

Title	Page	Table	Base Description	Base
SEGMENTS	1	1	Base:All respondents	2100
Q12 If you had the choice of better Freeview services which would you choose?	5	2	Base:All respondents	2100
Q3 How many TV sets do you have in your household?	9	3	Base:All with a TV set in household	2078
Q4 Which, if any, of these types of television service does your household receive at the moment?	12	4	Base:All respondents	2100
Q5 And which one of these do you consider to be your *main* type of television?	15	5	Base:All respondents	2100
Q5b How do you receive your Freeview service?	18	6	Base:All with Freeview	1383
Q6 Do you use your satellite television service to receive subscription channels or free-to-air services only?	21	7	Base:All with satellite TV	915
Q7 Which of the following are you planning to get on your main TV set in the next year or so?	24	8	Base:All respondents	2100
Q13 Why do you say that? Improving Freeview services	27	9	Base:All respondents in segment 1 & 2	1092
Q13 Why do you say that? Improving mobile broadband services	33	10	Base:All respondents in segment 1 & 2	457
Q13 Why do you say that? No preference	39	11	Base:All respondents in segment 1 & 2	551
Q14 Which of these programme genres do you watch the most on TV – please tick up to 3?	45	12	Base:All respondents in segment 1 & 2	1552
Q15 And if one of these genres was not available, which would you miss the most?	48	13	Base:All respondents in segment 1 & 2	1552
Q16 Which of the following TV services or functions have you heard of before today?	51	14	Base:All respondents in segment 1 & 2	1552
Q17 And which of these services do you currently have at home?	54	15	Base:All respondents	2100
Q18 And how would you rate your interest in using these services in the future? Table of Means	57	16	Base:All respondents in segment 1 & 2	1552
Q19 And how important are the following services to you? Table of Means	60	17	Base:All respondents in segment 1 & 2	1552
Q20 What is the main reason you don't have? HD ready TV	63	18	Base:All aware of at q16 but not using at q17 in segment 1 & 2	516
Q20 What is the main reason you don't have? HD Set top box	66	19	Base:All aware of at q16 but not using at q17 in segment 1 & 2	866

	Title	Page	Table	Base Description	Base
	Q20 What is the main reason you don't have? DVR/PVR/Sky plus etc.	69	20	Base:All aware of at q16 but not using at q17 in segment 1 & 2	699
	Q20 What is the main reason you don't have? Video on Demand	72	21	Base:All aware of at q16 but not using at q17 in segment 1 & 2	836
	Q20 What is the main reason you don't have? 3D TV	75	22	Base:All aware of at q16 but not using at q17 in segment 1 & 2	1257
	Q20 What is the main reason you don't have? Internet services and apps through TV	81	23	Base:All aware of at q16 but not using at q17 in segment 1 & 2	766
	Q20 What is the main reason you don't have? Interactive and red button services	84	24	Base:All aware of at q16 but not using at q17 in segment 1 & 2	561
	Q20 What is the main reason you don't have? Catch-up TV on PC or Laptop	87	25	Base:All aware of at q16 but not using at q17 in segment 1 & 2	560
	Q21 Thinking specifically now about Freeview services, which of the following best describes what you think about the current range of channels on Freeview?	90	26	Base:All respondents in segment 1 & 2	1552
	Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First	93	27	Base:All respondents in segment 1 & 2	1552
	Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second	96	28	Base:All respondents in segment 1 & 2	1552
	Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third	99	29	Base:All respondents in segment 1 & 2	1552
	Q9 Do you use the Internet yourself in any of the following ways? Please exclude any use of the Internet made using a computer at your normal place of work.	102	30	Base:All respondents	2100
	Q10 When connecting to the Internet via a laptop, tablet or mobile phone, do you always/sometimes connect using a mobile phone network or do you always use a fixed connection	105	31	Base:All coding 2, 3 or 4 at Q9	1792
	Q10a And do you pay for this usage yourself, i.e. via a monthly contract or pay as you go, or is this paid for by someone else?	108	32	Base:All coding 1 at Q10	748
	Q11 Are you planning to acquire any of the following in the next year to enable you to access the Internet via a mobile phone network?	111	33	Base:All coding 2 at Q10	1044
	Q23 Which operator provides your connection to the Internet using your laptop or tablet?	114	34	Base:All connecting to internet using laptop and mobile network	613

	Title	Page	Table	Base Description	Base
	Q25 Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet.	117	35	Base:All using mobile phone to access the internet	803
	Q26 Which make and model is your mobile phone?	120	36	Base:All using smartphone	704
	Q27 What is the make and model of your mobile phone?	123	37	Base:All using mobile phone but not Smartphone to access the internet	91
	Q28 What type of tablet do you have?	126	38	Base:All using Internet from a tablet	173
	Q29 In which of the following situations do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?	129	39	Base:All respondents in segment 3	1413
	q30 Which of the following best describes your use of the Internet when connecting via a mobile phone network using a laptop, tablet or mobile phone?	132	40	Base:All using Internet in the home	1066
	Q31 And at what time of day do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?	135	41	Base:All respondents in segment 3	1413
	Q31a Roughly how much a month do you pay your mobile phone company to connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?	138	42	Base:All respondents in segment 3	1413
	Q31b Did you purchase the handset separately upfront, at the start of the contract?	141	43	Base:All using mobile phone to access the internet	803
	Q31c How much was this?	144	44	Base:All who purchased the handset separately	346
	Q32 Have you ever experienced any of the following problems? - Video being watched keeps cutting out	147	45	Base:All respondents in segment 3	1413
	Q32 Have you ever experienced any of the following problems? - Web pages take too long to load	150	46	Base:All respondents in segment 3	1413
	Q32 Have you ever experienced any of the following problems? - Your connection keeps dropping out	153	47	Base:All respondents in segment 3	1413
	Q33 Which of the following activities do you undertake on your laptop/mobile phone/tablet?	156	48	Base:All respondents in segment 3	1413
	Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First	159	49	Base:All respondents in segment 3	1413
	Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second	162	50	Base:All respondents in segment 3	1413

Title	Page	Table	Base Description	Base
Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third	165	51	Base:All respondents in segment 3	1413
Q34a Breadth of outdoor coverage	168	52	Base:All respondents in segment 3	1413
Q34a In home coverage	171	53	Base:All respondents in segment 3	1413
Q34a In other buildings coverage	174	54	Base:All respondents in segment 3	1413
Q34a Quality of service – when busy or at busy places	177	55	Base:All respondents in segment 3	1413
Q34a Quality of service –when the network is not busy	180	56	Base:All respondents in segment 3	1413
Q34a Quality of service - when travelling at speed	183	57	Base:All respondents in segment 3	1413
Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £20	186	58	Base:All respondents in segment 3	1413
Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £30	189	59	Base:All respondents in segment 3	1413
Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £40	192	60	Base:All respondents in segment 3	1413
Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £50	195	61	Base:All respondents in segment 3	1413
Q36 If this were the case which of the following best describes how you think you would react:	198	62	Base:All respondents in segment 3	1413
Q94a How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'I try to keep up with technology'	201	63	Base:All respondents	2100
Q94b How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'My friends tend to come to me if they have questions about the internet'	205	64	Base:All respondents	2100
Q1 Are you:	209	65	Base:All respondents	2100
Q2 Are you aged:	213	66	Base:All respondents	2100
Q37 Are you yourself?	217	67	Base:All respondents	2100
Q39 Social Class	221	68	Base:All respondents	2100
Q40 In which of the following areas do you live?	225	69	Base:All respondents	2100

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Table 1  
SEGMENTS

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Freeview – main set	16529	7934	8595	2277	2682	1935	2858	2645	4132	4959	6777	3567	4367	3087	4948	7934	8035	1263	1309	1276	548	1774	1933	2559	699	1551	1258	334	1728
	44%	43%	45%	50%	34%	31%	41%	51%	62%	40%	57%	41%	40%	43%	53%	40%	48%	48%	39%	35%	34%	38%	38%	59%	45%	49%	43%	52%	50%
Pay TV main set – Freeview as well	9016	4598	4418	1037	1938	2053	2004	902	1082	2975	1983	2075	3154	1789	1709	5229	3499	722	936	1015	381	1113	1164	813	345	874	754	44	735
	24%	25%	23%	23%	24%	33%	29%	17%	16%	24%	17%	24%	29%	25%	18%	26%	21%	28%	28%	28%	24%	24%	23%	19%	22%	28%	26%	7%	21%
Mobile broadband	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
	60%	60%	60%	55%	68%	69%	56%	59%	52%	63%	55%	65%	58%	63%	56%	61%	59%	50%	64%	71%	71%	61%	67%	49%	63%	51%	60%	64%	54%

Table 1  
SEGMENTS

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>2100</b>	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	<b>37565</b>	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Freeview – main set	<b>16529</b>	16529	-	5635	15498	212	819	5565	6777	3302	66	4858	5648	6023	10387	1750	4392
	<b>44%</b>	100%	-	25%	100%	3%	31%	70%	66%	64%	77%	59%	48%	35%	53%	23%	43%
Pay TV main set – Freeview as well	<b>9016</b>	-	9016	4883	-	7178	1837	2269	3279	1611	19	933	2237	5846	4900	1769	2347
	<b>24%</b>	-	100%	22%	-	91%	69%	29%	32%	31%	23%	11%	19%	34%	25%	23%	23%
Mobile broadband	<b>22539</b>	5635	4883	22539	5321	4183	1511	3081	3945	2445	32	4443	7186	10399	10449	6353	5737
	<b>60%</b>	34%	54%	100%	34%	53%	57%	39%	39%	48%	37%	54%	61%	61%	53%	82%	56%

Table 1  
SEGMENTS

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
Freeview – main set	16529	16529	-	5635	10172	11204	836	4800	881	145	1393	705	1667	10221	498	690	1223	2008	2791	10387	1750	4392
	44%	100%	-	25%	45%	40%	25%	31%	44%	70%	28%	20%	27%	73%	28%	23%	29%	19%	55%	53%	23%	43%
Pay TV main set – Freeview as well	9016	-	9016	4883	5850	7155	896	4295	527	10	1036	886	1116	3784	485	793	590	2645	1651	4900	1769	2347
	24%	-	100%	22%	26%	25%	27%	28%	26%	5%	21%	25%	18%	27%	28%	26%	14%	25%	33%	25%	23%	23%
Mobile broadband	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
	60%	34%	54%	100%	60%	63%	79%	76%	57%	42%	100%	100%	100%	-	100%	100%	100%	100%	27%	53%	82%	56%





Table 2

Q12 If you had the choice of better Freeview services which would you choose?

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Improving Freeview services	19644	10123	9521	2496	3803	3003	3722	2523	4096	6299	6619	4923	5681	3795	4712	10604	8508	1282	1621	1807	796	2638	2356	2639	813	1597	1665	393	1744
	52%	55%	50%	55%	48%	48%	54%	48%	62%	50%	56%	56%	52%	53%	50%	54%	51%	49%	48%	49%	49%	57%	47%	61%	52%	51%	57%	61%	51%
Improving mobile broadband services	7731	3633	4098	1218	2261	1211	1307	957	777	3479	1734	1970	2183	1393	1879	4152	3272	466	798	854	433	1233	1111	531	264	639	460	90	694
	21%	20%	22%	27%	28%	19%	19%	18%	12%	28%	15%	22%	20%	19%	20%	21%	20%	18%	24%	23%	27%	27%	22%	12%	17%	20%	16%	14%	20%
No preference	10190	4786	5404	851	1872	2058	1876	1749	1783	2723	3532	1863	3154	2029	2813	5018	4842	862	928	1026	383	773	1582	1144	478	916	786	157	1006
	27%	26%	28%	19%	24%	33%	27%	33%	27%	22%	30%	21%	29%	28%	30%	25%	29%	33%	28%	28%	24%	17%	31%	27%	31%	29%	27%	25%	29%

Table 2

Q12 If you had the choice of better Freeview services which would you choose?

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Improving Freeview services	19644	10387	4900	10449	9819	4222	1518	4526	6218	3242	53	4152	6511	8897	19644	-	-
	52%	63%	54%	46%	63%	54%	57%	57%	61%	63%	63%	51%	55%	52%	100%	-	-
Improving mobile broadband services	7731	1750	1769	6353	1700	1644	363	997	1564	773	9	1591	2166	3671	-	7731	-
	21%	11%	20%	28%	11%	21%	14%	13%	15%	15%	11%	19%	18%	22%	-	100%	-
No preference	10190	4392	2347	5737	3979	2021	775	2414	2453	1111	22	2452	3167	4448	-	-	10190
	27%	27%	26%	25%	26%	26%	29%	30%	24%	22%	26%	30%	27%	26%	-	-	100%

Table 2

Q12 If you had the choice of better Freeview services which would you choose?

Base:All respondents

	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	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551	
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
Improving Freeview services	19644	10387	4900	10449	12271	14490	1509	6879	1055	87	2513	1730	3138	8821	1017	1452	2155	4063	2816	19644	-	-
	52%	63%	54%	46%	54%	51%	45%	44%	53%	42%	51%	50%	51%	63%	58%	48%	51%	39%	56%	100%	-	-
Improving mobile broadband services	7731	1750	1769	6353	4611	6332	1154	4932	432	94	1109	895	1455	1003	278	759	867	3966	966	-	7731	-
	21%	11%	20%	28%	20%	22%	35%	32%	22%	46%	22%	26%	23%	7%	16%	25%	20%	38%	19%	-	100%	-
No preference	10190	4392	2347	5737	5837	7411	659	3757	520	26	1340	869	1614	4180	468	825	1214	2465	1292	-	-	10190
	27%	27%	26%	25%	26%	26%	20%	24%	26%	12%	27%	25%	26%	30%	27%	27%	29%	23%	25%	-	-	100%

Table 2

Q12 If you had the choice of better Freeview services which would you choose?

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17									Q29														
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Improving Freeview services	19644	2237	6533	10874	6167	6733	6744	18379	971	294	8569	2714	5413	2836	369	1356	414	6756	7373	2059	7446	2729	2992	2556	3067	2157	3921	52	89	12	23	620	94
	52%	52%	52%	53%	55%	52%	51%	52%	69%	49%	61%	60%	56%	54%	58%	54%	51%	58%	58%	59%	45%	44%	42%	44%	42%	42%	43%	100%	61%	61%	45%	54%	74%
Improving mobile broadband services	7731	540	1974	5217	1435	2586	3710	7402	171	157	1965	903	1535	1237	150	702	234	1957	2002	418	4798	2144	2688	2069	2662	1876	3190	-	22	-	-	220	33
	21%	12%	16%	25%	13%	20%	28%	21%	12%	26%	14%	20%	16%	24%	24%	28%	29%	17%	16%	12%	29%	35%	37%	36%	37%	35%	-	15%	-	-	19%	26%	
No preference	10190	1554	4150	4487	3665	3661	2864	9775	265	151	3422	872	2726	1156	116	440	162	2970	3277	1040	4190	1288	1496	1158	1501	1076	2041	-	35	8	28	318	-
	27%	36%	33%	22%	33%	28%	22%	27%	19%	25%	25%	19%	28%	22%	18%	18%	20%	25%	26%	30%	25%	21%	21%	20%	21%	21%	22%	-	24%	39%	55%	27%	-

**Ofcom - UHF Strategy JB:11432**

Table 3

Q3 How many TV sets do you have in your household?

Base:All with a TV set in household

	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	2078	945	1133	235	452	449	469	353	120	687	473	503	694	363	460	1197	823	145	191	232	93	232	281	219	92	183	156	37	180
Base	37054	18314	18741	4441	7694	6253	6887	5202	6576	12135	11779	8572	10981	7194	9157	19553	16351	2590	3327	3599	1532	4587	4989	4314	1532	3092	2868	640	3403
1	8195 22%	3640 20%	4555 24%	946 21%	2229 29%	1054 17%	1399 20%	1135 22%	1432 22%	3175 26%	2567 22%	1556 18%	2776 25%	1357 19%	2227 24%	4332 22%	3584 22%	578 22%	867 26%	1003 28%	162 11%	971 21%	1158 23%	1014 24%	240 16%	749 24%	561 20%	36 6%	716 21%
2	11844 32%	6037 33%	5806 31%	1012 23%	2395 31%	1990 32%	2171 32%	1794 34%	2482 38%	3407 28%	4276 36%	2768 32%	3415 31%	2253 31%	3036 33%	6183 32%	5289 32%	691 27%	963 29%	1178 33%	526 34%	1467 32%	1531 31%	1348 31%	569 37%	1080 35%	1091 38%	110 17%	1096 32%
3	9311 25%	4801 26%	4511 24%	1185 27%	1937 25%	1616 26%	1790 26%	1183 23%	1600 24%	3123 24%	2783 24%	2245 26%	2953 27%	1726 24%	2250 25%	5198 27%	3976 24%	651 25%	755 23%	822 23%	358 23%	1050 23%	1531 31%	1062 25%	384 25%	546 18%	729 25%	288 45%	1049 31%
4	5355 14%	2811 15%	2543 14%	723 16%	819 11%	1134 18%	1037 15%	736 14%	906 14%	1542 13%	1642 14%	1475 17%	1195 11%	1177 16%	1284 14%	2670 14%	2462 15%	382 15%	557 17%	395 11%	438 29%	651 14%	465 9%	681 16%	197 13%	613 20%	373 13%	84 13%	376 11%
5 or more	2350 6%	1024 6%	1325 7%	574 13%	314 4%	460 7%	490 7%	355 7%	157 2%	888 7%	512 4%	529 6%	641 6%	682 9%	360 4%	1170 6%	1041 6%	288 11%	185 6%	200 6%	48 3%	449 10%	305 6%	208 5%	142 9%	104 3%	113 4%	121 19%	167 5%

Table 3

Q3 How many TV sets do you have in your household?

Base:All with a TV set in household

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2078	828	724	1391	778	605	187	478	598	302	5	419	655	1004	1088	445	545
Base	37054	16529	9016	22028	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19561	7428	10066
1	8195	4858	933	4443	4430	442	986	2057	2721	83	10	8195	-	-	4152	1591	2452
	22%	29%	10%	20%	29%	6%	37%	26%	27%	2%	11%	100%	-	-	21%	21%	24%
2	11844	5648	2237	7186	5188	1939	848	2826	3061	1213	27	-	11844	-	6511	2166	3167
	32%	34%	25%	33%	33%	25%	32%	36%	30%	24%	31%	-	100%	-	33%	29%	31%
3	9311	3514	2724	5890	3422	2543	510	1563	2704	1662	36	-	-	9311	4540	2219	2553
	25%	21%	30%	27%	22%	32%	19%	20%	26%	32%	43%	-	-	55%	23%	30%	25%
4	5355	1712	2162	3153	1661	1987	267	898	1300	1451	-	-	-	5355	2903	972	1479
	14%	10%	24%	14%	11%	25%	10%	11%	13%	28%	-	-	-	31%	15%	13%	15%
5 or more	2350	797	960	1356	797	975	45	594	448	718	12	-	-	2350	1454	480	416
	6%	5%	11%	6%	5%	12%	2%	7%	4%	14%	15%	-	-	14%	7%	6%	4%

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Table 3  
Q3 How many TV sets do you have in your household?

Base: All with a TV set in household

	Q94a			Q94b			Urban/Rural			Q17										
		1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	<b>2078</b>	203	689	1186	553	744	781	1966	75	37	876	310	622	383	41	177	60	757	824	187
Base	<b>37054</b>	4223	12576	20255	11099	12826	13129	35086	1387	581	13956	4489	9674	5229	635	2498	809	11683	12652	3517
1	<b>8195</b>	1171	2979	4045	2700	3059	2436	7822	234	139	2424	426	1435	563	94	325	110	2041	2267	1195
	<b>22%</b>	28%	24%	20%	24%	24%	19%	22%	17%	24%	17%	9%	15%	11%	15%	13%	14%	17%	18%	34%
2	<b>11844</b>	1633	3918	6293	4115	3575	4153	11100	550	193	3865	1309	2478	1590	92	713	149	3460	3468	1157
	<b>32%</b>	39%	31%	31%	37%	28%	32%	32%	40%	33%	28%	29%	26%	30%	14%	29%	18%	30%	27%	33%
3	<b>9311</b>	780	3371	5161	2352	3584	3375	8926	298	87	3914	1221	2642	1411	147	671	182	3139	3366	717
	<b>25%</b>	18%	27%	25%	21%	28%	26%	25%	22%	15%	28%	27%	27%	27%	23%	27%	23%	27%	27%	20%
4	<b>5355</b>	487	1529	3338	1440	1768	2147	5057	155	143	2614	1051	2120	1117	109	434	180	2095	2356	233
	<b>14%</b>	12%	12%	16%	13%	14%	16%	14%	11%	25%	19%	23%	22%	21%	17%	17%	22%	18%	19%	7%
5 or more	<b>2350</b>	152	779	1418	493	839	1018	2181	150	19	1138	482	998	548	192	355	188	948	1194	216
	<b>6%</b>	4%	6%	7%	4%	7%	8%	6%	11%	3%	8%	11%	10%	10%	30%	14%	23%	8%	9%	6%

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Table 4  
Q4 Which, if any, of these types of television service does your household receive at the moment?

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Only terrestrial TV and no others	598	214	384	59	163	76	97	91	113	222	203	172	211	45	170	383	215	-	93	204	-	20	137	49	20	-	58	-	-
Terrestrial TV and other types	36456	18099	18357	4382	7531	6177	6790	5112	6464	11913	11576	8400	10770	7149	8987	19170	16136	2590	3235	3395	1532	4568	4852	4265	1512	3092	2810	640	3403
Cable TV (through Virgin Media)	6630	3387	3243	838	1580	1267	1398	784	763	2419	1547	1313	2086	1409	1631	3399	3040	421	498	982	373	1028	962	506	167	682	353	55	571
Satellite TV (Sky)	13163	6755	6408	1392	3324	2995	2442	1540	1469	4716	3009	3336	4270	2685	2537	7606	5222	888	1392	1255	563	1693	1806	1260	658	906	1222	240	1073
Satellite TV (Freesat or other)	2491	1690	801	332	501	358	461	498	341	833	839	662	464	556	693	1126	1249	47	261	263	152	209	356	286	115	263	300	66	151
Freeview (through a set-top box or digital television set) with ONLY free channels	21850	10667	11182	2865	3842	3252	3997	3212	4682	6708	7893	4958	6441	3997	5760	11400	9757	1768	1951	1530	826	2578	2599	3051	877	2011	1803	327	2122
Freeview (through a set-top box or digital television set) with free channels PLUS top-up TV (where a subscription can be paid to access additional programmes)	2158	1375	783	408	429	327	377	217	400	837	617	530	460	663	369	990	1032	188	136	319	64	302	253	181	65	152	143	115	230
BT Vision (Which, if any, of these types of television service does your household receive at the moment?)	1156	822	334	157	166	136	201	107	388	324	495	516	152	321	72	668	393	75	163	144	10	175	264	113	13	-	80	18	52
Digital TV via a broadband DSL line (Talk Talk TV, Fetch TV or other)	634	428	206	233	157	103	94	46	-	391	46	190	149	84	104	339	188	20	59	194	-	54	76	28	17	56	30	20	72
No TV set in household	511	229	282	124	242	20	18	27	80	367	106	184	37	22	248	221	270	20	19	88	80	57	61	-	22	60	43	-	41



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Table 4

Q4 Which, if any, of these types of television service does your household receive at the moment?

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Only terrestrial TV and no others	598 2%	391 2%	26 *	267 1%	-	-	417 16%	-	-	-	-	399 5%	100 1%	99 1%	233 1%	119 2%	247 2%
Terrestrial TV and other types	36456 97%	16138 98%	8990 100%	21762 97%	15498 100%	7886 100%	2240 84%	7937 100%	10234 100%	5127 100%	85 100%	7796 95%	11744 99%	16917 99%	19328 98%	7309 95%	9819 96%
Cable TV (through Virgin Media)	6630 18%	354 2%	3205 36%	4890 22%	354 2%	2436 31%	770 29%	907 11%	1135 11%	748 15%	-	1361 17%	1839 16%	3429 20%	3103 16%	1528 20%	1999 20%
Satellite TV (Sky)	13163 35%	202 1%	5880 65%	10331 46%	171 1%	4947 63%	1018 38%	1553 20%	2441 24%	1105 22%	19 23%	1551 19%	4184 35%	7429 44%	5928 30%	3850 50%	3385 33%
Satellite TV (Freesat or other)	2491 7%	715 4%	809 9%	1789 8%	270 2%	1062 13%	432 16%	262 3%	522 5%	547 11%	-	460 6%	866 7%	1165 7%	1474 8%	485 6%	532 5%
Freeview (through a set-top box or digital television set) with ONLY free channels	21850 58%	14738 89%	6663 74%	8683 39%	14564 94%	7286 92%	-	7556 95%	9463 92%	4767 93%	63 74%	4635 57%	6639 56%	10576 62%	13143 67%	3174 41%	5533 54%
Freeview (through a set-top box or digital television set) with free channels PLUS Top-up TV (where a subscription can be paid to access additional programmes)	2158 6%	1266 8%	805 9%	1159 5%	1228 8%	929 12%	-	499 6%	1028 10%	609 12%	22 26%	245 3%	553 5%	1359 8%	1194 6%	443 6%	521 5%
BT Vision (Which, if any, of these types of television service does your household receive at the moment?)	1156 3%	328 2%	262 3%	818 4%	221 1%	441 6%	111 4%	119 2%	298 3%	244 5%	-	114 1%	343 3%	698 4%	586 3%	375 5%	195 2%
Digital TV via a broadband DSL line (Talk Talk TV, Fetch TV or other)	634 2%	179 1%	270 3%	422 2%	124 1%	264 3%	100 4%	189 2%	103 1%	87 2%	10 11%	135 2%	183 2%	316 2%	270 1%	225 3%	139 1%
No TV set in household	511 1%	-	-	511 2%	-	-	-	-	-	-	-	-	-	-	84 *	303 4%	124 1%



Table 5  
Q5 And which one of these do you consider to be your \*main\* type of television?

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Only terrestrial TV and no others (Channels 1-4/1-5)	598	214	384	59	163	76	97	91	113	222	203	172	211	45	170	383	215	-	93	204	-	20	137	49	20	-	58	-	-
Terrestrial TV (Channels 1-4/1-5)	102	83	19	22	54	25	-	-	-	76	-	36	9	35	22	44	57	-	-	18	-	44	9	9	-	-	-	-	22
Cable TV (through Virgin Media)	5919	2866	3052	658	1428	1158	1312	694	668	2086	1363	1215	1957	1163	1393	3172	2556	421	443	864	373	934	858	373	167	615	296	20	522
Satellite TV (Sky)	12726	6495	6231	1247	3137	2978	2382	1540	1442	4384	2982	3182	4212	2596	2401	7394	4997	823	1353	1200	547	1674	1718	1195	625	899	1222	232	1033
Satellite TV (Freesat or other)	1391	840	551	143	299	157	334	224	234	442	458	259	308	282	498	567	780	28	140	118	121	129	246	131	57	133	159	48	63
Freeview (through a set-top box or digital television set) with ONLY free channels	14488	6667	7821	1984	2351	1657	2431	2414	3651	4335	6065	3141	3990	2526	4340	7131	6866	1085	1093	949	491	1681	1730	2361	615	1327	1058	271	1530
Freeview (through a set-top box or digital television set) with free channels PLUS Top-up TV where a subscription can be paid to access additional programmes)	1010	602	408	213	148	114	177	123	235	360	358	205	152	398	242	357	640	178	45	118	-	68	55	120	47	64	75	51	190
BT Vision	619	399	220	41	94	49	118	84	234	135	318	363	107	149	-	470	149	36	143	60	-	38	237	56	-	-	-	18	22
Digital TV via a broadband DSL line (Talk Talk TV, Fetch TV or other)	201	146	55	74	20	39	36	32	-	95	32	-	35	-	91	35	91	20	19	68	-	-	20	-	56	-	-	20	
No TV set in household	511	229	282	124	242	20	18	27	80	367	106	184	37	22	248	221	270	20	19	88	80	57	61	-	22	60	43	-	41

Table 5  
Q5 And which one of these do you consider to be your \*main\* type of television?

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>2100</b>	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	<b>37565</b>	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Only terrestrial TV and no others (Channels 1-4/1-5)	<b>598</b> 2%	391 2%	26 *	267 1%	-	-	417 16%	-	-	-	-	399 5%	100 1%	99 1%	233 1%	119 2%	247 2%
Terrestrial TV (Channels 1-4/1-5)	<b>102</b> *	25 *	36 *	76 *	-	79 1%	-	26 *	53 1%	-	-	-	57 *	44 *	102 1%	-	-
Cable TV (through Virgin Media)	<b>5919</b> 16%	-	3010 33%	4545 20%	-	2291 29%	719 27%	763 10%	955 9%	573 11%	-	1274 16%	1575 13%	3069 18%	2657 14%	1377 18%	1885 18%
Satellite TV (Sky)	<b>12726</b> 34%	31 *	5719 63%	10056 45%	-	4767 60%	1018 38%	1442 18%	2315 23%	991 19%	19 23%	1524 19%	4111 35%	7090 42%	5626 29%	3742 48%	3358 33%
Satellite TV (Freesat or other)	<b>1391</b> 4%	445 3%	216 2%	1061 5%	-	537 7%	364 14%	113 1%	114 1%	311 6%	-	402 5%	446 4%	544 3%	786 4%	217 3%	388 4%
Freeview (through a set-top box or digital television set) with ONLY free channels	<b>14488</b> 39%	14488 88%	-	4859 22%	14488 93%	-	-	5275 66%	6202 61%	2957 58%	53 63%	4250 52%	4794 40%	5444 32%	9184 47%	1584 20%	3720 37%
Freeview (through a set-top box or digital television set) with free channels PLUSTop-up TV where a subscription can be paid to access additional programmes)	<b>1010</b> 3%	1010 6%	-	462 2%	1010 7%	-	-	290 4%	522 5%	186 4%	12 15%	179 2%	394 3%	437 3%	635 3%	116 1%	259 3%
BT Vision	<b>619</b> 2%	83 *	9 *	557 2%	-	192 2%	83 3%	9 *	74 1%	109 2%	-	88 1%	243 2%	288 2%	303 2%	202 3%	115 1%
Digital TV via a broadband DSL line (Talk Talk TV, Fetch TV or other)	<b>201</b> 1%	56 *	-	146 1%	-	20 *	56 2%	20 *	-	-	-	78 1%	123 1%	-	37 *	71 1%	94 1%
No TV set in household	<b>511</b> 1%	-	-	511 2%	-	-	-	-	-	-	-	-	-	-	84 *	303 4%	124 1%



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Table 6  
Q5b How do you receive your Freeview service?

Base:All with Freeview

	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	1383	625	758	162	263	280	309	272	97	425	369	342	463	228	311	805	539	105	127	134	59	151	174	159	61	129	109	22	125
Base	23384	11518	11865	3052	4144	3496	4289	3416	4987	7196	8403	5366	6786	4456	6041	12151	10497	1894	2026	1773	868	2776	2777	3196	943	2104	1927	365	2318
Through a set-top box	7937	3716	4221	1198	1406	1427	1269	1314	1324	2603	2637	1828	2132	1518	2140	3961	3658	787	511	561	257	785	1037	1149	500	716	609	78	842
	34%	32%	36%	39%	34%	41%	30%	38%	27%	36%	31%	34%	31%	34%	35%	33%	35%	42%	25%	32%	30%	28%	37%	36%	53%	34%	32%	21%	36%
Part of an integrated TV set	10234	5020	5214	1203	1943	1497	1970	1320	2301	3146	3621	2173	3452	1603	2678	5625	4281	718	861	854	288	1454	1306	1329	240	873	861	82	1138
	44%	44%	44%	39%	47%	43%	46%	39%	46%	44%	43%	41%	51%	36%	44%	46%	41%	38%	42%	48%	33%	52%	47%	42%	25%	42%	45%	22%	49%
Both – I receive Freeview on more than one set	5127	2763	2364	586	785	562	1049	782	1363	1371	2145	1337	1165	1323	1224	2502	2547	377	654	349	323	536	434	719	203	462	447	205	338
	22%	24%	20%	19%	19%	16%	24%	23%	27%	19%	26%	25%	17%	30%	20%	21%	24%	20%	32%	20%	37%	19%	16%	22%	22%	22%	23%	56%	15%
Don't know	85	19	66	66	10	9	-	-	-	76	-	27	36	12	-	63	12	12	-	9	-	-	-	-	-	53	10	-	-
	*	*	1%	2%	*	*	-	-	-	1%	-	*	1%	*	-	1%	*	1%	-	1%	-	-	-	-	-	3%	1%	-	-

Table 6  
Q5b How do you receive your Freeview service?

Base:All with Freeview

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1383	785	580	756	778	605	-	478	598	302	5	251	422	710	792	233	358
Base	23384	15709	7178	9504	15498	7886	-	7937	10234	5127	85	4871	7127	11385	14040	3343	6000
Through a set-top box	7937	5565	2269	3081	5565	2373	-	7937	-	-	-	2057	2826	3054	4526	997	2414
	34%	35%	32%	32%	36%	30%	-	100%	-	-	-	42%	40%	27%	32%	30%	40%
Part of an integrated TV set	10234	6777	3279	3945	6724	3510	-	-	10234	-	-	2721	3061	4452	6218	1564	2453
	44%	43%	46%	42%	43%	45%	-	-	100%	-	-	56%	43%	39%	44%	47%	41%
Both – I receive Freeview on more than one set	5127	3302	1611	2445	3143	1983	-	-	-	5127	-	83	1213	3831	3242	773	1111
	22%	21%	22%	26%	20%	25%	-	-	-	100%	-	2%	17%	34%	23%	23%	19%
Don't know	85	66	19	32	66	19	-	-	-	-	85	10	27	49	53	9	22
	*	*	*	*	*	*	-	-	-	-	100%	*	*	*	*	*	*

Table 6  
Q5b How do you receive your Freeview service?

Base:All with Freeview

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1383	156	479	748	406	495	482	1302	53	28	791	273	554	329	38	156	56	678	728	169
Base	23384	3124	8283	11977	8033	7941	7410	21964	1005	415	12811	4067	8648	4486	544	2251	724	10639	11356	3181
Through a set-top box	7937	1338	2860	3739	2774	2760	2404	7539	292	107	2411	1242	2853	1134	82	411	179	2851	3552	1724
	34%	43%	35%	31%	35%	35%	32%	34%	29%	26%	19%	31%	33%	25%	15%	18%	25%	27%	31%	54%
Part of an integrated TV set	10234	1235	3799	5200	3715	3538	2981	9735	271	228	7031	1466	3221	2244	290	1190	397	4913	4653	1106
	44%	40%	46%	43%	46%	45%	40%	44%	27%	55%	55%	36%	37%	50%	53%	53%	55%	46%	41%	35%
Both – I receive Freeview on more than one set	5127	524	1623	2979	1491	1643	1993	4606	441	80	3332	1332	2574	1107	172	640	147	2865	3124	339
	22%	17%	20%	25%	19%	21%	27%	21%	44%	19%	26%	33%	30%	25%	32%	28%	20%	27%	28%	11%
Don't know	85	27	-	58	53	-	32	85	-	-	36	27	-	-	-	10	-	10	27	12
	*	1%	-	*	1%	-	*	*	-	-	*	1%	-	-	*	-	*	*	*	*



Table 7

Q6 Do you use your satellite television service to receive subscription channels or free-to-air services only?

Base:All with satellite TV

	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	915	456	459	95	217	222	193	155	33	312	188	239	303	179	169	542	348	55	94	89	41	101	131	87	51	73	85	18	75
Base	14904	7904	7000	1585	3662	3181	2832	1969	1675	5247	3644	3670	4639	3090	3094	8309	6185	888	1532	1382	716	1825	2119	1453	753	1120	1454	288	1148
Receive subscription channels (pay a monthly subscription fee)	13058	6731	6328	1365	3307	2927	2463	1606	1389	4673	2996	3373	4152	2669	2517	7524	5186	850	1392	1219	561	1738	1815	1209	644	921	1213	258	1051
	88%	85%	90%	86%	90%	92%	87%	82%	83%	89%	82%	92%	89%	86%	81%	91%	84%	96%	91%	88%	78%	95%	86%	83%	85%	82%	83%	89%	92%
Free to air services (no monthly subscription fee)	1666	1051	615	183	292	254	368	363	206	475	569	297	350	379	577	647	956	37	140	83	155	87	283	226	109	199	221	12	75
	11%	13%	9%	12%	8%	8%	13%	18%	12%	9%	16%	8%	8%	12%	19%	8%	15%	4%	9%	6%	22%	5%	13%	16%	15%	18%	15%	4%	7%
Don't know	180	122	57	37	63	-	-	-	80	100	80	-	137	43	-	137	43	-	-	80	-	-	20	19	-	-	20	19	22
	1%	2%	1%	2%	2%	-	-	-	5%	2%	2%	-	3%	1%	-	2%	1%	-	-	6%	-	-	1%	1%	-	-	1%	6%	2%

Table 7

Q6 Do you use your satellite television service to receive subscription channels or free-to-air services only?

Base:All with satellite TV

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>915</b>	47	504	703	22	440	103	135	219	106	2	110	266	539	432	249	234
Base	<b>14904</b>	896	6144	11571	420	5533	1382	1710	2742	1481	19	1992	4776	8137	6931	4117	3856
Receive subscription channels (pay a monthly subscription fee)	<b>13058</b>	109	5984	10226	109	4983	1000	1544	2434	1094	19	1525	4153	7381	5903	3851	3304
	<b>88%</b>	12%	97%	88%	26%	90%	72%	90%	89%	74%	100%	77%	87%	91%	85%	94%	86%
Free to air services (no monthly subscription fee)	<b>1666</b>	788	161	1165	311	531	382	166	289	387	-	467	543	656	1009	228	430
	<b>11%</b>	88%	3%	10%	74%	10%	28%	10%	11%	26%	-	23%	11%	8%	15%	6%	11%
Don't know	<b>180</b>	-	-	180	-	19	-	-	19	-	-	-	80	100	19	39	123
	<b>1%</b>	-	-	2%	-	*	-	-	1%	-	-	-	2%	1%	*	1%	3%



Table 8

Q7 Which of the following are you planning to get on your main TV set in the next year or so?

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Cable TV (through Virgin Media)	1956	1040	916	490	576	358	270	129	134	1066	262	517	371	457	599	888	1055	124	314	349	42	224	185	113	55	195	100	83	161
	5%	6%	5%	11%	7%	6%	4%	2%	2%	9%	2%	6%	3%	6%	6%	4%	6%	5%	9%	9%	3%	5%	4%	3%	4%	6%	3%	13%	5%
Satellite TV (Sky)	2549	1526	1023	677	697	330	419	334	92	1374	426	514	753	629	640	1267	1269	113	292	370	79	351	284	201	100	121	152	102	298
	7%	8%	5%	15%	9%	5%	6%	6%	1%	11%	4%	6%	7%	9%	7%	6%	8%	4%	9%	10%	5%	8%	6%	5%	6%	4%	5%	16%	9%
Satellite TV (Freesat or other)	4951	2704	2247	623	1401	835	952	667	472	2025	1139	1365	1601	1168	724	2966	1892	280	543	471	202	734	566	607	201	366	386	85	359
	13%	15%	12%	14%	18%	13%	14%	13%	7%	16%	10%	16%	15%	16%	8%	15%	11%	11%	16%	13%	13%	16%	11%	14%	13%	12%	13%	13%	10%
Freeview (through a set-top box or digital television set) with ONLY free channels	3180	1860	1320	419	821	595	632	288	425	1240	713	698	1028	613	725	1725	1338	125	479	584	102	265	358	220	166	351	248	37	226
	8%	10%	7%	9%	10%	9%	9%	6%	6%	10%	6%	8%	9%	9%	8%	9%	8%	5%	14%	16%	6%	6%	7%	5%	11%	11%	9%	6%	7%
Freeview (through a set-top box or digital television set) with free channels PLUS Top-up TV (where a subscription can be paid to access additional programmes)	3862	1601	2260	424	780	566	696	501	893	1205	1395	921	1021	721	1081	1942	1802	119	312	433	273	534	585	591	177	280	196	16	285
	10%	9%	12%	9%	10%	9%	10%	10%	13%	10%	12%	11%	10%	10%	11%	10%	11%	5%	9%	12%	17%	11%	12%	14%	11%	9%	7%	2%	8%
BT Vision	1539	881	657	175	313	197	315	348	190	488	539	503	343	401	270	846	671	49	114	369	20	99	281	215	130	110	56	8	62
	4%	5%	3%	4%	4%	3%	5%	7%	3%	4%	5%	6%	3%	6%	3%	4%	4%	2%	3%	10%	1%	2%	6%	5%	8%	3%	2%	1%	2%
Digital TV via a broadband DSL line (Talk Talk TV, Fetch TV or other)	1968	1077	891	148	390	310	344	244	532	538	776	653	341	522	423	995	944	31	139	348	121	184	389	101	93	138	145	48	215
	5%	6%	5%	3%	5%	5%	5%	5%	8%	4%	7%	7%	3%	7%	4%	5%	6%	1%	4%	9%	8%	4%	8%	2%	6%	4%	5%	8%	6%
None	20787	9945	10842	2239	3874	3528	3917	3028	4201	6113	7229	4642	6504	3607	5216	11146	8823	1983	1742	1583	771	2522	2743	2539	739	1843	1739	323	2009
	55%	54%	57%	49%	49%	56%	57%	58%	63%	49%	61%	53%	59%	50%	55%	56%	53%	76%	52%	43%	48%	54%	54%	59%	48%	58%	60%	50%	58%
NA	511	229	282	124	242	20	18	27	80	367	106	184	37	22	248	221	270	20	19	88	80	57	61	-	22	60	43	-	41
	1%	1%	1%	3%	3%	*	*	1%	1%	3%	1%	2%	*	*	3%	1%	2%	1%	1%	2%	5%	1%	1%	-	1%	2%	1%	-	1%

Table 8

Q7 Which of the following are you planning to get on your main TV set in the next year or so?

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Cable TV (through Virgin Media)	1956	672	589	1605	672	378	231	337	509	204	-	434	607	916	1146	607	204
	5%	4%	7%	7%	4%	5%	9%	4%	5%	4%	-	5%	5%	5%	6%	8%	2%
Satellite TV (Sky)	2549	1160	509	1995	1160	498	88	506	735	417	-	493	775	1281	1483	676	390
	7%	7%	6%	9%	7%	6%	3%	6%	7%	8%	-	6%	7%	8%	8%	9%	4%
Satellite TV (Freesat or other)	4951	890	1440	4091	890	1283	176	695	1074	394	10	959	1562	2430	2480	1598	872
	13%	5%	16%	18%	6%	16%	7%	9%	10%	8%	11%	12%	13%	14%	13%	21%	9%
Freeview (through a set-top box or digital television set) with ONLY free channels	3180	1197	1983	1727	236	1039	1905	380	445	450	-	893	1118	1169	1882	512	787
	8%	7%	22%	8%	2%	13%	72%	5%	4%	9%	-	11%	9%	7%	10%	7%	8%
Freeview (through a set-top box or digital television set) with free channels PLUS Top-up TV (where a subscription can be paid to access additional programmes)	3862	2713	1130	2399	2604	352	906	1370	916	670	-	899	1336	1626	2330	544	988
	10%	16%	13%	11%	17%	4%	34%	17%	9%	13%	-	11%	11%	10%	12%	7%	10%
BT Vision	1539	568	336	1280	568	290	75	287	269	303	-	221	573	744	843	421	276
	4%	3%	4%	6%	4%	4%	3%	4%	3%	6%	-	3%	5%	4%	4%	5%	3%
Digital TV via a broadband DSL line (Talk Talk TV, Fetch TV or other)	1968	513	556	1714	513	554	181	221	503	334	9	207	926	836	1115	640	214
	5%	3%	6%	8%	3%	7%	7%	3%	5%	7%	11%	3%	8%	5%	6%	8%	2%
None	20787	9820	4762	10243	9820	4960	-	4966	6558	3190	66	4796	6158	9832	10499	3548	6740
	55%	59%	53%	45%	63%	63%	-	63%	64%	62%	77%	59%	52%	58%	53%	46%	66%
NA	511	-	-	511	-	-	-	-	-	-	-	-	-	-	84	303	124
	1%	-	-	2%	-	-	-	-	-	-	-	-	-	-	*	4%	1%



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Absolutes/col percents

Table 9 Q13 Why do you say that? Improving Freeview services

Base:All respondents in segment 1 & 2

Table with 27 columns and 20 rows. Columns include demographic variables: Sex (Male, Female), Age (16-24, 25-34, 35-44, 45-54, 55-64, 65+), Social Class (AB, C1, C2, DE, ABC1, C2DE), and Region (East Midlands, East of England, London, North East, North West, South East, South West, Wales, West Midlands, Scotland, Northern Ireland, Yorkshire & Hum). Rows represent various user concerns and preferences such as 'Unweighted base', 'Don't use mobile broadband / No interest in mobile broadband', 'More channels / More choice / Would be good to have a wider choice', 'Prefer to watch TV / I mainly watch TV', 'Do not watch video on my mobile device', 'Because it would be cheap', 'Because it would be too much money / Money is tight / Could save me money', 'Current Freeview channel/programme offering is poor', 'Because it is free / Would be free / Should be free / Won't have to pay', 'Freeview service is poor / Freeview needs improving', 'Just prefer it / Its better / It is more important to me', 'I use it more / I tend to use that more often', 'Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky', 'More HD / HD channels would be good / Because Freeview needs more HD channels', 'Reception is poor / Pixellation / Freezes / Keeps breaking down etc.', 'Prefer a large screen', 'Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband', 'Happy with the services I get / Both are good / Both are important/have their advantages', 'Have already paid a licence fee', 'Better quality (unspecified)'. Each row lists absolute counts and percentages for each demographic category.

Table 9  
Q13 Why do you say that? Improving Freeview services

Base: All respondents in segment 1 & 2

	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	
Base	19644	10123	9521	2496	3803	3003	3722	2523	4096	6299	6619	4923	5681	3795	4712	10604	8508	1282	1621	1807	796	2638	2356	2639	813	1597	1665	393	1744	
Mobile broadband is expensive/costs too much	191	159	32	-	22	18	80	32	39	22	71	-	123	-	48	123	48	39	-	43	10	30	-	19	20	-	-	-	30	-
Available to all in the household / More practical for the family	176	92	84	10	-	40	125	-	-	10	-	80	53	43	-	133	43	47	-	30	-	34	11	12	-	11	20	-	10	
Freeview is good / Our freeview service is really good	131	25	105	20	62	-	8	23	17	82	40	52	17	17	44	69	61	26	-	12	-	23	18	12	-	9	-	-	31	
More comfortable / convenient way of viewing	106	106	-	-	9	-	9	-	88	9	88	9	9	-	88	18	88	-	-	-	-	88	-	9	-	-	9	-	-	
Have a HD TV	106	61	45	-	-	18	43	-	45	-	45	45	36	25	-	81	25	-	18	-	25	-	18	45	-	-	-	-	-	
Bad connection / Unreliable	101	89	13	40	-	13	-	49	-	40	49	52	6	-	43	58	43	-	-	53	-	30	-	-	-	-	-	-	12	
Would benefit more people	80	14	66	12	31	13	18	6	-	43	6	22	22	30	6	44	36	-	-	9	-	35	-	12	-	24	-	-	-	
Have Sky/Cable etc.	72	49	23	-	10	32	-	30	-	10	30	-	29	-	30	29	30	10	-	-	13	30	-	-	19	-	-	-	-	
Do not watch much TV (on any platform - code 3 q12 respondents)	71	-	71	-	-	8	-	-	63	-	63	-	8	-	63	8	63	-	8	-	-	-	-	-	-	63	-	-	-	
Don't have freeview / Don't use freeview	68	29	40	-	-	13	-	55	-	-	55	27	42	-	-	68	-	-	-	29	-	-	40	-	-	-	-	-	-	
Better picture / Better picture quality	58	27	31	19	-	-	39	-	-	19	-	-	19	11	28	19	39	-	-	11	12	-	11	-	-	8	17	-	-	
Broadband is slow / Can be slow / Needs to be faster / Faster broadband	38	38	-	-	-	-	38	-	-	38	-	-	-	7	30	-	38	-	-	-	-	30	-	-	-	7	-	-	-	
Coverage / Better coverage	24	17	8	-	8	17	-	-	-	8	-	-	8	-	17	8	17	-	-	-	8	-	17	-	-	-	-	-	-	
No preference / Not bothered either way	22	22	-	-	-	-	22	-	-	22	22	-	-	-	-	22	-	-	-	-	-	-	-	-	-	-	-	-	-	
Watch TV via the internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Increased mobility / Can use it wherever / I move around a lot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	1643	876	766	187	341	245	286	207	378	528	584	313	502	414	344	815	758	133	94	165	37	361	101	194	98	131	161	19	148	
Dk	178	52	126	39	55	11	12	16	45	94	62	115	20	31	13	135	43	19	11	25	-	12	8	26	-	45	-	13	-	
No answers	947	442	505	188	394	151	95	52	66	582	119	227	340	146	209	567	355	10	34	202	59	71	99	161	73	39	84	-	107	



Table 9  
Q13 Why do you say that? Improving Freeview services

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	1092	512	385	679	480	312	115	267	344	179	2	207	359	522	1092	-	-
Base	19644	10387	4900	10449	9819	4222	1518	4526	6218	3242	53	4152	6511	8897	19644	-	-
Don't use mobile broadband / No interest in mobile broadband / Do not have a mobile device	4042	2569	917	1271	2471	913	138	1018	1543	823	-	1047	1451	1503	4042	-	-
	21%	25%	19%	12%	25%	22%	9%	22%	25%	25%	-	25%	22%	17%	21%	-	-
More channels / More choice / Would be good to have a wider choice / Poor choice at the moment	3529	1867	852	1994	1777	725	254	821	951	704	27	615	1087	1827	3529	-	-
	18%	18%	17%	19%	18%	17%	17%	18%	15%	22%	50%	15%	17%	21%	18%	-	-
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	1796	969	390	1102	931	367	116	402	386	510	-	252	482	1062	1796	-	-
	9%	9%	8%	11%	9%	9%	8%	9%	6%	16%	-	6%	7%	12%	9%	-	-
Do not watch video on my mobile device	1441	872	269	699	812	273	82	176	535	347	27	405	390	646	1441	-	-
	7%	8%	5%	7%	8%	6%	5%	4%	9%	11%	50%	10%	6%	7%	7%	-	-
Because it would be cheap/ Because would not cost so much money/ Money is tight / Could save me money	1345	470	337	970	349	256	221	213	227	164	-	276	576	493	1345	-	-
	7%	5%	7%	9%	4%	6%	15%	5%	4%	5%	-	7%	9%	6%	7%	-	-
Current Freeview channel/programme offering is poor / Too many +1 channels	1236	715	259	687	663	260	101	373	407	143	-	311	394	531	1236	-	-
	6%	7%	5%	7%	7%	6%	7%	8%	7%	4%	-	7%	6%	6%	6%	-	-
Because it is free / Would be free / Should be free / Won't have to pay	998	558	242	434	541	160	99	292	333	75	-	270	338	390	998	-	-
	5%	5%	5%	4%	6%	4%	7%	6%	5%	2%	-	7%	5%	4%	5%	-	-
Freeview service is poor / Freeview needs improving	864	279	334	459	252	315	46	106	222	239	-	169	338	335	864	-	-
	4%	3%	7%	4%	3%	7%	3%	2%	4%	7%	-	4%	5%	4%	4%	-	-
Just prefer it / Its better / It is more important to me	832	438	223	388	430	174	57	116	330	158	-	121	213	499	832	-	-
	4%	4%	5%	4%	4%	4%	4%	3%	5%	5%	-	3%	3%	6%	4%	-	-
I use it more / I tend to use that more often	808	483	231	436	470	249	12	271	283	166	-	157	181	469	808	-	-
	4%	5%	5%	4%	5%	6%	1%	6%	5%	5%	-	4%	3%	5%	4%	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	771	37	362	623	37	260	102	87	139	72	-	129	341	302	771	-	-
	4%	*	7%	6%	*	6%	7%	2%	2%	2%	-	3%	5%	3%	4%	-	-
More HD / HD channels would be good / Because Freeview needs more HD channels	637	299	302	255	299	253	49	69	400	83	-	120	210	308	637	-	-
	3%	3%	6%	2%	3%	6%	3%	2%	6%	3%	-	3%	3%	3%	3%	-	-
Reception is poor / Pixellation / Freezes / Keeps breaking down etc.	625	288	163	382	272	213	40	202	141	141	-	97	262	246	625	-	-
	3%	3%	3%	4%	3%	5%	3%	4%	2%	4%	-	2%	4%	3%	3%	-	-
Prefer a large screen	458	283	140	301	257	96	69	113	172	68	-	67	172	220	458	-	-
	2%	3%	3%	3%	3%	2%	5%	2%	3%	2%	-	2%	3%	2%	2%	-	-
Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband	436	211	92	235	195	128	8	124	167	33	-	46	128	263	436	-	-
	2%	2%	2%	2%	2%	3%	1%	3%	3%	1%	-	1%	2%	3%	2%	-	-
Happy with the services I get / Both are good / Both are important/have their advantages	371	324	29	228	324	29	-	169	118	65	-	20	163	188	371	-	-
	2%	3%	1%	2%	3%	1%	-	4%	2%	2%	-	*	3%	2%	2%	-	-
Have already paid a licence fee	224	131	43	87	131	19	24	69	69	13	-	118	53	53	224	-	-
	1%	1%	1%	1%	1%	*	2%	2%	1%	*	-	3%	1%	1%	1%	-	-

Table 9  
Q13 Why do you say that? Improving Freeview services

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Base	19644	10387	4900	10449	9819	4222	1518	4526	6218	3242	53	4152	6511	8897	19644	-	-
Better quality (unspecified)	201	72	71	148	72	50	21	42	40	40	-	47	88	66	201	-	-
Mobile broadband is expensive/costs too much	191	109	47	108	109	47	-	20	59	76	-	43	31	117	191	-	-
Available to all in the household / More practical for the family	176	18	86	116	18	-	86	-	18	-	-	29	29	117	176	-	-
Freeview is good / Our freeview service is really good	131	31	79	113	31	26	53	12	37	9	-	62	40	29	131	-	-
More comfortable/ convenient way of viewing	106	-	18	106	-	18	-	9	9	-	-	-	9	97	106	-	-
Have a HD TV	106	88	-	18	63	25	-	45	18	25	-	-	63	43	106	-	-
Bad connection / Unreliable	101	95	6	25	95	6	-	77	13	12	-	43	6	52	101	-	-
Would benefit more people	80	12	49	39	12	35	14	48	-	-	-	21	40	19	80	-	-
Have Sky/Cable etc.	72	30	42	23	30	42	-	41	32	-	-	30	29	13	72	-	-
Do not watch much TV (on any platform - code 3 q12 respondents)	71	71	-	8	71	-	-	8	63	-	-	8	63	-	71	-	-
Don't have freeview / Don't use freeview	68	-	13	55	-	-	13	-	-	-	-	27	13	29	68	-	-
Better picture / Better picture quality	58	8	51	42	8	12	39	8	12	-	-	-	36	23	58	-	-
Broadband is slow / Can be slow / Needs to be faster / Faster broadband	38	30	7	7	30	7	-	30	7	-	-	30	7	-	38	-	-
Coverage / Better coverage	24	8	17	8	8	17	-	24	-	-	-	-	8	17	24	-	-
No preference / Not bothered either way	22	22	-	-	22	-	-	-	-	22	-	-	-	22	-	-	-
Watch TV via the internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Increased mobility / Can use it wherever / I move around a lot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1643	793	422	1033	735	308	189	369	605	69	-	570	426	626	1643	-	-
Dk	178	97	44	96	97	33	11	45	86	-	-	27	71	79	178	-	-
No answers	947	371	278	639	359	185	105	183	199	136	27	288	283	376	947	-	-

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Table 9  
Q13 Why do you say that? Improving Freeview services

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1092	109	362	621	302	389	401	1027	48	17	518	177	346	212	28	94	34	426	479	107
Base	19644	2237	6533	10874	6167	6733	6744	18379	971	294	8569	2714	5413	2836	369	1356	414	6756	7373	2059
Don't use mobile broadband / No interest in mobile broadband / Do not have a mobile device	4042	537	1515	1990	1359	1427	1256	3812	222	8	2117	570	1145	637	80	264	37	1770	1634	567
	21%	24%	23%	18%	22%	21%	19%	21%	23%	3%	25%	21%	21%	22%	22%	19%	9%	26%	22%	28%
More channels / More choice / Would be good to have a wider choice / Poor choice at the moment	3529	424	1252	1853	1148	1122	1259	3321	129	79	1426	483	958	466	37	176	53	1075	1411	386
	18%	19%	19%	17%	19%	17%	19%	18%	13%	27%	17%	18%	18%	16%	10%	13%	13%	16%	19%	19%
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	1796	408	391	997	545	618	632	1657	117	21	820	239	511	279	44	99	13	676	613	114
	9%	18%	6%	9%	9%	9%	9%	9%	12%	7%	10%	9%	9%	10%	12%	7%	3%	10%	8%	6%
Do not watch video on my mobile device	1441	122	474	845	363	560	517	1308	95	38	570	113	393	183	60	111	9	489	669	195
	7%	5%	7%	8%	6%	8%	8%	7%	10%	13%	7%	4%	7%	6%	16%	8%	2%	7%	9%	9%
Because it would be cheap / Because would not cost so much money / Money is tight / Could save me money	1345	264	378	704	402	595	348	1229	116	-	462	155	289	103	17	30	-	259	281	31
	7%	12%	6%	6%	7%	9%	5%	7%	12%	-	5%	6%	5%	4%	5%	2%	-	4%	4%	2%
Current Freeview channel/programme offering is poor / Too many +1 channels	1236	190	380	666	307	600	329	1195	41	-	431	250	357	140	18	47	34	395	465	165
	6%	8%	6%	6%	5%	9%	5%	7%	4%	-	5%	9%	7%	5%	5%	3%	8%	6%	6%	8%
Because it is free / Would be free / Should be free / Won't have to pay	998	92	406	500	400	344	255	922	39	37	438	90	240	93	15	30	16	237	359	78
	5%	4%	6%	5%	6%	5%	4%	5%	4%	13%	5%	3%	4%	3%	4%	2%	4%	4%	5%	4%
Freeview service is poor / Freeview needs improving	864	87	255	521	264	203	397	844	19	-	340	182	284	243	71	101	8	390	427	59
	4%	4%	4%	5%	4%	3%	6%	5%	2%	-	4%	7%	5%	9%	19%	7%	2%	6%	6%	3%
Just prefer it / Its better / It is more important to me	832	55	329	447	267	317	248	796	36	-	398	100	210	137	9	116	28	340	276	95
	4%	2%	5%	4%	4%	5%	4%	4%	4%	-	5%	4%	4%	5%	3%	9%	7%	5%	4%	5%
I use it more / I tend to use that more often	808	-	300	507	203	306	299	787	13	8	439	214	255	172	6	80	10	413	448	75
	4%	-	5%	5%	3%	5%	4%	4%	1%	3%	5%	8%	5%	6%	2%	6%	2%	6%	6%	4%
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	771	67	173	531	197	186	389	716	56	-	309	141	262	160	-	51	-	262	173	24
	4%	3%	3%	5%	3%	3%	6%	4%	6%	-	4%	5%	5%	6%	-	4%	-	4%	2%	1%
More HD / HD channels would be good / Because Freeview needs more HD channels	637	-	138	499	121	122	395	569	13	56	547	188	277	243	48	186	26	402	517	-
	3%	-	2%	5%	2%	2%	6%	3%	1%	19%	6%	7%	5%	9%	13%	14%	6%	6%	7%	-
Reception is poor / Pixellation / Freezes / Keeps breaking down etc.	625	79	140	406	171	175	279	592	13	21	211	40	167	116	17	31	11	190	217	55
	3%	4%	2%	4%	3%	3%	4%	3%	1%	7%	2%	1%	3%	4%	5%	2%	3%	3%	3%	3%
Prefer a large screen	458	12	120	326	130	244	85	458	-	-	333	138	113	133	18	104	-	247	181	-
	2%	1%	2%	3%	2%	4%	1%	2%	-	-	4%	5%	2%	5%	5%	8%	-	4%	2%	-
Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband	436	63	146	228	200	80	156	411	18	8	221	114	154	91	9	34	9	197	223	45
	2%	3%	2%	2%	3%	1%	2%	2%	2%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	2%
Happy with the services I get / Both are good / Both are important/have their advantages	371	-	111	260	204	74	93	371	-	-	153	77	75	49	-	6	8	130	148	8
	2%	-	2%	2%	3%	1%	1%	2%	-	-	2%	3%	1%	2%	-	*	2%	2%	2%	*
Have already paid a licence fee	224	43	98	84	129	41	54	171	16	37	93	26	48	19	-	-	-	24	57	34
	1%	2%	1%	1%	2%	1%	1%	1%	2%	13%	1%	1%	1%	1%	-	-	-	*	1%	2%

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Table 9  
Q13 Why do you say that? Improving Freeview services

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Base	19644	2237	6533	10874	6167	6733	6744	18379	971	294	8569	2714	5413	2836	369	1356	414	6756	7373	2059
Better quality (unspecified)	201	-	47	154	39	36	126	189	12	-	78	61	49	42	10	23	23	98	60	30
1%		-	1%	1%	1%	1%	2%	1%	1%	-	1%	2%	1%	3%	2%	5%	1%	1%	1%	1%
Mobile broadband is expensive/costs too much	191	-	94	98	36	51	104	173	18	-	113	76	119	28	-	-	-	93	92	-
1%		-	1%	1%	1%	1%	2%	1%	2%	-	1%	3%	2%	1%	-	-	-	1%	1%	-
Available to all in the household / More practical for the family	176	-	108	67	36	129	10	165	10	-	40	-	51	40	-	11	-	33	63	19
1%		-	2%	1%	1%	2%	*	1%	1%	-	*	-	1%	1%	-	1%	-	*	1%	1%
Freeview is good / Our freeview service is really good	131	44	17	69	61	20	50	131	-	-	52	42	20	20	10	30	-	57	49	-
1%		2%	*	1%	1%	*	1%	1%	-	-	1%	2%	*	3%	2%	-	-	1%	1%	-
More comfortable/ convenient way of viewing	106	-	9	97	9	-	97	106	-	-	-	-	9	18	-	-	-	9	9	-
1%		-	*	1%	*	-	1%	1%	-	-	-	-	*	1%	-	-	-	*	*	-
Have a HD TV	106	-	18	88	-	18	88	106	-	-	43	25	70	-	18	18	-	43	43	-
1%		-	*	1%	-	*	1%	1%	-	-	1%	1%	1%	-	5%	1%	-	1%	1%	-
Bad connection / Unreliable	101	-	-	101	13	12	77	95	-	6	71	-	37	6	-	-	-	-	18	-
1%		-	-	1%	*	*	1%	1%	-	2%	1%	-	1%	*	-	-	-	-	*	-
Would benefit more people	80	-	31	49	18	22	40	80	-	-	49	28	22	6	-	-	-	28	41	12
*		-	*	*	*	*	1%	*	-	-	1%	1%	*	*	-	-	-	*	1%	1%
Have Sky/Cable etc.	72	-	13	60	13	-	60	72	-	-	32	19	72	32	-	-	-	42	42	-
*		-	*	1%	*	-	1%	*	-	-	*	1%	1%	1%	-	-	-	1%	1%	-
Do not watch much TV (on any platform - code 3 q12 respondents)	71	-	8	63	-	8	63	71	-	-	8	-	-	-	-	-	63	71	-	-
*		-	*	1%	-	*	1%	*	-	-	*	-	-	-	-	-	15%	1%	-	-
Don't have freeview / Don't use freeview	68	-	29	40	-	42	27	68	-	-	13	-	-	-	-	-	-	-	-	-
*		-	*	*	-	1%	*	*	-	-	*	-	-	-	-	-	-	-	-	-
Better picture / Better picture quality	58	-	8	51	19	-	39	58	-	-	51	12	40	19	-	11	-	28	31	-
*		-	*	*	*	-	1%	*	-	-	1%	*	1%	1%	-	1%	-	*	*	-
Broadband is slow / Can be slow / Needs to be faster / Faster broadband	38	-	7	30	7	-	30	38	-	-	7	-	38	-	-	-	-	-	-	-
*		-	*	*	*	-	*	*	-	-	*	-	1%	-	-	-	-	-	-	-
Coverage / Better coverage	24	-	8	17	-	8	17	24	-	-	17	17	-	17	17	-	-	17	24	-
*		-	*	*	-	*	*	*	-	-	*	1%	-	1%	5%	-	-	*	*	-
No preference / Not bothered either way	22	-	-	22	-	-	22	-	-	22	-	-	22	-	-	-	-	22	22	-
*		-	-	*	-	-	*	-	-	7%	*	-	*	-	-	-	-	*	*	-
Watch TV via the internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Increased mobility / Can use it wherever / I move around a lot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1643	96	579	968	714	362	566	1581	62	-	559	215	266	285	39	75	10	494	447	363
8%		4%	9%	9%	12%	5%	8%	9%	6%	-	7%	8%	5%	10%	11%	6%	2%	7%	6%	18%
Dk	178	53	50	75	57	28	92	127	31	20	12	23	52	23	-	-	21	76	8	12
1%		2%	1%	1%	1%	*	1%	1%	3%	7%	*	1%	1%	-	-	5%	1%	*	*	1%
No answers	947	74	337	537	146	396	405	920	20	8	306	146	251	142	34	85	43	175	360	48
5%		3%	5%	5%	2%	6%	6%	5%	2%	3%	4%	5%	5%	5%	9%	6%	10%	3%	5%	2%

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Table 10  
Q13 Why do you say that? Improving mobile broadband services

Base:All respondents in segment 1 & 2

	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	North Ireland	Yorkshire & Hum
Unweighted base	457	200	257	66	142	85	93	59	12	208	71	118	146	80	99	264	179	29	48	53	21	57	67	32	18	42	28	7	43
Base	7731	3633	4098	1218	2261	1211	1307	957	777	3479	1734	1970	2183	1393	1879	4152	3272	466	798	854	433	1233	1111	531	264	639	460	90	694
Broadband is slow / Can be slow / Needs to be faster / Faster broadband	2270 29%	971 27%	1299 32%	394 32%	526 23%	400 33%	498 38%	371 39%	80 10%	920 26%	451 26%	495 25%	675 31%	429 31%	529 28%	1170 28%	958 29%	134 29%	142 16%	198 23%	162 37%	242 20%	399 36%	235 44%	54 20%	225 35%	161 35%	26 29%	215 31%
I use it more / I tend to use that more often	774 10%	354 10%	420 10%	253 21%	238 11%	100 8%	110 8%	73 8%	- -	491 14%	73 4%	118 6%	237 11%	210 15%	210 11%	355 9%	419 13%	64 14%	127 16%	64 7%	27 6%	69 6%	103 9%	77 15%	6 2%	88 14%	57 12%	26 29%	67 10%
Just prefer it / Its better / It is more important to me	631 8%	294 8%	337 8%	164 13%	167 7%	13 1%	100 8%	108 11%	80 10%	331 10%	188 11%	212 11%	107 5%	84 6%	229 12%	319 8%	313 10%	22 5%	128 16%	92 11%	- -	122 10%	128 11%	9 2%	45 17%	18 3%	45 10%	8 8%	16 2%
Increased mobility / Can use it wherever / I move around a lot	516 7%	260 7%	255 6%	44 4%	310 14%	99 8%	40 3%	23 2%	- -	354 10%	23 1%	154 8%	75 3%	151 11%	136 7%	229 6%	286 9%	19 4%	45 6%	98 11%	19 4%	53 4%	42 4%	20 2%	49 19%	91 14%	11 2%	- -	50 7%
Bad connection / Unreliable	376 5%	120 3%	256 6%	41 3%	29 1%	99 8%	55 4%	152 16%	- -	70 2%	152 9%	95 5%	79 4%	42 3%	138 7%	174 4%	180 5%	44 10%	30 4%	49 6%	39 9%	25 2%	56 5%	- -	19 7%	19 3%	- -	- -	84 12%
Better quality (unspecified)	343 4%	193 5%	149 4%	55 5%	75 3%	42 3%	90 7%	- -	80 10%	130 4%	80 5%	138 7%	56 3%	27 2%	109 6%	194 5%	136 4%	- -	53 7%	61 7%	80 18%	57 5%	50 5%	12 2%	- -	20 3%	- -	- -	- -
Have Sky/Cable etc.	314 4%	158 4%	156 4%	31 3%	32 1%	81 7%	36 3%	7 1%	127 16%	62 2%	134 8%	81 4%	184 8%	18 1%	12 1%	265 6%	30 1%	16 3%	20 3%	18 2%	20 5%	136 11%	16 1%	12 2%	11 4%	16 3%	11 2%	20 22%	7 1%
Don't have freeview / Don't use freeview	263 3%	103 3%	160 4%	32 3%	142 6%	47 4%	43 3%	- -	- -	173 5%	- -	55 3%	77 4%	90 6%	42 2%	132 3%	131 4%	9 2%	12 1%	- -	20 5%	75 6%	16 1%	24 5%	- -	40 6%	- -	- -	48 7%
Happy with the services I get / Both are good / Both are important/have their advantages	220 3%	62 2%	158 4%	53 4%	38 2%	39 3%	54 4%	7 1%	28 4%	91 3%	35 2%	66 3%	71 3%	39 3%	44 2%	137 3%	82 3%	18 4%	10 1%	- -	20 5%	77 6%	- -	- -	- -	28 4%	42 9%	8 9%	7 1%
Do not watch much TV (on any platform - code 3 q12 respondents)	203 3%	143 4%	60 1%	- -	80 4%	18 1%	13 1%	32 3%	61 8%	80 2%	92 5%	38 2%	27 1%	32 2%	106 6%	65 2%	138 4%	27 6%	- -	- -	32 7%	- -	12 1%	- -	- -	20 3%	- -	- -	112 16%
Watch TV via the internet	197 3%	62 2%	135 3%	12 1%	147 6%	18 1%	- -	20 2%	- -	159 5%	20 1%	- -	25 1%	92 7%	80 4%	25 1%	172 5%	18 4%	- -	22 3%	- -	- -	20 2%	12 2%	55 21%	20 3%	12 3%	- -	37 5%
Freeview is good / Our freeview service is really good	172 2%	93 3%	79 2%	49 4%	48 2%	22 2%	20 1%	34 4%	- -	97 3%	34 2%	68 3%	70 3%	15 1%	20 1%	137 3%	35 1%	- -	- -	22 3%	- -	30 2%	27 2%	29 5%	- -	30 5%	20 4%	- -	6 1%
Reception is poor / Pixellation / Freezes / Keeps breaking down etc.	148 2%	52 1%	96 2%	12 1%	71 3%	37 3%	16 1%	12 1%	- -	83 2%	12 1%	12 1%	54 2%	12 1%	71 4%	66 2%	82 3%	28 6%	12 1%	48 6%	- -	31 2%	20 2%	10 2%	- -	- -	- -	- -	- -
Coverage / Better coverage	137 2%	70 2%	67 2%	13 1%	61 3%	- -	39 3%	25 3%	- -	73 2%	25 1%	11 1%	43 2%	31 2%	39 2%	55 1%	70 2%	- -	- -	- -	- -	32 3%	36 3%	- -	- -	- -	23 5%	11 12%	22 3%
More channels / More choice / Would be good to have a wider choice / Poor choice at the moment	109 1%	56 2%	54 1%	12 1%	51 2%	40 3%	- -	6 1%	- -	63 2%	6 *	30 2%	46 2%	34 2%	- -	75 2%	34 1%	6 1%	19 2%	55 6%	- -	- -	- -	- -	- -	12 2%	- -	- -	18 3%
Because it would be cheap / Because would not cost so much money / Money is tight / Could save me money	94 1%	76 2%	18 *	- -	41 2%	18 1%	29 2%	6 1%	- -	41 1%	6 *	37 2%	6 *	13 1%	37 2%	44 1%	50 2%	- -	27 3%	6 1%	- -	- -	42 4%	- -	- -	- -	- -	- -	18 3%
Would benefit more people	92 1%	27 1%	65 2%	37 3%	12 1%	27 1%	16 1%	- -	- -	49 1%	- -	43 2%	- -	12 1%	37 2%	43 1%	49 2%	- -	18 2%	- -	- -	37 3%	- -	- -	- -	9 1%	16 4%	- -	12 2%
More comfortable/ convenient way of viewing	55 1%	32 1%	23 1%	22 2%	10 *	22 -	- -	- -	- -	33 1%	- -	9 *	10 *	13 1%	22 1%	20 *	35 1%	- -	- -	10 1%	- -	- -	- -	- -	22 8%	9 1%	13 3%	- -	- -
Better picture / Better picture quality	49 1%	29 1%	20 *	- -	20 1%	- -	- -	29 3%	- -	20 1%	29 2%	29 1%	- -	- -	20 1%	29 1%	20 1%	- -	- -	29 3%	- -	- -	- -	- -	- -	- -	- -	- -	20 3%
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	36 *	19 1%	16 *	- -	- -	29 2%	6 1%	- -	- -	6 *	6 *	6 *	16 1%	- -	13 1%	23 1%	13 *	- -	- -	6 1%	- -	- -	- -	- -	- -	13 2%	- -	- -	- -

Table 10  
Q13 Why do you say that? Improving mobile broadband services

Base:All respondents in segment 1 & 2

	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		
Base	7731	3633	4098	1218	2261	1211	1307	957	777	3479	1734	1970	2183	1393	1879	4152	3272	466	798	854	433	1233	1111	531	264	639	460	90	694		
Mobile broadband is expensive/costs too much	20	20	-	-	-	11	9	-	-	-	-	9	-	-	11	9	11	-	9	-	-	-	-	-	-	-	-	-	-	11	
Do not watch video on my mobile device	12	-	12	-	-	-	-	12	-	-	12	12	-	-	-	12	-	-	12	-	-	-	-	-	-	-	-	-	-	-	
More HD / HD channels would be good / Because Freeview needs more HD channels	10	-	10	-	10	-	-	-	-	10	-	-	10	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	
Current Freeview channel/programme offering is poor / Too many +1 channels	9	9	-	-	-	9	-	-	-	-	-	9	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	9		
Available to all in the household / More practical for the family	9	9	-	-	-	9	-	-	-	-	-	9	-	-	9	-	-	-	-	-	-	-	9	-	-	-	-	-	-	-	
Because it is free / Would be free / Should be free / Won't have to pay	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Have already paid a licence fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't use mobile broadband / No interest in mobile broadband / Do not have a mobile device	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Freeview service is poor / Freeview needs improving	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No preference / Not bothered either way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer a large screen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have a HD TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1319	733	586	147	360	178	200	195	240	506	435	517	410	180	199	927	379	56	168	154	108	165	231	108	59	61	91	8	92		
	17%	20%	14%	12%	16%	15%	15%	20%	31%	15%	25%	26%	19%	13%	11%	22%	12%	12%	21%	18%	25%	13%	21%	20%	22%	10%	20%	9%	13%		
Dk	90	37	53	-	53	37	-	-	-	53	-	18	-	40	33	18	73	-	-	18	-	20	12	-	20	20	-	-	-	-	-
	1%	1%	1%	-	2%	3%	-	-	-	2%	-	1%	-	3%	2%	*	2%	-	-	2%	-	2%	1%	-	8%	3%	-	-	-	-	
No answers	527	300	227	76	141	22	84	43	162	217	205	137	171	40	85	308	125	48	75	19	38	181	48	61	-	31	-	-	27		
	7%	8%	6%	6%	6%	2%	6%	4%	21%	6%	12%	7%	8%	3%	5%	7%	4%	10%	9%	2%	9%	15%	4%	11%	-	5%	-	-	4%		

Table 10  
Q13 Why do you say that? Improving mobile broadband services

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	457	110	151	396	106	127	34	76	104	52	1	95	130	220	-	457	-
Base	7731	1750	1769	6353	1700	1644	363	997	1564	773	9	1591	2166	3671	-	7731	-
Broadband is slow / Can be slow / Needs to be faster / Faster broadband	2270	636	585	1747	624	494	155	303	586	229	-	454	647	1111	-	2270	-
	29%	36%	33%	27%	37%	30%	43%	30%	37%	30%	-	29%	30%	30%	-	29%	-
I use it more / I tend to use that more often	774	162	164	661	162	160	23	76	186	60	-	205	229	323	-	774	-
	10%	9%	9%	10%	10%	10%	6%	8%	12%	8%	-	13%	11%	9%	-	10%	-
Just prefer it / Its better / It is more important to me	631	128	122	532	128	220	-	75	75	198	-	111	68	390	-	631	-
	8%	7%	7%	8%	8%	13%	-	8%	5%	26%	-	7%	3%	11%	-	8%	-
Increased mobility / Can use it wherever / I move around a lot	516	63	156	462	63	128	28	85	65	42	-	149	175	192	-	516	-
	7%	4%	9%	7%	4%	8%	8%	8%	4%	5%	-	9%	8%	5%	-	7%	-
Bad connection / Unreliable	376	91	117	324	91	76	41	56	49	61	-	121	54	201	-	376	-
	5%	5%	7%	5%	5%	5%	11%	6%	3%	8%	-	8%	2%	5%	-	5%	-
Better quality (unspecified)	343	70	96	303	70	84	13	41	94	10	9	50	74	138	-	343	-
	4%	4%	5%	5%	4%	5%	4%	4%	6%	1%	100%	3%	3%	4%	-	4%	-
Have Sky/Cable etc.	314	-	114	314	-	114	-	11	50	53	-	85	47	182	-	314	-
	4%	-	6%	5%	-	7%	-	1%	3%	7%	-	5%	2%	5%	-	4%	-
Don't have freeview / Don't use freeview	263	38	96	186	25	96	13	9	87	25	-	24	87	132	-	263	-
	3%	2%	5%	3%	1%	6%	3%	1%	6%	3%	-	2%	4%	4%	-	3%	-
Happy with the services I get / Both are good / Both are important/have their advantages	220	28	139	129	28	118	22	12	102	31	-	24	44	152	-	220	-
	3%	2%	8%	2%	2%	7%	6%	1%	7%	4%	-	1%	2%	4%	-	3%	-
Do not watch much TV (on any platform - code 3 q12 respondents)	203	52	61	176	40	61	12	61	40	-	-	39	73	49	-	203	-
	3%	3%	3%	3%	2%	4%	3%	6%	3%	-	-	2%	3%	1%	-	3%	-
Watch TV via the internet	197	115	-	140	102	-	12	58	20	25	-	78	67	30	-	197	-
	3%	7%	-	2%	6%	-	3%	6%	1%	3%	-	5%	3%	1%	-	3%	-
Freeview is good / Our freeview service is really good	172	46	57	106	46	57	-	57	18	30	-	27	65	81	-	172	-
	2%	3%	3%	2%	3%	3%	-	6%	1%	4%	-	2%	3%	2%	-	2%	-
Reception is poor / Pixellation / Freezes / Keeps breaking down etc.	148	32	22	148	32	42	-	32	30	12	-	20	33	96	-	148	-
	2%	2%	1%	2%	2%	3%	-	3%	2%	2%	-	1%	2%	3%	-	2%	-
Coverage / Better coverage	137	41	55	100	41	37	18	28	51	-	-	17	34	86	-	137	-
	2%	2%	3%	2%	2%	2%	5%	3%	3%	-	-	1%	2%	2%	-	2%	-
More channels / More choice / Would be good to have a wider choice / Poor choice at the moment	109	-	51	96	-	41	10	6	12	13	9	29	24	56	-	109	-
	1%	-	3%	2%	-	2%	3%	1%	1%	2%	100%	2%	1%	2%	-	1%	-
Because it would be cheap/ Because would not cost so much money / Money is tight / Could save me money	94	20	16	94	20	6	9	8	19	-	-	13	34	47	-	94	-
	1%	1%	1%	1%	1%	*	3%	1%	1%	-	-	1%	2%	1%	-	1%	-
Would benefit more people	92	37	21	55	37	21	-	12	47	-	-	49	16	27	-	92	-
	1%	2%	1%	1%	2%	1%	-	1%	3%	-	-	3%	1%	1%	-	1%	-
More comfortable/ convenient way of viewing	55	13	20	55	-	20	13	10	9	-	-	13	10	32	-	55	-
	1%	1%	1%	1%	-	1%	3%	1%	1%	-	-	1%	*	1%	-	1%	-
Better picture / Better picture quality	49	-	-	49	-	29	-	-	-	29	-	-	-	29	-	49	-
	1%	-	-	1%	-	2%	-	-	-	4%	-	-	-	1%	-	1%	-
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	36	13	6	36	13	6	-	-	6	13	-	6	16	13	-	36	-
	*	1%	*	1%	1%	*	-	-	*	2%	-	*	1%	*	-	*	-

Table 10  
Q13 Why do you say that? Improving mobile broadband services

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Base	7731	1750	1769	6353	1700	1644	363	997	1564	773	9	1591	2166	3671	-	7731	-
Mobile broadband is expensive/costs too much	20*	-	20	20	-	9	11	-	9	-	-	9	-	11	-	20	-
Do not watch video on my mobile device	12*	12	-	12	12	-	-	12	-	-	-	-	12	-	-	12	-
More HD / HD channels would be good / Because Freeview needs more HD channels	10*	-	10	10	-	-	10	-	-	-	-	10	-	-	-	10	-
Current Freeview channel/programme offering is poor / Too many +1 channels	9*	-	9	9	-	9	-	9	-	-	-	-	9	-	-	9	-
Available to all in the household / More practical for the family	9*	-	9	9	-	9	-	-	9	-	-	-	-	9	-	9	-
Because it is free / Would be free / Should be free / Won't have to pay	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have already paid a licence fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't use mobile broadband / No interest in mobile broadband / Do not have a mobile device	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Freeview service is poor / Freeview needs improving	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No preference / Not bothered either way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer a large screen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have a HD TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1319	243	193	1277	243	160	33	198	145	60	-	225	543	429	-	1319	-
	17%	14%	11%	20%	14%	10%	9%	20%	9%	8%	-	14%	25%	12%	-	17%	-
Dk	90	12	-	90	12	-	-	12	-	-	-	33	37	20	-	90	-
	1%	1%	-	1%	1%	-	-	1%	-	-	-	2%	2%	1%	-	1%	-
No answers	527	225	45	322	225	45	-	36	234	-	-	55	118	354	-	527	-
	7%	13%	3%	5%	13%	3%	-	4%	15%	-	-	3%	5%	10%	-	7%	-





Table 10  
Q13 Why do you say that? Improving mobile broadband services

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Base	7731	540	1974	5217	1435	2586	3710	7402	171	157	1965	903	1535	1237	150	702	234	1957	2002	418
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	36	-	-	36	-	6	29	19	-	16	6	6	19	-	-	-	-	19	6	-
Mobile broadband is expensive/costs too much	*	-	-	1%	-	*	1%	*	-	*	1%	-	1%	-	-	-	-	1%	1%	-
Do not watch video on my mobile device	20	-	-	20	-	11	9	20	-	-	20	-	9	-	-	-	-	20	11	-
More HD / HD channels would be good / Because Freeview needs more HD channels	12	12	-	-	-	12	-	12	-	-	-	-	12	-	-	-	-	-	12	-
Current Freeview channel/programme offering is poor / Too many +1 channels	*	-	-	*	-	*	*	*	-	*	1%	-	1%	-	-	-	-	1%	1%	-
Available to all in the household / More practical for the family	10	-	-	10	-	-	10	10	-	-	10	10	-	10	-	10	10	10	10	-
Because it is free / Would be free / Should be free / Won't have to pay	*	-	-	*	-	*	*	*	-	*	1%	1%	-	1%	-	1%	4%	1%	1%	-
Have already paid a licence fee	9	-	-	9	-	-	9	9	-	-	-	9	9	-	-	-	-	9	9	-
Don't use mobile broadband / No interest in mobile broadband / Do not have a mobile device	*	-	-	*	-	*	*	*	-	*	-	1%	1%	-	-	-	-	*	*	-
Freeview service is poor / Freeview needs improving	9	-	-	9	-	-	9	9	-	-	9	9	9	-	9	-	-	9	9	-
No preference / Not bothered either way	*	-	-	*	-	*	*	*	-	*	1%	1%	1%	-	1%	-	-	*	*	-
Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband	9	-	-	9	-	-	9	9	-	-	9	9	9	-	9	-	-	9	9	-
Prefer a large screen	*	-	-	*	-	*	*	*	-	*	-	1%	1%	1%	-	1%	-	*	*	-
Have a HD TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No answers	1319	80	335	904	283	496	540	1300	-	18	251	125	175	180	10	130	34	195	242	53
	17%	15%	17%	17%	20%	19%	15%	18%	-	12%	13%	14%	11%	15%	7%	19%	14%	10%	12%	13%
	90	-	53	37	-	50	40	90	-	-	-	12	-	-	-	-	-	-	-	-
	1%	-	3%	1%	-	2%	1%	1%	-	-	-	1%	-	-	-	-	-	-	-	-
	527	130	130	267	100	175	252	515	12	-	121	117	94	109	94	121	94	109	99	91
	7%	24%	7%	5%	7%	7%	7%	7%	7%	-	6%	13%	6%	9%	63%	17%	40%	6%	5%	22%



Table 11  
Q13 Why do you say that? No preference

Base:All respondents in segment 1 & 2

	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
Base	10190	4786	5404	851	1872	2058	1876	1749	1783	2723	3532	1863	3154	2029	2813	5018	4842	862	928	1026	383	773	1582	1144	478	916	786	157	1006
Bad connection / Unreliable	29	-	29	-	-	12	17	-	-	-	-	-	12	17	-	12	17	-	12	-	-	-	-	-	17	-	-	-	-
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	25	7	18	-	-	18	-	7	-	-	7	-	-	-	25	-	25	-	18	-	-	7	-	-	-	-	-	-	-
Coverage / Better coverage	12	-	12	-	-	-	-	12	-	-	12	12	-	-	-	12	-	-	-	-	-	-	12	-	-	-	-	-	-
Freeview service is poor / Freeview needs improving	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
I use it more / I tend to use that more often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Available to all in the household / More practical for the family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Just prefer it / Its better / It is more important to me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Increased mobility / Can use it wherever / I move around a lot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have a HD TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer a large screen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better quality (unspecified)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better picture / Better picture quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have already paid a licence fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch TV via the internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More comfortable/ convenient way of viewing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1041	502	539	105	242	164	235	131	165	346	296	173	223	284	320	395	604	159	8	127	131	101	162	84	90	49	56	17	38
	10%	10%	10%	12%	13%	8%	13%	7%	9%	13%	8%	9%	7%	14%	11%	8%	12%	18%	1%	12%	34%	13%	10%	7%	19%	5%	7%	11%	4%
Dk	758	294	464	71	314	168	127	79	-	384	79	96	199	162	263	294	425	76	76	64	28	59	138	106	41	71	51	30	18
	7%	6%	9%	8%	17%	8%	7%	5%	-	14%	2%	5%	6%	8%	9%	6%	9%	9%	8%	6%	7%	8%	9%	9%	9%	8%	7%	19%	2%
No answers	1386	738	647	115	308	403	328	89	143	423	232	260	369	302	376	629	678	67	101	213	63	201	181	102	58	130	76	-	140
	14%	15%	12%	13%	16%	20%	17%	5%	8%	16%	7%	14%	12%	15%	13%	13%	14%	8%	11%	21%	16%	26%	11%	9%	12%	14%	10%	-	14%

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Table 11  
Q13 Why do you say that? No preference

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	551	206	188	338	192	166	38	135	150	71	2	117	166	262	-	-	551
Base	10190	4392	2347	5737	3979	2021	775	2414	2453	1111	22	2452	3167	4448	-	-	10190
Happy with the services I get / Both are good / Both are important/have their advantages	2836 28%	1266 29%	572 24%	1456 25%	1145 29%	482 24%	228 29%	729 30%	593 24%	305 27%	-	551 22%	987 31%	1298 29%	-	-	2836 28%
No preference / Not bothered either way	1992 20%	986 22%	403 17%	1091 19%	943 24%	341 17%	105 14%	485 20%	600 24%	177 16%	22 100%	624 25%	417 13%	951 21%	-	-	1992 20%
Do not watch much TV (on any platform - code 3 q12 respondents)	699 7%	419 10%	113 5%	363 6%	419 11%	72 4%	41 5%	228 9%	219 9%	44 4%	-	182 7%	166 5%	306 7%	-	-	699 7%
Don't use mobile broadband / No interest in mobile broadband / Do not have a mobile device	640 6%	270 6%	216 9%	347 6%	203 5%	152 8%	132 17%	129 5%	158 6%	68 6%	-	216 9%	200 6%	224 5%	-	-	640 6%
Have Sky/Cable etc.	567 6%	-	266 11%	433 8%	-	174 9%	92 12%	71 3%	59 2%	44 4%	-	110 4%	132 4%	325 7%	-	-	567 6%
Because it would be cheap / Because would not cost so much money / Money is tight / Could save me money	273 3%	201 5%	55 2%	94 2%	201 5%	42 2%	13 2%	135 6%	41 2%	67 6%	-	72 3%	57 2%	144 3%	-	-	273 3%
Don't have freeview / Don't use freeview	270 3%	-	98 4%	234 4%	-	98 5%	-	40 2%	47 2%	12 1%	-	91 4%	63 2%	116 3%	-	-	270 3%
Do not watch video on my mobile device	239 2%	101 2%	105 4%	97 2%	94 2%	105 5%	8 1%	44 2%	117 5%	38 3%	-	98 4%	62 2%	79 2%	-	-	239 2%
Freeview is good / Our freeview service is really good	222 2%	173 4%	17 1%	88 2%	105 3%	6 *	78 10%	40 2%	27 1%	45 4%	-	49 2%	124 4%	49 1%	-	-	222 2%
Because it is free / Would be free / Should be free / Won't have to pay	127 1%	96 2%	32 1%	44 1%	83 2%	32 2%	13 2%	54 2%	51 2%	9 1%	-	13 1%	38 1%	76 2%	-	-	127 1%
Mobile broadband is adequate / My mobile is ok I think / Already have fast mobile broadband	113 1%	8 *	57 2%	96 2%	8 *	57 3%	-	64 3%	-	-	-	-	75 2%	38 1%	-	-	113 1%
Broadband is slow / Can be slow / Needs to be faster / Faster broadband	80 1%	29 1%	50 2%	44 1%	29 1%	50 2%	-	35 1%	31 1%	13 1%	-	-	58 2%	22 1%	-	-	80 1%
Current Freeview channel/programme offering is poor / Too many +1 channels	62 1%	57 1%	4 *	-	57 1%	4 *	-	12 1%	50 2%	-	-	12 *	50 2%	-	-	-	62 1%
More HD / HD channels would be good / Because Freeview needs more HD channels	56 1%	56 1%	-	-	-	-	56 7%	-	-	-	-	-	56 2%	-	-	-	56 1%
More channels / More choice / Would be good to have a wider choice / Poor choice at the moment	51 *	12 *	19 1%	51 1%	12 *	19 1%	-	12 1%	19 1%	-	-	-	29 1%	22 *	-	-	51 *
Mobile broadband is expensive/costs too much	50 *	-	19 1%	32 1%	-	19 1%	-	19 1%	-	-	-	-	19 1%	32 1%	-	-	50 *
Would benefit more people	29 *	-	-	29 1%	-	-	-	-	-	-	-	-	29 1%	-	-	-	29 *
Reception is poor / Pixellation / Freezes / Keeps breaking down etc.	29 *	-	9 *	29 1%	-	9 *	-	9 *	-	-	-	-	29 1%	-	-	-	29 *

Table 11  
Q13 Why do you say that? No preference

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Base	10190	4392	2347	5737	3979	2021	775	2414	2453	1111	22	2452	3167	4448	-	-	10190
Bad connection / Unreliable	29	29	-	-	29	-	-	29	-	-	-	12	17	-	-	-	29
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	25	-	7	25	-	7	-	7	-	-	-	-	7	18	-	-	25
Coverage / Better coverage	12	12	-	12	12	-	-	-	-	12	-	-	-	12	-	-	12
Freeview service is poor / Freeview needs improving	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I use it more / I tend to use that more often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Available to all in the household / More practical for the family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Just prefer it / Its better / It is more important to me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Increased mobility / Can use it wherever / I move around a lot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have a HD TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer a large screen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better quality (unspecified)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better picture / Better picture quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have already paid a licence fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch TV via the internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More comfortable/ convenient way of viewing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1041	465	202	678	434	138	96	268	115	189	-	272	298	410	-	-	1041
	10%	11%	9%	12%	11%	7%	12%	11%	5%	17%	-	11%	9%	9%	-	-	10%
Dk	758	320	207	468	303	185	39	125	254	110	-	180	294	284	-	-	758
	7%	7%	9%	8%	8%	9%	5%	5%	10%	10%	-	7%	9%	6%	-	-	7%
No answers	1386	392	348	861	335	358	66	241	300	151	-	267	486	614	-	-	1386
	14%	9%	15%	15%	8%	18%	8%	10%	12%	14%	-	11%	15%	14%	-	-	14%



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Table 11  
Q13 Why do you say that? No preference

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Base	10190	1554	4150	4487	3665	3661	2864	9775	265	151	3422	872	2726	1156	116	440	162	2970	3277	1040
Reception is poor / Pixellation / Freezes / Keeps breaking down etc.	29	-	-	29	-	-	29	29	-	-	-	9	-	9	-	9	-	9	9	-
	*	-	-	1%	-	-	1%	*	-	-	-	1%	-	1%	-	2%	-	*	*	-
Bad connection / Unreliable	29	12	-	17	-	12	17	29	-	-	-	-	-	-	-	-	-	12	29	-
	*	1%	-	*	-	*	1%	*	-	-	-	-	-	-	-	-	-	*	1%	-
Prefer to watch TV / I mainly watch TV / Prefer to watch on a TV	25	-	7	18	7	18	-	25	-	-	-	7	7	7	-	-	-	7	7	-
	*	-	*	*	*	*	-	*	-	-	-	1%	*	1%	-	-	-	*	*	-
Coverage / Better coverage	12	-	-	12	-	-	12	-	12	-	-	-	-	-	-	-	-	12	12	-
	*	-	-	*	-	-	*	-	4%	-	-	-	-	-	-	-	-	*	*	-
Freeview service is poor / Freeview needs improving	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I use it more / I tend to use that more often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Available to all in the household / More practical for the family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Just prefer it / Its better / It is more important to me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Increased mobility / Can use it wherever / I move around a lot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have a HD TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer a large screen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better quality (unspecified)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to Sky/ Cable/Subscription TV / Would be nice not to have to rely on Sky	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better picture / Better picture quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have already paid a licence fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch TV via the internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More comfortable/ convenient way of viewing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1041	141	272	629	269	379	393	1004	17	20	346	102	212	80	-	33	9	362	399	134
	10%	9%	7%	14%	7%	10%	14%	10%	6%	14%	10%	12%	8%	7%	-	8%	6%	12%	12%	13%
Dk	758	112	330	316	279	325	154	732	26	-	261	89	167	127	-	66	7	214	182	113
	7%	7%	8%	7%	8%	9%	5%	7%	10%	-	8%	10%	6%	11%	-	15%	4%	7%	6%	11%
No answers	1386	133	630	623	418	454	513	1334	-	52	368	185	249	101	11	52	32	185	252	118
	14%	9%	15%	14%	11%	12%	18%	14%	-	34%	11%	21%	9%	9%	10%	12%	20%	6%	8%	11%



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Table 12

Q14 Which of these programme genres do you watch the most on TV – please tick up to 3?

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Drama	11001 43%	4032 32%	6969 54%	1027 31%	1391 30%	1762 44%	2270 47%	1843 52%	2708 52%	2418 30%	4551 52%	2590 46%	3510 47%	1924 39%	2701 41%	6100 46%	4625 40%	1032 52%	1040 46%	837 37%	399 43%	1293 45%	1464 47%	1662 49%	453 43%	951 39%	699 35%	87 23%	952 39%
Factual/documentary	9725 38%	5242 42%	4482 34%	745 22%	1568 34%	1536 39%	2070 43%	1621 46%	2186 42%	2312 29%	3807 43%	2344 42%	2807 37%	1875 38%	2414 36%	5151 39%	4290 37%	652 33%	886 39%	862 38%	416 45%	977 34%	1305 42%	1159 34%	510 49%	1084 45%	704 35%	149 39%	861 35%
Film	9623 38%	5113 41%	4510 35%	1785 54%	2108 46%	1364 34%	1799 37%	1182 33%	1386 27%	3893 49%	2568 29%	2058 36%	2744 36%	1931 40%	2388 36%	4802 36%	4319 37%	683 34%	880 39%	927 40%	325 35%	911 32%	898 29%	1372 41%	444 42%	1168 48%	699 35%	126 33%	1030 42%
Comedy	9620 38%	4519 36%	5101 39%	2169 65%	2318 50%	1588 40%	1418 29%	829 23%	1298 25%	4487 57%	2127 24%	1843 33%	2815 37%	2094 43%	2508 38%	4658 35%	4602 40%	499 25%	707 31%	939 41%	435 47%	922 32%	1036 33%	1336 40%	398 38%	872 36%	956 48%	207 55%	1052 43%
News	8739 34%	5058 40%	3681 28%	504 15%	948 21%	1052 26%	1662 34%	1699 48%	2875 55%	1452 18%	4574 52%	2478 44%	2449 33%	1599 33%	1999 30%	4927 37%	3598 31%	833 42%	653 29%	921 40%	311 33%	1052 36%	1051 34%	1171 35%	253 24%	536 22%	918 46%	113 30%	849 34%
General entertainment	8371 33%	3765 30%	4606 35%	1487 45%	1722 37%	1210 30%	1607 33%	893 25%	1452 28%	3209 40%	2345 27%	1576 28%	2649 35%	1654 34%	2311 35%	4225 32%	3966 34%	826 42%	802 36%	585 26%	324 35%	939 33%	1003 32%	1224 36%	409 39%	734 30%	653 32%	140 37%	644 26%
Soap	6622 26%	1801 14%	4821 37%	1016 31%	1466 32%	1162 29%	1243 26%	592 17%	1143 22%	2482 31%	1735 20%	968 17%	1769 24%	1492 31%	2225 33%	2736 21%	3717 32%	548 28%	651 29%	529 23%	246 26%	1042 36%	698 23%	800 33%	313 24%	570 30%	371 18%	130 34%	599 24%
Sports programme	5048 20%	4062 32%	986 8%	259 8%	734 16%	810 20%	1284 26%	880 25%	1082 21%	992 13%	1962 22%	1150 20%	1535 20%	977 20%	1112 17%	2685 20%	2089 18%	381 19%	437 19%	370 16%	97 10%	787 27%	577 19%	549 16%	187 18%	631 26%	355 18%	70 19%	572 23%
Current affairs	3294 13%	2002 16%	1293 10%	118 4%	519 11%	432 11%	654 13%	604 17%	967 19%	637 8%	1571 18%	1082 19%	1169 16%	304 6%	684 10%	2251 17%	988 9%	103 5%	263 12%	443 19%	172 18%	305 11%	530 17%	345 10%	86 8%	236 10%	381 19%	85 22%	304 12%
Children's programme	1557 6%	514 4%	1044 8%	246 7%	531 11%	537 13%	132 3%	18 1%	94 2%	776 10%	113 1%	286 5%	319 4%	371 8%	525 8%	605 5%	896 8%	160 8%	63 3%	156 7%	33 4%	137 5%	234 8%	136 4%	36 3%	181 7%	163 8%	25 7%	161 7%
Teleshopping	205 1%	78 1%	127 1%	9 *	59 1%	33 1%	47 1%	41 1%	17 *	67 1%	58 1%	81 1%	46 1%	17 *	39 1%	127 1%	56 *	17 1%	25 1%	42 2%	- -	42 1%	30 1%	21 1%	10 1%	18 1%	- -	- -	- -

Table 12

Q14 Which of these programme genres do you watch the most on TV – please tick up to 3?

Base: All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Drama	11001 43%	7328 44%	3673 41%	4598 44%	7045 45%	3057 41%	899 34%	3596 46%	4246 42%	2247 46%	12 15%	2396 41%	3484 44%	5120 43%	6890 45%	1370 39%	2741 41%
Factual/documentary	9725 38%	6696 41%	3029 34%	3833 36%	6226 40%	2535 34%	964 36%	2818 36%	3771 37%	2118 43%	53 63%	2406 42%	3005 38%	4314 36%	5940 39%	1238 35%	2546 38%
Film	9623 38%	6388 39%	3236 36%	3907 37%	6002 39%	2642 36%	980 37%	2895 37%	3794 38%	1927 39%	27 31%	2118 37%	3207 41%	4298 36%	5796 38%	1387 39%	2440 36%
Comedy	9620 38%	6272 38%	3348 37%	3906 37%	6013 39%	2690 36%	918 35%	3147 40%	3702 37%	1788 36%	66 77%	2244 39%	2897 37%	4479 38%	6030 39%	1341 38%	2249 33%
News	8739 34%	6156 37%	2584 29%	3252 31%	5686 37%	2141 29%	912 34%	2567 33%	3579 36%	1672 34%	9 11%	2153 37%	2800 36%	3786 32%	5469 36%	1086 31%	2184 32%
General entertainment	8371 33%	5100 31%	3272 36%	3249 31%	4942 32%	2722 37%	708 27%	2771 35%	3289 33%	1565 32%	39 46%	1603 28%	2626 33%	4143 35%	4615 30%	1282 36%	2475 37%
Soap	6622 26%	3941 24%	2681 30%	2767 26%	3853 25%	2069 28%	700 26%	1977 25%	2690 27%	1245 25%	10 11%	1172 20%	1776 23%	3674 31%	3857 25%	786 22%	1979 29%
Sports programme	5048 20%	2403 15%	2645 29%	2472 24%	2194 14%	2173 29%	681 26%	1465 19%	1983 20%	900 18%	19 23%	1052 18%	1427 18%	2568 22%	2731 18%	899 26%	1418 21%
Current affairs	3294 13%	2446 15%	849 9%	1486 14%	2120 14%	819 11%	356 13%	837 11%	1362 14%	730 15%	9 11%	1162 20%	962 12%	1171 10%	2125 14%	553 16%	616 9%
Children's programme	1557 6%	739 4%	818 9%	809 8%	599 4%	712 10%	247 9%	482 6%	545 5%	274 6%	10 11%	271 5%	579 7%	707 6%	947 6%	174 5%	436 6%
Teleshopping	205 1%	74 *	131 1%	147 1%	74 *	66 1%	66 2%	60 1%	45 *	35 1%	-	12 *	85 1%	108 1%	128 1%	42 1%	35 1%

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Table 12

Q14 Which of these programme genres do you watch the most on TV – please tick up to 3?

Base: All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
Drama	11001	1650	4290	5061	4048	3959	2994	10542	326	133	5873	1772	4514	1897	140	859	295	4868	5763	1613
	43%	48%	48%	39%	47%	44%	38%	44%	32%	32%	42%	39%	47%	36%	22%	34%	36%	42%	46%	46%
Factual/documentary	9725	1553	3321	4851	3565	3279	2881	9222	342	160	5278	1795	3669	1804	246	1008	276	4672	4820	1243
	38%	45%	37%	37%	41%	37%	36%	38%	34%	39%	38%	40%	38%	35%	39%	40%	34%	40%	38%	35%
Film	9623	1033	3075	5515	2438	3512	3673	8970	494	159	5405	1655	3515	2142	289	996	539	4059	4798	1199
	38%	30%	34%	42%	28%	39%	46%	37%	48%	38%	39%	37%	36%	41%	46%	40%	67%	35%	38%	34%
Comedy	9620	1156	3323	5141	2964	3498	3158	8841	520	259	5242	1684	3368	1884	204	1038	215	4303	4869	1245
	38%	33%	37%	39%	34%	39%	40%	37%	51%	63%	38%	38%	35%	36%	32%	42%	27%	37%	38%	35%
News	8739	1363	2902	4474	3440	2603	2696	8315	343	81	4795	1446	3057	1786	233	870	235	4169	4132	1330
	34%	39%	32%	34%	40%	29%	34%	34%	34%	19%	34%	32%	32%	34%	37%	35%	29%	36%	33%	38%
General entertainment	8371	1098	3068	4206	2860	3071	2441	8016	269	87	4755	1567	3695	1924	206	830	131	4081	4115	1151
	33%	32%	34%	32%	33%	34%	31%	33%	26%	21%	34%	35%	38%	37%	33%	33%	16%	35%	33%	33%
Soap	6622	831	2503	3288	2373	2484	1765	6282	216	124	3380	1146	2809	1220	126	427	137	2758	3294	867
	26%	24%	28%	25%	27%	28%	22%	26%	21%	30%	24%	26%	29%	23%	20%	17%	17%	24%	26%	25%
Sports programme	5048	612	1488	2947	1635	1588	1824	4826	187	34	3335	1347	2273	1538	252	800	336	2929	2974	347
	20%	18%	16%	23%	19%	18%	23%	20%	18%	8%	24%	30%	23%	29%	40%	32%	41%	25%	24%	10%
Current affairs	3294	351	1252	1691	1109	1147	1038	3049	203	42	1681	578	855	513	28	224	145	1416	1471	661
	13%	10%	14%	13%	13%	13%	13%	13%	20%	10%	12%	13%	9%	10%	4%	9%	18%	12%	12%	19%
Children's programme	1557	104	575	879	525	436	597	1351	134	72	849	182	473	454	36	176	10	602	681	157
	6%	3%	6%	7%	6%	5%	8%	6%	13%	17%	6%	4%	5%	9%	6%	7%	1%	5%	5%	4%
Teleshopping	205	12	67	126	67	26	112	205	-	-	60	28	75	39	17	50	34	73	66	39
	1%	*	1%	1%	1%	*	1%	1%	-	-	*	1%	1%	1%	3%	2%	4%	1%	1%	1%

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Table 13

Q15 And if one of these genres was not available, which would you miss the most?

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Drama	4065 16%	1226 10%	2839 22%	487 15%	605 13%	636 16%	744 15%	638 18%	956 18%	1091 14%	1594 18%	981 17%	1341 18%	699 14%	988 15%	2322 18%	1687 15%	289 15%	402 18%	329 14%	86 9%	586 20%	609 17%	563 17%	173 17%	434 18%	162 8%	37 10%	365 15%
News	3556 14%	2165 17%	1391 11%	101 3%	305 7%	343 9%	694 14%	725 20%	1387 27%	406 5%	2112 24%	1092 19%	835 11%	790 16%	820 12%	1926 15%	1609 14%	390 20%	275 12%	339 15%	113 12%	391 14%	483 16%	486 14%	73 7%	203 8%	433 22%	31 8%	299 12%
Comedy	3444 13%	1569 13%	1874 14%	1020 31%	989 21%	560 14%	426 9%	235 7%	213 4%	2009 25%	449 5%	751 13%	1030 14%	542 11%	954 14%	1781 14%	1496 13%	293 15%	271 12%	478 21%	195 8%	237 8%	248 12%	417 12%	45 4%	382 16%	376 19%	93 25%	276 11%
Sports programme	3151 12%	2686 21%	464 4%	152 5%	408 9%	471 12%	878 18%	512 14%	730 14%	560 7%	1242 14%	637 11%	966 13%	616 13%	804 12%	1603 12%	1419 12%	256 13%	238 11%	134 6%	65 7%	541 19%	386 12%	391 12%	164 16%	401 17%	163 8%	52 14%	336 14%
Soap	3058 12%	476 4%	2582 20%	390 12%	666 14%	599 15%	594 12%	312 9%	497 10%	1056 13%	808 9%	375 7%	793 11%	740 15%	1061 16%	1169 9%	1801 16%	198 10%	317 14%	230 10%	111 12%	372 13%	403 13%	459 14%	167 16%	221 9%	123 6%	98 26%	323 13%
Factual/documentary	2937 11%	1784 14%	1153 9%	127 4%	535 12%	400 10%	594 12%	548 15%	732 14%	663 8%	1280 15%	655 12%	878 12%	571 12%	782 12%	1533 12%	1353 12%	227 11%	295 13%	175 8%	134 14%	187 6%	317 10%	471 14%	134 13%	213 9%	248 12%	- -	471 19%
Film	2518 10%	1388 11%	1130 9%	488 15%	458 10%	470 12%	423 9%	270 8%	410 8%	946 12%	679 8%	566 10%	583 8%	448 9%	680 10%	1149 9%	1128 10%	135 7%	137 6%	335 15%	62 7%	335 12%	275 9%	233 7%	132 13%	336 14%	245 12%	6 1%	233 9%
General entertainment	1932 8%	840 7%	1092 8%	447 13%	361 8%	294 7%	375 8%	193 5%	261 5%	808 10%	455 5%	437 8%	732 10%	302 6%	435 7%	1169 9%	737 6%	151 8%	250 11%	173 8%	93 10%	180 6%	208 7%	274 8%	82 8%	169 7%	230 11%	23 6%	83 3%
Current affairs	464 2%	281 2%	183 1%	20 1%	119 3%	91 2%	91 2%	114 3%	28 1%	140 2%	142 2%	91 2%	217 3%	54 1%	46 1%	308 2%	100 1%	12 1%	52 2%	44 2%	61 7%	25 1%	73 2%	50 1%	38 4%	34 1%	18 1%	12 3%	25 1%
Children's programme	364 1%	96 1%	268 2%	70 2%	141 3%	123 3%	30 1%	- -	- -	211 3%	- -	49 1%	135 2%	101 2%	62 1%	184 1%	163 1%	34 2%	9 -	42 2%	8 1%	34 1%	72 2%	28 1%	37 4%	22 1%	- -	25 7%	52 2%
Teleshopping	57 *	21 *	35 *	13 *	31 1%	- -	13 *	- -	- -	44 1%	- -	9 *	10 *	12 *	25 *	19 *	38 *	- -	- -	12 1%	- -	- -	21 1%	- -	- -	10 *	13 1%	- -	- -

Table 13

Q15 And if one of these genres was not available, which would you miss the most?

Base: All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Drama	4065	2766	1299	1540	2647	1102	315	1029	1951	769	-	1102	1186	1777	2621	606	838
	16%	17%	14%	15%	17%	15%	12%	13%	19%	16%	-	19%	15%	15%	17%	17%	12%
News	3556	2694	862	1341	2482	888	186	1305	1409	648	9	953	1234	1370	2091	444	1021
	14%	16%	10%	13%	16%	12%	7%	17%	14%	13%	11%	16%	16%	12%	14%	13%	15%
Comedy	3444	2344	1100	1434	2212	921	311	1170	1272	664	27	750	1062	1631	2219	442	782
	13%	14%	12%	14%	14%	12%	12%	15%	13%	14%	31%	13%	13%	14%	15%	13%	12%
Sports programme	3151	1339	1812	1383	1202	1525	424	855	1374	488	10	592	913	1646	1631	581	939
	12%	8%	20%	13%	8%	21%	16%	11%	14%	10%	11%	10%	12%	14%	11%	17%	14%
Soap	3058	1912	1146	1296	1876	843	339	1077	1020	622	-	509	831	1718	1712	354	993
	12%	12%	13%	12%	12%	11%	13%	14%	10%	13%	-	9%	11%	14%	11%	10%	15%
Factual/documentary	2937	2169	768	1124	2037	603	298	804	1143	693	-	776	744	1418	1885	350	702
	11%	13%	9%	11%	13%	8%	11%	10%	11%	14%	-	13%	9%	12%	12%	10%	10%
Film	2518	1715	803	1270	1632	521	366	767	994	391	-	586	912	1020	1483	348	687
	10%	10%	9%	12%	11%	7%	14%	10%	10%	8%	-	10%	12%	9%	10%	10%	10%
General entertainment	1932	1032	899	714	969	704	259	526	617	491	39	288	631	1012	1176	271	485
	8%	6%	10%	7%	6%	10%	10%	7%	6%	10%	46%	5%	8%	9%	8%	8%	7%
Current affairs	464	315	149	165	257	116	91	147	103	123	-	145	150	170	238	59	168
	2%	2%	2%	2%	2%	2%	3%	2%	1%	3%	-	3%	2%	1%	2%	2%	2%
Children's programme	364	205	159	195	172	136	56	146	137	24	-	79	211	74	206	33	125
	1%	1%	2%	2%	1%	2%	2%	2%	1%	*	-	1%	3%	1%	1%	1%	2%
Teleshopping	57	38	19	57	13	31	13	9	35	-	-	13	13	31	25	32	-
	*	*	*	1%	*	*	*	*	*	-	-	*	*	*	*	1%	-

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Table 13

Q15 And if one of these genres was not available, which would you miss the most?

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
Drama	4065	626	1500	1939	1395	1360	1310	3871	163	30	2293	757	1746	551	76	326	140	2086	2072	451
	16%	18%	17%	15%	16%	15%	16%	16%	16%	7%	16%	17%	18%	11%	12%	13%	17%	18%	16%	13%
News	3556	582	1332	1642	1602	1052	902	3331	183	42	1758	619	900	649	41	266	27	1300	1465	814
	14%	17%	15%	13%	18%	12%	11%	14%	18%	10%	13%	14%	9%	12%	7%	11%	3%	11%	12%	23%
Comedy	3444	482	1135	1827	961	1311	1172	3129	181	134	1895	536	1031	786	39	397	37	1517	1682	642
	13%	14%	13%	14%	11%	15%	15%	13%	18%	32%	14%	12%	11%	15%	6%	16%	5%	13%	13%	18%
Sports programme	3151	460	956	1734	1031	1199	920	2958	171	22	2179	722	1609	998	50	437	183	1855	1808	219
	12%	13%	11%	13%	12%	13%	12%	12%	17%	5%	16%	16%	17%	19%	8%	18%	23%	16%	14%	6%
Soap	3058	345	1348	1365	1164	1170	724	2956	67	35	1347	393	1277	483	63	181	85	1271	1588	401
	12%	10%	15%	10%	13%	13%	9%	12%	7%	8%	10%	9%	13%	9%	10%	7%	11%	11%	13%	11%
Factual/documentary	2937	278	1199	1460	980	1047	910	2719	153	65	1493	548	1142	345	120	169	70	1413	1484	323
	11%	8%	13%	11%	11%	12%	11%	11%	15%	16%	11%	12%	12%	7%	19%	7%	9%	12%	12%	9%
Film	2518	297	645	1576	647	839	1032	2409	56	53	1397	420	765	625	187	382	232	793	1136	295
	10%	9%	7%	12%	7%	9%	13%	10%	5%	13%	10%	9%	8%	12%	29%	15%	29%	7%	9%	8%
General entertainment	1932	275	591	1065	677	582	673	1870	47	15	1140	416	981	571	40	198	9	1086	951	236
	8%	8%	7%	8%	8%	7%	8%	8%	5%	4%	8%	9%	10%	11%	6%	8%	1%	9%	8%	7%
Current affairs	464	63	131	270	74	220	170	445	-	19	217	24	127	115	-	46	8	171	226	104
	2%	2%	1%	2%	1%	2%	2%	2%	-	5%	2%	1%	1%	2%	-	2%	1%	1%	2%	3%
Children's programme	364	49	192	122	136	111	116	364	-	-	213	54	75	91	18	76	10	167	194	32
	1%	1%	2%	1%	2%	1%	1%	2%	-	-	2%	1%	1%	2%	3%	3%	1%	1%	2%	1%
Teleshopping	57	-	-	57	13	12	32	57	-	-	23	-	23	13	-	19	9	23	44	-
	*	-	-	*	*	*	*	*	-	-	*	-	*	*	-	1%	1%	*	*	-

Table 14

Q16 Which of the following TV services or functions have you heard of before today?

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Standard definition TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A High definition ready television (this probably had an HD Ready sticker on it when you bought it)	23041 90%	11570 92%	11471 88%	2860 86%	4030 87%	3603 90%	4376 90%	3358 95%	4815 92%	6889 87%	8173 93%	5087 90%	6772 90%	4376 90%	6128 92%	11859 90%	10504 91%	1836 92%	2066 92%	1977 86%	826 89%	2717 94%	2864 92%	2906 86%	1020 98%	1989 82%	1864 93%	359 95%	2238 91%
A set top box enabling you to view HD channels	19260 75%	10214 82%	9046 70%	2060 62%	3437 74%	2982 75%	3849 79%	2838 80%	4094 79%	5498 69%	6932 79%	4282 76%	5742 76%	3620 74%	5067 76%	10024 76%	8687 75%	1628 82%	1804 80%	1642 72%	628 68%	2323 80%	2249 73%	2227 66%	843 81%	1727 71%	1592 79%	328 87%	2018 82%
A Digital Video Recorder (DVR) system (sometimes know as a PVR) such as Sky Plus, V Plus, Freeview Plus	21933 86%	11275 90%	10658 82%	2520 76%	3825 83%	3376 85%	4334 89%	3190 90%	4688 90%	6345 80%	7878 90%	4842 86%	6582 88%	4108 84%	5792 87%	11424 87%	9899 86%	1773 89%	2067 92%	1818 79%	799 86%	2541 88%	2550 82%	3046 90%	929 89%	1928 80%	1616 80%	330 88%	2222 90%
Video on demand through the TV where you can select programmes that are from an extensivelibrary	19944 78%	10158 81%	9786 75%	2544 77%	3753 81%	3080 77%	3768 77%	2799 79%	4000 77%	6297 79%	6799 78%	4583 81%	5772 77%	3872 79%	5118 77%	10355 79%	8990 78%	1726 87%	1910 85%	1918 84%	696 75%	2198 76%	2302 74%	2467 73%	727 70%	1843 76%	1495 74%	267 71%	2051 83%
3D TV (where you need to use special glasses to watch 3D programmes)	21517 84%	10767 86%	10749 83%	2849 86%	3842 83%	3271 82%	4061 84%	3119 88%	4375 84%	6691 84%	7493 86%	4692 83%	6429 85%	4246 87%	5438 82%	11121 84%	9684 84%	1688 85%	1922 86%	1855 81%	761 82%	2438 84%	2697 87%	2939 87%	844 81%	1859 77%	1738 86%	307 81%	2132 87%
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	15015 59%	7998 64%	7017 54%	1704 51%	2871 62%	2405 60%	2969 61%	2228 63%	2838 54%	4576 58%	5066 58%	3610 64%	4604 61%	2975 61%	3395 51%	8214 62%	6370 55%	1289 65%	1456 65%	1378 60%	491 53%	1789 62%	1863 60%	1598 47%	617 59%	1153 48%	1387 69%	175 46%	1543 63%
Ultra high definition TV	7508 29%	3927 31%	3582 28%	1113 34%	1108 24%	1223 31%	1350 28%	1038 29%	1677 32%	2220 28%	2715 31%	2012 36%	1886 25%	1559 32%	1740 26%	3898 30%	3299 29%	608 31%	689 31%	651 28%	319 34%	1090 38%	964 31%	781 23%	305 29%	719 30%	372 18%	81 21%	792 32%
Interactive and red button services, that can be used to access other services or programmes	21888 86%	10755 86%	11134 86%	2634 79%	3870 84%	3416 86%	4160 86%	3172 89%	4636 89%	6504 82%	7808 89%	4788 85%	6453 86%	4180 86%	5870 88%	11240 85%	10050 87%	1869 94%	2010 90%	1807 79%	816 88%	2411 84%	2702 87%	2969 88%	862 83%	1891 78%	1721 86%	360 95%	2165 88%
Catch-up TV where you can watch programmes that were broadcast in the previous week or soon your PC or laptop	22727 89%	11188 89%	11540 89%	2749 83%	4110 89%	3468 87%	4549 94%	3255 92%	4596 88%	6858 86%	7851 90%	4970 88%	6711 89%	4373 90%	6009 90%	11681 89%	10381 90%	1924 97%	2072 92%	1780 78%	856 92%	2529 88%	2762 89%	3092 92%	927 89%	1999 82%	1804 90%	340 90%	2267 92%
None of these	189 1%	67 1%	123 1%	39 1%	20 1%	59 1%	38 1%	33 1%	- -	59 1%	33 1%	16 1%	68 1%	- -	63 1%	84 1%	63 1%	- -	21 1%	20 1%	- -	13 1%	44 1%	- -	6 1%	39 2%	38 2%	- -	8 1%

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Table 14

Q16 Which of the following TV services or functions have you heard of before today?

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Standard definition TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A High definition ready television (this probably had an HD Ready sticker on it when you bought it)	23041 90%	14886 90%	8155 90%	9387 89%	13995 90%	6855 93%	2192 82%	6780 87%	9366 93%	4646 95%	58 69%	5040 87%	7021 89%	10980 93%	13946 91%	3160 90%	5935 88%
A set top box enabling you to view HD channels	19260 75%	12206 74%	7054 78%	8058 77%	11429 74%	5925 80%	1906 72%	5522 70%	7774 77%	4011 82%	49 57%	4163 72%	5989 76%	9109 77%	11745 77%	2638 75%	4877 72%
A Digital Video Recorder (DVR) system (sometimes know as a PVR) such as Sky Plus, V Plus, Freeview Plus	21933 86%	13977 85%	7956 88%	8768 83%	13116 85%	6678 90%	2139 81%	6335 81%	8979 89%	4422 90%	58 69%	4853 84%	6490 82%	10590 89%	13353 87%	3011 86%	5568 83%
Video on demand through the TV where you can select programmes that are from an extensivelibrary	19944 78%	12600 76%	7344 81%	8114 77%	11764 76%	6251 85%	1930 73%	5729 73%	8120 81%	4107 84%	58 69%	4474 77%	5955 76%	9515 80%	12203 80%	2763 79%	4978 74%
3D TV (where you need to use special glasses to watch 3D programmes)	21517 84%	13740 83%	7777 86%	8522 81%	12829 83%	6619 90%	2068 78%	6131 78%	8883 88%	4376 89%	58 69%	4674 81%	6606 84%	10237 86%	12866 84%	3048 87%	5603 83%
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	15015 59%	9315 56%	5700 63%	6454 61%	8690 56%	4948 67%	1377 52%	4374 56%	5771 57%	3462 70%	32 37%	3054 53%	4675 59%	7286 61%	9040 59%	2306 66%	3669 54%
Ultra high definition TV	7508 29%	4728 29%	2780 31%	3357 32%	4361 28%	2511 34%	636 24%	2436 31%	2923 29%	1491 30%	22 26%	1363 24%	2664 34%	3481 29%	4414 29%	1340 38%	1754 26%
Interactive and red button services, that can be used to access other services or programmes	21888 86%	13954 84%	7934 88%	8793 84%	13174 85%	6743 91%	1971 74%	6505 83%	8866 88%	4487 91%	58 69%	4743 82%	6572 83%	10573 89%	13269 87%	2987 85%	5632 84%
Catch-up TV where you can watch programmes that were broadcast in the previous week or soon your PC or laptop	22727 89%	14654 89%	8074 90%	9164 87%	13846 89%	6899 93%	1982 75%	6936 89%	9148 91%	4603 94%	58 69%	5026 87%	6959 88%	10743 91%	13768 90%	3176 90%	5784 86%
None of these	189 1%	174 1%	16 *	106 1%	161 1%	16 *	13 *	84 1%	67 1%	- -	27 31%	90 2%	52 1%	47 *	84 1%	17 *	88 1%





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Table 15  
Q17 And which of these services do you currently have at home?

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Standard definition TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A High definition ready television (this probably had an HD Ready sticker on it when you bought it)	13956 37%	7838 42%	6118 32%	1714 38%	2462 31%	2260 36%	2799 41%	1873 36%	2848 43%	4176 33%	4721 40%	3213 37%	4176 38%	2748 38%	3470 37%	7390 37%	6218 37%	1023 39%	1167 35%	1121 30%	461 29%	1903 41%	1730 34%	1747 40%	505 32%	1157 37%	1290 44%	276 43%	1291 37%
A set top box enabling you to view HD channels	4489 12%	2878 16%	1611 8%	625 14%	746 9%	840 13%	943 14%	491 9%	845 13%	1371 11%	1335 11%	1348 15%	1419 13%	610 8%	893 9%	2768 14%	1503 9%	300 11%	370 11%	443 12%	147 9%	678 15%	504 10%	266 6%	273 18%	525 17%	440 15%	104 16%	399 12%
A Digital Video Recorder (DVR) system (sometimes know as a PVR) such as Sky Plus, V Plus, Freeview Plus	9674 26%	5199 28%	4475 24%	989 22%	1579 20%	1679 27%	1959 28%	1357 26%	2112 32%	2568 21%	3469 29%	2041 23%	3043 28%	2017 28%	2255 24%	5085 26%	4272 26%	893 34%	1042 31%	625 17%	355 22%	1374 30%	1251 25%	1163 27%	503 32%	762 24%	568 20%	241 38%	753 22%
Video on demand through the TV where you can select programmes that are from an extensivelibrary	5229 14%	2895 16%	2334 12%	847 19%	1254 16%	1051 17%	941 14%	432 8%	703 11%	2102 17%	1135 10%	1098 13%	1634 15%	1211 17%	1052 11%	2732 14%	2263 14%	513 20%	491 15%	590 16%	251 16%	771 17%	758 15%	398 9%	154 10%	343 11%	390 13%	27 4%	403 12%
3D TV (where you need to use special glasses to watch 3D programmes)	635 2%	519 3%	115 1%	133 3%	191 2%	75 1%	61 1%	55 1%	119 2%	324 3%	174 1%	132 2%	227 2%	83 1%	43 *	359 2%	126 1%	43 2%	101 3%	88 2%	- -	98 2%	92 2%	28 1%	17 1%	56 2%	15 1%	15 2%	81 2%
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	2498 7%	1483 8%	1015 5%	425 9%	652 8%	382 6%	479 7%	250 5%	310 5%	1077 9%	560 5%	677 8%	712 6%	634 9%	275 3%	1388 7%	908 5%	244 9%	209 6%	363 10%	85 5%	348 7%	428 8%	111 3%	89 6%	130 4%	123 4%	29 4%	262 8%
Ultra high definition TV	809 2%	560 3%	249 1%	123 3%	221 3%	221 4%	56 1%	31 1%	157 2%	344 3%	188 2%	264 3%	132 1%	98 1%	184 2%	396 2%	282 2%	35 1%	37 1%	117 3%	40 3%	187 4%	40 1%	59 1%	45 3%	158 5%	26 1%	13 2%	50 1%
Interactive and red button services, that can be used to access other services or programmes	11683 31%	6083 33%	5600 29%	1264 28%	2179 27%	1960 31%	2337 34%	1556 30%	2387 36%	3443 28%	3943 33%	2632 30%	3732 34%	2344 32%	2611 28%	6364 32%	4954 30%	963 37%	1095 33%	923 25%	489 30%	1383 30%	1546 31%	1582 37%	408 26%	1034 33%	929 32%	254 40%	884 26%
Catch-up TV where you can watch programmes that were broadcast in the previous week or soon your PC or laptop	12652 34%	6138 33%	6514 34%	1763 39%	2527 32%	2045 33%	2660 39%	1592 30%	2065 31%	4290 34%	3657 31%	2917 33%	3907 35%	2632 36%	2875 31%	6823 35%	5507 33%	1170 45%	1290 39%	984 27%	515 32%	1379 30%	1706 34%	1534 36%	458 29%	1136 36%	872 30%	176 28%	1195 35%
None of these	3517 9%	1387 7%	2130 11%	552 12%	538 7%	408 7%	642 9%	605 12%	772 12%	1090 9%	1378 12%	664 8%	1175 11%	540 7%	934 10%	1839 9%	1474 9%	364 14%	180 5%	363 10%	135 8%	335 7%	411 8%	596 14%	173 11%	285 9%	241 8%	- -	356 10%
NA	12210 33%	6077 33%	6133 32%	1290 28%	3337 42%	2344 37%	2081 30%	1716 33%	1442 22%	4627 37%	3158 27%	3130 36%	3566 32%	2340 32%	2811 30%	6696 34%	5151 31%	625 24%	1122 34%	1416 36%	683 42%	1770 38%	1997 40%	941 22%	516 33%	766 24%	936 32%	263 41%	988 29%

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Table 15  
Q17 And which of these services do you currently have at home?

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Standard definition TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A High definition ready television (this probably had an HD Ready sticker on it when you bought it)	13956 37%	7787 47%	6169 68%	6180 27%	7462 48%	5349 68%	1145 43%	2411 30%	7031 69%	3332 65%	36 43%	2424 30%	3865 33%	7666 45%	8569 44%	1965 25%	3422 34%
A set top box enabling you to view HD channels	4489 12%	1648 10%	2840 32%	2363 10%	1527 10%	2540 32%	422 16%	1242 16%	1466 14%	1332 26%	27 31%	426 5%	1309 11%	2754 16%	2714 14%	903 12%	872 9%
A Digital Video Recorder (DVR) system (sometimes know as a PVR) such as Sky Plus, V Plus, Freeview Plus	9674 26%	4338 26%	5336 59%	4191 19%	4165 27%	4483 57%	1026 39%	2853 36%	3221 31%	2574 50%	-	1435 18%	2478 21%	5761 34%	5413 28%	1535 20%	2726 27%
Video on demand through the TV where you can select programmes that are from an extensivelibrary	5229 14%	1066 6%	4163 46%	2897 13%	988 6%	3499 44%	743 28%	1134 14%	2244 22%	1107 22%	-	563 7%	1590 13%	3076 18%	2836 14%	1237 16%	1156 11%
3D TV (where you need to use special glasses to watch 3D programmes)	635 2%	326 2%	309 3%	249 1%	270 2%	274 3%	91 3%	82 1%	290 3%	172 3%	-	94 1%	92 1%	448 3%	369 2%	150 2%	116 1%
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	2498 7%	1091 7%	1407 16%	1407 6%	1050 7%	1201 15%	246 9%	411 5%	1190 12%	640 12%	10 11%	325 4%	713 6%	1460 9%	1356 7%	702 9%	440 4%
Ultra high definition TV	809 2%	330 2%	479 5%	440 2%	274 2%	449 6%	86 3%	179 2%	397 4%	147 3%	-	110 1%	149 1%	550 3%	414 2%	234 3%	162 2%
Interactive and red button services, that can be used to access other services or programmes	11683 31%	5711 35%	5972 66%	5114 23%	5550 36%	5089 65%	1044 39%	2851 36%	4913 48%	2865 56%	10 11%	2041 25%	3460 29%	6182 36%	6756 34%	1957 25%	2970 29%
Catch-up TV where you can watch programmes that were broadcast in the previous week or soon your PC or laptop	12652 34%	6640 40%	6012 67%	5636 25%	6166 40%	5190 66%	1296 49%	3552 45%	4653 45%	3124 61%	27 31%	2267 28%	3468 29%	6917 41%	7373 38%	2002 26%	3277 32%
None of these	3517 9%	3207 19%	310 3%	1099 5%	2986 19%	196 2%	336 13%	1724 22%	1106 11%	339 7%	12 15%	1195 15%	1157 10%	1166 7%	2059 10%	418 5%	1040 10%
NA	12210 33%	174 1%	16 *	12127 54%	161 1%	512 6%	13 *	187 2%	244 2%	214 4%	27 31%	2494 30%	4011 34%	5195 31%	4442 23%	4229 55%	3539 35%



Table 16  
Q18 And how would you rate your interest in using these services in the future? Table of Means

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138	
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463	
More standard definition TV	5.7	5.6	5.9	5.5	6.1	5.7	5.8	5.6	5.6	5.8	5.6	5.7	5.7	5.9	5.7	5.7	5.8	5.9	5.6	5.7	6.5	5.6	5.6	6.2	5.9	5.6	5.6	5.6	6.7	5.2
A High definition ready television	7.0	7.3	6.7	6.7	6.9	7.1	7.5	6.5	7.0	6.8	6.8	7.3	6.9	7.2	6.7	7.1	6.9	7.1	6.6	7.6	6.9	7.3	6.9	6.3	6.8	6.8	7.2	8.3	7.2	
A set top box enabling you to view HD channels	5.8	6.1	5.5	6.1	6.1	6.1	5.9	5.3	5.4	6.1	5.4	6.3	5.6	6.0	5.4	5.9	5.6	5.7	5.3	6.6	5.9	6.4	5.4	5.0	6.6	5.9	5.7	7.0	6.0	
A Digital Video Recorder (DVR) system	7.2	7.0	7.3	7.4	7.9	7.6	7.0	6.5	6.7	7.7	6.6	7.3	7.3	7.5	6.6	7.3	7.0	7.4	7.0	7.4	7.1	7.2	7.1	7.0	7.7	6.9	7.0	7.5	7.6	
Video on demand through the TV where you can select programmes that are from an extensive library	6.1	5.8	6.3	7.4	7.0	6.7	5.8	5.0	4.9	7.2	4.9	6.3	6.1	6.4	5.5	6.2	5.9	5.8	5.6	6.4	6.0	6.3	6.1	5.9	5.9	6.3	5.8	5.7	6.2	
3D TV (where you need to use special glasses to watch 3D programmes)	3.9	4.1	3.7	5.3	4.6	4.4	3.8	2.8	2.9	4.9	2.9	4.0	3.6	4.1	3.8	3.8	4.0	3.4	3.4	4.7	3.7	4.2	4.1	3.3	4.7	3.5	3.6	5.1	3.9	
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	5.2	5.2	5.2	5.8	5.8	6.0	5.1	4.6	4.2	5.8	4.3	5.5	5.2	5.4	4.6	5.3	4.9	4.6	5.2	5.8	5.5	5.2	5.2	4.5	5.7	5.4	4.9	6.5	5.2	
Ultra high definition TV	5.4	5.5	5.3	6.2	5.7	5.9	5.3	4.6	4.8	5.9	4.7	5.7	5.1	5.8	4.9	5.4	5.3	5.2	5.1	6.2	5.2	5.6	5.1	4.6	5.6	5.6	5.1	7.6	5.8	
Interactive and red button services, that can be used to access other services or programmes	5.9	6.1	5.7	6.0	5.9	6.2	6.1	5.6	5.5	6.0	5.5	6.0	5.8	6.2	5.6	5.9	5.8	5.7	5.9	6.0	6.0	5.7	5.8	5.8	6.1	6.0	5.9	7.1	5.8	
Catch-up TV where you can watch programmes that were broadcast in the previous week or so on your PC or laptop	7.2	6.9	7.4	8.2	7.6	7.3	7.1	6.7	6.6	7.8	6.6	7.4	7.3	7.3	6.8	7.3	7.0	7.1	6.7	7.6	7.2	7.1	7.4	7.3	7.2	7.1	7.0	6.7	7.1	

Table 16  
Q18 And how would you rate your interest in using these services in the future? Table of Means

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
More standard definition TV	5.7	5.7	5.8	6.2	5.7	5.7	6.0	5.7	5.5	6.0	7.0	5.5	5.9	5.7	6.0	5.7	5.1
A High definition ready television	7.0	6.6	7.7	7.6	6.6	7.7	7.0	6.4	7.3	7.2	8.7	6.4	7.1	7.2	7.2	7.7	6.2
A set top box enabling you to view HD channels	5.8	5.5	6.4	6.6	5.5	6.4	6.0	5.7	5.7	6.1	9.0	5.3	5.9	6.0	6.0	6.6	4.8
A Digital Video Recorder (DVR) system	7.2	6.7	8.1	7.7	6.8	8.0	7.4	7.0	7.1	7.6	7.7	6.4	7.1	7.6	7.3	7.8	6.5
Video on demand through the TV where you can select programmes that are from an extensivelibrary	6.1	5.5	7.1	7.0	5.6	6.9	6.4	5.9	6.1	6.1	8.7	5.5	6.0	6.3	6.2	7.1	5.3
3D TV (where you need to use special glasses to watch 3D programmes)	3.9	3.5	4.5	4.7	3.6	4.4	4.3	3.9	3.9	3.7	5.2	3.5	3.8	4.1	3.8	5.2	3.5
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	5.2	4.8	5.9	6.1	4.8	5.7	5.6	4.9	5.2	5.3	8.0	4.8	4.9	5.5	5.1	6.5	4.6
Ultra high definition TV	5.4	4.9	6.2	6.2	5.0	6.0	5.8	5.1	5.6	5.1	8.2	4.7	5.5	5.6	5.5	6.5	4.5
Interactive and red button services, that can be used to access other services or programmes	5.9	5.5	6.5	6.5	5.6	6.4	5.8	5.7	5.9	6.1	5.5	5.6	5.7	6.1	6.0	6.5	5.3
Catch-up TV where you can watch programmes that were broadcast in the previous week or so on your PC or laptop	7.2	6.9	7.7	7.8	7.0	7.7	6.9	6.9	7.3	7.5	10.0	6.8	7.0	7.4	7.2	8.1	6.5

Table 16  
Q18 And how would you rate your interest in using these services in the future? Table of Means

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
More standard definition TV	5.7	5.1	5.5	6.1	5.3	5.7	6.2	5.7	6.7	5.8	5.6	5.8	5.7	5.8	6.1	5.6	7.8	6.0	5.7	5.3
A High definition ready television	7.0	5.1	6.7	7.6	6.4	6.9	7.7	7.0	7.1	8.0	8.0	8.4	7.6	8.2	8.3	8.1	8.5	7.5	7.3	5.5
A set top box enabling you to view HD channels	5.8	4.1	5.5	6.5	5.0	5.7	6.8	5.8	5.7	6.1	6.3	8.2	6.3	7.0	7.4	7.1	7.6	6.2	6.2	5.0
A Digital Video Recorder (DVR) system	7.2	5.8	6.8	7.8	6.4	7.2	7.9	7.2	6.6	7.1	7.5	8.3	8.6	8.4	7.6	8.3	8.4	7.8	7.7	5.6
Video on demand through the TV where you can select programmes that are from an extensivelibrary	6.1	4.1	5.7	6.8	5.1	6.0	7.0	6.1	5.3	7.0	6.4	7.2	6.7	8.1	7.0	7.7	8.4	6.7	6.9	4.4
3D TV (where you need to use special glasses to watch 3D programmes)	3.9	2.0	3.4	4.7	2.8	3.9	5.1	3.8	4.2	5.8	4.1	4.9	4.1	4.9	7.3	5.4	6.9	4.0	4.0	3.3
Internet services and apps accessed through the TV (this requires a broadband connection to your set top box)	5.2	3.0	4.7	6.0	3.9	5.2	6.4	5.2	4.6	6.6	5.4	6.6	5.6	6.4	7.5	7.9	8.1	5.6	5.7	4.5
Ultra high definition TV	5.4	3.3	4.9	6.3	4.2	5.4	6.6	5.4	5.0	6.0	5.9	6.9	5.9	6.6	7.5	7.1	9.0	5.8	5.6	4.4
Interactive and red button services, that can be used to access other services or programmes	5.9	4.4	5.6	6.4	5.3	5.8	6.5	5.9	5.4	6.1	6.0	6.7	6.2	6.8	7.0	7.0	8.2	6.6	6.2	4.7
Catch-up TV where you can watch programmes that were broadcast in the previous week or so on your PC or laptop	7.2	5.5	7.0	7.7	6.6	7.0	8.0	7.2	6.7	8.0	7.4	7.8	7.5	8.4	8.1	8.7	8.5	7.7	8.2	5.6

Table 17  
Q19 And how important are the following services to you? Table of Means

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Standard definition TV	5.9	6.0	5.9	5.7	6.1	5.9	6.0	6.0	6.0	6.0	6.0	6.1	5.9	6.1	5.8	6.0	5.9	6.6	5.6	5.9	5.4	6.0	5.8	6.4	5.8	5.9	5.9	6.4	5.6
A High definition ready television	6.3	6.7	5.9	6.1	6.1	6.4	6.7	5.7	6.5	6.1	6.2	6.5	6.2	6.6	5.9	6.3	6.2	5.9	6.6	6.9	6.1	6.8	6.4	5.3	6.6	6.5	5.9	8.0	6.4
A set top box enabling you to view HD channels	5.3	5.7	4.9	5.6	5.5	5.5	5.3	4.7	5.3	5.6	5.0	5.6	5.2	5.4	4.9	5.4	5.1	5.1	5.2	6.2	5.0	5.9	4.9	4.5	5.8	5.4	5.1	6.0	5.6
A Digital Video Recorder (DVR) system	6.5	6.5	6.5	6.4	7.1	7.1	6.4	5.9	6.0	6.8	6.0	6.6	6.6	6.8	6.0	6.6	6.3	6.5	6.7	6.7	6.2	6.6	6.6	6.1	7.3	6.1	6.1	7.5	6.6
Video on demand through the TV where you can select programmes that are from an extensivelibrary	5.3	5.2	5.4	6.1	6.2	6.0	5.1	4.3	4.4	6.2	4.4	5.5	5.4	5.6	4.6	5.5	5.0	4.9	4.8	6.0	5.0	5.5	5.7	4.8	5.2	5.4	5.3	5.2	5.2
3D TV (where you need to use special glasses to watch 3D programmes)	3.3	3.5	3.2	4.3	3.9	3.7	3.3	2.6	2.7	4.0	2.6	3.4	3.2	3.5	3.1	3.3	3.3	2.8	3.1	4.1	3.1	3.7	3.5	2.8	4.0	3.3	3.1	4.8	3.2
Internet services and apps accessed through the TV	4.5	4.6	4.4	4.6	5.0	5.1	4.4	4.0	3.9	4.9	4.0	4.8	4.4	4.8	3.9	4.6	4.3	4.1	4.3	5.3	4.4	4.6	4.3	4.0	5.1	4.6	4.3	5.7	4.3
Ultra high definition TV	4.5	4.7	4.3	5.2	4.8	4.9	4.5	3.8	3.9	4.9	3.8	4.6	4.3	4.9	4.1	4.4	4.4	4.2	4.1	5.4	4.2	4.9	4.2	3.7	4.9	4.6	4.2	6.8	4.6
Interactive and red button services, that can be used to access other services or programmes	5.2	5.5	4.9	5.0	5.1	5.6	5.4	5.0	5.1	5.1	5.0	5.4	5.2	5.5	4.7	5.3	5.0	5.1	5.0	5.6	5.1	5.1	5.3	5.1	5.8	5.3	5.0	5.6	5.2
Catch-up TV where you can watch programmes that were broadcast in the previous week or so on your PC or laptop	6.6	6.4	6.7	7.3	7.0	6.7	6.5	5.9	6.2	7.1	6.1	6.8	6.6	6.9	6.1	6.7	6.4	6.5	6.4	7.2	6.4	6.5	7.0	6.6	6.4	6.4	6.1	6.6	6.5



Table 17  
Q19 And how important are the following services to you? Table of Means

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Standard definition TV	5.9	6.0	5.9	6.2	5.9	6.0	6.1	5.9	5.6	6.5	7.6	5.9	5.9	6.0	6.1	6.1	5.4
A High definition ready television	6.3	5.9	7.0	7.1	5.9	6.9	6.7	5.6	6.6	6.5	7.8	5.8	6.2	6.6	6.4	6.9	5.8
A set top box enabling you to view HD channels	5.3	4.9	6.0	6.1	4.9	5.8	6.2	5.2	5.0	5.6	7.7	4.9	5.3	5.6	5.4	6.0	4.7
A Digital Video Recorder (DVR) system	6.5	5.9	7.6	7.1	5.9	7.5	6.9	6.2	6.3	7.2	6.1	5.7	6.2	7.1	6.5	7.3	6.1
Video on demand through the TV where you can select programmes that are from an extensive library	5.3	4.7	6.5	6.4	4.7	6.3	6.0	5.1	5.4	5.2	5.5	4.7	5.3	5.6	5.3	6.4	4.8
3D TV (where you need to use special glasses to watch 3D programmes)	3.3	3.0	3.9	4.1	3.0	3.7	4.1	3.1	3.4	3.2	5.1	3.0	3.1	3.7	3.2	4.3	3.1
Internet services and apps accessed through the TV	4.5	4.1	5.2	5.5	4.2	4.9	5.2	4.1	4.5	4.8	4.9	4.1	4.3	4.8	4.4	5.6	4.2
Ultra high definition TV	4.5	4.1	5.1	5.3	4.2	5.0	4.9	4.2	4.6	4.5	5.9	3.7	4.6	4.7	4.4	5.4	4.1
Interactive and red button services, that can be used to access other services or programmes	5.2	4.8	6.0	5.9	4.8	5.8	5.7	4.9	5.1	5.6	3.5	4.9	5.0	5.5	5.1	5.9	4.9
Catch-up TV where you can watch programmes that were broadcast in the previous week or so on your PC or laptop	6.6	6.2	7.2	7.3	6.3	7.1	6.9	6.2	6.5	7.1	8.9	6.2	6.3	6.9	6.6	7.6	6.0

Table 17  
Q19 And how important are the following services to you? Table of Means

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
Standard definition TV	5.9	5.6	5.7	6.2	5.8	5.8	6.3	5.9	7.3	5.5	5.9	6.0	6.1	6.0	6.9	5.9	7.2	6.2	6.2	5.3
A High definition ready television	6.3	4.7	5.9	7.0	5.7	6.2	7.1	6.3	5.5	6.6	7.4	7.9	7.1	7.6	8.2	7.7	8.2	6.9	6.7	4.5
A set top box enabling you to view HD channels	5.3	3.5	4.9	6.0	4.5	5.2	6.2	5.3	4.7	5.6	5.8	7.9	5.9	6.6	7.8	6.8	7.9	5.7	5.6	4.4
A Digital Video Recorder (DVR) system	6.5	5.2	6.0	7.1	5.7	6.5	7.3	6.5	6.2	7.1	6.9	7.8	8.5	8.0	7.8	7.8	8.2	7.2	7.1	4.4
Video on demand through the TV where you can select programmes that are from an extensive library	5.3	3.4	5.1	5.9	4.5	5.3	6.1	5.3	4.7	6.4	5.8	6.5	5.8	7.5	6.9	7.0	8.2	5.9	6.0	4.0
3D TV (where you need to use special glasses to watch 3D programmes)	3.3	1.9	3.0	3.9	2.4	3.5	4.2	3.3	3.3	4.1	3.5	4.3	3.5	4.3	7.0	4.8	6.7	3.3	3.4	3.0
Internet services and apps accessed through the TV	4.5	2.8	4.0	5.2	3.3	4.6	5.6	4.5	3.8	6.1	4.7	5.7	4.8	5.5	7.4	7.2	7.8	4.8	4.9	3.8
Ultra high definition TV	4.5	2.8	4.0	5.3	3.6	4.5	5.5	4.5	4.0	5.1	4.9	5.9	4.8	5.6	7.3	6.2	8.5	4.6	4.7	3.7
Interactive and red button services, that can be used to access other services or programmes	5.2	3.9	5.0	5.7	4.7	5.2	5.8	5.2	4.9	5.2	5.4	6.2	5.6	6.2	6.6	6.3	7.6	5.9	5.6	3.9
Catch-up TV where you can watch programmes that were broadcast in the previous week or so on your PC or laptop	6.6	5.1	6.3	7.1	6.0	6.3	7.5	6.6	6.1	6.8	6.9	7.3	7.1	8.1	8.3	8.1	8.4	7.2	7.9	4.8

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Table 18  
Q20 What is the main reason you don't have? HD ready TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	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	516	179	337	60	102	105	110	103	36	162	139	113	171	79	135	284	214	44	53	58	26	45	63	58	29	48	37	7	42
Base	9086	3732	5353	1146	1568	1343	1576	1485	1967	2714	3452	1874	2596	1628	2658	4469	4286	813	899	855	365	813	1134	1160	515	832	574	83	947
Cost / Too expensive / Cannot afford it	3041	1063	1978	515	740	489	631	447	219	1255	666	404	918	488	1110	1322	1598	321	324	267	173	214	304	392	181	210	250	29	337
Not interested / Do not feel the need	2082	716	1366	317	235	220	319	484	507	552	991	471	550	466	533	1020	999	200	290	129	64	164	419	272	177	119	128	-	113
No need to replace TV yet / Will wait until we need to replace current TV	657	419	238	30	55	90	85	65	333	85	398	234	128	253	43	362	295	62	22	80	-	112	15	167	-	58	6	-	135
Happy as I am / Happy with current TV	642	405	237	30	22	66	191	92	241	51	333	151	184	87	207	335	294	136	84	65	10	73	59	65	-	34	54	-	61
I am intending to buy one / Getting one soon / Haven't got round to it yet	327	200	127	10	112	72	31	34	68	122	101	136	66	51	75	201	125	13	65	21	-	11	26	37	-	23	25	20	77
Happy with standard definition / My picture is fine for me	203	130	73	8	114	-	12	30	39	121	69	53	90	-	30	144	30	44	27	-	28	30	-	-	39	34	-	-	-
Don't see the difference / Hardly any difference / Only a minor improvement	99	26	73	12	8	37	18	23	-	20	23	19	33	-	47	52	47	12	8	46	-	-	11	13	-	-	-	-	9
Do not know enough about it / Didn't know I could do this	87	36	51	12	-	-	-	75	-	12	75	-	-	32	55	-	87	-	-	-	-	6	-	20	-	61	-	-	-
Do not watch much TV	78	58	20	-	8	9	30	30	-	8	30	-	47	30	-	47	30	-	-	38	-	-	-	-	-	9	-	-	30
Not enough to watch / Not enough channels in HD	20	-	20	-	-	-	-	20	-	-	20	-	-	-	20	-	20	-	-	-	-	-	-	20	-	-	-	-	-
Never thought about it	13	-	13	-	-	-	13	-	-	-	-	-	-	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-	-
Haven't got the time / too busy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CODE NOT USED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1128	337	791	114	218	198	223	182	192	332	374	138	275	184	448	414	632	12	71	107	77	187	195	111	28	185	80	26	50
Dk	220	158	62	76	40	24	12	-	68	117	68	120	37	13	41	157	54	-	13	23	-	-	106	-	10	-	8	8	13
No answer	702	320	382	37	112	137	53	62	301	149	364	177	327	36	161	505	197	45	23	65	22	105	40	78	81	98	24	-	120

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Table 18  
Q20 What is the main reason you don't have? HD ready TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	516	356	160	259	326	118	72	247	121	74	2	134	179	203	296	80	140
Base	9086	7100	1986	3207	6533	1506	1047	4369	2334	1313	22	2616	3156	3314	5378	1195	2513
Cost / Too expensive / Cannot afford it	3041 33%	2434 34%	607 31%	1238 39%	2100 32%	450 30%	491 47%	1676 38%	572 24%	281 21%	22 100%	1107 42%	1013 32%	921 28%	1815 34%	406 34%	820 33%
Not interested / Do not feel the need	2082 23%	1817 26%	265 13%	463 14%	1714 26%	264 18%	104 10%	1026 23%	488 21%	464 35%	-	477 18%	871 28%	733 22%	1136 21%	281 24%	665 26%
No need to replace TV yet / Will wait until we need to replace current TV	657 7%	525 7%	132 7%	252 8%	457 7%	121 8%	79 8%	461 11%	39 2%	79 6%	-	246 9%	235 7%	175 5%	392 7%	18 2%	247 10%
Happy as I am / Happy with current TV	642 7%	404 6%	238 12%	232 7%	396 6%	189 13%	57 5%	338 8%	211 9%	36 3%	-	192 7%	103 3%	347 10%	443 8%	24 2%	174 7%
I am intending to buy one / Getting one soon / Haven't got round to it yet	327 4%	239 3%	88 4%	158 5%	239 4%	66 4%	21 2%	222 5%	24 1%	60 5%	-	86 3%	156 5%	85 3%	233 4%	30 3%	63 3%
Happy with standard definition / My picture is fine for me	203 2%	142 2%	60 3%	46 1%	142 2%	60 4%	-	91 2%	46 2%	66 5%	-	69 3%	71 2%	63 2%	164 3%	-	39 2%
Don't see the difference / Hardly any difference / Only a minor improvement	99 1%	53 1%	46 2%	66 2%	45 1%	22 1%	32 3%	41 1%	-	25 2%	-	-	62 2%	37 1%	63 1%	13 1%	23 1%
Do not know enough about it / Didn't know I could do this	87 1%	70 1%	17 1%	31 1%	70 1%	17 1%	-	19 *	17 1%	51 4%	-	6 *	-	82 2%	-	12 1%	75 3%
Do not watch much TV	78 1%	68 1%	9 *	17 1%	38 1%	9 1%	30 3%	48 1%	-	-	-	38 1%	9 *	30 1%	61 1%	8 1%	9 *
Not enough to watch / Not enough channels in HD	20 *	20 *	-	-	20 *	-	-	20 *	-	-	-	-	20 1%	-	20 *	-	-
Never thought about it	13 *	-	13 1%	13 *	-	-	13 1%	-	-	-	-	-	-	13 *	-	-	13 1%
Haven't got the time / too busy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CODE NOT USED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1128 12%	826 12%	302 15%	457 14%	809 12%	216 14%	103 10%	252 6%	594 25%	180 14%	-	294 11%	311 10%	523 16%	659 12%	205 17%	264 10%
Dk	220 2%	148 2%	73 4%	72 2%	148 2%	10 1%	63 6%	75 2%	68 3%	15 1%	-	22 1%	96 3%	103 3%	80 1%	30 3%	111 4%
No answer	702 8%	514 7%	188 9%	211 7%	490 7%	134 9%	78 7%	262 6%	297 13%	65 5%	-	175 7%	314 10%	212 6%	432 8%	167 14%	103 4%

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Table 18

Q20 What is the main reason you don't have? HD ready TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	516	91	195	230	192	176	148	488	22	6	-	44	166	77	5	28	14	187	231	138
Base	9086	1711	3544	3831	3645	3010	2431	8650	341	95	-	690	2840	951	73	424	202	2946	3781	2595
Cost / Too expensive / Cannot afford it	3041	491	1240	1310	1053	1184	804	2854	148	40	-	175	679	306	-	102	20	1003	1531	936
	33%	29%	35%	34%	29%	39%	33%	33%	43%	42%	-	25%	24%	32%	-	24%	10%	34%	40%	36%
Not interested / Do not feel the need	2082	547	675	860	923	589	569	2031	43	8	-	121	627	114	15	139	-	663	940	678
	23%	32%	19%	22%	25%	20%	23%	23%	13%	8%	-	18%	22%	12%	21%	33%	-	22%	25%	26%
No need to replace TV yet / Will wait until we need to replace current TV	657	115	160	383	300	214	143	642	15	-	-	81	297	106	-	9	-	184	198	163
	7%	7%	5%	10%	8%	7%	6%	7%	4%	-	-	12%	10%	11%	-	2%	-	6%	5%	6%
Happy as I am / Happy with current TV	642	168	242	232	300	279	64	583	59	-	-	56	377	124	-	13	-	301	295	47
	7%	10%	7%	6%	8%	9%	6%	7%	17%	-	-	8%	13%	13%	-	3%	-	10%	8%	2%
I am intending to buy one / Getting one soon / Haven't got round to it yet	327	29	150	147	38	199	90	301	18	8	-	125	139	34	10	8	10	86	130	20
	4%	2%	4%	4%	1%	7%	4%	3%	5%	8%	-	18%	5%	4%	13%	2%	5%	3%	3%	1%
Happy with standard definition / My picture is fine for me	203	61	51	91	85	55	62	203	-	-	-	32	81	60	-	-	-	99	126	34
	2%	4%	1%	2%	2%	2%	3%	2%	-	-	-	5%	3%	6%	-	-	-	3%	3%	1%
Don't see the difference / Hardly any difference / Only a minor improvement	99	-	37	62	24	60	15	99	-	-	-	-	38	24	-	24	-	64	58	28
	1%	-	1%	2%	1%	2%	1%	1%	-	-	-	-	1%	3%	-	6%	-	2%	2%	1%
Do not know enough about it / Didn't know I could do this	87	-	56	31	51	17	19	87	-	-	-	-	42	17	-	12	-	17	36	20
	1%	-	2%	1%	1%	1%	1%	1%	-	-	-	-	1%	2%	-	3%	-	1%	1%	1%
Do not watch much TV	78	12	27	38	30	30	17	78	-	-	-	-	9	9	-	-	-	-	9	68
	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	*	1%	-	-	-	-	*	3%
Not enough to watch / Not enough channels in HD	20	-	-	20	-	-	20	20	-	-	-	-	-	-	-	-	-	-	20	-
	*	-	-	1%	-	-	1%	*	-	-	-	-	-	-	-	-	-	-	1%	-
Never thought about it	13	-	-	13	-	13	-	13	-	-	-	-	-	-	-	-	-	13	-	-
	*	-	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-
Haven't got the time / too busy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CODE NOT USED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1128	159	486	483	463	288	377	1077	51	-	-	63	425	127	40	90	163	400	360	200
	12%	9%	14%	13%	13%	10%	16%	12%	15%	-	-	9%	15%	13%	55%	21%	81%	14%	10%	8%
Dk	220	-	121	100	104	36	81	173	8	40	-	19	23	13	8	-	-	-	20	166
	2%	-	3%	3%	3%	1%	3%	2%	2%	42%	-	3%	1%	1%	10%	-	-	-	1%	6%
No answer	702	180	336	186	336	125	242	702	-	-	-	56	199	79	-	35	9	177	157	286
	8%	11%	9%	5%	9%	4%	10%	8%	-	-	-	8%	7%	8%	-	8%	4%	6%	4%	11%

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Table 19

Q20 What is the main reason you don't have? HD Set top box

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	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	866	385	481	79	159	169	212	186	61	238	247	189	300	157	202	489	359	72	83	84	33	94	111	101	38	71	66	13	85
Base	14771	7337	7435	1435	2692	2142	2906	2347	3249	4127	5596	2934	4322	3010	4174	7256	7184	1328	1434	1199	481	1645	1745	1961	569	1202	1152	225	1618
Not interested / Do not feel the need	3991	1840	2151	330	672	516	632	874	966	1002	1841	747	1121	813	1188	1868	2001	380	419	120	108	414	616	665	146	215	517	25	350
Cost / Too expensive / Cannot afford it	3669	1800	1870	634	700	553	838	419	525	1334	944	615	1223	648	1114	1839	1762	375	303	320	147	446	247	593	136	360	311	32	371
Do not have a HD TV	1322	621	701	96	279	243	196	69	439	375	508	234	358	325	393	592	718	62	103	99	40	112	89	282	25	99	40	30	342
I am intending to buy one / Getting one soon / Haven't got round to it yet	520	382	138	19	28	68	76	136	193	48	329	49	166	156	137	215	293	32	53	91	-	-	32	67	42	59	7	-	125
Happy with standard definition / My picture is fine for me	475	222	254	19	77	84	73	64	157	96	222	102	157	67	149	259	217	49	58	6	-	62	82	35	64	25	13	71	9
Receiver is part of TV (Freeview only segment 1)	421	193	228	12	207	37	72	54	39	219	93	94	142	80	104	236	184	38	39	48	45	30	51	20	8	26	37	-	79
Happy as I am / Happy with current set up	370	191	179	12	37	20	78	90	132	50	222	129	37	37	154	166	191	120	56	25	12	17	12	58	-	40	-	-	30
Do not see the difference / Hardly any difference / Only a minor improvement	262	142	120	12	22	36	71	51	70	35	121	11	96	70	85	107	155	17	-	40	-	88	12	-	-	11	-	11	83
Do not watch much TV	259	143	116	-	103	29	30	52	45	103	98	94	50	47	68	144	115	-	-	38	-	22	12	-	-	128	29	-	30
Not enough to watch / Not enough channels in HD	232	142	91	13	40	25	48	62	45	53	107	67	62	19	84	129	104	-	19	88	-	13	-	20	12	-	22	-	58
Not available in this area	191	105	86	-	-	21	8	22	141	-	163	89	16	73	13	105	86	-	73	68	-	13	38	-	-	-	-	-	-
Do not like additional boxes/clutter etc.	156	51	105	10	49	13	77	6	-	59	6	-	82	35	39	82	74	22	-	8	-	51	34	-	-	23	11	-	6
Never thought about it	131	63	69	-	9	-	54	4	65	9	69	22	73	25	11	96	36	-	-	-	-	30	83	-	-	-	11	9	-
Do not know enough about it / Didn't know I could do this	119	80	39	-	40	9	20	49	-	40	49	57	-	-	62	57	62	-	-	8	13	-	-	-	-	49	-	-	49
Would prefer integrated TV / Waiting to get TV with HD built-in	86	65	21	-	-	-	43	4	39	-	43	39	4	-	43	43	43	-	-	-	-	30	-	-	-	-	-	17	39
Haven't got the time / too busy	13	-	13	-	-	13	-	-	-	-	-	-	-	13	-	-	13	-	-	-	-	-	-	-	-	-	13	-	-
Other	1809	878	931	238	250	336	437	281	266	488	547	509	493	410	322	1002	732	228	151	164	77	222	301	145	77	110	111	12	94
Dk	232	80	153	9	125	26	24	12	38	134	49	16	155	49	12	171	61	-	44	13	-	-	135	16	-	13	-	12	-
No answer	773	448	325	50	153	163	152	94	161	203	255	122	236	188	197	358	385	37	126	72	40	96	41	111	59	55	67	8	21

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Table 19  
Q20 What is the main reason you don't have? HD Set top box  
Base:All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	866	524	342	461	496	276	94	252	367	151	2	191	277	398	514	131	221
Base	14771	10558	4213	5695	9903	3384	1484	4279	6307	2679	22	3736	4680	6356	9031	1736	4005
Not interested / Do not feel the need	3991	3077	914	1132	2920	902	169	1195	1817	810	-	910	1455	1625	2256	491	1244
	27%	29%	22%	20%	29%	27%	11%	28%	29%	30%	-	24%	31%	26%	25%	28%	31%
Cost / Too expensive / Cannot afford it	3669	2674	995	1523	2521	840	308	1294	1509	537	22	945	1199	1526	2481	391	798
	25%	25%	24%	27%	25%	25%	21%	30%	24%	20%	100%	25%	26%	24%	27%	23%	20%
Do not have a HD TV	1322	888	434	456	843	354	124	788	119	290	-	377	426	519	853	188	281
	9%	8%	10%	8%	9%	10%	8%	18%	2%	11%	-	10%	9%	8%	9%	11%	7%
I am intending to buy one / Getting one soon / Haven't got round to it yet	520	408	113	209	408	95	17	108	338	57	-	82	316	122	355	42	124
	4%	4%	3%	4%	4%	3%	1%	3%	5%	2%	-	2%	7%	2%	4%	2%	3%
Happy with standard definition / My picture is fine for me	475	304	172	201	296	112	68	120	193	93	-	122	60	294	242	65	169
	3%	3%	4%	4%	3%	3%	5%	3%	3%	3%	-	3%	1%	5%	3%	4%	4%
Receiver is part of TV (Freeview only segment 1)	421	421	-	134	421	-	-	-	342	79	-	105	172	144	306	28	87
	3%	4%	-	2%	4%	-	-	-	5%	3%	-	3%	4%	2%	3%	2%	2%
Happy as I am / Happy with current set up	370	327	43	106	327	30	13	192	133	32	-	89	32	249	278	18	74
	3%	3%	1%	2%	3%	1%	1%	4%	2%	1%	-	2%	1%	4%	3%	1%	2%
Do not see the difference / Hardly any difference / Only a minor improvement	262	158	104	81	158	73	31	67	135	29	-	162	26	74	145	23	94
	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	-	4%	1%	1%	2%	1%	2%
Do not watch much TV	259	242	17	20	156	17	86	65	79	29	-	151	61	47	154	20	85
	2%	2%	*	*	2%	*	6%	2%	1%	1%	-	4%	1%	1%	2%	1%	2%
Not enough to watch / Not enough channels in HD	232	210	22	67	170	9	53	20	137	22	-	132	53	47	154	13	65
	2%	2%	1%	1%	2%	*	4%	*	2%	1%	-	4%	1%	1%	2%	1%	2%
Not available in this area	191	105	86	102	38	-	154	-	16	22	-	73	75	43	89	-	102
	1%	1%	2%	2%	*	-	10%	-	*	1%	-	2%	2%	1%	1%	-	3%
Do not like additional boxes/clutter etc.	156	80	75	111	80	75	-	-	105	51	-	39	29	88	89	56	11
	1%	1%	2%	2%	1%	2%	-	-	2%	2%	-	1%	1%	1%	1%	3%	*
Never thought about it	131	43	88	84	43	24	65	-	15	52	-	-	-	131	33	25	73
	1%	*	2%	1%	*	1%	4%	-	*	2%	-	-	-	2%	*	1%	2%
Do not know enough about it / Didn't know I could do this	119	110	9	49	110	9	-	19	60	40	-	8	13	99	62	8	49
	1%	1%	*	1%	1%	*	-	*	1%	1%	-	*	*	2%	1%	*	1%
Would prefer integrated TV / Waiting to get TV with HD built-in	86	81	4	65	81	4	-	-	86	-	-	26	43	17	52	17	17
	1%	1%	*	1%	1%	*	-	-	1%	-	-	1%	1%	*	1%	1%	*
Haven't got the time / too busy	13	13	-	13	-	-	13	-	-	-	-	13	-	-	-	13	-
	*	*	-	*	-	-	1%	-	-	-	-	*	-	-	-	1%	-
Other	1809	839	970	891	799	737	272	322	917	298	-	373	525	910	1133	272	403
	12%	8%	23%	16%	8%	22%	18%	8%	15%	11%	-	10%	11%	14%	13%	16%	10%
Dk	232	177	56	153	150	-	82	24	98	28	-	90	60	83	128	9	96
	2%	2%	1%	3%	2%	-	6%	1%	2%	1%	-	2%	1%	1%	1%	*	2%
No answer	773	545	228	353	525	183	65	169	304	236	-	149	243	381	458	70	246
	5%	5%	5%	6%	5%	5%	4%	4%	5%	9%	-	4%	5%	6%	5%	4%	6%

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Table 19

Q20 What is the main reason you don't have? HD Set top box

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	866	99	301	466	256	328	282	820	31	15	476	-	328	172	10	75	15	417	460	109
Base	14771	2056	5090	7626	4997	5323	4451	14028	530	213	7826	-	5591	2387	173	1151	277	6652	7282	1982
Not interested / Do not feel the need	3991	747	1300	1943	1796	1224	971	3743	232	15	1862	-	1308	417	22	252	26	1531	1783	632
	27%	36%	26%	25%	36%	23%	22%	27%	44%	7%	24%	-	23%	17%	13%	22%	9%	23%	24%	32%
Cost / Too expensive / Cannot afford it	3669	452	1304	1914	1097	1223	1350	3548	94	27	1883	-	1061	486	42	152	94	1710	1842	630
	25%	22%	26%	25%	22%	23%	30%	25%	18%	13%	24%	-	19%	20%	24%	13%	34%	26%	25%	32%
Do not have a HD TV	1322	110	541	671	315	600	406	1322	-	-	98	-	606	206	-	30	-	516	665	214
	9%	5%	11%	9%	6%	11%	9%	9%	-	-	1%	-	11%	9%	-	3%	-	8%	9%	11%
I am intending to buy one / Getting one soon / Haven't got round to it yet	520	30	216	273	179	186	156	509	-	12	408	-	96	139	-	-	-	200	232	33
	4%	1%	4%	4%	4%	3%	4%	4%	-	6%	5%	-	2%	6%	-	-	-	3%	3%	2%
Happy with standard definition / My picture is fine for me	475	160	165	151	156	172	148	435	40	-	369	-	258	32	-	26	-	218	239	16
	3%	8%	3%	2%	3%	3%	3%	3%	8%	-	5%	-	5%	1%	-	2%	-	3%	3%	1%
Receiver is part of TV (Freeview only segment 1)	421	12	85	324	106	118	197	382	39	-	373	-	166	120	52	187	8	194	318	-
	3%	1%	2%	4%	2%	2%	4%	3%	7%	-	5%	-	3%	5%	30%	16%	3%	3%	4%	-
Happy as I am / Happy with current set up	370	139	75	155	202	127	41	340	30	-	127	-	166	11	-	-	-	171	151	30
	3%	7%	1%	2%	4%	2%	1%	2%	6%	-	2%	-	3%	*	-	-	-	3%	2%	2%
Do not see the difference / Hardly any difference / Only a minor improvement	262	11	87	163	25	86	151	251	11	-	174	-	110	33	36	23	23	180	118	27
	2%	1%	2%	2%	1%	2%	3%	2%	2%	-	2%	-	2%	1%	21%	2%	8%	3%	2%	1%
Do not watch much TV	259	12	192	55	42	187	29	242	17	-	135	-	72	-	-	-	56	101	85	68
	2%	1%	4%	1%	1%	4%	1%	2%	3%	-	2%	-	1%	-	-	-	20%	2%	1%	3%
Not enough to watch / Not enough channels in HD	232	-	70	162	-	13	219	210	22	-	127	-	9	35	-	9	-	101	153	45
	2%	-	1%	2%	-	*	5%	1%	4%	-	2%	-	*	1%	-	1%	-	2%	2%	2%
Not available in this area	191	68	8	116	68	94	30	191	-	-	51	-	103	-	8	16	-	103	43	68
	1%	3%	*	2%	1%	2%	1%	1%	-	-	1%	-	2%	-	5%	1%	-	2%	1%	3%
Do not like additional boxes/clutter etc.	156	-	66	90	70	37	49	156	-	-	92	-	98	24	-	50	-	99	104	-
	1%	-	1%	1%	1%	1%	1%	1%	-	-	1%	-	2%	1%	-	4%	-	1%	1%	-
Never thought about it	131	-	112	19	-	131	-	131	-	-	131	-	98	78	-	45	-	103	83	-
	1%	-	2%	*	-	2%	-	1%	-	-	2%	-	2%	3%	-	4%	-	2%	1%	-
Do not know enough about it / Didn't know I could do this	119	-	30	89	30	40	49	119	-	-	57	-	48	-	-	-	-	70	41	-
	1%	-	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	-	-	-	1%	1%	-
Would prefer integrated TV / Waiting to get TV with HD built-in	86	-	17	69	21	39	26	86	-	-	73	-	4	17	-	39	4	17	34	13
	1%	-	*	1%	*	1%	1%	1%	-	-	1%	-	*	1%	-	3%	2%	*	*	1%
Haven't got the time / too busy	13	-	13	-	13	-	-	13	-	-	-	-	-	-	-	-	-	-	13	-
	*	-	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Other	1809	101	580	1128	522	718	569	1647	45	117	1471	-	989	711	31	278	57	1212	1079	90
	12%	5%	11%	15%	10%	13%	13%	12%	8%	55%	19%	-	18%	30%	18%	24%	21%	18%	15%	5%
Dk	232	27	83	123	105	53	75	232	-	-	114	-	29	-	-	-	-	20	54	68
	2%	1%	2%	2%	2%	1%	2%	2%	-	-	1%	-	1%	-	-	-	-	*	1%	3%
No answer	773	198	240	334	313	320	140	732	-	41	388	-	405	116	8	73	9	236	388	106
	5%	10%	5%	4%	6%	6%	3%	5%	-	19%	5%	-	7%	5%	5%	6%	3%	4%	5%	5%



Table 20

Q20 What is the main reason you don't have? DVR/PVR/Sky plus etc.

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	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	699	310	389	78	129	138	167	136	51	207	187	159	244	106	176	403	282	51	66	78	31	62	83	87	26	68	58	8	70
Base	12259	6075	6183	1532	2246	1698	2374	1833	2576	3778	4409	2800	3539	2090	3537	6339	5627	880	1025	1193	444	1166	1299	1883	426	1167	1048	90	1468
Cost / Too expensive / Cannot afford it	4708	2148	2560	739	1067	695	1026	595	586	1806	1181	829	1649	702	1426	2479	2128	423	441	431	208	362	370	812	178	319	497	8	633
Not interested / Do not feel the need	2884	1513	1371	306	238	370	625	568	776	544	1345	765	605	287	1136	1369	1422	487	437	245	109	274	382	396	184	195	272	29	353
I am intending to buy one / Getting one soon / Haven't got round to it yet	640	347	293	98	154	117	117	110	45	251	155	97	202	139	165	300	304	26	21%	21%	25%	23%	29%	21%	43%	17%	26%	32%	24%
Wouldn't use it / I don't record programmes / much	452	323	129	16	34	26	129	83	164	50	247	92	108	202	50	200	252	-	49	8	-	134	35	91	-	38	59	13	25
Do not watch much TV	411	181	230	-	61	29	41	126	153	61	279	182	94	94	41	276	135	12	12	25	-	102	41	29	-	123	-	-	55
Have a DVD recorder / VCR	284	190	94	37	9	49	16	71	102	46	173	96	77	111	-	172	111	31	9	54	-	22	60	85	-	-	11	-	12
I use online services e.g. Catch-up tv does this, BBC iPlayer etc.	283	165	118	36	90	36	86	35	-	126	35	18	162	37	66	180	103	9	27	33	6	61	30	33	-	25	40	-	18
Don't have Sky / Virgin etc. / We don't subscribe / Do not have this / My TV doesn't allow this / Only have freeview	209	81	127	48	106	13	20	22	-	153	22	30	30	103	45	61	148	34	12	10	-	50	8	8	-	-	12	-	8
Happy as I am / Happy with current set up	131	82	48	-	32	23	43	33	-	32	33	31	72	-	28	103	28	32	-	-	-	22	30	12	-	35	-	-	-
Do not know enough about it / Didn't know I could do this	122	27	95	55	17	13	11	25	-	73	25	18	14	11	42	32	52	-	-	13	18	17	-	37	-	29	-	-	6
Too complicated to use	102	64	38	-	-	-	64	-	38	-	38	46	18	-	38	64	38	-	-	25	-	13	8	38	-	18	-	-	-
Haven't got the time / too busy	89	-	89	-	-	13	17	15	45	-	60	45	15	29	-	60	29	-	45	-	-	-	17	15	13	-	-	-	-
Never thought about it	88	25	62	10	8	-	38	15	17	18	32	-	33	17	38	33	55	17	-	15	-	-	-	-	43	-	-	-	13
Not available in this area	81	68	13	-	-	13	-	-	68	-	68	68	13	-	-	81	-	-	-	68	-	-	13	-	-	-	-	-	-
Not enough on that is worth recording	71	-	71	-	-	-	26	-	45	-	45	45	-	26	-	45	26	13	-	-	-	-	13	-	-	-	45	-	-
Other	980	430	549	111	233	211	73	132	219	345	350	231	279	190	253	511	444	66	53	92	59	84	101	108	12	150	83	9	119
Dk	221	91	131	71	93	25	22	12	-	164	12	56	83	29	53	139	82	-	30	22	-	35	88	8	-	-	19	8	12
No answer	847	555	292	25	204	95	84	58	381	230	439	162	272	177	235	434	413	4	50	112	-	60	105	170	27	117	25	-	144

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Table 20

Q20 What is the main reason you don't have? DVR/PVR/Sky plus etc.

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	699	490	209	362	457	163	79	203	303	110	4	178	223	298	426	106	167
Base	12259	9639	2620	4577	8951	2195	1113	3482	5757	1849	58	3418	4012	4829	7940	1476	2843
Cost / Too expensive / Cannot afford it	4708	3834	874	1840	3560	683	465	1561	2065	596	22	1463	1481	1764	3091	585	1031
	38%	40%	33%	40%	40%	31%	42%	45%	36%	32%	38%	43%	37%	37%	39%	40%	36%
Not interested / Do not feel the need	2884	2380	504	823	2186	583	115	942	1358	442	27	912	1013	959	1634	375	875
	24%	25%	19%	18%	24%	27%	10%	27%	24%	24%	46%	27%	25%	20%	21%	25%	31%
I am intending to buy one / Getting one soon / Haven't got round to it yet	640	473	167	297	454	148	39	91	269	242	-	32	212	396	472	32	136
	5%	5%	6%	6%	5%	7%	3%	3%	5%	13%	-	1%	5%	8%	6%	2%	5%
Wouldn't use it / I don't record programmes/ much	452	421	31	253	400	25	27	209	126	89	-	188	151	113	384	41	27
	4%	4%	1%	6%	4%	1%	2%	6%	2%	5%	-	6%	4%	2%	5%	3%	1%
Do not watch much TV	411	355	55	136	355	55	-	151	244	15	-	171	135	105	368	31	11
	3%	4%	2%	3%	4%	3%	-	4%	4%	1%	-	5%	3%	2%	5%	2%	*
Have a DVD recorder / VCR	284	238	46	164	238	37	9	53	191	31	-	84	15	185	209	12	63
	2%	2%	2%	4%	3%	2%	1%	2%	3%	2%	-	2%	-	4%	3%	1%	2%
I use online services e.g. Catch-up tv does this, BBC iPlayer etc.	283	178	105	132	178	61	44	36	178	25	-	76	62	144	188	64	31
	2%	2%	4%	3%	2%	3%	4%	1%	3%	1%	-	2%	2%	3%	2%	4%	1%
Don't have Sky / Virgin etc. / We don't subscribe / Do not have this / My TV doesn't allow this / Only have freeview	209	148	61	69	136	48	25	22	102	59	-	-	96	113	101	22	86
	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	-	-	2%	2%	1%	1%	3%
Happy as I am / Happy with current set up	131	88	43	30	88	32	11	49	48	24	-	26	76	28	74	18	39
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%
Do not know enough about it / Didn't know I could do this	122	71	50	84	71	27	24	29	37	31	-	19	-	103	42	61	19
	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	-	1%	-	2%	1%	4%	1%
Too complicated to use	102	102	-	59	102	-	-	8	94	-	-	46	18	38	81	21	-
	1%	1%	-	1%	1%	-	-	*	2%	-	-	1%	*	1%	1%	-	-
Haven't got the time / too busy	89	89	-	13	89	-	-	13	31	45	-	44	45	-	60	-	29
	1%	1%	-	*	1%	-	-	*	1%	2%	-	1%	1%	-	1%	-	1%
Never thought about it	88	60	28	31	60	28	-	18	55	15	-	25	35	28	55	8	25
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
Not available in this area	81	68	13	-	-	-	81	-	-	-	-	-	81	-	13	-	68
	1%	1%	*	-	-	-	7%	-	-	-	-	-	2%	-	*	-	2%
Not enough on that is worth recording	71	45	26	26	45	26	-	-	71	-	-	-	45	26	58	-	13
	1%	*	1%	1%	1%	1%	-	-	1%	-	-	-	1%	1%	1%	-	*
Other	980	498	482	389	483	366	131	295	400	144	9	176	418	386	660	157	162
	8%	5%	18%	9%	5%	17%	12%	8%	7%	8%	16%	5%	10%	8%	8%	11%	6%
Dk	221	129	93	102	129	44	48	63	48	63	-	50	36	135	117	18	86
	2%	1%	4%	2%	1%	2%	4%	2%	1%	3%	-	1%	1%	3%	1%	1%	3%
No answer	847	676	171	285	591	135	121	92	567	68	-	156	238	453	555	64	228
	7%	7%	7%	6%	7%	6%	11%	3%	10%	4%	-	5%	6%	9%	7%	4%	8%

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Table 20

Q20 What is the main reason you don't have? DVR/PVR/Sky plus etc.

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	699	87	249	363	223	257	219	659	29	11	367	89	-	106	9	51	12	288	334	140
Base	12259	1697	4656	5906	4529	4337	3393	11562	527	169	6275	1461	-	1515	175	814	177	4865	5301	2611
Cost / Too expensive / Cannot afford it	4708	618	1846	2244	1510	1926	1272	4509	172	27	2054	340	-	467	57	312	30	1660	2069	1214
	38%	36%	40%	38%	33%	44%	37%	39%	33%	16%	33%	23%	-	31%	33%	38%	17%	34%	39%	46%
Not interested / Do not feel the need	2884	624	965	1294	1216	930	737	2746	138	-	1455	328	-	319	17	142	15	965	1081	746
	24%	37%	21%	22%	27%	21%	22%	24%	26%	-	23%	22%	-	21%	10%	17%	8%	20%	20%	29%
I am intending to buy one / Getting one soon / Haven't got round to it yet	640	24	153	463	175	225	240	640	-	-	496	156	-	132	32	88	8	307	363	33
	5%	1%	3%	8%	4%	5%	7%	6%	-	-	8%	11%	-	9%	18%	11%	4%	6%	7%	1%
Wouldn't use it / I don't record programmes/much	452	119	138	195	242	146	64	404	48	-	193	104	-	39	-	33	-	128	157	123
	4%	7%	3%	3%	5%	3%	2%	3%	9%	-	3%	7%	-	3%	-	4%	-	3%	3%	5%
Do not watch much TV	411	-	198	213	185	176	49	387	12	12	223	73	-	-	11	27	9	165	115	98
	3%	-	4%	4%	4%	4%	1%	3%	2%	7%	4%	5%	-	-	7%	3%	5%	3%	2%	4%
Have a DVD recorder / VCR	284	15	104	165	131	73	80	269	15	-	208	39	-	38	-	-	-	213	129	29
	2%	1%	2%	3%	3%	2%	2%	2%	3%	-	3%	3%	-	3%	-	-	-	4%	2%	1%
I use online services e.g. Catch-up tv does this, BBC iPlayer etc.	283	24	81	177	35	128	120	283	-	-	214	39	-	59	18	18	-	228	241	-
	2%	1%	2%	3%	1%	3%	4%	2%	-	-	3%	3%	-	4%	10%	2%	-	5%	5%	-
Don't have Sky / Virgin etc. / We don't subscribe / Do not have this / My TV doesn't allow this / Only have freeview	209	34	40	134	47	59	103	143	-	66	154	10	-	66	-	56	-	128	173	28
	2%	2%	1%	2%	1%	1%	3%	1%	-	39%	2%	1%	-	4%	-	7%	-	3%	3%	1%
Happy as I am / Happy with current set up	131	-	53	77	40	30	62	111	19	-	52	43	-	32	-	-	-	101	79	18
	1%	-	1%	1%	1%	1%	2%	1%	4%	-	1%	3%	-	2%	-	-	-	2%	1%	1%
Do not know enough about it / Didn't know I could do this	122	-	57	65	82	30	10	122	-	-	34	10	-	37	-	21	10	34	34	77
	1%	-	1%	1%	2%	1%	*	1%	-	-	1%	1%	-	2%	-	3%	6%	1%	1%	3%
Too complicated to use	102	-	81	21	56	-	46	102	-	-	76	-	-	13	-	-	-	76	94	8
	1%	-	2%	*	1%	-	1%	1%	-	-	1%	-	-	1%	-	-	-	2%	2%	*
Haven't got the time / too busy	89	29	15	45	75	15	-	31	58	-	17	-	-	-	-	-	-	58	62	15
	1%	2%	*	1%	2%	*	-	*	11%	-	*	-	-	-	-	-	-	1%	1%	1%
Never thought about it	88	-	17	70	17	38	33	88	-	-	45	38	-	-	-	-	-	25	18	15
	1%	-	*	1%	*	1%	1%	1%	-	-	1%	-	-	-	-	-	-	1%	*	1%
Not available in this area	81	68	-	13	68	13	-	81	-	-	13	-	-	-	-	-	-	-	-	68
	1%	4%	-	*	1%	*	-	1%	-	-	*	-	-	-	-	-	-	-	-	3%
Not enough on that is worth recording	71	-	58	13	45	13	13	71	-	-	26	-	-	13	-	13	-	58	26	-
	1%	-	1%	*	1%	*	*	1%	-	-	*	-	-	1%	-	2%	-	1%	*	-
Other	980	57	313	610	193	349	438	929	7	44	501	261	-	239	25	92	76	624	492	39
	8%	3%	7%	10%	4%	8%	13%	8%	1%	26%	8%	18%	-	16%	14%	11%	43%	13%	9%	2%
Dk	221	-	126	95	98	65	58	214	8	-	111	41	-	39	8	-	-	22	54	69
	2%	-	3%	2%	2%	1%	2%	2%	1%	-	2%	3%	-	3%	4%	-	-	*	1%	3%
No answer	847	92	490	265	439	258	150	762	52	33	566	124	-	92	8	13	29	241	282	90
	7%	5%	11%	4%	10%	6%	4%	7%	10%	19%	9%	8%	-	6%	4%	2%	17%	5%	5%	3%

Table 21  
Q20 What is the main reason you don't have? Video on Demand

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	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	836	375	461	81	142	163	203	181	66	223	247	205	288	130	193	493	323	62	82	89	31	72	102	104	37	82	66	12	83
Base	14716	7263	7452	1696	2499	2029	2827	2367	3297	4195	5664	3484	4139	2661	4066	7623	6727	1213	1419	1327	445	1427	1544	2070	573	1500	1105	240	1648
Cost / Too expensive / Cannot afford it	4649	2133	2515	639	819	629	1006	733	822	1458	1555	1074	1382	631	1376	2457	2007	453	440	540	182	350	436	721	173	281	335	38	633
	32%	29%	34%	38%	33%	31%	36%	31%	25%	35%	27%	31%	33%	24%	34%	32%	30%	37%	31%	41%	41%	25%	28%	35%	30%	19%	30%	16%	38%
Not interested / Do not feel the need	3777	2009	1768	319	313	435	815	813	1082	632	1895	954	1053	715	1014	2007	1728	368	344	193	69	598	516	376	144	262	395	20	477
	26%	28%	24%	19%	13%	21%	29%	34%	33%	15%	33%	27%	25%	27%	25%	26%	26%	30%	24%	15%	16%	42%	33%	18%	25%	17%	36%	8%	29%
Don't have Sky / Virgin etc. / We don't subscribe / My TV doesn't allow this / Only have freeview	916	461	456	188	158	211	125	150	84	346	234	270	259	219	169	528	388	74	82	111	12	161	66	119	25	66	71	73	44
	6%	6%	6%	11%	6%	10%	4%	6%	3%	8%	4%	8%	6%	8%	4%	7%	6%	6%	6%	8%	3%	11%	4%	6%	4%	4%	6%	30%	3%
Do not watch much TV	680	348	332	-	63	105	87	157	268	63	425	207	104	80	277	311	357	132	15	56	13	49	61	29	25	156	39	63	42
	5%	5%	4%	-	3%	5%	3%	7%	8%	2%	8%	6%	3%	3%	7%	4%	5%	11%	1%	4%	3%	3%	4%	1%	4%	10%	3%	26%	3%
Can do this on my laptop/PC etc.	542	261	281	87	212	40	81	55	68	299	123	107	168	82	184	276	266	46	37	27	13	11	52	124	13	77	85	-	58
	4%	4%	4%	5%	8%	2%	3%	2%	7%	7%	2%	3%	4%	3%	5%	4%	4%	4%	3%	2%	3%	1%	3%	6%	2%	5%	8%	-	3%
Wouldn't use it / much	461	314	147	8	113	29	119	24	168	121	192	46	223	116	75	269	192	-	27	40	26	55	39	158	-	50	17	19	19
	3%	4%	2%	-	5%	1%	4%	1%	5%	3%	3%	1%	5%	4%	2%	4%	3%	-	2%	3%	6%	4%	3%	8%	-	3%	2%	8%	1%
Do not know enough about it / Didn't know I could do this	361	111	251	85	84	79	31	82	-	169	82	34	92	122	112	126	235	18	24	13	-	49	41	105	-	90	-	-	22
	2%	2%	3%	5%	3%	4%	1%	3%	-	4%	1%	1%	2%	5%	3%	2%	3%	1%	2%	1%	-	3%	3%	5%	-	6%	-	-	1%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	331	162	170	61	12	52	31	74	101	74	175	78	79	118	56	157	174	25	113	82	-	12	46	6	11	-	8	-	29
	2%	2%	2%	4%	*	3%	1%	3%	3%	2%	3%	2%	2%	4%	1%	2%	3%	2%	8%	6%	-	1%	3%	*	2%	-	1%	-	2%
Enough to watch already / plenty of choice / channels etc.	254	67	188	10	8	13	33	55	136	18	191	74	85	13	82	159	95	13	13	68	27	28	-	8	-	75	10	-	-
	2%	1%	3%	1%	*	1%	1%	2%	4%	*	3%	2%	2%	*	2%	2%	1%	1%	1%	5%	6%	2%	-	*	-	5%	1%	-	-
Not available in this area	164	82	82	56	37	51	16	4	-	93	4	37	67	4	56	104	60	-	-	-	-	4	39	18	27	-	-	8	68
	1%	1%	1%	3%	1%	3%	1%	*	-	2%	*	1%	2%	*	1%	1%	1%	-	-	-	-	*	3%	1%	5%	-	-	3%	4%
Use the DVR/PVR etc.	138	60	78	-	34	62	9	32	-	34	32	39	57	-	11	95	11	-	-	36	-	-	9	8	38	-	34	-	12
	1%	1%	1%	-	1%	3%	*	1%	-	1%	1%	1%	1%	-	*	1%	*	-	-	3%	-	-	1%	8	7%	-	3%	-	1%
Haven't got the time / too busy	134	55	79	-	45	27	19	43	-	45	43	30	66	-	37	96	37	-	15	17	-	22	11	8	9	51	-	-	-
	1%	1%	1%	-	2%	1%	1%	2%	-	1%	1%	1%	2%	-	1%	1%	1%	-	1%	1%	-	2%	1%	*	2%	3%	-	-	-
Happy as I am / Happy with current set up	119	65	54	-	18	47	54	-	-	18	-	12	57	22	28	69	50	8	28	-	-	12	11	12	-	47	-	-	-
	1%	1%	1%	-	1%	2%	2%	-	-	*	-	*	1%	1%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	-	3%	-	-	-
Prefer DVDs / Have enough DVDs etc.	107	67	40	-	67	13	27	-	-	67	-	85	22	-	-	107	-	-	13	9	-	-	-	-	-	45	-	-	40
	1%	1%	1%	-	3%	1%	1%	-	-	2%	-	2%	1%	-	-	1%	-	-	1%	1%	-	-	-	-	-	3%	-	-	2%
Never thought about it	87	62	26	-	32	18	26	12	-	32	12	13	62	-	13	75	13	-	-	-	-	12	-	18	13	32	-	-	13
	1%	1%	*	-	1%	1%	1%	1%	-	1%	*	-	1%	-	*	1%	*	-	-	-	-	1%	-	1%	2%	2%	-	-	1%
Other	1038	558	480	99	177	125	276	146	215	276	361	236	263	257	211	499	468	77	109	70	64	22	101	224	43	197	80	13	19
	7%	8%	6%	6%	7%	6%	10%	6%	7%	7%	6%	7%	6%	10%	5%	7%	7%	6%	8%	5%	14%	2%	7%	11%	7%	13%	7%	5%	3%
Dk	511	128	384	130	238	68	58	18	-	368	18	94	185	63	148	278	211	13	71	47	29	79	91	35	22	63	8	8	45
	3%	2%	5%	8%	10%	3%	2%	1%	-	9%	*	3%	4%	2%	4%	4%	3%	1%	5%	4%	7%	6%	2%	4%	6%	4%	1%	3%	3%
No answer	835	610	225	22	167	33	74	91	448	189	539	194	124	237	280	319	517	14	115	57	37	43	45	175	30	62	24	-	168
	6%	8%	3%	1%	7%	2%	3%	4%	14%	5%	10%	6%	3%	9%	7%	4%	8%	1%	8%	4%	8%	3%	3%	8%	5%	4%	2%	-	10%

Table 21  
Q20 What is the main reason you don't have? Video on Demand

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	836	565	271	426	530	224	82	261	329	160	4	192	259	385	502	119	215
Base	14716	11535	3181	5217	10777	2752	1187	4595	5876	2999	58	3911	4365	6439	9368	1527	3821
Cost / Too expensive / Cannot afford it	4649	3916	733	1696	3594	608	446	1617	1746	817	22	1501	1455	1693	3016	584	1048
	32%	34%	23%	33%	33%	22%	38%	35%	30%	27%	38%	38%	33%	26%	32%	38%	27%
Not interested / Do not feel the need	3777	2943	834	1068	2767	897	114	1262	1547	827	27	939	1319	1519	2209	475	1093
	26%	26%	26%	20%	26%	33%	10%	27%	26%	28%	46%	24%	30%	24%	24%	31%	29%
Don't have Sky / Virgin etc. / We don't subscribe / My TV doesn't allow this / Only have freeview	916	705	212	392	678	166	72	308	357	178	-	251	292	373	605	126	186
	6%	6%	7%	8%	6%	6%	6%	7%	6%	6%	-	6%	7%	6%	6%	8%	5%
Do not watch much TV	680	574	106	169	487	106	86	229	231	133	-	217	105	358	356	43	281
	5%	5%	3%	3%	5%	4%	7%	5%	4%	4%	-	6%	2%	6%	4%	3%	7%
Can do this on my laptop/PC etc.	542	427	115	193	427	75	40	143	263	96	-	197	92	253	353	30	159
	4%	4%	4%	4%	4%	3%	3%	3%	4%	3%	-	5%	2%	4%	4%	2%	4%
Wouldn't use it / much	461	356	105	169	316	78	67	170	188	36	-	275	75	112	351	12	98
	3%	3%	3%	3%	3%	3%	6%	4%	3%	1%	-	7%	2%	2%	4%	1%	3%
Do not know enough about it / Didn't know I could do this	361	269	92	121	269	56	37	148	71	106	-	63	68	230	205	20	137
	2%	2%	3%	2%	2%	2%	3%	3%	1%	4%	-	2%	2%	4%	2%	1%	4%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	331	280	51	186	280	35	16	98	118	99	-	25	44	262	219	6	106
	2%	2%	2%	4%	3%	1%	1%	2%	2%	3%	-	1%	1%	4%	2%	*	3%
Enough to watch already / plenty of choice / channels etc.	254	191	64	94	163	64	27	12	184	31	-	32	82	140	167	22	65
	2%	2%	2%	2%	2%	2%	2%	*	3%	1%	-	1%	2%	2%	2%	1%	2%
Not available in this area	164	118	46	34	110	33	21	19	105	20	-	8	35	121	156	8	-
	1%	1%	1%	1%	1%	1%	2%	*	2%	1%	-	*	1%	2%	2%	1%	-
Use the DVR/PVR etc.	138	97	41	49	97	30	11	81	20	27	-	-	48	90	95	12	31
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	-	1%	1%	1%	1%	1%
Haven't got the time / too busy	134	97	37	54	97	27	9	-	102	22	-	59	38	37	66	9	58
	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	-	2%	1%	1%	1%	1%	2%
Happy as I am / Happy with current set up	119	79	39	41	79	28	11	43	40	24	-	18	55	45	32	18	69
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	1%	1%	*	1%	2%
Prefer DVDs / Have enough DVDs etc.	107	85	22	9	85	22	-	49	40	18	-	-	45	62	85	-	22
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	1%
Never thought about it	87	43	45	25	43	13	32	13	43	-	-	-	44	44	43	-	45
	1%	*	1%	*	*	*	3%	*	1%	-	-	-	1%	1%	*	-	1%
Other	1038	655	383	467	610	350	77	286	403	272	-	211	223	604	737	51	251
	7%	6%	12%	9%	6%	13%	7%	6%	7%	9%	-	5%	5%	9%	8%	3%	7%
Dk	511	359	152	231	333	96	83	72	219	128	9	164	95	253	332	54	126
	3%	3%	5%	4%	3%	3%	7%	2%	4%	4%	16%	4%	2%	4%	4%	4%	3%
No answer	835	626	209	324	599	142	95	138	408	195	-	79	331	425	596	72	167
	6%	5%	7%	6%	6%	5%	8%	3%	7%	7%	-	2%	8%	7%	6%	5%	4%

Ofcom - UHF Strategy JB:11432

Table 21

Q20 What is the main reason you don't have? Video on Demand

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	836	93	292	451	250	309	277	783	39	14	459	123	289	-	14	54	15	370	388	118
Base	14716	2028	5318	7369	5104	5237	4375	13703	808	204	7761	1920	4956	-	208	768	256	5978	6477	2242
Cost / Too expensive / Cannot afford it	4649 32%	582 29%	1581 30%	2485 34%	1387 27%	1877 36%	1384 32%	4281 31%	301 37%	67 33%	2149 28%	437 23%	1292 26%	-	116 56%	285 37%	49 19%	1823 30%	2000 31%	919 41%
Not interested / Do not feel the need	3777 26%	635 31%	1404 26%	1739 24%	1374 27%	1386 26%	1017 23%	3516 26%	245 30%	16 8%	1973 25%	547 28%	1232 25%	-	32 16%	215 28%	38 15%	1342 22%	1256 19%	692 31%
Don't have Sky / Virgin etc. / We don't subscribe / My TV doesn't allow this / Only have freeview	916 6%	78 4%	350 7%	488 7%	226 4%	282 5%	409 9%	818 6%	86 11%	13 6%	514 7%	140 7%	389 8%	-	-	60 8%	-	647 11%	596 9%	53 2%
Do not watch much TV	680 5%	212 10%	276 5%	191 3%	306 6%	261 5%	114 3%	636 5%	44 5%	-	420 5%	-	420 8%	-	11 5%	-	56 22%	246 4%	259 4%	71 3%
Can do this on my laptop/PC etc.	542 4%	75 4%	250 5%	217 3%	201 4%	154 3%	187 4%	518 4%	25 3%	-	329 4%	89 5%	177 4%	-	-	18 2%	-	256 4%	340 5%	37 2%
Wouldn't use it / much	461 3%	70 3%	209 4%	182 2%	272 5%	92 2%	98 2%	449 3%	-	12 6%	255 3%	43 2%	95 2%	-	-	27 3%	-	180 3%	210 3%	90 4%
Do not know enough about it / Didn't know I could do this	361 2%	13 1%	189 4%	159 2%	150 3%	87 2%	125 3%	324 2%	37 5%	-	165 2%	18 1%	174 4%	-	-	-	-	113 2%	230 4%	37 2%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	331 2%	12 1%	131 2%	188 3%	143 3%	57 1%	131 3%	331 2%	-	-	220 3%	48 3%	96 2%	-	-	6 1%	14 6%	98 2%	175 3%	50 2%
Enough to watch already / plenty of choice / channels etc.	254 2%	8 *	110 2%	137 2%	72 1%	75 1%	107 2%	215 2%	28 3%	12 6%	120 2%	79 4%	106 2%	-	-	13 2%	63 25%	118 2%	140 2%	16 1%
Not available in this area	164 1%	-	16 *	148 2%	24 *	87 2%	53 1%	160 1%	4 *	-	164 2%	18 1%	83 2%	-	-	8 1%	-	61 1%	46 1%	-
Use the DVR/PVR etc.	138 1%	12 1%	32 1%	94 1%	24 *	38 1%	76 2%	138 1%	-	-	88 1%	23 1%	115 2%	-	-	-	-	86 1%	37 1%	-
Haven't got the time / too busy	134 1%	8 *	26 *	100 1%	25 *	84 2%	24 1%	134 1%	-	-	66 1%	26 1%	45 1%	-	-	9 1%	-	93 2%	27 *	-
Happy as I am / Happy with current set up	119 1%	-	58 1%	61 1%	52 1%	19 *	48 1%	100 1%	19 2%	-	40 1%	11 1%	-	-	-	-	-	54 1%	58 1%	30 1%
Prefer DVDs / Have enough DVDs etc.	107 1%	13 1%	27 1%	67 1%	13 *	67 1%	27 1%	107 1%	-	-	67 1%	18 1%	40 1%	-	-	18 2%	-	107 2%	31 *	-
Never thought about it	87 1%	-	62 1%	26 *	18 *	38 1%	32 1%	87 1%	-	-	69 1%	18 1%	63 1%	-	-	-	-	31 1%	63 1%	-
Other	1038 7%	38 2%	375 7%	625 8%	242 5%	312 6%	484 11%	986 7%	32 4%	20 10%	483 6%	244 13%	538 11%	-	8 4%	84 11%	19 7%	592 10%	643 10%	139 6%
Dk	511 3%	90 4%	128 2%	293 4%	178 3%	195 4%	138 3%	496 4%	16 2%	-	311 4%	75 4%	92 2%	-	8 4%	21 3%	9 3%	155 3%	241 4%	57 3%
No answer	835 6%	210 10%	242 5%	383 5%	501 10%	224 4%	110 3%	771 6%	-	65 32%	609 8%	113 6%	177 4%	-	32 16%	41 5%	9 3%	212 4%	302 5%	72 3%

Table 22

Q20 What is the main reason you don't have? 3D TV

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	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	North Ireland	Yorkshire & Hum
Unweighted base	1257	569	688	138	225	256	295	258	85	363	343	295	431	221	276	726	497	95	116	125	53	133	162	147	55	118	101	16	112
Base	20882	10248	10634	2716	3651	3196	4000	3064	4256	6367	7320	4560	6202	4163	5395	10762	9558	1645	1821	1767	761	2340	2604	2911	827	1803	1723	292	2050
Not interested / Do not feel the need	7701 37%	3596 35%	4104 39%	887 33%	1027 28%	942 29%	1413 35%	1393 45%	2039 48%	1915 30%	3432 47%	1672 37%	2233 36%	1637 39%	1971 37%	3905 36%	3608 38%	685 42%	616 34%	474 27%	262 34%	848 36%	1166 45%	1210 42%	343 41%	509 28%	675 39%	118 40%	745 36%
Cost / Too expensive / Cannot afford it	6188 30%	2627 26%	3561 33%	1284 47%	1361 37%	1058 33%	1066 27%	711 23%	709 17%	2645 42%	1420 19%	1068 23%	1678 27%	1292 31%	2746 36%	3220 26%	3474 34%	409 25%	520 29%	449 25%	228 30%	726 31%	614 24%	802 28%	266 32%	635 35%	673 39%	78 27%	673 33%
Do not want to wear the glasses / Can't be bothered with the glasses / Don't like the glasses etc.	1386 7%	636 6%	749 7%	239 9%	174 5%	292 9%	377 9%	139 5%	165 4%	413 6%	304 4%	425 9%	426 7%	195 5%	315 6%	850 8%	511 5%	124 8%	64 4%	154 9%	-	199 9%	196 8%	178 6%	44 5%	154 9%	133 8%	8 3%	113 5%
Don't like 3D / Don't like watching things in 3D	914 4%	457 4%	457 4%	59 2%	313 9%	147 5%	177 4%	85 3%	133 3%	372 6%	217 3%	285 6%	332 5%	181 4%	88 2%	617 6%	269 3%	42 3%	33 2%	66 4%	72 10%	54 2%	102 4%	192 7%	51 6%	123 7%	74 4%	-	94 5%
A gimmick / A passing fad etc.	854 4%	523 5%	330 3%	121 4%	287 8%	77 2%	139 3%	108 4%	123 3%	407 6%	230 3%	239 5%	181 3%	215 5%	203 4%	419 4%	418 4%	99 6%	73 4%	48 3%	10 1%	152 6%	44 2%	136 5%	12 1%	32 2%	67 4%	-	124 6%
Adverse effects on health - Bad for your eyes / It gives you headaches / Makes you sick	840 4%	337 3%	503 5%	12 *	195 5%	94 3%	215 5%	97 3%	227 5%	207 3%	324 4%	151 3%	267 4%	238 6%	152 3%	418 4%	390 4%	109 7%	118 7%	55 3%	105 14%	79 3%	33 1%	49 2%	32 4%	69 4%	9 1%	63 22%	119 6%
Pointless / Silly	625 3%	326 3%	299 3%	79 3%	102 3%	125 4%	43 1%	131 4%	145 3%	180 3%	276 4%	177 4%	360 6%	24 1%	64 1%	537 5%	88 1%	46 3%	143 8%	81 5%	10 1%	44 2%	39 1%	143 5%	7 1%	51 3%	22 1%	-	39 2%
Not that good / Unimpressed by 3D I've seen / Disappointing results / Its rubbish / Not worth it	492 2%	355 3%	137 1%	25 1%	105 3%	75 2%	84 2%	85 3%	118 3%	130 2%	203 3%	153 3%	150 2%	127 3%	51 1%	303 3%	178 2%	51 3%	29 2%	47 3%	10 1%	66 3%	120 5%	28 1%	-	19 1%	25 1%	-	99 5%
I cannot see in 3D / Vision in only one eye	379 2%	210 2%	170 2%	12 *	49 1%	78 2%	13 *	96 3%	131 3%	61 1%	227 3%	55 1%	137 2%	102 2%	54 1%	192 2%	157 2%	18 1%	25 1%	28 2%	-	13 1%	77 3%	32 1%	-	108 6%	61 4%	-	18 1%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	344 2%	285 3%	59 1%	50 2%	71 2%	65 2%	64 2%	-	94 2%	121 2%	94 1%	67 1%	79 1%	56 1%	142 3%	146 1%	198 2%	18 1%	111 6%	116 7%	13 2%	-	-	-	33 4%	13 1%	10 1%	-	31 2%
Not enough 3D programmes on / Not enough content available yet	314 2%	156 2%	158 1%	12 *	9 *	58 2%	109 3%	28 1%	99 2%	20 *	126 2%	152 3%	123 2%	36 1%	4 *	275 3%	40 *	19 1%	19 1%	16 1%	17 2%	59 3%	48 2%	-	32 4%	24 1%	64 4%	-	9 *
Difficult if you already wear glasses e.g. It interferes with my glasses	313 2%	225 2%	88 1%	12 *	39 1%	19 1%	103 3%	33 1%	106 2%	52 1%	139 2%	157 3%	69 1%	7 *	81 1%	225 2%	88 1%	-	-	151 9%	-	28 1%	13 *	64 2%	6 1%	7 *	6 *	13 4%	24 1%
Happy as I am / Happy with current set up	278 1%	160 2%	118 1%	22 1%	51 1%	57 2%	65 2%	43 1%	39 1%	74 1%	82 1%	60 1%	206 3%	12 *	-	266 2%	12 *	89 5%	45 2%	33 2%	12 2%	-	26 1%	42 1%	-	22 1%	-	8 3%	-
Do not watch much TV	180 1%	115 1%	65 1%	-	63 2%	13 *	12 *	92 3%	-	63 1%	92 1%	-	50 1%	43 1%	86 2%	50 *	129 1%	-	-	8 *	-	-	25 1%	15 1%	12 1%	56 3%	34 2%	-	30 1%
Too fiddly/inconvenient etc.	159 1%	58 1%	101 1%	-	10 2%	64 1%	45 1%	39 1%	-	10 *	39 1%	51 1%	32 1%	24 1%	52 1%	83 1%	76 1%	8 *	18 1%	-	13 2%	12 *	44 2%	17 1%	13 2%	-	35 2%	-	-
No need to replace TV yet / Will wait until we need to replace current TV	133 1%	108 1%	26 *	40 1%	-	26 1%	39 1%	28 1%	-	40 1%	28 *	49 1%	59 1%	13 *	13 *	108 1%	26 *	-	-	-	-	40 2%	8 *	-	-	38 2%	9 1%	-	26 1%
3D is for cinema not for TV/the home	126 1%	19 *	107 1%	10 *	-	32 1%	13 *	8 1%	63 1%	10 *	71 1%	-	25 1%	27 1%	75 1%	25 1%	101 1%	4 *	9 1%	-	14 2%	-	13 *	63 2%	-	23 1%	-	-	-
Do not know enough about it / Didn't know I could do this	75 *	23 *	52 *	-	22 1%	33 1%	-	20 1%	-	22 *	20 *	8 *	12 *	32 1%	23 *	20 *	55 1%	-	12 1%	-	-	10 *	-	41 1%	-	-	-	-	12 1%
Haven't got the time / too busy	53 *	25 *	28 *	-	-	13 2%	15 1%	15 *	-	-	15 *	15 *	-	25 1%	13 *	15 *	38 *	-	13 1%	-	-	25 1%	15 1%	-	-	-	-	-	-
Never thought about it	50 *	13 *	37 *	-	12 *	11 1%	26 1%	-	-	12 *	-	11 *	-	12 *	26 *	11 *	38 *	-	-	-	-	-	-	-	13 2%	-	11 1%	12 4%	13 1%

Table 22

Q20 What is the main reason you don't have? 3D TV

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	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	
Base	20882	10248	10634	2716	3651	3196	4000	3064	4256	6367	7320	4560	6202	4163	5395	10762	9558	1645	1821	1767	761	2340	2604	2911	827	1803	1723	292	2050	
Wouldn't use it /much	39	-	39	-	27	13	-	-	-	27	-	27	-	13	-	27	13	-	-	-	-	-	27	13	-	-	-	-	-	-
	*	-	*	-	1%	*	-	-	-	*	-	1%	-	*	-	*	*	-	-	-	-	-	1%	*	-	-	-	-	-	
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	559	407	152	68	46	109	148	40	148	114	187	97	136	66	219	233	285	11	50	59	49	91	64	20	13	29	101	-	24	
	3%	4%	1%	2%	1%	3%	4%	1%	3%	2%	3%	2%	2%	2%	4%	2%	3%	1%	3%	3%	6%	4%	2%	1%	2%	2%	6%	-	1%	
Dk	442	241	201	19	141	100	55	73	53	161	127	71	160	94	118	231	211	84	110	67	-	12	85	29	-	19	18	-	-	
	2%	2%	2%	1%	4%	3%	1%	2%	1%	3%	2%	2%	3%	2%	2%	2%	2%	5%	6%	4%	-	1%	3%	1%	-	1%	1%	-	-	
No answer	615	419	196	116	40	132	87	92	147	157	239	98	212	91	204	311	295	29	23	75	35	97	71	85	38	70	30	-	54	
	3%	4%	2%	4%	1%	4%	2%	3%	3%	2%	3%	2%	3%	2%	4%	3%	3%	2%	1%	4%	5%	4%	3%	3%	5%	4%	2%	-	3%	



Table 22

Q20 What is the main reason you don't have? 3D TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1257	664	593	676	623	495	139	363	505	246	4	237	397	623	723	218	316
Base	20882	13414	7468	8272	12559	6345	1978	6049	8593	4204	58	4580	6514	9788	12497	2898	5487
Not interested / Do not feel the need	7701	5621	2080	2547	5420	1741	540	2466	3230	1465	-	1835	2395	3470	4595	874	2231
	37%	42%	28%	31%	43%	27%	27%	41%	38%	35%	-	40%	37%	35%	37%	30%	41%
Cost / Too expensive / Cannot afford it	6188	3641	2547	2671	3351	2234	602	1920	2573	1062	32	1286	2098	2804	3559	1191	1437
	30%	27%	34%	32%	27%	35%	30%	32%	30%	25%	54%	28%	32%	29%	28%	41%	26%
Do not want to wear the glasses / Can't be bothered with the glasses / Don't like the glasses etc.	1386	601	784	661	601	704	80	396	619	290	-	183	506	696	877	201	307
	7%	4%	10%	8%	5%	11%	4%	7%	7%	7%	-	4%	8%	7%	7%	7%	6%
Don't like 3D / Don't like watching things in 3D	914	481	433	428	433	358	123	175	412	177	27	126	293	496	621	91	202
	4%	4%	6%	5%	3%	6%	6%	3%	5%	4%	46%	3%	4%	5%	5%	3%	4%
A gimmick / A passing fad etc.	854	606	248	227	606	237	10	168	512	164	-	267	255	331	605	79	169
	4%	5%	3%	3%	5%	4%	1%	3%	6%	4%	-	6%	4%	3%	5%	3%	3%
Adverse effects on health - Bad for your eyes / It gives you headaches / Makes you sick	840	518	322	219	400	285	156	183	261	240	-	300	175	365	409	80	351
	4%	4%	4%	3%	3%	4%	8%	3%	3%	6%	-	7%	3%	4%	3%	3%	6%
Pointless / Silly	625	481	144	247	473	144	8	158	324	135	-	204	317	104	459	24	141
	3%	4%	2%	3%	4%	2%	-	3%	4%	3%	-	4%	5%	1%	4%	1%	3%
Not that good / Unimpressed by 3D I've seen / Disappointing results / Its rubbish / Not worth it	492	260	232	239	260	194	39	189	190	74	-	86	137	269	377	84	31
	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	-	2%	2%	3%	3%	3%	1%
I cannot see in 3D / Vision in only one eye	379	133	246	214	133	241	4	74	200	100	-	54	72	253	218	42	119
	2%	1%	3%	3%	1%	4%	-	1%	2%	2%	-	1%	1%	3%	2%	1%	2%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	344	211	133	170	203	90	51	50	126	117	-	84	57	203	269	52	23
	2%	2%	2%	2%	2%	1%	3%	1%	1%	3%	-	2%	1%	2%	2%	2%	-
Not enough 3D programmes on / Not enough content available yet	314	106	208	168	106	199	9	38	146	120	-	53	77	184	178	67	69
	2%	1%	3%	2%	1%	3%	-	1%	2%	3%	-	1%	1%	2%	1%	2%	1%
Difficult if you already wear glasses e.g. It interferes with my glasses	313	201	113	118	109	74	131	99	50	34	-	108	113	92	183	37	94
	2%	1%	2%	1%	1%	1%	7%	2%	1%	1%	-	2%	2%	1%	1%	1%	2%
Happy as I am / Happy with current set up	278	123	155	96	116	136	26	137	64	51	-	59	78	140	189	29	60
	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%	2%	1%	1%
Do not watch much TV	180	162	18	46	94	6	80	60	6	34	-	76	48	56	42	27	111
	1%	1%	-	1%	1%	-	4%	1%	-	1%	-	2%	1%	1%	-	1%	2%
Too fiddly/inconvenient etc.	159	112	46	55	100	46	12	47	54	46	-	35	35	88	123	19	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-
No need to replace TV yet / Will wait until we need to replace current TV	133	95	38	52	95	25	13	31	73	16	-	62	39	33	113	-	21
	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	-	1%	-	-
3D is for cinema not for TV/the home	126	63	63	44	63	59	4	-	40	82	-	-	8	118	94	21	12
	1%	-	1%	1%	1%	1%	-	-	-	2%	-	-	-	1%	1%	1%	-
Do not know enough about it / Didn't know I could do this	75	53	22	42	53	22	-	8	25	42	-	32	-	42	43	-	32
	*	-	-	1%	-	-	-	-	-	1%	-	1%	-	-	-	-	1%
Haven't got the time / too busy	53	40	13	13	40	13	-	15	13	25	-	-	-	53	15	25	13
	*	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	-
Never thought about it	50	25	24	50	25	24	-	-	13	37	-	-	-	50	-	11	38
	*	-	-	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	1%

Table 22

Q20 What is the main reason you don't have? 3D TV

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Base	20882	13414	7468	8272	12559	6345	1978	6049	8593	4204	58	4580	6514	9788	12497	2898	5487
Wouldn't use it /much	39	39	-	13	39	-	-	27	13	-	-	-	13	27	13	-	27
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	559	377	181	288	241	256	61	92	170	235	-	72	200	286	368	142	49
	3%	3%	2%	3%	2%	4%	3%	2%	2%	6%	-	2%	3%	3%	3%	5%	1%
Dk	442	175	267	208	175	179	88	106	216	32	-	91	121	230	204	34	204
	2%	1%	4%	3%	1%	3%	4%	2%	3%	1%	-	2%	2%	2%	2%	1%	4%
No answer	615	364	251	316	334	110	171	107	252	85	-	87	216	312	318	59	238
	3%	3%	3%	4%	3%	2%	9%	2%	3%	2%	-	2%	3%	3%	3%	2%	4%

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Table 22

Q20 What is the main reason you don't have? 3D TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1257	126	431	700	368	458	431	1189	44	24	766	256	534	332	-	130	33	673	717	127
Base	20882	2452	7539	10891	7168	7170	6544	19689	854	339	12325	3667	8333	4590	-	1874	468	10382	11149	2462
Not interested / Do not feel the need	7701 37%	1084 44%	3144 42%	3473 32%	3196 45%	2474 35%	2031 31%	7287 37%	364 43%	51 15%	4238 34%	1031 28%	3034 36%	1180 26%	-	516 28%	84 18%	3774 36%	3755 34%	1018 41%
Cost / Too expensive / Cannot afford it	6188 30%	512 21%	1985 26%	3691 34%	1649 23%	2186 30%	2353 36%	5812 30%	259 30%	116 34%	3677 30%	1197 33%	2303 28%	1543 34%	-	505 27%	219 47%	3070 30%	3468 31%	783 32%
Do not want to wear the glasses / Can't be bothered with the glasses / Don't like the glasses etc.	1386 7%	56 2%	412 5%	918 8%	420 6%	404 6%	562 9%	1335 7%	33 4%	18 5%	937 8%	375 10%	714 9%	449 10%	-	191 10%	62 13%	716 7%	943 8%	77 3%
Don't like 3D / Don't like watching things in 3D	914 4%	125 5%	330 4%	460 4%	334 5%	401 6%	179 3%	874 4%	28 3%	12 4%	617 5%	173 5%	350 4%	222 5%	-	132 7%	28 6%	548 5%	740 7%	45 2%
A gimmick / A passing fad etc.	854 4%	72 3%	307 4%	474 4%	116 2%	383 5%	355 5%	742 4%	55 6%	56 16%	506 4%	152 4%	323 4%	199 4%	-	75 4%	-	469 5%	513 5%	40 2%
Adverse effects on health - Bad for your eyes / It gives you headaches / Makes you sick	840 4%	160 7%	243 3%	437 4%	222 3%	367 5%	251 4%	827 4%	13 2%	-	548 4%	150 4%	497 6%	242 5%	-	81 4%	9 2%	439 4%	451 4%	16 1%
Pointless / Silly	625 3%	102 4%	231 3%	292 3%	248 3%	209 3%	168 3%	578 3%	46 5%	-	413 3%	76 2%	233 3%	103 2%	-	34 2%	-	406 4%	349 3%	35 1%
Not that good / Unimpressed by 3D I've seen / Disappointing results / Its rubbish / Not worth it	492 2%	69 3%	130 2%	293 3%	99 1%	227 3%	166 3%	425 2%	67 8%	-	329 3%	103 3%	237 3%	181 4%	-	61 3%	-	330 3%	288 3%	63 3%
I cannot see in 3D / Vision in only one eye	379 2%	79 3%	107 1%	193 2%	209 3%	110 2%	60 1%	379 2%	-	-	286 2%	91 2%	248 3%	156 3%	-	73 4%	-	297 3%	252 2%	27 1%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	344 2%	94 4%	50 1%	200 2%	141 2%	77 1%	127 2%	344 2%	-	-	261 2%	47 1%	202 2%	101 2%	-	29 2%	9 2%	93 1%	213 2%	-
Not enough 3D programmes on / Not enough content available yet	314 2%	18 1%	48 1%	248 2%	103 1%	80 1%	131 2%	307 2%	-	8 2%	255 2%	106 3%	138 2%	184 4%	-	41 2%	-	262 3%	214 2%	8 *
Difficult if you already wear glasses e.g. It interferes with my glasses	313 2%	84 3%	88 1%	141 1%	148 2%	80 1%	85 1%	313 2%	-	-	135 1%	53 1%	118 1%	85 2%	-	38 2%	-	141 1%	137 1%	103 4%
Happy as I am / Happy with current set up	278 1%	27 1%	56 1%	195 2%	73 1%	78 1%	127 2%	251 1%	26 3%	-	133 1%	103 3%	165 2%	89 2%	-	-	-	170 2%	206 2%	27 1%
Do not watch much TV	180 1%	36 1%	87 1%	56 1%	61 1%	112 2%	8 *	180 1%	-	-	129 1%	26 1%	82 1%	-	-	-	56 12%	33 *	75 1%	38 2%
Too fiddly/inconvenient etc.	159 1%	29 1%	48 1%	82 1%	46 1%	68 1%	45 1%	159 1%	-	-	117 1%	45 1%	51 1%	35 1%	-	8 *	-	70 1%	130 1%	12 *
No need to replace TV yet / Will wait until we need to replace current TV	133 1%	-	-	133 1%	-	42 1%	91 1%	111 1%	9 1%	13 4%	104 1%	25 1%	100 1%	29 1%	-	22 1%	-	78 1%	38 *	8 *
3D is for cinema not for TV/the home	126 1%	-	101 1%	26 *	25 *	86 1%	16 *	126 1%	-	-	59 *	27 1%	109 1%	42 1%	-	11 1%	10 2%	50 *	42 *	-
Do not know enough about it / Didn't know I could do this	75 *	-	32 *	42 *	32 *	25 *	18 *	75 *	-	-	35 *	18 *	12 *	22 *	-	-	10 2%	54 1%	41 *	20 1%
Haven't got the time / too busy	53 *	28 1%	25 *	-	15 *	38 1%	-	53 *	-	-	38 *	-	13 *	-	-	25 1%	-	25 *	-	15 1%

Table 22

Q20 What is the main reason you don't have? 3D TV

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Base	20882	2452	7539	10891	7168	7170	6544	19689	854	339	12325	3667	8333	4590	-	1874	468	10382	11149	2462
Never thought about it	50	-	-	50	-	26	24	50	-	-	26	13	13	-	-	12	11	25	25	-
Wouldn't use it /much	39	-	13	27	13	-	27	39	-	-	-	-	27	-	-	-	-	27	39	-
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	559	46	81	432	203	130	225	417	94	48	384	114	224	141	79	-	223	308	46	
	3%	2%	1%	4%	3%	2%	3%	2%	11%	14%	3%	3%	3%	3%	4%	-	2%	3%	2%	
Dk	442	11	233	197	170	134	138	415	8	20	236	92	193	140	10	-	106	237	43	
	2%	*	3%	2%	2%	2%	2%	2%	1%	6%	2%	2%	2%	3%	1%	-	1%	2%	2%	
No answer	615	36	290	289	217	208	190	595	13	8	364	118	136	102	81	-	157	199	125	
	3%	1%	4%	3%	3%	3%	3%	3%	1%	2%	3%	3%	2%	2%	4%	-	2%	2%	5%	

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Table 23

Q20 What is the main reason you don't have? Internet services and apps through TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	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	766	365	401	66	142	162	183	161	52	208	213	189	277	125	162	466	287	66	82	75	31	79	93	85	35	65	68	8	62
Base	12517	6515	6002	1280	2219	2023	2490	1978	2528	3499	4506	2933	3892	2341	3120	6825	5461	1045	1247	1016	405	1441	1434	1487	529	1023	1264	146	1281
Not interested / Do not feel the need	4120	2216	1904	505	427	616	761	706	1105	932	1811	1096	1132	889	940	2228	1829	369	422	342	108	666	546	351	132	223	369	19	547
Cost / Too expensive / Cannot afford it	2568	1314	1254	317	481	450	579	336	405	798	742	257	894	381	958	1151	1340	259	205	261	108	187	142	430	129	225	272	76	437
I use my PC / Laptop / Computer is sufficient etc.	2242	1257	985	190	379	200	519	471	485	568	956	836	639	266	490	1475	756	147	208	136	95	285	225	184	183	191	340	12	236
Do not have a compatible TV / Would have to buy a new TV	536	305	230	82	66	121	166	38	63	148	101	125	167	52	191	292	243	40	10	71	-	13	163	93	36	17	11	-	59
Do not know enough about it / Didn't know I could do this	331	98	233	45	92	66	55	73	-	137	73	74	96	55	107	169	162	30	45	-	21	31	9	72	24	76	12	-	12
I am intending to soon / Will get it in the future / Haven't got round to it yet	271	166	105	40	10	44	49	65	63	50	128	77	16	46	101	93	147	13	23	16	13	12	25	-	11	35	40	63	9
Do not have the equipment/facility	195	145	50	40	38	40	17	60	-	78	60	42	74	28	50	116	78	-	-	12	-	40	42	17	-	9	35	-	38
Broadband is too slow / Poor internet connection	187	83	104	12	84	-	76	15	-	97	15	32	36	69	50	68	119	9	84	25	32	33	9	15	-	12	-	-	-
Wouldn't use it / much	186	71	114	20	30	85	25	26	-	50	26	40	64	33	17	103	49	36	46	9	23	-	13	-	19	12	19	8	
Never thought about it	149	38	111	-	42	11	18	15	63	42	78	26	40	73	10	66	83	-	63	-	-	-	-	26	-	10	-	40	
No broadband	139	48	91	-	84	21	34	-	-	84	-	34	29	38	25	64	63	-	8	12	22	8	65	-	12	-	-	13	
Happy as I am / Happy with current set up	135	105	30	10	40	12	32	41	-	50	41	58	58	6	13	117	19	40	26	-	-	-	12	-	34	10	-	13	
Do not watch much TV	104	40	64	-	48	11	-	-	45	48	45	57	48	-	-	104	-	-	-	48	-	-	-	-	45	-	-	11	
Haven't got the time / too busy	74	53	20	-	-	34	-	40	-	40	-	20	9	25	19	29	45	31	9	8	-	9	-	-	17	-	-	-	
Do not have a set top box	67	13	54	-	25	42	-	-	-	25	-	-	-	25	42	-	67	-	-	-	-	13	-	13	-	13	-	-	29
Do not have a compatible set top box	39	32	8	-	-	33	-	6	-	6	-	-	14	-	25	14	25	-	-	32	-	-	8	-	-	-	-	-	-
Not available in this area	14	6	8	-	-	-	8	6	-	6	-	-	14	-	-	14	-	-	-	-	-	8	-	-	-	-	-	-	-
Other	1179	706	473	10	308	217	197	118	329	318	447	260	431	344	128	691	472	74	92	85	30	129	138	216	17	100	145	13	109
Dk	292	76	216	34	142	65	23	27	-	176	27	48	65	72	79	113	151	27	40	39	12	49	30	-	37	21	10	8	-
Non answer	366	190	177	29	83	40	59	55	101	112	156	117	152	48	49	269	97	32	23	17	7	32	53	85	-	20	17	-	48

Table 23  
Q20 What is the main reason you don't have? Internet services and apps through TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	766	421	345	417	391	290	85	236	280	163	2	148	241	377	445	129	192
Base	12517	8224	4293	5047	7640	3747	1130	3962	4581	2822	22	2729	3962	5825	7684	1604	3230
Not interested / Do not feel the need	4120 33%	2727 33%	1393 32%	1328 26%	2593 34%	1298 35%	229 20%	1596 40%	1444 32%	841 30%	9 43%	887 33%	1295 33%	1937 33%	2331 30%	473 29%	1316 41%
Cost / Too expensive / Cannot afford it	2568 21%	1913 23%	655 15%	911 18%	1646 22%	623 17%	299 26%	887 22%	737 16%	633 22%	12 57%	622 23%	1011 26%	935 16%	1672 22%	317 20%	580 18%
I use my PC / Laptop / Computer is sufficient etc.	2242 18%	1395 17%	848 20%	961 19%	1324 17%	742 20%	176 16%	671 17%	922 20%	473 17%	-	475 17%	641 16%	1126 19%	1527 20%	251 16%	465 14%
Do not have a compatible TV / Would have to buy a new TV	536 4%	315 4%	220 5%	236 5%	315 4%	113 3%	107 9%	98 2%	217 5%	114 4%	-	89 3%	166 4%	280 5%	376 5%	125 8%	34 1%
Do not know enough about it / Didn't know I could do this	331 3%	130 2%	201 5%	192 4%	118 2%	148 4%	65 6%	128 3%	75 2%	63 2%	-	75 3%	118 3%	139 2%	153 2%	48 3%	130 4%
I am intending to soon / Will get it in the future / Haven't got round to it yet	271 2%	208 3%	63 1%	108 2%	208 3%	49 1%	14 1%	50 1%	112 2%	95 3%	-	36 1%	88 2%	147 3%	139 2%	28 2%	104 3%
Do not have the equipment/facility	195 2%	141 2%	54 1%	97 2%	119 2%	34 1%	42 4%	15 *	121 3%	17 1%	-	65 2%	70 2%	59 1%	165 2%	22 1%	8 *
Broadband is too slow / Poor internet connection	187 1%	118 1%	69 2%	71 1%	110 1%	60 2%	17 2%	46 1%	117 3%	8 *	-	90 3%	46 1%	51 1%	127 2%	41 3%	19 1%
Wouldn't use it / much	186 1%	46 1%	139 3%	65 1%	46 1%	129 3%	10 1%	45 1%	64 1%	66 2%	-	8 *	47 1%	131 2%	81 1%	54 3%	51 2%
Never thought about it	149 1%	96 1%	53 1%	31 1%	96 1%	53 1%	-	11 *	40 1%	97 3%	-	18 1%	-	131 2%	65 1%	10 1%	74 2%
No broadband	139 1%	130 2%	9 *	100 2%	118 2%	9 *	12 1%	72 2%	30 1%	25 1%	-	37 1%	38 1%	64 1%	79 1%	21 1%	39 1%
Happy as I am / Happy with current set up	135 1%	55 1%	81 2%	39 1%	55 1%	81 2%	-	80 2%	31 1%	24 1%	-	22 1%	65 2%	49 1%	85 1%	23 1%	26 1%
Do not watch much TV	104 1%	93 1%	11 *	19 *	53 1%	11 *	40 4%	8 *	57 1%	-	-	93 3%	11 *	-	45 1%	8 *	51 2%
Haven't got the time / too busy	74 1%	39 *	35 1%	57 1%	39 1%	26 1%	9 1%	31 1%	34 1%	-	-	-	20 1%	53 1%	29 *	25 2%	19 1%
Do not have a set top box	67 1%	67 1%	-	50 1%	67 1%	-	-	30 1%	38 1%	-	-	-	25 1%	42 1%	17 *	13 1%	38 1%
Do not have a compatible set top box	39 *	33 *	6 *	14 *	33 *	6 *	-	33 1%	6 *	-	-	-	39 1%	-	-	14 1%	25 1%
Not available in this area	14 *	8 *	6 *	8 *	8 *	6 *	-	6 *	8 *	-	-	-	14 *	-	6 *	8 *	-
Other	1179 9%	673 8%	506 12%	636 13%	673 9%	452 12%	54 5%	249 6%	532 12%	344 12%	-	206 8%	290 7%	683 12%	834 11%	132 8%	213 7%
Dk	292 2%	94 1%	198 5%	174 3%	94 1%	133 4%	65 6%	44 1%	118 3%	66 2%	-	52 2%	60 2%	180 3%	170 2%	17 1%	104 3%
Non answer	366 3%	268 3%	98 2%	186 4%	250 3%	87 2%	29 3%	92 2%	112 2%	133 5%	-	55 2%	122 3%	189 3%	276 4%	35 2%	55 2%

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Table 23

Q20 What is the main reason you don't have? Internet services and apps through TV

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	766	72	242	452	197	289	280	719	30	17	455	162	340	181	9	-	19	414	427	88
Base	12517	1304	3933	7280	3633	4572	4312	11758	560	199	7164	2322	5204	2334	125	-	239	6421	6326	1578
Not interested / Do not feel the need	4120 33%	471 36%	1342 34%	2307 32%	1285 35%	1663 36%	1171 27%	3972 34%	123 22%	25 13%	2305 32%	839 36%	1758 34%	689 30%	48 39%	-	44 18%	2029 32%	1878 30%	464 29%
Cost / Too expensive / Cannot afford it	2568 21%	352 27%	900 23%	1316 18%	810 22%	947 21%	812 19%	2302 20%	230 41%	37 19%	1251 17%	341 15%	655 13%	338 14%	17 13%	-	107 45%	1082 17%	1092 17%	572 36%
I use my PC / Laptop / Computer is sufficient etc.	2242 18%	191 15%	768 20%	1283 18%	590 16%	836 18%	816 19%	2178 19%	65 12%	-	1424 20%	433 19%	957 18%	507 22%	32 26%	-	19 8%	1332 21%	1324 21%	157 10%
Do not have a compatible TV / Would have to buy a new TV	536 4%	-	164 4%	372 5%	26 1%	267 6%	243 6%	512 4%	-	23 12%	353 5%	105 5%	330 6%	145 6%	-	-	-	335 5%	271 4%	35 2%
Do not know enough about it / Didn't know I could do this	331 3%	79 6%	108 3%	144 2%	141 4%	81 2%	109 3%	319 3%	13 3%	-	143 2%	51 2%	167 3%	102 4%	-	-	10 4%	202 3%	191 3%	45 3%
I am intending to soon / Will get it in the future / Haven't got round to it yet	271 2%	76 6%	16 *	179 2%	76 2%	138 3%	57 1%	259 2%	-	12 6%	214 3%	56 2%	143 3%	23 1%	10 8%	-	10 4%	155 2%	99 2%	13 1%
Do not have the equipment/facility	195 2%	15 1%	20 1%	160 2%	24 1%	46 1%	125 3%	175 1%	20 4%	-	157 2%	34 1%	95 2%	82 4%	-	-	-	143 2%	127 2%	13 1%
Broadband is too slow / Poor internet connection	187 1%	-	54 1%	133 2%	26 1%	89 2%	72 2%	165 1%	22 4%	-	130 2%	28 1%	82 2%	42 2%	-	-	-	142 2%	148 2%	28 2%
Wouldn't use it / much	186 1%	27 2%	32 1%	127 2%	58 2%	48 1%	80 2%	166 1%	20 3%	-	152 2%	22 1%	118 2%	102 4%	-	-	19 8%	152 2%	109 2%	-
Never thought about it	149 1%	-	81 2%	68 1%	78 2%	29 1%	42 1%	139 1%	-	10 5%	109 2%	20 1%	102 2%	20 1%	-	-	-	64 1%	94 1%	22 1%
No broadband	139 1%	20 2%	43 1%	77 1%	40 1%	60 1%	39 1%	139 1%	-	-	47 1%	9 *	39 1%	9 *	-	-	-	92 1%	61 1%	37 2%
Happy as I am / Happy with current set up	135 1%	6 *	-	130 2%	12 *	77 2%	46 1%	117 1%	19 3%	-	63 1%	54 2%	52 1%	44 2%	-	-	-	88 1%	70 1%	-
Do not watch much TV	104 1%	-	57 1%	48 1%	-	57 1%	48 1%	104 1%	-	-	57 1%	-	-	-	11 9%	-	-	57 1%	51 1%	8 *
Haven't got the time / too busy	74 1%	-	12 *	62 1%	12 *	38 1%	25 1%	54 *	19 3%	-	43 1%	18 1%	35 1%	35 1%	-	-	9 4%	35 1%	54 1%	19 1%
Do not have a set top box	67 1%	-	12 *	55 1%	25 1%	17 *	25 1%	67 1%	-	-	25 *	-	13 *	-	13 10%	-	-	38 1%	13 *	17 1%
Do not have a compatible set top box	39 *	-	-	39 1%	-	-	39 1%	39 *	-	-	6 *	6 *	14 *	6 *	-	-	-	39 1%	6 *	-
Not available in this area	14 *	-	-	14 *	8 *	-	6 *	8 *	-	6 3%	14 *	-	14 *	6 *	-	-	-	-	14 *	-
Other	1179 9%	93 7%	329 8%	757 10%	377 10%	300 7%	503 12%	1129 10%	17 3%	33 16%	776 11%	365 16%	626 12%	270 12%	-	-	14 6%	772 12%	723 11%	63 4%
Dk	292 2%	13 1%	65 2%	214 3%	74 2%	51 1%	166 4%	259 2%	13 2%	20 10%	144 2%	125 5%	213 4%	99 4%	18 14%	-	7 3%	137 2%	192 3%	18 1%
Non answer	366 3%	24 2%	105 3%	238 3%	61 2%	216 5%	89 2%	334 3%	-	33 17%	220 3%	96 4%	118 2%	35 2%	8 6%	-	-	68 1%	136 2%	61 4%

Table 24

Q20 What is the main reason you don't have? Interactive and red button services

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	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	561	219	342	63	107	112	131	106	42	170	148	128	188	89	144	316	233	44	46	57	25	55	68	73	25	51	45	9	54
Base	10205	4672	5534	1369	1691	1456	1823	1616	2249	3061	3865	2156	2720	1837	3260	4876	5096	906	916	884	326	1028	1156	1387	454	858	792	106	1280
Not interested / Do not feel the need	4193	1973	2220	626	515	475	632	780	1166	1141	1946	994	1098	742	1261	2092	2003	360	376	306	88	520	586	433	222	266	393	20	590
	41%	42%	40%	46%	30%	33%	35%	48%	52%	37%	50%	46%	40%	40%	39%	43%	39%	40%	41%	35%	27%	51%	51%	49%	49%	31%	50%	19%	46%
Cost / Too expensive / Cannot afford it	1288	413	876	266	168	203	325	180	146	434	326	229	407	130	454	636	584	81	174	181	60	55	219	79	135	69	13	124	
	13%	9%	16%	19%	10%	14%	18%	11%	7%	14%	8%	11%	15%	7%	14%	13%	11%	9%	19%	20%	18%	5%	5%	16%	17%	16%	9%	12%	10%
Do not know enough about it / Didn't know I could do this	362	160	202	20	15	107	30	57	132	35	189	97	33	37	194	131	231	132	21	-	21	12	35	39	-	61	11	-	31
	4%	3%	4%	1%	1%	7%	2%	4%	6%	1%	5%	5%	1%	2%	6%	3%	5%	15%	2%	-	6%	1%	3%	3%	-	7%	1%	-	2%
Wouldn't use it /much	302	104	198	16	80	79	83	45	-	95	45	74	67	91	60	141	151	12	8	22	37	57	13	75	-	43	-	-	34
	3%	2%	4%	1%	5%	5%	5%	3%	-	3%	1%	3%	2%	5%	2%	3%	3%	1%	1%	2%	11%	6%	1%	5%	-	5%	-	-	3%
Criticism of interactive/red button content/services e.g. Programmes shown on red button are rubbish	166	79	87	33	25	13	-	57	39	57	96	49	26	12	78	75	90	13	39	24	-	55	12	-	-	22	-	-	-
	2%	2%	2%	2%	1%	1%	-	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	4%	3%	-	5%	1%	-	-	3%	-	-	-
I am intending to soon / Will get it in the future/ Haven't got round to it yet	156	144	12	40	12	9	-	-	94	52	94	49	-	94	12	49	106	-	-	49	-	-	12	-	-	-	-	-	94
	2%	3%	*	3%	1%	1%	-	-	4%	2%	2%	2%	-	5%	*	1%	2%	-	-	6%	-	-	1%	-	-	-	-	-	7%
Haven't got the time / too busy	128	39	89	10	-	26	41	12	39	10	50	50	22	42	13	72	55	24	10	13	-	-	28	-	-	-	13	-	39
	1%	1%	2%	1%	-	2%	2%	1%	2%	*	1%	2%	1%	2%	*	1%	1%	3%	1%	1%	-	-	2%	-	-	-	2%	-	3%
Do not watch much TV	107	99	8	-	63	-	13	30	-	63	30	-	8	30	69	8	99	-	-	8	-	-	-	-	-	56	-	-	43
	1%	2%	*	-	4%	-	1%	2%	-	2%	1%	-	*	2%	2%	*	2%	-	-	1%	-	-	-	-	-	7%	-	-	3%
Never thought about it	47	30	17	-	-	17	-	30	-	-	30	-	-	-	47	-	47	-	-	-	-	-	-	-	-	30	17	-	-
	*	1%	*	-	-	1%	-	2%	-	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	4%	2%	-	-
Happy as I am / Happy with current set up	25	13	12	-	-	25	-	-	-	-	-	12	-	-	13	12	13	-	-	-	-	-	-	12	-	13	-	-	-
	*	*	*	-	-	2%	-	-	-	-	-	1%	-	-	*	*	*	-	-	-	-	-	-	1%	-	2%	-	-	-
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2381	986	1395	209	492	332	577	331	440	701	770	462	714	395	772	1176	1167	225	124	233	90	178	288	393	98	255	200	37	259
	23%	21%	25%	15%	29%	23%	32%	20%	20%	23%	20%	21%	26%	22%	24%	24%	23%	25%	14%	26%	28%	17%	25%	28%	22%	30%	25%	35%	20%
Dk	606	222	384	181	195	88	47	41	53	376	95	73	201	214	100	274	314	17	103	54	-	91	63	103	43	-	27	36	50
	6%	5%	7%	13%	12%	6%	3%	3%	2%	12%	2%	3%	7%	12%	3%	6%	6%	2%	11%	6%	-	9%	5%	7%	9%	-	3%	34%	4%
No answer	594	422	173	21	141	121	75	79	157	163	236	108	171	102	214	279	316	43	94	9	31	104	63	145	12	-	62	-	16
	6%	9%	3%	2%	8%	8%	4%	5%	7%	5%	6%	5%	6%	6%	7%	6%	6%	5%	10%	1%	9%	10%	5%	10%	3%	-	8%	-	1%



Table 24

Q20 What is the main reason you don't have? Interactive and red button services

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	561	408	153	288	385	121	55	200	216	87	3	133	172	256	339	79	143
Base	10205	8243	1962	3679	7624	1654	928	3654	3954	1622	49	2702	3112	4392	6512	1030	2663
Not interested / Do not feel the need	4193	3602	591	1273	3297	682	214	1441	1859	643	36	1111	1460	1622	2642	340	1211
	41%	44%	30%	35%	43%	41%	23%	39%	47%	40%	75%	41%	47%	37%	41%	33%	45%
Cost / Too expensive / Cannot afford it	1288	1130	158	550	1007	135	147	575	360	194	12	420	441	427	795	155	338
	13%	14%	8%	15%	13%	8%	16%	16%	9%	12%	25%	16%	14%	10%	12%	15%	13%
Do not know enough about it / Didn't know I could do this	362	276	86	151	276	44	42	204	33	83	-	58	65	238	224	12	126
	4%	3%	4%	4%	4%	3%	5%	6%	1%	5%	-	2%	2%	5%	3%	1%	5%
Wouldn't use it / much	302	152	149	108	152	116	34	63	137	68	-	78	61	163	194	54	54
	3%	2%	8%	3%	2%	7%	4%	2%	3%	4%	-	3%	2%	4%	3%	5%	2%
Criticism of interactive/red button content/services e.g. Programmes shown on red button are rubbish	166	133	33	121	120	33	12	80	73	-	-	55	66	45	84	36	45
	2%	2%	2%	3%	2%	2%	1%	2%	2%	-	-	2%	2%	1%	1%	4%	2%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	156	134	21	21	134	12	9	52	94	-	-	-	94	61	156	-	-
	2%	2%	1%	1%	2%	1%	1%	1%	2%	-	-	-	3%	1%	2%	-	-
Haven't got the time / too busy	128	80	48	111	80	24	23	37	28	39	-	29	35	63	50	23	54
	1%	1%	2%	3%	1%	1%	3%	1%	1%	2%	-	1%	1%	1%	1%	2%	2%
Do not watch much TV	107	107	-	21	51	-	56	38	13	-	-	63	13	30	30	21	56
	1%	1%	-	1%	1%	-	6%	1%	*	-	-	2%	*	1%	*	2%	2%
Never thought about it	47	47	-	-	47	-	-	-	17	30	-	-	-	47	-	-	47
	*	1%	-	-	1%	-	-	-	*	2%	-	-	-	1%	-	-	2%
Happy as I am / Happy with current set up	25	25	-	13	25	-	-	13	-	12	-	-	25	-	25	-	-
	*	*	-	*	*	-	-	*	-	1%	-	-	1%	-	*	-	-
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2381	1744	636	866	1666	424	291	918	860	312	-	684	599	1098	1639	261	480
	23%	21%	32%	24%	22%	26%	31%	25%	22%	19%	-	25%	19%	25%	25%	25%	18%
Dk	606	454	152	267	454	89	63	203	275	66	-	182	74	351	454	50	103
	6%	6%	8%	7%	6%	5%	7%	6%	7%	4%	-	7%	2%	8%	7%	5%	4%
No answer	594	464	130	246	419	121	53	109	250	182	-	69	179	346	342	78	174
	6%	6%	7%	7%	6%	7%	6%	3%	6%	11%	-	3%	6%	8%	5%	8%	7%

Table 24

Q20 What is the main reason you don't have? Interactive and red button services

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	561	75	221	265	193	213	155	535	17	9	264	57	164	60	7	34	15	-	230	130
Base	10205	1558	4207	4440	3985	3764	2456	9726	368	112	4682	891	3077	814	72	548	225	-	4072	2401
Not interested / Do not feel the need	4193	808	1552	1834	1675	1553	966	3968	192	33	1841	335	1091	266	-	265	49	-	1562	1110
	41%	52%	37%	41%	42%	41%	39%	41%	52%	30%	39%	38%	35%	33%	-	48%	22%	-	38%	46%
Cost / Too expensive / Cannot afford it	1288	209	587	492	471	469	348	1189	54	45	425	52	180	52	17	66	18	-	333	566
	13%	13%	14%	11%	12%	12%	14%	12%	15%	40%	9%	6%	6%	6%	23%	12%	8%	-	8%	24%
Do not know enough about it / Didn't know I could do this	362	107	177	78	207	79	76	362	-	-	156	47	169	12	-	-	6	-	147	58
	4%	7%	4%	2%	5%	2%	3%	4%	-	-	3%	5%	6%	1%	-	-	3%	-	4%	2%
Wouldn't use it / much	302	24	86	191	57	78	166	289	13	-	157	30	114	72	18	57	19	-	156	43
	3%	2%	2%	4%	1%	2%	7%	3%	3%	-	3%	3%	4%	9%	25%	10%	8%	-	4%	2%
Criticism of interactive/red button content/services e.g. Programmes shown on red button are rubbish	166	-	56	110	53	76	36	127	39	-	74	13	92	10	10	20	10	-	45	39
	2%	-	1%	2%	1%	2%	1%	1%	11%	-	2%	1%	3%	1%	14%	4%	4%	-	1%	2%
I am intending to soon / Will get it in the future / Haven't got round to it yet	156	-	94	61	94	12	49	156	-	-	146	9	-	-	-	-	-	-	-	-
	2%	-	2%	1%	2%	*	2%	2%	-	-	3%	1%	-	-	-	-	-	-	-	-
Haven't got the time / too busy	128	17	46	64	40	75	13	128	-	-	67	52	11	-	-	-	-	-	89	26
	1%	1%	1%	1%	1%	2%	1%	1%	-	-	1%	6%	*	-	-	-	-	-	2%	1%
Do not watch much TV	107	-	56	51	-	99	8	107	-	-	69	-	56	-	-	-	56	-	56	38
	1%	-	1%	1%	-	3%	*	1%	-	-	1%	-	2%	-	-	25%	-	-	1%	2%
Never thought about it	47	-	47	-	47	-	-	47	-	-	17	-	30	-	-	-	-	-	-	-
	*	-	1%	-	1%	-	-	*	-	-	*	-	1%	-	-	-	-	-	-	-
Happy as I am / Happy with current set up	25	-	-	25	12	13	-	25	-	-	12	-	-	-	-	-	-	-	-	13
	*	-	-	1%	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	1%
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2381	285	1057	1039	917	917	547	2310	70	-	1111	247	1010	227	20	130	34	-	1146	397
	23%	18%	25%	23%	23%	24%	22%	24%	19%	-	24%	28%	33%	28%	27%	24%	15%	-	28%	17%
Dk	606	15	233	359	193	219	194	586	-	20	286	55	193	111	8	9	-	-	347	50
	6%	1%	6%	8%	5%	6%	8%	6%	-	18%	6%	6%	6%	14%	11%	2%	-	-	9%	2%
No answer	594	119	242	233	230	250	114	580	-	14	433	51	236	64	-	9	34	-	264	72
	6%	8%	6%	5%	6%	7%	5%	6%	-	12%	9%	6%	8%	8%	-	2%	15%	-	6%	3%

Table 25

Q20 What is the main reason you don't have? Catch-up TV on PC or Laptop

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	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	560	242	318	47	98	111	134	122	48	145	170	122	191	88	142	313	230	37	54	61	24	55	60	78	29	49	47	10	47
Base	10076	5050	5026	986	1583	1424	1889	1663	2531	2568	4194	2053	2804	1740	3134	4857	4874	754	782	796	341	1150	1056	1557	469	863	933	164	1072
Not interested / Do not feel the need	3051	1693	1357	115	327	461	571	567	1008	442	1576	730	781	466	982	1511	1448	268	267	188	103	506	283	349	161	158	384	13	362
Cost / Too expensive / Cannot afford it	1664	755	909	275	250	271	327	224	317	525	541	251	481	168	645	732	814	128	136	142	73	105	96	372	109	143	152	13	145
Haven't got the time / too busy	594	328	266	39	74	51	75	58	297	113	355	70	165	156	203	235	359	102	89	12	20	-	130	57	25	67	6	74	12
Wouldn't use it / much	313	202	111	47	-	25	78	76	88	47	164	12	74	56	171	86	227	-	-	24	50	137	28	17	-	6	25	-	28
I have/use DVR/PVR/Sky Plus etc.	261	87	174	-	83	82	44	52	-	83	52	55	92	28	33	147	61	40	21	14	13	38	17	42	38	9	11	9	9
Do not watch much TV	180	70	111	-	34	-	12	89	45	34	134	106	20	30	25	125	55	12	-	8	-	22	19	-	89	-	-	30	
Do not know enough about it / Didn't know I could do this	131	-	131	-	39	17	13	25	38	39	63	-	69	49	13	69	62	-	-	-	-	4	55	20	-	24	27	-	-
Broadband too slow / Poor internet connection	98	43	55	-	-	26	11	61	-	-	61	16	26	13	43	42	56	-	-	15	-	4	11	-	-	43	-	-	25
Happy as I am / Happy with current set up	81	37	44	-	-	12	61	8	-	-	8	32	49	-	-	81	-	-	19	32	-	-	12	-	18	-	-	-	-
Laptop / PC too slow/old etc.	55	20	35	12	35	-	-	7	-	48	7	8	15	7	25	23	32	-	-	-	8	20	8	-	-	20	-	-	-
I am intending to soon / Will get it in the future/ Haven't got round to it yet	53	19	33	-	-	13	25	15	-	-	15	-	14	17	22	14	39	23	-	8	-	-	9	-	-	13	-	-	-
I record using a DVD player	46	-	46	-	-	8	24	15	-	-	15	15	32	-	-	46	-	12	-	-	-	-	15	8	-	-	-	-	12
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2803	1483	1320	402	472	401	587	410	531	874	941	575	771	583	793	1346	1376	205	225	299	53	285	199	614	69	159	295	32	322
Dk	228	94	133	25	153	24	22	4	-	178	4	35	106	24	50	142	74	-	44	31	-	16	72	12	39	-	-	13	-
No answer	590	265	325	33	162	68	67	52	207	196	259	152	161	172	105	313	277	-	13	34	29	37	116	53	41	81	20	12	128

Table 25

Q20 What is the main reason you don't have? Catch-up TV on PC or Laptop

Base: All aware of at q16 but not using at q17 in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	560	390	170	273	374	134	52	183	236	86	3	138	185	237	332	88	140
Base	10076	8014	2061	3528	7680	1709	687	3384	4495	1479	32	2758	3491	3826	6395	1174	2507
Not interested / Do not feel the need	3051 30%	2382 30%	669 32%	885 25%	2206 29%	687 40%	158 23%	939 28%	1664 37%	290 20%	-	819 30%	1259 36%	973 25%	1932 30%	281 24%	838 33%
Cost / Too expensive / Cannot afford it	1664 17%	1390 17%	275 13%	728 21%	1329 17%	221 13%	114 17%	722 21%	596 13%	201 14%	32 100%	575 21%	468 13%	622 16%	1023 16%	251 21%	390 16%
Haven't got the time / too busy	594 6%	528 7%	66 3%	117 3%	516 7%	66 4%	12 2%	294 9%	172 4%	115 8%	-	109 4%	235 7%	250 7%	287 4%	31 3%	275 11%
Wouldn't use it / much	313 3%	164 2%	149 7%	103 3%	164 2%	30 2%	119 17%	54 2%	83 2%	58 4%	-	122 4%	28 1%	163 4%	211 3%	44 4%	58 2%
I have/use DVR/PVR/Sky Plus etc.	261 3%	130 2%	130 6%	124 4%	130 2%	121 7%	9 1%	109 3%	85 2%	57 4%	-	41 1%	85 2%	135 4%	196 3%	20 2%	44 2%
Do not watch much TV	180 2%	175 2%	6 *	39 1%	175 2%	6 *	-	77 2%	85 2%	19 1%	-	70 3%	49 1%	62 2%	148 2%	8 1%	25 1%
Do not know enough about it / Didn't know I could do this	131 1%	114 1%	16 1%	62 2%	114 1%	4 1%	4 1%	81 2%	12 *	33 2%	-	27 1%	71 2%	33 1%	31 *	12 1%	88 3%
Broadband too slow / Poor internet connection	104 1%	104 1%	-	40 1%	104 1%	-	-	34 1%	32 1%	37 3%	-	34 1%	25 1%	45 1%	92 1%	-	12 *
Never thought about it	98 1%	70 1%	29 1%	49 1%	70 1%	29 2%	-	11 *	29 1%	58 4%	-	12 *	15 *	72 2%	42 1%	13 1%	43 2%
Happy as I am / Happy with current set up	81 1%	54 1%	26 1%	8 *	54 1%	26 2%	-	38 1%	30 1%	12 1%	-	30 1%	12 *	38 1%	24 *	18 2%	38 2%
Laptop / PC too slow/old etc.	55 1%	48 1%	7 *	55 2%	48 1%	7 *	-	20 1%	15 *	20 1%	-	8 *	32 1%	15 *	35 1%	13 1%	8 *
I am intending to soon / Will get it in the future/ Haven't got round to it yet	53 1%	38 *	15 1%	36 1%	38 *	9 1%	6 1%	46 1%	-	-	-	25 1%	22 1%	6 *	45 1%	8 1%	-
I record using a DVD player	46 *	46 1%	-	8 *	46 1%	-	-	-	46 1%	-	-	24 1%	22 1%	-	24 *	-	22 1%
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2803 28%	2253 28%	550 27%	1038 29%	2198 29%	428 25%	177 26%	904 27%	1218 27%	495 33%	9	842 31%	803 23%	1158 30%	1893 30%	429 37%	481 19%
Dk	228 2%	149 2%	79 4%	122 3%	149 2%	46 3%	33 5%	23 1%	110 2%	61 4%	-	81 3%	24 1%	122 3%	141 2%	-	86 3%
No answer	590 6%	453 6%	137 7%	170 5%	423 6%	113 7%	54 8%	98 3%	352 8%	87 6%	-	22 1%	363 10%	205 5%	399 6%	69 6%	122 5%

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Table 25

Q20 What is the main reason you don't have? Catch-up TV on PC or Laptop

Base:All aware of at q16 but not using at q17 in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	560	81	227	252	198	223	139	526	25	9	269	68	174	33	5	29	16	192	-	148
Base	10076	1638	4137	4300	4238	3788	2050	9405	532	138	4805	1038	2810	451	66	354	166	3340	-	2675
Not interested / Do not feel the need	3051	618	1218	1215	1413	1147	491	2804	239	8	1639	481	789	94	15	56	53	1065	-	733
	30%	38%	29%	28%	33%	30%	24%	30%	45%	6%	34%	46%	28%	21%	23%	16%	32%	32%	-	27%
Cost / Too expensive / Cannot afford it	1664	240	725	699	710	613	341	1582	32	50	535	36	171	32	-	101	8	289	-	796
	17%	15%	18%	16%	17%	16%	17%	17%	6%	36%	11%	3%	6%	7%	-	28%	5%	9%	-	30%
Haven't got the time / too busy	594	261	114	218	404	115	74	558	35	-	217	64	298	-	38	12	-	353	-	76
	6%	16%	3%	5%	10%	3%	4%	6%	7%	-	5%	6%	11%	-	58%	3%	-	11%	-	3%
Wouldn't use it / much	313	32	129	151	147	134	31	313	-	-	217	30	126	71	-	36	-	126	-	58
	3%	2%	3%	4%	3%	4%	2%	3%	-	-	5%	3%	4%	16%	-	10%	-	4%	-	2%
I have/use DVR/PVR/Sky Plus etc.	261	34	86	141	42	165	54	261	-	-	169	36	201	39	-	19	-	140	-	-
	3%	2%	2%	3%	1%	4%	3%	3%	-	-	4%	3%	7%	9%	-	5%	-	4%	-	-
Do not watch much TV	180	12	125	44	24	127	29	180	-	-	92	6	6	6	-	-	-	78	-	62
	2%	1%	3%	1%	1%	3%	1%	2%	-	-	2%	1%	*	1%	-	-	-	2%	-	2%
Do not know enough about it / Didn't know I could do this	131	31	87	13	114	16	-	131	-	-	12	-	16	-	-	-	-	16	-	114
	1%	2%	2%	*	3%	*	-	1%	-	-	*	-	1%	-	-	-	-	*	-	4%
Broadband too slow / Poor internet connection	104	37	13	54	8	72	25	84	13	8	57	-	-	8	-	-	-	46	-	13
	1%	2%	*	1%	*	2%	1%	1%	2%	6%	1%	-	-	2%	-	-	-	1%	-	*
Never thought about it	98	11	35	52	55	16	28	98	-	-	16	-	72	16	-	13	13	40	-	15
	1%	1%	1%	1%	1%	*	1%	1%	-	-	*	-	3%	4%	-	4%	8%	1%	-	1%
Happy as I am / Happy with current set up	81	12	38	31	36	26	18	62	19	-	20	-	8	-	-	-	-	38	-	30
	1%	1%	1%	1%	1%	1%	1%	1%	4%	-	*	-	*	-	-	-	-	1%	-	1%
Laptop / PC too slow/old etc.	55	20	7	28	48	-	8	55	-	-	7	-	7	-	-	-	-	20	-	28
	1%	1%	*	1%	1%	-	*	1%	-	-	*	-	*	-	-	-	-	1%	-	1%
I am intending to soon / Will get it in the future/ Haven't got round to it yet	53	-	-	53	-	28	25	53	-	-	14	-	9	-	-	-	-	15	-	30
	1%	-	-	1%	-	1%	1%	1%	-	-	*	-	*	-	-	-	-	*	-	1%
I record using a DVD player	46	22	24	-	34	12	-	46	-	-	20	-	24	-	-	-	-	8	-	15
	*	1%	1%	-	1%	*	-	*	-	-	*	-	1%	-	-	-	-	*	-	1%
Not available in this area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2803	229	1106	1468	882	1131	790	2586	171	46	1452	384	914	123	44	80	59	1035	-	583
	28%	14%	27%	34%	21%	30%	39%	27%	32%	33%	30%	37%	33%	27%	67%	23%	36%	31%	-	22%
Dk	228	-	92	135	79	53	95	215	13	-	118	22	99	47	-	11	21	54	-	18
	2%	-	2%	3%	2%	1%	5%	2%	2%	-	2%	2%	4%	10%	-	3%	13%	2%	-	1%
No answer	590	98	364	128	313	184	94	539	23	27	312	42	119	21	-	39	18	119	-	130
	6%	6%	9%	3%	7%	5%	5%	6%	4%	20%	6%	4%	4%	5%	-	11%	11%	4%	-	5%

Table 26  
Q21 Thinking specifically now about Freeview services, which of the following best describes what you think about the current range of channels on Freeview?

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
About right	8038 31%	3726 30%	4312 33%	930 28%	1555 34%	1271 32%	1207 25%	1165 33%	1910 37%	2485 31%	3075 35%	2092 37%	2611 35%	1524 31%	1535 23%	4704 36%	3058 27%	530 27%	716 32%	957 42%	237 25%	809 28%	1071 35%	981 29%	263 25%	737 30%	602 30%	155 41%	883 36%
I would like to have access to more channels	15679 61%	7744 62%	7935 61%	2230 67%	2978 64%	2559 64%	3231 66%	2073 58%	2609 50%	5208 66%	4682 53%	3109 55%	4308 57%	3053 63%	4682 70%	7417 56%	7735 67%	1350 68%	1320 59%	1260 55%	645 69%	1789 62%	1748 56%	2160 64%	750 72%	1630 67%	1121 56%	190 50%	1426 58%
I would not mind if there were fewer channels	1827 7%	1062 8%	765 6%	154 5%	86 2%	159 4%	424 9%	308 9%	696 13%	241 3%	1003 11%	441 8%	601 8%	300 6%	440 7%	1042 8%	740 6%	106 5%	210 9%	73 3%	47 5%	289 10%	277 9%	231 7%	32 3%	58 2%	289 14%	33 9%	155 6%

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Table 26  
Q21 Thinking specifically now about Freeview services, which of the following best describes what you think about the current range of channels on Freeview?

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>1552</b>	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	<b>25544</b>	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
About right	<b>8038</b>	5502	2536	2929	5163	1876	999	2638	3159	1215	27	2285	2432	3321	3598	1272	3168
	<b>31%</b>	33%	28%	28%	33%	25%	38%	34%	31%	25%	31%	39%	31%	28%	24%	36%	47%
I would like to have access to more channels	<b>15679</b>	9567	6112	6914	8988	5132	1558	4728	6032	3301	58	2936	4947	7796	10887	1948	2843
	<b>61%</b>	58%	68%	66%	58%	69%	59%	60%	60%	67%	69%	51%	63%	66%	71%	55%	42%
I would not mind if there were fewer channels	<b>1827</b>	1460	367	676	1347	382	99	467	865	396	-	570	505	752	801	299	727
	<b>7%</b>	9%	4%	6%	9%	5%	4%	6%	9%	8%	-	10%	6%	6%	5%	8%	11%

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Table 26  
Q21 Thinking specifically now about Freeview services, which of the following best describes what you think about the current range of channels on Freeview?

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
About right	8038	1027	2883	4128	2770	2806	2462	7768	172	98	4134	1453	3162	1643	325	733	336	3521	3737	1147
	31%	30%	32%	32%	32%	32%	31%	32%	17%	24%	30%	32%	33%	31%	51%	29%	42%	30%	30%	33%
I would like to have access to more channels	15679	1840	5478	8361	5121	5447	5111	14599	790	289	8802	2827	5921	3362	280	1685	463	7444	8040	1982
	61%	53%	61%	64%	59%	61%	64%	61%	78%	70%	63%	63%	61%	64%	44%	67%	57%	64%	64%	56%
I would not mind if there were fewer channels	1827	590	668	570	789	650	388	1742	57	28	1019	210	591	224	30	80	10	719	876	388
	7%	17%	7%	4%	9%	7%	5%	7%	6%	7%	7%	5%	6%	4%	5%	3%	1%	6%	7%	11%



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Table 27

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Having lots of standard channels (SD) available	5306	2854	2452	718	826	697	992	1000	1073	1544	2073	893	1549	997	1640	2442	2637	447	409	295	203	746	532	801	292	503	532	46	434
Definition (HD) channels	3608	2734	874	423	612	488	855	453	777	1034	1230	669	1084	770	915	1753	1686	220	188	295	209	494	456	95	154	432	198	56	672
Having pay services available if you want them	699	336	363	101	167	127	156	75	73	268	148	138	199	143	190	337	333	28	121	73	39	20	71	48	31	91	30	34	113
Being able to record programmes and pause or rewind live TV	6676	2516	4161	871	1337	1105	1244	891	1227	2208	2119	1565	2009	1256	1651	3574	2906	470	736	609	178	662	672	1138	257	533	652	115	557
Having a search facility in the on-screen programme guide	2886	1190	1495	260	454	493	370	411	698	714	1108	687	833	486	599	1520	1085	352	110	234	79	256	304	506	104	299	170	63	198
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	4194	1725	2469	486	764	559	654	526	1205	1250	1731	1113	1174	830	989	2288	1819	288	427	490	143	458	777	574	18	391	225	8	300
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	724	345	379	182	118	163	165	58	38	300	96	125	191	143	236	315	379	21	47	47	25	59	127	107	102	55	85	-	22
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	1652	832	820	272	342	357	426	132	123	615	255	452	482	253	437	933	690	119	106	249	53	191	157	104	87	121	121	56	167

Table 27

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Having lots of standard channels (SD) available	5306 21%	4100 25%	1206 13%	1756 17%	3944 25%	1005 14%	358 13%	1897 24%	2135 21%	862 18%	53 63%	1560 27%	1258 16%	2488 21%	3418 22%	491 14%	1397 21%
Having lots of High Definition (HD) channels	3608 14%	2187 13%	1420 16%	1548 15%	2090 13%	1121 15%	396 15%	673 9%	1629 16%	900 18%	9 11%	667 12%	1284 16%	1657 14%	2308 15%	484 14%	816 12%
Having pay services available if you want them	699 3%	345 2%	354 4%	330 3%	303 2%	261 4%	134 5%	178 2%	263 3%	124 3%	-	117 2%	168 2%	413 3%	442 3%	71 2%	186 3%
Being able to record programmes and pause or rewind live TV	6676 26%	3868 23%	2809 31%	2576 24%	3508 23%	2533 34%	635 24%	1948 25%	2409 24%	1674 34%	10 11%	1305 23%	1898 24%	3473 29%	4010 26%	924 26%	1743 26%
Having a search facility in the on-screen programme guide	2686 11%	1600 10%	1085 12%	1138 11%	1538 10%	947 13%	201 8%	959 12%	1128 11%	398 8%	-	467 8%	947 12%	1271 11%	1578 10%	304 9%	804 12%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	4194 16%	2885 17%	1309 15%	1852 18%	2684 17%	937 13%	572 22%	1334 17%	1629 16%	647 13%	12 15%	1232 21%	1461 19%	1501 13%	2296 15%	711 20%	1187 18%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	724 3%	514 3%	210 2%	390 4%	445 3%	109 1%	169 6%	214 3%	227 2%	113 2%	-	138 2%	281 4%	305 3%	475 3%	68 2%	180 3%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	1652 6%	1029 6%	623 7%	929 9%	985 6%	476 6%	191 7%	631 8%	636 6%	193 4%	-	303 5%	588 7%	761 6%	760 5%	467 13%	426 6%

Table 27

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
Having lots of standard channels (SD) available	5306	1189	1951	2166	2451	1476	1379	5005	236	65	2588	486	1363	725	153	388	163	1925	2120	1041
	21%	34%	22%	17%	28%	17%	17%	21%	23%	16%	19%	11%	14%	14%	24%	16%	20%	16%	17%	30%
Having lots of High Definition (HD) channels	3608	188	924	2495	752	1287	1568	3487	120	-	2803	1419	1631	963	237	733	90	1844	1949	185
	14%	5%	10%	19%	9%	14%	20%	14%	12%	-	20%	32%	17%	18%	37%	29%	11%	16%	15%	5%
Having pay services available if you want them	699	12	255	432	157	333	208	628	71	-	411	122	144	165	36	83	58	300	269	70
	3%	*	3%	3%	2%	4%	3%	3%	7%	-	3%	3%	1%	3%	6%	3%	7%	3%	2%	2%
Being able to record programmes and pause or rewind live TV	6676	767	2706	3204	2233	2437	2007	6250	329	97	3860	1162	3785	1510	85	670	190	3169	3793	612
	26%	22%	30%	25%	26%	27%	25%	26%	32%	23%	28%	26%	39%	29%	13%	27%	24%	27%	30%	17%
Having a search facility in the on-screen programme guide	2686	463	907	1316	1016	931	738	2631	44	10	1415	435	808	596	17	115	219	1372	1215	454
	11%	13%	10%	10%	12%	10%	9%	11%	4%	3%	10%	10%	8%	11%	3%	5%	27%	12%	10%	13%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	4194	615	1543	2036	1591	1308	1295	4019	79	96	1702	517	1285	854	72	352	50	2055	2197	759
	16%	18%	17%	16%	18%	15%	16%	17%	8%	23%	12%	12%	13%	16%	11%	14%	6%	18%	17%	22%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	724	103	246	375	206	376	142	641	58	26	371	95	157	122	14	58	9	292	318	100
	3%	3%	3%	3%	2%	4%	2%	3%	6%	6%	3%	2%	2%	2%	2%	2%	1%	2%	3%	3%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	1652	120	497	1035	272	756	624	1448	83	121	805	254	501	294	20	98	30	727	792	297
	6%	3%	6%	8%	3%	8%	8%	6%	8%	29%	6%	6%	5%	6%	3%	4%	4%	6%	6%	8%

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Table 28

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Having lots of standard channels (SD) available	8408	4305	4103	1042	1327	1136	1732	1388	1783	2369	3172	1610	2526	1456	2493	4136	3949	754	726	561	283	1072	785	1275	373	804	858	115	694
	33%	34%	32%	31%	29%	28%	36%	39%	34%	30%	36%	29%	34%	30%	37%	31%	34%	38%	32%	24%	31%	37%	25%	38%	36%	33%	43%	31%	28%
Having lots of High Definition (HD) channels	6111	4275	1835	751	1114	877	1409	859	1100	1865	1959	1178	1892	1214	1588	3070	2803	477	454	588	296	761	712	391	298	738	367	114	846
	24%	34%	14%	23%	24%	22%	29%	24%	21%	24%	22%	21%	25%	25%	24%	23%	24%	24%	20%	26%	32%	26%	23%	12%	29%	30%	18%	30%	34%
Having pay services available if you want them	1603	901	702	231	290	290	324	236	233	521	468	314	442	326	391	756	717	68	284	124	60	230	253	94	84	139	92	34	132
	6%	7%	5%	7%	6%	7%	7%	7%	4%	7%	5%	6%	6%	7%	6%	6%	6%	3%	13%	5%	6%	8%	8%	3%	8%	6%	5%	9%	5%
Being able to record programmes and pause or rewind live TV	12692	5948	6744	1600	2573	2148	2126	1571	2674	4174	4244	2857	3773	2465	3266	6630	5731	1028	1378	1237	412	1172	1480	1879	508	1075	1124	142	1099
	50%	47%	52%	48%	56%	54%	44%	44%	51%	53%	48%	51%	50%	51%	49%	50%	50%	52%	61%	54%	44%	41%	48%	56%	49%	44%	56%	38%	45%
Having a search facility in the on-screen programme guide	6612	2743	3870	571	1034	1123	1245	1108	1532	1605	2640	1554	2027	1183	1671	3581	2853	592	335	543	188	702	910	1095	235	792	488	106	541
	26%	22%	30%	17%	22%	28%	26%	31%	29%	20%	30%	28%	27%	24%	25%	27%	25%	30%	15%	24%	20%	24%	29%	32%	23%	33%	24%	28%	22%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	9588	3817	5771	1466	1708	1325	1589	1318	2183	3174	3500	2301	2785	2056	2315	5086	4372	651	810	840	318	1086	1416	1426	226	756	669	110	1066
	38%	30%	44%	44%	37%	33%	33%	37%	42%	40%	40%	41%	37%	42%	35%	39%	38%	33%	36%	37%	34%	38%	46%	42%	22%	31%	33%	29%	43%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	2328	1185	1143	468	366	418	544	258	274	833	533	501	525	354	691	1026	1045	174	137	223	119	228	277	293	199	281	180	-	194
	9%	9%	9%	14%	8%	10%	11%	7%	5%	11%	6%	9%	7%	7%	10%	8%	9%	9%	6%	10%	13%	8%	9%	9%	19%	12%	9%	-	8%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	3746	1890	1855	501	826	661	754	355	650	1327	1004	970	1072	699	900	2041	1599	227	366	466	183	524	360	292	167	266	246	134	354
	15%	15%	14%	15%	18%	17%	16%	10%	12%	17%	11%	17%	14%	14%	14%	16%	14%	11%	16%	20%	20%	18%	12%	9%	16%	11%	12%	36%	14%

Table 28

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Having lots of standard channels (SD) available	8408 33%	6235 38%	2173 24%	2751 26%	5860 38%	1899 26%	648 24%	2808 36%	3201 32%	1697 35%	53 63%	2293 40%	2233 28%	3883 33%	5669 37%	799 23%	1940 29%
Having lots of High Definition (HD) channels	6111 24%	3582 22%	2529 28%	2776 26%	3405 22%	2120 29%	587 22%	1544 20%	2722 27%	1249 25%	9 11%	1371 24%	2025 26%	2714 23%	3820 25%	866 25%	1425 21%
Having pay services available if you want them	1603 6%	900 5%	703 8%	723 7%	840 5%	512 7%	252 9%	365 5%	669 7%	317 6%	-	229 4%	429 5%	945 8%	895 6%	231 7%	477 7%
Being able to record programmes and pause or rewind live TV	12692 50%	7698 47%	4994 55%	5010 48%	7128 46%	4294 58%	1270 48%	4179 53%	4550 45%	2673 54%	19 23%	2470 43%	3629 46%	6592 56%	7675 50%	1636 46%	3381 50%
Having a search facility in the on-screen programme guide	6612 26%	4333 26%	2280 25%	2686 26%	4094 26%	1856 25%	663 25%	1969 25%	2895 29%	1019 21%	66 77%	1605 28%	2177 28%	2831 24%	3492 23%	899 26%	2221 33%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	9588 38%	6542 40%	3046 34%	4077 39%	6221 40%	2370 32%	997 38%	3093 39%	3715 37%	1771 36%	12 15%	2264 39%	3158 40%	4166 35%	5441 36%	1515 43%	2632 39%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	2328 9%	1608 10%	720 8%	976 9%	1434 9%	540 7%	355 13%	707 9%	851 8%	406 8%	10 11%	563 10%	830 11%	934 8%	1431 9%	265 8%	632 9%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	3746 15%	2160 13%	1586 18%	2037 19%	2014 13%	1190 16%	542 20%	1001 13%	1510 15%	693 14%	-	787 14%	1288 16%	1671 14%	2150 14%	826 23%	770 11%

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Table 28

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
Having lots of standard channels (SD) available	8408	1644	3246	3518	3482	2607	2319	7772	529	107	4095	951	2648	1238	202	616	248	3135	3713	1454
	33%	48%	36%	27%	40%	29%	29%	32%	52%	26%	29%	21%	27%	24%	32%	25%	31%	27%	29%	41%
Having lots of High Definition (HD) channels	6111	336	1817	3957	1479	2082	2549	5837	204	70	4603	1993	2695	1609	355	1052	211	3021	3213	392
	24%	10%	20%	30%	17%	23%	32%	24%	20%	17%	33%	44%	28%	31%	56%	42%	26%	26%	25%	11%
Having pay services available if you want them	1603	45	711	846	431	617	555	1514	79	9	979	424	555	412	167	212	192	743	792	172
	6%	1%	8%	6%	5%	7%	7%	6%	8%	2%	7%	9%	6%	8%	26%	9%	24%	6%	6%	5%
Being able to record programmes and pause or rewind live TV	12692	1724	4324	6645	4280	4591	3821	11987	549	157	6971	2240	6419	2682	164	1138	341	6117	6652	1520
	50%	50%	48%	51%	49%	52%	48%	50%	54%	38%	50%	50%	66%	51%	26%	46%	42%	52%	53%	43%
Having a search facility in the on-screen programme guide	6612	1115	2373	3125	2654	2075	1884	6380	149	83	3444	1026	2118	1359	100	355	267	3334	3029	923
	26%	32%	26%	24%	31%	23%	24%	26%	15%	20%	25%	23%	22%	26%	16%	14%	33%	29%	24%	26%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	9588	1337	3523	4727	3393	3427	2768	9045	328	216	4818	1320	3178	2050	125	1012	176	4329	5177	1567
	38%	39%	39%	36%	39%	38%	35%	38%	32%	52%	35%	29%	33%	39%	20%	41%	22%	37%	41%	45%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	2328	399	944	985	826	888	615	2226	76	26	1041	295	512	380	90	175	53	953	1048	323
	9%	12%	10%	8%	10%	10%	8%	9%	7%	6%	7%	7%	5%	7%	14%	7%	7%	8%	8%	9%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	3746	313	1120	2313	815	1520	1411	3460	125	162	1960	728	1222	728	66	435	131	1735	1681	683
	15%	9%	12%	18%	9%	17%	18%	14%	12%	39%	14%	16%	13%	14%	10%	17%	16%	15%	13%	19%

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Table 29

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third

Base:All respondents in segment 1 & 2

	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	1552	701	851	179	297	321	356	296	103	476	399	376	522	261	348	898	609	114	143	171	66	159	201	176	68	149	116	23	138
Base	25544	12532	13012	3315	4619	3988	4862	3546	5214	7934	8760	5642	7521	4877	6657	13163	11534	1986	2245	2291	929	2887	3097	3373	1045	2425	2011	377	2463
Having lots of standard channels (SD) available	11416 45%	5570 44%	5846 45%	1502 45%	1957 42%	1632 41%	2224 46%	1727 49%	2375 46%	3459 44%	4101 47%	2255 40%	3456 46%	1950 40%	3358 50%	5711 43%	5309 46%	975 49%	997 44%	948 41%	381 41%	1373 48%	1253 40%	1690 50%	579 55%	1045 43%	956 48%	134 35%	931 38%
Having lots of High Definition (HD) channels	8449 33%	5617 45%	2832 22%	1175 35%	1539 33%	1206 30%	1819 37%	1164 33%	1547 30%	2714 34%	2710 31%	1756 31%	2660 35%	1656 34%	2059 31%	4416 34%	3715 32%	556 28%	663 30%	808 35%	418 45%	1040 36%	1046 34%	666 20%	351 34%	1010 42%	618 31%	137 36%	996 40%
Having pay services available if you want them	3201 13%	1711 14%	1490 11%	491 15%	640 14%	623 16%	653 13%	411 12%	382 7%	1131 14%	793 9%	650 12%	836 11%	690 14%	794 12%	1486 11%	1484 13%	190 10%	456 20%	289 13%	78 8%	433 15%	394 13%	222 7%	134 13%	313 13%	198 10%	97 26%	309 13%
Being able to record programmes and pause or rewind live TV	16157 63%	7371 59%	8787 68%	2084 63%	3120 68%	2591 65%	2912 60%	2014 57%	3435 66%	5204 66%	5449 62%	3645 65%	4726 63%	3199 66%	4142 62%	8371 64%	7340 64%	1248 63%	1598 71%	1523 66%	483 52%	1581 55%	2031 66%	2341 69%	662 63%	1420 59%	1467 73%	224 59%	1371 56%
Having a search facility in the on-screen programme guide	11551 45%	4946 39%	6606 51%	1303 39%	2041 44%	1884 47%	2015 41%	1863 53%	2445 47%	3344 42%	4309 49%	2730 48%	3306 44%	1971 40%	3188 48%	6036 46%	5159 45%	963 48%	924 41%	1034 45%	333 36%	1105 38%	1486 48%	1831 54%	380 36%	1180 49%	833 41%	206 54%	1124 46%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	15652 61%	7263 58%	8390 64%	1944 59%	2663 58%	2295 58%	2674 55%	2180 61%	3897 75%	4606 58%	6077 69%	3638 64%	4626 62%	3117 64%	3959 59%	8264 63%	7075 61%	1305 66%	1220 54%	1284 56%	621 67%	1915 66%	1972 64%	2258 67%	543 52%	1403 58%	1093 54%	143 38%	1632 66%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	4505 18%	2264 18%	2241 17%	625 19%	635 14%	713 18%	1141 23%	701 20%	690 13%	1259 16%	1391 16%	923 16%	1228 16%	850 17%	1205 18%	2151 16%	2055 18%	387 19%	316 14%	298 13%	229 25%	476 16%	563 18%	578 17%	257 25%	423 17%	360 18%	46 12%	503 20%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	5701 22%	2854 23%	2846 22%	819 25%	1264 27%	1022 26%	1146 24%	578 16%	871 17%	2083 26%	1449 17%	1328 24%	1725 23%	1197 25%	1267 19%	3054 23%	2464 21%	334 17%	561 25%	690 30%	243 26%	737 26%	545 18%	531 16%	227 22%	481 20%	508 25%	146 39%	524 21%

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Table 29

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1552	828	724	865	778	587	187	473	592	295	5	308	484	760	897	261	394
Base	25544	16529	9016	10518	15498	7390	2657	7833	10056	4913	85	5791	7885	11868	15286	3519	6739
Having lots of standard channels (SD) available	11416 45%	8350 51%	3066 34%	3779 36%	7873 51%	2641 36%	902 34%	4009 51%	4101 41%	2339 48%	66 77%	2884 50%	3401 43%	5132 43%	7542 49%	1114 32%	2760 41%
Having lots of High Definition (HD) channels	8449 33%	4985 30%	3464 38%	3832 36%	4712 30%	3001 41%	737 28%	2274 29%	3746 37%	1682 34%	9 11%	1757 30%	2716 34%	3977 34%	5185 34%	1208 34%	2056 31%
Having pay services available if you want them	3201 13%	1804 11%	1397 15%	1414 13%	1688 11%	1048 14%	465 18%	653 8%	1462 15%	620 13%	-	577 10%	934 12%	1690 14%	1858 12%	495 14%	847 13%
Being able to record programmes and pause or rewind live TV	16157 63%	9928 60%	6230 69%	6527 62%	9281 60%	5234 71%	1643 62%	5251 67%	5914 59%	3330 68%	19 23%	3392 59%	4804 61%	7961 67%	9587 63%	2282 65%	4288 64%
Having a search facility in the on-screen programme guide	11551 45%	7392 45%	4160 46%	4799 46%	6866 44%	3307 45%	1378 52%	3385 43%	4888 49%	1825 37%	76 89%	2763 48%	3506 44%	5282 45%	6299 41%	1618 46%	3635 54%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	15652 61%	10685 65%	4968 55%	6471 62%	10038 65%	4037 55%	1578 59%	4815 61%	6073 60%	3111 63%	75 89%	3667 63%	4881 62%	7104 60%	9358 61%	2228 63%	4066 60%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	4505 18%	3026 18%	1478 16%	1860 18%	2832 18%	1158 16%	515 19%	1413 18%	1795 18%	772 16%	10 11%	963 17%	1625 21%	1916 16%	2598 17%	547 16%	1360 20%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	5701 22%	3416 21%	2284 25%	2872 27%	3205 21%	1744 24%	752 28%	1700 22%	2190 22%	1059 22%	-	1370 24%	1787 23%	2543 21%	3432 22%	1065 30%	1204 18%



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Table 29

Q22 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1552	173	528	851	446	564	542	1468	56	28	876	310	622	383	41	177	60	757	824	187
Base	25544	3457	9029	13058	8680	8904	7961	24110	1020	415	13956	4489	9674	5229	635	2498	809	11683	12652	3517
Having lots of standard channels (SD) available	11416	2163	4371	4882	4389	3801	3226	10673	590	154	5525	1429	3884	1689	218	836	363	4382	5284	1892
	45%	63%	48%	37%	51%	43%	41%	44%	58%	37%	40%	32%	40%	32%	34%	33%	45%	38%	42%	54%
Having lots of High Definition (HD) channels	8449	496	2452	5501	2206	2834	3409	8089	220	140	5953	2600	3661	2266	382	1230	278	4088	4460	714
	33%	14%	27%	42%	25%	32%	43%	34%	22%	34%	43%	58%	38%	43%	60%	49%	34%	35%	35%	20%
Having pay services available if you want them	3201	386	1195	1620	999	1106	1095	2960	153	88	1909	691	1033	821	281	428	255	1493	1432	381
	13%	11%	13%	12%	12%	12%	14%	12%	15%	21%	14%	15%	11%	16%	44%	17%	31%	13%	11%	11%
Being able to record programmes and pause or rewind live TV	16157	2117	5740	8299	5453	6020	4684	15236	714	207	8751	2967	7525	3493	190	1428	459	7846	8437	2047
	63%	61%	64%	64%	63%	68%	59%	63%	70%	50%	63%	66%	78%	67%	30%	57%	57%	67%	67%	58%
Having a search facility in the on-screen programme guide	11551	1689	4456	5407	4416	3945	3190	11042	356	153	6342	1593	4127	2270	220	871	432	5523	5334	1495
	45%	49%	49%	41%	51%	44%	40%	46%	35%	37%	45%	35%	43%	43%	35%	35%	53%	47%	42%	43%
Being able to watch programmes that were shown in the past few days and other programmes from an extensive library	15652	2278	5409	7965	5653	5168	4831	14803	587	263	8325	2498	5834	3200	321	1554	339	7135	8255	2389
	61%	66%	60%	61%	65%	58%	61%	61%	58%	63%	60%	56%	60%	61%	51%	62%	42%	61%	65%	68%
Having a range of interactive services available e.g. being able to 'press the red' button to vote or view additional content	4505	735	1863	1907	1627	1620	1258	4227	211	67	2090	631	1127	803	111	389	134	1995	1943	693
	18%	21%	21%	15%	19%	18%	16%	18%	21%	16%	15%	14%	12%	15%	17%	16%	17%	17%	15%	20%
Being able to access internet content through apps on your TV as you would on your smartphone or surf the net like you would on a normal PC	5701	506	1602	3592	1296	2215	2189	5301	228	172	2973	1057	1832	1146	183	758	167	2587	2810	940
	22%	15%	18%	26%	15%	25%	27%	22%	22%	41%	21%	24%	19%	22%	29%	30%	21%	22%	22%	27%

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Table 30  
 Q9 Do you use the Internet yourself in any of the following ways? Please exclude any use of the Internet made using a computer at your normal place of work.

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
From a desktop computer at home	22848 61%	13160 71%	9688 51%	2266 50%	3901 49%	3675 59%	4261 62%	3758 72%	4987 75%	6167 49%	8745 74%	5976 68%	6664 60%	4539 63%	5098 54%	12640 64%	9637 58%	1438 55%	2119 63%	2508 68%	1264 78%	3132 67%	2955 59%	2574 60%	896 58%	1646 52%	1959 67%	223 35%	1775 52%
From a laptop computer	28388 76%	12967 70%	15420 81%	4057 89%	6658 84%	4803 77%	5235 76%	3696 71%	3939 59%	10715 86%	7635 64%	7019 80%	8205 74%	5417 75%	7024 75%	15224 77%	12441 75%	2153 82%	2675 80%	2878 78%	993 62%	3167 68%	3836 76%	3182 74%	1188 76%	2340 74%	2238 77%	635 99%	2581 75%
From a tablet e.g. iPad or similar	3322 9%	1797 10%	1526 8%	468 10%	1068 13%	589 9%	487 7%	427 8%	284 4%	1535 12%	711 6%	1326 15%	825 7%	713 10%	436 5%	2152 11%	1150 7%	168 6%	283 8%	564 15%	68 4%	389 8%	433 9%	241 6%	124 8%	233 7%	214 7%	81 13%	284 8%
From a mobile phone	15592 42%	7544 41%	8048 42%	2607 57%	4638 58%	2960 47%	2647 38%	1601 31%	1138 17%	7246 58%	2739 23%	3954 45%	4654 42%	3003 42%	3559 38%	8608 44%	6562 39%	1216 47%	1515 45%	1822 49%	765 47%	1738 37%	2155 43%	1280 30%	705 45%	1131 36%	1155 40%	277 43%	1408 41%
Games consoles e.g. PS3, Dsi, PSP, Wii, Xbox etc. iPod / iPod Touch	418 1%	254 1%	165 1%	183 4%	61 1%	86 1%	52 1%	36 1%	- 1%	245 2%	36 *	30 *	136 1%	152 2%	91 1%	166 1%	243 1%	22 1%	- *	71 2%	- *	64 1%	46 1%	13 *	26 *	9 *	20 1%	74 12%	53 2%
Kindle	807 2%	346 2%	461 2%	299 7%	45 1%	172 3%	129 2%	56 1%	106 2%	344 3%	162 1%	123 1%	209 2%	129 2%	250 3%	332 2%	380 2%	97 4%	22 1%	33 1%	44 3%	122 3%	89 2%	103 2%	17 1%	52 2%	70 2%	8 1%	150 4%
TV	91 *	29 *	62 *	- *	20 *	16 *	11 *	43 1%	- *	20 *	43 *	40 *	31 *	- *	- *	71 *	- *	31 1%	- *	15 *	- *	- *	- *	29 1%	- *	- *	- *	- *	- *
From some other device	119 *	53 *	66 *	- *	20 *	13 *	27 *	13 *	45 1%	20 *	58 *	34 *	52 *	33 *	- *	85 *	33 *	- *	- *	81 2%	- *	- *	13 *	6 *	- *	18 1%	- *	- *	
Cannot access the Internet in any of these ways	78 *	65 *	13 *	22 *	- *	- *	56 1%	- *	- *	22 *	- *	18 *	- *	60 1%	- *	18 *	60 *	- *	- *	- *	25 2%	22 *	13 *	- *	- *	18 1%	- *	- *	
NA	206 1%	183 1%	23 *	- *	33 *	26 *	25 *	29 1%	94 1%	33 *	123 1%	- *	39 *	35 *	13 *	39 *	48 *	10 *	- *	64 2%	- *	94 2%	- *	- *	- *	13 *	25 1%	- *	

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Table 30  
 Q9 Do you use the Internet yourself in any of the following ways? Please exclude any use of the Internet made using a computer at your normal place of work.

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
From a desktop computer at home	22848	10280	5850	13636	22720	14050	2280	9744	1205	-	3374	2235	3635	8725	1685	1912	2516	6886	2858	12296	4630	5922
	61%	62%	65%	60%	100%	50%	69%	63%	60%	-	68%	64%	59%	62%	96%	63%	59%	66%	56%	63%	60%	58%
From a laptop computer	28388	11279	7191	17924	14084	28234	2997	13338	1603	-	3212	2917	4854	9488	13	2497	3026	8780	4557	14540	6374	7473
	76%	68%	80%	80%	62%	100%	90%	86%	80%	-	65%	83%	78%	68%	1%	82%	71%	84%	90%	74%	82%	73%
From a tablet e.g. iPad or similar	3322	836	896	2634	2280	2997	3322	2314	191	-	239	459	544	488	48	-	253	1871	443	1509	1154	659
	9%	5%	10%	12%	10%	11%	100%	15%	10%	-	5%	13%	9%	3%	3%	-	6%	18%	9%	8%	15%	6%
From a mobile phone	15592	4800	4300	11903	9744	13319	2314	15568	1069	-	1244	1651	1971	2960	205	1385	-	10495	5073	6903	4932	3757
	42%	29%	48%	53%	43%	47%	70%	100%	53%	-	25%	47%	32%	21%	12%	46%	-	100%	100%	35%	64%	37%
Games consoles e.g. PS3, Dsi, PSP, Wii, Xbox etc.	418	174	107	222	220	322	21	254	418	-	99	51	71	175	22	51	32	150	104	220	90	109
	1%	1%	1%	1%	1%	1%	1%	2%	21%	-	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
iPod / iPod Touch	807	300	277	526	463	680	99	515	807	-	-	119	173	176	-	109	121	291	224	415	225	167
	2%	2%	3%	2%	2%	2%	3%	3%	40%	-	-	3%	3%	1%	-	4%	3%	3%	4%	2%	3%	2%
Kindle	91	15	31	56	71	65	-	56	91	-	-	29	-	34	-	29	-	56	-	31	16	43
	*	*	*	*	*	*	*	*	5%	-	-	1%	-	*	-	1%	-	1%	*	*	*	*
TV	119	76	22	49	119	112	-	43	119	-	-	16	-	70	-	16	-	43	-	99	-	19
	*	*	*	*	1%	*	-	*	6%	-	-	*	-	*	-	1%	-	*	-	1%	-	*
From some other device	78	56	-	35	56	78	25	13	78	-	22	35	35	43	-	35	22	-	13	56	-	22
	*	*	*	*	*	*	1%	*	4%	-	*	1%	1%	*	-	1%	1%	-	*	*	-	*
Cannot access the Internet in any of these ways	206	145	10	87	-	-	-	-	206	-	46	13	51	119	46	13	51	-	-	87	94	26
	1%	1%	*	*	-	-	-	-	100%	-	1%	*	1%	1%	3%	*	1%	-	-	*	1%	*
NA	8	-	8	8	-	-	-	-	8	-	8	-	-	-	8	-	-	-	-	8	-	-
	*	-	*	*	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-



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Table 31

Q10 When connecting to the Internet via a laptop, tablet or mobile phone, do you always/sometimes connect using a mobile phone network or do you always use a fixed connection or wifi at home or some other place?

Base:All coding 2, 3 or 4 at Q9

	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	1792	790	1002	228	430	388	391	277	78	658	355	448	598	307	393	1046	700	118	174	203	73	185	248	188	79	161	132	36	161
Base	30716	14187	16529	4272	7254	5357	5645	3994	4194	11526	8188	7494	9052	5793	7539	16546	13332	2184	2978	3150	1257	3425	4186	3311	1299	2541	2442	635	2773
Use mobile phone network always/sometimes	11544	5662	5881	2019	3057	2231	1940	1323	973	5076	2296	3200	3498	1806	2521	6698	4328	842	1001	1482	601	1465	1553	818	467	992	847	271	990
	38%	40%	36%	47%	42%	42%	34%	33%	23%	44%	28%	43%	39%	31%	33%	40%	32%	39%	34%	47%	48%	43%	37%	25%	36%	39%	35%	43%	36%
Only ever use fixed connection or wifi at home or some other place	19172	8525	10647	2252	4197	3126	3704	2671	3221	6450	5892	4294	5554	3986	5018	9848	9004	1342	1977	1668	656	1960	2633	2493	832	1548	1594	363	1783
	62%	60%	64%	53%	58%	58%	66%	67%	77%	56%	72%	57%	61%	69%	67%	60%	68%	61%	66%	53%	52%	57%	63%	75%	64%	61%	65%	57%	64%

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Table 31

Q10 When connecting to the Internet via a laptop, tablet or mobile phone, do you always/sometimes connect using a mobile phone network or do you always use a fixed connection or wifi at home or some other place?

Base:All coding 2, 3 or 4 at Q9

	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	1792	657	635	1282	956	1630	201	967	89	-	220	197	307	472	18	171	171	704	263	905	428	459
Base	30716	12036	7760	19950	16272	28234	3322	15568	1633	-	3453	3140	5025	9744	253	2681	3055	10495	5073	15524	7092	8099
Use mobile phone network always/sometimes	11544 38%	3138 26%	2849 37%	10522 53%	6794 42%	9955 35%	1939 58%	8929 57%	717 44%	-	-	-	-	-	-	-	-	7496 71%	1433 28%	4859 31%	3998 56%	2687 33%
Only ever use fixed connection or wifi at home or some other place	19172 62%	8898 74%	4911 63%	9428 47%	9477 58%	18278 65%	1383 42%	6639 43%	916 56%	-	3453 100%	3140 100%	5025 100%	9744 100%	253 100%	2681 100%	3055 100%	2999 29%	3640 72%	10665 69%	3094 44%	5413 67%

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Table 31

Q10 When connecting to the Internet via a laptop, tablet or mobile phone, do you always/sometimes connect using a mobile phone network or do you always use a fixed connection or wifi at home or some other place?

Base: All coding 2, 3 or 4 at Q9

	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	1792	141	566	1085	433	640	719	1691	67	34	982	397	507	385	477	341	584	5	6	2	3	35	8
Base	30716	2813	9868	18035	8108	10765	11843	28926	1254	536	14883	5981	6948	5649	7072	4958	8796	52	146	20	39	643	127
Use mobile phone network always/sometimes	11544	849	2634	8061	2250	3765	5529	10879	450	214	7827	4206	4468	3860	4925	3456	5650	37	39	8	39	70	59
	38%	30%	27%	45%	28%	35%	47%	38%	36%	40%	53%	70%	64%	68%	70%	70%	64%	70%	27%	39%	100%	11%	47%
Only ever use fixed connection or wifi at home or some other place	19172	1964	7235	9973	5858	7000	6314	18047	804	322	7056	1775	2480	1789	2148	1502	3146	15	107	12	-	573	68
	62%	70%	73%	55%	72%	65%	53%	62%	64%	60%	47%	30%	36%	32%	30%	30%	36%	30%	73%	61%	-	89%	53%

Table 32

Q10a And do you pay for this usage yourself, i.e. via a monthly contract or pay as you go, or is this paid for by someone else?

Base:All coding 1 at Q10

	Sex		Age									Social Class						Region											
	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	748	344	404	119	214	168	147	82	18	333	100	204	260	110	148	464	258	53	67	110	34	78	103	62	28	68	49	17	62
Base	11544	5662	5881	2019	3057	2231	1940	1323	973	5076	2296	3200	3498	1806	2521	6698	4328	842	1001	1482	601	1465	1553	818	467	992	847	271	990
Pay for it myself	10522	5256	5266	1346	2888	2167	1872	1304	945	4234	2249	2810	3390	1554	2398	6201	3953	769	930	1360	581	1325	1459	746	429	841	804	271	833
	91%	93%	90%	67%	94%	97%	96%	99%	97%	83%	98%	88%	97%	86%	95%	93%	91%	91%	93%	92%	97%	90%	94%	91%	92%	85%	95%	100%	84%
Paid for by someone else, e.g. through work or a family member	1021	406	615	674	168	65	68	19	28	842	47	389	108	252	123	497	375	73	71	122	20	140	94	72	37	151	44	-	157
	9%	7%	10%	33%	6%	3%	4%	1%	3%	17%	2%	12%	3%	14%	5%	7%	9%	9%	7%	8%	3%	10%	6%	9%	8%	15%	5%	-	16%



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Table 32

Q10a And do you pay for this usage yourself, i.e. via a monthly contract or pay as you go, or is this paid for by someone else?

Base:All coding 1 at Q10

	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>748</b>	230	253	710	438	641	124	581	42	-	-	-	-	-	-	-	501	80	336	248	164
Base	<b>11544</b>	3138	2849	10522	6794	9955	1939	8929	717	-	-	-	-	-	-	-	7496	1433	4859	3998	2687
Pay for it myself	<b>10522</b>	2465	2501	10522	6307	8979	1739	8205	586	-	-	-	-	-	-	-	7496	709	4485	3623	2414
	<b>91%</b>	79%	88%	100%	93%	90%	90%	92%	82%	-	-	-	-	-	-	-	100%	49%	92%	91%	90%
Paid for by someone else, e.g. through work or a family member	<b>1021</b>	673	348	-	487	976	201	724	131	-	-	-	-	-	-	-	-	724	374	374	273
	<b>9%</b>	21%	12%	-	7%	10%	10%	8%	18%	-	-	-	-	-	-	-	-	51%	8%	9%	10%



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Table 33

Q11 Are you planning to acquire any of the following in the next year to enable you to access the Internet via a mobile phone network?

Base:All coding 2 at Q10

	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	1044	446	598	109	216	220	244	195	60	325	255	244	338	197	245	582	442	65	107	93	39	107	145	126	51	93	83	19	99
Base	19172	8525	10647	2252	4197	3126	3704	2671	3221	6450	5892	4294	5554	3986	5018	9848	9004	1342	1977	1668	656	1960	2633	2493	832	1548	1594	363	1783
A laptop computer	3453 18%	1680 20%	1772 17%	399 18%	936 22%	662 21%	516 14%	490 18%	450 14%	1335 21%	940 16%	817 19%	818 15%	777 19%	998 20%	1635 17%	1775 20%	137 10%	394 20%	461 28%	110 17%	368 19%	631 24%	267 11%	162 19%	375 24%	190 12%	60 16%	234 13%
A tablet computer e.g. iPad or similar	3140 16%	1515 18%	1625 15%	198 9%	804 19%	606 19%	596 16%	487 18%	449 14%	1002 16%	936 16%	1028 24%	823 15%	846 21%	419 8%	1852 19%	1265 14%	109 8%	322 16%	334 20%	104 16%	313 16%	456 17%	365 15%	201 24%	160 10%	416 26%	58 16%	274 15%
A mobile phone or smartphone	5025 26%	2317 27%	2709 25%	641 28%	1113 27%	956 31%	796 21%	658 25%	861 27%	1754 27%	1519 26%	1397 33%	1235 22%	1253 31%	1037 21%	2632 27%	2290 25%	295 7%	495 25%	596 36%	208 32%	514 26%	968 37%	576 23%	249 30%	308 20%	264 17%	38 10%	392 22%
None of these	9744 51%	4194 49%	5550 52%	1214 54%	2073 49%	1430 46%	2116 57%	1257 47%	1654 51%	3287 51%	2911 49%	1728 40%	3287 59%	1609 40%	2927 58%	5015 51%	4536 50%	918 68%	961 49%	663 40%	286 44%	996 51%	1017 39%	1478 59%	387 47%	856 55%	837 52%	227 62%	954 53%

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Table 33

Q11 Are you planning to acquire any of the following in the next year to enable you to access the Internet via a mobile phone network?

Base:All coding 2 at Q10

	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	1044	427	382	572	518	989	77	386	47	-	220	197	307	472	18	171	171	203	183	569	180	295
Base	19172	8898	4911	9428	9477	18278	1383	6639	916	-	3453	3140	5025	9744	253	2681	3055	2999	3640	10665	3094	5413
A laptop computer	3453	936	640	3453	1918	3200	239	1244	130	-	3453	593	1033	-	253	465	541	1075	169	1649	861	943
	18%	11%	13%	37%	20%	18%	17%	19%	14%	-	100%	19%	21%	-	100%	17%	18%	36%	5%	15%	28%	17%
A tablet computer e.g. iPad or similar	3140	545	846	3140	1900	2910	459	1651	258	-	593	3140	921	-	83	2681	361	1414	238	1535	846	759
	16%	6%	17%	33%	20%	16%	33%	25%	28%	-	17%	100%	18%	-	33%	100%	12%	47%	7%	14%	27%	14%
A mobile phone or smartphone	5025	1146	954	5025	2512	4813	544	1971	267	-	1033	921	5025	-	40	734	3055	1506	465	2400	1261	1364
	26%	13%	19%	53%	27%	26%	39%	30%	29%	-	30%	29%	100%	-	16%	27%	100%	50%	13%	22%	41%	25%
None of these	9744	6679	3065	-	4654	9397	488	2960	431	-	-	-	9744	-	-	-	-	-	2960	6095	803	2846
	51%	75%	62%	-	49%	51%	35%	45%	47%	-	-	-	100%	-	-	-	-	-	81%	57%	26%	53%



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Table 34

Q23 Which operator provides your connection to the Internet using your laptop or tablet?

Base:All connecting to internet using laptop and mobile network

	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>613</b>	281	332	88	183	136	124	68	14	271	82	170	215	90	120	385	210	46	54	97	22	60	81	54	25	54	40	17	47
Base	<b>9101</b>	4427	4674	1210	2575	1819	1629	1120	748	3786	1867	2548	2837	1405	2037	5385	3442	704	825	1264	372	1146	1198	697	385	735	653	271	677
O2	<b>1533</b>	816	717	247	495	244	229	111	207	742	318	355	403	294	468	759	762	56	272	234	51	239	136	66	49	74	84	88	140
	<b>17%</b>	18%	15%	20%	19%	13%	14%	10%	28%	20%	17%	14%	14%	21%	23%	14%	22%	8%	33%	18%	14%	21%	11%	9%	13%	10%	13%	33%	21%
Orange	<b>1264</b>	511	753	251	420	290	190	74	39	671	113	316	434	271	215	750	486	145	54	171	93	152	96	121	80	180	57	20	68
	<b>14%</b>	12%	16%	21%	16%	16%	12%	7%	5%	18%	6%	12%	15%	19%	11%	14%	14%	21%	7%	14%	25%	13%	8%	17%	21%	25%	9%	7%	10%
Virgin	<b>1204</b>	532	671	173	450	223	209	88	61	623	149	120	475	190	340	596	530	83	74	217	77	196	199	44	45	66	62	20	105
	<b>13%</b>	12%	14%	14%	17%	12%	13%	8%	8%	16%	8%	5%	17%	14%	17%	11%	15%	12%	9%	17%	21%	17%	17%	6%	12%	9%	9%	7%	15%
Vodafone	<b>1194</b>	695	500	107	305	237	189	276	80	413	356	418	322	141	302	739	443	61	127	102	29	117	223	121	82	77	140	18	72
	<b>13%</b>	16%	11%	9%	12%	13%	12%	25%	11%	11%	19%	16%	11%	10%	15%	14%	13%	9%	15%	8%	8%	10%	19%	17%	21%	11%	21%	7%	11%
3	<b>1067</b>	633	433	115	251	238	333	130	-	366	130	368	190	175	322	558	496	72	103	86	32	45	119	183	70	101	112	31	97
	<b>12%</b>	14%	9%	9%	10%	13%	20%	12%	-	10%	7%	14%	7%	12%	16%	10%	14%	10%	12%	7%	9%	4%	10%	26%	18%	14%	17%	12%	14%
BT	<b>970</b>	397	572	139	249	231	141	134	77	388	210	435	312	122	101	747	223	55	82	252	15	71	168	56	-	51	82	56	65
	<b>11%</b>	9%	12%	11%	10%	13%	9%	12%	10%	10%	11%	17%	11%	9%	5%	14%	6%	8%	10%	20%	4%	6%	14%	8%	-	7%	13%	21%	10%
T mobile	<b>721</b>	408	314	89	131	80	174	117	131	220	248	245	280	79	72	525	151	86	53	94	20	187	121	18	-	78	-	-	64
	<b>8%</b>	9%	7%	7%	5%	4%	11%	10%	18%	6%	13%	10%	10%	6%	4%	10%	4%	12%	6%	7%	5%	16%	10%	3%	-	11%	-	-	9%
Sky	<b>270</b>	56	214	23	86	78	38	45	-	109	45	75	90	24	33	164	56	10	-	28	27	48	40	-	18	42	-	20	26
	<b>3%</b>	1%	5%	2%	3%	4%	2%	4%	-	3%	2%	3%	3%	2%	2%	3%	2%	1%	-	2%	7%	4%	3%	-	5%	6%	-	7%	4%
Talk Talk	<b>227</b>	122	105	23	-	80	33	52	39	23	91	107	72	-	49	179	49	52	-	23	16	38	11	20	-	23	22	-	21
	<b>2%</b>	3%	2%	2%	-	4%	2%	5%	5%	1%	5%	4%	3%	-	2%	3%	1%	7%	-	2%	4%	3%	1%	3%	-	3%	3%	-	3%
Tesco	<b>133</b>	63	70	12	26	20	9	12	53	38	65	40	69	13	12	108	25	8	-	12	-	53	9	43	-	-	-	-	8
	<b>1%</b>	1%	2%	1%	1%	1%	1%	7%	1%	3%	3%	2%	2%	1%	1%	2%	1%	1%	1%	1%	-	5%	1%	6%	-	-	-	-	1%
Aol	<b>53</b>	37	16	-	-	16	18	19	-	19	-	34	-	-	19	34	19	16	19	-	-	-	-	-	-	18	-	-	-
	<b>1%</b>	1%	*	-	-	1%	1%	2%	-	1%	-	1%	-	-	1%	1%	1%	2%	2%	-	-	-	-	-	-	5%	-	-	-
BE	<b>27</b>	9	19	-	27	-	-	-	-	27	-	-	27	-	-	27	-	9	-	19	-	-	-	-	-	-	-	-	-
	<b>*</b>	*	*	-	1%	-	-	-	-	1%	-	-	1%	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	-
Giffgaff	<b>27</b>	-	-	-	27	-	-	-	-	-	-	-	27	-	-	27	-	-	-	9	-	-	-	-	-	-	-	18	-
	<b>*</b>	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	7%	-
Other	<b>137</b>	44	93	19	20	13	24	-	61	39	61	20	19	72	26	39	98	11	13	-	-	-	20	-	19	-	61	-	13
	<b>2%</b>	1%	2%	2%	1%	1%	1%	-	8%	1%	3%	1%	1%	5%	1%	1%	3%	2%	2%	-	-	-	2%	-	5%	-	9%	-	2%
Don't know	<b>274</b>	78	196	12	115	42	43	62	-	127	62	15	119	26	78	134	103	41	27	16	10	-	54	25	6	42	33	-	-
	<b>3%</b>	2%	4%	1%	4%	2%	3%	6%	-	3%	3%	1%	4%	2%	4%	2%	3%	6%	3%	1%	3%	-	5%	4%	2%	6%	5%	-	-

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Table 34

Q23 Which operator provides your connection to the Internet using your laptop or tablet?

Base:All connecting to internet using laptop and mobile network

	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	613	172	206	613	334	605	117	456	29	-	-	-	-	-	-	-	416	40	282	204	127
Base	9101	2052	2202	9101	5018	8979	1739	6784	445	-	-	-	-	-	-	-	6235	549	4030	3138	1933
O2	1533	278	326	1533	927	1500	348	1212	70	-	-	-	-	-	-	-	1108	104	709	567	257
	17%	14%	15%	17%	18%	17%	20%	18%	16%	-	-	-	-	-	-	-	18%	19%	18%	18%	13%
Orange	1264	276	258	1264	633	1232	311	995	73	-	-	-	-	-	-	-	941	54	546	478	240
	14%	13%	12%	14%	13%	14%	18%	15%	16%	-	-	-	-	-	-	-	15%	10%	14%	15%	12%
Virgin	1204	73	445	1204	613	1204	265	892	67	-	-	-	-	-	-	-	837	55	425	428	351
	13%	4%	20%	13%	12%	13%	15%	13%	15%	-	-	-	-	-	-	-	13%	10%	11%	14%	18%
Vodafone	1194	200	161	1194	726	1194	247	819	-	-	-	-	-	-	-	-	718	101	463	406	326
	13%	10%	7%	13%	14%	13%	14%	12%	-	-	-	-	-	-	-	-	12%	18%	11%	13%	17%
3	1067	323	236	1067	475	1067	156	740	45	-	-	-	-	-	-	-	691	50	492	407	168
	12%	16%	11%	12%	9%	12%	9%	11%	10%	-	-	-	-	-	-	-	11%	9%	12%	13%	9%
BT	970	347	188	970	595	970	160	652	58	-	-	-	-	-	-	-	624	28	587	250	132
	11%	17%	9%	11%	12%	11%	9%	10%	13%	-	-	-	-	-	-	-	10%	5%	15%	8%	7%
T mobile	721	196	252	721	404	714	94	541	50	-	-	-	-	-	-	-	530	10	260	260	201
	8%	10%	11%	8%	8%	8%	5%	8%	11%	-	-	-	-	-	-	-	9%	2%	6%	8%	10%
Sky	270	20	93	270	92	270	8	174	24	-	-	-	-	-	-	-	161	12	118	80	71
	3%	1%	4%	3%	2%	3%	*	3%	5%	-	-	-	-	-	-	-	3%	2%	3%	3%	4%
Talk Talk	227	108	74	227	167	198	29	204	40	-	-	-	-	-	-	-	131	74	150	54	23
	2%	5%	3%	2%	3%	2%	2%	3%	9%	-	-	-	-	-	-	-	2%	13%	4%	2%	1%
Tesco	133	52	63	133	90	133	19	126	-	-	-	-	-	-	-	-	126	-	43	83	8
	1%	3%	3%	1%	2%	1%	1%	2%	-	-	-	-	-	-	-	-	2%	-	1%	3%	*
Aol	53	19	-	53	19	53	34	34	-	-	-	-	-	-	-	-	34	-	37	16	-
	1%	1%	-	1%	*	1%	2%	1%	-	-	-	-	-	-	-	-	1%	-	1%	1%	-
BE	27	-	9	27	27	27	19	27	-	-	-	-	-	-	-	-	27	-	-	9	19
	*	-	*	*	1%	*	1%	*	-	-	-	-	-	-	-	-	*	-	-	*	1%
Giffgaff	27	-	9	27	9	27	9	27	18	-	-	-	-	-	-	-	27	-	18	9	-
	*	-	*	*	*	1%	*	4%	-	-	-	-	-	-	-	-	*	-	*	*	-
Other	137	74	24	137	107	137	11	137	-	-	-	-	-	-	-	-	126	11	61	-	75
	2%	4%	1%	2%	2%	2%	1%	2%	-	-	-	-	-	-	-	-	2%	2%	2%	-	4%
Don't know	274	85	65	274	132	254	31	205	-	-	-	-	-	-	-	-	154	51	121	91	61
	3%	4%	3%	3%	3%	3%	2%	3%	-	-	-	-	-	-	-	-	2%	9%	3%	3%	3%

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Table 34

Q23 Which operator provides your connection to the Internet using your laptop or tablet?

Base:All connecting to internet using laptop and mobile network

	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	613	31	132	450	101	204	308	575	22	16	464	240	282	231	287	205	324	3	1	1	2	4	3
Base	9101	551	1913	6638	1557	3057	4487	8559	368	174	6720	3529	3899	3309	4068	2870	4704	37	39	8	29	70	59
O2	1533	63	262	1208	203	443	888	1424	64	44	1120	797	683	663	840	578	799	-	-	-	-	-	-
	17%	11%	14%	18%	13%	14%	20%	17%	17%	25%	17%	23%	18%	20%	21%	20%	17%	-	-	-	-	-	-
Orange	1264	54	252	958	159	460	645	1226	12	25	980	575	715	519	525	394	560	-	-	-	-	-	9
	14%	10%	13%	14%	10%	15%	14%	14%	3%	15%	15%	16%	18%	16%	13%	14%	12%	-	-	-	-	-	15%
Virgin	1204	89	244	870	228	329	646	1187	-	17	931	550	503	411	565	380	654	11	-	-	18	-	-
	13%	16%	13%	13%	15%	11%	14%	14%	-	10%	14%	16%	13%	12%	14%	13%	14%	31%	-	-	61%	-	-
Vodafone	1194	28	345	821	191	407	596	1137	30	26	927	335	423	383	385	356	697	-	-	8	-	19	-
	13%	5%	18%	12%	12%	13%	13%	13%	8%	15%	14%	10%	11%	12%	9%	12%	15%	-	-	100%	-	27%	-
3	1067	50	188	829	213	419	435	1000	52	15	808	346	408	362	445	383	550	13	-	-	11	19	-
	12%	9%	10%	12%	14%	14%	10%	12%	14%	9%	12%	10%	10%	11%	11%	13%	12%	35%	-	-	39%	28%	-
BT	970	83	183	704	216	414	339	879	74	17	769	346	538	317	426	243	446	-	-	-	-	-	39
	11%	15%	10%	11%	14%	14%	8%	10%	20%	10%	11%	10%	14%	10%	10%	8%	9%	-	-	-	-	-	66%
T mobile	721	79	79	563	112	191	419	713	9	-	361	134	231	287	339	188	406	-	39	-	-	-	12
	8%	14%	4%	8%	7%	6%	9%	8%	2%	-	5%	4%	6%	9%	8%	7%	9%	-	100%	-	-	-	20%
Sky	270	11	128	130	49	89	131	243	16	10	232	143	88	86	140	56	101	-	-	-	-	-	-
	3%	2%	7%	2%	3%	3%	3%	3%	4%	6%	3%	4%	2%	3%	3%	2%	2%	-	-	-	-	-	-
Talk Talk	227	-	58	169	73	58	96	227	-	-	147	42	124	55	155	93	159	-	-	-	-	-	-
	2%	-	3%	3%	5%	2%	2%	3%	-	-	2%	1%	3%	2%	4%	3%	3%	-	-	-	-	-	-
Tesco	133	-	25	108	-	25	108	115	19	-	108	29	47	29	21	21	29	-	-	-	-	-	-
	1%	-	1%	2%	-	1%	2%	1%	5%	-	2%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-
Aol	53	-	-	53	-	34	19	53	-	-	53	37	18	16	19	19	53	-	-	-	-	-	-
	1%	-	-	1%	-	1%	*	1%	-	-	1%	1%	*	*	1%	1%	1%	-	-	-	-	-	-
BE	27	-	19	9	-	27	-	27	-	-	19	27	19	27	27	27	27	-	-	-	-	-	-
	*	-	1%	*	-	1%	-	*	-	-	*	1%	*	1%	1%	1%	1%	-	-	-	-	-	-
Giffgaff	27	-	-	27	-	-	27	9	18	-	18	27	27	27	27	18	27	-	-	-	-	-	-
	*	-	-	*	-	-	1%	*	5%	-	*	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-
Other	137	74	20	42	61	57	19	75	61	-	62	46	20	33	64	64	95	-	-	-	-	-	-
	2%	14%	1%	1%	4%	2%	*	1%	77%	-	1%	1%	1%	1%	2%	2%	2%	-	-	-	-	-	-
Don't know	274	19	111	144	51	104	119	243	13	18	184	93	56	93	89	49	102	12	-	-	-	32	-
	3%	3%	6%	2%	3%	3%	3%	3%	4%	10%	3%	3%	1%	3%	2%	2%	2%	34%	-	-	-	46%	-



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Table 35

Q25 Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet.

Base:All using mobile phone to access the internet

	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	803	383	420	115	251	180	159	82	16	366	98	211	275	144	154	486	298	58	70	109	39	82	114	70	37	65	54	17	67
Base	11884	5959	5924	1587	3592	2391	2072	1332	910	5178	2243	3141	3594	2312	2549	6735	4860	883	1141	1463	652	1355	1673	913	569	829	948	265	928
Yes	10495 88%	5343 90%	5152 87%	1339 84%	3116 87%	2121 89%	1825 88%	1223 92%	871 96%	4455 86%	2094 93%	2906 93%	3308 92%	2046 89%	2001 78%	6214 92%	4047 83%	728 82%	1072 94%	1357 93%	568 87%	1262 93%	1513 90%	780 85%	512 90%	665 80%	861 91%	257 97%	689 74%
No	1251 11%	595 10%	657 11%	248 16%	394 11%	257 11%	204 10%	110 8%	39 4%	642 12%	149 7%	235 7%	267 7%	210 9%	484 19%	502 7%	694 14%	155 18%	48 4%	107 7%	53 8%	93 7%	148 9%	100 11%	35 6%	164 20%	88 9%	8 3%	221 24%
Don't know	138 1%	22 *	115 2%	- -	82 2%	13 1%	43 2%	- -	- -	82 2%	- -	- -	19 1%	55 2%	64 3%	19 *	119 2%	- -	20 2%	- -	31 5%	- -	13 1%	33 4%	22 4%	- -	- -	- -	18 2%

**Ofcom - UHF Strategy JB:11432**

Table 35

Q25 Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet.

Absolutes/col percents

Base:All using mobile phone to access the internet

	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>803</b>	206	285	803	518	670	131	803	51	-	88	115	136	-	14	97	-	704	99	355	277	171
Base	<b>11884</b>	2450	2960	11884	7738	9924	1938	11884	773	-	1244	1651	1971	-	205	1385	-	10495	1389	4796	4347	2740
Yes	<b>10495</b>	2008	2645	10495	6886	8780	1871	10495	662	-	1075	1414	1506	-	183	1175	-	10495	-	4063	3966	2465
	<b>88%</b>	82%	89%	88%	89%	88%	97%	88%	86%	-	86%	86%	76%	-	89%	85%	-	100%	-	85%	91%	90%
No	<b>1251</b>	417	303	1251	775	1057	67	1251	78	-	149	225	409	-	22	197	-	-	1251	708	342	201
	<b>11%</b>	17%	10%	11%	10%	11%	3%	11%	10%	-	12%	14%	21%	-	11%	14%	-	-	90%	15%	8%	7%
Don't know	<b>138</b>	25	13	138	77	86	-	138	33	-	20	13	55	-	-	13	-	-	138	25	39	74
	<b>1%</b>	1%	*	1%	1%	1%	-	1%	4%	-	2%	1%	3%	-	-	1%	-	-	10%	1%	1%	3%

Table 35

Q25 Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet.

Base: All using mobile phone to access the internet

	Q94a			Q94b			Urban/Rural			Q29													
	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>803</b>	28	176	599	124	264	415	753	29	21	630	354	412	331	427	310	495	4	4	-	2	3	5
Base	<b>11884</b>	504	2534	8846	1991	3846	6047	11158	461	264	9081	5192	5631	4781	6245	4368	7111	44	85	-	28	50	82
Yes	<b>10495</b>	446	2040	8009	1604	3394	5496	9844	420	231	8093	4778	5125	4398	5721	4006	6451	44	51	-	10	37	59
	<b>88%</b>	89%	80%	91%	81%	88%	91%	88%	91%	88%	89%	92%	91%	92%	92%	92%	91%	100%	60%	-	35%	75%	73%
No	<b>1251</b>	39	442	770	348	386	517	1177	42	33	871	388	466	382	489	349	605	-	11	-	-	12	22
	<b>11%</b>	8%	17%	9%	17%	10%	9%	11%	9%	12%	10%	7%	8%	8%	8%	9%	9%	-	13%	-	-	25%	27%
Don't know	<b>138</b>	18	52	68	38	66	33	138	-	-	117	25	40	-	35	13	56	-	22	-	18	-	-
	<b>1%</b>	4%	2%	1%	2%	2%	1%	1%	-	-	1%	*	1%	-	1%	*	1%	-	26%	-	65%	-	-







Ofcom - UHF Strategy JB:11432

Table 37

Q27 What is the make and model of your mobile phone?

Base:All using mobile phone but not Smartphone to access the internet

	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	91	44	47	18	27	21	18	6	1	45	7	17	25	14	30	42	44	10	4	7	5	6	9	7	3	13	6	1	17
Base	1251	595	657	248	394	257	204	110	39	642	149	235	267	210	484	502	694	155	48	107	53	93	148	100	35	164	88	8	221
LG Cookie	11	11	-	-	-	11	-	-	-	-	-	-	-	11	-	-	11	-	-	-	-	-	-	-	-	11	-	-	-
LG KS360	23	23	-	-	10	-	13	-	-	10	-	-	-	-	13	-	13	-	-	-	-	-	-	-	-	-	10	-	13
LG - other model	20	8	12	12	-	8	-	-	-	12	-	8	-	-	12	8	12	-	-	-	-	-	12	-	-	-	-	-	8
Nokia - unspecified	138	65	73	35	28	19	57	-	-	62	-	35	36	10	57	71	67	16	8	-	20	-	28	13	-	20	-	34	
Nokia 6500	34	22	12	-	22	-	-	12	-	22	12	-	12	22	-	12	22	-	12	-	-	-	-	-	-	-	-	-	22
Nokia - other model	187	138	48	10	31	36	26	43	39	42	82	105	16	-	66	121	66	39	-	40	-	28	19	-	-	19	13	-	29
Samsung - unspecified	82	31	51	-	69	13	-	-	-	69	-	9	26	12	35	35	48	-	19	-	-	-	-	12	-	13	-	31	
Samsung Genio Touch	18	18	-	8	10	-	-	-	-	18	-	-	8	-	10	8	10	-	-	-	10	-	-	-	-	-	-	-	8
Samsung Tocco Lite	77	56	20	20	33	-	24	-	-	53	-	-	20	31	26	20	57	24	-	-	-	20	-	-	-	13	20	-	
Samsung - other model	176	64	113	56	42	60	19	-	-	98	-	29	57	25	53	86	78	31	-	-	22	11	40	-	-	59	-	-	
Sony Ericsson - unspecified	137	47	91	30	28	29	21	29	-	58	29	9	16	13	90	25	103	21	-	20	-	8	50	10	-	-	-	30	
Sony Ericsson W995	51	-	51	-	51	-	-	-	-	51	-	-	10	20	20	10	41	-	10	-	-	20	-	-	-	20	-	-	
Sony Ericsson - other model	124	29	95	20	-	43	35	25	-	20	25	-	16	31	65	16	95	25	-	27	13	13	-	-	-	9	-	37	
Vodafone	28	20	8	20	-	8	-	-	-	20	-	20	8	-	-	28	-	-	-	-	-	20	-	-	-	-	-	8	
Other	104	64	40	13	52	30	9	-	-	65	-	9	25	35	25	34	60	-	-	20	8	-	22	9	-	9	13	10	
Dk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No Answer	41	-	41	23	19	-	-	-	-	41	-	10	19	-	12	29	12	-	-	-	-	-	19	-	-	23	-	-	

Table 37

Q27 What is the make and model of your mobile phone?

Base: All using mobile phone but not Smartphone to access the internet

	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	91	36	29	91	59	76	5	91	6	-	13	15	30	-	2	13	-	-	91	54	22	15	
Base	1251	417	303	1251	775	1057	67	1251	78	-	149	225	409	-	22	197	-	-	1251	708	342	201	
LG Cookie	11	-	4%	1%	-	1%	11%	1%	-	-	7%	11%	3%	-	-	-	-	-	11	1%	11	-	-
LG KS360	23	13	10	23	23	10	-	23	-	-	-	-	-	-	-	-	-	-	23	-	13	10	
LG - other model	2%	3%	3%	2%	3%	1%	-	2%	-	-	-	-	-	-	-	-	-	-	2%	-	4%	5%	
Nokia - unspecified	138	48	34	138	76	138	-	138	24	-	13	48	65	-	-	48	-	-	138	98	12	27	
Nokia 6500	34	12	-	34	-	34	-	34	-	-	-	-	22	-	-	-	-	-	34	34	-	-	
Nokia - other model	3%	3%	-	3%	-	3%	-	3%	-	-	-	-	5%	-	-	-	-	-	3%	5%	-	-	
Samsung - unspecified	187	87	32	187	158	164	25	187	-	-	10	76	47	-	-	58	-	-	187	155	32	-	
Samsung Genio Touch	15%	21%	11%	15%	20%	16%	38%	15%	-	-	7%	34%	11%	-	-	30%	-	-	15%	22%	9%	-	
Samsung Tocco Lite	82	20	22	82	34	47	-	82	22	-	34	-	19	-	13	-	-	-	82	48	35	-	
Samsung - other model	7%	5%	7%	7%	4%	4%	-	7%	28%	-	23%	-	5%	-	58%	-	-	-	7%	7%	10%	-	
Sony Ericsson - unspecified	18	8	10	18	10	8	-	18	-	-	-	-	-	-	-	-	-	-	18	10	-	8	
Sony Ericsson W995	1%	2%	3%	1%	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	-	4%	
Sony Ericsson - other model	77	26	11	77	20	57	31	77	13	-	-	-	33	-	-	-	-	-	77	46	20	11	
Vodafone	6%	6%	4%	6%	3%	5%	46%	6%	17%	-	-	-	8%	-	-	-	-	-	6%	7%	6%	5%	
Other	176	38	64	176	86	145	-	176	-	-	13	27	76	-	-	27	-	-	176	110	29	38	
Dk	14%	9%	21%	14%	11%	14%	-	14%	-	-	9%	12%	19%	-	-	14%	-	-	14%	15%	8%	19%	
No Answer	137	16	32	137	89	137	-	137	10	-	10	47	10	-	47	-	-	-	137	45	50	42	
	11%	4%	11%	11%	11%	13%	-	11%	13%	-	7%	21%	2%	-	24%	-	-	-	11%	6%	15%	21%	
	51	-	10	51	51	41	-	51	-	-	20	-	10	-	-	-	-	-	51	31	20	-	
	4%	-	3%	4%	7%	4%	-	4%	-	-	14%	-	3%	-	-	-	-	-	4%	4%	6%	-	
	124	57	29	124	78	102	-	124	9	-	9	-	86	-	9	-	-	-	124	22	89	13	
	10%	14%	9%	10%	10%	10%	-	10%	12%	-	6%	-	21%	-	42%	-	-	-	10%	3%	26%	6%	
	28	8	-	28	28	28	-	28	-	-	-	-	-	-	-	-	-	-	28	8	-	20	
	2%	2%	-	2%	4%	3%	-	2%	-	-	-	-	-	-	-	-	-	-	2%	1%	-	10%	
	104	53	29	104	91	74	-	104	-	-	29	17	19	-	17	-	-	-	104	40	32	33	
	8%	13%	9%	8%	12%	7%	-	8%	-	-	19%	8%	5%	-	9%	-	-	-	8%	6%	9%	16%	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	41	12	10	41	23	41	-	41	-	-	-	-	-	-	-	-	-	-	41	31	10	-	
	3%	3%	3%	3%	3%	4%	-	3%	-	-	-	-	-	-	-	-	-	-	3%	4%	3%	-	



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Table 37

Q27 What is the make and model of your mobile phone?

Base: All using mobile phone but not Smartphone to access the internet

	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	91	3	33	55	24	29	38	84	4	3	65	26	35	26	32	25	42	-	1	-	-	-	1	2
Base	1251	39	442	770	348	386	517	1177	42	33	871	388	466	382	489	349	605	-	11	-	-	-	12	22
LG Cookie	11	-	-	11	-	-	11	11	-	-	11	-	-	11	-	-	-	-	-	-	-	-	-	-
LG KS360	23	-	-	23	-	13	10	23	-	-	23	10	10	10	23	23	23	-	-	-	-	-	-	-
LG - other model	20	-	8	12	12	8	-	20	-	-	12	12	12	12	12	20	-	-	-	-	-	-	-	-
Nokia - unspecified	138	8	49	81	57	28	53	138	-	-	78	32	47	36	12	28	42	-	11	-	-	-	-	-
Nokia 6500	34	-	34	-	12	22	-	34	-	-	34	22	22	22	34	34	34	-	-	-	-	-	-	-
Nokia - other model	187	-	68	118	76	37	74	153	34	-	130	50	80	48	96	51	76	-	-	-	-	-	-	-
Samsung - unspecified	82	-	20	62	8	53	22	75	-	8	57	22	26	22	22	30	-	-	-	-	-	-	12	13
Samsung Genio Touch	18	-	5	18	2	14	4	6	-	23%	7	6	6	6	5	6	5	-	-	-	-	-	100%	58%
Samsung Tocco Lite	77	-	33	43	20	24	33	77	-	-	57	33	20	46	33	33	66	-	-	-	-	-	-	-
Samsung - other model	176	-	67	110	55	73	48	164	-	13	135	83	111	54	122	60	122	-	-	-	-	-	-	-
Sony Ericsson - unspecified	137	-	37	100	-	38	100	137	-	-	95	43	51	50	62	30	59	-	-	-	-	-	-	-
Sony Ericsson W995	51	-	51	-	31	-	20	51	-	-	51	-	10	-	-	-	-	-	-	-	-	-	-	-
Sony Ericsson - other model	124	13	19	92	18	44	62	124	-	-	69	-	26	13	27	39	77	-	-	-	-	-	-	9
Vodafone	28	-	-	28	-	28	-	20	8	-	8	-	20	8	8	8	8	-	-	-	-	-	-	-
Other	104	-	33	71	20	8	76	91	-	12	82	69	30	22	8	8	30	-	-	-	-	-	-	-
Dk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	41	19	23	-	31	10	-	41	-	-	12	10	-	19	29	-	19	-	-	-	-	-	-	-
	3%	47%	5%	-	9%	3%	-	4%	-	-	1%	3%	-	5%	6%	-	3%	-	-	-	-	-	-	-

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Table 38

Q28 What type of tablet do you have?

Base:All using Internet from a tablet

	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	173	99	74	23	58	37	30	21	4	81	25	78	45	32	16	123	48	8	17	39	2	15	21	9	8	16	12	4	12
Base	2634	1486	1148	298	804	502	401	390	239	1101	629	1154	627	504	328	1781	832	105	265	456	43	310	313	199	112	215	214	62	203
Apple iPad	2035	1100	935	201	664	376	320	235	239	865	474	947	481	362	233	1427	595	94	241	351	11	271	198	187	77	133	154	62	120
	77%	74%	81%	67%	83%	75%	80%	60%	100%	79%	75%	82%	77%	72%	71%	80%	72%	90%	91%	77%	26%	87%	63%	94%	68%	62%	72%	100%	59%
Samsung	252	116	136	48	84	47	18	55	-	132	55	155	39	20	38	193	59	-	-	36	-	31	75	9	36	11	37	-	18
	10%	8%	12%	16%	10%	9%	4%	14%	-	12%	9%	13%	6%	4%	12%	11%	7%	-	-	8%	-	10%	24%	4%	32%	5%	17%	-	9%
HP	235	192	43	39	114	40	30	12	-	152	12	112	16	72	34	128	106	11	49	83	-	10	30	-	-	-	9	-	42
	9%	13%	4%	13%	14%	8%	8%	3%	-	14%	2%	10%	3%	14%	10%	7%	13%	10%	19%	18%	-	3%	10%	-	-	-	4%	-	21%
Dell	142	112	30	49	65	20	8	-	-	114	-	78	9	23	32	87	55	-	-	47	-	20	25	9	-	-	19	-	22
	5%	8%	3%	17%	8%	4%	2%	-	-	10%	-	7%	1%	5%	10%	5%	7%	-	-	10%	-	7%	8%	4%	-	-	9%	-	11%
Archos	91	60	30	29	62	-	-	-	-	91	-	52	27	-	12	79	12	-	-	38	-	-	36	9	-	-	9	-	-
	3%	4%	3%	10%	8%	-	-	-	-	8%	-	4%	4%	-	4%	7%	1%	-	-	8%	-	-	11%	4%	-	-	4%	-	-
Sony	82	72	10	17	65	-	-	-	-	82	-	74	9	-	-	82	-	-	-	17	-	10	17	9	-	20	9	-	-
	3%	5%	1%	6%	8%	-	-	-	-	7%	-	6%	1%	-	-	5%	-	-	-	4%	-	3%	6%	4%	-	9%	4%	-	-
Other	306	253	52	24	52	28	25	88	88	76	176	24	117	55	101	141	156	-	24	17	32	97	29	12	-	51	20	-	24
	12%	17%	5%	8%	6%	6%	6%	22%	37%	7%	28%	2%	19%	11%	31%	8%	19%	-	9%	4%	74%	31%	9%	6%	-	24%	9%	-	12%

Table 38

Q28 What type of tablet do you have?

Base:All using Internet from a tablet

	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	173	25	75	173	122	157	173	131	8	-	18	26	37	-	4	-	15	126	5	80	69	24
Base	2634	306	737	2634	1834	2388	2634	1938	94	-	239	459	544	-	48	-	253	1871	67	1215	1050	369
Apple iPad	2035	234	576	2035	1449	1874	2035	1526	65	-	184	378	494	-	11	-	223	1489	36	978	809	247
	77%	77%	78%	77%	79%	78%	77%	79%	69%	-	77%	82%	91%	-	22%	-	88%	80%	54%	81%	77%	67%
Samsung	252	-	84	252	179	243	252	225	9	-	27	58	29	-	-	-	-	225	-	80	115	57
	10%	-	11%	10%	10%	10%	10%	12%	9%	-	11%	13%	5%	-	-	-	-	12%	-	7%	11%	15%
HP	235	27	128	235	189	201	235	165	9	-	22	9	26	-	13	-	18	154	11	132	75	28
	9%	9%	17%	9%	10%	8%	9%	8%	9%	-	9%	2%	5%	-	27%	-	7%	8%	16%	11%	7%	8%
Dell	142	28	92	142	87	142	142	81	9	-	9	17	9	-	-	-	-	81	-	127	16	-
	5%	9%	12%	5%	5%	6%	5%	4%	9%	-	4%	4%	2%	-	-	-	-	4%	-	10%	1%	-
Archos	91	-	72	91	60	79	91	79	9	-	9	20	9	-	-	-	-	79	-	79	-	12
	3%	-	10%	3%	3%	3%	3%	4%	9%	-	4%	4%	2%	-	-	-	-	4%	-	6%	-	3%
Sony	82	-	62	82	82	82	82	82	9	-	9	9	9	-	-	-	-	82	-	82	-	-
	3%	-	8%	3%	4%	3%	3%	4%	9%	-	4%	2%	2%	-	-	-	-	4%	-	7%	-	-
Other	306	32	67	306	274	254	306	250	29	-	24	12	12	-	24	-	12	230	20	162	101	43
	12%	10%	9%	12%	15%	11%	12%	13%	31%	-	10%	3%	2%	-	51%	-	5%	12%	30%	13%	10%	12%

Table 38  
Q28 What type of tablet do you have?

Base:All using Internet from a tablet

	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	173	5	24	144	14	54	105	159	4	10	136	68	86	70	75	54	87	-	-	-	-	-	2	2
Base	2634	76	358	2200	213	862	1559	2431	67	136	2027	950	1174	951	1071	772	1301	-	-	-	-	-	24	25
Apple iPad	2035	53	259	1723	190	612	1233	1832	67	136	1637	731	953	792	830	667	1050	-	-	-	-	-	24	16
	77%	71%	72%	78%	90%	71%	79%	75%	100%	100%	81%	77%	81%	83%	77%	86%	81%	-	-	-	-	-	100%	65%
Samsung	252	-	47	205	-	111	141	252	-	-	204	84	92	64	54	54	75	-	-	-	-	-	-	-
	10%	-	13%	9%	-	13%	9%	10%	-	-	10%	9%	8%	7%	5%	7%	6%	-	-	-	-	-	-	-
HP	235	22	41	172	22	51	161	235	-	-	133	143	104	154	129	114	115	-	-	-	-	-	-	-
	9%	29%	11%	8%	10%	6%	10%	10%	-	-	7%	15%	9%	16%	12%	15%	9%	-	-	-	-	-	-	-
Dell	142	22	18	102	22	40	79	142	-	-	72	62	74	74	94	34	25	-	-	-	-	-	-	-
	5%	29%	5%	5%	10%	5%	5%	6%	-	-	4%	7%	6%	8%	9%	4%	2%	-	-	-	-	-	-	-
Archos	91	-	-	91	-	30	60	91	-	-	79	55	62	34	70	34	36	-	-	-	-	-	-	-
	3%	-	-	4%	-	4%	4%	4%	-	-	4%	6%	5%	4%	7%	4%	3%	-	-	-	-	-	-	-
Sony	82	-	-	82	-	-	82	82	-	-	82	65	43	55	63	34	17	-	-	-	-	-	-	-
	3%	-	-	4%	-	-	5%	3%	-	-	4%	7%	4%	6%	6%	4%	1%	-	-	-	-	-	-	-
Other	306	-	21	285	-	45	261	306	-	-	171	201	121	68	180	154	206	-	-	-	-	-	-	9
	12%	-	6%	13%	-	5%	17%	13%	-	-	8%	21%	10%	7%	17%	20%	16%	-	-	-	-	-	-	35%

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Table 39

Q29 In which of the following situations do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
At home	16434	7529	8905	2091	4466	3323	2803	2046	1705	6557	3751	3901	4604	3521	3869	8505	7390	882	1468	1931	959	1998	2605	1579	745	1380	993	276	1300
	73%	67%	79%	84%	83%	77%	73%	67%	50%	83%	58%	68%	72%	78%	73%	70%	75%	67%	69%	74%	84%	70%	77%	75%	76%	85%	56%	68%	70%
Around your neighbourhood	6160	3100	3060	810	1727	1178	1019	558	869	2536	1427	1683	1720	1056	1566	3403	2623	382	724	918	361	847	891	364	235	389	302	113	540
	27%	28%	27%	32%	32%	27%	27%	18%	25%	32%	22%	29%	27%	23%	30%	28%	27%	29%	34%	35%	31%	30%	26%	17%	24%	24%	17%	28%	29%
At work/school/university	7175	3181	3994	1251	2348	1640	1149	630	158	3599	787	1965	2578	1332	1140	4543	2472	451	682	1108	382	758	973	573	279	461	477	238	613
	32%	28%	35%	50%	44%	38%	30%	20%	5%	46%	12%	34%	40%	29%	22%	37%	25%	34%	32%	43%	33%	27%	29%	29%	28%	27%	58%	33%	
In other buildings	5784	3173	2610	808	1544	1145	955	618	714	2353	1331	1872	1540	1105	1174	3412	2279	409	731	842	335	568	763	315	202	319	441	145	621
	26%	28%	23%	32%	29%	27%	25%	20%	21%	30%	20%	33%	24%	24%	22%	28%	23%	31%	34%	32%	29%	20%	23%	15%	21%	20%	25%	35%	33%
Outdoors in an urban area	7230	3846	3384	806	2123	1464	1189	814	835	2929	1648	2110	2149	1343	1548	4260	2890	500	626	944	381	918	1187	503	180	424	592	181	693
	32%	34%	30%	32%	40%	34%	31%	26%	24%	37%	25%	37%	33%	30%	29%	35%	30%	38%	29%	36%	33%	32%	35%	24%	18%	26%	34%	44%	37%
Outdoors in a rural area	5108	2812	2296	553	1388	1005	872	653	638	1941	1291	1478	1524	951	1074	3001	2024	345	649	482	307	541	901	421	157	276	292	141	539
	23%	25%	20%	22%	26%	23%	23%	21%	19%	25%	20%	26%	24%	21%	20%	25%	21%	26%	30%	19%	27%	19%	27%	20%	16%	17%	17%	35%	29%
On the move (e.g. on a train or on roads)	9152	4596	4556	956	2439	1824	1560	1200	1173	3395	2373	2551	2725	1842	1835	5275	3677	596	749	1126	576	1130	1469	657	304	509	831	241	802
	41%	41%	40%	38%	45%	42%	41%	39%	34%	43%	36%	45%	42%	41%	35%	43%	38%	45%	35%	43%	50%	40%	44%	31%	31%	31%	47%	59%	43%
At a friend's home	52	21	31	20	8	11	13	-	-	28	-	8	19	-	25	27	25	8	-	-	-	-	8	12	13	-	11	-	-
	*	*	*	1%	*	*	*	-	-	*	-	*	*	-	*	*	*	1%	-	-	-	-	*	1%	1%	-	1%	-	-
At a family member's home	158	122	36	35	35	11	-	-	78	69	78	11	78	22	47	89	69	39	-	-	-	-	12	12	44	-	-	-	50
	1%	1%	*	1%	1%	*	-	-	2%	1%	1%	*	1%	*	1%	1%	1%	3%	-	-	-	-	1%	1%	5%	-	-	-	3%
On holiday	20	12	8	-	-	-	8	12	-	-	12	8	12	-	-	20	-	-	8	-	-	-	12	-	-	-	-	-	-
	*	*	*	-	-	-	*	*	-	-	*	*	*	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-
General mention - when away from home	59	10	49	-	10	11	26	12	-	10	12	31	-	10	18	31	28	-	29	-	-	-	12	-	-	-	-	-	18
	*	*	*	-	*	*	1%	*	-	*	*	1%	-	*	*	*	*	-	1%	-	-	-	*	-	-	-	-	-	1%
None/ never/ don't do this	1158	605	554	17	92	106	237	183	523	109	706	306	438	124	290	744	414	79	83	42	18	195	160	147	64	52	134	8	177
	5%	5%	5%	1%	2%	2%	6%	6%	15%	1%	11%	5%	7%	3%	5%	6%	4%	6%	4%	2%	2%	7%	5%	7%	7%	3%	8%	2%	9%
Other	138	48	90	-	-	54	26	20	39	-	59	67	37	13	13	104	26	-	-	50	-	9	33	-	-	9	24	-	13
	1%	*	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	*	*	1%	*	-	-	2%	-	*	1%	-	-	1%	1%	-	1%
Dk	12	-	12	-	12	-	-	-	-	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
NA	242	77	165	19	-	71	38	50	65	19	115	55	118	-	69	173	69	12	26	20	-	31	65	9	23	19	6	-	14
	1%	1%	1%	1%	-	2%	1%	2%	2%	*	2%	1%	2%	-	1%	1%	1%	1%	1%	1%	-	1%	2%	*	2%	1%	*	-	1%

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Table 39

Q29 In which of the following situations do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
At home	16434	3842	3566	16434	9444	13279	2027	9081	820	74	3593	2710	4300	-	1049	2375	2737	8093	989	7446	4798	4190
	73%	68%	73%	73%	69%	74%	77%	76%	72%	86%	72%	78%	69%	-	60%	78%	65%	77%	71%	71%	76%	73%
Around your neighbourhood	6160	1236	1644	6160	4007	5105	950	5192	408	-	586	795	1238	-	193	723	494	4778	413	2729	2144	1288
	27%	22%	34%	27%	29%	29%	36%	44%	36%	-	12%	23%	20%	-	11%	24%	12%	46%	30%	26%	34%	22%
At work/school/university	7175	1508	1757	7175	4201	6176	1174	5631	381	-	845	1057	1559	-	212	927	611	5125	506	2992	2688	1496
	32%	27%	36%	32%	31%	35%	45%	47%	34%	-	17%	30%	25%	-	12%	31%	14%	49%	36%	29%	42%	26%
In other buildings	5784	1140	1729	5784	3820	4918	951	4781	426	-	701	917	1019	-	166	785	353	4398	382	2556	2069	1158
	26%	20%	35%	26%	28%	28%	36%	40%	38%	-	14%	26%	16%	-	9%	26%	8%	42%	28%	24%	33%	20%
Outdoors in an urban area	7230	1540	1911	7230	4741	5988	1071	6245	562	-	761	1017	1231	-	192	896	290	5721	524	3067	2662	1501
	32%	27%	39%	32%	35%	34%	41%	53%	49%	-	15%	29%	20%	-	11%	30%	7%	55%	38%	29%	42%	26%
Outdoors in a rural area	5108	1163	1392	5108	3361	4175	772	4368	255	-	528	735	931	-	169	629	235	4006	362	2157	1876	1076
	23%	21%	29%	23%	25%	23%	29%	37%	22%	-	11%	21%	15%	-	10%	21%	6%	38%	26%	21%	30%	19%
On the move (e.g. on a train or on roads)	9152	2239	2207	9152	5975	7577	1301	7111	645	10	1148	1326	1982	-	342	1154	797	6451	680	3921	3190	2041
	41%	40%	45%	41%	44%	42%	49%	60%	57%	12%	23%	38%	32%	-	19%	38%	19%	61%	48%	38%	50%	36%
At a friend's home	52	41	11	52	32	52	-	44	8	-	-	-	15	-	-	-	8	44	-	52	-	-
	*	1%	*	*	*	*	-	*	1%	-	-	-	*	-	-	-	*	*	-	*	-	-
At a family member's home	158	102	11	158	85	158	-	97	11	-	61	11	96	-	-	11	22	64	34	101	22	35
	1%	2%	*	1%	1%	1%	-	1%	1%	-	1%	*	2%	-	*	1%	1%	1%	2%	1%	*	1%
On holiday	20	20	-	20	20	20	-	-	-	-	-	-	12	-	-	-	12	-	-	12	-	8
	*	*	-	*	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*
General mention - when away from home	59	19	21	59	41	37	-	28	-	-	-	-	12	-	-	12	10	18	23	-	-	35
	*	*	*	*	*	*	-	*	-	-	-	-	*	-	-	*	*	1%	*	1%	-	1%
None/ never/ don't do this	1158	558	191	1158	798	643	24	50	43	13	418	193	524	-	222	193	524	37	12	620	220	318
	5%	10%	4%	5%	6%	4%	1%	*	4%	14%	8%	6%	8%	-	13%	6%	12%	*	1%	6%	3%	6%
Other	138	50	55	138	109	116	25	93	26	-	22	-	55	-	22	-	45	71	22	106	33	-
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	*	-	1%	-	1%	-	1%	1%	2%	1%	1%	-
Dk	12	12	-	12	-	12	-	12	-	-	-	-	-	-	-	-	-	12	-	12	-	-
	*	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-
NA	242	51	103	242	140	110	-	19	9	-	135	44	73	-	108	44	55	19	-	58	18	166
	1%	1%	2%	1%	1%	1%	-	*	1%	-	3%	1%	1%	-	6%	1%	1%	*	-	1%	*	3%



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Table 40  
q30 Which of the following best describes your use of the Internet when connecting via a mobile phone network using a laptop, tablet or mobile phone?

Base:All using Internet in the home

	Sex		Age								Social Class						Region												
	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	1066	473	593	151	312	246	209	119	29	463	148	254	347	193	238	601	431	60	89	138	56	124	158	101	46	96	67	19	87
Base	16434	7529	8905	2091	4466	3323	2803	2046	1705	6557	3751	3901	4604	3521	3869	8505	7390	882	1468	1931	959	1998	2605	1579	745	1380	993	276	1300
I only use it at home	5263	2403	2859	564	1138	975	866	884	837	1701	1720	1047	1283	1260	1463	2331	2723	242	370	526	370	661	720	617	359	502	266	65	480
	32%	32%	32%	27%	25%	29%	31%	43%	49%	26%	46%	27%	28%	36%	38%	27%	37%	27%	25%	27%	39%	33%	28%	39%	48%	36%	27%	23%	37%
I mainly use it at home	4363	1976	2387	636	1309	1029	757	390	243	1945	633	839	1152	993	1227	1991	2220	296	333	546	195	586	676	443	184	377	233	55	356
	27%	26%	27%	30%	29%	31%	27%	19%	14%	30%	17%	22%	25%	28%	32%	23%	30%	34%	23%	28%	20%	29%	26%	28%	25%	27%	24%	20%	27%
I use it equally at home and outside the home	4523	2046	2477	661	1434	909	706	439	373	2095	812	1378	1439	699	942	2817	1640	215	433	575	299	490	869	408	195	269	309	94	280
	28%	27%	28%	32%	32%	27%	25%	21%	22%	32%	22%	35%	31%	20%	24%	33%	22%	24%	29%	30%	31%	25%	33%	26%	26%	20%	31%	34%	22%
I mainly use it outside the home	2027	1022	1006	216	519	382	428	304	179	734	483	568	647	484	238	1215	721	103	223	254	85	234	340	97	8	219	172	62	174
	12%	14%	11%	10%	12%	11%	15%	15%	11%	11%	13%	15%	14%	14%	6%	14%	10%	12%	15%	13%	9%	12%	13%	6%	1%	16%	17%	23%	13%
I always use it outside the home	258	82	176	15	66	28	46	30	73	81	103	68	84	86	-	152	86	26	109	29	9	27	-	14	-	12	12	-	9
	2%	1%	2%	1%	1%	1%	2%	1%	4%	1%	3%	2%	2%	2%	-	2%	1%	3%	7%	2%	1%	1%	-	1%	-	1%	1%	-	1%



Table 40  
q30 Which of the following best describes your use of the Internet when connecting via a mobile phone network using a laptop, tablet or mobile phone?

Absolutes/col percents

Base:All using Internet in the home

	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	1066	307	333	1066	610	871	136	630	54	4	227	169	264	-	63	151	153	558	72	513	298	255
Base	16434	3842	3566	16434	9444	13279	2027	9081	820	74	3593	2710	4300	-	1049	2375	2737	8093	989	7446	4798	4190
I only use it at home	5263	1501	807	5263	2748	4139	497	1123	148	39	1788	1044	1728	-	543	892	1479	833	290	2558	1044	1661
	32%	39%	23%	32%	29%	31%	25%	12%	18%	53%	50%	39%	40%	-	52%	38%	54%	10%	29%	34%	22%	40%
I mainly use it at home	4363	1042	989	4363	2449	3543	566	2312	290	13	1017	599	1217	-	345	499	740	1994	318	1992	1339	1032
	27%	27%	28%	27%	26%	27%	28%	25%	35%	17%	28%	22%	28%	-	33%	21%	27%	25%	32%	27%	28%	25%
I use it equally at home and outside the home	4523	854	993	4523	2789	3638	717	3806	139	22	575	637	792	-	138	556	274	3564	242	1841	1678	1004
	28%	22%	28%	28%	30%	27%	35%	42%	17%	30%	16%	24%	18%	-	13%	23%	10%	44%	24%	25%	35%	24%
I mainly use it outside the home	2027	371	629	2027	1325	1756	219	1707	225	-	202	394	429	-	22	394	127	1569	138	901	669	457
	12%	10%	18%	12%	14%	13%	11%	19%	27%	-	6%	15%	10%	-	2%	17%	5%	19%	14%	12%	14%	11%
I always use it outside the home	258	74	148	258	133	202	27	133	17	-	12	35	134	-	-	35	117	133	-	155	69	34
	2%	2%	4%	2%	1%	2%	1%	1%	2%	-	*	1%	3%	-	-	1%	4%	2%	-	2%	1%	1%

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Table 40  
q30 Which of the following best describes your use of the Internet when connecting via a mobile phone network using a laptop, tablet or mobile phone?

Base:All using Internet in the home

	Q94a			Q94b			Urban/Rural			Q29													
	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>1066</b>	56	302	708	207	374	485	1005	36	25	1066	337	428	312	363	268	430	5	5	1	1	-	3
Base	<b>16434</b>	950	4697	10787	3481	5690	7264	15607	509	318	16434	4905	5846	4463	5210	3795	6151	52	107	12	18	-	60
I only use it at home	<b>5263</b>	321	2105	2837	1413	1965	1884	4923	254	85	5263	296	652	239	328	147	273	-	22	-	-	-	-
	<b>32%</b>	34%	45%	26%	41%	35%	26%	32%	50%	27%	32%	6%	11%	5%	6%	4%	4%	-	21%	-	-	-	-
I mainly use it at home	<b>4363</b>	279	1228	2856	910	1603	1851	4181	101	81	4363	910	1319	816	841	519	1426	15	46	-	18	-	-
	<b>27%</b>	29%	26%	26%	26%	28%	25%	27%	20%	26%	27%	19%	23%	18%	16%	14%	23%	30%	43%	-	100%	-	-
I use it equally at home and outside the home	<b>4523</b>	193	909	3421	791	1393	2339	4354	81	87	4523	2554	2637	2343	2664	2171	2871	37	-	-	-	-	39
	<b>28%</b>	20%	19%	32%	23%	24%	32%	28%	16%	27%	28%	52%	45%	52%	51%	57%	47%	70%	-	-	-	-	64%
I mainly use it outside the home	<b>2027</b>	150	439	1438	366	615	1045	1901	72	54	2027	993	1070	998	1281	809	1459	-	39	12	-	-	22
	<b>12%</b>	16%	9%	13%	11%	11%	14%	12%	14%	17%	12%	20%	18%	22%	25%	21%	24%	-	36%	100%	-	-	36%
I always use it outside the home	<b>258</b>	8	16	235	-	113	145	248	-	10	258	152	169	67	96	148	121	-	-	-	-	-	-
	<b>2%</b>	1%	*	2%	-	2%	2%	2%	-	3%	2%	3%	3%	2%	2%	4%	2%	-	-	-	-	-	-

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Table 41

Q31 And at what time of day do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
Weekday daytime (7 am – 5 pm)	8780	4622	4158	874	2298	1427	1514	1384	1282	3173	2667	2250	2599	1702	2081	4849	3783	533	713	1105	482	959	1512	912	279	588	613	178	774
	39%	41%	37%	35%	43%	33%	39%	45%	37%	40%	41%	39%	40%	38%	39%	40%	39%	40%	33%	42%	42%	34%	45%	43%	29%	36%	35%	44%	41%
Weekday evening (5 pm – 11 pm)	8369	3964	4405	882	2381	1620	1482	1047	956	3263	2003	1921	2630	1768	1873	4551	3641	432	728	1066	398	1185	1167	764	189	730	610	160	813
	37%	35%	39%	35%	44%	38%	39%	34%	28%	41%	31%	34%	41%	39%	36%	37%	37%	33%	34%	41%	35%	41%	35%	36%	19%	45%	35%	39%	44%
At weekends	8439	4176	4263	588	2097	1334	1485	1363	1573	2685	2936	2150	2541	1845	1798	4691	3643	464	873	945	488	1201	1320	688	225	708	500	195	731
	37%	37%	38%	24%	39%	31%	39%	44%	46%	34%	45%	38%	40%	41%	34%	39%	37%	35%	41%	36%	43%	42%	39%	33%	23%	44%	28%	48%	39%
At night (11 pm – 7 am)	1962	924	1038	283	702	365	360	252	-	985	252	325	646	544	403	970	947	44	170	337	63	358	326	249	28	98	144	57	88
	9%	8%	9%	11%	13%	8%	9%	8%	-	13%	4%	6%	10%	12%	8%	8%	10%	3%	8%	13%	5%	13%	10%	12%	3%	6%	8%	14%	5%
All the time	7601	4024	3577	979	1740	1680	1210	831	1161	2718	1992	2001	1857	1386	2053	3857	3438	430	721	841	388	893	1196	609	537	526	652	126	581
	34%	36%	32%	39%	32%	39%	31%	27%	34%	35%	31%	35%	29%	31%	39%	32%	35%	33%	34%	32%	34%	31%	35%	29%	55%	32%	37%	31%	31%

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Table 41

Q31 And at what time of day do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
Weekday daytime (7 am – 5 pm)	8780	2298	1809	8780	5696	6946	1165	4900	413	22	1839	1188	2429	-	725	1009	1696	4477	423	4378	2339	2063
	39%	41%	37%	39%	42%	39%	44%	41%	36%	26%	37%	34%	39%	-	41%	33%	40%	43%	30%	42%	37%	36%
Weekday evening (5 pm – 11 pm)	8369	1950	1967	8369	4889	6939	1028	4430	452	22	1782	1098	1926	-	525	1016	1268	3941	489	4004	2370	1994
	37%	35%	40%	37%	36%	39%	39%	37%	40%	26%	36%	31%	31%	-	30%	33%	30%	38%	35%	38%	37%	35%
At weekends	8439	2299	1869	8439	5206	6628	1083	4576	438	51	1863	980	2250	-	532	875	1536	4145	431	4255	2421	1764
	37%	41%	38%	37%	38%	37%	41%	39%	39%	59%	38%	28%	36%	-	30%	29%	36%	39%	31%	41%	38%	31%
At night (11 pm – 7 am)	1962	525	415	1962	1254	1552	400	1262	72	22	410	255	487	-	128	245	215	1124	139	872	709	381
	9%	9%	8%	9%	9%	9%	15%	11%	6%	26%	8%	7%	8%	-	7%	8%	5%	11%	10%	8%	11%	7%
All the time	7601	1789	1548	7601	4453	6116	827	4424	432	36	1646	1429	1969	-	578	1229	1199	3851	573	3053	2409	2139
	34%	32%	32%	34%	33%	34%	31%	37%	38%	41%	33%	41%	32%	-	33%	40%	28%	37%	41%	29%	38%	37%

Table 41

Q31 And at what time of day do you connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Weekday daytime (7 am – 5 pm)	8780	687	2615	5478	1875	3179	3726	8283	363	133	6041	2434	3338	2424	3347	2116	3962	20	78	-	21	285	28
	39%	41%	39%	39%	35%	41%	40%	39%	44%	36%	37%	40%	47%	42%	46%	41%	43%	39%	53%	-	42%	25%	22%
Weekday evening (5 pm – 11 pm)	8369	687	2747	4935	1980	2937	3452	7800	441	128	6750	2189	2785	2084	2475	1562	3114	39	63	-	28	67	16
	37%	41%	41%	35%	37%	38%	37%	37%	53%	34%	41%	36%	39%	36%	34%	31%	34%	75%	43%	-	55%	6%	13%
At weekends	8439	756	2378	5306	1982	2835	3622	7882	456	101	6373	2342	2800	2226	2922	2064	3515	20	89	-	39	322	52
	37%	45%	35%	38%	37%	37%	39%	37%	55%	27%	39%	38%	39%	38%	40%	40%	38%	39%	61%	-	77%	28%	41%
At night (11 pm – 7 am)	1962	31	488	1443	345	578	1039	1878	84	-	1609	562	751	666	664	503	809	12	-	12	-	73	9
	9%	2%	7%	10%	6%	7%	11%	9%	10%	-	10%	9%	10%	12%	9%	10%	9%	24%	-	61%	-	6%	7%
All the time	7601	391	1901	5308	1803	2348	3450	7309	190	102	5759	2704	2561	2465	2864	2305	3563	13	44	8	-	448	64
	34%	24%	28%	38%	33%	30%	37%	34%	23%	27%	35%	44%	36%	43%	40%	45%	39%	25%	30%	39%	-	39%	50%

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Table 42  
Q31a Roughly how much a month do you pay your mobile phone company to connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
£15 or less	10870 48%	5433 48%	5437 46%	927 37%	2072 39%	1806 42%	1882 49%	1646 54%	2536 74%	2999 38%	4182 64%	2440 43%	3124 49%	2139 47%	2922 55%	5564 46%	5061 52%	572	850	876	647	1471	1743	1040	445	820	1028	200	1018
£20	3650 16%	1601 14%	2049 18%	487 19%	938 17%	673 16%	676 18%	511 17%	365 11%	1425 13%	876 13%	947 17%	909 14%	907 20%	762 14%	1855 15%	1669 17%	223	272	401	116	582	654	461	119	368	167	33	219
£25	2918 13%	1600 14%	1319 12%	430 17%	804 15%	599 14%	580 15%	376 12%	131 4%	1233 8%	507 8%	725 13%	905 14%	610 14%	607 12%	1630 13%	1218 12%	295	362	467	150	173	331	165	177	188	198	67	287
£30	2917 13%	1542 14%	1374 12%	254 10%	886 17%	618 14%	503 13%	330 11%	326 9%	1141 14%	655 10%	901 16%	785 12%	514 11%	605 11%	1686 14%	1119 11%	167	319	562	185	387	357	182	109	114	218	63	185
£40	1592 7%	713 6%	879 8%	276 11%	402 7%	493 11%	144 4%	197 6%	80 2%	678 9%	277 4%	511 9%	492 8%	272 6%	287 5%	1003 8%	558 6%	49	266	191	49	185	205	208	57	98	104	45	118
£50	202 1%	90 1%	112 1%	31 1%	116 2%	43 1%	-	13	-	146	13	33	79	20	58	111	78	-	-	35	-	16	51	12	33	18	9	-	20
More than £50	390 2%	227 2%	163 1%	94 4%	154 3%	83 2%	60 2%	-	-	247	-	163	135	57	35	298	92	10	65	71	-	41	36	31	38	18	35	-	18
Mean	20.7	20.8	20.6	23.2	22.8	22.3	19.8	19.1	16.1	22.9	17.5	22.1	21.0	20.1	19.2	21.5	19.6	20.2	23.1	23.5	18.9	19.8	19.8	20.3	22.4	19.5	19.5	20.9	19.6

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Table 42  
Q31a Roughly how much a month do you pay your mobile phone company to connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
£15 or less	10870 48%	3251 58%	2324 48%	10870 48%	6819 50%	8175 46%	716 27%	4292 36%	648 57%	65 74%	2914 59%	1643 47%	3630 58%	-	1191 68%	1478 49%	2715 64%	3363 32%	929 67%	5607 54%	2427 38%	2836 49%
£20	3650 16%	1073 19%	617 13%	3650 16%	1952 14%	2994 17%	506 19%	1663 14%	110 10%	-	780 16%	680 19%	999 16%	-	184 10%	564 19%	718 17%	1502 14%	161 12%	1746 17%	1049 17%	854 15%
£25	2918 13%	631 11%	754 15%	2918 13%	1688 12%	2373 13%	385 15%	2038 17%	165 15%	22 26%	557 11%	328 9%	597 10%	-	238 14%	301 10%	371 9%	1903 18%	134 10%	1334 13%	871 14%	713 12%
£30	2917 13%	412 7%	678 14%	2917 13%	1801 13%	2500 14%	519 20%	2084 18%	101 9%	-	375 8%	482 14%	693 11%	-	58 3%	409 13%	363 9%	1940 18%	144 10%	1044 10%	919 14%	954 17%
£40	1592 7%	178 3%	367 8%	1592 7%	967 7%	1349 8%	347 13%	1287 11%	102 9%	-	198 4%	313 9%	187 3%	-	73 4%	244 8%	46 1%	1266 12%	20 1%	560 5%	798 13%	234 4%
£50	202 1%	57 1%	50 1%	202 1%	99 1%	154 1%	26 1%	189 2%	-	-	-	9 1%	38 1%	-	-	9 1%	-	189 2%	-	53 1%	102 2%	47 1%
More than £50	390 2%	33 1%	93 2%	390 2%	290 2%	316 2%	135 5%	330 3%	9 1%	-	137 3%	39 1%	62 1%	-	18 1%	30 1%	22 1%	330 3%	-	105 1%	186 3%	99 2%
Mean	20.7	18.1	21.2	20.7	20.7	21.1	25.6	23.7	19.4	15.7	18.8	20.6	18.4	-	17.2	20.3	16.9	24.6	16.8	19.2	23.4	20.3

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Table 42  
Q31a Roughly how much a month do you pay your mobile phone company to connect to the internet via a mobile phone network using a laptop, tablet or mobile phone?

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
£15 or less	10870	1220	3761	5889	3272	3829	3769	10359	350	161	7242	2070	2482	2110	2605	1837	3825	8	72	20	41	1100	77
	48%	73%	56%	42%	61%	49%	40%	49%	42%	43%	44%	34%	35%	36%	36%	36%	42%	15%	50%	100%	81%	95%	60%
£20	3650	155	1145	2349	749	1281	1620	3506	111	33	2974	854	1235	803	1001	741	1422	19	12	-	-	-	-
	16%	9%	17%	17%	14%	16%	17%	16%	13%	9%	18%	14%	17%	14%	15%	16%	37%	8%	-	-	-	-	-
£25	2918	152	600	2167	442	1033	1443	2697	163	59	2223	1089	1175	1063	1371	865	1327	13	39	-	10	39	50
	13%	9%	9%	15%	8%	13%	15%	13%	20%	16%	14%	18%	16%	18%	19%	17%	15%	25%	27%	-	19%	3%	40%
£30	2917	93	767	2056	624	885	1408	2716	133	67	2163	1160	1175	996	1192	834	1497	-	-	-	-	-	-
	13%	6%	11%	15%	12%	11%	15%	13%	16%	18%	13%	19%	16%	17%	16%	16%	16%	-	-	-	-	-	-
£40	1592	19	335	1237	185	575	832	1517	59	16	1350	706	810	499	753	536	768	12	-	-	-	19	-
	7%	1%	5%	9%	3%	7%	9%	7%	7%	4%	8%	11%	11%	9%	10%	10%	8%	24%	-	-	-	2%	-
£50	202	25	20	157	35	70	96	181	12	9	163	88	106	102	119	106	130	-	-	-	-	-	-
	1%	2%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	-	-	-	-	-	-
More than £50	390	-	99	291	79	94	217	364	-	26	317	194	193	210	190	189	183	-	22	-	-	-	-
	2%	-	1%	2%	1%	1%	2%	2%	-	7%	2%	3%	3%	4%	3%	4%	2%	-	15%	-	-	-	-
Mean	20.7	16.2	19.1	22.0	18.5	20.3	22.3	20.6	21.3	23.8	21.4	24.2	23.6	23.6	23.5	24.0	22.1	24.9	23.7	12.5	14.9	13.4	17.5



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Table 43

Q31b Did you purchase the handset separately upfront, at the start of the contract?

Base:All using mobile phone to access the internet

	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	803	383	420	115	251	180	159	82	16	366	98	211	275	144	154	486	298	58	70	109	39	82	114	70	37	65	54	17	67
Base	11884	5959	5924	1587	3592	2391	2072	1332	910	5178	2243	3141	3594	2312	2549	6735	4860	883	1141	1463	652	1355	1673	913	569	829	948	265	928
Yes	5301 45%	2802 47%	2499 42%	598 38%	1459 41%	1015 42%	981 47%	655 49%	594 65%	2057 40%	1249 56%	1683 54%	1537 43%	927 40%	1066 42%	3220 48%	1993 41%	546 62%	333 29%	698 48%	316 48%	651 48%	758 45%	388 43%	247 43%	358 43%	381 40%	142 54%	372 40%
No	6069 51%	2935 49%	3134 53%	868 55%	1976 55%	1294 54%	957 46%	658 49%	317 35%	2843 55%	975 43%	1353 43%	1975 55%	1223 53%	1330 52%	3328 49%	2553 53%	303 34%	797 70%	701 48%	336 52%	663 49%	859 51%	476 52%	272 48%	429 52%	532 56%	123 46%	483 52%
Don't know	513 4%	222 4%	291 5%	121 8%	157 4%	82 3%	134 6%	19 1%	-	278 5%	19 1%	105 3%	82 2%	162 7%	152 6%	186 3%	314 6%	34 4%	11 1%	65 4%	-	41 3%	56 3%	48 5%	51 9%	42 5%	35 4%	-	73 8%

Table 43

Q31b Did you purchase the handset separately upfront, at the start of the contract?

Base:All using mobile phone to access the internet

	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>803</b>	206	285	803	518	670	131	803	51	-	88	115	136	-	14	97	-	704	99	355	277	171
Base	<b>11884</b>	2450	2960	11884	7738	9924	1938	11884	773	-	1244	1651	1971	-	205	1385	-	10495	1389	4796	4347	2740
Yes	<b>5301</b>	1107	1347	5301	3761	4463	1180	5301	366	-	494	715	792	-	68	564	-	4798	503	2193	2071	1036
	<b>45%</b>	45%	45%	45%	49%	45%	61%	45%	47%	-	40%	43%	40%	-	33%	41%	-	46%	36%	46%	48%	38%
No	<b>6069</b>	1200	1499	6069	3777	5008	717	6069	310	-	735	848	988	-	137	733	-	5365	705	2397	2143	1530
	<b>51%</b>	49%	51%	51%	49%	50%	37%	51%	40%	-	59%	51%	50%	-	67%	53%	-	51%	51%	50%	49%	56%
Don't know	<b>513</b>	144	115	513	200	452	41	513	97	-	15	88	190	-	-	88	-	332	181	206	133	174
	<b>4%</b>	6%	4%	4%	3%	5%	2%	4%	13%	-	1%	5%	10%	-	-	6%	-	3%	13%	4%	3%	6%

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Table 43

Q31b Did you purchase the handset separately upfront, at the start of the contract?

Base:All using mobile phone to access the internet

	Q94a			Q94b			Urban/Rural			Q29													
	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>803</b>	28	176	599	124	264	415	753	29	21	630	354	412	331	427	310	495	4	4	-	2	3	5
Base	<b>11884</b>	504	2534	8846	1991	3846	6047	11158	461	264	9081	5192	5631	4781	6245	4368	7111	44	85	-	28	50	82
Yes	<b>5301</b>	147	856	4298	745	1542	3014	4931	260	110	4026	2424	2505	2181	2761	2016	3338	19	39	-	-	19	48
	<b>45%</b>	29%	34%	49%	37%	40%	50%	44%	56%	42%	44%	47%	44%	46%	44%	46%	47%	43%	46%	-	-	37%	59%
No	<b>6069</b>	338	1478	4253	1087	2137	2846	5800	174	96	4683	2607	2933	2470	3316	2268	3633	12	22	-	10	31	22
	<b>51%</b>	67%	58%	48%	55%	56%	47%	52%	38%	36%	52%	50%	52%	52%	53%	52%	51%	28%	26%	-	35%	63%	27%
Don't know	<b>513</b>	18	199	296	159	167	187	428	27	58	373	161	193	130	169	84	140	13	24	-	18	-	12
	<b>4%</b>	4%	8%	3%	8%	4%	3%	4%	6%	22%	4%	3%	3%	3%	3%	2%	2%	29%	28%	-	65%	-	14%

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Table 44  
Q31c How much was this?

Base:All who purchased the handset separately

	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	346	172	174	48	100	76	72	39	11	148	50	109	115	54	63	224	117	33	23	53	16	33	51	28	15	28	21	9	25
Base	5301	2802	2499	598	1459	1015	981	655	594	2057	1249	1683	1537	927	1066	3220	1993	546	333	698	316	651	758	388	247	358	381	142	372
0	653	318	335	33	152	205	130	93	39	186	132	253	194	50	145	447	195	134	31	133	10	25	63	56	19	9	48	36	82
	12%	11%	13%	6%	10%	20%	13%	14%	7%	9%	11%	15%	13%	5%	14%	14%	10%	24%	9%	19%	3%	4%	8%	14%	8%	3%	12%	26%	22%
1-50	884	479	404	127	212	127	178	121	119	339	239	362	268	97	157	630	254	120	93	97	136	85	177	56	24	11	39	-	47
	17%	17%	16%	21%	15%	13%	18%	18%	20%	16%	19%	22%	17%	10%	15%	20%	13%	22%	28%	14%	43%	13%	23%	14%	10%	3%	10%	-	13%
51-100	1321	688	633	139	355	292	241	102	192	494	294	193	513	367	225	706	592	146	46	199	35	153	192	91	61	110	157	43	67
	25%	25%	25%	23%	24%	29%	25%	16%	32%	24%	24%	11%	33%	40%	21%	22%	30%	27%	14%	29%	11%	24%	25%	24%	25%	31%	41%	30%	18%
101-200	1176	564	612	137	355	231	208	183	63	491	246	386	287	199	272	673	472	97	81	130	106	176	143	88	87	74	99	19	41
	22%	20%	24%	23%	24%	23%	21%	28%	11%	24%	20%	23%	19%	22%	26%	21%	24%	18%	24%	19%	34%	27%	19%	23%	35%	21%	26%	13%	11%
201-300	625	452	173	41	132	87	139	84	142	173	225	315	100	99	88	415	188	30	73	28	-	142	89	46	27	113	-	-	67
	12%	16%	7%	7%	9%	9%	14%	13%	24%	8%	18%	19%	6%	11%	8%	13%	9%	5%	22%	4%	-	22%	12%	12%	11%	32%	-	-	18%
301-400	276	112	164	67	77	35	62	36	-	143	36	78	77	29	93	155	122	-	-	78	29	37	26	19	-	8	20	13	30
	5%	4%	7%	11%	5%	3%	6%	5%	-	7%	3%	5%	5%	3%	9%	5%	6%	-	-	11%	9%	6%	3%	5%	-	2%	5%	9%	8%
400+	367	189	178	54	176	38	22	38	39	230	77	96	100	86	86	195	171	20	10	33	-	33	70	32	30	32	19	31	39
	7%	7%	7%	9%	12%	4%	2%	6%	7%	11%	6%	6%	6%	9%	8%	6%	9%	4%	3%	5%	-	5%	9%	8%	12%	9%	5%	22%	10%
Mean	169.2	172.0	166.0	180.1	191.3	155.2	155.7	160.2	156.6	187.9	158.4	178.7	151.7	162.0	187.5	165.6	175.1	117.4	152.5	171.2	117.9	186.1	165.0	174.1	169.2	203.6	141.4	248.2	207.5

Table 44

Q31c How much was this?

Base:All who purchased the handset separately

	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>346</b>	82	126	346	240	291	77	346	24	-	33	50	54	-	5	39	-	310	36	147	134	65
Base	<b>5301</b>	1107	1347	5301	3761	4463	1180	5301	366	-	494	715	792	-	68	564	-	4798	503	2193	2071	1036
0	<b>653</b>	97	172	653	415	583	50	653	89	-	81	151	82	-	-	151	-	567	86	266	209	178
	<b>12%</b>	9%	13%	12%	11%	13%	4%	12%	24%	-	16%	21%	10%	-	-	27%	-	12%	17%	12%	10%	17%
1-50	<b>884</b>	162	226	884	607	665	173	884	-	-	73	78	66	-	-	58	-	740	143	351	371	162
	<b>17%</b>	15%	17%	17%	16%	15%	15%	17%	-	-	15%	11%	8%	-	-	10%	-	15%	29%	16%	18%	16%
51-100	<b>1321</b>	361	350	1321	1025	1101	161	1321	111	-	107	96	231	-	9	96	-	1064	257	605	419	296
	<b>25%</b>	33%	26%	25%	27%	25%	14%	25%	30%	-	22%	13%	29%	-	14%	17%	-	22%	51%	28%	20%	29%
101-200	<b>1176</b>	255	270	1176	854	1002	327	1176	87	-	98	160	213	-	21	122	-	1167	9	348	603	225
	<b>22%</b>	23%	20%	22%	23%	22%	28%	22%	24%	-	20%	22%	27%	-	31%	22%	-	24%	2%	16%	29%	22%
201-300	<b>625</b>	101	108	625	475	519	271	625	51	-	19	94	58	-	-	48	-	617	8	344	194	87
	<b>12%</b>	9%	8%	12%	13%	12%	23%	12%	14%	-	4%	13%	7%	-	9%	-	13%	2%	16%	9%	8%	
301-400	<b>276</b>	51	65	276	161	276	53	276	18	-	16	73	61	-	-	73	-	276	-	83	135	59
	<b>5%</b>	5%	5%	5%	4%	6%	4%	5%	5%	-	3%	10%	8%	-	-	13%	-	6%	-	4%	6%	6%
400+	<b>367</b>	79	156	367	223	316	145	367	9	-	101	63	81	-	38	16	-	367	-	196	141	29
	<b>7%</b>	7%	12%	7%	6%	7%	12%	7%	2%	-	20%	9%	10%	-	56%	3%	-	8%	-	9%	7%	3%
Mean	<b>169.2</b>	156.1	184.5	169.2	163.7	175.6	217.1	169.2	191.7	-	209.5	217.8	195.6	-	307.1	186.0	-	179.1	68.6	177.3	171.6	146.0

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Table 44  
Q31c How much was this?

Base:All who purchased the handset separately

	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	346	7	56	283	42	101	203	322	13	11	275	160	175	150	179	133	218	2	1	-	-	1	2
Base	5301	147	856	4298	745	1542	3014	4931	260	110	4026	2424	2505	2181	2761	2016	3338	19	39	-	-	19	48
0	653	34	198	421	116	222	315	579	66	8	511	271	317	309	379	262	380	8	-	-	-	-	39
	12%	23%	23%	10%	16%	14%	10%	12%	25%	7%	13%	11%	13%	14%	14%	13%	11%	41%	-	-	-	-	80%
1-50	884	12	130	742	176	218	490	884	-	-	670	359	515	336	383	308	454	-	-	-	-	-	-
	17%	8%	15%	17%	24%	14%	16%	18%	-	-	17%	15%	21%	15%	14%	15%	14%	-	-	-	-	-	-
51-100	1321	80	224	1017	242	412	667	1174	126	20	978	535	500	517	677	483	807	11	39	-	-	-	9
	25%	54%	26%	24%	32%	27%	22%	24%	48%	18%	24%	22%	20%	24%	25%	24%	24%	59%	100%	-	-	-	20%
101-200	1176	21	158	997	157	381	638	1122	18	36	989	614	550	482	636	376	776	-	-	-	-	19	-
	22%	14%	18%	23%	21%	25%	21%	23%	7%	33%	25%	25%	22%	22%	23%	19%	23%	-	-	-	-	100%	-
201-300	625	-	84	541	43	143	439	578	37	9	361	289	211	204	325	279	401	-	-	-	-	-	-
	12%	-	10%	13%	6%	9%	15%	12%	14%	9%	9%	12%	8%	9%	12%	14%	12%	-	-	-	-	-	-
301-400	276	-	20	256	-	74	202	259	-	18	208	136	114	144	131	108	222	-	-	-	-	-	-
	5%	-	2%	6%	-	5%	7%	5%	-	16%	5%	6%	5%	7%	5%	5%	7%	-	-	-	-	-	-
400+	367	-	42	325	12	92	262	335	13	19	309	220	299	190	231	200	298	-	-	-	-	-	-
	7%	-	5%	8%	2%	6%	9%	7%	5%	17%	8%	9%	12%	9%	8%	10%	9%	-	-	-	-	-	-
Mean	169.2	83.0	146.2	175.6	106.0	162.2	187.4	168.1	144.8	263.9	169.7	183.5	183.5	182.4	179.9	188.0	183.9	55.0	99.0	-	-	180.0	70.0

**Ofcom - UHF Strategy JB:11432**

Table 45

Q32 Have you ever experienced any of the following problems? - Video being watched keeps cutting out

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
In home	8864	4451	4413	1293	2358	1625	1450	947	1191	3651	2137	2011	2608	1684	2337	4619	4021	469	949	1283	392	1111	1181	818	366	688	728	198	548
	39%	40%	39%	52%	44%	38%	38%	31%	35%	46%	33%	35%	41%	37%	44%	38%	41%	36%	44%	49%	34%	39%	35%	39%	37%	42%	41%	48%	29%
On other buildings	3253	1904	1349	488	848	652	631	234	401	1335	635	956	863	606	786	1819	1392	201	419	430	94	512	387	298	142	175	309	81	138
	14%	17%	12%	20%	16%	15%	16%	8%	12%	17%	10%	17%	13%	13%	15%	15%	14%	15%	20%	17%	8%	18%	11%	14%	15%	11%	18%	20%	7%
Outdoors in urban areas	3098	1869	1229	454	899	618	584	269	274	1353	543	922	766	741	646	1689	1387	127	391	571	100	495	336	238	38	207	274	129	147
	14%	17%	11%	18%	17%	14%	15%	9%	8%	17%	8%	16%	12%	16%	12%	14%	14%	10%	18%	22%	9%	17%	10%	11%	4%	13%	16%	32%	8%
Outdoors in rural areas	3733	1985	1749	557	1075	884	736	249	232	1633	481	1064	983	791	823	2047	1614	194	487	419	160	557	552	257	78	231	379	129	206
	17%	18%	15%	22%	20%	20%	19%	8%	7%	21%	7%	19%	15%	17%	16%	17%	16%	15%	23%	16%	14%	20%	16%	12%	8%	14%	22%	32%	11%
On the move – e.g. on a train or when travelling by road	4851	2648	2203	683	1498	936	810	434	490	2181	924	1482	1379	951	944	2862	1895	273	569	692	185	662	664	347	136	312	574	130	231
	22%	24%	19%	27%	28%	22%	21%	14%	14%	28%	14%	26%	21%	21%	18%	24%	19%	21%	27%	27%	16%	23%	20%	17%	14%	19%	33%	32%	12%
At busy times or in busy places where lots of people are using their phones	3287	1771	1516	547	867	613	738	328	194	1414	521	822	965	679	743	1787	1422	200	346	470	118	466	495	293	114	202	315	78	159
	15%	16%	13%	22%	16%	14%	19%	11%	6%	18%	8%	14%	15%	15%	14%	15%	15%	15%	16%	18%	10%	16%	15%	14%	12%	12%	18%	19%	9%
At times when many people across the nation might be using their mobile phone	3739	2013	1726	466	904	649	876	398	447	1370	845	982	1048	798	846	2030	1644	242	426	447	177	532	446	271	141	208	454	114	231
	17%	18%	15%	19%	17%	15%	23%	13%	13%	17%	13%	17%	16%	18%	16%	17%	17%	18%	20%	17%	15%	19%	13%	13%	14%	13%	26%	28%	12%
No	7181	3388	3793	495	1278	1399	1048	1184	1778	1772	2962	2004	2190	1330	1443	4194	2772	524	642	591	396	753	1181	715	339	526	447	56	921
	32%	30%	33%	20%	24%	32%	27%	39%	52%	23%	45%	35%	34%	29%	27%	35%	28%	40%	30%	23%	35%	26%	35%	34%	35%	32%	25%	14%	49%

Table 45

Q32 Have you ever experienced any of the following problems? - Video being watched keeps cutting out

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
In home	8864	2077	1884	8864	5202	7126	1125	4063	575	64	2138	1477	2616	-	780	1330	1889	3567	496	4009	3109	1746
	39%	37%	39%	39%	38%	40%	43%	34%	51%	74%	43%	42%	42%	-	44%	44%	45%	34%	36%	38%	49%	30%
On other buildings	3253	547	888	3253	2233	2730	451	2270	328	-	421	596	668	-	113	532	334	2055	214	1433	1300	520
	14%	10%	18%	14%	16%	15%	17%	19%	29%	-	8%	17%	11%	-	6%	18%	8%	20%	15%	14%	20%	9%
Outdoors in urban areas	3098	462	831	3098	2026	2756	534	2073	327	-	526	611	649	-	91	574	333	1929	143	1311	1291	495
	14%	8%	17%	14%	15%	15%	20%	17%	29%	-	11%	17%	10%	-	5%	19%	8%	18%	10%	13%	20%	9%
Outdoors in rural areas	3733	614	1178	3733	2364	3190	492	2597	281	-	735	748	806	-	143	653	297	2425	172	1527	1606	600
	17%	11%	24%	17%	17%	18%	19%	22%	25%	-	15%	21%	13%	-	8%	22%	7%	23%	12%	15%	25%	10%
On the move – e.g. on a train or when travelling by road	4851	853	1481	4851	3095	4072	562	3400	401	-	719	716	902	-	245	658	420	3185	215	1867	2082	901
	22%	15%	30%	22%	23%	23%	21%	29%	35%	-	14%	20%	15%	-	14%	22%	10%	30%	15%	18%	33%	16%
At busy times or in busy places where lots of people are using their phones	3287	509	895	3287	2031	2877	463	2213	282	-	537	694	927	-	107	618	456	1999	214	1361	1421	506
	15%	9%	18%	15%	15%	16%	18%	19%	25%	-	11%	20%	15%	-	6%	20%	11%	19%	15%	13%	22%	9%
At times when many people across the nation might be using their mobile phone	3739	698	1057	3739	2389	3062	351	2299	360	-	773	802	1201	-	256	764	611	2050	249	1565	1378	797
	17%	12%	22%	17%	18%	17%	13%	19%	32%	-	16%	23%	19%	-	15%	25%	14%	20%	18%	15%	22%	14%
No	7181	2132	1214	7181	4324	5589	684	4132	344	23	1310	1018	2060	-	424	805	1464	3524	608	3500	1367	2315
	32%	38%	25%	32%	32%	31%	26%	35%	30%	26%	26%	29%	33%	-	24%	27%	35%	34%	44%	33%	22%	40%



Table 45

Q32 Have you ever experienced any of the following problems? - Video being watched keeps cutting out

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
In home	8864	711	2473	5679	2177	2893	3794	8385	345	134	6794	2460	2809	2233	2494	1795	2951	8	35	12	21	428	29
	39%	43%	37%	40%	40%	37%	40%	39%	42%	36%	41%	40%	39%	39%	35%	35%	32%	15%	24%	61%	42%	37%	23%
On other buildings	3253	47	605	2601	422	897	1934	3077	109	67	2339	1395	1500	1590	1646	1244	1860	-	-	-	10	82	-
	14%	3%	9%	18%	8%	12%	21%	14%	13%	18%	14%	23%	21%	27%	23%	24%	20%	-	-	-	19%	7%	-
Outdoors in urban areas	3098	141	673	2284	447	863	1788	2894	159	45	2323	1349	1340	1386	1778	1183	1741	-	-	-	10	59	16
	14%	8%	10%	16%	8%	11%	19%	14%	19%	12%	14%	22%	19%	24%	25%	23%	19%	-	-	-	19%	5%	13%
Outdoors in rural areas	3733	154	797	2782	524	1098	2111	3442	207	84	2897	1581	1685	1744	2100	1590	2283	-	-	-	21	111	16
	17%	9%	12%	20%	10%	14%	22%	16%	25%	23%	18%	26%	23%	30%	29%	31%	25%	-	-	-	42%	10%	13%
On the move – e.g. on a train or when travelling by road	4851	186	1078	3586	760	1313	2778	4612	164	75	3418	1970	2202	2176	2557	1880	3291	-	-	-	21	39	55
	22%	11%	16%	25%	14%	17%	30%	22%	20%	20%	21%	32%	31%	38%	35%	37%	36%	-	-	-	42%	3%	43%
At busy times or in busy places where lots of people are using their phones	3287	89	598	2599	611	974	1702	3179	76	31	2365	1299	1531	1492	1753	1293	2000	-	22	-	21	78	16
	15%	5%	9%	18%	11%	13%	18%	15%	9%	8%	14%	21%	21%	26%	24%	25%	22%	-	15%	-	42%	7%	13%
At times when many people across the nation might be using their mobile phone	3739	242	977	2520	805	1087	1848	3566	123	51	2780	1370	1557	1432	1600	1269	2062	19	11	-	21	200	29
	17%	15%	15%	18%	15%	14%	20%	17%	15%	14%	17%	22%	22%	25%	22%	25%	23%	36%	8%	-	42%	17%	23%
No	7181	614	2282	4285	2189	2548	2444	6878	214	89	4917	1962	2085	1806	2508	1785	3106	25	100	8	18	520	46
	32%	37%	34%	30%	41%	33%	26%	32%	26%	24%	30%	32%	29%	31%	35%	35%	34%	49%	68%	39%	35%	45%	36%

Ofcom - UHF Strategy JB:11432

Table 46

Q32 Have you ever experienced any of the following problems? - Web pages take too long to load

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
In home	11104	4938	6166	1104	2606	2169	1668	1422	2135	3709	3558	2481	3138	2238	2917	5618	5156	564	993	1242	597	1560	1670	1085	607	818	782	209	786
	49%	44%	54%	44%	49%	50%	43%	46%	62%	47%	55%	43%	49%	50%	55%	46%	53%	43%	47%	48%	52%	55%	49%	52%	62%	50%	44%	51%	42%
On other buildings	5463	2744	2719	911	1418	1041	908	618	567	2329	1185	1673	1301	981	1295	2973	2276	331	699	562	308	682	783	459	187	379	421	139	424
	24%	24%	24%	36%	26%	24%	24%	20%	17%	30%	18%	29%	20%	22%	25%	24%	23%	25%	33%	22%	27%	24%	23%	22%	19%	23%	24%	34%	23%
Outdoors in urban areas	5288	2775	2513	680	1560	1074	933	635	406	2240	1041	1522	1524	876	1234	3046	2110	362	461	761	347	561	847	467	160	396	394	127	358
	23%	25%	22%	27%	29%	25%	24%	21%	12%	28%	16%	27%	24%	19%	23%	25%	22%	27%	22%	29%	30%	20%	25%	22%	16%	24%	22%	31%	19%
Outdoors in rural areas	5877	2844	3033	900	1710	1165	1143	635	325	2610	959	1774	1694	930	1298	3468	2228	410	700	704	218	673	948	467	175	453	477	160	389
	26%	25%	27%	36%	32%	27%	30%	21%	9%	33%	15%	31%	26%	21%	25%	29%	23%	31%	33%	27%	19%	24%	28%	22%	18%	28%	27%	39%	21%
On the move – e.g. on a train or when travelling by road	6996	3632	3364	913	1929	1412	1149	826	767	2842	1593	2091	1928	1349	1434	4019	2783	430	653	983	296	859	1164	565	252	476	638	116	442
	31%	32%	30%	37%	36%	33%	30%	27%	22%	36%	24%	37%	30%	30%	27%	33%	28%	33%	31%	38%	26%	30%	34%	27%	26%	29%	36%	28%	24%
At busy times or in busy places where lots of people are using their phones	5124	2590	2534	646	1406	961	927	773	411	2052	1183	1420	1528	926	1114	2948	2040	315	455	597	217	502	900	462	203	368	561	142	363
	23%	23%	22%	26%	26%	22%	24%	25%	12%	26%	18%	25%	24%	20%	21%	24%	21%	24%	21%	23%	19%	18%	27%	22%	21%	23%	32%	35%	19%
At times when many people across the nation might be using their mobile phone	4874	2385	2489	639	1237	877	922	711	489	1876	1200	1211	1617	839	1129	2828	1969	284	548	597	271	547	644	447	148	235	489	95	494
	22%	21%	22%	26%	23%	20%	24%	23%	14%	24%	18%	21%	25%	19%	21%	23%	20%	22%	26%	23%	24%	19%	19%	21%	15%	14%	28%	23%	27%
No	3145	1803	1343	315	503	567	613	513	633	818	1146	749	1093	570	678	1843	1247	209	256	258	120	324	512	291	161	185	224	33	529
	14%	16%	12%	13%	9%	13%	16%	17%	18%	10%	18%	13%	17%	13%	13%	15%	13%	16%	12%	10%	11%	11%	15%	14%	16%	11%	13%	8%	28%

Table 46

Q32 Have you ever experienced any of the following problems? - Web pages take too long to load

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
In home	11104	3232	1987	11104	6447	8643	1010	4958	527	77	2561	1945	3562	-	910	1745	2680	4236	722	5332	3287	2486
	49%	57%	41%	49%	47%	48%	38%	42%	46%	88%	52%	56%	57%	-	52%	57%	63%	40%	52%	51%	52%	43%
On other buildings	5463	1029	1271	5463	3282	4526	768	3965	303	13	606	840	1204	-	208	710	577	3541	424	2445	2052	966
	24%	18%	26%	24%	24%	25%	29%	33%	27%	15%	12%	24%	19%	-	12%	23%	14%	34%	31%	23%	32%	17%
Outdoors in urban areas	5288	1127	1272	5288	3300	4378	641	3928	323	13	719	809	896	-	185	716	419	3486	442	2160	2081	1047
	23%	20%	26%	23%	24%	25%	24%	33%	28%	15%	14%	23%	14%	-	10%	24%	10%	33%	32%	21%	33%	18%
Outdoors in rural areas	5877	1202	1488	5877	3575	4952	698	4276	362	13	900	969	1207	-	244	854	541	3892	384	2456	2268	1154
	26%	21%	30%	26%	26%	28%	26%	36%	32%	15%	18%	28%	19%	-	14%	28%	13%	37%	28%	24%	36%	20%
On the move – e.g. on a train or when travelling by road	6996	1450	1842	6996	4147	5896	763	5153	476	13	830	1108	1605	-	284	993	696	4699	454	3062	2381	1553
	31%	26%	38%	31%	30%	33%	29%	43%	42%	15%	17%	32%	26%	-	16%	33%	16%	45%	33%	29%	37%	27%
At busy times or in busy places where lots of people are using their phones	5124	1043	1198	5124	3256	4405	609	3654	382	13	684	844	1193	-	181	768	567	3322	332	1967	2102	1055
	23%	19%	25%	23%	24%	25%	23%	31%	34%	15%	14%	24%	19%	-	10%	25%	13%	32%	24%	19%	33%	18%
At times when many people across the nation might be using their mobile phone	4874	1078	1214	4874	3083	4021	505	3285	412	13	788	905	1534	-	251	839	816	2859	425	1975	1905	994
	22%	19%	25%	22%	23%	23%	19%	28%	36%	15%	16%	26%	25%	-	14%	28%	19%	27%	31%	19%	30%	17%
No	3145	845	566	3145	1938	2439	389	1685	216	10	717	383	864	-	208	292	615	1509	176	1368	533	1244
	14%	15%	12%	14%	14%	14%	15%	14%	19%	12%	14%	11%	14%	-	12%	10%	15%	14%	13%	13%	8%	22%

Table 46

Q32 Have you ever experienced any of the following problems? - Web pages take too long to load

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
In home	11104	1013	3479	6612	3051	3870	4183	10403	512	190	8409	2864	3057	2666	3025	2304	4198	40	56	8	21	506	41
	49%	61%	52%	47%	57%	50%	45%	49%	62%	51%	51%	46%	43%	46%	42%	45%	46%	76%	38%	39%	42%	44%	32%
On other buildings	5463	279	1261	3924	1120	1644	2699	5170	204	89	4038	2713	2561	2824	2799	2410	3110	-	-	-	-	98	12
	24%	17%	19%	28%	21%	21%	29%	24%	25%	24%	25%	44%	36%	49%	39%	47%	34%	-	-	-	-	8%	9%
Outdoors in urban areas	5288	247	1262	3779	934	1734	2620	5063	179	46	3877	2316	2391	2368	3203	2350	3252	-	22	-	21	78	28
	23%	15%	19%	27%	17%	22%	28%	24%	22%	12%	24%	38%	33%	41%	44%	46%	36%	-	15%	-	42%	7%	22%
Outdoors in rural areas	5877	377	1367	4134	911	2082	2884	5497	277	104	4537	2648	2691	2753	3322	2787	3552	-	-	8	29	111	28
	26%	23%	20%	29%	17%	27%	31%	26%	33%	28%	28%	43%	38%	48%	46%	55%	39%	-	-	39%	58%	10%	22%
On the move – e.g. on a train or when travelling by road	6996	337	1603	5056	1502	2217	3277	6596	277	122	4834	3059	3243	3317	3909	2936	4961	11	22	12	11	39	67
	31%	20%	24%	36%	28%	29%	35%	31%	33%	33%	29%	50%	45%	57%	54%	57%	54%	22%	15%	61%	22%	3%	53%
At busy times or in busy places where lots of people are using their phones	5124	172	1102	3850	906	1728	2490	4852	232	40	3695	2255	2362	2350	2856	2168	3309	-	35	-	39	85	28
	23%	10%	16%	27%	17%	22%	27%	23%	28%	11%	22%	37%	33%	41%	39%	42%	36%	-	24%	-	77%	7%	22%
At times when many people across the nation might be using their mobile phone	4874	328	1138	3408	1110	1513	2251	4603	198	74	3600	1920	2169	2198	2470	1890	2934	8	34	-	39	200	41
	22%	20%	17%	24%	21%	19%	24%	22%	24%	20%	22%	31%	30%	38%	34%	37%	32%	15%	23%	-	77%	17%	32%
No	3145	198	1004	1944	819	870	1456	3047	55	43	2013	636	843	571	903	496	983	12	78	-	-	455	34
	14%	12%	15%	14%	15%	11%	16%	14%	7%	12%	12%	10%	12%	10%	12%	10%	11%	24%	53%	-	-	39%	27%

Table 47

Q32 Have you ever experienced any of the following problems? - Your connection keeps dropping out

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
In home	8022	3524	4497	1022	2016	1652	1308	1084	939	3038	2023	1593	2349	1801	2026	3943	3827	376	848	954	467	983	1229	864	438	518	507	201	479
	36%	31%	40%	41%	38%	38%	34%	35%	27%	39%	31%	28%	37%	40%	38%	32%	39%	29%	40%	37%	41%	34%	36%	41%	45%	32%	29%	49%	26%
On other buildings	4054	2087	1967	750	1012	676	607	556	453	1762	1009	1184	905	742	1010	2089	1751	243	459	382	190	512	570	401	222	340	259	124	297
	18%	19%	17%	30%	19%	16%	16%	18%	13%	22%	15%	21%	14%	16%	19%	17%	18%	18%	22%	15%	17%	18%	17%	19%	23%	21%	15%	30%	16%
Outdoors in urban areas	4259	2354	1905	545	1247	824	755	538	350	1792	888	1149	1222	736	1036	2372	1772	217	442	655	259	468	699	335	94	305	298	107	341
	19%	21%	17%	22%	23%	19%	20%	17%	10%	23%	14%	20%	19%	16%	20%	20%	18%	16%	21%	25%	23%	16%	21%	16%	10%	19%	17%	26%	18%
Outdoors in rural areas	5431	2558	2873	806	1501	1110	810	743	460	2307	1203	1621	1475	998	1180	3096	2178	321	517	608	276	712	909	622	178	288	387	155	345
	24%	23%	25%	32%	26%	21%	24%	13%	29%	18%	28%	28%	23%	22%	22%	25%	22%	24%	24%	23%	24%	25%	27%	30%	18%	18%	22%	38%	18%
On the move – e.g. on a train or when travelling by road	6527	3235	3291	916	1891	1223	1021	941	535	2807	1476	1930	1737	1289	1380	3667	2669	475	558	926	359	789	1085	493	311	399	497	186	345
	29%	29%	29%	37%	35%	28%	27%	31%	16%	36%	23%	34%	27%	29%	26%	30%	27%	36%	26%	36%	31%	28%	32%	23%	32%	25%	28%	46%	18%
At busy times or in busy places where lots of people are using their phones	3801	1942	1859	554	1029	713	811	560	133	1583	693	1016	1062	630	955	2078	1585	256	279	470	118	567	642	308	179	270	327	93	261
	17%	17%	16%	22%	19%	17%	21%	18%	4%	20%	11%	18%	17%	14%	18%	17%	16%	19%	13%	18%	10%	20%	19%	15%	18%	17%	19%	23%	14%
At times when many people across the nation might be using their mobile phone	4280	1957	2323	622	1081	841	869	537	331	1703	868	1005	1259	835	1054	2264	1890	327	409	436	225	572	594	300	116	258	433	131	404
	19%	17%	20%	25%	20%	19%	23%	17%	10%	22%	13%	18%	20%	18%	20%	19%	19%	25%	19%	17%	20%	20%	18%	14%	12%	16%	25%	32%	22%
No	5095	2890	2205	322	743	918	831	624	1657	1065	2281	1401	1666	905	1018	3067	1924	294	389	473	230	701	731	420	161	378	510	41	704
	23%	26%	19%	13%	14%	21%	22%	20%	48%	14%	35%	24%	26%	20%	19%	25%	20%	22%	18%	18%	20%	25%	22%	20%	16%	23%	29%	10%	38%

Table 47

Q32 Have you ever experienced any of the following problems? - Your connection keeps dropping out

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
In home	8022	2316	1522	8022	4557	6345	625	3440	465	65	2033	1413	2453	-	655	1274	1811	2895	544	3611	2348	2063
	36%	41%	31%	36%	33%	36%	24%	29%	41%	74%	41%	40%	40%	-	37%	42%	43%	28%	39%	35%	37%	36%
On other buildings	4054	867	829	4054	2432	3515	645	2722	211	35	454	668	1004	-	89	593	589	2307	415	1851	1415	788
	18%	15%	17%	18%	18%	20%	24%	23%	19%	40%	9%	19%	16%	-	5%	20%	14%	22%	30%	18%	22%	14%
Outdoors in urban areas	4259	787	921	4259	2719	3582	747	2930	225	13	648	698	807	-	224	624	401	2576	354	1825	1733	701
	19%	14%	19%	19%	20%	20%	28%	25%	20%	15%	13%	20%	13%	-	13%	21%	9%	25%	25%	17%	27%	12%
Outdoors in rural areas	5431	1094	1330	5431	3324	4601	748	3875	300	13	825	1027	1383	-	146	849	607	3398	477	2322	2062	1047
	24%	19%	27%	24%	24%	26%	28%	33%	26%	15%	17%	29%	22%	-	8%	28%	14%	32%	34%	22%	32%	18%
On the move – e.g. on a train or when travelling by road	6527	1332	1642	6527	3693	5606	776	4531	382	13	964	992	1421	-	259	829	667	4007	524	2672	2487	1368
	29%	24%	34%	29%	27%	31%	29%	38%	34%	15%	19%	28%	23%	-	15%	27%	16%	38%	38%	26%	39%	24%
At busy times or in busy places where lots of people are using their phones	3801	746	849	3801	2148	3152	523	2519	203	13	611	571	1067	-	121	508	572	2270	249	1453	1572	776
	17%	13%	17%	17%	16%	18%	20%	21%	18%	15%	12%	16%	17%	-	7%	17%	13%	22%	18%	14%	25%	14%
At times when many people across the nation might be using their mobile phone	4280	950	1123	4280	2613	3436	470	2783	248	13	857	730	1410	-	317	653	681	2486	297	1809	1588	884
	19%	17%	23%	19%	19%	19%	18%	23%	22%	15%	17%	21%	23%	-	18%	22%	16%	24%	21%	17%	25%	15%
No	5095	1460	918	5095	3300	3751	428	2552	353	-	1145	612	1630	-	411	576	1291	2366	186	2461	1069	1565
	23%	26%	19%	23%	24%	21%	16%	21%	31%	-	23%	18%	26%	-	23%	19%	30%	23%	13%	24%	17%	27%

Ofcom - UHF Strategy JB:11432

Table 47

Q32 Have you ever experienced any of the following problems? - Your connection keeps dropping out

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
In home	8022	720	2610	4691	2069	2755	3197	7522	342	158	6293	1873	2311	1892	1853	1439	2652	28	44	-	-	304	29
	36%	43%	39%	33%	38%	35%	34%	35%	41%	42%	38%	30%	32%	33%	26%	28%	29%	54%	30%	-	-	26%	23%
On other buildings	4054	180	919	2955	721	1192	2141	3819	180	55	2923	1762	1891	1871	1897	1496	2350	-	22	-	-	71	-
	18%	11%	14%	21%	13%	15%	23%	18%	22%	15%	18%	29%	26%	32%	26%	29%	26%	-	15%	-	-	6%	-
Outdoors in urban areas	4259	239	932	3088	682	1366	2212	4057	165	37	3153	1816	1953	1886	2305	1685	2367	-	-	12	11	57	16
	19%	14%	14%	22%	13%	18%	24%	19%	20%	10%	19%	29%	27%	33%	32%	33%	26%	-	-	61%	22%	5%	13%
Outdoors in rural areas	5431	285	1200	3946	932	1752	2748	5043	274	114	4168	2371	2513	2324	3015	2285	3325	-	34	20	11	92	16
	24%	17%	18%	28%	17%	23%	29%	24%	33%	31%	25%	38%	35%	40%	42%	45%	36%	-	23%	100%	22%	8%	13%
On the move – e.g. on a train or when travelling by road	6527	333	1623	4571	1106	2381	3040	6136	287	103	4579	2659	3057	2713	3296	2534	4366	11	12	12	29	90	55
	29%	20%	24%	32%	21%	31%	32%	29%	35%	28%	28%	43%	43%	47%	46%	50%	48%	22%	8%	61%	58%	8%	43%
At busy times or in busy places where lots of people are using their phones	3801	181	866	2754	739	1351	1710	3649	120	31	2778	1455	1627	1297	1846	1464	2256	-	22	12	21	66	16
	17%	11%	13%	19%	14%	17%	18%	17%	15%	8%	17%	24%	23%	22%	26%	29%	25%	-	15%	61%	42%	6%	13%
At times when many people across the nation might be using their mobile phone	4280	305	958	3018	899	1366	2015	4057	149	74	3127	1686	1926	1604	1947	1506	2438	-	11	12	11	200	29
	19%	18%	14%	21%	17%	18%	21%	19%	18%	20%	19%	27%	27%	28%	27%	29%	27%	-	8%	61%	22%	17%	23%
No	5095	537	1579	2979	1763	1442	1889	4823	209	63	3380	1178	1249	1111	1591	1007	1913	12	78	-	12	617	46
	23%	32%	23%	21%	33%	19%	20%	23%	25%	17%	21%	19%	17%	19%	22%	20%	21%	24%	53%	-	23%	53%	36%

Table 48

Q33 Which of the following activities do you undertake on your laptop/mobile phone/tablet?

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
Sending and receiving Email	17553	8656	8896	1900	3954	3357	3027	2490	2824	5854	5314	4529	5102	3548	3969	9631	7517	896	1779	1915	897	2300	2737	1677	722	1185	1359	281	1523
	78%	77%	78%	76%	74%	78%	79%	81%	82%	74%	82%	79%	79%	78%	75%	79%	77%	68%	83%	74%	78%	81%	80%	74%	73%	77%	69%	82%	
Surfing the Internet looking at websites	16134	7713	8421	1663	4065	3267	2875	2342	1922	5728	4264	4254	4609	3217	3723	8863	6941	921	1419	1982	829	1971	2428	1541	833	1130	1214	248	1336
	72%	69%	74%	67%	76%	76%	75%	76%	56%	73%	66%	74%	72%	71%	71%	73%	71%	70%	66%	76%	72%	69%	72%	73%	85%	70%	69%	61%	72%
Shopping	12951	5617	7334	1422	3583	2454	2242	1660	1591	5005	3250	3384	3672	2777	2844	7055	5621	707	1277	1507	612	1421	1792	1371	617	894	1032	215	1294
	57%	50%	65%	57%	67%	57%	58%	54%	46%	64%	50%	59%	57%	61%	54%	58%	57%	54%	60%	58%	53%	50%	53%	65%	63%	55%	59%	53%	69%
Looking at maps of the local area	12465	6140	6325	1236	3098	2414	2323	1968	1425	4334	3393	3481	3537	2309	2816	7018	5125	660	1331	1782	542	1674	1811	1049	547	791	923	216	944
	55%	55%	56%	49%	58%	56%	60%	64%	41%	55%	52%	61%	55%	51%	53%	58%	52%	50%	62%	68%	47%	59%	54%	50%	56%	49%	52%	53%	51%
Accessing social networking sites	12256	5008	7248	1732	3657	2735	2008	1447	677	5389	2124	2889	3512	2689	2853	6400	5542	592	1191	1263	662	1533	1868	1121	608	1028	639	249	1118
	54%	45%	64%	69%	68%	63%	52%	47%	20%	68%	33%	51%	55%	59%	54%	53%	57%	63%	56%	49%	58%	54%	55%	53%	62%	63%	36%	61%	60%
Catching up with news or sports	11948	6260	5688	1077	2618	2473	2448	1670	1661	3696	3331	3161	3646	2460	2447	6807	4907	761	1265	1315	586	1527	1775	1025	575	892	796	226	1016
	53%	56%	50%	43%	49%	57%	64%	54%	48%	47%	51%	55%	57%	54%	46%	56%	50%	58%	59%	51%	53%	53%	49%	59%	55%	45%	55%	54%	
Looking up local information - restaurants/shops/cash points	11798	5155	6643	1373	2823	2455	2143	1603	1401	4196	3005	3547	3346	2288	2424	6893	4712	649	1178	1376	443	1494	1924	1234	619	666	804	195	1013
	52%	46%	59%	55%	53%	57%	56%	52%	41%	53%	46%	62%	52%	51%	46%	57%	48%	49%	55%	53%	39%	52%	57%	59%	63%	41%	46%	48%	54%
Banking	11652	5622	6030	1269	2986	2062	2041	1636	1658	4254	3294	3155	3215	2481	2540	6370	5021	635	983	1245	599	1294	1903	1246	533	865	756	266	1081
	52%	50%	53%	51%	56%	48%	53%	53%	48%	54%	51%	55%	50%	55%	48%	52%	51%	48%	46%	48%	52%	45%	56%	59%	54%	53%	43%	65%	58%
Watching video clips/webcasts from Youtube or similar services	9378	4471	4907	1534	2523	2081	1900	988	352	4057	1339	2265	2399	1973	2469	4664	4442	523	828	1316	513	973	1245	749	457	827	783	231	711
	42%	40%	43%	61%	47%	48%	49%	32%	10%	52%	21%	40%	37%	44%	47%	38%	45%	40%	39%	51%	45%	34%	37%	36%	47%	51%	45%	57%	38%
Downloading apps	8039	3975	4064	1130	2353	1817	1309	875	555	3483	1430	2296	2229	1463	1863	4525	3326	369	748	1125	378	1176	1066	709	335	565	525	181	646
	36%	35%	36%	45%	44%	42%	34%	28%	16%	44%	22%	40%	35%	32%	35%	37%	34%	28%	35%	43%	33%	41%	32%	34%	34%	35%	30%	44%	35%
Watching catch up TV programme	7771	3730	4041	1117	1898	1503	1437	1048	768	3015	1816	2169	2153	1728	1539	4322	3267	461	815	888	368	860	1072	733	457	522	516	201	660
	34%	33%	36%	45%	35%	35%	37%	34%	22%	38%	28%	38%	33%	38%	29%	36%	33%	35%	38%	34%	32%	30%	32%	35%	47%	32%	29%	49%	35%
Playing games online	7647	3354	4293	1281	2266	1745	1172	683	501	3546	1184	1956	1735	1682	2002	3691	3684	319	650	771	510	1079	1168	623	435	723	473	148	607
	34%	30%	38%	51%	42%	40%	30%	22%	15%	45%	18%	34%	27%	37%	38%	30%	38%	24%	30%	30%	44%	38%	35%	30%	44%	45%	27%	36%	33%
Downloading music	7006	3289	3717	1267	2005	1765	1141	689	138	3272	827	1773	1870	1518	1622	3643	3140	308	542	1057	341	807	1024	621	392	513	519	195	529
	31%	29%	33%	51%	37%	41%	30%	22%	4%	42%	13%	31%	29%	34%	31%	30%	32%	23%	25%	41%	30%	28%	30%	30%	40%	32%	30%	48%	28%
Listening to or downloading audio services (e.g. radio stations)	6352	3199	3153	996	1635	1464	1206	694	357	2631	1051	1723	1596	1426	1492	3319	2919	280	579	927	318	715	786	793	318	467	413	120	469
	28%	29%	28%	40%	30%	34%	31%	23%	10%	33%	16%	30%	25%	32%	28%	27%	30%	21%	27%	36%	28%	25%	23%	36%	32%	29%	23%	29%	25%
School/college/work related activities	5280	2042	3237	1235	1405	956	809	490	384	2640	874	1643	1578	866	1105	3221	1971	337	417	822	332	542	523	440	234	384	545	49	511
	23%	18%	29%	49%	26%	22%	21%	16%	11%	34%	13%	29%	25%	19%	21%	27%	20%	26%	20%	32%	29%	19%	15%	21%	24%	24%	31%	12%	27%
Making telephone calls using the Internet	5038	2590	2448	685	1470	846	905	701	432	2155	1132	1614	1153	1176	992	2767	2168	262	516	918	140	676	731	396	206	302	334	156	282
	22%	23%	22%	27%	27%	20%	24%	23%	13%	27%	17%	28%	18%	26%	19%	23%	22%	20%	24%	35%	12%	24%	22%	19%	21%	19%	19%	38%	15%
Watching live TV programmes	4309	2471	1839	664	1162	869	774	534	307	1826	841	1015	1182	1036	1015	2197	2051	165	412	669	222	554	528	422	254	323	314	118	209
	19%	22%	16%	27%	22%	20%	20%	17%	9%	23%	13%	18%	18%	23%	19%	18%	21%	12%	19%	26%	19%	19%	16%	20%	26%	20%	18%	29%	11%
Downloading a full length film	2769	1450	1319	536	976	602	398	140	116	1511	257	619	633	635	768	1252	1402	137	215	502	147	281	355	265	155	226	148	94	138
	12%	13%	12%	21%	18%	14%	10%	5%	3%	19%	4%	11%	10%	14%	15%	10%	14%	10%	10%	19%	13%	10%	11%	13%	16%	14%	8%	23%	7%
NA	264	221	43	19	-	13	30	83	119	19	202	144	41	19	59	185	79	62	39	-	7	30	93	19	-	-	14	-	-
	1%	2%	*	1%	-	1%	3%	3%	3%	*	3%	3%	1%	*	1%	2%	1%	5%	2%	-	1%	1%	3%	1%	-	-	1%	-	-



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Table 48

Q33 Which of the following activities do you undertake on your laptop/mobile phone/tablet?

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
Sending and receiving Email	17553 78%	4144 74%	3814 78%	17553 78%	10078 74%	14632 82%	2031 77%	9565 80%	983 87%	51 59%	3556 72%	3020 86%	4887 79%	-	1191 68%	2609 86%	3288 78%	8750 83%	815 59%	7984 76%	5004 79%	4564 80%
Surfing the Internet looking at websites	16134 72%	3568 63%	3561 73%	16134 72%	9166 67%	13705 77%	2043 78%	9139 77%	983 87%	39 45%	3005 61%	2818 81%	4606 74%	-	787 45%	2414 80%	3065 72%	8233 78%	906 65%	7247 69%	4837 76%	4051 71%
Shopping	12951 57%	2959 53%	2871 59%	12951 57%	6947 51%	11278 63%	1637 62%	6786 57%	659 58%	29 33%	2815 57%	2538 73%	3631 59%	-	642 36%	2165 71%	2454 58%	6080 58%	706 51%	5802 56%	4049 64%	3100 54%
Looking at maps of the local area	12465 55%	2752 49%	2756 56%	12465 55%	7467 55%	10550 59%	1472 56%	7503 63%	709 62%	51 59%	2310 47%	2142 61%	3522 57%	-	581 33%	1873 62%	2301 54%	6883 66%	620 45%	5493 53%	4165 66%	2807 49%
Accessing social networking sites	12256 54%	2594 46%	2766 57%	12256 54%	6529 48%	10683 60%	1443 55%	7745 65%	709 62%	-	2113 43%	2143 61%	3196 51%	-	467 27%	1921 63%	1803 43%	6794 65%	950 68%	5320 51%	3874 61%	3062 53%
Catching up with news or sports	11948 53%	2739 49%	2791 57%	11948 53%	7180 53%	10054 56%	1723 65%	7009 59%	586 52%	22 26%	2309 47%	2201 63%	3037 49%	-	723 41%	1878 62%	1907 45%	6352 61%	657 47%	5426 52%	3883 61%	2639 46%
Looking up local information - restaurants/shops/cash points	11798 52%	2875 51%	2720 56%	11798 52%	6743 50%	10198 57%	1628 62%	6971 59%	704 62%	-	1906 38%	2284 65%	3258 52%	-	455 26%	1961 65%	2045 48%	6219 59%	752 54%	5568 53%	3573 56%	2657 46%
Banking	11652 52%	2671 47%	2414 49%	11652 52%	6252 46%	10054 56%	1543 59%	6147 52%	553 49%	51 59%	2571 52%	2155 62%	3250 52%	-	677 38%	1818 60%	2235 53%	5575 53%	572 41%	5165 49%	3678 58%	2810 49%
Watching video clips/webcasts from Youtube or similar services	9378 42%	2056 36%	2231 46%	9378 42%	5221 38%	8236 46%	1436 55%	5987 50%	635 56%	-	1630 33%	1857 53%	2491 40%	-	249 14%	1567 52%	1411 33%	5349 51%	637 46%	3966 38%	3417 54%	1994 35%
Downloading apps	8039 36%	1596 28%	1941 40%	8039 36%	4904 36%	6803 38%	1590 60%	6576 55%	731 64%	35 40%	927 19%	1293 37%	1679 27%	-	259 15%	1027 34%	527 12%	6266 60%	310 22%	3289 31%	3002 47%	1748 30%
Watching catch up TV programme	7771 34%	1763 31%	1911 39%	7771 34%	4248 31%	7092 40%	1259 48%	4009 34%	423 37%	-	1617 33%	1525 44%	2333 38%	-	348 20%	1292 43%	1647 39%	3559 34%	450 32%	3584 34%	2408 38%	1779 31%
Playing games online	7647 34%	1481 26%	1819 37%	7647 34%	4380 32%	6425 36%	1068 41%	4423 37%	437 39%	35 40%	1775 36%	1464 42%	2265 36%	-	462 26%	1227 40%	1307 31%	3910 37%	514 37%	3265 31%	2736 43%	1646 29%
Downloading music	7006 31%	1353 24%	1739 36%	7006 31%	3620 27%	6182 35%	1210 46%	4558 38%	690 61%	41 48%	1190 24%	1319 38%	1852 30%	-	256 15%	1093 36%	982 23%	4084 39%	474 34%	3317 32%	2353 37%	1337 23%
Listening to or downloading audio services (e.g. radio stations)	6352 28%	1370 24%	1530 31%	6352 28%	3792 28%	5338 30%	1044 40%	4073 34%	398 35%	22 26%	1035 21%	1408 40%	1584 26%	-	286 16%	1141 38%	902 21%	3701 35%	371 27%	2814 27%	2257 36%	1281 22%
School/college/work related activities	5280 23%	1238 22%	1411 29%	5280 23%	2858 21%	4750 27%	887 34%	3347 28%	326 29%	-	972 20%	1164 33%	1476 24%	-	233 13%	955 31%	808 19%	2965 28%	381 27%	2371 23%	1928 30%	981 17%
Making telephone calls using the Internet	5038 22%	1064 19%	1047 21%	5038 22%	2866 21%	4435 25%	796 30%	3073 26%	202 18%	22 26%	861 17%	826 24%	1377 22%	-	254 14%	694 23%	842 20%	2908 28%	165 12%	2373 23%	1558 25%	1108 19%
Watching live TV programmes	4309 19%	930 17%	1301 27%	4309 19%	2611 19%	3824 21%	807 31%	2241 19%	146 13%	22 26%	1026 21%	783 22%	1075 17%	-	210 12%	678 22%	658 16%	2043 19%	198 14%	2149 21%	1427 22%	734 13%
Downloading a full length film	2769 12%	582 10%	784 16%	2769 12%	1608 12%	2482 14%	648 25%	1750 15%	153 14%	-	473 10%	489 14%	763 12%	-	93 5%	371 12%	352 8%	1609 15%	140 10%	1200 11%	1134 18%	435 8%
NA	264 1%	127 2%	21 *	264 1%	226 2%	118 1%	- -	19 *	32 3%	-	131 3%	25 1%	100 2%	-	51 3%	25 1%	100 2%	19 *	- -	188 2%	18 *	58 1%

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Table 48

Q33 Which of the following activities do you undertake on your laptop/mobile phone/tablet?

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Sending and receiving Email	17553	1161	5110	11281	4186	6165	7201	16651	619	282	13072	5239	5938	5139	6118	4425	7914	39	146	20	51	608	105
	78%	70%	76%	80%	78%	79%	77%	78%	75%	76%	80%	85%	83%	89%	85%	87%	86%	75%	100%	100%	100%	53%	82%
Surfing the Internet looking at websites	16134	846	4582	10706	3225	5792	7117	15344	509	281	12338	5012	5816	4805	5709	4060	7478	39	107	20	-	518	114
	72%	51%	68%	76%	60%	75%	76%	72%	61%	76%	75%	81%	81%	83%	79%	79%	82%	75%	73%	100%	-	45%	90%
Shopping	12951	820	3682	8449	2788	4515	5648	12255	485	211	10141	3590	4509	3699	3956	2747	5318	24	85	12	29	540	60
	57%	49%	55%	60%	52%	58%	60%	57%	59%	57%	62%	58%	63%	64%	55%	54%	58%	46%	58%	61%	58%	47%	48%
Looking at maps of the local area	12465	706	3429	8330	2588	4239	5639	11794	475	195	9178	4246	4729	4270	5012	3756	6230	39	46	8	-	283	54
	55%	42%	51%	59%	48%	55%	60%	55%	57%	53%	56%	69%	66%	74%	69%	74%	68%	75%	32%	39%	-	24%	43%
Accessing social networking sites	12256	629	3303	8324	2429	4268	5560	11547	427	282	9780	4071	5134	3971	4894	3602	6028	41	68	8	28	298	66
	54%	38%	49%	59%	45%	55%	59%	54%	52%	76%	60%	66%	72%	69%	68%	71%	66%	78%	47%	39%	55%	26%	52%
Catching up with news or sports	11948	602	2889	8458	2440	3893	5616	11437	323	188	8956	3932	4204	3916	4690	3478	5728	27	56	20	10	436	84
	53%	36%	43%	60%	45%	50%	60%	54%	39%	51%	54%	64%	59%	68%	65%	68%	63%	51%	38%	100%	19%	38%	66%
Looking up local information - restaurants/shops/cash points	11798	691	2977	8130	2324	4166	5308	11206	388	204	8938	4060	4443	4133	4572	3447	5666	27	72	20	21	427	84
	52%	42%	44%	57%	43%	54%	57%	53%	47%	55%	54%	66%	62%	71%	63%	67%	62%	51%	50%	100%	42%	37%	66%
Banking	11652	777	3421	7455	2853	3691	5108	10920	487	245	8938	3266	3923	3217	3914	2745	5095	24	46	20	11	390	72
	52%	47%	51%	53%	53%	48%	54%	51%	59%	66%	54%	53%	55%	56%	54%	54%	56%	46%	32%	100%	22%	34%	57%
Watching video clips/webcasts from Youtube or similar services	9378	431	2087	6860	1520	2996	4861	8858	299	221	7688	3312	4117	3286	3872	2682	4840	31	68	-	21	156	39
	42%	26%	31%	46%	28%	39%	52%	42%	36%	59%	47%	54%	57%	57%	54%	53%	53%	60%	47%	-	42%	13%	31%
Downloading apps	8039	207	1362	6470	1063	2460	4515	7525	299	215	6343	3692	3627	3530	4303	2891	4659	39	85	-	-	63	41
	36%	12%	20%	46%	20%	32%	48%	35%	36%	58%	39%	60%	51%	61%	60%	57%	51%	75%	58%	-	-	5%	33%
Watching catch up TV programme	7771	450	2029	5292	1522	2446	3804	7262	290	219	5994	2221	2995	2421	2545	1927	3213	11	56	12	29	347	41
	34%	27%	30%	37%	28%	31%	41%	34%	35%	59%	36%	36%	42%	42%	35%	38%	35%	22%	38%	61%	58%	30%	32%
Playing games online	7647	325	1703	5619	1287	2681	3679	7231	274	142	6264	2584	3007	2331	2700	2032	3528	44	68	-	18	190	29
	34%	20%	25%	40%	24%	35%	39%	34%	33%	38%	38%	42%	42%	40%	37%	40%	39%	85%	47%	-	35%	16%	23%
Downloading music	7006	278	1425	5303	1212	2213	3581	6653	197	156	5717	2431	3128	2402	2720	1971	3239	-	46	-	-	109	54
	31%	17%	21%	37%	22%	28%	38%	31%	24%	42%	35%	39%	44%	42%	38%	39%	35%	-	32%	-	-	9%	43%
Listening to or downloading audio services (e.g. radio stations)	6352	251	1097	5005	1069	1824	3459	6010	175	167	5098	2427	2973	2376	2919	2006	3248	32	22	-	-	133	16
	28%	15%	16%	35%	20%	23%	37%	28%	21%	45%	31%	39%	41%	41%	40%	39%	35%	62%	15%	-	-	11%	13%
School/college/work related activities	5280	314	1351	3615	1050	1821	2408	4948	187	144	3906	2000	2867	1892	2221	1462	2745	11	34	20	-	104	13
	23%	19%	20%	26%	19%	23%	26%	23%	23%	39%	24%	32%	40%	33%	31%	29%	30%	22%	23%	100%	-	9%	10%
Making telephone calls using the Internet	5038	270	1020	3748	717	1797	2524	4783	134	120	3915	1838	2041	1754	2044	1460	2425	32	22	12	-	107	39
	22%	16%	15%	26%	13%	23%	27%	22%	16%	32%	24%	30%	28%	30%	28%	29%	26%	62%	15%	61%	-	9%	31%
Watching live TV programmes	4309	138	934	3238	640	1383	2287	4007	184	119	3504	1374	1779	1457	1487	1038	1717	8	44	12	-	79	29
	19%	8%	14%	23%	12%	18%	24%	19%	22%	32%	21%	22%	25%	25%	21%	20%	19%	15%	30%	61%	-	7%	23%
Downloading a full length film	2769	152	560	2057	367	876	1526	2560	104	105	2286	911	1221	920	1096	801	1175	-	44	-	-	20	16
	12%	9%	8%	15%	7%	11%	16%	12%	13%	28%	14%	15%	17%	16%	15%	16%	13%	-	30%	-	-	2%	13%
NA	264	-	108	156	19	69	176	245	19	-	26	-	37	19	19	19	7	-	-	-	-	175	-
	1%	-	2%	1%	*	1%	2%	1%	2%	-	*	-	1%	*	*	*	*	-	-	-	-	15%	-

Table 49

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
Having good coverage outdoors	2561 11%	1578 14%	983 9%	239 10%	609 11%	431 10%	427 11%	304 10%	551 16%	848 11%	855 13%	628 11%	634 10%	729 16%	558 11%	1262 10%	1287 13%	140 11%	364 17%	371 14%	161 14%	409 14%	367 11%	217 10%	38 4%	54 3%	182 10%	44 11%	206 11%
Having good reception at home	7160 32%	3288 29%	3873 34%	725 29%	1382 26%	1432 33%	1165 30%	1219 40%	1237 36%	2108 27%	2456 38%	1733 30%	1941 30%	1452 32%	1800 34%	3675 30%	3252 33%	347 26%	695 33%	527 20%	446 39%	952 33%	1232 36%	568 27%	358 37%	779 48%	523 30%	106 26%	538 29%
Having good reception in other buildings	1092 5%	564 5%	529 5%	127 5%	277 5%	196 5%	205 5%	142 5%	146 4%	404 5%	288 4%	449 8%	326 5%	134 3%	157 3%	775 6%	292 3%	86 7%	80 4%	121 5%	24 2%	131 5%	196 6%	127 6%	48 5%	102 6%	108 6%	18 4%	25 1%
Having a reliable service at busy times or in busy places	1839 8%	876 8%	962 8%	155 6%	481 9%	344 8%	354 9%	300 10%	204 6%	636 8%	504 8%	712 12%	447 7%	333 7%	288 5%	1159 10%	621 6%	118 9%	161 8%	393 15%	18 2%	288 10%	225 7%	195 9%	12 1%	101 6%	102 6%	39 10%	158 8%
Having a reliable service in other-non crowded areas	769 3%	466 4%	303 3%	91 4%	289 5%	126 3%	132 3%	78 3%	53 2%	379 5%	131 2%	124 2%	165 3%	241 5%	187 4%	288 2%	428 4%	8 1%	28 1%	62 2%	73 6%	74 3%	155 5%	68 3%	66 7%	30 2%	44 2%	51 13%	111 6%
Having a reliable service when travelling at speed e.g. on a train or in a car	1338 6%	692 6%	646 6%	160 6%	304 6%	179 4%	246 6%	182 6%	267 8%	465 6%	449 7%	412 7%	396 6%	311 7%	176 3%	808 7%	487 5%	106 8%	161 8%	245 9%	97 8%	101 4%	118 3%	145 7%	56 6%	53 3%	138 8%	43 10%	66 4%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	3140 14%	1753 16%	1387 12%	404 16%	935 17%	591 14%	566 15%	275 9%	369 11%	1339 17%	644 10%	835 15%	712 11%	628 14%	891 17%	1547 13%	1519 16%	249 19%	172 8%	416 16%	94 8%	378 13%	281 8%	342 16%	155 16%	209 13%	470 27%	13 3%	266 14%
The monthly cost of using the device i.e. the bill your mobile company sends you	4640 21%	1990 18%	2649 23%	598 24%	1094 20%	1017 24%	749 19%	573 19%	609 18%	1692 21%	1183 18%	827 14%	1807 28%	692 15%	1218 23%	2634 22%	1910 20%	263 20%	474 22%	467 18%	235 20%	523 18%	803 24%	437 21%	246 25%	295 18%	192 11%	95 23%	495 27%

Table 49

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First

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
																		Yes	Yes			
Unweighted base	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
Having good coverage outdoors	2561 11%	679 12%	537 11%	2561 11%	1871 14%	1886 11%	368 14%	1652 14%	175 15%	13 15%	560 11%	293 8%	590 9%	-	305 17%	237 8%	315 7%	1569 15%	82 6%	1224 12%	726 11%	611 11%
Having good reception at home	7160 32%	1864 33%	1323 27%	7160 32%	3850 28%	5691 32%	945 36%	3078 26%	295 26%	52 60%	1612 32%	1222 35%	2507 40%	-	436 25%	1001 33%	1869 44%	2689 26%	388 28%	3507 34%	2053 32%	1601 28%
Having good reception in other buildings	1092 5%	235 4%	380 8%	1092 5%	750 6%	925 5%	165 6%	708 6%	64 6%	-	256 5%	222 6%	146 2%	-	112 6%	202 7%	33 1%	591 6%	117 8%	479 5%	331 5%	282 5%
Having a reliable service at busy times or in busy places	1839 8%	353 6%	415 9%	1839 8%	1285 9%	1459 8%	192 7%	1062 9%	48 4%	-	411 8%	456 13%	532 9%	-	120 7%	387 13%	325 8%	984 9%	78 6%	930 9%	482 8%	426 7%
Having a reliable service in other-non crowded areas	769 3%	169 3%	228 5%	769 3%	540 4%	503 3%	69 3%	331 3%	27 2%	-	255 5%	62 2%	125 2%	-	127 7%	54 2%	107 3%	264 3%	67 5%	357 3%	190 3%	221 4%
Having a reliable service when travelling at speed e.g. on a train or in a car	1338 6%	313 6%	366 7%	1338 6%	907 7%	1035 6%	105 4%	795 7%	63 6%	-	250 5%	159 5%	353 6%	-	127 7%	159 5%	262 6%	747 7%	47 3%	581 6%	421 7%	336 6%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	3140 14%	657 12%	676 14%	3140 14%	1884 14%	2502 14%	384 15%	1741 15%	215 19%	22 26%	775 16%	582 17%	872 14%	-	240 14%	535 18%	620 15%	1583 15%	158 11%	1429 14%	1023 16%	687 12%
The monthly cost of using the device i.e. the bill your mobile company sends you	4640 21%	1363 24%	958 20%	4640 21%	2529 19%	3859 22%	405 15%	2518 21%	249 22%	-	844 17%	499 14%	1083 17%	-	295 17%	462 15%	704 17%	2067 20%	451 32%	1941 19%	1125 18%	1574 27%

Table 49

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Having good coverage outdoors	2561 11%	194 12%	573 9%	1794 13%	562 10%	715 9%	1285 14%	2456 12%	95 11%	10 3%	1812 11%	837 14%	702 10%	717 12%	1113 15%	902 18%	1166 13%	-	39 27%	-	-	19 2%	13 10%
Having good reception at home	7160 32%	582 35%	2274 34%	4304 30%	1999 37%	2462 32%	2699 29%	6796 32%	276 33%	89 24%	5464 33%	1384 22%	1927 27%	1213 21%	1509 21%	1204 24%	2362 26%	28 54%	-	12 61%	12 23%	513 44%	37 29%
Having good reception in other buildings	1092 5%	40 2%	240 4%	812 6%	277 5%	311 4%	504 5%	1049 5%	17 2%	26 7%	779 5%	239 4%	373 5%	340 6%	392 5%	310 6%	474 5%	12 24%	-	-	11 -	-	-
Having a reliable service at busy times or in busy places	1839 8%	119 7%	516 8%	1203 9%	427 8%	605 8%	806 9%	1755 8%	56 7%	27 7%	1427 9%	608 10%	715 10%	526 9%	738 10%	446 9%	781 9%	-	-	-	10 19%	74 6%	48 38%
Having a reliable service in other-non crowded areas	769 3%	129 8%	209 3%	431 3%	198 4%	321 4%	249 3%	683 3%	86 10%	-	617 4%	182 3%	190 3%	237 4%	220 3%	217 4%	211 2%	-	-	8 39%	-	44 4%	-
Having a reliable service when travelling at speed e.g. on a train or in a car	1338 6%	26 2%	365 5%	947 7%	211 4%	522 7%	605 6%	1304 6%	25 3%	10 3%	874 5%	511 8%	563 8%	382 7%	555 8%	355 7%	636 7%	-	12 8%	-	-	44 4%	16 13%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	3140 14%	195 12%	850 13%	2094 15%	490 9%	1133 15%	1517 16%	3001 14%	45 5%	94 25%	2280 14%	1080 18%	1157 16%	1136 20%	1142 16%	658 13%	1386 15%	11 22%	22 15%	-	-	133 11%	13 10%
The monthly cost of using the device i.e. the bill your mobile company sends you	4640 21%	379 23%	1700 25%	2560 18%	1223 23%	1696 22%	1721 18%	4295 20%	229 28%	116 31%	3181 19%	1319 21%	1548 22%	1231 21%	1560 22%	1016 20%	2135 23%	-	72 50%	-	18 35%	330 29%	-

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Table 50

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
Having good coverage outdoors	5466 24%	3245 29%	2221 20%	533 21%	1296 24%	925 21%	932 24%	751 24%	1029 30%	1829 23%	1780 27%	1405 25%	1363 21%	1215 27%	1355 26%	2767 23%	2570 26%	327 25%	604 28%	666 26%	449 39%	715 25%	663 20%	439 21%	160 16%	331 20%	563 32%	104 25%	399 21%
Having good reception at home	10881 48%	4912 44%	5969 53%	1216 49%	2436 45%	2039 47%	1916 50%	1573 51%	1700 49%	3652 46%	3273 50%	2490 44%	2990 47%	2211 49%	2879 55%	5480 45%	5090 52%	566 43%	1066 50%	887 34%	602 52%	1338 47%	1742 54%	1140 47%	459 47%	973 60%	814 46%	226 55%	903 48%
Having good reception in other buildings	2997 13%	1550 14%	1447 13%	331 13%	816 15%	542 13%	506 13%	388 13%	413 12%	1147 15%	801 12%	1136 20%	771 12%	681 15%	351 7%	1907 16%	1032 11%	172 13%	340 16%	412 16%	73 6%	318 11%	461 14%	256 12%	101 10%	290 18%	291 17%	38 9%	166 9%
Having a reliable service at busy times or in busy places	4901 22%	2434 22%	2468 22%	530 21%	1215 23%	788 18%	772 20%	760 25%	836 24%	1746 22%	1595 25%	1374 24%	1576 25%	872 19%	895 17%	2950 24%	1767 18%	290 22%	493 23%	851 33%	230 20%	632 22%	601 18%	356 17%	230 24%	243 15%	392 22%	65 16%	472 25%
Having a reliable service in other-non crowded areas	2672 12%	1336 12%	1336 12%	239 10%	677 13%	450 10%	532 14%	419 14%	355 10%	916 12%	774 12%	684 12%	628 10%	644 14%	634 12%	1312 11%	1278 13%	151 11%	168 8%	277 11%	138 12%	246 9%	618 18%	272 13%	104 11%	268 17%	117 7%	111 27%	170 9%
Having a reliable service when travelling at speed e.g. on a train or in a car	2706 12%	1418 13%	1288 11%	420 17%	637 12%	515 12%	402 10%	334 11%	398 12%	1056 13%	733 11%	761 13%	801 12%	577 13%	464 9%	1562 13%	1041 11%	252 19%	306 14%	404 16%	182 16%	320 11%	258 8%	263 13%	83 8%	152 9%	281 16%	60 15%	106 6%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	6755 30%	3564 32%	3192 28%	712 28%	1772 33%	1525 35%	1184 31%	799 26%	764 22%	2484 32%	1563 24%	1730 30%	1855 29%	1341 30%	1683 32%	3585 30%	3024 31%	467 35%	574 27%	777 30%	278 24%	987 35%	913 27%	627 30%	293 30%	463 28%	590 34%	79 19%	557 30%
The monthly cost of using the device i.e. the bill your mobile company sends you	8699 39%	3953 35%	4746 42%	1015 41%	1894 35%	1847 43%	1442 38%	1121 36%	1380 40%	2909 37%	2500 38%	1860 33%	2874 45%	1498 33%	2291 43%	4734 39%	3789 39%	410 31%	719 34%	933 36%	343 30%	1154 40%	1497 44%	846 40%	528 54%	527 32%	469 27%	133 33%	957 51%

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Table 50

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second

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
																		Yes	Yes			
Unweighted base	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
Having good coverage outdoors	5466 24%	1413 25%	1081 22%	5466 24%	3594 26%	4227 24%	833 32%	3457 29%	281 25%	13 15%	1071 22%	694 20%	1320 21%	-	439 25%	536 18%	674 16%	3145 30%	312 22%	2634 25%	1567 25%	1264 22%
Having good reception at home	10881 48%	3014 53%	1923 39%	10881 48%	5873 43%	8527 48%	1331 51%	4786 40%	459 40%	87 100%	2439 49%	1738 50%	3567 57%	-	767 44%	1470 48%	2658 63%	4061 39%	724 52%	5128 49%	2998 47%	2755 48%
Having good reception in other buildings	2997 13%	737 13%	867 18%	2997 13%	2037 15%	2320 13%	505 19%	1826 15%	132 12%	-	733 15%	593 17%	688 11%	-	322 18%	474 16%	370 9%	1582 15%	244 18%	1362 13%	896 14%	739 13%
Having a reliable service at busy times or in busy places	4901 22%	952 17%	1184 24%	4901 22%	3079 23%	3966 22%	404 15%	2780 23%	262 23%	-	1018 21%	1005 29%	1426 23%	-	315 18%	909 30%	1017 24%	2619 25%	161 12%	2212 21%	1404 22%	1285 22%
Having a reliable service in other-non crowded areas	2672 12%	630 11%	688 14%	2672 12%	1734 13%	2049 11%	284 11%	1142 10%	127 11%	-	796 16%	320 9%	755 12%	-	259 15%	313 10%	542 13%	1003 10%	139 10%	1071 10%	639 10%	983 17%
Having a reliable service when travelling at speed e.g. on a train or in a car	2706 12%	651 12%	803 16%	2706 12%	1802 13%	2074 12%	236 9%	1632 14%	143 13%	10 12%	523 11%	385 11%	622 10%	-	221 13%	356 12%	407 10%	1489 14%	143 10%	1274 12%	806 13%	626 11%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	6755 30%	1592 28%	1448 30%	6755 30%	3965 29%	5553 31%	853 32%	3530 30%	432 38%	22 26%	1544 31%	1187 34%	1891 30%	-	466 26%	1025 34%	1356 32%	3122 30%	408 29%	3172 30%	1984 31%	1599 28%
The monthly cost of using the device i.e. the bill your mobile company sends you	8699 39%	2279 40%	1772 36%	8699 39%	5148 38%	7005 39%	821 31%	4615 39%	434 38%	41 48%	1799 36%	1067 31%	2145 35%	-	735 42%	989 33%	1449 34%	3968 38%	647 47%	4045 39%	2412 38%	2242 39%

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Table 50

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Having good coverage outdoors	5466 24%	425 26%	1259 19%	3782 27%	1230 23%	1876 24%	2360 25%	5193 24%	227 27%	45 12%	3935 24%	1839 30%	1717 24%	1623 28%	2389 33%	1873 37%	2665 29%	12 24%	61 42%	-	-	88 8%	52 41%
Having good reception at home	10881 48%	861 52%	3532 53%	6488 46%	2986 55%	3819 49%	4076 43%	10240 48%	476 57%	166 45%	8357 51%	2440 40%	3170 44%	1982 34%	2480 34%	1876 37%	3521 38%	28 54%	-	12 61%	30 58%	714 62%	37 29%
Having good reception in other buildings	2997 13%	355 21%	740 11%	1902 13%	837 16%	959 12%	1200 13%	2778 13%	139 17%	80 21%	2183 13%	789 13%	1032 14%	979 17%	915 13%	639 13%	1247 14%	12 24%	-	-	21 42%	72 6%	21 17%
Having a reliable service at busy times or in busy places	4901 22%	288 17%	1590 24%	3024 21%	1184 22%	1539 20%	2179 23%	4749 22%	105 13%	47 13%	3421 21%	1405 23%	1606 22%	1441 25%	1786 25%	1156 23%	2398 26%	-	61 42%	12 61%	10 19%	280 24%	83 65%
Having a reliable service in other-non crowded areas	2672 12%	220 13%	844 13%	1608 11%	710 13%	879 11%	1084 12%	2523 12%	117 14%	32 9%	2114 13%	565 9%	681 9%	666 12%	769 11%	604 12%	765 8%	-	-	8 39%	11 22%	102 9%	16 13%
Having a reliable service when travelling at speed e.g. on a train or in a car	2706 12%	87 5%	640 10%	1979 14%	402 7%	927 12%	1377 15%	2582 12%	84 10%	40 11%	1911 12%	907 15%	1105 15%	743 13%	1174 16%	760 15%	1276 14%	-	12 8%	-	-	96 8%	16 13%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	6755 30%	436 26%	2075 31%	4244 30%	1429 27%	2458 32%	2869 31%	6393 30%	211 25%	151 41%	4781 29%	2034 33%	2256 31%	2039 35%	2244 31%	1394 27%	2925 32%	11 22%	34 23%	8 39%	-	267 23%	13 10%
The monthly cost of using the device i.e. the bill your mobile company sends you	8699 39%	659 40%	2774 41%	5266 37%	1998 37%	3076 40%	3626 39%	8220 39%	297 36%	182 49%	6165 38%	2342 38%	2784 39%	2095 36%	2703 37%	1914 37%	3508 38%	40 76%	124 85%	-	30 58%	697 60%	16 13%



Table 51

Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
Having good coverage outdoors	8510 38%	4460 40%	4050 36%	913 37%	1922 36%	1536 36%	1521 40%	1076 35%	1542 45%	2835 36%	2618 40%	2192 38%	2331 36%	1718 38%	2064 39%	4523 37%	3782 39%	437 33%	821 38%	961 37%	558 49%	1020 36%	1173 35%	899 43%	306 31%	534 33%	880 50%	179 44%	611 33%
Having good reception at home	13542 60%	6245 56%	7297 64%	1452 58%	3168 59%	2682 62%	2407 63%	1796 58%	2037 59%	4620 59%	3833 59%	3142 55%	3894 61%	2638 58%	3543 67%	7036 58%	6182 63%	707 54%	1295 61%	1297 50%	723 63%	1690 59%	2249 67%	1335 64%	552 56%	1118 69%	1036 59%	254 62%	1097 59%
Having good reception in other buildings	5809 26%	2987 27%	2822 25%	602 24%	1543 29%	1069 25%	951 25%	924 30%	720 21%	2145 27%	1644 25%	1858 32%	1395 22%	1258 28%	1116 21%	3254 27%	2373 24%	338 26%	687 32%	665 26%	263 23%	700 25%	731 22%	489 23%	193 20%	619 38%	492 28%	104 26%	362 19%
Having a reliable service at busy times or in busy places	7500 33%	3516 31%	3985 35%	870 35%	1976 37%	1259 29%	1239 32%	1084 35%	1072 31%	2846 36%	2156 33%	1961 34%	2305 36%	1496 33%	1514 29%	4265 35%	3011 31%	481 37%	781 37%	1251 48%	302 26%	919 32%	936 28%	533 25%	294 30%	485 30%	589 33%	111 27%	752 40%
Having a reliable service in other-non crowded areas	4632 21%	2486 22%	2146 19%	461 18%	1064 20%	898 21%	823 21%	687 22%	699 20%	1525 19%	1386 21%	1191 21%	1168 18%	1051 23%	1082 21%	2359 19%	2134 22%	282 21%	427 20%	582 22%	233 20%	423 15%	965 29%	415 20%	151 15%	314 19%	237 13%	172 42%	350 19%
Having a reliable service when travelling at speed e.g. on a train or in a car	5271 23%	2899 26%	2372 21%	734 29%	1324 25%	876 20%	844 22%	780 25%	712 21%	2059 26%	1492 23%	1281 22%	1613 25%	1164 26%	1008 19%	2894 24%	2172 22%	412 31%	453 21%	653 25%	339 30%	682 24%	601 18%	458 22%	173 18%	275 17%	564 32%	109 27%	490 26%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	10133 45%	5340 48%	4793 42%	1014 41%	2398 45%	2164 50%	1811 47%	1252 41%	1494 43%	3413 43%	2745 42%	2635 46%	2896 45%	1933 43%	2413 46%	5531 46%	4345 44%	630 48%	906 42%	1125 43%	478 42%	1516 53%	1417 42%	937 45%	609 62%	714 44%	791 45%	107 26%	725 39%
The monthly cost of using the device i.e. the bill your mobile company sends you	12221 54%	5685 51%	6536 58%	1448 58%	2719 51%	2464 57%	1935 50%	1619 53%	2035 59%	4167 53%	3655 56%	2900 51%	3684 57%	2302 51%	3084 58%	6583 54%	5386 55%	666 51%	1034 48%	1276 49%	545 48%	1616 57%	2059 61%	1232 59%	659 67%	810 50%	687 39%	188 46%	1208 65%

Table 51  
Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
Having good coverage outdoors	8510 38%	2223 39%	1839 38%	8510 38%	5505 40%	6519 37%	1131 43%	5152 43%	440 39%	35 40%	1695 34%	1201 34%	2073 33%	-	741 42%	967 32%	1233 29%	4659 44%	493 35%	3986 38%	2365 37%	2159 38%
Having good reception at home	13542 60%	3658 65%	2548 52%	13542 60%	7401 54%	10630 60%	1642 62%	6227 52%	527 46%	87 100%	3145 63%	2253 64%	4137 67%	-	1018 58%	1917 63%	2972 70%	5354 51%	874 63%	6327 61%	3839 60%	3376 59%
Having good reception in other buildings	5809 26%	1380 24%	1352 28%	5809 26%	3799 28%	4709 26%	952 36%	3450 29%	285 25%	-	1326 27%	909 26%	1620 26%	-	538 31%	723 24%	947 22%	3031 29%	419 30%	2668 26%	1665 26%	1476 26%
Having a reliable service at busy times or in busy places	7500 33%	1522 27%	1975 40%	7500 33%	4653 34%	6048 34%	678 26%	4183 35%	371 33%	10 12%	1713 35%	1430 41%	2069 33%	-	570 32%	1256 41%	1439 34%	3880 37%	303 22%	3350 32%	2213 35%	1938 34%
Having a reliable service in other-non crowded areas	4632 21%	1169 21%	1145 23%	4632 21%	2940 22%	3606 20%	579 22%	2178 18%	229 20%	-	1196 24%	471 13%	1327 21%	-	338 19%	453 15%	971 23%	1977 19%	201 14%	2004 19%	1097 17%	1531 27%
Having a reliable service when travelling at speed e.g. on a train or in a car	5271 23%	1213 22%	1304 27%	5271 23%	3407 25%	4138 23%	489 19%	3204 27%	307 27%	23 27%	930 19%	701 20%	1234 20%	-	391 22%	647 21%	807 19%	2922 28%	283 20%	2315 22%	1678 26%	1277 22%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	10133 45%	2506 44%	2098 43%	10133 45%	6055 44%	8064 45%	1097 42%	5026 42%	659 58%	64 73%	2177 44%	1736 50%	2770 45%	-	646 37%	1573 52%	2069 49%	4301 41%	725 52%	4830 46%	2887 45%	2416 42%
The monthly cost of using the device i.e. the bill your mobile company sends you	12221 54%	3232 57%	2390 49%	12221 54%	7088 52%	9868 55%	1333 51%	6231 52%	589 52%	41 48%	2705 55%	1783 51%	3390 55%	-	1044 59%	1572 52%	2273 54%	5362 51%	869 63%	5866 56%	3316 52%	3038 53%

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Table 51  
Q34 Drag across the feature that you think will be the most/second most/third most important for you over the next 10 years. First/Second/Third

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Having good coverage outdoors	8510 38%	578 35%	2490 37%	5442 38%	2145 40%	2876 37%	3489 37%	8020 38%	359 43%	131 35%	6106 37%	2691 44%	2698 38%	2415 42%	3497 48%	2463 48%	3958 43%	12 24%	61 42%	-	-	304 26%	80 63%
Having good reception at home	13542 60%	1080 65%	4319 64%	8142 58%	3636 67%	4752 61%	5155 55%	12829 60%	524 63%	190 51%	10350 63%	3235 53%	3936 55%	2804 48%	3444 48%	2531 50%	4670 51%	41 78%	63 43%	20 100%	30 58%	852 74%	46 36%
Having good reception in other buildings	5809 26%	548 33%	1500 22%	3760 27%	1309 24%	1877 24%	2622 28%	5369 25%	274 33%	165 45%	4192 26%	1719 28%	2003 28%	1750 30%	1858 26%	1413 28%	2352 26%	20 39%	-	-	39 77%	136 12%	50 40%
Having a reliable service at busy times or in busy places	7500 33%	495 30%	2370 35%	4635 33%	1795 33%	2471 32%	3235 34%	7261 34%	174 21%	65 18%	5328 32%	2045 33%	2426 34%	2140 37%	2622 36%	1835 36%	3480 38%	11 22%	61 42%	12 61%	10 19%	418 36%	83 65%
Having a reliable service in other-non crowded areas	4632 21%	376 23%	1326 20%	2930 21%	1097 20%	1487 19%	2048 22%	4353 20%	199 24%	80 22%	3560 22%	1095 18%	1376 19%	1189 21%	1309 18%	1041 20%	1531 17%	-	61 42%	8 39%	11 22%	160 14%	16 13%
Having a reliable service when travelling at speed e.g. on a train or in a car	5271 23%	360 22%	1339 20%	3572 25%	1034 19%	1845 24%	2392 25%	5012 23%	197 24%	62 17%	3695 22%	1680 27%	1943 27%	1381 24%	2147 30%	1381 27%	2545 28%	21 39%	12 8%	12 61%	10 19%	248 21%	16 13%
Being able to download as much data as I want without incurring extra charges if I go over a defined data cap	10133 45%	739 44%	2969 44%	6425 45%	2247 42%	3671 47%	4215 45%	9611 45%	343 41%	179 48%	7233 44%	2558 42%	3353 47%	2674 46%	3147 44%	2045 40%	4094 45%	11 22%	56 38%	8 39%	12 23%	564 49%	22 17%
The monthly cost of using the device i.e. the bill your mobile company sends you	12221 54%	819 49%	3869 58%	7533 53%	2899 54%	4321 56%	5000 53%	11562 54%	416 50%	242 65%	8837 54%	3457 56%	3791 53%	2998 52%	3667 51%	2615 51%	4826 53%	40 76%	124 85%	-	41 81%	791 68%	68 54%

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Table 52  
Q34a Breadth of outdoor coverage  
Generally good with patchy areas(0) - Total coverage (10)

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
1	1675	813	862	116	400	272	247	222	418	516	640	616	408	207	400	1024	607	75	276	127	33	261	196	134	172	98	72	44	179
	7%	7%	8%	5%	7%	6%	6%	7%	12%	7%	10%	11%	6%	5%	8%	8%	6%	6%	13%	5%	3%	9%	6%	6%	18%	6%	4%	11%	10%
2	960	433	527	186	150	247	179	198	-	336	198	329	281	94	257	610	350	43	82	116	64	98	202	95	34	83	63	18	32
	4%	4%	5%	7%	3%	6%	5%	6%	-	4%	3%	6%	4%	2%	5%	5%	4%	3%	4%	4%	6%	3%	6%	5%	3%	5%	4%	4%	2%
3	1990	972	1018	125	540	429	369	328	200	665	528	488	393	382	643	881	1024	168	330	187	64	173	376	86	116	130	71	30	226
	9%	9%	9%	5%	10%	10%	10%	11%	6%	8%	8%	9%	6%	8%	12%	7%	10%	13%	15%	7%	6%	6%	11%	4%	12%	8%	4%	7%	12%
4	2267	1261	1006	326	482	493	359	316	290	808	607	730	595	319	516	1325	836	170	174	108	164	333	314	198	166	132	236	44	166
	10%	11%	9%	13%	9%	11%	9%	10%	8%	10%	9%	13%	9%	7%	10%	11%	9%	13%	8%	4%	14%	12%	9%	9%	17%	8%	13%	11%	9%
5	3716	1636	2080	475	814	706	488	586	646	1289	1232	619	1139	896	946	1758	1842	182	309	372	193	630	637	307	41	333	270	35	338
	16%	15%	18%	19%	15%	16%	13%	19%	19%	16%	19%	11%	18%	20%	18%	14%	19%	14%	14%	14%	17%	22%	19%	15%	4%	21%	15%	9%	18%
6	3642	1856	1786	452	895	571	754	381	590	1347	971	780	1034	772	942	1814	1714	150	261	615	164	380	398	470	118	272	388	59	296
	16%	17%	16%	18%	17%	13%	20%	12%	17%	17%	15%	14%	16%	17%	18%	15%	17%	11%	12%	24%	14%	13%	12%	22%	12%	17%	22%	15%	16%
7	3245	1445	1800	284	928	654	580	318	482	1211	800	834	976	712	658	1810	1370	406	168	437	149	479	395	430	125	198	110	95	212
	14%	13%	16%	11%	17%	15%	15%	10%	14%	15%	12%	15%	15%	16%	12%	15%	14%	31%	8%	17%	13%	17%	12%	20%	13%	12%	6%	23%	11%
8	2365	1144	1220	209	552	481	478	295	350	761	644	493	817	586	436	1310	1022	38	311	227	240	236	443	244	64	196	98	31	213
	10%	10%	11%	8%	10%	11%	12%	10%	10%	10%	10%	9%	13%	13%	8%	11%	10%	3%	15%	9%	21%	8%	13%	12%	7%	12%	6%	7%	11%
9	1563	892	670	147	394	281	229	323	189	541	512	426	436	435	256	862	691	51	84	273	46	201	242	69	104	75	256	33	99
	7%	8%	6%	6%	7%	7%	6%	11%	5%	7%	8%	7%	7%	10%	5%	7%	7%	4%	4%	10%	4%	7%	7%	3%	11%	5%	15%	8%	5%
10	1115	753	362	177	217	182	161	107	272	394	379	406	350	117	222	755	338	35	140	141	32	64	174	67	39	107	193	20	104
	5%	7%	3%	7%	4%	4%	4%	3%	8%	5%	6%	7%	5%	3%	4%	6%	3%	3%	7%	5%	3%	2%	5%	3%	4%	7%	11%	5%	6%
Mean	5.6	5.7	5.5	5.6	5.6	5.5	5.6	5.4	5.7	5.6	5.6	5.4	5.8	5.9	5.3	5.6	5.6	5.4	5.2	6.0	5.8	5.4	5.6	5.7	5.0	5.7	6.2	5.6	5.5

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Table 52  
Q34a Breadth of outdoor coverage  
Generally good with patchy areas(0) - Total coverage (10)

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
1	1675	427	421	1675	1016	1298	170	879	116	-	309	354	479	-	137	299	355	777	102	827	558	290
	7%	8%	9%	7%	7%	7%	6%	7%	10%	-	6%	10%	8%	-	8%	10%	8%	7%	7%	8%	9%	5%
2	960	191	201	960	580	749	176	502	18	-	193	133	324	-	88	84	251	417	85	410	394	157
	4%	3%	4%	4%	4%	4%	7%	4%	2%	-	4%	4%	5%	-	5%	3%	6%	4%	6%	4%	6%	3%
3	1990	535	374	1990	1008	1622	251	1074	99	13	404	308	531	-	170	289	371	941	133	922	601	467
	9%	9%	8%	9%	7%	9%	10%	9%	9%	15%	8%	9%	9%	-	10%	10%	9%	9%	10%	9%	9%	8%
4	2267	533	610	2267	1465	1886	300	1155	144	-	497	480	555	-	204	422	359	1044	111	1011	701	556
	10%	9%	12%	10%	11%	11%	11%	10%	13%	-	10%	14%	9%	-	12%	14%	8%	10%	8%	10%	11%	10%
5	3716	955	789	3716	2121	2906	206	1592	298	13	852	700	993	-	303	682	723	1318	274	1787	882	1047
	16%	17%	16%	16%	16%	16%	8%	13%	26%	14%	17%	20%	16%	-	17%	22%	17%	13%	20%	17%	14%	18%
6	3642	926	727	3642	2176	2925	434	1605	112	61	1030	620	1064	-	368	439	693	1351	255	1598	999	1046
	16%	16%	15%	16%	16%	16%	16%	14%	10%	71%	21%	18%	17%	-	21%	14%	16%	13%	18%	15%	16%	18%
7	3245	756	661	3245	2003	2531	425	1865	147	-	829	388	1002	-	182	380	628	1634	231	1411	860	974
	14%	13%	14%	14%	15%	14%	16%	16%	13%	-	17%	11%	16%	-	10%	13%	15%	16%	17%	14%	14%	17%
8	2365	686	506	2365	1414	1773	253	1438	112	-	333	252	642	-	186	240	450	1318	120	1077	753	534
	10%	12%	10%	10%	10%	10%	10%	12%	10%	-	7%	7%	10%	-	11%	8%	11%	13%	9%	10%	12%	9%
9	1563	402	362	1563	947	1366	238	1062	80	-	212	188	394	-	67	139	251	1005	57	863	409	290
	7%	7%	7%	7%	7%	8%	9%	9%	7%	-	4%	5%	6%	-	4%	5%	6%	10%	4%	8%	6%	5%
10	1115	223	232	1115	886	805	182	711	11	-	302	73	223	-	57	63	154	690	21	543	195	377
	5%	4%	5%	5%	7%	5%	7%	6%	1%	-	6%	2%	4%	-	3%	2%	4%	7%	2%	5%	3%	7%
Mean	5.6	5.6	5.5	5.6	5.7	5.6	5.7	5.8	5.2	5.4	5.6	5.1	5.5	-	5.3	5.1	5.4	5.8	5.3	5.6	5.4	5.8

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Table 52  
Q34a Breadth of outdoor coverage  
Generally good with patchy areas(0) - Total coverage (10)

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1	1675	176	517	982	479	387	809	1563	104	8	1035	677	590	577	565	559	675	-	-	8	-	141	33
	7%	11%	8%	7%	9%	5%	9%	7%	13%	2%	6%	11%	8%	10%	8%	11%	7%	-	-	39%	-	12%	26%
2	960	79	267	614	262	303	395	875	57	28	637	221	377	209	271	179	443	-	-	12	-	67	-
	4%	5%	4%	4%	5%	4%	4%	4%	7%	8%	4%	4%	5%	4%	4%	4%	5%	-	-	61%	-	6%	-
3	1990	89	403	1498	298	789	904	1932	25	33	1510	595	618	695	730	481	786	-	61	-	21	146	-
	9%	5%	6%	11%	6%	10%	10%	9%	3%	9%	9%	10%	9%	12%	10%	9%	9%	-	42%	-	42%	13%	-
4	2267	230	543	1494	614	822	831	2141	62	64	1574	490	741	662	653	571	1025	-	22	-	12	137	-
	10%	14%	8%	11%	11%	11%	9%	10%	8%	17%	10%	8%	10%	11%	9%	11%	11%	-	15%	-	23%	12%	-
5	3716	350	1404	1962	1124	1360	1233	3544	104	69	2922	827	859	831	1100	605	1295	-	12	-	-	210	-
	16%	21%	21%	14%	21%	18%	13%	17%	13%	18%	18%	13%	12%	14%	15%	12%	14%	-	8%	-	-	18%	-
6	3642	209	1401	2033	781	1613	1248	3478	92	73	2781	824	1039	743	871	702	1084	13	-	-	-	193	13
	16%	13%	21%	14%	15%	21%	13%	16%	11%	20%	17%	13%	14%	13%	12%	14%	12%	25%	-	-	-	17%	10%
7	3245	222	1010	2013	744	1138	1363	3092	110	43	2324	927	1157	777	1117	648	1417	-	11	-	18	120	-
	14%	13%	15%	14%	14%	15%	15%	14%	13%	12%	14%	15%	16%	13%	15%	13%	15%	-	8%	-	35%	10%	-
8	2365	100	607	1658	444	725	1196	2231	109	24	1822	650	952	584	817	583	1095	-	39	-	-	57	-
	10%	6%	9%	12%	8%	9%	13%	10%	13%	6%	11%	11%	13%	10%	11%	11%	12%	-	27%	-	-	5%	-
9	1563	99	420	1043	376	378	809	1419	113	30	1082	557	472	352	641	495	843	27	-	-	-	8	61
	7%	6%	6%	7%	7%	5%	9%	7%	14%	8%	7%	9%	7%	6%	9%	10%	9%	51%	-	-	-	1%	48%
10	1115	110	156	850	265	252	598	1064	51	-	747	392	371	353	464	285	488	12	-	-	-	80	20
	5%	7%	2%	6%	5%	3%	6%	5%	6%	-	5%	6%	5%	6%	6%	6%	5%	24%	-	-	-	7%	16%
Mean	5.6	5.3	5.5	5.6	5.5	5.5	5.7	5.6	5.8	5.3	5.6	5.6	5.6	5.4	5.7	5.6	5.7	8.5	5.0	1.6	4.6	4.9	6.8

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Table 53

**Q34a In home coverage**

Some homes have poor mobile reception or none at all (0)- Mobile coverage is as good in the home as it is outside(10)

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
1	1682	699	983	160	447	329	282	387	78	606	464	525	484	243	392	1009	635	101	214	149	60	194	232	141	140	77	99	76	173
	7%	6%	9%	6%	8%	8%	7%	13%	2%	8%	7%	9%	8%	5%	7%	8%	6%	8%	10%	6%	5%	7%	7%	14%	5%	6%	19%	9%	
2	1451	648	802	154	229	278	234	227	329	383	556	251	451	272	418	702	690	32	236	117	60	127	336	160	54	96	119	26	76
	6%	6%	7%	6%	4%	6%	6%	7%	10%	5%	9%	4%	7%	6%	8%	6%	7%	2%	11%	4%	5%	4%	10%	8%	5%	6%	7%	6%	4%
3	1335	723	613	95	303	278	212	285	162	398	447	345	291	306	362	636	667	83	133	190	72	234	201	60	16	64	86	48	90
	6%	6%	5%	4%	6%	6%	6%	9%	5%	5%	7%	6%	5%	7%	7%	5%	7%	6%	6%	7%	6%	8%	6%	3%	2%	4%	5%	12%	5%
4	1399	781	618	204	416	219	291	168	101	620	269	361	475	204	322	837	527	107	94	204	40	171	214	234	65	61	47	29	107
	6%	7%	5%	8%	8%	5%	8%	5%	3%	8%	4%	6%	7%	5%	6%	7%	5%	8%	4%	8%	3%	6%	6%	11%	7%	4%	3%	7%	6%
5	2560	1367	1193	367	675	370	458	414	276	1042	691	447	757	407	857	1205	1264	236	187	380	189	337	123	190	76	292	267	35	247
	11%	12%	11%	15%	13%	9%	12%	13%	8%	13%	11%	8%	12%	9%	16%	10%	13%	18%	9%	15%	17%	12%	4%	9%	8%	18%	15%	9%	13%
6	2673	1149	1523	308	658	607	453	302	345	966	647	776	891	483	459	1667	943	170	163	316	89	273	437	323	76	271	262	63	212
	12%	10%	13%	12%	12%	14%	12%	10%	10%	12%	10%	14%	14%	11%	9%	14%	10%	13%	8%	12%	8%	10%	13%	15%	8%	17%	15%	15%	11%
7	2866	1646	1220	260	737	547	424	287	610	998	897	821	790	518	672	1611	1190	114	283	382	189	397	420	278	97	234	248	19	153
	13%	15%	11%	10%	14%	13%	11%	9%	18%	13%	14%	14%	12%	11%	13%	13%	12%	9%	13%	15%	16%	14%	12%	13%	10%	14%	14%	5%	8%
8	2883	1337	1546	245	730	651	453	359	445	974	805	658	849	747	588	1506	1335	217	270	329	139	406	318	221	174	144	225	69	300
	13%	12%	14%	10%	14%	15%	12%	12%	13%	12%	12%	11%	13%	17%	11%	12%	14%	16%	13%	13%	12%	14%	9%	11%	18%	9%	13%	17%	16%
9	2582	1227	1355	258	421	606	395	329	573	679	902	689	661	639	535	1351	1173	154	234	286	102	446	413	370	103	141	124	25	135
	11%	11%	12%	10%	8%	14%	10%	11%	17%	9%	14%	12%	10%	14%	10%	11%	12%	12%	11%	11%	9%	16%	12%	18%	11%	9%	7%	6%	7%
10	3108	1627	1481	448	755	431	642	314	518	1203	832	847	778	702	669	1625	1371	104	322	250	207	271	683	123	178	242	282	19	370
	14%	15%	13%	18%	14%	10%	17%	10%	15%	15%	13%	15%	12%	16%	13%	13%	14%	8%	15%	10%	18%	9%	20%	6%	18%	15%	16%	5%	20%
Mean	6.2	6.3	6.2	6.3	6.2	6.2	6.3	5.6	6.8	6.2	6.2	6.3	6.1	6.6	6.0	6.2	6.3	6.1	6.0	6.1	6.5	6.3	6.4	6.1	6.3	6.3	6.3	5.0	6.4

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Table 53

Q34a In home coverage

Some homes have poor mobile reception or none at all (0)- Mobile coverage is as good in the home as it is outside(10)

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
1	1682	506	309	1682	956	1214	159	939	111	-	348	272	554	-	171	235	408	875	64	762	573	347
	7%	9%	6%	7%	7%	7%	6%	8%	10%	-	7%	8%	9%	-	10%	8%	10%	8%	5%	7%	9%	6%
2	1451	319	418	1451	868	1209	147	765	127	-	334	224	376	-	159	188	281	669	97	677	416	358
	6%	6%	9%	6%	6%	7%	6%	6%	11%	-	7%	6%	6%	-	9%	6%	7%	6%	7%	6%	7%	6%
3	1335	287	223	1335	716	1080	205	656	111	13	331	307	356	-	130	254	196	565	91	829	249	257
	6%	5%	5%	6%	5%	6%	8%	6%	10%	15%	7%	9%	6%	-	7%	8%	5%	5%	7%	8%	4%	4%
4	1399	425	305	1399	849	1063	183	693	42	-	400	243	338	-	226	201	196	577	116	744	391	264
	6%	8%	6%	6%	6%	6%	7%	6%	4%	-	8%	7%	5%	-	13%	7%	5%	6%	8%	7%	6%	5%
5	2560	630	486	2560	1382	1944	186	1030	101	51	588	443	444	-	206	443	370	939	91	1111	581	868
	11%	11%	10%	11%	10%	11%	7%	9%	9%	59%	12%	13%	7%	-	12%	15%	9%	9%	7%	11%	9%	15%
6	2673	735	624	2673	1672	2063	326	1300	109	23	715	481	609	-	260	425	445	1186	114	1217	773	683
	12%	13%	13%	12%	12%	12%	12%	11%	10%	26%	14%	14%	10%	-	15%	14%	11%	11%	8%	12%	12%	12%
7	2866	707	557	2866	1795	2328	312	1403	144	-	780	371	928	-	240	321	617	1309	94	1137	977	752
	13%	13%	11%	13%	13%	13%	12%	12%	13%	-	16%	11%	15%	-	14%	11%	15%	12%	7%	11%	15%	13%
8	2883	691	638	2883	1852	2375	373	1718	153	-	537	372	800	-	194	324	515	1400	318	1203	852	828
	13%	12%	13%	13%	14%	13%	14%	14%	14%	-	11%	11%	13%	-	11%	11%	12%	13%	23%	12%	13%	14%
9	2582	678	695	2582	1448	2205	367	1399	98	-	265	386	1004	-	19	291	660	1147	251	1439	641	502
	11%	12%	14%	11%	11%	12%	14%	12%	9%	-	5%	11%	16%	-	1%	10%	16%	11%	18%	14%	10%	9%
10	3108	656	629	3108	2078	2380	376	1982	139	-	664	395	798	-	159	355	547	1827	154	1329	901	878
	14%	12%	13%	14%	15%	13%	14%	17%	12%	-	13%	11%	13%	-	9%	12%	13%	17%	11%	13%	14%	15%
Mean	6.2	6.1	6.3	6.2	6.3	6.3	6.4	6.4	5.8	5.0	6.0	5.9	6.4	-	5.3	5.9	6.3	6.4	6.6	6.2	6.2	6.4



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Table 53

**Q34a In home coverage**

Some homes have poor mobile reception or none at all (0)- Mobile coverage is as good in the home as it is outside(10)

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1	1682	185	526	971	490	505	687	1527	129	26	992	544	681	543	571	545	636	13	-	12	11	224	16
	7%	11%	8%	7%	9%	6%	7%	7%	16%	7%	6%	9%	9%	9%	8%	11%	7%	25%	-	61%	-	19%	13%
2	1451	133	362	955	369	358	723	1420	18	12	1108	423	430	393	456	312	565	-	-	-	-	35	26
	6%	8%	5%	7%	7%	5%	8%	7%	2%	3%	7%	7%	6%	7%	6%	6%	6%	-	-	-	-	3%	20%
3	1335	68	395	872	310	544	482	1213	64	58	921	384	359	418	484	417	620	-	-	-	12	93	13
	6%	4%	6%	6%	6%	7%	5%	6%	8%	16%	6%	6%	5%	7%	7%	8%	7%	-	-	-	23%	8%	10%
4	1399	131	406	863	324	551	524	1343	29	27	1032	415	521	386	425	356	664	8	-	-	-	40	-
	6%	8%	6%	6%	6%	7%	6%	6%	3%	7%	6%	7%	7%	7%	6%	7%	7%	15%	-	-	-	3%	-
5	2560	130	985	1445	468	1088	1005	2443	117	-	1996	434	694	456	707	378	791	-	-	-	-	108	-
	11%	8%	15%	10%	9%	14%	11%	11%	14%	-	12%	7%	10%	8%	10%	7%	9%	-	-	-	-	9%	-
6	2673	143	857	1673	668	873	1131	2546	108	18	1766	713	891	664	690	465	923	-	12	-	18	172	-
	12%	9%	13%	12%	12%	11%	12%	12%	13%	5%	11%	12%	12%	11%	10%	9%	10%	-	8%	-	35%	15%	-
7	2866	219	982	1664	573	1148	1146	2693	121	52	2172	740	798	639	945	476	1261	-	39	-	-	76	-
	13%	13%	15%	12%	11%	15%	12%	13%	15%	14%	13%	12%	11%	11%	13%	9%	14%	-	27%	-	-	7%	-
8	2883	132	956	1795	672	997	1214	2681	131	71	2210	755	877	720	853	585	1081	12	22	8	-	220	-
	13%	8%	14%	13%	12%	13%	13%	13%	16%	19%	13%	12%	12%	12%	12%	11%	12%	24%	15%	39%	-	19%	-
9	2582	201	602	1779	665	849	1067	2456	78	47	1814	803	795	632	826	700	1096	11	34	-	10	90	39
	11%	12%	9%	13%	12%	11%	11%	12%	9%	13%	11%	13%	11%	11%	11%	14%	12%	22%	23%	-	19%	8%	31%
10	3108	322	656	2130	847	854	1407	3017	33	58	2423	948	1129	932	1272	875	1516	8	39	-	-	102	33
	14%	19%	10%	15%	16%	11%	15%	14%	4%	16%	15%	15%	16%	16%	18%	17%	17%	15%	27%	-	-	9%	26%
Mean	6.2	6.2	6.0	6.3	6.2	6.2	6.3	6.3	5.6	6.4	6.3	6.3	6.2	6.2	6.4	6.2	6.4	6.2	8.3	3.8	4.8	5.5	6.2

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Table 54

Q34a In other buildings coverage

Some buildings have poor mobile reception or none at all(0) - Mobile coverage is as good in buildings as it is outside (10)

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
1	2018	887	1131	192	563	319	360	308	277	755	585	541	570	341	544	1111	884	101	223	174	115	327	328	158	105	65	105	51	179
	9%	8%	10%	8%	10%	7%	9%	10%	8%	10%	9%	9%	9%	8%	10%	9%	9%	8%	10%	7%	10%	11%	10%	8%	11%	4%	6%	13%	10%
2	1619	866	752	120	344	237	280	337	301	464	638	410	436	257	453	847	710	135	186	93	-	262	262	32	94	176	270	30	48
	7%	8%	7%	5%	6%	5%	7%	11%	9%	6%	10%	7%	7%	6%	9%	7%	7%	10%	9%	4%	-	9%	8%	2%	10%	11%	15%	7%	3%
3	2181	969	1212	244	413	482	396	346	300	657	646	655	576	267	642	1231	908	170	242	282	133	288	309	228	27	148	107	31	179
	10%	9%	11%	10%	8%	11%	10%	11%	9%	8%	10%	11%	9%	6%	12%	10%	9%	13%	11%	11%	12%	10%	9%	11%	3%	9%	6%	8%	10%
4	2350	1197	1153	239	475	461	405	334	437	714	770	663	742	389	514	1404	903	193	358	191	147	241	425	229	37	143	154	38	182
	10%	11%	10%	10%	9%	11%	11%	11%	13%	9%	12%	12%	12%	9%	10%	12%	9%	15%	17%	7%	13%	8%	13%	11%	4%	9%	9%	9%	10%
5	3321	1782	1539	366	739	752	570	598	297	1105	895	693	847	676	879	1540	1555	199	188	364	199	540	364	375	211	293	212	31	277
	15%	16%	14%	15%	14%	17%	15%	19%	9%	14%	14%	12%	13%	15%	17%	13%	16%	15%	9%	14%	17%	19%	11%	18%	22%	18%	12%	8%	15%
6	3819	2022	1797	420	991	665	737	313	692	1411	1006	829	1277	821	797	2106	1618	221	215	592	235	436	323	385	216	325	331	84	393
	17%	18%	16%	17%	18%	15%	19%	10%	20%	18%	15%	14%	20%	18%	15%	17%	17%	17%	10%	23%	21%	15%	10%	18%	22%	20%	19%	20%	21%
7	2383	1130	1252	362	540	537	443	192	308	902	501	599	771	552	438	1370	990	149	266	291	86	229	525	176	55	94	207	69	191
	11%	10%	11%	14%	10%	12%	12%	6%	9%	11%	8%	10%	12%	12%	8%	11%	10%	11%	12%	11%	7%	8%	16%	8%	6%	6%	6%	12%	17%
8	2230	867	1363	210	710	358	341	352	259	920	611	564	666	533	435	1230	968	81	188	338	70	276	328	348	114	181	106	30	153
	10%	8%	12%	8%	13%	8%	9%	11%	8%	12%	9%	10%	10%	12%	8%	10%	10%	6%	9%	13%	6%	10%	10%	17%	12%	11%	6%	7%	8%
9	1469	834	635	214	356	335	210	203	151	569	355	345	287	412	395	632	807	61	129	209	33	208	290	119	20	145	42	42	162
	7%	7%	6%	9%	7%	8%	5%	7%	4%	7%	5%	6%	4%	9%	7%	5%	8%	5%	6%	8%	3%	7%	9%	6%	2%	9%	2%	10%	9%
10	1150	652	498	133	239	170	103	90	414	372	504	421	256	273	178	677	451	8	140	69	128	47	222	49	100	52	225	-	101
	5%	6%	4%	5%	4%	4%	3%	3%	12%	5%	8%	7%	4%	6%	3%	6%	5%	1%	7%	3%	11%	2%	7%	2%	10%	3%	13%	-	5%
Mean	5.3	5.4	5.3	5.6	5.4	5.4	5.1	4.9	5.5	5.5	5.2	5.3	5.3	5.8	5.0	5.3	5.4	4.8	5.1	5.6	5.5	5.0	5.4	5.5	5.5	5.4	5.4	5.2	5.5

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Table 54

Q34a In other buildings coverage

Some buildings have poor mobile reception or none at all(0) - Mobile coverage is as good in buildings as it is outside (10)

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
1	2018	494	326	2018	1186	1537	260	1108	109	-	399	391	491	-	243	324	366	965	142	904	742	372
	9%	9%	7%	9%	9%	9%	10%	9%	10%	-	8%	11%	8%	-	14%	11%	9%	9%	10%	9%	12%	6%
2	1619	321	408	1619	949	1357	311	745	158	22	340	323	456	-	109	268	356	683	62	890	357	372
	7%	6%	8%	7%	7%	8%	12%	6%	14%	-	7%	9%	7%	-	6%	9%	8%	7%	4%	9%	6%	6%
3	2181	568	443	2181	1318	1663	226	1139	79	13	402	222	801	-	131	211	582	970	169	1124	609	447
	10%	10%	9%	10%	10%	9%	9%	10%	7%	15%	8%	6%	13%	-	7%	7%	14%	9%	12%	11%	10%	8%
4	2350	666	636	2350	1577	1854	234	1225	150	-	620	389	519	-	339	338	308	1107	117	1004	807	540
	10%	12%	13%	10%	12%	10%	9%	10%	13%	-	12%	11%	8%	-	19%	11%	7%	11%	8%	10%	13%	9%
5	3321	830	698	3321	1906	2495	309	1773	181	-	863	486	808	-	354	457	509	1564	209	1514	801	1007
	15%	15%	14%	15%	14%	14%	12%	15%	16%	-	17%	14%	13%	-	20%	15%	12%	15%	15%	14%	13%	18%
6	3819	981	783	3819	2183	3093	404	1641	138	52	880	737	1169	-	271	662	843	1402	239	1565	1106	1148
	17%	17%	16%	17%	16%	17%	15%	14%	12%	60%	18%	21%	19%	-	15%	22%	20%	13%	17%	15%	17%	20%
7	2383	667	572	2383	1560	1904	255	1433	103	-	616	186	635	-	201	148	427	1260	173	1136	618	628
	11%	12%	12%	11%	11%	11%	10%	12%	9%	-	12%	5%	10%	-	11%	5%	10%	12%	12%	11%	10%	11%
8	2230	452	484	2230	1192	1908	352	1150	122	-	344	319	599	-	39	237	388	987	163	993	596	640
	10%	8%	10%	10%	9%	11%	13%	10%	11%	-	7%	9%	10%	-	2%	8%	9%	9%	9%	10%	9%	11%
9	1469	356	364	1469	860	1204	111	852	56	-	260	286	429	-	58	258	306	759	93	779	427	263
	7%	6%	7%	7%	6%	7%	4%	7%	5%	-	5%	8%	7%	-	3%	8%	7%	7%	7%	7%	7%	5%
10	1150	300	169	1150	884	846	172	818	37	-	238	153	299	-	16	134	152	797	21	541	289	320
	5%	5%	3%	5%	6%	5%	7%	7%	3%	-	5%	4%	5%	-	1%	4%	4%	8%	2%	5%	5%	6%
Mean	5.3	5.3	5.3	5.3	5.4	5.4	5.2	5.4	4.9	4.5	5.3	5.2	5.3	-	4.5	5.2	5.2	5.5	5.2	5.3	5.2	5.5

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Table 54

Q34a In other buildings coverage

Some buildings have poor mobile reception or none at all(0) - Mobile coverage is as good in buildings as it is outside (10)

Base:All respondents in segment 3

	Total	Q94a			Q94b			Urban/Rural			Q29												
		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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1	2018	146	690	1182	533	617	869	1839	92	87	1306	703	740	590	788	583	849	13	-	12	-	154	16
	9%	9%	10%	8%	10%	8%	9%	9%	11%	23%	8%	11%	10%	10%	11%	11%	9%	25%	-	61%	-	13%	13%
2	1619	158	504	956	574	313	731	1576	13	30	1127	292	409	403	511	347	692	-	-	-	-	54	13
	7%	10%	7%	7%	11%	4%	8%	7%	2%	8%	7%	5%	6%	7%	7%	7%	8%	-	-	-	-	5%	10%
3	2181	131	605	1445	375	878	928	2126	19	37	1639	574	702	519	666	421	802	-	-	-	18	114	-
	10%	8%	9%	10%	7%	11%	10%	10%	2%	10%	10%	9%	10%	9%	9%	8%	9%	-	-	-	35%	10%	-
4	2350	105	676	1569	449	1017	885	2253	86	12	1608	667	586	733	802	573	935	8	-	-	23	143	16
	10%	6%	10%	11%	8%	13%	9%	11%	10%	3%	10%	11%	8%	13%	11%	11%	10%	15%	-	-	45%	12%	13%
5	3321	251	1165	1906	842	1314	1165	3142	113	67	2542	796	1160	699	880	717	1378	-	35	8	-	202	-
	15%	15%	17%	13%	16%	17%	12%	15%	14%	18%	15%	13%	16%	12%	12%	14%	15%	-	24%	39%	-	17%	-
6	3819	187	1497	2135	1046	1360	1414	3579	177	63	2724	990	1045	992	914	552	1370	-	22	-	10	220	-
	17%	11%	22%	15%	19%	18%	15%	17%	21%	17%	17%	16%	15%	17%	13%	11%	15%	-	15%	-	19%	19%	-
7	2383	148	576	1658	478	755	1150	2241	98	44	1858	751	801	795	1009	689	1185	11	39	-	-	41	39
	11%	9%	9%	12%	9%	10%	12%	11%	12%	12%	11%	12%	11%	14%	14%	13%	13%	22%	27%	-	-	4%	31%
8	2230	220	614	1395	437	820	972	2112	102	15	1713	509	791	314	562	472	759	-	39	-	-	126	-
	10%	13%	9%	10%	8%	11%	10%	10%	12%	4%	10%	8%	11%	5%	8%	9%	8%	-	27%	-	-	11%	-
9	1469	164	192	1113	242	465	762	1441	19	9	1113	350	471	342	571	347	561	12	11	-	-	24	22
	7%	10%	3%	8%	4%	6%	8%	7%	2%	2%	7%	6%	7%	6%	7%	7%	6%	24%	8%	-	-	2%	18%
10	1150	154	209	787	411	229	510	1031	111	8	804	528	470	397	527	408	621	8	-	-	-	80	20
	5%	9%	3%	6%	8%	3%	5%	5%	13%	2%	5%	9%	7%	7%	8%	7%	7%	15%	-	-	-	7%	16%
Mean	5.3	5.7	5.0	5.4	5.2	5.3	5.4	5.3	5.9	4.3	5.4	5.4	5.4	5.3	5.4	5.4	5.4	6.0	6.8	2.6	4.0	5.0	6.2

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Table 55  
 Q34a Quality of service – when busy or at busy places  
 Unreliable in high demand areas (0) - Reliable independent of demand (10)

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
1	1603	772	831	71	432	261	258	291	291	503	581	550	410	161	459	960	621	64	137	131	75	273	277	132	102	90	42	16	230
	7%	7%	7%	3%	8%	6%	7%	9%	8%	6%	9%	10%	6%	4%	9%	8%	6%	5%	6%	5%	7%	10%	8%	6%	10%	6%	2%	4%	12%
2	1368	720	648	119	151	237	303	353	205	270	558	300	425	163	431	725	594	74	146	136	57	210	264	82	-	109	155	42	91
	6%	6%	6%	5%	3%	5%	8%	11%	6%	3%	9%	5%	7%	4%	8%	6%	6%	6%	7%	5%	5%	7%	8%	4%	-	7%	9%	10%	5%
3	1854	739	1115	208	460	366	305	324	193	667	516	486	435	330	549	921	879	100	237	132	123	191	164	196	93	112	162	19	264
	8%	7%	10%	8%	9%	8%	8%	11%	6%	8%	8%	8%	7%	7%	10%	8%	9%	8%	11%	5%	11%	7%	5%	9%	10%	7%	9%	5%	14%
4	2294	1073	1220	277	509	516	342	288	362	786	650	583	669	397	583	1252	980	187	257	256	47	299	323	221	135	157	222	62	91
	10%	10%	11%	11%	9%	12%	9%	9%	11%	10%	10%	10%	10%	9%	11%	10%	10%	14%	12%	10%	4%	10%	10%	11%	14%	10%	13%	15%	5%
5	3917	1992	1925	482	951	791	770	425	499	1433	923	784	1171	778	1021	1955	1799	289	225	496	293	464	645	340	85	430	293	38	213
	17%	18%	17%	19%	18%	18%	20%	14%	15%	18%	14%	14%	18%	17%	19%	16%	18%	22%	11%	19%	26%	16%	19%	16%	9%	26%	17%	9%	11%
6	3566	1845	1721	441	885	740	577	492	431	1326	923	935	1024	743	758	1959	1501	277	285	497	200	429	367	373	123	217	300	94	364
	16%	16%	15%	18%	16%	17%	15%	16%	13%	17%	14%	16%	16%	16%	14%	16%	15%	21%	13%	19%	17%	15%	11%	18%	13%	13%	17%	23%	20%
7	3392	1764	1628	419	811	538	617	320	688	1230	1008	949	960	834	560	1909	1393	166	324	347	205	476	513	401	214	244	128	71	260
	15%	16%	14%	17%	15%	12%	16%	10%	20%	16%	15%	17%	15%	18%	11%	16%	14%	13%	15%	13%	18%	17%	15%	19%	22%	15%	7%	17%	14%
8	2335	1104	1231	171	654	397	433	284	395	826	679	527	723	646	429	1250	1075	100	248	352	78	379	372	159	115	95	205	33	147
	10%	10%	11%	7%	12%	9%	11%	9%	11%	10%	10%	9%	11%	14%	8%	10%	11%	8%	12%	14%	7%	13%	11%	8%	12%	6%	12%	8%	8%
9	1040	465	575	165	266	312	81	179	39	430	217	291	269	208	252	561	460	26	147	191	60	46	201	97	57	74	37	12	92
	5%	4%	5%	7%	5%	7%	2%	6%	1%	5%	3%	5%	4%	5%	5%	5%	5%	2%	7%	7%	5%	2%	6%	5%	6%	5%	2%	3%	5%
10	1171	732	439	146	252	159	159	119	335	399	454	315	343	260	232	657	492	34	129	65	10	87	251	98	54	96	213	20	112
	5%	7%	4%	6%	5%	4%	4%	4%	10%	5%	7%	5%	5%	6%	4%	5%	5%	3%	6%	3%	1%	3%	7%	5%	6%	6%	12%	5%	6%
Mean	5.5	5.6	5.4	5.7	5.6	5.5	5.3	5.0	5.7	5.6	5.4	5.4	5.5	5.9	5.1	5.5	5.5	5.2	5.6	5.7	5.3	5.3	5.6	5.5	5.7	5.4	5.7	5.5	5.2

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Table 55

Q34a Quality of service – when busy or at busy places  
 Unreliable in high demand areas (0) - Reliable independent of demand (10)

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
1	1603	381	355	1603	932	1245	125	702	111	-	295	342	507	-	108	314	422	628	74	678	527	398
	7%	7%	7%	7%	7%	7%	5%	6%	10%	-	6%	10%	8%	-	6%	10%	10%	6%	5%	6%	8%	7%
2	1368	272	250	1368	895	906	166	455	22	13	520	248	423	-	331	231	343	414	41	690	334	344
	6%	5%	5%	6%	7%	5%	6%	4%	2%	14%	10%	7%	7%	-	19%	8%	8%	4%	3%	7%	5%	6%
3	1854	392	363	1854	1038	1552	184	795	97	-	259	456	659	-	87	401	426	629	166	866	576	412
	8%	7%	7%	8%	8%	9%	7%	7%	9%	-	5%	13%	11%	-	5%	13%	10%	6%	12%	8%	9%	7%
4	2294	557	619	2294	1491	1953	219	1209	287	-	455	496	663	-	127	434	406	1115	94	987	878	428
	10%	10%	13%	10%	11%	11%	8%	10%	25%	-	9%	14%	11%	-	7%	14%	10%	11%	7%	9%	14%	7%
5	3917	1004	713	3917	2243	3172	552	2073	170	23	842	495	1039	-	247	436	746	1786	287	1689	1017	1211
	17%	18%	15%	17%	16%	18%	21%	17%	15%	27%	17%	14%	17%	-	14%	14%	18%	17%	21%	16%	16%	21%
6	3566	964	946	3566	2199	2693	327	1809	168	51	1006	421	801	-	368	401	558	1613	197	1619	956	992
	16%	17%	19%	16%	16%	15%	12%	15%	15%	59%	20%	12%	13%	-	21%	13%	13%	15%	14%	15%	15%	17%
7	3392	961	559	3392	1943	2564	457	1843	89	-	672	417	873	-	304	287	546	1610	233	1743	875	774
	15%	17%	11%	15%	14%	14%	17%	16%	8%	-	14%	12%	14%	-	17%	9%	13%	15%	17%	17%	14%	13%
8	2335	578	589	2335	1441	2017	301	1520	146	-	403	269	719	-	91	248	437	1298	222	1115	702	518
	10%	10%	12%	10%	11%	11%	11%	13%	13%	-	8%	8%	12%	-	5%	8%	10%	12%	16%	11%	11%	9%
9	1040	291	245	1040	560	907	94	701	45	-	240	179	220	-	68	148	140	647	54	534	260	247
	5%	5%	5%	5%	4%	5%	4%	6%	4%	-	5%	5%	4%	-	4%	5%	3%	6%	4%	5%	4%	4%
10	1171	235	243	1171	873	853	209	775	-	-	270	173	304	-	29	135	213	755	20	527	229	414
	5%	4%	5%	5%	6%	5%	8%	7%	-	-	5%	5%	5%	-	2%	4%	5%	7%	1%	5%	4%	7%
Mean	5.5	5.6	5.5	5.5	5.5	5.5	5.8	5.8	5.0	5.2	5.4	5.0	5.3	-	5.0	4.9	5.1	5.9	5.6	5.5	5.3	5.6

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Table 55  
 Q34a Quality of service – when busy or at busy places  
 Unreliable in high demand areas (0) - Reliable independent of demand (10)

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1	1603	217	593	793	631	447	525	1493	75	35	1045	452	473	366	461	419	553	13	-	12	11	257	16
	7%	13%	9%	6%	12%	6%	6%	7%	9%	9%	6%	7%	7%	6%	6%	8%	6%	25%	-	61%	22%	22%	13%
2	1368	177	392	799	395	375	598	1368	-	-	1013	400	408	300	367	309	502	-	-	-	28	29	-
	6%	11%	6%	6%	7%	5%	6%	6%	-	-	6%	6%	6%	5%	5%	6%	5%	-	-	-	55%	2%	-
3	1854	80	580	1194	326	825	703	1756	38	61	1352	309	521	351	480	318	663	-	-	-	-	168	13
	8%	5%	9%	8%	6%	11%	7%	8%	5%	16%	8%	5%	7%	6%	7%	6%	7%	-	-	-	-	14%	10%
4	2294	82	728	1483	525	848	920	2184	73	36	1759	495	724	674	745	449	887	-	22	-	-	39	-
	10%	5%	11%	10%	10%	11%	10%	10%	9%	10%	11%	8%	10%	12%	10%	9%	10%	-	15%	-	-	3%	-
5	3917	308	1335	2274	801	1513	1603	3635	177	105	2857	1184	1238	1128	1192	874	1738	-	12	8	12	111	-
	17%	18%	20%	16%	15%	19%	17%	17%	21%	28%	17%	19%	17%	20%	16%	17%	19%	-	8%	39%	23%	10%	-
6	3566	252	1184	2129	828	1249	1489	3341	185	40	2632	912	1141	901	956	656	1312	8	39	-	-	235	-
	16%	15%	18%	15%	15%	16%	16%	16%	22%	11%	16%	15%	16%	16%	13%	13%	14%	15%	27%	-	-	20%	-
7	3392	305	771	2316	918	1032	1442	3253	95	44	2558	853	1156	951	1255	813	1426	11	22	-	-	215	16
	15%	18%	11%	16%	17%	13%	15%	15%	11%	12%	16%	14%	16%	16%	17%	16%	16%	22%	15%	-	-	19%	13%
8	2335	140	720	1475	489	877	968	2179	105	51	1586	817	753	570	901	617	1158	8	50	-	-	25	12
	10%	8%	11%	10%	9%	11%	10%	10%	13%	14%	10%	13%	10%	10%	12%	12%	13%	15%	34%	-	-	2%	9%
9	1040	12	206	823	184	320	535	998	42	-	792	303	380	248	395	292	432	12	-	-	-	-	61
	5%	1%	3%	6%	3%	4%	6%	5%	5%	-	5%	5%	5%	4%	5%	6%	5%	24%	-	-	-	-	48%
10	1171	93	219	859	291	279	601	1133	38	-	840	435	384	294	477	360	482	-	-	-	-	80	9
	5%	6%	3%	6%	5%	4%	6%	5%	5%	-	5%	7%	5%	5%	7%	7%	5%	-	-	-	-	7%	7%
Mean	5.5	5.1	5.2	5.7	5.3	5.4	5.7	5.5	5.7	5.0	5.5	5.7	5.6	5.6	5.8	5.7	5.6	6.0	6.5	2.6	2.5	4.7	7.1

**Ofcom - UHF Strategy JB:11432**

Table 56  
Q34a Quality of service –when the network is not busy  
Generally good (0) - Excellent at all times (10)

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
1	1281	590	692	74	369	278	163	240	157	443	397	351	479	171	249	830	419	84	147	114	70	102	153	92	89	121	67	25	215
	6%	5%	6%	3%	7%	6%	4%	8%	5%	6%	6%	6%	7%	4%	5%	7%	4%	6%	7%	4%	6%	4%	5%	4%	9%	7%	4%	6%	12%
2	903	429	473	55	216	180	87	214	151	271	365	405	170	42	192	575	234	90	82	66	64	52	187	70	78	62	22	18	96
	4%	4%	4%	2%	4%	4%	2%	7%	4%	3%	6%	7%	3%	1%	4%	5%	2%	7%	4%	3%	6%	2%	6%	3%	8%	4%	1%	4%	5%
3	1347	681	666	169	280	317	224	214	142	450	356	350	408	227	362	758	589	80	261	200	52	236	187	88	-	48	16	30	119
	6%	6%	6%	7%	5%	7%	6%	7%	4%	6%	5%	6%	6%	5%	7%	6%	6%	6%	12%	8%	5%	8%	6%	4%	-	3%	1%	7%	6%
4	2279	987	1292	229	623	406	411	345	265	852	610	590	695	265	647	1285	912	177	206	275	169	227	361	244	54	163	193	40	140
	10%	9%	11%	9%	12%	9%	11%	11%	8%	11%	9%	10%	11%	6%	12%	11%	9%	13%	10%	11%	15%	8%	11%	12%	6%	10%	11%	10%	8%
5	3178	1545	1634	341	868	652	598	377	342	1209	719	652	917	688	806	1568	1494	231	206	395	183	286	196	293	139	341	496	70	266
	14%	14%	14%	14%	16%	15%	16%	12%	10%	15%	11%	11%	14%	15%	15%	13%	15%	18%	10%	15%	16%	10%	6%	14%	14%	21%	28%	17%	14%
6	3897	2000	1898	536	850	580	685	590	656	1386	1246	979	805	951	1050	1784	2002	167	431	554	95	385	616	462	132	352	211	74	342
	17%	18%	17%	21%	16%	13%	18%	19%	19%	18%	19%	17%	13%	21%	20%	15%	20%	13%	20%	21%	8%	13%	18%	22%	14%	22%	12%	18%	18%
7	3208	1674	1534	380	725	612	689	444	358	1105	802	953	961	743	516	1914	1259	244	245	241	193	417	504	303	165	189	235	102	316
	14%	15%	14%	15%	14%	14%	18%	14%	10%	14%	12%	17%	15%	16%	10%	16%	13%	18%	11%	9%	17%	15%	15%	14%	17%	12%	13%	25%	17%
8	2693	1252	1441	249	483	558	386	355	662	732	1016	521	787	780	593	1308	1372	127	279	245	70	516	595	272	103	134	183	-	100
	12%	11%	13%	10%	9%	13%	10%	12%	19%	9%	16%	9%	12%	17%	11%	11%	14%	10%	13%	9%	6%	18%	18%	13%	10%	8%	10%	-	5%
9	1574	829	745	233	309	391	336	165	139	542	304	330	609	274	316	939	590	51	85	234	100	316	220	205	43	75	138	29	79
	7%	7%	7%	9%	6%	9%	9%	5%	4%	7%	5%	6%	9%	6%	6%	8%	6%	4%	4%	9%	9%	11%	7%	10%	4%	5%	8%	7%	4%
10	2178	1220	959	232	647	341	264	128	566	879	695	591	598	378	544	1188	923	67	193	279	150	319	358	70	175	137	197	20	193
	10%	11%	8%	9%	12%	8%	7%	4%	16%	11%	11%	10%	9%	8%	10%	10%	9%	5%	9%	11%	13%	11%	11%	3%	18%	8%	11%	5%	10%
Mean	6.0	6.1	5.9	6.2	5.9	5.9	6.1	5.5	6.5	6.0	6.0	5.8	6.0	6.4	5.9	5.9	6.1	5.5	5.7	6.1	6.0	6.5	6.2	6.0	6.2	5.7	6.3	5.6	5.6



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Table 56

Q34a Quality of service –when the network is not busy  
Generally good (0) - Excellent at all times (10)

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
1	1281	310	327	1281	809	931	125	677	109	-	167	197	335	-	85	170	279	595	82	479	445	357
	6%	5%	7%	6%	6%	5%	5%	6%	10%	-	3%	6%	5%	-	5%	6%	7%	6%	6%	5%	7%	6%
2	903	230	145	903	488	727	52	519	27	10	219	157	200	-	111	157	126	437	82	536	226	142
	4%	4%	3%	4%	4%	4%	2%	4%	2%	12%	4%	5%	3%	-	6%	5%	3%	4%	6%	5%	4%	2%
3	1347	323	332	1347	821	1085	159	831	157	-	221	148	395	-	47	148	260	676	155	684	419	244
	6%	6%	7%	6%	6%	6%	6%	7%	14%	-	4%	4%	6%	-	3%	5%	6%	6%	11%	7%	7%	4%
4	2279	556	512	2279	1445	1686	369	1115	163	13	467	426	456	-	259	378	348	928	187	817	823	639
	10%	10%	10%	10%	11%	9%	14%	9%	14%	15%	9%	12%	7%	-	15%	12%	8%	9%	9%	13%	8%	11%
5	3178	891	642	3178	1816	2446	376	1518	145	22	835	690	723	-	303	603	502	1347	172	1418	818	943
	14%	16%	13%	14%	13%	14%	14%	13%	13%	26%	17%	20%	12%	-	17%	20%	12%	13%	12%	14%	13%	16%
6	3897	956	747	3897	2212	3240	429	1992	131	29	1058	552	1249	-	335	474	813	1762	229	1877	1043	978
	17%	17%	15%	17%	16%	18%	16%	17%	12%	33%	21%	16%	20%	-	19%	16%	19%	17%	17%	18%	16%	17%
7	3208	826	747	3208	1818	2730	426	1666	136	-	631	552	801	-	212	423	454	1492	175	1489	906	813
	14%	15%	15%	14%	13%	15%	16%	14%	12%	-	13%	16%	13%	-	12%	14%	11%	14%	14%	14%	14%	14%
8	2693	710	630	2693	1653	2125	272	1340	110	13	679	300	939	-	240	274	737	1202	138	1412	638	643
	12%	13%	13%	12%	12%	12%	10%	11%	10%	14%	14%	9%	15%	-	14%	9%	17%	11%	10%	14%	10%	11%
9	1574	470	341	1574	960	1273	163	929	84	-	258	189	354	-	54	177	236	849	80	797	477	300
	7%	8%	7%	7%	7%	7%	6%	8%	7%	-	5%	5%	6%	-	3%	6%	6%	8%	6%	8%	8%	5%
10	2178	363	460	2178	1594	1617	263	1296	75	-	426	282	755	-	116	231	483	1207	89	941	558	679
	10%	6%	9%	10%	12%	9%	10%	11%	7%	-	9%	8%	12%	-	7%	8%	11%	12%	6%	9%	9%	12%
Mean	6.0	5.9	6.0	6.0	6.1	6.0	6.0	6.1	5.4	5.3	6.1	5.8	6.2	-	5.7	5.7	6.2	6.1	5.5	6.1	5.8	6.1

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Table 56  
Q34a Quality of service –when the network is not busy  
Generally good (0) - Excellent at all times (10)

Base:All respondents in segment 3

	Total	Q94a			Q94b			Urban/Rural			Q29												
		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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1	1281	118	577	586	478	365	438	1210	71	-	833	377	451	331	432	392	510	-	-	-	-	211	28
	6%	7%	9%	4%	9%	5%	5%	6%	9%	-	5%	6%	6%	6%	6%	8%	6%	-	-	-	-	18%	22%
2	903	85	174	643	237	251	415	842	42	19	616	295	353	297	413	296	399	-	-	-	11	30	-
	4%	5%	3%	5%	4%	3%	4%	4%	5%	5%	4%	5%	5%	5%	6%	6%	4%	-	-	-	22%	3%	-
3	1347	93	317	936	278	433	636	1288	29	30	789	409	459	363	610	471	700	-	-	20	-	39	13
	6%	6%	5%	7%	5%	6%	7%	6%	3%	8%	5%	7%	6%	6%	8%	9%	8%	-	-	100%	-	3%	10%
4	2279	205	559	1515	506	707	1066	2206	45	29	1623	511	629	697	705	430	974	-	-	-	30	61	16
	10%	12%	8%	11%	9%	9%	11%	10%	5%	8%	10%	8%	9%	12%	10%	8%	11%	-	-	-	58%	5%	13%
5	3178	144	1342	1693	739	1351	1089	2973	128	77	2459	717	921	811	766	537	1083	-	11	-	-	214	-
	14%	9%	20%	12%	14%	17%	12%	14%	16%	21%	15%	12%	13%	14%	11%	11%	12%	-	8%	-	-	18%	-
6	3897	235	1203	2459	807	1366	1725	3627	194	77	3010	1039	1210	1020	1136	732	1260	-	12	-	-	214	9
	17%	14%	18%	17%	15%	18%	18%	17%	23%	21%	18%	17%	17%	18%	16%	14%	14%	-	8%	-	-	18%	7%
7	3208	272	858	2078	620	1217	1371	2967	189	52	2427	816	1032	657	865	550	1269	-	78	-	10	68	-
	14%	16%	13%	15%	12%	16%	15%	14%	23%	14%	15%	13%	14%	11%	12%	11%	14%	-	53%	-	19%	6%	-
8	2693	222	981	1490	748	1107	839	2588	37	68	2043	729	609	615	772	597	1076	33	-	-	-	105	39
	12%	13%	15%	11%	14%	14%	9%	12%	4%	18%	12%	12%	8%	11%	11%	12%	12%	63%	-	-	-	9%	31%
9	1574	29	297	1248	298	474	802	1531	43	-	1196	520	681	341	614	472	740	11	22	-	-	49	-
	7%	2%	4%	9%	6%	6%	9%	7%	5%	-	7%	8%	9%	6%	8%	9%	8%	22%	15%	-	-	4%	-
10	2178	261	419	1498	676	496	1006	2107	51	20	1439	749	831	651	917	632	1141	8	22	-	-	166	22
	10%	16%	6%	11%	13%	6%	11%	10%	6%	5%	9%	12%	12%	11%	13%	12%	12%	15%	15%	-	-	14%	17%
Mean	6.0	6.0	5.8	6.1	6.0	6.0	6.1	6.0	5.7	5.9	6.1	6.1	6.1	5.9	6.0	5.9	6.1	8.5	7.5	3.0	4.1	5.5	5.6

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Table 57

Q34a Quality of service - when travelling at speed  
Unreliable (0) - Reliable (10)

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118	
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865	
1	2087	930	1157	216	475	426	352	406	212	692	617	629	602	283	517	1231	800	79	199	197	65	310	427	160	81	114	156	43	208	
	9%	8%	10%	9%	9%	10%	9%	13%	6%	9%	9%	11%	9%	6%	10%	10%	8%	6%	9%	8%	6%	11%	13%	8%	8%	7%	9%	11%	11%	
2	1791	839	951	189	344	399	392	312	154	533	467	565	558	270	374	1124	643	112	190	318	57	133	309	134	70	73	180	76	121	
	8%	7%	8%	8%	6%	9%	10%	10%	4%	7%	7%	10%	9%	6%	7%	9%	7%	8%	9%	12%	5%	9%	6%	7%	7%	4%	10%	19%	6%	
3	1927	1012	915	226	443	338	273	335	313	669	648	509	704	406	263	1213	669	120	164	193	155	281	318	112	85	85	218	-	138	
	9%	9%	8%	9%	8%	8%	7%	11%	9%	8%	10%	9%	11%	9%	5%	10%	7%	9%	8%	7%	14%	10%	9%	5%	9%	5%	12%	-	7%	
4	2535	1331	1204	281	384	508	507	361	495	664	856	643	709	386	737	1352	1123	325	218	140	90	467	274	306	92	256	151	-	188	
	11%	12%	11%	11%	7%	12%	13%	12%	14%	8%	13%	11%	11%	9%	14%	11%	11%	25%	10%	5%	8%	16%	8%	15%	9%	16%	9%	-	10%	
5	3712	1715	1997	480	1177	656	539	545	314	1658	860	925	932	644	1064	1857	1709	199	431	499	211	217	456	380	206	493	223	100	198	
	16%	15%	18%	19%	22%	15%	14%	18%	9%	21%	13%	16%	14%	14%	20%	15%	17%	15%	20%	19%	18%	8%	13%	18%	21%	30%	13%	25%	11%	
6	3350	1575	1776	331	819	714	635	448	404	1149	852	933	1012	571	685	1946	1256	167	290	389	120	445	450	406	162	167	309	69	338	
	15%	14%	16%	13%	15%	17%	17%	15%	12%	15%	13%	16%	16%	13%	13%	16%	13%	13%	14%	15%	10%	16%	13%	19%	17%	10%	18%	17%	18%	
7	2778	1466	1313	285	741	408	606	181	558	1025	739	554	684	840	625	1239	1466	148	298	363	181	410	418	182	73	145	107	53	348	
	12%	13%	12%	11%	14%	9%	16%	6%	16%	13%	11%	10%	11%	19%	12%	10%	15%	11%	14%	14%	16%	14%	12%	9%	7%	9%	6%	13%	19%	
8	2176	1253	922	261	517	325	300	260	513	778	773	332	688	513	614	1020	1127	133	125	247	172	452	271	205	79	138	137	20	166	
	10%	11%	8%	10%	10%	8%	8%	8%	15%	10%	12%	6%	11%	11%	12%	8%	12%	10%	6%	9%	15%	16%	8%	10%	8%	8%	8%	8%	5%	9%
9	1112	419	693	143	219	297	83	168	201	363	369	300	232	418	149	532	567	28	88	167	75	78	178	192	44	79	101	25	56	
	5%	4%	6%	6%	4%	7%	2%	5%	6%	5%	6%	5%	4%	9%	3%	4%	6%	2%	4%	6%	7%	3%	5%	9%	5%	5%	6%	6%	3%	
10	1071	667	404	87	253	245	156	57	272	340	330	329	307	189	247	636	436	8	132	90	20	61	277	23	86	74	176	20	103	
	5%	6%	4%	3%	5%	6%	4%	2%	8%	4%	5%	6%	5%	4%	5%	5%	4%	1%	6%	3%	2%	2%	8%	1%	9%	5%	10%	5%	6%	
Mean	5.2	5.3	5.1	5.2	5.3	5.2	5.1	4.7	5.8	5.3	5.3	5.0	5.1	5.7	5.2	5.1	5.5	4.8	5.2	5.3	5.5	5.2	5.2	5.3	5.4	5.3	5.3	5.1	5.3	

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Table 57

Q34a Quality of service - when travelling at speed  
Unreliable (0) - Reliable (10)

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
1	2087	463	368	2087	1240	1648	287	1169	201	-	376	529	541	-	102	425	411	1044	125	900	698	490
	9%	8%	8%	9%	9%	9%	11%	10%	18%	-	8%	15%	9%	-	6%	14%	10%	10%	9%	9%	11%	9%
2	1791	390	492	1791	1123	1498	166	839	113	-	437	393	476	-	149	356	349	722	117	848	638	305
	8%	7%	10%	8%	8%	8%	6%	7%	10%	-	9%	11%	8%	-	8%	12%	8%	7%	8%	8%	10%	5%
3	1927	409	521	1927	1087	1451	265	909	110	35	487	464	460	-	276	446	289	848	61	872	582	472
	9%	7%	11%	9%	8%	8%	10%	8%	10%	40%	10%	13%	7%	-	16%	15%	7%	8%	4%	8%	9%	8%
4	2535	668	691	2535	1491	2122	155	1367	207	-	374	230	824	-	127	210	573	1216	151	1007	791	737
	11%	12%	14%	11%	11%	12%	6%	12%	18%	-	8%	7%	13%	-	7%	7%	14%	12%	11%	10%	12%	13%
5	3712	977	793	3712	1999	2986	399	1919	95	10	941	436	892	-	246	354	596	1678	240	1498	1141	1072
	16%	17%	16%	16%	15%	17%	15%	16%	8%	12%	19%	12%	14%	-	14%	12%	14%	16%	17%	14%	18%	19%
6	3350	935	550	3350	1902	2766	404	1585	159	29	842	503	791	-	248	401	528	1350	234	1749	673	929
	15%	17%	11%	15%	14%	15%	15%	13%	14%	33%	17%	14%	13%	-	14%	13%	12%	13%	17%	17%	11%	16%
7	2778	711	704	2778	1853	1970	251	1338	122	-	719	315	827	-	390	305	619	1194	145	1441	813	524
	12%	13%	14%	12%	14%	11%	10%	11%	11%	-	14%	9%	13%	-	22%	10%	15%	11%	10%	14%	13%	9%
8	2176	494	370	2176	1299	1758	364	1275	117	13	326	234	840	-	107	197	568	1103	172	1082	509	585
	10%	9%	8%	10%	10%	10%	14%	11%	10%	15%	7%	7%	14%	-	6%	6%	13%	11%	12%	10%	8%	10%
9	1112	404	199	1112	795	858	165	754	-	-	176	219	255	-	93	180	142	644	110	587	320	205
	5%	7%	4%	5%	6%	5%	6%	6%	-	-	4%	6%	4%	-	5%	6%	3%	6%	8%	6%	5%	4%
10	1071	184	195	1071	827	804	177	729	13	-	283	172	301	-	24	162	160	696	33	465	187	419
	5%	3%	4%	5%	6%	5%	7%	6%	1%	-	6%	5%	5%	-	1%	5%	4%	7%	2%	4%	3%	7%
Mean	5.2	5.3	5.0	5.2	5.4	5.2	5.5	5.4	4.3	5.0	5.2	4.7	5.3	-	5.2	4.8	5.2	5.4	5.4	5.3	4.9	5.4

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Table 57

Q34a Quality of service - when travelling at speed  
Unreliable (0) - Reliable (10)

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1	2087	228	578	1281	700	561	825	1928	112	47	1370	613	653	607	731	625	872	13	-	12	-	153	33
	9%	14%	9%	9%	13%	7%	9%	9%	13%	13%	8%	10%	9%	11%	10%	12%	10%	25%	-	61%	-	13%	26%
2	1791	98	584	1108	462	628	701	1726	46	19	1351	390	637	561	670	374	802	-	22	-	11	78	13
	8%	6%	9%	8%	9%	8%	7%	8%	6%	5%	8%	6%	9%	10%	9%	7%	9%	-	15%	-	22%	7%	10%
3	1927	85	635	1207	438	677	812	1843	26	58	1266	482	687	536	571	232	827	-	-	-	-	142	-
	9%	5%	9%	9%	8%	9%	9%	9%	3%	16%	8%	8%	10%	9%	8%	5%	9%	-	-	-	-	12%	-
4	2535	250	733	1553	542	964	1030	2489	19	28	1796	761	697	801	770	518	1094	8	11	-	-	169	-
	11%	15%	11%	11%	10%	12%	11%	12%	2%	8%	11%	12%	10%	14%	11%	10%	12%	15%	8%	-	-	15%	-
5	3712	265	1432	2015	831	1631	1250	3463	151	98	2811	1017	1255	936	1083	884	1366	-	12	8	12	141	-
	16%	16%	21%	14%	15%	21%	13%	16%	18%	26%	17%	17%	17%	16%	15%	17%	15%	-	8%	39%	23%	12%	-
6	3350	220	1163	1968	788	1253	1309	3113	200	38	2715	805	1020	686	860	545	1203	11	61	-	-	154	9
	15%	13%	17%	14%	15%	16%	14%	15%	24%	10%	17%	13%	14%	12%	12%	11%	13%	22%	42%	-	-	13%	7%
7	2778	185	675	1918	577	972	1229	2674	52	52	1984	798	834	746	859	764	1121	8	-	-	-	129	-
	12%	11%	10%	14%	11%	13%	13%	13%	6%	14%	12%	13%	12%	13%	12%	15%	12%	15%	-	-	-	11%	-
8	2176	110	514	1552	448	535	1192	2048	96	31	1621	679	610	400	839	553	936	12	39	-	18	74	9
	10%	7%	8%	11%	8%	7%	13%	10%	12%	8%	10%	11%	8%	7%	12%	11%	10%	24%	27%	-	35%	6%	7%
9	1112	125	288	699	354	345	413	1040	72	-	763	221	455	201	351	232	503	-	-	-	10	38	39
	5%	8%	4%	5%	7%	4%	4%	5%	9%	-	5%	4%	6%	3%	5%	5%	5%	-	-	-	19%	3%	31%
10	1071	99	125	847	247	200	624	1015	56	-	756	392	327	310	497	381	428	-	-	-	-	80	25
	5%	6%	2%	6%	5%	3%	7%	5%	7%	-	5%	6%	5%	5%	7%	7%	5%	-	-	-	-	7%	19%
Mean	5.2	5.2	5.0	5.4	5.1	5.1	5.4	5.2	5.6	4.6	5.3	5.3	5.2	5.0	5.3	5.4	5.2	5.1	5.7	2.6	6.2	4.9	6.2

**Ofcom - UHF Strategy JB:11432**

Table 58

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £20

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
I would definitely buy one (80)	2651	1433	1218	434	853	510	425	249	180	1287	429	669	726	626	540	1395	1166	96	365	403	68	354	242	293	119	135	250	68	167
	12%	13%	11%	17%	16%	12%	11%	8%	5%	16%	7%	12%	11%	14%	10%	11%	12%	7%	17%	16%	6%	12%	7%	14%	12%	8%	14%	17%	9%
I would probably buy one (40)	7893	3871	4022	981	2136	1696	1168	947	965	3117	1912	2116	2177	1503	1853	4293	3357	368	706	1026	412	1162	1075	735	384	591	636	134	550
	35%	35%	35%	39%	40%	39%	30%	31%	28%	40%	29%	37%	34%	33%	35%	34%	34%	28%	33%	39%	36%	41%	32%	35%	39%	36%	36%	33%	30%
I may or may not buy one (10)	4455	2080	2375	435	1012	857	961	510	680	1447	1190	1109	1492	780	958	2602	1738	416	315	462	282	569	637	382	207	444	347	25	306
	20%	19%	21%	17%	19%	20%	25%	17%	20%	18%	18%	19%	23%	17%	18%	21%	18%	32%	15%	18%	25%	20%	19%	18%	21%	27%	20%	6%	16%
I would probably not buy one (0)	1896	1043	853	90	259	277	288	385	597	349	982	362	569	506	459	930	965	85	247	139	65	62	400	182	109	111	142	-	313
	8%	9%	8%	4%	5%	6%	7%	13%	17%	4%	15%	6%	9%	11%	9%	8%	10%	6%	12%	5%	6%	2%	12%	9%	11%	7%	8%	-	17%
I would definitely not buy one (0)	1732	797	935	70	332	279	271	365	414	403	779	522	426	445	317	948	762	103	180	111	80	278	377	119	23	94	106	56	172
	8%	7%	8%	3%	6%	6%	7%	12%	12%	5%	12%	9%	7%	10%	6%	8%	8%	8%	8%	4%	7%	10%	11%	6%	2%	6%	6%	14%	9%
NA	3911	1982	1930	487	779	696	731	616	602	1266	1218	941	1039	660	1147	1980	1807	250	322	461	239	430	646	389	137	248	278	126	357
	17%	18%	17%	20%	14%	16%	19%	20%	18%	16%	19%	16%	16%	15%	22%	16%	18%	19%	15%	18%	21%	15%	19%	19%	14%	15%	16%	31%	19%
Mean	31	31	30	39	36	32	29	26	21	37	23	31	30	31	31	30	31	25	33	36	27	33	25	33	32	28	33	39	25

Ofcom - UHF Strategy JB:11432

Table 58

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £20

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
I would definitely buy one (80)	2651 12%	611 11%	764 16%	2651 12%	1933 14%	2073 12%	562 21%	1658 14%	52 5%	10 12%	491 10%	546 16%	710 11%	-	253 14%	458 15%	400 9%	1553 15%	105 8%	1296 12%	931 15%	424 7%
I would probably buy one (40)	7893 35%	1524 27%	1668 34%	7893 35%	4846 36%	6250 35%	1082 41%	4563 38%	418 37%	35 40%	1500 30%	1292 37%	1958 32%	-	597 34%	1148 38%	1271 30%	4136 39%	427 31%	3769 36%	2563 40%	1562 27%
I may or may not buy one (10)	4455 20%	1286 23%	1021 21%	4455 20%	2640 19%	3447 19%	425 16%	2169 18%	213 19%	-	1037 21%	654 19%	1205 19%	-	341 19%	521 17%	806 19%	1834 17%	335 24%	1954 19%	1163 18%	1338 23%
I would probably not buy one (0)	1896 8%	617 11%	492 10%	1896 8%	994 7%	1410 8%	222 8%	810 7%	73 6%	29 33%	365 7%	201 6%	631 10%	-	215 12%	201 7%	514 12%	673 6%	137 10%	913 9%	301 5%	681 12%
I would definitely not buy one (0)	1732 8%	538 10%	254 5%	1732 8%	911 7%	1409 8%	103 4%	701 6%	155 14%	-	431 9%	289 8%	597 10%	-	75 4%	261 9%	501 12%	501 5%	200 14%	918 9%	254 4%	560 10%
NA	3911 17%	1060 19%	684 14%	3911 17%	2292 17%	3272 18%	240 9%	1982 17%	224 20%	13 14%	1137 23%	513 15%	1105 18%	-	280 16%	447 15%	745 18%	1798 17%	185 13%	1599 15%	1140 18%	1172 20%
Mean	31	27	33	31	33	31	39	34	25	30	29	34	29	-	32	34	26	35	24	31	36	24

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Table 58

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £20

Absolutes/col percents

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
I would definitely buy one (80)	2651 12%	87 5%	474 7%	2090 15%	357 7%	771 10%	1523 16%	2484 12%	75 9%	92 25%	2096 13%	983 16%	1024 14%	974 17%	1134 16%	834 16%	1177 13%	21 40%	22 15%	-	-	-	-
I would probably buy one (40)	7893 35%	493 30%	1926 29%	5474 39%	1739 32%	2590 33%	3565 38%	7467 35%	311 38%	115 31%	5864 36%	2344 38%	2980 42%	2361 41%	2805 39%	1890 37%	3372 37%	24 46%	-	-	-	264 23%	52 41%
I may or may not buy one (10)	4455 20%	380 23%	1783 27%	2293 16%	1195 22%	1876 24%	1384 15%	4233 20%	158 19%	64 17%	3372 21%	898 15%	1234 17%	910 16%	1263 17%	929 18%	1767 19%	8 15%	85 58%	12 61%	-	191 17%	25 20%
I would probably not buy one (0)	1896 8%	248 15%	677 10%	971 7%	541 10%	760 10%	594 6%	1843 9%	13 2%	40 11%	1214 7%	452 7%	372 5%	352 6%	396 5%	360 7%	566 6%	-	39 27%	8 39%	33 65%	243 21%	13 10%
I would definitely not buy one (0)	1732 8%	244 15%	671 10%	817 6%	572 11%	481 6%	680 7%	1522 7%	177 21%	33 9%	1199 7%	522 8%	425 6%	425 7%	461 6%	347 7%	567 6%	-	-	-	18 35%	161 14%	37 29%
NA	3911 17%	214 13%	1196 18%	2501 18%	983 18%	1289 17%	1639 17%	3790 18%	94 11%	28 8%	2689 16%	961 16%	1140 16%	761 13%	1172 16%	749 15%	1703 19%	-	-	-	-	299 26%	-
Mean	31	21	24	35	25	28	36	31	27	37	32	35	35	36	36	35	33	52	18	6	0	15	18



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Table 59

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £30

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
I would definitely buy one (80)	1670 7%	972 9%	698 6%	310 12%	592 11%	279 6%	242 6%	121 4%	126 4%	901 11%	247 4%	455 8%	348 5%	375 8%	438 8%	803 7%	813 8%	57 4%	163 8%	287 11%	10 1%	182 6%	138 4%	208 10%	97 10%	83 5%	215 12%	68 17%	100 5%
I would probably buy one (40)	4743 21%	2424 22%	2318 20%	570 23%	1442 27%	1049 24%	736 19%	495 16%	450 13%	2013 26%	945 15%	1380 24%	1206 19%	947 21%	1032 20%	2586 21%	1979 20%	318 24%	507 24%	624 24%	232 20%	639 22%	619 18%	430 20%	304 31%	317 20%	320 18%	49 12%	332 18%
I may or may not buy one (10)	6091 27%	2840 25%	3252 29%	626 25%	1494 28%	1213 28%	1029 27%	853 28%	875 25%	2120 27%	1729 27%	1425 25%	2041 32%	1188 26%	1249 24%	3467 29%	2437 25%	414 31%	588 28%	662 25%	317 28%	857 30%	759 22%	494 24%	189 19%	637 39%	551 31%	84 21%	421 23%
I would probably not buy one (0)	3131 14%	1587 14%	1544 14%	290 12%	540 10%	574 13%	561 15%	439 14%	728 21%	830 11%	1166 18%	741 13%	968 15%	726 16%	686 13%	1709 14%	1412 14%	126 10%	367 17%	289 11%	251 22%	273 10%	607 18%	360 17%	183 19%	140 9%	212 12%	25 6%	240 13%
I would definitely not buy one (0)	2993 13%	1401 13%	1592 14%	215 9%	525 10%	504 12%	545 14%	549 18%	656 19%	739 9%	1205 19%	777 14%	826 13%	624 14%	723 14%	1604 13%	1347 14%	152 12%	189 9%	280 11%	97 8%	474 17%	609 18%	219 10%	68 7%	198 12%	182 10%	56 14%	416 22%
NA	3911 17%	1982 18%	1930 17%	487 20%	779 14%	696 16%	731 19%	616 20%	602 18%	1266 16%	1218 19%	941 16%	1039 16%	660 14%	1147 15%	1980 16%	1807 18%	250 19%	322 15%	461 18%	239 21%	430 15%	646 19%	389 19%	137 14%	248 15%	278 16%	126 31%	357 19%
Mean	21	22	19	27	26	21	19	15	13	26	14	22	18	21	22	20	21	20	22	25	15	20	16	23	26	19	24	29	17

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Table 59

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £30

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
I would definitely buy one (80)	1670 7%	399 7%	476 10%	1670 7%	1288 9%	1320 7%	494 19%	1093 9%	34 3%	10 12%	323 7%	324 9%	372 6%	-	180 10%	254 8%	188 4%	1026 10%	67 5%	863 8%	512 8%	295 5%
I would probably buy one (40)	4743 21%	833 15%	1187 24%	4743 21%	2965 22%	3724 21%	692 26%	2723 23%	250 22%	22 26%	1065 21%	1014 29%	1094 18%	-	517 29%	891 29%	577 14%	2524 24%	200 14%	2180 21%	1717 27%	846 15%
I may or may not buy one (10)	6091 27%	1667 30%	1249 26%	6091 27%	3697 27%	4705 26%	479 18%	3163 27%	292 26%	13 15%	1306 26%	862 25%	1772 29%	-	392 22%	764 25%	1260 30%	2791 27%	372 27%	2527 24%	1773 28%	1791 31%
I would probably not buy one (0)	3131 14%	920 16%	827 17%	3131 14%	1831 13%	2413 14%	422 16%	1580 13%	157 14%	-	530 11%	321 9%	908 15%	-	207 12%	247 8%	668 16%	1361 13%	219 16%	1649 16%	743 12%	739 13%
I would definitely not buy one (0)	2993 13%	756 13%	461 9%	2993 13%	1545 11%	2427 14%	308 12%	1342 11%	179 16%	29 33%	600 12%	461 13%	957 15%	-	186 11%	433 14%	798 19%	995 9%	347 25%	1631 16%	468 7%	894 16%
NA	3911 17%	1060 19%	684 14%	3911 17%	2292 17%	3272 18%	240 9%	1982 17%	224 20%	13 14%	1137 23%	513 15%	1105 18%	-	280 16%	447 15%	745 18%	1798 17%	185 13%	1599 15%	1140 18%	1172 20%
Mean	21	18	23	21	23	21	30	23	17	25	21	25	18	-	26	25	15	24	14	21	24	17

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Table 59

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £30

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
I would definitely buy one (80)	1670	23	295	1352	206	448	1017	1549	59	62	1280	665	647	597	786	581	710	13	-	-	-	-	-
I would probably buy one (40)	4743	245	859	3639	806	1486	2450	4550	141	52	3634	1469	1693	1447	1573	1110	2037	12	22	-	-	101	-
I may or may not buy one (10)	6091	459	2357	3276	1640	2365	2087	5661	312	119	4329	1380	1837	1508	1843	1264	2416	27	51	12	-	318	-
I would probably not buy one (0)	3131	378	888	1865	787	1338	1006	3039	33	58	2365	786	1037	782	936	764	1201	-	61	8	21	158	81
I would definitely not buy one (0)	2993	347	1133	1512	965	840	1187	2750	190	52	2136	900	820	689	921	640	1085	-	11	-	30	282	46
NA	3911	214	1196	2501	983	1289	1639	3790	94	28	2689	961	1140	761	1172	749	1703	-	-	-	-	299	-
Mean	21	11	15	25	15	18	26	21	18	24	21	24	23	24	24	24	22	34	10	6	0	8	0

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Table 60

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £40

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
I would definitely buy one (80)	1006 4%	624 6%	382 3%	240 10%	384 7%	145 3%	154 4%	21 1%	63 2%	624 8%	84 1%	222 4%	212 3%	280 6%	262 5%	433 4%	541 6%	51 4%	67 3%	174 7%	10 1%	84 3%	86 3%	151 7%	97 10%	75 5%	58 3%	35 9%	82 4%
I would probably buy one (40)	2893 13%	1434 13%	1459 13%	334 13%	893 17%	599 14%	399 10%	274 9%	394 11%	1226 16%	669 10%	839 15%	719 11%	531 12%	766 15%	1557 13%	1297 13%	167 13%	255 12%	469 18%	61 5%	434 15%	391 12%	289 14%	111 11%	172 11%	293 17%	52 13%	153 8%
I may or may not buy one (10)	7943 35%	3684 33%	4259 38%	980 39%	2028 38%	1601 37%	1334 35%	1084 35%	917 27%	3008 38%	2000 31%	2054 36%	2433 38%	1634 36%	1560 30%	4487 37%	3194 33%	462 35%	816 38%	924 36%	486 42%	1022 36%	936 28%	679 32%	311 28%	802 49%	727 41%	112 27%	563 30%
I would probably not buy one (0)	5348 24%	2781 25%	2567 23%	587 23%	1051 20%	966 22%	1030 27%	747 24%	967 28%	1638 21%	1714 26%	1347 24%	1584 25%	1065 24%	1196 23%	2931 24%	2261 23%	282 21%	523 24%	549 21%	351 31%	562 20%	956 28%	502 24%	295 30%	279 17%	400 23%	72 18%	486 26%
I would definitely not buy one (0)	5349 24%	2683 24%	2666 24%	358 14%	1016 19%	1005 23%	926 24%	947 31%	1097 32%	1374 17%	2044 31%	1258 22%	1482 23%	1010 22%	1491 28%	2740 23%	2501 26%	356 27%	474 22%	486 19%	239 21%	752 26%	1007 30%	479 23%	165 17%	295 18%	280 16%	138 34%	581 31%
Mean	12	13	12	17	16	12	11	8	9	16	8	13	11	13	13	12	13	12	11	16	7	12	9	14	16	13	13	15	10

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Table 60

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £40

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
I would definitely buy one (80)	1006 4%	257 5%	377 8%	1006 4%	722 5%	807 5%	348 13%	614 5%	34 3%	10 12%	218 4%	192 6%	217 3%	-	124 7%	143 5%	118 3%	564 5%	50 4%	606 6%	270 4%	130 2%
I would probably buy one (40)	2893 13%	496 9%	798 16%	2893 13%	1911 14%	2207 12%	506 19%	1555 13%	116 10%	-	731 15%	567 16%	548 9%	-	408 23%	477 16%	363 9%	1426 14%	130 9%	1551 15%	851 13%	492 9%
I may or may not buy one (10)	7943 35%	1870 33%	1631 33%	7943 35%	4781 35%	6339 35%	637 24%	4186 35%	413 36%	35 40%	1933 39%	1241 36%	2288 37%	-	561 32%	1108 36%	1503 35%	3819 36%	366 26%	3188 31%	2435 38%	2319 40%
I would probably not buy one (0)	5348 24%	1418 25%	1208 25%	5348 24%	3172 23%	4303 24%	648 25%	3053 26%	220 19%	-	834 17%	730 21%	1484 24%	-	294 17%	602 20%	956 23%	2644 25%	409 29%	2412 23%	1694 27%	1241 22%
I would definitely not buy one (0)	5349 24%	1594 28%	870 18%	5349 24%	3031 22%	4205 24%	496 19%	2476 21%	353 31%	41 48%	1246 25%	764 22%	1670 27%	-	375 21%	707 23%	1296 31%	2041 19%	434 31%	2692 26%	1103 17%	1555 27%
Mean	12	10	16	12	13	12	21	13	10	14	13	14	10	-	18	14	9	13	9	14	13	9

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Table 60

Absolutes/col percents

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £40

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
I would definitely buy one (80)	1006 4%	10 1%	212 3%	784 6%	143 3%	216 3%	647 7%	940 4%	30 4%	36 10%	818 5%	362 6%	404 6%	322 6%	427 6%	329 6%	327 4%	13 25%	-	-	-	-	-
I would probably buy one (40)	2893 13%	204 12%	474 7%	2216 16%	465 9%	1069 14%	1360 14%	2763 13%	82 10%	47 13%	2108 13%	876 14%	955 13%	875 15%	956 13%	643 13%	1156 13%	12 24%	-	-	-	-	50
I may or may not buy one (10)	7943 35%	375 22%	2862 43%	4706 33%	1839 34%	3202 41%	2901 31%	7432 35%	408 49%	103 28%	5886 36%	2081 34%	2559 36%	2088 36%	2208 31%	1622 32%	3065 33%	8 15%	51 35%	12 61%	-	376	
I would probably not buy one (0)	5348 24%	538 32%	1362 20%	3448 24%	1294 24%	1881 24%	2173 23%	5199 24%	59 7%	90 24%	3801 23%	1428 23%	1815 25%	1316 23%	2010 28%	1411 28%	2528 28%	-	83 57%	8 39%	21 42%	158	
I would definitely not buy one (0)	5349 24%	538 32%	1818 27%	2992 21%	1647 31%	1398 18%	2305 25%	5005 23%	248 30%	96 26%	3821 23%	1413 23%	1442 20%	1183 20%	1630 23%	1103 22%	2075 23%	19 37%	11 8%	-	30 58%	574	
Mean	12	8	10	14	9	12	14	12	12	16	13	14	13	14	13	13	11	31	4	6	0	5	

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Table 61

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £50

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
I would definitely buy one (80)	695 3%	456 4%	240 2%	123 5%	316 6%	93 2%	114 3%	50 2%	-	439 6%	50 1%	214 4%	132 2%	126 3%	192 4%	346 3%	317 3%	29 2%	55 3%	160 6%	-	86 3%	73 2%	77 4%	46 5%	20 1%	58 3%	13 3%	62 3%
I would probably buy one (40)	1401 6%	694 6%	707 6%	214 9%	425 8%	328 8%	183 5%	125 4%	126 4%	639 8%	251 4%	391 7%	339 5%	279 6%	382 7%	729 6%	662 7%	89 7%	131 6%	236 9%	29 3%	119 4%	140 4%	121 6%	113 12%	114 7%	167 9%	34 8%	86 5%
I may or may not buy one (10)	9121 40%	4257 38%	4864 43%	1116 45%	2455 46%	1720 40%	1553 40%	1170 38%	1106 32%	3572 45%	2277 35%	2354 41%	2767 43%	1908 42%	1821 35%	5121 42%	3729 38%	543 41%	902 42%	1107 43%	502 44%	1167 41%	1121 33%	793 38%	360 37%	893 55%	838 48%	141 34%	597 32%
I would probably not buy one (0)	5726 25%	2994 27%	2732 24%	583 23%	1103 21%	1076 25%	1038 27%	754 25%	1171 34%	1686 21%	1926 30%	1391 24%	1649 26%	1160 26%	1380 26%	3040 25%	2541 26%	294 22%	573 27%	573 22%	357 31%	645 23%	988 29%	670 32%	295 30%	270 17%	416 24%	63 15%	521 28%
I would definitely not buy one (0)	5596 25%	2806 25%	2790 25%	462 18%	1072 20%	1099 25%	955 25%	974 32%	1033 30%	1534 19%	2007 31%	1370 24%	1542 24%	1047 23%	1499 28%	2911 24%	2546 26%	363 28%	474 22%	527 20%	259 23%	838 29%	1054 31%	438 21%	165 17%	326 20%	280 16%	158 39%	599 32%
Mean	9	10	8	12	12	9	8	7	5	12	6	10	8	9	9	9	9	9	9	13	5	8	7	9	12	9	11	9	8

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Table 61

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £50

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
I would definitely buy one (80)	695 3%	132 2%	239 5%	695 3%	526 4%	573 3%	274 10%	424 4%	34 3%	10 12%	154 3%	79 2%	63 1%	-	122 7%	40 1%	25 1%	424 4%	-	409 4%	198 3%	89 2%
I would probably buy one (40)	1401 6%	335 6%	380 8%	1401 6%	958 7%	1030 6%	309 12%	784 7%	10 1%	-	308 6%	345 10%	289 5%	-	153 9%	283 9%	177 4%	703 7%	80 6%	835 8%	325 5%	241 4%
I may or may not buy one (10)	9121 40%	2125 38%	1979 41%	9121 40%	5450 40%	7415 42%	877 33%	4787 40%	474 42%	35 40%	2184 44%	1479 42%	2489 40%	-	646 37%	1306 43%	1635 39%	4351 41%	436 31%	3898 37%	2781 44%	2443 43%
I would probably not buy one (0)	5726 25%	1462 26%	1374 28%	5726 25%	3450 25%	4406 25%	613 23%	3170 27%	246 22%	29 33%	1095 22%	790 23%	1628 26%	-	510 29%	662 22%	1058 25%	2731 26%	439 32%	2518 24%	1785 28%	1423 25%
I would definitely not buy one (0)	5596 25%	1580 28%	911 19%	5596 25%	3232 24%	4436 25%	561 21%	2719 23%	371 33%	13 14%	1221 25%	802 23%	1738 28%	-	332 19%	745 25%	1341 32%	2285 22%	434 31%	2789 27%	1265 20%	1542 27%
Mean	9	8	11	9	10	9	16	10	7	14	9	10	7	-	13	9	6	10	5	10	9	7



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Table 61

Absolutes/col percents

Q35 How likely would you be on the scale here to purchase an unlimited data package if the price (excluding handset subsidy) was.... - £50

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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
I would definitely buy one (80)	695 3%	49 3%	79 1%	567 4%	63 1%	156 2%	477 5%	647 3%	30 4%	18 5%	587 4%	306 5%	301 4%	234 4%	294 4%	230 5%	209 2%	13 25%	-	-	-	-	-
I would probably buy one (40)	1401 6%	54 3%	317 5%	1029 7%	222 4%	552 7%	626 7%	1339 6%	39 5%	22 6%	1042 6%	497 8%	491 7%	479 8%	488 7%	377 7%	492 5%	-	-	-	-	-	-
I may or may not buy one (10)	9121 40%	407 24%	3084 46%	5630 40%	2082 39%	3550 46%	3490 37%	8553 40%	412 50%	156 42%	6722 41%	2278 37%	2870 40%	2460 43%	2654 37%	1811 35%	3574 39%	20 38%	51 35%	12 61%	-	426 37%	-
I would probably not buy one (0)	5726 25%	615 37%	1443 21%	3667 26%	1388 26%	2072 27%	2265 24%	5575 26%	90 11%	61 16%	4107 25%	1534 25%	1895 26%	1363 24%	1998 28%	1462 29%	2546 28%	-	83 57%	8 39%	21 42%	158 14%	81 64%
I would definitely not buy one (0)	5596 25%	538 32%	1804 27%	3253 23%	1631 30%	1437 19%	2528 27%	5225 24%	256 31%	114 31%	3976 24%	1546 25%	1618 23%	1247 22%	1796 25%	1228 24%	2332 25%	19 37%	11 8%	-	30 58%	574 50%	46 36%
Mean	9	6	7	10	6	9	10	9	10	10	9	11	10	11	10	10	8	24	4	6	0	4	0

Table 62

Q36 If this were the case which of the following best describes how you think you would react:

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	1413	661	752	179	375	320	288	192	59	554	251	361	456	251	307	817	558	87	135	180	67	154	201	134	62	117	101	28	118
Base	22539	11206	11333	2498	5371	4316	3843	3073	3437	7870	6510	5720	6429	4520	5275	12149	9795	1317	2135	2603	1147	2855	3377	2099	979	1623	1758	408	1865
I would stop using mobile internet services	6612	3316	3296	772	1349	1130	942	977	1443	2120	2421	1631	1673	1661	1530	3305	3191	296	519	577	355	794	1132	742	249	343	684	94	679
	29%	30%	29%	31%	25%	26%	25%	32%	42%	27%	37%	29%	26%	37%	29%	27%	33%	23%	24%	22%	31%	28%	34%	35%	25%	21%	39%	23%	36%
I would carry on using mobile internet services, paying the same amount, even if the service got worse.	3883	2062	1821	589	1055	801	587	352	500	1644	851	1190	1079	637	866	2269	1504	260	507	535	182	488	343	363	131	282	264	61	376
	17%	18%	16%	24%	20%	19%	15%	11%	15%	21%	13%	21%	17%	14%	16%	19%	15%	20%	24%	21%	16%	17%	10%	17%	13%	17%	15%	15%	20%
I would upgrade to an enhanced speed package – this would give the same quality of service that you receive today, but co	6630	3351	3279	703	1562	1480	1153	1051	681	2265	1732	1862	1822	1328	1467	3684	2795	405	616	842	299	1001	1111	616	227	443	374	151	460
	29%	30%	29%	28%	29%	34%	30%	34%	20%	29%	27%	33%	28%	29%	28%	30%	29%	31%	29%	32%	26%	35%	33%	29%	23%	27%	21%	37%	25%
Don't know	5413	2476	2937	435	1406	905	1161	693	813	1841	1506	1037	1854	894	1412	2891	2306	355	493	649	311	572	791	380	370	556	437	101	351
	24%	22%	26%	17%	26%	21%	30%	23%	24%	23%	23%	18%	29%	20%	27%	24%	24%	27%	23%	25%	27%	20%	23%	18%	38%	34%	25%	25%	19%

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Table 62

Q36 If this were the case which of the following best describes how you think you would react:

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	1413	425	440	1413	838	1140	173	803	74	5	296	218	363	-	94	192	227	704	99	679	396	338
Base	22539	5635	4883	22539	13616	17861	2634	11884	1135	87	4962	3495	6207	-	1762	3036	4236	10495	1389	10449	6353	5737
I would stop using mobile internet services	6612 29%	1849 33%	1395 29%	6612 29%	4252 31%	4955 28%	520 20%	2654 22%	415 37%	23 27%	1668 34%	1229 35%	2113 34%	-	633 36%	1091 36%	1622 38%	2227 21%	428 31%	3482 33%	1652 26%	1478 26%
I would carry on using mobile internet services, paying the same amount, even if the service got worse.	3883 17%	919 16%	744 15%	3883 17%	2296 17%	3343 19%	694 26%	2468 21%	199 18%	22 26%	621 13%	364 10%	485 8%	-	250 14%	344 11%	280 7%	2273 22%	196 14%	1992 19%	1240 20%	652 11%
I would upgrade to an enhanced speed package – this would give the same quality of service that you receive today, but co	6630 29%	1229 22%	1438 29%	6630 29%	4081 30%	5481 31%	971 37%	3891 33%	205 18%	-	1360 27%	1419 41%	1984 32%	-	413 23%	1159 38%	1295 31%	3489 33%	402 29%	2981 29%	2313 36%	1337 23%
Don't know	5413 24%	1637 29%	1307 27%	5413 24%	2987 22%	4081 23%	448 17%	2870 24%	316 28%	41 48%	1313 26%	481 14%	1625 26%	-	466 26%	441 15%	1039 25%	2507 24%	363 26%	1994 19%	1148 18%	2271 40%

Table 62

Q36 If this were the case which of the following best describes how you think you would react:

Base:All respondents in segment 3

	Q94a			Q94b			Urban/Rural			Q29													
	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	1413	89	407	917	290	502	621	1331	53	29	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	22539	1665	6728	14146	5387	7766	9385	21339	828	371	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
I would stop using mobile internet services	6612	795	2179	3639	2270	1795	2548	6151	314	148	4483	1259	1647	1230	1573	1154	2282	21	11	12	10	750	61
	29%	48%	32%	26%	42%	23%	27%	29%	38%	40%	27%	20%	23%	21%	22%	23%	25%	39%	8%	61%	19%	65%	48%
I would carry on using mobile internet services, paying the same amount, even if the service got worse.	3883	167	996	2721	479	1686	1719	3662	129	92	2930	1378	1565	1267	1510	1113	1619	8	51	-	-	38	-
	17%	10%	15%	19%	9%	22%	18%	17%	16%	25%	18%	22%	22%	22%	21%	22%	18%	15%	35%	-	-	3%	-
I would upgrade to an enhanced speed package – this would give the same quality of service that you receive today, but co	6630	222	1575	4833	1183	2200	3247	6315	230	85	4992	2165	2312	1930	2549	1713	3005	11	22	-	-	59	22
	29%	13%	23%	34%	22%	28%	35%	30%	28%	23%	30%	35%	32%	33%	35%	34%	33%	22%	15%	-	-	5%	17%
Don't know	5413	481	1979	2954	1455	2086	1872	5211	156	46	4029	1359	1652	1357	1598	1128	2246	12	61	8	41	311	44
	24%	29%	29%	21%	27%	27%	20%	24%	19%	12%	25%	22%	23%	23%	22%	22%	25%	24%	42%	39%	81%	27%	35%

**Ofcom - UHF Strategy JB:11432**

Table 63

Q94a How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'I try to keep up with technology'

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182	
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444	
1 - Not at all	1044	442	602	71	68	123	244	198	340	139	538	105	159	130	608	264	737	17	185	-	41	217	264	58	68	65	39	-	90	
	3%	2%	3%	2%	1%	2%	4%	4%	5%	1%	5%	1%	1%	2%	6%	1%	4%	1%	6%	-	3%	5%	5%	1%	4%	2%	1%	-	3%	
2	950	193	757	58	53	168	159	113	400	111	513	141	251	310	228	392	537	64	69	41	12	165	81	88	54	137	111	81	47	
	3%	1%	4%	1%	1%	3%	2%	2%	6%	1%	4%	2%	2%	4%	2%	3%	3%	2%	2%	1%	1%	4%	2%	2%	4%	4%	4%	4%	13%	1%
3	2336	1077	1259	272	536	267	354	369	537	808	906	614	796	267	560	1411	827	232	219	250	13	252	365	171	64	249	343	-	178	
	6%	6%	7%	6%	7%	4%	5%	7%	8%	6%	8%	7%	7%	4%	6%	7%	5%	9%	7%	7%	1%	5%	7%	4%	4%	8%	12%	-	5%	
4	2449	950	1499	115	415	395	373	275	877	529	1152	687	738	463	509	1425	972	132	130	258	106	179	394	513	73	222	214	-	212	
	7%	5%	8%	3%	5%	6%	5%	5%	13%	4%	10%	8%	7%	6%	5%	7%	6%	5%	4%	7%	7%	4%	8%	12%	5%	7%	7%	-	6%	
5	5261	1891	3371	698	958	893	1052	952	707	1656	1660	999	1670	859	1574	2669	2433	409	261	495	198	601	633	759	268	480	354	54	691	
	14%	10%	18%	15%	12%	14%	15%	16%	11%	13%	14%	11%	15%	12%	17%	13%	15%	16%	8%	13%	12%	13%	13%	18%	17%	15%	12%	8%	20%	
6	4947	2198	2749	547	1069	677	1042	641	970	1616	1612	940	1939	748	1176	2879	1924	436	442	367	195	474	581	781	177	479	325	174	365	
	13%	12%	14%	12%	13%	11%	15%	12%	15%	13%	14%	11%	18%	10%	13%	15%	12%	17%	13%	10%	12%	10%	12%	18%	11%	15%	11%	27%	11%	
7	7860	4034	3826	933	1602	1584	1630	1041	1070	2535	2111	1723	2271	1790	1907	3994	3697	619	843	666	400	996	1012	1015	322	674	340	136	773	
	21%	22%	20%	20%	20%	25%	24%	20%	16%	20%	18%	20%	21%	25%	20%	20%	22%	24%	25%	18%	25%	21%	20%	24%	21%	21%	12%	21%	22%	
8	6560	3831	2728	890	1640	1093	1191	791	955	2530	1746	1732	1784	1283	1415	3516	2698	325	565	873	176	988	981	508	262	532	674	41	556	
	17%	21%	14%	19%	21%	17%	17%	15%	14%	20%	15%	20%	16%	18%	15%	18%	16%	12%	17%	24%	11%	21%	19%	12%	17%	17%	23%	6%	16%	
9	2429	1305	1123	309	599	444	403	457	217	908	674	726	685	395	567	1411	962	157	409	326	110	203	295	185	94	99	222	70	189	
	6%	7%	6%	7%	8%	7%	6%	9%	3%	7%	6%	8%	6%	5%	6%	7%	6%	6%	12%	9%	7%	4%	6%	4%	6%	3%	8%	11%	5%	
10 - A great deal	3729	2621	1108	674	996	628	457	392	583	1669	975	1090	724	974	860	1814	1834	221	222	412	362	569	444	235	172	216	288	85	343	
	10%	14%	6%	15%	13%	10%	7%	7%	9%	13%	8%	12%	7%	13%	9%	9%	11%	8%	7%	11%	22%	12%	9%	5%	11%	7%	10%	13%	10%	
Mean	6.5	6.9	6.0	6.9	6.8	6.6	6.3	6.3	5.8	6.9	6.0	6.7	6.3	6.7	6.2	6.5	6.4	6.4	6.5	6.8	7.1	6.5	6.3	6.1	6.4	6.1	6.4	6.6	6.4	

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Table 63

Q94a How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'I try to keep up with technology'

Absolutes/col percents

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
1 - Not at all	1044	813	85	266	788	74	37	396	276	163	27	339	477	228	663	43	338
	3%	5%	1%	1%	5%	1%	1%	5%	3%	3%	31%	4%	4%	1%	3%	1%	3%
2	950	655	108	443	584	95	84	299	195	186	-	261	308	341	451	156	342
	3%	4%	1%	2%	4%	1%	3%	4%	2%	4%	-	3%	3%	2%	2%	2%	3%
3	2336	1435	360	957	1250	333	212	642	764	176	-	571	848	850	1122	340	874
	6%	9%	4%	4%	8%	4%	8%	8%	7%	3%	-	7%	7%	5%	6%	4%	9%
4	2449	1286	511	1300	1219	419	160	555	987	95	-	586	865	977	1398	419	632
	7%	8%	6%	6%	8%	5%	6%	7%	10%	2%	-	7%	7%	6%	7%	5%	6%
5	5261	2591	1244	2642	2509	1134	271	1286	1669	689	-	1227	1567	2428	2610	767	1885
	14%	16%	14%	12%	16%	14%	10%	16%	16%	13%	-	15%	13%	14%	13%	10%	18%
6	4947	2232	1166	2786	2011	990	397	1019	1143	839	-	1166	1486	2275	2525	788	1634
	13%	14%	13%	12%	13%	13%	15%	13%	11%	16%	-	14%	13%	13%	13%	10%	16%
7	7860	3613	1788	4748	3440	1489	555	1566	2262	1075	27	2021	2287	3494	4627	1324	1908
	21%	22%	20%	21%	22%	19%	21%	20%	22%	21%	31%	25%	19%	21%	24%	17%	19%
8	6560	2321	2003	4238	2149	1923	494	1291	1783	998	-	1031	2134	3316	3392	1866	1302
	17%	14%	22%	19%	14%	24%	19%	16%	17%	19%	-	13%	18%	19%	17%	24%	13%
9	2429	546	739	2071	523	557	234	235	429	415	-	426	753	1187	1181	748	500
	6%	3%	8%	9%	3%	7%	9%	3%	4%	8%	-	5%	6%	7%	6%	10%	5%
10 - A great deal	3729	1037	1011	3089	1025	872	213	647	726	492	32	568	1119	1920	1673	1279	777
	10%	6%	11%	14%	7%	11%	8%	8%	7%	10%	37%	7%	9%	11%	9%	17%	8%
Mean	6.5	5.9	6.9	6.9	5.9	6.9	6.5	6.0	6.2	6.6	6.2	6.1	6.3	6.7	6.4	7.2	6.0

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Table 63

Q94a How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'I try to keep up with technology'

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
1 - Not at all	1044	813	85	266	661	647	34	174	37	-	103	11	129	778	67	11	129	45	129	663	43	338
	3%	5%	1%	1%	3%	2%	1%	1%	2%	-	2%	*	2%	6%	4%	*	3%	*	3%	3%	1%	3%
2	950	655	108	443	564	485	16	140	45	-	8	-	241	492	8	-	241	91	49	451	156	342
	3%	4%	1%	2%	2%	2%	*	1%	2%	-	*	-	4%	4%	*	-	6%	1%	1%	2%	2%	3%
3	2336	1435	360	957	1225	1475	70	424	124	10	270	101	233	1244	129	92	161	311	113	1122	340	874
	6%	9%	4%	4%	5%	5%	2%	3%	6%	5%	5%	3%	4%	9%	7%	3%	4%	3%	2%	6%	4%	9%
4	2449	1286	511	1300	1375	1626	110	512	59	-	398	111	566	1106	163	111	484	266	246	1398	419	632
	7%	8%	6%	6%	6%	6%	3%	3%	3%	-	8%	3%	9%	8%	9%	4%	11%	3%	5%	7%	5%	6%
5	5261	2591	1244	2642	2979	3808	192	1459	238	54	647	515	718	2483	173	483	555	769	689	2610	767	1885
	14%	16%	14%	12%	13%	13%	6%	9%	12%	26%	13%	15%	12%	18%	10%	16%	13%	7%	14%	13%	10%	18%
6	4947	2232	1166	2786	2906	3569	239	1697	156	-	890	378	843	2077	395	357	668	1004	693	2525	788	1634
	13%	14%	13%	12%	13%	13%	7%	11%	8%	-	18%	11%	14%	15%	22%	12%	16%	10%	14%	13%	10%	16%
7	7860	3613	1788	4748	4645	6122	724	3199	496	26	870	734	1327	2978	261	591	988	2126	1073	4627	1324	1908
	21%	22%	20%	21%	20%	22%	22%	21%	25%	12%	18%	21%	21%	21%	15%	19%	23%	20%	21%	24%	17%	19%
8	6560	2321	2003	4238	3980	5261	549	3707	438	116	809	669	872	2118	277	603	451	2469	1238	3392	1866	1302
	17%	14%	22%	19%	18%	19%	17%	24%	22%	56%	16%	19%	14%	15%	16%	20%	11%	24%	24%	17%	24%	13%
9	2429	546	739	2071	1647	2137	454	1493	230	-	425	396	523	316	115	302	255	1308	186	1181	748	500
	6%	3%	8%	9%	7%	8%	14%	10%	11%	-	9%	11%	8%	2%	7%	10%	6%	12%	4%	6%	10%	5%
10 - A great deal	3729	1037	1011	3089	2738	3103	934	2763	184	-	543	579	754	413	175	485	304	2106	657	1673	1279	777
	10%	6%	11%	14%	12%	11%	28%	18%	9%	-	11%	17%	12%	3%	10%	16%	7%	20%	13%	9%	17%	8%
Mean	6.5	5.9	6.9	6.9	6.6	6.7	7.8	7.3	6.9	6.8	6.6	7.3	6.6	5.7	6.3	7.2	6.1	7.6	6.9	6.4	7.2	6.0

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Table 63

Q94a How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'I try to keep up with technology'

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17							Q29																	
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8	
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127	
1 - Not at all	1044	1044	-	-	896	118	30	1026	18	-	381	6	288	35	-	-	-	221	383	244	196	37	12	8	29	29	36	-	-	-	-	28	16	
	3%	24%	-	-	8%	1%	*	3%	1%	-	3%	*	3%	1%	-	-	-	2%	3%	7%	1%	1%	*	*	*	1%	*	-	-	-	-	2%	13%	
2	950	950	-	-	852	85	12	838	112	-	345	42	134	33	-	17	-	274	198	170	184	13	80	42	42	31	92	-	-	-	-	18	186	-
	3%	22%	-	-	8%	1%	*	2%	8%	-	2%	1%	1%	1%	-	1%	-	2%	2%	5%	1%	*	1%	1%	1%	1%	1%	-	-	-	-	35%	16%	-
3	2336	2336	-	-	1822	410	105	2252	85	-	657	124	510	188	64	128	9	669	633	412	570	133	239	287	326	168	364	-	39	8	11	73	-	
	6%	54%	-	-	16%	3%	1%	6%	6%	-	5%	3%	5%	4%	10%	5%	1%	6%	5%	12%	3%	2%	3%	5%	5%	3%	4%	-	27%	39%	22%	6%	-	
4	2449	-	2449	-	1501	781	167	2397	37	15	825	162	426	289	-	63	32	703	627	384	792	327	328	131	303	149	420	-	-	-	-	76	16	
	7%	-	19%	-	13%	6%	1%	7%	3%	3%	6%	4%	4%	6%	-	3%	4%	6%	5%	11%	5%	5%	5%	2%	4%	3%	5%	-	-	-	-	7%	13%	
5	5261	-	5261	-	2257	2620	385	5067	135	58	1631	592	1149	464	45	156	80	1210	1435	805	2174	586	624	514	538	383	850	-	12	-	-	113	39	
	14%	-	42%	-	20%	20%	3%	14%	10%	10%	12%	13%	12%	9%	7%	6%	10%	10%	11%	23%	13%	10%	9%	7%	7%	7%	9%	-	8%	-	-	10%	31%	
6	4947	-	4947	-	1638	2476	834	4480	315	152	1774	498	1438	600	22	248	91	1420	1865	564	1731	494	675	436	539	448	855	-	-	-	-	326	-	
	13%	-	39%	-	15%	19%	6%	13%	22%	25%	13%	11%	15%	11%	3%	10%	11%	12%	15%	16%	11%	8%	9%	8%	7%	9%	9%	-	-	-	-	28%	-	
7	7860	-	-	7860	1180	3411	3268	7480	315	64	3153	808	2162	962	156	512	87	2621	2959	464	3633	1108	1610	1195	1341	974	1867	20	72	-	21	225	13	
	21%	-	-	38%	10%	26%	25%	21%	22%	11%	23%	18%	22%	18%	25%	20%	11%	22%	23%	13%	22%	18%	22%	21%	19%	19%	20%	38%	50%	-	42%	19%	10%	
8	6560	-	-	6560	678	2096	3786	6272	208	80	2951	1142	2069	1416	122	641	347	2522	2369	351	3256	1426	1511	1223	1674	1056	1964	11	-	12	-	32	20	
	17%	-	-	32%	6%	16%	28%	18%	15%	13%	21%	25%	21%	27%	19%	26%	43%	22%	19%	10%	20%	23%	21%	21%	23%	21%	21%	22%	-	61%	-	3%	16%	
9	2429	-	-	2429	196	411	1821	2254	104	71	869	395	664	491	71	146	26	824	879	31	1620	748	820	671	848	663	948	-	-	-	-	19	9	
	6%	-	-	12%	2%	3%	14%	6%	7%	12%	6%	9%	7%	9%	11%	6%	3%	7%	7%	1%	10%	12%	11%	12%	12%	13%	10%	-	-	-	-	2%	7%	
10 - A great deal	3729	-	-	3729	247	572	2911	3490	78	161	1370	719	834	750	155	588	136	1219	1304	91	2277	1289	1275	1278	1591	1207	1756	21	22	-	-	80	13	
	10%	-	-	18%	2%	4%	22%	10%	6%	27%	10%	16%	9%	14%	24%	24%	17%	10%	10%	3%	14%	21%	18%	22%	22%	24%	19%	40%	15%	-	-	7%	10%	
Mean	6.5	2.3	5.2	8.1	4.7	6.4	8.0	6.4	6.3	7.7	6.6	7.3	6.6	7.2	7.6	7.5	7.5	6.7	6.7	5.1	7.0	7.5	7.4	7.5	7.5	7.7	7.3	8.4	6.2	6.0	4.3	5.4	5.9	



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Table 64

Q94b How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'My friends tend to come to me if they have questions about the internet'

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
1 - Not at all	4705 13%	1986 11%	2720 14%	269 6%	476 6%	913 15%	858 12%	652 12%	1539 23%	744 6%	2191 18%	885 10%	1419 13%	825 11%	1394 15%	2304 12%	2219 13%	263 10%	401 12%	368 10%	117 7%	650 14%	726 16%	712 10%	151 10%	441 14%	429 15%	53 8%	376 11%
2	2671 7%	963 5%	1708 9%	299 7%	286 4%	309 5%	481 7%	388 7%	909 14%	584 5%	1297 11%	540 6%	583 5%	533 7%	954 10%	1122 6%	1487 9%	285 11%	201 6%	183 5%	12 1%	271 6%	304 6%	394 9%	56 4%	264 8%	252 9%	63 10%	373 11%
3	3890 10%	1843 10%	2047 11%	410 9%	718 9%	566 9%	716 10%	377 7%	1102 17%	1129 9%	1479 12%	622 7%	1368 12%	883 12%	867 9%	1990 10%	1751 11%	273 10%	325 10%	187 5%	237 15%	336 7%	576 11%	566 13%	139 9%	436 14%	426 15%	43 7%	266 8%
4	3664 10%	1704 9%	1960 10%	420 9%	618 8%	535 9%	702 10%	637 12%	752 11%	1038 8%	1390 12%	753 9%	1187 11%	680 9%	982 10%	1940 10%	1661 10%	249 10%	247 7%	435 12%	170 11%	300 6%	583 12%	401 9%	222 14%	197 6%	248 9%	106 17%	436 13%
5	5114 14%	2383 13%	2731 14%	618 14%	1308 16%	813 13%	1173 17%	715 14%	488 7%	1926 15%	1203 10%	1309 15%	1329 12%	1024 14%	1268 13%	2637 13%	2292 14%	269 10%	453 14%	504 14%	205 13%	644 14%	621 12%	569 13%	362 23%	329 10%	506 17%	52 8%	502 15%
6	4202 11%	2027 11%	2175 11%	667 15%	1045 13%	781 12%	696 10%	575 11%	437 7%	1712 14%	1012 9%	1258 14%	1289 12%	564 8%	1024 11%	2547 13%	1587 10%	290 11%	555 17%	525 14%	222 14%	457 10%	409 8%	526 12%	81 5%	420 13%	205 7%	76 12%	436 13%
7	4933 13%	2400 13%	2533 13%	570 12%	1391 18%	705 11%	910 13%	937 18%	421 6%	1960 16%	1358 11%	1187 14%	1717 16%	884 12%	999 11%	2904 15%	1883 11%	287 11%	492 15%	540 15%	182 11%	890 19%	768 15%	372 9%	247 16%	307 10%	372 13%	37 6%	351 10%
8	4234 11%	2374 13%	1860 10%	588 13%	781 10%	824 13%	815 12%	514 10%	713 11%	1368 11%	1227 10%	871 10%	1111 10%	1086 15%	1087 12%	1982 10%	2173 13%	312 12%	373 11%	466 13%	329 20%	586 13%	513 10%	458 11%	146 9%	350 11%	259 9%	63 10%	337 10%
9	1794 5%	1209 7%	585 3%	303 7%	562 7%	406 6%	189 3%	240 5%	94 1%	865 7%	334 3%	490 6%	498 5%	298 4%	317 3%	988 5%	615 4%	156 6%	111 3%	230 6%	110 7%	188 4%	235 5%	104 2%	44 3%	253 8%	91 3%	36 6%	172 5%
10 - A great deal	2357 6%	1653 9%	704 4%	424 9%	751 9%	421 7%	365 5%	196 4%	200 3%	1175 9%	395 3%	842 10%	518 5%	440 6%	514 5%	1361 7%	954 6%	225 9%	188 6%	248 7%	29 2%	323 7%	315 6%	212 5%	106 7%	156 5%	123 4%	110 17%	197 6%
Mean	5.2	5.6	4.8	5.8	5.9	5.3	5.1	5.1	3.9	5.9	4.5	5.6	5.1	5.2	4.9	5.3	5.0	5.3	5.3	5.6	5.6	5.4	5.1	4.7	5.3	5.1	4.7	5.7	5.1

**Ofcom - UHF Strategy JB:11432**

Table 64

Q94b How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'My friends tend to come to me if they have questions about the internet'

Absolutes/col percents

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
1 - Not at all	4705	2857	804	2246	2674	658	346	1234	1495	575	27	1393	1721	1504	2231	704	1770
	13%	17%	9%	10%	17%	8%	13%	16%	15%	11%	31%	17%	15%	9%	11%	9%	17%
2	2671	1844	364	1032	1765	303	141	587	1108	372	-	569	794	1308	1697	275	700
	7%	11%	4%	5%	11%	4%	5%	7%	11%	7%	-	7%	7%	8%	9%	4%	7%
3	3890	1819	991	2109	1632	1002	177	953	1111	543	27	738	1600	1472	2239	456	1195
	10%	11%	11%	9%	11%	13%	7%	12%	11%	11%	31%	9%	14%	9%	11%	6%	12%
4	3664	1661	943	2038	1606	718	279	734	1032	558	-	809	844	2012	2255	409	1001
	10%	10%	10%	9%	10%	9%	10%	9%	10%	11%	-	10%	7%	12%	11%	5%	10%
5	5114	2237	1314	2981	2106	1194	379	1161	1404	735	-	972	1585	2518	2360	1119	1635
	14%	14%	15%	13%	14%	15%	14%	15%	14%	14%	-	12%	13%	15%	12%	14%	16%
6	4202	1732	1017	2748	1555	760	480	864	1102	349	-	1278	1146	1661	2119	1058	1025
	11%	10%	11%	12%	10%	10%	18%	11%	11%	7%	-	16%	10%	10%	11%	14%	10%
7	4933	1534	1218	3580	1502	1128	223	869	1184	567	10	1018	1684	2210	2404	1235	1294
	13%	9%	14%	16%	10%	14%	8%	11%	12%	11%	11%	12%	14%	13%	12%	16%	13%
8	4234	1442	1228	2919	1351	1175	325	718	894	905	9	650	1179	2321	2306	1123	804
	11%	9%	14%	13%	9%	15%	12%	9%	9%	18%	11%	8%	10%	14%	12%	15%	8%
9	1794	721	404	1170	688	332	126	371	360	290	-	340	417	994	792	701	302
	5%	4%	4%	5%	4%	4%	5%	5%	4%	6%	-	4%	4%	6%	4%	9%	3%
10 - A great deal	2357	681	732	1716	617	616	180	445	544	231	12	427	873	1015	1242	651	464
	6%	4%	8%	8%	4%	8%	7%	6%	5%	5%	15%	5%	7%	6%	6%	8%	5%
Mean	5.2	4.6	5.6	5.6	4.6	5.6	5.3	4.9	4.8	5.3	4.4	4.9	5.1	5.4	5.1	6.0	4.7

**Ofcom - UHF Strategy JB:11432**

Table 64

Absolutes/col percents

Q94b How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'My friends tend to come to me if they have questions about the internet'

Base:All respondents

	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>2100</b>	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	<b>37565</b>	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
1 - Not at all	<b>4705</b>	2857	804	2246	2829	2809	252	947	272	-	577	159	824	2422	314	130	710	636	312	2231	704	1770
	<b>13%</b>	17%	9%	10%	12%	10%	8%	6%	14%	-	12%	5%	13%	17%	18%	4%	17%	6%	6%	11%	9%	17%
2	<b>2671</b>	1844	364	1032	1399	1727	22	704	78	-	313	178	300	1534	96	178	243	257	446	1697	275	700
	<b>7%</b>	11%	4%	5%	6%	6%	1%	5%	4%	-	6%	5%	5%	11%	5%	6%	6%	2%	9%	9%	4%	7%
3	<b>3890</b>	1819	991	2109	2147	2869	92	1202	192	23	486	423	582	1698	168	423	469	711	490	2239	456	1195
	<b>10%</b>	11%	11%	9%	9%	10%	3%	8%	10%	11%	10%	12%	9%	12%	10%	14%	11%	7%	10%	11%	6%	12%
4	<b>3664</b>	1661	943	2038	2153	2877	141	1053	136	29	484	377	664	1598	245	316	539	625	427	2255	409	1001
	<b>10%</b>	10%	10%	9%	9%	10%	4%	7%	7%	14%	10%	11%	11%	11%	14%	10%	13%	6%	8%	11%	5%	10%
5	<b>5114</b>	2237	1314	2981	2960	4003	609	2289	249	38	588	419	729	1951	134	293	333	1517	772	2360	1119	1635
	<b>14%</b>	14%	15%	13%	13%	14%	18%	15%	12%	18%	12%	12%	12%	14%	8%	10%	8%	14%	15%	12%	14%	16%
6	<b>4202</b>	1732	1017	2748	2541	3149	302	1797	170	-	618	422	860	1331	235	384	657	1252	545	2119	1058	1025
	<b>11%</b>	10%	11%	12%	11%	11%	9%	12%	8%	-	12%	12%	14%	10%	13%	13%	16%	12%	11%	11%	14%	10%
7	<b>4933</b>	1534	1218	3580	2906	4024	519	2589	279	-	799	514	1013	1246	260	471	711	1854	736	2404	1235	1294
	<b>13%</b>	9%	14%	16%	13%	14%	16%	17%	14%	-	16%	15%	16%	9%	15%	16%	17%	18%	14%	12%	16%	13%
8	<b>4234</b>	1442	1228	2919	2983	3306	506	2338	258	-	555	568	590	1209	110	528	300	1743	595	2306	1123	804
	<b>11%</b>	9%	14%	13%	13%	12%	15%	15%	13%	-	11%	16%	10%	9%	6%	17%	7%	17%	12%	12%	15%	8%
9	<b>1794</b>	721	404	1170	1156	1499	365	1197	285	94	119	169	145	518	66	149	22	876	321	792	701	302
	<b>5%</b>	4%	4%	5%	5%	5%	11%	8%	14%	46%	2%	5%	2%	4%	4%	5%	1%	8%	6%	4%	9%	3%
10 - A great deal	<b>2357</b>	681	732	1716	1645	1971	514	1452	86	22	422	266	499	499	135	163	251	1023	429	1242	651	464
	<b>6%</b>	4%	8%	8%	7%	7%	15%	9%	4%	11%	9%	8%	8%	4%	8%	5%	6%	10%	8%	6%	8%	5%
Mean	<b>5.2</b>	4.6	5.6	5.6	5.4	5.4	6.7	6.1	5.6	7.0	5.4	5.8	5.3	4.5	4.9	5.7	4.8	6.3	5.6	5.1	6.0	4.7

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Table 64

Q94b How much do you agree with the following statements, where 1 is not at all and 10 is a great deal?'My friends tend to come to me if they have questions about the internet'

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17							Q29																
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
1 - Not at all	4705	2397	1719	589	4705	-	-	4416	271	19	1794	232	1081	350	17	119	42	1133	1417	895	1333	329	361	219	453	199	814	-	39	-	-	343	16
	13%	55%	14%	3%	42%	-	-	12%	19%	3%	13%	5%	11%	7%	3%	5%	5%	10%	11%	25%	8%	5%	5%	4%	6%	4%	9%	-	27%	-	-	30%	13%
2	2671	849	1464	358	2671	-	-	2616	40	15	1089	308	685	202	-	111	-	991	868	264	809	201	204	257	218	180	371	12	-	8	18	81	12
	7%	20%	12%	2%	24%	-	-	7%	3%	3%	8%	7%	7%	4%	-	4%	-	8%	7%	8%	5%	3%	3%	4%	3%	4%	4%	24%	-	39%	35%	7%	9%
3	3890	324	2212	1354	3890	-	-	3673	138	79	1396	550	865	518	125	205	44	1326	1247	462	1339	525	660	497	561	461	824	13	-	-	11	219	-
	10%	7%	17%	7%	35%	-	-	10%	10%	13%	10%	12%	9%	20%	8%	5%	11%	10%	13%	8%	9%	9%	9%	8%	9%	9%	25%	-	-	22%	19%	-	
4	3664	296	2108	1261	-	3664	-	3422	172	70	1364	439	1099	409	6	77	16	1167	1083	359	1452	436	409	349	402	355	544	-	-	-	-	108	39
	10%	7%	17%	6%	-	28%	-	10%	12%	12%	10%	10%	11%	8%	1%	3%	2%	10%	9%	10%	9%	7%	6%	6%	7%	6%	-	-	-	-	9%	31%	
5	5114	215	2179	2720	-	5114	-	4810	208	97	1829	648	1379	684	22	324	93	1488	1503	513	2206	785	1016	789	1080	796	1306	8	35	12	12	45	-
	14%	5%	17%	13%	-	39%	-	14%	15%	16%	13%	14%	14%	3%	13%	12%	13%	12%	15%	13%	13%	14%	14%	15%	16%	14%	15%	24%	61%	23%	4%	-	
6	4202	103	1589	2510	-	4202	-	4039	162	-	1463	439	998	549	61	281	116	1057	1428	334	2031	714	1056	789	793	535	1102	-	-	-	-	75	9
	11%	2%	13%	12%	-	32%	-	11%	12%	-	10%	10%	10%	11%	10%	11%	14%	9%	11%	9%	12%	12%	15%	14%	11%	10%	12%	-	-	-	-	6%	7%
7	4933	93	865	3976	-	4933	4731	113	89	1724	451	1119	679	27	271	107	1459	1582	302	2791	1027	1190	710	990	723	1272	-	11	-	-	94	29	
	13%	2%	7%	19%	-	37%	13%	8%	15%	12%	10%	12%	13%	4%	11%	13%	12%	13%	9%	17%	17%	17%	12%	14%	14%	14%	14%	-	8%	-	-	8%	23%
8	4234	12	382	3840	-	4234	4021	170	43	1675	647	1249	849	40	441	124	1546	1870	160	2347	1139	1060	1029	1363	925	1454	-	39	-	10	69	-	
	11%	*	3%	19%	-	32%	11%	12%	7%	12%	14%	13%	16%	6%	18%	15%	13%	15%	5%	14%	18%	15%	18%	19%	18%	16%	-	27%	-	19%	6%	-	
9	1794	-	42	1752	-	1794	1635	96	63	798	363	586	424	168	293	125	713	784	88	818	366	592	521	658	480	699	8	-	-	-	6	13	
	5%	-	*	9%	-	13%	5%	7%	10%	6%	8%	6%	8%	27%	12%	15%	6%	6%	3%	5%	6%	8%	9%	9%	9%	9%	8%	15%	-	-	-	1%	10%
10 - A great deal	2357	43	97	2218	-	2357	2194	37	126	822	412	614	564	167	376	141	802	869	139	1308	638	627	625	712	454	767	11	22	-	-	119	9	
	6%	1%	1%	11%	-	18%	6%	3%	21%	6%	9%	6%	11%	26%	15%	17%	7%	7%	4%	8%	10%	9%	11%	10%	9%	8%	22%	15%	-	-	10%	7%	
Mean	5.2	2.1	4.0	6.6	1.9	5.0	8.1	5.2	4.9	6.4	5.2	5.8	5.3	6.1	7.2	6.6	7.0	5.4	5.5	4.1	5.8	6.2	6.2	6.3	6.3	6.2	5.9	5.5	5.7	3.8	4.1	4.1	5.2

**Ofcom - UHF Strategy JB:11432**

Table 65

Q1 Are you:

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Male	18542	18542	-	1590	2634	2784	4150	3190	4194	4224	7384	4528	4828	3929	4485	9356	8415	1263	1766	1879	848	2478	2101	1781	785	1425	1675	346	1895
	49%	100%	-	35%	33%	44%	60%	61%	63%	34%	62%	52%	44%	54%	48%	47%	51%	48%	53%	51%	53%	42%	41%	51%	45%	58%	54%	55%	
Female	19023	-	19023	2976	5302	3488	2755	2039	2462	8277	4501	4228	6190	3287	4919	10418	8207	1348	1580	1807	764	2166	2949	2533	769	1727	1235	294	1549
	51%	-	100%	65%	67%	56%	40%	39%	37%	66%	38%	48%	56%	46%	52%	53%	49%	52%	47%	49%	47%	47%	58%	59%	49%	55%	42%	46%	45%

**Ofcom - UHF Strategy JB:11432**

Table 65

Q1 Are you:

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>2100</b>	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	<b>37565</b>	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Male	<b>18542</b>	7934	4598	11206	7270	4249	1309	3716	5020	2763	19	3640	6037	8636	10123	3633	4786
	<b>49%</b>	48%	51%	50%	47%	54%	49%	47%	49%	54%	23%	44%	51%	51%	52%	47%	47%
Female	<b>19023</b>	8595	4418	11333	8228	3637	1347	4221	5214	2364	66	4555	5806	8379	9521	4098	5404
	<b>51%</b>	52%	49%	50%	53%	46%	51%	53%	51%	46%	77%	56%	49%	49%	48%	53%	53%

Ofcom - UHF Strategy JB:11432

Table 65

Q1 Are you:

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
Male	18542	7934	4598	11206	13073	12890	1797	7524	1034	183	2683	1771	3028	6930	1087	1582	1971	5343	2182	10123	3633	4786
	49%	48%	51%	50%	58%	46%	54%	48%	52%	89%	54%	51%	49%	49%	62%	52%	47%	51%	43%	52%	47%	47%
Female	19023	8595	4418	11333	9647	15344	1526	8044	973	23	2278	1723	3179	7074	675	1454	2265	5152	2892	9521	4098	5404
	51%	52%	49%	50%	42%	54%	46%	52%	48%	11%	46%	49%	51%	51%	38%	48%	53%	49%	57%	48%	53%	53%

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Table 65

Q1 Are you:

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17							Q29																
										A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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>2100</b>	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	<b>37565</b>	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Male	<b>18542</b>	1712	5039	11792	4791	6115	7637	17457	785	301	7838	2878	5199	2895	519	1483	560	6083	6138	1387	7529	3100	3181	3173	3846	2812	4596	21	122	12	10	605	48
	<b>49%</b>	40%	40%	57%	43%	47%	57%	49%	56%	50%	56%	64%	54%	55%	82%	59%	69%	52%	49%	39%	46%	50%	44%	55%	53%	55%	50%	40%	84%	61%	19%	52%	38%
Female	<b>19023</b>	2618	7619	8786	6476	6865	5682	18099	622	301	6118	1611	4475	2334	115	1015	249	5600	6514	2130	8905	3060	3994	2610	3384	2296	4556	31	24	8	41	554	79
	<b>51%</b>	60%	60%	43%	57%	53%	43%	51%	44%	50%	44%	36%	46%	45%	18%	41%	31%	48%	51%	61%	54%	50%	56%	45%	47%	45%	50%	60%	16%	39%	81%	48%	62%



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Table 66

Q2 Are you aged:

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
16-17	746	162	584	746	-	-	-	-	-	746	-	190	116	150	241	305	391	77	32	86	40	71	122	106	50	101	-	-	48
	2%	1%	3%	16%	-	-	-	-	-	6%	-	2%	1%	2%	3%	2%	2%	3%	1%	2%	2%	2%	2%	3%	3%	-	-	1%	
18-24	3819	1428	2391	3819	-	-	-	-	-	3819	-	555	851	703	1541	1407	2244	202	236	418	156	466	380	435	106	439	339	109	380
	10%	8%	13%	84%	-	-	-	-	-	31%	-	6%	8%	10%	16%	7%	14%	8%	7%	11%	10%	10%	8%	10%	7%	14%	12%	17%	11%
25-34	7936	2634	5302	-	7936	-	-	-	-	7936	-	1424	3070	1668	1609	4495	3276	655	712	992	385	691	1169	760	299	613	590	137	734
	21%	14%	28%	-	100%	-	-	-	-	63%	-	16%	28%	23%	17%	23%	20%	25%	21%	27%	24%	15%	23%	18%	19%	19%	20%	21%	21%
35-44	6273	2784	3488	-	-	6273	-	-	-	-	-	1260	2175	1159	1443	3435	2602	369	646	696	212	746	719	561	345	648	512	154	573
	17%	15%	18%	-	-	100%	-	-	-	-	-	14%	20%	16%	15%	17%	16%	14%	19%	19%	13%	16%	14%	13%	22%	21%	18%	24%	17%
45-54	6905	4150	2755	-	-	-	6905	-	-	-	-	1358	2042	1315	1984	3401	3298	617	620	700	322	866	949	598	342	622	509	148	507
	18%	22%	14%	-	-	-	100%	-	-	-	-	16%	19%	18%	21%	17%	20%	24%	19%	19%	20%	19%	19%	14%	22%	20%	18%	23%	15%
55-64	5229	3190	2039	-	-	-	-	5229	-	5229	-	1834	1196	805	1145	3030	1950	288	469	389	330	740	695	663	298	411	399	29	478
	14%	17%	11%	-	-	-	-	100%	-	44%	-	21%	11%	11%	12%	15%	12%	11%	14%	11%	20%	16%	14%	15%	19%	13%	14%	5%	14%
65-74	6265	3802	2462	-	-	-	-	6265	-	6265	-	2028	1500	1294	1443	3528	2736	401	631	366	168	907	948	1192	115	317	501	63	656
	17%	21%	13%	-	-	-	-	94%	-	53%	-	23%	14%	18%	15%	18%	16%	15%	19%	10%	10%	20%	19%	28%	7%	10%	17%	10%	19%
75+	392	392	-	-	-	-	-	392	-	392	-	106	68	124	-	174	124	-	-	39	-	157	68	-	-	-	61	-	68
	1%	2%	-	-	-	-	-	6%	-	3%	-	1%	1%	2%	-	1%	1%	-	-	1%	-	3%	1%	-	-	2%	-	2%	

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Table 66

Q2 Are you aged:

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	<b>2100</b>	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	<b>37565</b>	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
16-17	<b>746</b>	358	288	302	358	246	60	204	263	110	27	100	159	487	279	276	192
	<b>2%</b>	2%	3%	1%	2%	3%	2%	3%	3%	2%	31%	1%	1%	3%	1%	4%	2%
18-24	<b>3819</b>	1919	749	2197	1838	609	221	993	939	476	39	847	853	1995	2217	943	659
	<b>10%</b>	12%	8%	10%	12%	8%	8%	13%	9%	9%	46%	10%	7%	12%	11%	12%	6%
25-34	<b>7936</b>	2682	1938	5371	2499	1645	539	1406	1943	785	10	2229	2395	3070	3803	2261	1872
	<b>21%</b>	16%	21%	24%	16%	21%	20%	18%	19%	15%	11%	27%	20%	18%	19%	29%	18%
35-44	<b>6273</b>	1935	2053	4316	1771	1726	549	1427	1497	562	9	1054	1990	3210	3003	1211	2058
	<b>17%</b>	12%	23%	19%	11%	22%	21%	18%	15%	11%	11%	13%	17%	19%	15%	16%	20%
45-54	<b>6905</b>	2858	2004	3843	2608	1680	664	1269	1970	1049	-	1399	2171	3317	3722	1307	1876
	<b>18%</b>	17%	22%	17%	17%	21%	25%	16%	19%	20%	-	17%	18%	19%	19%	17%	18%
55-64	<b>5229</b>	2645	902	3073	2537	879	243	1314	1320	782	-	1135	1794	2274	2523	957	1749
	<b>14%</b>	16%	10%	14%	16%	11%	9%	17%	13%	15%	-	14%	15%	13%	13%	12%	17%
65-74	<b>6265</b>	3801	1021	3275	3555	1040	380	1222	2139	1235	-	1393	2351	2440	3799	683	1783
	<b>17%</b>	23%	11%	15%	23%	13%	14%	15%	21%	24%	-	17%	20%	14%	19%	9%	17%
75+	<b>392</b>	331	61	162	331	61	-	102	162	128	-	39	131	222	297	94	-
	<b>1%</b>	2%	1%	1%	2%	1%	-	1%	2%	2%	-	*	1%	1%	2%	1%	-

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Table 66

Q2 Are you aged:

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
16-17	746	358	288	302	429	668	110	429	80	-	127	30	172	100	57	8	99	72	356	279	276	192
	2%	2%	3%	1%	2%	2%	3%	3%	4%	-	3%	1%	3%	1%	3%	*	2%	1%	7%	1%	4%	2%
18-24	3819	1919	749	2197	1836	3381	357	2178	439	-	325	175	550	1294	41	135	259	1267	912	2217	943	659
	10%	12%	8%	10%	8%	12%	11%	14%	22%	-	7%	5%	9%	9%	2%	4%	6%	12%	18%	11%	12%	6%
25-34	7936	2682	1938	5371	3901	6596	1068	4638	245	33	1208	840	1242	2396	303	675	531	3116	1523	3803	2261	1872
	21%	16%	21%	24%	17%	23%	32%	30%	12%	16%	24%	24%	20%	17%	17%	22%	13%	30%	30%	19%	29%	18%
35-44	6273	1935	2053	4316	3663	4753	589	2941	426	26	911	701	1091	1892	319	608	750	2121	820	3003	1211	2058
	17%	12%	23%	19%	16%	17%	18%	19%	21%	12%	18%	20%	18%	14%	18%	20%	18%	20%	16%	15%	16%	20%
45-54	6905	2858	2004	3843	4213	5201	487	2647	348	25	722	660	994	2994	276	625	646	1825	822	3722	1307	1876
	18%	17%	22%	17%	19%	18%	15%	17%	17%	12%	15%	19%	16%	21%	16%	21%	15%	17%	16%	19%	17%	18%
55-64	5229	2645	902	3073	3758	3696	427	1597	250	29	672	575	778	2137	220	547	674	1223	374	2523	957	1749
	14%	16%	10%	14%	17%	13%	13%	10%	12%	14%	14%	16%	13%	15%	12%	18%	16%	12%	7%	13%	12%	17%
65-74	6265	3801	1021	3275	4622	3840	284	1100	158	-	934	452	1380	2962	484	378	1278	832	267	3799	683	1783
	17%	23%	11%	15%	20%	14%	9%	7%	8%	-	19%	13%	22%	21%	27%	12%	30%	8%	5%	19%	9%	17%
75+	392	331	61	162	297	99	-	39	61	94	63	61	-	229	63	61	-	39	-	297	94	-
	1%	2%	1%	1%	1%	*	-	*	3%	46%	1%	2%	-	2%	4%	2%	-	*	-	2%	1%	-

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Table 66

Q2 Are you aged:

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17							Q29																
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
16-17	746	49	285	413	193	278	276	723	10	13	295	129	250	214	18	174	32	351	472	91	207	88	204	99	65	54	106	-	-	-	-	17	-
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	3%	4%	3%	7%	4%	3%	4%	3%	1%	1%	3%	2%	1%	1%	1%	-	-	-	-	1%	-
18-24	3819	352	1074	2393	785	1426	1608	3572	95	153	1419	496	739	633	115	251	91	913	1291	461	1884	721	1047	709	741	498	849	20	22	-	-	-	-
	10%	8%	8%	12%	7%	11%	12%	10%	7%	25%	10%	11%	8%	12%	18%	10%	11%	8%	10%	13%	11%	12%	15%	12%	10%	10%	9%	38%	15%	-	-	-	-
25-34	7936	657	2442	4837	1480	2971	3485	7369	369	198	2462	746	1579	1254	191	652	221	2179	2527	538	4466	1727	2348	1544	2123	1388	2439	8	35	-	10	92	-
	21%	15%	19%	24%	13%	23%	26%	21%	26%	33%	18%	17%	16%	24%	30%	26%	27%	19%	20%	15%	27%	28%	33%	27%	29%	27%	15%	24%	-	19%	8%	-	
35-44	6273	558	1966	3749	1788	2129	2356	5976	205	92	2260	840	1679	1051	75	382	221	1960	2045	408	3323	1178	1640	1145	1464	1005	1824	11	11	-	11	106	42
	17%	13%	16%	18%	16%	16%	18%	17%	15%	15%	16%	19%	17%	20%	12%	15%	27%	17%	16%	12%	20%	19%	23%	20%	20%	20%	22%	8%	-	22%	9%	33%	
45-54	6905	757	2467	3680	2055	2571	2279	6577	223	105	2799	943	1959	941	61	479	56	2337	2660	642	2803	1019	1149	955	1189	872	1560	13	-	8	18	237	26
	18%	17%	19%	18%	18%	20%	17%	18%	16%	17%	20%	21%	20%	18%	10%	19%	7%	20%	21%	18%	17%	17%	16%	17%	16%	17%	17%	25%	-	39%	35%	20%	20%
55-64	5229	680	1869	2680	1416	1927	1886	4978	211	40	1873	491	1357	432	55	250	31	1556	1592	605	2046	558	630	618	814	653	1200	-	-	12	12	183	20
	14%	16%	15%	13%	13%	15%	14%	14%	15%	7%	13%	11%	14%	8%	9%	10%	4%	13%	13%	17%	12%	9%	9%	11%	11%	13%	13%	-	-	61%	23%	16%	16%
65-74	6265	1277	2380	2607	3359	1572	1334	5970	295	-	2693	627	1957	549	25	155	63	2193	1910	637	1542	830	158	614	736	599	1011	-	78	-	-	523	-
	17%	29%	19%	13%	30%	12%	10%	17%	21%	-	19%	14%	20%	10%	4%	6%	8%	19%	15%	18%	9%	13%	2%	11%	10%	12%	11%	-	53%	-	-	45%	-
75+	392	-	174	218	191	106	94	392	-	-	155	218	155	155	94	155	94	194	155	135	162	39	-	99	99	39	162	-	-	-	-	-	39
	1%	-	1%	1%	2%	1%	1%	1%	-	-	1%	5%	2%	3%	15%	6%	12%	2%	1%	4%	1%	1%	-	2%	1%	1%	2%	-	-	-	-	-	31%

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Table 67  
Q37 Are you yourself?

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
Working full time (30+ hours per week)	18311 49%	10478 57%	7834 41%	1056 23%	5046 64%	3718 59%	4117 60%	2750 53%	1625 24%	6102 49%	4375 37%	4638 53%	7029 64%	3877 54%	2419 26%	11667 59%	6297 38%	1054 40%	1712 51%	1978 54%	755 47%	2414 52%	2614 52%	1883 44%	669 43%	1483 47%	1577 54%	386 60%	1425 41%
Working part-time (8-29 hours per week)	8289 22%	2475 13%	5814 31%	926 20%	1563 20%	1286 21%	1138 16%	1001 19%	2375 36%	2488 20%	3376 28%	1968 22%	2307 21%	1701 24%	2127 23%	4276 22%	3827 23%	684 26%	742 22%	749 20%	298 18%	1038 22%	1312 26%	1186 27%	279 18%	647 21%	452 16%	132 21%	721 21%
Not working (i.e. under 8hrs/week) retired	2206 6%	1595 9%	611 3%	54 1%	47 1%	13 *	26 *	347 7%	1719 26%	102 1%	2065 17%	742 8%	459 4%	543 8%	438 5%	1201 6%	980 6%	250 10%	243 7%	95 3%	56 4%	207 4%	181 4%	409 9%	27 2%	62 2%	170 6%	34 5%	471 14%
Not working (i.e. under 8hrs/week)	642 2%	292 2%	350 2%	165 4%	103 1%	74 1%	112 2%	116 2%	73 1%	268 2%	189 2%	154 2%	157 1%	50 1%	280 3%	312 2%	331 2%	4 *	41 1%	112 3%	27 2%	33 1%	45 1%	49 1%	50 3%	177 6%	82 3%	- *	9 *
Unemployed (registered/ not registered but looking for work)	2806 7%	1705 9%	1101 6%	406 9%	681 9%	569 9%	740 11%	372 7%	38 1%	1087 9%	410 3%	302 3%	458 4%	314 4%	1489 16%	760 4%	1802 11%	254 10%	327 10%	356 10%	143 9%	203 4%	199 4%	243 6%	253 16%	258 8%	171 6%	65 10%	294 9%
Not working (i.e. under 8hrs/week) student	2121 6%	519 3%	1602 8%	1756 38%	168 2%	35 1%	82 1%	19 *	61 1%	1923 15%	80 1%	527 6%	317 3%	341 5%	885 9%	845 4%	1226 7%	176 7%	145 4%	266 7%	93 6%	141 3%	211 4%	242 6%	85 5%	266 8%	210 7%	17 3%	187 5%
Not working (i.e. under 8hrs/week) housewife/ disabled/other	3024 8%	1380 7%	1644 9%	112 2%	316 4%	515 8%	691 10%	624 12%	765 11%	429 3%	1390 12%	424 5%	291 3%	366 5%	1742 19%	715 4%	2107 13%	189 7%	135 4%	118 3%	227 14%	609 13%	471 9%	302 7%	181 12%	239 8%	222 8%	6 1%	269 8%
Don't Know	165 *	98 1%	67 *	91 2%	12 *	62 1%	- -	- -	- -	103 1%	- -	- -	- -	25 *	25 *	- -	50 *	- -	- -	12 *	13 1%	- *	17 *	- -	10 1%	20 1%	25 1%	- -	69 2%

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Table 67  
Q37 Are you yourself?  
Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference	
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Working full time (30+ hours per week)	18311	6766	4558	12087	6200	3901	1395	3317	4641	2133	9	3960	5965	8267	9198	4116	4997
	49%	41%	51%	54%	40%	49%	53%	42%	45%	42%	11%	48%	50%	49%	47%	53%	49%
Working part-time (8-29 hours per week)	8289	4064	2023	4659	3819	1753	658	1848	2557	1167	-	1650	2547	3907	4480	1686	2124
	22%	25%	22%	21%	25%	22%	25%	23%	25%	23%	-	20%	22%	23%	23%	22%	21%
Not working (i.e. under 8hrs/week) retired	2206	1103	464	1233	1103	472	99	503	550	522	-	618	499	1088	1268	273	665
	6%	7%	5%	5%	7%	6%	4%	6%	5%	10%	-	8%	4%	6%	6%	4%	7%
Not working (i.e. under 8hrs/week)	642	436	99	243	380	87	68	135	221	85	27	148	302	192	365	49	229
	2%	3%	1%	1%	2%	1%	3%	2%	2%	2%	31%	2%	3%	1%	2%	1%	2%
Unemployed (registered/ not registered but looking for work)	2806	1660	540	1318	1585	491	144	895	728	443	10	704	847	1237	1613	446	746
	7%	10%	6%	6%	10%	6%	5%	11%	7%	9%	11%	9%	7%	7%	8%	6%	7%
Not working (i.e. under 8hrs/week) student	2121	964	573	1168	932	525	99	512	582	324	39	485	466	1002	979	674	468
	6%	6%	6%	5%	6%	7%	4%	6%	6%	6%	46%	6%	4%	6%	5%	9%	5%
Not working (i.e. under 8hrs/week) housewife/ disabled/other	3024	1424	723	1737	1382	621	181	649	900	454	-	556	1193	1274	1647	457	919
	8%	9%	8%	8%	9%	8%	7%	8%	9%	9%	-	7%	10%	7%	8%	6%	9%
Don't Know	165	110	36	93	98	36	12	78	55	-	-	73	25	48	94	29	42
	*	1%	*	*	1%	*	*	1%	1%	-	-	1%	*	*	*	*	*

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Table 67  
Q37 Are you yourself?

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
Working full time (30+ hours per week)	18311 49%	6766 41%	4558 51%	12087 54%	10882 48%	14361 51%	2122 64%	8601 55%	833 42%	169 82%	2461 50%	2034 58%	3283 53%	5950 42%	788 45%	1751 58%	2115 50%	6420 61%	2181 43%	9198 47%	4116 53%	4997 49%
Working part-time (8-29 hours per week)	8289 22%	4064 25%	2023 22%	4659 21%	4896 22%	6078 22%	606 18%	2797 18%	355 18%	-	1053 21%	743 21%	1030 17%	3402 24%	430 24%	642 21%	892 21%	1692 16%	1105 22%	4480 23%	1686 22%	2124 21%
Not working (i.e. under 8hrs/week) retired	2206 6%	1103 7%	464 5%	1233 5%	1698 7%	1568 6%	116 4%	671 4%	110 5%	-	311 6%	161 5%	301 5%	972 7%	151 9%	141 5%	199 5%	504 5%	167 3%	1268 6%	273 4%	665 7%
Not working (i.e. under 8hrs/week)	642 2%	436 3%	99 1%	243 1%	460 2%	331 1%	45 1%	105 1%	25 1%	-	36 1%	12 *	62 1%	399 3%	20 1%	-	62 1%	84 1%	21 *	365 2%	49 1%	229 2%
Unemployed (registered/ not registered but looking for work)	2806 7%	1660 10%	540 6%	1318 6%	1704 8%	1881 7%	128 4%	1077 7%	166 8%	25 12%	377 8%	239 7%	337 5%	1431 10%	121 7%	219 7%	187 4%	570 5%	507 10%	1613 8%	446 6%	746 7%
Not working (i.e. under 8hrs/week) student	2121 6%	964 6%	573 6%	1168 5%	1200 5%	1951 7%	221 7%	1263 8%	190 9%	-	240 5%	74 2%	522 8%	563 4%	78 4%	63 2%	238 6%	647 6%	616 12%	979 5%	674 9%	468 5%
Not working (i.e. under 8hrs/week) housewife/ disabled/other	3024 8%	1424 9%	723 8%	1737 8%	1796 8%	1918 7%	84 3%	948 6%	261 13%	13 6%	462 9%	203 6%	650 10%	1270 9%	174 10%	191 6%	544 13%	538 5%	410 8%	1647 8%	457 6%	919 9%
Don't Know	165 *	110 1%	36 *	93 *	85 *	146 1%	-	104 1%	66 3%	-	22 *	29 1%	23 *	17 *	-	29 1%	-	39 *	66 1%	94 *	29 *	42 *

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Table 67  
Q37 Are you yourself?

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17										Q29													
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
Working full time (30+ hours per week)	18311	1910	5669	10732	4533	6718	7061	17066	883	362	6483	2311	4449	2658	299	1378	442	5527	5816	1335	9017	3266	4885	3146	4211	2747	5056	27	22	12	39	366	21
	49%	44%	45%	52%	40%	52%	53%	48%	63%	60%	46%	51%	46%	51%	47%	55%	55%	47%	46%	38%	55%	53%	68%	54%	58%	54%	55%	51%	15%	61%	77%	32%	17%
Working part-time (8-29 hours per week)	8289	1227	2987	4075	3141	2650	2499	8008	232	50	3125	725	2336	1138	197	483	126	2872	2904	900	3266	1197	1292	1118	1327	1083	1752	-	11	8	-	449	58
	22%	28%	24%	20%	28%	20%	19%	23%	16%	8%	22%	16%	24%	22%	31%	19%	16%	25%	23%	26%	20%	19%	18%	19%	18%	21%	19%	-	8%	39%	-	39%	46%
Not working (i.e. under 8hrs/week) retired	2206	221	876	1109	855	616	734	2206	-	-	914	268	676	268	37	125	-	605	754	327	560	415	8	403	514	392	591	-	78	-	-	180	39
	6%	5%	7%	5%	8%	5%	6%	6%	-	-	7%	6%	7%	5%	6%	5%	-	5%	6%	9%	3%	7%	*	7%	7%	8%	6%	-	53%	-	-	16%	31%
Not working (i.e. under 8hrs/week) student	642	119	236	287	212	265	166	630	-	12	302	52	227	74	20	16	64	147	217	25	185	45	20	20	53	-	56	-	-	-	-	-	-
	2%	3%	2%	1%	2%	2%	1%	2%	-	2%	2%	1%	2%	1%	3%	1%	8%	1%	2%	1%	1%	1%	*	*	1%	-	1%	-	-	-	-	-	-
Unemployed (registered/not registered but looking for work)	2806	333	885	1588	857	1057	892	2640	127	39	1172	291	704	232	41	113	35	981	1060	302	981	409	123	409	302	291	534	13	35	-	-	45	-
	7%	8%	7%	8%	8%	8%	7%	7%	9%	6%	8%	6%	7%	4%	6%	5%	4%	8%	8%	9%	6%	7%	2%	7%	4%	6%	6%	25%	24%	-	-	4%	-
Not working (i.e. under 8hrs/week) student	2121	241	667	1213	593	668	860	1967	72	82	799	324	430	475	40	258	43	702	1038	211	929	323	767	328	424	278	586	-	-	-	-	17	-
	6%	6%	5%	6%	5%	5%	6%	6%	5%	14%	6%	7%	4%	9%	6%	10%	5%	6%	8%	6%	6%	5%	11%	6%	6%	5%	6%	-	-	-	-	1%	-
Not working (i.e. under 8hrs/week) housewife/disabled/other	3024	278	1276	1469	1034	965	1026	2874	93	57	1135	508	827	359	-	113	87	827	838	349	1403	483	55	337	386	305	555	12	-	-	12	100	9
	8%	6%	10%	7%	9%	7%	8%	8%	7%	9%	8%	11%	9%	7%	-	5%	11%	7%	7%	10%	9%	8%	1%	6%	5%	6%	6%	24%	-	-	23%	9%	7%
Don't Know	165	-	62	104	43	42	81	165	-	-	26	10	26	26	-	13	13	23	26	68	93	23	25	23	13	13	23	-	-	-	-	-	-
	*	-	*	1%	*	*	1%	-	-	-	*	*	*	*	-	1%	2%	*	*	2%	1%	*	*	*	*	*	*	-	-	-	-	-	-



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Table 68  
Q39 Social Class

Base:All respondents

	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	2100	953	1147	241	464	450	470	354	121	705	475	509	696	364	472	1205	836	146	192	236	94	235	284	219	93	186	158	37	182
Base	37565	18542	19023	4566	7936	6273	6905	5229	6656	12502	11885	8756	11018	7217	9405	19774	16621	2610	3346	3686	1612	4644	5050	4314	1554	3152	2910	640	3444
A	1083 3%	692 4%	391 2%	190 4%	237 3%	90 1%	114 2%	174 3%	278 4%	427 3%	453 4%	1083 12%	-	-	-	1083 5%	-	55 2%	131 4%	152 4%	-	139 3%	225 4%	54 1%	8 -	77 2%	46 2%	-	132 4%
B	7673 20%	3836 21%	3837 20%	555 12%	1187 15%	1170 19%	1245 18%	1660 32%	1856 28%	1742 14%	3516 30%	7673 88%	-	-	-	7673 39%	-	694 27%	737 22%	962 26%	206 13%	585 13%	1161 23%	1020 24%	236 15%	649 21%	653 22%	86 13%	575 17%
C1	11018 29%	4828 26%	6190 33%	967 21%	3070 39%	2175 35%	2042 30%	1196 23%	1567 24%	4037 32%	2763 23%	-	11018 100%	-	-	11018 56%	-	715 27%	1092 33%	1272 35%	422 26%	1326 29%	1755 35%	1050 24%	363 23%	868 28%	875 30%	199 31%	962 28%
C2	7217 19%	3929 21%	3287 17%	853 19%	1668 21%	1159 18%	1315 19%	805 15%	1418 21%	2520 20%	2222 19%	-	-	7217 100%	-	-	7217 43%	448 17%	672 20%	477 13%	407 25%	951 20%	928 18%	1012 23%	283 18%	490 16%	470 16%	187 29%	723 21%
D	4482 12%	2266 12%	2216 12%	502 11%	787 10%	669 11%	1139 16%	544 10%	841 13%	1289 10%	1386 12%	-	-	-	4482 48%	-	4482 27%	305 12%	366 11%	248 7%	225 14%	679 15%	538 11%	581 13%	226 15%	376 12%	424 15%	76 12%	427 12%
E	4923 13%	2220 12%	2703 14%	1281 28%	822 10%	774 12%	844 12%	600 11%	601 9%	2103 17%	1202 10%	-	-	-	4923 52%	-	4923 30%	320 12%	303 9%	476 13%	240 15%	818 18%	372 7%	561 13%	276 18%	468 15%	390 13%	73 11%	511 15%
PREFER NOT TO SAY	1169 3%	771 4%	398 2%	218 5%	165 2%	236 4%	206 3%	250 5%	94 1%	383 3%	344 3%	-	-	-	-	-	-	74 3%	45 1%	99 3%	111 7%	146 3%	69 1%	37 1%	163 11%	224 7%	52 2%	20 3%	116 3%

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Table 68  
Q39 Social Class

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
A	1083	452	239	775	452	219	20	295	141	235	-	136	402	545	568	330	185
	3%	3%	3%	3%	3%	3%	1%	4%	1%	5%	-	2%	3%	3%	3%	4%	2%
B	7673	3115	1836	4944	2894	1801	484	1533	2032	1103	27	1420	2366	3704	4355	1639	1679
	20%	19%	20%	22%	19%	23%	18%	19%	20%	22%	31%	17%	20%	22%	22%	21%	16%
C1	11018	4367	3154	6429	4142	2643	834	2132	3452	1165	36	2776	3415	4789	5681	2183	3154
	29%	26%	35%	29%	27%	34%	31%	27%	34%	23%	43%	34%	29%	28%	29%	28%	31%
C2	7217	3087	1789	4520	2924	1533	514	1518	1603	1323	12	1357	2253	3585	3795	1393	2029
	19%	19%	20%	20%	19%	19%	19%	19%	16%	26%	15%	17%	19%	21%	19%	18%	20%
D	4482	2209	863	2574	2026	809	276	1116	1123	596	-	782	1594	2047	2236	869	1377
	12%	13%	10%	11%	13%	10%	10%	14%	11%	12%	-	10%	13%	12%	11%	11%	14%
E	4923	2739	846	2701	2555	650	416	1024	1555	627	-	1444	1442	1847	2476	1010	1436
	13%	17%	9%	12%	16%	8%	16%	13%	15%	12%	-	18%	12%	11%	13%	13%	14%
PREFER NOT TO SAY	1169	560	288	596	504	231	113	319	328	78	10	280	372	499	533	306	331
	3%	3%	3%	3%	3%	3%	4%	4%	3%	2%	11%	3%	3%	3%	3%	4%	3%

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Table 68  
Q39 Social Class

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
A	1083 3%	452 3%	239 3%	775 3%	783 3%	896 3%	305 9%	671 4%	65 3%	-	111 2%	157 5%	200 3%	152 1%	46 3%	122 4%	127 3%	497 5%	174 3%	568 3%	330 4%	185 2%
B	7673 20%	3115 19%	1836 20%	4944 22%	5125 23%	6116 22%	1021 31%	3279 21%	307 15%	-	843 17%	943 27%	1405 23%	2495 18%	136 8%	768 25%	1098 26%	2409 23%	870 17%	4355 22%	1639 21%	1679 16%
C1	11018 29%	4367 26%	3154 35%	6429 29%	6640 29%	8193 29%	825 25%	4654 30%	568 28%	39 19%	1254 25%	892 26%	1621 26%	4481 32%	474 27%	778 26%	1102 26%	3308 32%	1346 27%	5681 29%	2183 28%	3154 31%
C2	7217 19%	3087 19%	1789 20%	4520 20%	4539 20%	5397 19%	713 21%	3003 19%	443 22%	35 17%	1114 22%	964 28%	1485 24%	2445 17%	402 23%	861 28%	959 23%	2046 19%	957 19%	3795 19%	1393 18%	2029 20%
D	4482 12%	2209 13%	863 10%	2574 11%	2285 10%	3495 12%	131 4%	1459 9%	167 8%	-	803 16%	243 7%	695 11%	1908 14%	316 18%	243 8%	515 12%	844 8%	615 12%	2236 11%	869 11%	1377 14%
E	4923 13%	2739 17%	846 9%	2701 12%	2777 12%	3415 12%	305 9%	2081 13%	332 17%	13 6%	742 15%	234 7%	688 11%	2099 15%	337 19%	202 7%	394 9%	1156 11%	924 18%	2476 13%	1010 13%	1436 14%
PREFER NOT TO SAY	1169 3%	560 3%	288 3%	596 3%	570 3%	723 3%	21 1%	421 3%	124 6%	119 58%	94 2%	62 2%	113 2%	425 3%	51 3%	62 2%	42 1%	233 2%	188 4%	533 3%	306 4%	331 3%

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Table 68  
Q39 Social Class

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17									Q29														
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127
A	1083	75	306	701	154	361	568	955	64	64	347	231	135	199	25	179	62	316	418	123	579	248	231	367	312	152	294	-	-	-	-	41	39
	3%	2%	2%	3%	1%	3%	4%	3%	5%	11%	2%	5%	1%	4%	4%	7%	8%	3%	3%	3%	4%	4%	3%	6%	4%	3%	3%	-	-	-	-	4%	31%
B	7673	784	2319	4570	1893	2959	2822	7150	412	111	2866	1118	1906	899	107	497	202	2316	2499	541	3322	1435	1734	1505	1799	1326	2256	8	11	8	23	266	28
	20%	18%	18%	22%	17%	23%	21%	20%	29%	18%	21%	25%	20%	17%	17%	20%	25%	20%	20%	15%	20%	23%	24%	26%	25%	26%	25%	15%	8%	39%	45%	23%	22%
C1	11018	1207	4347	5464	3369	3805	3844	10709	190	119	4176	1419	3043	1634	227	712	132	3732	3907	1175	4604	1720	2578	1540	2149	1524	2725	19	78	12	-	438	26
	29%	28%	34%	27%	30%	29%	29%	30%	13%	20%	30%	32%	31%	31%	36%	28%	16%	32%	31%	33%	28%	26%	36%	27%	30%	30%	37%	53%	61%	-	38%	20%	
C2	7217	706	2069	4441	2241	2267	2709	6614	434	169	2748	610	2017	1211	83	634	98	2344	2632	540	3521	1056	1332	1105	1343	951	1842	-	22	-	10	124	13
	19%	16%	16%	22%	20%	17%	20%	19%	31%	28%	20%	14%	21%	23%	13%	25%	12%	20%	21%	15%	21%	17%	19%	19%	19%	19%	20%	-	15%	-	19%	11%	10%
D	4482	747	1606	2130	1619	1539	1324	4276	194	12	1607	375	1289	415	4	114	32	1325	1449	323	1906	654	589	507	721	454	707	-	22	-	18	215	13
	12%	17%	13%	10%	14%	12%	10%	12%	14%	2%	12%	8%	13%	8%	1%	5%	4%	11%	11%	9%	12%	11%	8%	9%	10%	9%	8%	-	15%	-	35%	19%	10%
E	4923	648	1654	2620	1596	1735	1592	4696	113	114	1863	518	966	637	39	161	152	1286	1426	611	1963	912	551	667	827	619	1128	25	12	-	-	75	-
	13%	15%	13%	13%	14%	13%	12%	13%	8%	19%	13%	12%	10%	12%	6%	6%	19%	11%	11%	17%	12%	15%	8%	12%	11%	12%	12%	49%	8%	-	-	6%	-
PREFER NOT TO SAY	1169	163	355	652	395	315	460	1157	-	13	348	218	317	234	150	201	131	365	321	204	538	135	160	93	80	83	200	-	-	-	-	-	9
	3%	4%	3%	3%	4%	2%	3%	3%	-	2%	2%	5%	3%	4%	24%	8%	16%	3%	3%	6%	3%	2%	2%	2%	1%	2%	2%	-	-	-	-	-	7%



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Table 69  
Q40 In which of the following areas do you live?

Base:All respondents

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	2100	828	724	1413	778	605	187	478	598	302	5	419	655	1004	1092	457	551
Base	37565	16529	9016	22539	15498	7886	2657	7937	10234	5127	85	8195	11844	17016	19644	7731	10190
Scotland	2895	1220	774	1780	1095	814	104	629	824	447	10	524	1120	1208	1657	460	777
	8%	7%	9%	8%	7%	10%	4%	8%	8%	9%	11%	6%	9%	7%	8%	6%	8%
North East	1672	594	407	1218	538	403	101	312	294	335	-	171	559	862	856	433	383
	4%	4%	5%	5%	3%	5%	4%	4%	3%	7%	-	2%	5%	5%	4%	6%	4%
North West	4765	1798	1157	2915	1773	1081	155	763	1548	544	-	1029	1470	2209	2663	1270	832
	13%	11%	13%	13%	11%	14%	6%	10%	15%	11%	-	13%	12%	13%	14%	16%	8%
Yorkshire	3407	1749	731	1809	1741	594	165	909	1069	356	-	671	1122	1553	1727	689	991
	9%	11%	8%	8%	11%	8%	6%	11%	10%	7%	-	8%	9%	9%	9%	9%	10%
East Midlands	2789	1251	766	1559	1251	632	135	693	766	385	39	618	786	1385	1268	554	968
	7%	8%	9%	7%	8%	8%	5%	9%	7%	8%	46%	8%	7%	8%	6%	7%	9%
West Midlands	3167	1550	871	1640	1389	693	338	698	909	449	27	766	1054	1286	1563	669	935
	8%	9%	10%	7%	9%	9%	13%	9%	9%	9%	31%	9%	9%	8%	8%	9%	9%
Wales	1585	699	357	997	662	292	102	511	240	203	-	240	569	753	831	264	489
	4%	4%	4%	4%	4%	4%	4%	6%	2%	4%	-	3%	5%	4%	4%	3%	5%
East	2559	1183	666	1350	1024	645	259	455	634	579	-	653	759	1147	1362	493	704
	7%	7%	7%	6%	7%	8%	10%	6%	6%	11%	-	8%	6%	7%	7%	6%	7%
South West	4229	2424	785	2128	2346	698	228	1052	1256	736	-	967	1255	1984	2632	505	1091
	11%	15%	9%	9%	15%	9%	9%	13%	12%	14%	-	12%	11%	12%	13%	7%	11%
South East	6299	2499	1492	4181	2339	1250	573	1253	1755	581	-	1497	1998	2703	2985	1441	1873
	17%	15%	17%	19%	15%	16%	22%	16%	17%	11%	-	18%	17%	16%	15%	19%	18%
London	3543	1222	956	2536	1013	729	485	583	844	305	9	1023	1039	1415	1697	838	1008
	9%	7%	11%	11%	7%	9%	18%	7%	8%	6%	11%	12%	9%	8%	9%	11%	10%
Northern Ireland	658	339	54	425	327	54	12	78	94	208	-	36	110	511	404	114	140
	2%	2%	1%	2%	2%	1%	*	1%	1%	4%	-	*	1%	3%	2%	1%	1%

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Table 69

Q40 In which of the following areas do you live?

Base:All respondents

	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	2100	828	724	1413	1247	1630	201	967	110	7	296	218	363	649	94	192	227	704	263	1092	457	551
Base	37565	16529	9016	22539	22720	28234	3322	15568	2006	206	4962	3495	6207	14005	1762	3036	4236	10495	5073	19644	7731	10190
Scotland	2895	1220	774	1780	1924	2223	206	1157	142	25	339	447	342	1071	142	399	209	863	294	1657	460	777
	8%	7%	9%	8%	8%	8%	6%	7%	7%	12%	7%	13%	6%	8%	8%	13%	5%	8%	6%	8%	6%	8%
North East	1672	594	407	1218	1329	1002	77	785	128	-	234	124	347	435	126	116	264	577	208	856	433	383
	4%	4%	5%	5%	6%	4%	2%	5%	6%	-	5%	4%	6%	3%	7%	4%	6%	5%	4%	4%	6%	4%
North West	4765	1798	1157	2915	3175	3316	416	1780	232	94	675	392	838	1710	295	365	607	1300	480	2663	1270	832
	13%	11%	13%	13%	14%	12%	13%	11%	12%	46%	14%	11%	13%	12%	17%	12%	14%	12%	9%	14%	16%	8%
Yorkshire	3407	1749	731	1809	1746	2559	307	1484	209	-	368	254	433	1427	163	236	318	718	766	1727	689	991
	9%	11%	8%	8%	8%	9%	9%	10%	10%	-	7%	7%	7%	10%	9%	8%	7%	7%	15%	9%	9%	10%
East Midlands	2789	1251	766	1559	1593	2274	285	1340	222	10	236	205	432	1137	58	146	242	843	497	1268	554	968
	7%	8%	9%	7%	7%	8%	9%	9%	11%	5%	5%	6%	7%	8%	3%	5%	6%	8%	8%	10%	6%	7%
West Midlands	3167	1550	871	1640	1708	2311	285	1080	91	13	428	182	327	1368	94	111	188	683	397	1563	669	935
	8%	9%	10%	7%	8%	8%	9%	7%	5%	6%	9%	5%	5%	10%	5%	4%	4%	7%	8%	8%	9%	9%
Wales	1585	699	357	997	896	1218	124	723	43	-	215	242	277	550	61	225	115	531	193	831	264	489
	4%	4%	4%	4%	4%	4%	4%	5%	2%	-	4%	7%	4%	4%	3%	7%	3%	5%	4%	4%	3%	5%
East	2559	1183	666	1350	1560	2029	167	1178	25	-	308	184	377	1138	62	155	267	796	382	1362	493	704
	7%	7%	7%	6%	7%	7%	5%	8%	1%	-	6%	5%	6%	8%	4%	5%	6%	8%	8%	7%	6%	7%
South West	4229	2424	785	2128	2576	3058	234	1365	225	22	519	453	685	2029	267	363	448	836	529	2632	505	1091
	11%	15%	9%	9%	11%	11%	7%	9%	11%	11%	10%	13%	11%	14%	15%	12%	11%	8%	10%	13%	7%	11%
South East	6299	2499	1492	4181	3643	4788	634	2536	315	-	1000	554	1507	2024	320	503	1188	1712	823	2985	1441	1873
	17%	15%	17%	19%	16%	17%	19%	16%	16%	-	20%	16%	24%	14%	18%	17%	28%	16%	16%	15%	19%	18%
London	3543	1222	956	2536	2329	2815	513	1857	275	41	580	399	562	884	174	379	361	1386	471	1697	838	1008
	9%	7%	11%	11%	10%	10%	15%	12%	14%	20%	12%	11%	9%	6%	10%	12%	9%	13%	9%	9%	11%	10%
Northern Ireland	658	339	54	425	240	642	75	284	99	-	60	58	81	232	-	39	30	251	33	404	114	140
	2%	2%	1%	2%	1%	2%	2%	2%	5%	-	1%	2%	1%	2%	-	1%	1%	2%	1%	2%	1%	1%

Table 69

Q40 In which of the following areas do you live?

Base:All respondents

	Q94a			Q94b			Urban/Rural			Q17							Q29																	
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	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	2100	208	693	1199	558	752	790	1986	76	38	876	310	622	383	41	177	60	757	824	187	1066	405	522	392	487	349	602	5	6	2	4	60	8	
Base	37565	4330	12657	20577	11267	12980	13318	35556	1407	601	13956	4489	9674	5229	635	2498	809	11683	12652	3517	16434	6160	7175	5784	7230	5108	9152	52	146	20	51	1158	127	
Scotland	2895	456	894	1545	1069	959	866	2507	378	9	1310	451	588	410	15	123	37	939	854	241	1015	294	480	423	575	275	814	11	-	-	-	134	13	
	8%	11%	7%	8%	9%	7%	7%	7%	27%	2%	9%	10%	6%	8%	2%	5%	5%	8%	7%	7%	6%	5%	7%	7%	8%	5%	9%	22%	-	-	-	-	12%	10%
North East	1672	49	506	1117	380	602	689	1656	16	-	472	210	381	262	-	85	40	507	535	118	1029	361	391	344	381	316	639	-	11	-	-	18	-	
	4%	1%	4%	5%	3%	5%	5%	5%	1%	-	3%	5%	4%	5%	-	3%	5%	4%	4%	3%	6%	6%	5%	6%	5%	6%	7%	-	8%	-	-	-	2%	-
North West	4765	689	1267	2809	1300	1412	2053	4611	126	28	1962	632	1408	795	115	379	197	1436	1459	352	2056	877	808	594	949	561	1096	-	-	-	-	195	9	
	13%	16%	10%	14%	12%	11%	15%	13%	9%	5%	14%	14%	15%	18%	15%	18%	24%	12%	12%	10%	13%	14%	11%	10%	13%	11%	12%	-	-	-	-	17%	7%	
Yorkshire	3407	288	1209	1910	949	1389	1069	3274	36	97	1302	409	766	402	81	235	40	879	1204	388	1324	548	643	629	721	546	831	-	39	-	18	97	13	
	9%	7%	10%	9%	8%	11%	8%	9%	3%	16%	9%	9%	8%	8%	13%	9%	5%	8%	10%	11%	8%	9%	9%	11%	10%	11%	9%	-	27%	-	35%	8%	10%	
East Midlands	2789	248	1122	1419	874	816	1099	2698	61	31	1048	279	793	514	42	249	36	941	1206	392	1032	430	522	462	547	376	681	8	39	-	-	146	-	
	7%	6%	9%	7%	8%	6%	8%	8%	4%	5%	8%	6%	8%	10%	7%	10%	4%	8%	10%	11%	6%	7%	7%	8%	8%	7%	7%	15%	27%	-	-	13%	-	-
West Midlands	3167	471	1145	1551	1099	981	1087	3082	49	36	1131	525	759	300	56	156	158	1001	1085	304	1367	366	465	345	427	273	490	-	-	-	-	52	9	
	8%	11%	9%	8%	10%	8%	8%	9%	4%	6%	8%	12%	8%	6%	9%	6%	19%	9%	9%	9%	8%	6%	6%	6%	6%	5%	5%	-	-	-	-	5%	7%	
Wales	1585	186	529	869	347	695	543	1512	61	12	505	273	503	154	17	89	45	419	470	173	764	235	298	202	180	157	323	13	44	-	-	64	-	
	4%	4%	4%	4%	3%	5%	4%	4%	4%	2%	4%	6%	5%	3%	3%	4%	6%	4%	4%	4%	5%	5%	4%	3%	2%	3%	4%	25%	30%	-	-	6%	-	-
East	2559	436	675	1448	832	1003	724	2391	160	8	987	313	911	339	64	159	-	923	986	128	956	623	436	563	415	457	492	-	-	-	21	83	-	
	7%	10%	5%	7%	7%	8%	5%	7%	11%	1%	7%	7%	9%	6%	10%	6%	-	8%	8%	4%	6%	10%	6%	10%	6%	9%	5%	-	-	-	-	42%	7%	-
South West	4229	306	1973	1950	1480	1579	1169	3852	256	120	1631	257	1126	305	19	93	50	1465	1391	557	1579	416	623	391	482	433	673	12	-	-	-	134	-	
	11%	7%	16%	9%	13%	12%	9%	11%	18%	20%	12%	6%	12%	6%	3%	4%	6%	13%	11%	16%	10%	7%	9%	7%	7%	8%	7%	24%	-	-	-	-	12%	-
South East	6299	810	2076	3413	2042	1971	2286	6061	46	192	2205	574	1567	1127	113	525	51	2000	2310	566	3077	1007	1205	853	1400	1064	1782	8	12	20	12	185	33	
	17%	19%	16%	17%	18%	15%	17%	17%	3%	32%	16%	13%	16%	22%	18%	21%	6%	17%	18%	16%	19%	16%	17%	15%	19%	21%	19%	15%	8%	100%	23%	16%	26%	
London	3543	310	1005	2227	726	1324	1493	3516	-	26	1101	471	621	583	105	363	142	897	961	299	1948	916	1060	858	980	515	1091	-	-	-	-	42	50	
	9%	7%	8%	11%	8%	10%	11%	10%	-	4%	8%	10%	6%	11%	17%	15%	18%	8%	8%	8%	12%	15%	15%	15%	14%	10%	12%	-	-	-	-	4%	40%	
Northern Ireland	658	81	257	319	170	248	240	398	217	43	300	96	251	37	8	41	13	277	192	-	288	88	245	120	174	134	239	-	-	-	-	8	-	
	2%	2%	2%	2%	2%	2%	2%	1%	15%	7%	2%	2%	3%	1%	1%	2%	2%	2%	2%	-	2%	1%	3%	2%	2%	3%	3%	-	-	-	-	1%	-	-