

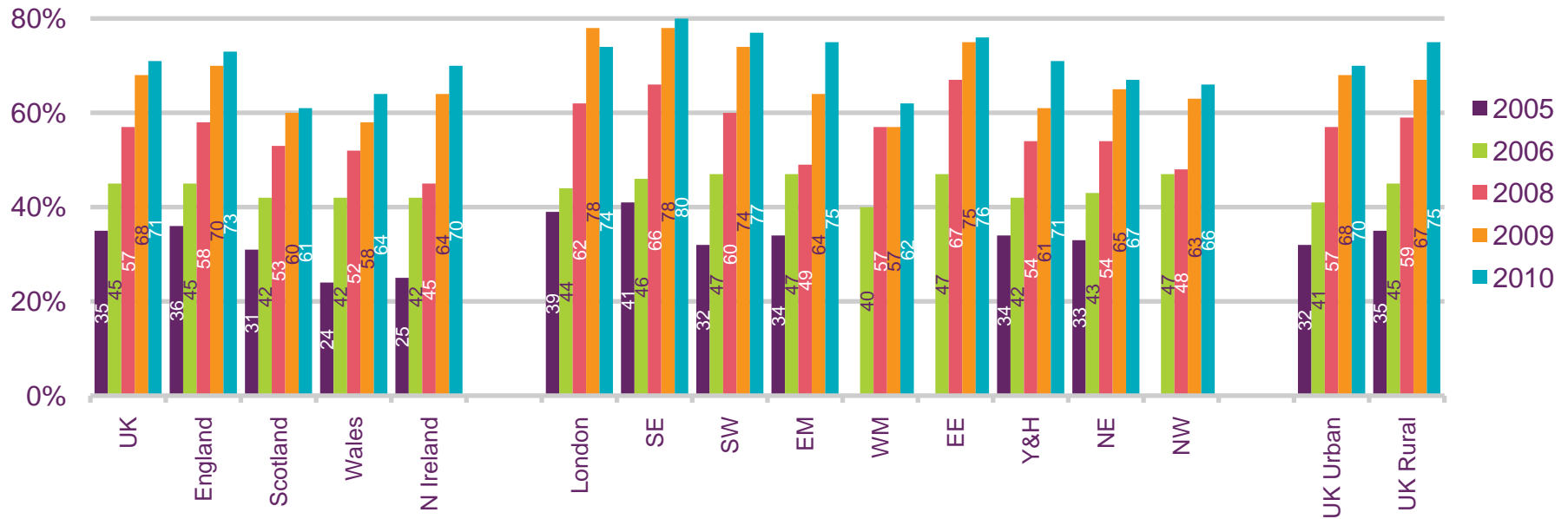
Communications market report 2010 - England

4. Internet and other web-based content

Ofcom
August 2010

Figure 4.1

Broadband take-up trend, 2005 – 2010



Source: Ofcom research, Q1 2010

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

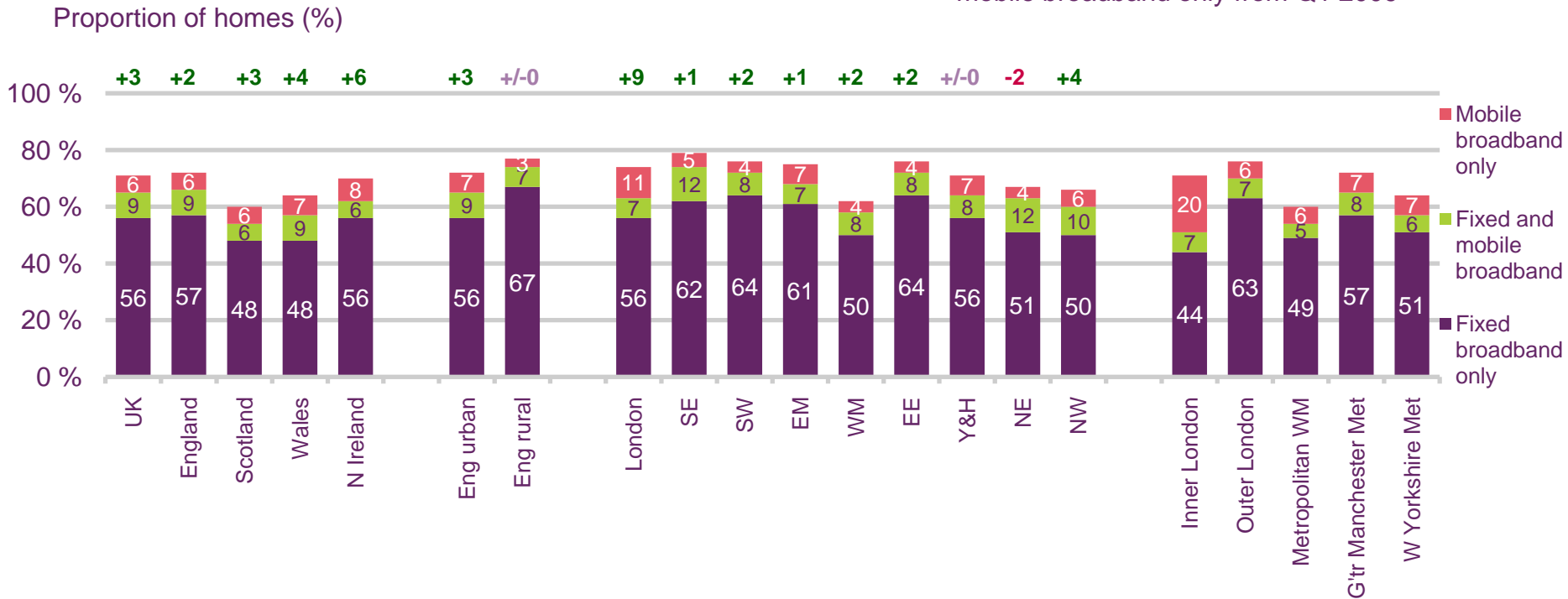
Note: includes households with a fixed-line and/or a mobile broadband connection

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

Figure 4.2

Internet take-up

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

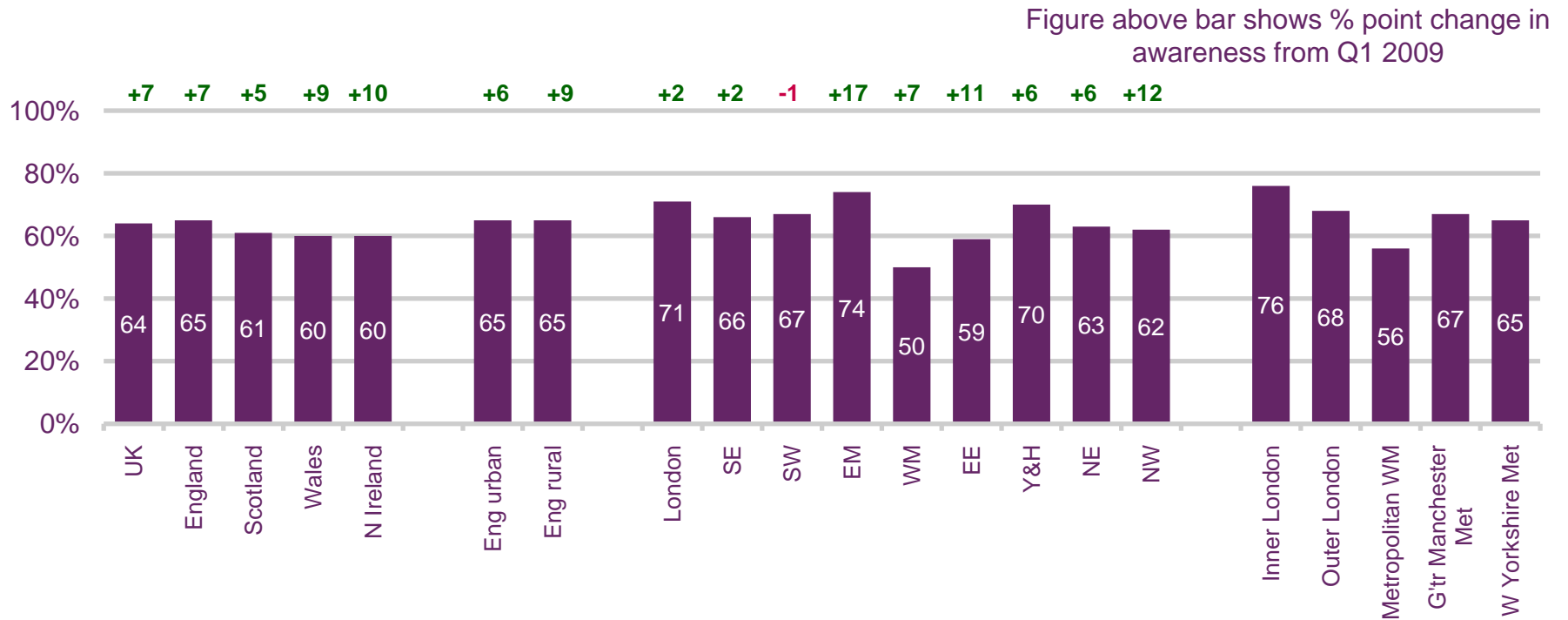


Source: Ofcom research, Q1 2010

Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)
 QE9. Which of these methods does your household use to connect to the internet at home?

Figure 4.3

Awareness of mobile broadband



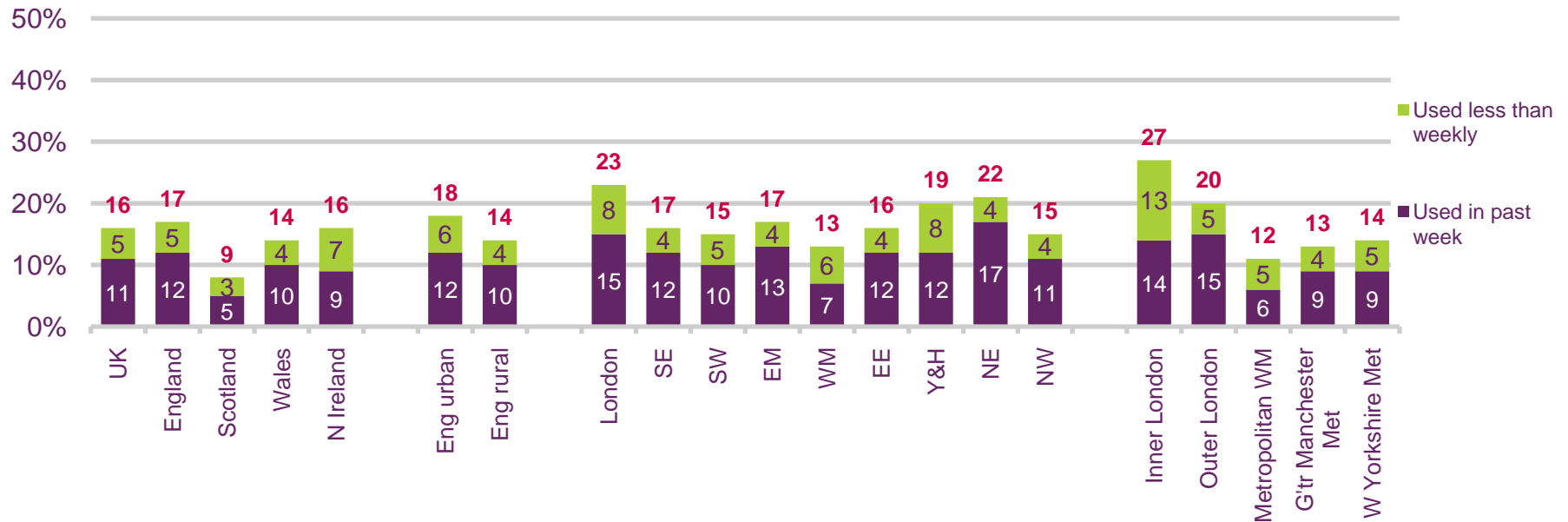
Source: Ofcom research, Q1 2010

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

QE21. Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network?

Figure 4.4

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



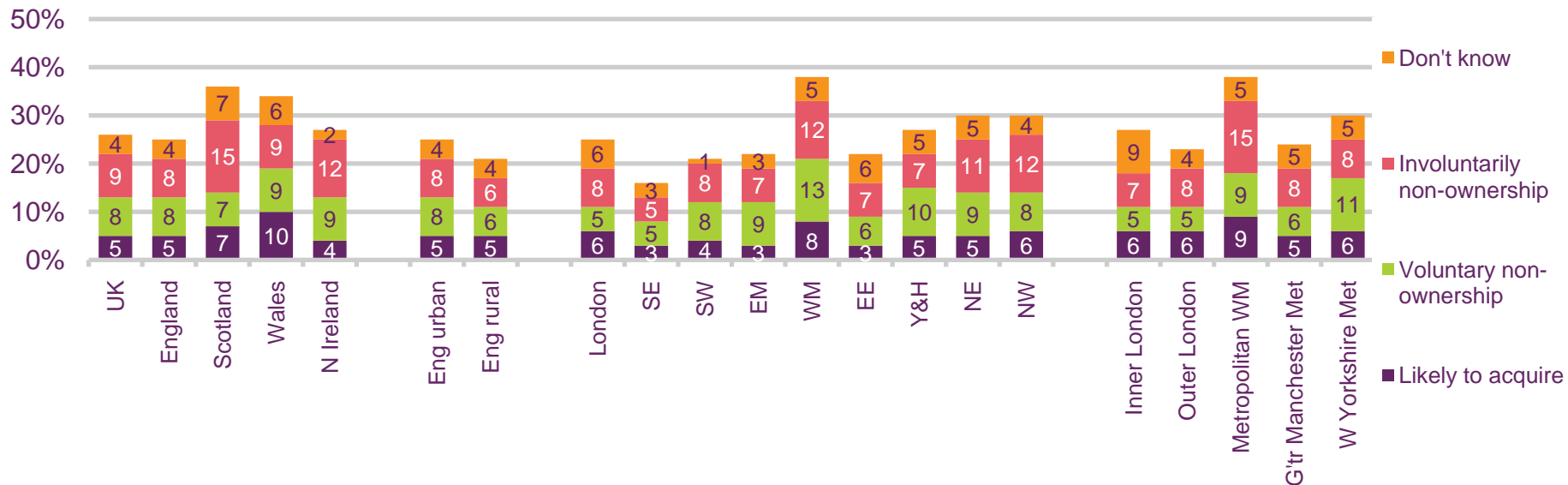
Source: Ofcom research, Q1 2010

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

QD28. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?

Figure 4.5

Households without an internet connection



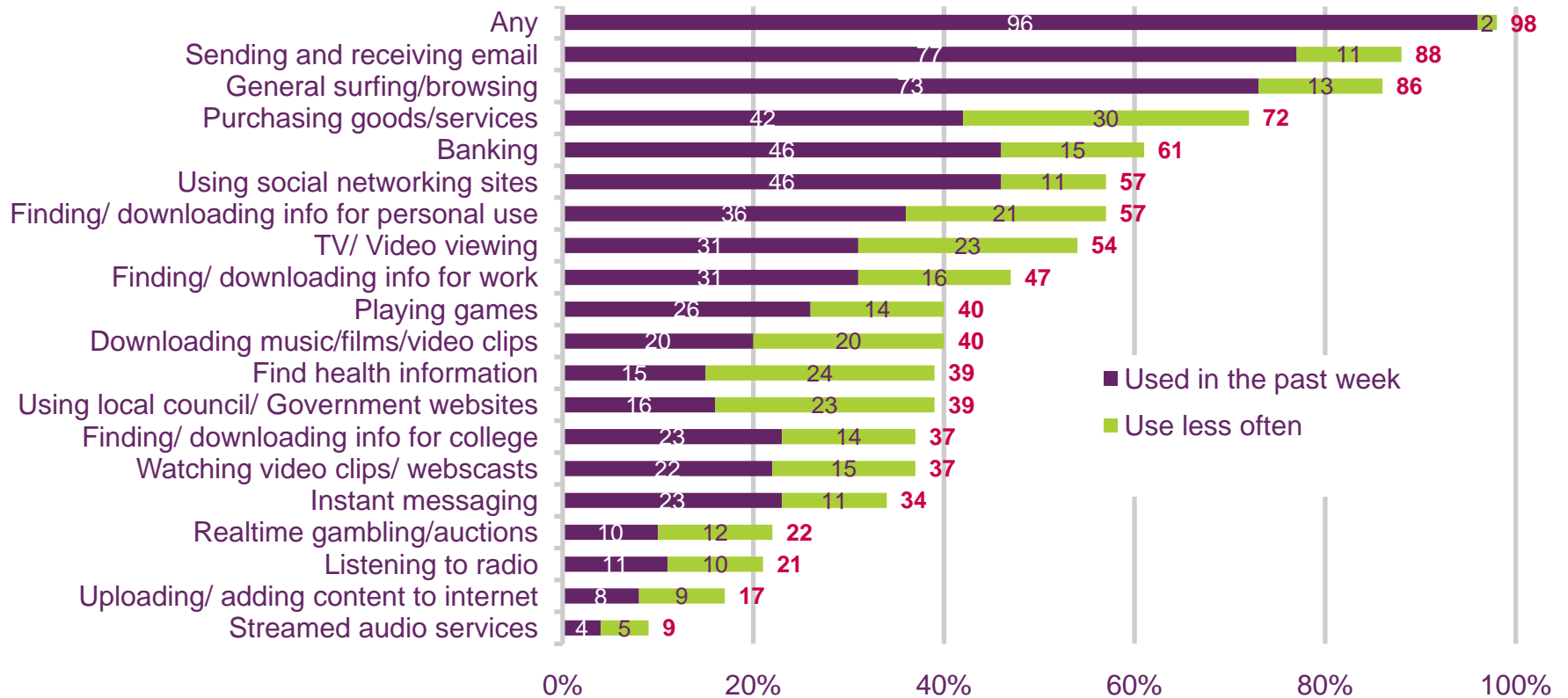
Source: Ofcom research, Q1 2010

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

QE24. How likely is it that your household will get internet access at home in the next 12 months? QE25. Why are you unlikely to get internet access at home in the next 12 months?

Figure 4.6

Use of online applications among broadband users in England



Source: Ofcom research, Q1 2010

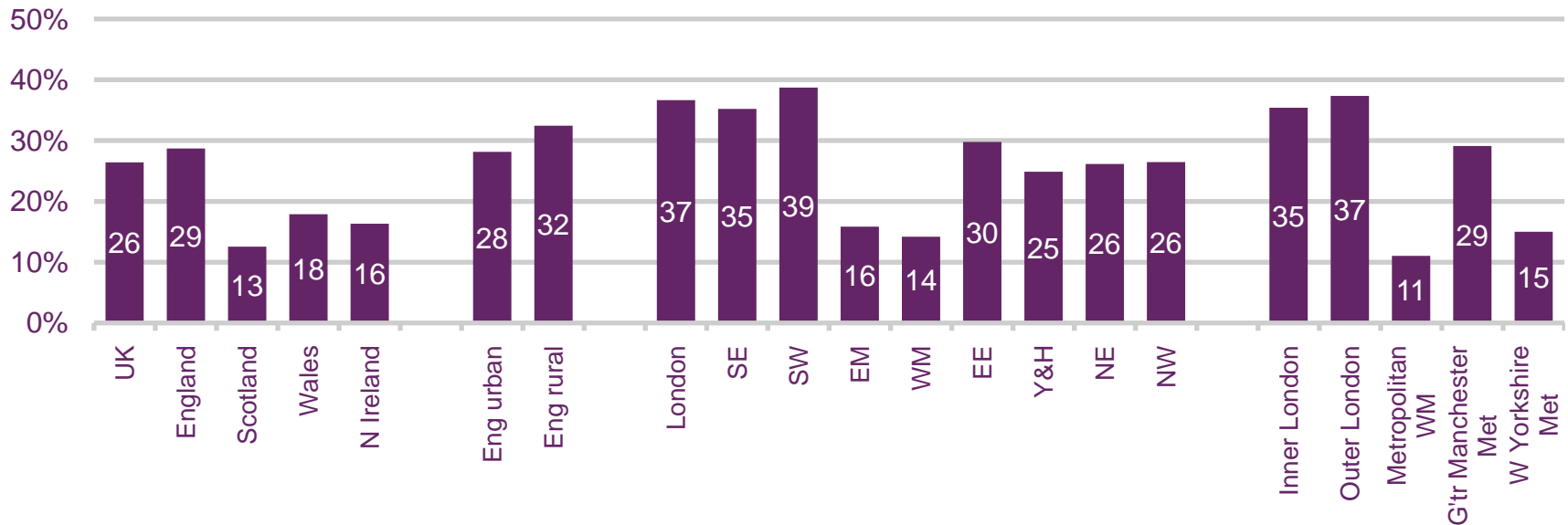
Base: All adults aged 15+ with broadband internet at home (n= 3898 England)

QE5. Which, if any, of these do you or members of your household use the internet for while at home?

Figure 4.7

Use of the internet to access local council/government websites

Use of internet for local council/government websites (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

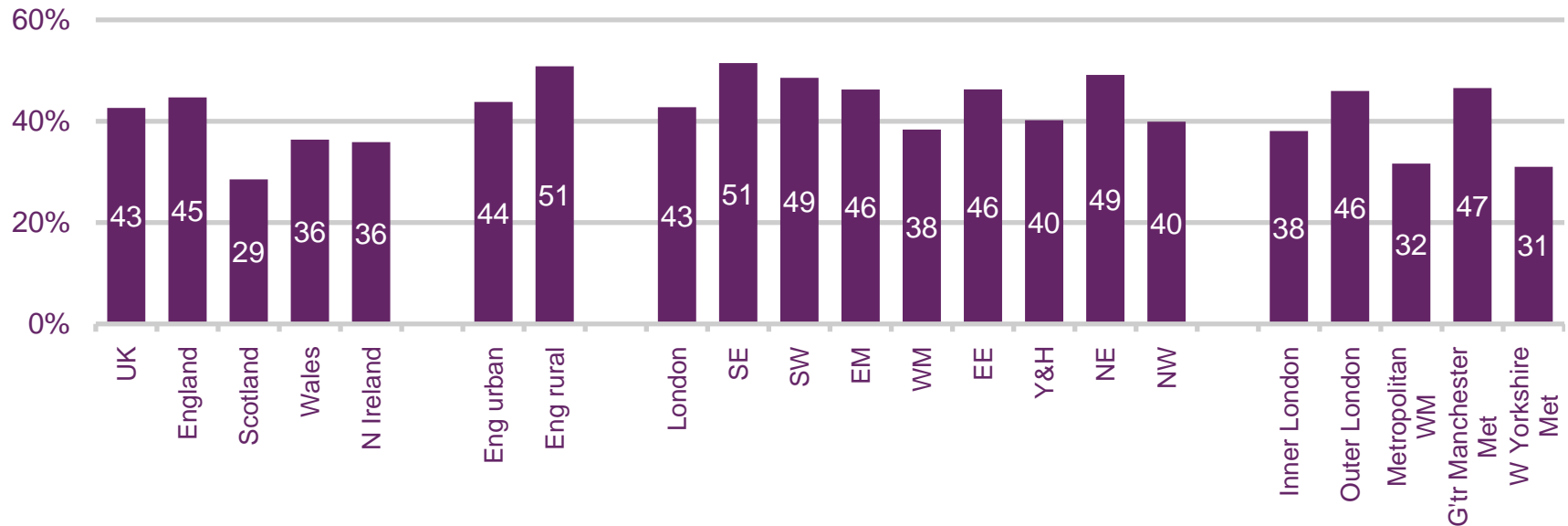
Source: Ofcom research, Q1 2010

Base: Adults aged 15+ with access to the internet at home (n= 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

Figure 4.8

Use of the internet to access online banking websites

Use of internet for banking (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

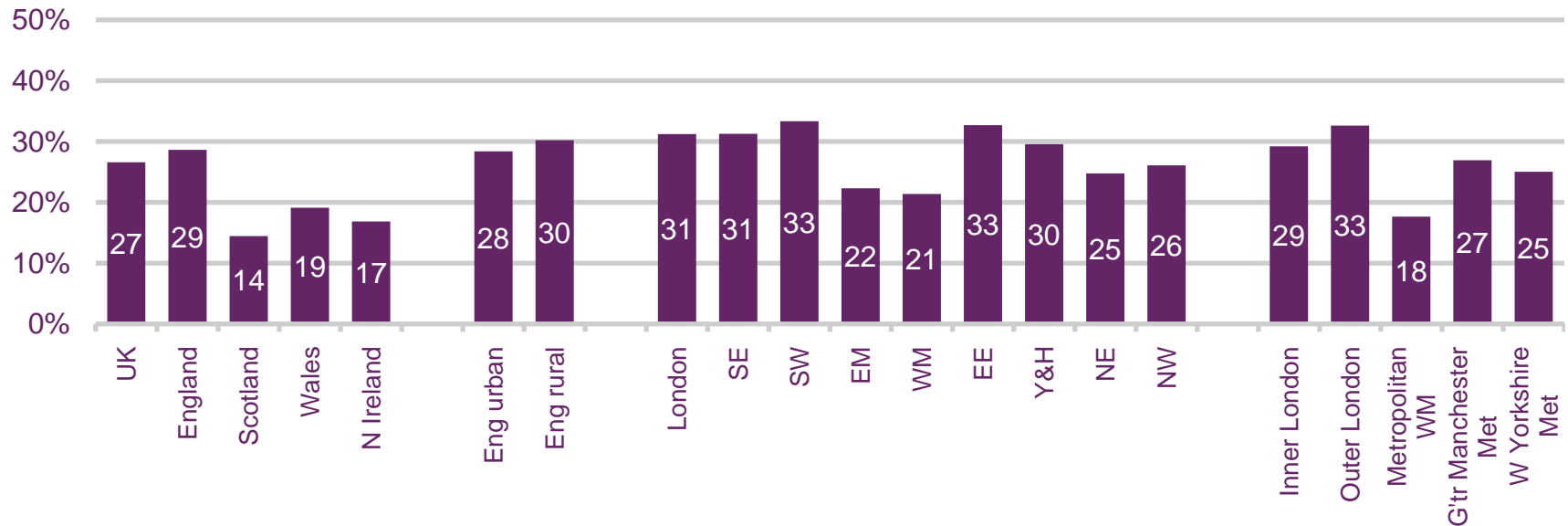
Source: Ofcom research, Q1 2010

Base: Adults aged 15+ with access to the internet at home (n= 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

Figure 4.9

Use of the internet to find information on health-related issues

Use of internet for finding information on health-related issues (%)



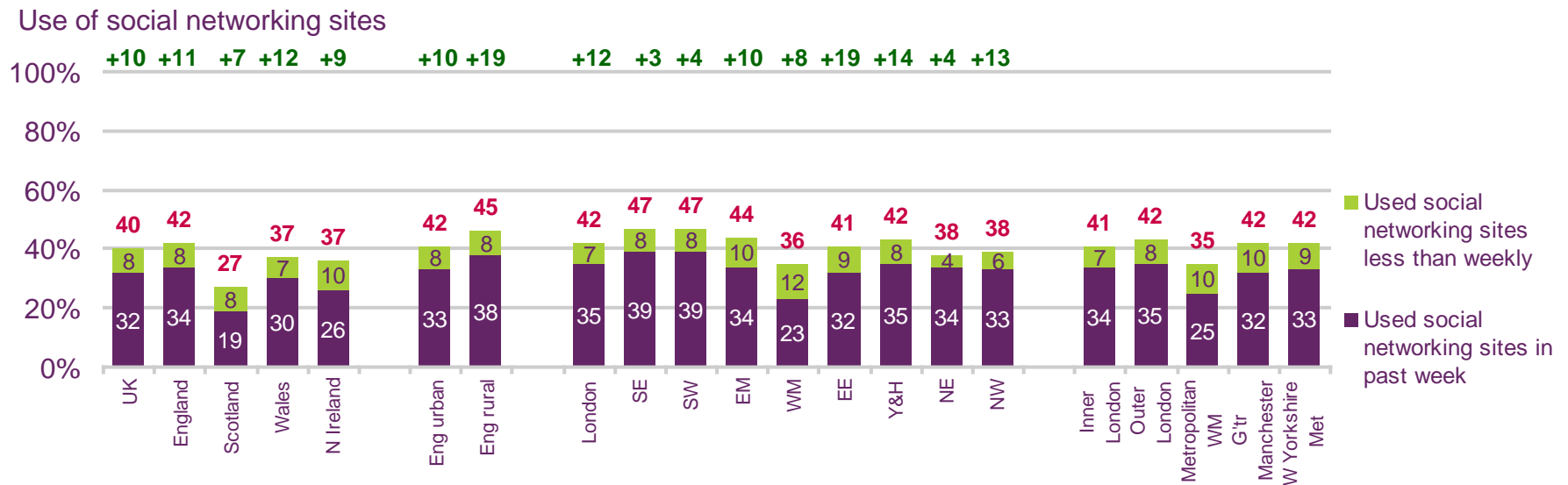
QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Q1 2010

Base: Adults aged 15+ with access to the internet at home (n= 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

Figure 4.10

Frequency of use of social networking sites



Source: Ofcom research, Q1 2010

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

QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week?