

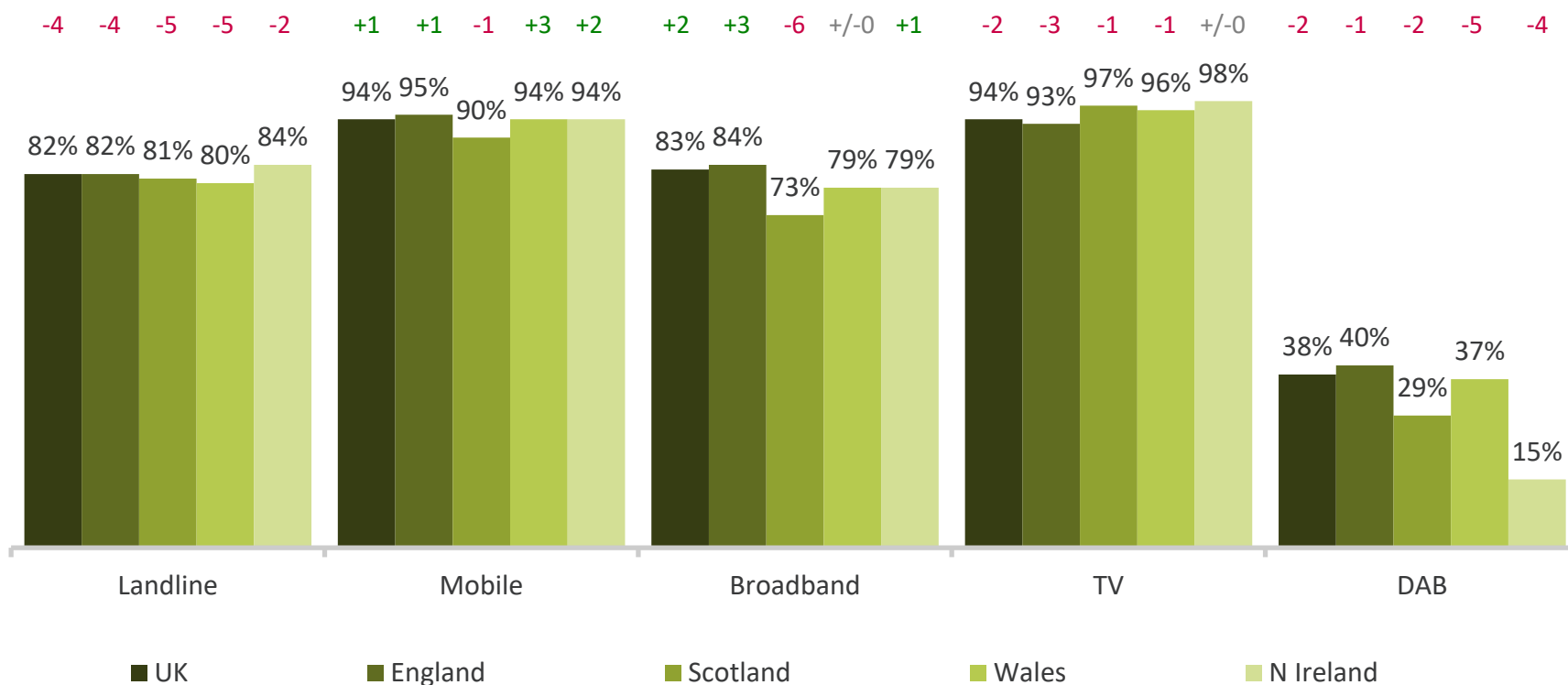
# Ofcom Technology Tracker – CMR chart pack England

Date: 2017

# Patterns of communication services adoption across the nations, 2017

## Proportion of individuals (%)

Figure above bar shows % point change from H1 2016



Source: Ofcom Technology Tracker, Half 1 2017

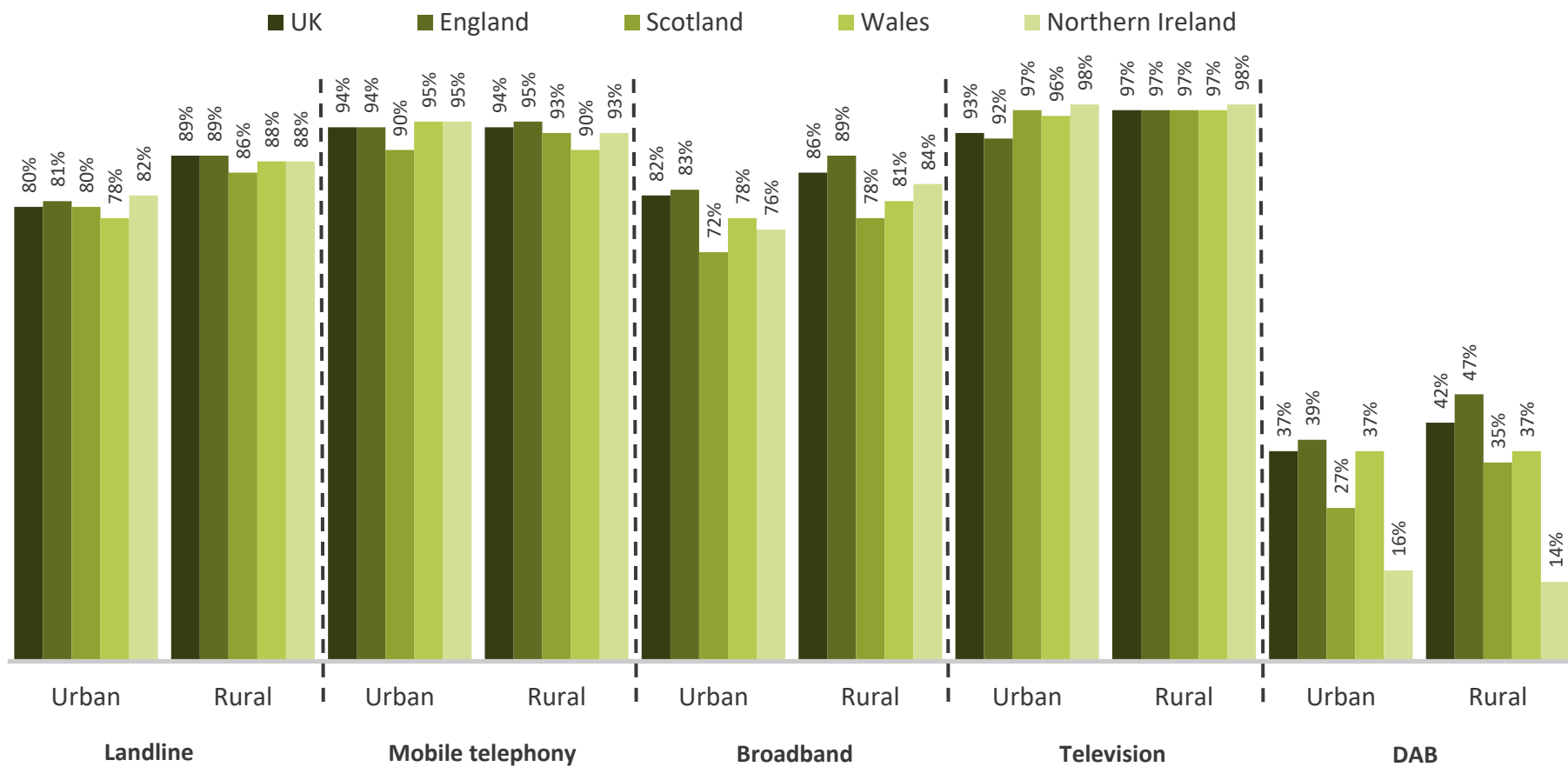
Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland)

Landline question: QC1: Is there a landline phone in your home that can be used to make and receive calls? / Mobile question: QD2: Do you personally use a mobile phone? /

Broadband question: QE9: Which of these methods does your household use to connect to the internet at home? / DTV question: QH1A: Which, if any, of these types of television does your household use at the moment? / DAB question: QP9: How many DAB sets do you have in your household? Response represents those with one or more sets.

# Adoption of communications technology/services in urban and rural locations

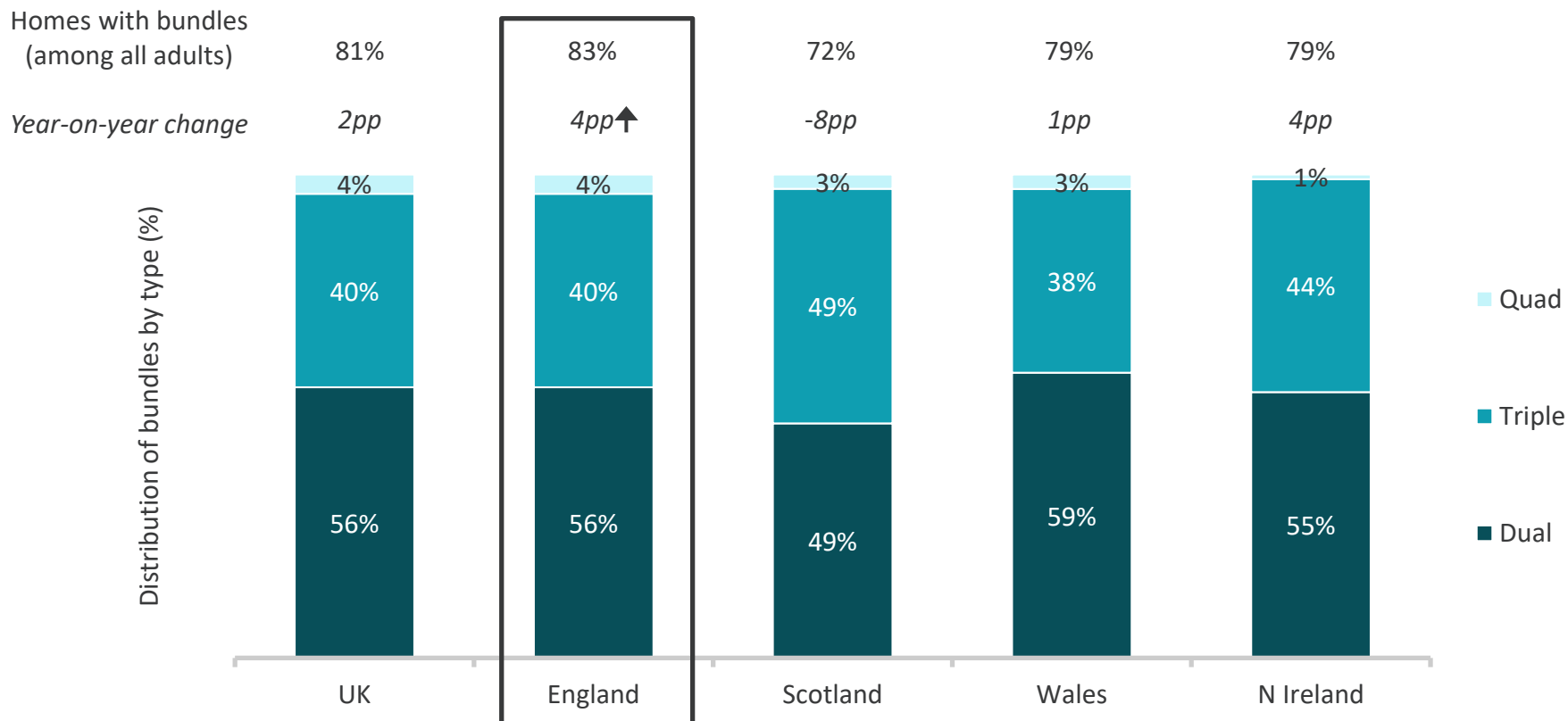
Proportion of homes/individuals (%)



Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland)

# Take-up of bundles, by nation



Source: Ofcom Technology Tracker, Half 1 2017

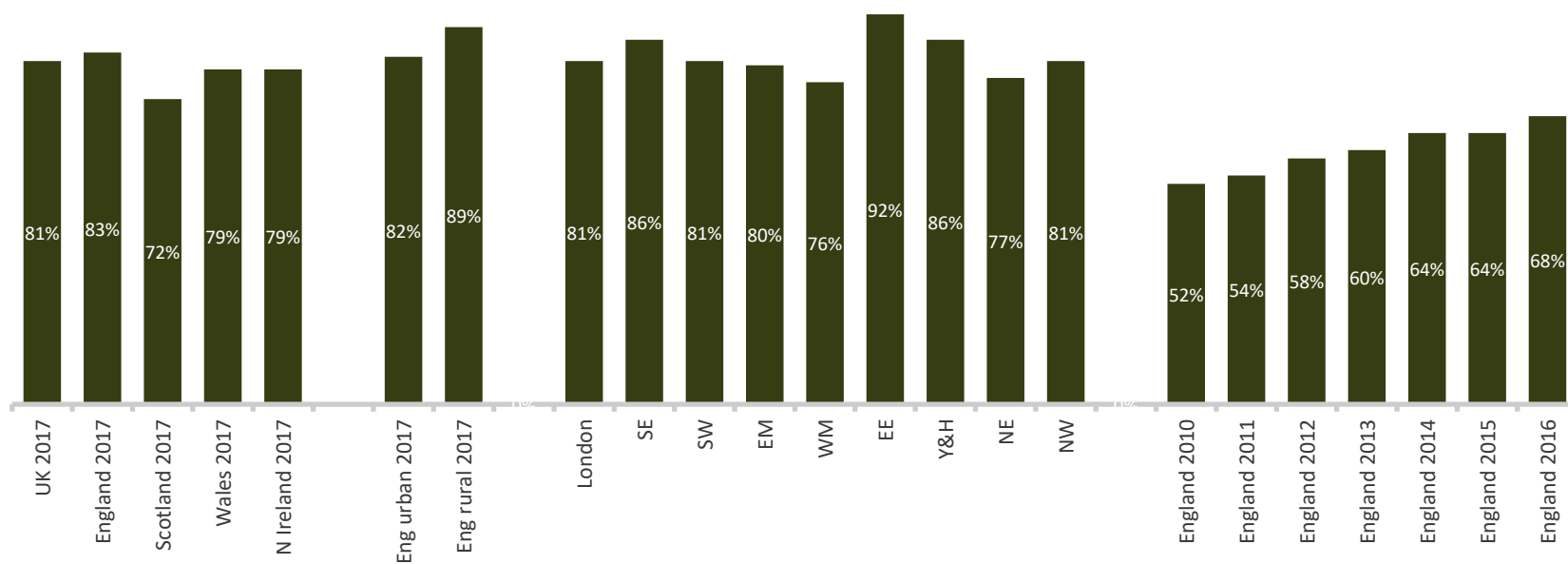
Base: All adults aged 16+ with a bundle of services, using the same provider for two or more services (n = 2858 UK, 1763 England, 357 Scotland, 371 Wales, 367 Northern Ireland). QC21B/ QD10/ QE7/ QH1A – Which is your main provider for landline/ mobile/ broadband/ TV service?

Significance testing: Arrows indicate any significant differences at the 99% confidence level between 2016 and 2017

Note: Those who do not know which provider is used for one or more of their services are excluded from the base.

# Percentage of consumers buying bundled services – based on using the same provider for two or more services

## Proportion of homes/individuals (%)



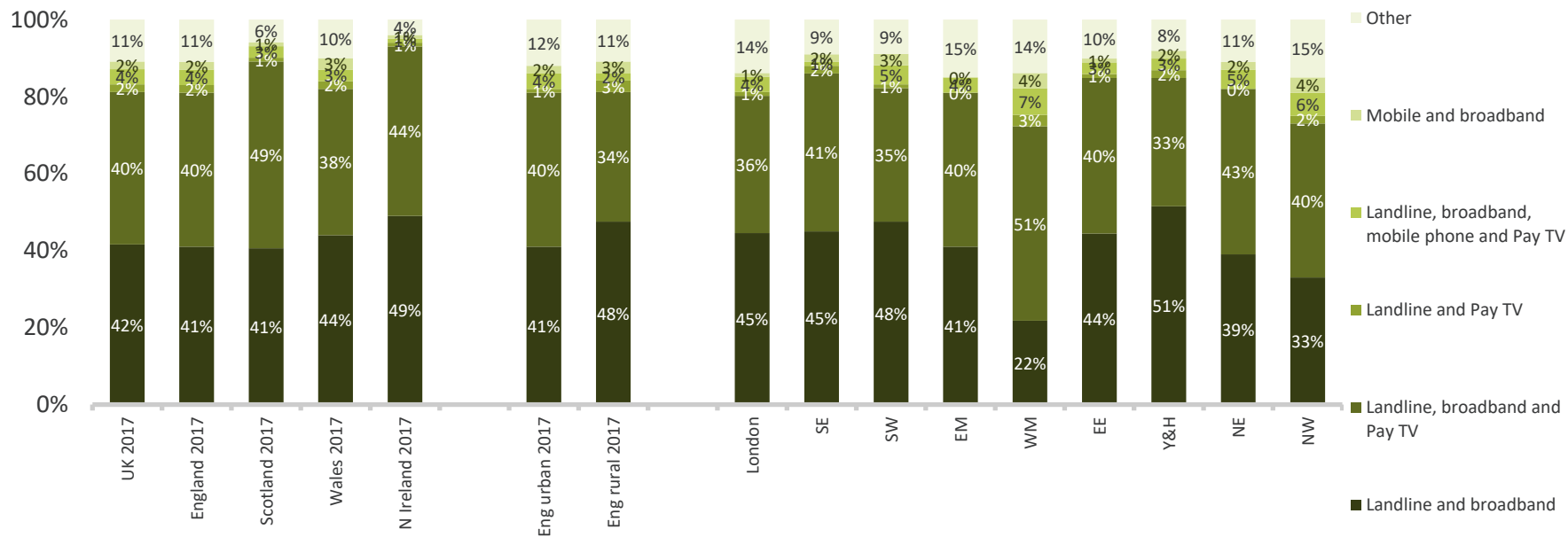
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West.)

QC21B/ QD10/ QE7/ QH1A – Which is your main provider for landline/ mobile/ broadband/ TV service?

Note: Those who do not know which provider is used for one or more of their services are excluded from the base.

# Purchasing multiple communication services from a single supplier



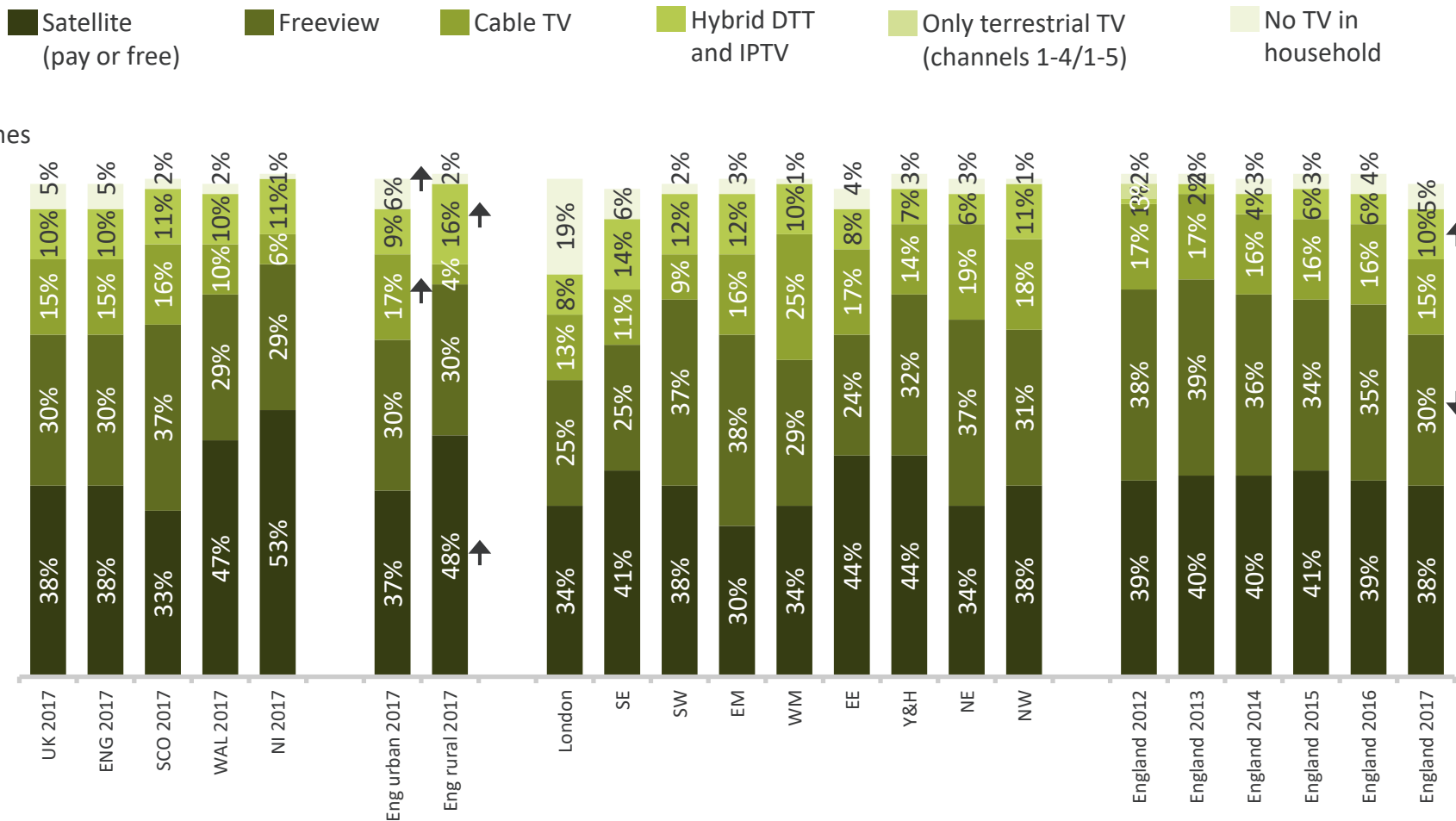
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ with a package of services based on using the same provider for two or more services (n = 2858 UK, 357 Scotland, 1763 England, 371 Wales, 367 Northern Ireland, 1522 England urban, 241 England rural, 199 London, 206 South East, 183 South West, 193 East Midlands, 181 West Midlands, 221 East of England, 210 Yorkshire & Humber, 180 North East, 190 North West)

QC21B/ QD10/ QE7/ QH1A – Which is your main provider for landline/ mobile/ broadband/ TV service? Those who do not know which provider is used for one or more of their services are excluded from the base.

# TV and audio-visual

# Main TV set share by platform



Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017).

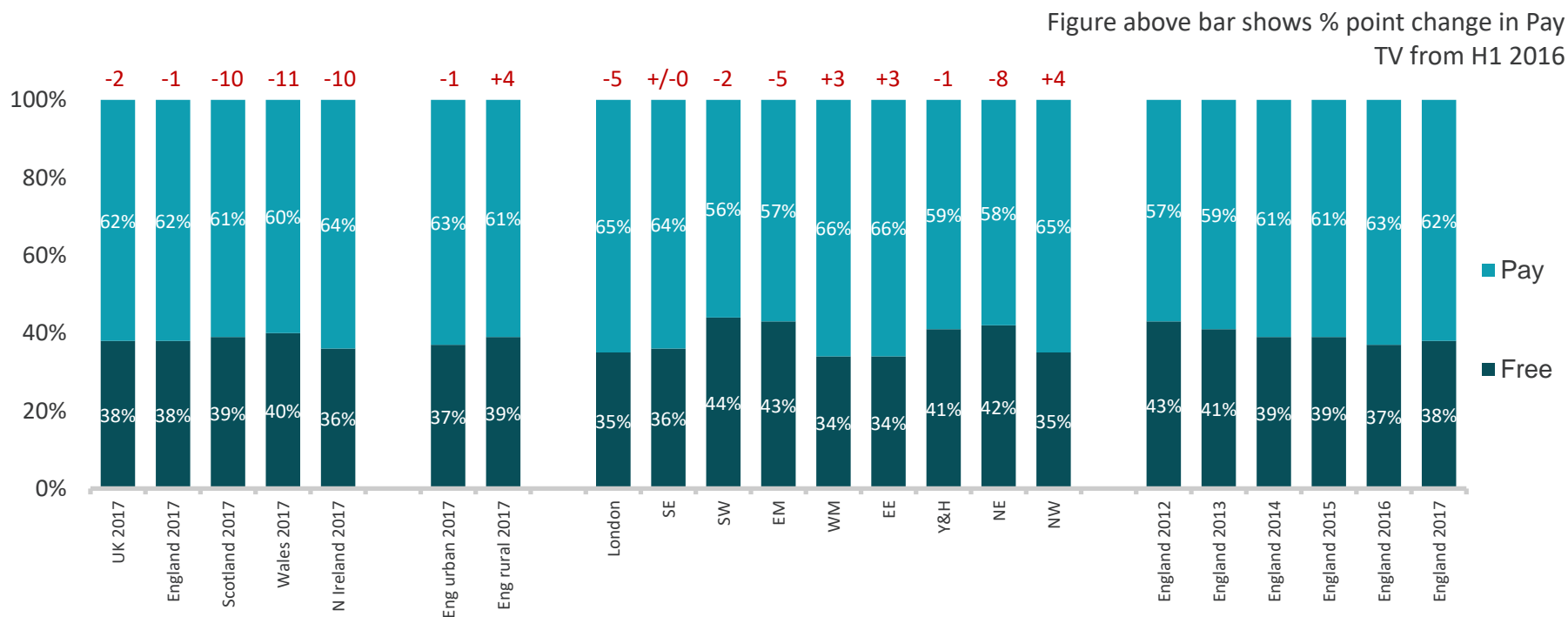
Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017.

QH1B: Which of these do you consider is your main type of television?

Note: Remaining percentages are Don't know responses



# Proportion of homes with free and pay television



Source: Ofcom Technology Tracker, Half 1 2017

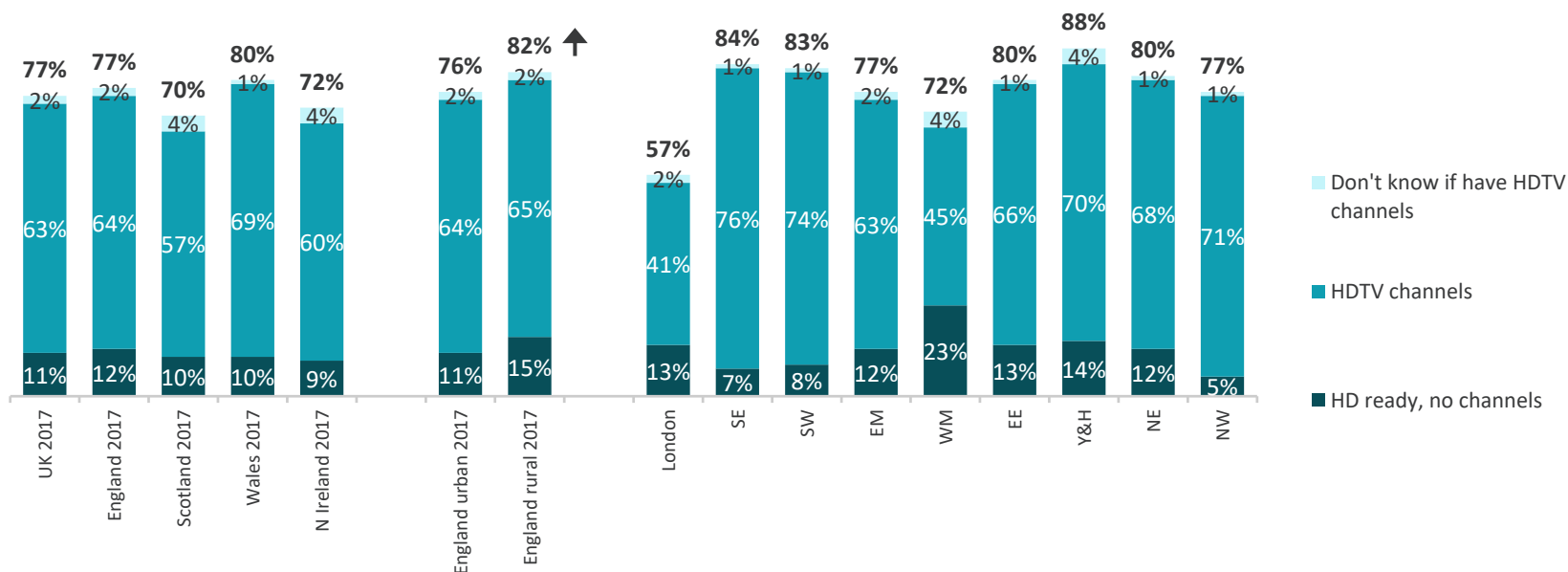
Base: All adults aged 16+ with a TV in household (n = 3564 UK, 2109 England, 496 Scotland, 476 Wales, 483 Northern Ireland, 1831 England urban, 278 England rural, 206 London, 229 South East, 229 South West, 234 East Midlands, 245 West Midlands, 235 East of England, 241 Yorkshire & Humber, 243 North East, 247 North West, 2214 England 2012, 2197 England 2013, 2186 England 2014, 2197 England 2015, 2148 England 2016, 2109 England 2017).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural.

QH1A: Which, if any, of these types of television does your household use at the moment?

# Awareness of receiving HD television

Figure above bar shows % that have HD TV set or HD-ready TV



Source: Ofcom Technology Tracker, Half 1 2017

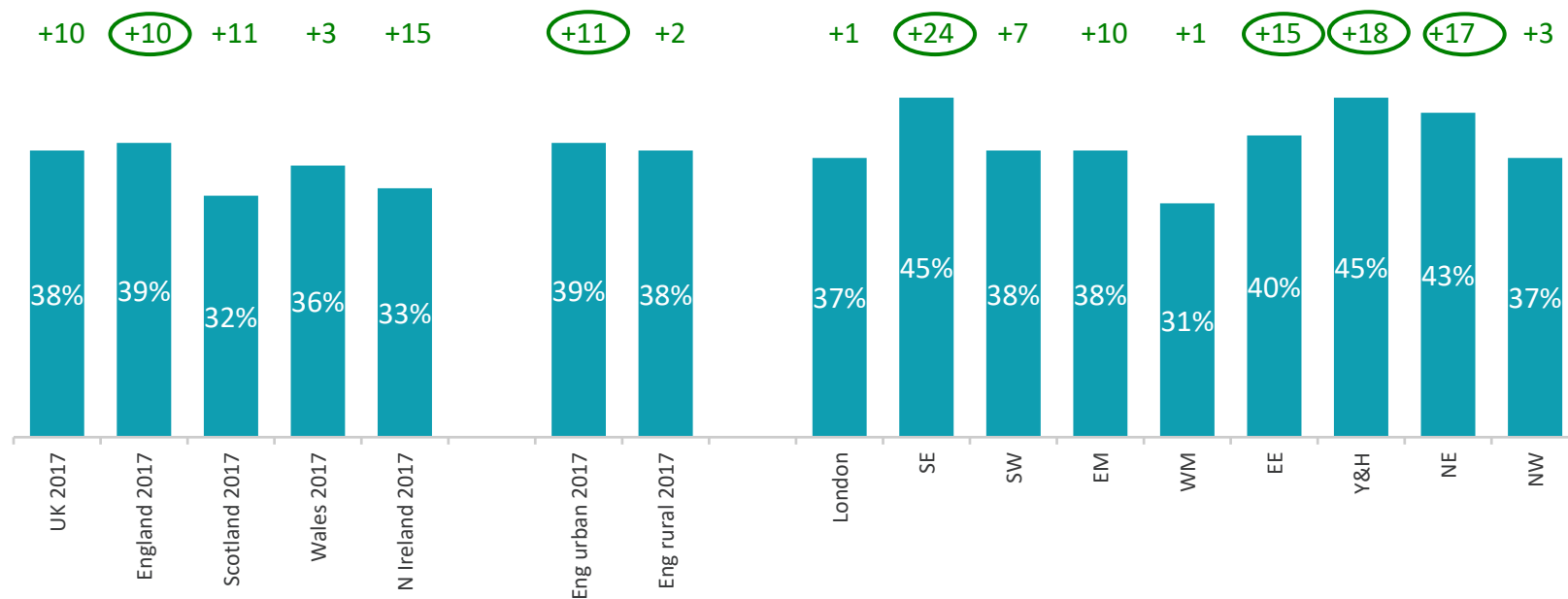
Base: All adults aged 16+ with a TV in household (n = 3564 UK, 2109 England, 496 Scotland, 476 Wales, 483 Northern Ireland, 1831 England urban, 278 England rural, 206 London, 229 South East, 229 South West, 234 East Midlands, 245 West Midlands, 235 East of England, 241 Yorkshire & Humber, 243 North East, 247 North West)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017.

QH53: Is the main TV in your household an HDTV set or HD ready?/ QH54: Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HD TV service?

# Smart TV take-up in England

Figure above bar shows % point change in take-up of Smart TVs from H1 2016



Source: Ofcom Technology Tracker, Half 1 2017

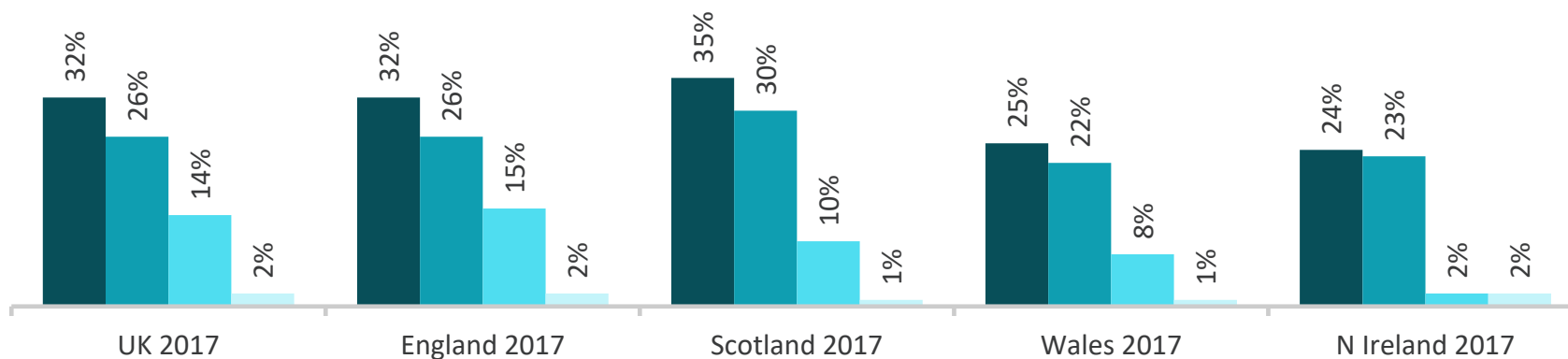
Base: All adults aged 16+ with a TV in household (n = 3564 UK, 2109 England, 496 Scotland, 476 Wales, 483 Northern Ireland, 1831 England urban, 278 England rural, 206 London, 229 South East, 229 South West, 234 East Midlands, 245 West Midlands, 235 East of England, 241 Yorkshire & Humber, 243 North East, 247 North West)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural.

QH62. Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

# Household subscriptions to paid-for on-demand services

■ Any paid-for services used ■ Netflix ■ Amazon Prime Video ■ Other

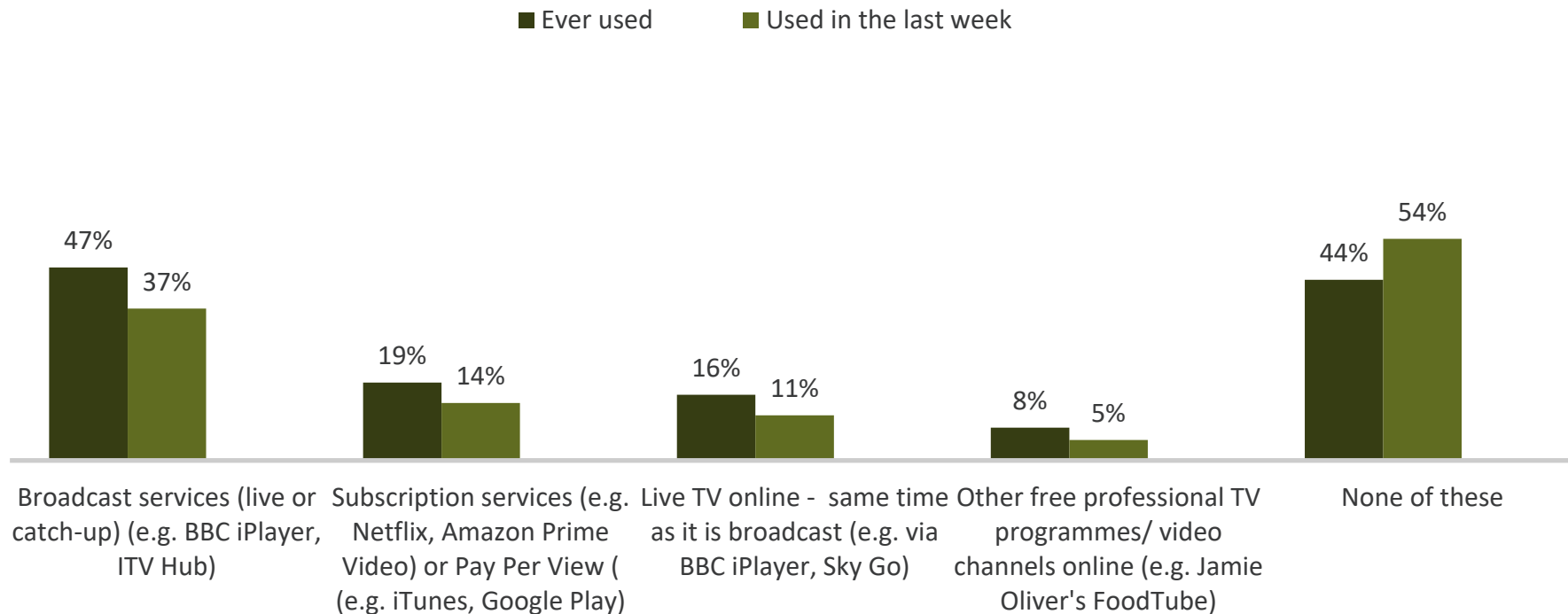


Source: Ofcom Technology Tracker, Half 1 2017

QH13 (QH71). Does your household subscribe to any of these paid-for on-demand services to watch TV programmes or films? (NEW question H2 2016)

Base: All adults aged 16+ (n = 3743 UK, 495 Wales, 2245 England, 510 Scotland, 493 Northern Ireland)

# TV programmes, films, demand on any device



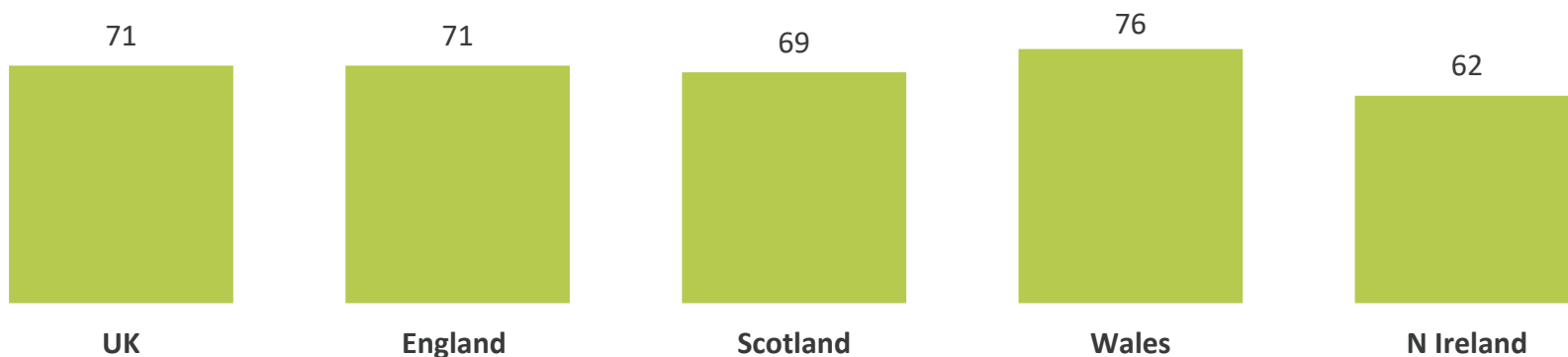
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ in England (n = 2245)

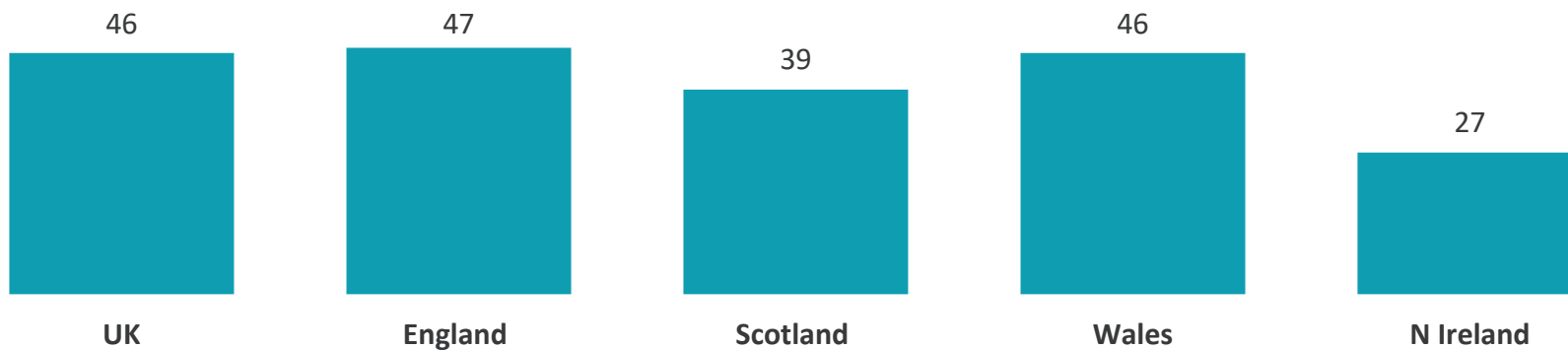
QH72: Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)?/ QH73: And which of these types of services, if any, have you used in the past week?

## Use of non-linear TV

### Any on-demand viewing



### Watch broadcaster catch-up services



Source: Ofcom Technology Tracker, Half 1 2017

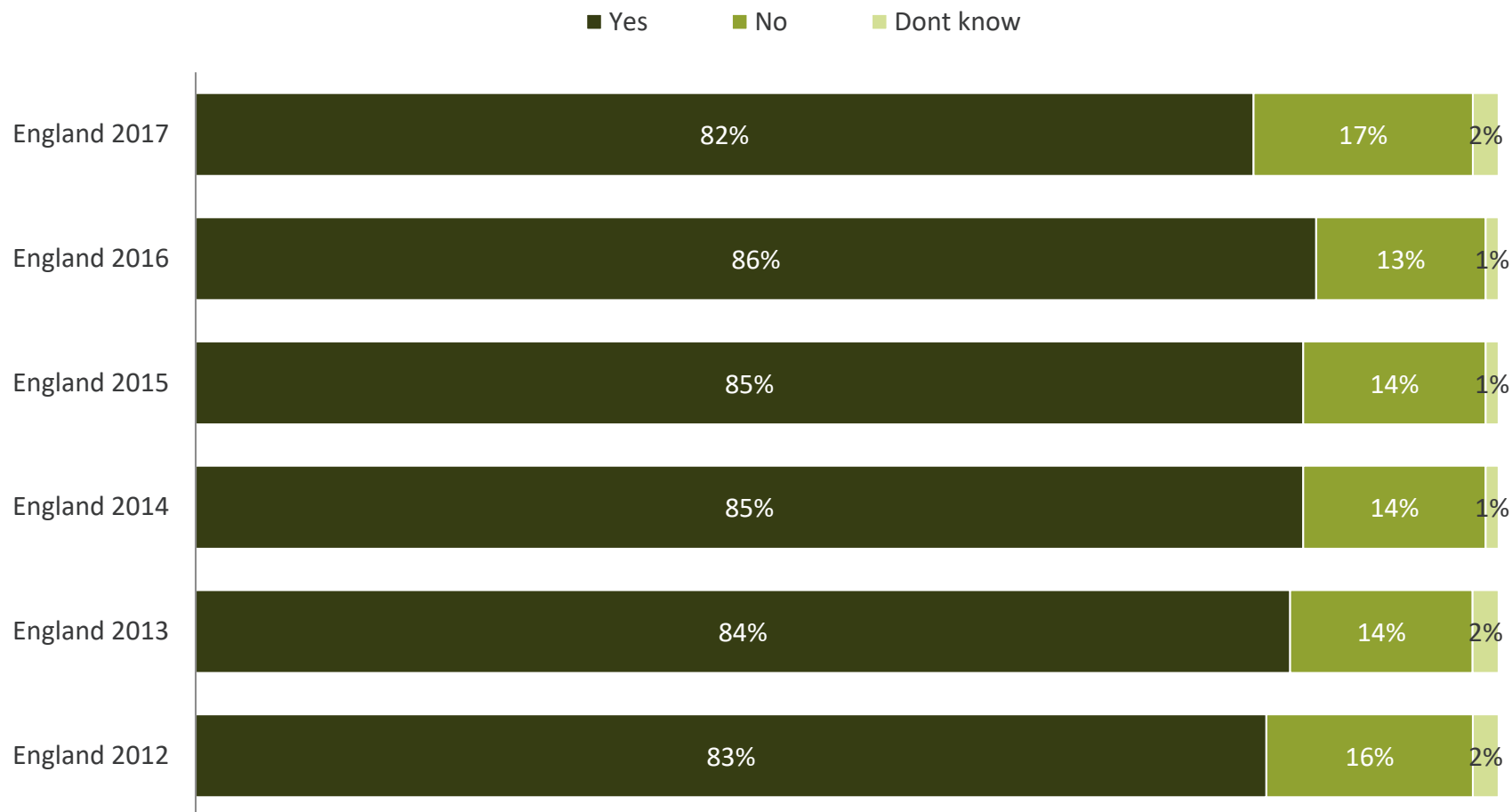
Base: All adults aged 16+ (n = 3743 UK, 495 Wales, 2245 England, 510 Scotland, 493 Northern Ireland)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017.

QH72: Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)?/ QE5A: Which, if any, of these do you use the internet for?/ QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

# Radio and audio

# Awareness of digital radios - England



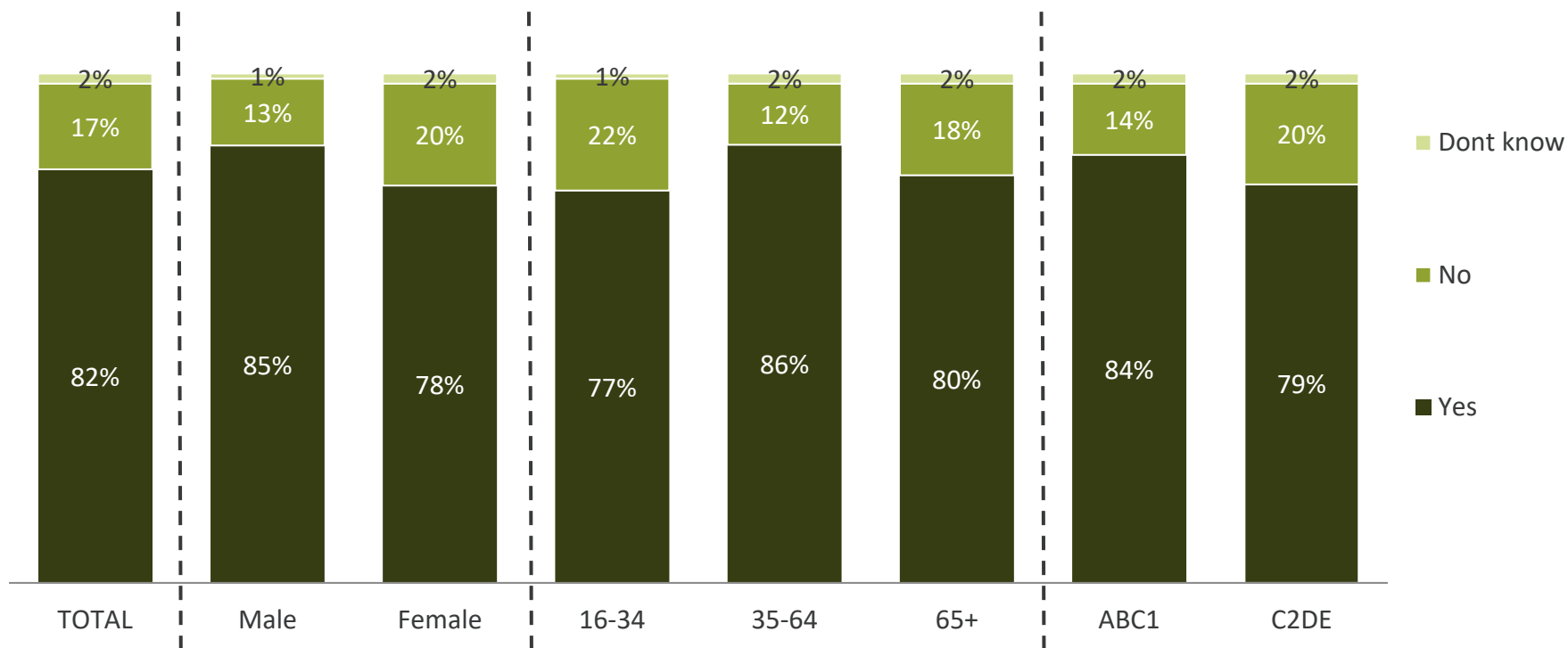
Source: Ofcom Technology Tracker, data as at Q1 2012-2014; H1 2015-2017

QP2. Before today, had you heard of digital radios?

Base: All adults in England (Q1 2012, 2251), (Q1 2013, 2250), (Q1 2014, 2249), (H1 2015, 2264) (H1 2016, 2239) (H1 2017, 2245)



# Awareness of digital radios in England – by demographic groups



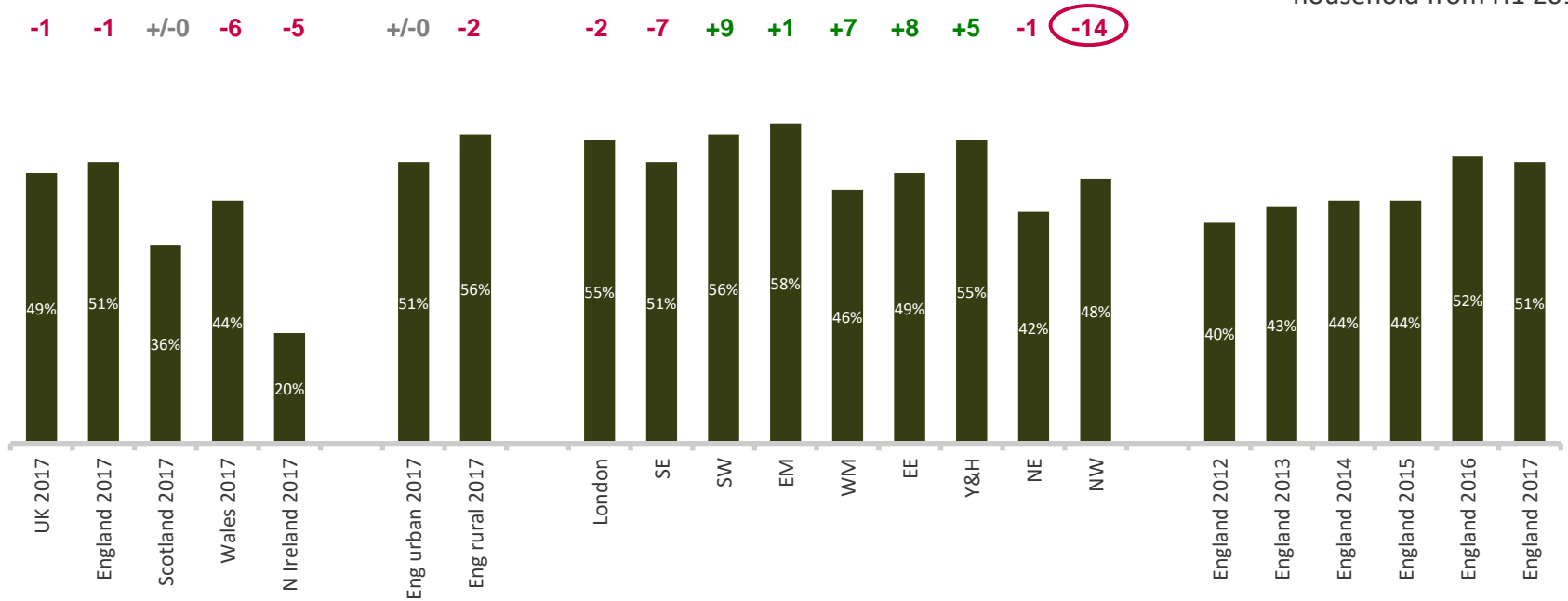
Source: Ofcom Technology Tracker, H1 2017

QP2. Before today, had you heard of digital radios?

Base: All adults in England (H1 2017, 2245)

# Ownership of DAB digital radios

Figure above bar shows % point change in DAB sets in household from H1 2016



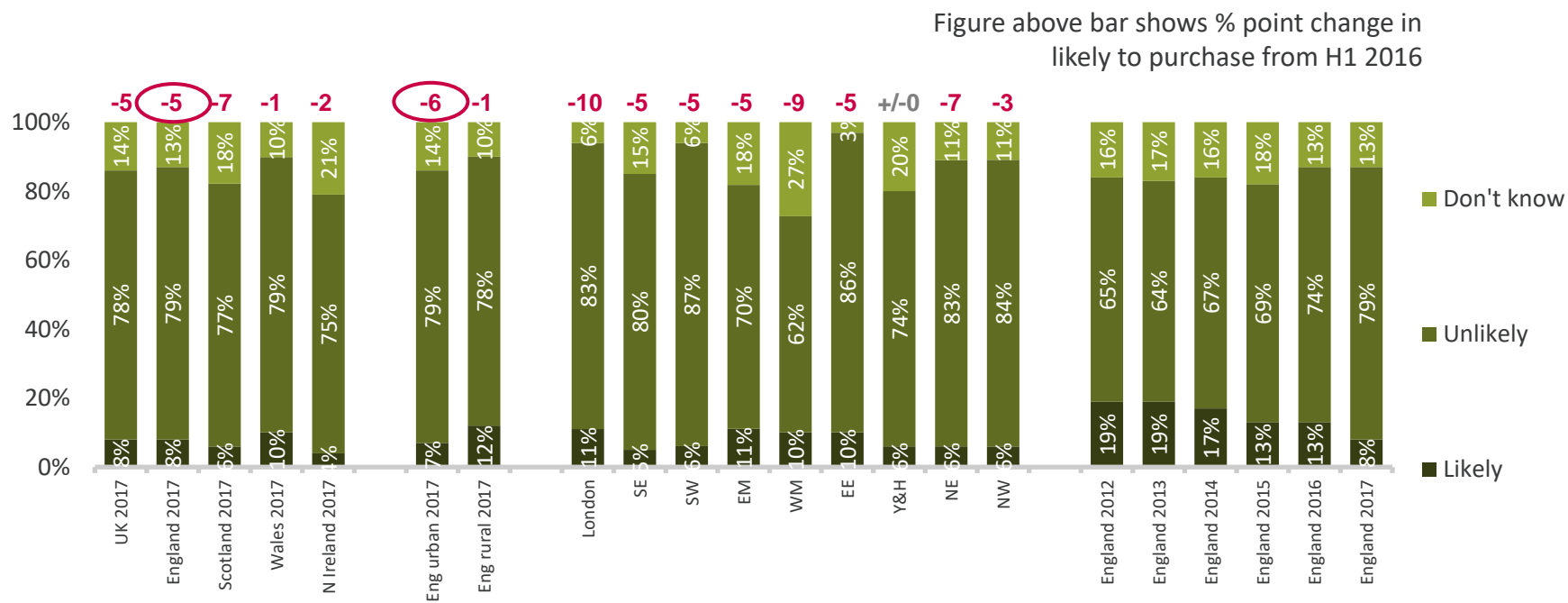
Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ who listen to radio (n = 2813 UK, 1672 England, 396 Scotland, 392 Wales, 353 Northern Ireland, 1440 England urban, 232 England rural, 112 London, 202 South East, 183 South West, 199 East Midlands, 192 West Midlands, 198 East of England, 192 Yorkshire & Humber, 208 North East, 186 North West, 1790 England 2012, 1747 England 2013, 1686 England 2014, 1735 England 2015, 1693 England 2016, 1672 England 2017)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QP9: How many DAB sets do you have in your household?

# Likelihood of purchasing a DAB radio within the next year



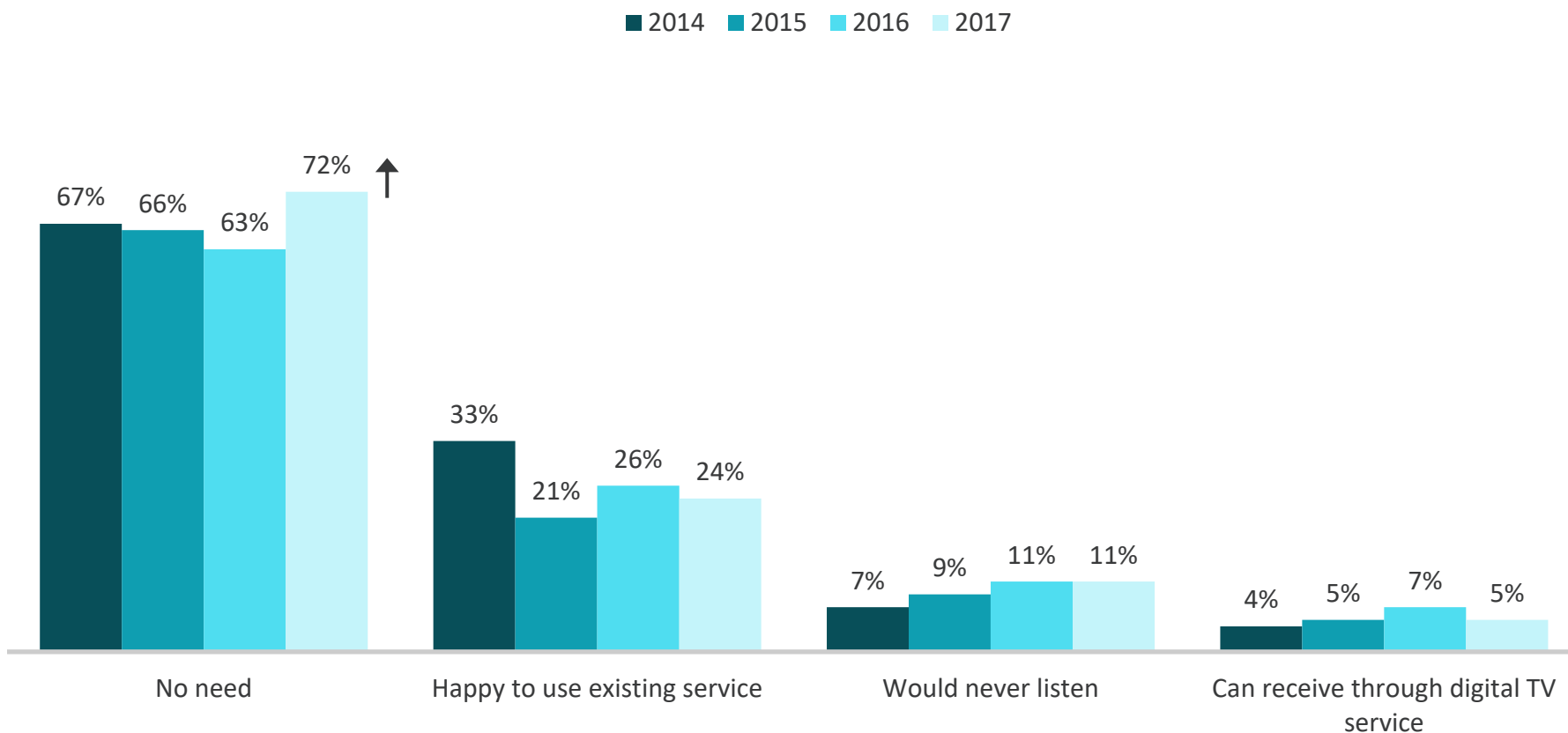
Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1533 UK, 800 England, 250 Scotland, 214 Wales, 269 Northern Ireland, 705 England urban, 95\* England rural, 51\* London, 95\* South East, 79\* South West, 80\* East Midlands, 106 West Midlands, 95\* East of England, 88 Yorkshire & Humber, 118 North East, 91\* North West, 1034 England 2012, 972 England 2013, 938 England 2014, 952 England 2015, 870 England 2016, 800 England 2017).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

## Reasons why unlikely to purchase DAB in next year



Source: Ofcom Technology Tracker, Half 1 2017

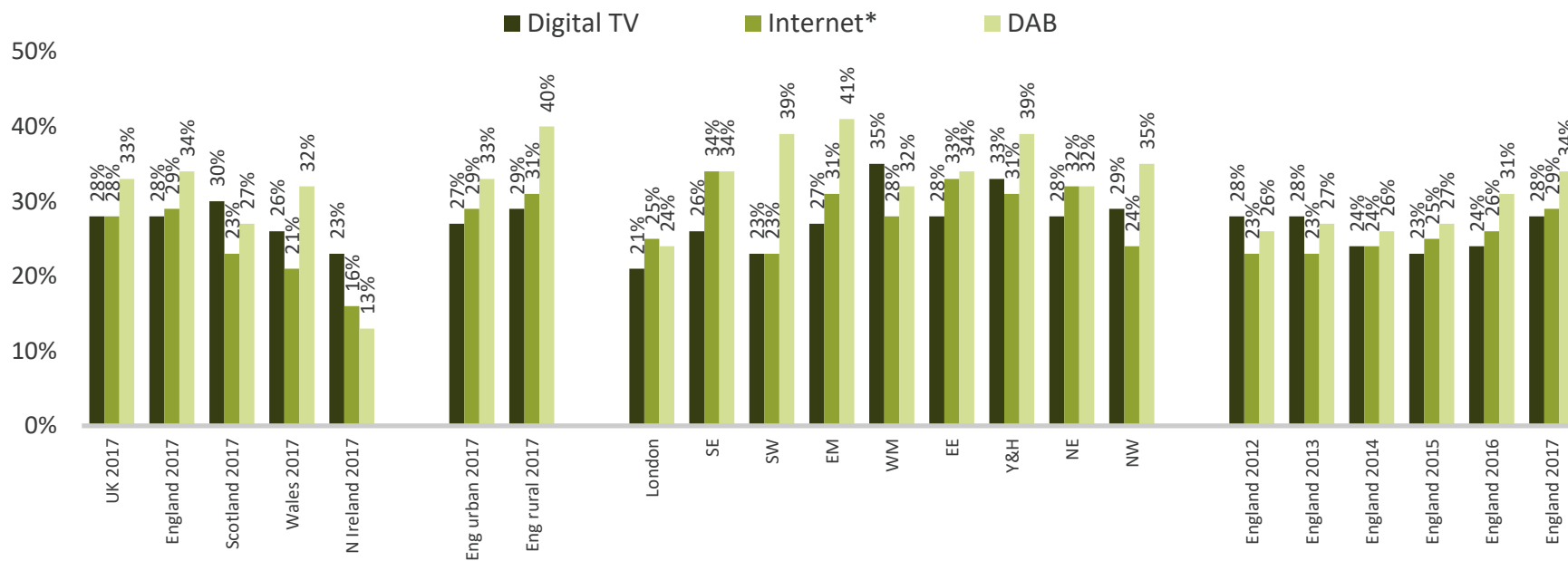
Base: All adults aged 16+ who listen to radio and are unlikely to get DAB radio in the next 12 months (England 2014 = 647; England 2015 = 647; England 2016 = 633, England 2017 = 627)

Responses shown for spontaneous mentions by 5% or more at a UK level

Significance testing: Arrows indicate any significant differences at the 99% confidence level between England 2016 and 2017.

QP14: Why are you unlikely to get digital radio in the next 12 months?

# Listening to radio via internet, DTV and DAB



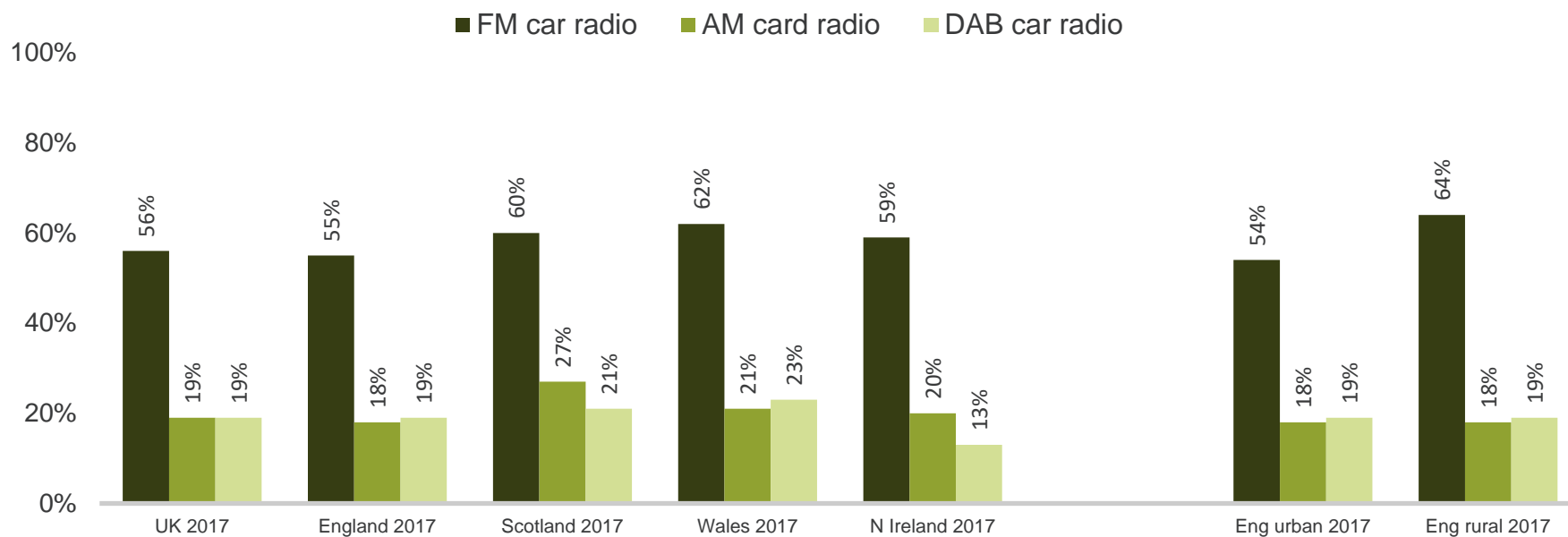
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017).

QP11: How often, if at all, do you listen to the radio via – Digital radio via: TV, Internet, DAB radio?/ QE5A: Which, if any, of these do you use the internet for?

\*Measure for Internet combines responses across radio listeners (at QP11) and internet users (at QE5A).

# Listening to car radio

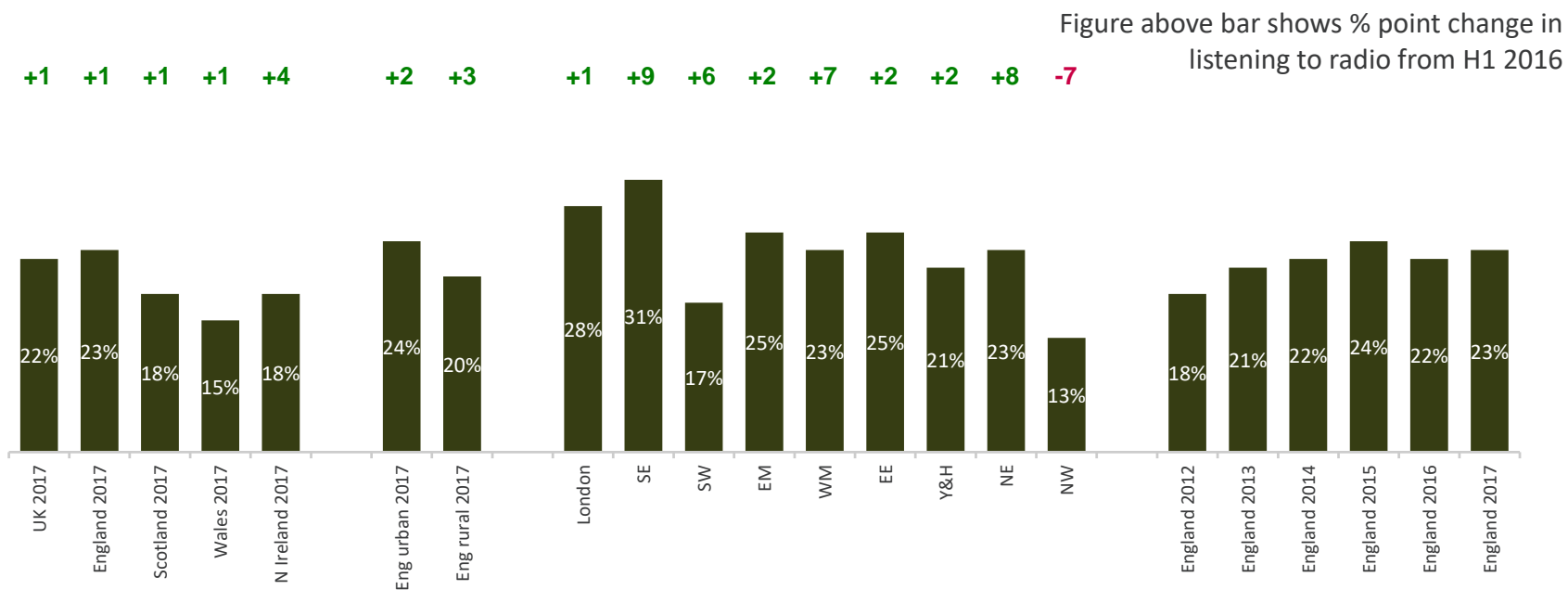


Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 510 Scotland, 2245 England, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural)

QP11: How often, if at all, do you listen to the radio through – A car radio to listen to an FM station/ an AM station/ with DAB?

# Listening to radio on mobile phone



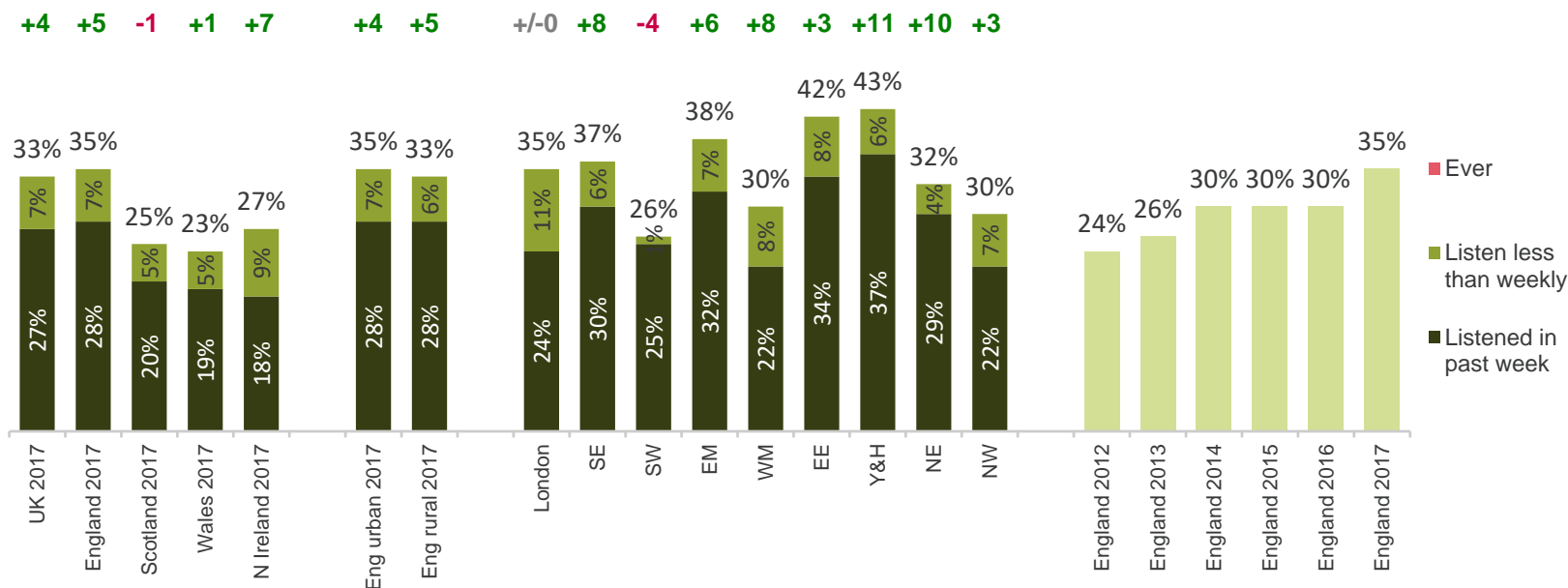
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017).

QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?/ QP11C: How often, if at all, do you access the radio via mobile phone?

# Listening to audio content on mobile phone

Figure above bar shows % point change in listening to audio content from H1 2016



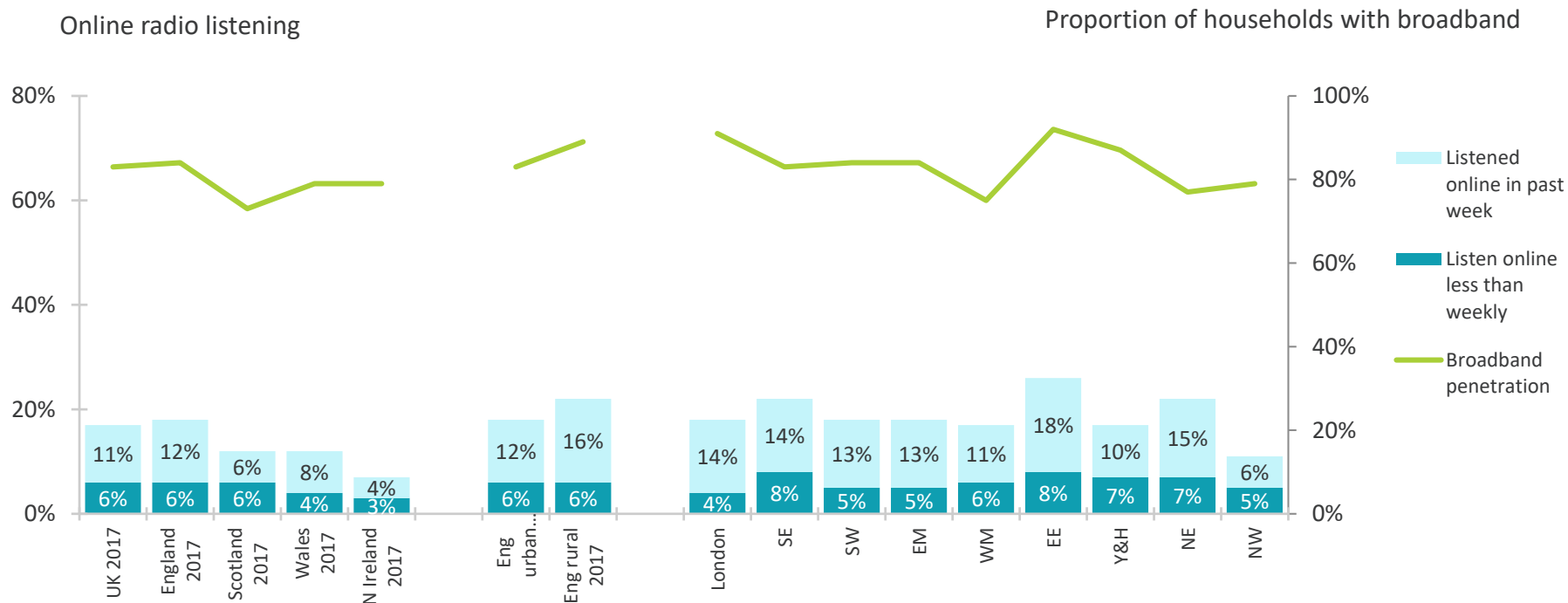
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017).

QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?



# Proportion of adults who listen to internet radio



Source: Ofcom Technology Tracker, Half 1 2017

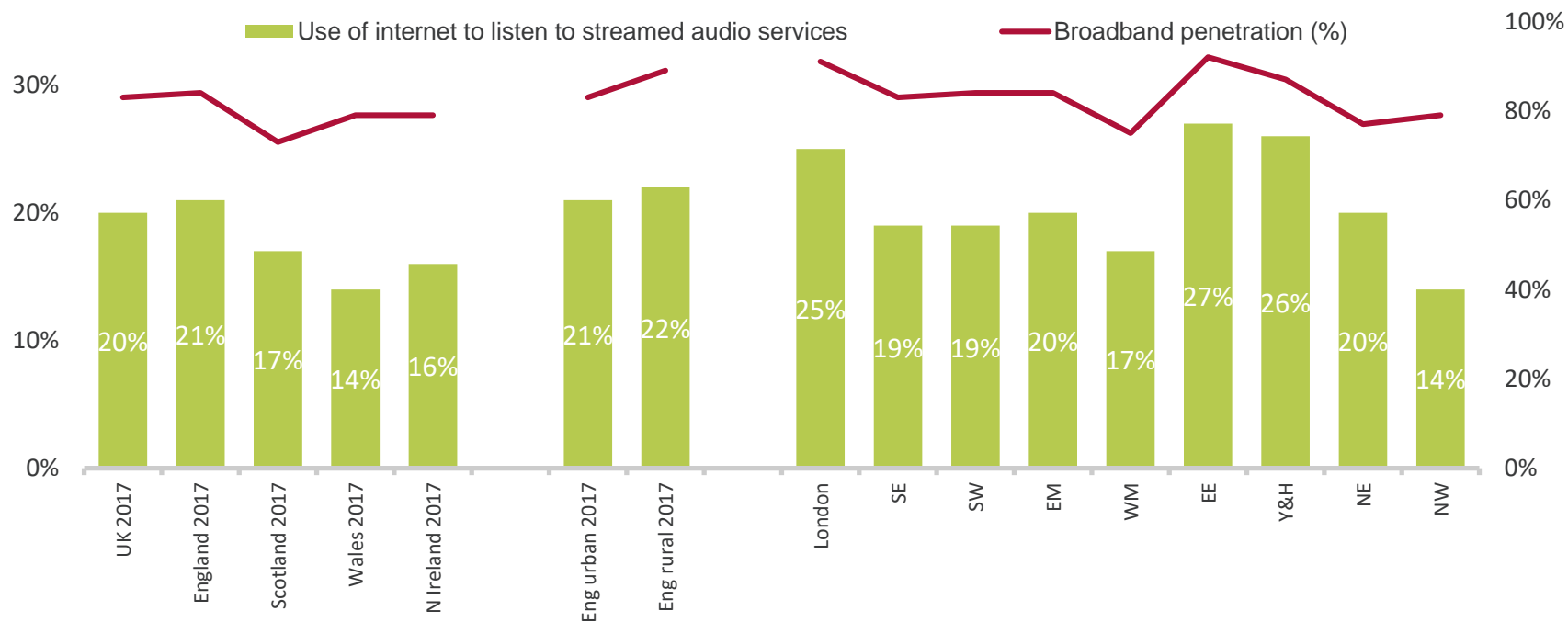
Base: All adults aged 16+ (n = 3743 UK, 495 Wales, 2245 England, 510 Scotland, 493 Northern Ireland, 959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West)

QE5A: Which, if any, of these do you use the internet for?/ QE5B: And, which, if any, of these activities have you used the internet for in the last week?

# Use of internet for listening to streamed audio services

## Use of internet to listen to streamed audio services

## Proportion of individuals with broadband at home



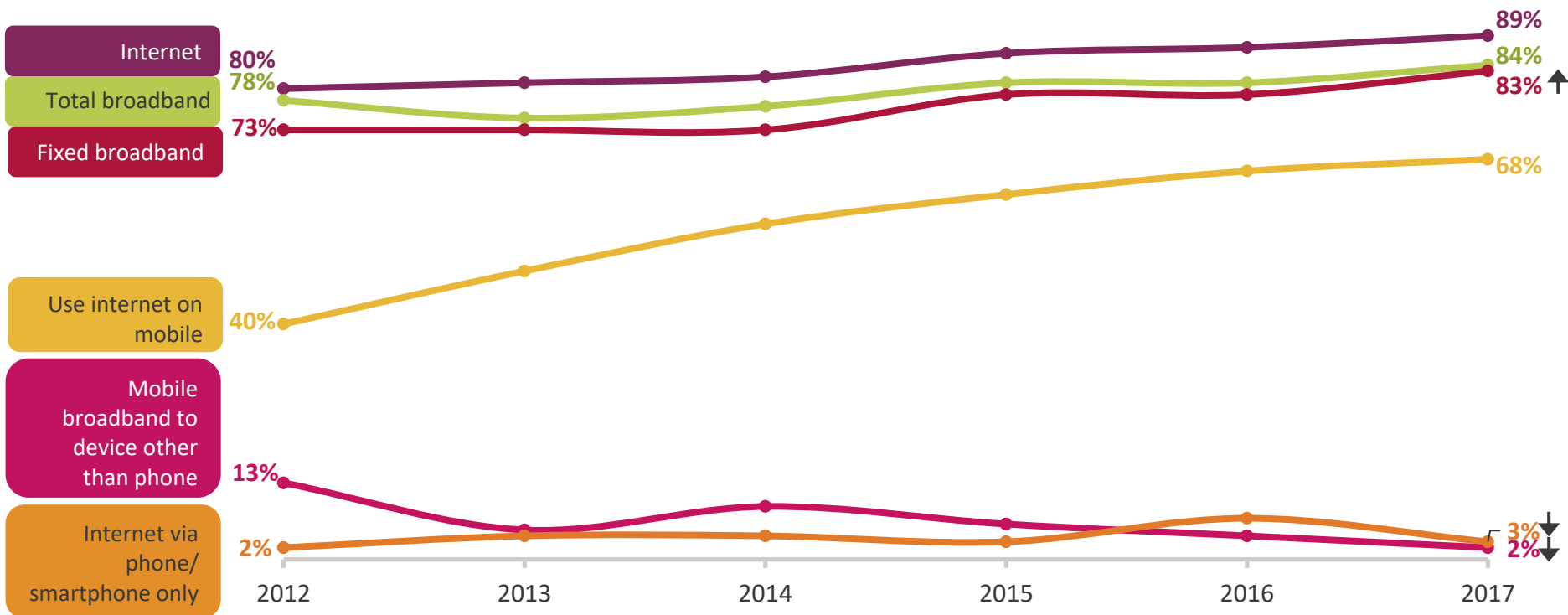
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West)

QE5A: Which, if any, of these do you use the internet for?

# Internet and web-based content

# Internet take-up, England: 2012-2017

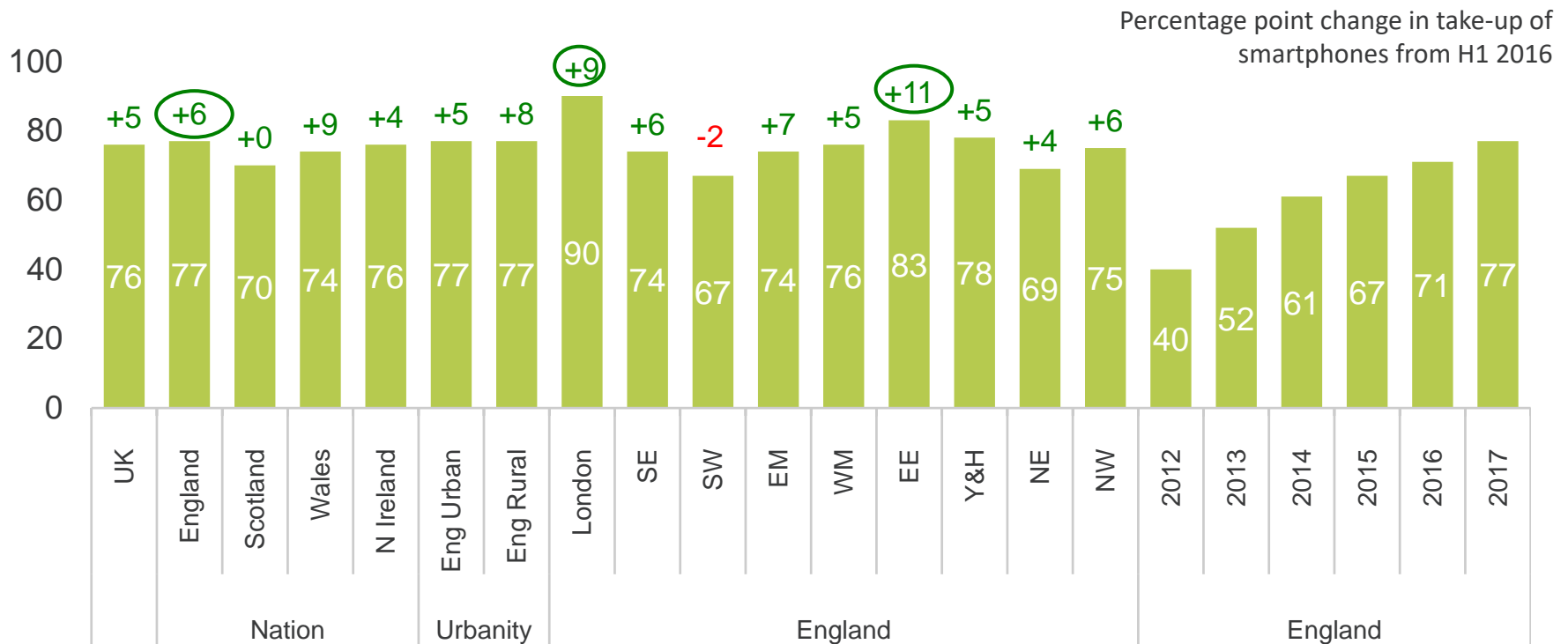


Source: Ofcom Technology Tracker. Data from Quarter 1 of each year 2012-2014, then Half 1 2015-2016

Base: All adults aged 16+ (2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017)

Significance testing: Arrows indicate any significant differences at the 99% confidence level between England 2016 and 2017

# Take-up of smartphones in England



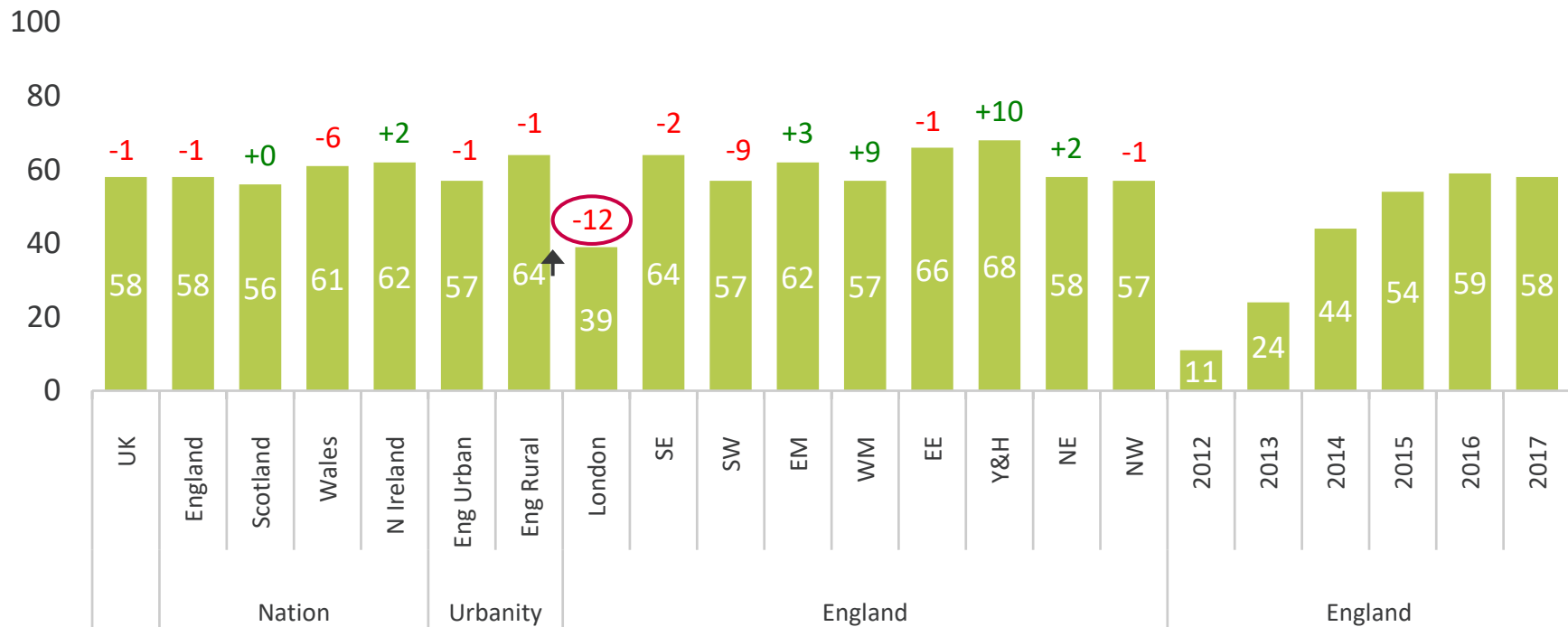
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017).  
 Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QD24B. 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. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

# Take-up of tablet computers in England

Percentage point change in take-up of tablet computers from H1 2016



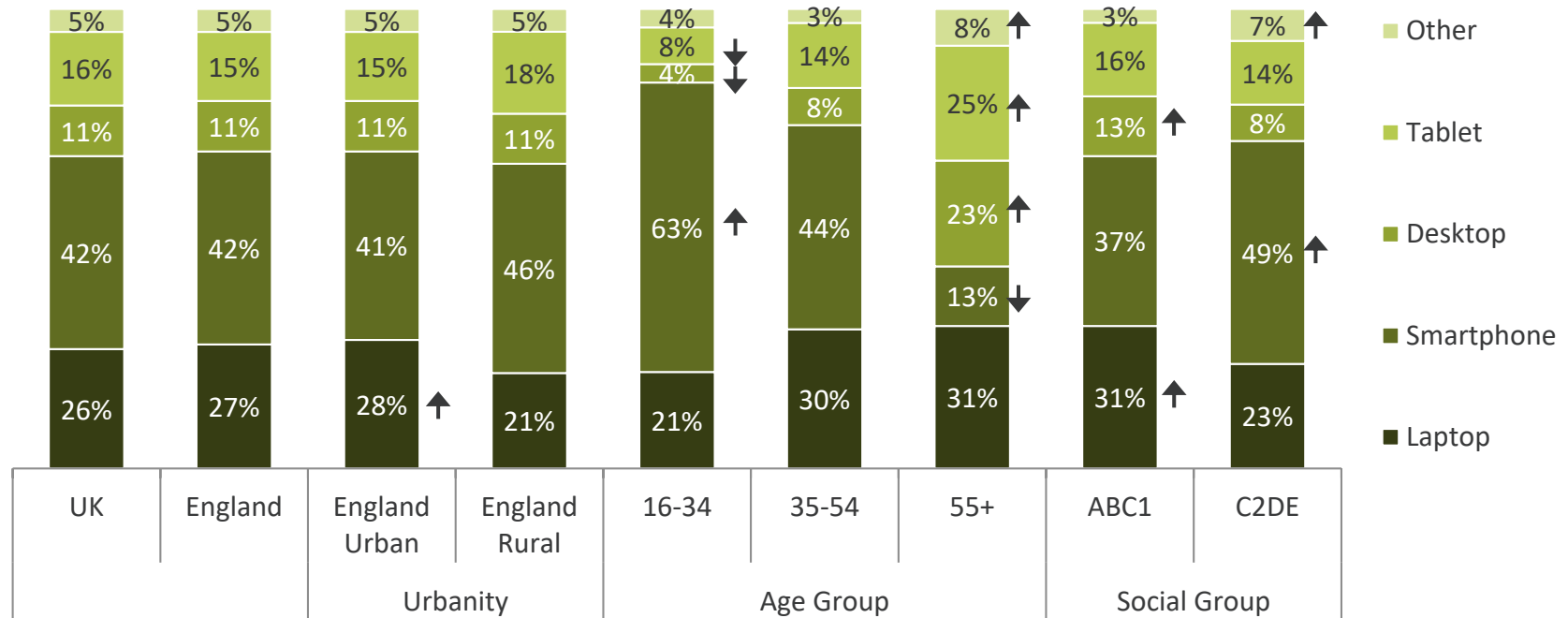
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QE1. Does your household have a PC, laptop, netbook or tablet computer?

# Most important device for accessing the internet in England



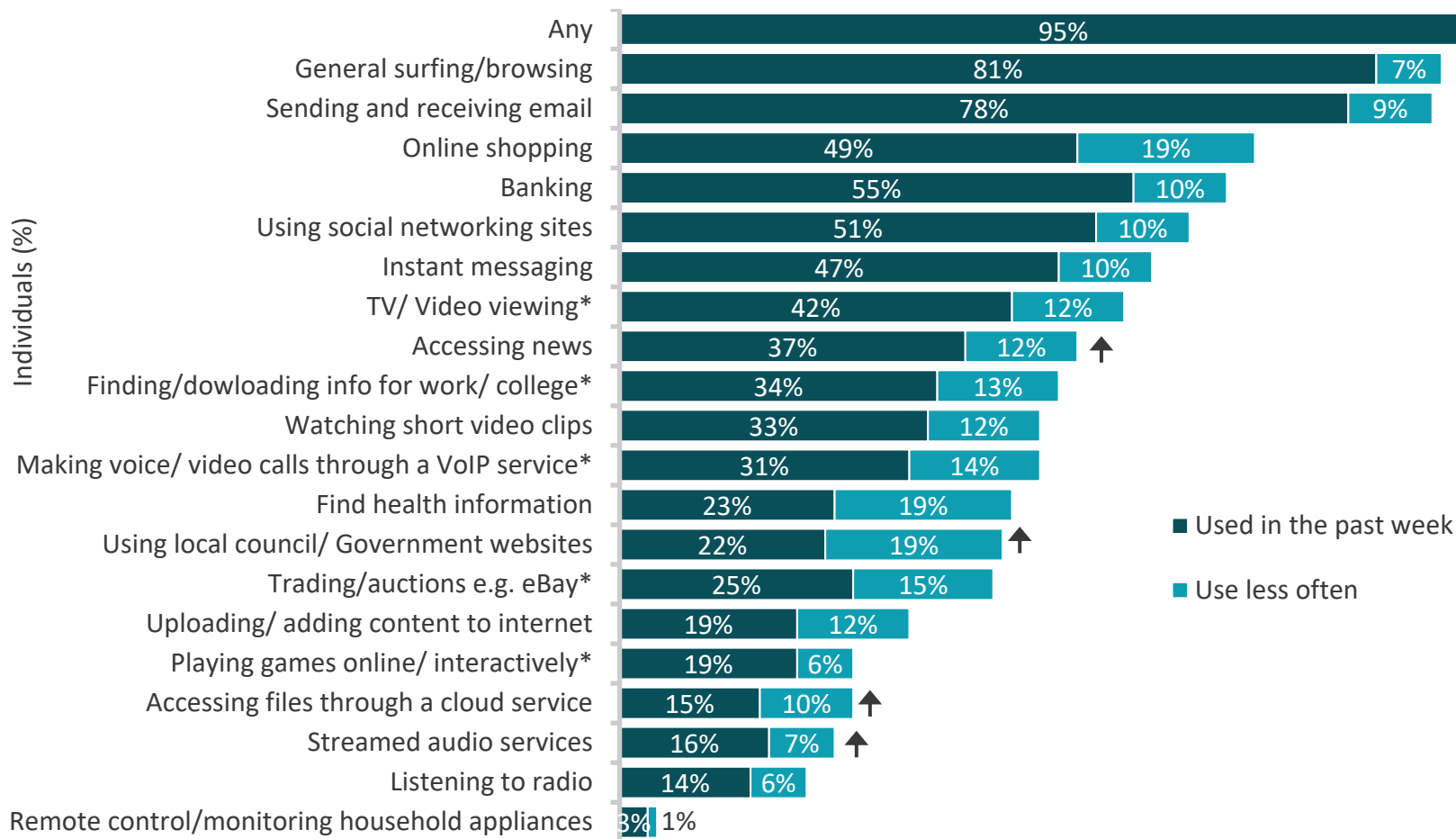
Source: Ofcom Technology Tracker, Half 1 2017

Base: Internet users aged 16+ (n = 3221 UK, 1965 England, 1708 England urban, 257 England rural, 612 16-34, 706 35-54, 647 55+, 1155 ABC1, 809 C2DE).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017, by age compared to all internet users in England in 2017 and between socio-economic groups in England in 2017.

QE40: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Netbook", "E-reader", "TV set", "Games console", "Other portable/handheld device", "Smartwatch", "Other device", "None" and "don't know".

# Activities conducted online by internet users in England



Source: Ofcom Technology Tracker, Half 1 2017

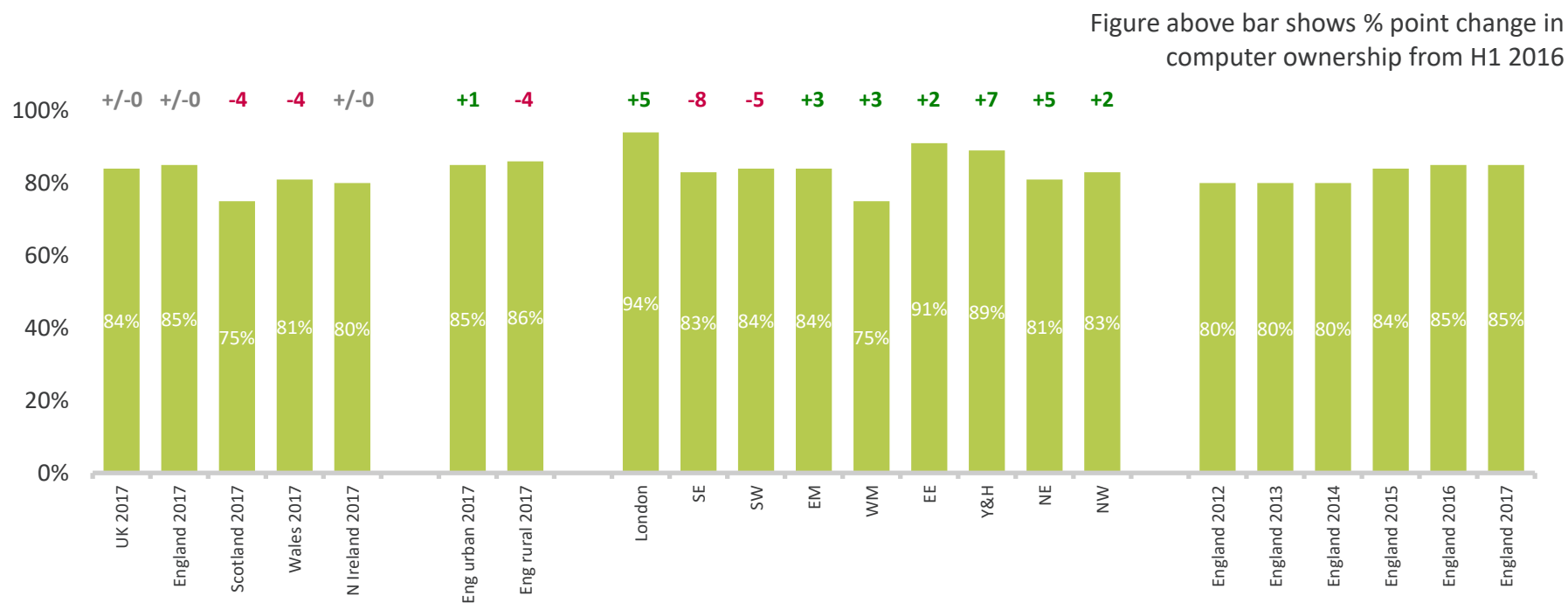
Base: Adults aged 16+ who use the internet at home or elsewhere (n= 1965 England 2017)

Significance testing: Arrows indicate any significant difference at the 99% confidence level in the total incidence of use between England 2016 and 2017. \*Codes marked with an asterisk have not been tested as they are not directly comparable.

QE5A: Which, if any, of these do you use the internet for?



# Household computer ownership inc. PCs, laptops, tablets and netbooks



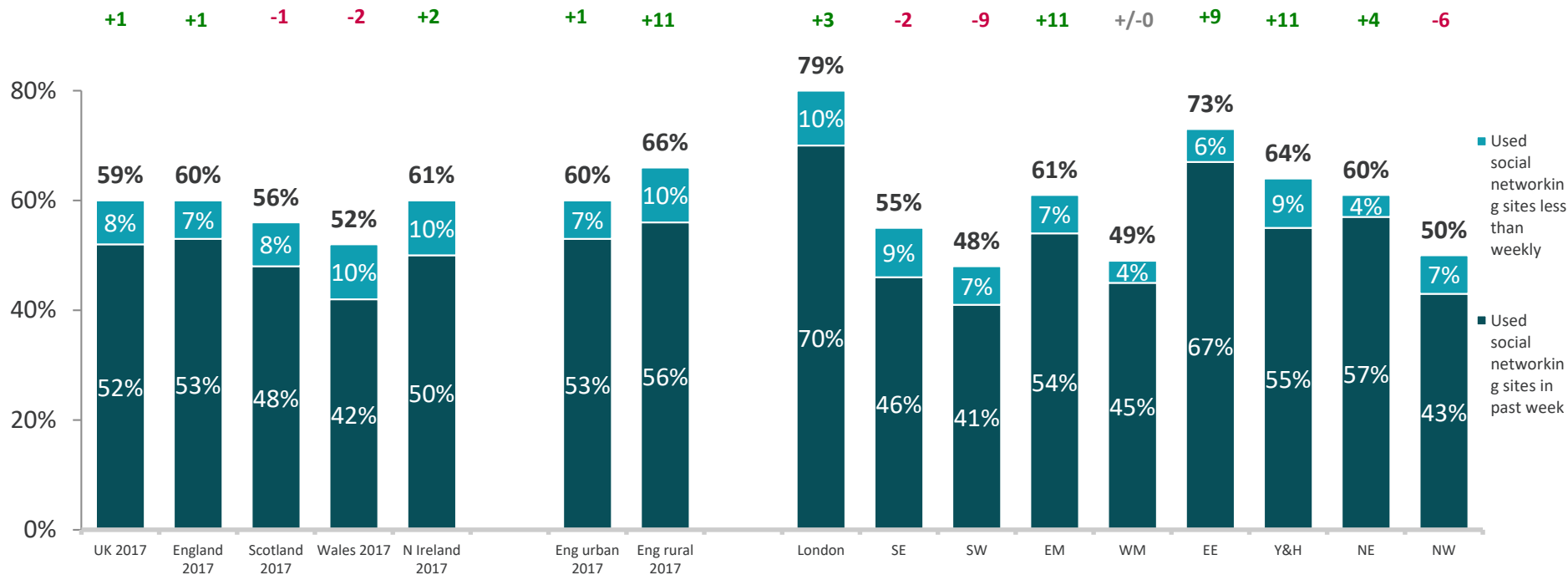
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017)

QE1: Does your household have a PC, laptop, netbook or tablet computer?

# Use of social networking sites

Figure above bar shows  
year on year change



Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West).

QE5A: Which, if any, of these do you use the internet for?/ QE5B: And, which, if any, of these activities have you used the internet for in the last week?/ QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?

# Telecoms and Networks

# Take-up of communications services, 2017

		UK	England	Scotland	Wales	N Ireland		England urban	England rural
Voice telephony	Landline (H)	82%	82%	81%	80%	84%		81%	89% ↑
	Mobile phone (P)	94%	95%	90%	94%	94%		94%	95%
	Smartphone (P)	76%	77%	70%	74%	76%		77%	77%
Internet	Computer (any type) (H)	84%	85%	75%	81%	80%		85%	86%
	Tablet computer (H)	58%	58%	56%	61%	62%		57%	64% ↑
	Total Internet (H)	88%	89%	77%	84%	83%		89%	90%
	Total Broadband (H)	83%	84%	73%	79%	79%		83%	89% ↑
	Fixed Broadband (H)	82%	83%	72%	78%	79%		82%	88% ↑
	Mobile Broadband (H)	2%	2%	2%	1%	1%		2%	2%
	Use internet on mobile (P)	66%	68%	57%	58%	68%		68%	69%

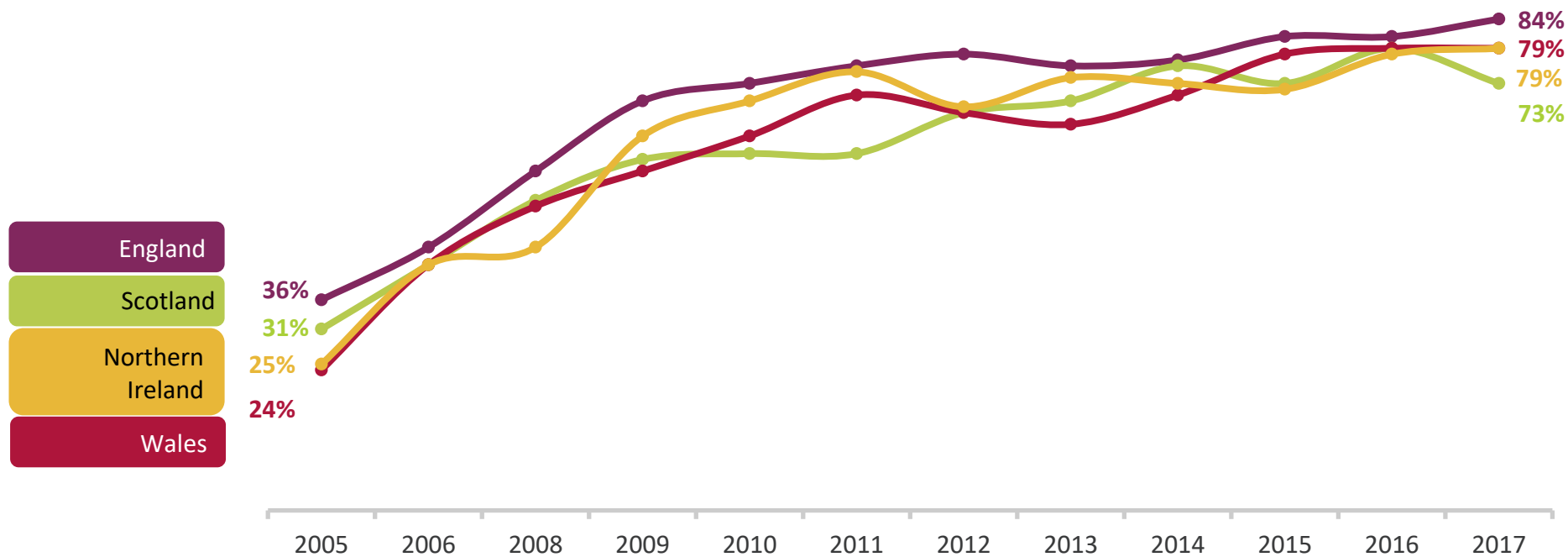
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017.

QC1: Is there a landline phone in your home that can be used to make and receive calls?/ QD2: Do you personally use a mobile phone?/ QD4: Do you personally use a smartphone?/ QE1: Does your household have a PC or laptop computer?/ QE2: Do you or does anyone in your household have access to the Internet/ Worldwide Web at home?/ QE9: Which of these methods does your household use to connect to the Internet at home?/ QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

# Broadband take-up

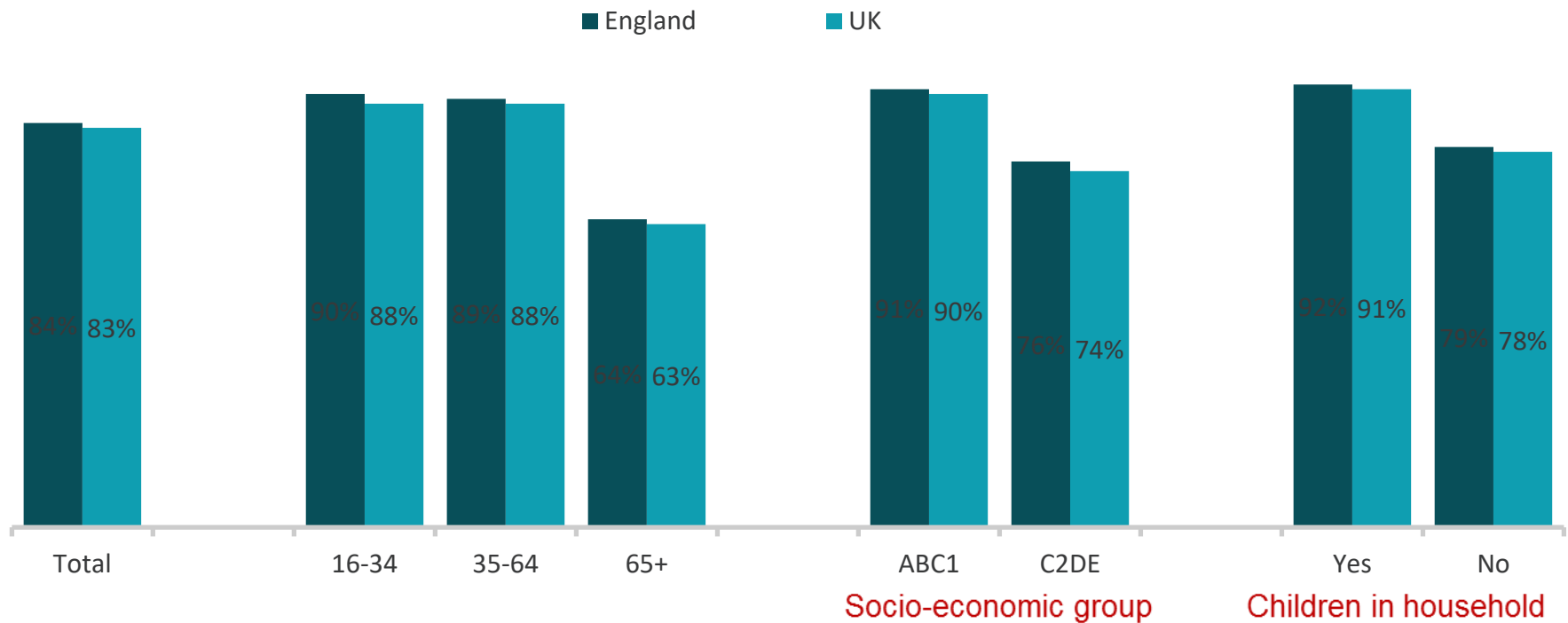


Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland)

QE9: Which of these methods does your household use to connect to the internet at home?

# Consumer broadband take-up in England, by demographic



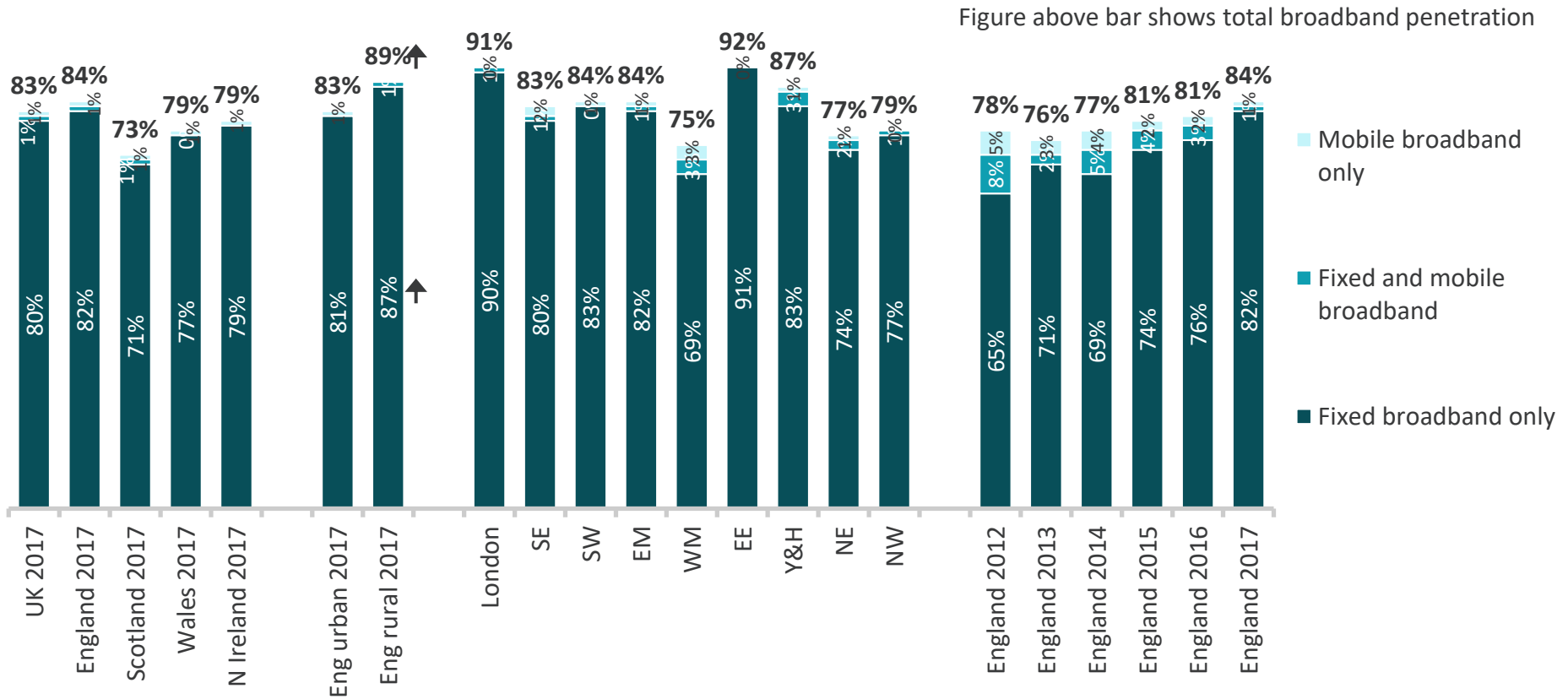
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n =2245 England, 620 16-34s, 1092 35-64s, 533 65+, 1227 ABC1, 1017 C2DE, 783 children in home, 1462 no children in home)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 for each measure.

QE9: Which of these methods does your household use to connect to the internet at home?

# Consumer broadband, by connection type



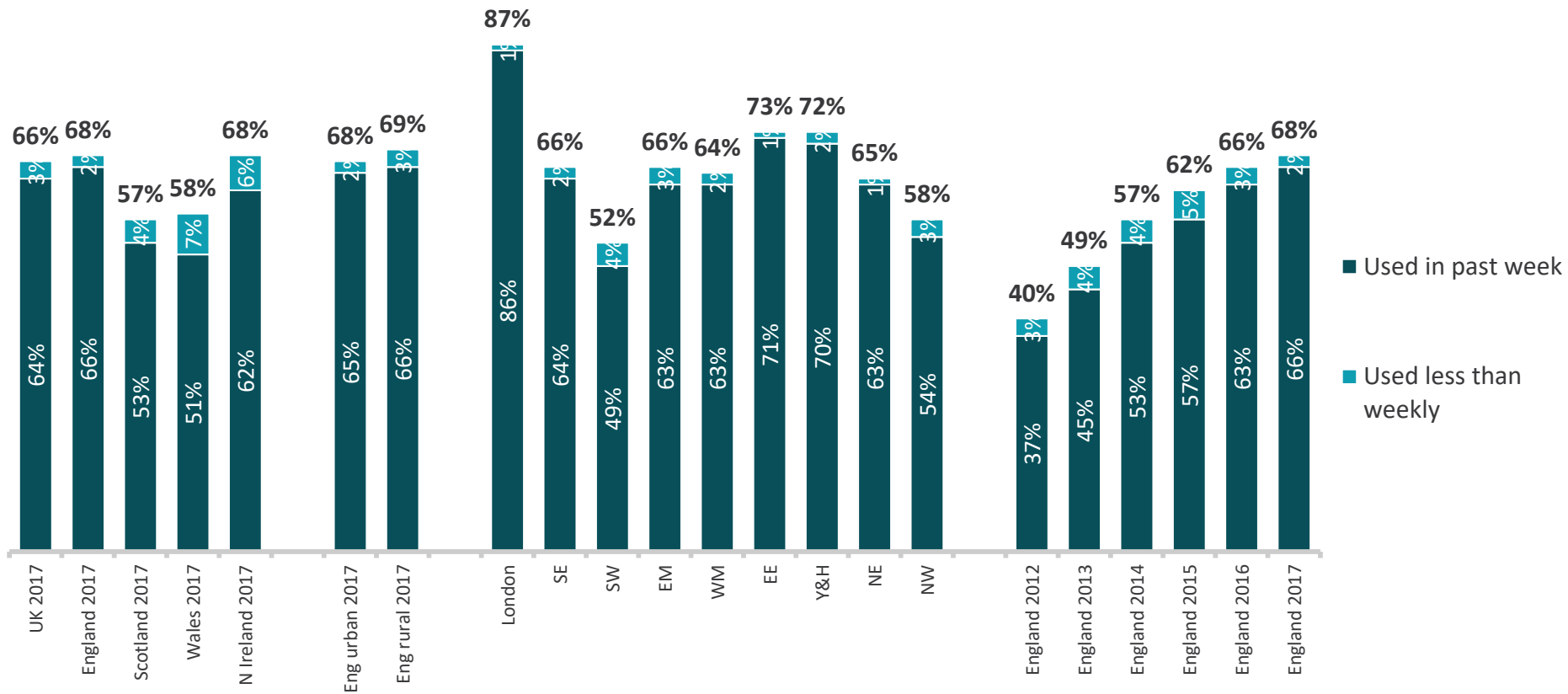
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017.

QE9: Which of these methods does your household use to connect to the internet at home?

# Proportion of adults who have used a mobile phone to access the internet



Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017)

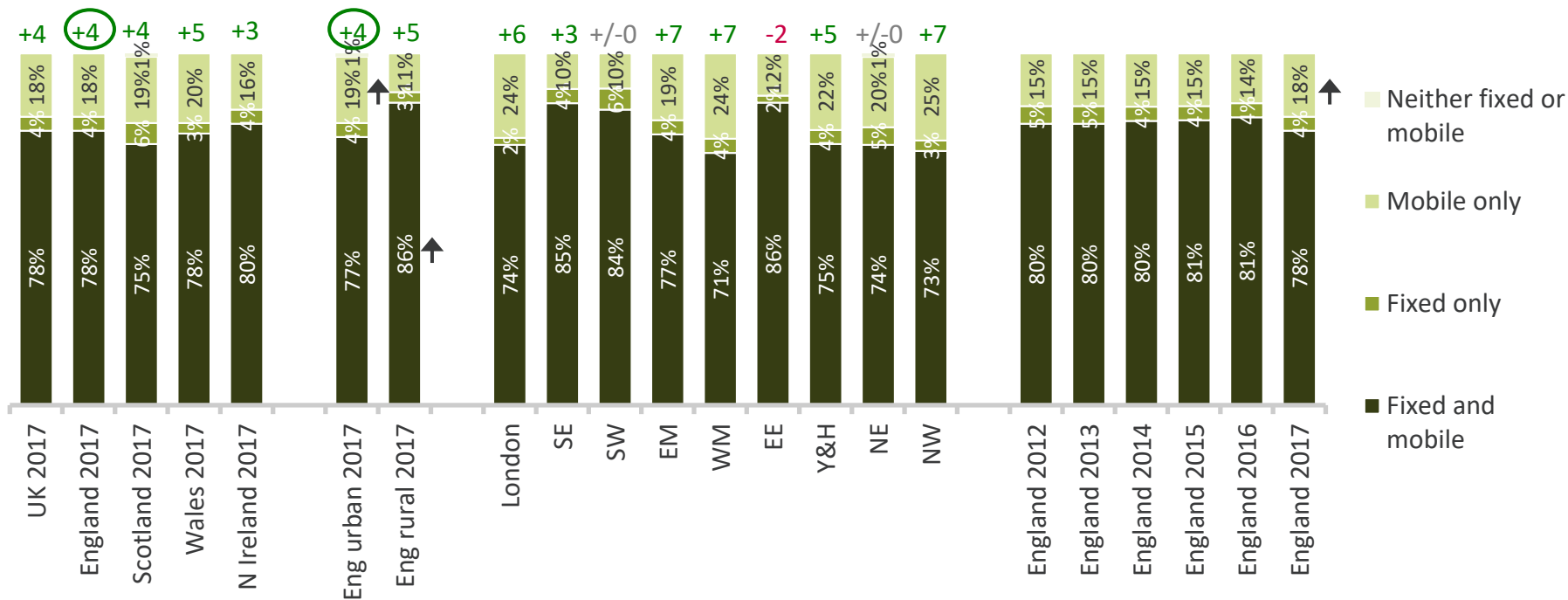
Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017.

QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?



# Cross-ownership of household telephony services

Figure above bar shows % point change in mobile only from H1 2016



Source: Ofcom Technology Tracker, Half 1 2017

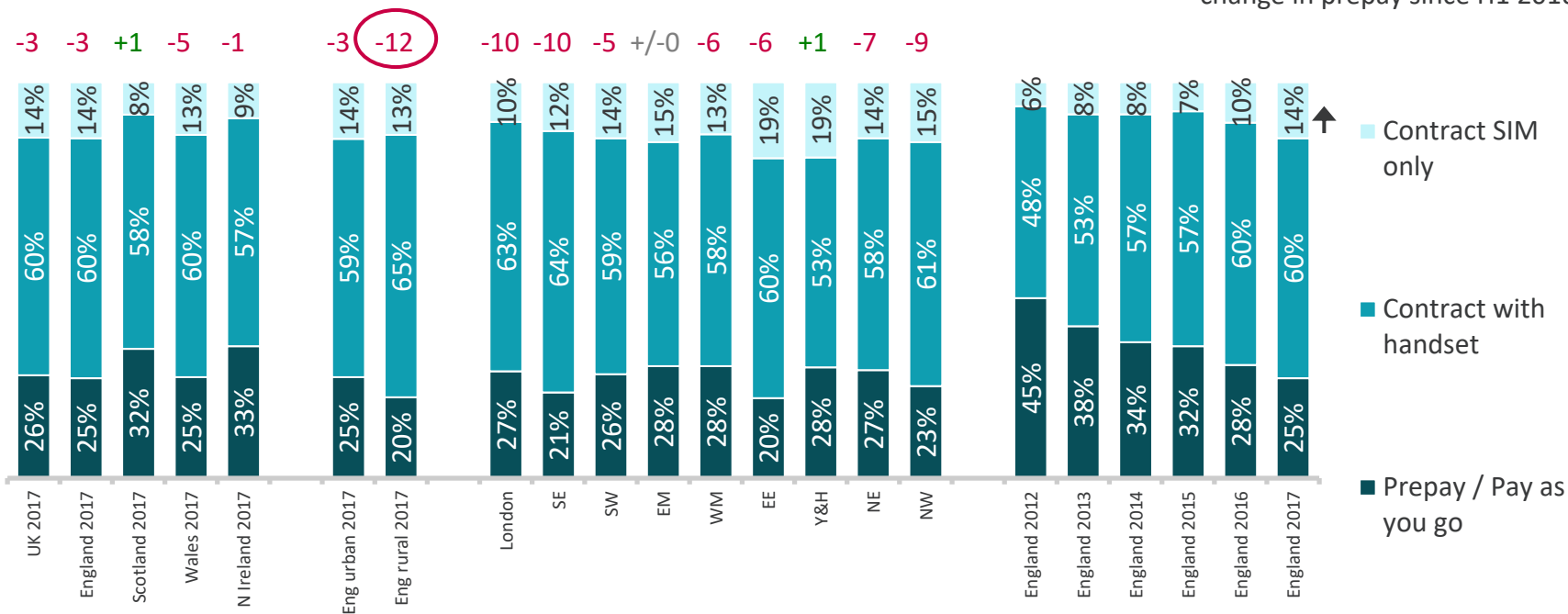
Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016, 2245 England 2017)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QC1: Is there a landline phone in your home that can be used to make and receive calls?/ QD1: How many mobile phones in total do you and members of your household use?

# Type of mobile subscription

Figure above bar shows percentage point change in prepay since H1 2016



Source: Ofcom Technology Tracker, Half 1 2017

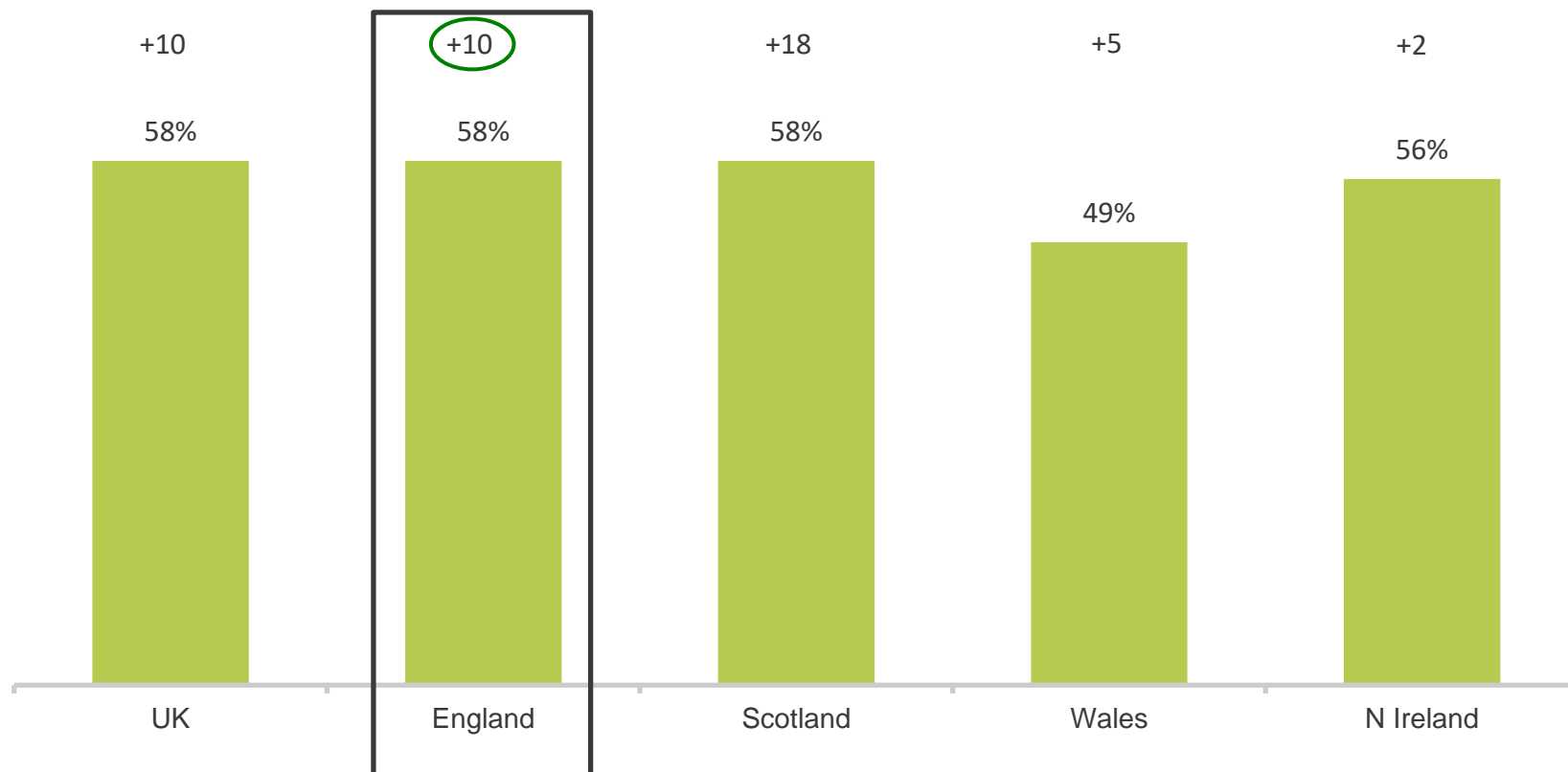
Base: Adults aged 16+ who personally use a mobile phone (n = 3471 UK, 2099 England, 464 Scotland, 451 Wales, 457 Northern Ireland, 1829 England urban, 270 England rural, 243 London, 232 South East, 211 South West, 233 East Midlands, 234 West Midlands, 243 East of England, 239 Yorkshire & Humber, 231 North East, 233 North West, 2043 England 2012, 2020 England 2013, 2055 England 2014, 2080 England 2015, 2083 England 2016, 2099 England 2017)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017, between England urban and rural in 2017 and at the 99% confidence level between England 2016 and 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QD11. Which of these best describes the mobile package you personally use most often?

# 4G take-up

Figure above bar shows % point change from H1 2016



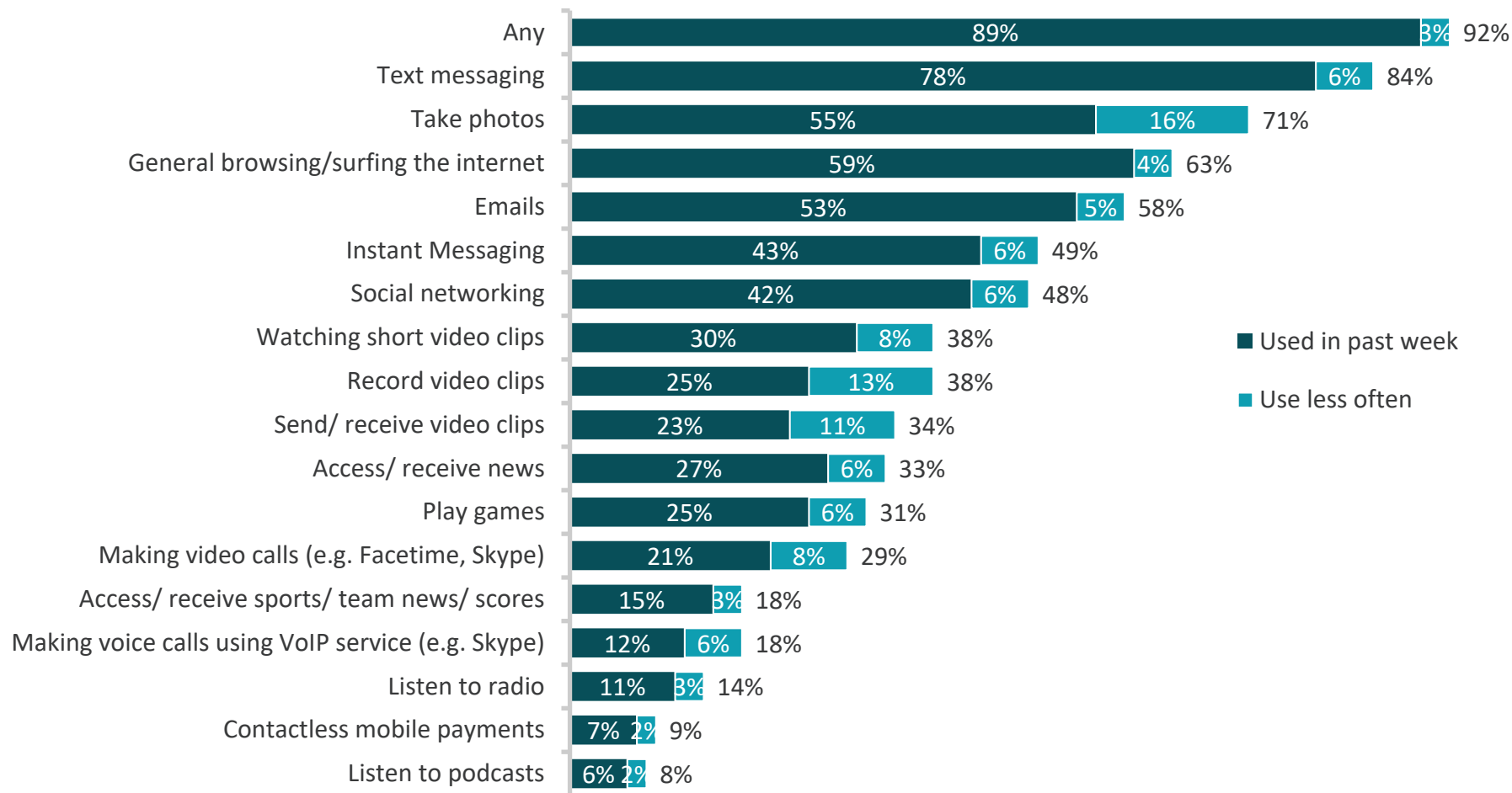
Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 495 Wales, 2245 England, 510 Scotland, 493 Northern Ireland)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017. A circle around the +/- figure above the chart indicates any significant difference at the 99% confidence level between 2016 and 2017 for England.

QD41. Do you have a 4G service? This is a service that enables faster mobile internet access

# Use of mobile applications

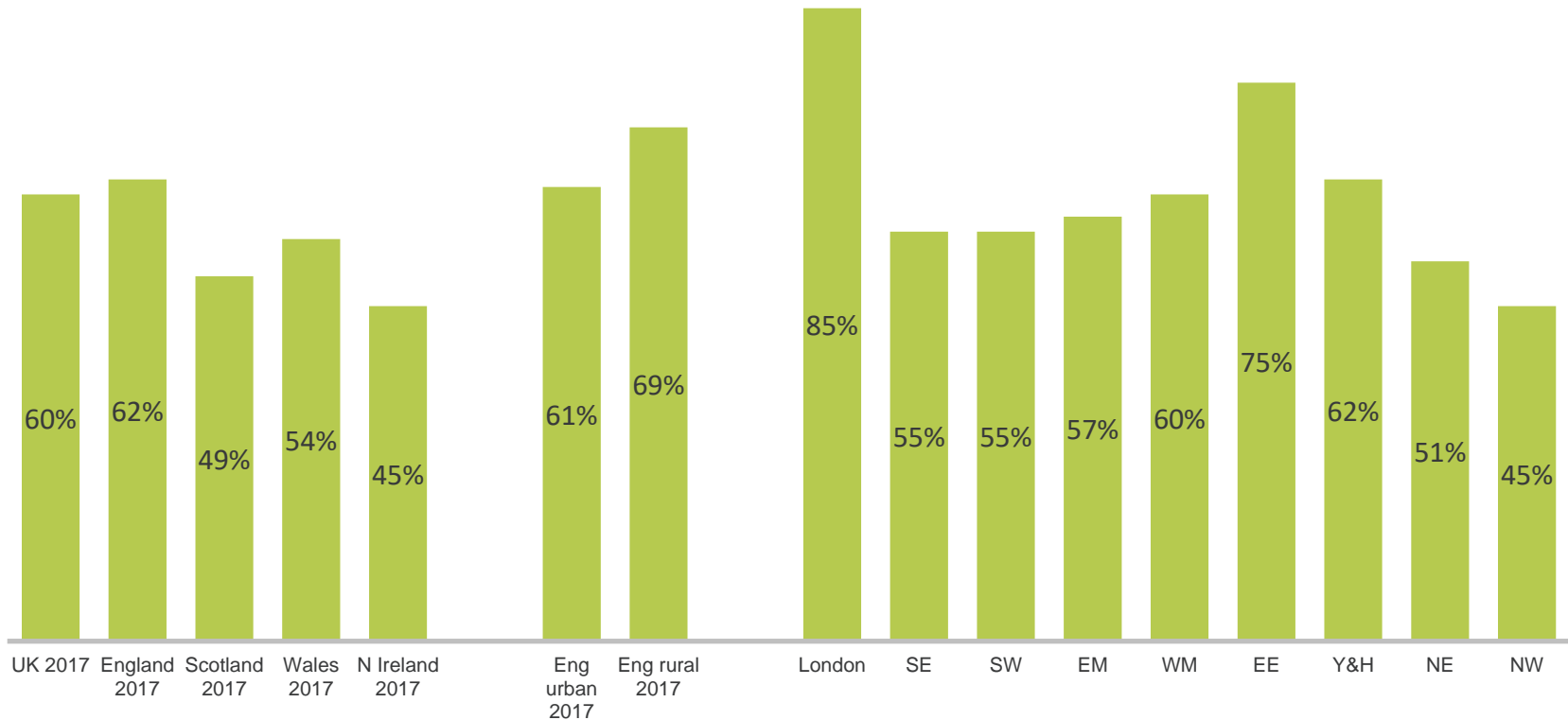


Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ who personally use a mobile phone ((n= 2099 England 2017)

QD28A: Which, if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

# Individual use of Voice over IP

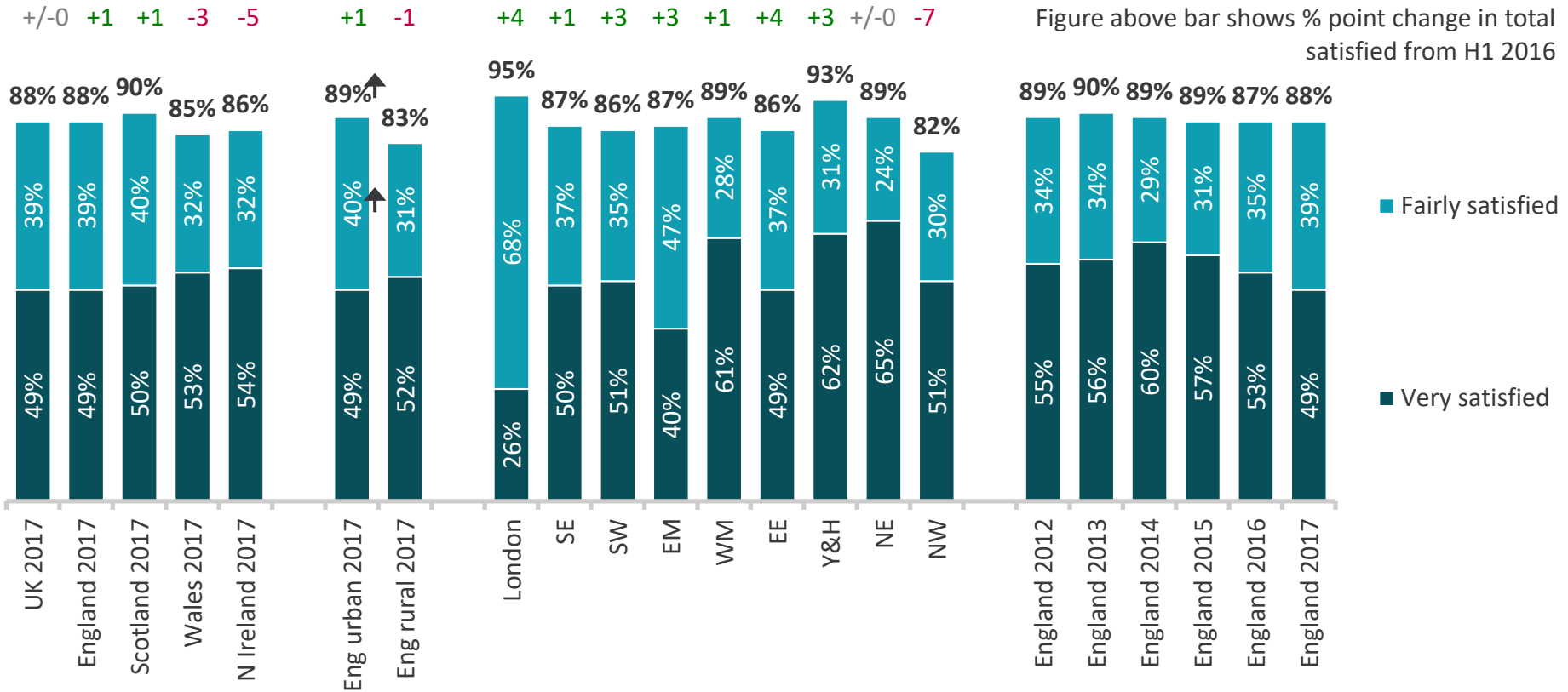


Source: Ofcom Technology Tracker, Half 1 2017

Base: All adults aged 16+ (n = 3743 UK, 2245 England, 510 Scotland, 495 Wales, 493 Northern Ireland, 1959 England urban, 286 England rural, 252 London, 248 South East, 238 South West, 247 East Midlands, 251 West Midlands, 252 East of England, 252 Yorkshire & Humber, 252 North East, 253 North West)

QE30: Have you or anyone in your household ever used one of these services to make voice calls using the internet? (Skype, Vonage, BT Communicator, BT Broadband voice/Home hub, Voipfone, Plusnet (Plustalk), Facebook, WhatsApp, Facetime, other) / QE5A: Which, if any, of these do you use the internet for? (Desktop, laptop, netbook, tablet, smartphone, standard landline, dedicated handset, TV, smartwatch, other)

# Overall satisfaction with landline services



Source: Ofcom Technology Tracker, Half 1 2017

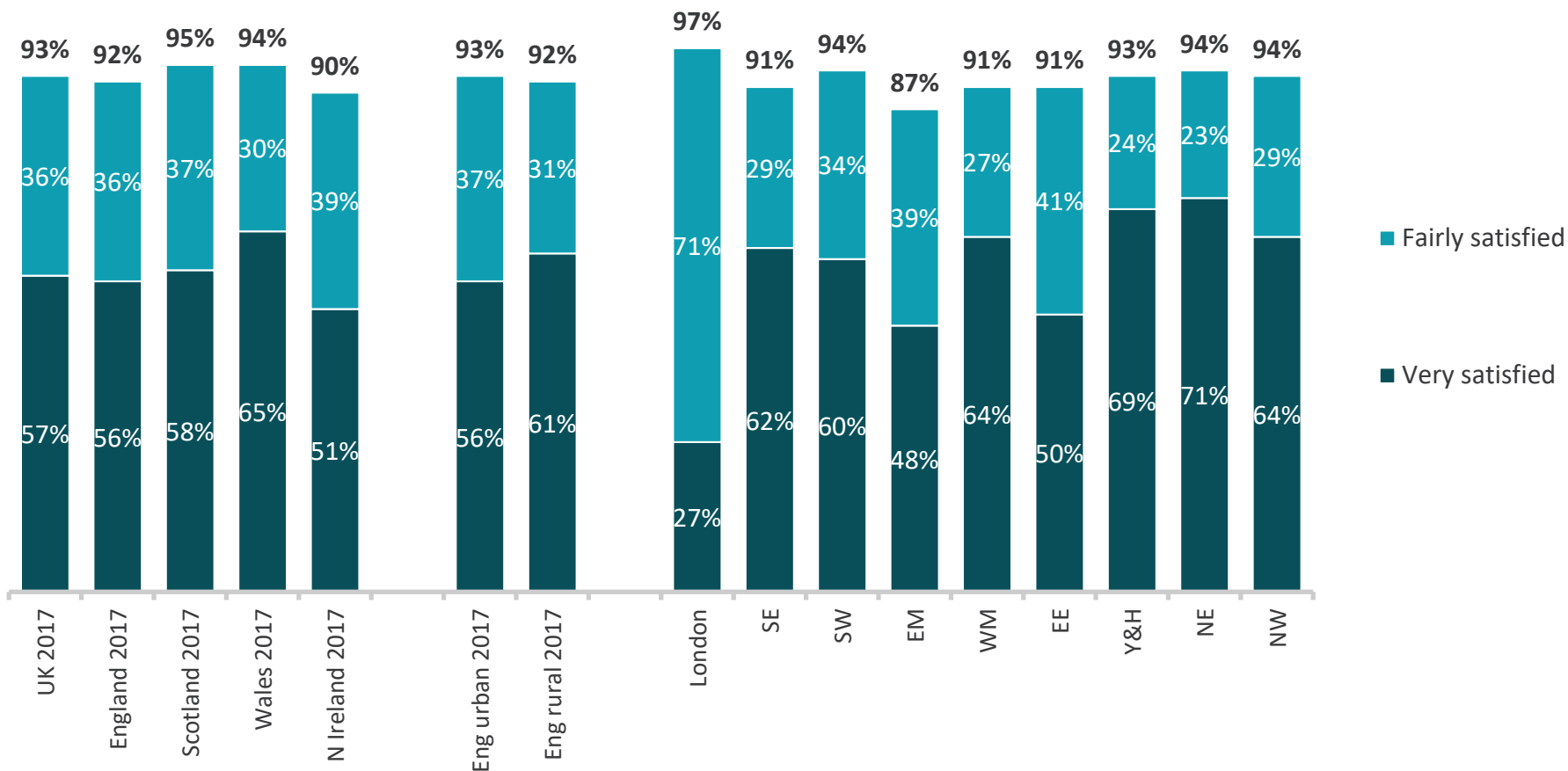
Base: Adults aged 16+ with a landline phone at home (n = 3074 UK, 1840 England, 410 Scotland, 413 Wales, 411 Northern Ireland, 1581 England urban, 259 England rural, 196 London, 226 South East, 213 South West, 205 East Midlands, 191 West Midlands, 221 East of England, 198 Yorkshire & Humber, 198 North East, 192 North West, 1923 England 2012, 1891 England 2013, 1883 England 2014, 1905 England 2015, 1885 England 2016, 1840 England 2017)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between Scotland urban and rural in 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QC13A: Thinking about your home phone service only, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall fixed line service

# Overall satisfaction with TV services



Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ with a TV in the household (n = 3564 UK, 2109 England, 496 Scotland, 476 Wales, 483 Northern Ireland, 1831 England urban, 278 England rural, 206 London, 229 South East, 229 South West, 234 East Midlands, 245 West Midlands, 235 East of England, 241 Yorkshire & Humber, 243 North East, 247 North West)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017.

QH7: How satisfied are you with your TV service from (main supplier) overall?

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall TV service

# Overall satisfaction with mobile phone service

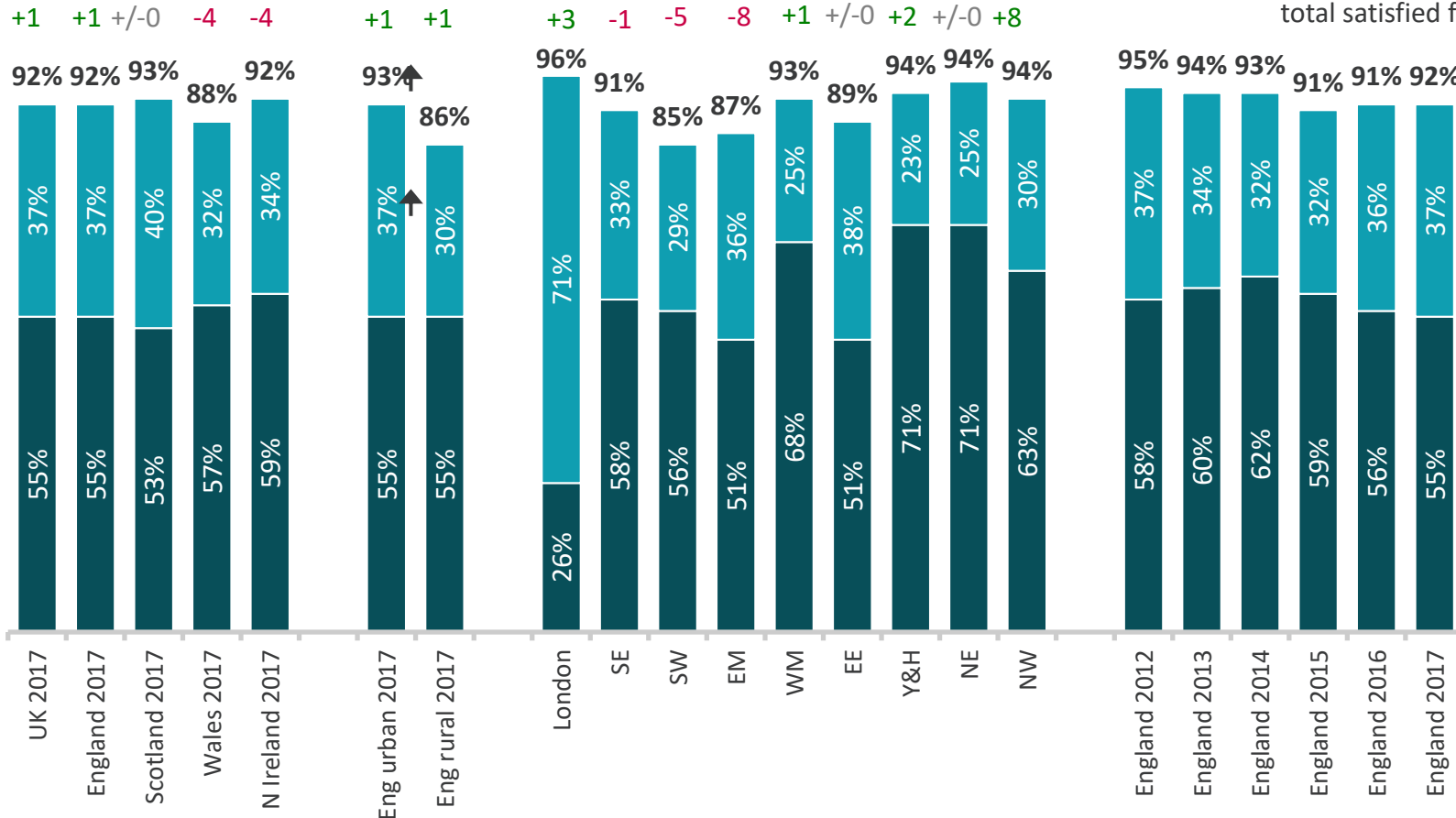


Figure above bar shows % point change in total satisfied from H1 2016

Fairly satisfied  
Very satisfied

Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ who personally use a mobile phone (n = 3471 UK, 2099 England, 464 Scotland, 451 Wales, 457 Northern Ireland, 1829 England urban, 270 England rural, 243 London, 232 South East, 211 South West, 233 East Midlands, 234 West Midlands, 243 East of England, 239 Yorkshire & Humber, 231 North East, 233 North West, 2043 England 2012, 2020 England 2013, 2055 England 2014, 2080 England 2015, 2083 England 2016, 2099 England 2017)

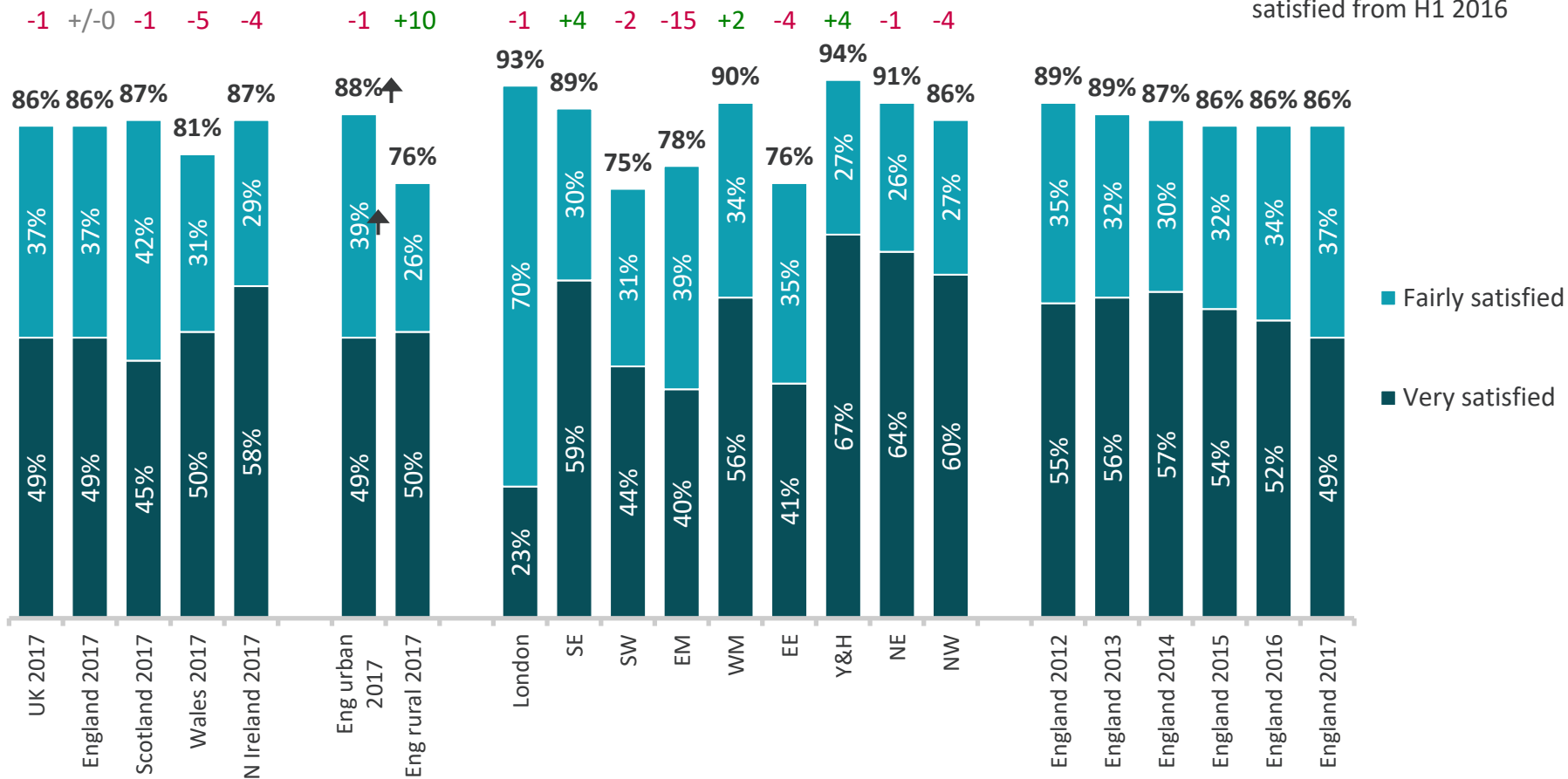
Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QD21A: Thinking about your mobile phone service only, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall mobile service



# Satisfaction with reception of mobile service



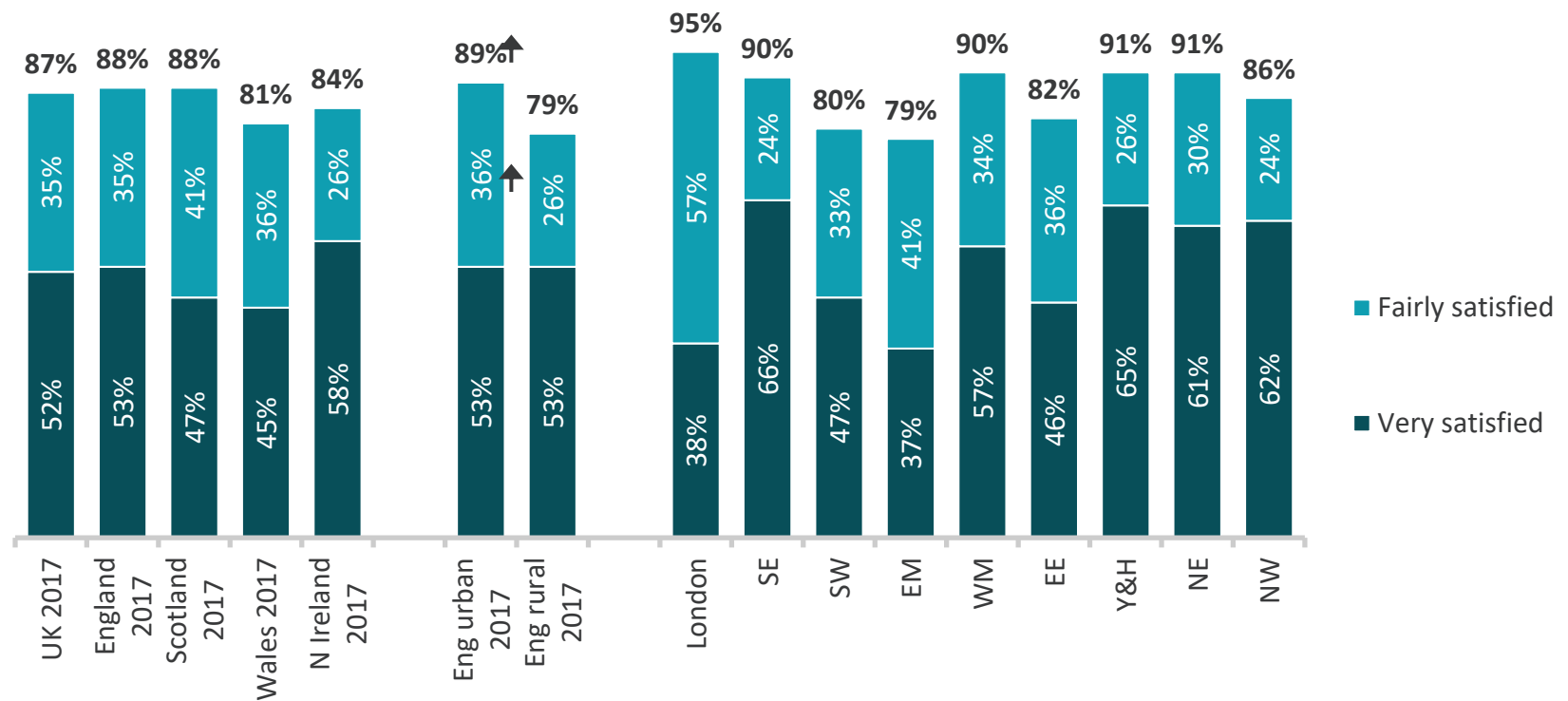
Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ who personally use a mobile phone (n = 3471 UK, 2099 England, 464 Scotland, 451 Wales, 457 Northern Ireland, 1829 England urban, 270 England rural, 243 London, 232 South East, 211 South West, 233 East Midlands, 234 West Midlands, 243 East of England, 239 Yorkshire & Humber, 231 North East, 233 North West, 2043 England 2012, 2020 England 2013, 2055 England 2014, 2080 England 2015, 2083 England 2016, 2099 England 2017)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QD21J. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for reception/ accessing network?

# Satisfaction with ability to connect to the internet via 3G or 4G network



■ Fairly satisfied  
 ■ Very satisfied

Source: Ofcom Technology Tracker, Half 1 2017

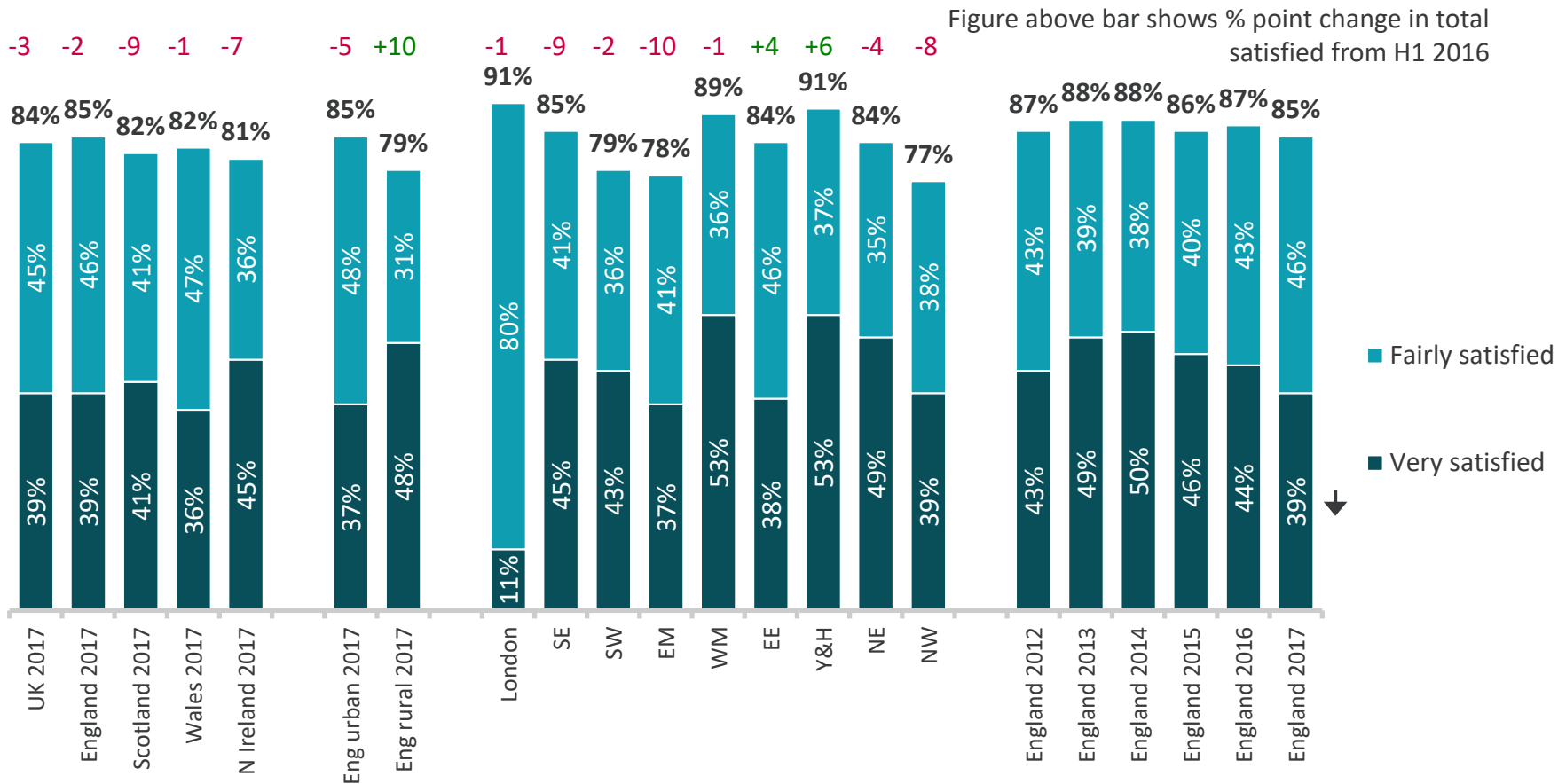
Base: Adults aged 16+ who personally use a smartphone (n = 2487 UK, 1532 England, 319 Scotland, 291 Wales, 345 Northern Ireland, 1446 England urban, 211 England rural, 225 London, 180 South East, 153 South West, 175 East Midlands, 181 West Midlands, 205 East of England, 192 Yorkshire & Humber, 167 North East, 179 North West)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017

QD21K: Thinking about your mobile phone service only, how satisfied are you with (main supplier) for ability to connect to the internet using the mobile network (3G or 4G)?

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with the ability to connect to the internet using the mobile network

# Overall satisfaction with fixed broadband service



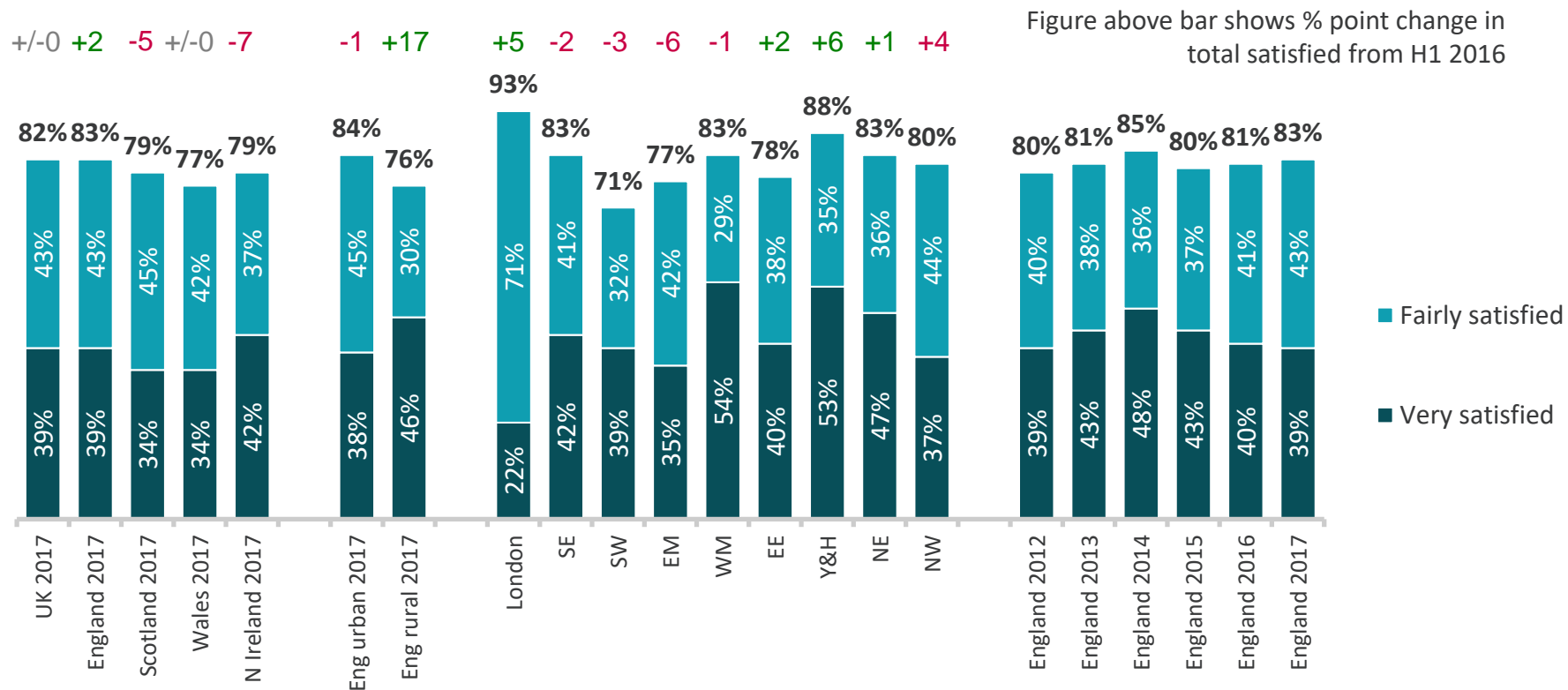
Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ with a fixed broadband connection at home (n = 2928 UK, 1813 England, 357 Scotland, 357 Wales, 383 Northern Ireland, 14568 England urban, 245 England rural, 226 London, 201 South East, 196 South West, 202 East Midlands, 173 West Midlands, 228 East of England, 210 Yorkshire & Humber, 185 North East, 192 North West, 1577 England 2012, 1562 England 2013, 1553 England 2014, 1721 England 2015, 1701 England 2016, 1813 England 2017)

QE8A. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall fixed broadband service

# Satisfaction with speed of fixed broadband connection



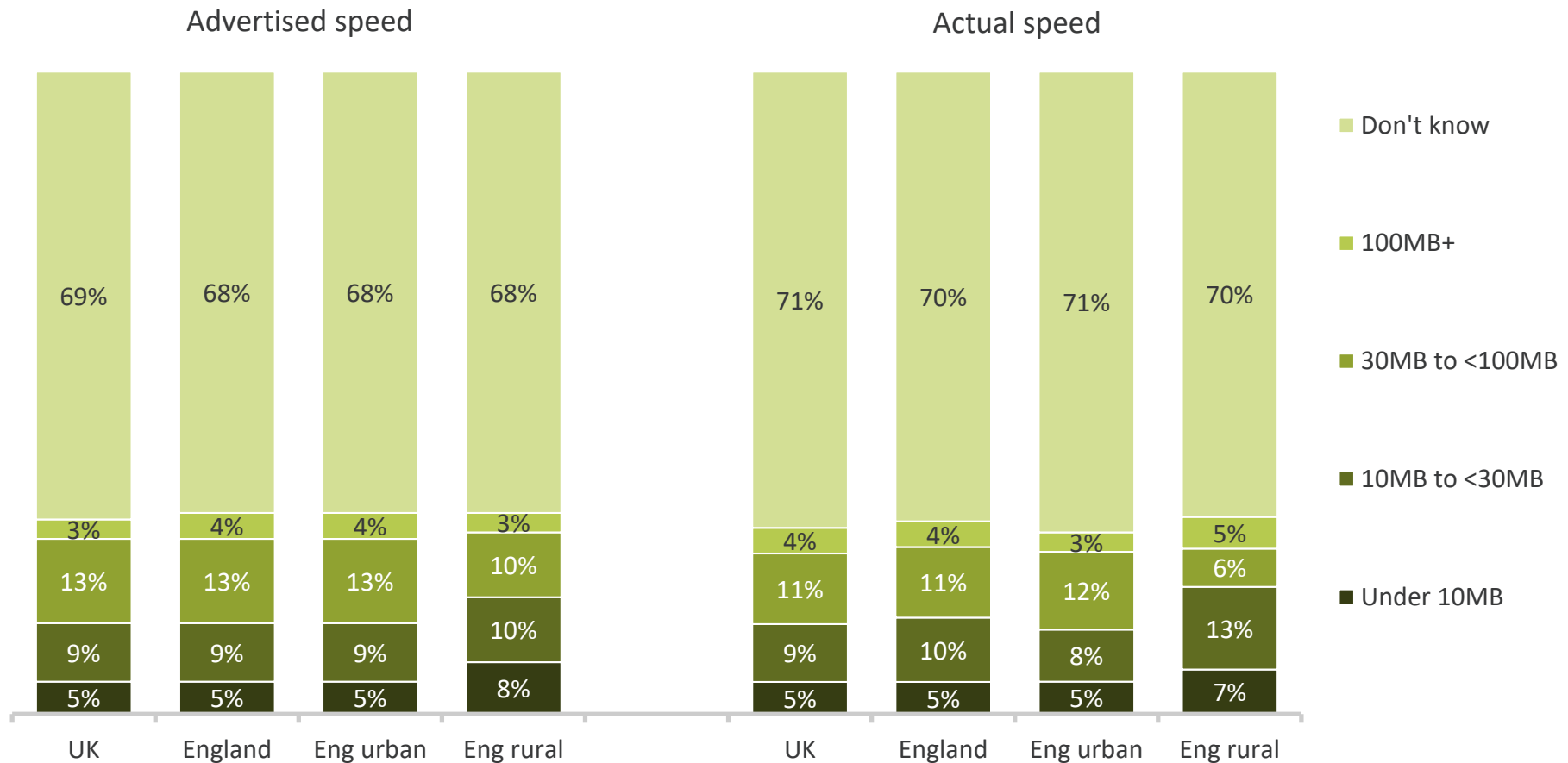
Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ with a fixed broadband connection at home (n = 2928 UK, 1813 England, 357 Scotland, 357 Wales, 383 Northern Ireland, 14568 England urban, 245 England rural, 226 London, 201 South East, 196 South West, 202 East Midlands, 173 West Midlands, 228 East of England, 210 Yorkshire & Humber, 185 North East, 192 North West, 1577 England 2012, 1562 England 2013, 1553 England 2014, 1721 England 2015, 1701 England 2016, 1813 England 2017)

QE8B. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the speed of your service while online (not just the connection)?

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their speed of service while online

# Awareness of advertised and actual broadband speeds in England

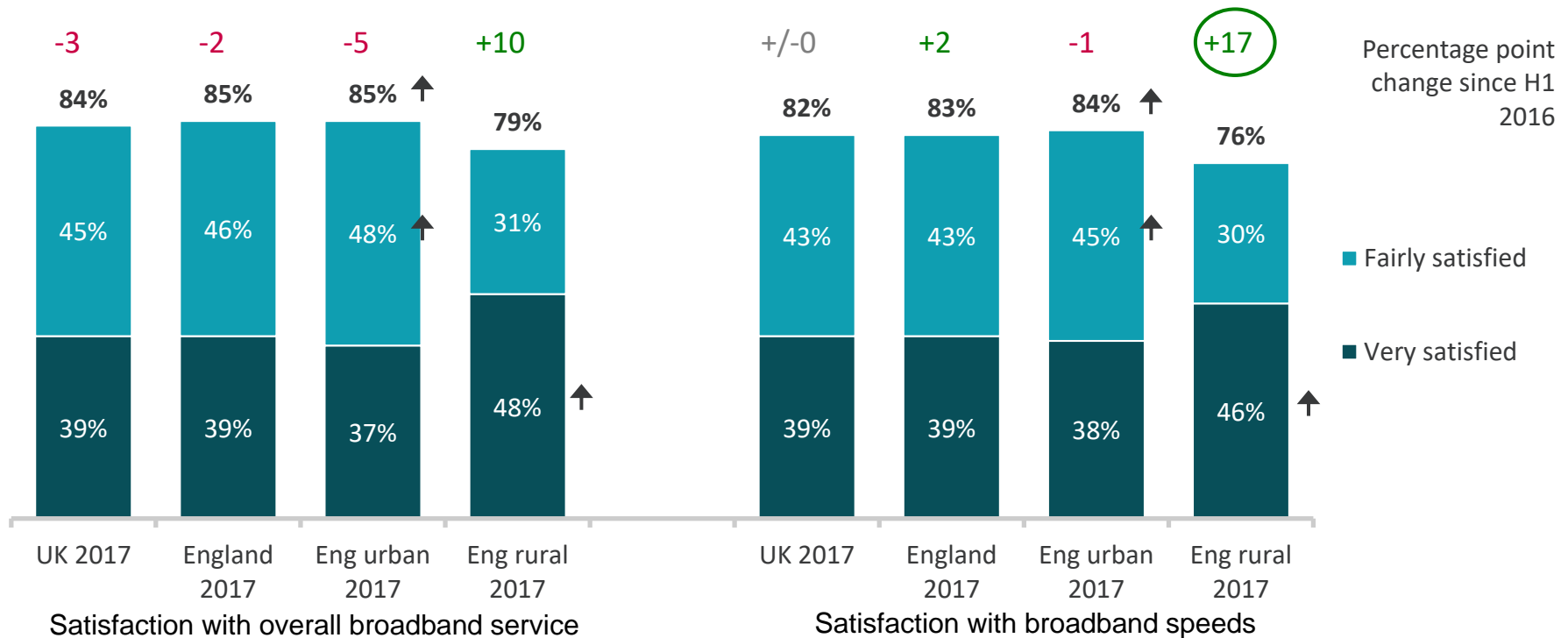


Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ with broadband connection at home (n = 2928 UK, 1813 England, 1568 England urban, 245 England rural)

QENEW11: What was the advertised speed of your fixed broadband home internet connection when you took up your service?/ QE11A: What is the actual speed of your fixed broadband home internet connection?

# Satisfaction with overall service and speed of fixed broadband connection



Source: Ofcom Technology Tracker, Half 1 2017

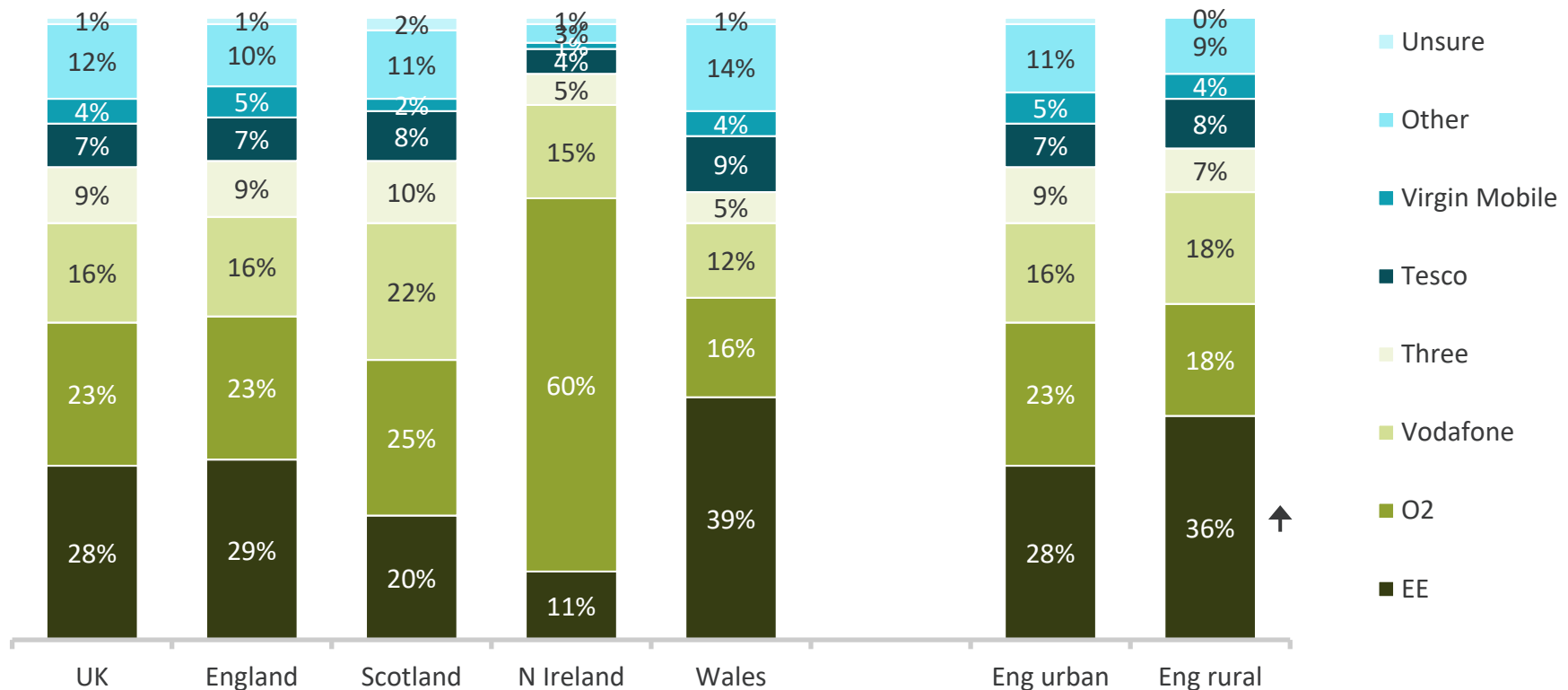
Base: Adults aged 16+ with broadband connection at home (n = 2928 UK, 1813 England, 1568 England urban, 245 England rural)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their speed of service while online

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017. Circles around the +/- figures above the chart indicate any significant difference at the 99% confidence level between 2016 and 2017 for England, urban and rural, and English regions.

QE8A/B. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the overall service/ for the speed of your service while online (not just the connection)?

# Mobile network provider used most often



Source: Ofcom Technology Tracker, Half 1 2017

Base: Adults aged 16+ who personally use a mobile phone (n = 3471 UK, 2099 England, 464 Scotland, 451 Wales, 457 Northern Ireland, 1829 England urban, 270 England rural)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between England and UK in 2017 and between England urban and rural in 2017.

QD10: Which mobile network do you use most often