

## YouGov Survey Results

Sample Size: 2026  
Fieldwork: 6th - 9th January 2012

Total	Device		Gender		Age					Social Grade		Region						
	Tablet	Smartphone	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

A smartphone is a mobile phone offering advanced features similar to a computer. Often an operating system is in use (such as iOS, Android or Windows Mobile). Features of a smartphone may include email, internet, ability to read different files (e.g. Word, PowerPoint, Adobe documents) the ability to download applications, a full QWERTY keyboard (computer keyboard) etc. Smartphones are often considered to be BlackBerrys, Apple iPhones, Nokia N and E series, HTC etc.

Which if any of the following devices do you currently own? Please tick all that apply

	2026	358	831	1221	805	93	383	476	441	633	1316	710	438	304	198	245	530	97	197	17
Smartphone	90%	79%	100%	92%	88%	100%	96%	94%	93%	80%	89%	92%	91%	92%	90%	91%	87%	91%	92%	94%
Tablet (e.g. Apple iPad, Samsung Galaxy Tab, etc.)	40%	100%	20%	42%	38%	16%	30%	38%	42%	50%	45%	31%	37%	40%	42%	40%	44%	39%	37%	18%
MP3 player (e.g. Apple iPod)	57%	61%	58%	59%	54%	77%	59%	62%	56%	50%	58%	55%	55%	60%	58%	58%	57%	57%	59%	47%
Laptop	76%	80%	79%	77%	73%	83%	75%	77%	76%	74%	78%	72%	73%	78%	78%	77%	74%	77%	77%	76%
e-reader (e.g. Amazon Kindle, Sony e-reader etc.)	25%	31%	24%	24%	27%	17%	18%	21%	28%	31%	28%	20%	25%	23%	31%	20%	27%	14%	31%	6%
Netbook	17%	20%	16%	17%	17%	14%	14%	19%	18%	16%	17%	15%	18%	18%	20%	17%	14%	19%	13%	24%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about your MAIN phone, which of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	1189	358	831	749	440	51	239	279	276	344	853	336	247	179	114	171	302	51	117	8
Standard mobile phone	5%	15%	1%	5%	6%	-	2%	3%	5%	11%	6%	5%	5%	7%	2%	6%	6%	8%	3%	25%
Smartphone	93%	82%	98%	94%	93%	100%	97%	96%	95%	86%	93%	94%	93%	92%	97%	94%	93%	92%	97%	75%
PDA	0%	1%	0%	1%	-	-	1%	0%	-	1%	1%	-	0%	1%	1%	-	0%	-	1%	-
Don't know	0%	1%	0%	0%	0%	-	1%	-	-	0%	0%	0%	1%	-	-	1%	-	-	-	-
Not applicable - I don't have a mobile phone	1%	2%	-	1%	0%	-	-	-	-	2%	0%	1%	0%	1%	-	-	1%	-	-	-

And which, if any, of the following devices have you ever used abroad (i.e. either whilst travelling/ on holiday, or abroad for work/ business purposes)? (Please tick all that apply)

	2026	358	831	1221	805	93	383	476	441	633	1316	710	438	304	198	245	530	97	197	17
Smartphone	53%	70%	100%	57%	48%	55%	60%	55%	58%	45%	59%	44%	50%	52%	55%	64%	51%	47%	57%	41%
Tablet (e.g. Apple iPad, Samsung Galaxy Tab, etc.)	18%	100%	-	19%	16%	6%	14%	15%	22%	21%	21%	11%	16%	19%	17%	23%	17%	15%	15%	6%
MP3 player (e.g. Apple iPod)	35%	51%	44%	36%	35%	60%	41%	40%	33%	27%	37%	32%	34%	34%	34%	44%	34%	25%	40%	18%
Laptop	27%	49%	36%	31%	21%	24%	28%	27%	30%	27%	32%	18%	22%	26%	27%	38%	28%	20%	30%	29%
e-reader (e.g. Amazon Kindle, Sony e-reader etc.)	12%	24%	12%	11%	12%	9%	7%	9%	15%	14%	14%	7%	10%	10%	14%	13%	12%	5%	15%	-
Netbook	7%	14%	8%	7%	6%	6%	5%	5%	7%	8%	8%	4%	7%	6%	9%	8%	5%	3%	5%	12%
None of these	29%	-	-	28%	32%	20%	25%	30%	27%	35%	25%	38%	33%	33%	28%	16%	30%	40%	27%	35%

## YouGov Survey Results

Sample Size: 2026  
Fieldwork: 6th - 9th January 2012

Total	Working Status						Marital Status					Children in Household			
	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+

A smartphone is a mobile phone offering advanced features similar to a computer. Often an operating system is in use (such as iOS, Android or Windows Mobile). Features of a smartphone may include email, internet, ability to read different files (e.g. Word, PowerPoint, Adobe documents) the ability to download applications, a full QWERTY keyboard (computer keyboard) etc. Smartphones are often considered to be BlackBerrys, Apple iPhones, Nokia N and E series, HTC etc.

Which if any of the following devices do you currently own? Please tick all that apply

2000 Smartphone/tablet owners online	2026	1350	192	48	312	34	90	1148	268	162	29	419	1459	254	216	81
Smartphone	90%	93%	89%	100%	75%	97%	91%	87%	94%	94%	76%	95%	90%	91%	90%	95%
Tablet (e.g. Apple iPad, Samsung Galaxy Tab, etc.)	40%	39%	38%	8%	54%	21%	33%	46%	39%	33%	45%	27%	40%	41%	43%	40%
MP3 player (e.g. Apple iPod)	57%	59%	55%	69%	49%	65%	56%	55%	60%	58%	52%	62%	57%	57%	59%	56%
Laptop	76%	76%	74%	73%	73%	68%	81%	76%	76%	75%	59%	75%	75%	81%	76%	70%
e-reader (e.g. Amazon Kindle, Sony e-reader etc.)	25%	25%	21%	21%	32%	6%	19%	30%	22%	21%	31%	15%	26%	24%	23%	26%
Netbook	17%	17%	18%	13%	14%	3%	16%	19%	19%	9%	10%	12%	16%	15%	20%	25%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about your MAIN phone, which of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

Smartphone/tablet owners online who have used either device abroad	1189	853	112	22	155	12	35	692	187	69	9	232	857	152	129	44
Standard mobile phone	5%	4%	4%	-	15%	8%	9%	7%	3%	4%	11%	2%	6%	5%	4%	7%
Smartphone	93%	95%	96%	100%	82%	92%	91%	91%	97%	96%	89%	97%	93%	95%	95%	93%
PDA	0%	0%	-	-	1%	-	-	0%	-	-	-	1%	0%	-	1%	-
Don't know	0%	0%	-	-	1%	-	-	0%	1%	-	-	0%	0%	-	1%	-
Not applicable - I don't have a mobile phone	1%	0%	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	-

And which, if any, of the following devices have you ever used abroad (i.e. either whilst travelling/ on holiday, or abroad for work/ business purposes)? (Please tick all that apply)

2000 Smartphone/tablet owners online	2026	1350	192	48	312	34	90	1148	268	162	29	419	1459	254	216	81
Smartphone	53%	59%	54%	46%	38%	32%	34%	53%	64%	41%	31%	53%	53%	56%	56%	51%
Tablet (e.g. Apple iPad, Samsung Galaxy Tab, etc.)	18%	19%	15%	6%	20%	6%	12%	21%	22%	9%	-	11%	18%	14%	17%	17%
MP3 player (e.g. Apple iPod)	35%	38%	35%	58%	25%	24%	18%	33%	43%	27%	24%	41%	36%	36%	36%	27%
Laptop	27%	29%	27%	25%	22%	24%	22%	28%	29%	23%	17%	26%	27%	25%	31%	31%
e-reader (e.g. Amazon Kindle, Sony e-reader etc.)	12%	13%	11%	4%	12%	3%	3%	15%	12%	8%	10%	4%	12%	10%	9%	14%
Netbook	7%	7%	9%	6%	6%	-	6%	8%	6%	2%	7%	4%	7%	6%	6%	2%
None of these	29%	25%	30%	23%	38%	47%	54%	28%	20%	46%	52%	31%	29%	29%	31%	40%

## YouGov Survey Results

Sample Size: 2026  
Fieldwork: 6th - 9th January 2012

Total	Government Region												
Base	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

A smartphone is a mobile phone offering advanced features similar to a computer. Often an operating system is in use (such as iOS, Android or Windows Mobile). Features of a smartphone may include email, internet, ability to read different files (e.g. Word, PowerPoint, Adobe documents) the ability to download applications, a full QWERTY keyboard (computer keyboard) etc. Smartphones are often considered to be BlackBerrys, Apple iPhones, Nokia N and E series, HTC etc.

Which if any of the following devices do you currently own? Please tick all that apply

2000 Smartphone/tablet owners online	2026	16	66	199	173	144	160	198	245	334	196	97	197	17
Smartphone	90%	88%	95%	89%	90%	91%	93%	90%	91%	86%	88%	91%	92%	94%
Tablet (e.g. Apple iPad, Samsung Galaxy Tab, etc.)	40%	25%	24%	37%	43%	37%	43%	42%	40%	45%	42%	39%	37%	18%
MP3 player (e.g. Apple iPod)	57%	44%	58%	52%	56%	55%	64%	58%	58%	57%	57%	57%	59%	47%
Laptop	76%	81%	70%	73%	75%	76%	80%	78%	77%	75%	73%	77%	77%	76%
e-reader (e.g. Amazon Kindle, Sony e-reader etc.)	25%	13%	29%	27%	21%	26%	21%	31%	20%	27%	28%	14%	31%	6%
Netbook	17%	19%	15%	18%	19%	18%	19%	20%	17%	15%	14%	19%	13%	24%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about your MAIN phone, which of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

Smartphone/tablet owners online who have used either device abroad	1189	7	33	116	98	89	90	114	171	198	104	51	117	8
Standard mobile phone	5%	-	-	8%	4%	9%	4%	2%	6%	6%	6%	8%	3%	25%
Smartphone	93%	71%	94%	91%	95%	90%	93%	97%	94%	92%	93%	92%	97%	75%
PDA	0%	29%	3%	-	-	-	1%	1%	-	-	1%	-	1%	-
Don't know	0%	-	3%	1%	-	-	-	-	1%	-	-	-	-	-
Not applicable - I don't have a mobile phone	1%	-	-	-	1%	1%	1%	-	-	2%	-	-	-	-

And which, if any, of the following devices have you ever used abroad (i.e. either whilst travelling/ on holiday, or abroad for work/ business purposes)? (Please tick all that apply)

2000 Smartphone/tablet owners online	2026	16	66	199	173	144	160	198	245	334	196	97	197	17
Smartphone	53%	31%	47%	51%	51%	53%	51%	55%	64%	53%	48%	47%	57%	41%
Tablet (e.g. Apple iPad, Samsung Galaxy Tab, etc.)	18%	19%	14%	19%	15%	19%	19%	17%	23%	19%	14%	15%	15%	6%
MP3 player (e.g. Apple iPod)	35%	38%	27%	33%	39%	33%	35%	34%	44%	36%	31%	25%	40%	18%
Laptop	27%	31%	17%	23%	24%	29%	23%	27%	38%	32%	22%	20%	30%	29%
e-reader (e.g. Amazon Kindle, Sony e-reader etc.)	12%	6%	11%	12%	8%	13%	8%	14%	13%	12%	13%	5%	15%	-
Netbook	7%	6%	5%	8%	8%	8%	4%	9%	8%	6%	5%	3%	5%	12%
None of these	29%	31%	41%	30%	34%	30%	35%	28%	16%	28%	33%	40%	27%	35%

Total	Device		Gender		Age					Social Grade		Region							
Base	Tablet	Smartphone	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Have you ever accessed mobile data services (i.e. Wi-Fi or 3G) on your smartphone/tablet whilst abroad?

Smartphone/tablet owners online who have used either device abroad

	1189	358	831	749	440	51	239	279	276	344	853	336	247	179	114	171	302	51	117	8
Yes, I have	74%	80%	71%	75%	72%	71%	78%	78%	75%	66%	76%	68%	76%	72%	63%	79%	76%	65%	71%	75%
No, I have not	24%	19%	26%	24%	25%	27%	19%	20%	23%	32%	22%	30%	21%	27%	35%	19%	22%	29%	27%	25%
Can't recall	2%	1%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	6%	3%	-

Which ONE, if any, of the following BEST describes why you have never accessed mobile data services when roaming on your smartphone/tablet?

Smartphone/tablet owners online who have used either device abroad, but have not used mobile data services

	288	69	219	179	109	14	46	56	63	109	186	102	53	48	40	32	67	15	31	2
I don't know how to	3%	-	5%	2%	6%	-	-	5%	5%	4%	4%	3%	6%	2%	-	6%	3%	7%	3%	-
The cost is too high	65%	57%	68%	68%	61%	86%	83%	70%	57%	58%	68%	60%	58%	71%	68%	75%	60%	73%	61%	100%
I have no need to	22%	28%	20%	21%	23%	14%	9%	23%	22%	28%	20%	25%	28%	19%	23%	13%	24%	13%	26%	-
I have waited until I am back on my home network	8%	14%	6%	8%	8%	-	9%	-	14%	10%	7%	11%	6%	8%	10%	6%	10%	7%	10%	-
Other	1%	1%	1%	1%	2%	-	-	2%	2%	1%	1%	1%	2%	-	-	-	3%	-	-	-

Wi-Fi is connecting to the internet via a wireless network access point.  
 3G internet refers to a type of internet access provided by mobile phone companies.  
 Which, if any, of the following types of connection have you used to access mobile data services when abroad? (Please tick all that apply)

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services

	876	285	591	558	318	36	186	218	208	228	648	228	187	129	72	135	231	33	83	6
3G	55%	43%	62%	60%	47%	50%	57%	58%	55%	53%	57%	50%	57%	56%	58%	54%	55%	55%	54%	50%
Free Wi-Fi (e.g. free Wi-Fi hotspots)	81%	93%	76%	82%	81%	72%	84%	81%	80%	82%	82%	79%	82%	78%	88%	87%	78%	82%	78%	83%
Paid-for Wi-Fi (e.g. using a debit/ credit card to pay for access to a Wi-Fi network)	23%	33%	18%	26%	19%	8%	22%	22%	25%	27%	25%	19%	22%	22%	31%	24%	23%	24%	24%	-
Other	2%	2%	2%	1%	3%	3%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	-	5%	-

Now thinking specifically about connections that you pay to use...  
 Which ONE, if any, of the following PAID-FOR connections do you prefer to use to access mobile data services when abroad?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services

	876	285	591	558	318	36	186	218	208	228	648	228	187	129	72	135	231	33	83	6
Wi-Fi	43%	55%	37%	46%	38%	33%	47%	46%	41%	40%	45%	39%	41%	50%	51%	41%	43%	52%	34%	17%
3G	19%	11%	23%	21%	16%	22%	20%	19%	22%	15%	19%	18%	23%	18%	15%	14%	18%	21%	23%	33%
No preference	18%	12%	20%	17%	19%	17%	16%	15%	17%	21%	17%	19%	19%	15%	15%	18%	19%	9%	19%	17%
Not applicable - I have never paid for a connection when abroad	20%	22%	19%	17%	27%	28%	17%	20%	20%	23%	19%	24%	17%	18%	18%	27%	20%	18%	24%	33%

Total	Working Status						Marital Status					Children in Household			
	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+

Have you ever accessed mobile data services (i.e. Wi-Fi or 3G) on your smartphone/tablet whilst abroad?

**Smartphone/tablet owners online who have used either device abroad**

	1189	853	112	22	155	12	35	692	187	69	9	232	857	152	129	44
Yes, I have	74%	76%	68%	68%	67%	67%	80%	72%	76%	64%	44%	79%	74%	74%	73%	77%
No, I have not	24%	23%	24%	32%	32%	25%	17%	26%	21%	32%	56%	19%	24%	24%	26%	20%
Can't recall	2%	2%	8%	-	1%	8%	3%	2%	3%	4%	-	2%	2%	2%	2%	2%

Which ONE, if any, of the following BEST describes why you have never accessed mobile data services when roaming on your smartphone/tablet?

**Smartphone/tablet owners online who have used either device abroad, but have not used mobile data services**

	288	195	27	7	50	3	6	178	39	22	5	44	207	37	33	9
I don't know how to	3%	4%	7%	-	-	-	-	3%	3%	9%	-	5%	2%	-	6%	33%
The cost is too high	65%	67%	59%	71%	58%	67%	83%	62%	67%	64%	80%	75%	65%	70%	64%	56%
I have no need to	22%	19%	30%	14%	32%	-	17%	24%	26%	18%	-	14%	23%	16%	24%	-
I have waited until I am back on my home network	8%	9%	4%	-	10%	33%	-	9%	5%	9%	20%	7%	8%	11%	6%	11%
Other	1%	1%	-	14%	-	-	-	2%	-	-	-	-	1%	3%	-	-

Wi-Fi is connecting to the internet via a wireless network access point.

3G internet refers to a type of Internet access provided by mobile phone companies

Which, if any, of the following types of connection have you used to access mobile data services when abroad? (Please tick all that apply)

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services**

	876	645	76	15	104	8	28	501	143	44	4	184	631	112	94	34
3G	55%	58%	57%	53%	48%	63%	32%	57%	47%	59%	50%	58%	55%	51%	64%	65%
Free Wi-Fi (e.g. free Wi-Fi hotspots)	81%	81%	79%	80%	83%	63%	86%	83%	81%	80%	100%	76%	83%	76%	79%	82%
Paid-for Wi-Fi (e.g. using a debit/ credit card to pay for access to a Wi-Fi network)	23%	22%	28%	20%	28%	25%	21%	23%	27%	20%	50%	22%	24%	17%	28%	24%
Other	2%	2%	1%	-	-	-	-	2%	4%	-	-	1%	2%	1%	-	-

Now thinking specifically about connections that you pay to use...

Which ONE, if any, of the following PAID-FOR connections do you prefer to use to access mobile data services when abroad?

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services**

	876	645	76	15	104	8	28	501	143	44	4	184	631	112	94	34
Wi-Fi	43%	45%	37%	27%	38%	13%	50%	42%	51%	34%	-	43%	42%	40%	54%	50%
3G	19%	20%	18%	33%	11%	38%	11%	19%	15%	20%	25%	21%	18%	21%	21%	21%
No preference	18%	16%	25%	20%	21%	38%	7%	18%	16%	25%	50%	15%	19%	19%	10%	12%
Not applicable - I have never paid for a connection when abroad	20%	18%	20%	20%	30%	13%	32%	21%	17%	20%	25%	21%	21%	21%	15%	18%

Total	Government Region												
Base	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Have you ever accessed mobile data services (i.e. Wi-Fi or 3G) on your smartphone/tablet whilst abroad?

**Smartphone/tablet owners online who have used either device abroad**

	1189	7	33	116	98	89	90	114	171	198	104	51	117	8
Yes, I have	74%	71%	76%	76%	76%	71%	73%	63%	79%	79%	72%	65%	71%	75%
No, I have not	24%	29%	15%	22%	22%	29%	24%	35%	19%	20%	27%	29%	27%	25%
Can't recall	2%	-	9%	2%	2%	-	2%	2%	2%	2%	1%	6%	3%	-

Which ONE, if any, of the following BEST describes why you have never accessed mobile data services when roaming on your smartphone/tablet?

**Smartphone/tablet owners online who have used either device abroad, but have not used mobile data services**

	288	2	5	26	22	26	22	40	32	39	28	15	31	2
I don't know how to	3%	-	-	8%	5%	-	5%	-	6%	3%	4%	7%	3%	-
The cost is too high	65%	50%	60%	46%	73%	73%	68%	68%	75%	56%	64%	73%	61%	100%
I have no need to	22%	50%	40%	35%	18%	19%	18%	23%	13%	26%	21%	13%	26%	-
I have waited until I am back on my home network	8%	-	-	8%	5%	8%	9%	10%	6%	15%	4%	7%	10%	-
Other	1%	-	-	4%	-	-	-	-	-	7%	-	-	-	-

Wi-Fi is connecting to the internet via a wireless network access point.

3G internet refers to a type of Internet access provided by mobile phone companies

Which, if any, of the following types of connection have you used to access mobile data services when abroad? (Please tick all that apply)

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services**

	876	5	25	88	74	63	66	72	135	156	75	33	83	6
3G	55%	40%	56%	55%	59%	56%	56%	58%	54%	58%	48%	55%	54%	50%
Free Wi-Fi (e.g. free Wi-Fi hotspots)	81%	40%	80%	80%	85%	86%	71%	88%	87%	76%	83%	82%	78%	83%
Paid-for Wi-Fi (e.g. using a debit/ credit card to pay for access to a Wi-Fi network)	23%	40%	20%	19%	26%	19%	26%	31%	24%	23%	21%	24%	24%	-
Other	2%	-	-	2%	-	-	3%	1%	2%	1%	3%	-	5%	-

Now thinking specifically about connections that you pay to use...

Which ONE, if any, of the following PAID-FOR connections do you prefer to use to access mobile data services when abroad?

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services**

	876	5	25	88	74	63	66	72	135	156	75	33	83	6
Wi-Fi	43%	20%	44%	36%	45%	46%	53%	51%	41%	44%	41%	52%	34%	17%
3G	19%	40%	16%	26%	22%	16%	20%	15%	14%	18%	19%	21%	23%	33%
No preference	18%	20%	24%	18%	19%	19%	11%	15%	18%	17%	23%	9%	19%	17%
Not applicable - I have never paid for a connection when abroad	20%	20%	16%	19%	15%	19%	17%	18%	27%	21%	17%	18%	24%	33%

Total	Device		Gender		Age					Social Grade		Region							
	Tablet	Smartphone	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which ONE, if any, of the following BEST describes your preference for 3G over Wi-Fi when accessing mobile data services when abroad?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use 3G

- I don't know how to use Wi-Fi on my device
- It is not user-friendly enough
- I find the payment mechanism for Wi-Fi awkward
- I don't need to use Wi-Fi as I always use 3G
- 3G can be accessed on-the-go
- Wi-Fi locations aren't always convenient for me
- None of these

166	31	135	115	51	8	37	41	45	35	125	41	43	23	11	19	42	7	19	2
1%	-	1%	2%	-	-	-	2%	2%	-	2%	-	-	4%	-	-	2%	-	-	-
4%	3%	4%	3%	6%	25%	3%	2%	2%	3%	3%	5%	5%	4%	-	-	11%	-	14%	-
8%	16%	6%	7%	10%	25%	8%	10%	7%	3%	7%	10%	7%	-	-	11%	10%	14%	11%	50%
6%	-	7%	5%	8%	-	3%	10%	9%	3%	6%	7%	2%	9%	-	5%	10%	-	11%	-
57%	61%	56%	57%	57%	38%	62%	49%	51%	71%	57%	56%	60%	48%	82%	53%	57%	43%	58%	-
24%	19%	25%	27%	18%	13%	22%	27%	29%	20%	26%	20%	26%	30%	18%	21%	21%	29%	21%	50%
1%	-	1%	-	2%	-	3%	-	-	-	-	2%	-	4%	-	-	-	-	-	-

Imagine that any paid-for Wi-Fi connection you used to access mobile data services whilst abroad was billed directly to your mobile phone bill...

Would this make you more or less inclined to use Wi-Fi rather than 3G to access mobile data services whilst abroad, or would it make no difference?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use 3G

- Much more inclined
- More inclined
- No difference
- Less inclined
- Much less inclined
- Don't know

166	31	135	115	51	8	37	41	45	35	125	41	43	23	11	19	42	7	19	2
11%	23%	9%	12%	10%	25%	8%	15%	13%	6%	10%	15%	12%	9%	9%	11%	7%	14%	16%	100%
30%	29%	30%	30%	27%	38%	38%	22%	38%	17%	30%	29%	33%	17%	27%	32%	31%	43%	32%	-
45%	39%	47%	47%	41%	13%	32%	44%	42%	71%	46%	41%	40%	57%	64%	37%	48%	43%	42%	-
6%	3%	7%	3%	12%	13%	11%	2%	4%	6%	6%	7%	9%	9%	-	7%	-	5%	-	-
4%	3%	4%	3%	6%	-	5%	7%	2%	-	4%	2%	5%	-	-	5%	-	5%	-	-
4%	3%	4%	4%	4%	13%	5%	10%	-	-	4%	5%	2%	9%	-	16%	2%	-	-	-

Do you ever turn off 3G data roaming when abroad on your smartphone/tablet?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi

- Yes, I do
- No, I don't

378	157	221	257	121	12	88	100	86	92	289	89	76	64	37	56	99	17	28	1
87%	87%	86%	86%	88%	92%	94%	88%	80%	84%	85%	93%	88%	88%	84%	88%	88%	82%	82%	100%
13%	13%	14%	14%	12%	8%	6%	12%	20%	16%	15%	7%	12%	13%	16%	13%	12%	18%	18%	-

Which ONE, if any, of the following BEST describes your preference for Wi-Fi over 3G when accessing mobile data services when abroad?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi

- It is faster than 3G
- It is less expensive than 3G
- It avoids the possibility of bill shock
- It is more secure
- It has better coverage
- My device does not have 3G capability
- None of these

378	157	221	257	121	12	88	100	86	92	289	89	76	64	37	56	99	17	28	1
19%	16%	21%	23%	10%	33%	20%	20%	19%	15%	18%	21%	18%	23%	22%	16%	20%	24%	7%	-
33%	35%	32%	34%	31%	17%	33%	36%	36%	30%	35%	27%	30%	42%	38%	23%	30%	41%	39%	100%
35%	29%	39%	32%	41%	33%	40%	33%	36%	32%	35%	36%	37%	23%	24%	48%	37%	29%	39%	-
1%	1%	1%	1%	2%	-	1%	2%	-	1%	1%	1%	1%	-	-	2%	2%	-	-	-
3%	2%	4%	4%	1%	17%	-	5%	2%	3%	3%	3%	5%	3%	3%	2%	1%	6%	7%	-
6%	13%	1%	4%	10%	-	5%	3%	6%	12%	6%	7%	7%	5%	11%	5%	7%	-	4%	-
2%	4%	1%	1%	5%	-	1%	1%	1%	7%	2%	4%	1%	3%	3%	4%	2%	-	4%	-

Total	Working Status						Marital Status					Children in Household			
	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+

Which ONE, if any, of the following BEST describes your preference for 3G over Wi-Fi when accessing mobile data services when abroad?

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use 3G**

166	130	14	5	11	3	3	95	22	9	1	39	114	23	20	7
I don't know how to use Wi-Fi on my device	1%	2%	-	-	-	-	2%	-	-	-	-	1%	4%	-	-
It is not user-friendly enough	4%	5%	-	-	-	-	3%	-	11%	-	5%	3%	13%	-	-
I find the payment mechanism for Wi-Fi awkward	8%	8%	7%	20%	-	33%	7%	18%	-	-	5%	8%	9%	10%	-
I don't need to use Wi-Fi as I always use 3G	6%	6%	7%	-	9%	-	6%	5%	11%	-	5%	5%	4%	15%	-
3G can be accessed on-the-go	56%	56%	64%	40%	64%	33%	58%	59%	44%	100%	54%	56%	61%	65%	43%
Wi-Fi locations aren't always convenient for me	24%	23%	21%	40%	27%	33%	23%	18%	33%	-	28%	26%	9%	10%	57%
None of these	1%	1%	-	-	-	-	-	-	-	-	3%	1%	-	-	-

Imagine that any paid-for Wi-Fi connection you used to access mobile data services whilst abroad was billed directly to your mobile phone bill...

Would this make you more or less inclined to use Wi-Fi rather than 3G to access mobile data services whilst abroad, or would it make no difference?

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use 3G**

166	130	14	5	11	3	3	95	22	9	1	39	114	23	20	7	
Much more inclined	11%	10%	14%	20%	-	67%	33%	11%	5%	22%	-	15%	11%	4%	25%	-
More inclined	30%	32%	14%	40%	18%	-	33%	29%	27%	22%	-	33%	29%	22%	35%	43%
No difference	45%	43%	64%	40%	73%	-	-	47%	45%	44%	100%	38%	47%	57%	35%	14%
Less inclined	6%	7%	-	-	9%	-	-	6%	9%	11%	-	3%	6%	13%	-	-
Much less inclined	4%	2%	7%	-	-	33%	33%	4%	-	-	-	5%	4%	-	-	29%
Don't know	4%	5%	-	-	-	-	-	2%	14%	-	-	5%	4%	4%	5%	14%

Do you ever turn off 3G data roaming when abroad on your smartphone/tablet?

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi**

378	291	28	4	40	1	14	211	73	15	-	79	264	45	51	17	
Yes, I do	87%	89%	82%	75%	75%	100%	79%	85%	95%	73%	-	87%	87%	87%	84%	94%
No, I don't	13%	11%	18%	25%	25%	-	21%	15%	5%	27%	-	13%	13%	13%	16%	6%

Which ONE, if any, of the following BEST describes your preference for Wi-Fi over 3G when accessing mobile data services when abroad?

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi**

378	291	28	4	40	1	14	211	73	15	-	79	264	45	51	17	
It is faster than 3G	19%	21%	7%	25%	20%	-	-	18%	19%	27%	-	22%	16%	29%	22%	35%
It is less expensive than 3G	33%	34%	29%	50%	30%	100%	29%	32%	33%	40%	-	35%	34%	29%	35%	35%
It avoids the possibility of 'bill shock'	35%	36%	36%	-	23%	-	64%	36%	36%	27%	-	34%	36%	38%	29%	24%
It is more secure	1%	1%	-	-	-	-	7%	1%	-	-	-	1%	1%	-	4%	-
It has better coverage	3%	3%	4%	25%	5%	-	-	3%	4%	-	-	3%	3%	4%	6%	-
My device does not have 3G capability	6%	5%	11%	-	15%	-	-	7%	7%	-	-	8%	8%	-	-	6%
None of these	2%	1%	14%	-	8%	-	-	3%	1%	7%	-	3%	-	4%	-	-

Total	Government Region												
Base	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Which ONE, if any, of the following BEST describes your preference for 3G over Wi-Fi when accessing mobile data services when abroad?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use 3G

- I don't know how to use Wi-Fi on my device
- It is not user-friendly enough
- I find the payment mechanism for Wi-Fi awkward
- I don't need to use Wi-Fi as I always use 3G
- 3G can be accessed on-the-go
- Wi-Fi locations aren't always convenient for me
- None of these

166	2	4	23	16	10	13	11	19	28	14	7	19	2
1%	-	-	-	-	10%	-	-	-	-	7%	-	-	-
4%	-	-	4%	6%	-	8%	-	11%	-	-	14%	-	-
8%	-	-	9%	6%	-	-	-	11%	14%	-	14%	11%	50%
6%	-	25%	-	-	10%	8%	-	5%	7%	14%	-	11%	-
57%	-	25%	65%	63%	40%	54%	82%	53%	57%	57%	43%	58%	-
24%	100%	50%	22%	25%	30%	31%	18%	21%	21%	21%	29%	21%	50%
1%	-	-	-	-	10%	-	-	-	-	-	-	-	-

Imagine that any paid-for Wi-Fi connection you used to access mobile data services whilst abroad was billed directly to your mobile phone bill...

Would this make you more or less inclined to use Wi-Fi rather than 3G to access mobile data services whilst abroad, or would it make no difference?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use 3G

- Much more inclined
- More inclined
- No difference
- Less inclined
- Much less inclined
- Don't know

166	2	4	23	16	10	13	11	19	28	14	7	19	2
11%	50%	25%	17%	-	-	15%	9%	11%	7%	7%	14%	16%	100%
30%	50%	50%	26%	38%	40%	-	27%	32%	39%	14%	43%	32%	-
45%	-	25%	39%	44%	40%	69%	64%	37%	36%	71%	43%	42%	-
6%	-	-	9%	13%	-	15%	-	-	11%	-	-	5%	-
4%	-	-	9%	-	-	-	-	5%	4%	7%	-	5%	-
4%	-	-	-	6%	20%	-	-	16%	4%	-	-	-	-

Do you ever turn off 3G data roaming when abroad on your smartphone/tablet?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi

- Yes, I do
- No, I don't

378	1	11	32	33	29	35	37	56	68	31	17	28	1
87%	100%	91%	84%	91%	90%	86%	84%	88%	88%	87%	82%	82%	100%
13%	-	9%	16%	9%	10%	14%	16%	13%	12%	13%	18%	18%	-

Which ONE, if any, of the following BEST describes your preference for Wi-Fi over 3G when accessing mobile data services when abroad?

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi

- It is faster than 3G
- It is less expensive than 3G
- It avoids the possibility of bill shock
- It is more secure
- It has better coverage
- My device does not have 3G capability
- None of these

378	1	11	32	33	29	35	37	56	68	31	17	28	1
19%	100%	55%	22%	3%	28%	20%	22%	16%	19%	23%	24%	7%	-
33%	-	18%	31%	33%	34%	49%	38%	23%	29%	32%	41%	39%	100%
35%	-	27%	28%	48%	21%	26%	24%	48%	38%	35%	29%	39%	-
1%	-	-	-	3%	-	-	-	2%	3%	-	-	-	-
3%	-	-	6%	6%	7%	-	3%	2%	1%	-	6%	7%	-
6%	-	-	9%	6%	7%	3%	11%	5%	7%	6%	-	4%	-
2%	-	-	3%	-	3%	3%	3%	4%	1%	3%	-	4%	-

Total	Device		Gender		Age					Social Grade		Region							
	Tablet	Smartphone	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following have you ever accessed when using Wi-Fi abroad? (Please tick all that apply)

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi**

	378	157	221	257	121	12	88	100	86	92	289	89	76	64	37	56	99	17	28	1
Email	92%	95%	91%	92%	93%	75%	90%	95%	90%	97%	94%	85%	88%	97%	95%	95%	90%	94%	93%	100%
Social networking (e.g. Facebook)	59%	59%	60%	53%	73%	75%	74%	66%	59%	36%	58%	62%	62%	64%	70%	59%	55%	35%	61%	-
Micro social blogging (e.g. wordpress.com)	9%	13%	6%	9%	9%	17%	9%	10%	12%	5%	10%	8%	9%	8%	14%	13%	7%	-	14%	-
Web browsing	80%	89%	74%	83%	75%	58%	80%	83%	80%	82%	83%	71%	74%	78%	70%	88%	85%	82%	89%	-
Video streaming	15%	23%	10%	18%	11%	25%	20%	13%	14%	13%	16%	13%	18%	13%	16%	23%	10%	-	25%	-
None of these	1%	-	1%	1%	1%	8%	1%	-	1%	-	1%	-	-	-	3%	2%	1%	-	-	-

In general, if your mobile operator provided you with Wi-Fi-based roaming services for use when abroad (i.e. Wi-Fi usage was billed directly to your bill/account) at a reasonable rate, would you be more or less inclined to access data services with Wi-Fi when roaming, or would it make no difference?

**Smartphone/tablet owners online who have used either device abroad**

	1189	358	831	749	440	51	239	279	276	344	853	336	247	179	114	171	302	51	117	8
Much more inclined	19%	21%	17%	18%	19%	14%	20%	20%	18%	17%	18%	19%	17%	18%	20%	16%	20%	18%	17%	50%
More inclined	49%	43%	52%	50%	47%	49%	48%	46%	52%	50%	51%	46%	50%	47%	51%	50%	47%	63%	48%	38%
No difference	25%	29%	24%	26%	25%	31%	25%	25%	25%	25%	25%	26%	27%	27%	28%	21%	25%	16%	30%	13%
Less inclined	1%	1%	1%	1%	2%	4%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	4%	-	-
Much less inclined	1%	2%	1%	1%	1%	-	0%	1%	1%	2%	1%	1%	2%	1%	-	1%	2%	-	-	-
Don't know	4%	4%	5%	4%	5%	2%	5%	6%	3%	4%	4%	5%	2%	5%	-	9%	5%	-	5%	-

Total	Working Status						Marital Status					Children in Household			
	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+

Which, if any, of the following have you ever accessed when using Wi-Fi abroad? (Please tick all that apply)

Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi

	378	291	28	4	40	1	14	211	73	15	-	79	264	45	51	17
Email	92%	91%	100%	100%	98%	100%	79%	94%	92%	87%	-	90%	94%	96%	84%	82%
Social networking (e.g. Facebook)	59%	64%	46%	75%	35%	100%	50%	50%	75%	67%	-	67%	59%	49%	67%	71%
Micro social blogging (e.g. wordpress.com)	9%	10%	11%	25%	3%	-	7%	8%	15%	13%	-	8%	9%	4%	14%	12%
Web browsing	80%	79%	75%	75%	88%	100%	93%	77%	88%	87%	-	81%	85%	73%	67%	71%
Video streaming	15%	15%	11%	50%	13%	-	21%	13%	18%	13%	-	19%	16%	11%	18%	6%
None of these	1%	1%	-	-	-	-	-	-	1%	7%	-	1%	1%	-	2%	-

In general, if your mobile operator provided you with Wi-Fi-based roaming services for use when abroad (i.e. Wi-Fi usage was billed directly to your bill/account) at a reasonable rate, would you be more or less inclined to access data services with Wi-Fi when roaming, or would it make no difference?

Smartphone/tablet owners online who have used either device abroad

	1189	853	112	22	155	12	35	692	187	69	9	232	857	152	129	44
Much more inclined	19%	18%	27%	14%	15%	17%	17%	19%	14%	26%	11%	19%	18%	16%	21%	20%
More inclined	49%	50%	49%	45%	46%	50%	51%	48%	55%	48%	78%	47%	49%	49%	51%	43%
No difference	25%	25%	18%	36%	32%	8%	20%	27%	20%	23%	11%	28%	25%	29%	22%	27%
Less inclined	1%	1%	2%	-	1%	8%	-	1%	3%	-	-	1%	1%	1%	1%	2%
Much less inclined	1%	1%	1%	-	2%	-	-	1%	2%	1%	-	0%	1%	1%	-	5%
Don't know	4%	4%	4%	5%	4%	17%	11%	4%	6%	1%	-	5%	5%	4%	5%	2%

Total	Government Region												
Base	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Which, if any, of the following have you ever accessed when using Wi-Fi abroad? (Please tick all that apply)

**Smartphone/tablet owners online who have used either device abroad, and have used mobile data services and prefer to use Wi-Fi**

	378	1	11	32	33	29	35	37	56	68	31	17	28	1
Email	92%	-	73%	94%	88%	97%	97%	95%	95%	90%	90%	94%	93%	100%
Social networking (e.g. Facebook)	59%	-	45%	69%	61%	55%	71%	70%	59%	54%	55%	35%	61%	-
Micro social blogging (e.g. wordpress.com)	9%	-	-	9%	12%	10%	6%	14%	13%	9%	3%	-	14%	-
Web browsing	80%	-	73%	72%	76%	83%	74%	70%	88%	84%	87%	82%	89%	-
Video streaming	15%	100%	27%	13%	21%	3%	20%	16%	23%	10%	10%	-	25%	-
None of these	1%	-	-	-	-	-	-	3%	2%	1%	-	-	-	-

In general, if your mobile operator provided you with Wi-Fi-based roaming services for use when abroad (i.e. Wi-Fi usage was billed directly to your bill/account) at a reasonable rate, would you be more or less inclined to access data services with Wi-Fi when roaming, or would it make no difference?

**Smartphone/tablet owners online who have used either device abroad**

	1189	7	33	116	98	89	90	114	171	198	104	51	117	8
Much more inclined	19%	29%	27%	13%	18%	17%	20%	16%	16%	19%	22%	18%	17%	50%
More inclined	49%	57%	45%	52%	50%	48%	46%	51%	50%	48%	45%	63%	48%	38%
No difference	25%	14%	12%	30%	29%	29%	26%	28%	21%	23%	27%	16%	30%	13%
Less inclined	1%	-	3%	2%	-	-	2%	1%	2%	1%	1%	4%	-	-
Much less inclined	1%	-	9%	1%	2%	-	2%	-	1%	2%	1%	-	-	-
Don't know	4%	-	3%	3%	1%	6%	4%	-	9%	6%	4%	-	5%	-