1.000
Standard Deviation	2.301	1.861	2.271	2.444	1.387	2.354	2.285	2.467	0.000
Error Variance	0.032	0.099	0.191	0.046	0.092	0.036	0.039	0.203	0.000

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing

Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Yes - Indoors at home	73	14	59	14	38	19	36	20	16
	7%g	7%	8%	5%	7%	11%	5%	16%AG	27%AG
Yes - Indoors at work place or place of study	54	9	45	8	31	10	22	15	17
	5%g	4%	6%	3%	6%	6%	3%	12%aG	28%AGh
Yes - Indoors in general (building other than work, school or home)	57	11	46	10	34	9	27	15	15
	6%g	5%	6%	4%	7%	5%	3%	12%aG	25%AGh
Yes - Outdoors around places I go to regularly, e.g. home, work or school	62	12	51	10	38	11	32	12	18
	6%g	6%	7%	4%	7%	6%	4%	10%g	31%AGH
Yes - Outdoors in rural areas	65	11	54	12	39	11	37	12	16
	7%	5%	7%	5%	8%	6%	5%	10%g	27%AGH
Yes - Outdoors in urban areas	56	10	45	11	31	11	28	12	16
	6%g	5%	6%	4%	6%	6%	4%	9%G	26%AGH
Yes - Reception whilst travelling by road	45	8	38	8	27	7	20	11	15
	5%g	4%	5%	3%	5%	4%	2%	9%G	25%AGH
Yes - Reception whilst travelling by rail	20	4	16	4	11	-	13	2	5
	2%	2%	2%	2%	2%	-	2%	2%	8%AG
SUMMARY CODES									
INDOORS	108	22	86	20	57	24	57	28	22
	11%g	10%	11%	8%	11%	14%	7%	22%AG	37%AG
OUTDOORS	96	16	80	16	57	20	60	15	22
	10%g	8%	10%	6%	11%g	11%	8%	12%	36%AGH
TRAVELLING	58	10	49	12	35	7	31	12	16
	6%	5%	6%	5%	7%	4%	4%	9%g	27%AGH

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f - a/g/h/i
 * small base



Q.25 Compared to 12 months ago, are you LESS satisfied with the ability to use the internet through ... in any of the following locations?
 Base: All who use their mobile for internet

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
NUMBER IMPROVED									
1	102	20	82	19	59	22	73	20	9
	10%	10%	11%	7%	11%	12%	9%	16%g	14%
2	21	2	19	3	12	7	17	1	3
	2%	1%	3%	1%	2%	4%	2%	1%	6%
3	12	3	9	4	8	-	8	2	2
	1%	2%	1%	2%	2%	-	1%	2%	3%
4	3	-	3	-	1	2	2	1	-
	*	-	*	-	-	1%	*	-	-
5+	35	7	28	6	20	5	11	10	14
	4%G	3%	4%	2%	4%	3%	1%	8%aG	23%AGH
None of these	754	153	601	203	389	137	642	87	26
	77%h	73%	78%	79%	78%	78%	81%HI	69%h	43%
Don't know	51	25	26	21	25	4	39	5	7
	5%	12%AC	3%	8%l	5%	2%	5%	4%	11%
Average Number improved	2.487g	2.453	2.494	2.363	2.498	2.218	1.915	2.921	4.243
Standard Deviation	2.301	2.311	2.307	2.094	2.317	2.113	1.721	2.676	2.859
Error Variance	0.032	0.178	0.039	0.133	0.056	0.149	0.027	0.247	0.314

Q.26 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Summary table

Base: All who use their mobile for internet

	Total	Indoors at home	Indoors at work place or place of study	Indoors in general e.g. building other than work, school or home	Outdoors around places I go to regularly, e.g. home, work, school	Outdoors in rural areas	Outdoors in urban areas	Reception whilst travelling by road	Reception whilst travelling by rail
Unweighted Base	900	900	900	900	900	900	900	768	269
Weighted Base	979	979	979	979	979	979	979	849	294
Frequently	278 28%	129 13% 46%	102 10% 37%	91 9% 33%	82 8% 29%	125 13% 45%	89 9% 32%	84 10% 30%	60 20% 22%
Sometimes	529 54%	235 24% 44%	278 28% 53%	308 31% 56%	302 31% 57%	318 32% 60%	278 28% 53%	253 30% 46%	102 35% 19%
Rarely	554 57%	292 30% 53%	290 30% 52%	315 32% 57%	334 34% 60%	293 30% 53%	345 35% 62%	283 33% 51%	88 30% 16%
SUMMARY CODE									
EVER	813 83%	655 67% 81%	670 68% 82%	714 73% 88%	718 73% 88%	735 75% 90%	713 73% 88%	619 73% 76%	250 85% 31%
Never	437 45%	324 33% 74%	309 32% 71%	265 27% 61%	261 27% 60%	243 25% 56%	266 27% 61%	230 27% 53%	44 15% 10%

Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Frequently	129	67	61	31	42	28	17	11	1	73	45	11
	13%	13%	14%	13%	13%	14%	12%	15%	6%	13%	13%	14%
Sometimes	235	133	101	43	67	46	39	17	2	130	85	19
	24%	25%	22%	18%	28% ^d	22%	28%	25%	17%	24%	25%	24%
Rarely	292	165	126	65	91	64	50	20	2	155	114	23
	30%	31%	28%	28%	29%	31%	35%	29%	18%	28%	33%	28%
SUMMARY CODE												
EVER	655	366	289	138	220	138	106	48	5	358	243	53
	67% ^d	69%	64%	59%	70% ^d	67%	74% ^d	69%	41%	65%	70% ^d	65%
Never	324	161	163	96	95	67	38	21	7	191	104	29
	33%	31%	36%	41% ^{aagk}	30%	33%	26%	31%	59%	35%	30%	35%

Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Frequently	129	29	40	36	24	68	60	89	40
	13%	13%	11%	17%	12%	12%	15%	13%	13%
Sometimes	235	59	79	55	41	138	97	172	62
	24%	26%	23%	26%	21%	24%	23%	25%	21%
Rarely	292	77	104	53	57	181	111	219	72
	30%	35%	30%	25%	29%	32%	27%	32% ^h	25%
SUMMARY CODE									
EVER	655	164	223	145	123	387	267	480	175
	67% ^h	74% ^{ceeg}	65%	68%	62%	68%	65%	70% ^h	59%
Never	324	58	121	68	76	180	144	204	120
	33%	26%	35% ^b	32%	38% ^b	32%	35% ^b	30%	41% ^{ah}

Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Frequently	129	111	18	98	13	8	10
	13%	13%	12%	12%	14%	17%	24% ^d
Sometimes	235	209	26	204	10	13	7
	24% ^e	25%	18%	25% ^E	11%	28% ^e	19%
Rarely	292	249	43	248	20	13	11
	30%	30%	30%	31%	21%	28%	29%
SUMMARY CODE							
EVER	655	569	86	551	43	33	28
	67% ^E	68%	60%	69% ^E	46%	72% ^E	71% ^e
Never	324	267	57	250	50	13	11
	33%	32%	40%	31%	54% ^{ADFG}	28%	29%

Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Frequently	129	8	17	6	12	15	6	15	13	7	8	13	10	33	96
Sometimes	235	7	16%g	8%	21%ghi	17%g	7%	9%	10%	11%	17%	14%	24%dGhi	16%	12%
Rarely	292	24%h	23	13	23	23	27	51	37	11	13	10	7	55	179
EVER	324	21%	23%	16%	23%	27%j	28%L	31%L	27%L	19%	28%j	11%	19%	28%	23%
Never	30%E	10	31	22	7	30	37	62	31	19	13	20	11	66	226
SUMMARY CODE	30%E	33%	31%e	31%e	12%	34%E	38%Eil	37%Eil	23%	33%e	28%e	21%	29%	33%	29%
EVER	655	25	70	40	32	68	70	128	81	36	33	43	28	155	500
Never	324	7	30	25	20	27	37	54	21	13	50	11	47	277	
	33%h	23%	30%	42%h	44%FgH	22%	28%	22%	40%h	37%	28%	54%ACFGH	29%	23%	36%N

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home
Base: All who use their mobile for internet

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Frequently	129	23	13	52	101	14	115	100	24	5
	13%	14%	11%	15%	13%	15%	13%	14%	9%	16%
Sometimes	235	34	38	73	192	25	217	174	54	7
	24%	20%	31% ^{bd}	21%	24%	27%	25%	25%	21%	22%
Rarely	292	58	42	97	249	25	274	204	80	8
	30%	34%	34%	28%	32%	27%	31%	29%	32%	25%
SUMMARY CODE										
EVER	655	116	93	223	542	64	606	477	158	19
	67%	67%	76% ^d	64%	69%	69%	69%	69%	63%	63%
Never	324	56	30	128	247	29	276	218	95	11
	33%	33%	24%	36% ^c	31%	31%	31%	31%	37%	37%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_01 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at home
 Base: All who use their mobile for internet

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Frequently	129	28	101	23	62	37	84	23	22
	13%	13%	13%	9%	12%	21%aDE	11%	18%g	37%AGH
Sometimes	235	53	181	52	131	43	163	51	21
	24%	25%	24%	20%	26%	25%	21%	40%AG	34%g
Rarely	292	48	244	77	151	52	256	28	8
	30%h	23%	32%b	30%	29%	30%	32%h	22%	13%
SUMMARY CODE									
EVER	655	129	526	151	344	133	503	101	51
	67%d	61%	68%	59%	67%d	76%aD	63%	81%AG	84%AG
Never	324	81	243	105	169	43	290	25	9
	33%h	39%	32%	41%aeF	33%	24%	37%h	19%	16%

Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Frequently	102	57	45	26	41	18	15	4	-	66	32	4
	10%	11%	10%	11%	13%	9%	10%	5%	-	12%	9%	4%
Sometimes	278	153	125	57	94	58	47	20	1	151	105	22
	28%	29%	28%	24%	30%	28%	33%	29%	11%	28%	30%	27%
Rarely	290	162	128	70	92	68	41	16	2	163	109	18
	30%	31%	28%	30%	29%	33%	29%	23%	13%	30%	31%	22%
SUMMARY CODE												
EVER	670	372	297	153	227	144	103	40	3	380	246	43
	68%L	71%	66%	65%	72%hL	70%l	72%l	58%	24%	69%L	71%L	53%
Never	309	154	155	81	87	61	41	29	10	169	101	39
	32%	29%	34%	35%	28%	30%	28%	42%e	78%	31%	29%	47%AEgJK

Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Frequently	102	24	23	37	19	47	55	80	22
	10%	11%	7%	17% ^a CaeF	9%	8%	13% ^{Cf}	12%	8%
Sometimes	278	77	98	57	46	175	103	203	75
	28%	35% ^{ag}	28%	27%	23%	31% ^{ae}	25%	30%	25%
Rarely	290	69	121	53	46	191	99	215	75
	30% ^{gg}	31%	35% ^{dEG}	25%	23%	34% ^{deG}	24%	31%	25%
SUMMARY CODE									
EVER	670	171	242	146	111	413	257	498	172
	68% ^{EgEgl}	77% ^{aaEG}	70% ^{Eg}	69% ^E	56%	73% ^{EG}	62%	73% ^l	58%
Never	309	52	103	67	88	154	155	186	123
	32% ^{bb}	23%	30%	31%	44% ^{ABCADF}	27%	38% ^{aBcaF}	27%	42% ^{AH}

Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Frequently	102	89	14	81	8	5	9
	10%	11%	10%	10%	8%	10%	22%ad
Sometimes	278	237	41	232	17	15	14
	28%	28%	29%	29%	19%	32%	35%
Rarely	290	256	34	243	29	11	7
	30%	31%	24%	30%	31%	24%	18%
SUMMARY CODE							
EVER	670	581	88	556	54	30	30
	68%	70%	62%	69%	58%	66%	75%
Never	309	254	55	245	39	16	10
	32%	30%	38%	31%	42%	34%	23%

Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorks and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Frequently	102	5	15	4	6	13	7	13	13	6	5	8	9	26	76
	10%	15%	15%	5%	11%	15%	8%	8%	9%	11%	10%	8%	22%adgh	13%	10%
Sometimes	278	9	24	18	21	22	32	60	38	10	15	17	14	64	214
	29%	27%	24%	29%	36%ij	24%	34%j	36%L	27%	16%	32%	19%	35%	32%	27%
Rarely	290	10	29	20	7	32	32	65	29	19	11	29	7	68	222
	30%E	32%	29%e	29%e	12%	36%Ei	33%E	39%eIim	21%	33%e	24%	31%e	18%	34%	29%
SUMMARY CODE															
EVER	670	24	68	42	34	66	72	138	78	35	30	54	30	158	512
	68%j	75%	67%	60%	59%	75%j	74%il	83%ACDEI JL	58%	61%	66%	58%	75%	79%aO	66%
Never	309	8	33	28	23	22	25	27	57	22	16	39	10	43	266
	32%Hh	25%	33%H	40%H	41%H	25%	26%	17%	42%algh	39%H	34%h	42%lgh	25%	21%	34%N

Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Frequently	102	16	12	49	78	12	90	81	20	2
	10%	9%	10%	14%	10%	13%	10%	12%	8%	6%
Sometimes	278	41	44	92	227	28	256	209	60	9
	28%	24%	36%b	26%	29%	30%	29%	30%	24%	29%
Rarely	290	61	41	88	245	25	270	204	79	6
	30%	36% ^d	34%	25%	31%	26%	31%	29%	31%	21%
SUMMARY CODE										
EVER	670	117	97	230	550	65	615	494	159	17
	68%	69%	79% ^{ad}	66%	70%	69%	70%	71% ^d	63%	56%
Never	309	54	26	120	238	28	267	201	95	13
	32% ^c	31%	21%	34% ^c	30%	31%	30%	29%	37% ^{ch}	44%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_02 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors at work place or place of study
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Frequently	102	23	80	18	53	26	67	21	15
	10%	11%	10%	7%	10%	15% ^d	8%	17% ^g	24% ^{AG}
Sometimes	278	56	222	54	159	53	202	47	29
	28% ^d	27%	29%	21%	31% ^D	30% ^d	25%	37% ^g	48% ^{AG}
Rarely	290	61	229	84	147	51	252	30	8
	30% ^l	29%	30%	33%	29%	29%	32% ^l	24%	13%
SUMMARY CODE									
EVER	670	140	530	155	359	131	520	98	51
	68% ^d	66%	69%	61%	76% ^d	74% ^D	60%	75% ^g	85% ^{AG}
Never	309	71	238	100	155	45	272	26	9
	32% ^l	34%	31%	39% ^{aeF}	30%	28%	34% ^{hl}	22%	14%

Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Frequently	91	50	40	22	28	21	14	6	1	49	34	7
	9%	10%	9%	9%	9%	10%	9%	9%	6%	9%	10%	8%
Sometimes	308	173	135	58	113	60	52	21	4	170	112	25
	31%	33%	30%	25%	36% ^d	30%	36% ^{hd}	31%	30%	31%	32%	30%
Rarely	315	176	139	81	98	69	45	20	1	180	115	21
	32%	33%	31%	35%	31%	34%	32%	29%	6%	33%	33%	25%
SUMMARY CODE												
EVER	714	399	314	161	239	151	111	47	5	400	262	52
	73%	76% ^c	69%	69%	76%	74%	77%	68%	41%	73%	75%	64%
Never	265	127	138	74	76	54	32	22	7	149	86	30
	27%	24%	31% ^b	31%	24%	26%	23%	32%	59%	27%	25%	36%

Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	G2DE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Frequently	91	22	20	30	19	42	49	65	26
	9%	10%	6%	14%aCaF	8%	7%	12%CI	10%	9%
Sometimes	308	83	116	62	47	199	109	223	84
	31%ee	37%EG	34%ag	29%	24%	35%EG	26%	33%	29%
Rarely	315	74	125	59	58	198	117	231	84
	32%	33%	36%g	28%	29%	35%g	28%	34%	29%
SUMMARY CODE									
EVER	714	179	261	151	124	439	274	519	194
	73%EgEgI	80%aadEG	76%Eg	71%	62%	77%EG	67%	76%I	66%
Never	265	44	84	62	75	128	137	165	101
	27%bb	20%	24%	29%b	38%ABCAF	23%	33%aBcaF	24%	34%aH

Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Frequently	91	84	7	70	8	4	8
	9%	10%	5%	9%	9%	9%	20% ^{ad}
Sometimes	308	263	45	256	26	16	10
	31%	31%	31%	32%	28%	35%	26%
Rarely	315	270	45	264	27	12	12
	32%	32%	31%	33%	29%	27%	30%
SUMMARY CODE							
EVER	714	617	97	590	61	32	30
	73%	74%	68%	74%	66%	70%	77%
Never	265	219	46	211	31	13	9
	27%	26%	32%	26%	34%	30%	23%

Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Frequently	91	6	8	7	10	14	5	11	10	1	4	8	8	20	71
Sometimes	308	11	33	10	16	24	31	74	44	13	16	28	10	73	234
Rarely	315	12	32	27	11	35	39	55	31	22	12	27	12	71	244
SUMMARY CODE															
EVER	714	28	73	44	36	72	75	140	85	36	32	61	30	165	549
Never	265	4	27	26	21	16	22	25	50	22	13	31	9	37	228
	27%h	12%	27%h	37%h	37%h	18%	22%	15%	37%aFGH	38%h	30%h	34%h	23%	18%	29%hN

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Frequently	91	16	12	36	72	8	80	72	16	3
	9%	9%	10%	10%	9%	9%	9%	10%	6%	9%
Sometimes	308	56	40	101	256	29	285	236	65	7
	31%	32%	33%	29%	33%	31%	32%	34% ^{ij}	26%	24%
Rarely	315	65	47	106	262	31	294	215	92	8
	32%	38%	38%	30%	33%	34%	33%	31%	36%	25%
SUMMARY CODE										
EVER	714	137	99	242	591	68	659	522	173	18
	73%	80% ^d	80% ^d	69%	75%	73%	75%	75%	68%	58%
Never	265	35	24	108	198	25	223	173	80	13
	27%	20%	20%	31% ^{bc}	25%	27%	25%	25%	32%	42%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_03 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Indoors in general e.g. building other than work, school or home
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Frequently	91	19	72	16	52	19	50	24	17
	9%g	9%	9%	6%	10%	11%	6%	19%AG	28%AG
Sometimes	308	60	247	65	167	63	228	53	28
	31%	29%	32%	25%	33%	36% ^d	29%	42%aG	46%aG
Rarely	315	65	250	94	156	54	278	29	7
	32% ^h	31%	33%	37%	30%	31%	35% ^h	23%	12%
SUMMARY CODE									
EVER	714	144	569	175	375	136	556	105	52
	73%	69%	74%	69%	79%	77%	70%	84%aG	87%ag
Never	265	66	199	82	138	40	237	20	8
	27% ^h	31%	26%	32%	27%	23%	30% ^h	16%	13%

Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Frequently	82	49	33	20	30	17	10	4	1	50	27	4
	8%	9%	7%	9%	10%	8%	7%	5%	6%	9%	8%	5%
Sometimes	302	165	137	58	106	58	55	22	2	165	113	24
	31%	31%	30%	25%	34% ^d	28%	38% ^d	32%	19%	30%	32%	30%
Rarely	334	180	154	84	103	82	43	20	1	187	126	21
	34%	34%	34%	36%	33%	40% ^d	30%	29%	11%	34%	38%	26%
SUMMARY CODE												
EVER	718	394	324	162	240	157	109	46	4	402	266	50
	73% ^d	75%	72%	69%	76% ^d	77% ^d	76% ^d	66%	35%	73% ^d	76% ^d	61%
Never	261	132	129	72	75	47	35	23	8	147	82	32
	27%	25%	28%	31%	24%	23%	24%	34%	65%	27%	24%	39% ^{aefgjk}

Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Frequently	82 8%oc	16 7%	16 5%	33 15%AbCAeF	17 9%	32 6%	50 12%aCaF	57 8%	25 9%
Sometimes	302 31%	76 34%e	117 34%ag	60 29%	49 25%	192 34%ag	109 27%	218 32%	84 28%
Rarely	334 34%	90 40%deG	125 36%g	63 29%	57 28%	215 38%deG	119 29%	244 36%	90 31%
SUMMARY CODE									
EVER	718 73%EgEg	181 81%aaEG	258 75%Eg	156 73%e	123 62%	439 77%Eg	279 68%	519 76%h	199 68%
Never	261 27%bc	42 19%	86 25%	57 27%	76 38%ABCAdF	128 23%	133 32%aBcaF	165 24%	96 32%h

Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Frequently	82	75	7	62	7	5	8
	8%	9%	5%	8%	8%	10%	21% ^a De
Sometimes	302	249	53	249	26	15	13
	31%	30%	37%	31%	28%	32%	32%
Rarely	334	292	42	282	28	12	12
	34%	35%	30%	35%	31%	25%	30%
SUMMARY CODE							
EVER	718	616	102	593	61	31	33
	73%	74%	71%	74%	66%	68%	83%
Never	261	219	41	208	31	15	7
	27%	26%	29%	26%	34%	32%	17%

Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Frequently	82 8%	5 15%	12 12%h	2 3%	7 12%	13 14%dgh	4 4%	8 5%	8 6%	4 8%	5 10%	7 8%	8 21%aDGH l	23 12%	59 8%
Sometimes	302 31%	9 27%	31 31%	15 22%	18 32%	28 31%	31 32%	64 39%dj	41 31%	12 21%	15 32%	26 28%	13 32%	69 34%	233 30%
Rarely	334 34%e	16 49%	29 29%	25 36%	11 19%	29 33%	38 39%e	66 40%E	45 33%	24 42%e	12 25%	28 31%	12 30%	69 34%	265 34%
SUMMARY CODE															
EVER	718 73%	29 90%	72 71%	43 61%	36 63%	69 78%de	73 75%	138 84%AcDEI kL	94 70%	40 70%	31 68%	61 66%	33 83%de	161 80%o	557 72%
Never	261 27%h	3 10%	29 29%h	27 39%lhm	21 37%lhm	19 22%	24 25%	27 16%	41 30%hH	17 30%	15 32%h	31 34%hH	7 17%	40 20%	221 28%h

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	Q.3 PAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Frequently	82	19	7	36	63	8	71	69	12	1
	8%	11%	6%	10%	8%	8%	8%	10%u	5%	3%
Sometimes	302	42	44	101	251	29	280	225	68	9
	31%	25%	38%	29%	32%	32%	32%	32%	27%	29%
Rarely	334	77	48	103	278	35	313	231	95	8
	34%	45%aD	40%	29%	35%	38%	36%	33%	38%	26%
SUMMARY CODE										
EVER	718	138	99	240	592	72	664	525	176	18
	73%	80%d	81%d	69%	75%	78%	75%	75%	69%	58%
Never	261	34	23	110	197	21	218	170	78	13
	27%	20%	19%	31%bc	25%	22%	25%	25%	31%	42%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_04 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors around places I go to regularly, e.g. home, work, school
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Frequently	82	16	66	15	40	23	49	17	15
	8%	8%	9%	6%	8%	13% ^d	6%	14% ^g	25% ^{AG}
Sometimes	302	59	243	68	169	52	222	50	29
	31%	28%	32%	27%	33%	30%	28%	40% ^g	49% ^{AG}
Rarely	334	69	265	93	170	61	287	38	9
	34% ^h	33%	35%	36%	33%	35%	36% ^h	30%	15%
SUMMARY CODE									
EVER	718	144	574	177	379	136	559	105	54
	73%	68%	75%	69%	74%	77%	71%	83% ^{aG}	89% ^{AG}
Never	261	66	195	80	134	40	234	21	6
	27% ^h	31%	25%	31%	26%	23%	29% ^h	17%	11%

Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Frequently	125 13%	73 14%	52 11%	24 10%	39 12%	39 19% ^{ad} h	18 13%	5 7%	1 6%	63 11%	57 16%	6 7%
Sometimes	318 32% ^{kl}	172 33%	145 32%	67 29%	120 38% ^{dfk}	50 24%	53 37% ^{kl}	24 35%	3 24%	187 34% ^{kl}	103 30%	27 33%
Rarely	293 30%	160 30%	133 29%	76 32%	93 26%	71 35%	41 29%	19 27%	3 23%	159 29%	112 32%	22 26%
SUMMARY CODE												
EVER	735 75%	405 77%	330 73%	167 71%	243 77%	159 78%	112 78%	47 69%	7 52%	410 75%	272 78% ^{kl}	54 66%
Never	243 25%	121 23%	122 27%	67 29%	72 23%	45 22%	31 22%	22 31%	6 48%	139 25%	76 22%	28 34% ^{kl}

Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Frequently	125	33	35	33	24	68	57	89	36
	13%	15%	10%	16%	12%	12%	14%	13%	12%
Sometimes	318	88	126	58	46	214	104	229	89
	32% ^{EEGG}	39% ^{dEG}	37% ^{dEG}	27%	23%	38% ^{dEG}	25%	33%	30%
Rarely	293	65	103	62	63	167	126	205	84
	30%	29%	30%	29%	32%	29%	30%	31%	28%
SUMMARY CODE									
EVER	735	185	263	154	133	449	287	527	208
	75% ^{eeeg}	83% ^{aadEG}	76% ^e	72%	67%	79% ^{EG}	70%	77% ⁱ	71%
Never	243	37	81	59	66	118	125	157	87
	25% ^{bb}	17%	24%	28% ^b	33% ^{aBcaF}	21%	30% ^{aBaF}	23%	29% ^h

Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Frequently	125 13%	100 12%	25 17%	97 12%	10 10%	5 10%	14 34%ADEI
Sometimes	318 32%	280 34%	38 26%	262 33%	25 27%	20 43%	11 27%
Rarely	293 30%	247 30%	46 32%	244 30%	31 33%	10 21%	9 22%
SUMMARY CODE							
EVER	735 75%	627 75%	108 76%	603 75%	66 71%	34 75%	33 83%
Never	243 25%	208 25%	35 24%	198 25%	27 29%	12 26%	7 17%

Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Frequently	125	3	13	10	9	13	11	14	13	11	5	10	14	35	90
	13%	10%	13%	15%	16%	15%	11%	9%	10%	19%	10%	10%	34% ^{AdIG}	17% ^o	12%
Sometimes	318	12	33	18	16	28	32	66	43	14	20	25	11	74	244
	32%	38%	32%	29%	29%	32%	33%	40%	32%	25%	43%	27%	27%	37%	31%
Rarely	293	12	25	19	14	31	33	56	38	16	10	31	9	58	235
	30%	36%	25%	27%	25%	36%	34%	34%	28%	27%	21%	33%	22%	29%	30%
SUMMARY CODE															
EVER	735	27	71	47	40	72	76	136	94	41	34	66	33	167	569
	75%	84%	70%	67%	70%	82% ^d	78%	83% ^{cdll}	70%	71%	75%	71%	83%	83% ^{ao}	73%
Never	243	5	30	23	17	16	21	29	40	17	12	27	7	35	208
	25% ⁿ	16%	30% ^h	33% ^{lh}	30%	18%	22%	17%	30% ^h	29%	25%	29% ^h	17%	17%	27% ⁿ

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	Q.3 RURAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Frequently	125	25	11	49	102	11	112	102	22	1
	13%	14%	9%	14%	13%	12%	13%	15% _u	9%	3%
Sometimes	318	52	52	95	271	27	298	231	79	7
	32%	30%	42% _{abD}	27%	34%	29%	34%	33%	31%	24%
Rarely	293	65	38	102	235	36	271	201	85	7
	30%	38%	31%	29%	30%	39%	31%	29%	33%	22%
SUMMARY CODE										
EVER	735	141	101	247	607	74	681	534	186	15
	75%	82% _D	82% _d	70%	77%	80%	77%	77%	74%	49%
Never	243	30	22	104	182	19	201	161	67	15
	25%	18%	18%	30% _{Bc}	23%	20%	23%	23%	26%	51%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_05 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in rural areas
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Frequently	125	20	105	29	66	26	86	22	17
	13%	10%	14%	11%	13%	15%	11%	17%	28%AG
Sometimes	318	67	251	77	170	58	240	54	23
	32%	32%	33%	30%	33%	33%	30%	43%aG	38%
Rarely	293	57	235	76	150	54	250	30	13
	30%	27%	31%	31%	29%	31%	32%	24%	21%
SUMMARY CODE									
EVER	735	145	591	185	385	138	577	106	52
	75%	69%	77%b	72%	75%	78%	72%	84%ag	87%ag
Never	243	66	178	72	128	38	216	20	8
	25%h	31%c	23%	28%	25%	22%	27%hi	16%	13%

Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	900	459	441	243	294	188	108	53	16	537	294	69
Weighted Base	979	526	452	234	315	204	143	69*	13**	549	348	82*
Frequently	89	52	37	17	28	26	14	4	2	45	39	5
	9%	10%	8%	7%	9%	12%	10%	5%	12%	8%	11%	6%
Sometimes	278	145	134	64	89	54	51	20	-	154	104	20
	28%	27%	30%	27%	28%	26%	35%	29%	-	28%	30%	25%
Rarely	345	193	152	77	116	83	40	25	4	193	123	29
	35%	37%	34%	33%	37%	40%g	28%	36%	32%	35%	35%	35%
SUMMARY CODE												
EVER	713	390	322	159	233	162	104	49	6	392	266	54
	73%	74%	71%	68%	74%	79%dj	73%	70%	44%	71%	77%cd	66%
Never	266	136	130	76	82	42	39	20	7	157	82	28
	27%	26%	29%	32%k	26%	21%	27%	30%	56%	29%cd	23%	34%cd

Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	900	178	291	194	237	489	431	592	308
Weighted Base	979	223	344	213	198	567	412	684	295
Frequently	89	18	25	29	17	43	46	60	29
	9%	8%	7%	13%cf	9%	8%	11%	9%	10%
Sometimes	278	70	107	50	52	177	101	193	85
	28%	31%	31%	23%	26%	31%adg	25%	28%	29%
Rarely	345	96	115	75	60	210	135	256	90
	35%	43%ceg	33%	35%	30%	37%	33%	37%h	30%
SUMMARY CODE									
EVER	713	183	247	153	129	430	282	509	204
	73%ee	82%AAdEG	72%	72%	65%	76%Eg	69%	74%	69%
Never	266	39	98	60	69	137	129	175	91
	27%BB	18%	28%b	28%b	35%aBaF	24%	31%BF	26%	31%

Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas
 Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	900	774	126	737	80	46	37
Weighted Base	979	836	143	801	93*	46*	40*
Frequently	89 9%	81 10%	8 6%	67 8%	7 8%	6 12%	9 23% ^{a,d}
Sometimes	278 28%	238 28%	41 28%	226 28%	23 25%	18 40%	12 29%
Rarely	345 35%	296 35%	50 35%	295 37% ^d	28 30%	10 21%	13 32%
SUMMARY CODE							
EVER	713 73%	614 73%	98 69%	588 73%	58 63%	34 73%	33 83% ^e
Never	266 27%	222 27%	45 31%	213 27%	34 37% ^g	12 27%	7 17%

Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorks and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	900	28	86	60	60	86	93	154	120	50	46	80	37	166	734
Weighted Base	979	32**	100*	70*	57*	88*	97*	165	135	57*	46*	93*	40*	201	777
Frequently	89	4	10	5	7	17	4	9	8	3	6	7	9	24	65
	9%	12%	10%	8%	13%g	20%AGHij	4%	6%	6%	4%	12%	8%	23%adGHj	12%	8%
Sometimes	278	9	31	11	13	19	29	59	40	13	18	23	12	58	220
	28%d	27%	31%	16%	24%	22%	30%	36%Df	30%	23%	40%Df	25%	29%	29%	28%
Rarely	345	15	35	25	13	32	42	66	42	25	10	28	13	77	268
	35%	48%	35%	36%	22%	37%	43%ek	40%ek	31%	44%ek	21%	30%	32%	38%	34%
SUMMARY CODE															
EVER	713	28	75	42	33	69	75	135	90	41	34	58	33	159	553
	73%de	87%	75%e	60%	59%	78%del	77%de	82%ADEIL	67%	71%	73%	63%	83%del	79%e	71%
Never	266	4	25	28	23	19	22	30	45	17	12	34	7	42	224
	27%h	13%	25%	40%afgHm	41%acdfHm	22%	23%	18%	33%H	29%	27%	37%fHm	17%	21%	29%h

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas
Base: All who use their mobile for internet

	Total (a)	Q.3 REAL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	900	152	117	308	711	90	801	540	231	29
Weighted Base	979	171	123	350	789	93*	882	695	253	31**
Frequently	89	21	8	36	70	8	78	70	16	3
	9%	12%	7%	10%	9%	8%	9%	10%	6%	9%
Sometimes	278	46	37	89	234	24	258	206	68	4
	28%	27%	30%	25%	30%	26%	29%	30%	27%	13%
Rarely	345	68	48	124	287	36	323	241	96	8
	35%	40%	39%	35%	36%	39%	37%	35%	38%	27%
SUMMARY CODE										
EVER	713	135	92	248	592	68	659	517	180	15
	73%	79%	75%	71%	75%	73%	75%	74%	71%	49%
Never	266	37	30	102	197	25	223	178	73	15
	27%	21%	25%	29%	25%	27%	25%	26%	29%	51%

Q.26_06 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Outdoors in urban areas
 Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	900	199	701	250	471	153	730	114	56
Weighted Base	979	210	769	256	514	176	793	126	60*
Frequently	89	17	72	18	45	21	55	19	15
	9%	8%	9%	7%	9%	12%	7%	15%G	25%AG
Sometimes	278	50	228	73	144	51	202	48	28
	29%	24%	30%	29%	28%	29%	25%	38%aG	46%AG
Rarely	345	74	271	93	181	60	299	37	10
	35%l	35%	35%	36%	35%	34%	38%l	29%	17%
SUMMARY CODE									
EVER	713	141	572	184	370	131	556	104	53
	73%	67%	74%b	72%	72%	75%	70%	82%aG	88%aG
Never	266	69	197	72	144	44	237	22	7
	27%h	33%c	26%	28%	28%	25%	30%h	18%	12%

Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	758	396	372	180	254	167	103	49	15	434	270	64
Weighted Base	849	464	385	175	272	187	138	65*	12**	447	325	77*
Frequently	84	47	37	15	32	21	11	5	1	46	32	6
	10%	10%	10%	8%	12%	11%	8%	8%	6%	10%	10%	7%
Sometimes	253	139	113	42	91	55	40	23	2	133	95	24
	30%	30%	29%	24%	33% ^d	30%	29%	35%	14%	30%	29%	32%
Rarely	283	159	124	66	91	61	47	15	3	157	108	18
	33%	34%	32%	38% ^h	33%	33%	34%	23%	27%	35%	33%	23%
SUMMARY CODE												
EVER	619	345	274	123	213	138	98	42	6	336	235	48
	73%	74%	71%	70%	78% ^h	74%	71%	65%	46%	75% ^h	72%	62%
Never	230	119	111	52	59	49	40	23	6	111	89	29
	27%	26%	29%	30%	22%	26%	29%	35%	54%	25%	28%	38% ^h

Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	GDDE (g)	Working (h)	Not working (i)
Unweighted Base	758	166	242	172	188	408	360	530	238
Weighted Base	849	208	293	190	158	501	348	616	233
Frequently	84	13	24	32	15	37	46	61	23
	10%	6%	8%	17% ^a Bcaef	9%	7%	13% ^b F	10%	10%
Sometimes	253	71	96	48	37	167	85	182	70
	30%	34% ^{ag}	33% ^{ag}	25%	24%	33% ^{ag}	25%	30%	30%
Rarely	283	74	101	59	50	175	109	207	76
	33%	36%	34%	31%	31%	35%	31%	34%	33%
SUMMARY CODE									
EVER	619	158	221	139	102	379	240	451	169
	73% ^{ee}	76% ^{ee}	75% ^{ee}	73%	64%	76% ^E	69%	73%	72%
Never	230	50	72	51	57	122	107	166	64
	27%	24%	25%	27%	36% ^{abcaF}	24%	31%	27%	28%

Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	768	657	111	630	65	45	28
Weighted Base	849	721	128	696	76*	45*	32**
Frequently	84	73	11	58	12	5	8
	10%	10%	8%	8%	15%	12%	25%
Sometimes	253	219	33	219	11	15	8
	30% ^a	30%	26%	31% ^E	15%	34% ^a	24%
Rarely	283	242	42	234	29	11	9
	33%	34%	32%	34%	38%	24%	28%
SUMMARY CODE							
EVER	619	534	86	511	52	31	25
	73%	74%	67%	73%	68%	70%	77%
Never	230	187	43	185	24	13	7
	27%	26%	33%	27%	32%	30%	23%

Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road
 Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	768	27	70	56	45	77	87	112	109	47	45	65	28	153	615
Weighted Base	849	31**	82*	65*	45*	81*	90*	122	124	54*	45*	76*	32**	187	662
Frequently	84	4	8	2	5	16	1	9	8	5	5	12	8	21	63
Sometimes	253	8	22	12	11	22	33	58	41	12	15	11	8	56	197
Rarely	283	11	27	26	10	26	38	44	37	15	11	29	9	62	222
SUMMARY CODE															
EVER	619	23	58	40	27	63	72	111	86	32	31	52	25	138	481
Never	230	8	25	25	19	17	18	12	38	23	13	24	7	48	181
		27%h	26%h	30%hH	39%lgh	41%atgh	22%h	20%h	10%	30%hH	42%atgh	30%h	32%hH	26%	27%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
 * small base; ** very small base (under 30) ineligible for sig testing



Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.5 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	788	126	96	267	711	57	768	543	200	25
Weighted Base	849	142	102*	310	789	60*	849	600	222	27**
Frequently	84	10	11	37	78	5	84	71	13	-
	10%	7%	11%	12%	10%	8%	10%	12% _h	6%	-
Sometimes	253	47	32	76	236	17	253	175	68	9
	30%	33%	31%	24%	30%	27%	30%	29%	31%	33%
Rarely	283	58	43	94	259	24	283	208	69	6
	33%	41% _d	42%	30%	33%	40%	33%	35%	31%	20%
SUMMARY CODE										
EVER	619	115	85	207	574	46	619	455	150	15
	73%	81% _D	83% _{aD}	67%	73%	76%	73%	76% _h	68%	53%
Never	230	27	17	103	215	15	230	145	72	13
	27% _c	19%	17%	33% _{BC}	27%	24%	27%	24%	32% _h	47%

Q.26_07 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by road
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	768	168	600	196	414	134	620	99	49
Weighted Base	849	179	670	208	453	156	687	109*	53*
Frequently	84 10%	15 9%	68 10%	22 11%	32 7%	22 14%e	47 7%	18 17%g	18 35%AGh
Sometimes	253 30%	58 32%	195 29%	52 25%	144 32%	49 31%	196 29%	40 37%	17 32%
Rarely	283 33%l	56 31%	227 34%	67 32%	160 35%	45 29%	243 35%l	33 30%l	8 14%
SUMMARY CODE									
EVER	619 73%	129 72%	491 73%	142 69%	336 74%	116 74%	486 71%	91 83%ag	43 81%
Never	230 27%h	50 28%	180 27%	66 32%	117 26%	40 26%	201 29%h	16 17%	10 19%

Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	259	143	126	85	89	51	29	11	4	174	80	15
Weighted Base	294	161	133	83*	97*	56*	40**	14**	3**	180	96*	17**
Frequently	60	38	22	11	26	15	7	1	-	37	22	1
	20%	24%	16%	14%	27% ^d	26%	17%	8%	-	21%	22%	7%
Sometimes	102	55	47	34	27	15	16	10	-	61	31	10
	35%	34%	35%	41%	28%	26%	40%	72%	-	34%	32%	59%
Rarely	89	45	43	26	27	19	12	3	1	53	31	4
	30%	28%	32%	31%	28%	33%	29%	20%	48%	29%	32%	25%
SUMMARY CODE												
EVER	250	138	112	71	80	48	35	14	1	151	83	16
	85%	86%	84%	85%	82%	86%	87%	100%	48%	84%	86%	91%
Never	44	23	21	12	17	8	5	-	2	29	13	2
	15%	14%	16%	15%	18%	14%	13%	-	52%	16%	14%	9%

Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	259	73	106	40	50	179	90	177	92
Weighted Base	294	90*	124	41*	39*	214	80*	203	91*
Frequently	60	16	25	13	6	41	19	50	10
	20%	18%	20%	31%	15%	19%	23%	24%	11%
Sometimes	102	38	39	11	13	78	24	64	38
	35%	43%	32%	27%	34%	36%	30%	31%	42%
Rarely	89	25	37	14	12	62	26	59	29
	30%	28%	30%	34%	30%	29%	32%	29%	32%
SUMMARY CODE									
EVER	250	80	101	38	31	181	69	173	77
	85%	89%	82%	79%	79%	85%	86%	85%	85%
Never	44	10	22	3	8	33	12	31	13
	15%	11%	18%	8%	21%	15%	14%	15%	15%

Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	269	255	14	230	27	8	4
Weighted Base	294	278	16**	252	31**	8**	3**
Frequently	60 20%	60 22%	-	50 20%	9 29%	1 13%	-
Sometimes	102 35%	94 34%	8 48%	89 35%	7 23%	4 45%	2 61%
Rarely	88 30%	83 30%	5 32%	82 32%	5 17%	1 7%	1 20%
SUMMARY CODE							
EVER	250 85%	237 85%	13 80%	221 88%	21 69%	5 65%	3 80%
Never	44 15%	41 15%	3 20%	31 12%	9 31%	3 35%	1 20%

Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	269	3	23	13	12	22	33	76	39	7	8	27	4	45	224
Weighted Base	294	3**	27**	17**	11**	22**	33*	85*	45*	8**	8**	31**	3**	54*	240
Frequently	60	-	5	-	3	7	8	22	5	1	1	9	-	13	47
	20%	-	17%	-	25%	29%	23%	12%	12%	17%	13%	29%	-	24%	20%
Sometimes	102	1	14	7	2	8	13	29	10	4	4	7	2	20	82
	35%	45%	51%	45%	21%	36%	40%	34%	21%	52%	45%	23%	61%	36%	34%
Rarely	88	2	4	8	1	5	10	28	22	2	1	5	1	14	74
	30%	55%	16%	49%	8%	21%	31%	33%	48%a	23%	7%	17%	20%	27%	31%
SUMMARY CODE															
EVER	250	3	23	16	6	19	31	79	37	7	5	21	3	47	203
	85%	100%	84%	93%	55%	86%	94%	93%	81%	92%	65%	69%	80%	87%	85%
Never	44	-	4	1	5	3	2	6	9	1	3	9	1	7	37
	15%	-	16%	7%	45%	14%	6%	7%	19%	8%	35%	31%	20%	13%	15%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	259	152	117	-	202	30	232	210	56	3
Weighted Base	294	171	123	**	224	32**	255	227	64*	4**
Frequently	60	44	16	-	47	4	51	55	5	-
	20% _h	26% _c	13%	-	21%	11%	20%	24% _h	8%	-
Sometimes	102	54	47	-	79	9	88	69	32	1
	35%	32%	39%	-	35%	28%	34%	31%	50% _{ah}	30%
Rarely	88	49	39	-	72	12	84	69	18	1
	30%	29%	32%	-	32%	38%	33%	31%	28%	29%
SUMMARY CODE										
EVER	250	147	102	-	198	25	223	193	54	2
	85%	86%	84%	-	88%	77%	87%	85%	85%	59%
Never	44	24	20	-	26	7	33	33	9	1
	15%	14%	16%	-	12%	23%	13%	15%	15%	41%

Q.26_08 Again, still thinking specifically about using the internet on your mobile phone through ..., how often, if at all, do you experience problems in the following locations? - Reception whilst travelling by rail
Base: All who use their mobile for internet

	Total (a)	Q.8 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	269	54	215	58	151	47	221	30	18
Weighted Base	294	58*	236	60*	167	52*	243	32**	19**
Frequently	60	13	47	16	28	12	45	8	7
20%		22%	20%	28%	17%	23%	19%	25%	35%
Sometimes	102	19	83	20	59	19	80	14	8
35%		33%	35%	34%	35%	37%	33%	43%	41%
Rarely	88	18	70	15	52	17	76	8	5
30%		31%	30%	25%	31%	33%	31%	24%	24%
SUMMARY CODE									
EVER	250	50	200	52	138	48	201	25	19
85%		86%	85%	87%	83%	83%	83%	82%	100%
Never	44	8	36	8	29	4	41	3	-
15%		14%	15%	13%	17%	7%	17%	8%	-

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f - g/h/i
* small base; ** very small base (under 30) ineligible for sig testing

Q. Break x break
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	363	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	835	802	586
GENDER												
Male	1104	1104	-	180	261	194	197	133	139	441	391	272
50%K	50%K	100%KAC	-	52%	54%il	47%	50%	47%	46%	53%il	49%	47%
Female	1119	-	1119	167	227	218	193	151	162	393	412	313
50%B	50%B	-	100%AB	48%	46%	53%	50%	53%	54%ej	47%	51%	53%ej
AGE												
16-24	347	180	167	347	-	-	-	-	-	347	-	-
16%EFQHIKL	16%EFQHIKL	16%	15%	100%AEFGHIJKL	-	-	-	-	-	42%AEFGHIKL	-	-
25-34	488	261	227	-	488	-	-	-	-	488	-	-
22%DFGHIKL	22%DFGHIKL	24%	20%	-	100%ADFGHIJKL	-	-	-	-	58%ADFGHIKL	-	-
35-44	412	194	218	-	-	412	-	-	-	-	412	-
19%DEGHJUL	19%DEGHJUL	16%	20%	-	-	100%ADEGHJUL	-	-	-	-	51%ADEGHJUL	-
45-54	390	197	193	-	-	-	390	-	-	-	390	-
18%DEFHJUL	18%DEFHJUL	16%	17%	-	-	-	100%ADEFHJUL	-	-	-	49%ADEFHJUL	-
55-64	285	133	151	-	-	-	-	285	-	-	-	285
13%DEFGJK	13%DEFGJK	12%	14%	-	-	-	-	100%ADEFGJKL	-	-	-	49%ADEFQJJK
65+	301	139	162	-	-	-	-	-	301	-	-	301
14%DEFGHIJK	14%DEFGHIJK	13%	14%	-	-	-	-	-	100%AEFGHIJKL	-	-	51%ADEFQJJK
16-34	835	441	393	347	488	-	-	-	-	835	-	-
38%FGHIKL	38%FGHIKL	40%K	35%	100%AFGHIKL	100%AFGHIKL	-	-	-	-	100%AFGHIKL	-	-
35-54	802	391	412	-	-	412	390	-	-	-	802	-
36%DEHJUL	36%DEHJUL	35%	37%	-	-	100%ADEHJUL	100%ADEHJUL	-	-	-	100%ADEHJUL	-
55+	586	272	313	-	-	-	-	285	301	-	-	586
26%DEFGJK	26%DEFGJK	25%	28%	-	-	-	-	100%ADEFGJK	100%ADEFGJK	-	-	100%ADEFQJJK
SOCIAL GRADE												
AB	465	235	230	39	88	93	91	82	71	127	184	154
21%DJ	21%DJ	21%	21%	11%	18%Kd	23%DJ	23%KDJ	29%ADEJ	24%DeJ	15%	23%DJ	26%ADEJ



Q. Break x break
Base: All who use a mobile

	Total (a)	GENDER		AGE							AGE		
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)	
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626	
Weighted Base	2223	1104	1119	347	488	412	390	285	301	655	602	596	
C1	688	326	362	127	186	148	111	60	56	312	259	116	
	31%HL	29%	32%	37%agHL	38%AGHIL	36%gHIL	28%iL	21%	19%	37%AGHKL	32%HIL	20%	
C2	473	268	205	74	103	89	91	64	52	177	180	116	
	21%	24%L	16%	21%	21%	22%	23%	22%	17%	21%	22%	20%	
DE	597	276	321	106	112	82	97	78	121	218	179	200	
	27%Fk	25%	29%	31%eFK	23%	20%	25%	28%f	40%AEFGHJK	28%f	22%	34%AEFGJK	
ABC1	1153	560	593	166	274	241	202	143	127	439	443	270	
	52%il	51%	53%	48%	56%dlL	59%ADHIL	52%i	50%	42%	53%il	55%dlL	46%	
C2DE	1070	544	526	181	215	171	188	142	173	395	359	316	
	48%l	49%	47%	52%eFk	44%	41%	48%	50%f	58%AEFGJK	47%	45%	54%AEFJK	
WORKING STATUS													
Working	1255	706	548	144	368	312	295	121	15	512	606	136	
	56%CDHIL	64%AC	49%	42%iL	75%ADHUL	76%ADHUL	76%ADHUL	42%iL	5%	61%ADHIL	76%ADHUL	23%i	
Not working	968	398	570	203	120	101	95	164	286	323	196	450	
	44%BEFGJK	36%	51%AB	58%AEFGJK	25%	24%	24%	58%AEFGJK	85%AEFGHJK	39%EFGK	24%	77%AEFGHJK	
AREA													
Urban	1826	899	926	298	412	328	332	223	232	710	660	455	
	82%l	81%	83%	86%hIL	84%iL	80%	85%hIL	78%	77%	85%hIL	82%il	78%	
Rural	397	205	192	48	77	84	58	62	69	125	142	131	
	18%	19%	17%	14%	16%	20%dj	15%	22%dj	23%aDEGJK	15%	18%	22%aDEGJK	
COUNTRY													
England	1834	914	920	291	405	332	334	226	246	696	666	472	
	83%	83%	82%	84%	83%	80%	86%	79%	82%	83%	83%	81%	
Scotland	194	100	94	27	45	42	24	28	28	72	66	56	
	9%	9%	8%	8%	9%	10%	6%	10%	9%	9%	8%	10%	
Wales	98	46	52	13	23	14	18	19	12	35	32	31	
	4%	4%	5%	4%	5%	3%	5%	7%	4%	4%	4%	5%	
Northern Ireland	97	44	53	15	16	26	13	12	15	31	39	27	
	4%	4%	5%	4%	3%	6%e	3%	4%	5%	4%	5%	5%	



Q. Break x break
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	285	301	655	602	586
GOVERNMENT REGIONS												
North East	96	49	47	8	19	16	22	22	8	28	38	30
	4%	4%	4%	2%	4%	4%	6% ^d	8% ^{aDU}	3%	3%	5%	5%
North West	237	116	121	49	50	39	29	30	30	100	78	59
	11%	11%	11%	14% ^k	10%	9%	10%	10%	10%	12%	10%	10%
Yorkshire and The Humber	170	77	93	34	30	32	31	19	22	64	64	41
	8%	7%	8%	10%	6%	8%	8%	7%	7%	8%	8%	7%
East Midlands	150	76	74	28	26	17	19	32	29	54	36	61
	7% ^k	7%	7%	8% ^k	5%	4%	5%	11% ^{aEFGJK}	10% ^{eFGK}	6%	4%	10% ^{aEFGJK}
West Midlands	177	83	95	27	37	19	44	24	27	65	62	51
	8% ^f	7%	8%	8%	8%	5%	11% ^f	8%	9% ^f	8% ^f	8% ^f	9% ^f
East of England	204	105	100	24	56	48	36	17	23	80	84	40
	9%	9%	9%	7%	12% ^{dhl}	12% ^{dhl}	9%	6%	8%	10%	10% ^{hl}	7%
London	336	180	156	53	104	72	60	23	24	157	132	47
	15% ^{hIL}	16%	14%	15% ^{hIL}	21% ^{AdgHKL}	17% ^{hIL}	15% ^{hIL}	8%	8%	19% ^{aHIL}	16% ^{hIL}	8%
South East	316	160	156	49	57	57	61	39	54	106	119	53
	14%	15%	14%	14%	12%	14%	16%	14%	18% ^{ej}	13%	15%	16%
South West	148	68	80	18	25	32	22	29	44	53	7%	51
	7%	6%	7%	5%	5%	8%	6%	8%	10% ^{adegJ}	5%	7%	9% ^{ej}
Wales	98	46	52	13	23	14	19	12	18	35	32	31
	4%	4%	5%	4%	5%	3%	5%	7%	4%	4%	4%	5%
Scotland	194	100	94	27	45	42	24	28	29	72	66	56
	9%	9%	8%	8%	9%	10%	6%	10%	9%	9%	8%	10%
Northern Ireland	97	44	53	15	16	26	13	12	15	31	39	27
	4%	4%	5%	4%	3%	6% ^a	3%	4%	5%	4%	5%	5%
Q.12 SMALL BUSINESS USER												
Yes	337	234	103	18	86	89	99	37	7	104	189	44
	15% ^{ODIL}	21% ^{AC}	9%	5% ⁱ	18% ^{DJL}	22% ^{ADHJL}	25% ^{ADeHJL}	13% ^{DII}	2%	12% ^{DIL}	23% ^{ADeHJL}	7% ⁱ
No	1886	871	1016	328	403	323	291	248	294	731	614	542
	85% ^{BFGK}	79%	91% ^{AB}	95% ^{AEFGHK}	82% ^{gk}	78%	75%	87% ^{FGK}	98% ^{ADeFGHK}	88% ^{eFGK}	77%	83% ^{AEFGHJ}



Q. Break x break
Base: All who use a mobile

	Total (a)	GENDER		AGE								
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1010	1126	360	458	363	309	234	392	818	692	626
Weighted Base	2223	1104	1119	347	488	412	390	265	301	655	602	586
Q.3 RAIL USER												
Regular	336 15%hL	175 16%	161 14%	75 22%AGHIKL	90 18%ghL	68 16%hL	48 12%	29 10%	26 9%	165 20%AGHIKL	116 15%hL	55 9%
Occasional	224 10%j	116 10%	108 10%	56 16%AefghIKL	49 10%	36 9%	20 10%	24 8%	20 7%	105 13%jL	75 9%	44 8%
Never	931 42%d	465 42%	466 42%	120 34%	202 41%	182 44%D	169 43%d	112 39%	147 49%aDefJ	322 39%	351 44%Dj	259 44%Dj
Q.4 ROAD USER												
Regular	1745 78%DJ	884 80%	861 77%	210 61%	371 76%Dj	336 82%DJ	340 87%ADEIJ	248 87%ADEIJ	239 79%DJ	581 70%D	676 84%ADEIJ	487 83%aDEJ
Occasional	194 9%GhK	92 8%	102 9%	51 15%AFGHKL	27 12%afghKL	27 7%	15 4%	12 4%	29 10%GHK	111 13%AFGHKL	42 5%	41 7%g
Ever	1938 87%DJ	976 88%	963 86%	261 75%	432 88%Dj	363 88%Dj	355 91%DJ	259 91%DJ	269 89%DJ	692 83%D	718 89%DJ	528 90%DJ
Q.5 FREQUENCY OF PHONE USE												
Frequently	886 40%GHIL	470 43%c	416 37%	223 64%AFGHKL	288 59%AFGHKL	193 47%aGHKL	119 31%HIL	50 18%iL	12 4%	511 61%AFGHKL	312 39%GHIL	63 11%j
Sometimes	693 31%hL	347 31%	346 31%	105 30%j	151 31%jL	141 34%L	150 38%adejL	98 24%iL	50 16%	256 31%jL	290 35%ajL	148 25%j
Rarely	617 28%DEFJK	275 25%	342 31%B	16 5%	46 9%d	74 18%DEJ	117 30%DEFJK	133 47%ADEFJK	231 77%ADEFHJKL	62 7%	191 24%DEJ	364 62%ADEFHJK
Q.6 TIME WITH PROVIDER												
Less than 12 months	410 18%hL	209 19%	200 18%	107 31%AEFGHIJKL	91 19%jL	70 17%	65 17%	39 14%	36 12%	199 24%AetyHKL	136 17%jL	75 13%
12 months or more	1804 81%DJ	889 81%	915 82%	238 69%	396 81%Dj	341 83%Dj	320 82%Dj	245 86%DJ	264 86%ADegJK	634 76%d	661 82%DJ	509 87%ADeJK
Q.7 MOBILE SPEND												
Low spenders	1061 48%dEFJ	518 47%	543 49%	142 41%E	149 30%	160 39%e	189 48%EU	241 63%ADEFJK	181 80%ADEFHJKL	291 35%	348 43%EJ	422 72%ADEFHJK



Q. Break x break
Base: All who use a mobile

	GENDER		AGE								
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2136	1126	360	458	383	309	234	392	818	692	626
Weighted Base	2223	1119	347	488	412	390	265	301	655	602	586
Mid spenders	830	439	163	242	180	131	74	39	405	312	113
	37% ^h HL	39%	47% ^a AGHIKL	50% ^a AGHIKL	44% ^a AGHIL	34% ^h IL	26% ^h IL	13%	49% ^a AGHIKL	39% ^h HIL	19% ^h IL
High spenders	239	100	35	81	58	45	16	5	116	103	21
	11% ^h HL	9%	10% ^h IL	17% ^a ADHIL	14% ^h HIL	11% ^h HIL	6% ^h IL	2%	14% ^a AIL	13% ^h HIL	4%
Q.12 OVERALL SATISFACTION											
Satisfied	1790	909	281	375	335	326	229	244	656	661	473
	81%	80%	81%	77%	81%	84% ^e	80%	81%	79%	82% ^e	81%
Neither satisfied nor dissatisfied	309	144	52	73	53	49	37	47	125	101	84
	14%	13%	15%	15%	13%	12%	13%	16%	15%	13%	14%
Dissatisfied	124	66	14	40	25	16	19	10	54	41	29
	6%	6%	4%	8% ^a d ^g kl	6%	4%	7%	3%	8% ^h IL	5%	5%



Q. Break x break
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	360	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
GENDER									
Male	1104	235	326	268	276	560	544	706	398
	50%	50%	47%	57% ^a aCaEFg	46%	49%	51%	56% ^a AI	41%
Female	1119	230	362	205	321	593	526	548	570
	50% ^a dgh	50%	53% ^d D	43%	54% ^d D	51% ^d D	49% ^d d	44%	59% ^a AH
AGE									
16-24	347	39	127	74	106	166	181	144	203
	16% ^a BBH	8%	18% ^a Bf	16% ^a B	18% ^a B	14% ^a B	17% ^a B	11%	21% ^a AH
25-34	488	88	186	103	112	274	215	368	120
	22% ^a I	19%	27% ^a aBaEG	22%	19%	24% ^a e	20%	29% ^a AI	12%
35-44	412	93	140	89	82	241	171	312	101
	19% ^a EEI	20% ^a E	22% ^a EG	19% ^a e	14%	21% ^a EG	16%	25% ^a AI	10%
45-54	390	91	111	91	97	202	188	295	95
	18% ^a J	20%	16%	19%	16%	18%	18%	23% ^a AI	10%
55-64	285	82	60	64	78	143	142	121	164
	13% ^a OCH	18% ^a aCaefg	9%	13% ^a c	13% ^a c	12% ^a c	13% ^a C	10%	17% ^a AH
65+	301	71	56	52	121	127	173	15	286
	14% ^a OCH	15% ^a Cf	8%	11%	20% ^a AbCADFg	11%	16% ^a aCaFd	1%	29% ^a AH
16-34	835	127	312	177	218	439	395	512	323
	38% ^a BBH	27%	45% ^a ABAdEFG	37% ^a B	37% ^a B	38% ^a B	37% ^a B	41% ^a I	33%
35-54	802	184	259	180	179	443	359	606	196
	36% ^a EEI	40% ^a Eg	38% ^a E	38% ^a E	30%	38% ^a Eg	34%	48% ^a AI	20%
55+	586	154	119	116	200	270	316	136	450
	26% ^a OCH	33% ^a ACADF	17%	25% ^a C	33% ^a ACADF	23% ^a C	29% ^a CF	11%	46% ^a AH
SOCIAL GRADE									
AB	465	465	-	-	-	465	-	290	176
	21% ^a CDEGCDEG	100% ^a ACADEFG	-	-	-	40% ^a ACADEG	-	23% ^a I	18%
C1	688	-	688	-	-	688	-	454	234
	31% ^a BDEGBDEGI	-	100% ^a ABADEFG	-	-	60% ^a ABADEG	-	36% ^a AI	24%



Q. Break x break
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	980	1146	1083	1053
Weighted Base	2223	465	688	473	597	1153	1070	1255	968
C2	473	-	-	473	-	-	473	324	149
		21%BCFBCFEFI	-	100%ABCAEFG	-	-	44%ABCAEF	26%AI	15%
DE	597	-	-	-	597	-	597	188	409
		27%BCDFBCDFH	-	-	100%ABCADFG	-	56%ABCADF	15%	42%AH
ABC1	1153	465	688	-	-	1153	-	743	410
		52%DEGDEGI	100%AADEG	-	-	100%AADEG	-	59%AI	42%
C2DE	1070	-	-	473	597	-	1070	512	558
		48%BCFBCFH	-	100%ABCAF	100%ABCAF	-	100%ABCAF	41%	58%AH
WORKING STATUS									
Working	1255	290	454	324	188	743	512	1255	-
		56%EGEGII	62%aaEG	68%AAEG	31%	64%AAEG	48%E	100%AI	-
Not working	968	176	234	149	409	410	558	-	968
		44%bcDFbCDFH	38%	34%	69%ABCADFG	36%	52%ABCADF	-	100%AH
AREA									
Urban	1826	373	568	391	493	941	884	1049	777
		62%	83%	83%	83%	62%	63%	84%j	80%
Rural	397	92	119	81	104	212	186	206	192
		18%	20%	17%	17%	18%	17%	16%	20%h
COUNTRY									
England	1834	413	573	408	442	987	848	1055	779
		83%EgEg	89%AcAEG	86%EG	74%	88%aaEG	79%e	94%j	81%
Scotland	194	33	62	37	63	94	100	105	89
		9%	7%	8%	10%	8%	9%	8%	9%
Wales	98	6	31	19	42	37	61	56	42
		4%BB	1%	4%B	4%b	7%ABAdF	3%	6%BF	4%
Northern Ireland	97	13	22	11	50	35	61	39	58
		4%	3%	2%	8%ABCADFG	3%	6%bcDF	3%	6%hI
GOVERNMENT REGIONS									
North East	96	24	26	27	19	50	46	62	34
		4%	5%	4%	6%e	3%	4%	5%	3%

Q. Break x break
Base: All who use a mobile

Total (a)	SOCIAL GRADE							WORKING STATUS	
	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	
Unweighted Base 2136	400	590	440	706	930	1146	1083	1053	
Weighted Base 2223	465	698	473	597	1153	1070	1256	968	
North West 237 11%	37 8%	70 10%	54 12%	76 13%bf	107 9%	130 12%bf	135 11%	103 11%	
Yorkshire and The Humber 170 8%	37 8%	43 6%	39 6%	50 6%	80 7%	89 8%	88 7%	82 8%	
East Midlands 150 7%	39 8%	47 7%	26 6%	38 6%	86 7%	64 6%	70 6%	80 8%h	
West Midlands 177 8%	36 8%	45 6%	52 11%cf	45 8%	81 7%	97 9%	101 8%	76 8%	
East of England 204 9%ee	37 8%	68 10%e	60 13%abaE	40 7%	105 9%	99 9%	129 10%j	75 8%	
London 336 15%ee	74 16%	119 17%Eg	71 15%	72 12%	193 17%Eg	143 13%	215 17%j	121 12%	
South East 316 14%deGdeG	94 20%AADEG	108 16%deG	48 10%	67 11%	202 18%aaDEG	114 11%	170 14%	146 15%	
South West 148 7%	36 8%	47 7%	28 6%	36 6%	83 7%	65 6%	85 7%	63 7%	
Wales 98 4%BB	6 1%	31 4%B	19 4%b	42 7%ABAdF	37 3%	61 6%BF	56 4%	42 4%	
Scotland 194 9%	33 7%	62 9%	37 8%	63 10%	94 8%	100 9%	105 8%	89 9%	
Northern Ireland 97 4%	13 3%	22 3%	11 2%	50 8%ABCADFG	35 3%	61 6%bcDF	39 3%	58 6%H	
Q.12 SMALL BUSINESS USER									
Yes 337 15%EGEGl	94 20%aaEG	120 17%EG	86 18%EG	37 6%	214 19%aaEG	123 11%E	337 27%Ai	-	
No 1886 85%bcH	371 8%	568 8%	387 8%	560 94%ABCADFG	939 81%	947 89%ABCADF	918 79%	968 100%AH	
Q.3 RAIL USER									
Regular 336 15%EGEG	93 20%aaEG	121 18%EG	64 14%	58 10%	214 19%aaEG	122 11%	216 17%j	120 12%	



Q. Break x break
Base: All who use a mobile

	Total (a)	SOCIAL GRADE						WORKING STATUS	
		AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base	2136	400	590	440	706	990	1148	1083	1053
Weighted Base	2223	465	698	473	597	1153	1070	1256	968
Occasional	224	53	93	31	47	146	78	122	102
Never	931	134	239	232	327	372	559	501	430
Q.4 ROAD USER									
Regular	1745	413	541	399	392	954	791	1069	676
Occasional	194	32	70	27	65	102	92	86	107
Ever	1939	445	611	426	456	1056	882	1155	783
Q.9 FREQUENCY OF PHONE USE									
Frequently	886	192	301	199	194	493	393	606	280
Sometimes	693	126	232	157	179	358	336	416	278
Rarely	617	142	147	109	219	289	328	216	401
Q.6 TIME WITH PROVIDER									
Less than 12 months	410	70	136	83	120	206	204	216	193
12 months or more	1804	394	548	388	475	942	863	1033	771
Q.7 MOBILE SPEND									
Low spenders	1061	207	303	201	350	510	551	443	618
Mid spenders	830	163	294	191	182	457	373	560	270
High spenders	239	66	65	60	47	132	107	190	49

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g - a/h/i



Q. Break x break
Base: All who use a mobile

Total (a)	SOCIAL GRADE						WORKING STATUS	
	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)
Unweighted Base 2136	400	590	440	706	990	1146	1083	1053
Weighted Base 2223	465	698	473	597	1153	1070	1256	968
Q.12 OVERALL SATISFACTION								
Satisfied	1790	548	377	489	923	967	991	798
	81%	80%	80%	82%	80%	81%	79%	82%
Neither satisfied nor dissatisfied	309	93	71	81	157	152	188	121
	14%	13%	15%	14%	14%	14%	15%	12%
Dissatisfied	124	47	24	27	73	51	75	49
	6%	7%	5%	5%	6%	5%	6%	5%

Q. Break x break
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
GENDER							
Male	1104	899	205	914	100	46	44
	50%	49%	52%	50%	52%	47%	45%
Female	1119	926	192	920	94	52	53
	50%	51%	48%	50%	48%	53%	55%
AGE							
16-24	347	298	48	291	27	13	15
	16%	16% ^c	12%	16%	14%	13%	16%
25-34	468	412	77	405	45	23	16
	22%	23%	19%	22%	23%	23%	16%
35-44	412	328	84	332	42	14	26
	19%	18%	21%	18%	21%	14%	27% ^d
45-54	390	332	58	334	24	18	13
	18%	18%	15%	18%	13%	18%	14%
55-64	285	223	62	226	28	19	12
	13%	12%	16%	12%	14%	20% ^d	12%
65+	301	232	69	246	28	12	15
	14%	13%	17% ^b	13%	15%	12%	15%
16-34	835	710	125	696	72	35	31
	38% ^c	39% ^c	31%	38%	37%	36%	32%
35-54	802	660	142	666	66	32	39
	36%	36%	36%	36%	34%	32%	40%
55+	586	455	131	472	56	31	27
	26%	25%	33% ^a ^b	26%	29%	32%	27%
SOCIAL GRADE							
AB	465	373	92	413	33	6	13
	21% ^f	20%	23%	23% ^f ^g	17% ^d	6%	14%
C1	688	558	119	573	62	31	22
	31%	31%	30%	31%	32%	31%	23%

Q. Break x break
Base: All who use a mobile

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
C2	473	391	81	406	37	19	11
DE	597	493	104	442	63	42	50
ABC1	1153	941	212	987	94	37	35
C2DE	1070	884	186	848	100	61	61
WORKING STATUS							
Working	1255	1049	206	1055	105	56	39
Not working	968	777	192	779	89	42	58
AREA							
Urban	1826	1826	-	1559	120	93	53
Rural	397	-	397	275	73	5	44
COUNTRY							
England	1834	1559	275	1834	-	-	-
Scotland	194	120	73	-	194	-	-
Wales	98	93	5	-	-	98	-
Northern Ireland	97	53	44	-	-	-	97
GOVERNMENT REGIONS							
North East	96	80	16	96	-	-	-

Q. Break x break
Base: All who use a mobile

	AREA			COUNTRY			
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
North West	237	235	2	237	-	-	-
	11%CEFG	13%AC	1%	13%aEFG	-	-	-
Yorkshire and The Humber	170	122	48	170	-	-	-
	8%EFG	7%	12%AB	9%EFG	-	-	-
East Midlands	150	113	37	150	-	-	-
	7%EG	6%	9%b	8%EFG	-	-	-
West Midlands	177	157	20	177	-	-	-
	8%EFG	9%a	5%	10%EFG	-	-	-
East of England	204	150	54	204	-	-	-
	9%EFG	8%	14%AB	11%EFG	-	-	-
London	336	336	-	336	-	-	-
	15%CEFG	18%AC	-	18%aEFG	-	-	-
South East	316	282	34	316	-	-	-
	14%CEFG	15%G	9%	17%aEFG	-	-	-
South West	148	86	62	148	-	-	-
	7%bEg	5%	16%AB	8%EFG	-	-	-
Wales	98	93	5	-	-	98	-
	4%DEg	5%G	1%	-	-	100%ADEG	-
Scotland	194	120	73	-	194	-	-
	9%bDFG	7%	18%AB	-	100%ADFG	-	-
Northern Ireland	97	53	44	-	-	-	97
	4%bDEf	3%	11%AB	-	-	-	100%ADEF
Q.1/2 SMALL BUSINESS USER							
Yes	337	279	57	297	24	4	11
	15%F	15%	14%	16%F	12%f	5%	11%
No	1886	1546	340	1537	170	94	86
	85%	85%	88%	84%	88%	95%ADa	89%

Q. Break x break
Base: All who use a mobile

	AREA		COUNTRY				
	Total (a)	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	379	1743	195	95	103
Weighted Base	2223	1826	397	1834	194	98*	97*
Q.3 RAIL USER							
Regular	336	317	19	298	27	4	7
	15%CFg	17%C	5%	16%Fg	14%I	4%	7%
Occasional	224	205	19	195	18	6	4
	10%C	11%C	5%	11%	9%	6%	4%
Never	931	712	219	725	89	57	60
	42%	39%	55%AB	40%	46%	58%AD	62%ADe
Q.4 ROAD USER							
Regular	1745	1418	327	1455	135	88	67
	78%Eg	78%	82%	79%Eg	70%	89%adEG	69%
Occasional	194	171	23	169	17	7	1
	9%G	9%G	6%	9%G	9%G	7%g	1%
Ever	1938	1589	350	1624	152	94	68
	87%EG	87%	88%	89%EG	79%	98%adEG	70%
Q.9 FREQUENCY OF PHONE USE							
Frequently	886	750	136	724	78	37	46
	40%c	41%c	34%	39%	40%	38%	48%
Sometimes	693	582	111	570	66	32	25
	31%	32%	28%	31%	34%	33%	26%
Rarely	617	473	144	516	47	29	25
	28%	26%	38%AB	28%	24%	29%	26%
Q.6 TIME WITH PROVIDER							
Less than 12 months	410	350	60	365	27	14	4
	18%G	19%	15%	20%G	14%g	14%g	4%
12 months or more	1804	1468	336	1461	167	84	92
	81%	80%	85%	80%	86%d	86%	96%ADef
Q.7 MOBILE SPEND							
Low spenders	1061	857	204	870	90	44	58
	48%	47%	51%	47%	46%	44%	60%adef
Mid spenders	830	692	139	686	73	38	33
	37%	38%	35%	37%	38%	39%	35%

Q. Break x break
Base: All who use a mobile

	AREA		COUNTRY			
	Urban (b)	Rural (c)	England (d)	Scotland (e)	Wales (f)	Northern Ireland (g)
Unweighted Base	2136	1757	1743	195	95	103
Weighted Base	2223	1826	1834	194	98*	97*
High spenders	239	204	204	18	13	4
	11%g	11%	11%g	9%	13%g	4%
Q.12 OVERALL SATISFACTION						
Satisfied	1790	1468	1468	155	84	82
	81%	80%	80%	80%	85%	85%
Neither satisfied nor dissatisfied	309	252	260	29	12	8
	14%	14%	14%	15%	12%	9%
Dissatisfied	124	105	107	10	2	6
	6%	6%	6%	5%	2%	6%

Q. Break x break
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
GENDER															
Male	1104	49	116	77	76	83	105	180	160	68	46	100	44	234	871
Female	1119	47	121	93	74	95	100	156	156	80	52	94	53	103	1016
	50%N	49%	51%	55%	49%	53%	49%	46%	49%	54%	53%	48%	55%	31%	54%aN
AGE															
16-24	347	8	49	34	28	27	24	53	48	18	13	27	15	18	328
25-34	488	19	50	30	26	37	56	104	57	25	23	45	16	86	403
	16%N	9%	21%abj	20%bg	19%b	15%	12%	16%	15%	12%	13%	14%	16%	5%	17%N
	22%	20%	21%	18%	17%	21%	28%deijm	31%AcDEI	18%	17%	23%	23%	16%	25%	21%
35-44	412	16	39	32	17	19	48	72	57	32	14	42	26	89	323
45-54	390	22	39	31	19	44	36	60	61	22	18	24	13	99	291
	19%ef	17%	16%	19%f	11%	17%	24%EF	21%eF	18%f	21%ef	14%	21%eF	27%cEFk	27%AO	17%
	18%	23%el	17%	19%	12%	25%eIJm	18%	19%	15%	14%	13%	14%	13%	29%AO	15%
55-64	285	22	29	19	32	24	17	23	39	22	19	28	12	37	248
	13%H	22%acdGH	12%h	11%	21%AcGH	13%h	8%	7%	12%h	15%H	20%GH	14%H	12%	11%	13%
65+	301	8	30	22	29	27	23	24	54	29	12	28	15	7	294
	14%hN	9%	13%h	13%h	19%bh	15%h	11%	7%	17%h	20%bh	12%	15%h	15%h	2%	16%N
16-34	835	28	100	64	54	65	80	157	106	44	35	72	31	104	731
	38%ln	29%	42%bj	38%	36%	36%	39%	47%ABef	33%	29%	36%	37%	32%	31%	39%ln
35-54	802	38	78	64	36	62	84	132	118	53	32	66	39	189	614
	36%Ed	40%e	33%	38%e	24%	35%e	41%E	39%E	37%E	36%e	32%	34%e	40%E	55%AO	33%
55+	566	30	59	41	61	51	40	47	93	51	31	56	27	44	542
	26%gH	31%gH	25%H	24%H	40%ACDG	28%H	20%	14%	29%gH	35%gH	32%gH	29%gH	27%H	13%	29%N

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base



Q. Break x break
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T. SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
SOCIAL GRADE															
AB	465	24	37	37	39	36	37	74	94	36	6	33	13	94	371
21%K		25%K	16%k	22%K	26%cKlm	20%K	18%K	22%K	30%ACGh	24%K	6%	17%k	14%	28%aO	20%
C1	688	26	70	43	47	45	68	119	108	47	31	62	22	120	568
31%		27%	30%	25%	31%	25%	33%	35%dlm	34%lm	32%	31%	32%	23%	36%	30%
C2	473	27	54	39	25	52	60	71	49	28	19	37	11	86	387
21%lm		28%IM	23%lm	23%lm	19%	29%aelM	25%aehl	21%lm	15%	19%	19%	19%	11%	26%	20%
DE	597	19	76	50	38	45	40	72	67	36	42	63	50	37	560
27%ghN		20%	32%bGHI	30%g	25%	25%	19%	21%	25%	25%	43%ABDEF	32%bGHI	32%ABCDE	11%	30%N
ABC1	1153	50	107	80	86	81	105	193	202	83	37	94	35	214	939
52%KM		52%km	45%	47%	57%cKlM	45%	51%km	57%CdKlM	64%ACDFG	56%KM	38%	49%	36%	63%AO	50%
C2DE	1070	46	130	89	64	97	99	143	114	65	61	100	61	123	947
48%IN		48%	55%ehI	53%hi	43%	55%ehI	49%I	43%	36%	44%	62%AEgHI	51%I	64%ABEgH	37%	50%N
WORKING STATUS															
Working	1255	62	135	88	70	101	129	215	170	85	56	105	39	337	918
56%MO		65%EM	57%M	52%	47%	57%lm	63%dEIM	64%adEIl	54%lm	57%lm	57%lm	54%lm	40%	100%AO	49%
Not working	968	34	103	82	80	76	75	121	146	63	42	89	58	-	968
44%HN		35%	43%	48%gh	53%aBGH	43%	37%	36%	48%gh	43%	43%	46%h	80%ABCIgH	-	51%AN
AREA															
Urban	1826	80	235	122	113	157	150	336	282	86	93	120	53	279	1546
82%DeGJL		83%JLM	98%ABDEF	72%JM	75%JIM	89%aDEGJ	73%JIM	100%ABDEF	89%ADEGJ	58%	95%AbDEG	62%	55%	83%	82%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/mo
* small base



Q. Break x break
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.T.2 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Rural	397	16	2	48	37	20	54	-	34	63	5	73	44	57	340
	18%CHIK	17%CHK	1%	28%ACFHI K	25%ACFHI K	11%CH	27%ACFHIK	-	11%CH	42%ABCDEF GHIK	5%CH	38%ABCiF gHIK	45%ABCDE FGHIK	17%	18%
COUNTRY															
England	1834	96	237	170	150	177	204	336	316	148	-	-	-	297	1537
	83%KLM	100%AKLM	100%AKLM	100%AKLM	100%AKLM	100%AKLM	100%AKLM	100%AKLM	100%AKLM	100%AKLM	-	-	-	88%aO	81%
Scotland	194	-	-	-	-	-	-	-	-	-	-	194	-	24	170
	9%BCDEFG HIJKM	-	-	-	-	-	-	-	-	-	-	100%ABCDEF GHUKM	-	7%	9%
Wales	98	-	-	-	-	-	-	-	-	-	98	-	-	4	94
	4%CDEFGH Ijlm	-	-	-	-	-	-	-	-	-	100%ABCDEF GHILM	-	-	1%	5%N
Northern Ireland	97	-	-	-	-	-	-	-	-	-	-	-	97	11	86
	4%CDEFGH iKL	-	-	-	-	-	-	-	-	-	-	-	100%ABCDEF GHIJKL	3%	5%
GOVERNMENT REGIONS															
North East	96	96	-	-	-	-	-	-	-	-	-	-	-	8	88
	4%CdeF GHijkl m	100%ACDEFG HIJKLM	-	-	-	-	-	-	-	-	-	-	-	2%	5%
North West	237	-	237	-	-	-	-	-	-	-	-	-	-	36	201
	11%BDEFGH IJKLM	-	100%ABDEFG HIJKLM	-	-	-	-	-	-	-	-	-	-	11%	11%
Yorkshire and The Humber	170	-	-	170	-	-	-	-	-	-	-	-	-	24	145
	8%BCDEFGH IJKLM	-	-	100%ABCEFG HIJKLM	-	-	-	-	-	-	-	-	-	7%	8%
East Midlands	150	-	-	-	150	-	-	-	-	-	-	-	-	21	129
	7%ACDFGH IJKLM	-	-	-	100%ABCDFG HIJKLM	-	-	-	-	-	-	-	-	6%	7%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
* small base



Q. Break x break
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.12 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
West Midlands	177	-	-	-	-	177	-	-	-	-	-	-	-	29	148
														9%	8%
East of England	204	-	-	-	-	-	204	-	-	-	-	-	-	31	174
														9%	9%
London	336	-	-	-	-	-	-	336	-	-	-	-	-	63	273
														19%	14%
South East	316	-	-	-	-	-	-	-	316	-	-	-	-	54	262
														16%	14%
South West	148	-	-	-	-	-	-	-	-	148	-	-	-	31	117
														9%	6%
Wales	98	-	-	-	-	-	-	-	-	-	98	-	-	4	94
														1%	5%N
Scotland	194	-	-	-	-	-	-	-	-	-	-	194	-	24	170
														7%	9%
Northern Ireland	97	-	-	-	-	-	-	-	-	-	-	-	97	11	86
														3%	5%
Q.12 SMALL BUSINESS USER															
Yes	337	8	36	24	21	29	31	63	54	31	4	24	11	337	-
		8%	15%k	14%k	14%k	16%k	15%k	19%k	17%k	21%k	5%	12%k	11%	100%AO	-
No	1886	85%N	82%h	85%	86%	84%	85%	81%	83%	79%	95%AcdeF	88%j	89%	-	100%AN

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m/o
* small base



Q. Break x break
Base: All who use a mobile

	GOVERNMENT REGIONS													O.T. SMALL BUSINESS USER	
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)	
Unweighted Base	89	232	163	151	178	196	311	288	135	95	195	103	277	1859	
Weighted Base	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886	
Q.3 RAIL USER															
Regular	336 15%BdEJKm	4 4%	33 14%bEjk	15 9%	6 4%	23 13%bEjk	38 19%BdEJK M	123 37%ABCDE FGUKLM	52 16%BdEJKm	6 4%	4 4%	27 14%bEjk	7 7%	38 16% n	299
Occasional	224 10%b	3 3%	23 10%	15 9%	13 9%	18 10%	29 14%Bjm	52 15%ABJKM	34 11%b	7 5%	6 6%	18 9%	4 4%	47 14% o	177
Never	931 42%hIn	49 51%egHI	106 45%HI	84 50%egHI	55 37%h	77 44%HI	77 38%h	83 25%	106 34%h	98 59%ACEFG HI	57 58%AcEKG HI	89 46%HI HI	60 62%ACEFG HI	119 35%	813 43% n
Q.4 ROAD USER															
Regular	1745 79%EHLM	90 94%ACEHI LM	182 77%h	146 86%acEHL M	102 69%	154 87%acEHL M	177 87%ACEHL M	209 62%	259 82%EHLM	135 91%ACEHI LM	88 89%acEHL M	135 70%	67 69%	258 89%AO	1446 77%
Occasional	194 9%M	3 3%	14 6% m	8 5%	25 16%ABCDIG JhM	14 8% m	14 7% m	51 15%ABCDI GJhM	35 11%bdjM	5 3%	7 7% m	17 9%jM	1 7%	22 7%	171 9%
Ever	1938 87%HLM	93 97%ACEHL M	197 83% m	154 91%cHLM	127 85%M	169 95%ACEHL M	191 94%acEHL M	260 78%	294 93%AcEHL M	140 94%acEHL M	94 96%ACEHL M	152 79%	68 70%	320 95%AO	1618 86%
Q.5 FREQUENCY OF PHONE USE															
Frequently	886 40%J	32 34%	92 39%j	67 39%j	48 32%	80 45%aJ	78 38%j	168 50%ABcdE gJhI	120 38%j	40 27%	37 38%	78 40%j	46 48%aJ	185 55%AO	701 37%
Sometimes	693 31%	34 36%	76 32%	50 30%	37 25%	50 28%	66 32%	102 30%	96 30%	59 40%aetm	32 33%	66 34%	25 26%	111 33%	582 31%
Rarely	617 28%hN	30 31%h	67 28%h	51 30%h	62 41%Acdfg HLM	46 26%h	58 29%h	57 17%	98 31%h	48 32%h	29 29%h	47 24%	25 26%	37 11%	580 31% aN

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/m
* small base



Q. Break x break
Base: All who use a mobile

	Total (a)	GOVERNMENT REGIONS											O.12 SMALL BUSINESS USER		
		North East (b)	North West (c)	Yorkshir e and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Yes (n)	No (o)
Unweighted Base	2136	89	232	163	151	178	196	311	288	135	95	195	103	277	1859
Weighted Base	2223	96*	237	170	150	177	204	336	316	148	98*	194	97*	337	1886
Q.6 TIME WITH PROVIDER															
Less than 12 months	410	26	50	34	37	33	37	74	43	32	14	27	4	48	362
18%M		27%klM	21%M	20%M	25%lM	18%M	18%lM	22%lM	14%lm	21%lM	14%lm	14%lm	4%	14%	19%ln
12 months or more	1804	69	186	135	110	145	168	260	272	116	84	167	92	288	1516
81%be		72%	79%	79%	74%	82%	82%	79%	86%bceH	79%	86%be	86%BEH	96%ABCDE FGHJKl	85%o	80%
Q.7 MOBILE SPEND															
Low spenders	1061	52	121	91	79	82	87	127	151	82	44	90	58	93	969
48%HN		54%H	51%H	53%H	52%H	46%	43%	38%	48%h	55%gH	44%	46%	60%aGH kl	28%	51%aN
Mid spenders	830	35	84	55	50	64	85	155	104	53	38	73	33	140	691
37%		37%	35%	33%	33%	36%	42%i	46%AcDef lj	33%	36%	39%	38%	35%	47%	37%
High spenders	239	5	19	18	16	24	24	43	46	8	13	18	4	85	154
11%mo		5%	8%	11%	11%	13%jm	12%jm	13%jm	15%bcJM	5%	13%jm	9%	4%	25%AO	8%
Q.12 OVERALL SATISFACTION															
Satisfied	1790	74	197	143	128	134	172	257	252	111	84	155	82	272	1517
81%		77%	83%	84%	86%htj	78%	84%thj	76%	80%	75%	85%	80%	85%	81%	80%
Neither satisfied nor dissatisfied	309	13	30	22	14	33	24	46	47	30	12	29	8	47	263
14%		14%	13%	13%	9%	19%em	12%	14%	15%	20%em	12%	15%	9%	14%	14%
Dissatisfied	124	9	10	5	7	10	8	34	17	8	2	10	6	18	107
6%		9%d	4%	3%	5%	6%	4%	10%AcDgk	5%	5%	2%	5%	6%	5%	6%

Q. Break x break
Base: All who use a mobile

	Total (a)	O3 RAIL USER			O4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1836	822	650	638
Weighted Base	2223	336	224	931	1745	194	1939	866	693	617
GENDER										
Male	1104	175	116	465	884	92	976	470	347	275
	50%j	52%	52%	50%	51%	48%	50%	53%j	50%	45%
Female	1119	161	108	466	861	102	963	416	346	342
	50%	48%	48%	50%	49%	52%	50%	47%	50%	55%aH
AGE										
18-24	347	75	56	120	210	51	261	223	105	16
	16%eJ	22%AD	25%AD	13%	12%	26%AEG	13%	25%AU	15%J	3%
25-34	488	90	49	202	371	60	432	288	151	46
	22%j	27%	22%	22%	21%	31%AEG	22%	33%AU	22%J	7%
35-44	412	68	36	182	336	27	363	193	141	74
	19%j	20%	16%	20%	19%	14%	19%	22%J	20%J	12%
45-54	390	48	39	169	340	15	355	119	150	117
	18%FH	14%	17%	18%	19%F	8%	18%F	13%	22%aH	19%H
55-64	285	29	24	112	248	12	259	50	98	133
	13%bH	8%	11%	12%	14%F	6%	13%F	6%	14%h	21%aH
65+	301	26	20	147	239	29	269	12	50	231
	14%bH	8%	9%	16%Bc	14%	15%	14%	1%	7%h	38%aH
16-34	835	165	105	322	581	111	692	511	256	62
	38%eJ	49%AD	47%AD	35%	33%	57%AEG	36%	58%AU	37%J	10%
35-54	802	116	75	351	676	42	718	312	290	191
	36%Fj	35%	33%	38%	39%F	21%	37%F	35%	42%aHj	31%
55+	586	55	44	259	487	41	528	63	148	364
	26%bC+h	16%	20%	28%Bc	28%	21%	27%	7%	21%h	59%aH
SOCIAL GRADE										
AB	465	93	53	134	413	32	445	192	126	142
	21%D	28%AD	24%D	14%	24%f	16%	23%f	22%	18%	23%i
C1	688	121	93	239	541	70	611	301	232	147
	31%DU	36%AD	42%AD	26%	31%	36%	32%	34%J	33%J	24%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j



Q. Break x break
Base: All who use a mobile

	Total (a)	O3 RAIL USER			O4 ROAD USER			O3 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
C2	473	64	31	232	399	27	426	199	157	109
DE	21% ^{cd}	19%	14%	25% ^{abC}	23% ^F	14%	22% ^d	22% ^j	23% ^j	18%
597	58	47	327	392	65	456	194	179	219	
27% ^{BEFH}	17%	21%	35% ^{ABC}	22%	33% ^{EG}	24%	22%	26%	35% ^{AHI}	
ABC1	1153	214	146	372	954	102	1056	493	358	289
52% ^{DJ}	64% ^{AD}	65% ^{AD}	40%	55%	53%	54%	56% ^J	52%	47%	
C2DE	1070	122	78	559	791	92	882	393	336	328
48% ^{BC}	36%	35%	60% ^{ABC}	45%	47%	46%	44%	48%	53% ^{aH}	
WORKING STATUS										
Working	1255	216	122	501	1069	86	1155	606	416	216
56% ^{FJ}	64% ^{acD}	54%	54%	61% ^{AF}	45%	60% ^F	68% ^{AJ}	60% ^J	35%	
Not working	968	120	102	430	676	107	783	280	278	401
44% ^{bEH}	36%	46% ^b	46% ^B	39%	55% ^{AEG}	40%	32%	40% ^H	65% ^{AHI}	
AREA										
Urban	1828	317	205	712	1418	171	1589	750	582	473
62% ^{DJ}	94% ^{AD}	91% ^{AD}	76%	81%	88% ^{aag}	82%	85% ^J	84% ^J	77%	
Rural	397	19	19	219	327	23	350	136	111	144
18% ^{BC}	6%	9%	24% ^{ABC}	19% ^d	12%	18% ^d	15%	16%	23% ^{AHI}	
COUNTRY										
England	1834	298	196	725	1455	169	1624	724	570	516
83% ^D	89% ^{AD}	87% ^D	78%	83%	87%	84%	82%	82%	84%	
Scotland	194	27	18	89	135	17	152	78	66	47
9%	8%	8%	10%	8%	9%	8%	9%	9%	8%	
Wales	98	4	6	57	88	7	94	37	32	29
4% ^b	1%	3%	6% ^B	5%	3%	5%	4%	5%	5%	
Northern Ireland	97	7	4	60	67	1	68	46	25	25
4% ^F	2%	2%	6% ^{aBc}	4% ^d	.	3% ^d	5%	4%	4%	
GOVERNMENT REGIONS										
North East	96	4	3	49	90	3	93	32	34	30
4% ^{bc}	1%	1%	5% ^{Bc}	5% ^d	1%	5% ^d	4%	5%	5%	
North West	237	33	23	106	182	14	197	92	76	67
11%	10%	10%	11%	10%	7%	10%	10%	11%	11%	

Q. Break x break
Base: All who use a mobile

Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.3 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 2136	321	221	854	1637	199	1636	822	650	638
Weighted Base 2223	336	224	663	1745	194	1938	866	693	617
Yorkshire and The Humber 170	15	15	84	146	8	154	67	50	51
8%b	4%	7%	9%b	8%f	4%	8%	8%	7%	8%
East Midlands 150	6	13	55	102	25	127	48	37	62
7%b	2%	6%b	6%b	6%	13%AEG	7%	5%	5%	10%AH
West Midlands 177	23	18	77	154	14	169	80	50	46
8%	7%	8%	8%	9%	7%	9%	9%	7%	7%
East of England 204	38	29	77	177	14	191	78	66	58
9%	11%	13%b	8%	10%	7%	10%	9%	9%	9%
London 336	123	52	83	209	51	260	168	102	57
15%bCJ	36%ACD	23%AD	9%	12%	27%AEG	13%	19%aJ	15%J	9%
South East 316	52	34	106	259	35	294	120	96	98
14%	15%	15%	11%	15%	16%	15%	14%	14%	16%
South West 148	6	7	88	135	5	140	40	59	48
7%bH	2%	3%	9%aBC	8%F	2%	7%f	5%	8%H	8%h
Wales 98	4	6	57	88	7	94	37	32	29
4%b	1%	3%	6%b	5%	3%	5%	4%	5%	5%
Scotland 194	27	18	89	135	17	152	78	66	47
9%	8%	8%	10%	8%	9%	8%	9%	9%	8%
Northern Ireland 97	7	4	60	67	1	68	46	25	25
4%F	2%	2%	6%aBc	4%f	*	3%f	5%	4%	4%
Q.1/2 SMALL BUSINESS USER									
Yes 337	38	47	118	298	22	320	185	111	37
15%J	11%	21%aBD	13%	17%	12%	17%	21%AU	16%J	6%
No 1886	299	177	813	1446	171	1618	701	582	580
85%h	89%C	79%	87%C	83%	88%	83%	79%	84%h	94%AH
Q.3 RAIL USER									
Regular 336	336	-	-	244	36	280	173	102	56
15%CDJ	100%ACD	-	-	14%	19%	14%	20%AU	15%J	9%
Occasional 224	-	224	-	151	35	186	111	68	41
10%BDJ	-	100%ABD	-	9%	18%AEG	10%	12%J	10%j	7%

Q. Break x break
Base: All who use a mobile

	Total (a)	Q.3 RAIL USER			Q.4 ROAD USER			Q.9 FREQUENCY OF PHONE USE		
		Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base	2136	321	221	854	1637	199	1636	822	650	638
Weighted Base	2223	336	224	931	1745	194	1938	866	693	617
Never	931	-	-	931	758	54	811	312	313	296
	42%BCFH	-	-	100%ABC	43%F	28%	42%F	35%	45%H	48%aH
Q.4 ROAD USER										
Regular	1745	244	151	758	1745	-	1745	703	549	476
	78%bCF	73%	68%	81%BC	100%AFG	-	90%AF	79%	79%	77%
Occasional	194	36	35	54	-	194	194	81	53	56
	9%DE	11%D	16%AD	6%	-	100%AEG	10%E	9%	8%	9%
Ever	1938	280	186	811	1745	194	1938	784	602	532
	87%	83%	83%	87%	100%A	100%A	100%A	88%	87%	86%
Q.9 FREQUENCY OF PHONE USE										
Frequently	886	173	111	312	703	81	784	886	-	-
	40%DU	52%AD	49%AD	34%	40%	42%	40%	100%AU	-	-
Sometimes	693	102	68	313	549	53	602	-	693	-
	31%HU	30%	31%	34%	31%	27%	31%	-	100%AHU	-
Rarely	617	56	41	296	476	56	532	-	-	617
	28%BCH	17%	18%	32%aBC	27%	29%	27%	-	-	100%aH
Q.6 TIME WITH PROVIDER										
Less than 12 months	410	65	50	164	300	39	339	185	126	93
	19%	19%	23%	19%	17%	20%	17%	21%L	18%	15%
12 months or more	1804	268	172	763	1440	155	1595	699	567	520
	81%	80%	77%	82%	83%	80%	82%	79%	82%	84%h
Q.7 MOBILE SPEND										
Low spenders	1061	126	91	476	800	99	899	214	349	483
	48%BH	37%	41%	51%BC	46%	51%	46%	24%	50%h	78%aH
Mid spenders	830	152	94	322	671	75	746	462	269	96
	37%J	45%AD	42%d	35%	38%	38%	38%	52%AU	39%J	16%
High spenders	239	39	39	91	194	18	212	177	50	10
	11%I	12%	14%	10%	11%	9%	11%	20%AU	7%J	2%
Q.12 OVERALL SATISFACTION										
Satisfied	1790	270	183	756	1411	155	1566	717	550	506
	81%	80%	82%	81%	81%	80%	81%	81%	79%	82%

Fieldwork : 14/11/2012 - 20/11/2012 (Week 46)
Proportions: Means: Columns Tested (1%, 5% risk level) - a/b/c/d - a/e/f/g - a/h/i/j



Q. Break x break
Base: All who use a mobile

Total (a)	Q3 RAIL USER			Q4 ROAD USER			Q3 FREQUENCY OF PHONE USE		
	Regular (b)	Occasional (c)	Never (d)	Regular (e)	Occasional (f)	Ever (g)	Frequently (h)	Sometimes (i)	Rarely (j)
Unweighted Base 2136	321	221	854	1637	199	1636	822	650	638
Weighted Base 2223	336	224	931	1745	194	1938	866	693	617
Neither satisfied nor dissatisfied 309 14%	47 14%	26 11%	136 15%	236 14%	26 13%	262 13%	109 12%	104 15%	88 14%
Dissatisfied 124 6%	20 6%	16 7%	39 4%	98 6%	13 7%	111 6%	60 7%	40 6%	23 4%

Q. Break x break
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
GENDER									
Male	1104	209	899	518	392	140	881	165	58
50%		51%	49%	49%	47%	58%aE	49%	53%	47%
Female	1119	200	915	543	439	100	909	144	66
50% ^f		49%	51%	51% ^f	53% ^F	42%	51%	47%	53%
AGE									
16-24	347	107	238	142	163	35	261	52	14
16% ^c		26% ^{aC}	13%	13%	20% ^{aD}	15%	16%	17%	11%
25-34	488	91	396	149	242	81	375	73	40
22% ^D		22%	22%	14%	29% ^{AD}	34% ^{AD}	21%	23%	33% ^{aG}
35-44	412	70	341	160	180	58	335	53	25
19% ^d		17%	19%	15%	22% ^D	24% ^D	19%	17%	20%
45-54	390	65	320	189	131	45	326	48	16
18%		16%	18%	18%	16%	18%	18%	15%	13%
55-64	285	39	245	181	74	16	229	37	19
13% ^{Ef}		10%	14% ^b	17% ^{AEF}	9%	7%	13%	12%	15%
65+	301	36	264	241	39	5	244	47	10
14% ^{dEF}		9%	15% ^B	23% ^{AEF}	5%	2%	14%	15%	8%
16-34	835	199	634	291	405	118	656	125	54
38% ^D		48% ^{AC}	35%	27%	49% ^{AD}	48% ^{AD}	37%	40%	44%
35-54	802	136	661	348	312	103	661	101	41
36%		33%	37%	33%	38% ^d	43% ^D	37%	33%	33%
55+	586	75	509	422	113	21	473	84	29
26% ^{BEF}		18%	28% ^B	40% ^{AEF}	14%	9%	26%	27%	23%
SOCIAL GRADE									
AB	465	70	394	207	163	66	375	64	25
21%		17%	22%	19%	20%	28% ^{aDe}	21%	21%	20%
C1	688	136	548	303	294	65	548	93	47
31%		33%	30%	29%	35% ^{aDf}	27%	31%	30%	38%



Q. Break x break
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
C2	473	83	388	201	191	60	377	71	24
	21%	20%	22%	19%	23% ^d	25%	21%	23%	20%
DE	597	120	475	350	182	47	489	81	27
	27% ^{ef}	29%	26%	33% ^{AEF}	22%	20%	27%	26%	22%
ABC1	1153	206	942	510	457	132	923	157	73
	52%	50%	52%	49%	55% ^D	55%	52%	51%	59%
C2DE	1070	204	863	551	373	107	867	152	51
	48%	50%	46%	52% ^E	45%	45%	46%	49%	41%
WORKING STATUS									
Working	1255	216	1033	443	560	190	991	188	75
	56% ^D	53%	57%	42%	68% ^{AD}	80% ^{ADE}	55%	61%	61%
Not working	968	193	771	618	270	49	798	121	49
	44% ^{EF}	47%	43%	58% ^{AEF}	32% ^F	20%	45%	39%	39%
AREA									
Urban	1826	350	1468	857	692	204	1468	252	105
	82%	85%	81%	81%	83%	85%	82%	82%	85%
Rural	397	60	336	204	139	35	322	57	19
	18%	15%	19%	19%	17%	15%	18%	18%	15%
COUNTRY									
England	1834	365	1461	870	686	204	1468	260	107
	83%	89% ^{AC}	81%	82%	83%	85%	82%	84%	86%
Scotland	194	27	167	90	73	18	155	29	10
	9%	7%	9%	9%	9%	8%	9%	9%	9%
Wales	98	14	84	44	38	13	84	12	2
	4%	3%	5%	4%	5%	5%	5%	4%	2%
Northern Ireland	97	4	92	58	33	4	82	8	6
	4% ^B	1%	5% ^B	5% ^f	4%	2%	5%	3%	5%
GOVERNMENT REGIONS									
North East	96	26	69	52	35	5	74	13	9
	4%	6% ^c	4%	5%	4%	2%	4%	4%	7%

Q. Break x break
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
North West	237	50	186	121	84	19	197	30	10
	11%	12%	10%	11%	10%	8%	11%	10%	8%
Yorkshire and The Humber	170	34	135	91	55	18	143	22	5
	8%	8%	7%	9%	7%	8%	8%	7%	4%
East Midlands	150	37	110	79	50	16	128	14	7
	7%	9% ^c	6%	7%	6%	7%	7%	5%	6%
West Midlands	177	33	145	82	64	24	134	33	10
	8%	8%	8%	8%	8%	10%	8%	11%	8%
East of England	204	37	168	87	85	24	172	24	8
	9%	9%	9%	8%	10%	10%	10%	8%	6%
London	336	74	260	127	155	43	257	46	34
	15% ^d	18%	14%	12%	19% ^{a,d}	18% ^d	14%	15%	27% ^{a,g,h}
South East	316	43	272	151	104	46	252	47	17
	14%	10%	15% ^b	14%	12%	19% ^e	14%	15%	14%
South West	148	32	116	82	53	8	111	30	8
	7%	8%	6%	8% ^f	6%	3%	6%	10% ^g	6%
Wales	98	14	84	44	38	13	84	12	2
	4%	3%	5%	4%	5%	5%	5%	4%	2%
Scotland	194	27	167	90	73	18	155	29	10
	9%	7%	9%	9%	9%	8%	9%	9%	8%
Northern Ireland	97	4	92	58	33	4	82	8	6
	4% ^B	1%	5% ^B	5% ^f	4%	2%	5%	3%	5%
Q.12 SMALL BUSINESS USER									
Yes	337	48	288	93	140	85	272	47	18
	15% ^D	12%	16% ^b	9%	17% ^D	36% ^{A,D,E}	15%	15%	14%
No	1886	362	1516	969	691	154	1517	263	107
	85% ^F	88% ^c	84%	91% ^{A,E,F}	83% ^F	64%	85%	85%	86%

Q. Break x break
Base: All who use a mobile

	Q.6 TIME WITH PROVIDER			Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
	Total (a)	Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Q.3 RAIL USER									
Regular	336	65	268	126	152	39	270	47	20
15% ^d		16%	15%	12%	18% ^{aD}	16%	15%	15%	16%
Occasional	224	50	172	91	94	30	183	26	16
10%		12%	10%	9%	11%	13%	10%	8%	13%
Never	931	164	763	476	322	91	756	136	39
42% ^j		40%	42%	45% ^e	39%	38%	42% ^j	44% ^j	31%
Q.4 ROAD USER									
Regular	1745	300	1440	800	671	194	1411	236	98
78% ^b		73%	80% ^B	75%	81% ^D	81%	79%	76%	79%
Occasional	194	39	155	99	75	18	155	26	13
9%		9%	9%	9%	9%	7%	9%	8%	10%
Ever	1938	339	1595	899	746	212	1566	262	111
87% ^b		83%	88% ^B	85%	90% ^D	89%	87%	85%	89%
Q.9 FREQUENCY OF PHONE USE									
Frequently	886	185	699	214	462	177	717	109	60
40% ^D		45% ^c	39%	20%	56% ^{AD}	74% ^{ADE}	40%	35%	49% ^h
Sometimes	693	126	567	349	269	50	550	104	40
31% ^F		31%	31%	33% ^F	32% ^F	21%	31%	34%	32%
Rarely	617	93	520	483	96	10	506	88	23
28% ^{bEFH}		23%	29% ^b	46% ^{AEF}	12% ^F	4%	28% ^j	28% ^j	19%
Q.6 TIME WITH PROVIDER									
Less than 12 months	410	410	-	199	163	32	314	69	27
18% ^C		100% ^{AC}	-	19%	20% ^I	13%	18%	22%	22%
12 months or more	1804	-	1804	861	666	207	1473	235	96
81% ^{Bh}		-	100% ^{AB}	81%	80%	87% ^e	82% ^h	76%	77%
Q.7 MOBILE SPEND									
Low spenders	1061	199	861	1061	-	-	900	122	39
48% ^{EFH}		48%	48%	100% ^{AEF}	-	-	50% ^{HI}	39%	32%



Q. Break x break
Base: All who use a mobile

	Total (a)	Q.6 TIME WITH PROVIDER		Q.7 MOBILE SPEND			Q.12 OVERALL SATISFACTION		
		Less than 12 months (b)	12 months or more (c)	Low spenders (d)	Mid spenders (e)	High spenders (f)	Satisfied (g)	Neither satisfied nor dissatisfied (h)	Dissatisfied (i)
Unweighted Base	2136	394	1734	1070	771	212	1723	296	117
Weighted Base	2223	410	1804	1061	830	239	1790	309	124
Mid spenders	830	163	666	-	830	-	642	124	64
	37%DF	40%	37%	-	100%ADF	-	36%	40%	51%AG
High spenders	239	32	207	-	-	239	186	39	14
	11%DE	8%	11%b	-	-	100%ADE	10%	13%	11%
Q.12 OVERALL SATISFACTION									
Satisfied	1790	314	1473	900	642	186	1790	-	-
	81%HI	77%	82%b	85%AEf	77%	78%	100%AHl	-	-
Neither satisfied nor dissatisfied	309	69	235	122	124	39	-	309	-
	14%GI	17%	13%	11%	15%d	16%	-	100%AGI	-
Dissatisfied	124	27	96	39	64	14	-	-	124
	6%dGh	7%	5%	4%	8%aD	6%	-	-	100%AGH