

YouGov/Everything Everywhere Survey Results

Sample Size: 2033

Fieldwork: 5th - 10th April 2012

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

Some countries, including France, Germany, and the USA have rolled out, or started to roll out the latest mobile broadband network technology known as 4G. However, the UK has not yet started to do so.

Before today, were you aware of this situation?

Unweighted Base	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Base: All GB Adults	2033	975	1058	244	317	392	368	712	1118	915	500	333	195	260	466	102	177
Yes, I was aware that, whilst some countries had rolled out, or started to roll out 4G, the UK hasn't started to	31%	43%	20%	45%	36%	30%	29%	26%	35%	27%	28%	30%	33%	32%	32%	33%	36%
No, I wasn't aware of this situation	69%	57%	80%	55%	64%	70%	71%	74%	65%	73%	72%	70%	67%	68%	68%	67%	64%

A 4G network describes the next generation of mobile wireless communication which will provide consumers with mobile data speeds up to 20 times faster than what is currently available on 3G. It is also capable of handling far greater amounts of data traffic compared to 3G.

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

Britain must strive to adapt new technologies such as 4G faster than other countries if it is to stay competitive and protect jobs :

Unweighted Base	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Base: All GB Adults	2033	975	1058	244	317	392	368	712	1118	915	500	333	195	260	466	102	177
Strongly agree	25%	31%	20%	29%	30%	25%	26%	23%	23%	28%	26%	21%	32%	26%	24%	23%	30%
Agree	35%	35%	35%	34%	29%	35%	34%	38%	38%	32%	35%	38%	37%	30%	34%	38%	33%
Neither agree nor disagree	26%	22%	30%	19%	29%	27%	28%	27%	27%	25%	26%	29%	22%	29%	26%	22%	26%
Disagree	4%	4%	4%	8%	4%	4%	4%	3%	4%	4%	4%	3%	3%	3%	5%	6%	4%
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%
Don't know	8%	6%	10%	10%	7%	9%	8%	9%	8%	9%	8%	9%	5%	9%	9%	10%	7%

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It doesn't matter when Britain gets new technologies such as 4G so long as it gets them in the end :

	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Unweighted Base	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Base: All GB Adults	2033	975	1058	244	317	392	368	712	1118	915	500	333	195	260	466	102	177
Strongly agree	3%	3%	3%	5%	4%	3%	3%	3%	3%	4%	4%	3%	3%	2%	2%	8%	6%
Agree	18%	15%	20%	16%	16%	15%	16%	21%	17%	19%	18%	17%	18%	19%	17%	20%	16%
Neither agree nor disagree	30%	27%	33%	23%	31%	33%	32%	30%	29%	31%	30%	32%	28%	28%	31%	28%	31%
Disagree	28%	30%	26%	35%	27%	27%	27%	27%	30%	25%	27%	27%	29%	28%	29%	24%	30%
Strongly disagree	12%	18%	7%	13%	16%	14%	14%	9%	13%	12%	13%	10%	16%	13%	12%	14%	11%
Don't know	9%	7%	11%	9%	6%	9%	8%	10%	8%	9%	9%	10%	5%	10%	10%	6%	5%

Britain should wait for 4G technology as long as it takes for all operators to be in a position to sell the service. No one operator should be able to launch before the others. :

	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Unweighted Base	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Base: All GB Adults	2033	975	1058	244	317	392	368	712	1118	915	500	333	195	260	466	102	177
Strongly agree	8%	9%	8%	4%	4%	7%	8%	12%	7%	10%	7%	9%	8%	8%	8%	16%	9%
Agree	21%	19%	23%	21%	20%	20%	19%	23%	22%	20%	21%	23%	21%	24%	20%	22%	17%
Neither agree nor disagree	33%	30%	35%	24%	35%	35%	36%	31%	31%	35%	34%	33%	34%	29%	31%	33%	35%
Disagree	19%	22%	16%	24%	19%	21%	19%	16%	21%	16%	18%	17%	19%	16%	20%	18%	23%
Strongly disagree	8%	12%	6%	14%	15%	6%	8%	6%	10%	7%	7%	5%	12%	11%	10%	4%	10%
Don't know	11%	8%	13%	13%	7%	10%	10%	12%	9%	12%	11%	13%	7%	12%	11%	7%	7%

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I would like to see 4G technology, which means faster mobile internet speeds on my mobile phone or dongle, rolled out in the UK as soon as possible'

	Unweighted Base	2033	986	1047	302	278	360	398	695	1130	903	487	256	198	315	486	116	175
Base: All GB Adults		2033	975	1058	244	317	392	368	712	1118	915	500	333	195	260	466	102	177
Strongly agree		22%	27%	18%	30%	30%	21%	21%	16%	21%	23%	22%	18%	23%	25%	21%	23%	24%
Agree		28%	30%	25%	29%	28%	32%	27%	25%	29%	26%	28%	32%	33%	27%	24%	25%	25%
Neither agree nor disagree		33%	28%	38%	20%	28%	31%	35%	40%	34%	32%	33%	34%	29%	32%	35%	33%	31%
Disagree		6%	6%	6%	8%	5%	5%	5%	7%	6%	5%	5%	4%	6%	3%	7%	8%	11%
Strongly disagree		3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	3%	1%	2%	4%	3%	2%	2%
Don't know		9%	8%	10%	10%	7%	9%	9%	10%	7%	11%	9%	10%	6%	10%	10%	9%	5%

You said that you wanted to see 4G technology, which means faster mobile internet speeds on your mobile phone or dongle, rolled out in the UK as soon as possible...

Which, if any, of the following are reasons for this?

	Unweighted Base	987	535	452	177	156	183	193	278	550	437	228	122	112	157	223	61	84
Base: All GB Adults who would like to see 4G technology, which means faster mobile internet speeds, rolled out in the UK as soon as possible		1008	558	450	145	184	209	177	292	559	449	247	168	109	136	210	49	88
Because I think it's important for the UK to catch up with other countries and stay competitive		66%	65%	67%	63%	63%	64%	73%	67%	68%	63%	63%	62%	69%	69%	69%	68%	68%
Because it is important for the economy and job creation		45%	49%	41%	47%	40%	44%	45%	49%	50%	39%	39%	47%	48%	47%	51%	44%	40%
Because I would like to access faster internet connections		58%	60%	57%	73%	67%	58%	53%	49%	58%	59%	49%	48%	61%	70%	62%	68%	67%
Because I would like better mobile phone coverage to be able to make phone calls in more places		35%	38%	31%	44%	43%	40%	33%	23%	33%	37%	25%	41%	33%	42%	38%	33%	36%
Other		1%	1%	1%	2%	-	0%	1%	1%	1%	1%	1%	1%	2%	-	1%	-	1%
Don't know		2%	2%	1%	4%	4%	-	1%	0%	1%	2%	2%	2%	-	1%	3%	-	-