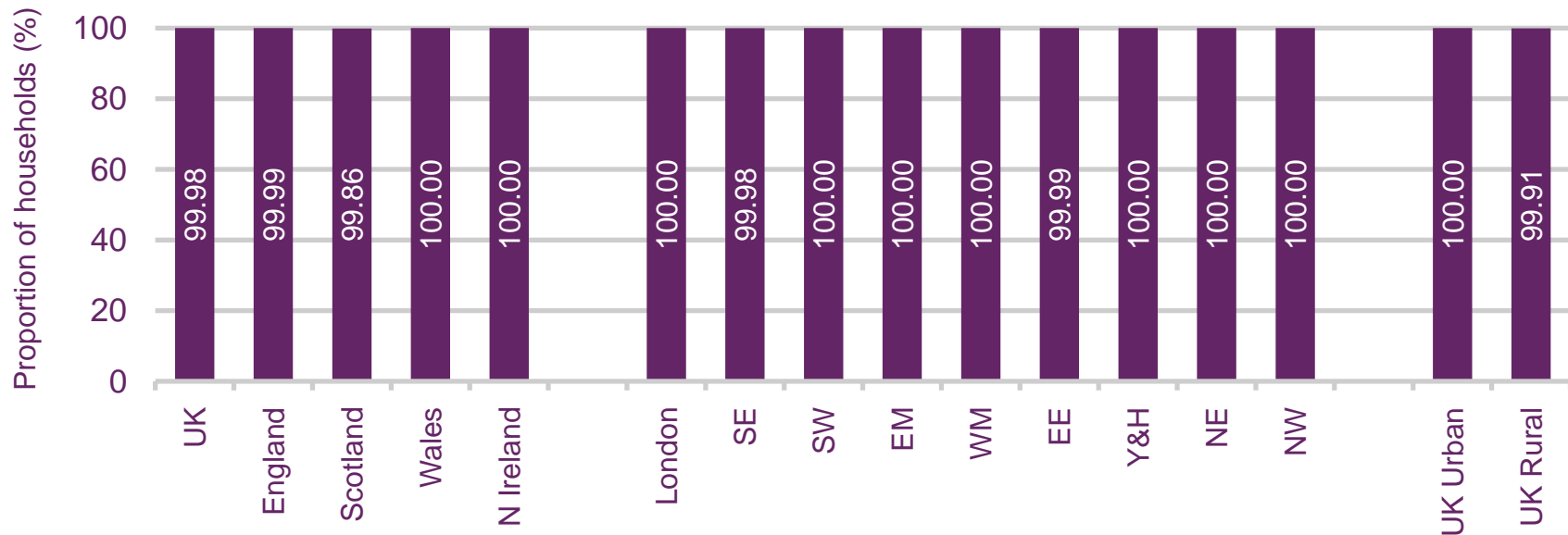


# CMR: England 2010 telecoms charts

# Figure 5.1

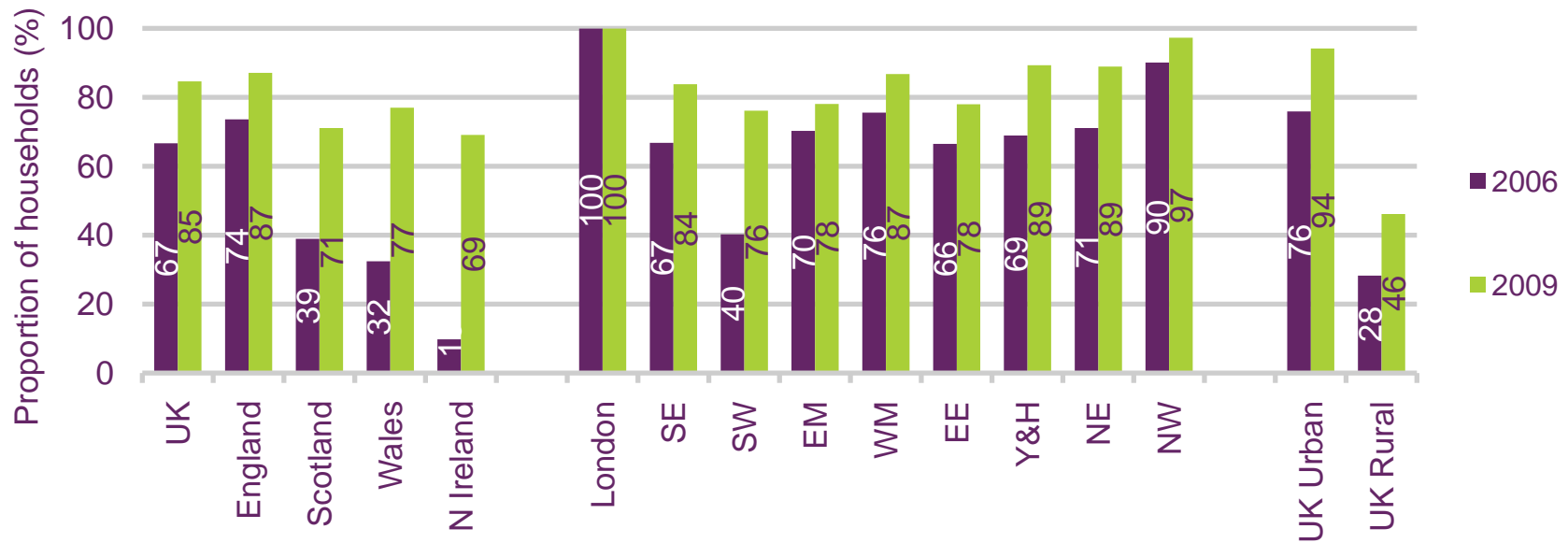
Proportion of households connected to a DSL-enabled BT exchange



Source: Ofcom / BT, December 2009 data

## Figure 5.2

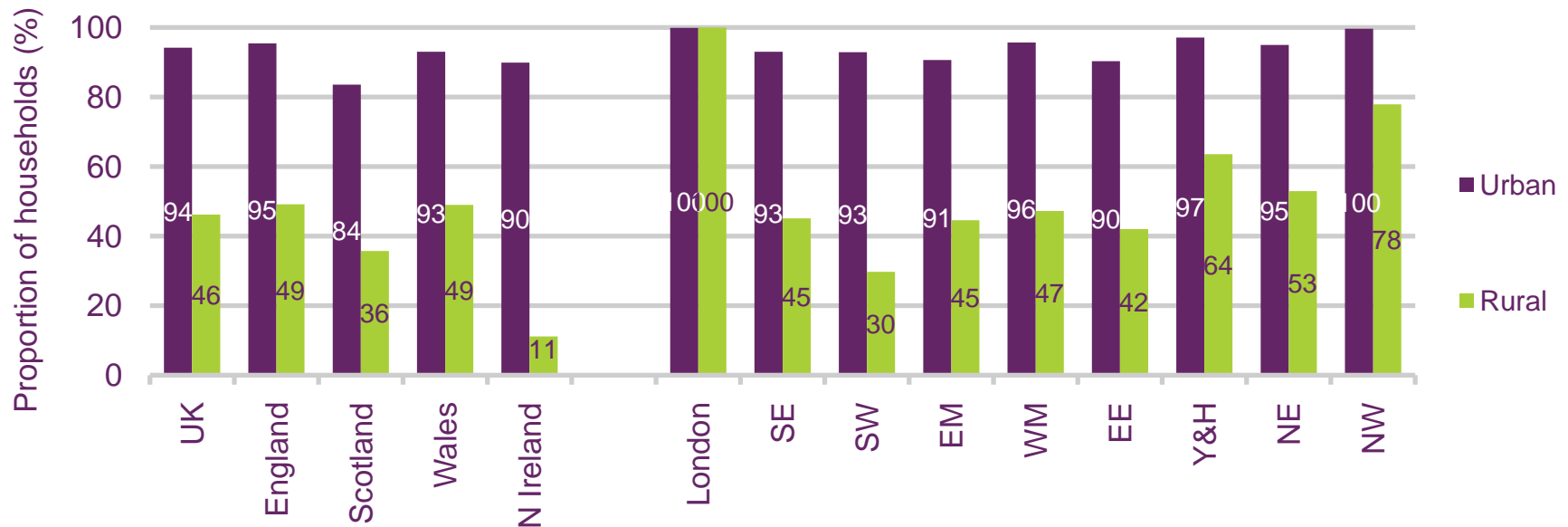
Proportion of households in connected to an unbundled local exchange



Source: Ofcom / BT, December 2009 data

## Figure 5.3

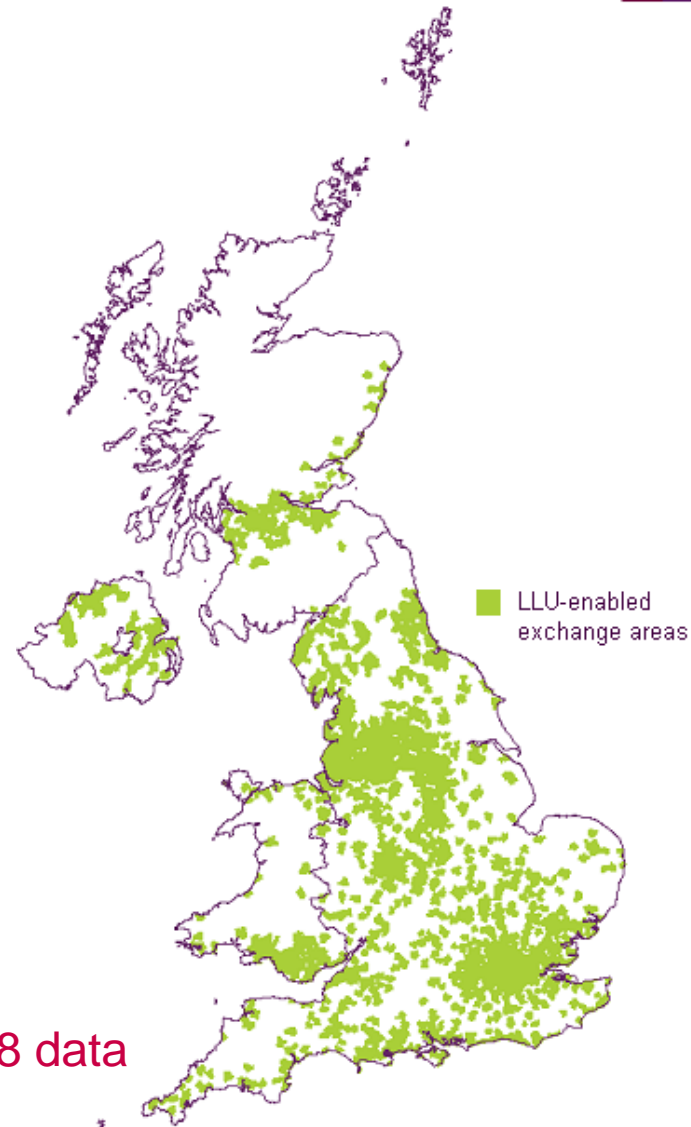
Proportion of households in urban and rural areas connected to an unbundled exchange



Source: Ofcom / BT, December 2009 data

## Figure 5.4

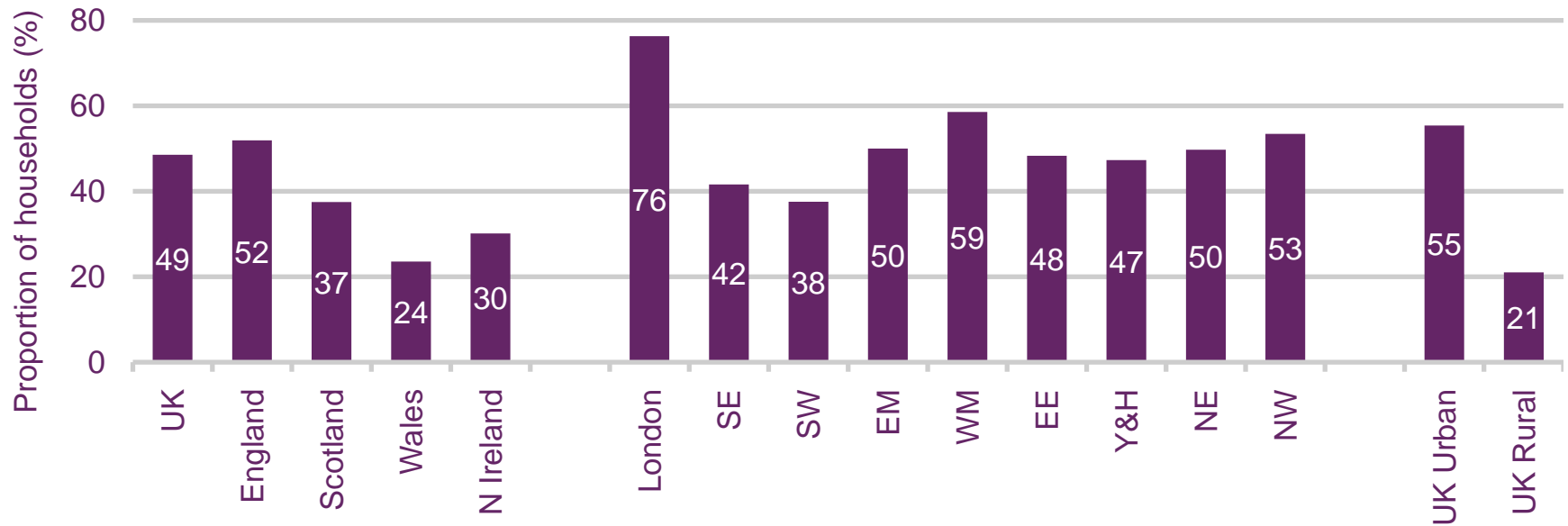
Map showing areas served by unbundled local exchanges



Source: Ofcom/BT, September 2008 data

## Figure 5.5

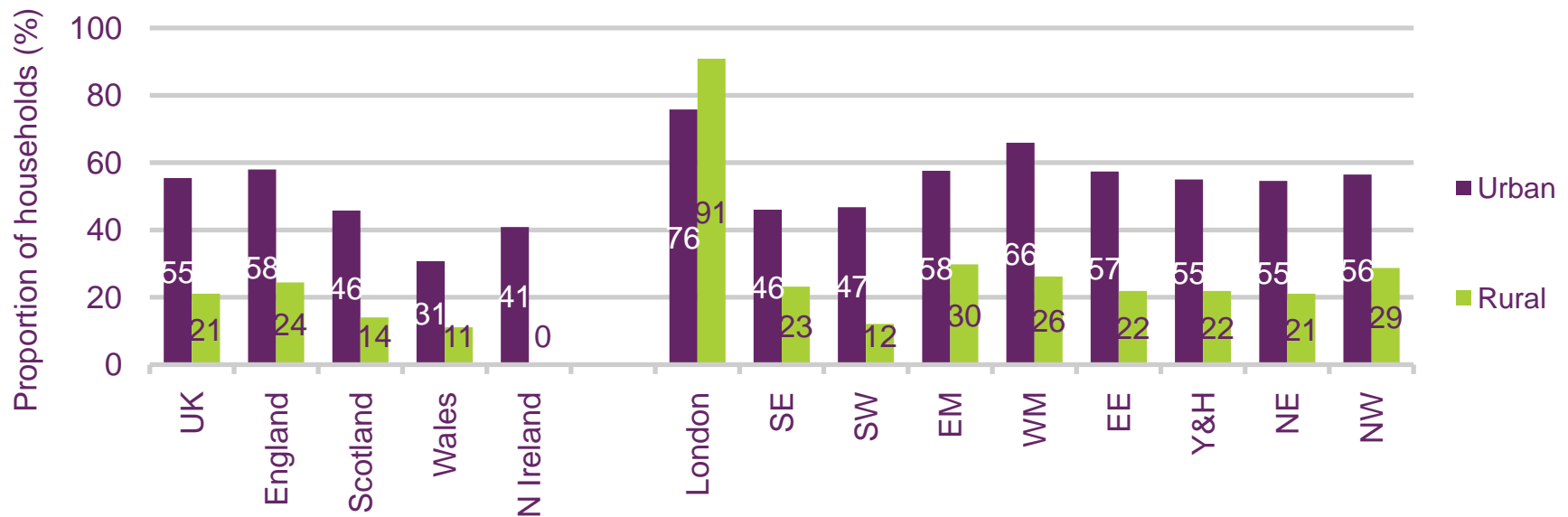
Proportion of households passed by Virgin Media broadband



Source: Ofcom / Virgin Media, December 2009 data

## Figure 5.6

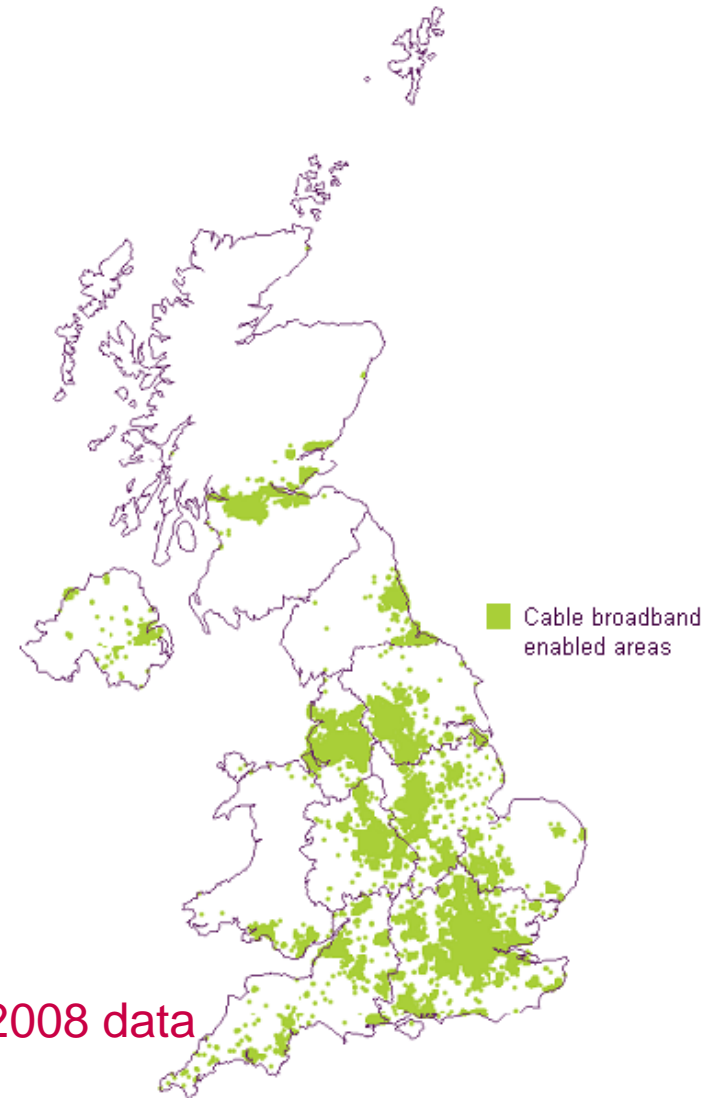
Proportion of households in urban and rural areas passed by Virgin Media broadband



Source: Ofcom/Virgin Media, December 2009 data

## Figure 5.7

Map of the availability of Virgin Media cable broadband

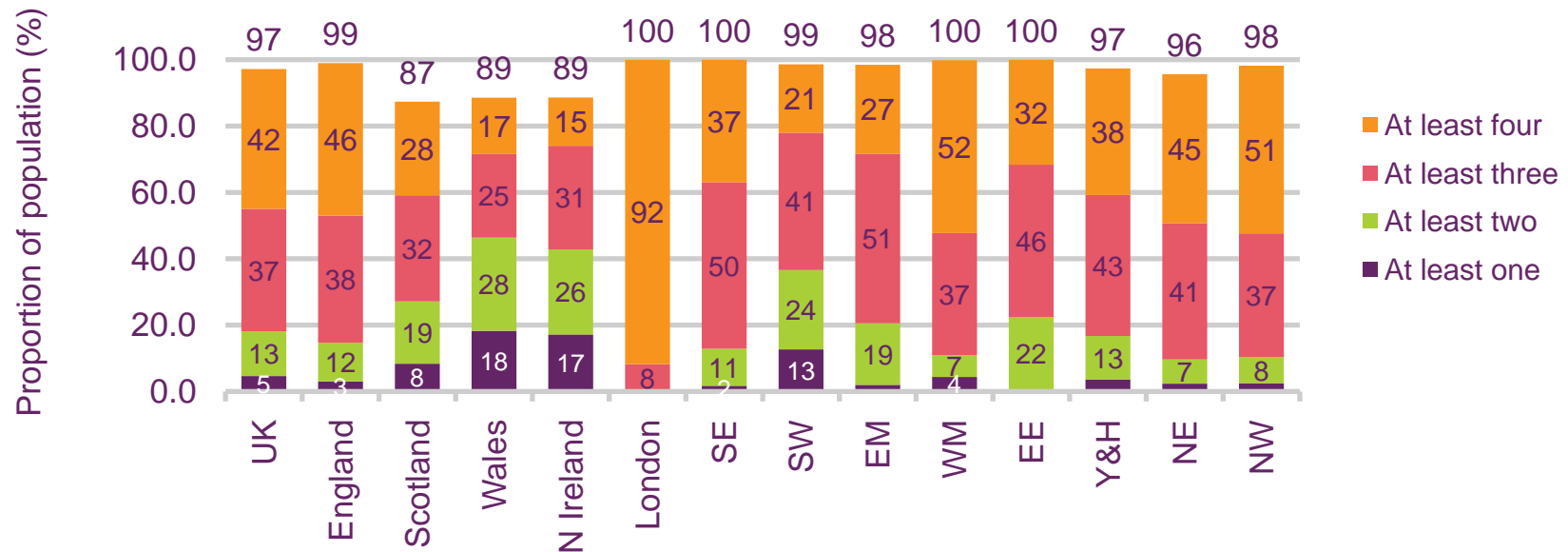


Source: Ofcom/Virgin Media, September 2008 data



## 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

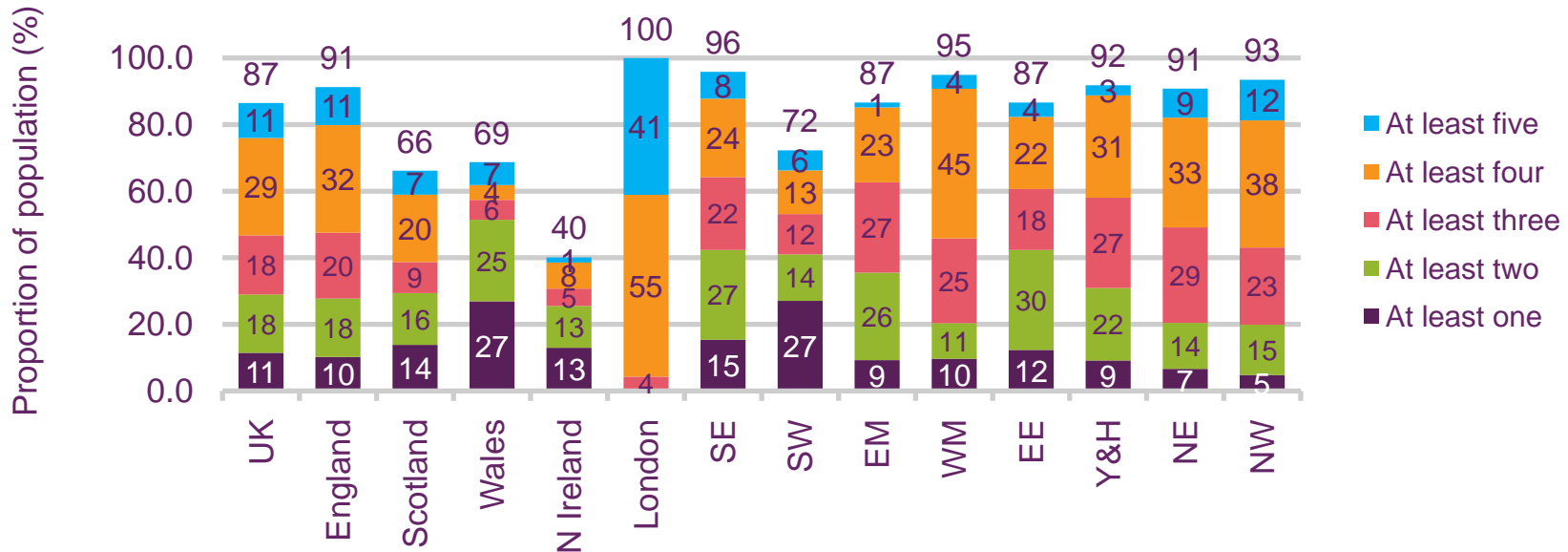


Source: Ofcom/ GSM Association / Europa Technologies; Q2 2010

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

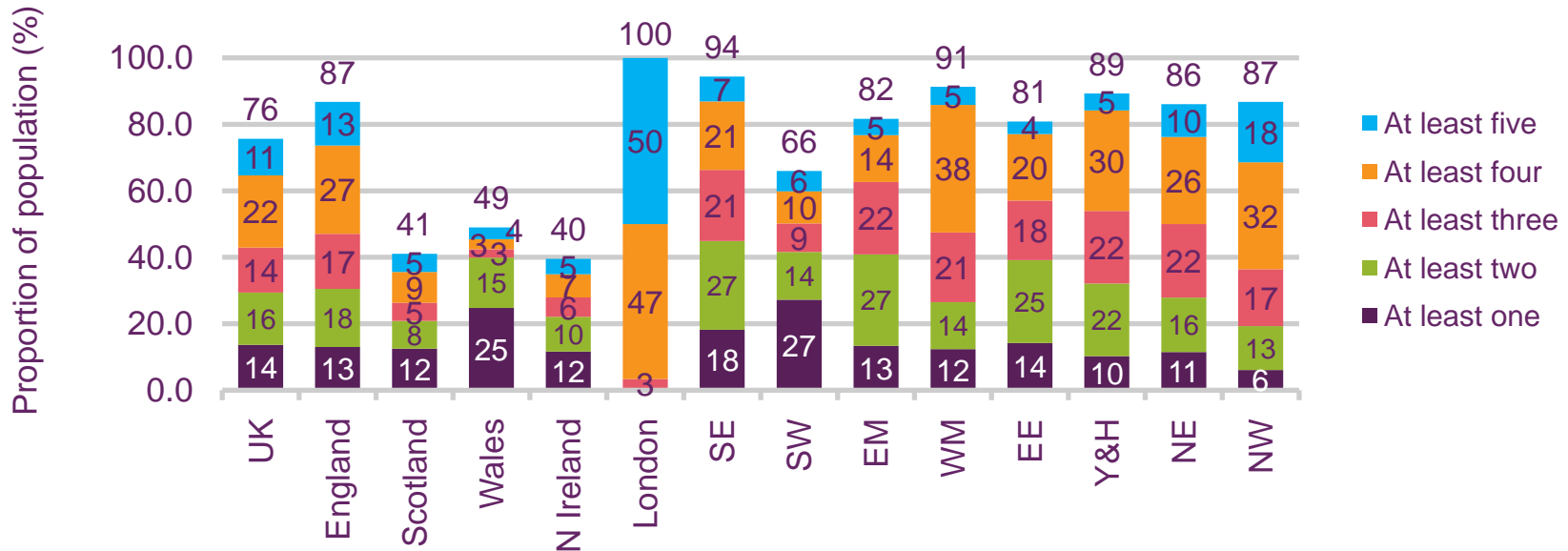


Source: Ofcom/ GSM Association / Europa Technologies; Q2 2010

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, by nation and region 2010

		UK	England	Scotland	Wales	N Ireland	Eng urban	Eng rural	London	SE	SW	EM	WM	EE	Y&H	NE	NE
<b>Individual</b>																	
<b>Voice telephony</b>	Fixed Line	85%	86%	79%	79%	81%	85%	93%	84%	92%	90%	85%	83%	92%	84%	82%	82%
	Mobile	89%	90%	85%	89%	88%	90%	91%	92%	90%	89%	92%	85%	92%	91%	87%	88%
<b>Internet</b>	PC	76%	77%	66%	70%	75%	76%	83%	79%	84%	82%	78%	65%	81%	75%	71%	70%
	Total Internet	73%	75%	64%	66%	73%	74%	79%	75%	83%	79%	77%	62%	77%	73%	69%	69%
	Broadband (fixed and mobile)	71%	73%	61%	64%	70%	72%	78%	74%	80%	77%	75%	62%	76%	71%	67%	66%
	Fixed Broadband	65%	66%	54%	57%	62%	65%	74%	63%	74%	72%	69%	58%	72%	64%	63%	60%
	Mobile Broadband	15%	15%	12%	16%	14%	16%	10%	19%	18%	13%	14%	12%	12%	15%	15%	16%

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, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

## Figure 5.13

### Take-up of communications services within region 2010

		England	Inner London	Outer London	Metropolitan WM	G'tr Manchester Met	W Yorkshire Met
<b>Individual</b>							
<b>Voice telephony</b>	Fixed Line	86%	79%	87%	76%	83%	80%
	Mobile	90%	94%	91%	87%	90%	87%
<b>Internet</b>	PC	77%	75%	81%	64%	75%	70%
	Total Internet	75%	73%	77%	61%	74%	67%
	Broadband (fixed and mobile)	73%	72%	76%	61%	72%	64%
	Fixed Broadband	66%	51%	70%	54%	65%	57%
	Mobile Broadband	15%	27%	13%	11%	15%	13%

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?

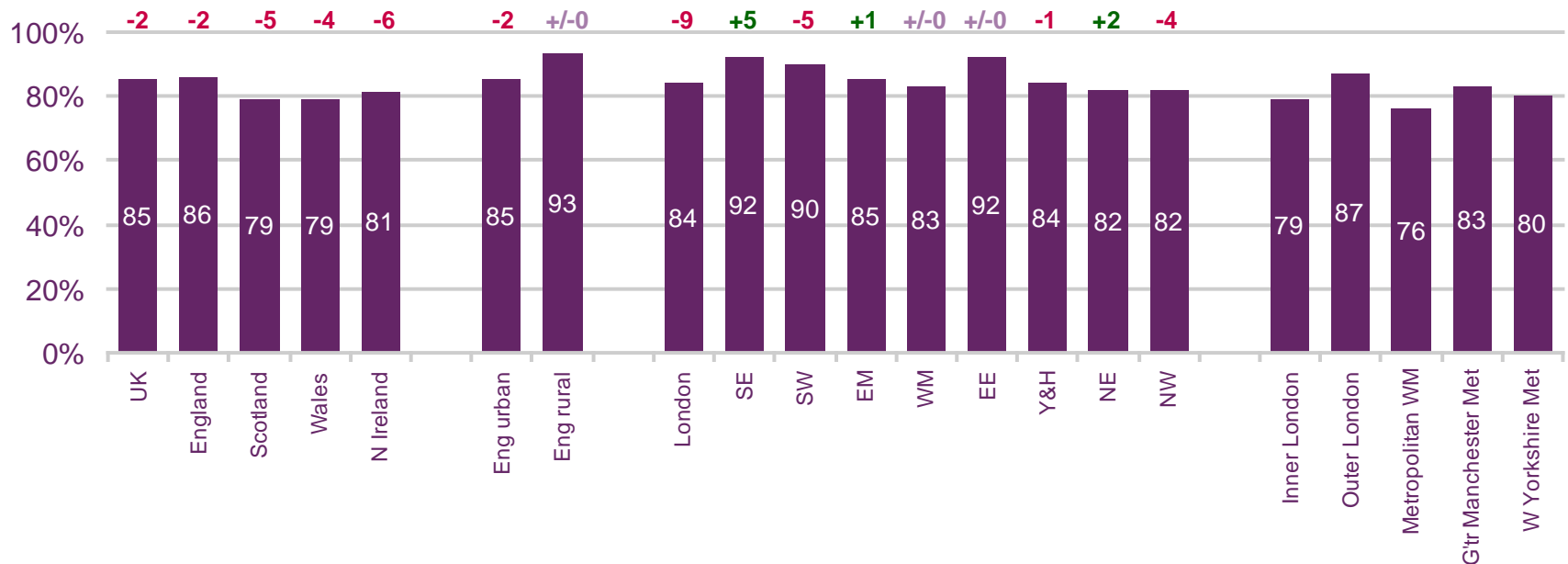
Source: Ofcom research, Quarter 1 2010

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

# Figure 5.14

## 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?

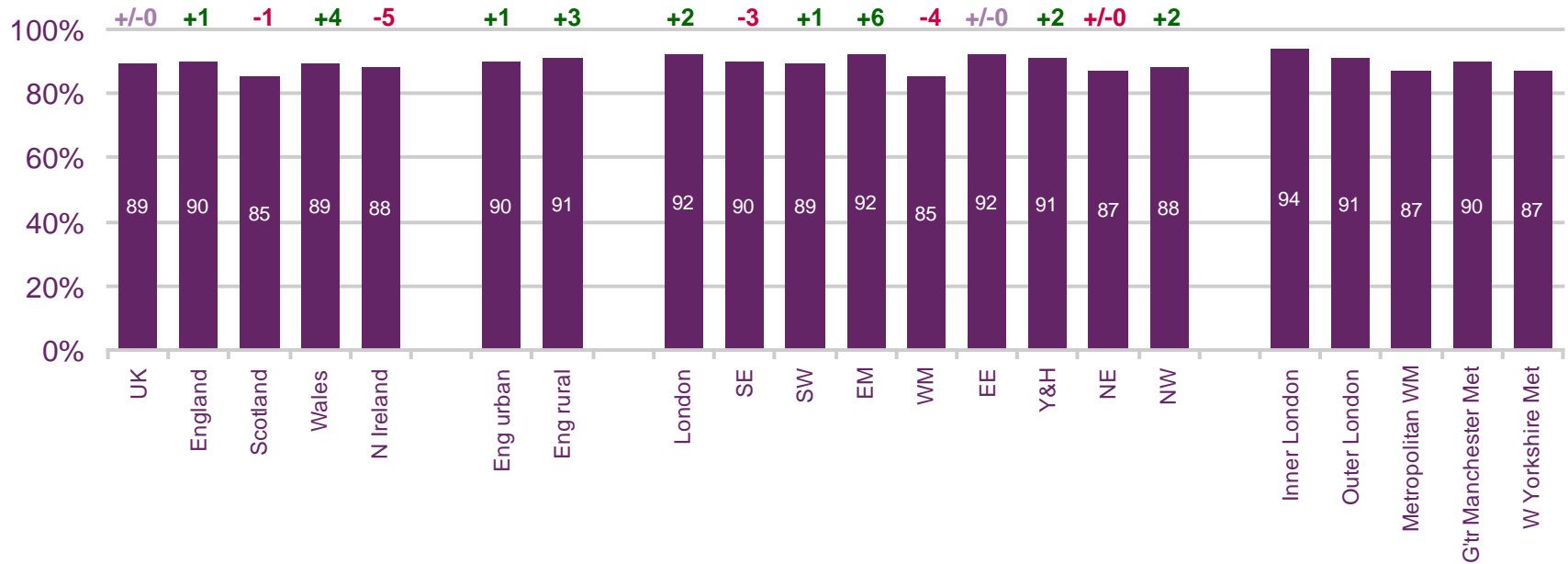
Source: Ofcom research, Quarter 1 2010

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

# Figure 5.15

## 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?

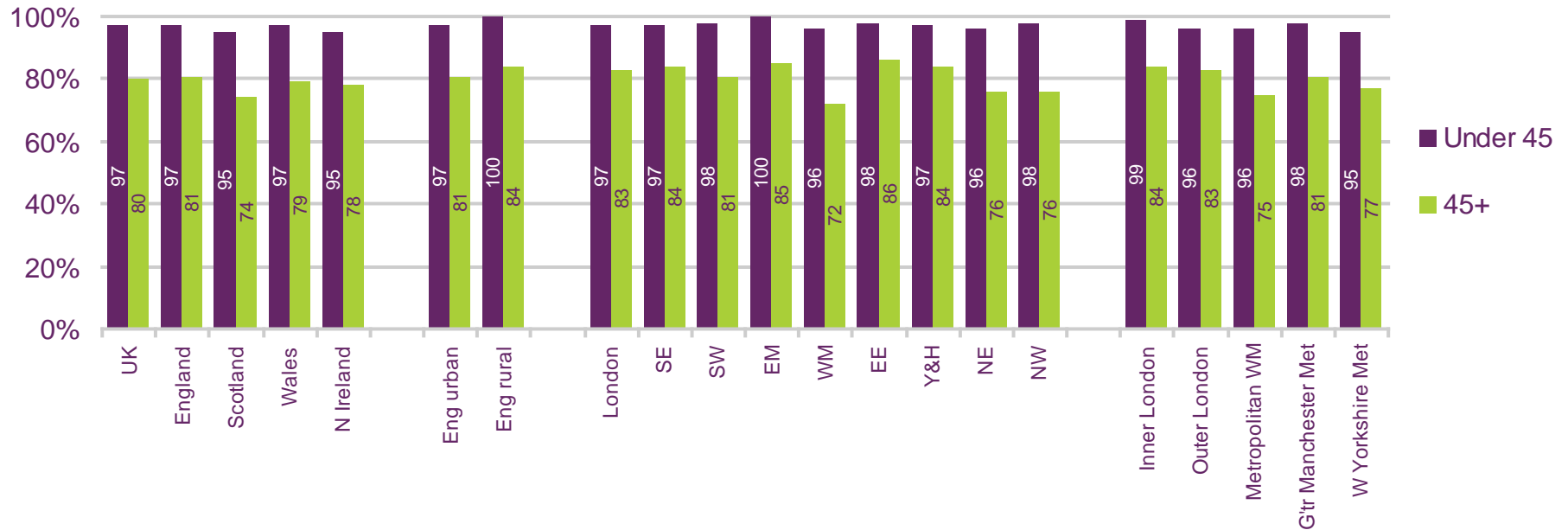
Source: Ofcom research, Quarter 1 2010

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



# Figure 5.16

## Personal use of mobile phones by age



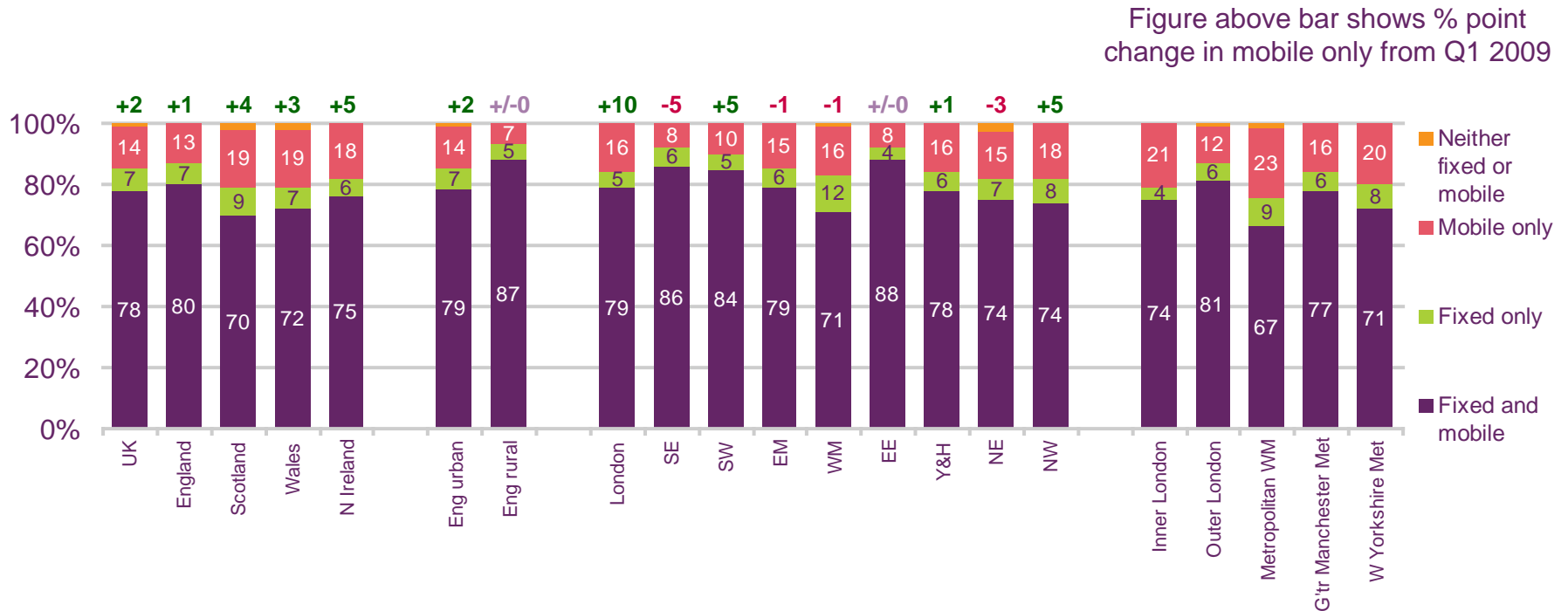
QD2. Do you personally use a mobile phone?

Source: Ofcom research, Quarter 1 2010

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

# Figure 5.17

## Cross-ownership of household telephony services



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?

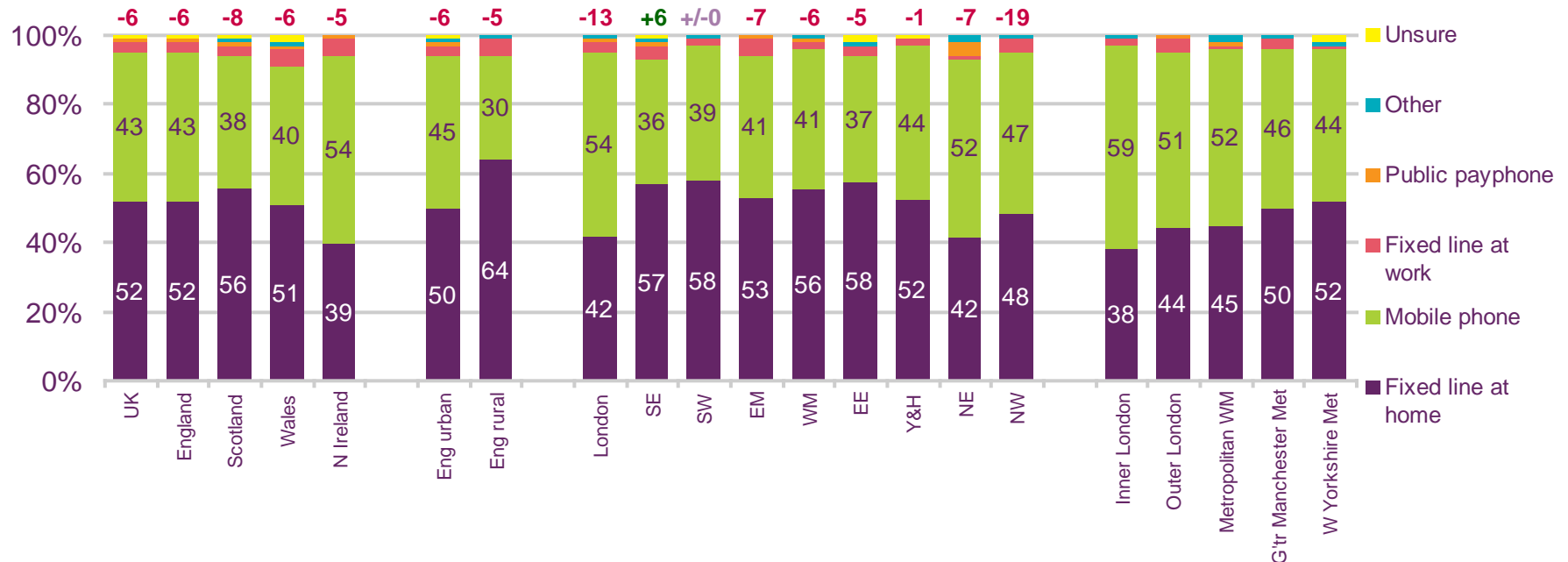
Source: Ofcom research, Quarter 1 2010

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

# Figure 5.18

## Main method of making and receiving calls

Figure above bar shows % point change in fixed line at home from Q1 2009



QC28. Which of these do you consider to be your main method of making and receiving telephone calls?

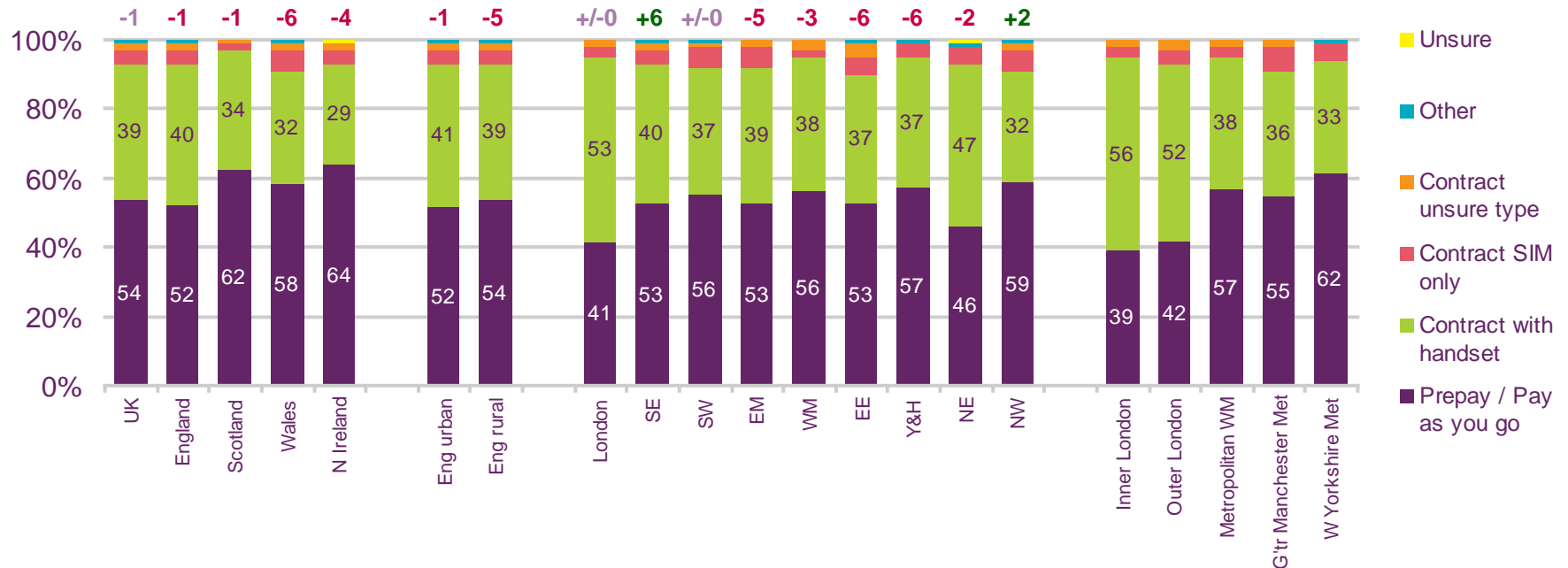
Source: Ofcom research, Quarter 1 2010

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

# Figure 5.19

## 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?

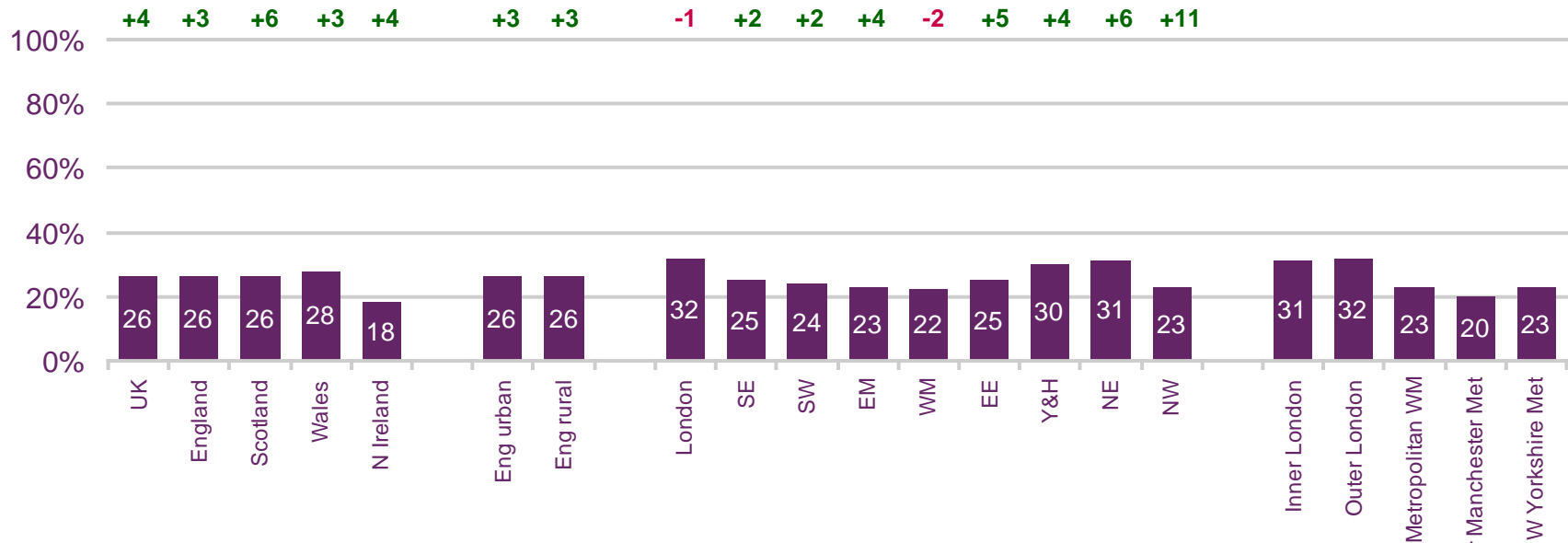
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 5008 England, 1237 Scotland, 923 Wales, 658 Northern Ireland)

# Figure 5.20

## Take-up of 3G 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?

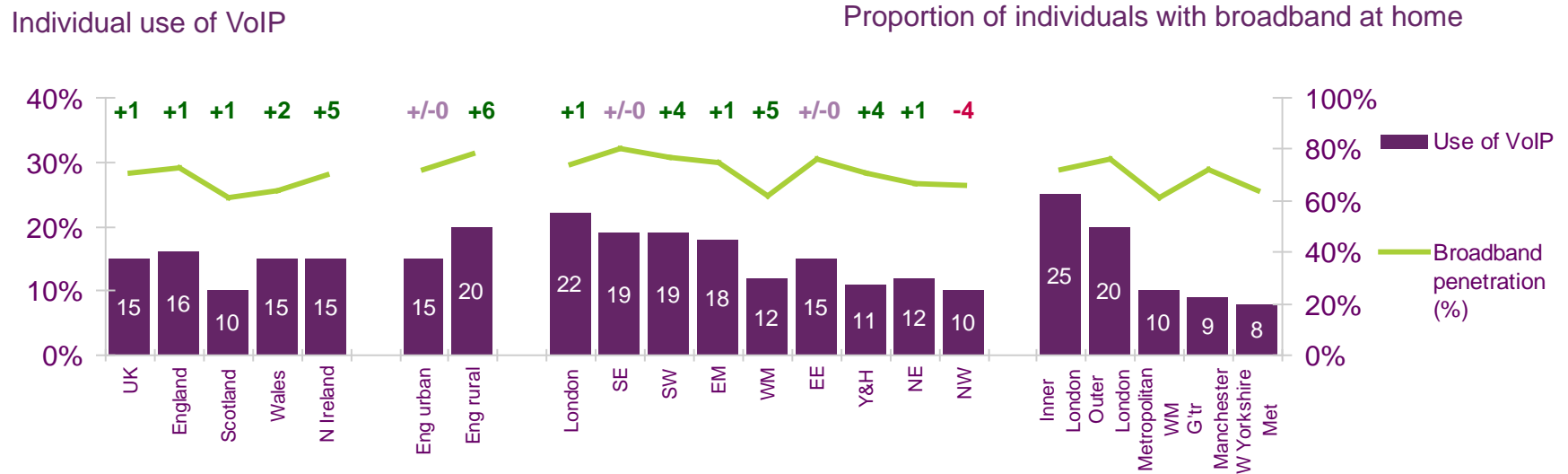
Source: Ofcom research, Quarter 1 2010

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

# Figure 5.21

## 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?

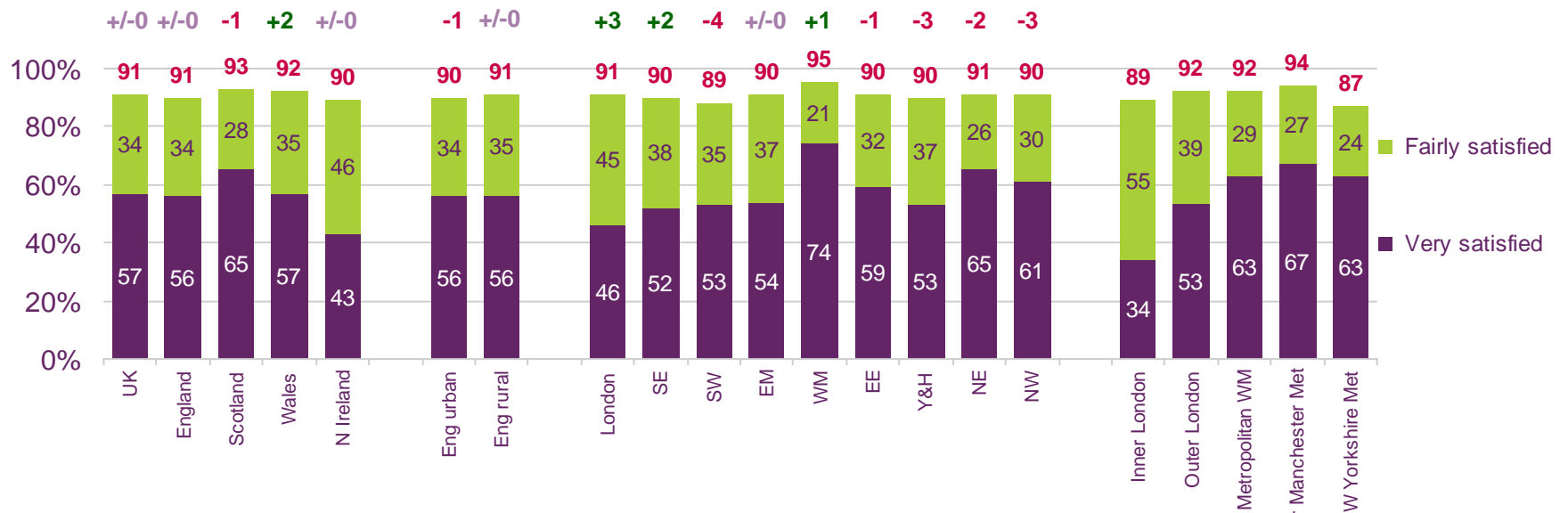
Source: Ofcom research, Quarter 1 2010

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

# Figure 5.22

## 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

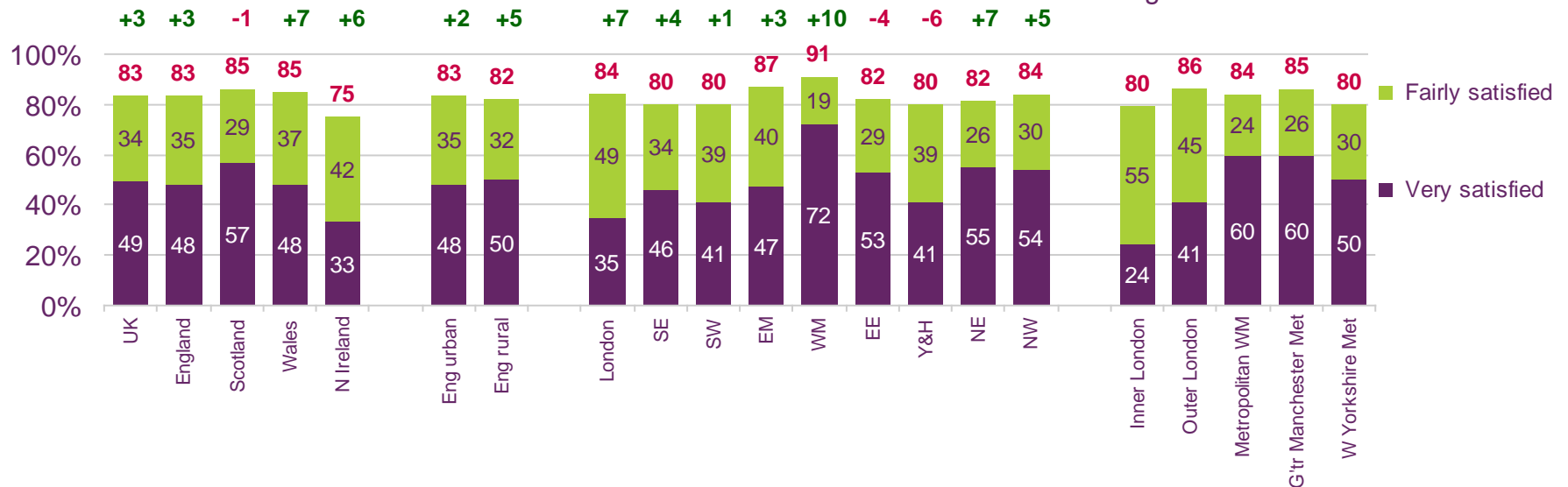
Base: Adults aged 15+ with a landline phone at home (n = 7494 UK, 4851 England, 1141 Scotland, 874 Wales, 628 Northern Ireland)

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

# Figure 5.23

## Satisfaction with value for money of fixed line services

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 2009

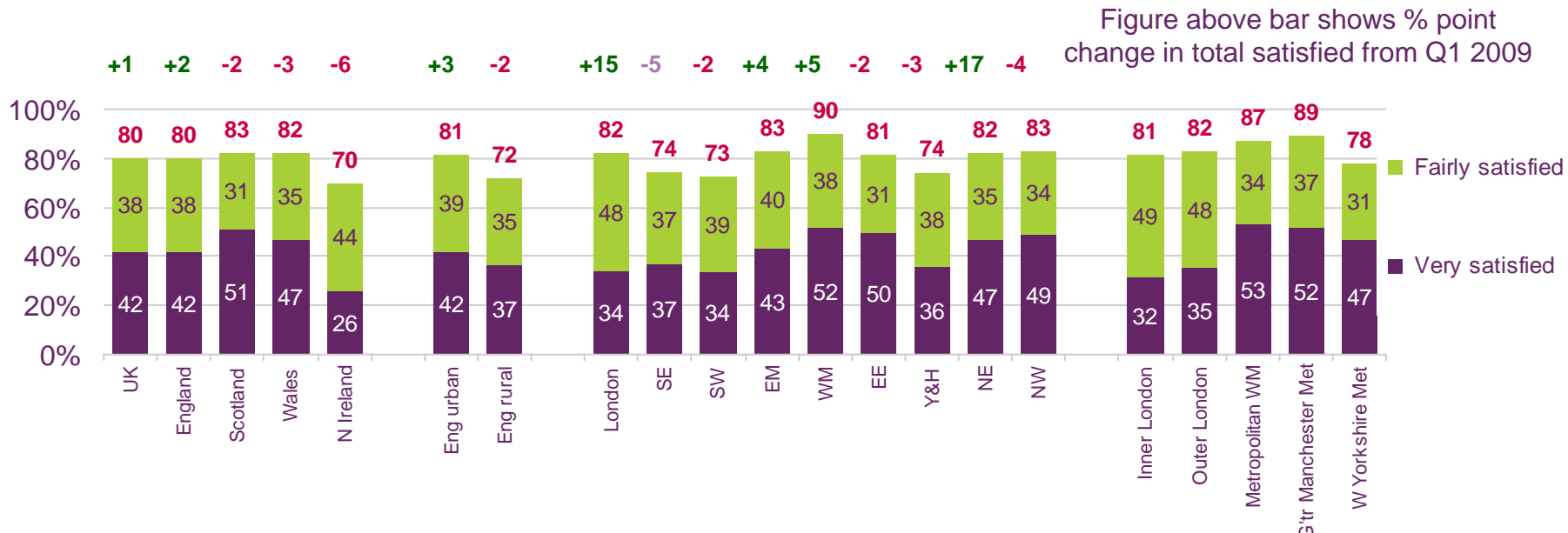
Base: Adults aged 15+ with a landline phone at home (n = 7494 UK, 4851 England, 1141 Scotland, 874 Wales, 628 Northern Ireland)

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



# Figure 5.24

## Satisfaction with speed of fixed broadband connection



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)?

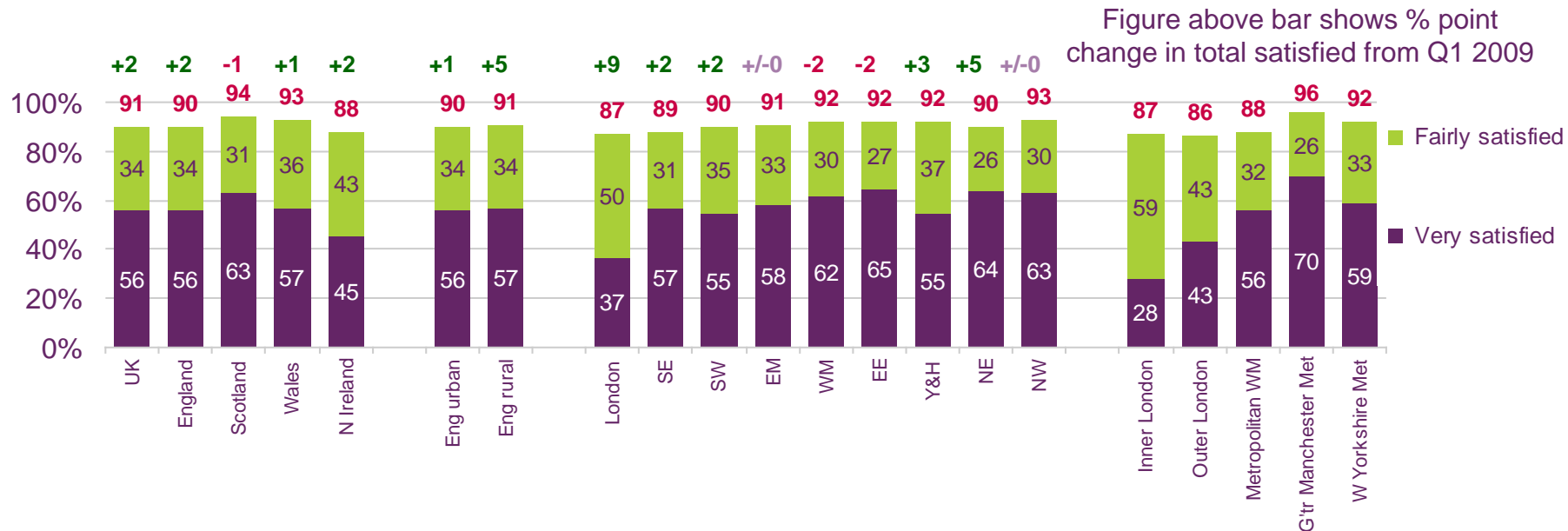
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with a fixed broadband connection at home (n= 5410 UK, 3559 England, 778 Scotland, 604 Wales, 469 Northern Ireland)

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

# Figure 5.26

## Satisfaction with value for money of mobile services



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

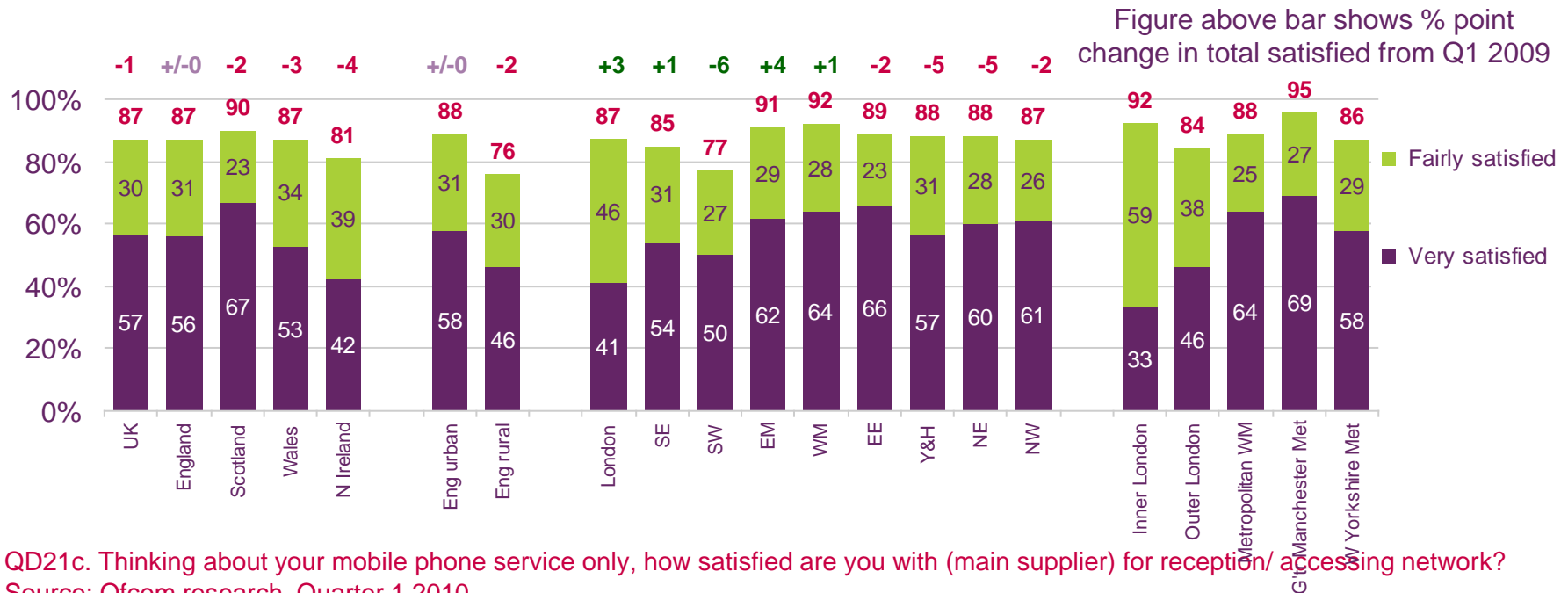
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 5008 England, 1237 Scotland, 923 Wales, 658 Northern Ireland)

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

# Figure 5.27

## Satisfaction with reception of mobile services



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

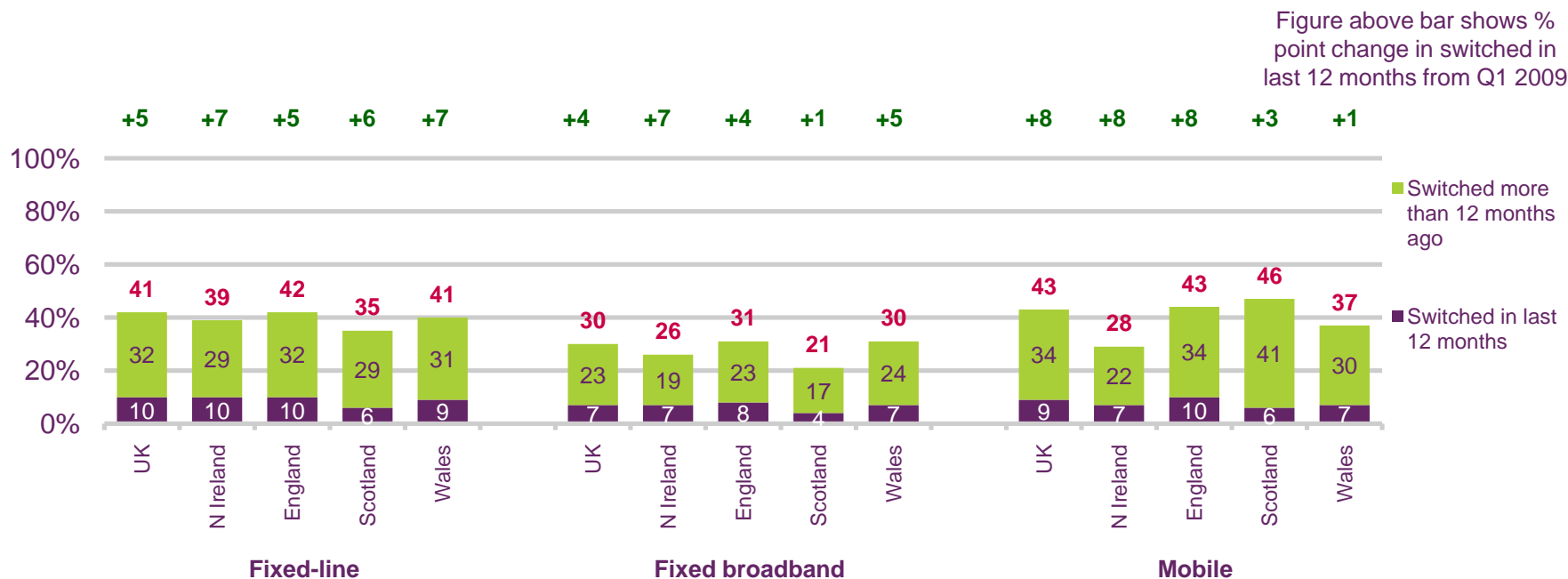
Base: Adults aged 15+ who personally use a mobile phone (n = 7826 UK, 5008 England, 1237 Scotland, 923 Wales, 658 Northern Ireland)

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

# Figure 5.28



## 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