

Scotland CMR Nations charts

2016

Telecoms and networks

Availability of fixed broadband services

Figure 4.1

Proportion of premises connected to ADSL-enabled and unbundled exchanges

Proportion of premises (per cent)



Source: Ofcom / BT, December 2015 data

Figure 4.2

Proportion of premises able to receive broadband services with over 10Mbit/s speeds

Proportion of premises (per cent)



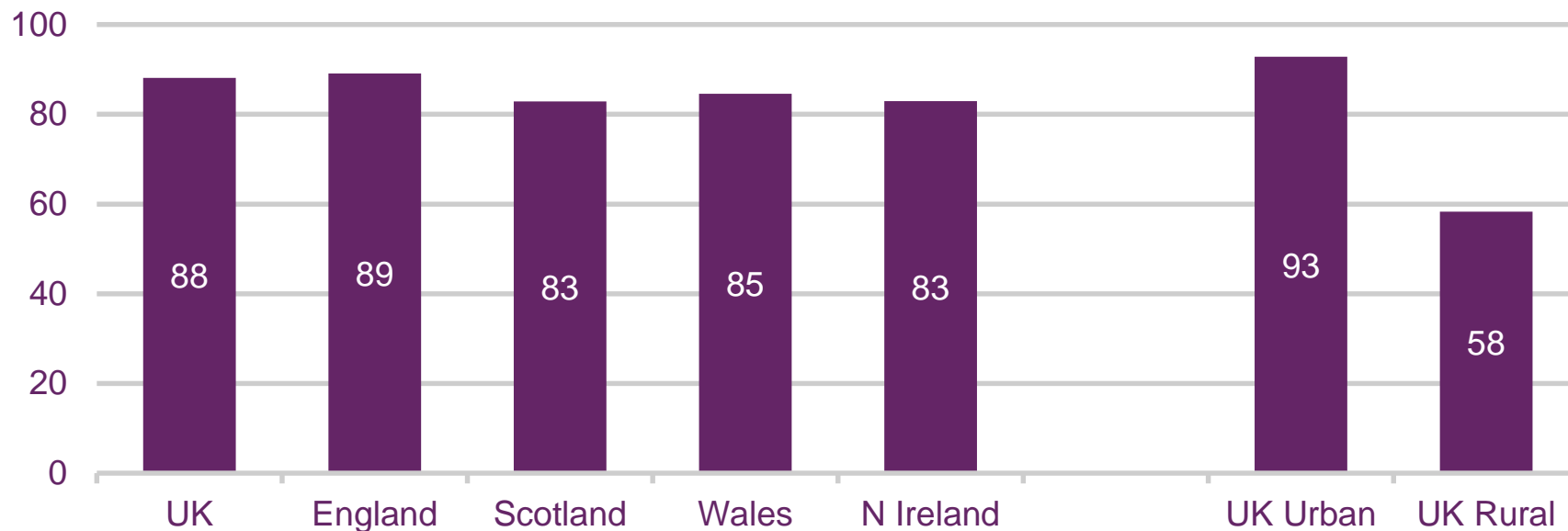
Source: Ofcom / operators, June 2016 data

Note: UK urban and rural figures are not comparable to those published in the 2015 report due to a change in the urban/rural classifications.

Figure 4.3

Proportion of premises able to receive superfast broadband services

Proportion of premises (per cent)



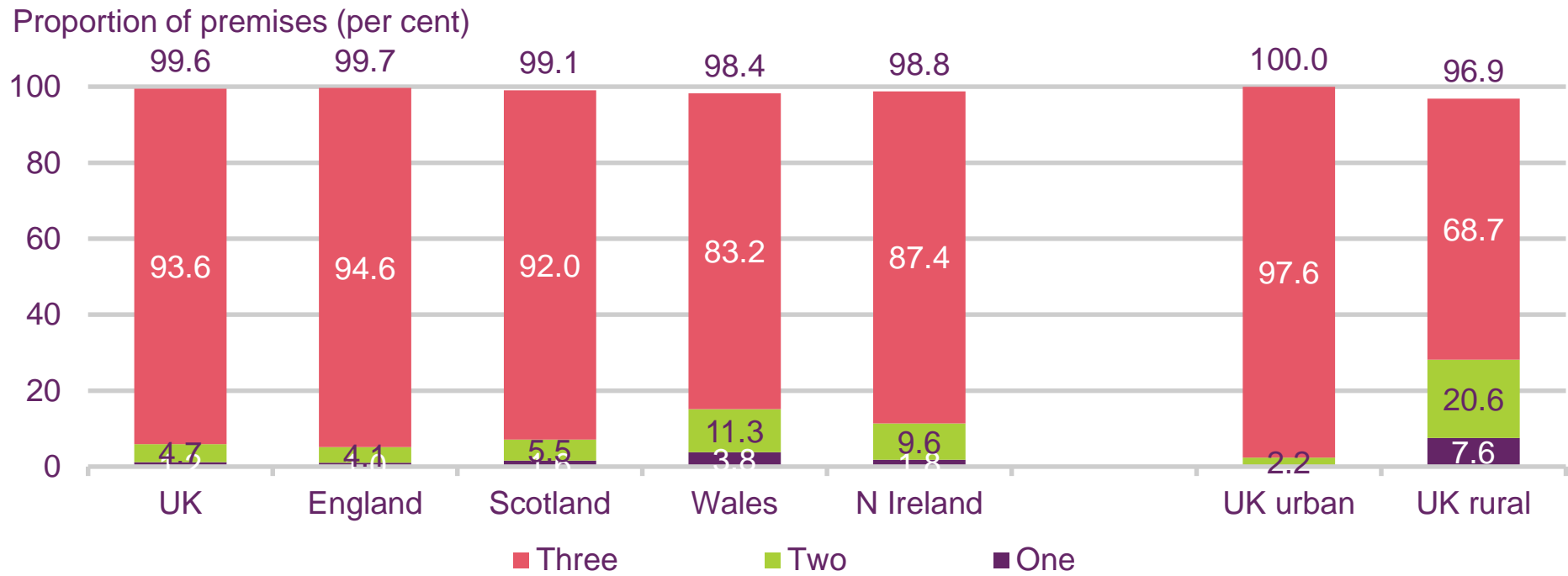
Source: Ofcom / operators, June 2016 data

Note: UK urban and rural figures are not comparable to those published in the 2015 report due to a change in the urban/rural classifications.

Mobile coverage

Figure 4.4

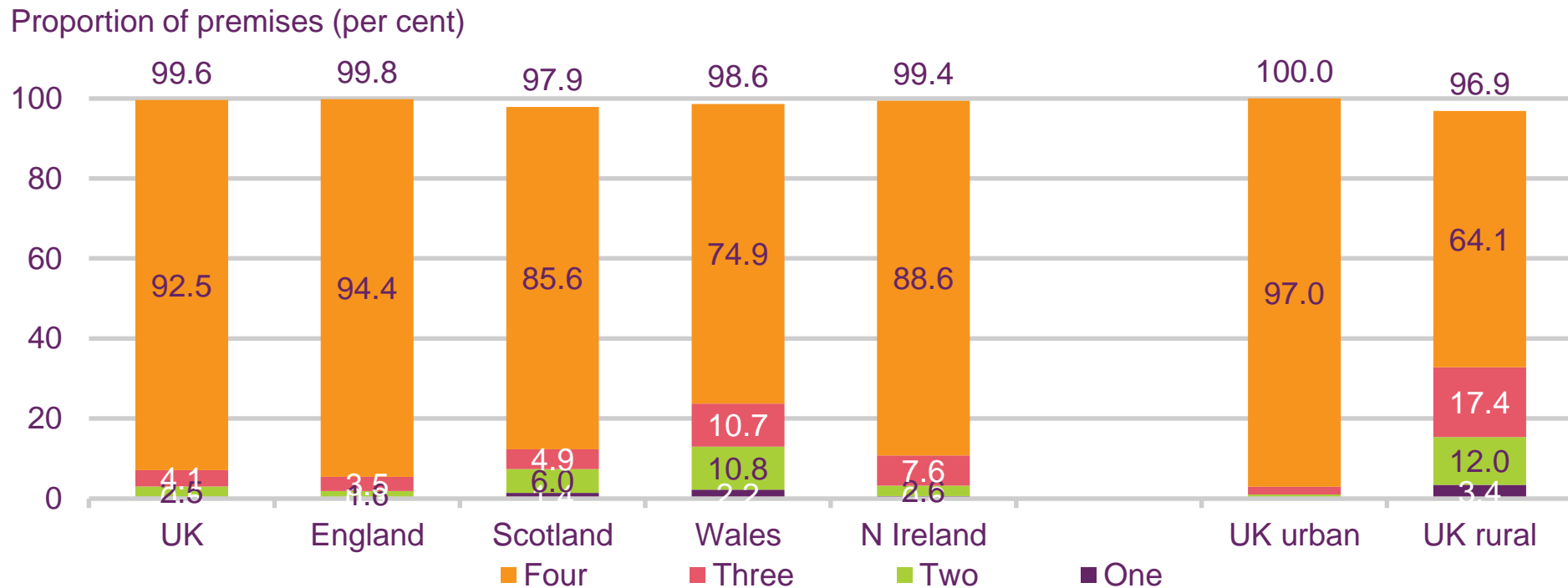
Outdoor 2G premises mobile coverage, by number of operators



Source: Ofcom / operators, May 2016 data
 Note: Coverage is based on 100m² pixels covering the UK

Figure 4.5

Outdoor 3G premises mobile coverage, by number of operators

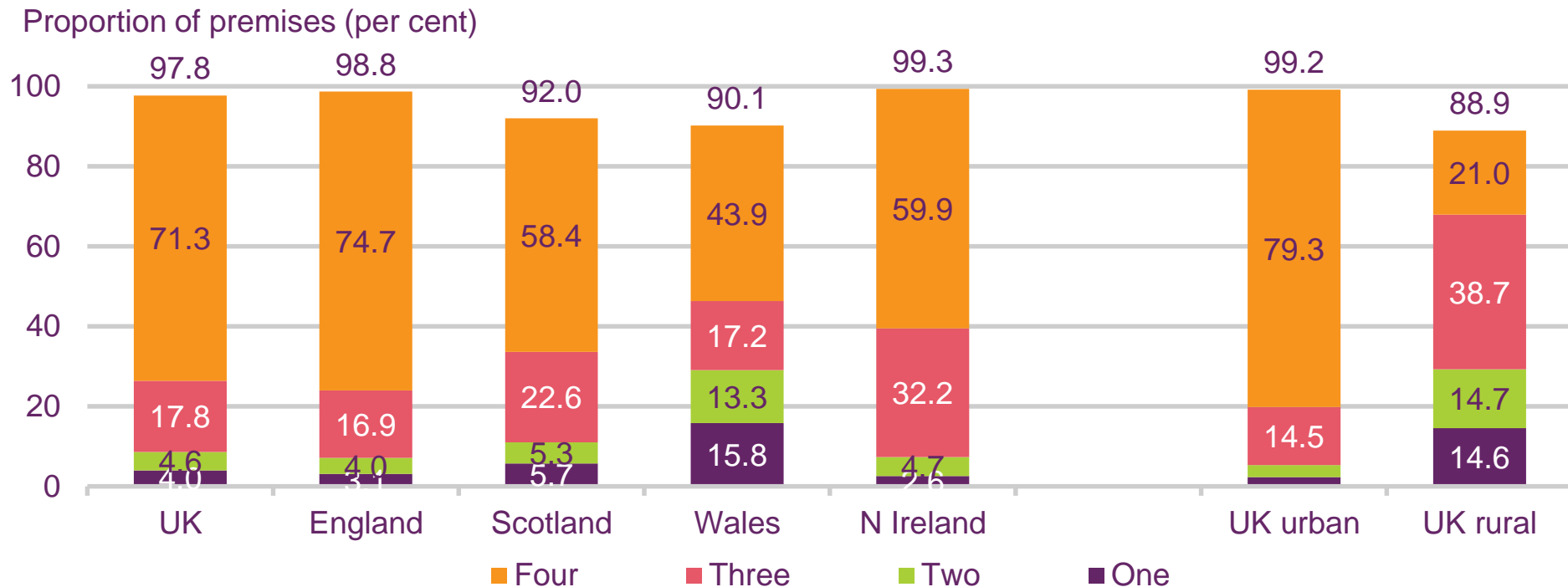


Source: Ofcom / operators, May 2016 data

Note: Coverage is based on 100m² pixels covering the UK

Figure 4.6

Outdoor 4G premises mobile coverage, by number of operators



Source: Ofcom / operators, May 2016 data

Note: Coverage is based on 100m² pixels covering the UK

Service-take-up

Figure 4.7



Take-up of communications services: 2016

		UK	Scotland	England	Wales	N Ireland	Scotland urban	Scotland rural
Individual								
Voice telephony	Fixed Line	86%	86%	86%	85%	86%	87%	84%
	Mobile phone	93%	91%	94%	91%	92%	91%	91%
	Smartphone	71%	70%	71%	65%	72%	72% ↑	63%
Internet	Computer (any type)	84%	79% ↓	85%	85%	80%	80%	74%
	Tablet computer	59%	56%	59%	67%	60%	56%	54%
	Total Internet ¹	86%	84%	87%	84%	83%	86% ↑	78%
	Broadband (fixed and mobile) ²	81%	79%	81%	79%	78%	81% ↑	70%
	Fixed Broadband	79%	78%	79%	77%	77%	80% ↑	69%
	Mobile Broadband (via dongle/SIM) ³	4%	3%	5%	4%	3%	3%	3%
	Web access on mobile phone ⁴	66%	63%	66%	61%	69%	64%	59%
	4G service	48%	40% ↓	48%	44%	54%	42%	31% ↓

Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland, 251 Scotland urban, 251 Scotland rural)

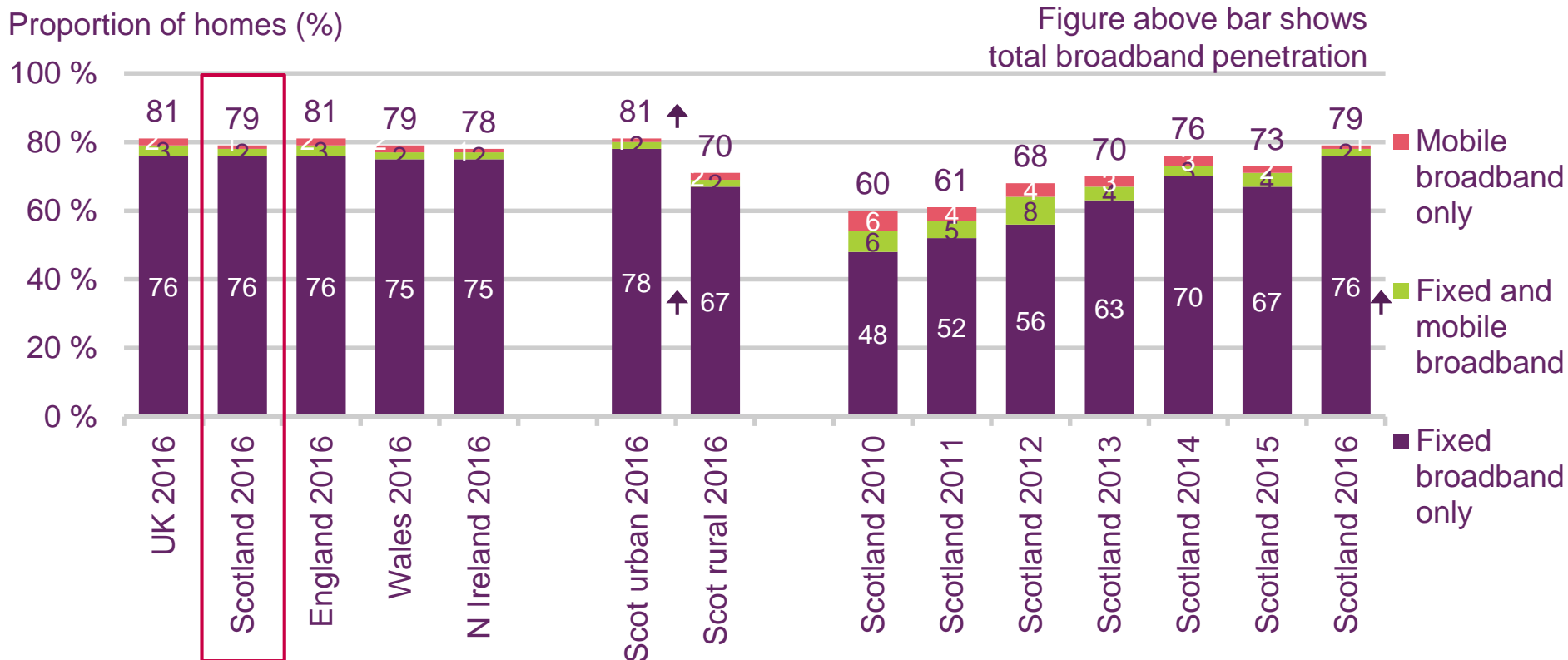
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016 and between Scotland urban and rural in 2016.

QD1: 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?/ QD5: Does your household have a PC or laptop computer?/ QD6: Do you or does anyone in your household have access to the Internet/Worldwide Web?

Figure 4.8



Overall household broadband take-up, by connection type



Source: Ofcom Technology Tracker, Half 1 2016

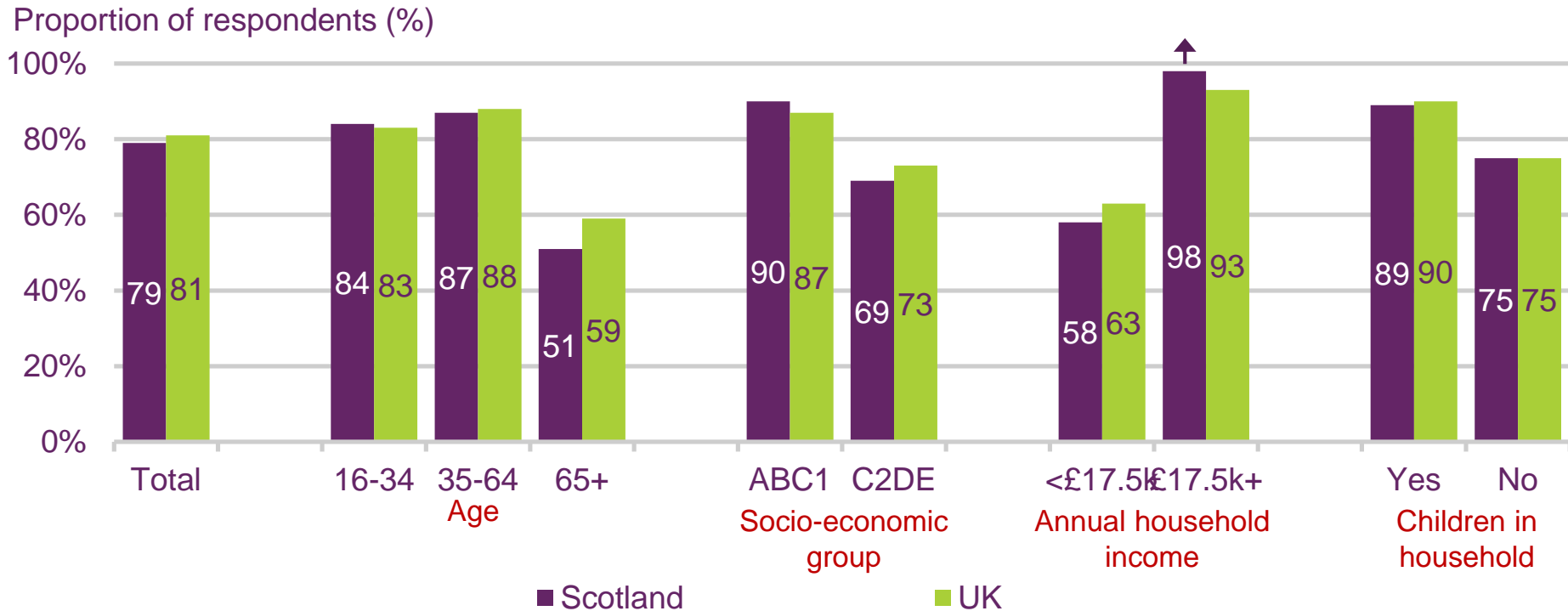
Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland, 251 Scotland urban, 251 Scotland rural, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015, 502 Scotland 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016.

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

Figure 4.9

Overall broadband take-up in Scotland, by demographic



Source: Ofcom Technology Tracker, Half 1 2016

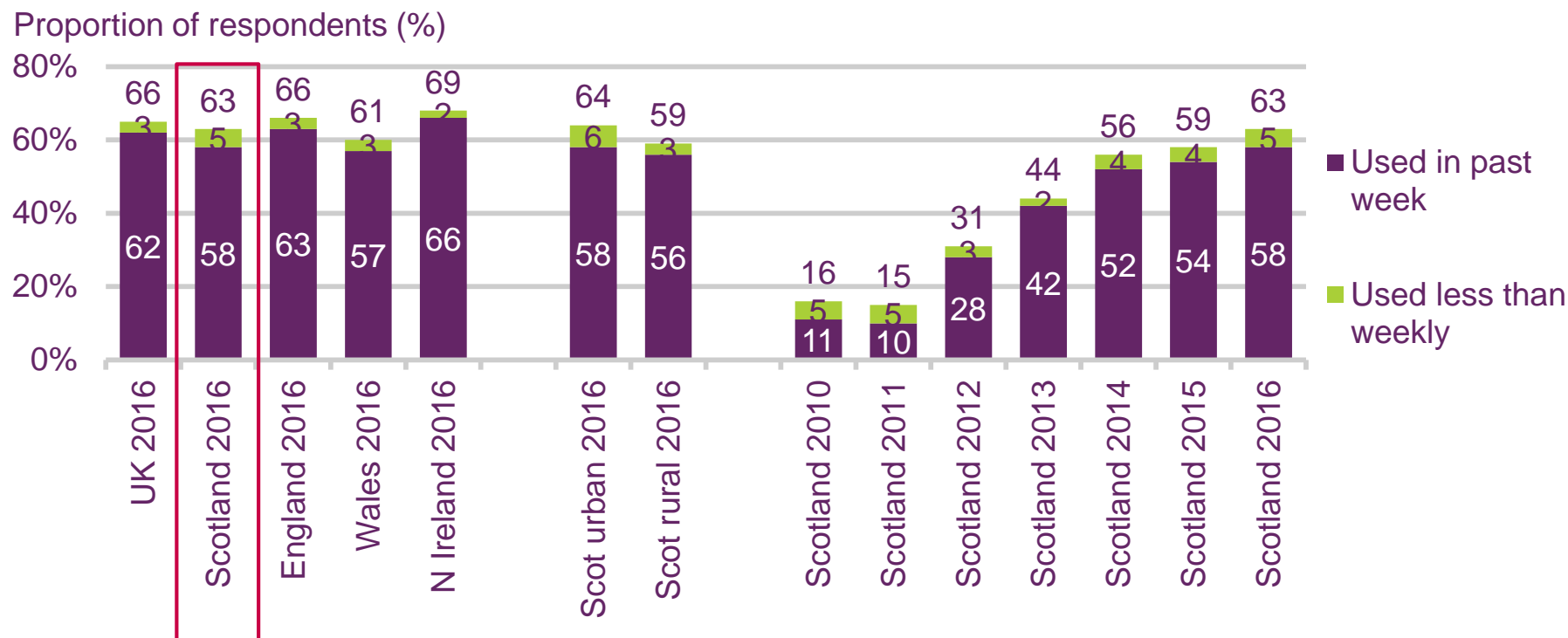
Base: All adults aged 16+ (n =502 Scotland, 152 16-34s, 225 35-64s, 125 65+, 239 ABC1, 263 C2DE, 168 <£17.5k income, 140 £17.5k+, 143 children in home, 359 no children in home)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016 for each measure.

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

Figure 4.10

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



Source: Ofcom Technology Tracker, Half 2016

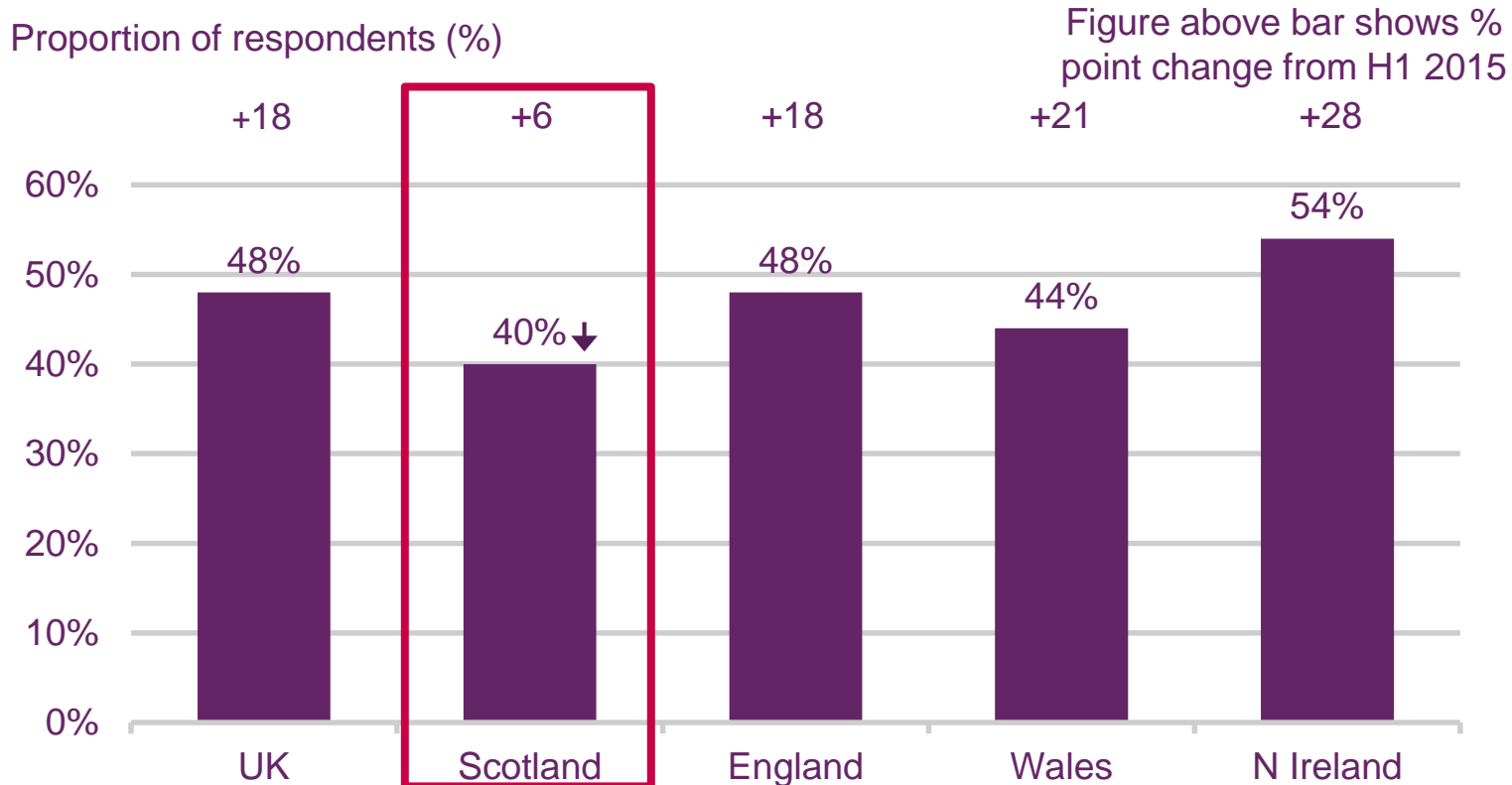
Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland, 251 Scotland urban, 251 Scotland rural, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015, 502 Scotland 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016.

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?

Figure 4.11

4G take-up, by nation



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016. A circle around the +/- figure above the chart indicates any significant difference between 2015 and 2016 for Scotland.

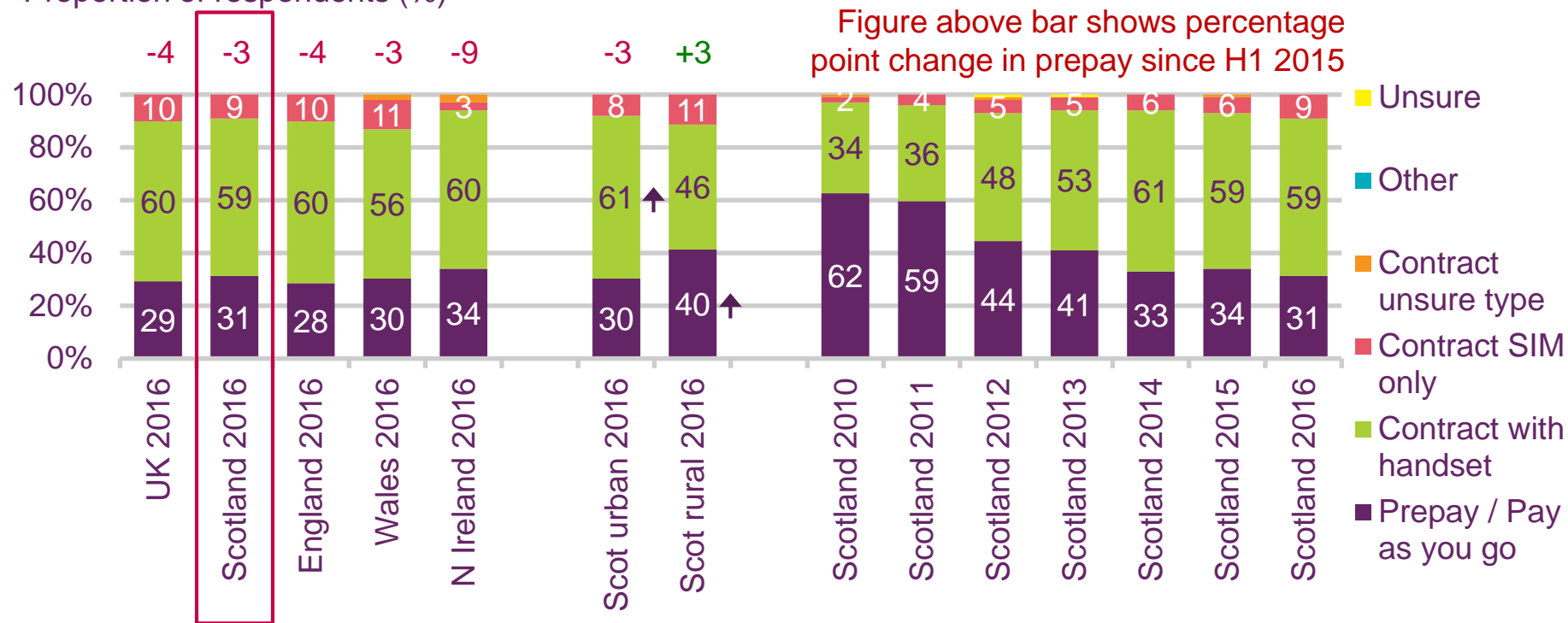
QD41. Do you have a 4G service? This is a service that enables faster mobile internet access

Figure 4.12



Type of mobile subscription

Proportion of respondents (%)



Source: Ofcom Technology Tracker, Half 1 2016

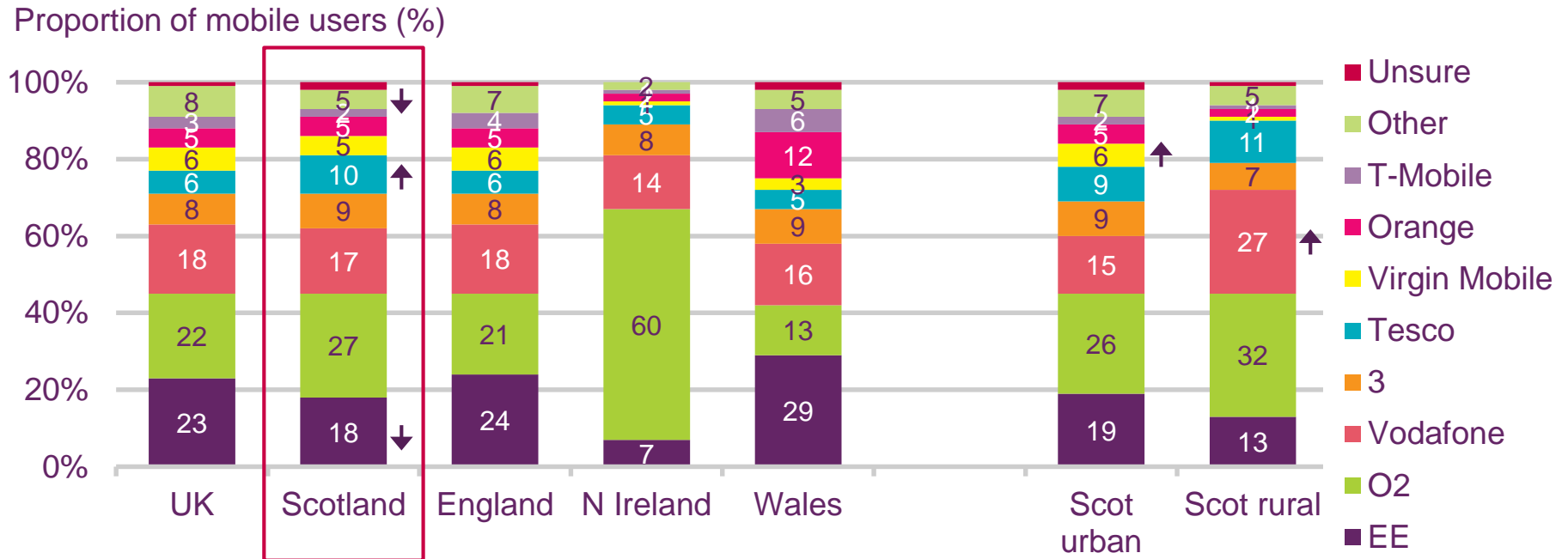
Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 451 Scotland, 2083 England, 445 Wales, 446 Northern Ireland, 226 Scotland urban, 225 Scotland rural, 1237 Scotland 2010, 425 Scotland 2011, 430 Scotland 2012, 464 Scotland 2013, 447 Scotland 2014, 450 Scotland 2015, 451 Scotland 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Scotland, urban and rural.

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

Figure 4.13

Mobile network provider used most often



Source: Ofcom Technology Tracker, Half 1 2016

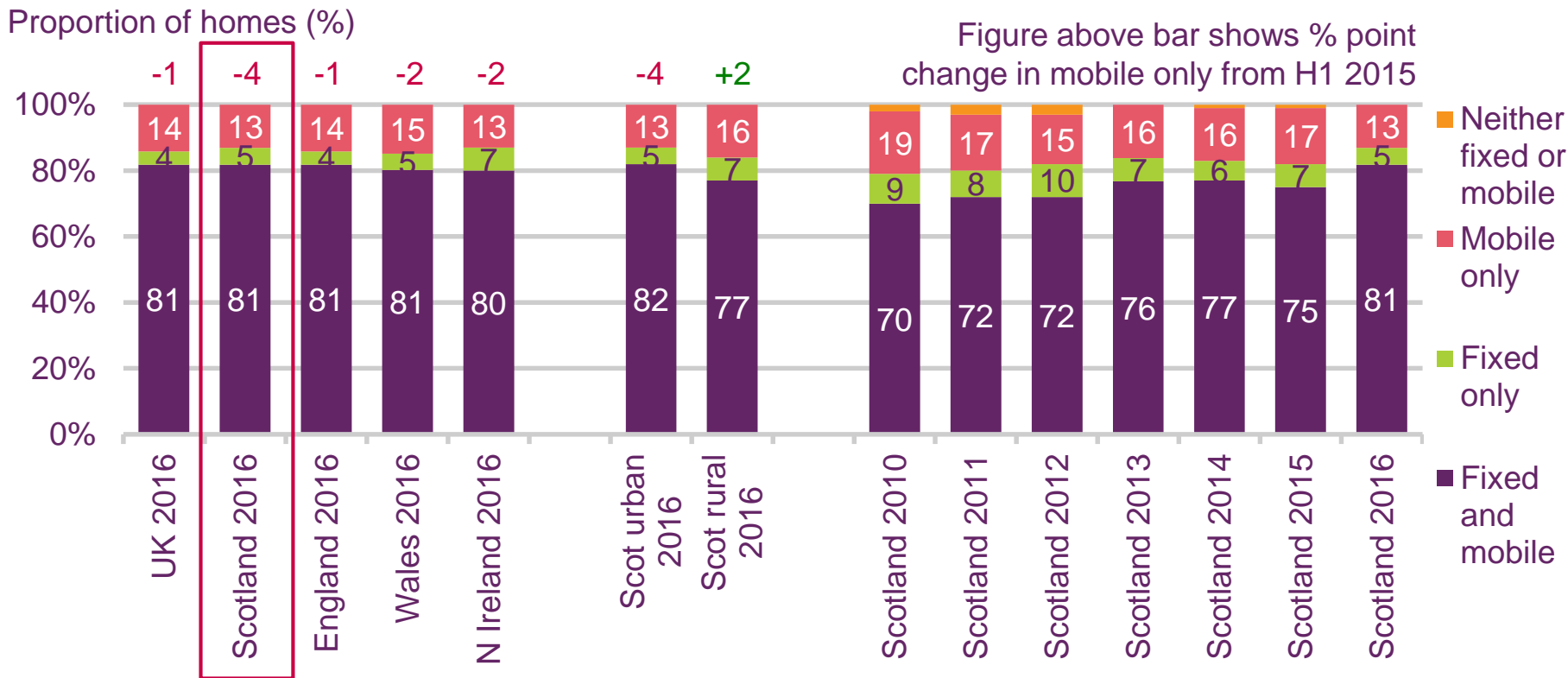
Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 451 Scotland, 2083 England, 445 Wales, 446 Northern Ireland, 226 Scotland urban, 225 Scotland rural)

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

QD10: Which mobile network do you use most often?

Figure 4.14

Cross-ownership of household telephony services



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland, 251 Scotland urban, 251 Scotland rural, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015, 502 Scotland 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Scotland, urban and rural.

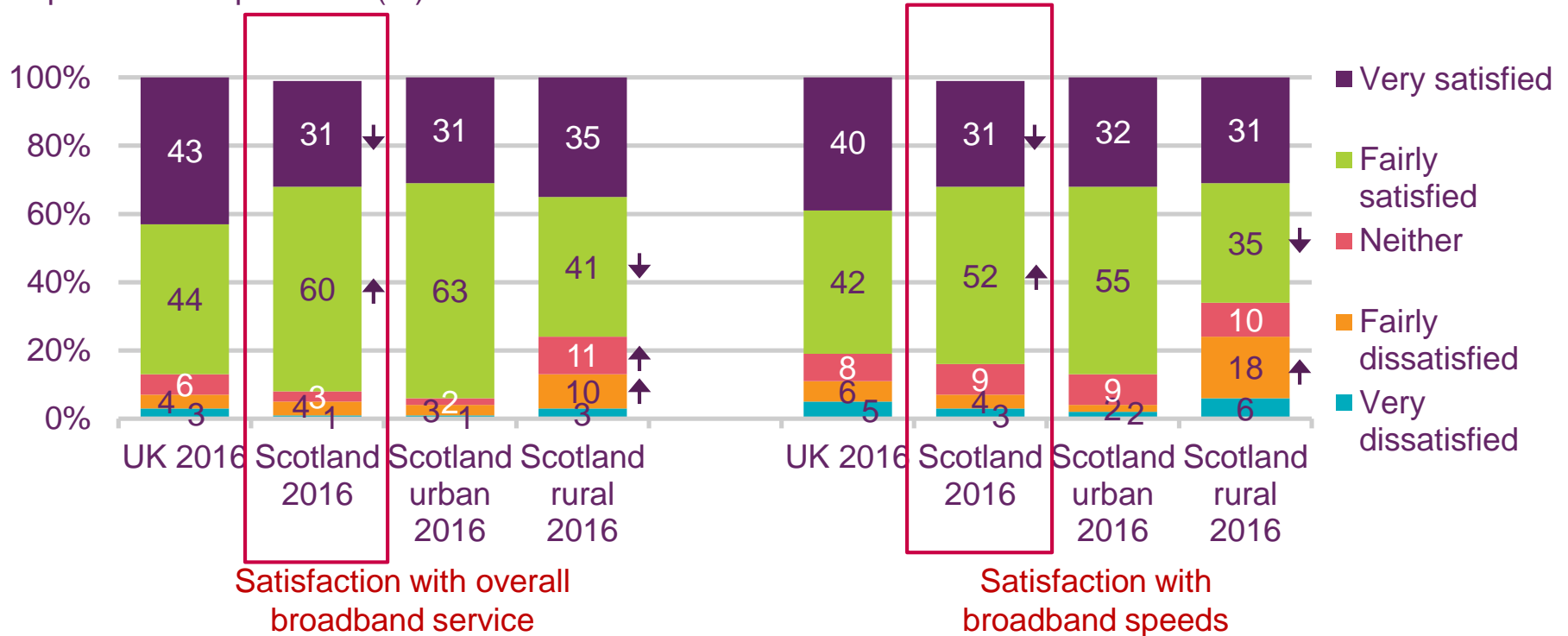
QC1: Is there a landline phone in your home that can be used to make and receive calls?/ QD1: How many mobile phones in total do you and members of your household use?

Satisfaction with telecoms services

Figure 4.15

Satisfaction with overall service and speed of fixed broadband connection

Proportion of respondents (%)



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ with broadband connection at home (n = 2774 UK, 357 Scotland, 193 Scotland urban, 164 Scotland rural)

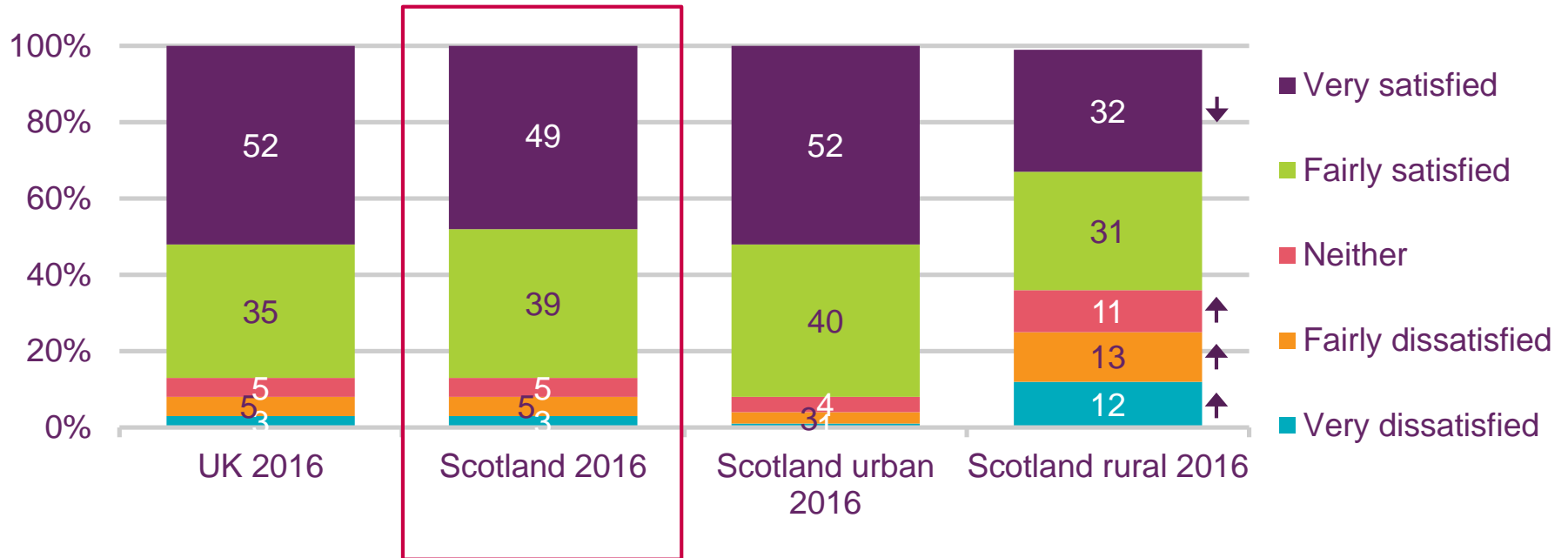
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016 and between Scotland urban and rural in 2016.

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)?

Figure 4.16

Satisfaction with reception of mobile service

Proportion of respondents (%)



Source: Ofcom Technology Tracker, Half 1 2016

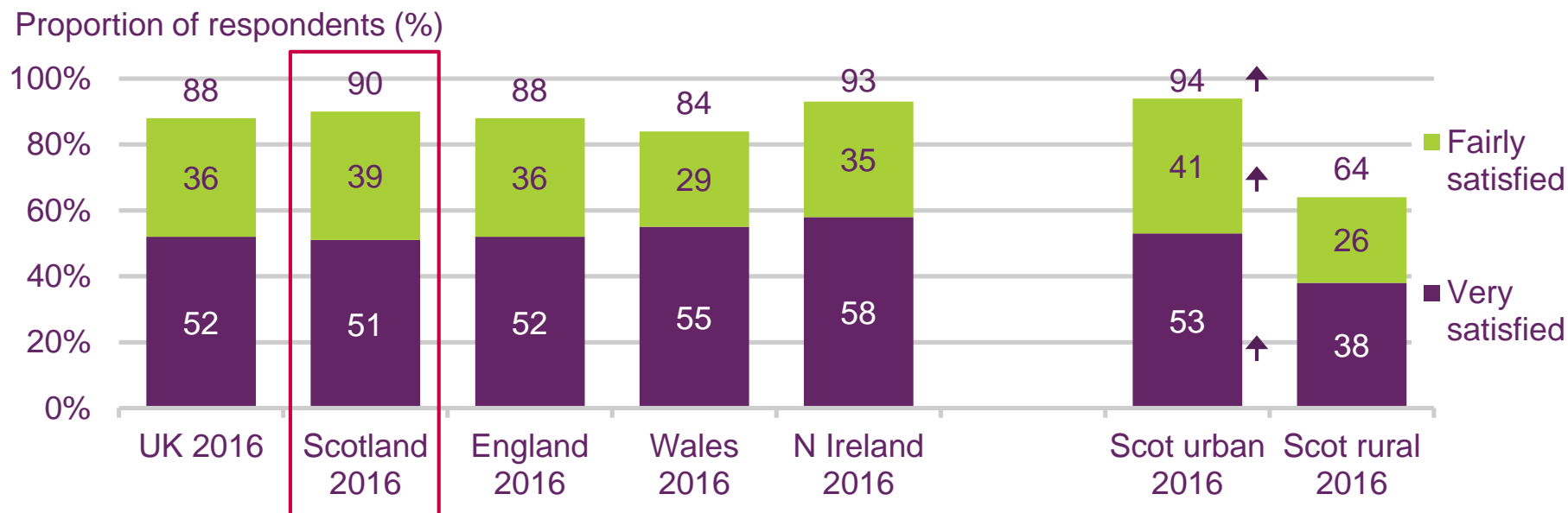
Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 451 Scotland, 226 Scotland urban, 225 Scotland rural)

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

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

Figure 4.17

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



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who personally use a smartphone (n = 2487 UK, 319 Scotland, 1532 England, 291 Wales, 345 Northern Ireland, 170 Scotland urban, 149 Scotland rural)

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

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