

Sample Size: 2,567 mobile phone owning population
 Fieldwork: 27th - 30th June 2019



Total	Phone Type		5G awareness	
	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G

Before today, had you heard of the term 5G?

Unweighted base	2567	217	2336	2124	167
Base	2561	196	2351	2130	174
Yes	89%	75%	91%	100%	-
No	8%	18%	7%	-	100%
Don't know / not sure	2%	7%	2%	-	-

And how would you rate your understanding of what 5G is?

Unweighted base	2299	165	2124	2124	-
Base	2287	148	2130	2130	-
Excellent	6%	4%	7%	7%	-
Good	24%	15%	25%	25%	-
Fair	34%	30%	34%	34%	-
Poor	30%	40%	29%	29%	-
Don't know	6%	12%	6%	6%	-
Net: Excellent/ good	30%	19%	31%	31%	-
Net: Fair/ poor	63%	70%	63%	63%	-

The roll out of 5G across the UK began in May 2019, do you currently have a 5G tariff for your MAIN mobile handset (i.e. the one you use the most)?

Unweighted base	2567	217	2336	2124	167
Base	2561	196	2351	2130	174
Yes	2%	1%	2%	2%	4%
No	83%	89%	83%	84%	74%
Don't know	15%	10%	15%	13%	22%

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Total	Understanding of 5G		Understanding of 5G		Likelihood to get 5G (knowing need 5G handset)
	Good/ Excellent	Fair/ Poor	Likely to get 5G	Unlikely to get 5G	Likely to get 5G (knowing need 5G handset)

Before today, had you heard of the term 5G?

Unweighted base	2567	652	1352	555	507	378
Base	2561	663	1341	567	488	387
Yes	89%	100%	100%	95%	91%	96%
No	8%	-	-	5%	8%	3%
Don't know / not sure	2%	-	-	0%	1%	0%

And how would you rate your understanding of what 5G is?

Unweighted base	2299	652	1352	525	460	364
Base	2287	663	1341	537	443	373
Excellent	6%	21%	-	10%	6%	11%
Good	24%	79%	-	35%	22%	41%
Fair	34%	-	54%	36%	34%	33%
Poor	30%	-	46%	15%	32%	13%
Don't know	6%	-	-	4%	6%	2%
Net: Excellent/ good	30%	100%	-	45%	28%	52%
Net: Fair/ poor	63%	-	100%	51%	66%	46%

The roll out of 5G across the UK began in May 2019, do you currently have a 5G tariff for your MAIN mobile handset (i.e. the one you use the most)?

Unweighted base	2567	652	1352	555	507	378
Base	2561	663	1341	567	488	387
Yes	2%	5%	1%	-	-	-
No	83%	86%	84%	100%	100%	100%
Don't know	15%	9%	15%	-	-	-

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Total	Phone Type		5G awareness	
	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G

You said you don't currently have a 5G tariff. How likely are you to get a 5G tariff in future?

	Unweighted base	2142	193	1942	1795	126
Base		2126	175	1946	1796	129
Very likely		7%	1%	8%	8%	2%
Quite likely		20%	6%	21%	22%	20%
Neither likely nor unlikely		30%	14%	31%	31%	25%
Quite unlikely		13%	11%	13%	13%	17%
Very unlikely		15%	54%	12%	12%	13%
Don't know		15%	13%	15%	14%	23%
Net: Likely		27%	7%	29%	30%	22%
Net: Unlikely		28%	65%	25%	25%	30%

You said you don't currently have a 5G tariff but are likely to get one in future. When do you think this will be?

	Unweighted base	568	13	555	525	28
Base		580	13	567	537	28
In the next 3 months [1.5]		3%	10%	3%	3%	2%
In the next 3-6 months [4.5]		6%	6%	6%	6%	12%
In the next 6-12 months [9]		19%	16%	19%	20%	11%
in the next 12-18 months [15]		21%	17%	21%	21%	22%
in the next 18-24 months [21]		15%	12%	15%	15%	15%
Longer than 24 months' time [36]		10%	12%	10%	9%	12%
Don't know		26%	27%	26%	26%	25%
Net: Next 6 months		10%	16%	10%	9%	14%
Net: Next 12 months		29%	32%	29%	29%	25%
Mean		15.83	15.53	15.84	15.80	16.64
StdDev		9.52	11.61	9.49	9.46	10.51

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Total	Understanding of 5G		Understanding of 5G		Likelihood to get 5G (knowing need 5G handset)
	Good/Excellent	Fair/ Poor	Likely to get 5G	Unlikely to get 5G	Likely to get 5G (knowing need 5G handset)

You said you don't currently have a 5G tariff. How likely are you to get a 5G tariff in future?

Unweighted base	2142	568	1133	555	507	378
Base	2126	572	1122	567	488	387
Very likely	7%	15%	6%	27%	-	32%
Quite likely	20%	28%	19%	73%	-	68%
Neither likely nor unlikely	30%	26%	34%	-	-	-
Quite unlikely	13%	11%	14%	-	52%	-
Very unlikely	15%	11%	12%	-	48%	-
Don't know	15%	10%	15%	-	-	-
Net: Likely	27%	43%	24%	100%	-	100%
Net: Unlikely	28%	22%	26%	-	100%	-

You said you don't currently have a 5G tariff but are likely to get one in future. When do you think this will be?

Unweighted base	568	235	272	555	-	378
Base	580	244	273	567	-	387
In the next 3 months [1.5]	3%	5%	2%	3%	-	4%
In the next 3-6 months [4.5]	6%	6%	6%	6%	-	8%
In the next 6-12 months [9]	19%	20%	21%	19%	-	19%
in the next 12-18 months [15]	21%	20%	22%	21%	-	20%
in the next 18-24 months [21]	15%	17%	14%	15%	-	16%
Longer than 24 months' time [36]	10%	9%	9%	10%	-	10%
Don't know	26%	23%	26%	26%	-	22%
Net: Next 6 months	10%	11%	8%	10%	-	12%
Net: Next 12 months	29%	31%	29%	29%	-	31%
Mean	15.83	15.65	15.71	15.84	-	15.65
StdDev	9.52	9.54	9.17	9.49	-	9.63

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Total	Phone Type		5G awareness	
	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G

You said you already have or are likely to get a 5G tariff in future, why is that? Please select all that apply.

	Unweighted base	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G
Total	626	15	610	571	35
Base	642	15	626	586	36
I like to be the first to have the latest technology	7%	-	8%	8%	7%
To seamlessly stream and download films/programmes on my devices	17%	10%	17%	17%	11%
For a better gaming experience	5%	-	5%	5%	10%
4G is not fast enough	8%	7%	8%	7%	18%
4G is unreliable	5%	9%	5%	5%	6%
I am due an upgrade so I intend to get 5G then	27%	19%	27%	28%	12%
For super-fast connectivity with no lag time	46%	30%	46%	47%	30%
For better connection in busy places	41%	48%	41%	41%	37%
Other	6%	-	6%	6%	-
Don't know	10%	26%	10%	9%	21%

You said you are unlikely to get a 5G tariff in future, why is that? Please select all that apply.

	Unweighted base	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G
Total	637	128	507	460	40
Base	603	113	488	443	39
It's too expensive	36%	33%	36%	37%	34%
I am happy with the speed I get with my current tariff	40%	18%	46%	47%	26%
I don't really understand what benefit I would get from 5G	22%	23%	22%	22%	21%
I am worried about the security of 5G	11%	10%	11%	12%	4%
My handset is not 5G enabled and I don't intend to buy a new one anytime soon	33%	43%	30%	32%	15%
I rarely use my phone for accessing the internet	24%	41%	20%	20%	16%
I don't think there is enough of a difference between 4G & 5G	15%	3%	18%	19%	10%
I don't think there will be good 5G coverage in my area	20%	6%	23%	23%	20%
5G coverage is poor across the UK	15%	6%	17%	17%	14%
Other	10%	18%	8%	9%	-
Don't know	2%	6%	2%	1%	3%

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Total	Understanding of 5G		Understanding of 5G		Likelihood to get 5G (knowing need 5G handset)
	Good/Excellent	Fair/ Poor	Likely to get 5G	Unlikely to get 5G	Likely to get 5G (knowing need 5G handset)

You said you already have or are likely to get a 5G tariff in future, why is that? Please select all that apply.

Unweighted base	626	262	291	555	-	378
Base	642	274	293	567	-	387
I like to be the first to have the latest technology	7%	10%	6%	7%	-	9%
To seamlessly stream and download films/programmes on my devices	17%	20%	17%	17%	-	19%
For a better gaming experience	5%	3%	6%	4%	-	4%
4G is not fast enough	8%	9%	6%	8%	-	7%
4G is unreliable	5%	6%	5%	5%	-	5%
I am due an upgrade so I intend to get 5G then	27%	30%	27%	28%	-	31%
For super-fast connectivity with no lag time	46%	46%	50%	48%	-	50%
For better connection in busy places	41%	42%	40%	42%	-	43%
Other	6%	7%	6%	7%	-	6%
Don't know	10%	6%	9%	8%	-	5%

You said you are unlikely to get a 5G tariff in future, why is that? Please select all that apply.

Unweighted base	637	129	306	-	507	-
Base	603	124	293	-	488	-
It's too expensive	36%	45%	35%	-	36%	-
I am happy with the speed I get with my current tariff	40%	49%	48%	-	46%	-
I don't really understand what benefit I would get from 5G	22%	18%	25%	-	22%	-
I am worried about the security of 5G	11%	9%	13%	-	11%	-
My handset is not 5G enabled and I don't intend to buy a new one anytime soon	33%	38%	31%	-	30%	-
I rarely use my phone for accessing the internet	24%	16%	21%	-	20%	-
I don't think there is enough of a difference between 4G & 5G	15%	24%	19%	-	18%	-
I don't think there will be good 5G coverage in my area	20%	27%	22%	-	23%	-
5G coverage is poor across the UK	15%	27%	14%	-	17%	-
Other	10%	14%	6%	-	8%	-
Don't know	2%	-	1%	-	2%	-

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Total	Phone Type		5G awareness	
	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G

In order to take advantage of 5G on your phone, you need to have a 5G enabled handset and a 5G specific tariff which usually incurs an additional cost. Now that you know this, how likely are you to get a 5G tariff in future?

Unweighted base	568	13	555	525	28
Base	580	13	567	537	28
Very likely	15%	22%	14%	15%	6%
Quite likely	53%	24%	54%	55%	40%
Neither likely nor unlikely	20%	14%	20%	19%	31%
Quite unlikely	5%	-	5%	5%	11%
Very unlikely	2%	19%	1%	1%	3%
Don't know	6%	21%	6%	5%	8%
Net: Likely	68%	46%	68%	70%	47%
Net: Unlikely	7%	19%	6%	6%	14%

Now that you know you need a 5G enabled handset & specific tariff in order to take advantage of 5G on your handset, when do you think you will get a 5G tariff?

Unweighted base	385	7	378	364	13
Base	393	6	387	373	13
In the next 3 months [1.5]	3%	-	4%	4%	5%
In the next 3-6 months [4.5]	7%	12%	7%	7%	8%
In the next 6-12 months [9]	19%	37%	19%	19%	14%
in the next 12-18 months [15]	22%	37%	22%	21%	24%
in the next 18-24 months [21]	19%	14%	19%	19%	12%
Longer than 24 months' time [36]	10%	-	11%	10%	25%
Don't know	19%	-	19%	20%	13%
Net: Next 6 months	11%	12%	11%	11%	13%
Net: Next 12 months	30%	49%	30%	30%	26%
Mean	16.12	12.34	16.20	16.09	19.14
StdDev	9.51	5.48	9.56	9.46	12.35

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Total	Understanding of 5G		Understanding of 5G		Likelihood to get 5G (knowing need 5G handset)
	Good/ Excellent	Fair/ Poor	Likely to get 5G	Unlikely to get 5G	Likely to get 5G (knowing need 5G handset)

In order to take advantage of 5G on your phone, you need to have a 5G enabled handset and a 5G specific tariff which usually incurs an additional cost. Now that you know this, how likely are you to get a 5G tariff in future?

Unweighted base	568	235	272	555	-	378
Base	580	244	273	567	-	387
Very likely	15%	21%	9%	14%	-	21%
Quite likely	53%	59%	53%	54%	-	79%
Neither likely nor unlikely	20%	14%	24%	20%	-	-
Quite unlikely	5%	2%	8%	5%	-	-
Very unlikely	2%	1%	1%	1%	-	-
Don't know	6%	3%	5%	6%	-	-
Net: Likely	68%	80%	62%	68%	-	100%
Net: Unlikely	7%	3%	9%	6%	-	-

Now that you know you need a 5G enabled handset & specific tariff in order to take advantage of 5G on your handset, when do you think you will get a 5G tariff?

Unweighted base	385	190	168	378	-	378
Base	393	195	170	387	-	387
In the next 3 months [1.5]	3%	4%	3%	4%	-	4%
In the next 3-6 months [4.5]	7%	8%	6%	7%	-	7%
In the next 6-12 months [9]	19%	19%	20%	19%	-	19%
in the next 12-18 months [15]	22%	21%	23%	22%	-	22%
in the next 18-24 months [21]	19%	21%	16%	19%	-	19%
Longer than 24 months' time [36]	10%	9%	11%	11%	-	11%
Don't know	19%	17%	21%	19%	-	19%
Net: Next 6 months	11%	12%	9%	11%	-	11%
Net: Next 12 months	30%	31%	29%	30%	-	30%
Mean	16.12	15.82	16.22	16.20	-	16.20
StdDev	9.51	9.38	9.48	9.56	-	9.56

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Total	Phone Type		5G awareness	
	Standard mobile phone	Smartphone Nat Rep	Aware of 5G	Not aware of 5G

Some mobile networks are rolling out 5G sooner than others. Would you consider switching networks in order to get 5G access sooner?

Unweighted base	568	13	555	525	28
Base	580	13	567	537	28
Yes	7%	-	7%	7%	4%
No	67%	49%	67%	67%	72%
NA - my network already offers 5G	9%	5%	9%	10%	-
Not sure	17%	46%	16%	16%	24%

Now thinking again about your current handset, is it 5G enabled?

Unweighted base	2567	217	2336	2124	167
Base	2561	196	2351	2130	174
Yes	2%	1%	2%	2%	2%
No	57%	78%	56%	58%	43%
Don't know	41%	21%	42%	40%	55%

As you need a 5G enabled handset in order to access 5G, would you consider getting a new handset sooner than planned in order to get 5G?

Unweighted base	1481	170	1307	1222	74
Base	1468	154	1311	1226	75
Yes	8%	2%	9%	10%	5%
No	80%	90%	79%	79%	84%
Don't know	12%	8%	12%	12%	11%

You said you would consider getting a new handset sooner than planned in order to get 5G. Would you also consider switching to a different handset brand in order to get 5G sooner?

Unweighted base	115	3	112	107	5
Base	124	3	121	117	4
Yes	47%	-	49%	50%	25%
No	36%	100%	34%	33%	57%
Don't know	17%	-	17%	17%	18%

Cell Contents (Column Percentage)

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	Good/ Excellent	Fair/ Poor	Likely to get 5G	Unlikely to get 5G	Likely to get 5G (knowing need 5G handset)

Some mobile networks are rolling out 5G sooner than others. Would you consider switching networks in order to get 5G access sooner?

Unweighted base	568	235	272	555	-	378
Base	580	244	273	567	-	387
Yes	7%	7%	8%	7%	-	9%
No	67%	64%	71%	67%	-	65%
NA - my network already offers 5G	9%	14%	6%	9%	-	11%
Not sure	17%	15%	15%	16%	-	15%

Now thinking again about your current handset, is it 5G enabled?

Unweighted base	2567	652	1352	555	507	378
Base	2561	663	1341	567	488	387
Yes	2%	4%	2%	2%	1%	1%
No	57%	69%	54%	75%	71%	79%
Don't know	41%	27%	45%	23%	28%	19%

As you need a 5G enabled handset in order to access 5G, would you consider getting a new handset sooner than planned in order to get 5G?

Unweighted base	1481	452	720	414	365	297
Base	1468	456	717	426	348	307
Yes	8%	13%	7%	18%	3%	22%
No	80%	75%	82%	70%	95%	67%
Don't know	12%	12%	11%	12%	2%	11%

You said you would consider getting a new handset sooner than planned in order to get 5G. Would you also consider switching to a different handset brand in order to get 5G sooner?

Unweighted base	115	56	48	70	9	63
Base	124	61	53	76	10	68
Yes	47%	60%	40%	54%	40%	58%
No	36%	31%	38%	31%	60%	32%
Don't know	17%	9%	22%	15%	-	10%

Cell Contents (C)