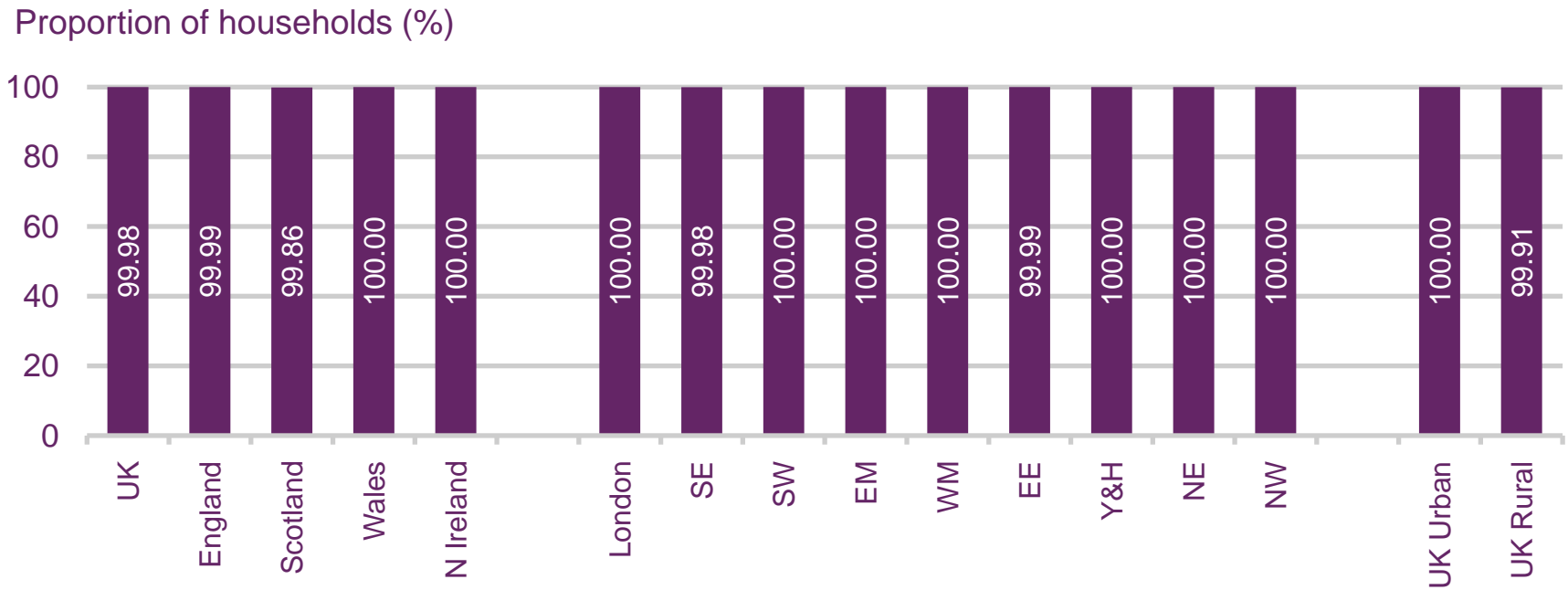


Figure 5.1

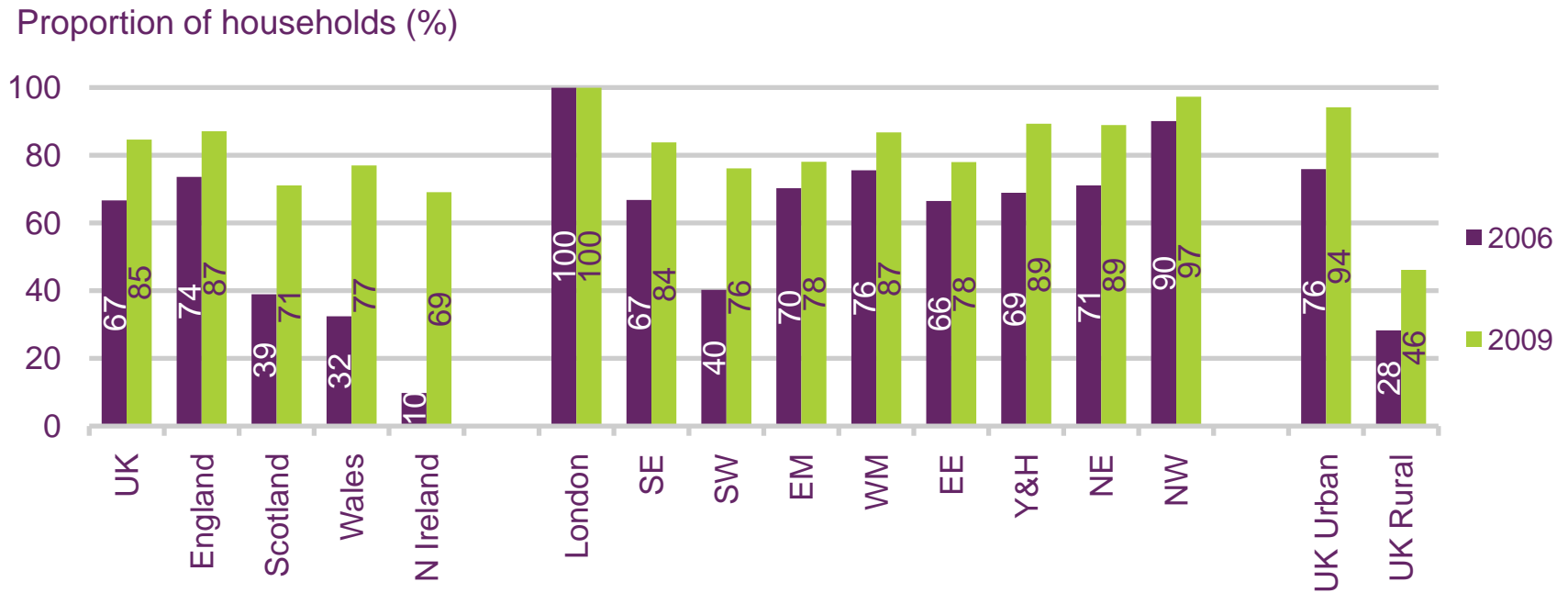
Proportion of households connected to a DSL-enabled BT exchange



Source: Ofcom / BT, December 2009 data

Figure 5.2

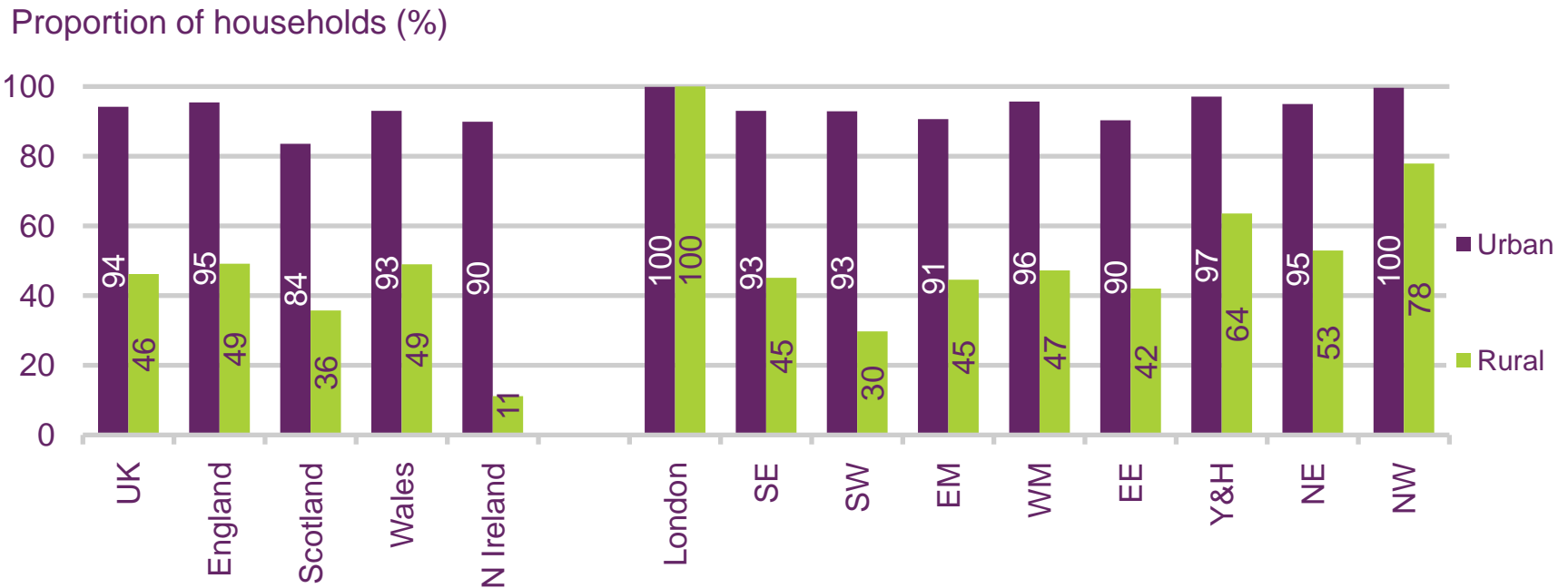
Proportion of households in connected to an unbundled local exchange



Source: Ofcom / BT, December 2009 data

Figure 5.3

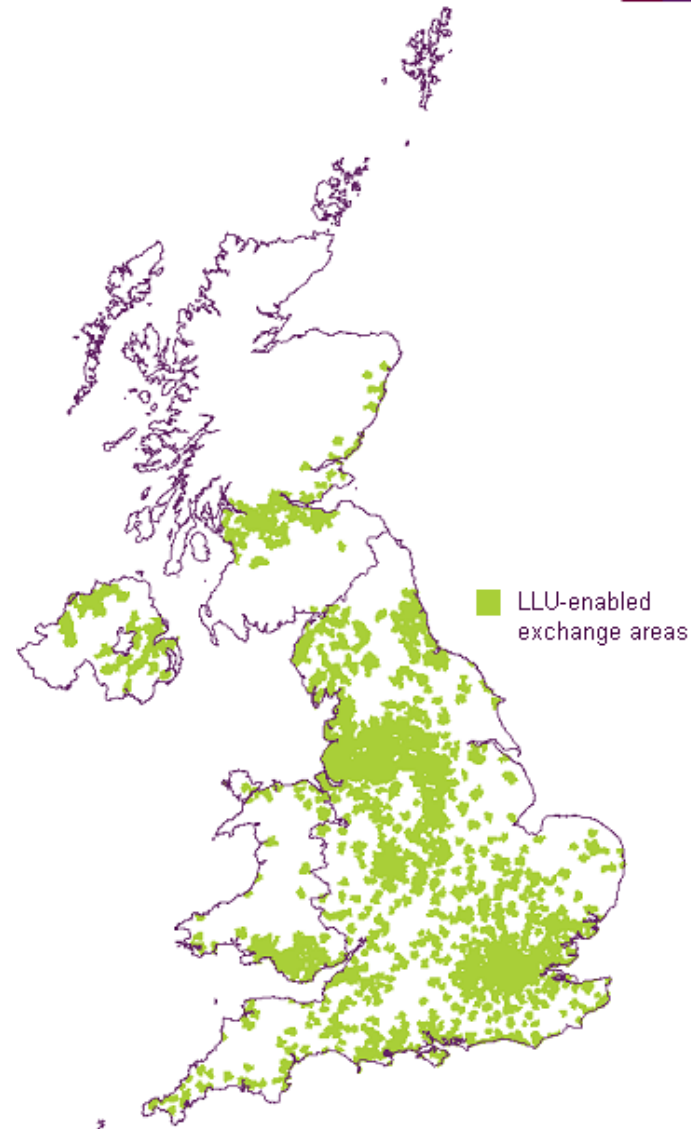
Proportion of households in urban and rural areas connected to an unbundled exchange



Source: Ofcom / BT, December 2009 data

Figure 5.4

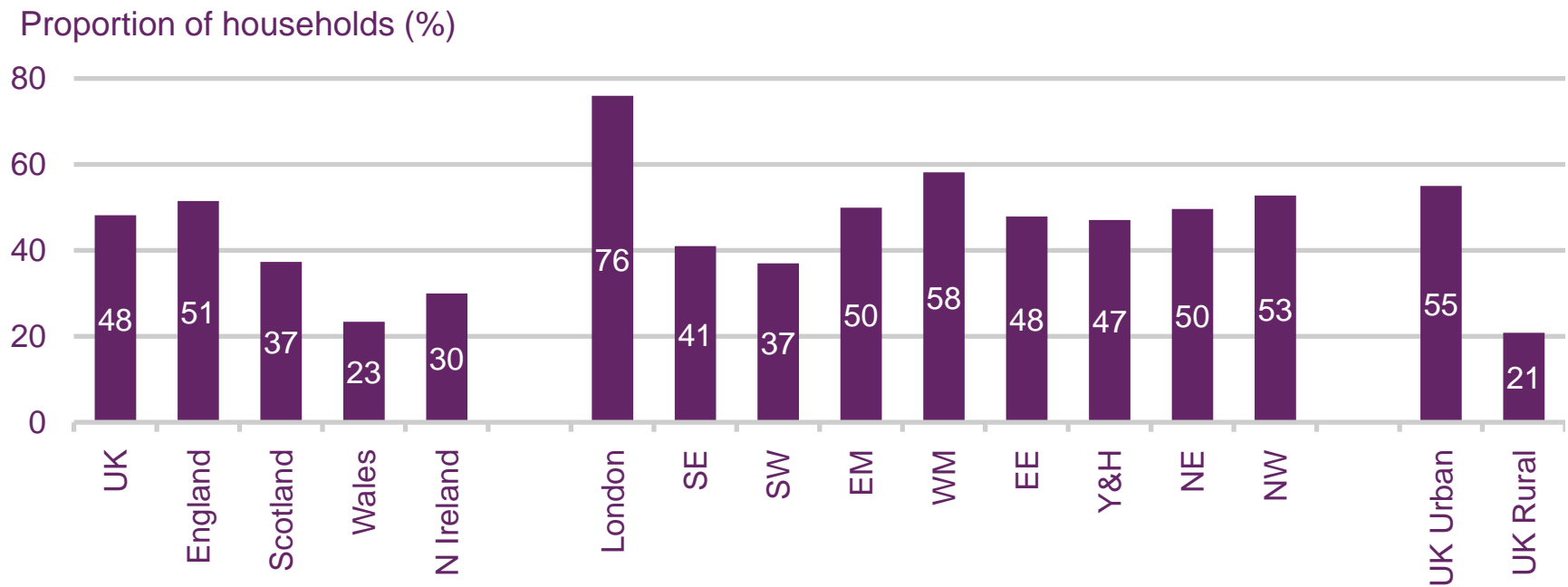
Map showing areas served by unbundled local exchanges



Source: Ofcom/BT, September 2008 data

Figure 5.5

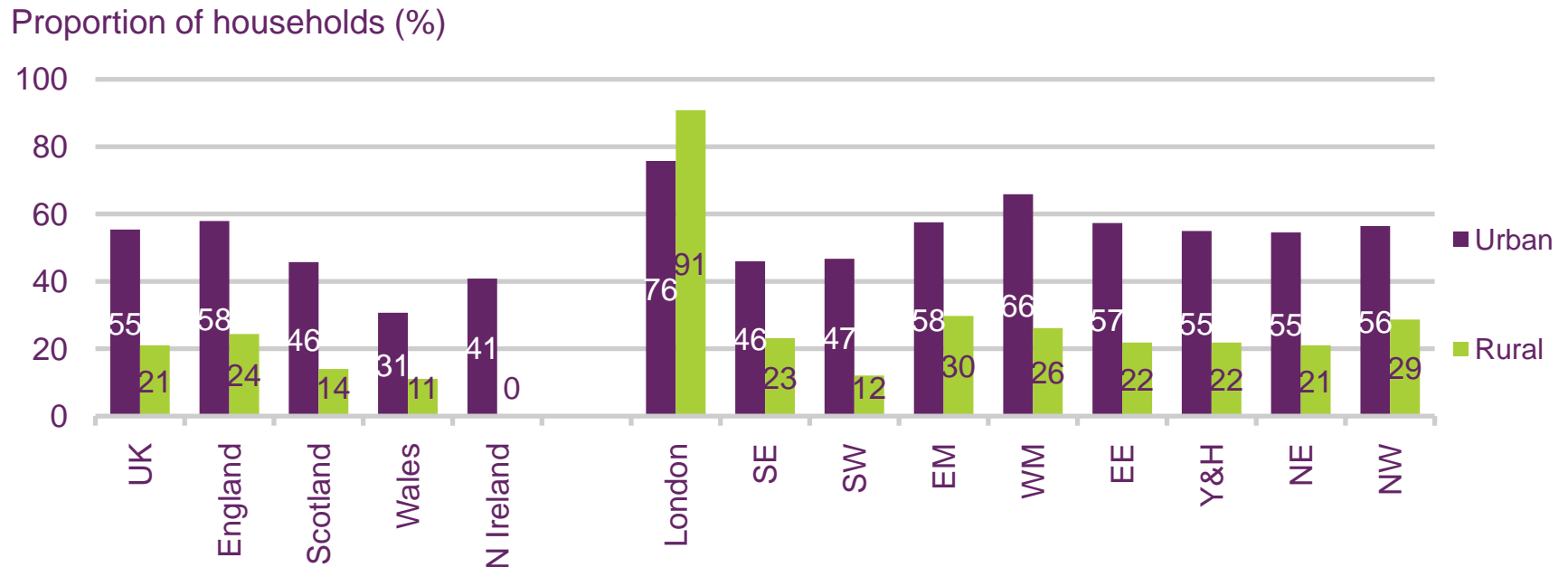
Proportion of households passed by Virgin Media broadband



Source: Ofcom / Virgin Media, December 2009 data

Figure 5.6

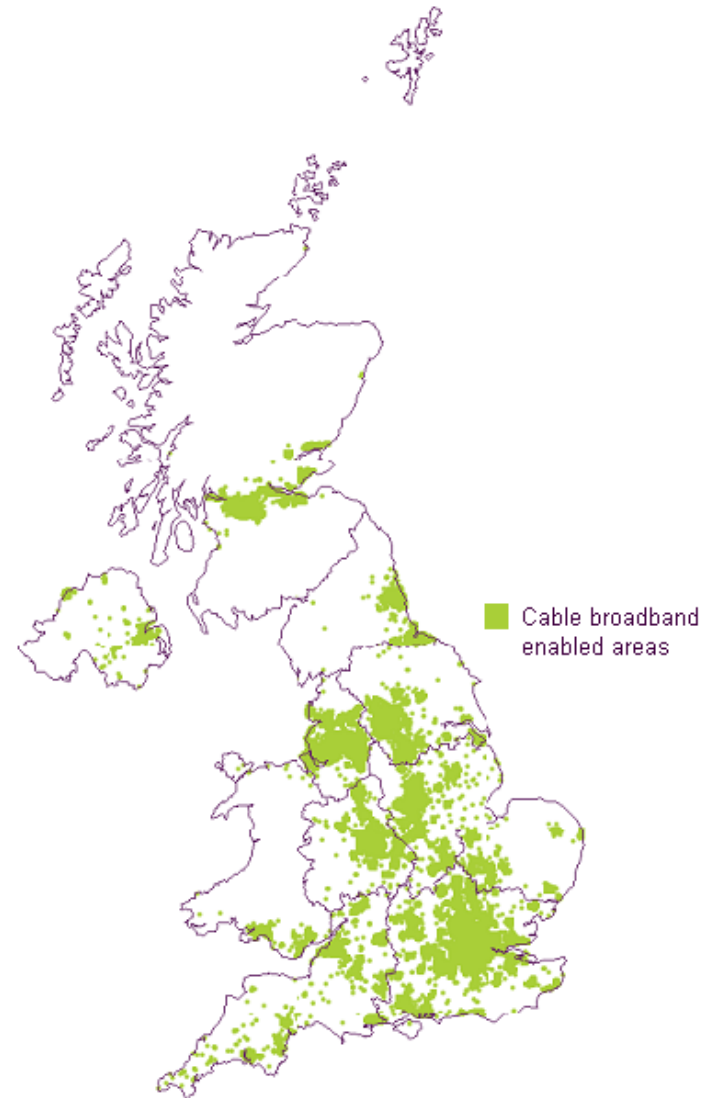
Proportion of households in urban and rural areas passed by Virgin Media broadband



Source: Ofcom/Virgin Media, December 2009 data

Figure 5.7

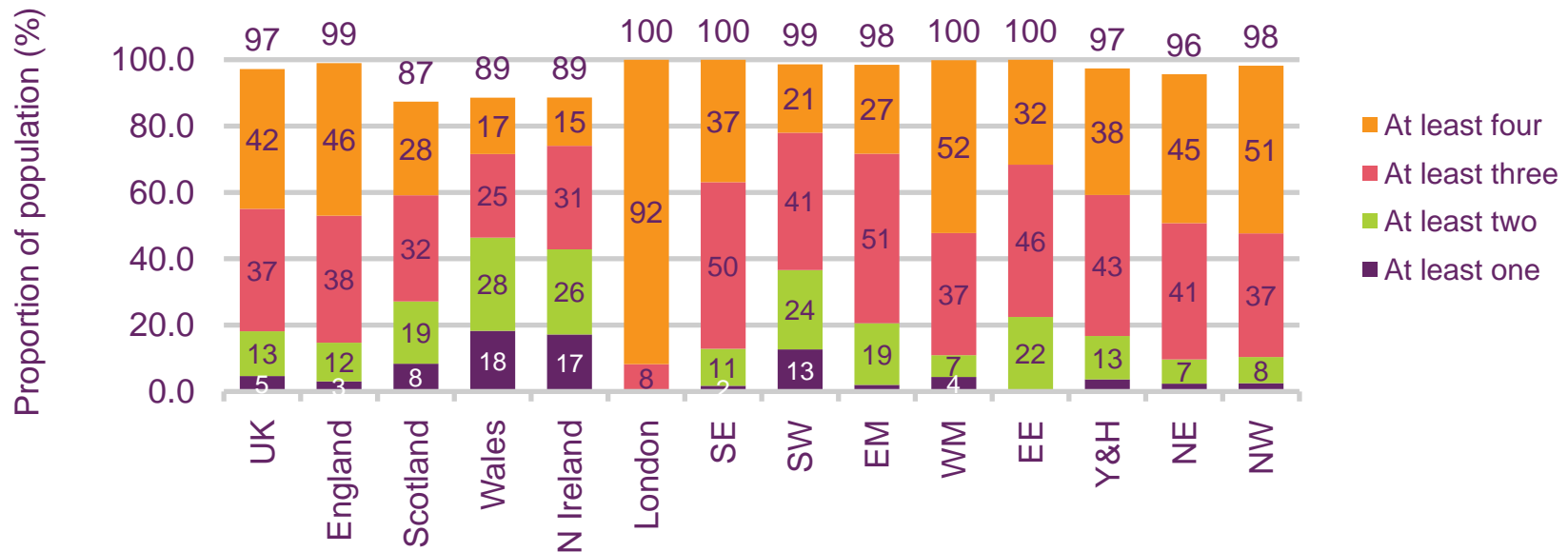
Map of the availability of Virgin Media cable broadband



Source: Ofcom/Virgin Media, September 2008 data

Figure 5.8

2G mobile phone population coverage (90%) – by number of operators



Source: Ofcom/ GSM Association / Europa Technologies; Q1 2010

Note: Figures show the percentage of population within postcode districts where at least one or four operators had at least 90% 2G area coverage; data not directly comparable to that published in the 2009 report.

Figure 5.9

2G mobile phone geographic coverage (90%) – by number of operators

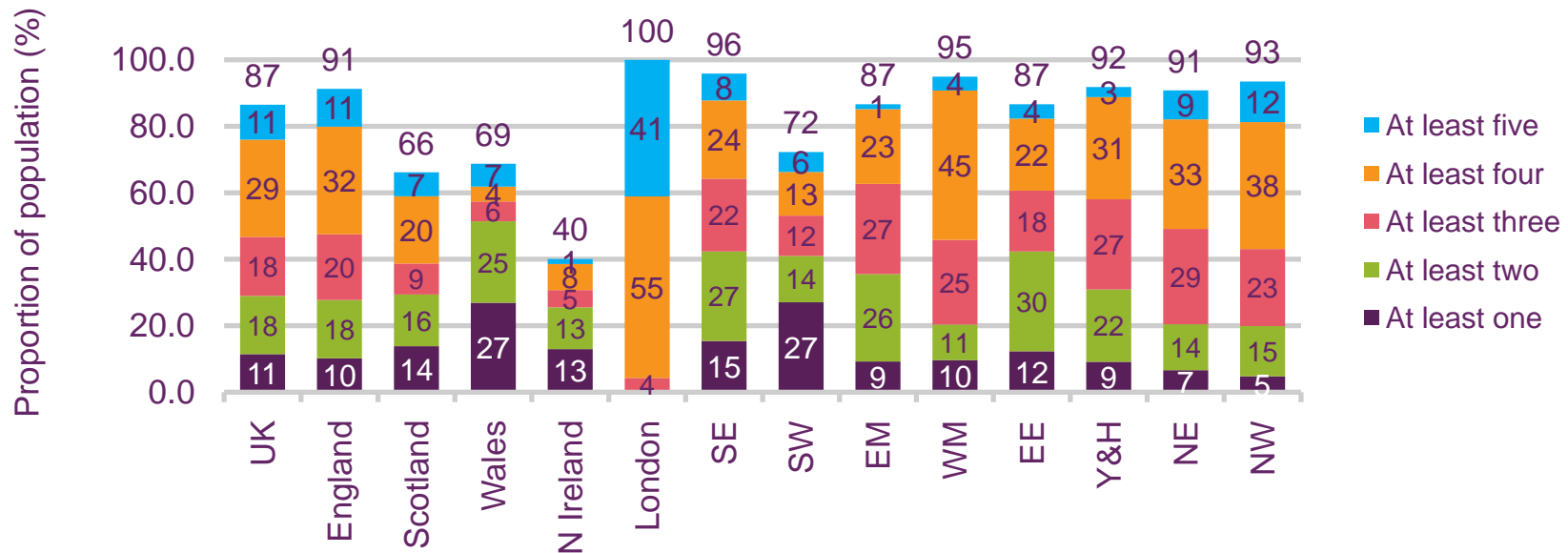


Source: Ofcom/ GSM Association / Europa Technologies; Q2 2010

Note: Figures show the percentage of population within postcode districts where at least one or four operators had at least 90% 2G area coverage; data not directly comparable to that published in the 2009 report.

Figure 5.10

3G mobile phone population coverage (90%) – by number of operators

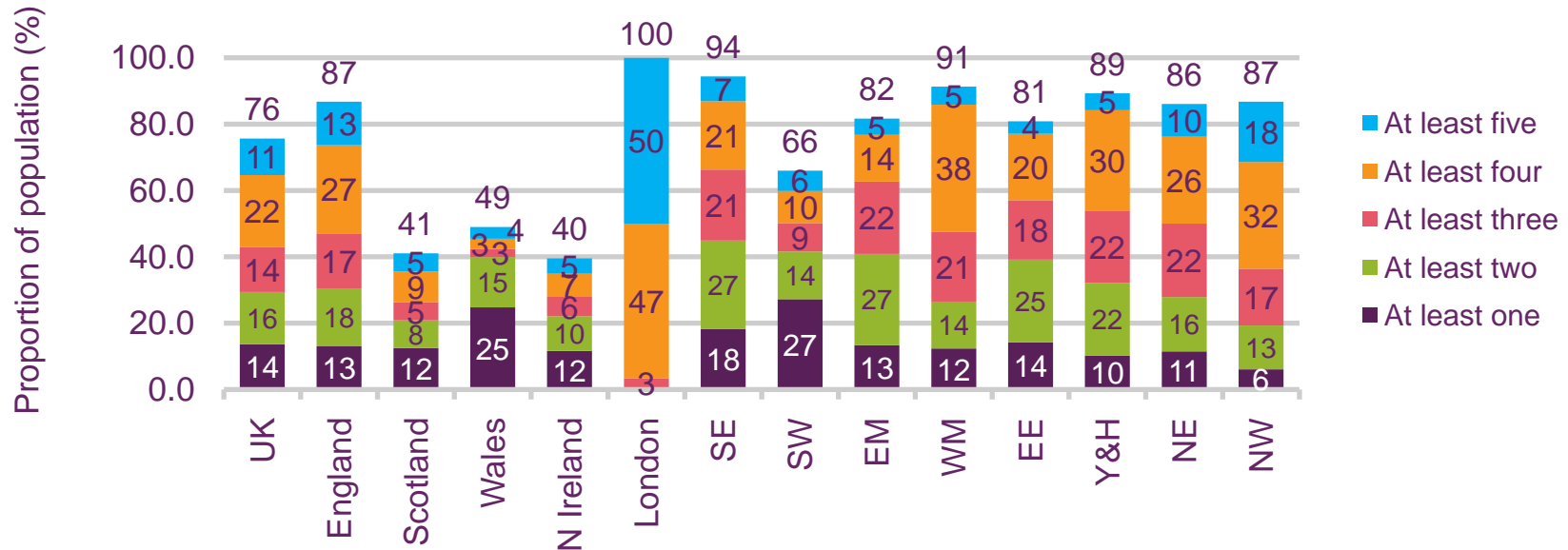


Source: Ofcom/ GSM Association / Europa Technologies; Q2 2010

Note: Figures show the percentage of population within postcode districts where at least one or four operators had at least 90% 2G area coverage; data not directly comparable to that published in the 2009 report.

Figure 5.11

3G mobile phone geographic coverage (90%) – by number of operators



Source: Ofcom/ GSM Association / Europa Technologies; Q2 2010

Note: Figures show the percentage of population within postcode districts where at least one or four operators had at least 90% 2G area coverage; data not directly comparable to that published in the 2009 report.

Figure 5.12

Take-up of communications services, 2010

		UK	N. Ireland	England	Scotland	Wales	UK Urban	UK Rural
Individual								
Voice telephony	Fixed Line	85%	81%	86%	79%	79%	84%	91%
	Mobile	89%	88%	90%	85%	89%	89%	90%
Internet	PC	76%	75%	77%	66%	70%	75%	80%
	Total Internet	73%	73%	75%	64%	66%	73%	77%
	Broadband (fixed and mobile)	71%	70%	73%	61%	64%	70%	75%
	Fixed Broadband	65%	62%	66%	54%	57%	64%	71%
	Mobile Broadband	15%	14%	15%	12%	16%	16%	11%

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? / 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?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 7511 UK urban, 1502 UK rural)

Figure 5.12

Summary of telecoms and internet take-up by NI regions

		N Ireland	NI urban	NI rural	Belfast Metropolitan area	Rest of NI
Individual						
Voice telephony	Fixed Line	81%	79%	87%	81%	81%
	Mobile	88%	87%	90%	87%	89%
Internet	PC	75%	73%	79%	78%	73%
	Total Internet	73%	71%	76%	76%	71%
	Broadband (fixed and mobile)	70%	69%	72%	73%	68%
	Fixed Broadband	62%	60%	68%	67%	59%
	Mobile Broadband	14%	16%	10%	12%	15%

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? / 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?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 761 Northern Ireland, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 5.13

Fixed line take-up

Figure above bar shows % point change in fixed line take-up from Q1 2009



QC1. Is there a landline phone in your home that can be used to make and receive calls?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 5.14

Mobile take-up

Figure above bar shows % point change in use of mobile phones from Q1 2009



QD2. Do you personally use a mobile phone?

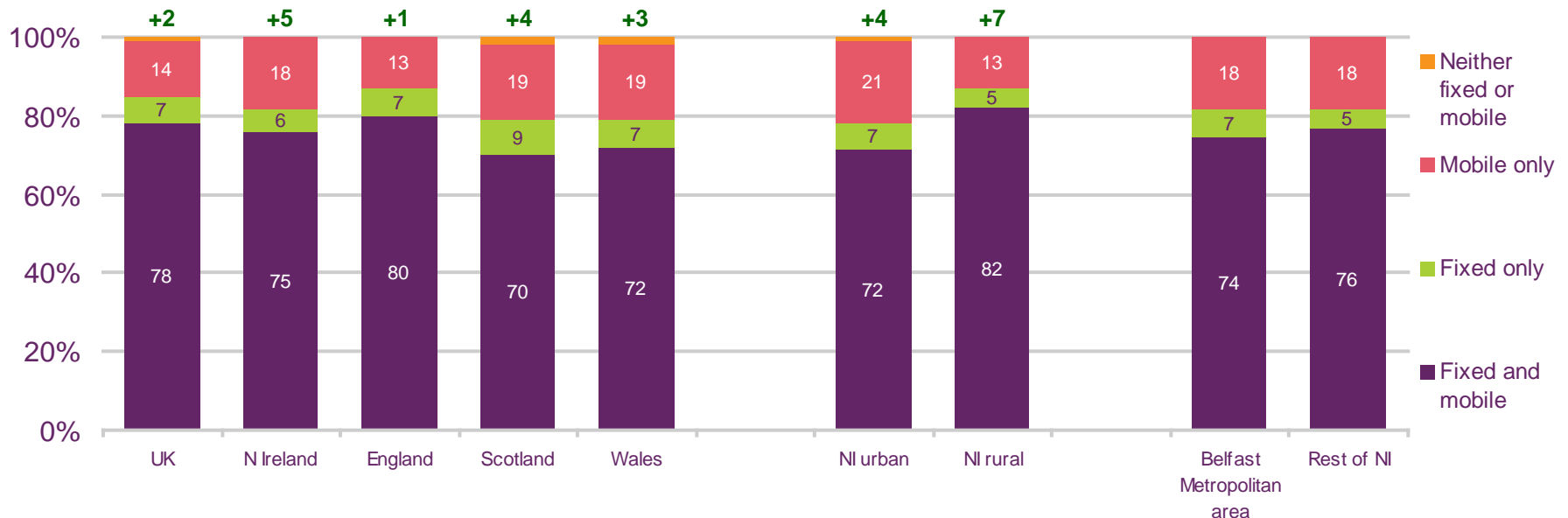
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 5.15

Cross-ownership of household telephony services

Figure above bar shows % point change in mobile only from Q1 2009



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?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 5.16

Type of mobile subscription

Figure above bar shows % point change in prepay from Q1 2009



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

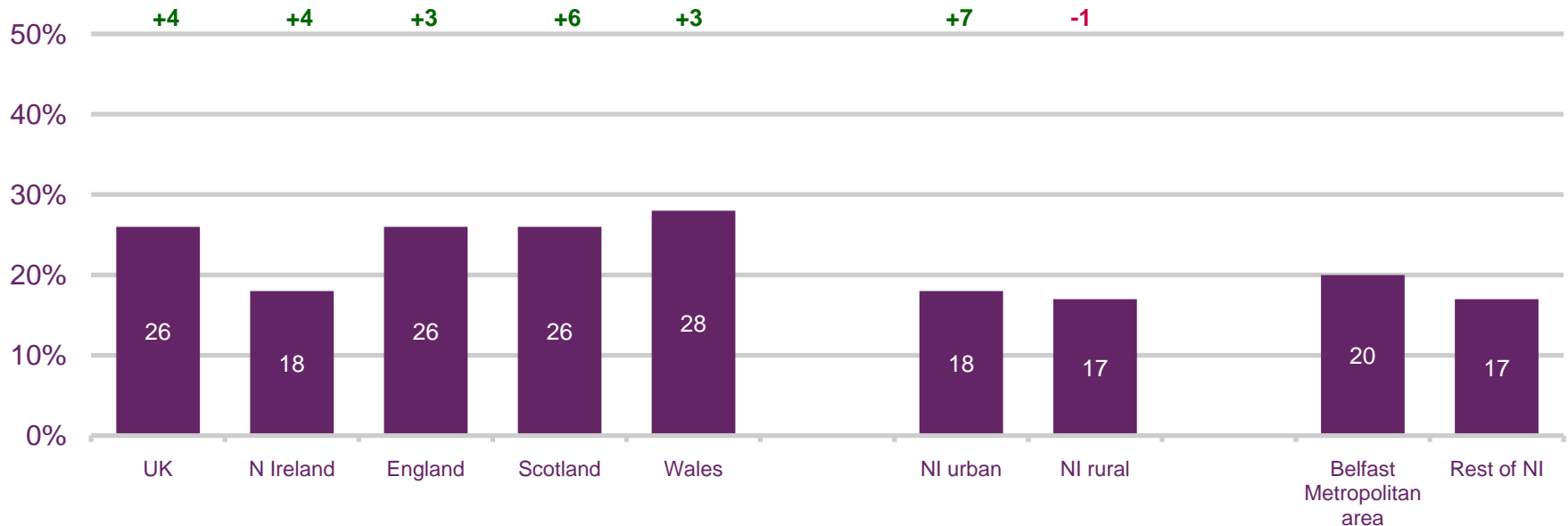
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 658 Northern Ireland, 5008 England, 1237 Scotland, 923 Wales, 428 Northern Ireland urban, 230 Northern Ireland rural, 298 Belfast Metropolitan area, 360 Rest of NI)

Figure 5.17

Take-up of 3G telephony services

Figure above bar shows % point change in use of 3G from Q1 2009



QD24B: Do you personally use a 3G mobile handset – third generation mobile phones allow you to send and receive data at high speeds, allowing you to carry out activities such as making and receiving video calls – this might be for business or personal use?

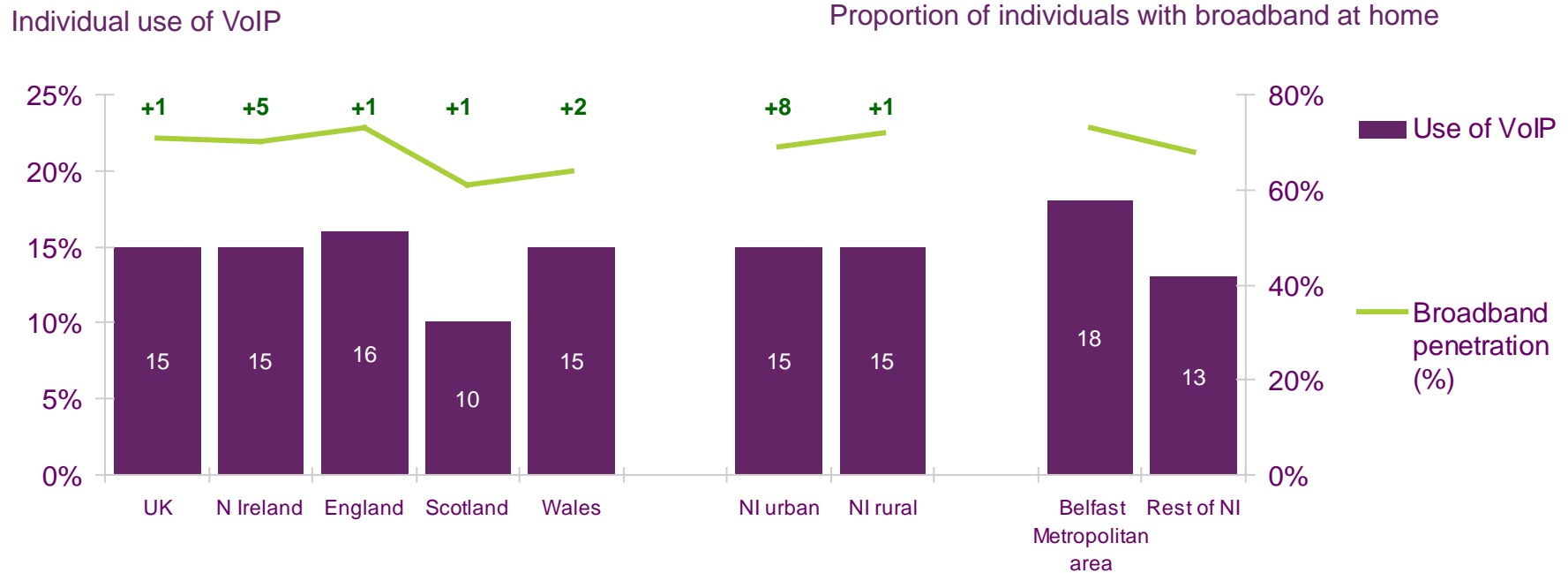
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 5.18

Proportion of adults living in a household that has used VoIP

Figure above bar shows % point change in current use of VoIP from Q1 2009



QE29. Before now, were you aware that you could make voice calls using the internet?/ QE30. Have you or anyone in your household ever used one of these services to make voice calls using the internet?

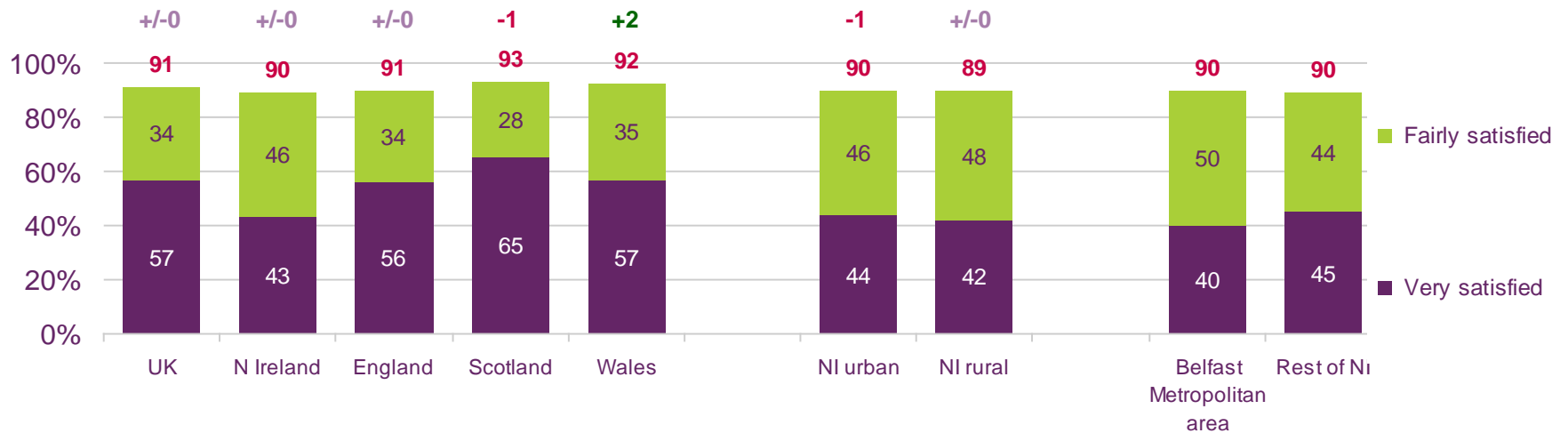
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 5.19

Overall satisfaction with fixed line services

Figure above bar shows % point change in total satisfied from Q1 2009



QC13a. Thinking about your home phone service only, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Source: Ofcom research, Quarter 1 2010

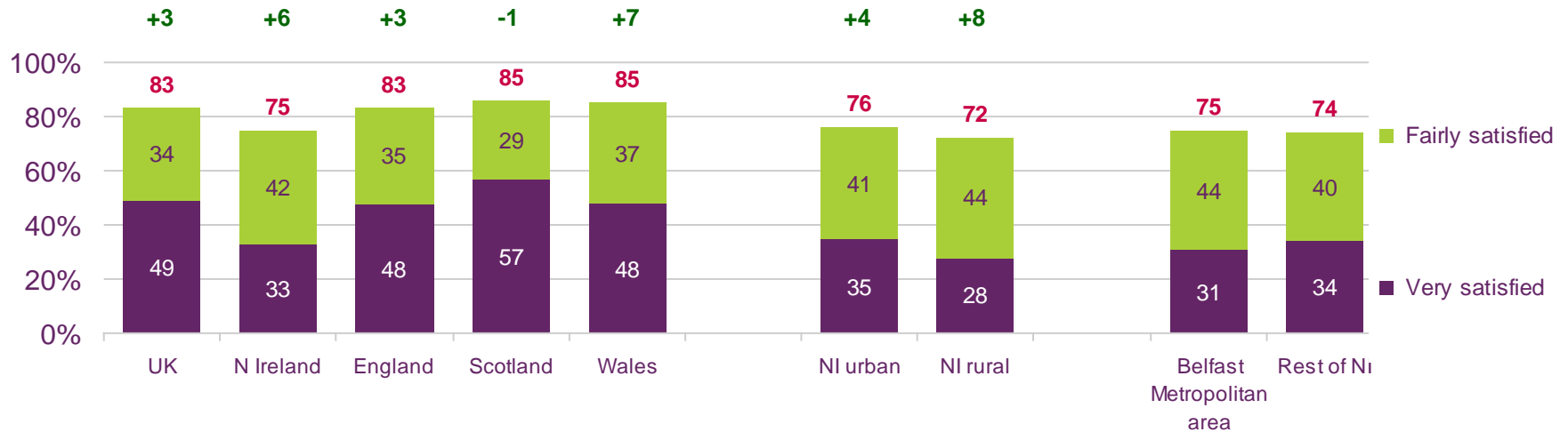
Base: Adults aged 15+ with a landline phone at home (n = 7494 UK, 628 Northern Ireland, 4851 England, 1141 Scotland, 874 Wales, 402 Northern Ireland urban, 226 Northern Ireland rural, 291 Belfast Metropolitan area, 337 Rest of NI)

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

Figure 5.20

Satisfaction with value for money of fixed line service

Figure above bar shows % point change in total satisfied from Q1 2009



QC13b. Thinking about your home phone service only, how satisfied are you with (main supplier) for the overall value for money from your service? Source: Ofcom research, Quarter 1 2010

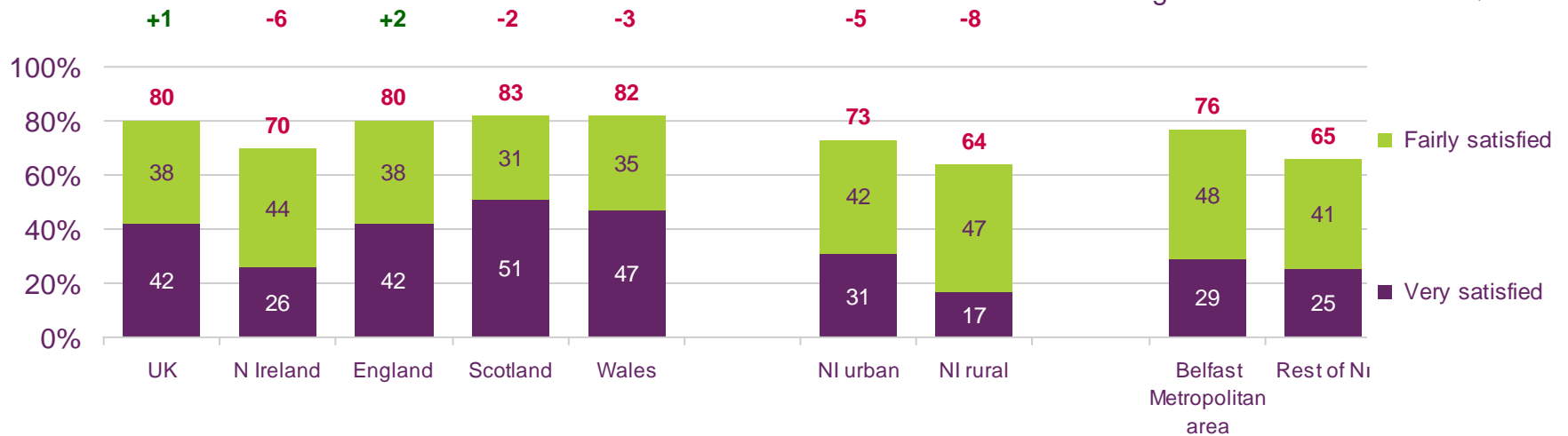
Base: Adults aged 15+ with a landline phone at home (n = 7494 UK, 628 Northern Ireland, 4851 England, 1141 Scotland, 874 Wales, 402 Northern Ireland urban, 226 Northern Ireland rural, 291 Belfast Metropolitan area, 337 Rest of NI)

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

Figure 5.21

Satisfaction with speed of fixed broadband connection

Figure above bar shows % point change in total satisfied from Q1 2009



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)?

Source: Ofcom research, Quarter 1 2010

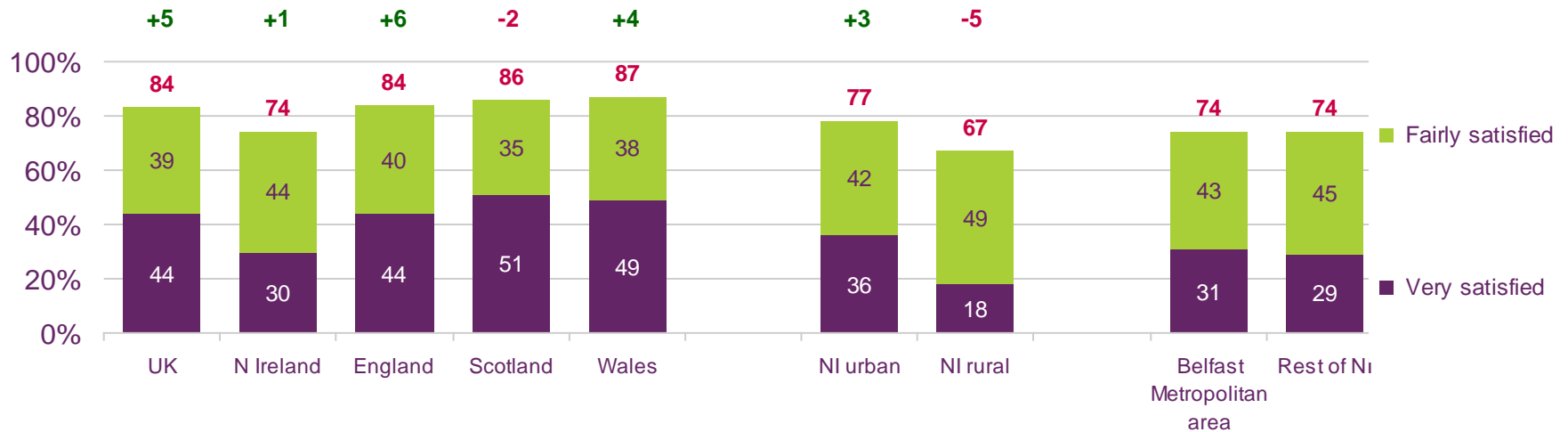
Base: Adults aged 15+ with a fixed broadband connection at home (n= 5410 UK, 469 Northern Ireland, 3559 England, 778 Scotland, 604 Wales, 297 Northern Ireland urban, 173 Northern Ireland rural, 230 Belfast Metropolitan area, 239 Rest of NI)

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

Figure 5.22

Satisfaction with value for money of fixed broadband service

Figure above bar shows % point change in total satisfied from Q1 2009



QE8c. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the overall value for money of your service?

Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with a fixed broadband connection at home (n= 5410 UK, 469 Northern Ireland, 3559 England, 778 Scotland, 604 Wales, 297 Northern Ireland urban, 173 Northern Ireland rural, 230 Belfast Metropolitan area, 239 Rest of NI)

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

Figure 5.23

Overall satisfaction with mobile broadband



QE8aa. Thinking about your mobile broadband internet service, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

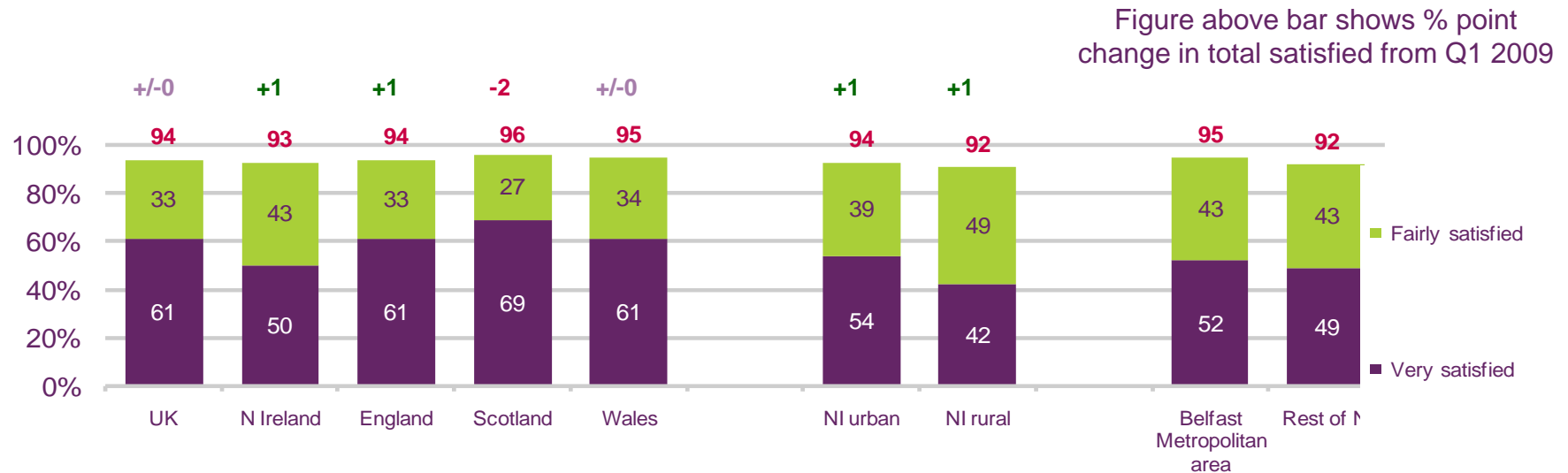
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with a mobile broadband connection (n= 1353 UK, 874 England, 208 Scotland, 166 Wales, 105 Northern Ireland)

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

Figure 5.24

Overall satisfaction with mobile phone service



QD21a. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

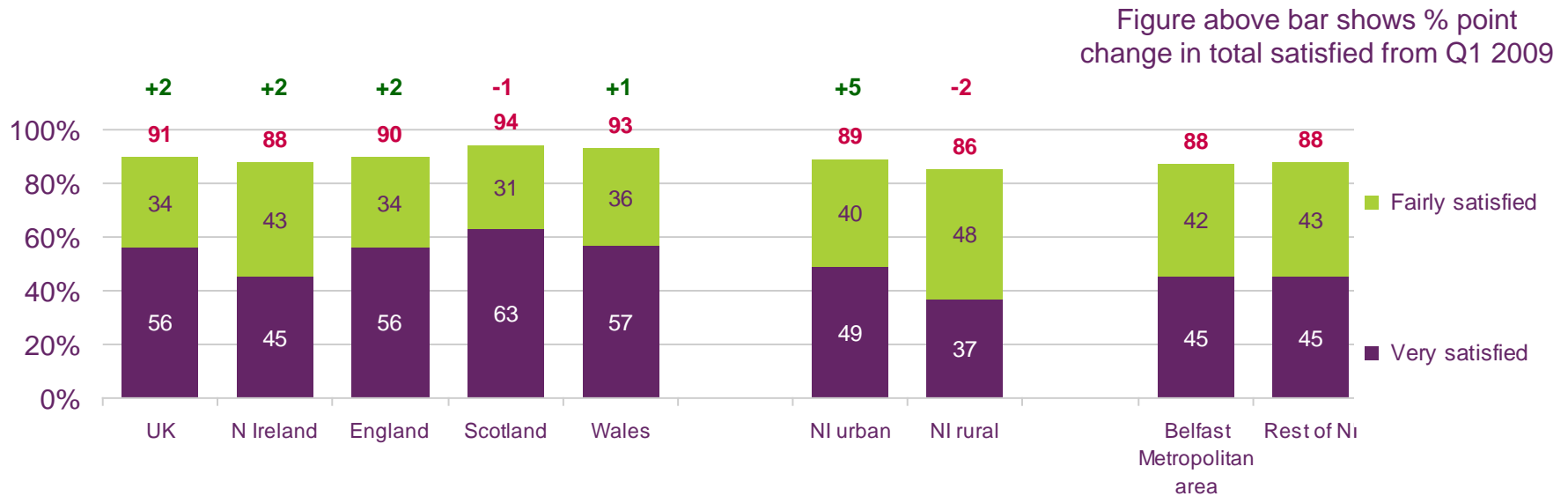
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 658 Northern Ireland, 5008 England, 1237 Scotland, 923 Wales, 428 Northern Ireland urban, 230 Northern Ireland rural, 298 Belfast Metropolitan area, 360 Rest of NI)

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

Figure 5.25

Satisfaction with value for money of mobile service



QD21b. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for the overall value for money from your service?

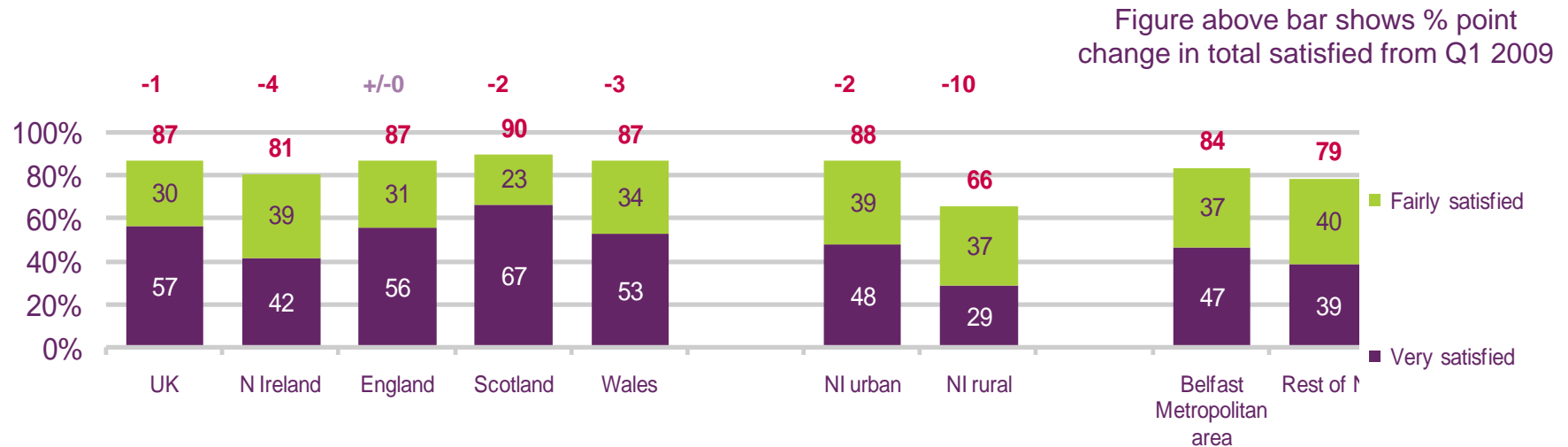
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 658 Northern Ireland, 5008 England, 1237 Scotland, 923 Wales, 428 Northern Ireland urban, 230 Northern Ireland rural, 298 Belfast Metropolitan area, 360 Rest of NI)

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

Figure 5.26

Satisfaction with reception of mobile phone service



QD21c. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for reception/ accessing network?

Source: Ofcom research, Quarter 1 2010

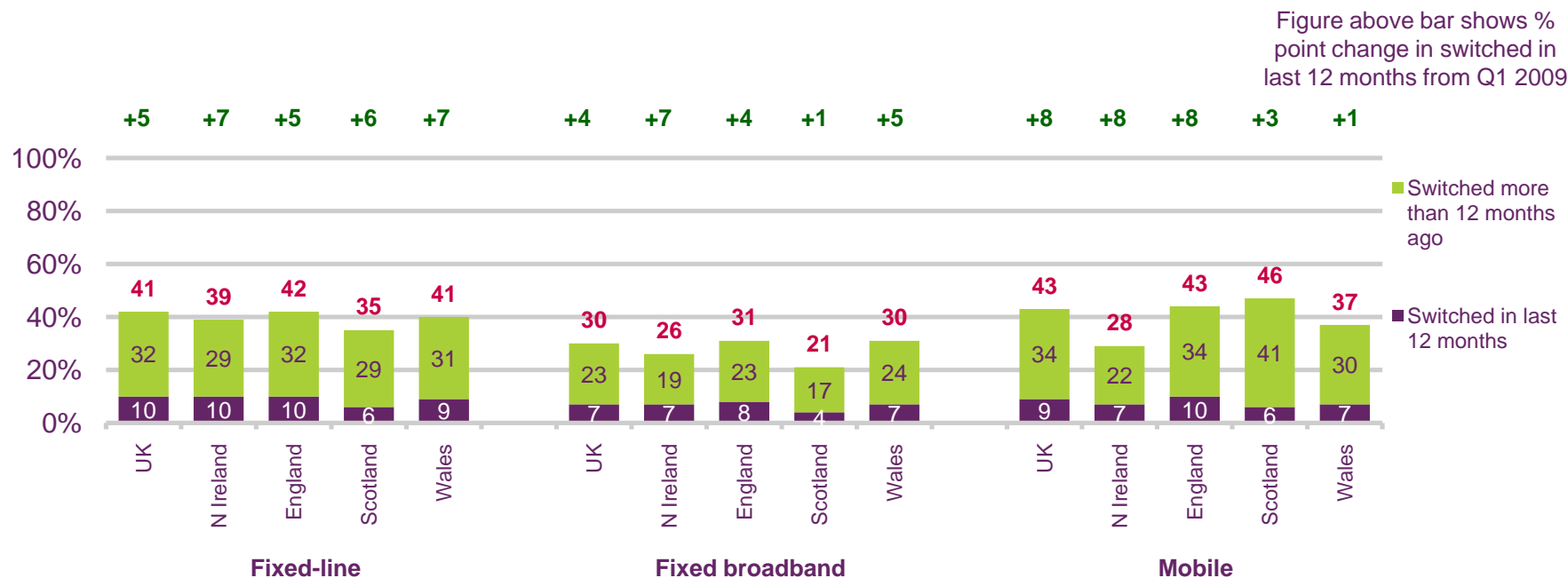
Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 658 Northern Ireland, 5008 England, 1237 Scotland, 923 Wales, 428 Northern Ireland urban, 230 Northern Ireland rural, 298 Belfast Metropolitan area, 360 Rest of NI)

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

Figure 5.27



Fixed line, fixed broadband and mobile supplier switching



QC14a. Apart from when you moved house, have you or your household ever changed the company that provides any of your home landline phone, broadband and mobile services?

Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with a landline phone at home (n = 7494 UK, 628 Northern Ireland, 4851 England, 1141 Scotland, 874 Wales, 402 Northern Ireland urban, 226 Northern Ireland rural, 291 Belfast Metropolitan area, 337 Rest of NI). Adults aged 15+ with a fixed broadband connection at home (n= 5410 UK, 469 Northern Ireland, 3559 England, 778 Scotland, 604 Wales, 297 Northern Ireland urban, 173 Northern Ireland rural, 230 Belfast Metropolitan area, 239 Rest of NI). Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 658 Northern Ireland, 5008 England, 1237 Scotland, 923 Wales, 428 Northern Ireland urban, 230 Northern Ireland rural, 298 Belfast Metropolitan area, 360 Rest of NI)

Note: Figures above chart columns indicate the proportion of people with a personal mobile phone who have ever switched supplier