

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 1

Q1. Do you pay for, or contribute to, the bill for your household's broadband service? By this, we mean a fixed broadband connection to your home.

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North of Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
Yes	2639 89% ^c	1310 91% ^{Tb}	1329 88%	252 59%	454 93% ^{Tc}	463 96% ^{Tc}	473 93% ^{Tc}	392 94% ^{Tc}	604 97% ^{Tcdf}	690 89%	736 91%	566 88%	646 90%	1427 90%	1212 89%	229 93% ^{wyA}	114 90%	290 88%	231 91%	224 88%	189 88%	123 86%	251 90%	321 87%	371 92% ^{TwA}	222 87%	75 87%
No	259 9% ^{adefg} h ^{nz}	101 7%	157 10% ^{Ta}	166 39% ^{Tdefg} h	29 6% ^{eh}	9 2%	24 5% ^{ee}	14 3%	16 3%	82 11% ^{Tn}	68 8% ⁿ	72 11% ⁿ	37 5%	150 9%	109 8%	14 6%	10 8%	37 11% ^z	14 6%	23 9%	22 10%	14 10%	27 10%	34 9%	24 6%	29 11% ^{qtz}	10 11%
I don't know	11 *	4 *	7 *	6 2% ^{Tfg}	2 *	1 *	- -	- -	2 *	4 1%	3 *	- -	3 *	7 *	3 *	1 1%	- -	1 *	- -	2 1%	- -	2 1%	- -	3 1%	- -	2 1%	- -
I don't have a fixed broadband connection at home	47 2% ^{hklo}	30 2%	17 1%	4 1%	6 1%	12 2% ^h	11 2% ^h	10 3% ^h	3 1%	3 *	4 1%	9 1%	31 4% ^{Tklm}	7 *	39 3% ^{To}	2 1%	2 2% ^x	2 1%	7 3% ^x	6 2% ^x	4 2%	5 4% ^{sx}	- -	9 2% ^x	7 2% ^x	2 1%	2 2%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

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Table 2

Q1. Do you pay for, or contribute to, the bill for your household's broadband service? By this, we mean a fixed broadband connection to your home.

Base: All respondents

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Yes	2639	408	466	411	353	764	404	466	99	135	177	182	136	35
	89%	100%T	100%T	100%T	100%T	100%T	100%T	100%T	100%T	100%T	100%T	100%T	100%T	100%T
No	259	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%abcde	-	-	-	-	-	-	-	-	-	-	-	-	-
	fghijkl	-	-	-	-	-	-	-	-	-	-	-	-	-
	m	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	11	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't have a fixed broadband connection at home	47	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%abcde	-	-	-	-	-	-	-	-	-	-	-	-	-
	fg	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

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Absolutes/col percents

Table 3
Q2. Who is your current home broadband provider?
Base: All all who pay for or contribute to household broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North of Ireland (B)
Unweighted base	2749	1393	1356	204	536	535	459	405	610	808	792	456	693	1600	1149	281	135	234	184	217	174	116	246	363	488	254	57
Weighted base	2639	1310	1329	252	454	463	473	392	604	690	736	566	646	1427	1212	229	114	290	231	224	189	123*	251	321	371	222	75*
Effective base	2103	1097	1011	147	401	415	352	323	496	639	622	365	513	1258	868	218	102	173	144	175	144	90	200	281	393	207	47
Virgin Media (including NTL and Telewest)	643	319	324	76	98	125	114	97	133	156	164	149	174	320	323	54	33	74	48	71	56	16	59	90	88	50	5
	24%owB	24%	24%	30%dh	22%	27%	24%	25%	22%	23%	22%	26%	27%	22%	27%To	24%wB	29%wB	25%wB	21%B	31%TtwB	30%wB	13%	23%wB	28%wB	24%wB	23%wB	6%
BT	622	294	328	53	106	95	125	102	142	202	191	119	111	392	230	60	17	55	50	37	44	38	61	73	94	60	34
	24%npur	22%	25%	21%	23%	21%	26%	26%	23%	29%Tmn	26%rn	21%	17%	28%Tp	19%	26%ru	15%	19%	22%	16%	23%	31%rsu	24%	23%	25%ru	27%ru	45%TqrstuvwxyzA
Sky	596	283	313	55	132	122	121	72	93	147	177	130	142	324	272	41	32	64	50	61	50	27	40	85	84	49	11
	23%ghx	22%	24%	22%	29%Tgh	26%Tgh	25%gh	18%	15%	21%	24%	23%	22%	23%	22%	18%	28%qx	22%	22%	27%qx	26%x	22%	16%	27%qx	23%	22%	15%
TalkTalk	340	200	140	27	41	56	52	53	111	89	78	79	94	166	173	38	16	50	37	23	11	18	37	35	42	26	8
	13%bdlov	15%Tbv	11%	11%	9%	12%	11%	13%	18%Tcdf	13%	11%	14%	15%lf	12%	14%	16%v	14%v	17%v	16%v	10%	6%	15%v	15%v	11%	11%	12%	11%
Plusnet	155	84	70	17	30	20	22	29	37	31	48	37	38	79	76	11	3	21	11	19	8	8	18	11	27	7	10
	6%	6%	5%	7%	7%	4%	5%	7%	6%	4%	7%	7%	6%	6%	6%	5%	3%	7%	5%	9%yA	4%	7%	7%	3%	7%yA	3%	14%TqrtyA
EE/ Everything Everywhere	125	48	76	15	19	20	18	17	36	25	41	21	38	66	59	15	5	10	9	7	13	5	13	20	13	11	5
	5%a	4%	6%Ta	6%	4%	4%	4%	4%	6%	4%	6%	4%	6%	5%	5%	6%	4%	3%	4%	3%	7%	4%	5%	6%	3%	5%	7%
Post Office	33	16	17	2	4	5	5	4	13	6	6	6	15	12	21	2	2	4	4	-	2	-	8	2	6	4	1
	1%o	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%T	1%	2%	1%	2%	1%	2%	-	1%	-	3%Tuy	*	2%	2%	1%
Vodafone	23	18	4	-	5	5	2	5	6	9	3	5	6	12	11	4	2	3	-	3	1	1	3	*	3	2	-
	1%b	1%Tb	*	-	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	2%	2%y	1%	-	1%	1%	1%	1%	*	1%	1%	-
Kingston Communications (KCom)	17	9	8	1	3	1	1	5	6	1	6	1	8	7	9	-	-	-	16	-	-	-	-	-	-	1	-
	1%	1%	1%	*	1%	*	*	1%	1%	*	1%	*	1%Tk	1%	1%	-	-	-	7%Tqrsu	-	-	-	-	-	-	*	-
																			vwxyzA								
SSE	13	6	6	-	4	2	*	2	3	1	6	3	2	7	5	2	2	-	1	2	-	-	-	1	3	1	-
	*	*	*	-	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	2%Tsx	-	*	1%	-	-	-	*	1%	*	-
Hyperoptic	1	-	1	-	*	*	-	-	-	*	*	-	-	1	-	-	-	-	-	-	-	-	-	*	-	*	-
	*	-	*	-	*	*	-	-	-	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
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	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Weighted base	2639	1310	1329	252	454	463	473	392	604	690	736	566	646	1427	1212	229	114	290	231	224	189	123*	251	321	371	222	75*	
Gigaclear	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	65 2%u	29 2%	36 3%	2 1%	8 2%	11 2%	14 3%	6 2%	25 4%Tcdg	20 3%	13 2%	14 2%	18 3%	34 2%	32 3%	4 2%	1 1%	9 3%u	5 2%	-	2 1%	10 8%Tqrtyz	12 5%Tuy	3 1%	9 3%u	10 4%uy	1 1%	
Don't know	7 *	3 *	3 *	3 1%Th	3 1%	-	-	1 *	-	2 *	3 *	2 *	-	5 *	2 *	-	-	1 *	-	-	2 1%T	-	-	-	2 1%	1 *	-	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

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Table 4

Q2. Who is your current home broadband provider?**Base: All all who pay for or contribute to household broadband service**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2749	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2639	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2103	421	420	405	417	815	415	420	98	132	176	215	160	42
Virgin Media (including NTL and Telewest)	643 24%abfg j	-	-	96 23%abfg ij	349 99%Tabc efgij	444 58%Tabcf gij	-	-	96 97%Tabce fgij	-	-	181 99%Tabc efgij	134 99%Tabc efgij	34 98%Tabcefgij
BT	622 24%dhkl m	83 20%dhkl m	97 21%dhkl m	214 52%Tabde fghijklm	-	214 28%Tabd fghklm	83 21%dhkl m	97 21%dhklm	-	134 99%Tabc defghjkl lm	80 45%Tabde fghklm	-	-	-
Sky	596 23%cdeh iklm	138 34%Tcde hiklm	164 35%Tcde hiklm	48 12%dehik lm	-	48 6%dhik l	138 34%Tcde hiklm	164 35%Tcdeh iklm	-	-	48 27%cdeli klm	-	-	-
TalkTalk	340 13%cdeh iklm	85 21%Tcde hijklm	103 22%Tcdeh ijklm	19 5%dehik l	-	19 2%dkl	85 21%Tcde hijklm	103 22%Tcdeh ijklm	-	-	19 11%cdeli klm	-	-	-
Plusnet	155 6%cdeh ikl	41 10%Tcde hiklm	45 10%Tcdeh iklm	12 3%dekl	-	12 2%d	41 10%Tcde hiklm	45 10%Tcdeh iklm	-	-	12 7%cdeli kl	-	-	-
EE/ Everything Everywhere	125 5%cdehi kl	27 7%cdeli kl	33 7%Tcdeh ikl	6 2%de	-	6 1%	27 7%Tcdeh ikl	33 7%Tcdeh ikl	-	-	6 4%cdeli l	-	-	-
Post Office	33 1%de	9 2%Tbdeg k	2 1%	3 1%	-	3 *	9 2%Tbdeg k	2 1%	-	-	3 2%de	-	-	-
Vodafone	23 1%	1 *	9 2%Tadfk	6 2%adf	-	6 1%	1 *	9 2%Tadfk	-	-	6 4%Tacde fikl	-	-	-
Kingston Communications (KCom)	17 1%	-	-	2 *	2 1%	4 *	-	-	2 2%abfg	-	-	*	2 1%abfg	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

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Table 4

Q2. Who is your current home broadband provider?**Base: All all who pay for or contribute to household broadband service**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2639	408	466	411	353	764	404	466	99*	135	177	182	136	35*
SSE	13	4	6	1	-	1	4	6	-	-	1	-	-	-
	*e	1%de	1%Tde	*	-	*	1%de	1%Tde	-	-	*	-	-	-
Hyperoptic	1	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-
Gigaclear	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	65	20	6	5	2	8	16	6	1	1	3	1	-	1
	2%del	5%Tbcde fgijkl	1%	1%	1%	1%	4%Tbcde gkl	1%	2%	1%	1%	1%	-	2%l
Don't know	7	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

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Table 5

Q3. What is the maximum advertised speed you expect to receive from your home broadband service i.e. the download speed that your provider says your service can provide? Please only give an answer if you are relatively certain, it is okay not to know.

Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	Eastern (x)	London (y)	South East (z)	South West (A)	Northern Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
Up to 17 Mbit/s (megabits/ sec)	404	236	168	24	67	73	80	65	95	101	131	84	88	232	172	37	20	49	37	24	18	17	45	40	59	45	12
	15%bcv	18%Tb	13%	10%	15%	16%	17% ^c	17% ^c	16%	15%	18%T	15%	14%	16%	14%	16%	18%	17%	16%	11%	9%	14%	18% ^v	12%	16% ^v	21% ^{Tuvy}	16%
Around 20 Mbit/s (megabits/ sec)	5	3	1	-	1	*	1	-	2	2	2	-	1	3	1	-	1	-	-	-	-	1	-	*	1	2	1
	*	*	*	-	*	*	*	-	*	*	*	-	*	*	*	-	1%	-	-	-	-	*	-	*	*	1%	1%
Around 38 Mbit/s (megabits/ sec)	466	268	199	43	97	94	85	54	93	133	113	107	114	246	221	47	21	45	41	27	29	33	42	58	76	34	12
	18%bgu	20%Tb	15%	17%	21%Tgh	20%gh	18%	14%	15%	19%	15%	19%	18%	17%	18%	21% ^u	19%	16%	18%	12%	15%	27% ^{Tsuv}	17%	18%	21% ^u	15%	16%
																					^x A						
Around 50 Mbit/s (megabits/ sec)	99	57	41	7	11	26	21	7	27	26	22	28	23	47	51	3	1	16	7	12	8	3	8	16	14	8	3
	4%gq	4%	3%	3%	2%	6%Tdg	4%	2%	4%	4%	3%	5%	4%	3%	4%	1%	1%	5% ^q	3%	5% ^q	4%	3%	3%	5% ^q	4%	4%	4%
Around 52 Mbit/s (megabits/ sec)	135	74	61	11	31	23	27	17	27	45	29	29	32	74	61	6	2	14	8	12	13	5	14	17	25	12	9
	5%	6%	5%	5%	7%	5%	6%	4%	4%	7% ^l	4%	5%	5%	5%	5%	3%	2%	5%	3%	5%	7% ^q	4%	6%	5%	7% ^{qr}	5%	12% ^{Tqrt}
Around 75 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	177	92	86	21	48	29	37	22	20	59	49	47	22	108	69	10	10	17	11	24	11	4	9	38	25	13	4
	7%hn	7%	6%	9%h	11%Tegh	6%h	8%h	6%	3%	9% ^{Tn}	7% ⁿ	8% ⁿ	3%	8%	6%	4%	9%	6%	5%	11% ^{Tqtwx}	6%	4%	4%	12% ^{Tqstv}	7%	6%	6%
																							^{wx} A				
Around 100 Mbit/s (megabits/ sec)	182	112	71	20	31	31	34	33	34	52	36	42	53	88	95	15	10	19	12	21	18	4	17	26	27	13	-
	7%bl	9%Tb	5%	8%	7%	7%	7%	8%	6%	8%	5%	7%	8% ^l	6%	8%	6%	9% ^B	7%	5%	9% ^B	10% ^{wB}	3%	7%	8% ^B	7% ^B	6%	-
Around 200 Mbit/s (megabits/ sec)	136	74	62	15	19	27	33	22	20	39	35	29	33	74	62	17	8	13	8	14	12	3	15	18	19	10	-
	5%h	6%	5%	6%	4%	6%	7% ^h	6%	3%	6%	5%	5%	5%	5%	5%	7% ^B	7%	4%	4%	6%	6%	2%	6%	6%	5%	4%	-
300 Mbit/s (megabits/ sec) or more	35	11	24	5	15	4	4	5	2	10	12	5	8	22	12	1	2	5	4	3	2	-	3	7	6	2	-
	1%ah	1%	2%	2%h	3% ^{Tefh}	1%	1%	1%	*	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	-	1%	2%	2%	1%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 5

Q3. What is the maximum advertised speed you expect to receive from your home broadband service i.e. the download speed that your provider says your service can provide? Please only give an answer if you are relatively certain, it is okay not to know.

Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Other (please type in)	63 2%b	40 3%Tb	22 2%	5 2%	7 2%	5 1%	9 2%	13 3%	24 4%Tde	14 2%	22 3%	13 2%	13 2%	36 3%	27 2%	7 3%	2 1%	6 2%	5 2%	1 1%	4 2%	3 2%	11 4%uy	4 1%	12 3%	9 4%u	-
Don't know	931 35%adfk yz	339 26%b	591 45%Ta	97 39%cd	125 28%	151 33%	142 30%	155 40%def	261 43%Tdef	208 30%	283 39%Tkm	182 32%	258 40%Tkm	491 35%	440 36%	86 37%z	37 32%	105 36%	97 42%yz	86 38%z	73 39%z	50 41%z	88 35%	96 30%	105 28%	74 33%	34 46%yz

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 6

Q3. What is the maximum advertised speed you expect to receive from your home broadband service i.e. the download speed that your provider says your service can provide? Please only give an answer if you are relatively certain, it is okay not to know.

Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Up to 17 Mbit/s (megabits/ sec)	404	404 15%bcde ghijklm	- 99%Tbcde ghijklm	-	-	-	404 100%Tabcd efghijklm	-	-	-	-	-	-	-
Around 20 Mbit/s (megabits/ sec)	5	5 1%Tbcde fg	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	466	- 18%acdef hijklm	466 100%Tacde fghijklm	-	-	-	-	466 100%Tacde fghijklm	-	-	-	-	-	-
Around 50 Mbit/s (megabits/ sec)	99	- 4%abdfg ijkl	-	99 24%Tabde fgijklm	-	99 13%Tabdf gijklm	-	-	99 100%Tabcd efghijklm	-	-	-	-	-
Around 52 Mbit/s (megabits/ sec)	135	- 5%abdfg hjkl	-	135 33%Tabde fghijklm	-	135 18%Tabdf ghijklm	-	-	135 100%Tabcd efghijklm	-	-	-	-	-
Around 75 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	177	- 7%abdfg hikl	-	177 43%Tabde fghijklm	-	177 23%Tabdf ghijklm	-	-	-	177 100%Tabcd efghijklm	-	-	-	-
Around 100 Mbit/s (megabits/ sec)	182	- 7%abcfg hijl	-	-	182 52%Tabc efghijlm m	182 24%Tabcf ghijlm	-	-	-	-	-	182 100%Tabcd efghijlm	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 6

Q3. What is the maximum advertised speed you expect to receive from your home broadband service i.e. the download speed that your provider says your service can provide? Please only give an answer if you are relatively certain, it is okay not to know.

Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Around 200 Mbit/s (megabits/ sec)	136	-	-	-	136	136	-	-	-	-	-	-	136	-
	5%abcfg hijk	-	-	-	39%Tabc efghijk m	18%Tabcf ghijklm	-	-	-	-	-	-	100%Tabcd efghijkm	-
300 Mbit/s (megabits/ sec) or more	35	-	-	-	35	35	-	-	-	-	-	-	-	35
	1%abcfg	-	-	-	10%Tabce fghijkl	5%Tabcf ghijkl	-	-	-	-	-	-	-	100%Tabcdefghijkl
Other (please type in)	63	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%abcde fgjk	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	931	-	-	-	-	-	-	-	-	-	-	-	-	-
	35%abcde fghijklm	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 7
Broadband speed quota
Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47	
Up to 30 Mbit/s	408 16%bcv	239 18%Tb	169 13%	24 10%	68 15%	73 16%	81 17%c	65 17%c	97 16%c	103 15%	132 18%T	84 15%	90 14%	235 17%	173 14%	37 16%	21 18%v	49 17%	37 16%	24 11%	18 9%	18 14%	45 18%v	40 13%	60 16%v	47 21%Tuvy	12 17%	
Around 38 Mbit/s	466 18%bgu	268 20%Tb	199 15%	43 17%	97 21%Tgh	94 20%gh	85 18%	54 14%	93 15%	133 19%	113 15%	107 19%	114 18%	246 17%	221 18%	47 21%u	21 19%	45 16%	41 18%	27 12%	29 15%	33 27%Tsu xA	42 17%	58 18%	76 21%u	34 15%	12 16%	
50-80 Mbit/s	411 16%ghnq	223 17%	188 14%	40 16%	89 20%Tgh	78 17%gh	85 18%gh	46 12%	74 12%	130 19%Tin	99 14%	104 18%ln	78 12%	229 16%	182 15%	19 8%	13 12%	46 16%q	26 11%	48 21%Tqrt wx	32 17%q	13 10%	31 12%	71 22%Tqrt wxA	64 17%q	33 15%q	16 21%q	
100 Mbit/s+	353 13%bhwB	197 15%Tb	156 12%	40 16%h	65 14%h	62 13%	71 15%h	59 15%h	56 9%	100 15%	84 11%	75 13%	94 15%	184 13%	169 14%	33 14%wB	20 18%wB	37 13%B	24 11%B	37 17%wB	32 17%wB	7 5%	35 14%wB	51 16%wB	52 14%wB	25 11%B	-	
Don't know speed	993 38%adfk yz	380 29%	613 46%Ta	102 41%d	132 29%	156 34%	151 32%	167 43%Tdef	285 47%Tdef	222 32%	305 42%Tkm	195 34%	271 42%Tkm	527 37%	466 38%	93 41%yz	38 34%	111 39%	102 44%yz	88 39%	77 41%yz	53 43%yz	98 39%	100 31%	117 32%	82 37%	34 46%yz	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 8
Broadband speed quota
Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Up to 30 Mbit/s	408	408	-	-	-	-	404	-	-	-	-	-	-	-
16%bcd eghijk lm	100%Tbcde	100%Tbcde	-	-	-	-	100%Tbcde	-	-	-	-	-	-	-
Around 38 Mbit/s	466	-	466	-	-	-	-	466	-	-	-	-	-	-
18%acdef hijklm	100%Tacde	100%Tacde	-	-	-	-	100%Tacde	-	-	-	-	-	-	-
50-80 Mbit/s	411	-	-	411	-	411	-	-	99	135	177	-	-	-
16%abdfg klm	100%Tabde	100%Tabde	-	100%Tabde	-	54%Tabdf	-	-	100%Tab	100%Tab	100%Tabde	-	-	-
100 Mbit/s+	353	-	-	-	353	353	-	-	-	-	-	182	136	35
13%abcfg hij	100%Tabc	100%Tabc	-	100%Tabc	46%Tabcf	46%Tabcf	-	-	-	-	-	100%Tab	100%Tab	100%Tabcefg
Don't know speed	993	-	-	-	-	-	-	-	-	-	-	-	-	-
38%abcde fghijklm	38%abcde	38%abcde	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 9

Q4a. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Download speed (Mbps)

	Gender			Age							Social Grade							Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot-land (q)	North East (r)	North West (s)	York-shire & Humb-erside (t)	West Mid-lands (u)	East Mid-lands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)			
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57			
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*			
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47			
Up to 4.9 Mbit/s	243 9%y	124 9%	120 9%	26 10%	33 7%	40 9%	55 12% d	37 9%	52 9%	70 10%	61 8%	44 8%	68 11%	131 9%	112 9%	22 10% y	5 5%	27 9%	16 7%	21 9% y	19 10% y	14 11% y	32 13% ry	14 4%	36 10% y	24 11% y	14 19% Trty			
5.0 - 9.9 Mbit/s	257 10% d	138 11%	119 9%	17 7%	32 7%	37 8%	49 10%	39 10%	84 14% Tcde	66 10%	77 11%	57 10%	56 9%	144 10%	113 9%	24 11%	12 10%	23 8%	23 10%	17 8%	14 8%	14 11%	28 11%	25 8%	46 13% Ty	25 11%	5 7%			
10.0 - 14.9 Mbit/s	221 8% k	107 8%	113 9%	15 4%	34 8%	45 10%	38 8%	33 8%	57 9%	40 6%	70 9% k	46 8%	66 10% k	109 8%	111 9%	18 8%	13 11%	19 7%	19 8%	24 11% y	14 7%	5 4%	17 7%	18 5%	40 11% Ty	23 11% y	11 14% wy			
15.0 - 19.9 Mbit/s	157 6% mpv	72 6%	85 6%	11 4%	28 6%	28 6%	27 6%	25 6%	39 6%	39 6%	60 8% Tm	19 3%	38 6%	99 7% Tp	58 5%	15 7%	6 5%	15 5%	11 5%	11 5%	4 2%	11 9% v	17 7%	27 9% vz	16 4%	20 9% vz	3 4%			
20.0 - 29.9 Mbit/s	206 8% d	110 8%	96 7%	18 7%	23 5%	43 9% d	34 7%	26 7%	61 10% Td	57 8%	49 7%	57 10%	42 7%	106 7%	99 8%	22 10%	5 4%	22 8%	17 7%	20 9%	16 9%	12 10%	19 8%	19 6%	25 7%	21 9%	8 11%			
30.0 - 39.9 Mbit/s	240 9% b	141 11% Tb	99 7%	24 10%	40 9%	39 9%	47 10%	38 10%	51 9%	66 10%	60 8%	48 8%	65 10%	127 9%	113 9%	26 11%	6 5%	24 8%	25 11%	17 8%	22 12%	13 11%	17 7%	24 8%	37 10%	20 9%	9 12%			
40.0 - 49.9 Mbit/s	139 5% n	61 5%	78 6%	11 4%	23 5%	29 6%	32 7%	22 6%	24 4%	39 6%	36 5%	41 7% n	23 4%	75 5%	64 5%	7 3%	6 5%	24 8% q	12 5%	11 5%	7 4%	9 7%	10 4%	19 6%	23 6%	10 5%	2 2%			
50.0 - 59.9 Mbit/s	126 5%	75 6%	52 4%	15 6%	24 5%	17 4%	30 6% h	21 5%	20 3%	35 5%	27 4%	26 5%	39 6%	62 4%	65 5%	9 4%	5 5%	9 3%	11 5%	13 6%	12 6%	9 8%	8 3%	16 5%	15 4%	11 5%	7 10%			
60.0 - 69.9 Mbit/s	51 2%	28 2%	23 2%	4 2%	8 2%	7 2%	8 2%	14 2%	9 2%	20 3% Tn	10 1%	14 2%	7 1%	30 2%	21 2%	5 2%	- 2%	10 4% t	- 2%	5 2%	10 5% Trtwx z	* 1%	3 1%	7 2%	5 1%	3 1%	1 2%			
70.0 - 79.9 Mbit/s	71 3%	38 3%	33 3%	3 1%	20 5% T	12 3%	12 3%	9 2%	15 2%	20 3%	14 2%	22 4%	15 2%	34 2%	37 3%	5 2%	3 3%	3 1%	1 *	9 4% t	8 4% t	* *	15 6% Tqstw A	10 3%	12 3% t	4 2%	1 2%			

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 9

Q4a. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Download speed (Mbp/s)

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
80.0 - 89.9 Mbit/s	20 1%	10 1%	10 1%	3 1%	1 *	5 1% ^f	- 1%	3 1%	9 1% ^{df}	5 1%	4 *	3 *	9 1%	9 1%	11 1%	1 *	1 1%	2 1%	1 *	*	1 1%	- 1%	2 1%	5 1%	4 1%	3 1%	1 1%	
90.0 - 99.9 Mbit/s	23 1%	16 1%	7 1%	2 1%	3 1%	5 1%	3 1%	5 1%	5 1%	6 1%	9 1%	2 *	7 1%	15 1%	9 1%	1 1%	1 1%	6 2%	3 1%	1 1%	1 1%	- 1%	3 1%	1 *	3 1%	2 1%	- 1%	
100+ Mbit/s	99 4% ^{blo}	61 5% ^{Tb}	39 3%	12 5%	18 4%	13 3%	14 3%	17 4%	24 4%	20 3%	18 2%	30 5% ^l	31 5% ^l	38 3%	61 5% ^{To}	8 4%	6 5%	12 4%	8 3%	9 4%	10 5%	1 1%	6 2%	18 6%	13 3%	6 3%	1 2%	
I am not currently using my home broadband connection/ Couldn't complete online test	778 30% ^{ahzA} B	326 25% ^{34%Ta}	453 36% ^{fgh}	90 36% ^{Tfgh}	164 142	142 123	123 26%	104 27%	155 26%	204 30%	238 32%	156 28%	180 28%	442 31%	336 28%	66 29% ^B	44 39% ^{TvzA} B	93 32% ^B	85 37% ^{zAB}	63 28%	49 26%	34 28%	73 29% ^B	116 36% ^{TvzA} B	93 25%	51 23%	11 15%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 10

Q4a. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Download speed (Mbp/s)

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Up to 4.9 Mbit/s	243	78 9%cd eh ijkl	39 19%Tbc de ghijklm	12 8%cd eij kl	7 3%	19 2%	77 19%Tbc de ghijklm	39 8%cd eij kl	3 3%	3 2%	6 3%	4 2%	2 2%	1 2%
5.0 - 9.9 Mbit/s	257	100 10%cd eh ijkl	37 24%Tbc de ghijklm	5 8%cd ehi jkl	8 1%	13 2%	100 25%Tbc de ghijklm	37 8%cd ehi jkl	2 2%	1 1%	3 2%	6 3%	1 1%	1 2%
10.0 - 14.9 Mbit/s	221	8%cd ehi jkl	74 18%Tbc de ghijklm	32 7%cd e kl	14 3%	9 3%	24 3%	74 18%Tbc de ghijklm	32 7%cd e kl	3 3%	5 4%	6 3%	6 3%	4 3%
15.0 - 19.9 Mbit/s	157	6%cd eh ijkl	36 9%Tcd ek l	35 7%cd ek l	20 5% l	10 3%	30 4% l	35 9%Tcd ek l	5 7%cd ek l	6 5%	10 4% l	6 3%	2 1%	3 7% l
20.0 - 29.9 Mbit/s	206	8%af l	9 2% f	68 15%T acde f hijkl	32 8%af l	27 8%af l	59 8%af l	8 2%	68 15%T acde f hijkl	6 6%af l	10 7%af l	16 9%af l	14 8%af l	11 8%af l
30.0 - 39.9 Mbit/s	240	9%ad fk l	4 1% f	109 23%T acde f hijkl	56 14%T adef kl	23 6%af l	78 10%ad fk l	3 1%	109 23%T acde f hijkl	14 14%ad fk l	17 13%ad fk l	25 14%T adfk l	9 5%af l	9 7%af l
40.0 - 49.9 Mbit/s	139	5%ab fg l	3 1% f	9 2%	55 13%T abdf g l	31 9%Tab df g l	86 11%T abdf g l	3 1%	9 2%	8 8%ab fg l	34 25%T abcd efgh ijklm	13 8%ab fg l	17 9%Tab fg l	12 9%Tab fg l
50.0 - 59.9 Mbit/s	126	5%ab fg l	2 1% f	9 2%	68 16%T abde fg l	19 6%ab fg l	87 11%T abdf g l	2 1%	9 2%	25 25%T ab cdefg ijklm	19 17%T ab dfg l	12 11%T abdf g l	5 6%ab fg l	3 4%af l

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 10

Q4a. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Download speed (Mbp/s)

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
60.0 - 69.9 Mbit/s	51 2%af	- -	4 1%	23 6%Tabfg h	13 4%Tabfg h	36 5%Tabfg h	- -	4 1%	- -	4 3%af	19 11%Tabcd efghiklm	9 5%Tabfg h	4 3%af	- -
70.0 - 79.9 Mbit/s	71 3%abfg	1 *	1 *	38 9%Tabdf gl	19 5%Tabfg g	57 7%Tabdf g	1 *	1 *	10 10%Tabfg g	9 6%Tabf g	19 11%Tabdf gl	13 7%Tabfg g	6 4%abfg	1 3%abfg
80.0 - 89.9 Mbit/s	20 1%	- -	1 *	4 1%af	12 3%Tabce fg	16 2%Tabcf g	- -	1 *	1 1%	1 1%	3 2%abfg	7 4%Tabcf g	4 3%Tabfg	2 5%Tabcfg
90.0 - 99.9 Mbit/s	23 1%	- -	2 *	1 *	16 5%Tabce fghij	17 2%Tabcf gj	- -	2 *	- -	1 *	- -	11 6%Tabce fghij	5 4%Tabcf ghj	- -
100+ Mbit/s	99 4%abcfg i	3 1%	4 1%	7 2%	78 22%Tabc efghijk	86 11%Tabcf ghij	3 1%	4 1%	5 5%abcfg i	- -	3 2%	32 18%Tabc efghij	39 29%Tabc defghij k	7 19%Tabcfg hij
I am not currently using my home broadband connection/ Couldn't complete online test	778 30%abcd efghijk	99 24%cc	118 25%ci	76 19%	80 23%	156 20%	97 24%	118 25%ci	19 19%	22 16%	36 20%	37 20%	32 23%	11 32%ci

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 11

Q4b. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Upload speed (Mbp/s)

	Gender			Age							Social Grade					Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
Up to 2.4 Mbit/s	710 27%dky	361 28%	350 26%	55 22%	103 23%	115 25%	133 28%	113 29%	190 32%Tcode	161 23%	226 31%Tkm	136 24%	187 29%k	387 27%	323 27%	67 29%y	23 20%	70 24%	64 28%y	56 25%	41 22%	36 29%y	74 29%y	61 19%	111 30%ry	76 34%Trsvy	31 42%Trsuvy
2.5 - 4.9.0 Mbit/s	212 8%lo	103 8%	109 8%	15 6%	30 7%	40 9%	41 9%	22 6%	63 10%Tdg	63 9%l	36 5%	67 12%Tin	46 7%	99 7%	113 9%o	13 6%	6 5%	20 7%	22 10%	24 11%	23 12%Tq	10 8%	20 8%	23 7%	27 7%	18 8%	6 7%
5.0 - 7.4 Mbit/s	221 8%	126 10%Tb	96 7%	28 11%	38 8%	40 9%	42 9%	30 8%	43 7%	52 8%	67 9%	38 7%	65 10%	119 8%	103 8%	13 6%	14 12%q	27 9%	13 6%	25 11%q	21 11%	9 7%	21 8%	22 7%	36 10%	16 7%	6 8%
7.5 - 9.9 Mbit/s	261 10%dl	141 11%	120 9%	17 7%	31 7%	42 9%	51 11%	44 11%h	76 12%Td	71 10%	58 8%	65 12%	67 10%	129 9%	132 11%	33 14%Ttuy	11 10%	29 10%	14 6%	13 6%	18 9%	18 15%tu	26 10%	27 9%	38 10%	26 12%	6 8%
10.0 - 14.9 Mbit/s	167 6%bh	104 8%Tb	63 5%	15 6%	22 5%	36 8%h	37 8%h	32 8%h	25 4%	41 6%	43 6%	39 7%	44 7%	84 6%	83 7%	17 7%	6 5%	22 8%	8 4%	16 7%	16 9%	5 4%	16 6%	17 5%	22 6%	19 9%	2 2%
15.0 - 19.9 Mbit/s	122 5%h	64 5%	58 4%	10 4%	22 5%	21 4%	27 6%h	25 6%h	18 3%	43 6%Tn	32 4%	27 5%	20 3%	75 5%	47 4%	7 3%	4 3%	7 2%	8 3%	13 6%	12 6%	8 7%	13 5%	15 5%	19 5%	10 5%	7 9%h
20.0 - 29.9 Mbit/s	49 2%	30 2%	19 1%	1 *	12 3%	8 2%	7 1%	5 1%	16 3%	21 3%Tin	10 1%	11 2%	7 1%	31 2%	18 1%	6 3%	2 2%	8 3%	4 2%	5 2%	3 2%	* *	2 1%	10 3%	6 2%	1 1%	2 2%
30+ Mbit/s	110 4%f	55 4%	55 4%	16 7%h	31 7%Tfh	19 4%	10 2%	15 4%	19 3%	32 5%	24 3%	27 5%	27 4%	56 4%	54 4%	7 3%	4 3%	14 5%	12 5%	9 4%	3 2%	3 3%	7 3%	30 9%Tquvw xZA	15 4%	4 2%	4 5%
I am not currently using my home broadband connection/ Couldn't complete online test	779 30%ahzA B	324 25%	456 34%Ta	90 36%fgh	164 36%Tfgh	142 31%	124 26%	104 27%	155 26%	204 30%	238 32%	155 27%	183 28%	442 31%	338 28%	66 29%B	44 39%TvzA B	93 32%B	86 37%TzAB	63 28%	49 26%	33 27%	73 29%B	116 36%TvzA B	94 25%	51 23%	11 15%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 12

Q4b. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Upload speed (Mbps)

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Up to 2.4 Mbit/s	710 27%bcde ghijklm	260 64%Tbcd eghijkl m	100 21%cdehi jklm	25 6%dekl	6 2%l	31 4%dl	258 64%Tbcd eghijkl m	100 21%cdehi jklm	7 7%dl	8 6%dl	10 6%dl	4 2%	*	1 4%l
2.5 - 4.9.0 Mbit/s	212 8%afj	10 2%	38 8%af	60 15%Tabde fgijl	31 9%afi	91 12%Tabdf gijl	10 2%	38 8%af	48 48%Tabcd efgijklm	5 4%	7 4%	22 12%Tadfi jl	6 4%	3 9%af
5.0 - 7.4 Mbit/s	221 8%af	10 2%	44 10%af	27 7%af	84 24%Tabc efghijl	111 14%Tabcf ghij	9 2%	44 10%af	8 8%af	9 7%af	10 6%af	65 36%Tabc defghij lm	13 10%af	5 15%acjf
7.5 - 9.9 Mbit/s	261 10%afh	7 2%	89 19%Tade fhijklm	71 17%Tadef hijklm	27 8%afh	98 13%Tadfh k	7 2%	89 19%Tadef hijklm	*	51 37%Tabc defghijk lm	20 11%afh	12 6%afh	14 10%afh	2 5%
10.0 - 14.9 Mbit/s	167 6%af	6 1%	30 6%af	26 6%af	80 23%Tabc efghijk	106 14%Tabcf ghijk	6 1%	30 6%af	6 6%af	7 5%af	13 7%af	16 9%af	57 42%Tabc defghij km	7 21%Tabcfghijk
15.0 - 19.9 Mbit/s	122 5%abdfg l	10 3%	11 2%	75 18%Tabde fghklm	5 2%	80 10%Tabdf ghklm	10 2%	11 2%	1 1%	22 16%Tabd efghklm	51 29%Tabcd efghklm	4 2%	1 1%	-
20.0 - 29.9 Mbit/s	49 2%	4 1%	11 2%	14 3%Taf	12 3%Taf	26 3%Taf	4 1%	11 2%	2 2%	4 3%	8 4%Taf	4 2%	7 5%Taf	1 3%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 12

Q4b. We would now like you to test the actual speed of your home broadband service using Ofcom's speed checker, which is available at this link <https://checker.ofcom.org.uk/broadband-test>. Please follow the instructions in the link, and then click on the tab titled 'Details' to view the results of this test. Please type in your speed in the box provided below.

Base: All aware of household broadband service provider

Upload speed (Mbp/s)

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
30+ Mbit/s	110 4%af	3 1%	23 5%af	38 9%Tabfg	28 8%Tafl	66 9%Tabfg l	3 1%	23 5%af	7 8%af	8 6%af	22 12%Tabf gl	18 10%Tabfg l	6 4%af	4 11%Taf
I am not currently using my home broadband connection/ Couldn't complete online test	779 30%abcd efghijk	99 24%c	119 25%cei	76 19%	80 23%	156 20%	97 24%	119 25%cei	19 19%	22 16%	36 20%	37 20%	32 23%	11 32%ci

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 13
Q5. Do you pay line rental to a different provider to [provider at Q2]?
Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47	
Yes	313 12% A	165 ghlx 13%	148 11%	54 22% h	76 Tefg 17%	64 Tgh 14%	56 gh 12%	31 h 8%	34 6%	98 14% TI	60 8%	71 13% l	85 13% l	158 11%	156 13%	20 9%	25 22% zAB	43 Tqwx 15%	35 xA 15%	39 Tqz 17%	25 xA 13%	11 9%	17 7%	46 xA 14%	39 11% A	10 5%	4 5%	
No	2273 86% cd	1121 86%	1152 87%	167 67%	367 81% c	396 85% c	415 88% cd	359 92% Tcd	570 94% Tcd	580 84%	655 89% TK	484 86%	555 86%	1235 87%	1038 86%	205 90% ruy	83 73%	243 84% r	193 84% r	179 80%	161 86% r	112 91% ruy	229 91% Trst	265 83% r	327 89% ruy	206 93% Trst	70 93% ru	
Don't know	46 2% fgh	20 2%	25 2%	28 11% h	8 Tdefg 2% h	4 1%	2 *	2 *	1 *	10 1%	19 3%	10 2%	7 1%	29 2%	17 1%	4 2%	6 5% Tswz	2 1%	3 1%	6 3%	1 *	* 2%	5 3% z	9 3% z	3 1%	5 2%	1 2%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 14
Q5. Do you pay line rental to a different provider to [provider at Q2]?
Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Yes	313 12%	54 13%	64 14%	69 17% ^{Til}	47 13%	117 15% ^{Til}	54 13%	64 14%	14 15%	12 9%	43 25% ^{Tabc defgikl}	24 13%	14 10%	10 28% ^{Tabdefgikl}
No	2273 86% ^{cejm}	353 87% ^{jm}	396 85% ^{jm}	339 83% ^j	303 86% ^{jm}	642 84% ^{jm}	349 86% ^{jm}	396 85% ^{jm}	84 85% ^j	124 91% ^{cejm}	132 74%	157 86% ^{jm}	121 89% ^{jm}	25 72%
Don't know	46 2% ^{acef}	1 *	6 1%	2 1%	3 1%	5 1%	1 *	6 1%	- -	- -	2 1%	2 1%	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 15

Q6. Which of the following, if any, do you purchase as part of a bundle with your broadband service?**Base: All aware of household broadband service provider**

	Gender			Age							Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humber (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	North of Ireland (B)		
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57		
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*		
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47		
Landline calls package	1916	960	956	110	275	321	371	315	524	514	540	395	467	1054	862	169	71	210	153	159	137	98	178	224	287	171	58		
	73% cdr	73%	72%	44%	61% cd	69% cd	78% Tcd	81% Tcd	87% Tcd	75% fg	74%	70%	72%	74%	71%	74% r	63%	73%	66%	71%	73%	80% rt	71%	70%	78% Trty	78% rt	78%		
Pay TV	982	518	465	75	174	186	198	146	202	258	274	231	220	532	451	74	52	117	82	88	73	42	80	121	147	81	25		
	37% bh	40% Tb	35%	30%	39%	40% ch	42% ch	37%	33%	38%	37%	41% n	34%	37%	37%	32%	45% qx	41%	35%	39%	39%	34%	32%	38%	40%	37%	33%		
Mobile	315	167	148	35	63	52	37	36	92	105	68	79	62	173	141	23	14	37	23	32	26	17	31	41	42	23	6		
	12% fl	13%	11%	14% f	14% f	11%	8%	9%	15% Tfg	15% Tln	9%	14% ln	10%	12%	12%	10%	12%	13%	10%	14%	14%	14%	12%	13%	11%	11%	8%		
NET: Landline calls package AND pay TV bundle	815	430	385	49	124	153	169	127	192	212	225	185	193	437	378	67	35	98	64	72	62	37	62	102	126	70	21		
	31% cx	33% T	29%	20%	27%	33% c	36% Tcd	33% c	32% c	31%	31%	33%	30%	31%	31%	29%	31%	34% x	28%	32%	33%	30%	25%	32%	34% x	32%	28%		
NET: Landline calls package, pay TV AND mobile bundle	116	62	53	15	27	16	15	14	29	44	18	28	24	63	53	7	4	22	5	5	9	6	12	19	16	9	2		
	4% l	5%	4%	6%	6%	3%	3%	4%	5%	6% Tln	3%	5% l	4%	4%	4%	3%	4%	8% Ttu	2%	2%	5%	5%	5%	6%	4%	4%	3%		
NET: Landline calls package AND mobile bundle	247	132	115	18	45	38	30	30	85	82	51	63	51	134	113	19	10	36	19	19	16	12	23	29	34	23	5		
	9% fl	10%	9%	7%	10%	8%	6%	8%	14% Tcef	12% Tln	7%	11% l	8%	9%	9%	9%	8%	13%	8%	8%	9%	10%	9%	9%	9%	10%	7%		
NET: Pay TV AND mobile bundle	126	71	55	19	30	18	15	16	29	48	22	31	26	70	57	8	5	23	5	7	11	6	12	20	19	9	2		
	5% l	5%	4%	8% f	7% f	4%	3%	4%	5%	7% Tln	3%	5%	4%	5%	5%	3%	4%	8% t	2%	3%	6%	5%	5%	6%	5%	4%	3%		
None of these	455	218	237	83	106	93	62	51	59	105	122	101	128	226	228	47	16	54	54	37	26	14	43	65	55	34	12		
	17% fgho	17%	18%	33% Tdef	24% Tfgh	20% fgh	13%	13%	10%	15%	17%	18%	20% k	16%	19%	21% w	14%	19%	23% Twvz	16%	14%	11%	17%	20%	15%	15%	16%		
				gh																									
Don't know	36	15	21	17	5	4	6	-	4	4	9	8	15	13	23	2	6	6	2	1	6	1	4	3	-	5	-		
	1% gkoz	1%	2%	7% Tdefgh	1%	1%	1% g	-	1%	1%	1%	1%	2% k	1%	2%	1%	6% Tqtuyz	2% z	1%	*	3% z	1%	2% z	1%	-	2% z	-		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 16

Q6. Which of the following, if any, do you purchase as part of a bundle with your broadband service?

Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Landline calls package	1916 73%h	287 70%	334 72%h	296 72%h	273 77%h	569 Taef 74%h	284 70%	334 72%h	60 61%	104 77%h	132 75%h	135 74%h	110 81%Tabc efgh	28 81%h
Pay TV	982 37%afi	115 28%	167 36%af	144 35%af	223 63%Tabc efghijk	367 48%Tabc fghij	114 28%	167 36%af	37 38%	39 29%	68 38%af	103 57%Tabc efghij	92 68%Tabc efghijk	28 82%Tabcdefghijk
Mobile	315 12%	42 10%	61 13%	74 18%Tadf hk	44 13%	118 15%Tadf k	41 10%	61 13%	10 10%	21 16%	42 24%Tabc defghkl	19 10%	15 11%	10 30%Tabdefghikl
NET: Landline calls package AND pay TV bundle	815 31%af	91 22%	133 29%af	120 29%af	198 56%Tabc efghijk	319 42%Tabc fghij	90 22%	133 29%af	31 31%	32 24%	57 32%af	89 49%Tabc efghij	86 63%Tabc defghij k	24 69%Tabcdefghijk
NET: Landline calls package, pay TV AND mobile bundle	116 4%af	11 3%	18 4%	25 6%af	30 8%Tabfg k	55 7%Tabfg	11 3%	18 4%	4 4%	8 6%	13 7%Taf	10 5%	12 9%Tabf g	7 21%Tabcdefghijkl
NET: Landline calls package AND mobile bundle	247 9%	31 8%	44 9%	56 14%Tafh k	36 10%	93 12%Tafk	30 8%	44 9%	6 6%	19 14%af	31 18%Tabde fghk	14 8%	14 10%	8 23%Tabdefghkl
NET: Pay TV AND mobile bundle	126 5%a	12 3%	20 4%	28 7%Taf	33 9%Tabfg k	60 8%Tabfg	12 3%	20 4%	6 6%	8 6%	14 8%Taf	11 6%	12 9%Tabf g	9 27%Tabcdefghijkl
None of these	455 17%cdlm	86 21%Tdej klm	77 17%	75 18%dejl m	43 12%	118 15% d	84 21%Tdej klm	77 17%	30 30%Tbcd efgijkl m	23 17%	23 13%	26 14%	15 11%	2 5%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 16

Q6. Which of the following, if any, do you purchase as part of a bundle with your broadband service?

Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Don't know	36 1%c	2 1%	6 1%	2 *	7 2%ce	8 1%c	2 1%	6 1%	- -	- -	2 1%	4 2%c	3 2%c	- -

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 17
Q7. How much do you pay per month for your package from [provider at Q2]?
Base: All aware of household broadband service provider

		Gender			Age						Social Grade						Region											
		Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base		2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base		2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base		2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
Less than £20	(10)	184 7%k	94 7%	90 7%	27 11%	34 8%	27 6%	32 7%	25 6%	39 6%	30 4%	58 8%k	36 6%	60 9%Tk	87 6%	96 8%	14 6%	5 4%	17 6%	17 7%	18 8%	10 5%	7 6%	15 6%	25 8%	28 8%	20 9%	8 10%
£20-29	(24.5)	565 21%b	308 24%Tb	257 19%	55 22%	115 26%Tfh	103 22%	85 18%	92 23%	114 19%	146 21%	146 20%	126 22%	147 23%	291 21%	273 23%	58 26%A	24 21%	69 24%	43 18%	45 20%	42 22%	29 24%	63 25%	67 21%	71 19%	38 17%	16 21%
£30-39	(34.5)	541 21%f	255 19%	286 22%	54 22%	106 23%fg	110 24%fg	69 15%	67 17%	135 22%f	144 21%	153 21%	115 20%	130 20%	297 21%	245 20%	41 18%	20 18%	61 21%	56 24%	52 23%	34 18%	22 18%	55 22%	66 21%	74 20%	43 20%	16 22%
£40-49	(44.5)	416 16%	211 16%	205 15%	32 13%	71 16%	67 14%	83 17%	65 17%	100 16%	97 14%	114 15%	96 17%	110 17%	210 15%	206 17%	35 15%	21 18%	50 17%	43 19%	29 13%	23 12%	27 22%vz	42 17%	46 14%	50 13%	38 17%	13 17%
£50-59	(54.5)	286 11%a	121 9%	165 12%Ta	25 10%	38 8%	46 10%	70 15%Tde	44 11%	64 11%	81 12%	82 11%	58 10%	64 10%	164 12%	122 10%	25 11%	16 14%	26 9%	21 9%	31 14%	22 12%	12 10%	25 10%	39 12%	35 9%	29 13%	6 8%
£60-69	(64.5)	176 7%c	84 6%	92 7%	7 3%	33 7%c	35 7%c	33 7%	31 8%c	38 6%	57 8%	43 6%	38 7%	37 6%	100 7%	76 6%	15 7%	9 8%	13 5%	13 6%	22 10%w	17 9%	4 3%	12 5%	16 5%	38 10%Tswxy	13 6%	4 6%
£70-79	(74.5)	117 4%	57 4%	59 4%	12 5%	14 3%	23 5%	23 5%	23 6%	23 4%	29 4%	38 5%	22 4%	27 4%	67 5%	50 4%	10 4%	7 6%	11 4%	10 4%	7 3%	12 6%	5 4%	9 4%	16 5%	14 4%	15 7%	2 3%
£80-89	(84.5)	81 3%	42 3%	39 3%	5 2%	14 3%	18 4%	14 3%	10 3%	21 3%	17 2%	19 3%	20 4%	25 4%	36 3%	45 4%	5 2%	3 3%	16 6%	5 2%	5 2%	5 3%	3 2%	6 2%	15 5%	13 3%	5 2%	1 2%
£90-99	(94.5)	77 3%d	47 4%	30 2%	3 1%	5 1%	9 2%	32 7%Tdeg h	11 3%	16 3%	19 3%	23 3%	19 3%	16 2%	42 3%	35 3%	2 1%	4 4%	5 2%	9 4%	6 3%	7 4%	7 6%q	5 2%	8 2%	12 3%	7 3%	5 7%q
£100 or more	(105)	87 3%c	52 4%	35 3%	1 *	9 2%	17 4%c	18 4%c	14 4%c	28 5%cd	25 4%	17 2%	27 5%l	18 3%	42 3%	45 4%	12 5%t	3 3%	10 4%	3 1%	6 3%	8 4%	1 1%	7 3%	10 3%	20 5%Tt	5 2%	1 2%
Don't know		102 4%aemnp	36 3%	66 5%Ta	28 11%Tdeg h	12 3%	10 2%	15 3%	10 3%	26 4%	43 6%Tmn	41 6%Tmn	7 1%	11 2%	84 6%Tp	18 1%	11 5%	1 1%	9 3%	11 5%	4 2%	8 5%	5 4%	12 5%	14 4%	14 4%	9 4%	3 4%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 17
Q7. How much do you pay per month for your package from [provider at Q2]?
Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North ern Ireland (B)
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Mean	44.19cd	44.41	43.98	37.98	40.62	44.39cd	48.37Tc de	45.02cd	45.26cd	45.47n	43.55	45.42	42.51	44.48	43.87	43.80	46.52	43.73	42.71	43.33	46.91x	43.13	41.65	44.38	46.38Tx	44.22	42.48
Standard deviation	23.06	24.05	22.03	19.70	20.78	22.90	24.74	23.33	23.70	22.71	22.58	24.19	22.85	22.65	23.52	23.50	22.41	23.06	21.38	21.93	24.39	22.14	21.47	23.47	24.99	22.61	23.82
Standard error	0.45	0.65	0.61	1.46	0.91	1.00	1.17	1.17	0.97	0.82	0.82	1.14	0.87	0.58	0.70	1.42	1.94	1.53	1.60	1.50	1.89	2.09	1.39	1.26	1.15	1.44	3.18

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 18
Q7. How much do you pay per month for your package from [provider at Q2]?
Base: All aware of household broadband service provider

		Q3. Broadband Speed													
		Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base		2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base		2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base		2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Less than £20	(10)	184 7%bcde ghkl	62 15%Tbcde ghijklm	22 5% d	13 3%	8 2%	21 3%	61 15%Tbcde ghijklm	22 5% d	2 2%	4 3%	7 4%	4 2%	3 2%	- -
£20-29	(24.5)	565 21%cde jklm	148 36%Tbcd eghijkl m	128 27%Tcde ijklm	60 15%dekl	16 5%	76 10%dkl	145 36%Tbcd eghijkl m	128 27%Tcde ijklm	20 20%dekl	17 13%dkl	22 12%dkl	10 5%	4 3%	3 7%
£30-39	(34.5)	541 21%adl	70 17%	122 26%Tade flm	102 25%Tade flm	59 17%l	161 21%dl	70 17%	122 26%Tade flm	22 23%l	38 28%Tade flm	42 24%dl	39 21%dl	16 12%	4 11%
£40-49	(44.5)	416 16%	53 13%	69 15%	97 24%Tabf gl	65 19%af	163 21%Tabd fgl	53 13%	69 15%	23 24%Tabf g	38 28%Tabd efgl	36 20%af	40 22%Tabf gl	19 14%	6 18%
£50-59	(54.5)	286 11%af	20 5%	41 9%af	61 15%Tabf g	57 16%Tabf g	117 15%Tabfg	20 5%	41 9%af	14 14%af	23 17%Tabf g	23 13%af	29 16%Tabf g	23 17%Tabf g	5 14%af
£60-69	(64.5)	176 7%af	14 4%	30 6%	30 7%af	37 11%Tabfg i	67 9%Taf	14 4%	30 6%	6 6%	6 5%	17 10%af	22 12%Tabfg i	12 9%af	4 12%af
£70-79	(74.5)	117 4%	12 3%	15 3%	20 5%	34 10%Tabce fghi	54 7%Tabcf gi	12 3%	15 3%	3 3%	4 3%	13 8%Tabcf g	13 7%Tabf g	19 14%Tabcd efghik	2 5%
£80-89	(84.5)	81 3%	8 2%f	12 3%	12 3%	27 8%Tabce fgi	39 5%Tabcf gi	7 2%	12 3%	5 5%	2 1%	6 3%	10 6%Tabfg i	11 8%Tabc fgi	5 15%Tabcefghijk

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 18
Q7. How much do you pay per month for your package from [provider at Q2]?
Base: All aware of household broadband service provider

		Q3. Broadband Speed												
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
£90-99	(94.5)	77 3% ^c	9 2%	16 3% ^c	3 1%	20 6% ^{Tacef hij}	23 3% ^c	9 2%	16 3% ^c	- 1%	2 1%	8 5% ^{ch}	11 8% ^{Tabce fghij}	1 3%
£100 or more	(105)	87 3% ^{abcf i}	6 1%	7 2%	5 1%	27 8% ^{Tabce fgijk}	32 4% ^{abcf ij}	6 1%	7 2%	3 3%	- 2%	3 3%	5 13% ^{Tabc defghij k}	17 14% ^{Tabcefg hijk}
Don't know	102 4% ^{abcde fgkl}	7 2%	6 1%	7 2%	4 1%	11 1%	7 2%	6 1%	1 1%	1 1%	5 3%	2 1%	1 1%	* 1%
Mean	44.19 ^{ab fg}	35.01	41.46 ^{af}	44.80 ^{ab fg}	58.42 ^{Ta bcefg hijk}	51.12 ^{Ta bcfghij}	35.04	41.46 ^{af}	44.53 ^{af}	42.49 ^{af}	46.74 ^{ab fgi}	52.78 ^{Ta bcfghij}	64.71 ^{Ta bdefgh ijk}	63.36 ^{Tabcefg hijk}
Standard deviation	23.06	21.14	20.79	18.18	23.73	22.00	21.11	20.79	19.07	14.88	19.81	20.96	25.05	25.45
Standard error	0.45	0.95	0.92	0.82	1.06	0.70	0.95	0.92	1.74	1.17	1.37	1.30	1.81	3.60

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 19

Q8. In general, is the speed of your home broadband service sufficient for your household, i.e. are you able to do the activities you want to with it?

Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)		
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57		
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*		
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47		
Always	1034 39%bode 42%Tb ko	551 40%	483 36%	64 26%	142 32%	155 33%	165 35% c	191 49%Tcode f	317 52% Tcode f	243 35%	266 36%	243 43%kl	282 44%TKl	509 36%	525 43%To	101 44%	40 36%	116 40%	90 39%	85 38%	82 44%	51 41%	90 36%	120 38%	144 39%	79 36%	36 49%		
Often	1081 41%ghp	523 40%	559 42%	126 51%Tgh	193 43%h	198 43%h	214 45%gh	140 36%	210 35%	315 46%Tmn	309 42%	210 37%	247 38%	624 44%Tp	457 38%	86 38%	48 43%	124 43%	93 40%	95 43%	74 40%	48 39%	101 40%	138 43%	163 44%	89 40%	23 31%		
Sometimes	393 15%gh	189 14%	204 15%	46 18%gh	86 19%Tgh	88 19%Tgh	76 16%gh	39 10%	58 10%	103 15%	112 15%	87 15%	91 14%	214 15%	178 15%	36 16%	16 14%	34 12%	42 18%	38 17%	24 13%	20 16%	40 16%	48 15%	47 13%	36 16%	12 16%		
Rarely	86 3%	34 3%	52 4%	10 4%	20 5%	17 4%	10 2%	15 4%	14 2%	22 3%	31 4%	17 3%	17 3%	52 4%	34 3%	5 2%	4 4%	11 4%	3 2%	4 2%	3 2%	5 4%	14 6%tu	11 3%	12 3%	12 6%tu	3 4%		
Never	32 1%ah	9 1%	23 2%Ta	3 1%	7 2%h	6 1%h	9 2%h	6 2%h	1 *	4 1%	14 2%k	7 1%	7 1%	18 1%	14 1%	1 1%	4 4%Tqz	5 2%	2 1%	3 1%	2 1%	-	5 2%	3 1%	2 1%	4 2%	* 1%		
NET: Always/ Often	2116 80%de	1073 82%Tb	1042 79%	190 76%	335 74%	353 76%	379 80%	331 85%Tcode f	527 87% Tcode f	558 81%	575 78%	453 80%	529 82%	1133 80%	982 81%	187 82%	89 78%	240 83%	183 79%	180 80%	156 83%	98 80%	190 76%	258 81%	307 83%xA	168 76%	59 79%		
NET: Never/ Rarely	118 4%ah	42 3%	76 6%Ta	13 5%	28 6%h	23 5%	18 4%	21 5%h	15 3%	26 4%	45 6%T	24 4%	24 4%	71 5%	48 4%	6 3%	8 7%	15 5%	6 2%	6 3%	5 3%	5 4%	19 8%Tqtuv	14 4%	14 4%	17 8%Tqtuv	3 5%		
NET: Never/ Rarely/ Sometimes	511 19%agh	231 18%	280 21%a	59 24%gh	114 25%Tgh	111 24%Tgh	94 20%h	60 15%	73 12%	129 19%	156 21%	111 20%	115 18%	285 20%	226 19%	42 18%	24 21%	49 17%	48 21%	44 20%	29 15%	25 20%	59 23%	62 19%	62 17%	53 24%z	16 21%		
Don't know	6 *	2 *	3 *	-	2 *	-	-	-	4 1%T	1 *	2 *	-	3 *	3 *	3 *	-	1 1%	-	-	-	2 1%T	-	2 1%	* *	-	* *	-		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 20

Q8. In general, is the speed of your home broadband service sufficient for your household, i.e. are you able to do the activities you want to with it?
Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
Always	1034 39%af	120 29%	176 38%af	190 46%Tabf g	180 51%Tabf g	370 48%Tabf g	118 29%	176 38%af	43 44%af	67 50%Tabf g	80 45%af	85 47%Tabf g	78 57%Tabc defghjk	17 49%af
Often	1081 41%cdel	160 39%	206 44%cdel l	150 36%	126 36%	275 36%	157 39%	206 44%cdel l	37 38%	46 34%	67 38%	70 38%	42 31%	14 39%
Sometimes	393 15%del gkl	82 20%Tbde gkl	64 14%	63 15% d	36 10%	99 13% d	82 20%Tbde gkl	64 14%	16 16%	21 16%	26 15%	20 11%	13 9%	3 10%
Rarely	86 3%ce	31 8%Tbcde ghijkl	17 4% e	7 2%	7 2%	13 2%	31 8%Tbcde ghijkl	17 4% e	2 2%	1 1%	4 2%	5 3%	2 1%	- -
Never	32 1%	15 4%Tbcde gj	3 1%	1 *	5 1%	6 1%	15 4%Tbcde gj	3 1%	- -	1 1%	1 *	2 1%	2 1%	1 2%
NET: Always/ Often	2116 80%af	279 68%	383 82%af	340 83%af	306 87% Taf	645 84% Taf	275 68%	383 82%af	80 81%af	113 83%af	147 83%af	155 85%af	120 88% Taf	31 88%af
NET: Never/ Rarely	118 4%ce	46 11%Tbcde ghijkl	20 4%	8 2%	11 3%	19 3%	46 12%Tbcde ghijkl	20 4%	2 2%	2 1%	4 2%	7 4%	3 3%	1 2%
NET: Never/ Rarely/ Sometimes	511 19%del m	129 32%Tbcd eghijkl m	84 18%	71 17%	47 13%	118 15%	129 32%Tbcd eghijkl m	84 18%	18 18%	23 17%	30 17%	27 15%	16 12%	4 12%
Don't know	6 *	- -	- -	* *	* *	1 *	- -	- -	* *	- -	- -	* *	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 21

Q9. Why is your broadband speed not always sufficient for your household?**Base: All who say their broadband speed is not always sufficient**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humber (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North of Ireland (B)	
Unweighted base	507	232	275	45	124	124	86	58	70	143	154	85	125	297	210	54	28	40	34	37	29	25	52	69	74	54	11	
Weighted base	511	231	280	59*	114*	111*	94*	60*	73*	129	156	111*	115*	285	226	42*	24**	49**	48**	44**	29**	25**	59*	62*	62*	53*	16**	
Effective base	389	186	204	35	94	98	63	47	57	111	121	67	97	231	159	44	22	29	28	30	24	21	43	49	59	44	10	
The download speed is too slow, e.g. buffering when loading videos	322 63%	147 64%	174 62%	31 52%	75 66%	65 58%	66 71%	40 66%	45 62%	83 65%	101 64%	64 58%	74 64%	184 65%	138 61%	29 69%	15 62%	23 47%	28 58%	27 61%	22 75%	14 57%	40 69%	35 57%	39 64%	39 75%	10 64%	
The connection is unreliable	269 53%aq	105 45%	164 59%Ta	38 64%	66 58%	51 46%	47 50%	30 49%	38 51%	69 54%	77 49%	59 53%	64 55%	146 51%	123 54%	14 34%	14 57%	28 56%	22 47%	18 41%	20 71%	10 42%	38 65%q	32 52%	38 61%q	27 52%	7 48%	
The upload speed is too slow, e.g. delays when sending emails, posting photos etc.	192 38%c	78 34%	114 41%	10 17%	39 34%	39 35%c	39 41%c	27 45%c	39 53%Tde	58 45%	54 34%	35 32%	45 40%	111 39%	81 36%	22 54%T	6 26%	16 33%	9 19%	12 27%	4 12%	10 43%	26 44%	24 39%	30 48%	26 49%	7 44%	
Other (please state)	19 4%	10 4%	9 3%	1 1%	3 2%	1 1%	5 5%	7 11%Tde	3 5%	3 2%	9 6%	6 5%	2 2%	11 4%	8 3%	2 4%	- -	3 6%	2 4%	4 8%	1 2%	1 3%	1 2%	- -	4 6%	3 5%	- -	
Don't know	27 5% ^d	16 7%	10 4%	8 14%Tdf	1 1%	7 7% ^d	2 2%	4 7%	3 4%	4 3%	6 4%	6 5%	11 9%	10 4%	16 7%	* 1%	2 8%	4 8%	4 8%	5 11%	- -	1 4%	4 7%	6 10%zA	- -	- -	- -	

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 22

Q9. Why is your broadband speed not always sufficient for your household?

Base: All who say their broadband speed is not always sufficient

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	507	148	88	81	63	144	148	88	23	27	31	35	21	7
Weighted base	511	129	84*	71*	47*	118	129	84*	18**	23**	30**	27**	16**	4**
Effective base	389	120	73	60	52	110	120	73	18	20	23	28	18	6
The download speed is too slow, e.g. buffering when loading videos	322 63%	106 82%Tbcd eg	48 57%	38 53%	28 59%	66 55%	106 82%Tbcd eg	48 57%	11 64%	10 46%	16 52%	15 55%	11 67%	2 55%
The connection is unreliable	269 53%	66 51%	37 44%	38 53%	30 63%bg	68 57%	66 51%	37 44%	12 66%	15 68%	11 35%	15 55%	12 71%	4 82%
The upload speed is too slow, e.g. delays when sending emails, posting photos etc.	192 38%de	60 47%Tcde	31 37%	20 28%	12 25%	32 27%	60 47%Tcde	31 37%	4 23%	10 44%	6 20%	7 25%	3 20%	2 44%
Other (please state)	19 4%	6 5%	3 4%	3 5%	* 1%	4 3%	6 5%	3 4%	1 4%	- -	2 8%	- -	* 3%	- -
Don't know	27 5%af	1 1%	2 2%	7 10%af	2 4%	9 7%af	1 1%	2 2%	3 14%	- -	4 15%	2 6%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 23

Q10. How often is your home broadband service used for several tasks at the same time? This could be several people doing the same type of activity, or different activities at the same time. Please think specifically about activities such as downloading and uploading files, video calling and streaming TV or videos.

Base: All aware of household broadband service provider

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North of Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
NET: Any	2352	1166	1186	244	438	452	434	332	452	632	665	515	540	1297	1055	209	100	258	203	200	166	115	220	290	327	197	68
	89%ghnp	89%	90%	98%Tfgh	97%Tfgh	98%Tfgh	92%gh	85%h	75%	92%Tn	91%h	91%h	84%	91%Tp	87%	91%	88%	89%	88%	89%	89%	93%	88%	91%	89%	89%	91%
Every day	1381	639	741	161	283	290	274	188	185	390	386	293	312	776	605	124	62	150	116	118	99	63	125	172	191	125	34
	52%ahn	49%	56%Ta	65%Tgh	63%Tgh	62%Tgh	58%Tgh	48%h	31%	57%Tn	53%	52%	48%	55%Tp	50%	54%	55%	52%	50%	53%	53%	51%	50%	54%	52%	57%	46%
A few times a week	569	312	257	56	107	117	89	83	117	155	167	126	121	322	247	50	16	69	53	40	37	23	50	69	89	50	25
	22%br	24%Tb	19%	22%	24%	25%Tfh	19%	21%	19%	22%	23%	22%	19%	23%	20%	22%	14%	24%	23%	18%	20%	19%	20%	22%	24%r	22%	34%Trux
About once a week	146	85	61	18	25	25	31	11	37	34	39	33	40	73	73	15	3	21	9	21	14	9	11	21	11	8	2
	6%gz	6%	5%	7%g	5%	5%	7%g	3%	6%g	5%	5%	6%	6%	5%	6%	7%z	3%	7%z	4%	9%TrzA	8%z	7%	4%	7%z	3%	4%	2%
Less often than once a week	256	129	127	10	23	21	39	50	113	54	73	62	68	126	130	19	19	19	25	21	16	19	34	28	35	14	7
	10%cdek	10%	10%	4%	5%	4%	8%e	13%Tcde	19%Tcdef	8%	10%	11%	10%	9%	11%	8%	17%Tqsvy	7%	11%	9%	9%	16%SA	14%TsA	9%	10%	6%	10%
								g								zA											
Never	242	122	120	-	5	10	37	48	141	46	61	43	91	107	135	18	9	24	27	24	17	7	27	22	36	24	6
	9%cdeko	9%	9%	-	1%	2%	8%cde	12%Tcde	23%Tcdef	7%	8%	8%	14%TkIm	8%	11%To	8%	8%	8%	12%	11%	9%	6%	11%	7%	10%	11%	-
								g																			
Don't know	38	19	19	4	8	1	2	11	12	9	8	6	15	17	21	2	4	6	1	1	5	1	4	8	6	*	-
	1%ef	1%	1%	2%e	2%e	*	*	3%Tef	2%ef	1%	1%	1%	2%	1%	2%	1%	3%tuA	2%	*	*	2%	1%	2%	3%A	2%	*	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 24

Q10. How often is your home broadband service used for several tasks at the same time? This could be several people doing the same type of activity, or different activities at the same time. Please think specifically about activities such as downloading and uploading files, video calling and streaming TV or videos.

Base: All aware of household broadband service provider

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	2352 89%	368 90%	439 94%Taf	387 94%Tafh	334 95%Tafh	721 94%Tafh	364 90%	439 94%Taf	88 89%	127 94%	172 97%Tacf	174 95%Tafh	127 93%	33 96%
Every day	1381 52%af	189 46%	259 55%af	250 61%Taf	241 68%Tabc efgh	491 64%Tabc fg	186 46%	259 55%af	56 56%	86 63%Taf	109 61%Taf	121 66%Tabf g	96 71%Tabc fgh	24 69%Taf
A few times a week	569 22%dekl	105 26%Tode kl	120 26%Tode kl	81 20%l	52 15%	133 17%dl	105 26%Tode kl	120 26%Tode kl	17 17%	28 21%l	36 20%	29 16%	17 12%	7 20%
About once a week	146 6%	27 7%	28 6%	31 8%i	19 5%	50 7%	26 6%	28 6%	8 8%	4 3%	18 10%Tdeil	11 6%	6 5%	2 6%
Less often than once a week	256 10%bcde gj	47 12%bcdeg jl	33 7%	25 6%	22 6%	47 6%	46 12%bcdeg jl	33 7%	7 7%	9 7%	9 5%	13 7%	8 6%	1 2%
Never	242 9%bcdeg jkm	36 9%cdejm	26 6%	22 5%j	15 4%	38 5%j	36 9%dejm	26 6%	10 11%cdejm	8 6%	4 2%	8 5%	7 5%	-
Don't know	38 1%beg	4 1%	2 *	2 1%	3 1%	5 1%	4 1%	2 *	*	-	2 1%	-	2 1%	2 4%bcdegik

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 25

Q11. How often is your home broadband used for the following activities?

Base: All aware of household broadband service provider

Summary table

	Downloading large files such as photos, videos, software, games or music	Uploading large files as photos, videos, software, games or music	Video calling (e.g. Skype)	Online gaming	Streaming live TV or video (e.g. Netflix, Amazon Prime) in standard definition (SD)	Streaming live TV or video (e.g. Netflix, Amazon Prime) in high definition (HD)	Streaming live TV or video (e.g. Netflix, Amazon Prime) in ultra HD (4K)	Streaming 3D TV or video	Virtual reality video experiences
Unweighted base	2743	2743	2743	2743	2743	2743	2743	2743	2743
Weighted base	2632	2632	2632	2632	2632	2632	2632	2632	2632
Effective base	2097	2097	2097	2097	2097	2097	2097	2097	2097
NET: Any	2175 83%	2001 76%	1444 55%	1374 52%	1581 60%	1406 53%	840 32%	661 25%	448 17%
Every day	200 8%	159 6%	112 4%	425 16%	405 15%	389 15%	194 7%	106 4%	44 2%
A few times a week	602 23%	496 19%	283 11%	448 17%	564 21%	490 19%	255 10%	176 7%	127 5%
About once a week	381 14%	352 13%	281 11%	185 7%	225 9%	227 9%	128 5%	137 5%	80 3%
Less often than once a week	992 38%	994 38%	769 29%	316 12%	387 15%	299 11%	263 10%	241 9%	197 7%
Never	394 15%	559 21%	1141 43%	1201 46%	981 37%	1155 44%	1676 64%	1870 71%	2092 79%
Don't know	63 2%	72 3%	47 2%	56 2%	70 3%	72 3%	117 4%	101 4%	92 4%

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 26

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Downloading large files such as photos, videos, software, games or music**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	Northern Ireland (B)	
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47	
NET: Any	2175	1109	1066	231	417	430	401	303	393	589	631	461	494	1220	955	183	95	236	178	185	156	103	203	279	315	185	56	
	83%bghn	85%Tb	80%	93%Tfgh	92%Tfgh	93%Tfgh	85%gh	77%h	65%	86%Tn	86%Tn	82%	76%	86%Tp	79%	80%	84%	82%	77%	83%	84%	84%	81%	87%TqtB	86%tB	84%	74%	
Every day	200	104	97	43	62	44	33	12	7	64	43	54	39	107	93	17	8	26	17	21	11	6	14	35	31	12	3	
	8%ghl	8%	7%	17%Tefgh	14%Tfgh	9%gh	7%gh	3%h	1%	9%In	6%	10%In	6%	8%	8%	7%	7%	9%	8%	9%	6%	5%	6%	11%TxA	8%	5%	3%	
A few times a week	602	314	288	87	143	146	114	66	45	189	161	133	120	350	253	55	30	72	69	52	39	21	45	79	79	45	16	
	23%ghn	24%	22%	35%Tfgh	32%Tfgh	32%Tfgh	24%gh	17%h	7%	27%Tln	22%	24%	19%	25%Tp	21%	24%	26%	25%	30%TwxA	23%	21%	17%	18%	25%	22%	20%	22%	
About once a week	381	175	206	34	88	20%Tgh	19%Tgh	70	51	101	110	77	93	211	170	32	18	33	29	31	30	21	34	53	61	30	9	
	14%h	13%	16%	14%	20%Tgh	19%Tgh	15%h	13%h	8%	15%	15%	14%	14%	15%	14%	14%	16%	11%	13%	14%	16%	17%	14%	16%	17%	13%	12%	
Less often than once a week	992	517	474	67	124	153	184	174	290	235	318	197	242	552	439	80	39	105	62	81	76	55	110	113	143	99	28	
	38%cd	40%	36%	27%	28%	33%	39%cd	44%Tcde	48%Tcde	34%	43%Tkmn	35%	37%	39%	36%	35%	34%	36%	27%	36%	41%t	45%t	44%t	35%	39%t	45%Tqty	37%	
Never	394	173	221	10	27	30	61	77	190	84	89	92	130	172	222	39	13	46	46	35	27	20	43	33	48	33	10	
	15%acde	13%	17%Ta	4%	6%	6%	13%cd	20%Tcde	31%Tcde	12%	12%	16%	20%TKl	12%	18%To	17%y	11%	16%	20%y	16%	14%	16%	17%y	10%	13%	15%	13%	
Don't know	63	24	39	8	7	4	12	11	21	15	14	12	22	29	34	6	6	7	7	4	4	-	5	8	5	2	9	
	2%e	2%	3%	3%e	2%	1%	2%	3%e	4%e	2%	2%	2%	3%	2%	3%	3%	5%wzA	2%	3%	2%	2%	-	2%	3%	1%	1%	12%TqstuvwxyzA	

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 27

Q11. How often is your home broadband used for the following activities?

Base: All aware of household broadband service provider

Downloading large files such as photos, videos, software, games or music

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	2175 83%	348 85%	408 88%T	358 87%T	313 89%T	671 88%T	344 85%	408 88%T	84 86%	117 87%	156 88%T	159 87%T	119 88%	35 100%Tabcdefghijkl
Every day	200 8%af	18 4%	35 8%	62 15%Tabf g	38 11%Taf g	101 13%Tabdf g	18 4%	35 8%	11 12%af g	19 14%Tabf g	32 18%Tabd efgkl	19 10%af	13 10%af	6 18%Tabfg
A few times a week	602 23%	105 26%	125 27%T	96 23%	99 28%Ti	195 26%T	105 26%	125 27%T	21 21%	26 19%	49 28%	48 26%	42 31%Ti	9 26%
About once a week	381 14%	58 14%	83 18%T	61 15%	54 15%	116 15%	57 14%	83 18%T	14 14%	21 15%	27 15%	26 15%	21 15%	7 20%
Less often than once a week	992 38%ej	167 41%cejl	166 36%	138 34%j	121 34%	260 34%j	165 41%cejl	166 36%	39 39%j	52 38%j	48 27%	66 36%	43 31%	12 36%
Never	394 15%bcde gilm	56 14%m	48 10%m	45 11%m	35 10%m	80 10%m	55 14%m	48 10%m	11 12%m	16 12%m	17 10%m	23 13%m	13 9%m	-
Don't know	63 2%afk	4 1%	10 2%k	8 2%k	4 1%	13 2%	4 1%	10 2%k	3 3%k	2 1%	4 2%k	-	4 3%dk	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 28

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Uploading large files as photos, videos, software, games or music**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	Eastern (x)	London (y)	South East (z)	South West (A)	Northern Ireland (B)	
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47	
NET: Any	2001	1009	993	215	406	401	375	262	343	556	590	423	432	1147	855	171	85	216	159	176	145	88	188	253	291	167	60	
	76%ghnp	77%	75%	86%Tgh	90%Tfgh	86%Tfgh	79%gh	67%h	57%	81%Tmn	80%Tmn	75%h	67%	81%Tp	71%	75%	75%	75%	69%	78%	78%	72%	75%	79%t	79%t	76%	81%	
Every day	159	74	85	25	46	43	27	12	6	53	32	39	36	85	75	11	8	15	16	11	9	9	13	23	29	8	6	
	6%ghl	6%	6%	10%Tgh	10%Tfgh	9%Tgh	6%h	3%h	1%	8%Tl	4%	7%	6%	6%	6%	5%	7%	5%	7%	5%	5%	7%	5%	7%	8%	4%	9%	
A few times a week	496	217	279	81	135	108	97	46	28	134	134	116	111	269	227	40	25	70	46	55	29	15	36	66	71	36	9	
	19%agh	17%	21%Ta	32%Tefgh	30%Tefgh	23%Tgh	20%gh	12%h	5%	20%	18%	21%	17%	19%	19%	17%	22%	24%wx	20%	24%wx	16%	12%	14%	20%	19%	16%	12%	
About once a week	352	184	168	39	68	83	73	53	35	98	109	71	74	207	146	37	15	22	36	38	27	22	21	49	49	27	8	
	13%hsx	14%	13%	16%h	15%h	18%Th	15%h	14%h	6%	14%	15%	13%	12%	15%	12%	16%sx	14%	7%	16%sx	17%sx	15%sx	18%sx	8%	15%sx	13%sx	12%	11%	
Less often than once a week	994	533	461	69	157	165	178	150	274	272	315	197	210	587	407	84	37	109	61	72	80	43	119	116	142	95	37	
	38%bcnp	41%Tb	35%	28%	35%	36%	38%h	38%h	11%	45%Tode	39%h	43%Tmn	35%	41%Tp	34%	36%t	33%	38%t	27%	32%	43%t	35%	47%Tqrt	36%t	39%t	43%tu	50%rtu	
	t								f													uwyz						
Never	559	279	279	24	38	50	86	121	240	119	129	121	190	248	311	54	22	68	63	41	39	31	56	59	71	48	8	
	21%cdk	21%	21%	9%	8%	11%	18%cdk	31%Tode	40%Tode	17%	18%	21%	29%TKlm	17%	26%To	24%B	19%	23%B	27%yB	18%	21%	25%B	22%	18%	19%	22%	10%	
	lo							f	fg																			
Don't know	72	19	53	11	7	13	12	8	22	13	14	21	25	27	45	4	6	5	9	8	3	3	7	9	6	6	7	
	3%ao	1%	4%Ta	4%	2%	3%	3%	2%	4%	2%	2%	4%	4%k	2%	4%To	2%	6%z	2%	4%	3%	2%	3%	3%	3%	2%	3%	9%TqsvxyzA	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 29

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Uploading large files as photos, videos, software, games or music**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	2001	309	394	335	294	629	305	394	75	105	155	146	115	33
	76%	76%	85%Taf	82%Taf	83%Taf	82%Taf	76%	85%Taf	76%	77%	87%Tace fhik	80%	85%Taf	96%Tacefhik
Every day	159	16	35	50	22	72	16	35	12	17	22	8	9	5
	6%af	4%	8%af	12%Tabde fgk	6%	9%Tadfk	4%	8%af	12%Tafk	12%Tadfk	12%Tadfk	4%	7%	14%Tadfk
A few times a week	496	69	100	84	89	173	69	100	20	20	44	42	38	8
	19%	17%	21%	20%i	25%Tafi	23%Tafi	17%	21%	21%	15%	25%Tafi	23%	28%Tacf i	24%
About once a week	352	51	77	56	58	114	50	77	15	13	28	28	21	8
	13%	13%	17%Ti	14%	16%Ti	15%i	12%	17%Ti	16%	9%	16%	16%	16%	24%Tafi
Less often than once a week	994	173	182	145	126	270	170	182	28	56	61	67	46	12
	38%	42%Tode h	39%	35%	36%	35%	42%Tode h	39%	28%	41%h	34%	37%	34%	33%
Never	559	95	58	67	56	124	94	58	21	28	18	35	20	2
	21%bode glim	23%bode glim	12%	16%jm	16%jm	16%jm	23%bode glim	12%	21%bgjm	21%bgjm	10%	19%bgjm	14%	4%
Don't know	72	5	14	8	2	11	5	14	2	3	4	1	1	-
	3%ade	1%	3%d	2%	1%	1%	1%	3%d	2%	2%	2%	1%	1%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 30
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Video calling (e.g. Skype)

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)		
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57		
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*		
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47		
NET: Any	1444	706	738	196	308	293	244	183	220	450	415	293	286	865	579	122	60	159	125	120	94	51	117	210	211	132	44		
55%ghnp	54%	56%	79%Tdef	68%Tfgh	63%Tfgh	52%h	47%h	36%	65%Tlmn	57%n	52%n	44%	61%Tp	48%	53%	53%	55%w	54%	53%	50%	42%	47%	66%Tqrs	57%wx	60%wx	58%			
Every day	112	45	67	15	37	34	13	4	9	35	26	23	27	61	51	11	5	10	11	12	5	3	8	26	14	6	-		
4%agh	3%	5%	6%gh	8%Tfgh	7%Tfgh	3%	1%	1%	5%	4%	4%	4%	4%	4%	4%	5%	5%	4%	5%	5%	3%	2%	3%	8%Tsvwx	4%	3%	-		
A few times a week	283	142	141	56	76	65	46	16	23	100	75	58	50	175	108	17	15	44	23	25	16	11	23	52	33	20	5		
11%ghnp	11%	11%	22%Tefg	17%Tfgh	14%Tgh	10%gh	4%	4%	15%Tlmn	10%	10%	8%	12%Tp	9%	7%	13%	15%qz	10%	11%	9%	9%	9%	16%Tqvwx	9%	9%	6%			
About once a week	281	139	142	42	68	65	40	24	43	88	73	59	61	161	120	22	9	38	28	28	18	8	14	36	46	26	9		
11%ghx	11%	11%	17%Tfgh	15%Tfgh	14%Tfgh	8%	6%	7%	13%T	10%	10%	9%	11%	11%	10%	10%	8%	13%x	12%x	13%x	9%	7%	5%	11%x	13%x	12%x	11%		
Less often than once a week	769	380	388	82	127	130	144	139	146	227	241	152	148	468	300	72	31	67	64	54	55	29	72	96	118	81	30		
29%hnp	29%	29%	33%h	28%	28%	31%h	36%Tdeh	24%	33%Tmn	33%Tn	27%	23%	33%Tp	25%	31%	27%	23%	28%	24%	29%	24%	29%	30%	32%e	36%Tsuw	40%suw			
Never	1141	574	567	48	136	161	222	203	372	231	306	259	345	537	604	106	49	123	103	98	90	71	131	102	153	88	26		
43%cdk	44%	43%	19%	30%e	35%e	47%cdk	52%Tde	62%Tde	34%	42%k	46%k	53%Tkln	38%	50%To	46%y	43%y	43%y	45%y	44%y	48%y	58%Trst	52%TyzA	32%	42%y	40%	35%			
oy																						uyzAB	B						
Don't know	47	26	21	5	7	10	8	6	12	6	12	13	15	19	28	1	5	7	3	7	3	-	3	8	5	1	5		
2%ko	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	4%qwa	2%	1%	3%A	2%	-	1%	3%A	1%	*	7%Tqtwxza		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 31
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Video calling (e.g. Skype)

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	1444	206	292	264	228	492	203	292	59	82	122	107	94	27
	55%af	51%	63%Taf	64%Taf	65%Tafr	64%Tafr	50%	63%Taf	60%	61%af	69%Tafr	59%af	69%Tafr	77%Tafr
Every day	112	10	24	38	21	59	10	24	10	8	20	9	6	6
	4%af	2%	5%af	9%Tabfg	6%af	8%Tadfr	2%	5%af	10%Tafr	6%af	11%Tabdf	5%	5%	16%Tabdefgikl
A few times a week	283	40	66	47	56	102	39	66	9	14	23	21	30	5
	11%	10%	14%Taf	11%	16%Taef	13%T	10%	14%Taf	9%	11%	13%	11%	22%Tabc	15%
					k								defghij	k
About once a week	281	46	71	55	40	95	45	71	13	14	29	21	17	2
	11%	11%	15%T	13%T	11%	12%T	11%	15%T	13%	10%	16%T	11%	13%	6%
Less often than once a week	769	111	131	124	112	236	109	131	27	46	51	57	41	14
	29%	27%	28%	30%	32%	31%	27%	28%	27%	34%	29%	31%	30%	40%
Never	1141	199	171	141	121	261	198	171	40	51	50	72	41	8
	43%bcde	49%Tbcd	37%j	34%j	34%	34%j	49%Tbcd	37%j	40%j	38%	28%	39%cdjm	30%	23%
	gilm	egijklm					egijklm							
Don't know	47	3	3	7	4	11	3	3	-	1	5	3	1	-
	2%	1%	1%	2%	1%	1%	1%	1%	-	1%	3%abfg	2%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 32
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Online gaming

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North-east Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
NET: Any	1374	667	708	182	330	322	256	163	121	361	381	304	329	741	633	133	69	166	115	134	104	61	111	166	192	101	24
	52%ghxB	51%	53%	73%Tfgh	73%Tfgh	70%Tfgh	54%gh	42%h	20%	52%	52%	54%	51%	52%	52%	58%xAB	61%xAB	57%xAB	50%B	60%TxAB	55%xB	50%B	44%	52%B	52%B	46%	32%
Every day	425	176	249	42	79	112	89	52	51	95	107	111	113	201	224	41	25	52	30	48	28	19	31	42	62	40	6
	16%ahko	13%	19%Ta	17%h	18%h	24%Tdgh	19%h	13%h	8%	14%	15%	20%kl	18%	14%	18%To	18%	22%xyB	18%	13%	21%xyB	15%	16%	12%	13%	17%	18%	8%
A few times a week	448	242	207	82	110	89	88	49	30	122	126	93	108	247	201	36	25	60	43	41	36	23	38	54	57	23	12
	17%ghA	18%	16%	33%Tdefgh	24%Tgh	19%gh	19%gh	13%h	5%	18%	17%	16%	17%	17%	17%	16%	22%A	21%A	19%A	18%A	19%A	19%	15%	17%	16%	11%	16%
About once a week	185	94	91	26	50	49	25	24	11	60	44	43	38	104	81	22	9	23	13	24	15	3	10	30	26	11	-
	7%h	7%	7%	11%fh	11%Tfgh	11%Tfgh	5%h	6%h	2%	9%T	6%	8%	6%	7%	7%	10%wxAB	8%B	8%B	5%	11%wxAB	8%B	3%	4%	9%wxAB	7%	5%	-
Less often than once a week	316	156	160	32	91	73	54	37	29	84	104	58	70	188	128	34	11	31	29	20	24	16	33	40	46	27	5
	12%h	12%	12%	13%h	20%Tfgh	16%Tgh	11%h	9%h	5%	12%	14%	10%	11%	13%T	11%	15%	9%	11%	13%	9%	13%	13%	13%	12%	13%	12%	7%
Never	1201	621	581	60	111	132	205	218	475	314	339	245	303	653	548	92	38	122	113	86	80	61	135	146	171	114	43
	46%cderru	47%	44%	24%	25%	29%	43%cderrf	56%Tcderrfg	79%Tcderrfg	46%	46%	43%	47%	46%	45%	40%	34%	42%	49%r	38%	43%	50%r	54%Tqrsuv	46%r	47%r	51%qr	58%qr
Don't know	56	19	37	7	10	9	12	10	9	13	14	16	14	27	30	4	6	1	2	5	4	1	4	9	5	6	8
	2%a	1%	3%a	3%	2%	2%	3%	3%	1%	2%	2%	3%	2%	2%	2%	2%	6%Tstwz	*	1%	2%	2%	1%	2%	3%	1%	3%	11%TqstuvwxyzA

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 33

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Online gaming**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	1374 52%af	188 46%	269 58%Taf	253 62%Taf	212 60%Taf	465 61%Taf	187 46%	269 58%Taf	53 54%	76 56%af	124 70%Tabc defghik l	107 58%af	81 59%af	24 70%Taf
Every day	425 16%	59 14%	72 15%	74 18%	74 21%Tabf gk	149 19%Taf	59 15%	72 15%	15 15%	23 17%	37 21%	30 16%	36 26%Tabc defghk	9 26%
A few times a week	448 17%	61 15%	94 20%af	94 23%Taf	68 19%	161 21%Taf	60 15%	94 20%af	16 16%	25 18%	53 30%Tabc defghik l	38 21%	20 15%	10 28%af
About once a week	185 7%	22 5%	46 10%Taf	37 9%a	26 7%	63 8%	22 5%	46 10%Taf	7 7%	11 8%	19 10%af	16 9%	8 6%	2 6%
Less often than once a week	316 12%	47 11%	57 12%	48 12%	44 12%	92 12%	46 11%	57 12%	16 16%	17 13%	15 9%	23 13%	17 12%	4 11%
Never	1201 46%bode gjm	216 53%Tbcd egijklm	191 41%j	148 36%j	140 40%j	288 38%j	213 53%Tbcd egijklm	191 41%j	44 45%cj	55 40%j	49 28%	75 41%j	55 40%j	10 30%
Don't know	56 2%adf	4 1%	6 1%	10 2% d	2 *	12 2% d	4 1%	6 1%	1 1%	5 3%adf	4 2% d	1 1%	* *	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 34
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Streaming live TV or video (e.g. Netflix, Amazon Prime) in standard definition (SD)

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47	
NET: Any	1581 60%ghnp v	811 62% v	770 58% v	207 83%Tefg h	373 83%Tefg h	332 72%Tfgh h	284 60%gh h	203 52%h h	182 30% h	449 65%Tn n	468 64%Tn n	345 61%n n	319 49% n	917 65%Tp p	664 55% p	141 61%v v	73 64%v v	174 60% v	137 59% v	142 63%v v	95 51% v	70 57% v	142 57% v	217 68%TvxB B	221 60% v	134 61% v	36 48% v	
Every day	405 15%aghB B	167 13% B	237 18%Ta h	75 30%Tefg h	133 30%Tefg h	94 20%Tfgh h	58 12%gh h	28 7%h h	16 3% h	120 17%n n	119 16% n	81 14% n	85 13% n	238 17%T T	166 14% T	41 18%wB B	14 12% B	47 16%B B	31 13% B	42 19%wB B	31 17%B B	10 8% B	36 14%B B	60 19%wB B	59 16%B B	31 14%B B	2 3% B	
A few times a week	564 21%bhvn v	313 24%B B	251 19% v	81 33%Tfgh h	130 29%Tfgh h	120 26%Tgh h	107 23%h h	70 18%h h	55 9% h	153 22% n	167 23%n n	131 23%n n	114 18% n	319 22% n	245 20% n	51 22%v v	37 33%Tqsu su	57 20% v	53 23%v v	47 21% v	26 14% v	26 21% v	46 18% v	74 23%v v	74 20% v	54 25%v v	19 26% v	
About once a week	225 9%hn n	111 9% n	114 9% n	33 13%Tfh h	48 11%h h	43 9%h h	35 7% h	39 10%h h	27 4% h	70 10%n n	62 9% n	54 10% n	39 6% n	133 9% n	93 8% n	16 7% n	10 9% n	25 9% n	18 8% n	20 9% n	12 6% n	11 9% n	20 8% n	33 10% n	34 9% n	22 10% n	4 5% n	
Less often than once a week	387 15%bc c	219 17%B B	167 13% c	18 7% c	61 14% c	75 16% c	83 18% c	66 17% c	83 14% c	106 15% c	120 16% c	80 14% c	81 13% c	226 16% c	161 13% c	33 14% c	12 10% c	45 16% c	34 15% c	32 14% c	27 14% c	23 19% c	40 16% c	49 15% c	54 15% c	26 12% c	10 13% c	
Never	981 37%cd cd	469 36% cd	513 39% cd	31 13% cd	69 15% cd	119 26% cd	167 35% cd	178 46% cd	417 69% cd	225 33% cd	250 34% cd	203 36% cd	303 47% cd	475 33% cd	506 42% cd	81 36% cd	37 33% cd	111 38% cd	87 38% cd	75 34% cd	87 46% cd	51 41% cd	103 41% cd	93 29% cd	141 38% cd	82 37% cd	33 45% cd	
Don't know	70 3%ho o	27 2% o	42 3% o	11 4%h h	10 2% h	12 3%h h	22 5%Th h	9 2% h	6 1% h	13 2% h	16 2% h	16 3% h	25 4% h	29 2% h	41 3% h	7 3% h	3 3% h	4 1% h	7 3% h	7 3% h	5 3% h	2 2% h	6 2% h	11 3% h	6 2% h	5 2% h	6 8%Ts z	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 35
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Streaming live TV or video (e.g. Netflix, Amazon Prime) in standard definition (SD)

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	1581 60%	260 64%	321 69%T	285 69%T	252 71%Tafk	538 70%Taf	256 64%	321 69%T	61 62%	91 67%	134 75%Tacf h	122 67%T	98 72%T	32 92%Tabcdefghijkl
Every day	405 15%	54 13%	76 16%	89 22%Taf	67 19%Taf	156 20%Taf	53 13%	76 16%	22 22%af	31 23%Taf	36 21%Taf	30 16%	26 19%	11 32%Tabdfgk
A few times a week	564 21%	104 25%T	114 24%	103 25%	103 29%Th	205 27%T	102 25%T	114 24%	19 19%	28 21%	55 31%Tchi	53 29%T	37 28%	12 35%Th
About once a week	225 9%	44 11%	49 11%	37 9%	34 10%	71 9%	42 10%	49 11%	9 9%	14 10%	14 8%	15 8%	15 11%	5 13%
Less often than once a week	387 15%	59 14%	82 18%	57 14%	49 14%	106 14%	59 15%	82 18%	12 12%	17 13%	28 16%	25 14%	20 15%	4 11%
Never	981 37%bcde gilm	141 35%cddej lm	135 29%jlm	110 27%jlm	93 26%jlm	204 27%jlm	140 35%cddej lm	135 29%jlm	37 37%cddej lm	42 31%jlm	31 18%	57 31%cdjm	33 25%lm	3 8%
Don't know	70 3%	7 2%	11 2%	15 4%h	7 2%	23 3%	7 2%	11 2%	*	3 2%	12 7%Tabcd efghik	3 2%	4 3%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 36
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Streaming live TV or video (e.g. Netflix, Amazon Prime) in high definition (HD)

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57	
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*	
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47	
NET: Any	1406	728	677	185	345	325	258	162	131	405	395	315	291	800	606	124	70	137	124	133	95	55	121	197	200	115	33	
	53%bghn	56%Tb	51%	75%Tfgh	76%Tefg	70%Tfgh	55%gh	41%h	22%	59%Tn	54%n	56%n	45%	56%Tp	50%	54%	62%swxB	47%	54%	59%swx	51%	45%	48%	62%Tswx	54%xA	52%	44%	
Every day	389	199	190	76	110	98	61	28	17	122	96	92	79	218	171	43	15	41	35	46	25	8	31	51	56	33	5	
	15%ghw	15%	14%	30%Tefgh	24%Tfgh	21%Tfgh	13%gh	7%h	3%	18%Tln	13%	16%	12%	15%	14%	19%w	13%	14%	15%	20%Twx	14%	7%	12%	16%w	15%w	15%	7%	
A few times a week	490	258	232	59	127	110	98	60	35	135	139	110	106	274	216	41	31	46	39	40	33	25	45	72	67	37	15	
	19%h	20%	17%	24%gh	28%Tfgh	24%Tgh	21%h	15%h	6%	20%	19%	20%	16%	19%	18%	18%	27%TsA	16%	17%	18%	18%	20%	18%	23%	18%	17%	20%	
About once a week	227	109	118	31	61	42	37	28	28	60	79	43	45	139	88	20	15	17	21	20	19	10	15	33	34	19	5	
	9%h	8%	9%	13%h	13%Tefgh	9%h	8%	7%	5%	9%	11%Tn	8%	7%	10%Tp	7%	9%	13%sx	6%	9%	9%	10%	9%	6%	10%	9%	8%	6%	
Less often than once a week	299	162	137	19	48	74	62	46	51	88	81	69	60	170	130	21	11	33	30	28	18	12	30	41	43	26	8	
	11%h	12%	10%	8%	11%	16%Tcdh	13%h	12%	8%	13%	11%	12%	9%	12%	11%	9%	9%	11%	13%	13%	10%	9%	12%	13%	12%	12%	10%	
Never	1155	551	604	53	93	129	199	216	464	263	323	234	336	586	569	98	37	146	101	84	90	63	123	113	162	99	38	
	44%cdk	42%	46%	21%	21%	28%cd	42%cd	55%Tcd	77%Tcd	38%	44%k	41%	52%Tkml	41%	47%To	43%	33%	51%ry	44%	38%	48%ry	51%ry	49%ry	35%	44%ry	45%ry	51%ry	
Don't know	72	28	44	10	13	10	16	12	9	20	16	17	19	36	36	7	6	6	5	7	2	5	7	10	6	7	4	
	3%	2%	3%	4%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	5%vz	2%	2%	3%	1%	4%	3%	3%	2%	3%	6%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 37

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Streaming live TV or video (e.g. Netflix, Amazon Prime) in high definition (HD)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	1406 53%	213 52%	299 64%Taf	269 65%Tafh	251 71%Tabf gh	520 68%Tafh	211 52%	299 64%Taf	55 56%	91 67%Taf	123 69%Tafh	124 68%Tafh	96 71%Tafh	31 88%Tabcdefghijkl
Every day	389 15%	49 12%	72 16%	93 23%Tabf g	78 22%Tabf g	171 22%Tabf g	48 12%	72 16%	17 17%	31 23%Tabf g	46 26%Tabf g	37 20%Taf	29 22%Taf	11 33%Tabfgh
A few times a week	490 19%	82 20%	114 24%T	93 23%T	93 26%Taf	187 24%T	82 20%	114 24%T	22 23%	32 23%	39 22%	46 25%T	39 29%Taf	8 24%
About once a week	227 9%	36 9%	55 12%T	37 9%	38 11%	74 10%	35 9%	55 12%T	7 7%	16 11%	15 8%	17 10%	15 11%	5 16%
Less often than once a week	299 11%	46 11%	58 12%	45 11%	43 12%	87 11%	46 11%	58 12%	9 10%	12 9%	23 13%	24 13%	13 10%	6 16%
Never	1155 44%bcde gijklm	188 46%bcde gijklm	159 34%djm	128 31%jm	96 27%jm	225 29%jm	186 46%bcde gijklm	159 34%djm	43 43%bcdei jklm	41 31%jm	44 25%jm	54 30%jm	39 28%jm	4 11%
Don't know	72 3%	7 2%	8 2%	14 3%	6 2%	20 3%d	7 2%	8 2%	1 1%	3 2%	10 6%Tabde fgl	4 2%	1 1%	* 1%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 38
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Streaming live TV or video (e.g. Netflix, Amazon Prime) in ultra HD (4K)

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	North Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
NET: Any	840 32%ghnp s	421 32%	419 32%	115 46%Tfgh	222 49%Tfgh	198 43%Tfgh	136 29%h	94 24%h	75 12%	263 38%Tin	233 32%h	194 34%h	150 23%	496 35%Tp	344 28%	69 30%	37 33%	72 25%	89 38%svA	96 43%Tqsv wxzA	51 27%	33 27%	72 29%	124 39%Tsw xA	117 32%	58 26%	22 29%
Every day	194 7%fgh	89 7%	105 8%	47 19%Tefgh	64 14%Tefgh	42 9%fgh	20 4%h	18 4%h	3 1%	61 9%	47 6%	49 9%	38 6%	108 8%	86 7%	17 7%B	12 10%B	19 7%	20 9%B	26 12%TxzAB	15 8%B	7 6%	14 6%	29 9%B	22 6%	13 6%	- -
A few times a week	255 10%ghnA	123 9%	132 10%	39 16%Tfgh	74 16%Tfgh	65 14%Tfgh	39 8%h	18 5%	20 3%	90 13%Tin	64 9%	61 11%h	41 6%	153 11%T	102 8%	24 11%A	12 11%	28 10%	26 11%A	25 11%A	18 9%	11 9%	18 7%	39 12%A	36 10%	12 5%	6 8%
About once a week	128 5%h	59 5%	69 5%	15 6%h	32 7%Th	30 7%h	22 5%h	18 5%h	11 2%	38 5%	37 5%	30 5%	23 4%	75 5%	53 4%	6 3%	7 6%	8 3%	13 6%	12 5%	7 4%	6 5%	11 4%	19 6%	21 6%	11 5%	6 7%
Less often than once a week	263 10%bhns	150 11%Tb	113 8%	14 6%	52 11%ch	61 13%Tch	55 12%ch	40 10%	41 7%	75 11%h	85 12%h	54 10%	49 8%	160 11%Tp	103 8%	22 10%	6 5%	16 6%	29 13%rsv	33 15%Trsv	11 6%	8 7%	28 11%h	38 12%rs	38 10%	22 10%	10 14%
Never	1676 64%cdk uy	850 65%	826 62%	119 48%	210 47%	245 53%	308 65%cdk	280 72%Tcdk	513 85%Tcdk fg	395 57%	480 65%k	342 61%	459 71%Tklim	875 62%	801 66%To	151 66%uy	72 63%	211 73%Ttuy z	136 59%	115 51%	127 68%uy	86 70%uy	169 67%uy	183 57%	236 64%u	146 66%uy	44 59%
Don't know	117 4%ahlo	36 3%	81 6%Ta	15 6%	19 4%	20 4%	29 6%h	17 4%	16 3%	30 4%	21 3%	29 5%	37 6%l	51 4%	66 5%o	8 4%	5 4%	6 2%	6 3%	13 6%	9 5%	4 4%	10 4%	14 4%	15 4%	17 8%Tst	9 12%Tqstxyz

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 39

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Streaming live TV or video (e.g. Netflix, Amazon Prime) in ultra HD (4K)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	840 32%af	109 27%	180 38%Taf	168 41%Tafi	163 46%Tabf	331 43%Tafi	108 27%	180 38%Taf	40 40%af	44 33%	84 47%Tabc	79 43%Taf	61 45%Tafi	23 66%Tabcdefghijkl
Every day	194 7%af	17 4%	42 9%af	49 12%Tafi	43 12%Taf	92 12%Taf	17 4%	42 9%af	12 12%af	10 7%	27 15%Tabf	22 12%Taf	15 11%af	7 20%Tabfji
A few times a week	255 10%	32 8%	59 13%Taf	51 12%Taf	55 16%Taf	106 14%Taf	32 8%	59 13%Taf	10 10%	14 10%	27 15%Taf	27 15%Taf	20 15%Taf	8 23%Tafi
About once a week	128 5%	18 4%	26 6%	28 7%T	24 7%T	52 7%T	17 4%	26 6%	9 9%	8 6%	11 6%	12 7%	8 6%	4 10%
Less often than once a week	263 10%	42 10%	52 11%	41 10%	40 11%	81 11%	42 10%	52 11%	9 9%	13 10%	19 11%	18 10%	18 13%	5 13%
Never	1676 64%bcde giklm	289 71%Tbcd eghjkilm	270 58%djm	223 54%jm	178 50%lm	401 52%jm	285 71%Tbcd eghjkilm	270 58%djm	58 59%jm	86 64%cdelj lm	79 44%	99 54%lm	69 51%lm	10 29%
Don't know	117 4%afh	10 2%	17 4%	20 5%h	12 4%	32 4%h	10 3%	17 4%	* *	5 3%	15 8%Tabcd efghk	4 2%	6 5%h	2 5%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 40
Q11. How often is your home broadband used for the following activities?
Base: All aware of household broadband service provider
Streaming 3D TV or video

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
NET: Any	661 25%ghnx	334 26%	327 25%	91 37%Tfgh	161 36%Tfgh	155 33%Tfgh	113 24%h	76 19%h	65 11%	197 29%Tn	184 25%	147 26%	133 21%	381 27%T	280 23%	50 22%	33 29%hx	70 24%	62 27%hx	85 38%Tqst	40 22%	32 26%	45 18%	98 31%Tqvz	81 22%	53 24%	13 17%
Every day	106 4%gh	56 4%	50 4%	33 13%Tdefgh	20 5%gh	25 5%gh	19 4%h	7 2%h	1 *	36 5%l	22 3%	27 5%	21 3%	58 4%	48 4%	13 6%	6 5%	14 5%	8 3%	19 8%TvxzAB	6 3%	5 4%	8 3%	14 5%	9 2%	6 3%	- -
A few times a week	176 7%ghn	98 7%	79 6%	29 12%Tfgh	52 12%Tfgh	44 9%Tfgh	24 5%h	15 4%	13 2%	60 9%Tn	47 6%	40 7%	30 5%	106 7%	70 6%	9 4%	10 9%	16 5%	20 9%	16 7%	8 4%	11 9%	18 7%	32 10%TqvzA	19 5%	10 5%	5 7%
About once a week	137 5%hx	65 5%	72 5%	18 7%h	40 9%Tgh	27 6%h	26 6%h	16 4%h	10 2%	35 5%	43 6%	27 5%	32 5%	78 6%	59 5%	9 4%	6 5%hx	16 5%hx	10 4%	20 9%Tx	12 6%hx	9 7%hx	3 1%	19 6%hx	18 5%hx	11 5%hx	3 4%
Less often than once a week	241 9%ch	115 9%	126 10%	10 4%	49 11%ch	60 13%Tch	44 9%ch	38 10%ch	41 7%	66 10%	72 10%	53 9%	50 8%	139 10%	103 8%	19 8%	12 10%	25 9%	24 10%	29 13%hx	15 8%	7 6%	15 6%	33 10%	35 9%	25 11%	4 5%
Never	1870 71%cdk 72%ruy	942 72%	928 70%	146 59%	276 61%	286 62%	333 70%cdk	300 77%Tcdk	529 87%Tcdk	466 68%	526 72%	390 69%	488 76%Tk	992 70%	878 72%	169 74%ruy	70 62%	215 74%ruy	162 70%u	128 57%	138 74%u	85 69%	200 80%Trtu y	210 65%	279 76%Truy	160 72%u	54 72%
Don't know	101 4%ah	31 2%	71 5%Ta	12 5%h	14 3%	22 5%h	27 6%Th	15 4%	11 2%	25 4%	23 3%	28 5%	26 4%	48 3%	53 4%	9 4%	10 9%Tsbz	4 2%	6 3%	11 5%	9 5%	6 5%	6 2%	13 4%	9 2%	9 4%	8 11%Tsbz

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 41

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Streaming 3D TV or video**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	661 25%	88 22%	149 32%Taf	133 32%Tafi	115 32%Taf	247 32%Taf	87 21%	149 32%Taf	25 25%	34 25%	74 42%Tabc defghik l	56 30%af	42 31%af	17 50%Tabcdefghikl
Every day	106 4%	18 4%	18 4%	31 7%Tbg	17 5%	48 6%T	18 4%	18 4%	5 5%	6 5%	19 11%Tabcd efgl	11 6%	5 3%	1 4%
A few times a week	176 7%l	24 6%	50 11%Tafi	29 7%l	38 11%Tafhi	67 9%Ti	24 6%	50 11%Tafi	4 4%	3 2%	22 12%Tacf hi	20 11%Tafhi	11 8%l	6 17%Tacfhi
About once a week	137 5%	17 4%	26 6%	35 9%Taf	23 6%	58 8%Taf	17 4%	26 6%	7 7%	14 11%Tabfg	14 8%	9 5%	9 7%	4 13%Taf
Less often than once a week	241 9%	29 7%	55 12%Taf	38 9%	37 11%	75 10%	28 7%	55 12%Taf	9 9%	10 7%	19 11%	15 8%	17 12%af	6 16%af
Never	1870 71%bcde gjm	312 76%Tbcd egklm	310 66%jm	262 64%j	225 64%jm	488 64%jm	309 76%Tbcd egklm	310 66%jm	73 74%cejm	95 70%jm	95 53%	120 66%jm	89 65%j	17 49%
Don't know	101 4%abfg	8 2%	8 2%	16 4%bgh	13 4%	29 4%bg	8 2%	8 2%	*	7 5%bg	9 5%abfgh	7 4%	6 4%	* 1%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 42

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Virtual reality video experiences**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2743	1390	1353	201	534	535	459	404	610	806	789	455	693	1595	1148	281	135	233	184	217	172	116	246	363	486	253	57
Weighted base	2632	1307	1325	249	451	463	473	391	604	688	733	565	646	1421	1211	229	114	289	231	224	187	123*	251	321	368	221	75*
Effective base	2097	1094	1008	144	399	415	352	322	496	637	619	364	513	1253	867	218	102	172	144	175	142	90	200	281	391	206	47
NET: Any	448 17%ghx	216 17%	231 17%	75 30%Tfgh	119 26%Tfgh	108 23%Tfgh	71 15%h	39 10%h	36 6%	136 20%Tln	109 15%	106 19%	97 15%	245 17%	203 17%	35 15%	26 23%x	50 17%	41 18%	46 21%x	29 15%	16 13%	27 11%	68 21%TxA	71 19%h	30 14%	8 10%
Every day	44 2%gh	23 2%	21 2%	12 5%Tefgh	18 4%Tefgh	7 2%gh	6 1%	-	2	14 2%	10 1%	9 2%	12 2%	23 2%	21 2%	3 1%	2 2%	3 1%	7 3%	6 3%	1 1%	-	2 1%	12 4%Txz	4 1%	3 1%	-
A few times a week	127 5%hIA	61 5%	65 5%	28 11%Tefgh	39 9%Tfgh	27 6%h	16 3%h	14 4%h	3	44 6%TI	19 3%	32 6%I	31 5%I	63 4%	63 5%	13 6%A	10 9%xA	20 7%A	11 5%	12 6%A	7 4%	3 3%	8 3%	20 6%A	17 5%	3 2%	2
About once a week	80 3%h	38 3%	42 3%	14 6%gh	24 5%Tfgh	23 5%Tfgh	10 2%	6 2%	4 1%	26 4%	20 3%	18 3%	16 2%	46 3%	34 3%	3 1%	5 5%	6 2%	6 3%	12 5%q	6 3%	4 3%	7 3%	12 4%	10 3%	7 3%	1
Less often than once a week	197 7%ghx	94 7%	103 8%	21 9%	39 9%h	50 11%Tgh	39 8%h	19 5%	28 5%	52 8%	60 8%	46 8%	38 6%	112 8%	84 7%	15 7%	8 7%	20 7%	17 7%	15 7%	15 8%	9 7%	10 4%	25 8%	40 11%Tx	17 8%	5
Never	2092 79%cduey	1051 80%	1041 79%	166 67%	315 70%	341 74%	378 80%cde	336 86%Tcode	556 92%Tcode	530 77%	600 82%k	440 78%	523 81%	1130 79%	963 80%	188 82%u	83 73%	232 80%	179 78%	164 73%	153 82%	104 85%ru	220 88%TrtuyzB	241 75%	287 78%	185 84%ruy	56 75%
Don't know	92 4%h	39 3%	53 4%	8 3%	17 4%	15 3%	24 5%h	16 4%	13 2%	22 3%	25 3%	19 3%	26 4%	47 3%	45 4%	6 2%	5 5%	7 2%	10 4%	14 6%x	5 3%	2 2%	4 2%	12 4%	11 3%	6 3%	11

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 43

Q11. How often is your home broadband used for the following activities?**Base: All aware of household broadband service provider****Virtual reality video experiences**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2743	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2632	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2097	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Any	448 17%	66 16%	106 23% Taf	106 26% Tafh k	78 22% Tafk	184 24% Tafh k	66 16%	106 23% Taf	15 15%	27 20%	64 36% Tabc defghik l	33 18%	32 23% Taf	13 38% Tabdefghik
Every day	44 2%	5 1%	10 2%	13 3% T	11 3% T	23 3% T	5 1%	10 2%	4 4%	3 2%	6 3%	5 3%	3 3%	2 6% Taf
A few times a week	127 5%	16 4%	38 8% Tafh	27 7% h	25 7% Tafhk	52 7% Tafh	16 4%	38 8% Tafh	1 1%	7 5%	20 11% Tacef hk	8 4%	12 9% Tafh	5 13% Tafhk
About once a week	80 3%	11 3%	15 3%	26 6% Tabfg	14 4%	39 5% Tf	11 3%	15 3%	5 5%	5 4%	16 9% Tabde fgk	7 4%	5 4%	2 5%
Less often than once a week	197 7%	34 8%	44 9%	40 10%	30 8%	70 9% T	34 8%	44 9%	5 5%	12 9%	23 13% Teh	14 8%	11 8%	5 13%
Never	2092 79% bcde glim	334 82% bcde glim	348 75% j	288 70% j	263 74% j	551 72% j	329 82% bcde glim	348 75% j	83 85% bcde glim	102 76% j	102 58%	142 78% cejm	99 73% j	22 62%
Don't know	92 4%	9 2%	12 3%	17 4% h	12 3%	29 4% h	9 2%	12 3%	* *	6 4%	11 6% Tabfg h	7 4%	5 4%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 44

Q12. Please think about activities such as downloading, uploading, video calling and streaming TV/ videos that you may do at the same time as each other.

Are you satisfied with the speed of your home broadband service while conducting these activities simultaneously?

Base: All who ever use their home broadband service for several tasks at the same time

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	Northern Ireland (B)		
Unweighted base	2476	1249	1227	198	519	523	426	347	463	743	725	420	588	1468	1008	256	124	209	160	195	154	107	223	332	437	227	52		
Weighted base	2352	1166	1186	244	438	452	434	332	452	632	665	515	540	1297	1055	209	100*	258	203	200	166	115*	220	290	327	197	68*		
Effective base	1881	980	905	141	388	407	327	275	374	585	564	336	426	1147	755	197	95	152	126	157	126	83	181	257	355	183	43		
Always	596	330	265	43	98	106	90	113	145	143	156	143	154	298	297	49	24	72	50	54	47	35	66	70	73	34	23		
A	25%bcfo	28%Tb	22%	18%	22%	23%	21%	34%Tcde	32%Tcde	23%	23%	28%	29%k	23%	28%To	24%	23%	28%A	25%	27%A	28%A	30%A	30%zA	24%	22%	17%	33%A		
Often	873	414	459	111	185	171	165	112	130	245	242	179	208	487	386	77	32	99	80	75	63	64	119	138	77	11			
	37%hxB	36%	39%	45%Tgh	42%Tgh	38%h	38%h	34%	29%	39%	36%	35%	38%	38%	37%	37%B	32%B	38%B	40%B	37%B	38%B	32%	29%	41%xB	42%TxB	39%xB	16%		
Sometimes	520	248	273	57	106	118	115	56	69	153	158	120	89	312	209	45	24	47	45	53	29	29	43	72	66	46	22		
	22%ghnp	21%	23%	23%h	24%gh	26%Tgh	26%Tgh	17%	15%	24%n	24%n	23%n	16%	24%Tp	20%	21%	24%	18%	22%	26%	18%	25%	20%	25%	20%	23%	32%		
Rarely	178	87	92	28	30	36	30	20	33	44	47	38	49	91	88	19	10	19	13	10	13	4	22	18	26	20	3		
	8%	7%	8%	12%g	7%	8%	7%	6%	7%	7%	7%	7%	9%	7%	8%	9%	10%	7%	7%	5%	8%	4%	10%	6%	8%	10%	5%		
Never	88	36	53	4	13	13	21	17	20	20	28	19	21	49	39	11	6	9	4	3	2	5	13	6	14	14	2		
	4%	3%	4%	2%	3%	3%	5%	5%	4%	3%	4%	4%	4%	4%	4%	5%u	6%uv	4%	2%	1%	1%	4%	6%uv	2%	4%	7%Ttuyv	3%		
NET: Always/ Often	1469	744	724	153	283	277	255	225	276	387	398	322	362	785	684	127	56	171	130	129	110	71	131	189	211	111	33		
	62%o	64%	61%	63%	65%	61%	59%	68%f	61%	61%	60%	62%	67%TI	61%	65%	61%	56%	66%B	64%	64%	66%B	62%	59%	65%B	65%B	56%	49%		
NET: Never/ Rarely	266	122	144	33	43	49	52	37	54	64	75	57	70	139	127	30	16	28	17	13	15	9	35	24	40	34	5		
	11%u	10%	12%	13%	10%	11%	12%	11%	12%	10%	11%	11%	13%	11%	12%	14%uy	16%uy	11%	9%	6%	9%	8%	16%Tuy	8%	12%u	17%Ttuwv	8%		
NET: Never/ Rarely/ Sometimes	787	370	417	89	149	167	166	93	123	217	234	177	158	451	336	74	41	76	63	66	44	38	78	96	106	79	27		
	33%ghn	32%	35%	36%h	34%h	37%gh	38%Tgh	28%	27%	34%	35%	34%	29%	35%	32%	36%	41%v	29%	31%	33%	27%	33%	35%	33%	32%	40%Tsv	39%		
Don't know	97	52	45	2	6	9	14	53	28	34	16	20	61	36	7	4	12	10	6	11	6	11	5	10	6	8	12%		
	4%cd	4%	4%	1%	1%	2%	3%	4%cd	12%Tcdef	4%	5%	3%	4%	5%	3%	3%	4%	5%	5%	3%	7%y	5%	5%	2%	3%	3%	12%TquyA		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 45

Q12. Please think about activities such as downloading, uploading, video calling and streaming TV/ videos that you may do at the same time as each other. Are you satisfied with the speed of your home broadband service while conducting these activities simultaneously?

Base: All who ever use their home broadband service for several tasks at the same time

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2476	456	481	473	476	949	449	481	108	155	210	247	179	50
Weighted base	2352	368	439	387	334	721	364	439	88*	127	172	174	127	33*
Effective base	1881	378	396	384	393	771	372	396	87	126	171	203	149	41
Always	596 25%af	55 15%	110 25%af	126 33%Tabf g	119 36%Tabf g	245 34%Tabf g	54 15%	110 25%af	26 30%af	47 37%Tabf g	52 30%af	58 33%Tabf g	48 38%Tabf g	13 40%Tabfg
Often	873 37%af	114 31%	169 38%af	147 38%af	136 41%af	283 39%af	113 31%	169 38%af	36 41%	42 33%	69 40%af	75 43%af	49 38%	13 39%
Sometimes	520 22%dekl	94 25%dekl	109 25%dekl	84 22%dekl	46 14%	130 18%dl	92 25%dekl	109 25%dekl	15 17%	28 22%dl	41 24%dekl	25 15%	15 12%	5 14%
Rarely	178 8%cej gijklm	57 16%Tbcde gijklm	27 6%	17 4%	19 6%	37 5%	57 16%Tbcde gijklm	27 6%	7 8%	4 3%	6 4%	10 6%	8 6%	1 3%
Never	88 4%cddek ghijkl	37 10%Tbcde ghijkl	12 3%	6 2%	6 2%	11 2%	37 10%Tbcde ghijkl	12 3%	1 1%	3 2%	2 1%	2 1%	3 2%	1 3%
NET: Always/ Often	1469 62%af	169 46%	279 64%af	272 70%Tabf g	256 77%Tabf fg	528 73%Tabf g	167 46%	279 64%af	62 71%af	89 70%af	121 70%Taf g	133 76%Tabf g	97 76%Tabf g	26 79%Taf
NET: Never/ Rarely	266 11%cddei jk	95 26%Tbcde ghijklm	39 9%	23 6%	25 7%	48 7%	95 26%Tbcde ghijklm	39 9%	8 9%	7 6%	8 5%	12 7%	11 9%	2 5%
NET: Never/ Rarely/ Sometimes	787 33%cddek l m	188 51%Tbcd eghijkl m	148 34%dekl	107 28% d	71 21%	178 25% d	186 51%Tbcd eghijkl m	148 34%dekl	23 26%	35 28%	49 28%	38 22%	26 21%	7 20%
Don't know	97 4%cddej	10 3%	12 3%	7 2%	8 2%	15 2%	10 3%	12 3%	3 3%	3 2%	2 1%	4 2%	4 3%	1 2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 46

Q13. Have you changed the speed of your home broadband service within the last 12 months? This could have been changing to a different speed service with your existing provider, or changing to a different speed service with a new provider.

Base: All aware of speed of home broadband service at Q3

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2022	1120	902	144	426	408	361	281	402	637	557	340	488	1194	828	203	107	176	127	155	119	77	173	284	378	186	37
Weighted base	1639	927	712	147	319	307	322	223	320	466	428	370	375	894	745	136	75*	178	129	137	110	70*	152	221	252	139	40*
Effective base	1648	921	728	116	343	330	292	236	348	550	469	281	395	1017	658	168	91	146	108	128	101	62	145	232	319	159	32
NET: Yes	532 32%hl	296 32%	236 33%	65 44%Tefg h	122 38%Tegh	92 30%	102 32%	66 30%	86 27%	165 35%l	112 26%	126 34%l	130 35%l	276 31%	256 34%	46 34%	25 33%	59 33%	44 34%	54 40%z	36 33%	20 28%	47 31%	73 33%	75 30%	43 31%	10 26%
Yes - I upgraded to a faster service	470 29%l	260 28%	210 30%	54 36%eh	104 32%h	80 26%	89 28%	63 28%	80 25%	149 32%TI	99 23%	110 30%l	112 30%l	248 28%	222 30%	39 29%	21 27%	49 28%	39 30%	48 35%w	35 32%	13 19%	43 28%	65 30%	68 27%	40 29%	9 22%
Yes - I downgraded to a slower service	62 4%gh	36 4%	26 4%	11 8%Tgh	18 6%Tgh	11 4%	12 4%	3 2%	5 2%	15 3%	13 3%	16 4%	18 5%	28 3%	34 5%	7 5%	5 6%	10 6%	4 3%	6 4%	1 1%	6 9%TvxzA	4 3%	8 4%	7 3%	3 2%	2 4%
No - I have not changed speed in the last 12 months	1079 66%cd	614 66%	465 65%	75 51%	192 60%	211 69%cd	219 68%cd	155 70%cd	226 71%Tcd	297 64%	311 73%Tkmn	237 64%	234 63%	608 68%Tp	471 63%	89 65%	50 66%	115 65%	83 64%	82 60%	71 65%	49 70%	102 67%	141 64%	176 70%	93 67%	29 72%
Don't know	28 2%o	18 2%	11 1%	7 5%Tefg	6 2%	4 1%	2 1%	2 1%	8 2%	4 1%	6 1%	8 2%	10 3%k	10 1%	18 2%	2 1%	1 1%	3 2%	2 2%	-	3 3%	1 2%	4 2%	7 3%uz	2 1%	3 2%	1 3%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 47

Q13. Have you changed the speed of your home broadband service within the last 12 months? This could have been changing to a different speed service with your existing provider, or changing to a different speed service with a new provider.

Base: All aware of speed of home broadband service at Q3

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2022	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	1639	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	1648	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Yes	532 32%af	50 12%	166 36%afh	153 37%Tafh	162 46%Tabc efghk	315 41%Tacf h	49 12%	166 36%afh	25 25%af	53 39%afh	76 43%Tafh	74 41%Tafh	72 53%Tabc defghik	15 44%afh
Yes - I upgraded to a faster service	470 29%afh	39 10%	146 31%afh	138 34%Tafh	147 42%Tabc efghk	284 37%Tabcf gh	38 9%	146 31%afh	19 19%af	48 35%afh	71 40%Tabc fgh	61 33%afh	71 52%Tabc defghij k	15 43%Tafh
Yes - I downgraded to a slower service	62 4%	11 3%	20 4%	15 4%	16 4%l	31 4%l	11 3%	20 4%	5 6%	6 4%	4 3%	13 7%Tacd fjl	2 1%	* 1%
No - I have not changed speed in the last 12 months	1079 66%cd ejkl	355 87%Tbcd eghijkl m	292 63%del	246 60%dejl	186 53%l	432 57%dl	351 87%Tbcd eghijkl m	292 63%del	70 71%cd ejklm	81 60%l	96 54%	105 58%dl	62 46%	18 53%
Don't know	28 2%	3 1%	8 2%	11 3%af	5 2%	17 2%	3 1%	8 2%	4 4%af	2 1%	6 3%af	3 2%	1 1%	1 3%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 48

Q14. Have you considered changing the speed of your home broadband service in the last 12 months?**Base: All who have not changed the speed of their home broadband service**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	1346	752	594	78	257	279	249	199	284	412	399	221	314	811	535	131	72	116	87	96	76	52	116	185	258	128	29
Weighted base	1079	614	465	75*	192	211	219	155	226	297	311	237	234	608	471	89	50*	115*	83*	82*	71*	49*	102*	141	176	93	29**
Effective base	1107	622	486	63	205	228	205	168	247	358	337	183	259	693	428	107	61	96	75	81	64	43	97	154	214	111	26
I have seriously considered and looked into upgrading to a faster speed	127 12%gh	76 12%	51 11%	8 10%	27 14%gh	30 14%gh	33 15%gh	11 7%	18 8%	39 13%	37 12%	28 12%	22 10%	76 13%	51 11%	12 13%	5 11%	11 9%	10 12%	9 11%	6 8%	14 27%Tgrs tuvxyzA	14 13%	15 11%	24 14%	6 6%	3 9%
I have considered upgrading to a faster speed but not looked into it in a lot of detail	285 26%ghp	157 26%	128 28%	26 35%gh	64 34%Tgh	67 32%Tgh	64 29%gh	29 19%	35 15%	93 31%Tn	84 27%	55 23%	53 23%	177 29%Tp	108 23%	21 24%	18 37%sx	25 22%	21 25%	21 25%	21 30%	10 20%	21 20%	47 33%Tx	47 27%	28 30%	4 15%
I have not considered upgrading to a faster or slower speed	608 56%deko w	352 57%	256 55%	35 47%	87 45%	102 48%	112 51%	108 69%Tcde f	165 73%Tcde f	149 50%	176 57%	141 59%k	142 61%k	325 54%	283 60%To	51 57%	24 48%	75 65%rw	47 56%	45 55%	41 57%	20 40%	65 64%rw	75 54%	96 55%	50 54%	21 71%
I have considered downgrading to a slower speed but not looked into it in a lot of detail	14 1%	10 2%	4 1%	- -	- -	5 2%d	5 2%d	3 2%	1 1%	4 2%	3 1%	1 1%	5 2%	7 1%	7 1%	* *	2 4%Tty	2 2%	- -	1 2%	- -	1 2%	1 1%	1 *	2 1%	3 4%Ty	- -
I have seriously considered and looked into downgrading to a slower speed	5 *	3 *	2 *	- -	1 1%	1 *	1 1%	2 1%	- -	2 1%	1 *	1 *	1 1%	3 *	2 *	1 1%	- -	2 1%	- -	* *	1 1%	- -	1 1%	- -	* *	- -	- -
NET: Considered upgrading	412 38%ghnp	233 38%	179 39%	34 45%gh	91 48%Tgh	97 46%Tgh	97 44%gh	41 26%	53 23%	132 44%Tmn	121 39%	84 35%	76 32%	253 42%Tp	159 34%	33 37%	24 48%ss	36 31%	30 36%	30 37%	27 38%	24 48%	34 34%	62 44%ss	71 40%	34 36%	7 24%
NET: Considered downgrading	19 2%	13 2%	6 1%	- -	1 1%	6 3%h	6 3%	4 3%	1 1%	6 2%	3 1%	2 1%	7 3%	10 2%	9 2%	1 1%	2 4%ty	4 3%	- -	2 2%	1 1%	1 2%	2 2%	1 *	2 1%	3 4%y	- -
Don't know	39 4%a	16 3%	24 5%Ta	6 8%fg	12 6%Tfg	7 3%	4 2%	3 2%	7 3%	10 3%	10 3%	10 4%	10 4%	20 3%	20 4%	4 4%	- -	1 1%	6 7%rsxy	5 7%sx	2 3%	5 10%Trsxy	1 1%	2 2%	7 4%	5 6%ss	1 5%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 49

Q14. Have you considered changing the speed of your home broadband service in the last 12 months?

Base: All who have not changed the speed of their home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	1346	443	319	312	272	584	438	319	87	101	124	158	88	26
Weighted base	1079	355	292	246	186	432	351	292	70*	81*	96	105	62*	18**
Effective base	1107	368	261	261	230	488	364	261	72	84	105	132	77	21
I have seriously considered and looked into upgrading to a faster speed	127 12%del	64 18%Tbcde gijkl	27 9%l	25 10%l	10 5%	36 8%dl	63 18%Tbcde gijkl	27 9%l	10 15%del	6 7%	9 9%l	8 8%	1 2%	1 4%
I have considered upgrading to a faster speed but not looked into it in a lot of detail	285 26%cdel	111 31%Tcde hjl	86 29%cdel	53 22%	35 19%	88 20%	111 32%Tcde hjl	86 29%cdel	13 19%	20 25%	19 20%	24 23%	9 14%	2 13%
I have not considered moving to a faster or slower speed	608 56%af	172 49%	165 56%af	148 60%af	124 67%Tabfg g	271 63%Taf	170 48%	165 56%af	40 57%	49 61%af	59 61%af	65 62%af	46 74%Tabc efgh	13 70%
I have considered downgrading to a slower speed but not looked into it in a lot of detail	14 1%af	1 *	3 1%	6 2%af	4 2%af	10 2%Taf	-	3 1%	3 4%af	-	3 3%af	2 2%af	1 2%af	-
I have seriously considered and looked into downgrading to a slower speed	5 *	-	-	3 1%af	2 1%af	5 1%Taf	-	-	2 3%Tabfg	-	1 1%	1 1%af	1 2%abfg	-
NET: Considered upgrading	412 38%cdel l	176 49%Tbcd eghijkl	113 39%del	79 32%l	45 24%l	124 29%dl	175 50%Tbcd eghijkl	113 39%del	24 34%l	26 33%l	28 30%l	32 30%dl	10 16%	3 17%
NET: Considered downgrading	19 2%af	1 *	3 1%	9 4%Taf	6 3%af	15 3%Taf	-	3 1%	5 7%Tabfg i	-	4 4%Tabfg	3 3%af	2 4%af	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 49

Q14. Have you considered changing the speed of your home broadband service in the last 12 months?

Base: All who have not changed the speed of their home broadband service

		Q3. Broadband Speed												
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	1079	355	292	246	186	432	351	292	70*	81*	96	105	62*	18**
Don't know	39 4%af	7 2%	11 4%	11 5%	11 6%Taf	22 5%Taf	7 2%	11 4%	2 2%	5 6%af	4 5%	5 4%	4 7%af	2 13%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 50

Q15. Why did you change/ consider changing the speed of your home broadband service?**Base: All who changed or considered changing the speed of their home broadband service**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humber (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	North of England (B)
Unweighted base	1185	651	534	94	283	258	226	144	180	409	311	189	276	720	465	124	72	97	68	96	69	48	99	177	220	101	14
Weighted base	963	541	421	99*	214	194	204	111	140	303	236	211	212	539	424	80	51*	99*	74*	86*	64*	44*	83*	136	147	80*	17**
Effective base	958	531	427	77	228	209	180	121	154	353	257	157	219	609	366	104	60	80	57	78	57	38	82	146	186	87	12
I needed a faster broadband speed	430	232	198	45	103	105	87	42	48	139	125	88	77	265	165	38	23	40	26	34	32	19	38	66	72	37	5
	45%hnp	43%	47%	46%	48%h	54%Tfgh	42%	38%	34%	46%n	53%Tmn	42%	36%	49%Tp	39%	48%	44%	40%	36%	39%	51%	44%	45%	49%	49%	46%	28%
For a cheaper price/ deal	288	153	135	34	72	51	56	42	33	92	61	62	73	153	135	22	17	30	18	26	28	13	28	45	32	25	4
	30%z	28%	32%	34%	34%h	26%	27%	38%Teh	24%	30%	26%	29%	34%l	28%	32%	27%	33%	30%	25%	30%	43%Tqtz	30%	34%z	33%z	22%	31%	25%
The price of my old package increased	177	96	81	11	50	33	39	19	25	63	42	34	39	104	73	18	11	22	12	19	11	9	11	19	31	10	4
	18%	18%	19%	11%	24%Tc	17%	19%	17%	18%	21%	18%	16%	18%	19%	17%	23%	21%	22%	16%	22%	18%	20%	14%	14%	21%	12%	23%
The contract with my previous provider ended	119	70	49	7	33	19	29	20	13	39	28	22	31	66	53	13	10	12	9	9	5	5	8	18	22	5	3
	12%	13%	12%	7%	15%	10%	14%	18%ceh	9%	13%	12%	10%	14%	12%	12%	16%A	19%A	12%	13%	10%	7%	11%	10%	13%	15%A	6%	20%
My existing service provider automatically 'upgraded' the service	94	50	45	10	16	16	15	15	22	30	19	25	19	50	44	4	3	12	6	14	5	1	12	17	14	6	-
	10%	9%	11%	10%	7%	8%	7%	14%	16%Tdef	10%	8%	12%	9%	9%	10%	5%	7%	12%	8%	17%Tqw	8%	3%	14%q	13%q	9%	7%	-
To get particular package features, e.g. a TV deal	67	42	25	6	22	15	12	5	8	35	9	11	11	45	22	6	3	6	4	10	2	*	2	19	12	3	-
	7%l	8%	6%	6%	10%T	8%	6%	4%	5%	12%Timn	4%	5%	5%	8%T	5%	8%	6%	6%	5%	11%wxA	4%	1%	2%	14%TvwxA	8%x	3%	-
Someone I know recommended a different provider	57	25	32	10	17	10	8	3	9	19	12	13	13	31	26	2	4	9	8	6	2	1	2	12	6	3	-
	6%a	5%	8%Ta	10%g	8%	5%	4%	3%	6%	6%	5%	6%	6%	6%	6%	3%	8%	9%	11%q	7%	3%	2%	3%	9%q	4%	4%	-
The change was automatic when I changed other parts of my bundle with other services	51	32	19	7	16	6	10	8	5	21	11	11	8	31	19	4	3	7	4	2	5	4	3	6	8	5	-
	5%	6%	5%	7%	7%e	3%	5%	7%	3%	7%	4%	5%	4%	6%	5%	5%	7%	7%	5%	2%	7%	9%	4%	5%	6%	6%	-
Other (please type in)	63	45	19	6	7	3	25	6	15	15	15	18	15	30	33	3	2	6	6	5	3	3	6	6	10	11	2
	7%bde	8%Tb	4%	6%	3%	2%	12%Tde	6%e	11%Tde	5%	6%	8%	7%	6%	8%	4%	4%	6%	9%	6%	4%	7%	7%	4%	7%	13%Tay	9%
Don't know	9	7	2	-	4	1	1	1	2	3	3	1	2	6	3	1	-	-	*	-	1	1	1	1	2	1	-
	1%	1%	1%	-	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	2%	3%	1%	1%	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 51

Q15. Why did you change/ consider changing the speed of your home broadband service?**Base: All who changed or considered changing the speed of their home broadband service**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	1185	282	312	291	300	591	277	312	66	95	130	151	120	29
Weighted base	963	226	283	241	213	454	224	283	53*	79*	108	110	85*	19**
Effective base	958	230	260	229	245	470	226	260	52	73	105	123	99	24
I needed a faster broadband speed	430 45%dekl hikl	131 58%Tcde hikl	139 49%dekl	107 45%dekl	53 25%	160 35%dkl	129 58%Tcde hikl	139 49%dekl	23 42%dkl	34 43%dkl	51 47%dekl	24 22%	21 25%	8 41%
For a cheaper price/ deal	288 30%	62 27%	79 28%	86 36%TI	61 29%	146 32%l	61 27%	79 28%	19 36%	26 33%	40 37%l	40 36%dl	19 23%	2 11%
The price of my old package increased	177 18%dl	36 16%l	57 20%l	54 22%del	30 14%l	84 18%dl	35 16%l	57 20%l	13 24%l	20 25%dl	21 20%l	21 19%dl	5 6%	4 22%
The contract with my previous provider ended	119 12%	27 12%	35 13%	38 16%d	19 9%	57 13%d	27 12%	35 13%	4 8%	13 17%	20 18%dek	10 9%	9 10%	* 2%
My existing service provider automatically 'upgraded' the service	94 10%abfg	2 1%	14 5%af	20 8%af	58 27%Tabc efgijk	78 17%Tabcf gij	2 1%	14 5%af	9 17%abcfg ij	4 5%af	7 6%af	21 19%Tabc fgij	31 37%Tabc defghijk	6 33%
To get particular package features, e.g. a TV deal	67 7%	14 6%	19 7%	20 8%l	15 7%	34 8%	13 6%	19 7%	7 13%l	2 3%	10 10%	7 6%	6 7%	2 10%
Someone I know recommended a different provider	57 6%	11 5%	17 6%	11 5%	17 8%l	29 6%	11 5%	17 6%	3 5%	3 3%	6 6%	10 9%	4 4%	3 18%
The change was automatic when I changed other parts of my bundle with other services	51 5%af	5 2%	10 4%	12 5%	23 11%Tabce fgh	36 8%Tabcf gh	5 2%	10 4%	- -	4 4%	9 8%afh	10 9%Tabf gh	10 12%Tabc fgh	3 16%
Other (please type in)	63 7%	20 9%h	17 6%	15 6%	12 5%	27 6%	19 8%h	17 6%	- -	7 9%h	8 7%h	8 7%h	3 4%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 51

Q15. Why did you change/ consider changing the speed of your home broadband service?**Base: All who changed or considered changing the speed of their home broadband service**

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbit/s (f)	Around 38 Mbit/s (g)	Around 50 Mbit/s (h)	Around 52 Mbit/s (i)	Around 76 Mbit/s (j)	Around 100 Mbit/s (k)	Around 200 Mbit/s (l)	300+ Mbit/s (m)	
Weighted base	963	226	283	241	213	454	224	283	53*	79*	108	110	85*	19**
Don't know	9	3	2	2	2	4	3	2	-	1	1	1	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 52
Q16. And why did you not change the speed of your service?
Base: All who considered but did not change the speed of their home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	539	301	238	34	121	134	116	64	70	190	159	77	113	349	190	54	38	40	30	37	29	25	46	84	102	47	7
Weighted base	431	246	185	34**	92*	103	103*	45*	54*	138	125	86*	82*	263	168	34*	26*	40*	30**	32*	28**	25**	36*	63*	73*	37*	7**
Effective base	440	245	195	28	96	111	94	56	61	164	131	64	92	295	151	45	32	33	25	31	24	21	38	71	84	42	6
The broadband service I wanted was too expensive	98 23%y	57 23%	41 22%	9 27%	20 22%	27 27%	16 16%	11 25%	14 26%	30 22%	37 29%Tm	12 14%	19 24%	67 25%	31 19%	9 26%	3 13%	16 40%Trxy z	8 27%	9 27%	8 27%	5 22%	6 17%	8 12%	12 17%	12 33%y	2 22%
It was too much hassle to change	88 20%f	48 20%	40 21%	13 37%	24 26%f	17 16%	13 13%	10 23%	10 19%	34 25%	26 21%	12 14%	16 20%	60 23%	28 17%	8 23%	5 20%	5 13%	4 12%	6 18%	2 6%	3 12%	10 29%	20 32%Ts	16 22%	9 23%	1 9%
I decided my current package was fine	80 19%	49 20%	31 17%	6 18%	13 14%	22 22%	17 17%	9 21%	12 22%	28 20%	22 17%	16 19%	15 18%	50 19%	31 18%	5 14%	7 26%	4 9%	5 18%	6 18%	9 32%	4 16%	4 11%	11 17%	16 22%	11 29% s	-
I wanted a faster speed connection but wasn't available	67 16%	39 16%	28 15%	1 2%	16 17%	15 15%	19 18%	10 22%	7 12%	24 18%	19 15%	16 18%	8 9%	43 16%	24 14%	6 18%	4 16%	7 17%	6 21%	4 12%	3 9%	5 19%	5 13%	8 13%	11 15%	6 17%	2 31%
I would have incurred a cancellation fee with my existing provider	62 14%	32 13%	30 16%	5 15%	24 26%Tefg h	15 14%	12 12%	3 7%	4 7%	21 16%	18 15%	12 14%	11 13%	40 15%	23 13%	6 16%	5 18%	7 17%	3 9%	5 15%	3 12%	3 13%	5 13%	11 17%	12 17%	3 7%	1 19%
I was worried about losing service	40 9%	19 8%	21 12%	3 8%	8 9%	12 11%	10 9%	5 10%	4 7%	15 11%	9 7%	8 9%	8 10%	24 9%	16 10%	2 7%	5 21%Tz	2 5%	2 8%	5 15%	4 14%	1 3%	2 7%	5 7%	4 5%	7 19%Tz	1 12%
My existing provider offered me a better deal	37 9%	24 10%	13 7%	1 3%	5 5%	9 9%	9 9%	5 12%	8 15%	13 9%	11 9%	7 8%	7 8%	23 9%	14 8%	3 9%	3 10%	2 5%	-	3 11%	2 8%	4 17%	5 13%	4 7%	8 11%	3 9%	-
I would have incurred a connection fee with the new provider	26 6%	14 6%	12 6%	3 10%	5 5%	7 7%	5 5%	2 3%	3 6%	8 6%	10 8%	4 4%	4 5%	18 7%	8 5%	5 14%Tz	1 4%	4 9%	-	1 2%	3 9%	1 5%	3 9%	3 5%	2 3%	2 5%	1 19%
I would be happy with a slower connection but it wasn't any cheaper	2 1%	2 1%	1 *	-	1 1%	1 1%	1 1%	-	-	1 1%	1 *	-	1 1%	1 1%	1 1%	* 1%	-	-	-	* 1%	-	-	1 3%	-	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 52

Q16. And why did you not change the speed of your service?

Base: All who considered but did not change the speed of their home broadband service

	Gender		Age							Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	431	246	185	34**	92*	103	103*	45*	54*	138	125	86*	82*	263	168	34*	26*	40*	30**	32*	28**	25**	36*	63*	73*	37*	7**
Other (please type in)	45 10%e	24 10%	21 11%	3 9%	7 7%	4 4%	14 14%e	6 13%e	11 19%Tde	13 9%	11 8%	11 13%	10 12%	23 9%	21 13%	3 10%	2 6%	2 6%	3 10%	5 15%	4 15%	3 12%	2 5%	6 10%	8 11%	6 15%	* 7%
Don't know	21 5%	11 5%	9 5%	4 11%	4 5%	3 3%	7 6%	1 2%	2 3%	6 4%	4 3%	3 4%	8 10%TI	9 3%	11 7%	-	1 5%	2 5%	2 8%	-	* 1%	1 3%	4 12%Tqu	4 7%	3 4%	2 4%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
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Absolutes/col percents

Table 53

Q16. And why did you not change the speed of your service?

Base: All who considered but did not change the speed of their home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	539	222	128	114	75	189	220	128	37	35	42	52	18	5
Weighted base	431	176	116	88*	51*	138	175	116	29*	26**	33*	35*	12**	3**
Effective base	440	181	108	91	64	154	179	108	30	26	35	43	17	4
The broadband service I wanted was too expensive	98 23%cej j	51 29%Tcde j	27 23%j	12 14%	8 15%	20 14%	51 29%Tcde j	27 23%j	5 16%	5 18%	2 8%	7 21%	* 2%	-
It was too much hassle to change	88 20%	31 18%	30 26%	14 16%	13 25%	27 19%	31 18%	30 26%	4 16%	3 12%	6 19%	9 25%	2 19%	2 51%
I decided my current package was fine	80 19%	29 17%	21 18%	20 23%	10 20%	30 22%	29 17%	21 18%	8 27%	6 22%	6 20%	6 18%	4 30%	* 11%
I wanted a faster speed connection but wasn't available	67 16%dek eghk	40 23%Tbcd eghk	14 12%	11 12%	2 4%	13 9%	40 23%Tbcd eghk	14 12%	2 7%	2 7%	7 21%dek	1 3%	1 11%	-
I would have incurred a cancellation fee with my existing provider	62 14%dk	23 13%	16 14%	20 23%Tade k	3 6%	23 17%dk	23 13%	16 14%	3 12%	10 37%	7 21%dk	1 3%	1 10%	1 25%
I was worried about losing service	40 9%	15 9%	10 8%	11 13%	4 9%	15 11%	15 8%	10 8%	4 16%	1 5%	5 16%	3 10%	1 5%	* 10%
My existing provider offered me a better deal	37 9%af	8 4%	15 13%af	7 7%	8 15%af	14 10%af	8 5%	15 13%af	1 3%	3 11%	3 9%	6 16%af	2 17%	-
I would have incurred a connection fee with the new provider	26 6%	9 5%	9 7%	7 8%	1 3%	8 6%	9 5%	9 7%	3 11%	3 12%	1 2%	* 1%	* 2%	1 26%
I would be happy with a slower connection but it wasn't any cheaper	2 1%	-	-	1 2%	1 2%af	2 2%T	-	-	1 3%af	-	1 2%	* 1%	1 4%	-
Other (please type in)	45 10%	28 16%Tbceg	7 6%	6 6%	5 9%	10 7%	27 16%Tbceg	7 6%	2 6%	2 9%	2 5%	3 8%	1 6%	1 29%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
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Absolutes/col percents

Table 53

Q16. And why did you not change the speed of your service?**Base: All who considered but did not change the speed of their home broadband service**

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Weighted base	431	176	116	88*	51*	138	175	116	29*	26**	33*	35*	12**	3**
Don't know	21	7	6	4	3	8	7	6	2	-	2	3	-	-
	5%	4%	5%	5%	7%	6%	4%	5%	8%	-	6%	9%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 54

Q16. And why did you not change the speed of your service?**Base: All who considered but did not change the speed of their home broadband service but feel they need a faster broadband speed**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	289	159	130	24	77	82	55	28	23	103	98	37	51	201	88	34	21	22	14	15	17	15	22	46	53	26	4
Weighted base	237	133	104	24**	60*	66*	49*	20**	18**	76*	79*	45*	37*	155	82*	22**	14**	23**	15**	13**	15**	14**	20**	36*	40*	21**	3**
Effective base	234	128	106	20	61	66	44	24	21	89	79	32	41	167	69	28	17	17	12	13	14	13	18	38	44	23	3
The broadband service I wanted was too expensive	60 25%	34 25%	26 25%	6 25%	14 24%	16 25%	10 20%	8 39%	6 35%	17 23%	25 31%	6 14%	12 32%	42 27%	18 22%	6 27%	1 7%	9 40%	3 24%	5 41%	5 36%	4 26%	3 17%	6 17%	8 19%	9 42%	- -
It was too much hassle to change	57 24%f	28 21%	29 28%	13 54%	19 32%ef	11 17%	6 11%	4 19%	4 22%	18 24%	22 27%	6 14%	10 28%	40 26%	16 20%	6 28%	2 16%	3 12%	2 15%	3 24%	- -	1 9%	8 38%	13 37%T	11 26%	7 32%	1 20%
I wanted a faster speed connection but wasn't available	49 21%	30 22%	19 18%	1 4%	13 21%	12 18%	10 21%	8 39%	6 31%	14 19%	15 18%	13 28%	8 21%	29 18%	20 25%	6 26%	3 24%	5 23%	4 28%	3 25%	3 17%	4 26%	4 19%	4 12%	6 15%	6 29%	1 19%
I would have incurred a cancellation fee with my existing provider	41 17%	21 16%	20 19%	5 22%	18 30%T	10 16%	7 14%	1 5%	- -	16 22%	13 16%	7 16%	5 13%	29 19%	12 15%	5 20%	4 27%	5 21%	2 13%	2 16%	3 22%	2 11%	2 10%	6 17%	7 17%	3 12%	1 44%
I decided my current package was fine	35 15%	24 18%	11 11%	3 12%	6 10%	13 19%	8 17%	3 17%	2 11%	14 18%	9 11%	9 19%	4 10%	23 15%	12 15%	3 11%	4 26%	3 11%	1 10%	- -	5 30%	3 19%	1 7%	5 15%	6 16%	4 20%	- -
I was worried about losing service	23 10%	11 9%	12 11%	3 12%	7 11%	7 10%	3 7%	2 12%	1 7%	9 12%	7 9%	3 6%	4 11%	16 10%	7 9%	2 8%	3 22%	1 3%	2 16%	3 26%	1 6%	1 5%	2 9%	2 6%	1 3%	5 24%	- -
I would have incurred a connection fee with the new provider	17 7%	7 5%	10 9%	3 11%	4 7%	7 10%	2 5%	- -	1 4%	6 8%	8 10%	* 1%	3 7%	14 9%	3 4%	3 11%	* 2%	3 11%	- -	- -	2 11%	- -	2 9%	3 9%	1 2%	2 10%	1 44%
My existing provider offered me a better deal	14 6%	6 5%	8 7%	1 4%	3 5%	4 6%	4 9%	1 5%	- -	5 6%	7 8%	1 3%	1 3%	11 7%	3 3%	* 2%	1 7%	- -	- -	1 4%	1 6%	1 5%	1 5%	4 10%	3 8%	2 10%	- -
I would be happy with a slower connection but it wasn't any cheaper	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other (please type in)	28 12%	14 11%	13 13%	1 6%	4 7%	4 6%	8 16%	3 16%	8 41%	9 12%	7 9%	7 15%	5 14%	16 10%	12 14%	2 7%	1 6%	2 11%	3 22%	4 32%	2 10%	2 14%	1 4%	2 6%	6 16%	2 9%	* 16%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 54

Q16. And why did you not change the speed of your service?

Base: All who considered but did not change the speed of their home broadband service but feel they need a faster broadband speed

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	237	133	104	24**	60*	66*	49*	20**	18**	76*	79*	45*	37*	155	82*	22**	14**	23**	15**	13**	15**	14**	20**	36*	40*	21**	3**
Don't know	9 4%	3 3%	5 5%	-	2 4%	2 4%	4 7%	* 2%	-	4 5%	2 2%	1 2%	2 6%	6 4%	3 4%	-	1 6%	-	-	-	*	-	2 10%	3 9%	2 4%	1 4%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 55

Q16. And why did you not change the speed of your service?**Base: All who considered but did not change the speed of their home broadband service but feel they need a faster broadband speed**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	289	143	64	56	26	82	142	64	18	20	18	14	8	4
Weighted base	237	117	61*	44*	15**	59*	117	61*	15**	14**	15**	8**	5**	2**
Effective base	234	116	54	45	23	66	115	54	14	17	14	12	7	3
The broadband service I wanted was too expensive	60 25%ce	35 30%ce	17 28%	6 14%	2 14%	8 14%	34 29%ce	17 28%	3 20%	2 14%	1 8%	2 25%	* 6%	- -
It was too much hassle to change	57 24%af	21 18%	20 33%af	10 22%	6 38%	16 26%	21 18%	20 33%af	4 28%	2 18%	3 21%	3 41%	1 19%	2 72%
I wanted a faster speed connection but wasn't available	49 21%e g	34 29%Tbce g	8 14%	6 13%	1 9%	7 12%	34 29%Tbce g	8 14%	1 6%	2 13%	3 20%	- -	1 25%	- -
I would have incurred a cancellation fee with my existing provider	41 17%	20 17%	9 15%	10 23%	2 15%	12 21%	20 17%	9 15%	2 12%	6 42%	2 15%	1 15%	* 6%	1 35%
I decided my current package was fine	35 15%af	11 9%	13 21%af	9 21%	3 17%	11 20%af	11 9%	13 21%af	5 32%	2 13%	2 16%	1 8%	2 30%	* 15%
I was worried about losing service	23 10%	12 10%f	6 10%	5 12%	* 2%	6 10%	11 9%	6 10%	1 7%	1 9%	3 21%	- -	- -	* 13%
I would have incurred a connection fee with the new provider	17 7%	7 6%	3 6%	5 10%	1 10%	6 10%	7 6%	3 6%	2 14%	2 18%	- -	* 5%	* 6%	1 37%
My existing provider offered me a better deal	14 6%af	3 3%	6 10%af	2 5%	2 15%	4 7%	3 3%	6 10%af	- -	2 13%	* 2%	1 11%	1 27%	- -
I would be happy with a slower connection but it wasn't any cheaper	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other (please type in)	28 12%bg	22 18%Tbeg	2 3%	3 7%	1 7%	4 7%	22 19%Tbeg	2 3%	1 6%	* 3%	2 11%	1 13%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 55

Q16. And why did you not change the speed of your service?**Base: All who considered but did not change the speed of their home broadband service but feel they need a faster broadband speed**

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Weighted base	237	117	61*	44*	15**	59*	117	61*	15**	14**	15**	8**	5**	2**
Don't know	9 4%	5 4%	2 3%	2 4%	1 5%	3 5%	5 4%	2 3%	- 2%	- -	2 10%	1 11%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 56

Q17. How likely are you to change the speed of your home broadband service in the next 12 months? When answering, please assume that the price of your home broadband service and the price of other speed services remains the same.

Base: All aware of speed of home broadband service at Q3

		Gender			Age						Social Grade						Region											
		Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base		2022	1120	902	144	426	408	361	281	402	637	557	340	488	1194	828	203	107	176	127	155	119	77	173	284	378	186	37
Weighted base		1639	927	712	147	319	307	322	223	320	466	428	370	375	894	745	136	75*	178	129	137	110	70*	152	221	252	139	40*
Effective base		1648	921	728	116	343	330	292	236	348	550	469	281	395	1017	658	168	91	146	108	128	101	62	145	232	319	159	32
Certain to	(7)	82 5%gh	49 5%	34 5%	11 8%gh	24 7%Tgh	21 7%gh	15 5%g	3 1%	9 3%	26 6%	20 5%	18 5%	19 5%	46 5%	37 5%	6 5%	6 8%	11 6%	5 4%	7 5%	6 6%	6 8%	6 4%	13 6%	9 4%	6 5%	-
Very likely	(6)	164 10%h	83 9%	81 11%	15 10%h	44 14%Tgh	36 12%h	35 11%h	18 8%	16 5%	50 11%	40 9%	41 11%	33 9%	90 10%	74 10%	13 9%	10 13%	12 7%	13 10%	16 12%	9 9%	7 10%	13 9%	30 14%sa	31 12%A	9 7%	1 2%
Fairly likely	(5)	255 16%ghmp wx	147 16%	109 15%	37 25%Tfgh	66 21%Tfgh	55 18%gh	47 15%h	23 10%	27 8%	99 21%Tlmn	67 16%	42 11%	47 13%	166 19%Tp	89 12%	14 11%	14 18%w	31 18%w	23 18%w	29 21%qwxw	11 10%	3 4%	15 10%	51 23%Tqvw xz	36 14%w	21 15%w	8 19%w
Neither likely nor unlikely	(4)	436 27%dyB	250 27%	186 26%	30 20%	63 20%	89 29%cd	100 31%cd	61 27%cd	92 29%cd	113 24%	116 27%	99 27%	108 29%	229 26%	207 28%	40 29%B	18 23%	47 26%	36 28%	34 25%	27 24%	26 38%TyB	48 31%yB	47 21%	69 27%	40 29%B	5 11%
Fairly unlikely	(3)	262 16%y	148 16%	114 16%	16 11%	56 18%	43 14%	51 16%	38 17%	57 18%	76 16%	74 17%	62 17%	50 13%	150 17%	111 15%	27 20%usy	12 16%	21 12%	24 19%y	14 10%	28 25%Tsuy z	14 19%	26 17%	24 11%	34 14%	28 20%usy	10 25%uy
Very unlikely	(2)	251 15%de	144 16%	107 15%	22 15%	34 11%	35 11%	45 14%	51 23%Tdef	63 20%Tdef	62 13%	68 16%	62 17%	59 16%	130 15%	121 16%	18 14%	10 14%	38 21%TuA	16 13%	16 12%	15 13%	9 12%	22 15%	36 16%	45 18%	17 13%	8 20%
Certain not to	(1)	100 6%ko	60 6%	40 6%	5 3%	17 5%	16 5%	16 5%	11 5%	35 11%Todef g	20 4%	21 5%	25 7%	34 9%Tkl	42 5%	58 8%To	12 9%r	2 2%	9 5%	10 8%	11 8%	7 6%	4 5%	9 6%	10 5%	16 6%	6 5%	5 12%r
NET: Certain to/ Very likely		246 15%ghB	131 14%	115 16%	26 18%gh	67 21%Tgh	57 19%Tgh	50 15%gh	21 9%	25 8%	76 16%	60 14%	59 16%	52 14%	136 15%	111 15%	19 14%	16 21%AB	23 13%	18 14%	23 17%B	16 14%	13 18%B	19 12%	43 20%TAB	40 16%B	16 11%	1 2%
NET: Certain to/ Very likely/ Fairly likely		502 31%ghnp x	278 30%	224 31%	64 43%Tfgh	134 42%Tfgh	112 37%Tgh	97 30%gh	44 20%	52 16%	175 37%Tlmn	127 30%	101 27%	99 26%	302 34%Tp	200 27%	33 25%	29 39%qwx A	55 31%	41 32%	52 38%qwx A	27 25%	16 22%	34 22%	94 43%Tqsv wzAB	76 30%	37 26%	9 21%
NET: Certain not to/ Very unlikely		351 21%deko	204 22%	147 21%	27 18%	52 16%	51 17%	61 19%	62 28%Tdef f	98 31%Tdef f	82 18%	90 21%	86 23%	93 25%k	172 19%	179 24%To	31 23%	12 16%	47 26%	26 20%	27 19%	21 20%	12 17%	31 20%	46 21%	61 24%	24 17%	13 32%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

Prepared by Populus

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 56

Q17. How likely are you to change the speed of your home broadband service in the next 12 months? When answering, please assume that the price of your home broadband service and the price of other speed services remains the same.

Base: All aware of speed of home broadband service at Q3

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	1639	927	712	147	319	307	322	223	320	466	428	370	375	894	745	136	75*	178	129	137	110	70*	152	221	252	139	40*
NET: Certain not to/ Very unlikely/ Fairly unlikely	613 37%ceky	352 38%	261 37%	42 29%	108 34%	94 31%	111 34%	101 45%Tcde f	156 49%Tcde f	158 34%	164 38%	148 40%	142 38%	322 36%	290 39%	58 43%uy	24 32%	68 38%	50 39%	40 30%	49 45%uy	26 37%	57 37%	70 32%	95 38%	52 38%	23 57%TrsuxyzA
Don't know	89 5%	48 5%	41 6%	11 8%	14 4%	12 4%	15 5%	18 8%e	20 6%	20 4%	21 5%	22 6%	25 7%	41 5%	48 6%	5 4%	4 5%	8 5%	2 2%	11 8%t	7 7%	2 3%	14 9%t	10 5%	12 5%	10 7%t	4 10%t
Mean	3.85ghp	3.82	3.89	4.20Tgh	4.16Tgh	4.10Tgh	3.91gh	3.48	3.32	4.03Tim n	3.83	3.77	3.72	3.94Tp	3.74	3.68 xz	4.19Tqv	3.80	3.82	4.03	3.73	3.88	3.72 xz	4.12Tqv	3.81	3.82	3.13
Standard deviation	1.56	1.56	1.56	1.58	1.62	1.55	1.50	1.41	1.49	1.53	1.51	1.59	1.62	1.52	1.60	1.57	1.57	1.59	1.53	1.62	1.56	1.56	1.48	1.61	1.57	1.44	1.41
Standard error	0.04	0.05	0.05	0.14	0.08	0.08	0.08	0.09	0.08	0.06	0.07	0.09	0.08	0.05	0.06	0.11	0.15	0.12	0.14	0.14	0.15	0.18	0.12	0.10	0.08	0.11	0.25

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 57

Q17. How likely are you to change the speed of your home broadband service in the next 12 months? When answering, please assume that the price of your home broadband service and the price of other speed services remains the same.

Base: All aware of speed of home broadband service at Q3

		Q3. Broadband Speed													
		Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base		2022	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base		1639	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base		1648	421	420	405	417	815	415	420	98	132	176	215	160	42
Certain to	(7)	82 5%bg	31 8%Tbdg	11 2%	26 6%bg	15 4%	41 5%bg	31 8%Tbdg	11 2%	5 5%	9 7%bg	12 7%bg	7 4%	6 4%	2 7%
Very likely	(6)	164 10%	45 11%	43 9%	47 11%	29 8%	76 10%	44 11%	43 9%	13 13%	11 8%	23 13%l	15 8%	8 6%	6 16%l
Fairly likely	(5)	255 16%dl	69 17%dl	80 17%dl	65 16%	41 12%	106 14%	69 17%dl	80 17%dl	19 19%dl	20 15%	26 15%	23 13%	14 10%	4 12%
Neither likely nor unlikely	(4)	436 27%e	119 29%i	133 28%	96 23%	89 25%	185 24%	116 29%	133 28%	22 22%	27 20%	47 26%	52 28%	29 22%	8 24%
Fairly unlikely	(3)	262 16%af	50 12%	72 15%	70 17%	69 20%Taf	139 18%Taf	50 12%	72 15%	16 16%	28 21%af	26 15%	42 23%Tabe fgj	23 17%	4 12%
Very unlikely	(2)	251 15%	53 13%	77 17%	59 14%	62 18%	121 16%	53 13%	77 17%	15 15%	21 15%	24 13%	26 14%	29 22%Tace fj	6 18%
Certain not to	(1)	100 6%	18 5%	33 7%	25 6%	23 6%	48 6%	18 4%	33 7%	6 6%	9 6%	11 6%	8 4%	13 9%af	2 5%
NET: Certain to/ Very likely		246 15%bg kl	76 19%Tbdg kl	54 11%	73 18%bdgl	44 12%	117 15%dl	75 19%Tbdg kl	54 11%	18 18%	20 15%	35 20%bdgk l	22 12%	14 10%	8 23%bdgl
NET: Certain to/ Very likely/ Fairly likely		502 31%dkl gkl	145 36%Tbde gkl	134 29%l	138 34%dekl	85 24%	223 29%dl	144 36%Tbde gkl	134 29%l	37 37%dkl	40 30%	61 34%dkl	45 25%	28 21%	12 34%
NET: Certain not to/ Very unlikely		351 21%af	71 17%	111 24%af	84 21%	85 24%afk	169 22%	70 17%	111 24%af	21 21%	29 22%	34 19%	34 19%	42 31%Tacd efjk	8 23%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 57

Q17. How likely are you to change the speed of your home broadband service in the next 12 months? When answering, please assume that the price of your home broadband service and the price of other speed services remains the same.

Base: All aware of speed of home broadband service at Q3

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	1639	408	466	411	353	764	404	466	99*	135	177	182	136	35*
NET: Certain not to/ Very unlikely/ Fairly unlikely	613 37%af	121 30%	183 39%af	154 38%af	154 44%Tafj	308 40%Taf	120 30%	183 39%af	37 37%	57 42%af	61 34%	77 42%af	65 48%Tace fj	12 35%
Don't know	89 5%	24 6%	17 4%	23 6%	25 7%bg	48 6%bg	24 6%	17 4%	4 4%	10 8%	9 5%	9 5%	14 10%Tbeg	2 7%
Mean	3.85bdg l	4.11Tbd egkl	3.71l	3.93del	3.64l	3.80dl	4.11Tbd egkl	3.71l	3.95l	3.79	4.01bde gl	3.74l	3.41	4.00l
Standard deviation	1.56	1.57	1.49	1.62	1.53	1.59	1.57	1.49	1.61	1.63	1.63	1.43	1.60	1.71
Standard error	0.04	0.07	0.07	0.08	0.07	0.05	0.07	0.07	0.15	0.13	0.11	0.09	0.12	0.25

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 58
Q18. And what broadband speed do you think you would be likely to change to?
Base: All likely to change the speed of their home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	593	318	275	57	168	151	103	50	64	227	155	90	121	382	211	51	45	51	37	50	31	16	38	115	106	46	7
Weighted base	502	278	224	64*	134	112	97*	44*	52*	175	127	101*	99*	302	200	33*	29*	55*	41*	52*	27**	16**	34*	94*	76*	37*	9**
Effective base	482	260	223	47	138	124	84	41	56	197	127	75	95	322	167	45	37	42	33	41	27	13	31	94	89	41	6
Up to 17 Mbit/s (megabits/ sec)	11 2%	4 1%	6 3%	3 4%	1 1%	1 1%	2 2%	2 4%	1 3%	2 1%	4 3%	4 4%	-	7 2%	4 2%	1 3%	-	-	2 5%	-	2 8%	-	2 5%	1 1%	2 2%	1 3%	-
Around 38 Mbit/s (megabits/ sec)	64 13% s	40 15%	24 11%	5 8%	15 11%	15 14%	13 14%	11 24% Tcd	5 10%	17 10%	17 13%	18 18%	12 12%	34 11%	30 15%	2 7%	6 20% sy	2 3%	7 17% s	9 18% s	4 16%	2 10%	8 24% qsy	7 7%	10 13%	6 16% s	2 23%
Around 52 Mbit/s (megabits/ sec)	99 20%	63 23%	37 16%	13 21%	29 22%	18 16%	18 18%	4 10%	17 32% Teg	36 21%	23 18%	20 20%	21 21%	59 20%	40 20%	11 34% Tuz	8 28%	13 24%	7 18%	8 15%	2 6%	5 29%	7 21%	20 21%	12 16%	6 16%	1 11%
Around 76 Mbit/s (megabits/ sec)	82 16%	49 18%	33 15%	6 10%	21 16%	15 13%	22 22%	8 18%	10 19%	30 17%	22 17%	12 12%	18 18%	52 17%	30 15%	6 17%	6 21%	6 10%	9 21%	8 16%	6 22%	4 27%	4 11%	18 19%	10 13%	4 11%	2 18%
Around 100 Mbit/s (megabits/ sec)	96 19% h	47 17%	49 22%	21 34% Tfgh	31 23% h	22 19% h	14 14%	5 10%	4 7%	38 22%	23 18%	20 20%	15 15%	60 20%	35 18%	3 9%	3 10%	12 22%	5 12%	13 24%	5 18%	4 10%	3 10%	18 19%	18 24% q	10 27% q	3 33%
Around 200 Mbit/s (megabits/ sec)	53 11%	28 10%	25 11%	3 5%	16 12%	17 15%	8 8%	3 8%	6 12%	23 13%	11 9%	7 6%	12 13%	34 11%	19 9%	2 6%	2 8%	11 20% A	5 13%	7 13%	3 12%	-	4 11%	10 10%	6 8%	2 4%	1 16%
300 Mbit/s (megabits/ sec) or more	41 8% q	26 9%	15 7%	6 9%	11 8%	6 5%	13 13% e	4 8%	3 5%	13 7%	10 7%	13 13%	6 6%	23 7%	19 9%	-	2 7%	6 10%	1 4%	6 12% q	4 15%	-	2 6%	9 10% q	9 12% q	2 4%	-
Other (please type in)	4 1%	3 1%	1 *	-	* 1%	1 1%	-	2 5% Tdf	1 2%	1 *	3 2%	* *	1 1%	3 1%	1 1%	2 5% Ty	-	-	-	-	-	-	-	* 1%	* 1%	2 5% T	-
Don't know	52 10% a	17 6%	35 16% Ta	6 9%	10 8%	18 16% Td	7 7%	6 14%	5 9%	15 8%	15 12%	7 7%	15 15%	30 10%	22 11%	7 21% Tu	2 6%	6 11%	5 11%	1 3%	1 3%	1 9%	4 12%	11 12%	8 11%	5 15% u	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 59
Q18. And what broadband speed do you think you would be likely to change to?
Base: All likely to change the speed of their home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	593	177	142	155	119	274	175	142	39	51	65	64	39	16
Weighted base	502	145	134	138	85*	223	144	134	37*	40*	61*	45*	28*	12**
Effective base	482	144	120	125	98	220	142	120	32	41	53	51	34	13
Up to 17 Mbit/s (megabits/ sec)	11 2%	-	6 5%af	3 2%	2 2%	4 2%	-	6 5%af	1 2%	1 2%	1 2%	2 4%af	-	-
Around 38 Mbit/s (megabits/ sec)	64 13%bcde gkl	52 36%Tbcde ghijkl	-	10 7%bg	2 2%	12 5%bdg	52 36%Tbcde ghijkl	-	3 7%bg	3 8%bg	4 7%bg	1 2%	1 2%	-
Around 52 Mbit/s (megabits/ sec)	99 20%cdei jl	34 23%cdei jl	50 37%Tacde fijkl	8 6%	8 9% <i>i</i>	16 7%	33 23%cdei jl	50 37%Tacde efhijkl	5 13% <i>i</i>	-	3 5%	6 13% <i>i</i>	2 5%	-
Around 76 Mbit/s (megabits/ sec)	82 16%aejf	14 9% <i>j</i>	40 30%Tacd efjkl	19 14% <i>j</i>	9 10% <i>j</i>	28 13% <i>j</i>	14 9% <i>j</i>	40 30%Tacd efjkl	5 13% <i>j</i>	15 37%Tacde fhjkl	-	6 13% <i>j</i>	3 10% <i>j</i>	-
Around 100 Mbit/s (megabits/ sec)	96 19%adfk	12 9% <i>k</i>	24 18%afk	52 38%Tabde fgk	8 9% <i>k</i>	60 27%Tadfk	12 9% <i>k</i>	24 18%afk	15 42%Tabd efgk	13 33%Tabd fgk	23 38%Tabde fgk	-	6 21%adfk	2 17%
Around 200 Mbit/s (megabits/ sec)	53 11%abfgi	4 3%	4 3%	14 10%abfg i	31 36%Tabc efghij	45 20%Tabcf gk	4 3%	4 3%	3 9%	1 2%	11 17%abfg il	25 55%Tabcd efghij	-	6 52%
300 Mbit/s (megabits/ sec) or more	41 8%abfg	5 4%	1 1%	20 15%Tabf gk	15 18%Tabf gk	35 16%Tabfg k	5 4%	1 1%	3 8%bg	6 14%abfg k	11 19%Tabfg k	1 3%	14 49%Tabcd efghijk	-
Other (please type in)	4 1%	* 1%	1 1%	1 *	2 2%	3 1%	* 1%	1 1%	-	1 2%	-	* 1%	1 3%	1 6%
Don't know	52 10%	23 16%Tbceg i	8 6%	10 8%	10 11%	20 9%	23 16%Tbceg i	8 6%	2 6%	1 3%	7 12%	4 9%	3 9%	3 25%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 60

Q19. For the next section, we would like you to imagine that all home broadband providers charge the same monthly amount for your current broadband speed. Now imagine that all providers raised that price by £1.00/£1.50/£2.50 per month for the same broadband speed. The prices offered by all providers for all other speeds would remain the same as they currently are. In that scenario, what would you do? Your answers will not affect the real life future prices charged for your broadband.

Base: All Sample A respondents aware of speed of home broadband service at Q3

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot-land (q)	North East (r)	North West (s)	York-shire & Humber-side (t)	West Mid-lands (u)	East Mid-lands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	996	562	434	62	209	198	173	148	206	300	285	171	240	585	411	96	56	85	68	79	62	38	84	133	187	97	11
Weighted base	795	462	333	62*	156	143	154	115	165	212	220	183	180	432	363	66*	40*	80*	71*	68*	53*	33*	73*	104	126	69*	12**
Effective base	815	466	350	49	169	164	139	124	180	263	243	141	194	504	326	79	48	72	57	65	52	31	73	107	159	83	9
Do nothing (i.e. stay on same service and pay the higher price)	429	263	166	25	67	68	84	70	115	115	127	90	97	242	187	32	17	46	49	36	21	17	48	47	77	36	5
	54%bdvy	57%Tb	50%	41%	43%	47%	55% ^d	61% ^{cde}	69% ^{Tcde}	54% ^f	57%	49%	54%	56%	52%	48%	43%	57%	69% ^{Tqr}	52%	40%	51%	65% ^{Tqr}	45%	61% ^{rvy}	52%	40%
Switch to a faster home broadband service	202	101	101	24	53	44	39	22	20	61	57	47	37	118	84	19	16	18	9	16	23	6	10	39	28	17	2
	25%ah ^{tx}	22%	30% ^{Ta}	38% ^{Tgh}	34% ^{Tgh}	31% ^{gh}	26% ^h	19%	12%	29% ⁿ	26%	26%	21%	27%	23%	28% ^{tx}	40% ^{Ttwx}	23%	13%	23%	43% ^{Tstu}	18%	13%	38% ^{Tstu}	22%	24%	17%
Switch to a slower home broadband service	39	29	9	3	7	7	7	5	10	10	10	9	9	21	18	3	1	4	2	5	2	1	2	5	5	6	2
	5% ^{bb}	6% ^{Tb}	3%	5%	5%	5%	4%	4%	6%	5%	5%	5%	5%	5%	5%	4%	4%	5%	3%	7%	5%	2%	3%	4%	4%	9%	15%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	26	14	13	7	7	4	4	3	2	8	6	7	4	15	12	3	1	4	1	5	1	-	4	4	1	2	-
	3% ^z	3%	4%	11% ^{Tefgh}	4%	3%	3%	2%	1%	4%	3%	4%	2%	3%	3%	5% ^z	2%	6% ^z	1%	7% ^z	1%	-	5% ^z	4%	1%	4%	-
Give up your fixed broadband connection and switch to a satellite broadband connection	16	11	5	-	4	4	3	3	3	3	2	6	5	5	11	2	1	2	2	1	1	1	3	1	2	1	9%
	2% ^{oo}	2%	1%	-	3%	3%	2%	2%	2%	2%	1%	3%	3%	1%	3%	3%	2%	3%	2%	1%	1%	2%	3%	1%	2%	2%	
Give up the internet altogether	9	3	6	-	4	2	1	-	2	1	3	4	-	4	4	1	*	-	1	1	-	*	2	2	-	1	-
	1%	1%	2%	-	2%	1%	1%	-	1%	*	2%	2%	-	1%	1%	1%	1%	-	2%	1	-	1%	2%	2%	-	2%	-
Other (please type in)	12	7	5	-	5	1	2	1	3	3	2	4	3	5	7	1	-	-	1	1	3	1	1	2	2	-	-
	2%	2%	1%	-	3%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	-	-	1%	2%	5% ^{TsA}	3%	1%	2%	2%	-	-
Don't know	62	34	28	3	9	14	13	12	11	10	13	14	25	23	39	5	4	5	6	4	3	8	5	5	10	5	2
	8% ^{ko}	7%	8%	5%	6%	10%	9%	10%	7%	5%	6%	8%	14% ^{Tkl}	5%	11% ^{To}	8%	9%	7%	8%	6%	5%	23% ^{Tqsuv}	6%	5%	8%	8%	19%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 61

Q19. For the next section, we would like you to imagine that all home broadband providers charge the same monthly amount for your current broadband speed. Now imagine that all providers raised that price by £1.00/£1.50/£2.50 per month for the same broadband speed. The prices offered by all providers for all other speeds would remain the same as they currently are. In that scenario, what would you do? Your answers will not affect the real life future prices charged for your broadband.

Base: All Sample A respondents aware of speed of home broadband service at Q3

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	996	257	248	240	251	491	256	248	52	84	104	130	98	23
Weighted base	795	201	223	196	175	370	201	223	44*	67*	85*	93	65*	16**
Effective base	815	220	203	193	207	397	219	203	44	67	82	106	82	19
Do nothing (i.e. stay on same service and pay the higher price)	429 54%	110 55%	124 56%	95 48%	100 57%	195 53%	110 55%	124 56%	25 57%	32 47%	38 45%	52 55%	40 61%j	9 55%
Switch to a faster home broadband service	202 25%dk	55 27%dk	61 27%dk	54 28%dek	32 18%	86 23%d	55 27%dk	61 27%dk	8 18%	13 20%	33 39%Tacd ehikl	16 17%	12 18%	5 29%
Switch to a slower home broadband service	39 5%af	1 *	10 4%af	17 9%Taf	11 6%af	28 8%Taf	- -	10 4%af	4 9%af	9 13%Tabfg	4 5%af	8 8%af	3 5%af	- -
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	26 3%bg	10 5%bg	2 1%	6 3%	8 5%bg	14 4%bg	10 5%bg	2 1%	2 4%	1 2%	3 3%	6 6%bg	2 2%	* 2%
Give up your fixed broadband connection and switch to a satellite broadband connection	16 2%	3 1%	7 3%	4 2%	3 1%	7 2%	3 1%	7 3%	1 3%	2 3%	1 1%	2 2%	1 1%	- -
Give up the internet altogether	9 1%	5 3%Tbeg	1 *	2 1%	1 *	3 1%	5 3%Tbeg	1 *	- -	1 2%	1 1%	- -	- -	1 4%
Other (please type in)	12 2%	4 2%	2 1%	3 2%	3 2%	6 2%	4 2%	2 1%	1 1%	3 4%	- -	2 2%	2 3%	- -
Don't know	62 8%	14 7%	17 8%	14 7%	17 10%	31 8%	14 7%	17 8%	4 8%	6 9%	4 5%	8 9%	7 11%	2 10%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 62

Q19. For the next section, we would like you to imagine that all home broadband providers charge the same monthly amount for your current broadband speed. Now imagine that all providers raised that price by £2.50/£3.00/£4.00 per month for the same broadband speed. The prices offered by all providers for all other speeds would remain the same as they currently are. In that scenario, what would you do? Your answers will not affect the real life future prices charged for your broadband.

Base: All Sample B respondents aware of speed of home broadband service at Q3

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot-land (q)	North East (r)	North West (s)	York-shire & Humber-side (t)	West Mid-lands (u)	East Mid-lands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)		
Unweighted base	1026	558	468	82	217	210	188	133	196	337	272	169	248	609	417	107	51	91	59	76	57	39	89	151	191	89	26		
Weighted base	844	465	379	85*	163	164	169	109	154	254	208	187	195	462	382	70*	35*	97*	58*	68*	57*	37*	79*	117	126	70*	28**		
Effective base	834	455	379	68	174	168	153	113	167	288	226	140	201	514	332	89	43	75	51	63	49	31	72	125	160	77	23		
Do nothing (i.e. stay on same service and pay the higher price)	373 44%bdo	220 47%Tb	153 40%	28 33%	53 32%	67 41%	82 49%cd	60 55%Tcde	83 54%Tcde	107 42%	82 39%	96 52%l	88 45%	189 41%	184 48%o	32 46%	15 43%	46 48%	19 32%	29 42%	32 57%ty	16 44%	41 52%t	47 40%	58 46%	28 40%	10 37%		
Switch to a faster home broadband service	237 28%ghnx	120 26%	117 31%	31 36%gh	61 37%Tgh	54 33%gh	47 28%g	16 15%	29 19%	83 33%Tn	59 28%	51 27%	44 23%	142 31%T	95 25%	19 28%	13 38%vx	26 26%	26 44%Tsu vxyz	18 26%	11 20%	10 27%	14 18%	32 28%	33 26%	26 38%vx	9 31%		
Switch to a slower home broadband service	39 5%	21 5%	18 5%	4 4%	10 6%	8 5%	5 3%	3 2%	10 6%	13 5%	11 5%	4 2%	10 5%	24 5%	15 4%	3 5%	3 8%	5 5%	2 4%	4 5%	3 5%	1 2%	3 4%	3 3%	7 6%	4 3%	1 3%		
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	28 3%h	16 4%	12 3%	6 7%fh	10 6%Tfh	6 4%	3 2%	2 2%	1 1%	7 3%	9 4%	10 5%n	3 1%	16 3%	13 3%	2 2%	-	4 4%	3 6%	2 3%	1 2%	4 10%T	3 3%	5 4%	3 3%	1 2%	1 2%		
Give up your fixed broadband connection and switch to a satellite broadband connection	24 3%	13 3%	11 3%	4 4%	8 5%	4 2%	3 2%	2 2%	4 2%	8 3%	7 3%	4 2%	5 3%	15 3%	9 2%	3 4%	1 3%	3 3%	1 1%	1 2%	3 5%	1 3%	4 5%	4 3%	3 2%	1 1%	-		
Give up the internet altogether	11 1%	8 2%	4 1%	2 2%	5 3%Tf	3 2%	-	1 1%	1 *	4 2%	1 1%	2 1%	4 2%	5 1%	6 2%	-	-	1 1%	1 2%	2 3%	3 5%z	-	*	2 2%	-	-	3 9%		
Other (please type in)	23 3%p	15 3%	9 2%	1 1%	3 2%	7 4%	5 3%	4 4%	3 2%	7 3%	10 5%Tm	1 1%	4 2%	18 4%Tp	5 1%	4 6%y	-	2 2%	-	2 2%	2 4%	2 5%	3 4%	1 1%	4 3%	1 2%	3 9%		
Don't know	108 13%kv	52 11%	56 15%	10 12%	14 9%	15 9%	25 15%	20 19%de	24 16%cd	24 9%	29 14%	18 10%	37 19%Tkm	53 11%	55 14%	7 10%	3 8%	11 12%	7 11%	11 16%v	2 4%	3 7%	11 14%	23 20%Tv	18 15%v	9 13%	2 9%		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 63

Q19. For the next section, we would like you to imagine that all home broadband providers charge the same monthly amount for your current broadband speed. Now imagine that all providers raised that price by £2.50/£3.00/£4.00 per month for the same broadband speed. The prices offered by all providers for all other speeds would remain the same as they currently are. In that scenario, what would you do? Your answers will not affect the real life future prices charged for your broadband.

Base: All Sample B respondents aware of speed of home broadband service at Q3

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	1026	250	263	260	253	513	243	263	69	79	112	131	94	28
Weighted base	844	207	243	216	178	394	203	243	55*	69*	92*	89	71*	19**
Effective base	834	203	217	212	210	419	197	217	54	65	93	109	79	23
Do nothing (i.e. stay on same service and pay the higher price)	373 44%acf	77 37%	111 46%	82 38%	103 58%Tabc efghij	185 47%acjf	76 37%	111 46%	22 41%	28 40%	33 35%	53 60%Tabc efghij	41 57%Tace fij	9 50%
Switch to a faster home broadband service	237 28%dekl	74 36%Tdek l	70 29%dkl	61 28%dekl	31 18%l	92 23%dl	72 35%Tdek l	70 29%dkl	14 25%l	17 24%l	31 33%dekl	16 18%	7 10%	8 43%
Switch to a slower home broadband service	39 5%af	-	8 3%af	19 9%Tabfg	11 6%af	30 8%Tabfg	-	8 3%af	7 12%Tabf g	7 10%Tabfg	6 6%af	4 5%af	7 10%Tabfg	-
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	28 3%	3 1%	12 5%a	11 5%af	3 1%	13 3%a	3 1%	12 5%a	2 3%	3 5%	6 6%adf	2 2%	1 1%	-
Give up your fixed broadband connection and switch to a satellite broadband connection	24 3%af	2 1%	11 4%af	7 3%	4 2%	12 3%	2 1%	11 4%af	1 1%	3 5%a	3 4%	2 2%	3 4%	-
Give up the internet altogether	11 1%e	7 3%Tcde	3 1%	1 *	1 *	2 *	7 3%Tcde	3 1%	* 1%	-	1 1%	-	* 1%	* 2%
Other (please type in)	23 3%	8 4%	4 2%	5 2%	5 3%	10 3%	8 4%	4 2%	* 1%	2 3%	3 3%	3 3%	3 4%	-
Don't know	108 13%	36 17%Tbg	24 10%	29 13%	20 11%	49 12%	36 18%Tbg	24 10%	8 15%	9 14%	11 12%	10 11%	9 13%	1 5%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 64

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Do nothing

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	539	327	212	27	89	93	99	90	141	160	164	87	128	324	215	46	24	50	46	41	28	20	55	63	109	52	5
Weighted base	429	263	166	25**	67*	68*	84*	70*	115	115	127	90*	97	242	187	32*	17**	46*	49*	36*	21**	17**	48*	47*	77*	36*	5**
Effective base	446	273	173	22	71	74	82	75	124	139	138	73	104	277	174	40	21	41	39	33	25	17	47	51	95	44	4
Certain to	130 30%bd	90 34%Tb	40 24%	5 20%	11 17%	22 33%d	21 25%	22 31%d	48 42%Tdf	30 26%	39 31%	27 29%	34 35%	69 29%	60 32%	11 34%	2 11%	14 30%	12 25%	7 20%	4 23%	14 29%	15 33%	29 38%	10 29%	4 77%	
Very likely to	161 38%ez	99 38%	62 37%	9 37%	28 41%	19 28%	38 45%e	30 42%	46 33%	44 40%	35 34%	37 39%	37 38%	90 37%	72 38%	9 29%	6 32%	18 39%	19 38%	18 51%z	6 29%	9 51%	20 41%	19 41%	22 29%	16 45%	1 23%
Fairly likely to	113 26%a	58 22%	55 33%Ta	6 25%	21 31%	21 31%	22 26%	16 23%	27 23%	34 30%	35 28%	25 19%	19 19%	69 29%	44 23%	10 30%	9 54%	10 22%	16 32%	8 22%	7 34%	3 20%	13 28%	8 17%	22 28%	7 21%	-
Don't know	25 6%h	16 6%	9 5%	4 18%	7 11%h	6 9%h	3 4%	2 3%	2 2%	5 4%	9 7%	4 4%	8 8%	13 6%	12 6%	2 7%	* 3%	5 10%	2 5%	3 8%	1 3%	1 6%	1 2%	4 9%	4 5%	2 6%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 65

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Do nothing

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	539	140	139	115	145	260	140	139	26	41	48	74	60	11
Weighted base	429	110	124	95*	100	195	110	124	25**	32*	38*	52*	40*	9**
Effective base	446	121	116	96	116	211	121	116	22	34	40	58	49	9
Certain to	130	37	39	24	29	53	37	39	7	7	11	13	15	2
	30%	34%	31%	26%	29%	27%	34%	31%	28%	21%	28%	25%	37%	17%
Very likely to	161	40	49	37	35	72	40	49	8	14	15	15	17	3
	38%	37%	39%	39%	35%	37%	37%	39%	33%	43%	40%	29%	42%	37%
Fairly likely to	113	26	31	28	28	56	26	31	7	11	9	18	8	3
	26%	24%	25%	29%	28%	29%	24%	25%	29%	36%	24%	35%	19%	28%
Don't know	25	6	6	6	8	13	6	6	2	-	3	6	1	2
	6%	5%	5%	6%	8%l	7%	5%	5%	9%	-	8%	11%	2%	18%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 66

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Switch to a slower home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	48	35	13	3	11	8	6	5	15	16	12	8	12	28	20	4	2	5	3	5	2	1	3	4	8	9	2
Weighted base	39*	29*	9**	3**	7**	7**	7**	5**	10**	10**	10**	9**	9**	21**	18**	3**	1**	4**	2**	5**	2**	1**	2**	5**	5**	6**	2**
Effective base	40	30	10	3	8	7	6	5	13	15	10	7	10	24	17	3	2	5	3	5	2	1	3	4	6	8	2
Certain to	8 20%	6 20%	2 19%	1 29%	3 38%	1 19%	- 38%	1 26%	2 15%	- 31%	3 29%	3 21%	2 16%	3 25%	5 25%	- 25%	- 21%	1 16%	1 38%	2 48%	2 76%	- 76%	- 28%	1 28%	- 28%	1 15%	- 15%
Very likely to	17 44%	13 43%	5 49%	1 44%	2 27%	3 40%	4 56%	1 31%	6 59%	6 56%	5 45%	3 31%	4 44%	10 50%	7 37%	1 33%	1 51%	1 16%	1 38%	3 52%	- 52%	- 24%	1 74%	3 58%	5 90%	3 42%	1 40%
Fairly likely to	9 23%	7 25%	2 17%	1 27%	2 25%	3 37%	2 34%	1 20%	1 5%	3 30%	2 18%	2 25%	2 19%	5 24%	4 22%	2 56%	1 49%	2 56%	1 24%	- 24%	1 24%	- 24%	2 74%	1 15%	1 6%	1 9%	- -
Don't know	5 13%	3 12%	1 15%	- -	1 11%	* 4%	1 10%	1 23%	2 21%	1 14%	1 6%	1 15%	1 16%	2 10%	3 15%	* 11%	- -	* 12%	- -	- -	- -	1 100%	- -	- -	* 5%	2 34%	1 60%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 67

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Switch to a slower home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	48	1	11	20	16	36	-	11	5	10	5	11	5	-
Weighted base	39*	1**	10**	17**	11**	28**	-**	10**	4**	9**	4**	8**	3**	-**
Effective base	40	1	10	16	14	30	-	10	4	8	4	10	4	-
Certain to	8	-	-	7	1	8	-	-	3	4	-	1	-	-
20%	20%	-	-	40%	9%	28%	-	-	73%	46%	-	13%	-	-
Very likely to	17	-	5	7	5	12	-	5	1	3	3	3	2	-
44%	44%	-	55%	38%	46%	41%	-	55%	19%	37%	58%	42%	54%	-
Fairly likely to	9	-	3	2	4	6	-	3	*	1	-	3	2	-
23%	23%	-	33%	9%	37%	20%	-	33%	8%	14%	-	33%	46%	-
Don't know	5	1	1	2	1	3	-	1	-	*	2	1	-	-
13%	13%	100%	11%	13%	8%	11%	-	11%	-	3%	42%	12%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 68

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Switch to a faster home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	250	116	134	21	71	64	41	27	26	85	71	43	51	156	94	28	21	18	11	17	23	6	11	46	45	22	2
Weighted base	202	101*	101	24**	53*	44*	39*	22**	20**	61*	57*	47*	37*	118	84*	19**	16**	18**	9**	16**	23**	6**	10**	39*	28*	17**	2**
Effective base	199	94	106	16	58	56	33	21	23	74	61	33	41	135	70	21	17	16	9	13	19	4	10	37	38	19	2
Certain to	36 18%	21 21%	16 15%	5 22%	9 17%	12 27%	6 15%	2 11%	2 11%	7 11%	14 24%	11 23%	5 13%	21 17%	16 19%	2 13%	5 34%	2 13%	3 32%	4 24%	5 21%	* 8%	- -	3 8%	6 22%	5 30%	-
Very likely to	94 47% ^z	51 50%	43 43%	12 49%	21 40%	20 45%	13 54%	7 58%	37%	34 55%	24 42%	23 49%	14 37%	57 49%	36 43%	9 50%	6 37%	11 62%	4 47%	8 54%	9 40%	5 75%	6 67%	17 42%	9 31%	7 44%	2 100%
Fairly likely to	56 28%	23 22%	33 33%	6 25%	20 37%	10 23%	8 19%	5 24%	7 35%	17 28%	17 30%	7 14%	15 39% ^m	34 29%	21 25%	5 20%	3 25%	5 21%	2 21%	3 21%	7 31%	- -	3 33%	15 39%	10 35%	3 16%	-
Don't know	16 8% ^o	7 7%	9 9%	1 4%	3 6%	2 6%	5 12%	1 7%	3 17%	3 5%	2 4%	7 14%	4 11%	5 5%	11 13% ^o	2 13%	1 8%	- -	- -	* 2%	2 9%	1 17%	- -	4 10%	3 12%	2 10%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 69

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Switch to a faster home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	250	71	65	66	48	114	71	65	11	19	36	23	17	8
Weighted base	202	55*	61*	54*	32*	86*	55*	61*	8**	13**	33**	16**	12**	5**
Effective base	199	62	51	51	41	89	62	51	9	16	27	19	14	7
Certain to	36	12	5	12	8	20	12	5	1	2	10	5	2	1
18%bg	21%	8%	21%	25%bg	23%bg	21%	8%	7%	11%	29%	31%	20%	20%	
Very likely to	94	24	33	25	12	37	24	33	4	6	14	5	5	1
47%	45%	54%	45%	37%	42%	45%	54%	56%	46%	42%	33%	46%	28%	
Fairly likely to	56	15	17	15	9	24	15	17	2	5	8	4	4	1
28%	27%	28%	27%	29%	28%	27%	28%	31%	35%	24%	24%	34%	30%	
Don't know	16	4	6	3	3	6	4	6	1	1	2	2	-	1
8%	7%	10%	6%	9%	7%	7%	10%	7%	8%	5%	11%	-	23%	

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 70

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	20	12	8	-	5	4	3	4	4	4	3	5	8	7	13	2	1	3	1	1	1	1	3	1	3	2	1
Weighted base	16**	11**	5**	-**	4**	4**	3**	3**	3**	3**	2**	6**	5**	5**	11**	2**	1**	2**	2**	1**	1**	1**	3**	1**	2**	1**	1**
Effective base	17	10	7	-	4	4	2	3	4	4	3	5	7	7	10	2	1	3	1	1	1	1	3	1	2	2	1
Certain to	1	-	1	-	-	-	*	1	-	-	-	1	1	-	1	-	-	-	-	-	1	-	-	-	*	*	-
	9%	-	29%	-	-	-	16%	39%	-	-	-	10%	17%	-	13%	-	-	-	-	-	100%	-	-	-	19%	38%	-
Very likely to	9	8	1	-	4	2	2	-	1	1	1	5	2	3	6	2	1	1	2	-	-	1	-	1	2	1	-
	56%	71%	20%	-	100%	57%	59%	-	42%	38%	68%	75%	38%	50%	58%	100%	100%	34%	100%	-	-	100%	-	100%	81%	62%	-
Fairly likely to	4	2	3	-	-	1	1	2	1	1	1	1	2	2	3	-	-	1	-	1	-	-	2	-	-	-	1
	26%	14%	51%	-	-	27%	25%	61%	28%	30%	32%	16%	33%	31%	23%	-	-	42%	-	100%	-	-	59%	-	-	-	100%
Don't know	2	2	-	-	-	1	-	-	1	1	-	-	1	1	1	-	-	1	-	-	-	-	1	-	-	-	-
	10%	14%	-	-	-	16%	-	-	30%	32%	-	-	12%	20%	5%	-	-	24%	-	-	-	-	41%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 71

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	20	4	7	6	3	9	4	7	2	2	2	2	1	-
Weighted base	16**	3**	7**	4**	3**	7**	3**	7**	1**	2**	1**	2**	1**	-**
Effective base	17	4	5	6	3	8	4	5	2	2	2	2	1	-
Certain to	1	*	*	1	-	1	*	*	-	-	1	-	-	-
9%	15%	6%	14%	-	9%	15%	6%	-	-	53%	-	-	-	-
Very likely to	9	1	6	1	-	1	1	6	1	1	-	-	-	-
56%	48%	94%	34%	-	21%	48%	94%	55%	40%	-	-	-	-	-
Fairly likely to	4	-	-	2	3	4	-	-	-	1	1	2	1	-
26%	-	-	38%	100%	62%	-	-	-	60%	47%	100%	100%	-	-
Don't know	2	1	-	1	-	1	1	-	1	-	-	-	-	-
10%	37%	-	14%	-	8%	37%	-	45%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 72

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Give up your fixed broadband connection and use mobile internet only

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	33	18	15	7	9	5	5	4	3	13	7	8	5	20	13	5	1	4	1	6	1	-	5	6	1	3	-
Weighted base	26**	14**	13**	7**	7**	4**	4**	3**	2**	8**	6**	7**	4**	15**	12**	3**	1**	4**	1**	5**	1**	-**	4**	4**	1**	2**	-**
Effective base	28	17	12	6	8	5	4	4	3	12	6	7	4	18	11	5	1	3	1	5	1	-	4	5	1	3	-
Certain to	5	4	1	2	2	1	-	-	1	1	1	3	-	2	3	-	-	-	-	1	-	-	1	1	-	2	-
	19%	27%	10%	24%	25%	28%	-	-	27%	14%	16%	38%	-	15%	23%	-	-	-	-	24%	-	-	16%	29%	-	77%	-
Very likely to	15	6	9	5	4	1	3	2	-	4	5	3	3	9	6	1	1	4	1	2	1	-	2	2	1	1	-
	56%	44%	69%	76%	59%	23%	74%	62%	-	53%	76%	41%	59%	63%	48%	30%	100%	100%	100%	43%	100%	-	43%	44%	100%	23%	-
Fairly likely to	5	3	2	-	1	1	1	1	2	2	*	2	2	2	3	1	-	-	-	2	-	-	1	1	-	-	-
	21%	24%	17%	-	16%	18%	26%	38%	73%	19%	8%	21%	41%	14%	29%	35%	-	-	-	33%	-	-	41%	27%	-	-	-
Don't know	1	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	4%	4%	4%	-	-	31%	-	-	-	14%	-	-	-	8%	-	35%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 73

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Give up your fixed broadband connection and use mobile internet only

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	33	11	3	9	10	19	11	3	2	2	5	7	2	1
Weighted base	26**	10**	2**	6**	8**	14**	10**	2**	2**	1**	3**	6**	2**	***
Effective base	28	9	3	8	9	17	9	3	2	2	5	6	2	1
Certain to	5 19%	3 25%	-	-	2 31%	2 17%	3 25%	-	-	-	-	1 21%	1 51%	*
Very likely to	15 56%	5 52%	1 71%	4 60%	4 55%	8 57%	5 52%	1 71%	2 100%	-	2 62%	4 60%	1 49%	-
Fairly likely to	5 21%	2 18%	-	2 40%	1 14%	4 25%	2 18%	-	-	1 100%	1 38%	1 19%	-	-
Don't know	1 4%	1 5%	1 29%	-	-	-	1 5%	1 29%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 74

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Give up the internet altogether

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	10	4	6	-	5	3	1	-	1	2	5	3	-	7	3	1	1	-	1	2	-	1	1	2	-	1	-
Weighted base	9**	3**	6**	-**	4**	2**	1**	-**	2**	1**	3**	4**	-**	4**	4**	1**	***	-**	1**	1**	-**	***	2**	2**	-**	1**	-**
Effective base	8	3	5	-	4	2	1	-	1	2	4	3	-	6	3	1	1	-	1	2	-	1	1	1	-	1	-
Certain to	1 11%	1 35%	-	-	1 16%	* 19%	-	-	-	1 57%	* 11%	-	-	1 22%	-	-	*	-	-	1 45%	-	-	-	-	-	-	-
Very likely to	3 39%	1 49%	2 34%	-	2 55%	1 67%	-	-	-	-	2 61%	1 30%	-	2 47%	1 30%	-	-	-	1 100%	1 55%	-	-	-	2 83%	-	-	-
Fairly likely to	3 35%	* 16%	3 44%	-	1 29%	* 14%	-	-	2 100%	* 43%	1 28%	2 39%	-	1 31%	2 39%	1 100%	-	-	-	-	-	*	2 100%	*	-	-	-
Don't know	1 15%	-	1 22%	-	-	-	1 100%	-	-	-	-	1 31%	-	-	1 31%	-	-	-	-	-	-	-	-	-	-	1 100%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 75

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Give up the internet altogether

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	10	5	1	3	1	4	5	1	-	1	2	-	-	1
Weighted base	9**	5**	1**	2**	1**	3**	5**	1**	-**	1**	1**	-**	-**	1**
Effective base	8	4	1	2	1	3	4	1	-	1	2	-	-	1
Certain to	1 11%	* 7%	-	-	1 100%	1 22%	* 7%	-	-	-	-	-	-	1 100%
Very likely to	3 39%	3 49%	1 100%	-	-	-	3 49%	1 100%	-	-	-	-	-	-
Fairly likely to	3 35%	2 44%	-	1 35%	-	1 27%	2 44%	-	-	-	1 100%	-	-	-
Don't know	1 15%	-	-	1 65%	-	1 51%	-	-	-	1 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 76

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Other action specified

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	15	8	7	-	6	2	4	1	2	4	3	4	4	7	8	1	-	-	1	2	3	1	1	3	3	-	-
Weighted base	12**	7**	5**	-**	5**	1**	2**	1**	3**	3**	2**	4**	3**	5**	7**	1**	-**	-**	1**	1**	3**	1**	1**	2**	2**	-**	-**
Effective base	13	7	7	-	5	2	4	1	2	4	3	3	4	6	7	1	-	-	1	2	2	1	1	3	3	-	-
Certain to	4 30%	2 23%	2 41%	-	2 51%	1 48%	1 25%	-	-	1 42%	1 67%	1 15%	1 19%	2 52%	1 17%	1 -	-	-	1 100%	1 47%	-	-	-	2 100%	1 26%	-	-
Very likely to	4 33%	3 41%	1 21%	-	2 49%	1 52%	-	-	1 36%	1 39%	-	2 45%	1 31%	1 23%	3 39%	1 100%	-	-	-	-	-	-	1 100%	-	2 74%	-	-
Fairly likely to	4 32%	3 36%	1 25%	-	-	-	1 50%	1 100%	2 64%	1 19%	-	2 40%	2 49%	1 11%	3 44%	-	-	-	-	1 53%	2 79%	1 100%	-	-	-	-	-
Don't know	1 5%	-	1 13%	-	-	-	1 25%	-	-	-	1 33%	-	-	1 13%	-	-	-	-	-	-	1 21%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 77

Q20. Imagine that the scenario of a £1.00/£1.50/£2.50 price rise happened today. How certain are you that you would take that action?

Base: All Sample A respondents who would take action at Q19

Action: Other action specified

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	15	5	2	3	5	8	5	2	1	2	-	2	3	-
Weighted base	12**	4**	2**	3**	3**	6**	4**	2**	1**	3**	-**	2**	2**	-**
Effective base	13	4	2	2	5	7	4	2	1	2	-	2	3	-
Certain to	4	*	1	1	2	3	*	1	-	1	-	1	1	-
30%	30%	12%	36%	26%	51%	39%	12%	36%	-	32%	-	39%	62%	-
Very likely to	4	1	1	-	2	2	1	1	-	-	-	1	1	-
33%	33%	32%	64%	-	49%	26%	32%	64%	-	-	-	61%	38%	-
Fairly likely to	4	2	-	2	-	2	2	-	1	2	-	-	-	-
32%	32%	40%	-	74%	-	35%	40%	-	100%	68%	-	-	-	-
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	-	-
5%	5%	15%	-	-	-	-	15%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 78

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Do nothing

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	450	263	187	27	70	83	91	72	107	146	108	85	111	254	196	47	20	43	20	32	29	18	43	66	86	36	10
Weighted base	373	220	153	28**	53*	67*	82*	60*	83*	107	82*	96*	88*	189	184	32*	15**	46*	19**	29**	32**	16**	41*	47*	58*	28*	10**
Effective base	368	215	153	23	56	67	75	60	89	125	91	71	93	216	159	41	17	36	18	26	26	13	34	59	72	31	9
Certain to	91 24%	60 27%	31 20%	3 12%	14 26%	19 28%	17 21%	18 29%	20 24%	26 24%	18 22%	24 25%	23 26%	44 23%	47 25%	10 32%	5 32%	12 26%	5 28%	4 13%	7 22%	3 19%	7 17%	10 21%	14 24%	8 29%	5 53%
Very likely to	139 37%	83 38%	56 37%	11 40%	15 28%	26 39%	32 39%	21 35%	34 41%	42 40%	28 34%	43 45%	26 29%	71 37%	69 37%	8 25%	5 32%	21 45%	7 36%	15 51%	13 39%	6 38%	14 34%	16 34%	27 46%	8 30%	-
Fairly likely to	111 30%	62 28%	49 32%	10 36%	18 35%	16 24%	25 30%	19 32%	22 26%	31 29%	31 37%	22 22%	27 31%	62 33%	49 27%	11 35%	6 36%	10 22%	4 22%	9 32%	9 27%	5 32%	14 34%	16 34%	14 25%	9 33%	4 35%
Don't know	33 9%	16 7%	17 11%	3 12%	6 12%	6 9%	8 10%	2 3%	7 8%	8 7%	5 6%	8 8%	12 14%	13 7%	20 11%	2 7%	-	3 7%	2 13%	1 4%	4 11%	2 12%	6 15%	5 11%	3 5%	2 8%	1 12%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 79

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Do nothing

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	450	89	123	99	139	238	87	123	28	29	42	72	51	16
Weighted base	373	77*	111	82*	103	185	76*	111	22**	28**	33*	53*	41*	9**
Effective base	368	74	102	79	116	193	73	102	22	22	36	60	43	13
Certain to	91 24%ek	21 28%k	34 30%dek	17 21%	18 18%k	36 19%k	21 28%k	34 30%dek	2 10%	5 17%	10 32%cek	5 10%	10 24%	3 34%
Very likely to	139 37%	31 40%	38 34%	34 41%j	37 36%	71 38%	31 40%	38 34%	11 51%	14 50%	8 26%	23 43%	12 29%	3 29%
Fairly likely to	111 30%	19 25%	33 29%	22 27%	37 36%	59 32%	18 23%	33 29%	6 29%	5 18%	11 33%	21 39%	16 39%	1 9%
Don't know	33 9%	6 8%	7 6%	10 12%	10 10%	19 11%	6 8%	7 6%	2 10%	4 15%	3 10%	4 8%	3 7%	3 28%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 80

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Switch to a slower home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	55	29	26	6	14	13	7	4	11	20	16	5	14	36	19	5	5	5	3	6	3	2	4	5	10	6	1
Weighted base	39*	21**	18**	4**	10**	8**	5**	3**	10**	13**	11**	4**	10**	24*	15**	3**	3**	5**	2**	4**	3**	1**	3**	3**	7**	4**	1**
Effective base	48	26	22	6	12	12	7	4	10	19	15	4	11	34	15	5	4	5	3	5	3	2	3	5	10	5	1
Certain to	13 34%	10 46%	3 18%	1 31%	2 20%	4 47%	1 16%	1 21%	5 48%	5 40%	3 23%	2 54%	3 28%	8 32%	5 36%	-	1 45%	1 30%	1 57%	2 43%	3 100%	*	1 22%	1 30%	1 11%	2 48%	-
Very likely to	14 35%	9 41%	5 29%	3 69%	2 26%	* 3%	3 68%	1 57%	4 38%	4 30%	7 58%	1 14%	3 27%	10 43%	3 23%	2 58%	1 35%	2 38%	-	1 25%	-	-	1 34%	2 70%	3 39%	1 27%	1 100%
Fairly likely to	8 20%	3 13%	5 29%	-	4 40%	3 32%	1 16%	1 22%	-	2 19%	1 11%	1 32%	3 27%	4 15%	4 28%	1 16%	1 20%	2 32%	1 43%	1 32%	-	*	-	-	3 37%	-	-
Don't know	4 11%	-	4 24%	-	1 14%	2 18%	-	-	1 14%	2 12%	1 8%	-	2 19%	2 10%	2 13%	1 26%	-	-	-	-	-	-	1 43%	-	1 14%	1 25%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 81

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Switch to a slower home broadband service

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Unweighted base	55	-	11	25	19	44	-	11	8	9	8	9	10	-
Weighted base	39*	**	8**	19**	11**	30*	**	8**	7**	7**	6**	4**	7**	**
Effective base	48	-	10	22	17	38	-	10	6	8	7	9	9	-
Certain to	13	-	2	7	5	11	-	2	1	4	1	1	4	-
	34%	-	19%	36%	40%	38%	-	19%	21%	60%	25%	19%	53%	-
Very likely to	14	-	4	7	3	10	-	4	4	2	1	2	1	-
	35%	-	43%	38%	25%	33%	-	43%	56%	31%	26%	44%	13%	-
Fairly likely to	8	-	1	4	3	6	-	1	2	1	2	2	1	-
	20%	-	16%	20%	23%	21%	-	16%	23%	9%	31%	36%	14%	-
Don't know	4	-	2	1	1	2	-	2	-	-	1	-	1	-
	11%	-	22%	5%	12%	8%	-	22%	-	-	18%	-	20%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 82

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Switch to a faster home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	276	135	141	27	76	67	49	22	35	104	74	45	53	178	98	29	21	22	24	18	13	9	15	39	49	30	7
Weighted base	237	120	117	31**	61*	54*	47*	16**	29*	83*	59*	51*	44*	142	95*	19**	13**	26**	26**	18**	11**	10**	14**	32*	33*	26**	9**
Effective base	223	110	113	23	63	53	38	20	31	91	59	36	43	150	77	23	18	17	21	15	11	8	12	33	41	26	7
Certain to	40	20	20	5	9	10	8	3	4	15	11	9	4	26	14	3	1	5	4	2	3	4	2	7	8	1	1
	17%	16%	17%	18%	14%	19%	18%	19%	13%	18%	18%	18%	10%	18%	14%	14%	4%	18%	16%	12%	23%	40%	12%	21%	24%	6%	10%
Very likely to	101	50	51	17	26	20	19	6	13	34	24	21	23	58	43	8	9	14	10	6	6	2	5	13	11	12	6
	43%	42%	43%	55%	42%	37%	42%	38%	46%	40%	42%	41%	51%	41%	46%	41%	66%	53%	40%	33%	50%	16%	35%	40%	34%	44%	74%
Fairly likely to	79	42	38	7	24	20	13	7	9	33	16	16	14	49	31	8	4	7	10	6	3	4	6	9	13	8	1
	34%	35%	32%	22%	40%	36%	27%	44%	31%	39%	27%	32%	33%	34%	33%	42%	27%	26%	38%	35%	23%	44%	43%	29%	41%	30%	16%
Don't know	17	8	9	2	2	4	6	-	3	2	8	5	2	10	7	1	*	*	1	3	*	-	1	3	*	5	-
	7%k	7%	7%	5%	3%	7%	13%	-	10%	2%	13%Tk	9%	6%	7%	7%	3%	2%	2%	5%	20%	4%	-	10%	9%	1%	20%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 83

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Switch to a faster home broadband service

	Q3. Broadband Speed													
	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Total (T)														
Unweighted base	276	90	76	66	44	110	85	76	17	19	30	26	9	9
Weighted base	237	74*	70*	61*	31*	92*	72*	70*	14**	17**	31**	16**	7**	8**
Effective base	223	69	63	56	37	91	66	63	14	17	26	23	8	8
Certain to	40	13	9	11	6	17	13	9	1	-	10	2	2	3
	17%	18%	13%	18%	19%	18%	19%	13%	10%	-	31%	12%	21%	32%
Very likely to	101	34	30	27	11	37	32	30	6	8	12	9	2	-
	43%	45%	43%	44%	34%	40%	45%	43%	45%	49%	40%	54%	26%	-
Fairly likely to	79	21	27	19	13	32	20	27	6	7	4	4	4	5
	34%	28%	39%	31%	41%	34%	27%	39%	41%	38%	22%	27%	52%	57%
Don't know	17	7	3	5	2	7	7	3	1	2	2	1	-	1
	7%	9%	5%	8%	6%	7%	9%	5%	4%	13%	6%	7%	-	11%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 84

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	29	17	12	3	10	6	3	3	4	9	10	5	5	19	10	4	2	3	1	1	3	2	3	4	5	1	-
Weighted base	24**	13**	11**	4**	8**	4**	3**	2**	4**	8**	7**	4**	5**	15**	9**	3**	1**	3**	1**	1**	3**	1**	4**	4**	3**	1**	-**
Effective base	24	15	10	3	9	5	3	2	4	7	9	5	4	16	8	4	2	2	1	1	3	2	3	3	4	1	-
Certain to	4 19%	4 27%	1 8%	-	3 39%	1 26%	* 17%	-	-	2 28%	1 12%	1 38%	-	3 20%	1 16%	2 62%	* 47%	-	-	-	-	-	-	1 28%	1 44%	-	-
Very likely to	14 57%	6 48%	7 68%	2 49%	5 61%	2 55%	2 83%	1 33%	2 51%	3 44%	5 69%	-	5 100%	8 56%	5 58%	1 38%	1 53%	1 49%	1 100%	-	2 61%	1 100%	4 100%	2 59%	1 32%	-	-
Fairly likely to	4 16%	3 19%	1 11%	2 51%	-	1 19%	-	-	1 30%	1 18%	-	2 62%	-	1 9%	2 26%	-	-	-	-	1 100%	1 39%	-	-	1 13%	1 24%	-	-
Don't know	2 9%	1 6%	1 13%	-	-	-	-	1 67%	1 20%	1 10%	1 19%	-	-	2 14%	-	-	-	1 51%	-	-	-	-	-	-	-	1 100%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 85

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	29	2	11	10	6	16	2	11	1	3	6	3	3	-
Weighted base	24**	2**	11**	7**	4**	12**	2**	11**	1**	3**	3**	2**	3**	-**
Effective base	24	2	9	8	5	13	2	9	1	3	5	3	3	-
Certain to	4 19%	1 40%	1 9%	1 20%	1 32%	3 25%	1 40%	1 9%	-	1 36%	* 10%	-	1 50%	-
Very likely to	14 57%	1 60%	6 61%	6 80%	* 8%	6 53%	1 60%	6 61%	1 100%	2 64%	3 90%	* 21%	-	-
Fairly likely to	4 16%	-	1 11%	-	3 60%	3 23%	-	1 11%	-	-	-	1 79%	1 50%	-
Don't know	2 9%	-	2 20%	-	-	-	-	2 20%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 86

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Give up your fixed broadband connection and use mobile internet only

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	30	19	11	6	10	4	5	3	2	9	10	7	4	19	11	2	-	4	2	2	1	3	4	4	6	1	1
Weighted base	28**	16**	12**	6**	10**	6**	3**	2**	1**	7**	9**	10**	3**	16**	13**	2**	-**	4**	3**	2**	1**	4**	3**	5**	3**	1**	1**
Effective base	23	15	9	5	8	4	5	3	2	8	7	6	3	15	9	2	-	3	2	2	1	2	4	3	6	1	1
Certain to	3	2	1	2	*	-	-	-	-	1	*	2	-	1	2	-	-	-	-	2	-	-	-	-	1	-	-
	9%	12%	6%	37%	4%	-	-	-	-	9%	5%	15%	-	7%	12%	-	-	-	-	68%	-	-	-	-	32%	-	-
Very likely to	16	9	7	3	6	5	1	1	1	5	4	6	2	8	8	2	-	1	2	-	-	2	1	5	2	1	1
	59%	57%	61%	49%	60%	76%	35%	47%	67%	70%	42%	64%	63%	55%	64%	100%	-	34%	70%	-	-	47%	52%	100%	52%	100%	100%
Fairly likely to	5	2	3	-	3	-	1	1	*	1	1	2	1	2	3	-	-	1	1	1	-	2	*	-	1	-	-
	19%	12%	30%	-	27%	-	49%	53%	33%	21%	11%	20%	37%	16%	24%	-	-	19%	30%	32%	-	53%	18%	-	15%	-	-
Don't know	4	3	*	1	1	1	*	-	-	-	4	-	-	4	-	-	-	2	-	-	1	-	1	-	-	-	-
	13%	19%	4%	14%	8%	24%	16%	-	-	-	41%	-	-	23%	-	-	-	47%	-	-	100%	-	30%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 87

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Give up your fixed broadband connection and use mobile internet only

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	30	4	9	13	4	17	4	9	2	4	7	3	1	-
Weighted base	28**	3**	12**	11**	3**	13**	3**	12**	2**	3**	6**	2**	1**	-**
Effective base	23	4	7	10	4	14	4	7	2	3	6	3	1	-
Certain to	3	-	1	2	-	2	-	1	*	-	2	-	-	-
9%	-	-	5%	18%	-	15%	-	5%	25%	-	26%	-	-	-
Very likely to	16	2	8	6	1	7	2	8	1	1	4	1	-	-
59%	54%	65%	57%	44%	55%	54%	65%	75%	30%	66%	54%	-	-	-
Fairly likely to	5	*	3	1	2	2	*	3	-	1	-	1	1	-
19%	17%	23%	7%	56%	17%	17%	23%	-	23%	-	46%	100%	-	-
Don't know	4	1	1	2	-	2	1	1	-	1	*	-	-	-
13%	30%	7%	18%	-	14%	30%	7%	-	47%	7%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 88

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Give up the internet altogether

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	13	8	5	1	7	3	-	1	1	5	2	2	4	7	6	-	-	1	1	1	3	-	1	4	-	-	2
Weighted base	11**	8**	4**	2**	5**	3**	-**	1**	1**	4**	1**	2**	4**	5**	6**	-**	-**	1**	1**	2**	3**	-**	***	2**	-**	-**	3**
Effective base	10	6	5	1	5	2	-	1	1	4	2	2	3	5	5	-	-	1	1	1	2	-	1	4	-	-	2
Certain to	1 12%	7% 7%	1 21%	-	-	1 27%	-	-	1 100%	-	1 71%	-	1 16%	1 14%	1 10%	-	-	-	-	-	1 22%	-	-	1 36%	-	-	-
Very likely to	6 50%	4 50%	2 50%	2 100%	3 67%	* 14%	-	-	-	3 67%	-	1 31%	2 57%	3 54%	3 46%	-	-	1 100%	-	2 100%	*15%	-	* 100%	1 31%	-	-	2 60%
Fairly likely to	3 30%	2 30%	1 29%	-	1 14%	2 59%	-	1 100%	-	1 33%	* 29%	2 69%	-	2 32%	2 28%	-	-	-	-	-	2 63%	-	-	1 33%	-	-	1 40%
Don't know	1 8%	1 12%	-	-	1 19%	-	-	-	-	-	-	-	1 27%	-	1 16%	-	-	-	1 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 89

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Give up the internet altogether

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	13	6	3	2	2	4	6	3	1	-	1	-	1	1
Weighted base	11**	7**	3**	1**	1**	2**	7**	3**	***	***	1**	***	***	***
Effective base	10	5	2	2	2	4	5	2	1	-	1	-	1	1
Certain to	1	1	-	-	-	-	1	-	-	-	-	-	-	-
	12%	20%	-	-	-	-	20%	-	-	-	-	-	-	-
Very likely to	6	2	3	1	*	1	2	3	*	-	1	-	*	-
	50%	24%	89%	100%	53%	80%	24%	89%	100%	-	100%	-	100%	-
Fairly likely to	3	3	*	-	*	*	3	-	-	-	-	-	-	*
	30%	41%	11%	-	47%	20%	41%	11%	-	-	-	-	-	100%
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	-	-
	8%	14%	-	-	-	-	14%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 90

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Other action specified

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	36	23	13	2	6	11	7	4	6	11	15	2	8	26	10	8	-	2	-	2	3	2	4	2	9	2	2
Weighted base	23**	15**	9**	1**	3**	7**	5**	4**	3**	7**	10**	1**	4**	18**	5**	4**	-**	2**	-**	2**	2**	2**	3**	1**	4**	1**	3**
Effective base	29	19	10	2	5	9	6	4	6	9	12	2	6	22	8	7	-	2	-	2	3	2	3	2	8	2	2
Certain to	12	7	5	*	1	4	3	1	2	6	4	*	1	10	1	2	-	2	-	-	2	1	1	1	3	-	-
50%	45%	59%	44%	44%	62%	57%	12%	69%	84%	40%	31%	20%	58%	22%	57%	-	100%	-	-	76%	41%	36%	100%	69%	-	-	
Very likely to	5	3	2	1	2	1	1	-	*	1	2	-	2	3	2	1	-	-	-	1	1	1	1	-	1	*	-
21%	18%	26%	56%	56%	17%	26%	-	11%	16%	21%	-	37%	19%	28%	20%	-	-	-	-	53%	24%	59%	20%	-	17%	29%	-
Fairly likely to	6	5	1	-	-	1	-	4	1	-	3	1	2	3	3	1	-	-	-	1	-	-	1	-	1	-	3
26%	32%	15%	-	-	21%	-	88%	21%	-	31%	69%	43%	18%	50%	23%	-	-	-	-	47%	-	-	44%	-	14%	-	100%
Don't know	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
3%	5%	-	-	-	-	-	17%	-	-	-	8%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	71%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 91

Q20. Imagine that the scenario of a £2.50/£3.00/£4.00 price rise happened today. How certain are you that you would take that action?

Base: All Sample B respondents who would take action at Q19

Action: Other action specified

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	36	13	5	8	10	18	13	5	1	2	5	5	5	-
Weighted base	23**	8**	4**	5**	5**	10**	8**	4**	***	2**	3**	3**	3**	-**
Effective base	29	10	4	7	9	15	10	4	1	2	4	5	4	-
Certain to	12	4	3	2	3	5	4	3	*	-	2	1	2	-
	50%	48%	63%	42%	50%	46%	48%	63%	100%	-	61%	34%	65%	-
Very likely to	5	1	2	1	2	3	1	2	-	1	*	2	-	-
	21%	8%	37%	18%	32%	25%	8%	37%	-	31%	13%	66%	-	-
Fairly likely to	6	4	-	1	1	2	4	-	-	1	-	-	1	-
	26%	44%	-	24%	18%	21%	44%	-	-	69%	-	-	35%	-
Don't know	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	3%	-	-	15%	-	8%	-	-	-	-	26%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 92

Q21. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service £2.50**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	36	25	11	2	10	5	4	4	11	14	6	7	9	20	16	3	1	4	3	5	1	1	2	2	6	7	1
Weighted base	28**	21**	8**	2**	7**	4**	4**	4**	7**	8**	5**	8**	7**	13**	15**	2**	1**	3**	2**	5**	2**	1**	2**	2**	4**	5**	1**
Effective base	30	21	8	2	7	4	4	4	10	13	5	6	7	18	13	2	1	4	3	5	1	1	2	2	4	6	1
Around 17 Mbit/s (megabits/ sec)	2 8%	2 11%	-	1 60%	* 4%	-	-	-	1 8%	1 7%	* 6%	-	1 21%	1 7%	1 9%	-	-	-	-	1 13%	-	-	-	-	2 44%	-	-
Around 38 Mbit/s (megabits/ sec)	14 49%	10 50%	3 45%	1 40%	2 35%	2 55%	3 71%	3 74%	3 37%	2 24%	4 73%	4 48%	4 62%	6 43%	8 54%	-	1 100%	1 44%	2 100%	3 52%	2 100%	1 100%	-	2 100%	* 6%	1 29%	1 100%
Around 52 Mbit/s (megabits/ sec)	8 27%	5 24%	3 34%	-	3 47%	-	1 29%	-	3 42%	2 26%	1 21%	3 39%	1 17%	3 24%	4 29%	1 80%	-	* 17%	-	1 21%	-	-	1 41%	-	1 36%	3 51%	-
Around 76 Mbit/s (megabits/ sec)	2 7%	2 10%	-	-	-	1 28%	-	1 26%	-	1 11%	-	1 14%	-	1 7%	1 8%	-	-	1 39%	-	-	-	-	1 59%	-	-	-	-
Around 100 Mbit/s (megabits/ sec)	1 3%	* 2%	* 5%	-	* 5%	-	-	-	* 6%	1 10%	-	-	-	1 6%	-	* 20%	-	-	-	-	-	-	-	-	-	* 9%	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300 Mbit/s (megabits/ sec) or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 6%	1 2%	1 16%	-	1 8%	1 17%	-	-	1 7%	2 21%	-	-	-	2 13%	-	-	-	-	-	1 14%	-	-	-	-	1 13%	1 11%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 93

Q21. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service £2.50**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	36	-	-	20	16	36	-	-	5	10	5	11	5	-
Weighted base	28**	-**	-**	17**	11**	28**	-**	-**	4**	9**	4**	8**	3**	-**
Effective base	30	-	-	16	14	30	-	-	4	8	4	10	4	-
Around 17 Mbit/s (megabits/ sec)	2 8%	- -	- -	2 14%	- -	2 8%	- -	- -	* 8%	2 23%	- -	- -	- -	- -
Around 38 Mbit/s (megabits/ sec)	14 49%	- -	- -	11 65%	3 24%	14 49%	- -	- -	4 92%	5 63%	2 44%	2 28%	1 16%	- -
Around 52 Mbit/s (megabits/ sec)	8 27%	- -	- -	3 15%	5 45%	8 27%	- -	- -	- -	- 56%	3 39%	3 59%	2 -	- -
Around 76 Mbit/s (megabits/ sec)	2 7%	- -	- -	- -	2 19%	2 7%	- -	- -	- -	- -	- 26%	2 -	- -	- -
Around 100 Mbit/s (megabits/ sec)	1 3%	- -	- -	- -	1 7%	1 3%	- -	- -	- -	- -	- -	- -	1 25%	- -
Around 200 Mbit/s (megabits/ sec)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
300 Mbit/s (megabits/ sec) or more	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other (please type in)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	2 6%	- -	- -	1 7%	1 5%	2 6%	- -	- -	- -	1 14%	- -	1 7%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 94

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents aware of speed of home broadband service at Q3****Action: Switch to a slower home broadband service £2.50**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	996	562	434	62	209	198	173	148	206	300	285	171	240	585	411	96	56	85	68	79	62	38	84	133	187	97	11	
Weighted base	795	462	333	62*	156	143	154	115	165	212	220	183	180	432	363	66*	40*	80*	71*	68*	53*	33*	73*	104	126	69*	12**	
Effective base	815	466	350	49	169	164	139	124	180	263	243	141	194	504	326	79	48	72	57	65	52	31	73	107	159	83	9	
Around 17 Mbit/s (megabits/ sec)	2 *	2 1%	-	1 2%T	* -	-	-	-	1 *	1 *	* -	-	1 1%	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	2 1%T	-	-
Around 38 Mbit/s (megabits/ sec)	14 2%	10 2%	3 1%	1 1%	2 2%	2 2%	3 2%	3 2%	3 2%	2 1%	4 2%	4 2%	4 2%	6 1%	8 2%	-	1 2%	1 2%	2 3%	3 4%z	2 3%	1 2%	-	2 2%	* 1%	1 2%	1 6%	
Around 52 Mbit/s (megabits/ sec)	8 1%	5 1%	3 1%	-	3 2%	-	1 1%	-	3 2%	2 1%	1 *	3 2%	1 1%	3 1%	4 1%	1 2%	-	* 1%	-	1 2%	-	-	1 1%	-	1 1%	3 4%Ty	-	
Around 76 Mbit/s (megabits/ sec)	2 *	2 *	-	-	-	1 1%	-	1 1%	-	1 *	-	1 1%	-	1 *	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	
Around 100 Mbit/s (megabits/ sec)	1 *	* *	* *	-	* *	-	-	-	* *	1 *	-	-	-	1 *	-	* 1%	-	-	-	-	-	-	-	-	-	-	* 1%	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
300 Mbit/s (megabits/ sec) or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Would not switch to a slower home broadband service	756 95%a	433 94%	324 97%Ta	59 95%	148 95%	136 95%	147 96%	110 96%	156 94%	201 95%	210 95%	174 95%	171 95%	411 95%	345 95%	63 96%	39 96%	76 95%	68 97%	63 93%	50 95%	33 98%	71 97%	99 96%	120 96%	63 91%	10 85%	
Don't know	12 2%	9 2%	3 1%	1 1%	1 1%	3 2%	3 2%	1 1%	3 2%	4 2%	5 2%	1 1%	2 1%	9 2%	3 1%	1 1%	1 2%	1 1%	-	1 1%	1 1%	-	1 1%	3 3%	2 2%	2 2%	1 9%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 95

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents aware of speed of home broadband service at Q3****Action: Switch to a slower home broadband service £2.50**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	996	257	248	240	251	491	256	248	52	84	104	130	98	23
Weighted base	795	201	223	196	175	370	201	223	44*	67*	85*	93	65*	16**
Effective base	815	220	203	193	207	397	219	203	44	67	82	106	82	19
Around 17 Mbit/s (megabits/ sec)	2 *	-	-	2 1%T	-	2 1%	-	-	* 1%	2 3%Tabde fg	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	14 2%	-	-	11 6%Tabdf g	3 2%	14 4%Tabdf g	-	-	4 8%Tabdf gl	5 8%Tabde fgl	2 2%abfg	2 2%abfg	1 1%	-
Around 52 Mbit/s (megabits/ sec)	8 1%	-	-	3 1%	5 3%Tabfg	8 2%Tabfg	-	-	-	-	3 3%abfg	3 3%Tabfg	2 3%abfg	-
Around 76 Mbit/s (megabits/ sec)	2 *	-	-	-	2 1%T	2 1%	-	-	-	-	-	2 2%Tabce fg	-	-
Around 100 Mbit/s (megabits/ sec)	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	1 1%T	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300 Mbit/s (megabits/ sec) or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a slower home broadband service	756 95%cei	201 100%Tbcd eghijkl	213 96%i	178 91%	164 94%	342 92%	201 100%Tbcd eghijkl	213 96%i	40 91%	58 87%	80 95%	85 92%	62 95%	16 100%
Don't know	12 2%e	1 *	10 4%Tacde f	1 1%	1 *	2 *	-	10 4%Tacde f	-	1 2%	-	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 96
Q21. And what speed service would you be most likely to move to?
Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...
Action: Switch to a slower home broadband service £4.00

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	44	25	19	4	12	11	5	3	9	17	12	4	11	29	15	4	4	4	3	5	1	2	2	5	9	4	1
Weighted base	30*	18**	12**	2**	8**	7**	3**	2**	7**	11**	8**	3**	8**	19**	11**	2**	2**	4**	2**	3**	1**	1**	1**	3**	6**	3**	1**
Effective base	38	22	16	4	10	10	5	3	8	16	11	3	9	27	12	4	3	4	3	4	1	2	2	5	9	3	1
Around 17 Mbit/s (megabits/ sec)	2 8%	2 10%	1 5%	-	1 12%	-	1 27%	1 29%	-	-	-	1 29%	1 19%	-	2 22%	-	-	-	1 43%	-	-	-	-	-	1 9%	-	1 100%
Around 38 Mbit/s (megabits/ sec)	14 46%	9 52%	4 37%	2 100%	3 39%	1 21%	1 34%	1 27%	5 68%	6 50%	3 31%	1 41%	4 56%	8 42%	6 52%	1 22%	*	2 58%	-	2 48%	1 100%	*	1 52%	1 100%	3 44%	2 82%	-
Around 52 Mbit/s (megabits/ sec)	6 19%	4 21%	2 16%	-	2 21%	2 27%	1 24%	-	1 19%	2 15%	3 37%	*	1 12%	5 24%	1 11%	-	1 39%	2 42%	1 57%	1 17%	-	*	-	-	1 19%	-	-
Around 76 Mbit/s (megabits/ sec)	3 9%	1 5%	2 14%	-	1 8%	1 16%	1 15%	-	* 6%	1 13%	1 7%	-	1 8%	2 10%	1 6%	1 20%	1 48%	-	-	1 20%	-	-	-	-	-	1 18%	-
Around 100 Mbit/s (megabits/ sec)	4 12%	2 8%	2 17%	-	1 16%	1 21%	-	1 44%	-	1 13%	2 21%	-	* 6%	3 16%	* 4%	1 34%	-	-	-	* 15%	-	-	-	2 45%	1 12%	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300 Mbit/s (megabits/ sec) or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 6%	1 3%	1 11%	-	* 4%	1 15%	-	-	1 8%	1 9%	* 4%	1 17%	-	1 7%	1 5%	1 24%	-	-	-	-	-	-	-	* 11%	1 16%	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 97

Q21. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service £4.00**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	44	-	-	25	19	44	-	-	8	9	8	9	10	-
Weighted base	30*	-**	-**	19**	11**	30*	-**	-**	7**	7**	6**	4**	7**	-**
Effective base	38	-	-	22	17	38	-	-	6	8	7	9	9	-
Around 17 Mbit/s (megabits/ sec)	2 8%	-	-	1 8%	1 9%	2 8%	-	-	1 14%	1 8%	-	-	1 14%	-
Around 38 Mbit/s (megabits/ sec)	14 46%	-	-	14 71%	* 2%	14 46%	-	-	6 86%	6 92%	2 29%	* 6%	-	-
Around 52 Mbit/s (megabits/ sec)	6 19%	-	-	3 16%	3 25%	6 19%	-	-	-	-	3 53%	1 31%	1 21%	-
Around 76 Mbit/s (megabits/ sec)	3 9%	-	-	-	3 23%	3 9%	-	-	-	-	-	2 49%	1 7%	-
Around 100 Mbit/s (megabits/ sec)	4 12%	-	-	-	4 32%	4 12%	-	-	-	-	-	-	4 52%	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300 Mbit/s (megabits/ sec) or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 6%	-	-	1 5%	1 8%	2 6%	-	-	-	-	1 18%	1 14%	* 5%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 98

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents aware of speed of home broadband service at Q3****Action: Switch to a slower home broadband service £4.00**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	1026	558	468	82	217	210	188	133	196	337	272	169	248	609	417	107	51	91	59	76	57	39	89	151	191	89	26	
Weighted base	844	465	379	85*	163	164	169	109	154	254	208	187	195	462	382	70*	35*	97*	58*	68*	57*	37*	79*	117	126	70*	28**	
Effective base	834	455	379	68	174	168	153	113	167	288	226	140	201	514	332	89	43	75	51	63	49	31	72	125	160	77	23	
Around 17 Mbit/s (megabits/ sec)	2 *	2 *	1 *	- -	1 1%	- -	1 1%	1 1%	- -	- -	- -	1 1%	1 1%	- -	2 1%	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	1 *	- -	- -	1 3%
Around 38 Mbit/s (megabits/ sec)	14 2%	9 2%	4 1%	2 3%	3 2%	1 1%	1 1%	1 *	5 3%	6 2%	3 1%	1 1%	4 2%	8 2%	6 2%	1 1%	1 1%	2 2%	- -	2 2%	1 2%	1 1%	2 2%	1 1%	3 2%	2 3%	- -	
Around 52 Mbit/s (megabits/ sec)	6 1%	4 1%	2 1%	- -	2 1%	2 1%	1 *	- -	1 1%	2 1%	3 1%	1 *	1 *	5 1%	1 *	- -	1 2%	2 2%	1 2%	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	- -	
Around 76 Mbit/s (megabits/ sec)	3 *	1 *	2 *	- -	1 *	1 1%	1 *	- -	1 *	1 1%	1 *	- -	1 *	2 *	1 *	1 1%	1 3%Tz	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	
Around 100 Mbit/s (megabits/ sec)	4 *	2 *	2 1%	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	2 1%	- -	1 *	3 1%	1 *	1 1%	- -	- -	- -	1 1%	- -	- -	- -	2 1%	1 1%	- -	- -	
Around 200 Mbit/s (megabits/ sec)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
300 Mbit/s (megabits/ sec) or more	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Other (please type in)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Would not switch to a slower home broadband service	805 95%	444 95%	361 95%	82 96%	154 94%	156 95%	164 97%	106 98%	144 94%	241 95%	197 95%	182 98%	185 95%	438 95%	367 96%	67 95%	32 92%	93 95%	56 96%	65 95%	55 95%	36 98%	76 96%	114 97%	119 94%	66 94%	27 97%	
Don't know	10 1%	4 1%	7 2%	1 1%	2 1%	3 2%	2 1%	1 1%	3 2%	3 1%	3 2%	2 1%	2 1%	6 1%	4 1%	1 2%	1 2%	1 1%	- -	1 1%	2 3%	- -	2 2%	1 1%	2 1%	1 2%	- -	

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 99

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents aware of speed of home broadband service at Q3****Action: Switch to a slower home broadband service £4.00**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	1026	250	263	260	253	513	243	263	69	79	112	131	94	28
Weighted base	844	207	243	216	178	394	203	243	55*	69*	92*	89	71*	19**
Effective base	834	203	217	212	210	419	197	217	54	65	93	109	79	23
Around 17 Mbit/s (megabits/ sec)	2 *	-	-	1 1%	1 1%	2 1%	-	-	1 2%bg	1 1%	-	-	1 1%	-
Around 38 Mbit/s (megabits/ sec)	14 2%d	-	-	14 6%Tabde fgijkl	* 4%Tabdf gk	14 gk	-	-	6 10%Tabde fgijkl	6 9%Tabde fgijkl	2 2%bg	* *	-	-
Around 52 Mbit/s (megabits/ sec)	6 1%	-	-	3 1%	3 2%bg	6 1%T	-	-	-	-	3 3%Tabfg	1 2%bg	1 2%abfg	-
Around 76 Mbit/s (megabits/ sec)	3 *	-	-	-	3 1%T	3 1%	-	-	-	-	2 2%Tabce fg	1 1%	-	-
Around 100 Mbit/s (megabits/ sec)	4 *	-	-	-	4 2%Tabce fg	4 1%	-	-	-	-	-	-	4 5%Tabcd efgjk	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300 Mbit/s (megabits/ sec) or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a slower home broadband service	805 95%ceh il	207 100%Tbcd eghijkl	235 97%cehi l	197 91%	167 94%	363 92%	203 100%Tbcd eghijkl	235 97%cehi l	48 88%	62 90%	87 94%	85 95%	64 90%	19 100%
Don't know	10 1%e	-	8 3%Tacde f	1 *	1 1%	2 *	-	8 3%Tacde f	-	-	1 1%	1 1%	* 1%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 100

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents who would switch to a faster home broadband service****Action: Switch to a faster home broadband service £1.00/£1.50/£2.50**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	250	116	134	21	71	64	41	27	26	85	71	43	51	156	94	28	21	18	11	17	23	6	11	46	45	22	2	
Weighted base	202	101*	101	24**	53*	44*	39*	22**	20**	61*	57*	47*	37*	118	84*	19**	16**	18**	9**	16**	23**	6**	10**	39*	28*	17**	2**	
Effective base	199	94	106	16	58	56	33	21	23	74	61	33	41	135	70	21	17	16	9	13	19	4	10	37	38	19	2	
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Around 38 Mbit/s (megabits/ sec)	21 10%d	9 9%	11 11%	2 7%	2 4%	4 8%	2 5%	5 22%	7 33%	3 5%	7 13%	6 12%	5 12%	10 9%	10 12%	3 17%	2 10%	1 8%	-	1 8%	1 6%	1 17%	3 28%	2 6%	4 14%	2 12%	-	
Around 52 Mbit/s (megabits/ sec)	26 13% m	11 11%	14 14%	2 9%	10 19% f	5 12%	1 3%	2 8%	5 27%	8 13% m	9 16% m	* 1%	8 21% m	17 15%	8 10%	2 12%	1 5%	4 19%	2 23%	2 10%	2 11%	-	1 12%	8 20%	3 12%	1 5%	-	
Around 76 Mbit/s (megabits/ sec)	41 20% l	22 22%	19 19%	4 19%	10 19%	6 13%	15 38% Te	2 9%	4 20%	17 29% TI	6 10%	11 23%	7 20%	23 20%	18 22%	5 25%	2 16%	4 20%	1 11%	3 17%	5 24%	4 74%	3 30%	4 11%	5 16%	3 21%	2 72%	
Around 100 Mbit/s (megabits/ sec)	45 22% n	25 24%	20 20%	7 31%	13 24%	11 26%	7 17%	4 16%	3 14%	16 26%	13 24%	11 24%	4 11%	29 25%	15 18%	3 15%	5 33%	4 23%	1 6%	3 21%	5 24%	1 9%	10 8%	7 25%	4 24%	1 28%		
Around 200 Mbit/s (megabits/ sec)	31 15%	15 15%	16 16%	5 22%	11 20%	6 14%	3 6%	6 30%	-	8 12%	9 17%	6 13%	8 22%	17 14%	14 17%	3 14%	3 20%	2 13%	4 46%	2 13%	2 8%	-	* 4%	8 21%	3 9%	4 23%	-	
300 Mbit/s (megabits/ sec) or more	23 11%	14 14%	9 9%	2 6%	3 6%	7 15%	7 17%	3 15%	1 5%	5 7%	7 13%	9 18%	2 6%	12 10%	11 13%	1 6%	2 10%	2 12%	1 11%	4 26%	4 16%	-	1 9%	4 11%	3 9%	1 6%	-	
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	16 8%	5 5%	11 11%	2 6%	5 9%	5 12%	5 13%	-	-	4 6%	5 8%	4 9%	3 9%	9 7%	8 9%	2 11%	1 6%	1 5%	* 4%	1 4%	3 12%	-	1 8%	3 7%	4 13%	2 9%	-	

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 101

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents who would switch to a faster home broadband service****Action: Switch to a faster home broadband service £1.00/£1.50/£2.50**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	250	71	65	66	48	114	71	65	11	19	36	23	17	8
Weighted base	202	55*	61*	54*	32*	86*	55*	61*	8**	13**	33**	16**	12**	5**
Effective base	199	62	51	51	41	89	62	51	9	16	27	19	14	7
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	21 10%bcde g	21 10%bcde g	-	-	-	-	21 38%Tbcde g	-	-	-	-	-	-	-
Around 52 Mbit/s (megabits/ sec)	26 13%cde	9 17%cde	16 27%Tcde	-	-	-	9 17%cde	16 27%Tcde	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	41 20%de	12 21%d	21 35%Tcde	9 16%d	-	9 10%d	12 21%d	3 35%Tcde	5 39%	-	-	-	-	-
Around 100 Mbit/s (megabits/ sec)	45 22%adf	4 7%	18 30%adf	22 41%Tadef	-	22 26%adf	4 7%	18 30%adf	4 54%	5 37%	13 40%	-	-	-
Around 200 Mbit/s (megabits/ sec)	31 15%af	2 4%	5 9%	12 22%af	12 38%Tabf g	24 28%Tabfg	2 4%	5 9%	1 7%	1 5%	10 32%	12 77%	-	-
300 Mbit/s (megabits/ sec) or more	23 11%bg	7 13%bg	-	12 22%Tbg	4 11%bg	15 18%Tbg	7 13%bg	-	-	2 18%	9 29%	4 23%	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16 8%abcfg	-	-	-	16 51%Tabc efg	16 19%Tabcf g	-	-	-	-	-	-	12 100%	5 100%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 102

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents aware of speed of home broadband service at Q3****Action: Switch to a faster home broadband service £1.00/£1.50/£2.50**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	996	562	434	62	209	198	173	148	206	300	285	171	240	585	411	96	56	85	68	79	62	38	84	133	187	97	11
Weighted base	795	462	333	62*	156	143	154	115	165	212	220	183	180	432	363	66*	40*	80*	71*	68*	53*	33*	73*	104	126	69*	12**
Effective base	815	466	350	49	169	164	139	124	180	263	243	141	194	504	326	79	48	72	57	65	52	31	73	107	159	83	9
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	21 3%	9 2%	11 3%	2 3%	2 1%	4 2%	2 1%	5 4%	7 4%	3 2%	7 3%	6 3%	5 3%	10 2%	10 3%	3 5%	2 4%	1 2%	-	1 2%	1 2%	1 3%	3 4%	2 2%	4 3%	2 3%	-
Around 52 Mbit/s (megabits/ sec)	26 3% m	11 2%	14 4%	2 3%	10 6% Tfg	5 4%	1 1%	2 1%	5 3%	8 4% m	9 4% m	*	8 4% m	17 4%	8 2%	2 3%	1 2%	4 4%	2 3%	2 2%	2 5%	-	1 2%	8 7% T	3 3%	1 1%	-
Around 76 Mbit/s (megabits/ sec)	41 5% hl	22 5%	19 6%	4 7%	10 7%	6 4%	15 10% Tgh	2 2%	4 2%	17 8% TI	6 2%	11 6%	7 4%	23 5%	18 5%	5 7%	2 6%	4 5%	1 1%	3 4%	5 10% t	4 14% Ttz	3 4%	4 4%	5 4%	3 5%	2 12%
Around 100 Mbit/s (megabits/ sec)	45 6% hn	25 5%	20 6%	7 12% gh	13 8% h	11 8% h	7 4%	4 3%	3 2%	16 8% n	13 6% n	11 6%	4 2%	29 7%	15 4%	3 4%	5 13% Tx	4 5%	1 1%	3 5%	5 10% tx	1 2%	1 1%	10 9% tx	7 6%	4 6%	1 5%
Around 200 Mbit/s (megabits/ sec)	31 4% h	15 3%	16 5%	5 8% fh	11 7% Tfh	6 4% h	3 2%	6 6% h	-	8 4%	9 4%	6 3%	8 5%	17 4%	14 4%	3 4%	3 8% x	2 3%	4 6%	2 3%	2 4%	-	* 1%	8 8% Txz	3 2%	4 6%	-
300 Mbit/s (megabits/ sec) or more	23 3% h	14 3%	9 3%	2 2%	3 2%	7 5% h	7 4% h	3 3%	1 1%	5 2%	7 3%	9 5%	2 1%	12 3%	11 3%	1 2%	2 4%	2 3%	1 1%	4 6%	4 7%	-	1 1%	4 4%	3 2%	1 1%	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a faster home broadband service	593 75% bodr vy	361 78% Tb	232 70%	38 62%	102 66%	99 69%	114 74%	93 81% cde f	146 88% Tcde f	151 71%	164 74%	136 74%	143 79% k	314 73%	279 77%	47 72%	24 60%	62 77% vy	62 87% Tqrv y	53 77% vy	30 57%	27 82% rvy	64 87% Tqrv y	65 62%	98 78% rvy	52 76% v	10 83%
Don't know	16 2% a	5 1%	11 3% Ta	2 2%	5 3% h	5 4% gh	5 3% h	-	-	4 2%	5 2%	4 2%	3 2%	9 2%	8 2%	2 3%	1 3%	1 1%	* 1%	1 1%	3 5%	-	1 1%	3 3%	4 3%	2 2%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 103

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents aware of speed of home broadband service at Q3****Action: Switch to a faster home broadband service £1.00/£1.50/£2.50**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	996	257	248	240	251	491	256	248	52	84	104	130	98	23
Weighted base	795	201	223	196	175	370	201	223	44*	67*	85*	93	65*	16**
Effective base	815	220	203	193	207	397	219	203	44	67	82	106	82	19
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	21	21	-	-	-	-	21	-	-	-	-	-	-	-
	3%bcde	10%Tbcde	-	-	-	-	10%Tbcde	-	-	-	-	-	-	-
	g	ghijkl					ghijkl							
Around 52 Mbit/s (megabits/ sec)	26	9	16	-	-	-	9	16	-	-	-	-	-	-
	3%cde	5%dejk	7%Tcdei	-	-	-	5%dejk	7%Tcdei	-	-	-	-	-	-
			ijkl					ijkl						
Around 76 Mbit/s (megabits/ sec)	41	12	21	9	-	9	12	21	3	5	-	-	-	-
	5%dekl	6%dekl	9%Tcdej	4%dek	-	2%d	6%dekl	9%Tcdej	7%dekl	8%dekl	-	-	-	-
			kl					kl						
Around 100 Mbit/s (megabits/ sec)	45	4	18	22	-	22	4	18	4	5	13	-	-	-
	6%adfk	2%d	8%adfk	11%Tadef	-	6%adfk	2%d	8%adfk	10%adfk	7%adfk	15%Tadef	-	-	-
			l	kl				l		kl				
Around 200 Mbit/s (megabits/ sec)	31	2	5	12	12	24	2	5	1	1	10	12	-	-
	4%af	1%	2%	6%afil	7%Tabfg	6%Tabfg	1%	2%	1%	1%	12%Tabc	13%Tabcd	-	-
					l	il					efghil	efghil		
300 Mbit/s (megabits/ sec) or more	23	7	-	12	4	15	7	-	-	2	9	4	-	-
	3%bg	3%bg	-	6%Tbgl	2%bg	4%Tbdg	4%bg	-	-	4%bg	11%Tabcd	4%bg	-	-
										efghi				
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a faster home broadband service	593	147	162	141	143	284	146	162	36	53	52	77	54	11
	75%j	73%j	73%	72%j	82%Tabc	77%cj	73%	73%	82%j	80%j	61%	83%Tabc	82%j	71%
					efgj							fgj		

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 103

Q21. And what speed service would you be most likely to move to?**Base: All Sample A respondents aware of speed of home broadband service at Q3****Action: Switch to a faster home broadband service £1.00/£1.50/£2.50**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	795	201	223	196	175	370	201	223	44*	67*	85*	93	65*	16**
Don't know	16 2%abcf	-	-	-	16 9%Tabce fghijk	16 4%Tabcf gk	-	-	-	-	-	-	12 18%Tabc defghij k	5 29%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 104

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents who would switch to a faster home broadband service****Action: Switch to a faster home broadband service £2.50/£3.00/£4.00**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	276	135	141	27	76	67	49	22	35	104	74	45	53	178	98	29	21	22	24	18	13	9	15	39	49	30	7
Weighted base	237	120	117	31**	61*	54*	47*	16**	29*	83*	59*	51*	44*	142	95*	19**	13**	26**	26**	18**	11**	10**	14**	32*	33*	26**	9**
Effective base	223	110	113	23	63	53	38	20	31	91	59	36	43	150	77	23	18	17	21	15	11	8	12	33	41	26	7
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	39 17%b	26 22%Ta	13 11%	3 11%	6 10%	9 17%	12 25%b	3 16%	7 24%	11 13%	16 27%Tk	5 11%	7 16%	27 19%	12 13%	2 9%	2 16%	2 7%	6 23%	3 17%	* 4%	3 32%	2 15%	4 12%	6 19%	6 21%	3 37%
Around 52 Mbit/s (megabits/ sec)	38 16%o	22 18%	16 14%	4 15%	8 14%	9 16%	7 15%	4 24%	6 20%	11 13%	6 10%	11 22%	10 22%	17 12%	21 22%	4 20%	3 25%	7 28%	1 6%	-	-	3 27%	2 11%	5 15%	6 20%	6 25%	-
Around 76 Mbit/s (megabits/ sec)	45 19%	21 17%	24 21%	3 11%	13 22%	12 23%	8 17%	2 10%	6 22%	19 22%	8 14%	9 19%	9 19%	27 19%	18 19%	7 36%	2 15%	1 3%	7 26%	6 36%	2 16%	1 15%	3 22%	5 15%	7 20%	4 14%	1 12%
Around 100 Mbit/s (megabits/ sec)	51 21%	20 17%	31 26%	6 21%	17 28%	9 17%	10 21%	5 29%	4 14%	18 21%	10 18%	14 28%	8 19%	28 20%	23 24%	2 8%	2 11%	4 16%	9 36%	4 25%	3 23%	2 19%	4 29%	5 16%	6 17%	7 28%	3 36%
Around 200 Mbit/s (megabits/ sec)	34 14%	16 14%	18 15%	5 15%	11 18%	8 14%	6 12%	1 7%	4 14%	11 14%	11 19%	6 12%	5 12%	23 16%	11 12%	2 11%	2 18%	9 37%	1 2%	-	4 33%	1 7%	1 6%	6 18%	4 12%	3 13%	1 16%
300 Mbit/s (megabits/ sec) or more	15 6%	8 6%	7 6%	3 11%	2 3%	5 9%	3 7%	1 4%	1 3%	7 9%	3 6%	3 5%	2 4%	11 8%	4 4%	2 11%	1 8%	-	1 3%	4 21%	1 10%	-	-	4 13%	2 6%	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	15 6%	7 6%	8 7%	5 17%	4 6%	2 4%	2 4%	2 10%	1 3%	6 7%	4 6%	2 4%	4 8%	10 7%	5 6%	1 6%	1 7%	2 9%	1 5%	-	2 14%	-	3 18%	4 11%	2 6%	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 105

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents who would switch to a faster home broadband service****Action: Switch to a faster home broadband service £2.50/£3.00/£4.00**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	276	90	76	66	44	110	85	76	17	19	30	26	9	9
Weighted base	237	74*	70*	61*	31*	92*	72*	70*	14**	17**	31**	16**	7**	8**
Effective base	223	69	63	56	37	91	66	63	14	17	26	23	8	8
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	39 17%bcde g	39 17%bcde g	-	-	-	-	39 17%Tbcde g	-	-	-	-	-	-	-
Around 52 Mbit/s (megabits/ sec)	38 16%cd	20 8%Tcde	18 27%Tcde	-	-	-	17 24%Tcde	18 26%Tcde	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	45 19%adef	8 10%	27 38%Tacd ef	10 17%de	-	10 11%de	8 11%de	27 38%Tacd ef	2 18%	8 48%	-	-	-	-
Around 100 Mbit/s (megabits/ sec)	51 21%adf	5 7%	18 25%adf	28 45%Tabde fg	-	28 30%Tadf	5 8%	18 25%adf	6 46%	8 48%	13 44%	-	-	-
Around 200 Mbit/s (megabits/ sec)	34 14%af	1 2%	6 8%	15 25%Tabf g	12 37%Tabf g	27 29%Tabfg	1 2%	6 8%	4 27%	1 4%	11 36%	12 72%	-	-
300 Mbit/s (megabits/ sec) or more	15 6%af	1 1%	2 3%	7 12%af	4 14%Tabf g	12 13%Tabfg	1 2%	2 3%	1 9%	-	6 20%	4 28%	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	15 6%abfg	-	-	-	15 49%Tabc efg	15 17%Tabcf g	-	-	-	-	-	-	7 100%	8 100%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 106

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents aware of speed of home broadband service at Q3****Action: Switch to a faster home broadband service £2.50/£3.00/£4.00**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humber (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	North-east Ireland (B)
Unweighted base	1026	558	468	82	217	210	188	133	196	337	272	169	248	609	417	107	51	91	59	76	57	39	89	151	191	89	26
Weighted base	844	465	379	85*	163	164	169	109	154	254	208	187	195	462	382	70*	35*	97*	58*	68*	57*	37*	79*	117	126	70*	28**
Effective base	834	455	379	68	174	168	153	113	167	288	226	140	201	514	332	89	43	75	51	63	49	31	72	125	160	77	23
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	39 5%	26 6%	13 3%	3 4%	6 4%	9 6%	12 7%	3 2%	7 4%	11 4%	16 8%T	5 3%	7 4%	27 6%	12 3%	2 3%	2 6%	2 2%	6 10%sv	3 4%	* 1%	3 9%	2 3%	4 3%	6 5%	6 8%	3 11%
Around 52 Mbit/s (megabits/ sec)	38 4%	22 5%	16 4%	4 5%	8 5%	9 5%	7 4%	4 4%	6 4%	11 4%	6 3%	11 6%	10 5%	17 4%	21 5%	4 5%u	3 10%uv	7 7%u	1 2%	-	-	3 7%u	2 2%	5 4%	6 5%	6 9%Tuv	-
Around 76 Mbit/s (megabits/ sec)	45 5%g	21 4%	24 6%	3 4%	13 8%g	12 8%g	8 5%	2 2%	6 4%	19 7%	8 4%	9 5%	9 4%	27 6%	18 5%	7 10%Ts	2 6%	1 1%	7 11%ss	6 9%ss	2 3%	1 4%	3 4%	5 4%	7 5%	4 5%	1 4%
Around 100 Mbit/s (megabits/ sec)	51 6%ah	20 4%	31 8%Ta	6 7%	17 10%Th	9 6%	10 6%	4 4%	3 3%	18 7%	10 5%	14 8%	8 4%	28 6%	23 6%	2 2%	2 4%	4 4%	9 16%Tqsxy	4 7%	3 5%	2 5%	4 5%	5 4%	6 5%	7 10%q	3 11%
Around 200 Mbit/s (megabits/ sec)	34 4%	16 4%	18 5%	5 6%	11 7%g	8 5%	6 3%	1 1%	4 3%	11 4%	11 5%	6 3%	5 3%	23 5%	11 3%	2 3%	2 7%u	9 10%Tuxz	1 1%	-	4 7%u	1 2%	1 1%	6 5%	4 3%	3 5%	1 5%
300 Mbit/s (megabits/ sec) or more	15 2%	8 2%	7 2%	3 4%	2 1%	5 3%	3 2%	1 1%	1 1%	7 3%	3 2%	3 1%	2 1%	11 2%	4 1%	2 3%	1 3%	-	1 1%	4 6%TsxA	1 2%	-	-	4 4%	2 1%	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a faster home broadband service	607 72%dkot	345 74%	262 69%	55 64%	102 63%	110 67%	122 72%	92 85%Tcde	126 81%Tcde	171 67%	149 72%	136 73%	151 77%Tk	320 69%	287 75%	51 72%	22 62%	72 74%t	32 56%	51 74%t	46 80%rtA	27 73%	65 82%TrtA	85 72%t	93 74%t	44 62%	19 69%
Don't know	15 2%	7 2%	8 2%	5 6%Tefh	4 2%	2 1%	2 1%	2 1%	1 1%	6 2%	4 2%	2 1%	4 2%	10 2%	5 1%	1 2%	1 3%	2 2%	1 2%	-	2 3%	-	3 3%	4 3%	2 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 107

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents aware of speed of home broadband service at Q3****Action: Switch to a faster home broadband service £2.50/£3.00/£4.00**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	1026	250	263	260	253	513	243	263	69	79	112	131	94	28
Weighted base	844	207	243	216	178	394	203	243	55*	69*	92*	89	71*	19**
Effective base	834	203	217	212	210	419	197	217	54	65	93	109	79	23
Around 17 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 38 Mbit/s (megabits/ sec)	39 5%bcde gjk	39 19%Tbcde ghijkl	-	-	-	-	39 19%Tbcde ghijkl	-	-	-	-	-	-	-
Around 52 Mbit/s (megabits/ sec)	38 4%cdej k	20 10%Tcdef hijkl	18 7%Tcdeh ijkl	-	-	-	17 9%Tcdeh ijkl	18 7%Tcdeh ijkl	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	45 5%dejkl	8 4%dk	27 11%Tacde fjkl	10 5%dejk kl	-	10 3%d	8 4%dk	27 11%Tacde fjkl	2 5%djk	8 12%Tacde fjkl	-	-	-	-
Around 100 Mbit/s (megabits/ sec)	51 6%adfk l	5 3%d	18 7%adfk l	28 13%Tadef kl	-	28 7%adfk l	5 3%d	18 7%adfk l	6 12%adfk l	8 12%adfk l	13 14%Tabde fgkl	-	-	-
Around 200 Mbit/s (megabits/ sec)	34 4%af	1 1%	6 2%	15 7%Tabfg il	12 6%Tabfg il	27 7%Tabfg il	1 1%	6 2%	4 7%af	1 1%	11 12%Tabc efgil	12 13%Tabde fgil	-	-
300 Mbit/s (megabits/ sec) or more	15 2%	1 1%	2 1%	7 3%Taf	4 2%	12 3%Ta	1 1%	2 1%	1 2%	-	6 7%Tabce fgil	4 5%Tabdf gl	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a faster home broadband service	607 72%af	133 64%	173 71%	154 72%	147 82%Tabc efgj	301 77%Tacf j	131 65%	173 71%	41 75%	52 76%	62 67%	73 82%Tabc fgj	63 90%Tabc defghij	11 57%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 107

Q21. And what speed service would you be most likely to move to?**Base: All Sample B respondents aware of speed of home broadband service at Q3****Action: Switch to a faster home broadband service £2.50/£3.00/£4.00**

		Q3. Broadband Speed												
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	844	207	243	216	178	394	203	243	55*	69*	92*	89	71*	19**
Don't know	15 2%bcg	-	-	-	15 9%Tabce fghijk	15 4%Tabcf gk	-	-	-	-	-	-	7 10%Tabc efghijk	8 43%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 108

Q22. You said earlier that you are planning to move to this speed service in the next 12 months. Would this price increase per month affect the timing of your move?

Base: All respondents planning to move service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	193	107	86	7	59	46	41	18	22	72	51	30	40	123	70	17	18	14	14	17	10	5	11	34	34	13	6
Weighted base	165	95*	70*	9**	48*	37*	37*	15**	18**	57*	42*	37**	29**	99	66*	10**	12**	17**	15**	17**	8**	5**	10**	28**	24**	11**	8**
Effective base	156	85	72	6	49	39	31	15	19	64	43	25	30	107	53	15	15	11	12	14	9	4	10	28	28	12	5
Yes - it would make me move sooner	118 72%f	71 74%	47 68%	9 100%	35 73%f	31 83%f	18 49%	11 75%	14 74%	47 83%T	30 72%	28 75%	13 45%	77 78%Tp	41 61%	7 66%	8 71%	13 76%	13 83%	14 84%	5 58%	2 51%	6 57%	22 78%	16 65%	8 67%	5 67%
No - I would move when I had originally intended	47 28%ko	24 26%	22 32%	- -	13 27%	6 17%	19 51%Tde	4 25%	5 26%	10 17%	12 28%	9 25%	16 55%	21 22%	26 39%o	4 34%	3 29%	4 24%	3 17%	3 16%	3 42%	2 49%	4 43%	6 22%	8 35%	4 33%	3 33%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 109

Q22. You said earlier that you are planning to move to this speed service in the next 12 months. Would this price increase per month affect the timing of your move?

Base: All respondents planning to move service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	193	78	52	46	17	63	76	52	11	13	22	13	4	-
Weighted base	165	66*	45*	45*	9**	54*	65*	45*	10**	10**	24**	7**	3**	**
Effective base	156	62	44	37	15	49	61	44	9	11	18	11	4	-
Yes - it would make me move sooner	118 72%	43 65%	29 65%	39 87%Tabf g	7 74%	46 85%Tabf g	42 65%	29 65%	8 82%	9 87%	22 89%	4 64%	3 100%	-
No - I would move when I had originally intended	47 28%ce	23 35%ce	16 35%ce	6 13%	2 26%	8 15%	23 35%ce	16 35%ce	2 18%	1 13%	3 11%	2 36%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 110

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £2.50 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humber (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)	
Unweighted base	491	263	228	35	110	104	79	74	89	161	125	87	118	286	205	37	27	41	35	48	33	8	42	79	91	44	6	
Weighted base	370	210	161	35**	74*	70*	67*	55*	69*	108	91	93*	77*	200	171	23*	16**	38*	31**	42*	27**	5**	34*	60*	57*	30*	7**	
Effective base	397	212	186	27	86	85	65	62	79	142	104	71	99	244	159	33	23	33	30	37	28	7	36	64	79	36	5	
Do nothing (i.e. stay on same service and pay the higher price)	193 52%u	108 52%	85 53%	9 27%	35 47%	33 47%	37 55%	31 57%	47 69%Tde	60 55%	53 58%	42 45%	38 50%	113 56%T	80 47%	13 56%	9 53%	20 53%	16 53%	14 32%	12 42%	2 37%	23 68%uy	27 45%	38 66%Tuy	17 57%u	4 56%	
Switch to a faster home broadband service	70 19%hn	37 18%	33 20%	9 24%	15 21%h	21 29%Tgh	16 24%h	7 13%h	2 3%	24 22%hn	12 14%	26 28%Tln	8 10%	37 18%	33 20%	3 15%	2 12%	6 17%	7 22%	13 32%TxzA	10 37%	* 9%	4 11%	14 23%	7 13%	3 8%	-	
Switch to a slower home broadband service	30 8%	21 10%	9 5%	2 6%	6 7%	4 6%	6 9%	5 8%	8 11%	7 7%	7 8%	9 9%	7 9%	14 7%	16 9%	1 6%	1 5%	3 8%	2 5%	7 16%	2 9%	-	3 8%	3 5%	4 7%	3 11%	1 19%	
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	14 4%	6 3%	8 5%	3 8%	5 7%h	2 3%	1 2%	3 6%h	-	5 5%	2 2%	3 4%	4 5%	7 4%	7 4%	* 2%	-	2 4%	1 4%	3 8%z	1 5%	-	1 3%	4 6%z	-	1 2%	1 16%	
Give up your fixed broadband connection and switch to a satellite broadband connection	5 1%	4 2%	2 1%	2 5%	1 1%	* *	1 1%	2 3%	-	2 1%	2 2%	1 1%	1 1%	4 2%	2 1%	-	-	-	-	1 2%	-	1 21%	1 2%	2 4%	-	1 2%	-	
Give up the internet altogether	3 1%	1 1%	2 1%	1 2%	3 3%T	-	-	-	-	1 1%	1 1%	-	1 2%	2 1%	1 1%	-	-	-	1 4%	1 1%	-	-	-	1 1%	1 1%	-	-	
Other (please type in)	4 1%	2 1%	1 1%	1 3%	1 2%	-	1 1%	1 1%	-	2 2%	1 2%	-	-	4 2%	-	-	-	-	2 5%	-	1 2%	-	1 2%	1 1%	-	-	-	
Don't know	51 14%ko	30 14%	21 13%	9 25%	8 11%	10 14%	6 8%	6 11%	12 17%	8 7%	12 14%	12 13%	19 24%Tk	20 10%	31 18%To	5 21%	5 30%	7 18%	2 8%	3 8%	2 6%	2 34%	2 7%	9 15%	8 13%	6 19%	1 9%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 111

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £2.50 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	491	-	-	240	251	491	-	-	52	84	104	130	98	23
Weighted base	370	-**	-**	196	175	370	-**	-**	44*	67*	85*	93	65*	16**
Effective base	397	-	-	193	207	397	-	-	44	67	82	106	82	19
Do nothing (i.e. stay on same service and pay the higher price)	193 52% _j	-	-	94 48% _j	99 57% _j	193 52% _j	-	-	19 43%	42 63% _{chj}	33 39%	52 56% _j	38 57% _j	10 59%
Switch to a faster home broadband service	70 19% _d	-	-	44 23% _{di}	25 15%	70 19% _d	-	-	8 18%	8 12%	29 34% _{Tcde ikl}	13 14%	9 14%	3 21%
Switch to a slower home broadband service	30 8%	-	-	19 10%	11 6%	30 8%	-	-	6 15%	8 12%	5 6%	6 6%	5 8%	-
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	14 4%	-	-	7 3%	8 4%	14 4%	-	-	2 5%	2 3%	3 3%	5 5%	3 4%	*
Give up your fixed broadband connection and switch to a satellite broadband connection	5 1%	-	-	4 2%	1 1%	5 1%	-	-	1 3%	-	3 3%	1 1%	1 1%	-
Give up the internet altogether	3 1%	-	-	2 1%	1 1%	3 1%	-	-	-	-	2 2%	1 1%	-	1 4%
Other (please type in)	4 1%	-	-	3 2%	1 *	4 1%	-	-	1 1%	2 4% _{Tde}	-	-	1 1%	-
Don't know	51 14%	-	-	22 11%	29 16%	51 14%	-	-	7 16%	5 7%	10 12%	17 18%	10 15%	2 14%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 112

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £2.50 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)	
Unweighted base	377	213	164	24	75	68	58	65	87	120	93	66	98	213	164	24	18	34	27	38	22	7	39	52	74	36	6	
Weighted base	284	164	120	23**	53*	46*	48*	47*	67*	80	68*	70*	66*	148	136	16**	10**	30**	25**	32*	17**	5**	32*	37*	47*	25**	7**	
Effective base	308	176	132	19	58	54	46	56	78	106	78	55	81	183	130	21	16	27	24	30	18	6	33	43	64	29	5	
Do nothing (i.e. stay on same service and pay the higher price)	176 62%u	102 62%	74 62%	9 39%	30 57%	27 59%	32 67%	31 65%	47 69%	52 65%	47 69%	40 58%	37 56%	99 67%T	77 57%	10 64%	6 60%	19 65%	16 62%	14 42%	10 55%	2 40%	22 67%u	25 66%u	33 69%u	17 67%	4 56%	
Switch to a slower home broadband service	27 9%	20 12%	7 6%	-	6 10%	3 7%	6 12%	5 10%	8 11%	6 7%	5 8%	9 13%	7 11%	11 7%	16 12%	1 9%	1 7%	1 4%	2 6%	7 21%T	2 13%	-	2 6%	2 6%	4 8%	3 14%	1 19%	
Switch to a faster home broadband service	19 7%	8 5%	11 9%	4 18%	3 6%	6 13%h	3 6%	1 3%	2 3%	7 9%	2 3%	7 10%	3 5%	9 6%	10 8%	1 5%	-	1 4%	2 8%	4 11%	3 15%	-	4 12%	* 1%	4 8%	1 3%	-	
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	13 4%	6 4%	7 6%	2 10%	5 10%h	1 3%	1 2%	3 7%h	-	5 6%	1 2%	3 5%	3 5%	6 4%	7 5%	* 3%	-	2 5%	1 3%	3 11%z	1 4%	-	1 3%	4 10%z	-	-	1 16%	
Give up your fixed broadband connection and switch to a satellite broadband connection	5 2%	4 2%	2 1%	2 8%	1 2%	* 1%	1 1%	2 4%	-	2 2%	2 3%	1 2%	1 1%	4 2%	2 1%	-	-	-	-	1 2%	-	1 23%	1 2%	2 7%T	-	1 2%	-	
Give up the internet altogether	3 1%	1 1%	1 1%	1 3%	2 3%	-	-	-	-	1 2%	-	-	1 2%	1 1%	1 1%	-	-	-	1 5%	1 2%	-	-	-	1 2%	-	-	-	
Other (please type in)	3 1%	2 1%	1 1%	1 4%	1 2%	-	1 1%	1 2%	-	2 3%	1 1%	-	-	3 2%	-	-	-	-	2 6%	-	1 3%	-	1 2%	* 1%	-	-	-	
Don't know	38 13%ko	22 13%	17 14%	4 18%	5 10%	8 18%	5 10%	5 10%	11 16%	6 7%	9 14%	9 13%	14 21%Tk	15 10%	23 17%	3 19%	3 33%	7 22%	2 10%	3 11%	2 9%	2 37%	2 7%	3 7%	7 14%	4 14%	1 9%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 113

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £2.50 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	377	-	-	174	203	377	-	-	41	65	68	107	81	15
Weighted base	284	-**	-**	141	143	284	-**	-**	36*	53*	52*	77*	54*	11**
Effective base	308	-	-	143	167	308	-	-	34	52	57	87	68	12
Do nothing (i.e. stay on same service and pay the higher price)	176 62%	- -	- -	84 60%	92 64%	176 62%	- -	- -	18 50%	36 68%	30 58%	51 66%	32 60%	8 71%
Switch to a slower home broadband service	27 9% ^d	-	-	18 13%	9 6%	27 9% ^d	-	-	6 17%	8 15%	4 7%	5 7%	4 8%	-
Switch to a faster home broadband service	19 7%	-	-	11 8%	9 6%	19 7%	-	-	3 8%	2 3%	6 12%	3 4%	4 8%	1 7%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	13 4%	-	-	6 4%	7 5%	13 4%	-	-	2 6%	2 3%	2 3%	5 6%	2 4%	* 3%
Give up your fixed broadband connection and switch to a satellite broadband connection	5 2%	-	-	4 3%	1 1%	5 2%	-	-	1 3%	-	3 6% ^{Tde}	1 1%	1 1%	-
Give up the internet altogether	3 1%	-	-	1 1%	1 1%	3 1%	-	-	-	-	1 2%	1 1%	-	1 5%
Other (please type in)	3 1%	-	-	2 2%	* 1%	3 1%	-	-	1 1%	2 4%	-	-	1 1%	-
Don't know	38 13%	-	-	15 11%	23 16%	38 13%	-	-	5 14%	4 7%	6 12%	12 15%	10 18%	2 14%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 114

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £4.00 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North-east Ireland (B)
Unweighted base	513	273	240	45	115	99	104	65	85	170	130	90	123	300	213	48	27	45	21	51	35	18	42	83	96	37	10
Weighted base	394	211	183	45*	80*	70*	89*	49*	61*	122	92	86*	94*	214	180	29*	17**	45*	20**	43*	36**	14**	32*	63*	58*	27*	10**
Effective base	419	228	191	37	91	81	86	59	73	146	108	73	99	254	170	40	23	38	19	43	29	14	34	70	85	30	9
Do nothing (i.e. stay on same service and pay the higher price)	182 46% _c	98 47%	84 46%	14 30%	30 37%	29 42%	45 50% _c	27 54% _c	38 62% _{Tcde}	53 43%	39 43%	44 51%	46 49%	92 43%	90 50%	15 54%	7 41%	27 59%	5 26%	21 49%	17 47%	7 51%	14 44%	25 40%	28 47%	13 46%	3 29%
Switch to a faster home broadband service	88 22% _h	41 19%	47 26%	17 39% _{Tefg} h	26 33% _{Tefg} h	12 18%	17 20%	7 14%	8 12%	33 27%	18 19%	18 21%	19 20%	51 24%	37 21%	4 14%	5 28%	7 16%	4 21%	11 24%	11 29%	1 9%	5 15%	20 31% _q	11 19%	6 23%	4 38%
Switch to a slower home broadband service	43 11% _b	29 14% _{Tb}	13 7%	4 10%	10 12%	9 13%	5 6%	6 11%	9 14%	13 11%	13 14%	7 8%	10 11%	26 12%	17 9%	4 15%	4 21%	4 8%	5 23%	4 9%	3 9%	1 9%	5 16%	3 5%	6 11%	3 10%	1 10%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	10 3% _p	6 3%	5 2%	1 2%	4 5%	3 5%	1 2%	1 2%	-	6 5%	3 3%	1 1%	1 1%	9 4% _{TP}	2 1%	* 1%	-	4 9% _T	-	-	-	* 3%	* 1%	2 4%	2 4%	-	1 6%
Give up the internet altogether	6 2%	5 2%	2 1%	3 6%	2 2%	* 1%	1 2%	-	-	2 1%	1 1%	3 4%	1 1%	2 1%	4 2%	1 4%	1 3%	-	1 6%	2 3%	* 1%	-	-	-	1 1%	1 3%	-
Give up your fixed broadband connection and switch to a satellite broadband connection	5 1%	2 1%	3 2%	1 1%	1 1%	1 2%	-	-	2 3%	-	2 2%	2 2%	1 1%	2 1%	3 2%	-	1 3%	-	-	1 1%	-	-	-	1 2%	1 2%	1 5%	-
Other (please type in)	7 2%	3 1%	4 2%	* 1%	2 2%	3 4%	1 1%	1 3%	* *	3 3%	2 2%	1 1%	1 1%	5 2%	2 1%	1 5%	-	1 2%	-	1 2%	-	-	1 2%	1 1%	2 3%	-	1 13%
Don't know	53 13%	27 13%	25 14%	5 11%	6 7%	11 16%	18 20% _{Tdh}	8 16%	4 7%	12 10%	14 15%	11 13%	16 17%	26 12%	26 15%	2 7%	1 3%	2 5%	5 24%	5 11%	5 13%	4 28%	7 21% _s	11 17%	8 13%	3 12%	* 5%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 115

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £4.00 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	513	-	-	260	253	513	-	-	69	79	112	131	94	28
Weighted base	394	-**	-**	216	178	394	-**	-**	55*	69*	92*	89	71*	19**
Effective base	419	-	-	212	210	419	-	-	54	65	93	109	79	23
Do nothing (i.e. stay on same service and pay the higher price)	182 46%cj	-	-	83 38%	99 56%Tceh ij	182 46%cj	-	-	21 39%	28 41%	33 36%	51 57%Tceh ij	39 55%cj	10 51%
Switch to a faster home broadband service	88 22%	-	-	54 25%	34 19%	88 22%	-	-	10 18%	16 24%	28 30%dl	19 21%	10 14%	5 26%
Switch to a slower home broadband service	43 11%	-	-	26 12%	16 9%	43 11%	-	-	9 16%	10 14%	8 9%	9 11%	6 9%	* 3%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	10 3%	-	-	8 4%	3 2%	10 3%	-	-	1 2%	3 4%	4 4%	* *	1 1%	1 8%
Give up the internet altogether	6 2% ^d	-	-	6 3%	1 *	6 2% ^d	-	-	* 1%	-	5 6%Tceh l	1 1%	-	-
Give up your fixed broadband connection and switch to a satellite broadband connection	5 1%	-	-	4 2%	1 1%	5 1%	-	-	1 3%	1 2%	1 1%	1 1%	-	-
Other (please type in)	7 2%	-	-	3 2%	4 2%	7 2%	-	-	* 1%	1 2%	2 2%	2 2%	2 3%	-
Don't know	53 13%k	-	-	32 15%k	20 11%k	53 13%k	-	-	11 20%k	10 14%	12 12%	6 7%	12 17%k	2 12%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 116

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £4.00 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North-east Ireland (B)
Unweighted base	403	223	180	32	84	72	84	56	75	127	102	69	105	229	174	39	19	35	14	38	26	16	37	65	80	27	7
Weighted base	301	170	131	29**	56*	48*	72*	43*	54*	86	70*	68*	78*	155	146	23*	12**	33**	12**	31*	28**	12**	28**	48*	48*	19**	6**
Effective base	328	185	143	25	65	58	69	50	64	109	88	56	85	197	138	33	16	30	12	32	22	12	29	55	70	22	6
Do nothing (i.e. stay on same service and pay the higher price)	158 53%	87 51%	71 54%	9 32%	25 45%	22 45%	40 56%	26 61%	36 67%	45 Tde	31 52%	39 45%	43 56%	76 49%	83 57%	12 54%	6 47%	20 62%	5 42%	17 54%	16 56%	7 56%	13 46%	24 49%	25 53%	11 58%	3 46%
Switch to a slower home broadband service	37 12%y	26 15%	11 8%	3 11%	8 14%	7 15%	5 8%	5 11%	9 16%	12 13%	11 15%	5 7%	10 13%	22 14%	15 10%	4 18%y	4 30%	4 11%	3 24%	3 10%	3 12%	* 4%	5 18%	2 4%	5 11%	2 12%	1 15%
Switch to a faster home broadband service	34 11%h	17 10%	17 13%	9 31%	9 16%eh	2 4%	8 11%	4 9%	2 4%	9 11%	9 12%	9 13%	7 9%	18 12%	16 11%	1 6%	2 18%	1 4%	2 17%	4 12%	5 19%	1 4%	3 10%	9 18%	5 10%	1 4%	-
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	9 3%p	6 3%	3 2%	- -	4 7%h	3 6%	1 2%	1 3%	- -	4 5%	3 5%	1 1%	1 1%	8 5%Tp	2 1%	* 2%	- -	4 13%	- -	- -	- -	* 4%	* 2%	2 3%	2 3%	- -	1 9%
Give up your fixed broadband connection and switch to a satellite broadband connection	5 2%	2 1%	3 2%	1 2%	1 2%	1 3%	- -	- -	2 4%	- -	2 3%	2 3%	1 1%	2 1%	3 2%	- -	1 4%	- -	- -	1 2%	- -	- -	- -	1 2%	1 3%	1 7%	- -
Give up the internet altogether	5 2%	5 3%	- -	2 5%	1 2%	* 1%	1 2%	- -	- -	* -	1 1%	3 4%	1 1%	1 1%	3 2%	1 5%	- -	- -	- -	2 5%	* 1%	- -	- -	- -	1 1%	1 4%	- -
Other (please type in)	7 2%	3 2%	4 3%	* 2%	2 3%	3 6%h	1 1%	1 3%	- -	3 4%	2 3%	1 1%	1 1%	5 3%	2 1%	1 6%	- -	1 3%	- -	1 3%	- -	- 2%	1 1%	1 3%	1 3%	- -	1 21%
Don't know	46 15%	25 15%	21 16%	5 17%	6 11%	10 20%	15 21%h	6 14%	4 8%	12 14%	11 16%	9 13%	14 18%	23 15%	23 16%	2 9%	- -	2 7%	2 17%	5 15%	3 12%	4 32%	6 21%	11 23%	8 16%	3 14%	* 8%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 117

Q23. Now we'd like you to imagine that the price offered by all providers for all broadband speeds faster than 38 Mbit/s increased by £4.00 per month - not just the price of the speed you are currently on. As before, the prices offered by all providers for a 38 Mbit/s broadband service, and all slower services, would remain the same. What would you do in this instance?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	403	-	-	194	209	403	-	-	52	60	82	105	85	19
Weighted base	301	-**	-**	154	147	301	-**	-**	41*	52*	62*	73*	63*	11**
Effective base	328	-	-	157	173	328	-	-	41	48	69	87	71	16
Do nothing (i.e. stay on same service and pay the higher price)	158 53% ^c	-	-	68 44%	90 61% ^T	158 53% ^c	-	-	17 42%	24 47%	27 43%	46 63% ^T	37 59% ^c	7 70%
Switch to a slower home broadband service	37 12%	-	-	23 15%	14 10%	37 12%	-	-	8 20%	9 17%	6 10%	7 10%	6 10%	* 5%
Switch to a faster home broadband service	34 11%	-	-	18 12%	16 11%	34 11%	-	-	3 8%	6 12%	8 14%	11 14%	5 7%	1 6%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	9 3% ^d	-	-	7 5%	2 1%	9 3% ^d	-	-	1 3%	2 4%	4 6% ^{dk}	* 1%	1 1%	1 6%
Give up your fixed broadband connection and switch to a satellite broadband connection	5 2%	-	-	4 2%	1 1%	5 2%	-	-	1 3%	1 2%	1 2%	1 2%	-	-
Give up the internet altogether	5 2%	-	-	5 3% ^d	-	5 2%	-	-	* 1%	-	4 7% ^T	-	-	-
Other (please type in)	7 2%	-	-	3 2%	4 3%	7 2%	-	-	-	1 2%	2 3%	2 2%	2 3%	-
Don't know	46 15% ^k	-	-	27 17%	19 13% ^k	46 15% ^k	-	-	9 22% ^k	8 16%	10 15%	6 8%	12 19% ^k	1 13%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 118

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Do nothing

	Gender			Age							Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	258	141	117	10	50	50	44	44	60	90	73	39	56	163	95	21	15	22	17	18	14	3	28	36	59	23	2	
Weighted base	193	108	85*	9**	35*	33*	37*	31*	47*	60*	53*	42*	38*	113	80*	13**	9**	20**	16**	14**	12**	2**	23**	27*	38*	17**	4**	
Effective base	208	115	94	7	37	42	35	37	54	77	60	33	46	137	75	18	13	17	14	15	12	3	24	30	51	18	2	
Certain to	59 31%bd	41 38%Tb	18 22%	3 28%	4 11%	10 30%bd	6 17%	14 46%Tdf	22 46%Tdf	15 25%	16 31%	11 26%	17 44%Tk	31 28%	28 34%	3 25%	2 21%	5 26%	2 13%	3 25%	3 23%	* 22%	11 48%	11 43%	14 38%	3 20%	-	
Very likely to	61 32%	33 31%	28 33%	1 5%	12 34%	12 35%	13 36%	10 32%	14 29%	22 36%	16 31%	14 34%	9 24%	38 34%	23 29%	4 31%	3 31%	4 19%	8 47%	7 55%	4 39%	2 78%	7 29%	8 21%	8 42%	7 21%	-	
Fairly likely to	52 27%	25 23%	27 31%	4 45%	14 39%g	10 29%	9 25%	5 17%	10 20%	21 35%	16 30%	7 17%	9 22%	36 32%Tp	15 19%	4 35%	4 48%	7 34%	7 40%	1 6%	4 38%	-	4 18%	6 21%	6 35%	2 10%	-	
Don't know	21 11%ko	9 9%	11 14%	2 21%	5 15%	2 6%	8 21%Tgh	1 5%	2 5%	2 4%	5 9%	10 24%Tk	4 10%	7 6%	14 17%To	1 10%	-	4 20%	-	2 14%	-	-	1 5%	2 7%	2 6%	5 28%	4 100%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 119

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Do nothing

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	258	-	-	116	142	258	-	-	22	51	43	72	58	12
Weighted base	193	-**	-**	94*	99	193	-**	-**	19**	42*	33*	52*	38*	10**
Effective base	208	-	-	94	115	208	-	-	20	40	35	58	47	10
Certain to	59 31%i	-	-	25 26%i	34 34%i	59 31%i	-	-	6 32%	6 15%	12 37%i	18 35%i	13 35%i	3 27%
Very likely to	61 32%	-	-	33 35%	29 29%	61 32%	-	-	7 36%	18 42%k	8 25%	11 22%	14 39%	3 28%
Fairly likely to	52 27%	-	-	25 26%	27 27%	52 27%	-	-	5 26%	12 28%	8 25%	15 29%	9 25%	3 26%
Don't know	21 11%i	-	-	12 12%i	9 9%i	21 11%i	-	-	1 6%	6 15%i	4 13%i	7 14%i	* 1%	2 19%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 120

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a slower home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	40	26	14	2	8	7	6	6	11	11	10	8	11	21	19	2	1	4	2	6	2	-	4	4	7	6	2
Weighted base	30*	21**	9**	2**	6**	4**	6**	5**	8**	7**	7**	9**	7**	14**	16**	1**	1**	3**	2**	7**	2**	--	3**	3**	4**	3**	1**
Effective base	33	21	13	2	7	7	5	5	9	10	8	7	10	19	15	2	1	4	2	5	2	-	4	3	7	6	2
Certain to	7 24%	7 31%	8%	-	-	1 17%	3 47%	1 27%	2 31%	1 9%	1 8%	4 47%	2 27%	1 8%	6 38%	-	-	1 20%	-	3 39%	2 74%	-	1 20%	2 59%	-	-	-
Very likely to	16 53%	11 51%	5 57%	-	5 83%	2 59%	3 53%	1 33%	4 54%	3 43%	5 74%	4 44%	4 52%	8 58%	8 48%	1 77%	1 100%	*	1 61%	4 61%	-	-	1 52%	-	3 87%	2 72%	1 100%
Fairly likely to	6 20%	4 16%	2 28%	2 100%	1 17%	1 14%	-	2 40%	1 7%	3 39%	1 18%	1 8%	1 16%	4 29%	2 12%	23%	-	2 66%	1 39%	-	1 26%	-	1 28%	1 19%	1 13%	1 16%	-
Don't know	1 3%	* 2%	1 7%	-	-	* 10%	-	-	1 8%	1 8%	-	-	* 6%	1 4%	* 3%	-	-	-	-	-	-	-	-	1 21%	-	* 12%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 121

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a slower home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	40	-	-	24	16	40	-	-	9	9	6	9	7	-
Weighted base	30*	-**	-**	19**	11**	30*	-**	-**	6**	8**	5**	6**	5**	-**
Effective base	33	-	-	19	14	33	-	-	6	8	5	8	6	-
Certain to	7	-	-	7	-	7	-	-	3	4	*	-	-	-
	24%	-	-	37%	-	24%	-	-	48%	45%	9%	-	-	-
Very likely to	16	-	-	9	7	16	-	-	3	3	3	5	3	-
	53%	-	-	45%	67%	53%	-	-	45%	38%	54%	81%	52%	-
Fairly likely to	6	-	-	2	3	6	-	-	-	1	1	1	2	-
	20%	-	-	13%	33%	20%	-	-	-	16%	24%	19%	48%	-
Don't know	1	-	-	1	-	1	-	-	*	-	1	-	-	-
	3%	-	-	5%	-	3%	-	-	6%	-	13%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 122

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a faster home broadband service

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	87	39	48	7	25	29	17	7	2	33	18	22	14	51	36	6	3	6	8	14	12	1	3	19	11	4	-	
Weighted base	70*	37*	33*	9**	15**	21**	16**	7**	2**	24**	12**	26**	8**	37*	33**	3**	2**	6**	7**	13**	10**	***	4**	14**	7**	3**	-**	
Effective base	68	32	38	5	21	23	16	6	2	30	14	18	12	44	27	6	3	5	7	10	11	1	3	16	10	4	-	
Certain to	17 24%	8 22%	8 26%	4 41%	2 16%	4 21%	3 32%	- 50%	1 50%	4 19%	2 14%	9 33%	2 23%	6 17%	10 31%	* 14%	2 83%	1 14%	2 36%	5 35%	3 32%	* 100%	- 13%	2 - 13%	- - - 13%	- - - 36%	1 - - - 36%	- - - -
Very likely to	28 40%	16 44%	11 35%	3 36%	6 37%	10 47%	5 31%	3 43%	1 50%	10 41%	4 34%	11 42%	3 35%	14 39%	14 41%	2 56%	* 17%	2 33%	3 40%	6 47%	3 25%	- 50%	2 44%	6 43%	3 24%	1 - - 24%	- - - -	
Fairly likely to	20 28%	11 31%	8 25%	1 16%	6 37%	6 27%	4 22%	3 45%	- 50%	8 32%	6 45%	5 20%	1 17%	13 36%	6 19%	1 31%	- 45%	3 45%	1 8%	2 17%	2 21%	- 50%	2 32%	4 45%	3 40%	1 - - 40%	- - - -	
Don't know	6 9%	1 4%	5 15%	1 7%	1 9%	1 5%	2 14%	1 12%	- 50%	2 9%	1 7%	1 5%	2 26%	3 8%	3 10%	- 10%	- -	* 8%	1 16%	- -	2 22%	- -	- 11%	1 12%	1 -	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 123

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a faster home broadband service

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Unweighted base	87	-	-	52	35	87	-	-	8	12	32	17	12	6
Weighted base	70*	-**	-**	44*	25**	70*	-**	-**	8**	8**	29**	13**	9**	3**
Effective base	68	-	-	41	27	68	-	-	7	10	25	13	10	5
Certain to	17	-	-	7	9	17	-	-	-	2	5	5	3	1
	24%	-	-	17%	36%	24%	-	-	-	25%	19%	34%	38%	39%
Very likely to	28	-	-	16	11	28	-	-	3	2	12	6	4	2
	40%	-	-	37%	45%	40%	-	-	36%	26%	40%	44%	42%	50%
Fairly likely to	20	-	-	15	5	20	-	-	4	3	8	3	2	*
	28%	-	-	33%	19%	28%	-	-	48%	39%	27%	21%	20%	10%
Don't know	6	-	-	6	-	6	-	-	1	1	4	-	-	-
	9%	-	-	14%	-	9%	-	-	16%	11%	14%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 124

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	7	4	3	2	1	1	1	2	2	3	1	1	5	2	-	-	-	-	1	-	1	1	3	-	1	-
Weighted base	5**	4**	2**	2**	1**	***	1**	2**	2**	2**	1**	1**	4**	2**	-**	-**	-**	-**	1**	-**	1**	1**	2**	-**	1**	-**
Effective base	6	4	2	2	1	1	1	2	2	2	1	1	4	2	-	-	-	-	1	-	1	1	2	-	1	-
Certain to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely to	2	1	1	1	1	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	1	-	1	-
	29%	16%	55%	32%	100%	-	-	-	100%	-	-	-	42%	-	-	-	-	-	-	-	-	-	40%	-	100%	-
Fairly likely to	4	3	1	1	-	*	1	2	-	2	1	1	2	2	-	-	-	-	1	-	1	1	1	-	-	-
	71%	84%	45%	68%	-	100%	100%	100%	-	100%	100%	100%	58%	100%	-	-	-	-	100%	-	100%	100%	60%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 125

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	7	-	-	5	2	7	-	-	1	-	4	1	1	-
Weighted base	5**	-**	-**	4**	1**	5**	-**	-**	1**	-**	3**	1**	1**	-**
Effective base	6	-	-	4	2	6	-	-	1	-	3	1	1	-
Certain to	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely to	2	-	-	1	1	2	-	-	-	-	1	1	-	-
	29%	-	-	24%	46%	29%	-	-	-	-	33%	100%	-	-
Fairly likely to	4	-	-	3	1	4	-	-	1	-	2	-	1	-
	71%	-	-	76%	54%	71%	-	-	100%	-	67%	-	100%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 126

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and use mobile internet only

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	20	9	11	3	8	3	2	4	8	3	3	6	11	9	1	-	2	2	4	2	-	2	5	-	1	1
Weighted base	14**	6**	8**	3**	5**	2**	1**	3**	5**	2**	3**	4**	7**	7**	***	-**	2**	1**	3**	1**	-**	1**	4**	-**	1**	1**
Effective base	17	8	9	3	7	3	2	4	7	3	3	6	10	8	1	-	2	2	3	2	-	2	5	-	1	1
Certain to	3 21%	2 33%	1 12%	1 28%	2 40%	-	-	-	2 36%	-	1 37%	-	2 25%	1 17%	-	-	-	-	1 35%	-	-	-	2 48%	-	-	-
Very likely to	8 52%	1 24%	6 73%	2 52%	3 60%	1 37%	-	2 66%	2 51%	2 78%	2 46%	2 45%	4 59%	3 45%	-	-	1 63%	1 100%	2 45%	1 57%	-	-	1 37%	-	1 100%	1 100%
Fairly likely to	2 16%	2 27%	1 8%	-	-	1 34%	1 100%	1 20%	1 12%	*	1 17%	1 16%	1 15%	1 17%	*	-	-	-	1 20%	-	-	1 59%	1 15%	-	-	-
Don't know	2 11%	1 16%	1 7%	1 20%	-	1 29%	-	*	-	-	-	2 39%	-	2 21%	-	-	1 37%	-	-	1 43%	-	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 127

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and use mobile internet only

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	20	-	-	10	10	20	-	-	3	2	5	5	4	1
Weighted base	14**	-**	-**	7**	8**	14**	-**	-**	2**	2**	3**	5**	3**	***
Effective base	17	-	-	9	8	17	-	-	3	2	5	4	4	1
Certain to	3	-	-	-	3	3	-	-	-	-	-	2	1	*
	21%	-	-	-	40%	21%	-	-	-	-	-	39%	31%	100%
Very likely to	8	-	-	4	3	8	-	-	2	1	2	2	1	-
	52%	-	-	66%	40%	52%	-	-	75%	61%	62%	49%	30%	-
Fairly likely to	2	-	-	2	1	2	-	-	-	1	1	1	-	-
	16%	-	-	26%	7%	16%	-	-	-	39%	38%	12%	-	-
Don't know	2	-	-	1	1	2	-	-	1	-	-	-	1	-
	11%	-	-	8%	13%	11%	-	-	25%	-	-	-	39%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 128

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up the internet altogether

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	4	2	2	1	3	-	-	-	2	1	-	1	3	1	-	-	-	1	1	-	-	-	1	1	-	-
Weighted base	3**	1**	2**	1**	3**	-**	-**	-**	1**	1**	-**	1**	2**	1**	-**	-**	-**	1**	1**	-**	-**	-**	1**	1**	-**	-**
Effective base	4	2	2	1	3	-	-	-	2	1	-	1	3	1	-	-	-	1	1	-	-	-	1	1	-	-
Certain to	1 18%	1 44%	-	-	1 23%	-	-	-	1 44%	-	-	-	1 29%	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
Very likely to	3 82%	1 56%	2 100%	1 100%	2 77%	-	-	-	1 56%	1 100%	-	1 100%	1 71%	1 100%	-	-	-	1 100%	-	-	-	-	1 100%	1 100%	-	-
Fairly likely to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 129

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up the internet altogether

	Q3. Broadband Speed													
	Up to 30 Mbit/s	Around 38 Mbit/s	Around 50-80 Mbit/s	100+ Mbit/s	50+ Mbit/s	Up to 17 Mbs	Around 38 Mbs	Around 50 Mbs	Around 52 Mbs	Around 76 Mbs	Around 100 Mbs	Around 200 Mbs	300+ Mbs	
Total (T)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted base	4	-	-	2	2	4	-	-	-	-	2	1	-	1
Weighted base	3**	-**	-**	2**	1**	3**	-**	-**	-**	-**	2**	1**	-**	1**
Effective base	4	-	-	2	2	4	-	-	-	-	2	1	-	1
Certain to	1	-	-	-	1	1	-	-	-	-	-	-	-	1
	18%	-	-	-	44%	18%	-	-	-	-	-	-	-	100%
Very likely to	3	-	-	2	1	3	-	-	-	-	2	1	-	-
	82%	-	-	100%	56%	82%	-	-	-	-	100%	100%	-	-
Fairly likely to	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 130

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Other action specified

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	6	3	3	1	3	-	1	1	4	2	-	-	6	-	-	-	-	2	-	1	-	1	2	-	-	-
Weighted base	4**	2**	1**	1**	1**	-**	1**	1**	2**	1**	-**	-**	4**	-**	-**	-**	-**	2**	-**	1**	-**	1**	1**	-**	-**	-**
Effective base	5	3	3	1	3	-	1	1	4	2	-	-	5	-	-	-	-	2	-	1	-	1	2	-	-	-
Certain to	2	1	1	-	1	-	-	1	2	1	-	-	2	-	-	-	-	1	-	-	-	1	1	-	-	-
	60%	58%	64%	-	100%	-	-	100%	76%	37%	-	-	60%	-	-	-	-	42%	-	-	-	100%	100%	-	-	-
Very likely to	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	25%	42%	-	100%	-	-	-	-	-	63%	-	-	25%	-	-	-	-	58%	-	-	-	-	-	-	-	-
Fairly likely to	1	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	14%	-	36%	-	-	-	100%	-	24%	-	-	-	14%	-	-	-	-	-	-	100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 131

Q24. Imagine the scenario of a £2.50 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Other action specified

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	6	-	-	5	1	6	-	-	1	4	-	-	1	-
Weighted base	4**	-**	-**	3**	1**	4**	-**	-**	1**	2**	-**	-**	1**	-**
Effective base	5	-	-	4	1	5	-	-	1	3	-	-	1	-
Certain to	2	-	-	2	1	2	-	-	-	2	-	-	1	-
60%	-	-	-	51%	100%	60%	-	-	-	62%	-	-	100%	-
Very likely to	1	-	-	1	-	1	-	-	-	1	-	-	-	-
25%	-	-	-	31%	-	25%	-	-	-	38%	-	-	-	-
Fairly likely to	1	-	-	1	-	1	-	-	1	-	-	-	-	-
14%	-	-	-	18%	-	14%	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 132

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Do nothing

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	233	128	105	13	42	40	52	33	53	76	57	43	57	133	100	24	11	26	6	25	16	9	16	37	44	16	3
Weighted base	182	98	84*	14**	30*	29*	45*	27*	38*	53*	39*	44*	46*	92	90*	15**	7**	27**	5**	21**	17**	7**	14**	25*	28*	13**	3**
Effective base	190	109	82	11	31	34	42	31	46	67	47	35	47	114	81	20	9	21	5	21	14	8	13	34	39	13	3
Certain to	46 25%	26 26%	20 24%	1 5%	13 44%Teh	5 18%	11 24%	9 34%	7 19%	15 29%	11 27%	7 16%	13 28%	26 28%	20 22%	6 36%	2 22%	4 13%	1 10%	5 23%	6 34%	1 13%	4 26%	8 34%	6 23%	4 31%	1 35%
Very likely to	61 33%o	37 37%	24 29%	4 33%	6 21%	10 35%	14 30%	8 31%	18 48%Td	14 26%	10 25%	22 51%Tkl	15 32%	24 26%	37 42%To	5 31%	2 28%	10 38%	2 41%	6 26%	6 35%	3 45%	8 57%	8 32%	9 32%	2 15%	-
Fairly likely to	64 35%	33 34%	31 37%	7 52%	8 26%	9 32%	19 44%	9 35%	11 29%	19 36%	14 36%	13 29%	18 38%	33 36%	31 34%	3 22%	3 50%	11 42%	3 49%	11 51%	5 31%	3 42%	2 12%	6 26%	10 34%	5 43%	1 43%
Don't know	11 6%ap	3 3%	8 10%a	1 10%	3 9%	4 15%Tfg	2 1%	- 2%	2 4%	5 9%	4 11%n	1 3%	* 1%	9 10%Tp	2 2%	2 11%	- -	2 7%	- -	- -	- -	- -	1 4%	2 9%	3 10%	1 11%	1 22%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 133

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Do nothing

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	233	-	-	99	134	233	-	-	29	30	40	70	49	15
Weighted base	182	-**	-**	83*	99	182	-**	-**	21**	28**	33*	51*	39*	10**
Effective base	190	-	-	80	110	190	-	-	24	25	32	57	42	12
Certain to	46	-	-	25	21	46	-	-	5	8	12	8	10	3
25%k	-	-	-	30%	21%	25%k	-	-	23%	28%	37%k	16%	26%	30%
Very likely to	61	-	-	25	36	61	-	-	8	9	7	20	12	4
33%	-	-	-	30%	37%	33%	-	-	39%	33%	21%	40%	31%	45%
Fairly likely to	64	-	-	28	36	64	-	-	8	8	12	19	15	2
35%	-	-	-	34%	36%	35%	-	-	38%	29%	35%	38%	38%	18%
Don't know	11	-	-	5	6	11	-	-	-	3	2	3	2	1
6%	-	-	-	6%	6%	6%	-	-	-	10%	7%	6%	6%	8%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 134

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a slower home broadband service

	Gender			Age							Social Grade							Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	64	43	21	6	17	13	9	8	11	19	22	8	15	41	23	9	6	4	6	5	3	2	8	4	11	5	1	
Weighted base	43*	29*	13**	4**	10**	9**	5**	6**	9**	13**	13**	7**	10**	26*	17**	4**	4**	4**	5**	4**	3**	1**	5**	3**	6**	3**	1**	
Effective base	55	37	18	5	14	11	8	7	9	17	19	7	13	36	20	8	6	4	5	4	3	2	7	4	10	4	1	
Certain to	10 23%	8 27%	2 15%	4 83%	1 13%	1 9%	1 10%	1 9%	3 38%	3 24%	2 16%	1 22%	3 33%	20%	5 29%	2 20%	*	18	1	2 23%	1 31%	*	3 51%	*	12%	7%	19%	-
Very likely to	17 41%	10 33%	8 58%	1 17%	3 28%	4 45%	4 66%	3 52%	3 39%	6 43%	6 47%	1 17%	4 44%	12 45%	6 33%	2 50%	1 35%	2 53%	1 21%	1 14%	1 23%	-	24%	88%	43%	81%	100%	
Fairly likely to	14 32%	11 38%	3 19%	-	4 41%	4 46%	1 25%	2 39%	2 23%	4 33%	4 28%	3 52%	2 22%	8 31%	6 34%	1 30%	2 53%	1 29%	3 57%	-	2 46%	1 62%	-	3 25%	-	51%	-	-
Don't know	2 4%	1 2%	1 8%	-	2 18%	-	-	-	-	-	1 8%	1 10%	-	1 4%	1 4%	-	-	-	-	2 44%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 135

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a slower home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	64	-	-	36	28	64	-	-	12	13	11	17	10	1
Weighted base	43*	-**	-**	26*	16**	43*	-**	-**	9**	10**	8**	9**	6**	***
Effective base	55	-	-	32	24	55	-	-	10	12	10	14	8	1
Certain to	10	-	-	8	2	10	-	-	2	5	1	1	1	-
23%	23%	-	-	30%	13%	23%	-	-	21%	53%	12%	9%	20%	-
Very likely to	17	-	-	10	8	17	-	-	4	2	4	5	2	-
41%	41%	-	-	37%	47%	41%	-	-	46%	18%	50%	55%	37%	-
Fairly likely to	14	-	-	8	5	14	-	-	2	3	3	3	2	*
32%	32%	-	-	31%	34%	32%	-	-	26%	29%	39%	36%	26%	100%
Don't know	2	-	-	1	1	2	-	-	1	-	-	-	1	-
4%	4%	-	-	2%	7%	4%	-	-	7%	-	-	-	17%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 136

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a faster home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	105	49	56	15	32	18	21	9	10	41	22	19	23	63	42	7	7	7	4	12	10	2	8	22	15	8	3
Weighted base	88*	41*	47*	17**	26**	12**	17**	7**	8**	33*	18**	18**	19**	51*	37*	4**	5**	7**	4**	11**	11**	1**	5**	20**	11**	6**	4**
Effective base	87	41	46	13	28	15	18	8	9	36	18	15	19	54	34	7	6	6	4	10	8	2	7	18	14	7	3
Certain to	14 16%	8 19%	6 13%	2 14%	3 13%	1 4%	3 19%	1 10%	4 47%	4 13%	5 30%	3 15%	2 8%	10 19%	4 11%	1 28%	2 33%	3 47%	-	*	2 15%	-	*	1 7%	3 29%	-	1 24%
Very likely to	41 47%	20 48%	21 45%	9 51%	13 50%	9 70%	5 31%	3 43%	2 28%	17 51%	6 35%	9 47%	10 51%	23 45%	18 49%	2 51%	2 47%	1 9%	2 46%	5 45%	6 54%	-	2 45%	13 64%	5 42%	3 48%	1 37%
Fairly likely to	29 33%	13 31%	16 35%	6 36%	8 29%	3 26%	7 40%	3 41%	2 25%	12 36%	4 24%	6 32%	7 37%	16 32%	13 34%	1 22%	1 20%	3 43%	2 54%	5 47%	3 31%	1 100%	1 26%	4 19%	3 25%	3 52%	1 39%
Don't know	4 4%	1 2%	3 7%	-	2 7%	-	2 9%	* 6%	-	-	2 11%	1 6%	1 4%	2 4%	2 5%	-	-	-	-	*	-	-	1 23%	2 10%	* 4%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 137

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Switch to a faster home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	105	-	-	60	45	105	-	-	11	18	31	28	12	5
Weighted base	88*	-**	-**	54*	34*	88*	-**	-**	10**	16**	28**	19**	10**	5**
Effective base	87	-	-	49	39	87	-	-	9	14	27	25	10	5
Certain to	14	-	-	7	7	14	-	-	1	-	6	3	4	-
	16%	-	-	14%	19%	16%	-	-	14%	-	21%	15%	37%	-
Very likely to	41	-	-	25	16	41	-	-	4	8	14	11	3	2
	47%	-	-	47%	46%	47%	-	-	37%	50%	50%	58%	26%	41%
Fairly likely to	29	-	-	18	11	29	-	-	3	7	8	4	4	3
	33%	-	-	33%	32%	33%	-	-	33%	43%	28%	23%	37%	59%
Don't know	4	-	-	3	1	4	-	-	2	1	*	1	-	-
	4%	-	-	6%	2%	4%	-	-	16%	7%	2%	4%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 138

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	7	2	5	1	2	2	-	-	2	-	4	2	1	4	3	-	1	-	-	1	-	-	-	2	2	1	-
Weighted base	5**	2**	3**	1**	1**	1**	-**	-**	2**	-**	2**	2**	1**	2**	3**	-**	1**	-**	-**	1**	-**	-**	-**	1**	1**	1**	-**
Effective base	6	2	5	1	2	2	-	-	2	-	4	2	1	4	3	-	1	-	-	1	-	-	-	2	2	1	-
Certain to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely to	4 88%	2 100%	2 80%	1 100%	1 100%	1 100%	-	-	1 70%	-	2 73%	2 100%	1 100%	2 73%	3 100%	-	1 100%	-	-	1 100%	-	-	-	* 42%	1 100%	1 100%	-
Fairly likely to	1 12%	-	1 20%	-	-	-	-	-	1 30%	-	1 27%	-	-	1 27%	-	-	-	-	-	-	-	-	-	1 58%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 139

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	7	-	-	5	2	7	-	-	1	2	2	2	-	-
Weighted base	5**	-**	-**	4**	1**	5**	-**	-**	1**	1**	1**	1**	-**	-**
Effective base	6	-	-	4	2	6	-	-	1	2	2	2	-	-
Certain to	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely to	4	-	-	3	1	4	-	-	1	1	1	1	-	-
	88%	-	-	83%	100%	88%	-	-	100%	100%	47%	100%	-	-
Fairly likely to	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	12%	-	-	17%	-	12%	-	-	-	-	53%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 140

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and use mobile internet only

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	17	10	7	1	7	3	3	3	10	4	1	2	14	3	1	-	4	-	-	-	1	1	4	5	-	1
Weighted base	10**	6**	5**	1**	4**	3**	1**	1**	6**	3**	1**	1**	9**	2**	***	**	4**	**	**	**	***	***	2**	2**	**	1**
Effective base	13	7	6	1	6	3	3	3	8	3	1	2	11	3	1	-	3	-	-	-	1	1	4	5	-	1
Certain to	1	*	1	1	*	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	*	-	-
	11%	6%	17%	100%	9%	-	-	-	19%	-	-	-	12%	-	-	-	-	-	-	-	-	-	32%	16%	-	-
Very likely to	4	2	2	-	2	1	1	1	2	2	-	*	4	*	*	-	1	-	-	-	*	*	1	1	-	1
	42%	38%	47%	-	56%	17%	64%	72%	39%	54%	-	45%	44%	27%	100%	-	23%	-	-	-	100%	100%	27%	46%	-	100%
Fairly likely to	3	3	*	-	1	1	1	-	1	1	1	1	2	1	-	-	1	-	-	-	-	-	1	1	-	-
	31%	50%	6%	-	35%	43%	36%	-	12%	46%	100%	55%	24%	73%	-	-	36%	-	-	-	-	-	40%	39%	-	-
Don't know	2	*	1	-	-	1	-	*	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-
	16%	6%	30%	-	-	40%	-	28%	30%	-	-	-	19%	-	-	-	41%	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 141

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up your fixed broadband connection and use mobile internet only

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	17	-	-	11	6	17	-	-	1	3	7	1	2	3
Weighted base	10**	-**	-**	8**	3**	10**	-**	-**	1**	3**	4**	***	1**	1**
Effective base	13	-	-	9	5	13	-	-	1	2	6	1	2	3
Certain to	1	-	-	*	1	1	-	-	-	-	*	-	-	1
	11%	-	-	4%	28%	11%	-	-	-	-	9%	-	-	54%
Very likely to	4	-	-	4	1	4	-	-	-	1	2	*	*	-
	42%	-	-	47%	29%	42%	-	-	-	43%	66%	100%	45%	-
Fairly likely to	3	-	-	2	1	3	-	-	-	1	1	-	1	1
	31%	-	-	27%	43%	31%	-	-	-	57%	16%	-	55%	46%
Don't know	2	-	-	2	-	2	-	-	1	-	*	-	-	-
	16%	-	-	22%	-	16%	-	-	100%	-	9%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 142

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up the internet altogether

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	7	5	2	2	2	1	2	-	2	1	3	1	3	4	1	1	-	1	1	1	-	-	-	1	1	-
Weighted base	6**	5**	2**	3**	2**	***	1**	-**	2**	1**	3**	1**	2**	4**	1**	1**	-**	1**	2**	***	-**	-**	-**	1**	1**	-**
Effective base	6	4	2	2	2	1	2	-	2	1	3	1	3	3	1	1	-	1	1	1	-	-	-	1	1	-
Certain to	2 31%	2 42%	-	2 57%	-	* 100%	-	-	* 26%	-	2 46%	-	* 17%	2 39%	-	-	-	-	2 100%	* 100%	-	-	-	-	-	-
Very likely to	3 51%	3 58%	1 32%	-	2 100%	-	1 100%	-	-	1 100%	2 54%	1 100%	1 34%	2 61%	1 100%	1 100%	-	-	-	-	-	-	-	1 100%	1 100%	-
Fairly likely to	1 18%	-	1 68%	1 43%	-	-	-	-	1 74%	-	-	-	1 49%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 143

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Give up the internet altogether

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	7	-	-	6	1	7	-	-	1	-	5	1	-	-
Weighted base	6**	-**	-**	6**	1**	6**	-**	-**	***	-**	5**	1**	-**	-**
Effective base	6	-	-	5	1	6	-	-	1	-	5	1	-	-
Certain to	2 31%	-	-	2 34%	-	2 31%	-	-	*	-	2 29%	-	-	-
Very likely to	3 51%	-	-	3 46%	1 100%	3 51%	-	-	-	-	3 50%	1 100%	-	-
Fairly likely to	1 18%	-	-	1 20%	-	1 18%	-	-	-	-	1 22%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 144

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Other action specified

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	11	6	5	1	3	4	1	1	1	5	2	1	3	7	4	2	-	1	-	1	-	-	1	1	4	-	1
Weighted base	7**	3**	4**	***	2**	3**	1**	1**	***	3**	2**	1**	1**	5**	2**	1**	-**	1**	-**	1**	-**	-**	1**	1**	2**	-**	1**
Effective base	9	5	5	1	3	4	1	1	1	5	2	1	3	6	3	2	-	1	-	1	-	-	1	1	4	-	1
Certain to	4	2	2	*	1	2	1	-	*	3	-	-	1	3	3	*	-	1	-	-	-	-	1	1	1	-	-
	53%	57%	50%	100%	32%	68%	100%	-	100%	100%	-	-	65%	60%	35%	31%	-	100%	-	-	-	-	100%	100%	77%	-	-
Very likely to	1	*	1	-	1	-	-	-	-	-	1	-	*	1	*	-	-	-	-	1	-	-	-	-	*	-	-
	16%	13%	19%	-	68%	-	-	-	-	-	39%	-	35%	15%	19%	-	-	-	-	100%	-	-	-	-	23%	-	-
Fairly likely to	2	1	1	-	-	1	-	1	-	-	1	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	1
	30%	30%	30%	-	-	32%	-	100%	-	-	61%	100%	-	24%	46%	69%	-	-	-	-	-	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 145

Q24. Imagine the scenario of a £4.00 price rise for all broadband speeds faster than 38 Mbit/s happened today. How certain are you that you would take that action?

Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q23

Action: Other action specified

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	11	-	-	5	6	11	-	-	1	1	3	3	3	-
Weighted base	7**	-**	-**	3**	4**	7**	-**	-**	***	1**	2**	2**	2**	-**
Effective base	9	-	-	4	6	9	-	-	1	1	3	3	3	-
Certain to	4	-	-	2	2	4	-	-	*	-	2	1	1	-
	53%	-	-	52%	55%	53%	-	-	100%	-	79%	52%	57%	-
Very likely to	1	-	-	*	1	1	-	-	-	-	*	1	-	-
	16%	-	-	11%	21%	16%	-	-	-	-	21%	48%	-	-
Fairly likely to	2	-	-	1	1	2	-	-	-	1	-	-	1	-
	30%	-	-	37%	24%	30%	-	-	-	100%	-	-	43%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 146

Q25. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £2.50)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	40	26	14	2	8	7	6	6	11	11	10	8	11	21	19	2	1	4	2	6	2	-	4	4	7	6	2
Weighted base	30*	21**	9**	2**	6**	4**	6**	5**	8**	7**	7**	9**	7**	14**	16**	1**	1**	3**	2**	7**	2**	-**	3**	3**	4**	3**	1**
Effective base	33	21	13	2	7	7	5	5	9	10	8	7	10	19	15	2	1	4	2	5	2	-	4	3	7	6	2
Around 17 Mbit/s (megabits/ sec)	4 12%	3 15%	1 7%	1 55%	-	* 10%	1 15%	-	1 16%	2 24%	-	-	2 27%	2 12%	2 12%	-	-	1 36%	1 61%	1 9%	-	-	-	-	1 15%	* 12%	-
Around 38 Mbit/s (megabits/ sec)	19 62%	16 76%	3 29%	-	2 40%	2 43%	5 85%	4 87%	5 72%	2 25%	5 67%	9 100%	3 49%	6 45%	12 77%	1 77%	1 100%	1 20%	-	4 66%	2 74%	-	3 100%	2 81%	1 35%	2 72%	1 100%
Around 52 Mbit/s (megabits/ sec)	1 3%	-	1 9%	-	1 14%	-	-	-	-	1 11%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 20%	-	-
Around 76 Mbit/s (megabits/ sec)	2 7%	1 5%	1 11%	-	1 19%	1 14%	-	-	* 6%	1 8%	1 15%	-	* 6%	2 11%	* 3%	-	-	* 14%	-	1 15%	-	-	-	1 19%	-	-	-
Around 100 Mbit/s (megabits/ sec)	2 6%	-	2 22%	1 45%	* 6%	-	-	1 13%	-	1 8%	1 18%	-	-	2 13%	-	* 23%	-	1 29%	-	-	1 26%	-	-	-	-	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 10%	1 5%	2 22%	-	1 20%	1 33%	-	-	1 7%	2 24%	-	-	1 17%	2 12%	1 8%	-	-	-	1 39%	1 10%	-	-	-	-	1 30%	1 16%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 147

Q25. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £2.50)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	40	-	-	24	16	40	-	-	9	9	6	9	7	-
Weighted base	30*	-**	-**	19**	11**	30*	-**	-**	6**	8**	5**	6**	5**	-**
Effective base	33	-	-	19	14	33	-	-	6	8	5	8	6	-
Around 17 Mbit/s (megabits/ sec)	4 12%	-	-	3 14%	1 9%	4 12%	-	-	* 6%	1 8%	2 37%	1 16%	-	-
Around 38 Mbit/s (megabits/ sec)	19 62%	-	-	15 76%	4 36%	19 62%	-	-	6 94%	6 70%	3 63%	2 39%	2 33%	-
Around 52 Mbit/s (megabits/ sec)	1 3%	-	-	-	1 7%	1 3%	-	-	-	-	-	-	1 16%	-
Around 76 Mbit/s (megabits/ sec)	2 7%	-	-	-	2 19%	2 7%	-	-	-	-	-	2 36%	-	-
Around 100 Mbit/s (megabits/ sec)	2 6%	-	-	-	2 18%	2 6%	-	-	-	-	-	-	2 38%	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 10%	-	-	2 9%	1 11%	3 10%	-	-	-	2 22%	-	1 10%	1 13%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 148

Q25. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £2.50)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	491	263	228	35	110	104	79	74	89	161	125	87	118	286	205	37	27	41	35	48	33	8	42	79	91	44	6
Weighted base	370	210	161	35**	74*	70*	67*	55*	69*	108	91	93*	77*	200	171	23*	16**	38*	31**	42*	27**	5**	34*	60*	57*	30*	7**
Effective base	397	212	186	27	86	85	65	62	79	142	104	71	99	244	159	33	23	33	30	37	28	7	36	64	79	36	5
Around 17 Mbit/s (megabits/ sec)	4 1%	3 1%	1 *	1 3%	-	* 1%	1 1%	-	1 2%	2 2%	-	-	2 2%	2 1%	2 1%	-	-	1 3%	1 3%	1 1%	-	-	-	-	1 1%	* 1%	-
Around 38 Mbit/s (megabits/ sec)	19 5%bko	16 8%Tb	3 2%	-	2 3%	2 2%	5 8%	4 7%	5 8%	2 2%	5 5%	9 9%k	3 4%	6 3%	12 7%	1 5%	1 5%	1 2%	-	4 11%	2 6%	-	3 8%	2 4%	1 2%	2 8%	1 19%
Around 52 Mbit/s (megabits/ sec)	1 *	-	1 *	-	1 1%	-	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Around 76 Mbit/s (megabits/ sec)	2 1%	1 *	1 1%	-	1 1%	1 1%	-	-	* 1%	1 1%	1 1%	-	* 1%	2 1%	* 1%	-	-	* 1%	-	1 2%	-	-	-	1 1%	-	-	-
Around 100 Mbit/s (megabits/ sec)	2 1%	-	2 1%	1 3%	* *	-	-	1 1%	-	1 1%	1 1%	-	-	2 1%	-	* 1%	-	1 2%	-	-	1 2%	-	-	-	-	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a slower home broadband service	340 92%	188 90%	152 95%	33 94%	69 93%	66 94%	61 91%	50 92%	61 89%	101 93%	84 92%	85 91%	70 91%	185 93%	155 91%	22 94%	15 95%	35 92%	29 95%	35 84%	25 91%	5 100%	31 92%	57 95%	53 93%	27 89%	5 81%
Don't know	3 1%	1 1%	2 1%	-	1 2%	1 2%	-	-	1 1%	2 2%	-	-	1 2%	2 1%	1 1%	-	-	-	1 2%	1 2%	-	-	-	-	1 2%	1 2%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 149

Q25. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £2.50)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	491	-	-	240	251	491	-	-	52	84	104	130	98	23
Weighted base	370	-**	-**	196	175	370	-**	-**	44*	67*	85*	93	65*	16**
Effective base	397	-	-	193	207	397	-	-	44	67	82	106	82	19
Around 17 Mbit/s (megabits/ sec)	4 1%	-	-	3 1%	1 1%	4 1%	-	-	* 1%	1 1%	2 2%	1 1%	-	-
Around 38 Mbit/s (megabits/ sec)	19 5%d	-	-	15 8%Tde	4 2%	19 5%d	-	-	6 14%Tdejk	6 9%d	3 4%	2 2%	2 3%	-
Around 52 Mbit/s (megabits/ sec)	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	1 1%	-
Around 76 Mbit/s (megabits/ sec)	2 1%	-	-	-	2 1%	2 1%	-	-	-	-	-	2 2%Tce	-	-
Around 100 Mbit/s (megabits/ sec)	2 1%	-	-	-	2 1%	2 1%	-	-	-	-	-	-	2 3%Tce	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not switch to a slower home broadband service	340 92%	-	-	176 90%	164 94%	340 92%	-	-	38 85%	59 88%	80 94%	88 94%	60 92%	16 100%
Don't know	3 1%	-	-	2 1%	1 1%	3 1%	-	-	-	2 3%	-	1 1%	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 150

Q25. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £4.00)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	64	43	21	6	17	13	9	8	11	19	22	8	15	41	23	9	6	4	6	5	3	2	8	4	11	5	1
Weighted base	43*	29*	13**	4**	10**	9**	5**	6**	9**	13**	13**	7**	10**	26*	17**	4**	4**	4**	5**	4**	3**	1**	5**	3**	6**	3**	1**
Effective base	55	37	18	5	14	11	8	7	9	17	19	7	13	36	20	8	6	4	5	4	3	2	7	4	10	4	1
Around 17 Mbit/s (megabits/ sec)	11 26%	11 36%T	1 4%	3 66%	3 27%	1 7%	1 23%	1 20%	3 32%	4 30%	2 19%	2 24%	3 32%	6 24%	5 29%	1 14%	-	1 18%	2 43%	1 14%	1 31%	* 38%	2 31%	1 24%	2 29%	1 31%	1 100%
Around 38 Mbit/s (megabits/ sec)	23 54%	14 48%	9 66%	1 34%	4 39%	6 71%	3 60%	3 58%	5 54%	7 55%	6 44%	5 69%	5 54%	13 50%	10 60%	3 62%	3 87%	3 82%	2 43%	2 46%	2 69%	1 62%	2 47%	1 36%	2 37%	2 55%	-
Around 52 Mbit/s (megabits/ sec)	1 3%	1 2%	1 7%	-	* 4%	1 6%	* 8%	-	-	1 4%	-	* 6%	* 5%	1 2%	1 5%	-	-	-	-	-	-	-	* 8%	-	1 15%	-	-
Around 76 Mbit/s (megabits/ sec)	2 6%	1 5%	1 8%	-	1 11%	* 5%	1 9%	* 7%	-	1 4%	2 15%	-	-	2 9%	-	1 24%	-	-	-	1 28%	-	-	-	-	-	* 13%	-
Around 100 Mbit/s (megabits/ sec)	2 4%	1 3%	1 5%	-	1 7%	-	-	1 16%	-	-	1 8%	-	* 5%	1 4%	* 3%	-	-	-	-	* 12%	-	-	-	1 29%	* 3%	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 2%	1 2%	-	-	-	-	-	-	1 8%	-	1 5%	-	-	1 3%	-	-	-	-	-	-	-	-	1 14%	-	-	-	-
Don't know	2 6%	1 4%	1 10%	-	1 11%	1 11%	-	-	6 6%	1 7%	1 8%	-	* 5%	2 8%	* 3%	-	13%	-	1 14%	-	-	-	-	1 12%	1 16%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
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Absolutes/col percents

Table 151

Q25. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £4.00)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	64	-	-	36	28	64	-	-	12	13	11	17	10	1
Weighted base	43*	-**	-**	26*	16**	43*	-**	-**	9**	10**	8**	9**	6**	***
Effective base	55	-	-	32	24	55	-	-	10	12	10	14	8	1
Around 17 Mbit/s (megabits/ sec)	11 26%	-	-	7 27%	4 25%	11 26%	-	-	3 37%	3 35%	* 6%	3 33%	1 16%	-
Around 38 Mbit/s (megabits/ sec)	23 54%	-	-	16 60%	7 42%	23 54%	-	-	5 55%	6 57%	6 70%	5 53%	2 31%	-
Around 52 Mbit/s (megabits/ sec)	1 3%	-	-	1 4%	* 3%	1 3%	-	-	-	-	1 12%	-	* 7%	-
Around 76 Mbit/s (megabits/ sec)	2 6%	-	-	-	2 15%	2 6%	-	-	-	-	-	1 14%	1 17%	-
Around 100 Mbit/s (megabits/ sec)	2 4%	-	-	-	2 10%	2 4%	-	-	-	-	-	-	2 25%	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 2%	-	-	1 3%	-	1 2%	-	-	-	1 7%	-	-	-	-
Don't know	2 6%	-	-	2 6%	1 5%	2 6%	-	-	1 8%	-	1 12%	-	* 6%	* 100%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 152

Q25. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £4.00)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	513	273	240	45	115	99	104	65	85	170	130	90	123	300	213	48	27	45	21	51	35	18	42	83	96	37	10
Weighted base	394	211	183	45*	80*	70*	89*	49*	61*	122	92	86*	94*	214	180	29*	17**	45*	20**	43*	36**	14**	32*	63*	58*	27*	10**
Effective base	419	228	191	37	91	81	86	59	73	146	108	73	99	254	170	40	23	38	19	43	29	14	34	70	85	30	9
Around 17 Mbit/s (megabits/ sec)	11 3%b	11 5%b	1 *	3 6%	3 3%	1 1%	1 1%	1 2%	3 5%	4 3%	2 3%	2 2%	3 3%	6 3%	5 3%	1 2%	-	1 1%	2 10%	1 1%	1 3%	* 3%	2 5%	1 1%	2 3%	1 3%	1 10%
Around 38 Mbit/s (megabits/ sec)	23 6%	14 7%	9 5%	1 3%	4 5%	6 9%	3 4%	3 7%	5 8%	7 6%	6 6%	5 5%	5 6%	13 6%	10 6%	3 9%	3 19%	3 7%	2 10%	2 4%	2 6%	1 5%	2 7%	1 2%	2 4%	2 6%	-
Around 52 Mbit/s (megabits/ sec)	1 *	1 *	1 *	-	* 1%	1 1%	* 1%	-	-	1 *	-	* *	* *	1 *	1 *	-	-	-	-	-	-	-	* 1%	-	1 2%	-	-
Around 76 Mbit/s (megabits/ sec)	2 1%	1 1%	1 1%	-	1 1%	* 1%	1 1%	* 1%	-	1 *	2 2%	-	-	2 1%	-	1 3%T	-	-	-	1 2%	-	-	-	-	-	* 1%	-
Around 100 Mbit/s (megabits/ sec)	2 *	1 *	1 *	-	1 1%	-	-	1 2%	-	-	1 1%	-	* 1%	1 *	* *	-	-	-	-	* 1%	-	-	-	1 1%	* *	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 *	1 *	-	-	-	-	-	-	1 1%	-	1 1%	-	-	1 *	-	-	-	-	-	-	-	-	1 2%T	-	-	-	-
Would not switch to a slower home broadband service	351 89%a	181 86%	170 93%Ta	40 90%	70 88%	61 87%	83 94%	44 89%	52 86%	109 89%	79 86%	79 92%	84 89%	188 88%	163 91%	24 85%	13 79%	41 92%	15 77%	39 91%	33 91%	13 91%	27 84%	60 95%	52 89%	24 90%	9 90%
Don't know	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	* 1%	1 1%	1 1%	-	* 1%	2 1%	* *	-	* 3%	-	1 3%	-	-	-	-	* 1%	1 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 153

Q25. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £4.00)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	513	-	-	260	253	513	-	-	69	79	112	131	94	28
Weighted base	394	-**	-**	216	178	394	-**	-**	55*	69*	92*	89	71*	19**
Effective base	419	-	-	212	210	419	-	-	54	65	93	109	79	23
Around 17 Mbit/s (megabits/ sec)	11 3%	-	-	7 3%j	4 2%	11 3%	-	-	3 6%j	3 5%	*	3 3%	1 1%	-
Around 38 Mbit/s (megabits/ sec)	23 6%	-	-	16 7%	7 4%	23 6%	-	-	5 9%	6 8%	6 6%	5 6%	2 3%	-
Around 52 Mbit/s (megabits/ sec)	1 *	-	-	1 *	* *	1 *	-	-	-	-	1 1%	-	* 1%	-
Around 76 Mbit/s (megabits/ sec)	2 1%	-	-	-	2 1%	2 1%	-	-	-	-	-	1 2%	1 2%	-
Around 100 Mbit/s (megabits/ sec)	2 *	-	-	-	2 1%	2 *	-	-	-	-	-	-	2 2%Tce	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 *	-	-	1 *	-	1 *	-	-	-	1 1%	-	-	-	-
Would not switch to a slower home broadband service	351 89%	-	-	189 88%	162 91%	351 89%	-	-	46 84%	59 86%	84 91%	80 89%	64 91%	18 97%
Don't know	2 1%	-	-	2 1%	1 *	2 1%	-	-	1 1%	-	1 1%	-	* 1%	* 3%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

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Absolutes/col percents

Table 154

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £1.50/£2.50 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York-shire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	739	412	327	46	164	153	129	108	139	236	195	122	186	431	308	67	40	59	50	63	52	25	58	108	146	61	10
Weighted base	594	344	250	48*	121	113	119	83*	110	168	152	135*	139	320	274	46*	29*	56*	52*	54*	46*	22**	50*	86*	99	42*	11**
Effective base	596	338	259	36	130	125	104	90	121	206	162	100	149	366	240	54	34	49	41	50	43	19	50	87	124	51	8
Do nothing (i.e. stay on same service and pay the higher price)	317	191	126	18	53	51	67	53	75	93	84	67	73	178	139	22	12	28	34	24	18	15	30	39	63	25	8
	53%dev	55%	51%	38%	44%	45%	56%	63%Tcde	69%Tcde	56%	55%	49%	52%	56%	51%	48%	40%	50%	67%ruvy	44%	38%	65%	60%v	46%	64%Tqu	59%v	66%
Switch to a faster home broadband service	114	59	55	13	30	30	19	16	7	38	30	27	19	68	47	11	8	11	5	14	15	1	7	18	17	6	2
	19%hn	17%	22%	26%h	25%h	27%Tfh	16%h	19%h	6%	23%n	20%	20%	14%	21%	17%	24%	27%	19%	10%	25%	32%TbzA	4%	15%	21%	17%	15%	18%
Switch to a slower home broadband service	40	27	14	2	10	6	9	3	10	11	14	9	7	25	15	2	2	4	3	4	6	1	4	6	4	3	1
	7%	8%	5%	3%	8%	5%	8%	4%	10%	7%	9%	6%	5%	8%	6%	5%	8%	7%	7%	7%	13%z	3%	9%	7%	4%	7%	7%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	18	10	8	4	7	3	1	3	-	7	3	3	4	11	7	2	1	3	1	3	1	-	1	5	1	-	1
	3%	3%	3%	8%fh	6%Tfh	3%	1%	3%h	-	4%	2%	2%	3%	3%	3%	5%	2%	4%	1%	6%z	1%	-	2%	6%z	1%	-	9%
Give up your fixed broadband connection and switch to a satellite broadband connection	14	9	5	-	2	3	6	1	1	2	4	6	1	6	8	2	2	-	1	1	-	*	1	4	2	1	-
	2%	3%	2%	-	2%	3%	5%Th	2%	1%	1%	2%	5%	1%	2%	3%	3%	7% s	-	1%	2%	-	2%	1%	5%	2%	2%	-
Give up the internet altogether	7	4	4	3	3	*	1	-	-	1	3	2	1	5	3	-	-	-	-	4	1	-	-	2	1	-	-
	1%	1%	1%	7%Tefgh	3%	*	*	-	-	1%	2%	2%	1%	1%	1%	-	-	-	-	7%Tz	2%	-	-	2%	1%	-	-
Other (please type in)	7	4	2	-	2	-	1	1	4	4	1	2	-	5	2	1	-	-	1	-	1	-	3	1	1	1	-
	1%	1%	1%	-	1%	-	*	1%	3%Te	3%Tn	*	1%	-	2%	1%	2%	-	-	1%	-	1%	-	5%T	1%	1%	1%	-
Don't know	77	40	37	8	14	20	16	7	13	10	14	19	34	24	53	6	5	11	7	5	6	6	4	11	10	7	-
	13%ko	12%	15%	17%	11%	17%	13%	8%	11%	6%	9%	14%k	24%TkIm	7%	19%To	13%	16%	20%	13%	8%	12%	26%	9%	13%	10%	16%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 155

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £1.50/£2.50 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	739	-	248	240	251	491	-	248	52	84	104	130	98	23
Weighted base	594	-**	223	196	175	370	-**	223	44*	67*	85*	93	65*	16**
Effective base	596	-	203	193	207	397	-	203	44	67	82	106	82	19
Do nothing (i.e. stay on same service and pay the higher price)	317 53%cj	-	129 58%cj	90 46%	98 56%cej	188 51%j	-	129 58%cj	20 46%	36 54%	34 40%	50 53%	40 61%cej	9 52%
Switch to a faster home broadband service	114 19%dl	-	48 22%dl	42 21%i	25 14%	66 18%dl	-	48 22%dl	6 13%	8 13%	27 32%Tcd hikl	13 14%	7 11%	4 23%
Switch to a slower home broadband service	40 7%j	-	11 5%	18 9%j	10 6%	29 8%j	-	11 5%	4 8%	13 20%Tbcd gkl	1 2%	8 8%j	2 3%	1 4%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	18 3%	-	4 2%	6 3%	8 4%	13 4%	-	4 2%	1 3%	2 3%	3 3%	6 6%Tbg	1 2%	* 2%
Give up your fixed broadband connection and switch to a satellite broadband connection	14 2%	-	7 3%	4 2%	3 2%	7 2%	-	7 3%	-	1 2%	3 3%	* 1%	2 3%	-
Give up the internet altogether	7 1%	-	1 1%	4 2%	2 1%	6 2%	-	1 1%	1 3%	* *	3 3%	1 1%	1 1%	1 4%
Other (please type in)	7 1%	-	3 1%	2 1%	2 1%	4 1%	-	3 1%	1 1%	1 1%	1 1%	1 1%	1 2%	-
Don't know	77 13%bg	-	20 9%	29 15%i	28 16%bg	57 15%Tbgi	-	20 9%	11 26%Tbcgi	5 7%	13 15%	15 16%	11 16%	2 14%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 156

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £1.50/£2.50 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	560	327	233	30	107	102	98	94	129	171	148	92	149	319	241	45	27	47	42	51	32	23	53	70	114	48	8
Weighted base	446	267	179	28**	78*	78*	88*	71*	103	121	114	99*	112	235	211	31*	19**	43*	46*	43*	26**	19**	46*	53*	79*	32*	9**
Effective base	458	271	187	24	85	82	79	80	113	149	123	78	120	271	193	38	24	38	36	41	27	20	46	58	97	40	6
Do nothing (i.e. stay on same service and pay the higher price)	287 64%	176 66%	111 62%	13 48%	44 57%	43 55%	61 70%	51 72%e	74 72%de	84 69%	76 66%	62 63%	66 59%	159 68%	128 61%	18 58%	12 62%	26 60%	34 73%	23 53%	14 54%	12 62%	29 63%	33 62%	58 73%Tu	22 70%	8 81%
Switch to a slower home broadband service	36 8%	24 9%	12 7%	2 6%	9 12%	5 7%	6 7%	3 5%	10 10%	8 6%	12 11%	9 9%	7 6%	20 9%	15 7%	2 8%	2 9%	3 7%	3 8%	4 8%	5 18%	1 4%	4 8%	5 10%	4 5%	3 9%	1 8%
Switch to a faster home broadband service	30 7%h	14 5%	16 9%	4 16%	4 5%	8 11%h	4 4%	6 9%	3 3%	10 8%	8 7%	7 7%	5 4%	18 8%	12 6%	2 6%	2 12%	2 4%	1 2%	5 11%	2 10%	* 2%	5 11%	3 6%	6 7%	2 6%	-
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	14 3%	7 3%	7 4%	3 11%	5 7%h	2 3%	1 1%	3 4%h	-	5 5%	2 2%	3 3%	3 3%	8 3%	6 3%	1 3%	1 4%	3 6%z	1 2%	3 8%z	-	-	1 2%	4 7%z	-	-	1 11%
Give up your fixed broadband connection and switch to a satellite broadband connection	9 2%	6 2%	4 2%	-	2 2%	2 3%	3 4%	1 2%	1 1%	1 1%	3 3%	3 3%	1 1%	5 2%	5 2%	2 5%	1 4%	-	-	1 3%	-	* 2%	1 1%	2 4%	2 3%	1 2%	-
Give up the internet altogether	5 1%	2 1%	3 2%	2 7%	3 3%	* *	1 1%	-	-	1 1%	3 2%	1 1%	1 1%	4 2%	1 1%	-	-	-	-	3 6%Tz	1 3%	-	-	2 3%	* *	-	-
Other (please type in)	7 2%	4 2%	2 1%	-	2 2%	-	1 1%	1 1%	4 4%	4 4%Tn	1 *	2 2%	-	5 2%	2 1%	1 3%	-	-	1 1%	-	1 2%	-	3 5%T	1 1%	1 1%	1 2%	-
Don't know	58 13%ko	33 12%	24 14%	4 13%	9 11%	17 21%Tgh	11 13%	6 8%	11 11%	7 6%	10 8%	12 12%	29 26%Tkml	16 7%	41 19%To	6 18%	2 10%	10 24%Ty	6 14%	5 11%	3 13%	6 30%	4 10%	3 6%	9 11%	4 11%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 157

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £1.50/£2.50 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	560	-	183	174	203	377	-	183	41	65	68	107	81	15
Weighted base	446	-**	162	141	143	284	-**	162	36*	53*	52*	77*	54*	11**
Effective base	458	-	153	143	167	308	-	153	34	52	57	87	68	12
Do nothing (i.e. stay on same service and pay the higher price)	287 64%e	-	114 71%Teh	85 60%	88 62%	173 61%	-	114 71%Teh	19 53%	33 62%	32 63%	46 60%	34 62%	8 71%
Switch to a slower home broadband service	36 8%	-	11 7%	16 11%j	9 6%	24 9%	-	11 7%	3 9%	11 21%Tbcde gkl	1 3%	7 9%	2 4%	-
Switch to a faster home broadband service	30 7%	-	8 5%	11 8%	11 8%	22 8%	-	8 5%	3 7%	2 4%	6 11%	5 7%	6 10%	1 7%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	14 3%	-	3 2%	4 3%	7 5%	11 4%	-	3 2%	1 3%	2 3%	2 3%	6 7%Tbg	1 1%	* 3%
Give up your fixed broadband connection and switch to a satellite broadband connection	9 2%	-	5 3%	3 2%	1 1%	4 1%	-	5 3%	-	1 1%	2 4%	* 1%	1 1%	-
Give up the internet altogether	5 1%	-	1 1%	2 1%	2 1%	4 1%	-	1 1%	1 3%	* *	1 1%	1 1%	1 1%	1 5%
Other (please type in)	7 2%	-	3 2%	2 2%	2 1%	4 1%	-	3 2%	1 1%	1 1%	1 2%	1 1%	1 2%	-
Don't know	58 13%	-	16 10%	19 13%i	23 16%	42 15%	-	16 10%	9 24%Tbcgi	3 6%	7 13%	12 16%	9 17%	2 14%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 158

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £3.00/£4.00 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	776	417	359	72	174	152	138	96	144	259	192	140	185	451	325	79	37	70	39	65	45	33	65	122	141	64	16
Weighted base	637	344	293	76*	130	121	122	75*	112	196	144	151	146	340	297	53*	26*	72*	40*	58*	46*	30**	58*	95	93	49*	16**
Effective base	631	342	289	59	137	121	114	85	122	223	158	116	150	380	260	65	32	59	33	54	39	26	52	101	119	55	14
Do nothing (i.e. stay on same service and pay the higher price)	304	172	132	23	53	56	64	45	63	88	69	75	73	157	147	25	13	43	14	25	23	17	30	35	49	23	7
	48%cy	50%	45%	30%	41%	47%cy	53%cy	60%Tcd	56%Tcd	45%	48%	49%	50%	46%	50%	47%	50%	59%ty	34%	44%	50%	57%	52%	37%	53%y	46%	44%
Switch to a faster home broadband service	140	71	69	22	39	30	22	12	16	55	24	39	22	80	61	13	8	10	14	13	9	6	7	32	13	11	5
	22%hnz	21%	24%	29%h	30%Tfgh	25%h	18%	16%	14%	28%Tin	17%	26%n	15%	23%	20%	24%	31%xz	14%	34%sxz	22%	20%	21%	13%	33%Tsxz	14%	23%	28%
Switch to a slower home broadband service	50	34	16	9	9	8	8	4	12	18	14	7	10	32	18	4	3	4	4	8	6	1	4	4	6	5	1
	8%b	10%b	5%	11%	7%	7%	6%	5%	11%	9%	10%	5%	7%	9%	6%	8%	12%	5%	9%	14%y	13%	5%	7%	4%	7%	10%	6%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	22	13	9	6	9	3	3	1	1	9	6	3	4	15	8	2	-	4	4	3	1	1	1	1	3	2	1
	3%h	4%	3%	8%Tgh	7%Th	2%	3%	1%	1%	4%	4%	2%	3%	4%	3%	5%	-	6%	9%y	5%	2%	4%	2%	1%	3%	3%	3%
Give up your fixed broadband connection and switch to a satellite broadband connection	13	5	8	2	2	4	-	2	3	3	4	3	4	7	6	2	1	1	-	1	2	-	*	5	2	-	-
	2%	1%	3%	2%	2%	3%f	-	2%	3%	1%	3%	2%	2%	2%	2%	3%	2%	2%	-	2%	3%	-	1%	5%T	2%	-	-
Give up the internet altogether	8	5	3	2	3	3	-	-	-	1	1	3	3	2	6	-	1	1	2	-	-	1	*	2	1	-	-
	1%o	1%	1%	3%	2%	3%	-	-	-	1%	1%	2%	2%	1%	2%	-	3%	1%	6%T	-	-	4%	1%	2%	1%	-	-
Other (please type in)	9	4	5	*	2	2	3	-	1	5	-	1	3	5	4	1	-	1	-	-	2	-	1	1	2	1	-
	1%	1%	2%	1%	2%	2%	2%	-	1%	3%l	-	1%	2%	2%	1%	3%	-	1%	-	-	4%	-	1%	1%	3%	2%	-
Don't know	91	41	49	12	14	15	22	12	16	17	26	20	28	43	48	6	1	8	3	8	3	3	14	16	18	8	3
	14%kr	12%	17%	16%	10%	12%	18%	16%	14%	9%	18%k	13%	19%k	13%	16%	11%	2%	11%	8%	13%	7%	10%	24%Trv	17%r	19%r	15%	20%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 159

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £3.00/£4.00 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	776	-	263	260	253	513	-	263	69	79	112	131	94	28
Weighted base	637	-**	243	216	178	394	-**	243	55*	69*	92*	89	71*	19**
Effective base	631	-	217	212	210	419	-	217	54	65	93	109	79	23
Do nothing (i.e. stay on same service and pay the higher price)	304 48% ^c	-	117 48%	88 41%	99 56% ^{Tcej}	187 48% ^c	-	117 48%	23 42%	29 42%	36 39%	54 60% ^{Tbce ghij}	37 53%	9 47%
Switch to a faster home broadband service	140 22% ^d	-	59 24%	52 24% ^d	29 16%	82 21% ^d	-	59 24%	10 19%	17 25%	25 27% ^{dkl}	14 15%	10 14%	6 31%
Switch to a slower home broadband service	50 8%	-	16 7%	22 10% ^j	11 6%	33 8%	-	16 7%	9 16% ^{Tbde gl}	9 13%	4 5%	6 7%	5 7%	* 2%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	22 3% ^d	-	7 3%	12 6% ^d	3 2%	15 4% ^d	-	7 3%	-	1 2%	11 12% ^{Tbcde ghikl}	2 2%	1 2%	-
Give up your fixed broadband connection and switch to a satellite broadband connection	13 2% ^e	-	8 3%	3 1%	2 1%	5 1%	-	8 3%	1 1%	1 1%	2 2%	2 2%	-	-
Give up the internet altogether	8 1% ^e	-	6 3% ^{ce}	-	2 1%	2 *	-	6 3% ^{ce}	-	-	-	-	1 2% ^c	* 2%
Other (please type in)	9 1%	-	3 1%	3 1%	4 2%	6 2%	-	3 1%	1 2%	-	2 2%	2 2%	2 2%	-
Don't know	91 14%	-	27 11%	35 16%	28 16%	64 16%	-	27 11%	11 20%	12 18%	12 13%	11 12%	14 20% ^{bg}	3 19%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 160

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £3.00/£4.00 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	590	329	261	50	115	112	108	80	125	183	150	105	152	333	257	60	25	54	23	49	34	26	56	93	113	45	12
Weighted base	474	267	207	50*	82*	87*	96*	63*	97	132	112	114*	116	244	230	39*	17**	53*	22**	43*	36**	23**	49*	72*	74*	33*	12**
Effective base	478	269	209	40	89	88	90	70	105	155	125	87	123	280	205	51	21	47	19	40	29	20	44	77	94	38	10
Do nothing (i.e. stay on same service and pay the higher price)	256 54%c	150 56%	107 51%	15 30%	42 52%c	46 53%c	53 56%c	41 66%Tc	58 60%c	69 52%	58 52%	66 58%	64 55%	127 52%	130 56%	21 52%	11 64%	34 63%y	9 40%	21 48%	19 52%	16 70%	28 58%	32 44%	43 57%	17 53%	7 60%
Switch to a slower home broadband service	46 10%	32 12%	15 7%	8 16%	7 8%	8 9%	8 8%	4 6%	12 13%	18 13% _m	12 11%	6 5%	10 9%	30 12% _T	16 7%	4 10%	3 18%	3 6%	4 18%	7 17% _y	6 16%	* 2%	4 8%	3 4%	6 8%	5 14%	1 8%
Switch to a faster home broadband service	44 9% _n	21 8%	23 11%	8 16%	9 11%	10 12%	6 7%	4 6%	6 6%	17 13% _n	9 8%	13 12% _n	4 3%	27 11%	17 7%	4 11%	3 15%	4 7%	1 3%	5 11%	4 11%	1 4%	2 4%	14 19% _{Txz}	4 5%	3 9%	-
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	17 3% _b	13 5% _b	3 2%	4 8% _{eh}	7 8% _{Teh}	1 1%	3 3%	1 1%	1 1%	5 4%	4 3%	3 3%	4 4%	9 4%	8 3%	2 5%	-	2 4%	4 16%	2 3%	1 2%	1 5%	1 3%	1 2%	1 1%	2 5%	1 4%
Give up your fixed broadband connection and switch to a satellite broadband connection	11 2%	5 2%	6 3%	2 4%	2 2%	3 3%	- -	2 3%	3 3%	1 1%	4 3%	3 2%	4 3%	5 2%	6 3%	1 3%	1 3%	1 3%	-	1 3%	2 4%	-	* 1%	4 5%	1 1%	-	-
Give up the internet altogether	7 2% _o	4 1%	3 2%	2 4%	2 2%	3 4%	- -	- -	-	* *	1 1%	3 3%	3 2%	1 *	6 3%	-	-	1 2%	2 11%	-	-	1 6%	* 1%	2 2%	1 1%	-	-
Other (please type in)	9 2%	4 1%	5 2%	* 1%	2 3%	2 3%	3 3%	-	1 1%	5 4% _{TI}	-	1 1%	3 2%	5 2%	4 2%	1 3%	-	1 2%	-	-	2 6%	-	1 1%	1 1%	2 3%	1 3%	-
Don't know	84 18% _{ak}	39 15%	45 22% _{Ta}	11 22%	10 13%	13 15%	22 23%	12 18%	16 17%	17 13%	24 22% _{kk}	18 16%	25 22% _k	41 17%	44 19%	6 14%	-	8 14%	3 12%	8 18%	3 9%	3 13%	13 26%	16 23%	17 23%	5 17%	3 27%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 161

Q26. Now we'd like you to imagine that the price offered by providers for all superfast broadband services increased by £3.00/£4.00 per month. These are broadband services with an advertised download speed of 30 Mbit/s or more. As before, the prices offered by all providers for standard broadband services (i.e. less than 30 Mbit/s) would remain the same. What would you do in this instance?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who wouldn't switch to a faster service at Q19

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	590	-	187	194	209	403	-	187	52	60	82	105	85	19
Weighted base	474	-**	173	154	147	301	-**	173	41*	52*	62*	73*	63*	11**
Effective base	478	-	154	157	173	328	-	154	41	48	69	87	71	16
Do nothing (i.e. stay on same service and pay the higher price)	256 54%cj	-	99 57%cj	69 45%	89 61%Tceh j	158 52%c	-	99 57%cj	18 43%	25 48%	26 42%	47 65%Tceh j	35 55%	7 65%
Switch to a slower home broadband service	46 10%	-	14 8%	21 14%j	11 8%	32 11%d	-	14 8%	8 20%Tbdg	9 17%	4 7%	6 8%	5 8%	* 3%
Switch to a faster home broadband service	44 9%	-	17 10%	16 10%	11 7%	26 9%	-	17 10%	3 8%	5 10%	7 11%	5 7%	5 8%	* 5%
Give up your fixed broadband connection and use mobile internet only (e.g. 3G or 4G)	17 3%	-	5 3%	9 6%	3 2%	12 4%d	-	5 3%	-	1 1%	9 14%Tbcde ghikl	2 2%	1 2%	-
Give up your fixed broadband connection and switch to a satellite broadband connection	11 2%e	-	7 4%	2 1%	2 1%	4 1%	-	7 4%	1 2%	* 1%	1 2%	2 2%	-	-
Give up the internet altogether	7 2%e	-	6 3%ce	-	2 1%	2 1%	-	6 3%ce	-	-	-	-	1 2%	* 4%
Other (please type in)	9 2%	-	3 2%	3 2%	4 2%	6 2%	-	3 2%	1 2%	-	2 3%	2 3%	2 2%	-
Don't know	84 18%	-	23 13%	35 23%bg	26 18%	61 20%T	-	23 13%	10 25%	12 23%	12 20%	10 14%	14 22%	3 24%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 162

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Do nothing

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	391	230	161	19	71	66	74	67	94	129	108	61	93	237	154	32	15	32	32	26	23	14	36	49	91	35	6
Weighted base	317	191	126	18**	53*	51*	67*	53*	75*	93	84*	67*	73*	178	139	22**	12**	28**	34**	24**	18**	15**	30*	39*	63*	25**	8**
Effective base	319	191	128	15	54	55	59	56	82	111	91	51	75	201	123	28	13	25	28	22	20	11	32	40	79	28	5
Certain to	98 31%bdko	72 38%Tb	26 20%	4 22%	9 16%	20 40%d	18 27%	18 34%d	29 38%d	23 22%	25 29%	24 36%	27 37%k	46 26%	51 37%o	5 23%	2 21%	10 36%	9 26%	8 32%	5 30%	1 7%	13 42%	14 37%	23 36%	6 23%	2 22%
Very likely to	120 38%	69 36%	51 40%	5 25%	18 35%	18 35%	27 41%	21 40%	31 41%	37 40%	34 40%	23 35%	26 36%	71 40%	49 35%	8 39%	3 23%	7 26%	15 45%	11 46%	4 22%	8 58%	11 37%	15 37%	21 33%	13 51%	4 47%
Fairly likely to	81 26%a	40 21%	41 32%Ta	5 29%	20 38%Th	11 21%	18 27%	13 24%	14 19%	30 33%T	21 25%	14 21%	16 22%	51 29%	30 22%	6 30%	7 56%	8 28%	9 25%	3 14%	8 48%	5 35%	5 17%	7 18%	18 28%	2 10%	2 31%
Don't know	18 6%h	9 5%	9 7%	4 24%	6 11%gh	2 4%	4 6%	1 1%	2 4%	4 5%	5 6%	5 8%	4 5%	9 5%	9 6%	2 8%	- -	3 10%	1 4%	2 8%	- -	- -	1 4%	3 8%	2 3%	4 17%	- -

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 163

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Do nothing

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	391	-	140	112	139	251	-	140	24	46	42	68	60	11
Weighted base	317	-**	129	90*	98	188	-**	129	20**	36*	34*	50*	40*	9**
Effective base	319	-	117	91	114	204	-	117	21	36	35	57	49	9
Certain to	98	-	37	27	33	60	-	37	7	7	14	17	14	2
31%	-	-	29%	31%	33%	32%	-	29%	35%	19%	40%	34%	35%	24%
Very likely to	120	-	57	32	31	63	-	57	7	15	10	13	15	3
38%ek	-	-	44%k	35%	32%	34%	-	44%k	36%	40%	30%	26%	38%	35%
Fairly likely to	81	-	31	25	25	50	-	31	5	13	7	14	10	2
26%	-	-	24%	27%	26%	27%	-	24%	23%	36%	20%	27%	25%	24%
Don't know	18	-	3	6	9	15	-	3	1	2	3	6	1	1
6%	-	-	3%	7%	9%bgl	8%T	-	3%	5%	4%	10%	13%Tbgl	2%	16%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 164

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a slower home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	50	31	19	2	12	9	8	4	15	16	16	8	10	32	18	3	4	4	3	4	5	1	5	7	8	5	1
Weighted base	40*	27**	14**	2**	10**	6**	9**	3**	10**	11**	14**	9**	7**	25**	15**	2**	2**	4**	3**	4**	6**	1**	4**	6**	4**	3**	1**
Effective base	40	25	15	2	9	8	7	4	12	14	12	7	9	26	15	3	4	4	2	4	4	1	4	6	8	5	1
Certain to	9 21%	5 19%	4 26%	- -	3 29%	2 25%	1 6%	1 38%	2 23%	2 14%	2 7%	4 41%	2 37%	3 10%	6 39%	1 37%	- -	1 17%	- -	1 19%	4 69%	- -	1 12%	1 20%	- -	* 15%	- -
Very likely to	15 38%	9 32%	7 48%	2 100%	4 45%	1 19%	3 36%	1 23%	4 39%	3 29%	7 50%	3 29%	3 39%	10 40%	5 34%	- -	2 77%	1 24%	3 83%	2 46%	- -	- -	2 49%	3 46%	1 27%	2 69%	- -
Fairly likely to	16 39%	12 46%	3 26%	- -	3 26%	3 56%	5 58%	1 16%	4 39%	6 57%	5 38%	3 30%	2 23%	11 46%	4 27%	2 63%	1 23%	2 59%	1 17%	1 35%	2 31%	1 100%	2 39%	2 34%	3 73%	* 15%	- -
Don't know	1 2%	1 3%	- -	- -	- -	- -	- -	1 23%	- -	- -	1 6%	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 165

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a slower home broadband service

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Unweighted base	50	-	12	22	16	38	-	12	6	14	2	12	3	1
Weighted base	40*	-**	11**	18**	10**	29*	-**	11**	4**	13**	1**	8**	2**	1**
Effective base	40	-	10	18	14	31	-	10	6	12	2	10	2	1
Certain to	9	-	1	7	-	7	-	1	1	6	-	-	-	-
21%	-	-	13%	38%	-	25%	-	13%	32%	44%	-	-	-	-
Very likely to	15	-	6	5	4	10	-	6	2	3	1	4	-	1
38%	-	-	49%	29%	41%	33%	-	49%	45%	23%	45%	47%	-	100%
Fairly likely to	16	-	4	5	6	11	-	4	1	4	-	4	2	-
39%	-	-	38%	29%	59%	39%	-	38%	23%	33%	-	53%	100%	-
Don't know	1	-	-	1	-	1	-	-	-	-	1	-	-	-
2%	-	-	-	4%	-	3%	-	-	-	-	55%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 166

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a faster home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	144	72	72	10	40	44	20	21	9	55	37	22	30	92	52	17	12	9	6	16	15	2	7	24	25	9	2
Weighted base	114	59*	55*	13**	30*	30*	19**	16**	7**	38*	30*	27**	19**	68*	47*	11**	8**	11**	5**	14**	15**	1**	7**	18**	17**	6**	2**
Effective base	111	57	54	8	32	36	17	16	8	48	31	17	24	78	37	11	10	8	5	11	13	2	6	20	21	8	2
Certain to	19 17%	12 21%	7 13%	- -	3 10%	6 19%	2 13%	4 23%	4 59%	6 17%	3 10%	6 22%	4 19%	9 14%	10 21%	2 18%	2 30%	2 22%	3 68%	*2%	2 15%	*57%	- -	2 11%	3 19%	1 15%	- -
Very likely to	53 47%	30 50%	24 43%	7 60%	18 60%	14 46%	7 36%	7 43%	* 7%	16 41%	13 44%	16 60%	8 42%	29 43%	25 53%	6 59%	5 59%	7 67%	2 32%	8 62%	6 40%	- -	1 15%	8 46%	6 35%	2 31%	2 100%
Fairly likely to	36 31%p	16 27%	20 36%	4 33%	9 29%	10 33%	7 36%	4 24%	2 34%	15 38%	13 43%	3 10%	6 30%	27 40%Tp	9 18%	2 20%	1 12%	1 11%	- -	5 35%	5 32%	* 43%	5 67%	6 35%	7 41%	3 55%	- -
Don't know	6 5%	1 2%	5 8%	1 7%	- -	* 1%	3 16%	2 10%	- -	1 3%	1 3%	2 7%	2 9%	2 3%	4 8%	* 3%	- -	- -	- -	- -	2 14%	- -	1 18%	1 7%	1 5%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 167

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a faster home broadband service

		Q3. Broadband Speed												
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	144	-	57	49	38	87	-	57	6	12	31	20	12	6
Weighted base	114	-**	48*	42*	25**	66*	-**	48*	6**	8**	27**	13**	7**	4**
Effective base	111	-	44	38	30	67	-	44	5	10	24	14	10	5
Certain to	19	-	5	8	6	14	-	5	1	2	6	2	2	1
	17%	-	10%	20%	24%	22%	-	10%	12%	20%	22%	17%	31%	36%
Very likely to	53	-	24	19	11	29	-	24	3	4	11	6	3	2
	47%	-	50%	45%	43%	44%	-	50%	48%	51%	42%	41%	40%	55%
Fairly likely to	36	-	16	12	8	20	-	16	2	2	8	6	2	*
	31%	-	34%	29%	31%	30%	-	34%	41%	24%	28%	42%	23%	9%
Don't know	6	-	3	3	*	3	-	3	-	*	2	-	*	-
	5%	-	6%	6%	2%	5%	-	6%	-	5%	8%	-	6%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 168

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	18	10	8	-	4	4	6	3	1	3	7	5	3	10	8	1	2	-	1	2	-	1	1	6	3	1	-
Weighted base	14**	9**	5**	-**	2**	3**	6**	1**	1**	2**	4**	6**	1**	6**	8**	2**	2**	-**	1**	1**	-**	***	1**	4**	2**	1**	-**
Effective base	14	8	7	-	3	3	5	3	1	3	6	5	3	9	6	1	2	-	1	2	-	1	1	4	2	1	-
Certain to	*	-	*	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-
	3%	-	9%	-	-	-	-	28%	-	-	-	-	27%	-	5%	-	-	-	-	-	-	-	-	-	17%	-	-
Very likely to	9	6	3	-	1	2	4	*	1	1	2	5	1	3	6	2	1	-	-	*	-	-	-	3	2	1	-
	64%	67%	58%	-	54%	73%	68%	34%	100%	46%	61%	79%	36%	56%	71%	100%	34%	-	-	42%	-	-	-	78%	83%	100%	-
Fairly likely to	3	1	2	-	1	*	1	1	-	1	1	-	1	2	1	-	-	-	-	1	-	*	1	1	-	-	-
	19%	12%	33%	-	46%	10%	11%	38%	-	54%	25%	-	36%	36%	7%	-	-	-	-	58%	-	100%	100%	22%	-	-	-
Don't know	2	2	-	-	-	1	1	-	-	-	1	1	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-
	14%	21%	-	-	-	18%	22%	-	-	-	14%	21%	-	9%	17%	-	66%	-	100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 169

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	18	-	8	7	3	10	-	8	-	2	5	1	2	-
Weighted base	14**	-**	7**	4**	3**	7**	-**	7**	-**	1**	3**	***	2**	-**
Effective base	14	-	6	6	2	8	-	6	-	2	4	1	2	-
Certain to	*	-	*	-	-	-	-	*	-	-	-	-	-	-
3%	-	-	6%	-	-	-	-	6%	-	-	-	-	-	-
Very likely to	9	-	5	2	2	4	-	5	-	1	1	*	2	-
64%	-	-	74%	40%	76%	55%	-	74%	-	58%	33%	100%	71%	-
Fairly likely to	3	-	-	2	1	3	-	-	-	-	2	-	1	-
19%	-	-	-	47%	24%	38%	-	-	-	-	67%	-	29%	-
Don't know	2	-	1	1	-	1	-	1	-	1	-	-	-	-
14%	-	-	20%	12%	-	7%	-	20%	-	42%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 170

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and use mobile internet only

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	23	13	10	4	9	5	2	3	10	5	3	5	15	8	4	1	3	1	4	1	-	1	6	1	-	1
Weighted base	18**	10**	8**	4**	7**	3**	1**	3**	7**	3**	3**	4**	11**	7**	2**	1**	3**	1**	3**	1**	**	1**	5**	1**	**	1**
Effective base	20	12	8	3	8	5	2	3	9	5	3	5	14	7	4	1	3	1	3	1	-	1	5	1	-	1
Certain to	4	2	2	1	2	-	-	1	2	1	1	-	3	1	-	-	1	-	1	-	-	-	2	-	-	-
	22%	21%	23%	22%	32%	-	-	28%	25%	23%	39%	-	24%	18%	-	-	31%	-	35%	-	-	-	38%	-	-	-
Very likely to	11	7	4	2	5	2	*	2	5	2	2	3	6	5	1	1	2	1	2	-	-	1	3	-	-	1
	63%	68%	56%	62%	68%	48%	48%	72%	67%	50%	61%	67%	62%	65%	60%	100%	69%	100%	45%	-	-	100%	62%	-	-	100%
Fairly likely to	3	1	2	1	-	2	*	-	1	1	-	1	1	1	1	-	-	-	1	1	-	-	-	1	-	-
	16%	11%	21%	16%	-	52%	52%	-	9%	26%	-	33%	14%	18%	40%	-	-	-	20%	100%	-	-	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 171

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and use mobile internet only

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	23	-	6	8	9	17	-	6	2	2	4	6	2	1
Weighted base	18**	-**	4**	6**	8**	13**	-**	4**	1**	2**	3**	6**	1**	**
Effective base	20	-	6	7	8	15	-	6	2	2	3	5	2	1
Certain to	4	-	1	-	3	3	-	1	-	-	-	2	1	*
	22%	-	19%	-	40%	22%	-	19%	-	-	-	31%	58%	100%
Very likely to	11	-	3	4	4	8	-	3	1	1	2	4	-	-
	63%	-	66%	74%	53%	62%	-	66%	71%	61%	83%	69%	-	-
Fairly likely to	3	-	1	2	1	2	-	1	*	1	*	-	1	-
	16%	-	15%	26%	8%	16%	-	15%	29%	39%	17%	-	42%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 172

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up the internet altogether

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	10	4	6	3	5	1	1	-	2	4	2	2	6	4	-	-	-	-	5	1	-	-	2	2	-	-
Weighted base	7**	4**	4**	3**	3**	***	1**	-**	1**	3**	2**	1**	5**	3**	-**	-**	-**	-**	4**	1**	-**	-**	2**	1**	-**	-**
Effective base	8	3	6	3	5	1	1	-	2	4	2	2	6	3	-	-	-	-	4	1	-	-	2	2	-	-
Certain to	3	2	1	2	1	-	-	-	1	-	2	1	1	2	-	-	-	-	3	-	-	-	-	-	-	-
	36%	54%	17%	45%	36%	-	-	-	43%	-	73%	72%	13%	73%	-	-	-	-	67%	-	-	-	-	-	-	-
Very likely to	4	1	2	2	1	*	-	-	1	3	-	*	3	*	-	-	-	-	1	1	-	-	1	*	-	-
	47%	31%	64%	55%	44%	100%	-	-	57%	79%	-	28%	73%	8%	-	-	-	-	33%	100%	-	-	68%	27%	-	-
Fairly likely to	1	1	1	-	1	-	1	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-
	16%	14%	19%	-	20%	-	100%	-	-	21%	27%	-	15%	19%	-	-	-	-	-	-	-	-	32%	73%	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 173

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up the internet altogether

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	10	-	2	5	3	8	-	2	1	1	3	1	1	1
Weighted base	7**	-**	1**	4**	2**	6**	-**	1**	1**	***	3**	1**	1**	1**
Effective base	8	-	2	4	3	6	-	2	1	1	3	1	1	1
Certain to	3	-	1	2	1	2	-	1	-	-	2	-	-	1
	36%	-	47%	35%	30%	34%	-	47%	-	-	53%	-	-	100%
Very likely to	4	-	1	2	1	3	-	1	1	*	1	-	1	-
	47%	-	53%	49%	40%	46%	-	53%	100%	100%	23%	-	100%	-
Fairly likely to	1	-	-	1	1	1	-	-	-	-	1	1	-	-
	16%	-	-	16%	29%	20%	-	-	-	-	24%	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 174

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Other action specified

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	8	4	4	-	2	-	1	1	4	6	1	1	-	7	1	1	-	-	1	-	1	-	2	1	1	1	-
Weighted base	7**	4**	2**	-.**	2**	-.**	1**	1**	4**	4**	1**	2**	-.**	5**	2**	1**	-.**	-.**	1**	-.**	1**	-.**	3**	1**	1**	1**	-.**
Effective base	7	4	4	-	2	-	1	1	3	6	1	1	-	7	1	1	-	-	1	-	1	-	2	1	1	1	-
Certain to	4	3	1	-	1	-	-	1	3	2	-	2	-	2	2	1	-	-	1	-	-	-	3	-	-	-	-
60%	76%	29%	-	38%	-	-	-	100%	71%	51%	-	100%	-	46%	100%	100%	-	-	100%	-	-	-	100%	-	-	-	-
Very likely to	2	1	1	-	1	-	-	-	1	2	1	-	-	2	-	-	-	-	-	-	-	-	-	1	1	1	-
32%	24%	49%	-	62%	-	-	-	-	29%	37%	100%	-	-	44%	-	-	-	-	-	-	-	-	-	100%	100%	100%	-
Fairly likely to	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
8%	-	23%	-	-	-	-	100%	-	-	12%	-	-	-	10%	-	-	-	-	-	-	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 175

Q27. Imagine the scenario of a £1.50/£2.50 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Other action specified

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	8	-	2	3	3	6	-	2	1	1	1	1	2	-
Weighted base	7**	-**	3**	2**	2**	4**	-**	3**	1**	1**	1**	1**	1**	-**
Effective base	7	-	2	3	3	6	-	2	1	1	1	1	2	-
Certain to	4	-	2	2	1	2	-	2	-	1	1	-	1	-
60%	-	-	62%	76%	37%	58%	-	62%	-	100%	100%	-	55%	-
Very likely to	2	-	1	-	1	1	-	1	-	-	-	1	1	-
32%	-	-	38%	-	63%	28%	-	38%	-	-	-	100%	45%	-
Fairly likely to	1	-	-	1	-	1	-	-	1	-	-	-	-	-
8%	-	-	-	24%	-	13%	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 176

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Do nothing

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	366	210	156	22	66	69	72	55	82	116	94	67	89	210	156	36	16	42	15	30	21	19	30	50	72	28	7
Weighted base	304	172	132	23**	53*	56*	64*	45*	63*	88	69*	75*	73*	157	147	25*	13**	43*	14**	25**	23**	17**	30**	35*	49*	23**	7**
Effective base	303	174	129	19	52	58	59	49	68	101	80	56	74	180	128	31	14	37	13	24	18	14	24	46	61	24	6
Certain to	80	50	29	3	13	16	16	11	21	21	15	22	22	36	44	10	2	12	3	5	5	5	7	9	11	9	3
	26%	29%	22%	14%	24%	29%	24%	25%	33%	23%	22%	30%	30%	23%	30%	39%	14%	29%	21%	18%	22%	27%	22%	26%	22%	41%	43%
Very likely to	108	62	46	7	19	25	20	17	20	40	25	24	20	64	44	8	5	13	7	12	9	4	10	15	20	5	-
	36%	36%	35%	32%	36%	44%	32%	38%	32%	45%Tn	36%	32%	28%	41%Tp	30%	32%	39%	31%	51%	48%	38%	24%	34%	43%	40%	22%	-
Fairly likely to	98	52	46	9	15	12	26	15	20	22	22	27	26	45	53	6	6	13	4	7	7	8	12	7	17	8	3
	32%e	30%	35%	42%	29%	21%	40%e	34%	32%	25%	32%	37%	36%	28%	36%	24%	47%	31%	28%	30%	30%	49%	38%	21%	34%	33%	48%
Don't know	18	7	11	3	6	3	2	1	2	5	7	1	5	12	6	1	-	4	-	1	3	-	1	4	2	1	1
	6%	4%	8%	13%	12%	6%	4%	3%	3%	6%	10%	2%	6%	8%	4%	5%	-	10%	-	4%	11%	-	5%	11%	4%	3%	8%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 177

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Do nothing

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	366	-	131	103	132	235	-	131	29	30	44	72	47	13
Weighted base	304	-**	117	88*	99	187	-**	117	23**	29**	36*	54*	37*	9**
Effective base	303	-	109	86	109	195	-	109	24	25	38	60	39	10
Certain to	80	-	33	27	20	47	-	33	5	10	12	7	9	4
26%k	-	-	28%k	30%k	21%k	25%k	-	28%k	22%	33%	33%k	13%	25%	49%
Very likely to	108	-	41	30	37	67	-	41	13	7	10	23	11	3
36%	-	-	35%	34%	37%	36%	-	35%	56%	26%	27%	44%	30%	30%
Fairly likely to	98	-	36	27	35	62	-	36	4	9	14	20	14	1
32%	-	-	31%	31%	35%	33%	-	31%	17%	33%	39%	37%	37%	16%
Don't know	18	-	7	4	7	11	-	7	1	2	1	4	3	*
6%	-	-	6%	5%	7%	6%	-	6%	5%	8%	2%	7%	8%	5%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 178

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a slower home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	69	44	25	10	15	11	12	7	14	24	22	8	15	46	23	8	6	5	5	9	5	2	6	4	11	7	1
Weighted base	50*	34*	16**	9**	9**	8**	8**	4**	12**	18**	14**	7**	10**	32*	18**	4**	3**	4**	4**	8**	6**	1**	4**	4**	6**	5**	1**
Effective base	57	36	21	8	12	9	10	6	12	20	19	7	12	38	19	7	5	5	4	7	5	2	6	4	10	5	1
Certain to	9 19%	7 22%	2 13%	3 35%	1 10%	1 19%	1 10%	1 13%	3 21%	5 28%	*	1 20%	3 25%	16 4%	19 23%	1 19%	1 29%	1 17%	*	2 20%	2 34%	-	2 38%	1 22%	-	1 11%	-
Very likely to	22 44%	15 45%	7 43%	4 49%	1 12%	1 14%	6 79%	2 46%	8 62%	6 36%	10 70%	2 27%	4 35%	16 51%	6 32%	3 62%	1 25%	2 46%	2 32%	1 40%	3 39%	-	2 48%	1 25%	3 53%	3 65%	1 100%
Fairly likely to	15 31%	11 31%	5 31%	1 8%	7 71%	4 48%	1 11%	2 40%	2 17%	6 36%	3 23%	3 45%	3 25%	10 30%	6 33%	1 19%	1 46%	1 17%	2 57%	1 12%	2 26%	1 100%	1 13%	2 53%	3 47%	1 25%	-
Don't know	3 6%	1 2%	2 14%	1 9%	7 1%	2 20%	-	-	-	-	1 5%	1 8%	2 15%	1 2%	2 12%	-	-	1 19%	-	2 28%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 179

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a slower home broadband service

	Q3. Broadband Speed													
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Unweighted base	69	-	18	29	22	51	-	18	11	11	7	13	8	1
Weighted base	50*	-**	16**	22**	11**	33*	-**	16**	9**	9**	4**	6**	5**	***
Effective base	57	-	15	25	19	43	-	15	9	10	6	12	7	1
Certain to	9	-	2	5	3	8	-	2	1	3	*	2	1	-
	19%	-	9%	24%	22%	23%	-	9%	15%	39%	11%	27%	18%	-
Very likely to	22	-	9	9	4	13	-	9	4	2	3	2	2	*
	44%	-	52%	42%	37%	40%	-	52%	42%	29%	66%	35%	36%	100%
Fairly likely to	15	-	4	7	5	12	-	4	3	3	1	2	2	-
	31%	-	24%	32%	41%	35%	-	24%	36%	31%	24%	38%	46%	-
Don't know	3	-	2	1	-	1	-	2	1	-	-	-	-	-
	6%e	-	14%	3%	-	2%	-	14%	7%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 180

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a faster home broadband service

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	160	79	81	20	46	38	23	13	20	70	30	35	25	100	60	16	12	9	11	13	10	7	7	39	18	14	4
Weighted base	140	71*	69*	22**	39*	30**	22**	12**	16**	55*	24**	39**	22**	80*	61*	13**	8**	10**	14**	13**	9**	6**	7**	32*	13**	11**	5**
Effective base	131	67	65	16	37	30	19	12	19	62	24	29	20	86	48	13	11	7	10	11	8	6	6	31	17	12	4
Certain to	26 18%	13 19%	12 18%	3 12%	5 13%	8 26%	3 13%	3 29%	4 24%	9 17%	5 21%	5 14%	6 28%	14 18%	11 19%	2 14%	1 19%	3 26%	2 12%	1 7%	3 31%	2 36%	1 12%	5 15%	2 16%	2 22%	2 48%
Very likely to	63 45%	31 43%	32 47%	12 53%	21 54%	11 36%	11 50%	2 20%	7 42%	26 48%	11 43%	19 50%	7 31%	37 46%	26 43%	4 32%	4 54%	3 30%	5 33%	6 50%	5 49%	1 24%	6 77%	16 51%	7 54%	4 34%	2 52%
Fairly likely to	43 31%	21 30%	22 32%	7 31%	12 32%	10 34%	6 26%	4 30%	5 30%	19 34%	6 24%	12 31%	6 29%	25 31%	19 31%	6 50%	2 27%	4 39%	6 45%	5 43%	- -	2 40%	1 11%	9 28%	4 30%	3 28%	- -
Don't know	8 6%k	5 8%	3 4%	1 4%	* 1%	1 4%	3 12%	2 21%	1 4%	1 1%	3 12%	2 4%	3 12%	4 5%	4 7%	1 4%	- -	1 5%	1 10%	- -	2 20%	- -	- -	2 6%	- -	2 16%	- -

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 181

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Switch to a faster home broadband service

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	160	-	61	58	41	99	-	61	12	19	27	22	12	7
Weighted base	140	-**	59*	52*	29*	82*	-**	59*	10**	17**	25**	14**	10**	6**
Effective base	131	-	50	48	35	82	-	50	10	15	23	20	11	6
Certain to	26	-	7	13	5	19	-	7	1	7	5	4	2	-
	18%	-	12%	26%	18%	23%	-	12%	10%	40%	22%	27%	16%	-
Very likely to	63	-	29	20	14	34	-	29	4	3	13	7	4	3
	45%	-	49%	38%	49%	42%	-	49%	41%	18%	51%	55%	40%	50%
Fairly likely to	43	-	19	15	9	24	-	19	5	4	5	2	4	3
	31%	-	33%	28%	32%	29%	-	33%	49%	25%	22%	15%	43%	50%
Don't know	8	-	3	4	*	5	-	3	-	3	1	*	-	-
	6%	-	6%	8%	1%	6%	-	6%	-	17%	6%	3%	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 182

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	19	8	11	1	5	6	-	2	5	5	7	3	4	12	7	3	1	1	-	2	2	-	1	6	3	-	-
Weighted base	13**	5**	8**	2**	2**	4**	-**	2**	3**	3**	4**	3**	4**	7**	6**	2**	1**	1**	-**	1**	2**	-**	***	5**	2**	-**	-**
Effective base	14	6	8	1	5	5	-	1	4	4	5	3	3	9	6	2	1	1	-	2	2	-	1	4	3	-	-
Certain to	2	1	1	-	1	1	-	-	-	-	-	1	1	-	2	1	-	-	-	1	-	-	-	-	-	-	-
	12%	19%	8%	-	30%	23%	-	-	-	-	-	34%	17%	-	24%	57%	-	-	-	44%	-	-	-	-	-	-	-
Very likely to	6	2	5	2	1	2	-	*	1	2	1	-	3	3	3	-	1	-	-	1	*	-	-	4	1	-	-
	49%	37%	56%	100%	38%	52%	-	19%	39%	89%	25%	-	83%	51%	47%	-	100%	-	-	56%	26%	-	-	80%	56%	-	-
Fairly likely to	3	2	2	-	1	1	-	-	2	-	2	2	-	2	2	1	-	-	-	-	1	-	-	1	1	-	-
	26%	37%	20%	-	32%	25%	-	-	52%	-	41%	66%	-	24%	28%	43%	-	-	-	-	74%	-	-	20%	44%	-	-
Don't know	2	*	1	-	-	-	-	1	*	*	1	-	-	2	-	-	-	1	-	-	-	*	-	-	-	-	-
	13%	6%	16%	-	-	-	-	81%	9%	11%	34%	-	-	25%	-	-	-	100%	-	-	-	-	100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 183

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and switch to a satellite broadband connection

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	19	-	9	7	3	10	-	9	2	2	3	3	-	-
Weighted base	13**	-**	8**	3**	2**	5**	-**	8**	1**	1**	2**	2**	-**	-**
Effective base	14	-	7	7	3	9	-	7	2	2	3	3	-	-
Certain to	2	-	1	-	1	1	-	1	-	-	-	1	-	-
12%	-	-	11%	-	39%	13%	-	11%	-	-	-	39%	-	-
Very likely to	6	-	4	2	-	2	-	4	*	1	1	-	-	-
49%	-	-	55%	60%	-	40%	-	55%	57%	100%	36%	-	-	-
Fairly likely to	3	-	1	1	1	2	-	1	-	-	1	1	-	-
26%	-	-	18%	31%	61%	41%	-	18%	-	-	64%	61%	-	-
Don't know	2	-	1	*	-	*	-	1	*	-	-	-	-	-
13%	-	-	17%	9%	-	6%	-	17%	43%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 184

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and use mobile internet only

	Gender			Age							Social Grade						Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	26	17	9	4	11	3	5	2	1	12	6	3	5	18	8	4	-	4	3	2	1	2	1	2	4	2	1
Weighted base	22**	13**	9**	6**	9**	3**	3**	1**	1**	9**	6**	3**	4**	15**	8**	2**	-**	4**	4**	3**	1**	1**	1**	1**	3**	2**	1**
Effective base	20	14	7	4	9	3	5	2	1	10	4	3	4	13	7	3	-	3	3	2	1	2	1	2	3	2	1
Certain to	4	2	1	2	2	-	-	-	-	2	-	2	-	2	2	-	-	1	-	3	-	-	-	-	-	-	-
16%	17%	15%	24%	24%	-	-	-	-	-	23%	-	45%	-	14%	20%	-	-	17%	-	100%	-	-	-	-	-	-	-
Very likely to	13	7	6	4	6	2	1	*	-	5	4	2	2	9	4	2	-	2	2	-	-	1	1	1	1	-	1
57%	49%	69%	59%	65%	78%	30%	58%	-	-	58%	70%	55%	40%	63%	47%	100%	-	53%	68%	-	-	100%	100%	100%	57%	-	100%
Fairly likely to	4	3	1	-	1	1	1	*	1	2	2	-	1	3	1	-	-	1	-	-	-	-	-	-	1	2	-
18%	25%	6%	-	11%	22%	43%	42%	100%	19%	30%	-	12%	23%	7%	-	-	-	31%	-	-	-	-	-	-	43%	100%	-
Don't know	2	1	1	1	-	-	1	-	-	-	-	-	2	-	2	-	-	-	1	-	1	-	-	-	-	-	-
9%	9%	10%	18%	-	-	28%	-	-	-	-	-	-	48%	-	27%	-	-	-	32%	-	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 185

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up your fixed broadband connection and use mobile internet only

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	26	-	8	14	4	18	-	8	-	2	12	2	2	-
Weighted base	22**	-**	7**	12**	3**	15**	-**	7**	-**	1**	11**	2**	1**	-**
Effective base	20	-	7	10	3	14	-	7	-	2	9	2	2	-
Certain to	4	-	1	2	1	2	-	1	-	-	2	-	1	-
	16%	-	18%	13%	26%	15%	-	18%	-	-	14%	-	57%	-
Very likely to	13	-	5	7	*	7	-	5	-	1	6	*	-	-
	57%	-	72%	58%	14%	50%	-	72%	-	48%	59%	25%	-	-
Fairly likely to	4	-	1	3	1	3	-	1	-	1	2	-	1	-
	18%	-	10%	22%	19%	22%	-	10%	-	52%	19%	-	43%	-
Don't know	2	-	-	1	1	2	-	-	-	-	1	1	-	-
	9%	-	-	7%	42%	14%	-	-	-	-	8%	75%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 186

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up the internet altogether

	Gender			Age					Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	8	4	4	2	4	2	-	-	2	1	2	3	3	5	-	1	1	1	-	-	1	1	2	1	-	-
Weighted base	8**	5**	3**	2**	3**	3**	-**	-**	1**	1**	3**	3**	2**	6**	-**	1**	1**	2**	-**	-**	1**	***	2**	1**	-**	-**
Effective base	6	3	4	2	3	2	-	-	2	1	2	3	3	4	-	1	1	1	-	-	1	1	2	1	-	-
Certain to	3 31%	1 27%	1 37%	1 62%	1 45%	1 -	- -	- -	- -	- -	1 35%	1 48%	- -	3 41%	- -	- -	- -	- -	- -	- -	1 100%	- -	1 76%	- -	- -	- -
Very likely to	4 56%	2 50%	2 63%	1 38%	* 16%	3 100%	- -	- -	- -	1 100%	2 65%	1 52%	1 43%	4 59%	- -	- -	1 100%	2 100%	- -	- -	- -	* 100%	- -	1 100%	- -	- -
Fairly likely to	1 13%	1 23%	-	-	1 40%	-	-	-	1 100%	-	-	-	1 57%	-	-	1 100%	-	-	-	-	-	-	* 24%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 187

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Give up the internet altogether

	Q3. Broadband Speed													
	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Total (T)														
Unweighted base	8	-	5	-	3	3	-	5	-	-	-	2	1	
Weighted base	8**	-**	6**	-**	2**	2**	-**	6**	-**	-**	-**	1**	**	
Effective base	6	-	4	-	2	2	-	4	-	-	-	2	1	
Certain to	3	-	3	-	-	-	-	3	-	-	-	-	-	
	31%	-	40%	-	-	-	-	40%	-	-	-	-	-	
Very likely to	4	-	3	-	1	1	-	3	-	-	-	1	-	
	56%	-	49%	-	78%	78%	-	49%	-	-	-	100%	-	
Fairly likely to	1	-	1	-	*	*	-	1	-	-	-	-	*	
	13%	-	11%	-	22%	22%	-	11%	-	-	-	-	100%	

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 188

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Other action specified

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	13	7	6	1	4	3	3	-	2	7	-	1	5	7	6	2	-	1	-	-	2	-	1	1	5	1	-
Weighted base	9**	4**	5**	***	2**	2**	3**	-**	1**	5**	-**	1**	3**	5**	4**	1**	-**	1**	-**	-**	2**	-**	1**	1**	2**	1**	-**
Effective base	11	6	6	1	4	3	3	-	2	6	-	1	4	6	5	2	-	1	-	-	2	-	1	1	5	1	-
Certain to	6	2	4	*	2	1	2	-	*	5	-	-	1	5	1	*	-	1	-	-	1	-	1	1	2	-	-
	65%	42%	84%	100%	84%	59%	62%	-	26%	100%	-	-	24%	100%	18%	31%	-	100%	-	-	61%	-	100%	100%	83%	-	-
Very likely to	1	*	1	-	*	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	*	-	-
	13%	9%	16%	-	16%	-	-	-	74%	-	-	-	39%	-	30%	-	-	-	-	-	39%	-	-	-	17%	-	-
Fairly likely to	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	10%	22%	-	-	-	41%	-	-	-	-	-	100%	-	-	24%	69%	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	12%	27%	-	-	-	-	38%	-	-	-	-	-	38%	-	29%	-	-	-	-	-	-	-	-	-	-	100%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 189

Q27. Imagine the scenario of a £3.00/£4.00 price rise for all superfast broadband speeds happened today. How certain are you that you would take that action?

Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would take action at Q26

Action: Other action specified

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	13	-	3	5	5	10	-	3	2	-	3	3	2	-
Weighted base	9**	-**	3**	3**	4**	6**	-**	3**	1**	-**	2**	2**	2**	-**
Effective base	11	-	3	4	4	9	-	3	2	-	3	2	2	-
Certain to	6	-	3	2	1	3	-	3	*	-	2	1	1	-
	65%	-	100%	60%	41%	50%	-	100%	26%	-	79%	43%	39%	-
Very likely to	1	-	-	1	-	1	-	-	1	-	*	-	-	-
	13%	-	-	40%	-	18%	-	-	74%	-	21%	-	-	-
Fairly likely to	1	-	-	-	1	1	-	-	-	-	-	-	1	-
	10%	-	-	-	27%	14%	-	-	-	-	-	-	61%	-
Don't know	1	-	-	-	1	1	-	-	-	-	-	1	-	-
	12%	-	-	-	32%	18%	-	-	-	-	-	57%	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 190

Q28. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £2.50)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	38	23	15	1	10	7	5	4	11	13	11	7	7	24	14	2	4	3	2	4	3	-	4	4	7	4	1
Weighted base	29*	19**	10**	1**	8**	5**	4**	3**	8**	8**	8**	8**	5**	16**	13**	2**	2**	3**	1**	4**	5**	-**	3**	3**	3**	2**	1**
Effective base	31	19	12	1	7	6	4	4	9	11	9	6	6	21	11	2	4	3	2	4	3	-	4	3	7	4	1
Around 17 Mbit/s (megabits/ sec)	10 35%	7 39%	3 28%	-	4 46%	1 15%	2 38%	-	4 52%	1 15%	2 29%	5 61%	2 36%	4 22%	6 51%	1 76%	-	1 24%	-	2 52%	4 72%	-	1 43%	-	1 18%	1 40%	-
Around 38 Mbit/s (megabits/ sec)	9 33%	7 37%	3 25%	1 100%	1 12%	1 25%	3 62%	3 77%	1 16%	3 41%	3 41%	1 16%	2 33%	7 41%	3 23%	-	2 77%	1 33%	1 61%	-	1 28%	-	-	2 65%	2 53%	1 37%	-
Around 52 Mbit/s (megabits/ sec)	1 4%	1 6%	-	-	1 14%	-	-	-	-	-	1 14%	-	-	1 6%	-	-	-	-	-	1 29%	-	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	4 12%	1 6%	2 23%	-	* 5%	2 46%	-	-	1 13%	1 17%	-	1 15%	1 20%	1 9%	2 17%	* 24%	-	1 43%	-	-	-	-	1 35%	1 35%	-	-	-
Around 100 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 2%	-	1 6%	-	1 8%	-	-	-	-	-	-	1 8%	-	-	1 5%	-	-	-	-	-	-	-	1 23%	-	-	-	-
Don't know	4 14%	2 12%	2 17%	-	1 15%	1 14%	-	1 23%	1 19%	2 27%	1 16%	-	1 12%	3 22%	1 5%	-	1 23%	-	1 39%	1 19%	-	-	-	-	1 29%	1 23%	1 100%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 191

Q28. And what speed service would you be most likely to move to?**Base: All Sample A 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £2.50)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	38	-	-	22	16	38	-	-	6	14	2	12	3	1
Weighted base	29*	-**	-**	18**	10**	29*	-**	-**	4**	13**	1**	8**	2**	1**
Effective base	31	-	-	18	14	31	-	-	6	12	2	10	2	1
Around 17 Mbit/s (megabits/ sec)	10 35%	-	-	8 45%	2 16%	10 35%	-	-	1 32%	7 49%	1 45%	1 7%	1 56%	-
Around 38 Mbit/s (megabits/ sec)	9 33%	-	-	8 41%	2 18%	9 33%	-	-	2 68%	5 38%	-	1 17%	-	1 100%
Around 52 Mbit/s (megabits/ sec)	1 4%	-	-	-	1 10%	1 4%	-	-	-	-	-	1 14%	-	-
Around 76 Mbit/s (megabits/ sec)	4 12%	-	-	-	4 34%	4 12%	-	-	-	-	-	3 42%	* 18%	-
Around 100 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 2%	-	-	-	1 6%	1 2%	-	-	-	-	-	1 8%	-	-
Don't know	4 14%	-	-	3 14%	2 15%	4 14%	-	-	-	2 13%	1 55%	1 13%	1 26%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 192

Q28. And what speed service would you be most likely to move to?**Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £2.50)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	739	412	327	46	164	153	129	108	139	236	195	122	186	431	308	67	40	59	50	63	52	25	58	108	146	61	10
Weighted base	594	344	250	48*	121	113	119	83*	110	168	152	135*	139	320	274	46*	29*	56*	52*	54*	46*	22**	50*	86*	99	42*	11**
Effective base	596	338	259	36	130	125	104	90	121	206	162	100	149	366	240	54	34	49	41	50	43	19	50	87	124	51	8
Around 17 Mbit/s (megabits/ sec)	10 2%	7 2%	3 1%	-	4 3%	1 1%	2 1%	-	4 4%	1 1%	2 1%	5 3%	2 1%	4 1%	6 2%	1 2%	-	1 1%	-	2 3%	4 8%Tyz	-	1 2%	-	1 1%	1 2%	-
Around 38 Mbit/s (megabits/ sec)	9 2%	7 2%	3 1%	1 2%	1 1%	1 1%	3 2%	3 3%	1 1%	3 2%	3 2%	1 1%	2 1%	7 2%	3 1%	-	2 6%T	1 2%	1 2%	-	1 3%	-	-	2 2%	2 2%	1 2%	-
Around 52 Mbit/s (megabits/ sec)	1 *	1 *	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	1 2%T	-	-	-	-	-	-	-
Around 76 Mbit/s (megabits/ sec)	4 1%	1 *	2 1%	-	* *	2 2%	-	-	1 1%	1 1%	-	1 1%	1 1%	1 *	2 1%	* 1%	-	1 2%	-	-	-	-	1 2%	1 1%	-	-	-
Around 100 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 *	-	1 *	-	1 1%	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
Would not switch to a slower home broadband service	553 93%	317 92%	236 95%	46 97%	111 92%	107 95%	110 92%	80 96%	99 90%	156 93%	138 91%	126 94%	132 95%	295 92%	259 94%	43 95%	27 92%	53 93%	48 93%	51 93%	40 87%	22 97%	46 91%	79 93%	95 96%v	39 93%	11 93%
Don't know	15 3%	10 3%	5 2%	1 2%	3 3%	2 2%	5 4%	1 1%	4 4%	5 3%	7 5%	1 1%	2 2%	12 4%T	3 1%	1 2%	1 2%	1 2%	3 5%	1 1%	1 2%	1 3%	1 3%	3 4%	1 1%	1 2%	1 7%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 193

Q28. And what speed service would you be most likely to move to?**Base: All Sample A Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £2.50)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	739	-	248	240	251	491	-	248	52	84	104	130	98	23
Weighted base	594	-**	223	196	175	370	-**	223	44*	67*	85*	93	65*	16**
Effective base	596	-	203	193	207	397	-	203	44	67	82	106	82	19
Around 17 Mbit/s (megabits/ sec)	10 2%	-	-	8 4%Tbdgj	2 1%	10 3%Tbdg	-	-	1 3%bg	7 10%Tbdgjkl	1 1%	1 1%	1 2%bg	-
Around 38 Mbit/s (megabits/ sec)	9 2%	-	-	8 4%Tbg	2 1%	9 3%Tbdg	-	-	2 6%Tbgjl	5 8%Tbdgjk	-	1 1%	-	1 4%
Around 52 Mbit/s (megabits/ sec)	1 *	-	-	-	1 1%	1 *	-	-	-	-	-	1 1%	-	-
Around 76 Mbit/s (megabits/ sec)	4 1%	-	-	-	4 2%Tbcg	4 1%	-	-	-	-	-	3 3%Tbceg	* 1%	-
Around 100 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 *	-	-	-	1 *	1 *	-	-	-	-	-	1 1%	-	-
Would not switch to a slower home broadband service	553 93% <i>i</i>	-	212 95% <i>i</i>	177 91% <i>i</i>	165 94% <i>i</i>	342 92% <i>i</i>	-	212 95% <i>i</i>	40 92%	53 80%	83 98%Tcei k	86 92% <i>i</i>	63 97% <i>i</i>	16 96%
Don't know	15 3% <i>de</i>	-	11 5%Tcde	3 1%	2 1%	4 1%	-	11 5%Tcde	-	2 3%	1 1%	1 1%	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 194

Q28. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £4.00)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	51	36	15	4	12	8	9	6	12	18	15	6	12	33	18	7	6	2	3	6	2	1	5	3	10	5	1
Weighted base	33*	25*	8**	3**	7**	5**	5**	3**	10**	12**	8**	6**	8**	20**	13**	3**	3**	2**	2**	4**	3**	***	3**	3**	5**	4**	1**
Effective base	43	30	13	4	10	7	8	5	10	16	13	5	10	29	15	6	5	2	3	5	2	1	5	3	9	4	1
Around 17 Mbit/s (megabits/ sec)	19 58%	16 63%	4 46%	1 24%	3 43%	2 47%	3 60%	2 52%	9 85%	7 54%	3 42%	5 89%	4 59%	10 49%	10 72%	1 34%	2 75%	2 100%	2 100%	2 62%	2 60%	-	2 55%	-	2 40%	3 90%	1 100%
Around 38 Mbit/s (megabits/ sec)	6 18%	4 17%	2 23%	1 49%	2 29%	1 15%	1 29%	-	* 5%	2 13%	2 28%	-	2 30%	4 19%	2 17%	2 50%	* 8%	-	-	-	-	* 100%	2 45%	1 40%	1 19%	-	-
Around 52 Mbit/s (megabits/ sec)	1 3%	1 4%	-	-	-	1 11%	-	* 11%	-	1 4%	* 5%	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	1 17%	-	-
Around 76 Mbit/s (megabits/ sec)	3 9%	2 7%	1 16%	1 27%	-	1 27%	1 10%	* 11%	-	2 17%	1 12%	-	-	3 15%	-	1 15%	1 17%	-	-	-	-	-	-	1 28%	1 14%	* 10%	-
Around 100 Mbit/s (megabits/ sec)	2 6%	1 4%	1 12%	-	1 14%	-	-	1 26%	-	* 2%	1 14%	-	* 6%	1 7%	* 4%	-	-	-	-	* 12%	-	-	-	1 32%	* 9%	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 2%	1 2%	-	-	1 9%	-	-	-	-	-	-	1 11%	-	-	1 5%	-	-	-	-	1 16%	-	-	-	-	-	-	-
Don't know	1 4%	1 4%	* 4%	-	* 5%	-	-	-	1 10%	1 9%	-	-	* 5%	1 5%	* 3%	-	-	-	-	* 10%	1 40%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 195

Q28. And what speed service would you be most likely to move to?**Base: All Sample B 50-80 Mbit/s/ 100 Mbit/s+ Broadband users who would ...****Action: Switch to a slower home broadband service (Price: £4.00)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	51	-	-	29	22	51	-	-	11	11	7	13	8	1
Weighted base	33*	-**	-**	22**	11**	33*	-**	-**	9**	9**	4**	6**	5**	***
Effective base	43	-	-	25	19	43	-	-	9	10	6	12	7	1
Around 17 Mbit/s (megabits/ sec)	19 58%	-	-	14 65%	5 46%	19 58%	-	-	6 74%	5 61%	2 56%	2 39%	3 56%	-
Around 38 Mbit/s (megabits/ sec)	6 18%	-	-	5 22%	1 12%	6 18%	-	-	1 15%	2 27%	1 24%	1 24%	-	-
Around 52 Mbit/s (megabits/ sec)	1 3%	-	-	1 4%	-	1 3%	-	-	-	-	1 20%	-	-	-
Around 76 Mbit/s (megabits/ sec)	3 9%	-	-	-	3 26%	3 9%	-	-	-	-	-	2 37%	1 14%	-
Around 100 Mbit/s (megabits/ sec)	2 6%	-	-	-	2 16%	2 6%	-	-	-	-	-	-	2 30%	* 100%
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 2%	-	-	1 3%	-	1 2%	-	-	1 7%	-	-	-	-	-
Don't know	1 4%	-	-	1 7%	-	1 4%	-	-	* 4%	1 12%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 196

Q28. And what speed service would you be most likely to move to?**Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £4.00)**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	776	417	359	72	174	152	138	96	144	259	192	140	185	451	325	79	37	70	39	65	45	33	65	122	141	64	16
Weighted base	637	344	293	76*	130	121	122	75*	112	196	144	151	146	340	297	53*	26*	72*	40*	58*	46*	30**	58*	95	93	49*	16**
Effective base	631	342	289	59	137	121	114	85	122	223	158	116	150	380	260	65	32	59	33	54	39	26	52	101	119	55	14
Around 17 Mbit/s (megabits/ sec)	19 3%b	16 5%b	4 1%	1 1%	3 2%	2 2%	3 2%	2 2%	9 8%Tde	7 3%	3 2%	5 3%	4 3%	10 3%	10 3%	1 2%	2 9%Ty	2 2%	2 5%y	2 4%y	2 3%	-	2 3%	-	2 2%	3 7%y	1 6%
Around 38 Mbit/s (megabits/ sec)	6 1%	4 1%	2 1%	1 2%	2 2%	1 1%	1 1%	-	* 1%	2 1%	2 2%	-	2 2%	4 1%	2 1%	2 3%	* 1%	-	-	-	-	* 2%	2 3%	1 1%	1 1%	-	-
Around 52 Mbit/s (megabits/ sec)	1 *	1 *	-	-	-	1 *	-	* 1%	-	1 *	* 1%	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%T	-	-
Around 76 Mbit/s (megabits/ sec)	3 *	2 *	1 *	1 1%	-	1 1%	1 *	* *	-	2 1%	1 1%	-	-	3 1%	-	1 1%	1 2%	-	-	-	-	-	-	1 1%	1 1%	* 1%	-
Around 100 Mbit/s (megabits/ sec)	2 *	1 *	1 *	-	1 1%	-	-	1 1%	-	* *	1 1%	-	* *	1 *	* *	-	-	-	-	* 1%	-	-	-	1 1%	1 1%	-	-
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 *	1 *	-	-	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Would not switch to a slower home broadband service	587 92%	311 90%	276 95%Ta	67 89%	121 93%	113 93%	114 94%	71 95%	100 89%	178 91%	130 90%	144 95%	136 93%	308 91%	280 94%	49 92%	22 88%	68 95%	37 91%	50 86%	40 87%	28 95%	54 93%	91 96%u	87 93%	45 90%	16 94%
Don't know	18 3%	10 3%	8 3%	6 8%Tg	3 2%	3 3%	3 2%	1 1%	3 3%	7 3%	7 5%	2 1%	3 2%	13 4%	5 2%	1 2%	-	2 3%	2 4%	4 8%Ty	4 9%Ty	1 3%	1 1%	1 1%	1 1%	1 2%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 197

Q28. And what speed service would you be most likely to move to?**Base: All Sample B Around 38 Mbit/s/ 50-80 Mbit/s/ 100 Mbit/s+ Broadband users****Action: Switch to a slower home broadband service (Price: £4.00)**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	776	-	263	260	253	513	-	263	69	79	112	131	94	28
Weighted base	637	-**	243	216	178	394	-**	243	55*	69*	92*	89	71*	19**
Effective base	631	-	217	212	210	419	-	217	54	65	93	109	79	23
Around 17 Mbit/s (megabits/ sec)	19 3%bg	-	-	14 7%Tbgj	5 3%bg	19 5%Tbdg	-	-	6 12%Tbdeg jk	5 8%Tbg	2 3%bg	2 3%bg	3 4%bg	-
Around 38 Mbit/s (megabits/ sec)	6 1%	-	-	5 2%bg	1 1%	6 2%	-	-	1 2%bg	2 3%bg	1 1%	1 2%bg	-	-
Around 52 Mbit/s (megabits/ sec)	1 *	-	-	1 *	-	1 *	-	-	-	-	1 1%	-	-	-
Around 76 Mbit/s (megabits/ sec)	3 *	-	-	-	3 2%Tbcg	3 1%	-	-	-	-	-	2 2%Tbceg	1 1%	-
Around 100 Mbit/s (megabits/ sec)	2 *	-	-	-	2 1%T	2 *	-	-	-	-	-	-	2 2%Tbceg	2% *
Around 200 Mbit/s (megabits/ sec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	1 *	-	-	1 *	-	1 *	-	-	1 1%	-	-	-	-	-
Would not switch to a slower home broadband service	587 92%h	-	227 93%h	194 90%	167 94%h	361 92%h	-	227 93%h	46 84%	60 87%	88 95%ch	83 93%	65 93%	18 98%
Don't know	18 3%code	-	16 7%Tcodej kl	1 1%	-	1 *	-	16 7%Tcodej kl	1 1%	2%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 198
Gender
Base: All respondents

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)		
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61		
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*		
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49		
Male	1445 49%bdl y	1445 100%Tb	-	186 43%	181 37%	232 48%dh	291 57%Tdeh	240 58%Tdeh	315 50%dh	403 52%l	362 45%	320 49%	361 50%l	764 48%	681 50%	118 48%	58 46%	170 51%	139 55%yz	125 49%	100 46%	91 63%Tgru vxyzA	129 46%	159 43%	179 45%	130 51%	48 56%		
Female	1510 51%afgw	- 100%Ta	1510 100%Ta	243 57%fg	310 63%Tefgh	252 52%fg	217 43%	176 42%	311 50%fg	376 48%	450 55%Tkn	327 51%	356 50%	827 52%	683 50%	128 52%w	68 54%w	160 49%	113 45%	130 51%w	115 54%w	53 37%	149 54%w	208 57%Ttw	222 55%tw	125 49%w	38 44%		

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 199
Gender
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Male	1445	239	268	223	197	421	236	268	57	74	92	112	74	11
	49% _m	59% _{Tm}	57% _{Tm}	54% _{Tm}	56% _{Tm}	55% _{Tm}	58% _{Tm}	57% _{Tm}	58% _m	55% _m	52% _m	61% _{Tdem}	55% _m	32%
Female	1510	169	199	188	156	344	168	199	41	61	86	71	62	24
	51% _{abcd} efgk	41%	43%	46%	44% _k	45% _k	42%	43%	42%	45%	48%	39%	45%	68% _{Tabcdefghijkl}

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 200

Age
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	North of England (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
16-17	53 2%defgh np	19 1% np	33 2% np	53 12%Tdefgh	-	-	-	-	-	20 3%mn	25 3%Tmn	5 1%	2 *	45 3%Tp	7 1%	2 1%	8 6%Tqstu yzA	5 1%	3 1%	2 1%	4 2%	6 4%quz	8 3%	5 1%	5 1%	5 2%	-
18-24	376 13%defgh hxz	166 12% hxz	209 14% hxz	376 88%Tdefgh	-	-	-	-	-	100 13%	119 15%	76 12%	81 11%	219 14%	157 12%	24 10%	16 13%	75 23%Tqrt uvwxyzAB	35 14%xz	37 14%xz	22 10%	13 9%	20 7%	65 18%Tqwx z	30 7%	30 12%	8 9%
25-34	491 17%acefghn	181 12% ghn	310 21%Ta	-	491 100%Tcefh	-	-	-	-	136 17%n	146 18%n	116 18%n	93 13%	282 18%	209 15%	49 20% s	20 16%	39 12%	34 13%	52 20% sB	40 19%	20 14%	41 15%	85 23%Tstx AB	71 18%	34 13%	7 8%
35-44	485 16%cdghv	232 16% hv	252 17% hv	-	-	485 100%Tcdgh	-	-	-	143 18%	134 17%	102 16%	105 15%	277 17%	207 15%	42 17%	33 26%TqvxyA	58 18%	44 18%	43 17%	23 11%	22 15%	41 15%	59 16%	72 18% v	35 14%	13 15%
45-54	508 17%bcdghko	291 20% ghko	217 14% ghko	-	-	-	508 100%Tcdgh	-	-	111 14%	134 17%	120 19%	143 20% k	246 15%	263 19% To	48 19%	18 14%	47 14%	45 18%	52 20%	44 20%	26 18%	42 15%	55 15%	65 16%	50 20%	18 21%
55-64	417 14%bcdghou	240 17% ghou	176 12% ghou	-	-	-	-	417 100%Tcdgh	-	99 13%	98 12%	91 14%	129 18% Tkl	197 12%	220 16% To	35 14% u	15 12%	49 15% u	36 14% u	17 7%	35 16% u	20 14%	43 16% u	43 12%	70 17% Tuy	35 14% u	20 23% uy
65+	626 21%cdghry	315 22% ghry	311 21% ghry	-	-	-	-	-	626 100%Tcdgh	169 22%	156 19%	137 21%	164 23%	325 20%	301 22%	47 19%	16 13%	58 18%	55 22%	53 21%	47 22%	36 25% ry	83 30% Tqrs uyz	56 15%	89 22% ry	66 26% rsy	20 23%
NET: 18-34	867 29%aefghnpzx	347 24% hnpzx	520 34%Ta	376 88%Tefgh	491 100%Tcefh	-	-	-	-	236 30%n	265 33% Tn	192 30%	174 24%	501 31% Tp	366 27%	73 30%	36 29%	113 34% xzAB	69 27%	89 35% wxzAB	62 29%	33 23%	62 22%	149 41% Tqrt vwxyzAB	100 25%	64 25%	15 17%
NET: 35-54	993 34%bcdgh	523 36% Tb	470 31% Tb	-	-	485 100%Tcdgh	508 100% Tcdgh	-	-	255 33%	268 33%	222 34%	248 35%	523 33%	470 34%	89 36%	51 40%	105 32%	89 35%	95 37%	67 31%	48 34%	83 30%	114 31%	137 34%	85 33%	31 36%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

Prepared by Populus

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 200

Age**Base: All respondents**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
NET: 55+	1043	555	487	-	-	-	-	417	626	268	254	228	293	522	521	82	31	107	90	70	82	55	126	98	159	101	40
	35%bcde floruy	38%Tb	32%	-	-	-	-	100%Tcd ef	100%Tdef f	34%	31%	35%	41%Tkl	33%	38%To	33%	25%	32%	36%y	27%	38%ruy	39%ruy	45%Tqrs uy	27%	40%Truy	40%ruy	46%ruy
Average age	46.35bcd delory	48.35Tb	44.43	20.93	29.73c	39.58cd	49.59Tcde	59.45Tcdef def	70.66Tcdefg	45.73	44.42	46.58	48.98Tklm	45.06	47.84To	46.65ry	42.26	44.07	46.75ry	44.39	47.17ry	47.95ry	49.64Trsuy	42.21	48.36Trsuy	48.82Trsuy	50.35rsuy

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 201
Age
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
16-17	53 2%abcode fg	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-
18-24	376 13%abcefg	24 6%	43 9%	40 10%af	40 11%af	80 10%af	24 6%	43 9%	7 7%	11 8%	21 12%af	20 11%af	15 11%af	5 15%af
25-34	491 17%	68 17%	97 21%Th	89 22%Thl	65 18%l	154 20%Thl	67 17%	97 21%Th	11 11%	31 23%hl	48 27%Tacde fhkl	31 17%	19 14%	15 43%Tabcdefghijkl
35-44	485 16%	73 18%	94 20%T	78 19%	62 18%	140 18%	73 18%	94 20%T	26 26%Tcde j	23 17%	29 16%	31 17%	27 20%	4 13%
45-54	508 17%	81 20%	85 18%	85 21%T	71 20%	156 20%T	80 20%	85 18%	21 21%	27 20%	37 21%	34 19%	33 24%T	4 11%
55-64	417 14%	65 16%ch	54 12%	46 11%	59 17%bcegh	104 14%c	65 16%ch	54 12%	7 7%	17 12%	22 12%	33 18%bcegh	22 16%h	5 13%
65+	626 21%dejlm	97 24%cdejl	93 20%jm	74 18%jm	56 16%	130 17%jm	95 24%cdeljlm	93 20%jm	27 27%cdeljlm	27 20%jm	20 12%	34 18%lm	20 15%	2 6%
NET: 18-34	867 29%afh	92 22%	140 30%afh	129 31%afh	105 30%afh	234 31%afh	91 22%	140 30%afh	18 18%	42 31%afh	69 39%Tabcde fghkl	51 28%	34 25%	20 57%Tabcdefghijkl
NET: 35-54	993 34%	154 38%T	179 38%T	163 40%Tm	133 38%lm	296 39%Tm	153 38%T	179 38%T	47 48%Tkm	50 37%	66 37%	65 36%	60 44%Tdm	8 24%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 201
Age
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
NET: 55+	1043	162	147	119	115	234	160	147	34	43	42	66	42	7
	35%cejm	40%Tbcd egjm	31%	29%j	33%jm	31%j	40%Tbcd egjm	31%	34%	32%	24%	36%ejm	31%	19%
Average age	46.35jm	49.45Tb cdegjm	45.92jm	45.69jm	46.18jm	45.92jm	49.38Tb cdegjm	45.92jm	49.37ce jm	46.57jm	42.98	47.10jm	46.89jm	38.57

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 202
Social Grade
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
A	220 7%lmnp	119 8%	101 7%	46 11%dg	31 6%	40 8%	32 6%	24 6%	47 8%	220 28%Tlmm	-	-	-	220 14%Tp	-	13 5%	8 7%	22 7%	18 7%	17 6%	13 6%	7 5%	14 5%	42 11%Tqx	36 9%	20 8%	11 13%xx
B	559 19%lmnpw	284 20%	275 18%	74 17%	105 21%fg	103 21%fg	79 16%	75 18%	122 20%	559 72%Tlmm	-	-	-	559 35%Tp	-	53 22%wA	30 24%wA	55 17%	37 15%	44 17%	44 20%w	13 9%	53 19%w	86 23%TtwA	87 22%wA	36 14%	20 23%w
C1	812 27%akmnp	362 25%	450 30%Ta	144 34%Tgh	146 30%	134 28%	134 26%	98 24%	156 25%	-	812 100%Tkmm	-	-	812 51%Tp	-	68 28%	28 22%	79 24%	69 27%	61 24%	54 25%	46 32%	84 30%	116 32%	103 26%	80 31%	24 27%
C2	647 22%klnoy	320 22%	327 22%	81 19%	116 24%	102 21%	120 24%	91 22%	137 22%	-	-	647 100%Tkln	-	-	647 47%To	59 24%y	31 25%y	84 26%yB	46 18%	75 29%Ttyz	52 24%y	35 25%	59 21%	58 16%	87 22%y	49 19%	10 12%
D	358 12%hkmoyz	183 13%	175 12%	57 13%h	62 13%h	49 10%	74 14%h	69 16%Teh	48 8%	-	-	-	358 50%Tkln	-	358 26%To	24 10%	19 15%yz	46 14%yz	52 21%Tquxy	23 9%	33 15%yz	21 15%yz	33 12%	27 7%	33 8%	40 16%uyz	8 10%
E	359 12%cdklmo	178 12%	181 12%	27 6%	31 6%	56 12%cd	69 14%cd	60 14%cd	116 19%Tcde	-	-	-	359 50%Tkln	-	359 26%To	29 12%	9 7%	43 13%	29 12%	36 14%	19 9%	21 15%	36 13%	39 11%	55 14%	31 12%	13 15%
NET: AB	779 26%flmnpw	403 28%	376 25%	121 28%	136 28%	143 30%fg	111 22%	99 24%	169 27%	779 100%Tlmm	-	-	-	779 49%Tp	-	66 27%w	39 31%w	78 24%	55 22%	61 24%w	57 26%w	20 14%	66 24%w	127 35%TstuwxA	124 31%TtwA	56 22%	31 36%twA
NET: ABC1	1591 54%fgmnp	764 53%	827 55%	264 62%Tfgh	282 57%fg	277 57%fg	246 48%	197 47%	325 52%	779 100%Tmm	812 100%Tmm	-	-	1591 100%Tp	-	134 55%	67 53%	157 48%	125 49%	122 48%	111 51%	66 46%	150 54%	243 66%Tars	226 56%su	136 53%	55 64%sw
NET: C2DE	1364 46%cklopy	681 47%	683 45%	164 38%	209 43%	207 43%	263 52%Tcde	220 53%Tcde	301 48%cd	-	-	647 100%Tkln	717 100%TKl	-	1364 100%To	112 45%y	59 47%y	173 52%yB	127 51%y	133 52%yz	104 49%y	77 54%yB	128 46%y	124 34%	175 44%y	119 47%y	31 36%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 202
Social Grade
Base: All respondents

	Gender			Age							Social Grade					Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
NET: DE	717	361	356	83	93	105	143	129	164	-	-	-	717	-	717	53	28	89	82	58	52	42	69	66	87	71	21
	24%dklm	25%	24%	19%	19%	22%	28%cd	31%Tcd	26%cd	-	-	-	100%Tklm	-	53%To	22%	22%	27%y	32%Tqyz	23%	24%	29%y	25%	18%	22%	28%y	25%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 203
Social Grade
Base: All respondents

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
A	220 7%	25 6%	36 8%	42 10%Taf	31 9%k	73 10%Tafk	24 6%	36 8%	9 9%	11 8%	22 12%Tafk	11 6%	17 13%Tadfk	3 8%
B	559 19%	77 19%	96 21%	88 21%	69 20%	158 21%	77 19%	96 21%	17 17%	34 25%l	37 21%	41 22%	21 16%	7 21%
C1	812 27%ek	132 32%Tbcd eghik	113 24%	99 24%	84 24%k	183 24%	131 32%Tbcd eghik	113 24%	22 22%	29 21%	49 28%	36 20%	35 26%	12 36%k
C2	647 22%	84 20%	107 23%	104 25%	75 21%	179 23%	84 21%	107 23%	28 28%	29 22%	47 27%	42 23%	29 21%	5 14%
D	358 12%j	44 11%	58 13%j	39 9%	58 16%Tace fj	97 13%cj	43 11%	58 13%j	12 12%	15 11%	12 7%	34 18%Tabc efgj	19 14%j	6 17%j
E	359 12%ej	46 11%j	55 12%j	39 9%j	36 10%	74 10%j	45 11%j	55 12%j	11 11%	18 13%j	10 6%	19 11%	14 11%	2 5%
NET: AB	779 26%	103 25%	133 28%	130 32%Taf	100 28%	230 30%T	101 25%	133 28%	26 26%	45 34%	59 33%Taf	52 28%	39 29%	10 29%
NET: ABC1	1591 54%	235 58%k	246 53%	229 56%	184 52%	413 54%k	232 57%k	246 53%	47 48%	74 55%	108 61%ehk	88 48%	74 55%	22 64%
NET: C2DE	1364 46%	173 42%	221 47%	182 44%	169 48%	351 46%j	172 43%	221 47%	51 52%j	61 45%	69 39%	95 52%aefj	62 45%	12 36%
NET: DE	717 24%cj	90 22%j	114 24%j	78 19%j	94 27%cej	171 22%cj	88 22%j	114 24%j	23 24%j	32 24%j	22 12%	53 29%acef j	33 24%j	8 22%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 204
GO Region
Base: All respondents

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)	
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61	
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*	
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49	
Scotland	246	118	128	26	49	42	48	35	47	66	68	59	53	134	112	246	-	-	-	-	-	-	-	-	-	-	-	
	8%rstuv wxyzAB	8%	9%	6%	10%	9%	9%	8%	8%	8%	8%	9%	7%	8%	8%	100%Trstu wxyzAB	-	-	-	-	-	-	-	-	-	-	-	
North East	126	58	68	24	20	33	18	15	16	39	28	31	28	67	59	-	126	-	-	-	-	-	-	-	-	-	-	
	4%hqsutv wxyzA	4%	4%	6%h	4%	7%Tfh	3%	4%	3%	5%	3%	5%	4%	4%	4%	-	100%Tqstu wxyzAB	-	-	-	-	-	-	-	-	-	-	
North West	330	170	160	79	39	58	47	49	58	78	79	84	89	157	173	-	-	330	-	-	-	-	-	-	-	-	-	
	11%doqr tuvwxyz AB	12%	11%	18%Tdefh	8%	12%h	9%	12%	9%	10%	10%	13%	12%	10%	13%o	-	-	100%Tqrstu wxyzAB	-	-	-	-	-	-	-	-	-	
Yorkshire & Humberside	252	139	113	39	34	44	45	36	55	55	69	46	82	125	127	-	-	-	252	-	-	-	-	-	-	-	-	
	9%qrsu wxyzA B	10%	7%	9%	7%	9%	9%	9%	9%	7%	9%	7%	11%Tkm	8%	9%	-	-	-	100%Tqrsu wxyzAB	-	-	-	-	-	-	-	-	
West Midlands	255	125	130	39	52	43	52	17	53	61	61	75	58	122	133	-	-	-	-	255	-	-	-	-	-	-	-	
	9%goars tuvwxyzA B	9%	9%	9%g	11%g	9%g	10%g	4%	8%g	8%	7%	12%Tkl	8%	8%	10%	-	-	-	-	100%Tqrst wxyzAB	-	-	-	-	-	-	-	
East Midlands	215	100	115	27	40	23	44	35	47	57	54	52	52	111	104	-	-	-	-	-	215	-	-	-	-	-	-	
	7%eqrst uvwxyzA	7%	8%	6%	8%e	5%	9%e	8%e	8%	7%	7%	8%	7%	7%	8%	-	-	-	-	-	100%Tqrst uvwxyzAB	-	-	-	-	-	-	
Wales	143	91	53	19	20	22	26	20	36	20	46	35	42	66	77	-	-	-	-	-	-	143	-	-	-	-	-	
	5%bkqrs tuvwxyzA	6%Tb	3%	5%	4%	5%	5%	5%	6%	3%	6%k	5%k	6%k	4%	6%	-	-	-	-	-	-	100%Tqrst uvwxyzAB	-	-	-	-	-	
Eastern	278	129	149	28	41	41	42	43	83	66	84	59	69	150	128	-	-	-	-	-	-	-	278	-	-	-	-	
	9%qrstu wxyzAB	9%	10%	7%	8%	8%	8%	10%	13%Tcdef	8%	10%	9%	10%	9%	9%	-	-	-	-	-	-	-	100%Tqrst uvwxyzAB	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/AB
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 204
GO Region
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
London	367 12%ahmn pqrstuv wzAB	159 11%	208 14%a	70 16%gh	85 17%Tefg h	59 12%	55 11%	43 10%	56 9%	127 16%Tmn	116 14%mn	58 9%	66 9%	243 15%Tp	124 9%	-	-	-	-	-	-	-	-	367 100%Tqrst uvwxyzAB	-	-	-
South East	401 14%cqrs tuvwxyzA B	179 12%	222 15%	35 8%	71 14%cd	72 15%cd	65 13%	70 17%cd	89 14%cd	124 16%T	103 13%	87 14%	87 12%	226 14%	175 13%	-	-	-	-	-	-	-	-	-	401 100%Tqrst uvwxyzAB	-	-
South West	255 9%qrstu vwxyzB	130 9%	125 8%	35 8%	34 7%	35 7%	50 10%	35 8%	66 11%	56 7%	80 10%	49 8%	71 10%	136 9%	119 9%	-	-	-	-	-	-	-	-	-	-	255 100%Tqrst uvwxyzB	-
Northern Ireland	86 3%dqstu vxyzA	48 3%	38 3%	8 2%	7 1%	13 3%	18 4%	20 5%Td	20 3%	31 4%mn	24 3%	10 2%	21 3%	55 3%	31 2%	-	-	-	-	-	-	-	-	-	-	-	86 100%TqrstuvwxyZA

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 205
GO Region
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Scotland	246 8%ce	37 9%ch	47 10%cehi	19 5%	33 9%ceh	52 7%c	37 9%ch	47 10%cehi	3 3%	6 4%	10 6%	15 8%	17 12%cehij	1 4%
North East	126 4%	21 5%	21 5%	13 3%	20 6%i	33 4%	20 5%	21 5%	1 1%	2 1%	10 6%c	10 6%i	8 6%i	2 6%
North West	330 11%	49 12%	45 10%	46 11%	37 11%	83 11%	49 12%	45 10%	16 16%	14 10%	17 9%	19 11%	13 9%	5 15%
Yorkshire & Humberside	252 9%e	37 9%	41 9%	26 6%	24 7%	51 7%	37 9%	41 9%	7 8%	8 6%	11 6%	12 7%	8 6%	4 11%
West Midlands	255 9%abfg	24 6%	27 6%	48 12%Tabf g	37 11%abfg	85 11%Tabfg	24 6%	27 6%	12 12%abfg	12 9%	24 14%Tabf g	21 11%abfg	14 10%	3 8%
East Midlands	215 7%af	18 4%	29 6%	32 8%af	32 9%af	64 8%af	18 4%	29 6%	8 8%	13 10%af	11 6%	18 10%af	12 9%af	2 5%
Wales	143 5%dek	18 4%d	33 7%Tcdej kl	13 3%	7 2%	19 3%	17 4%d	33 7%Tcdej kl	3 3%	5 4%	4 3%	4 2%	3 2%	- -
Eastern	278 9%j	45 11%j	42 9%	31 7%	35 10%	66 9%	45 11%j	42 9%	8 8%	14 10%	9 5%	17 9%	15 11%j	3 8%
London	367 12%	40 10%	58 12%	71 17%Tabf g	51 15%af	123 16%Taf	40 10%	58 12%	16 16%	17 13%	38 22%Tabd efgi	26 14%	18 13%	7 21%af
South East	401 14%	60 15%	76 16%	64 16%	52 15%	116 15%	59 15%	76 16%	14 14%	25 18%	25 14%	27 15%	19 14%	6 16%
South West	255 9%	47 12%Tbdeg	34 7%	33 8%	25 7%	57 8%	45 11%Tbdeg	34 7%	8 8%	12 9%	13 7%	13 7%	10 7%	2 6%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 205
GO Region
Base: All respondents

		Q3. Broadband Speed												
Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)	
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Northern Ireland	86	12	12	16	-	16	12	12	3	9	4	-	-	-
	3%dkl	3%dkl	3%dkl	4%dekl	-	2%dk	3%dkl	3%dkl	3%dkl	7%Tbdeg kl	2%dk	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 206

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61	
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*	
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49	
Yes	1797 61% fghm nptuw	865 60% nptuw	931 62% nptuw	338 79% Tdef gh	326 66% Tfgh	295 61% fgh	259 51% fgh	226 54% fgh	352 56% fgh	607 78% Tlmn	534 66% Tmn	351 54% n	305 43% n	1140 72% Tp	656 48% Tp	151 61% w	76 60% w	230 70% Ttuv wxzA	133 53% w	135 53% w	125 58% w	61 42% w	156 56% w	272 74% Tqrt uwvxzA	244 61% w	146 57% w	69 80% Tqrt uwvxzA	
No	1158 39% cdkl osyB	580 40% cdkl	579 38% cdkl	91 21% cdkl	164 34% cdkl	189 39% cdkl	250 49% Tcde	190 46% Tcd	274 44% Tcd	173 22% cdkl	278 34% k	296 46% Tkl	412 57% Tklm	451 28% klm	708 52% To	95 39% yB	50 40% yB	99 30% yB	120 47% TsyB	120 47% TsyB	90 42% syB	83 58% Tqrs vxyzAB	122 44% syB	95 26% syB	158 39% syB	109 43% syB	17 20% syB	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 207

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Yes	1797	224	307	260	235	495	221	307	58	84	118	119	89	27
	61%af	55%	66%Taf	63%af	67%Taf	65%Taf	55%	66%Taf	59%	62%	67%af	65%af	66%af	77%Tafh
No	1158	184	159	151	118	269	182	159	40	51	59	64	47	8
	39%bdeg m	45%Tbcd egjklm	34%	37%	33%	35%	45%Tbcd egjklm	34%	41% m	38%	33%	35%	34%	23%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 208
Tenure
Base: All respondents

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of London (x)	London (y)	South East (z)	South West (A)	North-east Ireland (B)		
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61		
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*		
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49		
NET: Homeowners	1897 64%cdnp y	956 66%	941 62%	229 53%	251 51%	295 61% d	317 62% cd	296 71% Tcde f	510 81% Tcde fg	633 81% Tlmn	539 66% n	424 66% n	302 42%	1171 74% Tp	726 53%	152 61%	79 62%	213 65% y	148 59%	176 69% ty	150 70% ty	87 61%	189 68% y	201 55%	255 64% y	174 68% y	73 85% Tqrstuvwxyza		
Owned outright - without mortgage	954 32%bcde fnpry	500 35% Tb	454 30%	79 18% de	51 10%	56 12%	113 22% de	190 46% Tode f	464 74% Tode fg	286 37% Tn	275 34% n	210 33% n	183 25%	561 35% Tp	393 29%	69 28%	29 23%	106 32%	84 33% y	67 26%	71 33% y	62 43% Tqr yz	119 43% Tqrs uyz	89 24%	126 31% y	100 39% Tqr y	34 39% ry		
Owned with a mortgage or loan	943 32%ghnp wx	456 32%	487 32%	150 35% gh	200 41% Tgh	238 49% Tcdf gh	203 40% Tgh	106 25% h	46 7%	347 45% Tlmn	263 32% n	214 33% n	119 17%	610 38% Tp	333 24%	82 33% w	50 40% twx	106 32% w	65 26%	110 43% Tqst wxyzA	80 37% twx	25 17%	70 25%	112 30% w	129 32% w	75 29% w	40 46% TwxyA		
NET: Renters	1003 34%ghko B	465 32%	538 36%	167 39% gh	229 47% Tefg h	183 38% gh	190 37% gh	119 29% h	114 18%	130 17%	257 32% k	212 33% k	404 56% Tkln	387 24%	616 45% To	94 38% vB	44 35% B	112 34% B	93 37% B	76 30% B	59 27%	49 34% B	86 31% B	159 43% Tsuv xzAB	140 35% B	78 30% B	13 15%		
Rented from the council	431 15%hklo zAB	208 14%	223 15%	55 13%	89 18% Th	78 16% h	88 17% h	61 15% h	60 10%	35 4%	91 11% k	96 15% k	210 29% Tkln	126 8%	306 22% To	57 23% Tsuv xzAB	26 20% uvzA B	48 15% AB	50 20% uvzA B	29 12%	23 11%	24 16% AB	36 13% AB	74 20% Tuvx zAB	43 11%	18 7%	3 3%		
Rented from a housing association	217 7%hko	92 6%	124 8%	36 9%	34 7%	31 6%	50 10% Th	35 8% h	30 5%	21 3%	52 6% k	45 7% k	99 14% Tkln	74 5%	143 11% To	16 7%	6 5%	26 8%	9 3%	15 6%	15 7%	11 7%	22 8%	30 8%	37 9% t	25 10% t	4 4%		
Rented from someone else	354 12%ghk	164 11%	190 13%	76 18% Tfgh h	106 22% Tefg h	74 15% Tfgh h	51 10% gh	23 6%	23 4%	75 10%	113 14% k	71 11%	96 13% k	187 12%	167 12%	20 8%	12 9%	38 11%	34 13%	32 13%	20 10%	15 10%	28 10%	55 15% q	60 15% Tq	35 14%	6 8%		
Rent free	55 2%fgh	25 2%	31 2%	32 8% Tdefg h	11 2% fgh	7 1%	2 *	1 *	3 *	16 2%	17 2%	11 2%	12 2%	33 2%	22 2%	1 *	4 3% q	5 1%	11 4% Tq	2 1%	6 3% q	7 5% Tquxz A	3 1%	7 2%	6 2%	3 1%	- -		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 209
Tenure
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Homeowners	1897	274	306	276	223	499	272	306	59	93	123	113	88	22
	64%	67%	66%	67%	63%	65%	67%	66%	60%	69%	70%	62%	65%	62%
Owned outright - without mortgage	954	157	140	124	87	212	155	140	33	47	43	48	34	6
	32%dejk lm	38%Tbcd egjklm	30%	30%j	25%	28%	38%Tbcd egjklm	30%	34%	35%dejm	25%	26%	25%	17%
Owned with a mortgage or loan	943	117	166	152	136	287	117	166	26	46	80	65	54	16
	32%	29%	36%af	37%Tafh	38%Tafh	38%Tafh	29%	36%af	26%	34%	45%Tabc efgh	36%	40%Tafh	45%afh
NET: Renters	1003	130	157	131	127	259	128	157	38	41	53	68	47	13
	34%	32%	34%	32%	36%	34%	32%	34%	38%	30%	30%	37%	34%	37%
Rented from the council	431	48	61	52	69	121	48	61	17	15	20	38	26	5
	15%	12%	13%	13%	20%Tabc efgij	16%c	12%	13%	18%	11%	11%	21%Tabc efgij	19%af	16%
Rented from a housing association	217	24	34	30	21	50	23	34	6	12	12	12	7	1
	7%	6%	7%	7%	6%	7%	6%	7%	7%	9%	7%	7%	5%	4%
Rented from someone else	354	58	61	50	38	87	57	61	14	14	21	17	14	6
	12%	14%	13%	12%	11%	11%	14%	13%	14%	11%	12%	9%	10%	17%
Rent free	55	4	3	4	3	6	4	3	2	1	1	1	1	*
	2%beg	1%f	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 210

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
No formal education	34 1%eko	20 1%	14 1%	3 1%	7 1%e	1 *	9 2%e	3 1%	11 2%e	1 *	9 1%k	10 2%k	14 2%k	10 1%	24 2%To	6 2%y	2 1%	3 1%	5 2%	1 *	5 2%y	3 2%	3 1%	1 *	3 1%	2 1%	2 2%
Primary	11 *o	7 1%	4 *	* *	4 1%	1 *	1 *	1 *	5 1%	-	* *	2 *	9 1%Tkl	* *	11 1%To	-	-	-	-	-	2 1%	3 2%Ts	1 *	2 1%	3 1%	1 *	* 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1976 67%bcde koyB	1002 69%B	974 65%	199 47%	228 46%	302 62%cd	393 77%Tcde	335 80%Tcde	519 83%Tcde	370 48%	530 65%k	488 76%Tkl	587 82%TkIm	900 57%	1076 79%To	153 62%B	82 65%B	208 63%B	190 75%Tqsu yzB	161 63%B	159 74%qsuy zB	119 83%Tqrs uyzB	217 78%Tqrs uyzB	205 56%	256 64%yB	191 75%Tqsu yzB	35 41%
University degree or equivalent professional qualification, NVQ level 4, etc.	552 19%afgh mnpAx	233 16%	319 21%Ta	112 26%Tfgh	153 31%Tefg h	106 22%fgh	68 13%	53 13%	59 9%	223 29%TImn	177 22%Tmn	77 12%	74 10%	401 25%Tp	151 11%	45 18%x	24 19%x	73 22%twxA	32 13%	56 22%twxA	35 16%	17 12%	30 11%	100 27%Tqtv wxzA	81 20%twxA	33 13%	27 31%TtwxA
Higher university degree, doctorate, MBA, NVQ level 5, etc.	256 9%fghmn pvw	118 8%	138 9%	32 7%h	79 16%Tcfgh	70 14%Tcfgh	30 6%	24 6%	21 3%	155 20%TImn	56 7%h	29 4%	17 2%	211 13%Tp	46 3%	28 11%vw	16 13%vwx	26 8%w	17 7%	24 10%vw	6 3%	2 1%	17 6%	37 10%vw	46 11%TvwX	20 8%w	18 21%TstuvwxY
Still in full time education	86 3%defgh np	47 3%	38 3%	79 18%Tdefgh	7 1%efgh	-	* *	-	-	25 3%h	36 4%Tn	19 3%h	5 1%	61 4%Tp	25 2%	12 5%tw	2 2%	16 5%w	3 1%	10 4%w	8 4%	-	5 2%	12 3%	9 2%	5 2%	4 4%
Don't know	5 *o	3 *	2 *	-	-	-	* *	-	5 1%T	-	* *	1 *	4 1%	* *	5 *	* *	-	2 1%	-	2 1%T	-	-	-	-	-	-	-
Prefer not to answer	35 1%glo	16 1%	19 1%	4 1%	13 3%Tg	5 1%	6 1%g	-	7 1%	5 1%	3 *	20 3%TkIn	8 1%	8 *	28 2%To	3 1%	* *	1 *	6 2%u	-	1 *	-	5 2%	11 3%Tsu	5 1%	3 1%	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 211

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
No formal education	34 1%	6 1%	7 1%	5 1%	4 1%	9 1%	6 1%	7 1%	- -	1 1%	4 2%	4 2%	- -	- -
Primary	11 *	3 1% ^f	2 *	1 *	3 1%	4 1%	2 1%	2 *	1 1%	- -	- -	3 1% ^T	1 *	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1976 67% ^{cejm}	262 64% ^j	303 65% ^{cj}	239 58%	225 64%	465 61%	259 64% ^j	303 65% ^{cj}	60 61%	81 60%	98 55%	116 63%	92 68% ^{cejm}	17 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	552 19%	84 21%	105 23% ^T	100 24% ^T	73 21%	173 23% ^T	84 21%	105 23% ^T	27 28% ^T	34 25%	39 22%	38 21%	27 20%	8 23%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	256 9%	42 10%	43 9%	56 14% ^{Tbgh}	37 11%	94 12% ^T	42 10%	43 9%	7 8%	16 12%	33 18% ^{Tabcdefghkl}	18 10%	11 8%	9 25% ^{Tabcdefghkl}
Still in full time education	86 3% ^{abefg}	6 1%	2 *	7 2%	7 2%	13 2%	6 1%	2 *	1 1%	2 2%	3 2%	2 1%	5 3% ^{bg}	- -
Don't know	5 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -
Prefer not to answer	35 1%	5 1%	3 1%	2 1%	4 1%	6 1%	5 1%	3 1%	1 1%	1 1%	1 *	2 1%	1 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 212

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61	
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*	
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49	
Yes - responsible for half or more of the items bought	2656	1233	1422	257	465	465	486	399	583	686	715	581	674	1401	1255	230	112	292	234	230	195	131	252	330	367	209	74	
	90% acoA	85% 15% bTb	94% Ta	60% h	95% Tc	96% Tc	96% Tc	96% Tc	93% Tc	88% n	88% n	90% n	94% Tkm	88% p	92% To	93% A	89% r	88% s	93% A	90% A	91% A	91% A	91% A	90% A	91% A	82% vwxyz	86% B	
No - not responsible for most of the items bought	299	212	87	171	26	19	22	18	43	93	97	65	43	190	109	17	14	38	18	25	19	13	26	37	34	46	12	
	10% ghnp	15% bdef	6% Tb	40% Tdefg	5% h	4% Tc	4% Tc	4% Tc	7% Tc	12% n	12% n	10% n	6% n	12% Tp	8% p	7% q	11% r	12% s	7% t	10% u	9% v	9% w	9% x	10% y	9% z	18% Tqtu	14% vwxyz	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

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Absolutes/col percents

Table 213

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Yes - responsible for half or more of the items bought	2856 90%	387 95%T	434 93%T	394 96%T	331 94%T	726 95%T	382 95%T	434 93%T	91 93%	132 97%T	171 97%T	170 93%	126 93%	35 100%T
No - not responsible for most of the items bought	299 10% fgijm	21 abcde 5%	33 7%	17 4%	22 6%	39 5%	21 5%	33 7%	7 7%	4 3%	6 3%	12 7%	10 7%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 214
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
No cars in the household	621 21%hkmo zA	292 20%	329 22%	88 20%	113 23%h	119 24%Th	119 23%h	83 20%	99 16%	86 11%	179 22%km	92 14%	264 37%Tkln	265 17%	356 26%To	53 21%A	27 22%	68 21%	64 25%xzA	54 21%A	36 17%	27 19%	47 17%	133 36%Tqrs tuvwxzA B	67 17%	34 13%	11 12%
NET: Any	2334 79%enpy	1153 80%	1181 78%	341 80%	378 77%	366 76%	390 77%	334 80%	527 84%Tdef	693 89%Tln	633 78%ln	555 86%Tln	454 63%	1326 83%Tp	1008 74%	194 79%y	99 78%y	261 79%y	188 75%y	201 79%y	179 83%y	117 81%y	231 83%ty	234 64%	335 83%Tty	221 87%Tqtu y	75 88%y
1	1223 41%bkco B	643 44%B	580 38%	98 23%	195 40%c	198 41%c	187 37%c	200 48%Tcde f	346 55%Tcde fg	288 37%	335 41%	305 47%Tk	296 41%	623 39%	601 44%To	116 47%csB	62 49%SB	118 36%	113 45%B	98 38%	93 43%B	72 50%usyB	115 41%B	142 39%	174 43%B	99 39%	22 26%
2	838 28%npwy	385 27%	453 30%	123 29%	152 31%h	151 31%h	145 29%	110 26%	156 25%	309 40%Tlmn	218 27%ln	187 29%ln	124 17%	527 33%Tp	311 23%	63 25%y	34 27%y	114 34%qtwy	59 24%	79 31%wy	67 31%wy	26 18%	92 33%wy	61 17%	124 31%wy	88 34%Tqtw y	32 37%wy
3+	273 9%deghn pr	125 9%	148 10%	120 28%Tdefg h	31 6%	17 3%	57 11%degh	24 6%	24 4%	97 12%Tn	80 10%ln	63 10%ln	33 5%	177 11%Tp	97 7%	16 6%	4 3%	30 9%r	15 6%	24 9%r	18 8%	18 13%r	25 9%r	32 9%r	36 9%r	34 13%Tqrt	22 25%TqrstuvxyzA

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 215
How many cars are there in your household?
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
No cars in the household	621 21%ceij	93 23%ceij	94 20%ci	70 17%ci	66 19%	136 18%ci	92 23%ceij	94 20%ci	27 27%ceij	16 12%	27 16%	39 21%ci	20 14%	7 21%
NET: Any	2334 79%	315 77%	372 80%	341 83%Tafh	287 81%	628 82%Tafh	312 77%	372 80%	72 73%	120 88%Tabc efghk	150 84%afh	144 79%	116 86%Tafh	27 79%
1	1223 41%	184 45%	201 43%	187 45%	153 43%	340 45%T	182 45%	201 43%	44 44%	55 41%	88 50%T	83 45%	56 41%	14 41%
2	838 28%af	97 24%	140 30%af	131 32%afh	101 29%	232 30%af	96 24%	140 30%af	23 23%	55 40%Tabc defghk	53 30%	47 26%	44 32%af	10 29%
3+	273 9%cej	34 8%	32 7%	24 6%	33 9%ej	57 7%	33 8%	32 7%	6 6%	10 7%	8 4%	14 7%	16 12%bcej	3 8%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 216

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East of England (x)	London (y)	South East (z)	South West (A)	North of Ireland (B)	
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61	
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*	
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49	
White	2714	1348	1366	360	415	436	479	407	618	699	733	607	675	1432	1282	239	120	305	238	227	201	136	267	268	382	245	85	
	92%bcdkoy	93%Tb	91%	84%	84%	90%cd	94%cd	98%Tcdf	99%Tcdf	90%	90%	94%kl	94%TKl	90%	94%To	97%Tsuy	95%y	92%y	94%y	89%y	94%y	95%y	96%Tuy	73%	95%Tuy	96%Tuy	99%uy	
NET: BAME	220	89	131	64	71	43	26	8	7	75	73	33	39	148	72	5	6	24	12	27	14	7	11	91	18	6	-	
	7%aghmnpqzAB	6%	9%Ta	15%Tefgh	15%Tefgh	9%fgh	5%gh	2%	1%	10%Tmn	9%mn	5%	5%	9%Tp	5%	2%	5%	7%qA	5%	10%qzAB	6%q	5%	4%	25%TqrstuvwzAB	4%	2%	-	
Mixed	46	16	30	11	16	7	8	2	2	15	14	5	12	29	17	-	4	4	2	2	3	7	6	13	4	2	-	
	2%h	1%	2%	3%h	3%Tgh	2%	2%	*	*	2%	2%	1%	2%	2%	1%	-	3%q	1%	1%	1%	1%	A	5%Tqtuz	2%q	4%TquzA	1%	1%	-
Asian	96	47	49	30	33	25	5	1	2	37	22	18	19	59	37	3	1	11	10	15	6	*	2	37	7	4	-	
	3%fghx	3%	3%	7%Tfgh	7%Tfgh	5%Tfgh	1%	*	*	5%TI	3%	3%	3%	4%	3%	1%	*	3%	4%x	6%Tqrwx	3%	*	1%	10%TqrstvwzAB	2%	1%	-	
Black	51	14	37	9	16	9	12	2	2	14	23	8	6	37	14	*	*	5	-	6	3	-	1	31	4	-	-	
	2%aghpq	1%	2%Ta	2%h	3%Tgh	2%h	2%gh	*	*	2%	3%Tn	1%	1%	2%Tp	1%	*	*	2%	-	2%qtA	2%	-	*	8%TqrstuvwzAB	1%	-	-	
Chinese	16	5	11	9	4	2	1	1	-	9	6	1	1	14	2	1	1	3	-	1	1	-	2	5	1	-	-	
	1%p	*	1%	2%Tfgh	1%h	*	*	*	-	1%Tn	1%	*	*	1%Tp	*	*	1%	1%	-	1%	*	-	1%	1%T	*	-	-	
Other ethnic group	11	7	4	5	2	-	1	2	1	*	8	1	2	9	2	-	-	-	-	3	-	-	-	5	2	1	-	
	*	*	*	1%Te	*	-	*	*	*	*	1%Tk	*	*	1%	*	-	-	-	-	1%	-	-	-	1%T	1%	*	-	
Prefer not to answer	21	8	13	4	5	6	3	2	1	5	6	6	3	11	10	3	-	1	2	1	-	-	1	7	2	3	1	
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	-	*	1%	1%	-	-	*	2%T	*	1%	1%	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 217

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
White	2714	379	426	359	321	680	375	426	86	125	148	165	128	28
	92%cejm	93%cejm	91%jnm	87%	91%jnm	89%jnm	93%cejm	91%jnm	88%	92%cejm	84%	91%jnm	94%cdcejm	80%
NET: BAME	220	26	37	47	29	76	26	37	12	10	26	16	7	6
	7%	6%	8%	11%Tafl	8%	10%Tafl	6%	8%	12%	7%	14%Tabde	9%	5%	19%Tabdfgil
Mixed	46	5	7	8	4	12	5	7	2	2	4	1	2	1
	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%
Asian	96	12	15	27	17	44	11	15	7	5	15	10	3	4
	3%	3%	3%	6%Tabfg	5%TI	6%Tabfg	3%	3%	7%	4%	8%Tabfg	6%T	2%	12%Tabdfgil
Black	51	6	11	10	5	15	6	11	2	-	8	4	*	1
	2%	1%	2%	2%	2%	2%	1%	2%	2%	-	4%Taefi	2%	*	3%l
Chinese	16	3	*	3	1	4	3	*	1	2	-	-	1	-
	1%	1%	*	1%	*	*	1%	*	1%	2%bg	-	-	1%	-
Other ethnic group	11	1	3	-	1	1	1	3	-	-	-	*	1	-
	*	*	1%	-	*	*	*	1%	-	-	-	*	1%	-
Prefer not to answer	21	3	3	5	3	8	3	3	1	1	3	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 218

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
Christian	1509 51% cde	750 52%	759 50%	132 31%	165 34%	213 44% cd	278 55% cde	261 63% Tcde f	461 74% Tcde fg	406 52%	416 51%	321 50%	366 51%	822 52%	687 50%	123 50%	54 43%	176 53%	122 48%	127 50%	107 50%	79 55%	154 55% ry	168 46%	209 52%	124 49%	67 78% TqrstuvwxyZA
NET: Other	156 5% ghqA	77 5%	79 5%	35 8% Tgh	42 8% Tfgh	30 6% gh	23 4%	13 3%	14 2%	51 7%	39 5%	33 5%	33 5%	89 6%	66 5%	5 2%	3 2%	12 4%	13 5% A	29 11% Tqrst vxzAB	7 3%	7 5%	8 3%	52 14% Tqrst vwzAB	15 4%	3 1%	1 1%
Muslim	68 2% fghqA	33 2%	36 2%	23 5% Tfgh	27 5% Tefgh	12 2% fgh	3 1%	1 *	3 *	19 2%	18 2%	13 2%	19 3%	37 2%	31 2%	*	1 *	6 2%	9 4% qA	16 6% Tqrsv wxzA	1 1%	-	2 1%	27 7% Tqrsv wxzAB	6 1%	1 *	-
Hindu	16 1%	6 *	10 1%	1 *	8 2% Tfgh	5 1% h	1 *	-	1 *	8 1% Tn	4 *	2 *	1 *	12 1%	4 *	2 1%	-	1 *	2 1%	1 *	-	*	1 *	7 2% Tz	1 *	*	-
Jewish	18 1%	9 1%	9 1%	2 *	3 1%	2 *	4 1%	4 1%	3 1%	7 1%	4 1%	2 *	5 1%	11 1%	7 1%	-	*	2 1%	-	-	-	-	3 1%	9 3% Tqtuv	3 1%	1 *	-
Sikh	7 * b	6 * b	1 *	5 1% Th	-	2 *	-	1 *	-	3 *	-	3 1%	-	3 *	3 *	-	-	-	1 *	1 *	3 1% Tz	-	-	2 1%	-	-	-
Buddhist	14 *	11 1%	3 *	1 *	-	2 *	6 1% Td	3 1%	2 *	1 *	6 1%	6 1%	1 *	7 *	7 *	1 1%	1 1%	-	-	-	1 1%	5 4% Tqstu xzA	-	5 1%	1 *	-	-
Other	33 1%	12 1%	20 1%	4 1%	3 1%	8 2%	9 2%	6 1%	4 1%	12 2%	6 1%	7 1%	7 1%	19 1%	14 1%	1 *	1 1%	3 1%	1 1%	11 4% Tqstv xyZA	2 1%	1 1%	3 1%	2 1%	4 1%	2 1%	1 1%
None	1240 42% ghky B	592 41%	648 43%	250 58% Tefg h	266 54% Tfgh	234 48% Tfgh	201 39% h	139 33% h	149 24%	302 39%	344 42%	282 44%	313 44%	645 41%	595 44%	116 47% yB	65 52% TuyB	136 41% B	110 44% B	96 38% B	97 45% B	55 38% B	113 41% B	134 36% B	174 43% B	125 49% TuyB	17 20%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 218

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Prefer not to say	50	26	24	12	18	7	7	4	2	21	14	11	5	34	16	3	4	5	7	3	4	3	3	12	3	3	*
	2%hn	2%	2%	3%h	4%Tefgh	2%	1%	1%	*	3%Tn	2%	2%	1%	2%	1%	1%	3%	2%	3%	1%	2%	1%	1%	3%Tz	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 219

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Christian	1509	215	246	206	178	384	214	246	48	72	86	93	70	15
	51%	53%	53%	50%	50%	50%	53%	53%	49%	54%	48%	51%	52%	42%
NET: Other	156	19	20	37	22	59	18	20	9	7	22	14	3	4
	5%	5%	4%	9%Tabfg il	6%il	8%Tabfg l	5%	4%	9%il	5%	12%Tabde fgil	8%il	2%	12%bfgl
Muslim	68	9	9	19	12	30	9	9	5	3	10	7	3	2
	2%	2%	2%	5%Tbg	3%	4%Tbg	2%	2%	5%	3%	6%Tabfg	4%	2%	5%
Hindu	16	2	4	5	3	8	1	4	1	1	3	2	-	1
	1%	*f	1%	1%T	1%	1%T	*	1%	1%	*	2%T	1%	-	3%TafI
Jewish	18	3	2	4	1	5	3	2	-	2	2	1	1	-
	1%	1%	1%	1%	*	1%	1%	1%	-	2%	1%	*	*	-
Sikh	7	-	1	3	1	4	-	1	-	1	2	1	-	-
	*	-	*	1%T	*	1%T	-	*	-	*	1%Tabfg	1%	-	-
Buddhist	14	2	3	1	1	1	2	3	-	-	1	1	-	-
	*	*	1%	*	*	*	*	1%	-	-	*	*	-	-
Other	33	3	1	5	4	10	3	1	2	-	3	3	-	1
	1%bg	1%	*	1%bg	1%bg	1%bg	1%	*	2%bg	-	2%bg	2%bg	-	4%bgil
None	1240	166	191	164	149	312	163	191	41	55	68	72	62	14
	42%	41%	41%	40%	42%	41%	40%	41%	41%	41%	38%	40%	46%	40%
Prefer not to say	50	8	10	4	5	9	8	10	1	1	2	3	-	2
	2%	2%	2%	1%	1%	1%	2%	2%	1%	*	1%	2%	-	6%Tcdail

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 220

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
NET: Urban	2347 79% bghv wx	1175 81% Tb	1172 78%	356 83% gh	425 87% Tfgh	399 82% gh	399 79% h	313 75%	454 72%	609 78%	660 81%	498 77%	580 81%	1268 80%	1078 79%	190 77% x	95 76% x	267 81% vwvx	206 82% vwvx	227 89% Tqrs vwvxAB	154 72%	100 70%	175 63%	361 99% Tqrs tuvwxzA B	313 78% x	196 77% x	61 71%
Urban - Population over 10,000	1239 42% bghp vwxA	675 47% Tb	564 37%	210 49% Tegh h	262 53% Tefg	191 39% h	213 42% h	154 37%	208 33%	346 44% n	364 45% n	253 39%	276 38%	710 45% Tp	529 39%	108 44% vwvx	46 36% w	129 39% wx	113 45% vwvx	121 47% vwvx A	71 33% w	30 21%	71 26%	292 80% Tqrs tuvwxzA B	142 35% wx	89 35% wx	27 32%
Town and Fringe	1107 37% adko y	499 35%	608 40% Ta	146 34%	163 33%	208 43% Tcd	186 37%	159 38%	246 39%	263 34%	296 36%	245 38%	304 42% Tkl	558 35%	549 40% To	83 33% y	50 39% y	137 42% y	93 37% y	106 42% y	83 39% y	70 49% Tqy	103 37% y	69 19%	171 43% Tqy	108 42% y	33 39% y
NET: Rural	608 21% aduy	271 19%	338 22% Ta	72 17%	66 13%	86 18%	109 21% d	104 25% Tcde f	172 28% Tcde	171 22%	152 19%	148 23%	138 19%	323 20%	286 21%	56 23% uy	31 24% uy	63 19% uy	46 18% y	28 11% y	61 28% Tstu y	43 30% Tstu y	103 37% Tqrst uyzA	5 1%	88 22% uy	59 23% uy	25 29% uy
Village	534 18% dloy	240 17%	293 19%	65 15%	58 12%	79 16%	96 19% d	84 20% d	152 24% Tcde	151 19% l	123 15%	135 21% l	125 17%	274 17%	260 19%	44 18% uy	30 24% uy	58 18% uy	45 18% uy	19 7% y	56 26% Tuy	34 24% uy	87 31% Tqstu yzA	4 1%	85 21% uy	54 21% uy	18 20% uy
Hamlet & Isolated Dwelling	75 3% yz	30 2%	44 3%	8 2%	7 2%	6 1%	13 3%	20 5% Tde	21 3% e	20 3%	29 4% T	13 2%	13 2%	49 3%	26 2%	12 5% Trsty z	1 1%	5 1%	1 *	9 3% tyz	5 2%	9 6% Trsty z	16 6% Trsty zA	2 *	4 1%	5 2%	7 9% TrstvyzA

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 221

Which of the following best describes where you live?

Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Urban	2347 79%afi	294 72%	358 77%	331 81%afi	324 92%Tabc efgijm	655 86%Tabc fgi	292 72%	358 77%	94 95%Tabc efgijm	93 69%	145 82%afi	170 93%Tabc efgijm	126 92%Tabc efgijm	29 82%
Urban - Population over 10,000	1239 42%af	146 36%	197 42%a	195 47%Tafi	196 56%Tabc efgi	391 51%Tabc fgi	145 36%	197 42%a	56 56%Tabc fgi	49 36%	90 51%Tafi	104 57%Tabc fgi	73 53%Tabf gl	20 58%Tafi
Town and Fringe	1107 37%ce	148 36%	160 34%	137 33%	127 36%	264 35%	147 36%	160 34%	38 39%	44 33%	54 31%	66 36%	53 39%	8 24%
NET: Rural	608 21%dehk l	114 28%Tode hjkl	109 23%dehk l	80 19%dehkl	29 8%	109 14%dhkl	112 28%Tode hjkl	109 23%dehkl	5 5%	42 31%Tode hjkl	33 18%dhkl	13 7%	10 8%	6 18%dhkl
Village	534 18%dehk l	87 21%dehk l	103 22%Tdeh kl	74 18%dehkl	29 8%	103 14%dhkl	84 21%dehk l	103 22%Tdehk l	5 5%	40 30%Tacd efhjkl	29 16%dhkl	13 7%	10 8%	6 18%dhkl
Hamlet & Isolated Dwelling	75 3%dekl	27 7%Tbcde ghijkl	6 1% d	6 1% d	-	6 1%	27 7%Tbcde ghijkl	6 1% d	-	2 1% d	4 2%dk	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 222

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
NET: Working	1610 54% bhnpxA	827 57% Tb	783 52% h	209 49% h	387 79% Tcfgh	380 78% Tcfgh	363 71% Tcfgh	222 53% h	49 8%	506 65% Tlmn	480 59% Tn	365 57% n	259 36%	986 62% Tp	625 46%	145 59% xA	68 54%	185 56%	139 55%	140 55%	104 49%	70 49%	132 47%	243 66% Trst uvwzA	217 54%	118 46%	49 57%
Working full time - working 30 hours per week or more	1256 42% bghnpxA	730 50% Tb	526 35% h	164 38% h	313 64% Tcfgh	319 66% Tcfgh	282 55% Tcfgh	155 37% h	23 4%	420 54% Tlmn	368 45% n	270 42% n	198 28%	788 50% Tp	468 34%	110 45% x	62 49% vxA	148 45% x	113 45% x	108 42%	76 35%	53 37%	92 33%	199 54% Tqsu vwzA	162 40%	91 36%	41 48%
Working part time - working between 8 and 29 hours per week	355 12% ahnr	98 7%	257 17% Ta	46 11% h	74 15% Th	60 12% h	81 16% Th	67 16% Th	26 4%	85 11%	112 14% n	96 15% n	61 8%	198 12%	157 11%	34 14% r	6 5%	38 11%	25 10%	31 12% r	29 13% r	18 12%	40 14% r	44 12% r	55 14% r	27 11%	8 9%
NET: Not working	1345 46% adefkloy	618 43% h	726 48% Ta	219 51% def	104 21%	105 22%	146 29% de	194 47% def	577 92% Tcdefg	274 35%	332 41% k	281 43% k	458 64% Tkln	605 38%	739 54% To	102 41%	58 46% y	144 44% y	113 45% y	116 45% y	111 51% y	73 51% y	146 53% Tqy	124 34%	184 46% y	137 54% Tqy	37 43%
Not working but seeking work or temporarily unemployed or sick	149 5% hkloy	81 6%	68 5%	34 8% Th	29 6% h	31 6% h	34 7% h	21 5% h	-	6 1%	23 3% k	23 4% k	97 13% Tkln	29 2%	120 9% To	11 5%	9 7% v	19 6%	13 5%	15 6% v	4 2%	12 8% v	15 5%	20 5%	17 4%	12 5%	3 3%
Not working and not seeking work/ student	294 10% dehkm	150 10%	144 10%	170 40% Tdefgh	29 6% h	19 4% h	44 9% eh	33 8% eh	-	55 7%	94 12% km	42 6%	102 14% Tkm	150 9%	144 11%	25 10%	9 8%	40 12%	29 12%	24 9%	24 11%	12 8%	25 9%	32 9%	36 9%	30 12%	8 10%
Retired on a state pension only	206 7% acdefgklo	72 5% h	134 9% Ta	-	-	-	-	1 *	205 33% Tcdefg	20 3%	27 3%	34 5% k	125 17% Tkln	47 3%	159 12% To	15 6%	5 4%	26 8%	20 8%	21 8%	12 5%	8 6%	24 9%	22 6%	28 7%	19 8%	5 6%
Retired with a private pension	461 16% bcdefnpy	277 19% Tb	184 12%	-	-	1 *	9 2% cde	82 20% Tcdef	369 59% Tcdefg	154 20% Tn	149 18% Tn	110 17% n	49 7%	303 19% Tp	158 12%	34 14%	16 13%	36 11%	41 16% y	36 14%	44 21% sy	29 20% sy	54 19% sy	33 9%	69 17% sy	52 21% Tsy	16 18%
House person, housewife, househusband, etc.	235 8% achklopy	39 3%	196 13% Ta	16 4% h	46 9% ch	55 11% Tch	58 11% Tch	57 14% Tch	3 1%	37 5%	39 5%	73 11% Tkl	86 12% Tkl	76 5%	159 12% To	17 7%	19 15% Tqstu	23 7%	10 4%	19 8%	27 12% Tty	12 8%	28 10% ty	17 5%	35 9% y	23 9% y	5 6%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

Prepared by Populus

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 223

Which of the following best describes your current working status?

Base: All respondents

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Working	1610 54%	234 57%	292 63%T	262 64%T	229 65%Taf	491 64%Taf	233 58%	292 63%T	59 60%	79 59%	123 69%Tacf l	124 68%Taf	79 58%	27 78%Tafhil
Working full time - working 30 hours per week or more	1256 42%	188 46%	239 51%T	215 52%T	190 54%Taf	404 53%Taf	187 46%	239 51%T	45 46%	64 48%	105 59%Tacf hil	103 56%Taf	64 47%	23 67%Tafhil
Working part time - working between 8 and 29 hours per week	355 12%	46 11%	53 11%	47 11%	40 11%	87 11%	46 11%	53 11%	14 14%	15 11%	18 10%	21 12%	15 11%	4 11%
NET: Not working	1345 46%bcde gikm	174 43%dejk m	175 37%	149 36%j	124 35%	273 36%	171 42%dejk m	175 37%	39 40%km	56 41%km	54 31%	59 32%	57 42%djm	8 22%
Not working but seeking work or temporarily unemployed or sick	149 5%bcegj	21 5%	13 3%	13 3%	14 4%	27 4%	21 5%	13 3%	1 1%	9 6%cj	3 2%	9 5%	4 3%	1 2%
Not working and not seeking work/ student	294 10%abcde fgjk	24 6%	31 7%	25 6%	23 6%k	48 6%	24 6%	31 7%	10 10%k	7 5%	9 5%	7 4%	14 10%dek	2 5%
Retired on a state pension only	206 7%adf	19 5%	26 5%	29 7%	14 4%	43 6%d	19 5%	26 5%	8 9%	10 7%	10 6%	9 5%	5 4%	-
Retired with a private pension	461 16%ej	87 21%Tbcd egikm	69 15%j	52 13%j	45 13%	97 13%j	85 21%Tbcd egikm	69 15%j	16 17%j	22 16%j	13 7%	22 12%	21 15%j	2 7%
House person, housewife, househusband, etc.	235 8%af	22 5%	35 8%	31 7%	27 8%	58 8%	22 5%	35 8%	4 4%	8 6%	19 11%acf	12 6%	13 10%	3 8%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 224
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)	
Unweighted base	1646	834	812	146	447	438	337	226	52	583	518	288	257	1101	545	173	79	147	110	131	96	63	129	278	282	125	33	
Weighted base	1610	827	783	209	387	380	363	222	49*	506	480	365	259	986	625	145	68*	185	139*	140	104*	70*	132	243	217	118	49**	
Effective base	1225	644	582	107	333	344	261	182	40	446	397	228	178	842	405	132	63	106	83	103	79	46	101	205	228	102	27	
NET: Public Sector	372	138	233	33	95	95	89	48	12	135	137	65	34	272	99	40	19	37	34	33	31	12	26	54	51	25	12	
	23%amnp	17%	30%Ta	16%	25%	25%c	25%	21%	24%	27%Tmn	28%Tmn	18%	13%	28%Tp	16%	27%	28%	20%	24%	23%	29%	17%	20%	22%	23%	21%	24%	
A nationalised industry/state corporation	11	5	6	1	5	2	1	2	-	6	4	-	2	10	2	*	2	1	-	-	1	-	1	2	1	3	-	
	1%	1%	1%	*	1%	1%	*	1%	-	1%	1%	-	1%	1%	*	*	2%	1%	-	-	1%	-	1%	1%	1%	2%	-	
Central government or civil service (including Courts service and Bank of England)	34	15	18	2	11	12	6	2	2	18	13	3	-	31	3	4	1	1	3	3	2	2	1	6	5	4	2	
	2%np	2%	2%	1%	3%	3%	2%	1%	4%	4%Tmn	3%n	1%	-	3%Tp	*	3%	2%	1%	2%	2%	2%	3%	*	2%	2%	3%	5%	
Local government or council (including fire services, police and local authority controlled schools/colleges)	113	46	66	4	27	24	34	19	4	45	46	14	7	91	22	9	4	11	6	10	5	4	12	20	19	6	5	
	7%acmnp	6%	8%a	2%	7%c	6%	9%c	9%c	9%c	9%mn	10%Tmn	4%	3%	9%Tp	3%	6%	5%	6%	5%	7%	5%	6%	9%	8%	9%	5%	11%	
A university, or other grant funded establishment (include opted-out schools)	44	17	28	4	10	18	9	4	-	16	23	3	1	40	5	4	6	3	7	4	2	-	4	7	4	1	2	
	3%np	2%	4%	2%	3%	5%T	2%	2%	-	3%n	5%Tmn	1%	*	4%Tp	1%	3%	8%Tswyz	2%	5%	3%	2%	-	3%	3%	2%	1%	5%	
A health authority or NHS Trust	93	24	69	17	26	20	20	6	3	31	35	16	10	67	26	12	5	11	6	11	9	2	5	10	14	7	1	
	6%a	3%	9%Ta	8%	7%	5%	6%	3%	6%	6%	7%	4%	4%	7%T	4%	9%	8%	6%	4%	8%	9%	2%	4%	4%	6%	6%	1%	
The armed forces	5	3	2	-	-	3	2	-	-	-	2	3	-	2	3	-	-	-	-	2	-	3	-	-	-	-	-	
	*	*	*	-	-	1%	*	-	-	-	*	1%	-	*	*	-	-	-	-	1%	-	4%Tqsy	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 224

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	1610	827	783	209	387	380	363	222	49*	506	480	365	259	986	625	145	68*	185	139*	140	104*	70*	132	243	217	118	49**
Other public sector occupation (Please specify as much detail as possible)	72 4%lo	28 3%	44 6%	6 3%	15 4%	16 4%	18 5%	15 7%	3 6%	19 4%	14 3%	25 7%l	14 5%	33 3%	39 6%To	9 6%	1 2%	9 5%	12 8%	3 2%	11 10%Tuxyz	1 2%	4 3%	10 4%	7 3%	4 3%	1 2%
NET: Private Sector	1239 77%bklo	689 83%Tb	550 70%	177 84%e	292 75%	285 75%	274 75%	175 79%	38 76%	370 73%	343 72%	300 82%Tkl	225 87%Tkl	714 72%	525 84%To	105 73%	49 72%	149 80%	105 76%	107 77%	74 71%	59 83%	105 80%	189 78%	166 77%	94 79%	37 76%
A charity, voluntary organisation or trust	54 3%z	20 2%	34 4%	14 7%Tde	10 3%	7 2%	13 4%	8 3%	1 3%	14 3%	12 3%	5 1%	22 8%Tklim	27 3%	27 4%	4 3%	1 2%	13 7%Tvz	3 3%	4 3%	- -	2 3%	8 6%vz	7 3%	2 1%	4 4%	5 10%
Self-employed (Private sector)	129 8%nu	61 7%	69 9%	9 4%	28 7%	27 7%	30 8%	23 10%	12 9g	39 8%Tcdef	43 9%n	36 10%n	11 4%	82 8%	47 8%	6 4%	5 7%	13 7%	8 6%	4 3%	3 3%	15 21%Tqrst uvxy	12 9%	18 8%	25 11%Tquv	14 12%quv	6 12%
None of the above/ I work in the Private sector	1056 66%bhlo	608 73%Tb	448 57%	153 73%h	254 66%h	250 66%h	231 64%	144 65%	24 49%	317 63%	288 60%	259 71%kl	192 74%Tkl	604 61%	451 72%To	95 66%	43 63%	122 66%	94 68%	99 71%	71 68%	42 59%	86 65%	164 67%	140 64%	75 63%	26 54%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 225
Do you work in any of the following occupations?
Base: All respondents who work

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	1646	285	310	315	316	631	282	310	72	96	147	167	110	39
Weighted base	1610	234	292	262	229	491	233	292	59*	79*	123	124	79*	27*
Effective base	1225	232	254	249	257	502	230	254	57	76	116	135	91	32
NET: Public Sector	372	57	62	54	60	114	56	62	11	16	27	31	20	9
	23%	24%	21%	21%	26%	23%	24%	21%	19%	20%	22%	25%	25%	34%
A nationalised industry/state corporation	11	4	2	1	-	1	4	2	*	-	1	-	-	-
	1%	2%Tde	1%	*	-	*	2%Tde	1%	1%	-	1%	-	-	-
Central government or civil service (including Courts service and Bank of England)	34	5	9	8	7	15	5	9	1	3	5	4	2	1
	2%	2%	3%	3%	3%	3%	2%	3%	1%	3%	4%	3%	3%	5%
Local government or council (including fire services, police and local authority controlled schools/colleges)	113	14	18	21	18	39	14	18	5	4	12	8	7	2
	7%	6%	6%	8%	8%	8%	6%	6%	9%	5%	9%	7%	9%	9%
A university, or other grant funded establishment (include opted-out schools)	44	4	9	9	4	13	4	9	1	6	2	4	*	-
	3%	2%	3%	4%	2%	3%	2%	3%	2%	8%Tade fji	2%	3%	1%	-
A health authority or NHS Trust	93	19	10	9	19	28	18	10	*	3	6	10	4	5
	6%	8%bcgh	3%	3%	8%bcegh	6%c	8%bcg	3%	1%	4%	5%	8%bcgh	5%	17%Tbceghijl
The armed forces	5	3	2	-	-	-	3	2	-	-	-	-	-	-
	*	1%Te	1%	-	-	-	1%Te	1%	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	72	8	13	7	11	18	8	13	4	-	3	5	5	1
	4%	4%	4%	3%	5%i	4%	3%	4%	6%i	-	2%	4%	7%i	4%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

Prepared by Populus

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 225
Do you work in any of the following occupations?
Base: All respondents who work

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	1610	234	292	262	229	491	233	292	59*	79*	123	124	79*	27*
NET: Private Sector	1239	177	229	207	170	377	177	229	48	64	96	93	59	18
	77%	76%	79%	79%	74%	77%	76%	79%	81%	80%	78%	75%	75%	66%
A charity, voluntary organisation or trust	54	7	4	4	4	8	7	4	2	-	1	1	1	2
	3%ce	3%	2%	1%	2%	2%	3%	2%	4%	-	1%	1%	2%	6%eik
Self-employed (Private sector)	129	18	24	21	14	36	18	24	9	3	9	8	7	-
	8%	8%	8%	8%	6%	7%	8%	8%	15%deim	4%	7%	6%	8%	-
None of the above/ I work in the Private sector	1056	153	201	182	152	334	152	201	37	60	85	84	51	16
	66%	65%	69%	70%	66%	68%	66%	69%	62%	76%T	69%	68%	65%	60%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 226

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
No children aged 18 or under	2097 71%bdef mqr	1074 74%Tb	1023 68%	370 86%Tdef	253 52%e	187 39%	296 58%e	375 90%Tdef	616 98%Tcde fg	534 69%	598 74%km	432 67%	532 74%km	1132 71%	964 71%	159 65%	79 62%	246 75%qru	179 71%	162 63%	149 69%	104 73%	200 72%	271 74%qru	289 72%qu	191 75%qru	68 79%qru
NET: Yes	846 29%acgh l	364 25%	481 32%Ta	50 12%h	235 48%Tcgh	298 61%Tcdf gh	211 42%Tcgh	41 10%h	10 2%	243 31%ln	209 26%	210 33%ln	184 26%	451 28%	394 29%	86 35%Tsy A	46 37%syzA	84 25%	71 28%	93 37%Tsxy zAB	66 31%	39 27%	75 27%	96 26%	108 27%	63 25%	18 21%
NET: Any 5-18	690 23%acgh	312 22%	378 25%	22 5%h	146 30%Tcgh	261 54%Tcdf gh	210 41%Tcdg h	41 10%ch	10 2%	198 25%l	168 21%	170 26%l	153 21%	366 23%	323 24%	67 27%	38 30%	67 20%	58 23%	76 30%Tsy	55 26%	31 22%	60 21%	76 21%	90 22%	55 22%	17 20%
NET: Any 11-18	444 15%cdgh y	212 15%	232 15%	9 2%	47 10%ch	160 33%Tcdg h	181 36%Tcdg h	40 10%ch	7 1%	117 15%	111 14%	97 15%	118 16%	229 14%	215 16%	43 17%y	22 17%	50 15%	45 18%y	37 14%	36 17%	23 16%	41 15%	40 11%	57 14%	40 16%	10 12%
Yes - children aged under 5 years old	299 10%afgh	99 7%	200 13%Ta	41 10%fgh	160 33%Tcef gh	84 17%Tcfgh	12 2%gh	*	1	91 12%	69 8%	74 11%	65 9%	159 10%	139 10%	31 12%A	12 9%	25 7%	22 9%	41 16%Tstw xA	24 11%	10 7%	26 9%	44 12%A	44 11%	17 7%	5 5%
Yes - children aged 5 to 10 years old	392 13%acgh	163 11%	229 15%Ta	16 4%gh	127 26%Tcfg h	174 36%Tcdf gh	68 13%cgh	4 1%	4 1%	118 15%ln	91 11%	103 16%ln	80 11%	209 13%	183 13%	40 16%A	24 19%stwx A	33 10%	25 10%	53 21%Tstw zxA	29 13%	13 9%	29 11%	55 15%	56 14%	24 9%	11 13%
Yes - children aged 11 to 15 years old	332 11%cgh	159 11%	174 11%	5 1%	47 10%cgh	134 28%Tcdg h	122 24%Tcdg h	21 5%ch	3	92 12%	87 11%	64 10%	89 12%	180 11%	153 11%	28 11%	17 14%	37 11%	36 14%	28 11%	24 11%	14 10%	32 12%	34 9%	45 11%	28 11%	8 9%
Yes - children aged 16 to 18 years old	182 6%cdhy	82 6%	100 7%	4 1%	2	51 11%Tcdg h	95 19%Tcdg h	25 6%cdh	6 1%	44 6%	43 5%	50 8%	44 6%	87 5%	95 7%	17 7%y	6 5%	16 5%	17 7%y	14 5%	16 7%y	15 10%y	23 8%y	10 3%	21 5%	19 7%y	7 9%y
Refused	13 *	7 *	6 *	9 2%Tegh	2 *	-	2 *	*	-	2 *	6 1%	4 1%	1 *	8 *	5 *	1 *	1 1%	-	2 1%	-	-	-	3 1%	-	4 1%T	1 *	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 227

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
No children aged 18 or under	2097	294	297	234	217	451	290	297	63	84	87	119	80	18
	71%bcde gijlm	72%bcde gijlm	64%cj	57%j	61%j	59%j	72%bcde gijlm	64%cj	64%j	62%j	49%	65%cej	59%	51%
NET: Yes	846	113	168	177	135	311	112	168	35	51	90	63	55	17
	29%	28%	36%Taf	43%Tabf gk	38%Taf	41%Tafk	28%	36%Taf	36%	38%Taf	51%Tabc defghik l	35%T	40%Taf	49%Taf
NET: Any 5-18	690	89	133	148	110	258	88	133	29	43	76	53	46	11
	23%	22%	29%Taf	36%Tabf g	31%Taf	34%Taf	22%	29%Taf	29%	32%Taf	43%Tabc defghik	29%Taf	34%Taf	32%
NET: Any 11-18	444	52	84	94	78	172	52	84	19	28	47	39	32	7
	15%	13%	18%af	23%Taf	22%Taf	22%Taf	13%	18%af	19%	21%af	27%Tabf g	21%Taf	24%Taf	19%
Yes - children aged under 5 years old	299	40	62	62	43	106	40	62	14	18	30	16	16	11
	10%	10%	13%T	15%Tafk	12%k	14%Tak	10%	13%T	14%	14%	17%Tafk	9%	12%	32%Tabcdefghijkl
Yes - children aged 5 to 10 years old	392	49	82	84	58	142	49	82	18	22	44	28	23	7
	13%	12%	18%Taf	20%Taf	16%T	19%Taf	12%	18%Taf	18%	16%	25%Tabd efgk	15%	17%	20%
Yes - children aged 11 to 15 years old	332	43	63	75	59	134	43	63	13	24	37	32	21	6
	11%	11%	14%	18%Taf	17%Taf	17%Taf	11%	14%	13%	18%Taf	21%Tabf g	17%Taf	15%	18%
Yes - children aged 16 to 18 years old	182	17	30	38	33	71	17	30	9	9	20	14	17	2
	6%	4%	6%	9%Taf	9%Taf	9%Taf	4%	6%	9%	7%	11%Tabfg	8%	13%Tabfg	6%
Refused	13	1	2	1	2	2	1	2	1	-	-	-	2	-
	*	*	*	*	*	*	*	*	1%	-	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 228
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)		
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61		
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*		
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49		
Anglia	287 10%kqrst uvwxyzAB	127 9%	160 11%	34 8%	48 10%	43 9%	36 7%	42 10%	84 13%Tcef	61 8%	85 10%	58 9%	83 12%k	146 9%	141 10%	- -	1 1%	1 *	- -	* *	21 10%qrstu wyAB	-	242 87%Tqrst uvwxyzAB	-	21 5%qrstu wyA	-	-	-	
Border	38 1%yz	18 1%	20 1%	- -	6 1%	4 1%	10 2%c	6 1%	12 2%c	10 1%	5 1%	10 2%	13 2%l	15 1%	23 2%	19 8%Trtuv wxyzAB	-	19 6%Trtuv wxyzA	-	-	-	-	-	-	-	-	-	-	
Central	419 14%goqr stwxzAB	209 14%	210 14%	60 14%	76 15%g	61 13%	93 18%Teg	41 10%	88 14%	106 14%	100 12%	115 18%TI	98 14%	206 13%	213 16%	5 2%sty	-	-	-	241 95%Tqrs twxyzAB	155 72%Tqrst wxyzAB	-	* *	-	4 1%	13 5%rstwx yz	1 1%		
Granada	314 11%dhq rtuvwxyzAB	160 11%	155 10%	81 19%Tdefg h	38 8%	56 11%	43 8%	47 11%	50 8%	76 10%	75 9%	81 13%	82 11%	151 10%	163 12%	- -	- -	306 93%Tqrstu wxyzAB	2 1%	-	1 *	5 4%quxyz A	-	-	* *	-	-	-	
London	492 17%ahmn pqrstuv wxAB	213 15%	279 18%Ta	85 20%h	101 21%Tfh	82 17%	71 14%	68 16%	84 13%	173 22%Tlmn	142 18%mn	84 13%	92 13%	315 20%Tp	176 13%	- -	- -	1 *	- -	1 1%	5 2%qtA	-	33 12%qrs tuvwAB	367 100%Tqrs tuvwxzAB	85 21%Tqrst uvwzAB	-	-	-	
Meridian	338 11%ccqrs tuvwyB	150 10%	188 12%	22 5%	63 13%c	58 12%c	64 13%c	54 13%c	77 12%c	104 13%n	95 12%	72 11%	67 9%	199 12%	140 10%	- -	- -	- -	- -	- -	- -	- -	- -	- -	289 72%Tqrs tuvwxzA B	49 19%Tqrst uvwxyB	-	-	-
STV	223 8%rstuv wxyzAB	108 7%	115 8%	23 5%	43 9%	40 8%	43 8%	31 7%	43 7%	61 8%	67 8%	49 8%	46 6%	128 8%	95 7%	222 90%Trstu vwxyzAB	-	-	-	-	-	-	-	-	1 *	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 228
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Tyne Tees	133 5%qsuvwxzA	62 4%	71 5%	27 6%	20 4%	32 7%Th	19 4%	15 4%	20 3%	39 5%	31 4%	31 5%	32 5%	70 4%	64 5%	-	125 99%TqstuwxzAB	-	8 3%qsuvwxzA	-	-	-	-	-	-	-	-
Wales	137 5%bkqrstuvxyzA	85 6%Tb	51 3%	15 4%	20 4%	22 4%	25 5%	20 5%	35 6%	16 2%	45 6%k	35 5%k	41 6%k	61 4%	76 6%	-	-	-	-	-	-	137 95%TqrstuvxyzAB	-	-	-	-	-
West	70 2%bqvxyz	47 3%Tb	23 2%	11 3%	17 3%	7 1%	9 2%	9 2%	17 3%	12 2%	30 4%Tkm	7 1%	22 3%km	42 3%	29 2%	-	-	2 1%	-	8 3%qtvxyz	-	1 1%	-	-	-	58 23%TqrstuvwxzB	-
Westcountry	139 5%qrstuvwxz	67 5%	72 5%	24 6%	15 3%	17 3%	29 6%	21 5%	33 5%	30 4%	37 5%	34 5%	38 5%	67 4%	72 5%	-	-	-	-	4 1%yz	-	1 *	-	-	-	135 53%TqrstuvwxzB	-
Yorkshire	279 9%qrstuvwxzAB	150 10%	128 8%	38 9%	36 7%	50 10%	50 10%	43 10%	63 10%	61 8%	76 9%	59 9%	82 11%k	137 9%	141 10%	-	-	1 *	242 96%TqrstuvwxzAB	-	33 15%TqrstuvwxzAB	-	3 1%	-	-	-	-
UTV	87 3%qrstuvxyzA	49 3%	38 3%	8 2%	8 2%	13 3%	18 4%	20 5%Td	20 3%	31 4%km	24 3%	10 2%	21 3%	55 3%	31 2%	-	-	-	-	-	-	-	-	-	1 *	1 *	85 99%TqrstuvwxzA

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 229
Which of the following ITV regions do you live in?
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Anglia	287 10%	44 11%j	41 9%	31 8%	34 9%	65 8%	44 11%j	41 9%	7 7%	14 10%	10 6%	16 9%	14 10%	4 11%
Border	38 1%de	8 2%dek	7 2%de	4 1%	- -	4 *	8 2%dek	7 2%de	- -	1 1%	2 1%de	- -	- -	- -
Central	419 14%abfg	37 9%	49 11%	77 19%Tabf gm	66 19%Tabf gm	143 19%Tabf m	37 9%	49 11%	19 19%abfg	24 18%abfg	34 19%Tabf gm	38 21%Tabf gm	26 19%abfg	2 6%
Granada	314 11%	43 11%	43 9%	43 10%	37 11%	80 10%	43 11%	43 9%	16 16%bcgj	13 10%	14 8%	19 11%	13 9%	5 15%
London	492 17%af	54 13%	78 17%	87 21%Taf	67 19%af	154 20%Taf	54 13%	78 17%	22 23%af	24 18%	41 23%Taf	34 19%	25 18%	8 23%
Meridian	338 11%	58 14%T	62 13%	53 13%	47 13%	100 13%	57 14%	62 13%	11 11%	18 13%	24 14%	25 14%	17 12%	5 16%
STV	223 8%c	34 8%c	43 9%ch	17 4%	33 9%ceh	50 7%c	34 8%c	43 9%ch	3 3%	6 4%	8 5%	15 8%ci	17 12%Tcehi j	1 4%
Tyne Tees	133 5%ci	22 5%ci	23 5%ci	13 3%ci	20 6%ci	33 4%ci	21 5%ci	23 5%ci	1 1%	1 1%	10 6%ci	10 6%ci	8 6%ci	2 6%ci
Wales	137 5%dek	18 4%de	30 6%cdekl	12 3%	7 2%	19 2%	17 4%de	30 6%codekl	3 3%	5 4%	4 3%	4 2%	3 2%	- -
West	70 2%	13 3%de	10 2%	7 2%	11 3%	18 2%	12 3%	10 2%	1 1%	1 1%	4 3%	6 4%	3 3%	1 3%
Westcountry	139 5%dk	25 6%dkl	22 5%dk	22 5%dek	7 2%	29 4%dk	24 6%dk	22 5%dk	5 5%	10 8%dekl	7 4%	3 1%	3 2%	2 5%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 229
Which of the following ITV regions do you live in?
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Yorkshire	279	42	47	29	25	54	42	47	8	8	13	12	9	4
	9%e	10%	10%	7%	7%	7%	10%	10%	9%	6%	7%	7%	7%	11%
UTV	87	12	12	16	-	16	11	12	3	9	4	-	-	-
	3%dkl	3%dkl	3%dkl	4%dekl	-	2%dk	3%dkl	3%dkl	3%dkl	7%Tabde fgkl	2%dk	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 230
Marital Status
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot-land (q)	North East (r)	North West (s)	York-shire & Humb-erside (t)	West Mid-lands (u)	East Mid-lands (v)	Wales (w)	East-ern (x)	London (y)	South East (z)	South West (A)	North-ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
Single	913 31%bfg kmq	479 33%Tb	434 29%	368 86%Tdef gh	173 35%Tfgh	145 30%gh	123 24%gh	68 16%h	36 6%	205 26%	288 35%Tkm	166 26%	253 35%Tkm	493 31%	420 31%	62 25%	40 32%	122 37%qvwz	88 35%q	76 30%	54 25%	52 36%q	71 26%	143 39%Tquv xzAB	109 27%	74 29%	21 24%
NET: Married/ Civil partnership/ co habiting	1682 57%clny	819 57%	863 57%	56 13%	310 63%Tc	312 64%Tc	331 65%Tc	272 65%Tc	401 64%Tc	509 65%Tin	419 52%	419 65%Tin	335 47%	928 58%	754 55%	154 63%sty	74 58%	173 53%	126 50%	151 59%y	136 63%sty	75 52%	170 61%ty	178 48%	239 60%ty	150 59%y	55 64%y
Married	1261 43%cdln y	638 44%	623 41%	19 4%	171 35%cd	211 43%cd	258 51%Tcde	233 56%Tcde	369 59%Tcde	396 51%Tin	309 38%	309 48%Tin	247 34%	705 44%	556 41%	103 42%	49 39%	120 36%	98 39%	113 44%	108 50%sty	59 41%	129 46%sy	132 36%	190 47%Tsy	117 46%y	44 52%y
Civil Partnership	21 1%h	11 1%	11 1%	1 *	9 2%Th	4 1%	2 *	5 1%h	1 *	8 1%	9 1%	2 *	3 *	17 1%T	5 *	4 2%	-	2 1%	1 *	2 1%	3 1%	-	3 1%	5 1%	1 *	1 *	-
Co Habiting	399 14%acgh	170 12%	229 15%Ta	36 8%	130 26%Tcef gh	97 20%Tcfgh	71 14%cgh	34 8%	32 5%	106 14%	101 12%	107 17%h	85 12%	207 13%	193 14%	47 19%Ttyz	24 19%yz	52 16%	28 11%	36 14%	26 12%	16 11%	38 14%	42 11%	47 12%	32 13%	11 13%
NET: Widowed/ separated/ divorced	345 12%acde kmo	143 10%	202 13%Ta	-	6 1%	24 5%cd	52 10%cde	74 18%Tcde	188 30%Tcdefg	62 8%	100 12%k	56 9%	127 18%Tkln	162 10%	183 13%To	28 12%	12 10%	33 10%	35 14%	26 10%	25 12%	16 11%	37 13%	44 12%	49 12%	30 12%	9 10%
Widowed	91 3%acde	31 2%	60 4%Ta	-	1 *	2 *	8 2%cd	11 3%cde	69 11%Tcdefg	19 2%	26 3%	12 2%	33 5%Tkm	46 3%	45 3%	8 3%	2 1%	14 4%	14 5%	7 3%	8 4%	5 3%	8 3%	7 2%	9 2%	10 4%	1 1%
Separated	42 1%k	25 2%	17 1%	-	4 1%	8 2%cd	12 2%cd	11 3%Tcd	7 1%	5 1%	15 2%	12 2%	10 1%	20 1%	22 2%	4 2%	1 1%	1 *	5 2%	5 2%	-	2 1%	5 2%	10 3%v	5 1%	2 1%	3 3%
Divorced	211 7%acdek o	87 6%	124 8%a	-	2 *	14 3%cd	32 6%cde	51 12%Tcde	113 18%Tcdefg	37 5%	59 7%	32 5%	84 12%Tkln	96 6%	116 8%To	17 7%	10 8%	17 5%	17 7%	15 6%	17 8%	10 7%	23 8%	27 7%	36 9%	18 7%	5 6%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 230
Marital Status
Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Prefer not to answer	15 1%	5 *	11 1%	5 1%h	2 *	4 1%h	3 1%	3 1%	-	3 *	5 1%	5 1%	3 *	8 *	8 1%	2 1%	-	1 *	3 1%	1 1%	-	-	1 *	2 *	3 1%	1 *	1 1%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 231
Marital Status
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Single	913 31%bcde gjl	119 29%ejl	124 27%	98 24%	83 24%	182 24%	118 29%ejl	124 27%	27 27%	34 25%	37 21%	49 27%	28 20%	6 18%
NET: Married/ Civil partnership/ co habiting	1682 57%	229 56%	298 64%Tafh	272 66%Tafh	241 68%Tafh	513 67%Tafh	227 56%	298 64%Tafh	51 52%	92 68%Tafh	129 73%Tabc fgh	119 65%Tafh	96 70%Tafh	27 76%Tafh
Married	1261 43%	171 42%	220 47%T	208 51%Tafh	185 53%Tafh	394 52%Tafh	169 42%	220 47%T	38 39%	68 50%	102 58%Tabc fgh	92 50%Taf	75 55%Tafh	18 53%
Civil Partnership	21 1%	2 1%	4 1%	2 *	7 2%Tace	9 1%c	2 1%	4 1%	1 1%	- -	* *	6 3%Tabcd efgij	1 *	-
Co Habiting	399 14%	56 14%	75 16%	62 15%	49 14%	110 14%	56 14%	75 16%	12 12%	24 18%	26 15%	21 11%	20 15%	8 24%k
NET: Widowed/ separated/ divorced	345 12%dej	55 13%bdegi jk	42 9%	40 10%j	27 8%	67 9%	53 13%dejk	42 9%	20 20%Tbcde gijklm	9 7%	11 6%	14 8%	11 8%	2 6%
Widowed	91 3%	12 3%	16 3%	9 2%	9 2%	18 2%	12 3%	16 3%	6 6%ceij	2 1%	1 1%	4 2%	4 3%	* 1%
Separated	42 1%	11 3%Tdk	5 1%	8 2%	2 1%	11 1%	11 3%Tdk	5 1%	3 3%dk	1 1%	4 2%	* *	2 1%	-
Divorced	211 7%bdegi	32 8%bdegi	21 5%	23 6%	16 5%	39 5%	31 8%j	21 5%	10 10%bcdeg jl	7 5%	6 3%	9 5%	5 4%	2 5%
Prefer not to answer	15 1%	6 1%Tce	1 *	1 *	2 *	2 *	6 1%Tce	1 *	1 1%	- -	- -	- -	2 1%e	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

Prepared by Populus

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 232

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade						Region												
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)	
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61	
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*	
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49	
Glasgow	124 4%rstuv wxyzA	59 4%	65 4%	11 3%	25 5%	24 5%	27 5%	18 4%	18 3%	30 4%	32 4%	31 5%	30 4%	63 4%	61 4%	124 50%Trstu vwxyzAB	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	93 3%stuvx yzA	42 3%	51 3%	13 3%	19 4%	13 3%	17 3%	9 2%	21 3%	26 3%	30 4%	18 3%	18 3%	57 4%	36 3%	93 38%Trstu vwxyzAB	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	136 5%quvw yzA	65 4%	71 5%	24 6%	19 4%	32 7%T	21 4%	16 4%	25 4%	40 5%	31 4%	34 5%	31 4%	71 4%	65 5%	-	119 94%Tqstu vwxyzAB	13 4%quvxy zA	4 2%z	-	-	-	-	-	-	-	-	
Leeds	102 3%qsuv yzA	51 4%	50 3%	17 4%	13 3%	17 4%	13 3%	17 4%	25 4%	31 4%	25 3%	23 4%	22 3%	56 4%	45 3%	-	1 1%	2 1%	99 39%Tqrsu vwxyzAB	-	-	-	-	-	-	-	-	-
Hull	59 2%koqu yzA	33 2%	26 2%	10 2%	8 2%	8 2%	11 2%	12 3%	10 2%	3 *	15 2%k	7 1%	35 5%TkIm	18 1%	42 3%To	-	-	-	58 23%Tqrsu vwxyzAB	-	1 1%	-	-	-	-	-	-	-
Sheffield	100 3%qsux zA	49 3%	52 3%	12 3%	18 4%	18 4%	20 4%	8 2%	24 4%	22 3%	32 4%	17 3%	29 4%	54 3%	46 3%	-	-	-	77 31%Tqrsu vwxyzAB	-	23 11%Tqrsu vwxyzAB	-	-	-	-	-	-	-
Manchester	229 8%qrtw xyzAB	119 8%	110 7%	48 11%dfh	30 6%	45 9%	33 6%	33 8%	40 6%	61 8%	56 7%	60 9%	52 7%	117 7%	113 8%	-	-	210 64%Tqrtu vwxyzAB	2 1%	14 5%qrtvx yzA	2 1%	2 1%	-	-	-	-	-	-
Liverpool	109 4%fkogr tuvxyzA	53 4%	56 4%	39 9%Tdefg h	14 3%	14 3%	9 2%	14 3%	20 3%	19 2%	27 3%	29 4%	34 5%k	46 3%	63 5%o	-	-	84 25%Tqrtu vxyzAB	-	-	-	26 18%Tqrtu vxyzAB	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 232

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age							Social Grade							Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)		
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*		
Nottingham	128 4%qrstu wxyzA	67 5%	61 4%	11 3%	24 5%	15 3%	33 6%Tce	22 5%	24 4%	43 5%	27 3%	30 5%	29 4%	70 4%	59 4%	- -	- -	- -	3 1%	- -	123 57%Tqrst uvwxyzAB	- -	2 1%	- -	1 *	- -	- -		
Birmingham	235 8%qqrst wxyzAB	122 8%	113 8%	37 9%g	47 10%g	42 9%g	53 10%gh	17 4%	39 6%	57 7%	61 8%	66 10%	51 7%	118 7%	117 9%	- -	- -	- -	- -	221 86%Tqrst vwxyzAB	9 4%qrstx yzA	3 2%qstby z	- -	- -	- -	2 1%	- -		
Norwich	143 5%qrstu wyzA	65 4%	78 5%	16 4%	23 5%	23 5%	20 4%	24 6%	38 6%	30 4%	45 6%	30 5%	38 5%	75 5%	68 5%	- -	1 1%	- -	- -	- -	1 *	- -	141 51%Tqrst uvwxyzAB	- -	1 *	- -	- -		
Milton Keynes	64 2%oqsuA	26 2%	38 3%	8 2%	16 3%f	10 2%	5 1%	7 2%	19 3%f	10 1%	12 1%	15 2%	27 4%Tkl	22 1%	42 3%To	- -	- -	- -	- -	- -	21 10%Tqrst uvwxyzAB	- -	31 11%Tqrst uvwxyzAB	3 1%	10 2%qstuA	- -	- -		
Brighton	79 3%ccqstu vxyA	36 2%	43 3%	2 *	15 3%c	7 2%	21 4%ce	14 3%c	20 3%c	25 3%	21 3%	21 3%	12 2%	46 3%	33 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	79 20%Tqrst uvwxyzAB	- -	- -		
Oxford	42 1%y	16 1%	26 2%	5 1%	10 2%	5 1%	8 2%	5 1%	9 1%	13 2%	15 2%	8 1%	7 1%	27 2%	14 1%	- -	- -	- -	- -	3 1%	2 1%	- -	- -	- -	29 7%Tqrst uvwxyzAB	7 3%qstby	- -		
London	620 21%amnp qrstuvw AB	274 19%	346 23%Ta	95 22%	121 25%Tfh	111 23%	92 18%	86 21%	115 18%	208 27%Tmn	185 23%mn	108 17%	119 17%	392 25%Tp	228 17%	- -	- -	- -	1 1%	2 1%	- -	- -	82 30%Tqrs tuvwAB	363 99%Tqrs tuvwxzA B	171 43%Tqrst uvwxyzAB	1 *	- -		
Southampton	131 4%qrstu vwxy	59 4%	71 5%	11 3%	23 5%	25 5%	22 4%	15 4%	34 5%	48 6%Tn	34 4%	25 4%	24 3%	82 5%T	49 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	86 21%Tqrs tuvwxzB	45 18%Tqrst uvwxyzB	- -		
Bristol	107 4%qrstu vxyz	55 4%	52 3%	18 4%	14 3%	16 3%	15 3%	16 4%	27 4%	23 3%	38 5%	17 3%	29 4%	61 4%	46 3%	- -	- -	- -	- -	3 1%	- -	1 1%	- -	- -	* *	103 40%Tqrst uvwxyzB	- -		

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/AB
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 232

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade						Region													
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scotland (q)	North East (r)	North West (s)	Yorkshire & Humberside (t)	West Midlands (u)	East Midlands (v)	Wales (w)	Eastern (x)	London (y)	South East (z)	South West (A)	Northern Ireland (B)		
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*		
Plymouth	76 3%qstuv xyz	44 3%	33 2%	8 2%	11 2%	7 2%	17 3%	13 3%	20 3%	17 2%	19 2%	18 3%	22 3%	36 2%	40 3%	-	-	-	-	-	-	-	-	-	-	-	76 30%Tqrst uvwxyzB	-	
Cardiff	94 3%bkqst uvwxyzA	66 5%Tb	29 2%	11 3%	14 3%	12 3%	20 4%	15 4%	23 4%	15 2%	29 4%	22 3%	28 4%k	44 3%	50 4%	-	-	-	-	-	-	94 66%Tqrst uvwxyzAB	-	-	-	-	-		
Belfast	86 3%dqstu vxyzA	48 3%	38 3%	8 2%	7 1%	13 3%	18 4%	20 5%Td	20 3%	31 4% ^m	24 3%	10 2%	21 3%	55 3%	31 2%	-	-	-	-	-	-	-	-	-	-	-	86 100%TqrstuvwxyzA		
None of these	198 7%dkoy	99 7%	99 7%	25 6%	20 4%	27 5%	36 7%	35 8% ^d	56 9% ^{Tde}	27 4%	53 7% ^k	58 9% ^k	60 8% ^k	80 5%	117 9% ^{To}	30 12% ^{Trstu} yzB	6 5% ^y	21 6% ^y	8 3% ^y	13 5% ^y	33 16% ^{Trst} xyzAB	17 12% ^{Ttu} yzB	22 8% ^{tyB}	1 *	24 6% ^y	21 8% ^{tyB}	-		

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 233
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Q3. Broadband Speed													
	Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Glasgow	124 4%e	17 4%	22 5%	10 3%	13 4%	23 3%	17 4%	22 5%	2 2%	2 2%	6 3%	6 3%	6 4%	1 3%
Edinburgh	93 3%	12 3%	19 4%	7 2%	19 5%Tce	26 3%c	12 3%	19 4%	1 1%	3 2%	3 2%	7 4%	11 8%Tabce fghij	* 1%
Newcastle	136 5%	24 6%i	27 6%i	14 3%	18 5%	32 4%	23 6%i	27 6%i	1 1%	2 1%	11 6%ci	9 5%	7 5%	2 6%
Leeds	102 3%	17 4%	18 4%	11 3%	12 3%	23 3%	17 4%	18 4%	1 1%	3 2%	7 4%	7 4%	3 2%	1 4%
Hull	59 2%	5 1%	7 2%	5 1%	8 2%	12 2%	5 1%	7 2%	3 3%	- -	2 1%	2 1%	4 3%ai	1 4%ai
Sheffield	100 3%del	16 4%dl	15 3%	11 3%	6 2%	16 2%	16 4%dl	15 3%	3 3%	3 2%	4 2%	4 2%	1 *	1 4%
Manchester	229 8%	31 8%	28 6%	34 8%	32 9%	66 9%	31 8%	28 6%	8 8%	12 9%	13 7%	16 9%	14 10%	3 9%
Liverpool	109 4%l	16 4%l	19 4%l	13 3%j	8 2%l	21 3%l	16 4%l	19 4%l	8 9%Tcdei jl	2 1%	2 1%	6 3%l	1 *	1 4%l
Nottingham	128 4%af	8 2%	22 5%af	19 5%af	24 7%Taf	43 6%Taf	8 2%	22 5%af	4 4%	6 5%	9 5%	12 7%af	11 8%Taf	* 1%
Birmingham	235 8%abfg	22 5%	24 5%	44 11%Tabf g	34 10%abfg	78 10%Tabfg	22 5%	24 5%	9 10%	10 8%	24 14%Tabf g	19 10%abfg	12 9%	3 8%
Norwich	143 5%e	25 6%e	26 6%	14 4%	13 4%	27 4%	25 6%e	26 6%	2 2%	7 5%	5 3%	8 4%	4 3%	1 4%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 233
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Milton Keynes	64 2%	7 2%	6 1%	6 1%	11 3%	17 2%	7 2%	6 1%	2 2%	2 2%	2 1%	6 3%	3 3%	2 5%
Brighton	79 3%	14 3%	16 4%	17 4% ^d	5 1%	22 3% ^d	14 3%	16 4%	1 1%	7 5% ^{dk}	9 5% ^{dk}	2 1%	2 1%	1 3%
Oxford	42 1%	4 1%	10 2%	5 1%	8 2%	13 2%	4 1%	10 2%	* *	1 *	4 2%	4 2%	2 2%	2 6% ^{Tacefhi}
London	620 21%	79 19%	100 22%	102 25% ^T	87 25% ^T	190 25% ^{Taf}	78 19%	100 22%	24 24%	30 22%	48 27% ^{Taf}	43 23%	35 26%	9 27%
Southampton	131 4%	19 5%	23 5%	19 5%	22 6%	41 5%	19 5%	23 5%	6 6%	7 5%	6 3%	13 7%	8 6%	1 3%
Bristol	107 4%	18 4%	16 3%	14 3%	12 3%	26 3%	17 4%	16 3%	2 2%	5 4%	7 4%	6 4%	4 3%	2 4%
Plymouth	76 3% ^{dek kl}	19 5% ^{Tbdeg kl}	11 2% ^d	10 2% ^{de}	1 *	11 1% ^d	19 5% ^{Tdekl}	11 2% ^d	3 3% ^d	3 2%	4 2%	1 1%	* *	- -
Cardiff	94 3% ^{de}	12 3%	22 5% ^{Todel}	8 2%	5 1%	13 2%	11 3%	22 5% ^{Todel}	1 1%	3 2%	4 2%	4 2%	2 1%	- -
Belfast	86 3% ^{cdkl}	12 3% ^{cdkl}	12 3% ^{cdkl}	16 4% ^{cdkl}	- -	16 2% ^{dk}	12 3% ^{cdkl}	12 3% ^{cdkl}	3 3% ^{cdkl}	9 7% ^{Tbdeg kl}	4 2% ^{dk}	- -	- -	- -
None of these	198 7% ^j	31 7% ^j	23 5% ^j	31 8% ^j	16 5%	48 6% ^{dj}	31 8% ^j	23 5% ^j	12 12% ^{Tbde gkl}	17 12% ^{Tbde gkl}	2 1%	8 4%	7 5% ^j	1 4%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 234

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender			Age						Social Grade						Region													
		Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)		
Unweighted base		2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61		
Weighted base		2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*		
Effective base		2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49		
Up to £7,000	(3.5)	118 4%hklmo	57 4%	61 4%	28 7%Th	20 4%	22 5%h	21 4%	14 3%	13 2%	1 *	21 3%k	13 2%k	82 11%TKlm	22 1%	96 7%To	9 4%	6 5%	18 6%	8 3%	10 4%	5 2%	15 11%Tqtuv xyzB	7 2%	12 3%	14 4%	12 5%	1 1%		
£7,001 to £14,000	(10.5)	433 15%deko y	207 14%	227 15%	45 11%	57 12%	56 12%	64 13%	83 20%Tde f	129 21%Todef	24 3%	109 13%k	77 12%k	224 31%TKlm	133 8%	300 22%To	35 14%	22 18%y	39 12%	46 18%y	43 17%y	47 22%Tsyz A	26 18%y	49 18%y	35 10%	49 12%	30 12%	12 13%		
£14,001 to £21,000	(17.5)	493 17%cdko y	225 16%	268 18%	41 10%	65 13%	72 15%c	81 16%c	77 19%cd g	157 25%Tcd f	64 8%	144 18%k	116 12%k	169 23%TKlm	209 13%	284 21%To	50 20%uyB	25 20%B	52 16%	55 22%uyzB	33 13%	30 14%	32 22%uyB	56 20%yB	45 12%	59 15%	49 19%yB	6 7%		
£21,001 to £28,000	(24.5)	470 16%ck y	248 17%	222 15%	48 11%	78 16%	72 15%	96 19%c	57 14%	118 19%Tc	101 13%	151 19%Tkn	97 13%	252 16%	218 16%	46 19%ks	21 16%	36 11%	39 16%	53 21%syz	35 16%	31 22%sy	43 16%	47 13%	55 14%	53 21%Tsyz	10 11%			
£28,001 to £34,000	(31)	396 13%nq y	212 15%	184 12%	43 10%	73 15%	64 13%	67 13%	66 16%c	82 13%	104 13%n	115 14%n	123 19%TKln	54 8%	219 14%	177 13%	21 9%	14 11%	71 22%Tqr wxyzA	44 17%quwy	25 10%	25 12%	11 7%	53 19%Tquw yA	38 10%	53 13%	29 11%	13 15%		
£34,001 to £41,000	(37.5)	240 8%hn y	124 9%	116 8%	36 8%	37 7%	48 10%gh	60 12%Tdgh	25 6%	34 5%	83 11%Tn	63 8%n	71 11%Tn	23 3%	146 9%T	94 7%	19 8%	7 6%	30 9%	15 6%	29 11%ix	22 10%ix	8 5%	13 5%	36 10%ix	29 7%	26 10%ix	6 7%		
£41,001 to £48,000	(44.5)	117 4%hnpt y	47 3%	70 5%	16 4%	27 6%h	26 5%h	22 4%	14 3%	13 2%	55 7%Tlmn	35 4%n	19 3%	9 1%	90 6%Tp	27 2%	13 5%t	4 3%	11 3%	3 1%	10 4%	10 5%t	1 1%	8 3%	20 6%t	23 6%tw	13 5%t	2 2%		
£48,001 to £55,000	(51.5)	109 4%nptw y	52 4%	58 4%	9 2%	27 5%Tcgh	22 5%g	29 6%Tcgh	8 2%	15 2%	53 7%Tlmn	26 3%	17 3%	12 2%	79 5%Tp	30 2%	11 4%tw	2 2%	17 5%tw	2 1%	10 4%w	9 4%tw	- -	6 2%	16 4%tw	21 5%twx	9 3%	7 8%twx		
£55,001 to £62,000	(58.5)	73 2%hnp y	28 2%	45 3%	14 3%h	18 4%h	13 3%h	10 2%	12 3%h	5 1%	38 5%Tmn	24 3%n	11 2%n	- -	62 4%Tp	11 1%	5 2%	4 3%	11 3%	3 1%	5 2%	4 2%	6 4%A	4 1%	13 4%A	14 3%A	2 1%	3 4%		
£62,001 to £69,000	(65.5)	56 2%bhnp y	40 3%B	15 1%	21 5%Tfgh	13 3%h	11 2%h	5 1%	5 1%	1 *	34 4%Tlmn	15 2%n	6 1%	1 *	49 3%Tp	7 *	9 4%v	2 2%	3 1%	6 2%	2 1%	- -	2 2%	3 1%	8 2%	9 2%v	5 2%	5 6%sv		

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 234

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Gender			Age						Social Grade						Region											
		Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Weighted base		2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
£69,001 to £76,000	(72.5)	59 2%hlmnp x	33 2%	26 2%	6 1%	16 3%gh	14 3%h	13 3%	4 1%	6 1%	46 6%Tlmn	8 1%	2 *	2 *	54 3%Tp	4 *	7 3%tx	3 3%h	5 2%	1 *	7 3%h	4 2%	- -	- -	15 4%TtwxA	11 3%tx	2 1%	4 5%twx
£76,001 to £83,000	(79.5)	40 1%hnp	20 1%	20 1%	6 1%	12 3%Th	10 2%h	6 1%	3 1%	3 *	27 3%Tlmn	8 1%h	5 1%	- -	35 2%Tp	5 *	3 1%	1 1%	4 1%	4 2%	3 1%	1 *	- -	5 2%	9 3%	7 2%	3 1%	- -
£83,001 or more	(86)	102 3%bhmn quA	61 4%Tb	40 3%	33 8%Tfgh	20 4%h	21 4%h	14 3%h	12 3%h	1 *	70 9%Tlmn	24 3%mn	7 1%h	- -	95 6%Tp	7 1%	2 1%	5 4%qu	11 3%	4 1%	2 1%	4 2%	2 1%	8 3%	29 8%Tqtu vwxA	29 7%Tqtuv wxA	3 1%	3 4%
Prefer not to answer		249 8%adfn	91 6%	158 10%Ta	83 19%Tdefg h	29 6%	34 7%f	19 4%	34 8%f	50 8%f	78 10%h	68 8%	58 9%	45 6%	146 9%	103 8%	16 6%	11 9%	22 7%	23 9%	24 10%	17 8%	9 7%	23 8%	44 12%Tqz	27 7%	19 8%	14 16%Tqsz
Average income (£000's)		30.06gh mnptwx	30.92Tb	29.19	35.29Tf gh	34.01Tf gh	32.91Tg h	30.55gh	27.15h	23.01	44.73Tl mn	29.55n	27.63n	17.44	36.92Tp	22.20	29.01w	28.38w	30.58tw	25.40	28.06w	27.43w	22.28	26.98w	37.73Tq rstuvw xA	34.85Tq rstuvw xA	27.45w	36.75Tqrtuvwx A

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 235

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Q3. Broadband Speed													
		Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base		2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base		2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base		2228	421	420	405	417	815	415	420	98	132	176	215	160	42
Up to £7,000	(3.5)	118 4%e	22 6%bdegj	13 3%	12 3%	8 2%	20 3%	22 5%bdegj	13 3%	5 5%	4 3%	3 2%	5 3%	2 2%	1 1%
£7,001 to £14,000	(10.5)	433 15%beg	63 16%bm	52 11%	53 13%	41 12%	94 12%	63 16%bm	52 11%	15 15%	20 15%	18 10%	23 13%	17 12%	1 4%
£14,001 to £21,000	(17.5)	493 17%	68 17%	79 17%	61 15%	53 15%	113 15%	68 17%	79 17%	18 18%	20 15%	23 13%	31 17%	19 14%	3 9%
£21,001 to £28,000	(24.5)	470 16%	75 18%e	88 19%e	59 14%	50 14%	108 14%	75 19%e	88 19%e	18 18%	18 13%	23 13%	24 13%	20 15%	6 17%
£28,001 to £34,000	(31)	396 13%	52 13%	68 14%	53 13%	56 16%	109 14%	51 13%	68 14%	13 13%	17 13%	23 13%	29 16%	22 16%	5 15%
£34,001 to £41,000	(37.5)	240 8%	29 7%	44 10%	43 10%	39 11%Taf	82 11%Taf	28 7%	44 10%	10 10%	11 8%	22 12%Taf	21 11%	14 10%	4 12%
£41,001 to £48,000	(44.5)	117 4%	19 5%	21 4%	22 5%h	14 4%	36 5%h	19 5%	21 4%	1 1%	12 9%Tcdeh i	9 5%h	7 4%	4 3%	3 7%h
£48,001 to £55,000	(51.5)	109 4%	17 4%	15 3%	26 6%Tbg	17 5%	43 6%T	17 4%	15 3%	5 5%	14 11%Tabcd efgjk	7 4%	7 4%	8 6%	2 7%
£55,001 to £62,000	(58.5)	73 2%	9 2%	14 3%	13 3%	10 3%l	23 3%l	9 2%	14 3%	4 4%l	3 2%	6 4%	8 4%l	1 *	2 4%
£62,001 to £69,000	(65.5)	56 2%	9 2%	9 2%	10 3%	9 3%k	20 3%	9 2%	9 2%	3 3%	2 1%	6 3%	2 1%	7 5%Tbdgk	* 1%

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 235

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Q3. Broadband Speed													
		Total (T)	Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Weighted base		2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
£69,001 to £76,000	(72.5)	59 2%	8 2%	17 4%Tk	16 4%Thik	8 2%k	24 3%Tk	8 2%	17 4%Tk	1 1%	1 1%	14 8%Tabcd efghik	1 *	7 5%Tdk	1 2%
£76,001 to £83,000	(79.5)	40 1%	5 1%	4 1%	9 2%	7 2%	17 2%T	5 1%	4 1%	1 1%	3 2%	5 3%	3 1%	4 3%Tbg	* 1%
£83,001 or more	(86)	102 3%af	8 2%	18 4%	15 4%	22 6%Taf	36 5%Taf	7 2%	18 4%	2 2%	5 3%	8 5%f	11 6%Taf	5 4%	5 15%Tabcdefghijl
Prefer not to answer		249 8%abcde fgi	24 6%	24 5%	20 5%	18 5%	39 5%	24 6%	24 5%	4 5%	5 4%	11 6%	11 6%	6 4%	1 4%
Average income (£000's)		30.06	28.42	31.98Ta f	33.94Ta fh	34.52Ta fhk	34.21Ta fh	28.35	31.98Ta f	28.75	32.78af	37.78Ta bcefghik	32.31af	35.42Ta fh	42.33Tabcdefghik

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

WLA Broadband Speeds

ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 236

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade						Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (k)	C1 (l)	C2 (m)	DE (n)	ABC1 (o)	C2DE (p)	Scot- land (q)	North East (r)	North West (s)	York- shire & Humb- erside (t)	West Mid- lands (u)	East Mid- lands (v)	Wales (w)	East- ern (x)	London (y)	South East (z)	South West (A)	North- ern Ireland (B)
Unweighted base	2955	1477	1478	300	567	558	482	423	625	868	843	497	747	1711	1244	296	144	252	196	238	192	128	263	395	515	275	61
Weighted base	2955	1445	1510	429	491	485	508	417	626	779	812	647	717	1591	1364	246	126	330	252	255	215	143	278	367	401	255	86*
Effective base	2228	1136	1096	225	423	435	368	338	505	675	653	389	551	1326	925	229	108	182	154	190	159	100	211	303	413	212	49
NET: Yes	645 22%cdkl oy	335 23%	310 21%	61 14%	72 15%	91 19%	139 27%Tcde	122 29%Tcde	160 26%Tcde	103 13%	153 19%k	130 20%k	259 36%TkIm	256 16%	389 29%To	56 23%y	19 15%	64 20%	54 21%	47 18%	65 30%Trsu y	31 22%	71 25%ry	55 15%	98 24%ry	68 27%ry	17 20%
Yes - physical condition	374 13%cdk oy	202 14%	172 11%	15 3%	21 4%	48 10%cd	91 18%Tcde	82 20%Tcde	118 19%Tcde	61 8%	86 11%	80 12%k	148 21%TkIm	147 9%	227 17%To	39 16%uy	13 10%	33 10%	27 11%	23 9%	45 21%Trst uyB	20 14%y	42 15%y	23 6%	59 15%y	43 17%su y	7 8%
Yes - mental condition	267 9%hkoy	127 9%	140 9%	47 11%h	50 10%h	59 12%Th	69 14%Tgh	33 8%h	10 2%	40 5%	63 8%	43 7%	121 17%TkIm	103 6%	164 12%To	19 8%	10 8%	31 9%	23 9%	28 11%	27 12%y	11 8%	30 11%	22 6%	40 10%	21 8%	7 8%
Yes - disability	230 8%cdkoy	127 9%	103 7%	3 1%	12 2%	33 7%cd	60 12%Tcde	62 15%Tcde	60 10%cd	28 4%	57 7%k	53 8%k	93 13%TkIm	84 5%	146 11%To	20 8%y	6 5%	24 7%	16 7%	17 7%	25 12%y	15 10%y	27 10%y	13 4%	40 10%y	23 9%y	5 6%
Yes - other	31 1%b	22 2%Tb	9 1%	5 1%	4 1%	3 1%	3 1%	7 2%	9 1%	6 1%	6 1%	5 1%	13 2%T	12 1%	19 1%	3 1%	-	-	2 1%	* 2% s	5 2%	3 2%	6 2% s	5 1%	4 1%	3 1%	-
No	2243 76%fgnp v	1086 75%	1157 77%	356 83%Tfgh	402 82%Tfgh	379 78%fg	356 70%	291 70%	459 73%	663 85%TImn	641 79%Tn	501 77% n	438 61%	1304 82%Tp	939 69%	183 74%	103 81% v	259 78% v	189 75%	205 80% v	145 67%	110 77%	202 73%	299 81%Tqvx zA	297 74%	184 72%	67 78%
Prefer not to say	67 2%gh	25 2%	43 3%	12 3%	17 3%gh	15 3%gh	13 3%	4 1%	7 1%	13 2%	17 2%	16 3%	20 3%	31 2%	36 3%	7 3%	4 3%	6 2%	9 4%	3 1%	5 2%	2 2%	5 2%	14 4%	6 1%	3 1%	2 2%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/k/l/m/n - T/o/p - T/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

WLA Broadband Speeds
ONLINE Fieldwork: 6th-11th September 2017

Absolutes/col percents

Table 237

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Total (T)	Q3. Broadband Speed												
		Up to 30 Mbit/s (a)	Around 38 Mbit/s (b)	Around 50-80 Mbit/s (c)	100+ Mbit/s (d)	50+ Mbit/s (e)	Up to 17 Mbs (f)	Around 38 Mbs (g)	Around 50 Mbs (h)	Around 52 Mbs (i)	Around 76 Mbs (j)	Around 100 Mbs (k)	Around 200 Mbs (l)	300+ Mbs (m)
Unweighted base	2955	507	511	500	504	1004	499	511	121	163	216	261	192	51
Weighted base	2955	408	466	411	353	764	404	466	99*	135	177	182	136	35*
Effective base	2228	421	420	405	417	815	415	420	98	132	176	215	160	42
NET: Yes	645 22%	96 24%	101 22%	91 22%	74 21%	165 22%	95 24%	101 22%	22 22%	35 26%	34 19%	33 16%	36 26% ^d	6 18%
Yes - physical condition	374 13%	58 14% ^k	63 13%	60 15% ^k	43 12% ^k	104 14% ^k	57 14% ^k	63 13%	14 14%	24 18% ^k	23 13%	16 9%	24 18% ^{Tdk}	3 8%
Yes - mental condition	267 9% ^k	34 8%	44 10%	42 10% ^k	29 8% ^k	71 9% ^k	33 8%	44 10%	11 11%	18 14% ^k	12 7%	9 5%	16 12% ^{dk}	4 10%
Yes - disability	230 8%	37 9%	35 8%	29 7%	31 9%	59 8%	36 9%	35 8%	7 7%	10 7%	12 7%	14 7%	15 11%	2 7%
Yes - other	31 1%	3 1%	3 1%	4 1%	6 2%	10 1%	3 1%	3 1%	* 1%	1 1%	3 1%	4 2%	2 1%	* 1%
No	2243 76%	302 74%	353 76%	315 77%	274 78%	590 77%	298 74%	353 76%	75 76%	101 74%	140 79%	147 81%	99 73%	29 82%
Prefer not to say	67 2% ^e	11 3%	12 2%	5 1%	5 1%	9 1%	10 3%	12 2%	2 2%	- -	2 1%	3 2%	2 1%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base