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**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 1  
Bredth outdoor

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>7.48</b>	7.76	7.19	7.30	8.30	7.12	9.27	6.71	4.74	7.99	5.80	7.03	7.49	7.55	7.70	7.28	7.64	8.60	7.75	7.51	7.57	6.60	7.03	7.21	9.12	7.53	9.01	8.26	6.44
Patchy	<b>0.64</b>	0.53	0.76	0.79	0.71	0.78	0.35	0.61	0.61	0.74	0.61	0.58	0.72	0.87	0.42	0.65	0.61	0.85	0.71	1.26	0.54	0.35	0.62	0.39	0.72	0.60	0.46	0.67	0.48
Total	<b>5.21</b>	5.49	4.93	5.13	5.91	4.85	6.74	4.52	2.96	5.67	3.80	4.92	5.12	5.09	5.61	5.03	5.39	5.80	5.32	4.55	5.50	4.73	4.88	5.25	6.56	5.46	7.03	5.37	4.43

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 1  
Bredth outdoor

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>7.48</b>	6.84	7.87	7.48	7.69	7.47	7.71	7.74	6.91	7.30	7.51	8.00	7.23	-	8.00	8.09	7.10	7.87	6.73	6.61	8.46	7.84
Patchy	<b>0.64</b>	0.65	0.69	0.64	0.72	0.66	0.75	0.61	0.44	0.00	0.80	0.68	0.66	-	0.87	0.53	0.59	0.59	0.78	0.80	0.34	0.71
Total	<b>5.21</b>	4.64	5.49	5.21	5.30	5.20	5.15	5.51	4.83	4.78	5.07	5.68	4.97	-	5.27	5.89	4.92	5.66	4.38	4.25	6.37	5.53

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 1  
Bredth outdoor

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>7.48</b>	6.09	7.51	7.62	7.30	7.31	7.70	7.48	7.56	7.17	7.78	8.04	7.85	7.88	7.52	8.03	7.36	-	-	-	-	-	-
Patchy	<b>0.64</b>	0.62	0.71	0.62	0.71	0.65	0.60	0.65	0.46	0.76	0.69	0.55	0.61	0.70	0.53	0.41	0.48	-	-	-	-	-	-
Total	<b>5.21</b>	4.20	5.17	5.35	5.05	5.07	5.41	5.21	5.55	4.76	5.40	5.82	5.58	5.53	5.41	5.89	5.34	-	-	-	-	-	-

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 2  
In home

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>12.87</b>	11.23	14.51	12.50	13.86	12.78	11.24	12.61	13.82	13.44	13.17	13.29	13.12	13.06	12.05	13.20	12.48	10.40	13.82	11.88	14.16	14.45	13.46	13.18	14.38	11.23	13.55	8.08	11.59
Some poor	<b>0.78</b>	1.04	0.51	1.37	0.93	0.85	0.89	0.32	0.15	1.06	0.24	0.89	0.53	0.90	0.78	0.70	0.83	0.81	0.98	1.16	0.78	0.61	0.53	0.75	0.45	0.53	0.76	0.50	0.91
All good	<b>9.27</b>	7.66	10.88	8.57	10.16	9.26	7.64	9.34	10.26	9.67	9.77	9.52	9.59	9.40	8.68	9.56	8.99	7.20	9.89	8.05	10.34	10.60	9.94	9.57	10.66	8.35	10.56	5.46	7.83

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 2  
In home

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>12.87</b>	12.58	13.21	12.87	12.89	12.84	13.75	13.09	14.54	16.06	12.23	13.13	13.27	-	12.34	12.88	13.50	13.25	11.85	12.14	13.83	13.02
Some poor	<b>0.78</b>	0.66	0.83	0.78	0.82	0.81	1.31	0.92	0.78	1.63	0.87	0.74	0.66	-	0.50	0.59	0.47	0.95	0.66	0.90	0.78	0.57
All good	<b>9.27</b>	9.00	9.47	9.27	9.25	9.23	9.29	9.41	10.44	9.05	8.75	9.47	9.68	-	9.15	9.47	10.03	9.53	8.46	8.38	10.15	9.79

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 2  
In home

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>12.87</b>	13.38	13.55	12.49	14.07	13.31	11.85	12.92	12.05	11.67	13.17	12.78	12.71	13.44	12.79	12.79	13.08	-	-	-	-	-	-
Some poor	<b>0.78</b>	1.14	0.70	0.77	0.82	0.52	0.96	0.76	0.79	2.07	0.86	0.93	0.92	0.86	0.83	0.87	0.55	-	-	-	-	-	-
All good	<b>9.27</b>	9.32	9.82	9.01	10.30	9.75	8.32	9.32	8.95	7.13	9.43	9.12	9.08	9.77	9.24	9.04	9.70	-	-	-	-	-	-

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 3  
In other buildings

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>7.80</b>	7.87	7.73	9.14	7.28	7.65	7.36	7.88	8.39	7.86	8.12	8.14	7.41	7.42	8.08	7.75	7.80	7.58	7.91	7.35	7.26	7.44	7.59	7.32	9.15	8.01	9.90	6.97	7.43
Some poor	<b>0.61</b>	0.44	0.78	0.73	0.64	1.01	0.39	0.36	0.41	0.67	0.38	0.53	0.57	0.74	0.56	0.55	0.64	0.60	0.40	0.76	1.10	0.48	0.48	0.53	1.42	0.95	0.39	0.62	0.14
All good	<b>5.48</b>	5.61	5.35	6.61	5.14	5.08	5.22	5.77	5.78	5.59	5.77	5.93	5.18	4.99	5.71	5.52	5.40	5.29	5.75	4.93	4.57	5.22	5.47	5.08	5.77	5.43	7.86	4.52	5.47



**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 3  
In other buildings

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>7.80</b>	7.27	8.34	7.80	7.80	7.70	8.73	7.85	7.03	4.79	7.89	7.59	7.60	-	8.95	7.29	7.28	7.76	8.56	7.08	8.49	8.25
Some poor	<b>0.61</b>	0.80	0.59	0.61	0.61	0.59	0.71	0.56	0.55	0.00	0.55	0.71	0.49	-	0.68	0.64	0.55	0.60	0.20	0.88	0.34	0.45
All good	<b>5.48</b>	4.77	5.94	5.48	5.45	5.44	6.06	5.63	4.88	3.14	5.56	5.26	5.38	-	6.08	5.10	5.07	5.54	6.31	4.55	6.32	6.11

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 3  
In other buildings

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>7.80</b>	8.49	7.96	7.65	8.41	7.55	7.67	7.72	9.05	9.62	7.53	7.69	7.50	8.27	7.85	7.76	8.00	-	-	-	-	-	-
Some poor	<b>0.61</b>	0.76	0.52	0.63	0.52	0.50	0.74	0.60	0.49	1.38	0.71	0.46	0.55	0.35	0.53	0.41	0.49	-	-	-	-	-	-
All good	<b>5.48</b>	5.90	5.69	5.33	6.03	5.37	5.26	5.41	6.84	6.36	5.16	5.58	5.34	6.19	5.67	5.59	5.74	-	-	-	-	-	-

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 4  
Quality at busy places

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>8.44</b>	7.52	9.36	8.08	8.84	9.06	8.57	7.44	7.91	8.60	7.66	8.64	9.03	7.92	7.92	8.85	7.92	8.40	8.95	8.05	8.23	8.41	8.54	9.00	7.98	8.47	9.64	8.60	7.38
Unreliable	<b>0.72</b>	0.90	0.53	1.14	0.96	0.55	0.53	0.66	0.36	1.02	0.52	0.69	0.74	0.71	0.63	0.72	0.67	0.80	0.71	0.97	0.71	0.52	0.70	0.65	1.09	0.68	0.51	0.86	0.65
Reliable	<b>5.84</b>	4.87	6.81	5.25	6.15	6.58	6.00	4.96	5.41	5.87	5.17	6.07	6.23	5.40	5.54	6.16	5.48	5.61	6.34	5.22	5.63	5.92	5.92	6.40	5.13	6.10	7.52	5.53	4.88

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 4  
Quality at busy places

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>8.44</b>	8.13	8.15	8.44	8.42	8.53	7.83	8.80	8.36	3.12	8.22	8.61	8.48	-	7.50	8.62	8.41	9.00	7.26	8.01	9.03	8.49
Unreliable	<b>0.72</b>	0.73	0.83	0.72	0.77	0.69	1.07	0.53	0.78	2.02	0.88	0.87	0.57	-	0.90	0.67	0.64	0.57	0.18	0.84	0.62	0.61
Reliable	<b>5.84</b>	5.50	5.55	5.84	5.77	5.93	4.91	6.37	5.65	0.00	5.51	5.90	5.97	-	4.86	6.12	5.81	6.50	5.38	5.26	6.46	6.14

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 4  
Quality at busy places

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>8.44</b>	8.58	8.73	8.29	8.68	8.61	8.16	8.46	8.34	7.58	8.33	9.21	8.82	9.23	9.10	9.12	8.83	-	-	-	-	-	-
Unreliable	<b>0.72</b>	0.42	0.89	0.67	0.40	0.77	0.84	0.73	0.32	0.66	0.77	0.65	0.49	0.52	0.54	0.45	0.34	-	-	-	-	-	-
Reliable	<b>5.84</b>	6.28	5.92	5.76	6.36	5.88	5.53	5.84	6.25	5.11	5.70	6.52	6.39	6.73	6.58	6.59	6.50	-	-	-	-	-	-

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 5  
Quality other

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>6.14</b>	6.10	6.18	7.57	6.52	6.51	6.22	4.81	4.75	6.85	4.78	5.80	6.22	6.39	6.12	6.03	6.23	6.21	6.45	6.48	5.08	6.04	5.98	5.73	6.27	6.67	7.44	6.04	5.33
Generally good	<b>1.36</b>	1.66	1.06	1.37	1.81	1.24	0.71	1.76	1.00	1.68	1.41	1.45	1.33	1.44	1.16	1.39	1.28	1.19	1.01	1.88	1.15	0.82	1.20	1.59	1.11	1.53	2.41	1.84	1.30
Excellent	<b>3.40</b>	3.04	3.76	4.68	3.35	3.83	3.98	1.89	2.49	3.76	2.17	3.08	3.48	3.50	3.55	3.30	3.53	3.49	4.06	3.11	2.69	3.76	3.38	2.89	3.86	3.67	3.84	2.67	2.71

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 5  
Quality other

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>6.14</b>	5.46	5.89	6.14	6.00	6.08	5.75	6.05	6.94	3.67	6.38	5.88	5.99	-	6.89	5.83	5.95	6.12	5.53	5.68	6.27	6.78
Generally good	<b>1.36</b>	1.35	1.51	1.36	1.52	1.33	1.79	1.29	1.19	1.01	1.30	1.19	1.42	-	1.79	1.02	1.54	1.26	1.55	1.78	0.88	1.18
Excellent	<b>3.40</b>	2.80	3.09	3.40	3.12	3.38	2.68	3.43	4.08	1.47	3.64	3.46	3.17	-	3.47	3.58	3.05	3.53	2.66	2.52	4.01	4.21

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 5  
Quality other

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>6.14</b>	6.50	6.05	6.14	5.77	6.45	6.09	6.17	5.17	6.34	6.40	6.02	6.07	5.81	5.96	5.56	5.83	-	-	-	-	-	-
Generally good	<b>1.36</b>	1.78	1.41	1.29	1.38	1.41	1.30	1.36	1.57	0.65	1.38	1.23	1.20	1.25	1.35	1.05	0.97	-	-	-	-	-	-
Excellent	<b>3.40</b>	3.32	3.30	3.45	3.07	3.63	3.40	3.42	2.57	4.21	3.56	3.46	3.51	3.30	3.33	3.23	3.55	-	-	-	-	-	-



**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 6  
Quality travelling

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>10.73</b>	11.04	10.41	8.43	10.39	12.40	10.30	12.88	9.16	9.79	11.16	11.47	10.82	11.06	9.51	11.12	10.17	12.18	10.05	11.17	11.99	9.57	10.85	11.04	11.07	10.29	10.89	9.17	10.86
Unreliable	<b>0.50</b>	0.44	0.57	1.14	0.76	0.37	0.28	0.23	0.16	0.88	0.20	0.63	0.39	0.50	0.54	0.50	0.52	0.39	0.35	1.00	0.08	0.22	0.46	0.99	0.72	0.37	0.40	0.00	0.53
Reliable	<b>7.84</b>	8.04	7.63	5.66	7.53	9.40	7.57	9.62	6.50	6.95	8.18	8.35	7.96	8.14	6.81	8.14	7.38	8.86	7.53	7.58	9.24	7.16	8.00	7.52	8.01	7.88	8.59	6.68	7.71

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 6  
Quality travelling

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>10.73</b>	10.69	10.79	10.73	10.87	10.65	10.17	11.23	10.74	8.13	10.36	10.79	10.27	-	10.74	10.76	10.04	11.30	10.74	10.50	10.71	11.13
Unreliable	<b>0.50</b>	0.32	0.70	0.50	0.46	0.53	0.67	0.53	0.27	0.11	0.36	0.32	0.29	-	0.38	0.25	0.21	0.54	0.44	0.55	0.57	0.35
Reliable	<b>7.84</b>	7.86	7.74	7.84	7.98	7.75	7.14	8.30	7.84	5.24	7.65	8.20	7.63	-	7.84	8.28	7.51	8.37	7.77	7.44	7.89	8.44

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 6  
Quality travelling

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>10.73</b>	10.82	10.30	10.91	11.21	10.52	10.63	10.77	10.40	8.95	10.46	10.68	11.11	10.94	11.40	11.23	11.43	-	-	-	-	-	-
Unreliable	<b>0.50</b>	0.66	0.52	0.48	0.42	0.45	0.59	0.51	0.58	0.20	0.54	0.56	0.37	0.47	0.35	0.28	0.25	-	-	-	-	-	-
Reliable	<b>7.84</b>	7.64	7.56	7.99	8.33	7.67	7.70	7.86	7.70	6.87	7.60	7.81	8.37	8.13	8.58	8.34	8.66	-	-	-	-	-	-

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 7  
Usage caps

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>13.39</b>	14.20	12.57	15.49	15.55	12.88	12.45	13.50	8.59	15.53	11.23	13.43	12.47	13.64	14.07	12.91	13.89	12.43	14.15	14.02	12.30	13.45	12.07	12.20	12.52	14.26	14.62	17.36	13.96
1 Gb per month	<b>1.78</b>	1.58	1.97	2.61	2.21	1.78	1.04	1.81	1.01	2.34	1.44	1.79	1.56	1.70	1.88	1.67	1.80	1.00	0.87	2.90	1.60	1.60	1.53	2.48	1.26	2.47	2.47	0.33	1.48
No cap	<b>8.69</b>	9.46	7.92	9.75	10.15	8.41	8.53	8.59	5.21	10.03	7.03	8.77	8.10	8.99	9.08	8.41	9.04	8.91	10.12	8.09	8.10	8.69	7.86	7.12	8.48	8.68	9.60	12.82	9.22

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 7  
Usage caps

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>13.39</b>	13.49	13.08	13.39	12.97	13.91	13.09	13.84	12.06	4.38	13.77	14.71	13.43	-	10.80	15.06	12.93	13.80	14.14	13.59	13.94	12.41
1 Gb per month	<b>1.78</b>	1.29	2.28	1.78	1.85	1.78	2.00	1.87	0.84	1.11	1.66	1.74	1.60	-	2.58	1.71	1.38	1.86	1.91	1.77	1.76	1.82
No cap	<b>8.69</b>	9.08	8.07	8.69	8.29	9.09	8.06	9.04	8.65	1.86	9.13	9.91	8.84	-	5.77	10.22	8.63	9.07	8.88	8.60	9.27	8.17

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 7  
Usage caps

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>13.39</b>	10.77	12.75	13.99	10.85	13.03	15.06	13.27	15.15	16.43	13.58	13.83	14.54	13.38	13.67	13.34	12.96	-	-	-	-	-	-
1 Gb per month	<b>1.78</b>	1.13	1.72	1.88	1.11	1.97	1.99	1.81	1.18	1.28	1.92	1.90	1.71	1.49	1.47	1.58	1.31	-	-	-	-	-	-
No cap	<b>8.69</b>	7.16	8.36	9.02	7.39	8.22	9.77	8.55	10.76	11.63	8.72	8.96	9.74	9.09	9.26	8.76	8.83	-	-	-	-	-	-

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 8  
Price

Base:All respondents in segment 3

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>985</b>	460	525	119	270	230	207	123	36	389	159	240	311	173	233	551	406	60	90	124	50	117	147	87	46	69	70	20	86
Base	<b>22539</b>	11270	11269	2652	5912	4261	3853	3155	2705	8565	5860	5703	6693	4055	5470	12396	9525	1342	2036	2723	1157	2830	3561	1951	1127	1434	1518	401	2078
Importance	<b>33.17</b>	34.28	32.05	31.49	29.25	31.60	34.58	34.17	42.65	29.94	38.08	32.20	33.43	32.95	34.55	32.86	33.87	34.20	30.93	33.53	33.40	34.06	34.46	34.30	29.50	33.54	24.96	35.52	37.01
£15	<b>21.56</b>	21.81	21.31	20.29	17.99	20.72	22.46	22.93	29.06	18.70	25.76	20.75	21.53	20.77	23.55	21.17	22.36	22.32	20.04	21.73	22.44	22.03	22.80	21.88	19.49	22.12	15.28	20.84	24.01
£20	<b>14.37</b>	15.11	13.62	13.29	13.36	13.59	15.47	14.84	16.74	13.34	15.71	13.62	14.80	14.32	14.72	14.26	14.55	15.05	13.20	14.91	14.70	14.88	14.88	14.59	13.39	13.34	11.56	14.76	15.89
£25	<b>10.32</b>	10.49	10.15	8.57	9.52	10.22	11.24	11.27	11.56	9.22	11.40	10.66	10.57	10.33	9.75	10.61	10.00	10.60	10.75	10.29	9.57	11.08	10.20	10.55	9.90	10.12	8.43	12.57	10.69
£30	<b>1.64</b>	1.83	1.46	3.06	2.70	1.51	1.00	0.53	0.34	2.81	0.44	1.77	1.62	2.21	1.03	1.69	1.54	1.23	1.97	1.63	1.25	1.31	1.16	1.77	1.99	1.72	2.34	3.95	1.65

**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 8  
Price

Base:All respondents in segment 3

	Segments			Using Internet						Planning to acquire				Net across all devices (Q11 not Q9)			Using smartphone	Mobile phone but not smartphone	Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	From a desktop computer at home	From a laptop computer	From a tablet	From a mobile phone	From some other device	Cannot access the Internet in any of these ways	A laptop computer	A tablet computer e.g. iPad or similar	A mobile phone or smartphone	None of these	A laptop computer	A tablet computer	A mobile phone or smartphone	Yes	Yes	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	<b>985</b>	225	212	985	559	802	121	568	48	3	205	153	251	-	63	133	157	503	65	429	302	254
Base	<b>22539</b>	5463	4690	22539	13236	18055	2686	12398	998	68	4913	3437	5857	-	1672	2968	3880	10978	1420	10019	6650	5870
Importance	<b>33.17</b>	35.53	32.66	33.17	33.36	32.81	32.96	31.39	33.43	52.56	33.64	31.30	33.73	-	34.78	31.49	34.79	30.90	35.20	36.38	29.28	32.08
£15	<b>21.56</b>	23.84	20.13	21.56	21.53	21.38	19.86	20.05	22.80	34.74	21.59	20.23	22.35	-	21.50	20.44	23.97	19.69	22.83	23.26	19.35	21.15
£20	<b>14.37</b>	15.24	14.38	14.37	14.32	14.24	14.16	13.73	15.50	22.79	14.56	13.85	14.90	-	15.30	13.80	14.97	13.52	15.35	15.67	12.76	13.96
£25	<b>10.32</b>	10.48	10.24	10.32	10.44	10.38	10.77	10.30	9.47	11.06	10.32	9.83	10.14	-	10.72	10.08	9.97	10.22	10.88	11.05	10.52	8.86
£30	<b>1.64</b>	1.00	2.48	1.64	1.80	1.59	3.61	1.93	1.00	0.00	1.80	1.95	1.27	-	2.34	1.61	0.67	2.00	1.39	1.50	1.60	1.93



**Ofcom - UHF Strategy Conjoint MB JB:11432**

Table 8  
Price

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	At home	Around your neighbourhood	At work/school/university	In other buildings	Outdoors in an urban area	Outdoors in a rural area	On the move	At a friend's home	At a family member's home	On holiday	General mention - when away from home	None/never	Other
Unweighted base	<b>985</b>	61	286	638	207	341	437	930	36	19	746	276	360	271	342	242	433	-	-	-	-	-	-
Base	<b>22539</b>	1653	6646	14240	5253	7698	9588	21353	804	382	16484	6337	7561	6050	7603	5437	9688	-	-	-	-	-	-
Importance	<b>33.17</b>	35.36	33.16	32.91	33.72	33.21	32.83	33.21	32.29	32.24	32.75	31.75	31.39	31.06	31.69	32.17	32.51	-	-	-	-	-	-
£15	<b>21.56</b>	24.00	21.69	21.21	22.52	21.74	20.89	21.56	20.88	22.86	21.10	20.63	20.04	20.14	20.70	20.84	21.08	-	-	-	-	-	-
£20	<b>14.37</b>	15.41	13.95	14.44	14.64	14.17	14.38	14.44	13.10	12.63	14.24	13.63	13.97	13.55	13.69	14.17	14.07	-	-	-	-	-	-
£25	<b>10.32</b>	9.17	10.33	10.45	9.85	10.39	10.53	10.32	10.82	9.10	10.37	10.23	10.02	10.06	10.22	10.72	10.62	-	-	-	-	-	-
£30	<b>1.64</b>	1.08	1.73	1.66	1.10	1.83	1.78	1.64	1.21	2.34	1.85	1.93	2.11	1.88	1.72	1.79	1.51	-	-	-	-	-	-