

**Broadband Internet Awareness Survey**  
**All with Internet Access at Home**  
**Fieldwork : October 11th-13th 2002**

Absolutes/col percents

Table 1

**Q.1 Not all parts of the country are able to get a broadband Internet connection. Do you know if you can get a broadband connection where you live?**

**Base: All respondents with Internet access**

	Sex		Age							Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	447	215	232	35	90	136	88	67	31	129	173	84	61	130	115	102	67	33
Weighted base	445	238	207	52	102	125	82	55	30	159	149	69	67	134	113	100	67	31
Yes, I already have a broadband connection	48 11%	31 13%	16 8%	9 17%	11 11%	10 8%	15 18%	3 5%	- -	15 10%	20 13%	7 10%	6 8%	17 12%	14 12%	11 11%	3 4%	2 8%
Yes, I am certain I can get a broadband connection	88 20%	49 20%	40 19%	8 15%	23 22%	28 22%	17 21%	9 16%	4 12%	44 28%	28 19%	12 18%	4 5%	33 24%	20 18%	16 16%	11 17%	8 24%
Yes, I think that I can get a broadband connection	62 14%	35 15%	27 13%	6 11%	11 11%	20 16%	13 16%	9 17%	4 12%	25 15%	20 13%	10 14%	8 12%	20 15%	14 13%	16 16%	7 11%	5 16%
No, I don't think I can get a broadband connection	52 12%	29 12%	23 11%	8 16%	12 12%	18 14%	8 9%	2 3%	4 15%	13 8%	21 14%	7 10%	11 17%	10 8%	11 10%	13 13%	14 21%	3 11%
No, I'm certain that I can't get a broadband connection	53 12%	35 15%	18 9%	6 12%	17 16%	16 13%	6 8%	5 9%	3 9%	20 13%	15 10%	6 9%	11 17%	10 8%	15 13%	8 8%	13 19%	6 20%
Don't know	143 32%	61 25%	82 40%	15 29%	28 28%	33 27%	23 29%	27 50%	15 51%	42 27%	46 31%	27 39%	27 41%	44 33%	39 34%	35 35%	18 27%	6 21%

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Table 2

**Q.2 What do you think are the main barriers to people getting a broadband Internet connection?****Base: All respondents with Internet access**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	447	215	232	35	90	136	88	67	31	129	173	84	61	130	115	102	67	33
Weighted base	445	238	207	52	102	125	82	55	30	159	149	69	67	134	113	100	67	31
Price/ too expensive (non specific)	150 34%	102 43%	48 23%	15 29%	35 34%	47 37%	28 34%	16 30%	9 31%	66 42%	51 34%	17 25%	15 22%	55 41%	35 31%	37 37%	14 21%	8 26%
Broadband not available in some areas/poor coverage	52 12%	39 16%	13 6%	3 6%	11 10%	19 15%	11 14%	5 9%	4 12%	21 13%	17 11%	9 13%	5 8%	16 12%	11 10%	12 12%	9 14%	3 11%
Wouldn't know how to get connected	16 4%	7 3%	9 4%	4 8%	3 3%	4 3%	2 3%	2 3%	- -	6 4%	8 5%	1 1%	1 2%	1 1%	10 8%	1 1%	4 6%	- -
Delays in installation/ slow installation	13 3%	10 4%	3 1%	2 4%	4 4%	4 3%	2 2%	1 1%	- -	4 3%	7 4%	1 1%	1 2%	6 5%	4 4%	1 1%	2 3%	- -
Monthly subscription costs too high	10 2%	5 2%	5 2%	1 3%	1 1%	5 4%	2 2%	1 1%	- -	- -	6 4%	2 3%	2 3%	4 3%	3 3%	1 1%	1 2%	1 3%
Installation costs too high	9 2%	8 3%	2 1%	3 5%	1 1%	4 4%	1 1%	- -	- -	3 2%	4 3%	2 2%	- -	5 4%	3 3%	1 1%	1 1%	- -
Don't need high access speeds	8 2%	6 3%	2 1%	2 3%	2 2%	2 2%	1 1%	1 2%	- -	2 1%	4 2%	2 2%	1 2%	3 2%	1 1%	2 2%	- -	2 7%
Happy with current service	8 2%	8 3%	- -	3 5%	- -	2 2%	- -	- -	3 10%	1 1%	4 3%	1 1%	1 2%	1 1%	1 1%	2 2%	3 5%	- -
Few/No Broadband specific websites	4 1%	3 1%	1 *	1 3%	2 2%	1 1%	- -	- -	- -	2 1%	2 2%	- -	- -	2 1%	1 1%	- -	1 1%	- -
Difficult self installation	4 1%	3 1%	1 1%	2 3%	- -	2 2%	* 1%	- -	- -	1 1%	3 2%	- -	- -	* *	- -	- -	- -	3 11%
Other	44 10%	28 12%	16 8%	4 8%	11 11%	7 6%	14 18%	4 7%	3 11%	23 14%	13 9%	6 8%	2 3%	13 9%	11 10%	9 9%	10 15%	1 5%
Don't know	198 44%	75 32%	123 59%	23 44%	49 48%	47 38%	31 38%	31 56%	17 57%	61 38%	60 40%	38 54%	40 59%	54 40%	57 51%	47 47%	27 41%	13 41%

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Table 3

**Q.3 What do you think are the main reasons for people to get a broadband Internet connection?****Base: All respondents with Internet access**

	Sex		Age							Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	447	215	232	35	90	136	88	67	31	129	173	84	61	130	115	102	67	33
Weighted base	445	238	207	52	102	125	82	55	30	159	149	69	67	134	113	100	67	31
High speed access to the Internet	244 55%	157 66%	87 42%	26 51%	64 63%	76 61%	47 58%	20 36%	9 32%	89 56%	89 59%	40 58%	26 39%	79 59%	57 51%	53 53%	36 54%	19 62%
Make/receive telephone calls while on the Internet	45 10%	23 10%	23 11%	2 3%	9 9%	16 13%	12 15%	3 6%	3 11%	20 13%	14 9%	9 13%	2 3%	14 11%	11 10%	9 9%	6 9%	5 16%
Always on connection to the Internet	41 9%	32 13%	9 4%	8 15%	7 7%	12 9%	7 9%	4 7%	3 10%	20 13%	9 6%	5 7%	7 10%	10 7%	12 10%	8 8%	10 14%	2 5%
Saves time and money	34 8%	23 9%	11 5%	7 14%	10 10%	8 6%	5 6%	3 5%	1 3%	11 7%	14 10%	4 6%	4 6%	5 4%	9 8%	10 10%	8 12%	2 7%
No connection problems/ delays	24 5%	14 6%	10 5%	2 3%	11 11%	4 3%	4 5%	2 4%	1 5%	12 8%	5 4%	3 4%	3 5%	5 4%	6 5%	7 7%	4 6%	2 7%
Access to richer content and services	18 4%	13 5%	5 2%	3 6%	3 3%	6 5%	2 3%	3 5%	1 3%	2 2%	8 5%	4 6%	3 5%	7 5%	4 3%	2 2%	1 2%	4 12%
Other	45 10%	35 15%	10 5%	7 14%	8 8%	9 7%	13 16%	2 3%	6 19%	19 12%	15 10%	6 8%	5 7%	14 10%	10 9%	7 7%	10 16%	3 11%
Don't know	137 31%	48 20%	90 43%	20 38%	27 27%	29 23%	22 27%	27 49%	13 43%	47 30%	41 27%	24 34%	26 38%	39 29%	43 38%	30 30%	18 28%	6 20%

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Table 4

**Q.4 Some ISP's are charging £27 pounds a month for a broadband Internet package which gives access to the Internet but does not include e-mail, web space or special subscriber information. Would you prefer to pay £27 pounds a month for this package or £30 pounds a month for a package, which included e-mail, web space and special subscriber information as well as access to the Internet?**

**Base: All respondents with Internet access**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	447	215	232	35	90	136	88	67	31	129	173	84	61	130	115	102	67	33
Weighted base	445	238	207	52	102	125	82	55	30	159	149	69	67	134	113	100	67	31
£27 a month excluding e-mail, web space & content	31 7%	20 8%	11 5%	6 12%	11 11%	6 5%	2 2%	1 1%	5 17%	9 6%	14 9%	4 6%	4 6%	16 12%	5 4%	1 1%	6 9%	3 11%
£30 a month including e-mail, web space & content	238 54%	122 51%	117 56%	31 59%	66 65%	68 55%	42 52%	25 45%	6 21%	79 50%	92 62%	39 56%	28 41%	71 53%	59 52%	57 58%	34 51%	17 53%
Don't know	176 39%	97 41%	79 38%	15 29%	24 24%	50 40%	38 46%	29 54%	18 62%	71 44%	44 29%	26 37%	35 52%	47 35%	49 43%	41 42%	27 40%	11 35%