

Scotland CMR Nations charts

2015

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)

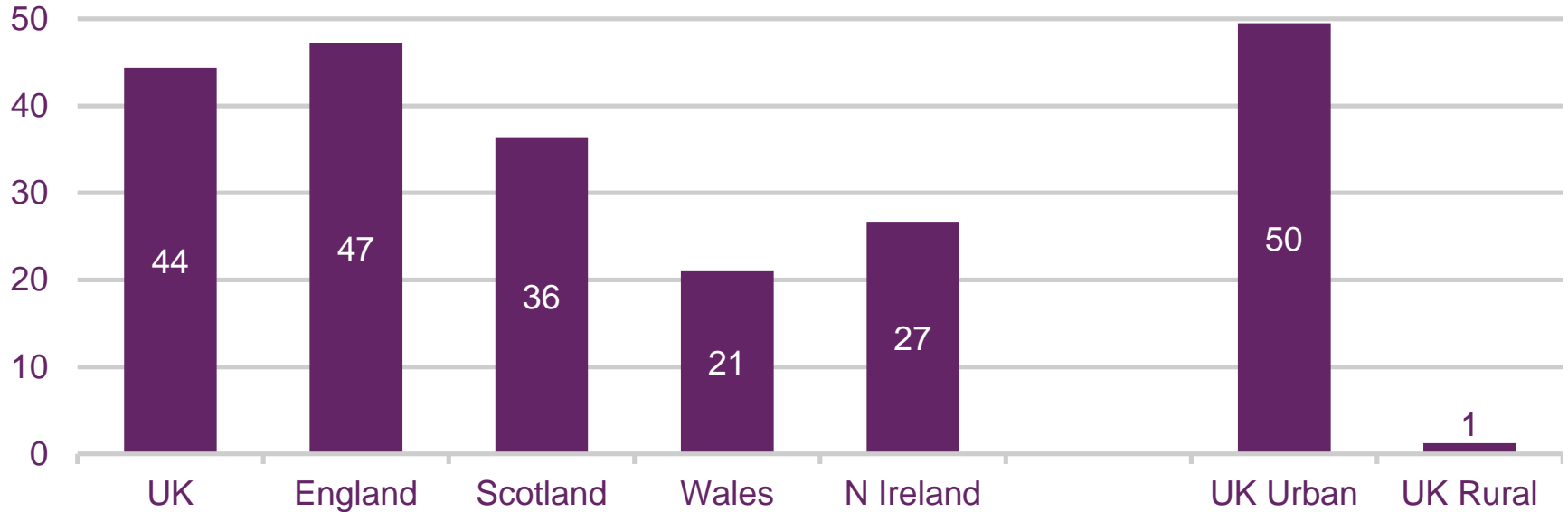


Source: Ofcom / BT, December 2014 data

Figure 4.2

Proportion of premises able to receive Virgin Media cable broadband services

Proportion of premises (per cent)



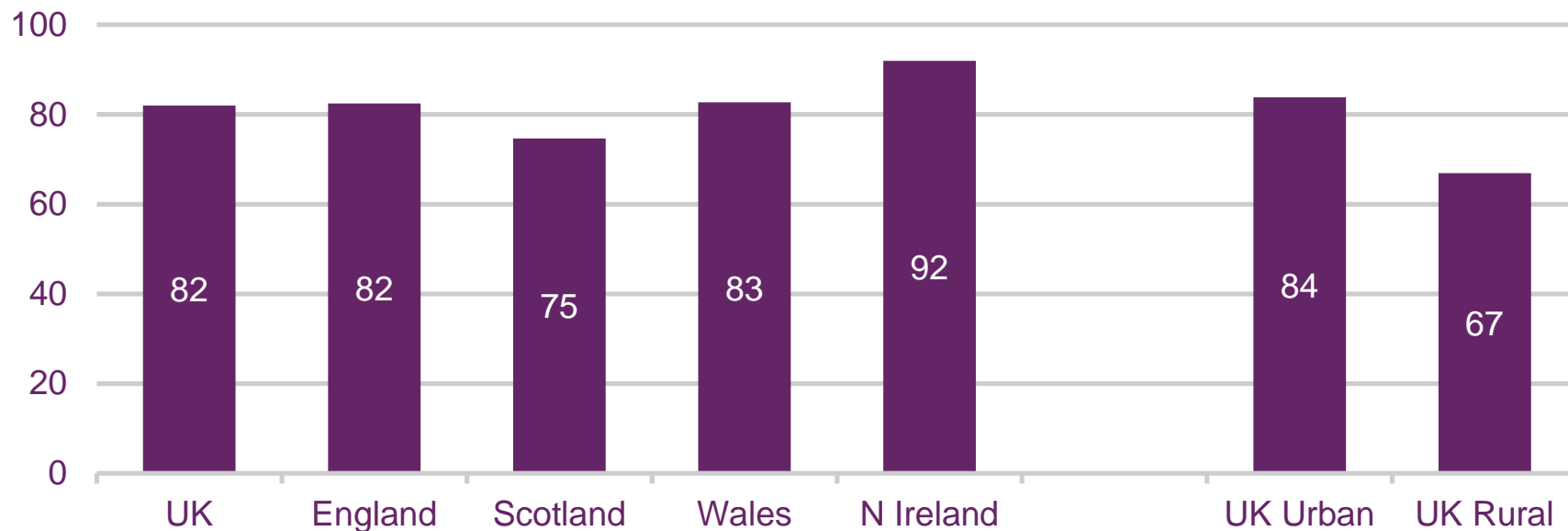
Source: Ofcom / Virgin Media, May 2015 data

Figure 4.3



Proportion of premises able to receive BT Openreach/Kcom fibre broadband services

Proportion of premises (per cent)



Source: Ofcom / Openreach / Kcom, May 2015 data

Figure 4.4

Proportion of premises able to receive NGA broadband services

Proportion of premises (per cent)

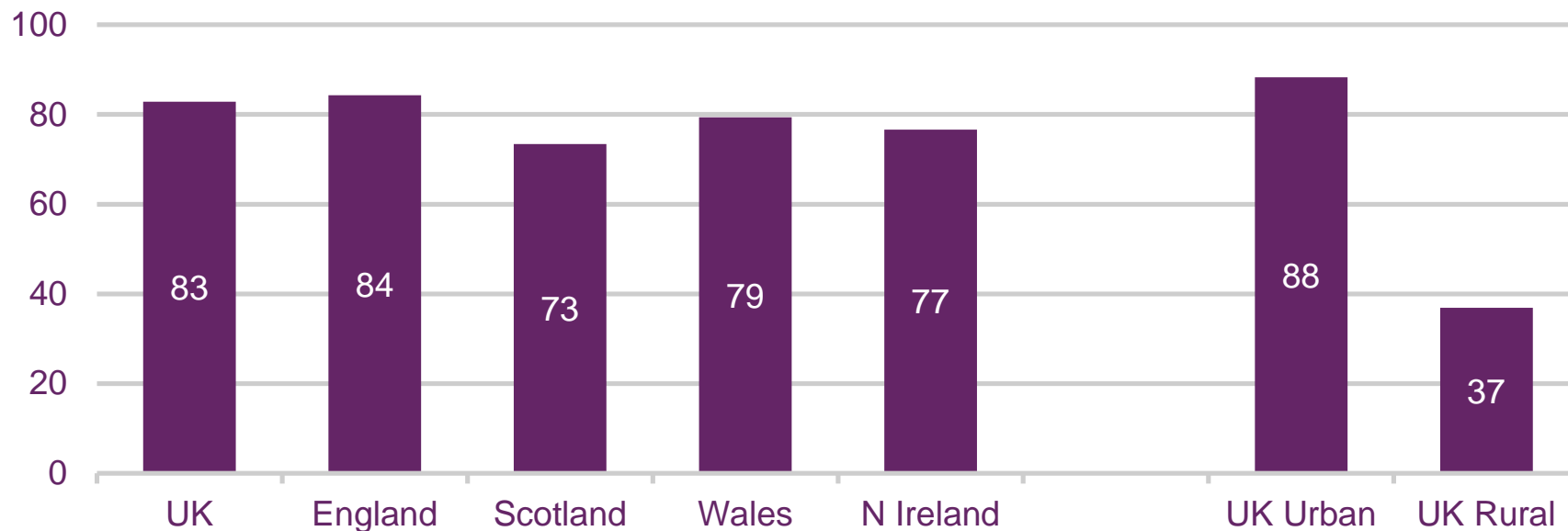


Source: Ofcom / Openreach / Virgin Media / Kcom, May 2015 data

Figure 4.5

Proportion of premises able to receive superfast broadband services

Proportion of premises (per cent)

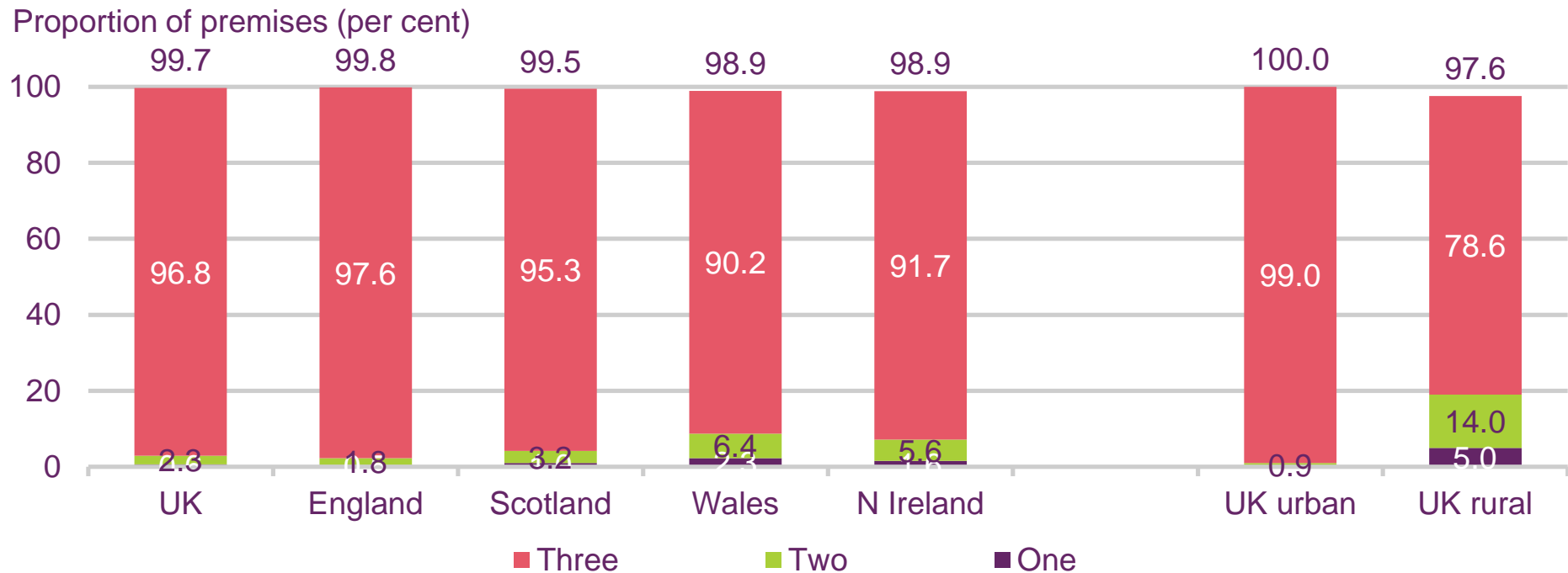


Source: Ofcom / Openreach / Virgin Media / Kcom, May 2015 data

Mobile coverage

Figure 4.6

2G outdoor mobile coverage to premises, by number of operators

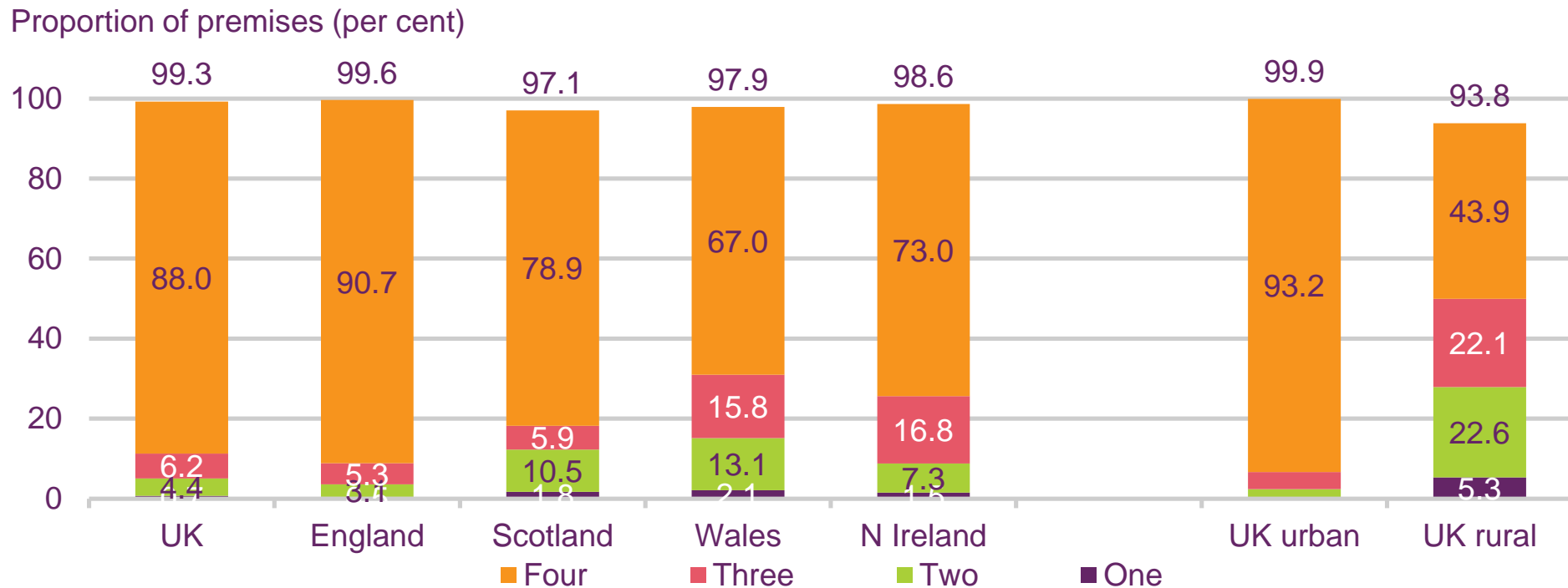


Source: Ofcom / operators, May 2015 data

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

Figure 4.7

3G outdoor mobile coverage to premises, by number of operators

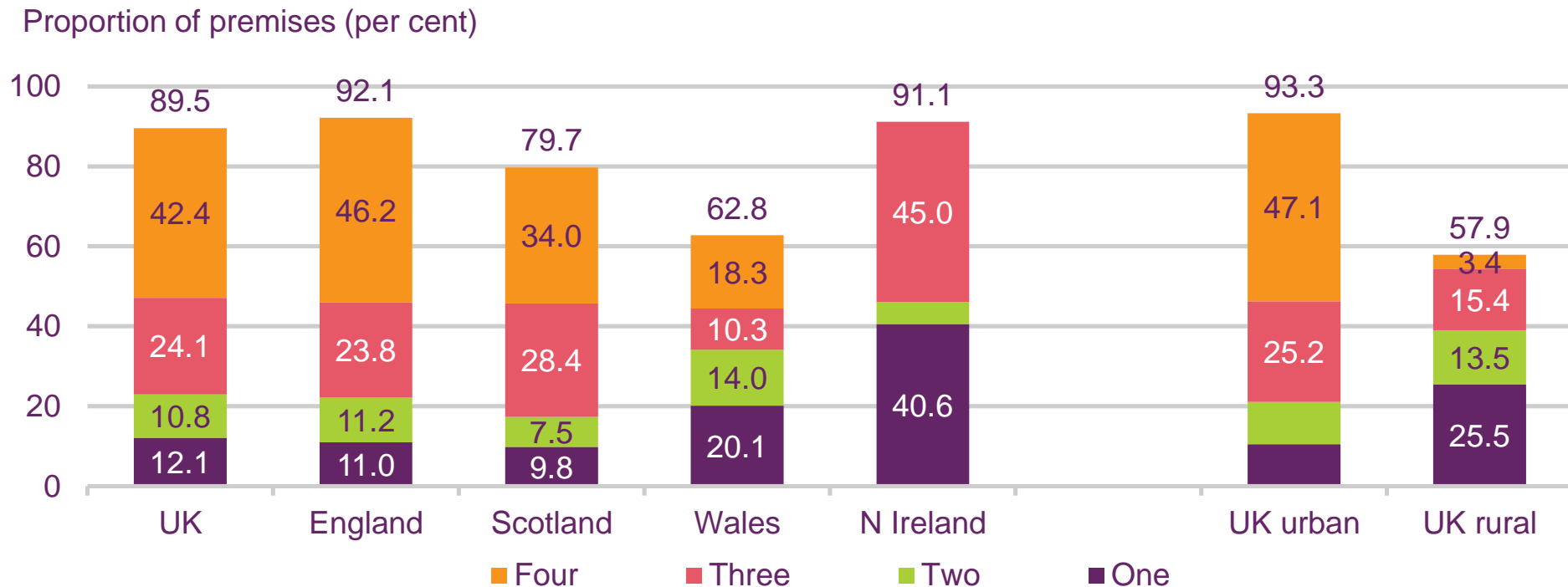


Source: Ofcom / operators, May 2015 data

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

Figure 4.8

4G outdoor mobile coverage to premises, by number of operators



Source: Ofcom / operators, May 2015 data

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

Service-take-up

Figure 4.9



Take-up of communications services, 2015

		UK	Scotland	England	Wales	N Ireland	Scotland urban	Scotland rural
Individual								
Voice telephony	Fixed Line	84%	82%	85%	83%	84%	81%	86%
	Mobile phone	93%	91%	93%	90%	91%	90%	93%
	Smartphone	66%	63%	67%	63%	63%	64%	60%
Internet	Computer (any type)	83%	75%	84%	84%	77%	75%	75%
	Tablet computer	54%	52%	54%	60%	54%	53%	47%
	Total Internet ¹	85%	78%	86%	86%	79%	79%	77%
	Broadband (fixed & mobile) ²	80%	73%	81%	78%	72%	73%	73%
	Fixed Broadband	78%	71%	79%	77%	69%	71%	72%
	Mobile internet ⁴	61%	59%	62%	59%	60%	60%	54%

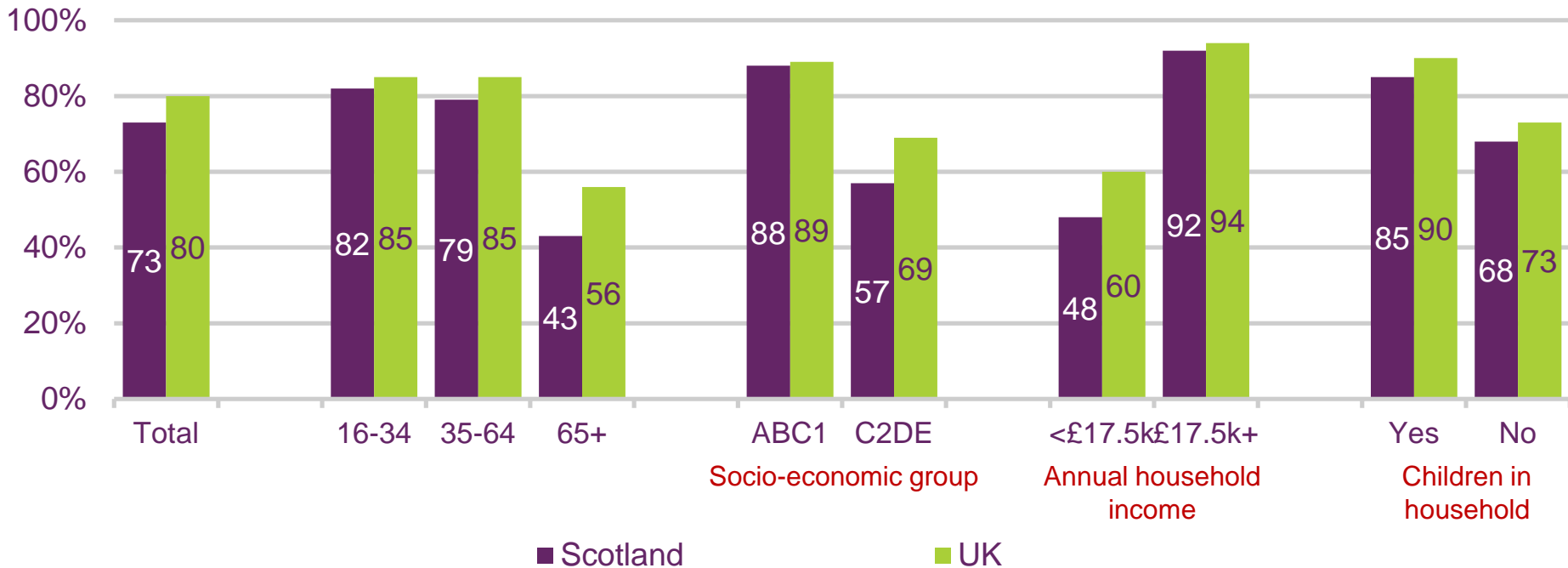
Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 492 Scotland, 2264 England, 496 Wales, 504 Northern Ireland, 246 Scotland urban, 246 Scotland rural)

Figure 4.10

Consumer broadband take-up in Scotland, by demographic

Proportion of homes (%)



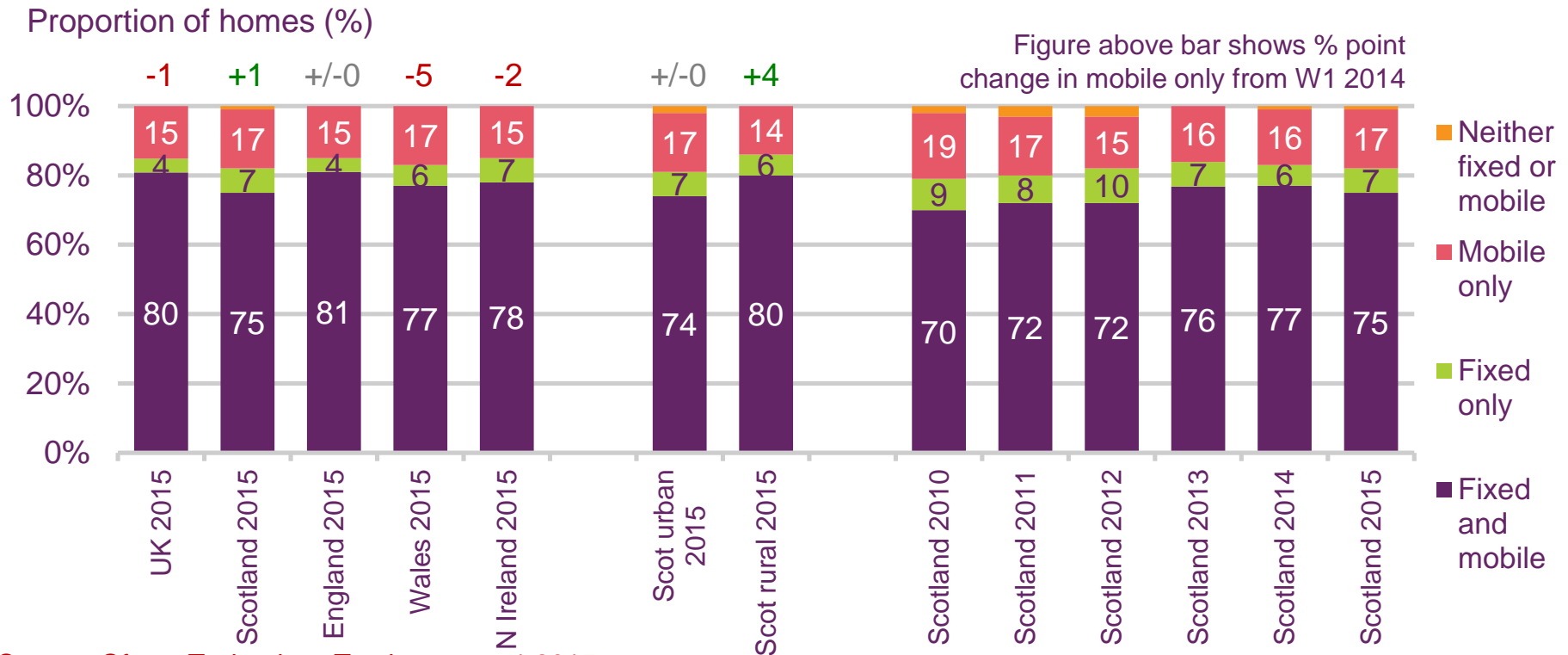
Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ (n =492 Scotland, 158 16-34s, 231 35-64s, 103 65+, 249 ABC1, 243 C2DE, 157 <£17.5k income, 168 £17.5k+, 142 children in home, 350 no children in home)

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

Figure 4.11

Cross-ownership of household telephony services



Source: Ofcom Technology Tracker, wave 1 2015

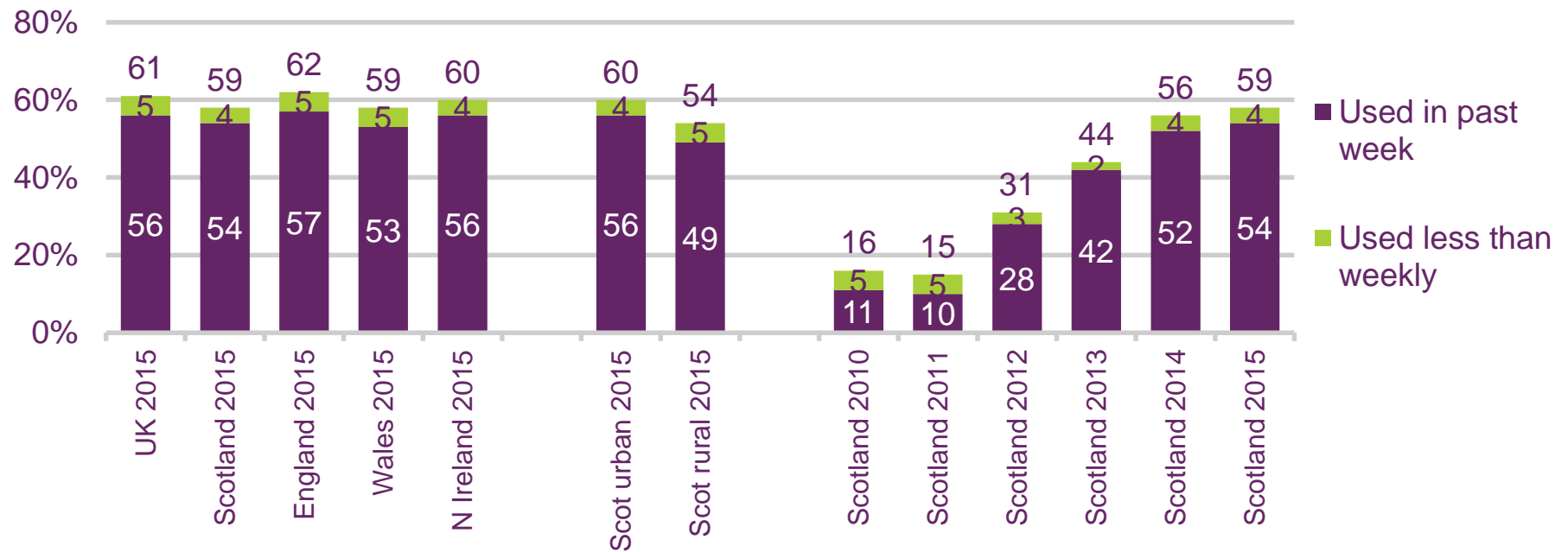
Base: All adults aged 16+ (n = 3756 UK, 492 Scotland, 2264 England, 496 Wales, 504 Northern Ireland, 246 Scotland urban, 246 Scotland rural, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015)

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?

Figure 4.12

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

Proportion of adults (%)



Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 492 Scotland, 2264 England, 496 Wales, 504 Northern Ireland, 246 Scotland urban, 246 Scotland rural, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015)

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

Figure 4.13

4G take-up, by nation

Proportion of respondents (%)



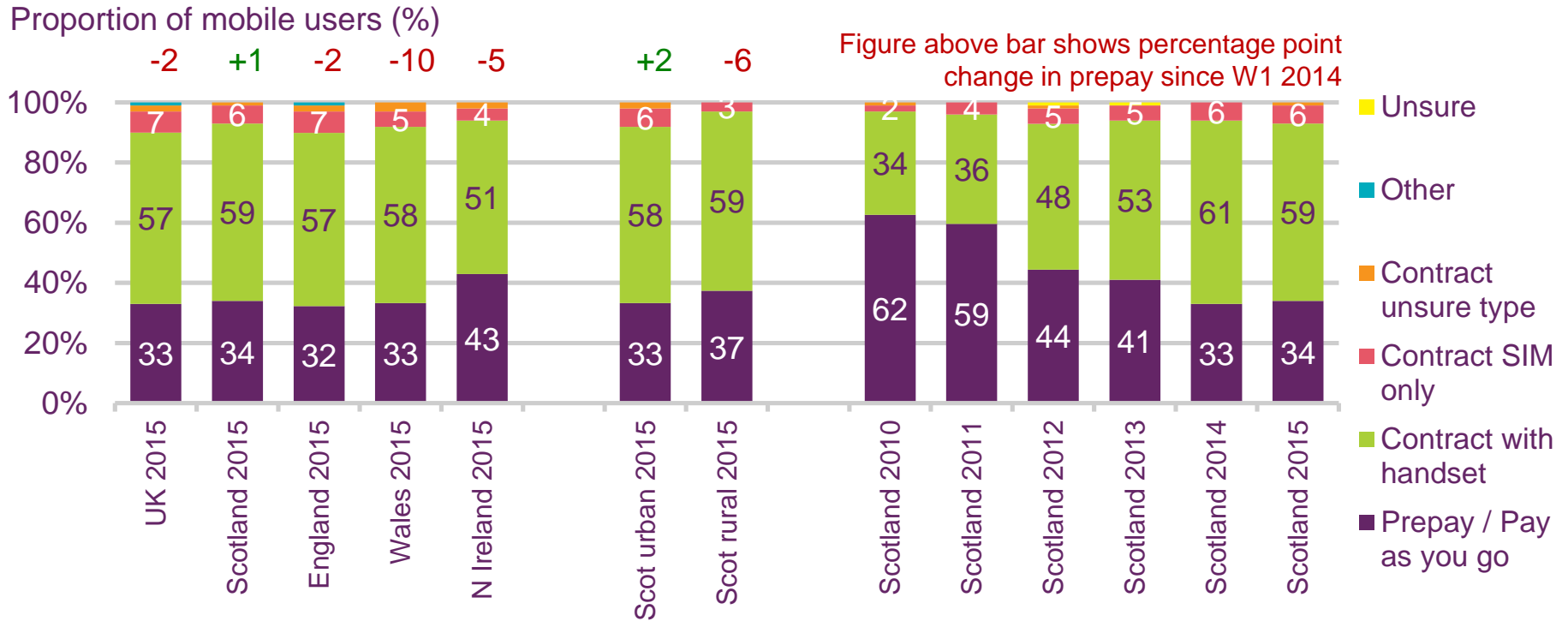
Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 438 Northern Ireland, 2264 England, 492 Scotland, 496 Wales

QD6 (QD41). Do you have a 4G service? This is a relatively new service that enables faster mobile internet access

Figure 4.14

Type of mobile subscription



Source: Ofcom Technology Tracker, wave 1 2015

Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 450 Scotland, 2080 England, 439 Wales, 456 Northern Ireland, 222 Scotland urban, 228 Scotland rural, 1237 Scotland 2010, 425 Scotland 2011, 430 Scotland 2012, 464 Scotland 2013, 447 Scotland 2014, 450 Scotland 2015)

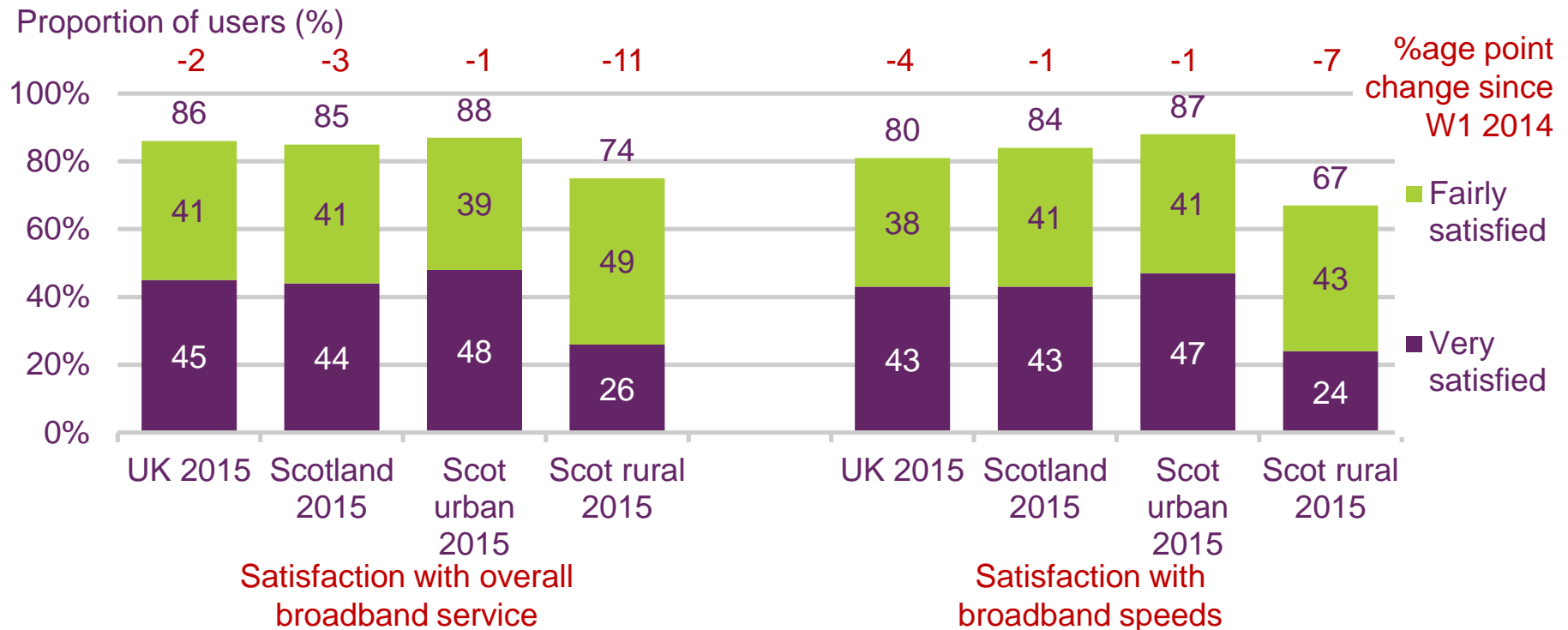
QD11. Which of these best describes the mobile package you personally use most often?

Source: Ofcom Technology Tracker, wave 1 2015

Satisfaction with telecoms services

Figure 4.15

Satisfaction with overall service and speed of fixed broadband connection



Source: Ofcom Technology Tracker, wave 1 2015

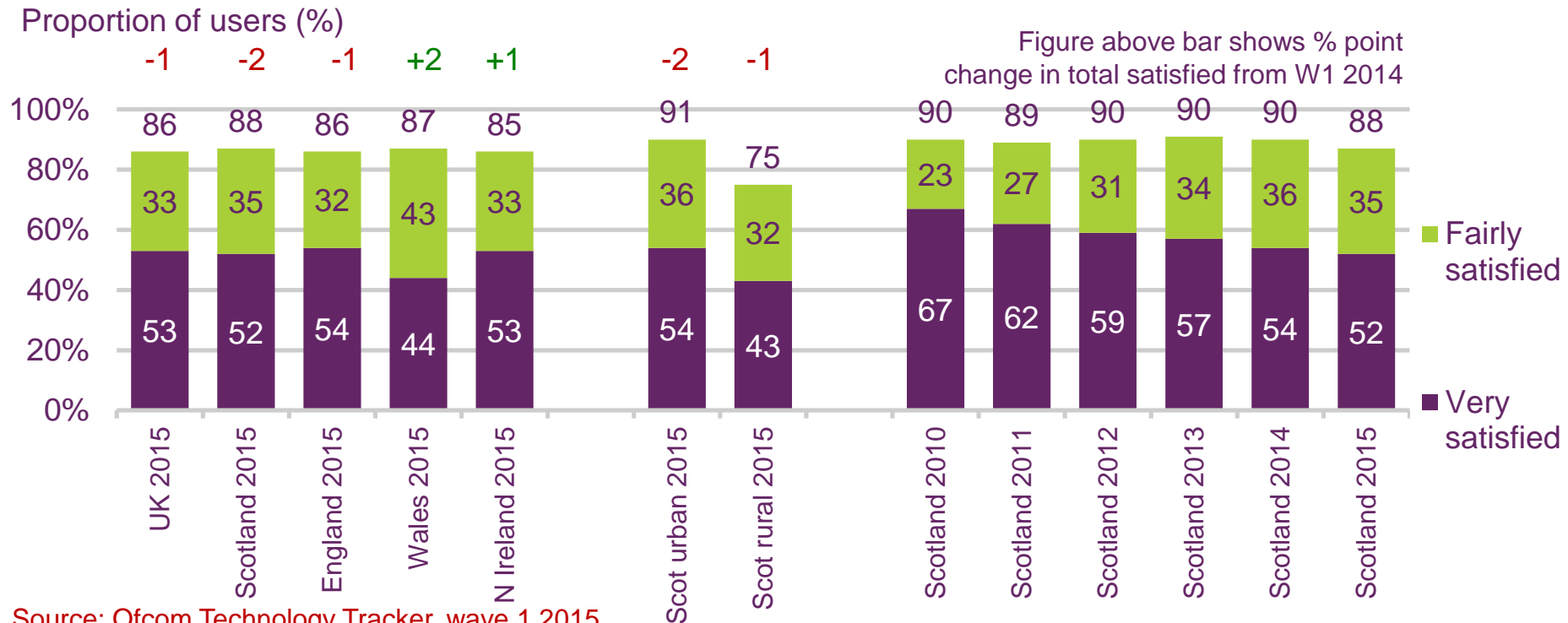
Base: Adults aged 16+ with broadband connection at home (n = 2781 UK, 345 Scotland, 171 Scotland urban, 174 Scotland rural)

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

QE8b. 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



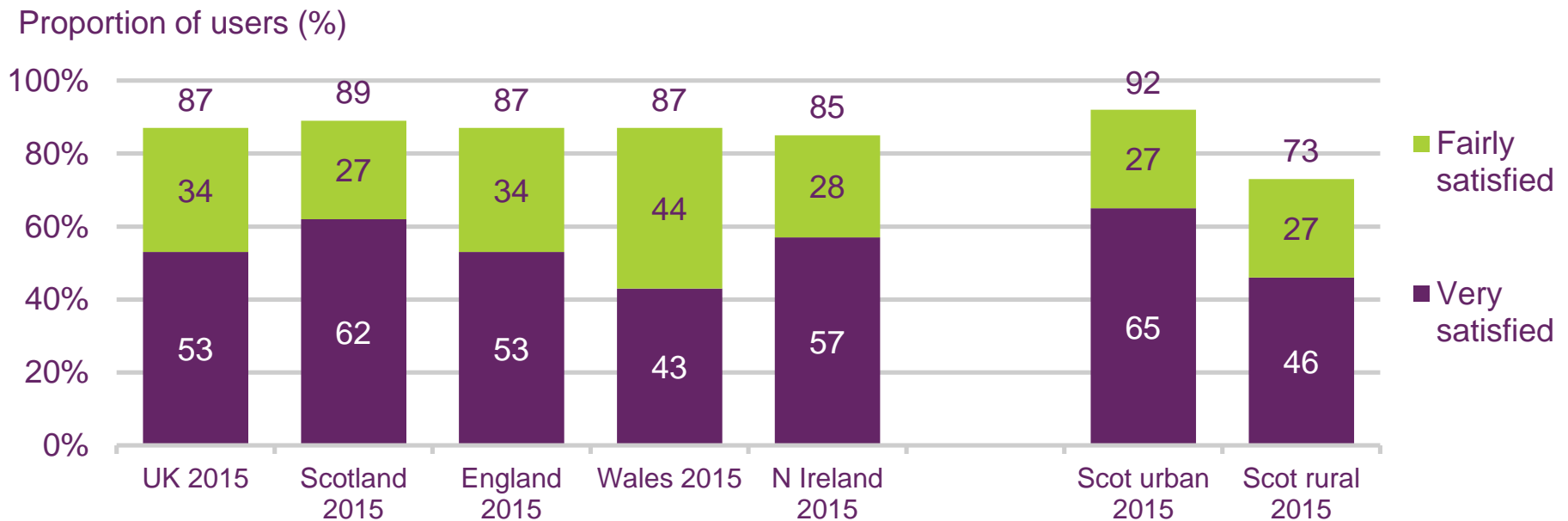
Source: Ofcom Technology Tracker, wave 1 2015

Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 450 Scotland, 2080 England, 439 Wales, 456 Northern Ireland, 222 Scotland urban, 228 Scotland rural, 1237 Scotland 2010, 425 Scotland 2011, 430 Scotland 2012, 464 Scotland 2013, 447 Scotland 2014, 450 Scotland 2015)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their mobile reception QD21c. 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, wave 1 2015

Base: Adults aged 16+ who personally use a smartphone (n = 2334 UK, 303 Scotland, 1437 England, 288 Wales, 306 Northern Ireland, 157 Scotland urban, 146 Scotland rural)

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