



Countryside Alliance Rural Telecoms Survey

METHODOLOGY NOTE

ComRes interviewed 2,016 British adults online from 21st to 23rd June 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 1

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

Summary

Base: All respondents

		Technological Improvements					
		a) Greater investment in renewable energies (e.g. wind turbines, solar panels, tidal energy)	b) High Speed 2 (HS2) - a high-speed rail link between London and Birmingham	c) Roll-out of high-speed broadband to the whole of the UK	d) Crossrail - an east-west underground railway line crossing London	e) Opening a third runway at Heathrow Airport	f) Building a new international airport
Unweighted base		2016	2016	2016	2016	2016	2016
Weighted base		2016	2016	2016	2016	2016	2016
NET: Agree		1448 72%	917 45%	1620 80%	1086 54%	1037 51%	1057 52%
Strongly agree	(4)	649 32%	270 13%	868 43%	335 17%	334 17%	356 18%
Tend to agree	(3)	798 40%	647 32%	752 37%	751 37%	703 35%	700 35%
Tend to disagree	(2)	248 12%	440 22%	164 8%	333 17%	385 19%	419 21%
Strongly disagree	(1)	128 6%	335 17%	53 3%	123 6%	221 11%	173 9%
NET: Disagree		376 19%	775 38%	217 11%	457 23%	606 30%	592 29%
Don't know		192 10%	325 16%	179 9%	473 23%	373 18%	367 18%
Mean		3.08	2.50	3.33	2.84	2.70	2.75
Standard deviation		0.88	0.98	0.76	0.85	0.94	0.91
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 2

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

a) Greater investment in renewable energies (e.g. wind turbines, solar panels, tidal energy)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1448	694	754	173	261	251	270	209	284	382	400	321	344	235	600
	72%	70%	73%	72%	77%	74%	75%	70%	65%	71%	72%	73%	72%	78%	73%
Strongly agree	(4) 649	320	330	99	140	115	98	94	104	169	172	154	154	116	274
	32%	32%	32%	41%	41%	34%	27%	31%	24%	31%	31%	35%	32%	38%	33%
Tend to agree	(3) 798	374	424	74	121	136	172	116	179	214	228	167	190	118	325
	40%	38%	41%	31%	36%	40%	48%	39%	41%	40%	41%	38%	40%	39%	39%
Tend to disagree	(2) 248	138	110	26	20	42	47	39	73	82	72	46	49	27	104
	12%	14%	11%	11%	6%	13%	13%	13%	17%	15%	13%	10%	10%	9%	13%
Strongly disagree	(1) 128	80	48	4	12	17	14	29	52	41	42	22	24	17	49
	6%	8%	5%	2%	4%	5%	4%	10%	12%	8%	7%	5%	5%	6%	6%
NET: Disagree	376	218	158	31	32	59	61	67	126	122	114	68	72	44	153
	19%	22%	15%	13%	9%	17%	17%	22%	29%	23%	20%	16%	15%	14%	18%
Don't know	192	76	116	36	47	29	28	23	29	34	45	50	63	24	74
	10%	8%	11%	15%	14%	9%	8%	8%	7%	6%	8%	11%	13%	8%	9%
Mean	3.08	3.02	3.13	3.31	3.32	3.13	3.07	2.99	2.82	3.01	3.03	3.16	3.14	3.20	3.10
Standard deviation	0.88	0.92	0.82	0.78	0.78	0.84	0.78	0.95	0.96	0.91	0.89	0.85	0.83	0.85	0.87
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 2

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

a) Greater investment in renewable energies (e.g. wind turbines, solar panels, tidal energy)

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Agree	1448 72%	128 71%	56 70%	168 76%	128 70%	126 69%	97 69%	72 72%	141 70%	204 78%	197 70%	130 71%	1171 73%	599 75%	572 71%	277 68%	243 69%	34 61%
Strongly agree	(4) 649 32%	60 33%	27 33%	80 36%	49 27%	58 32%	35 25%	38 37%	51 25%	98 38%	91 32%	63 35%	521 32%	284 36%	237 29%	128 31%	111 32%	17 30%
Tend to agree	(3) 798 40%	68 38%	30 37%	88 40%	79 43%	68 37%	62 44%	35 34%	91 45%	106 41%	106 38%	67 37%	650 40%	314 39%	335 41%	149 37%	131 37%	18 32%
Tend to disagree	(2) 248 12%	22 12%	7 8%	21 9%	22 12%	24 13%	20 14%	13 13%	36 18%	27 10%	36 13%	19 11%	187 12%	92 11%	95 12%	61 15%	53 15%	8 15%
Strongly disagree	(1) 128 6%	9 5%	6 7%	17 8%	7 4%	18 10%	6 4%	4 4%	8 4%	11 4%	27 10%	14 8%	91 6%	46 6%	45 6%	37 9%	26 7%	11 20%
NET: Disagree	376 19%	31 17%	13 16%	38 17%	29 16%	42 23%	27 19%	17 17%	45 22%	38 15%	63 22%	33 18%	278 17%	138 17%	140 17%	98 24%	79 22%	19 34%
Don't know	192 10%	22 12%	12 14%	16 7%	25 14%	13 7%	18 13%	11 11%	16 8%	19 7%	22 8%	19 10%	159 10%	62 8%	98 12%	33 8%	30 9%	2 4%
Mean	3.08	3.12	3.12	3.12	3.08	2.99	3.02	3.19	2.99	3.20	3.00	3.10	3.11	3.14	3.07	2.98	3.02	2.74
Standard deviation	0.88	0.86	0.91	0.90	0.79	0.96	0.81	0.85	0.81	0.81	0.95	0.91	0.85	0.86	0.85	0.95	0.91	1.12
Standard error	0.02	0.07	0.11	0.06	0.07	0.07	0.07	0.09	0.06	0.05	0.06	0.07	0.02	0.03	0.03	0.05	0.05	0.16

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 3

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

b) High Speed 2 (HS2) - a high-speed rail link between London and Birmingham

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	917 45%	468 47%	449 44%	133 55%	201 59%	167 49%	159 44%	98 33%	159 36%	255 47%	264 47%	206 47%	193 40%	154 51%	415 50%
Strongly agree	(4) 270 13%	151 15%	118 12%	46 19%	69 20%	44 13%	51 14%	20 7%	40 9%	72 13%	80 14%	69 16%	49 10%	49 16%	139 17%
Tend to agree	(3) 647 32%	316 32%	331 32%	87 36%	132 39%	123 36%	108 30%	79 26%	119 27%	183 34%	184 33%	136 31%	144 30%	105 35%	276 33%
Tend to disagree	(2) 440 22%	227 23%	213 21%	37 16%	48 14%	84 25%	83 23%	77 26%	112 25%	124 23%	131 23%	73 17%	112 23%	57 19%	172 21%
Strongly disagree	(1) 335 17%	184 19%	151 15%	16 7%	29 8%	41 12%	52 14%	83 28%	113 26%	91 17%	94 17%	73 17%	77 16%	51 17%	111 13%
NET: Disagree	775 38%	411 42%	364 35%	54 22%	76 22%	125 37%	135 38%	160 53%	225 51%	215 40%	225 40%	146 33%	189 39%	108 36%	284 34%
Don't know	325 16%	110 11%	215 21%	53 22%	62 18%	47 14%	66 18%	41 14%	55 12%	69 13%	71 13%	88 20%	98 20%	40 13%	128 15%
Mean	2.50	2.50	2.51	2.87	2.87	2.58	2.54	2.14	2.22	2.50	2.51	2.57	2.43	2.58	2.63
Standard deviation	0.98	1.01	0.96	0.89	0.91	0.91	0.98	0.96	0.99	0.97	0.98	1.03	0.95	1.01	0.97
Standard error	0.02	0.04	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 3

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

b) High Speed 2 (HS2) - a high-speed rail link between London and Birmingham

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Agree	917 45%	73 40%	33 41%	112 50%	81 45%	76 42%	51 36%	47 46%	93 46%	143 54%	128 45%	80 44%	751 47%	407 51%	344 43%	166 41%	142 40%	24 43%
Strongly agree	(4) 270 13%	20 11%	5 6%	29 13%	31 17%	31 17%	13 9%	11 11%	26 13%	46 18%	41 14%	18 10%	225 14%	135 17%	91 11%	45 11%	33 9%	12 21%
Tend to agree	(3) 647 32%	54 30%	28 35%	83 37%	50 28%	45 25%	38 27%	36 36%	66 33%	97 37%	87 31%	62 34%	526 33%	272 34%	254 31%	121 30%	109 31%	12 22%
Tend to disagree	(2) 440 22%	33 18%	21 26%	47 21%	37 20%	43 24%	29 20%	24 24%	49 24%	57 22%	62 22%	38 21%	331 21%	151 19%	180 22%	109 27%	97 28%	12 22%
Strongly disagree	(1) 335 17%	30 17%	10 13%	38 17%	29 16%	37 21%	33 24%	11 11%	37 18%	35 13%	44 16%	30 17%	255 16%	130 16%	124 15%	80 20%	65 19%	15 26%
NET: Disagree	775 38%	63 35%	31 39%	85 38%	65 36%	81 45%	62 44%	35 35%	86 43%	92 35%	106 38%	69 38%	585 36%	281 35%	304 38%	189 46%	162 46%	27 48%
Don't know	325 16%	45 25%	16 20%	25 11%	35 19%	24 13%	28 20%	19 19%	23 11%	27 10%	48 17%	33 18%	272 17%	110 14%	162 20%	53 13%	47 13%	5 9%
Mean	2.50	2.46	2.44	2.52	2.57	2.45	2.27	2.57	2.46	2.65	2.53	2.45	2.54	2.60	2.48	2.37	2.36	2.41
Standard deviation	0.98	0.99	0.86	0.96	1.03	1.06	1.01	0.89	0.98	0.96	0.99	0.95	0.98	1.01	0.96	0.97	0.94	1.14
Standard error	0.02	0.09	0.11	0.07	0.09	0.08	0.09	0.10	0.08	0.06	0.06	0.07	0.03	0.04	0.04	0.05	0.05	0.17

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 4

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

c) Roll-out of high-speed broadband to the whole of the UK

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1620	818	802	171	264	268	294	243	379	453	443	346	378	239	658
	80%	83%	78%	71%	78%	79%	82%	81%	86%	84%	79%	79%	79%	79%	80%
Strongly agree	(4) 868	455	413	96	159	132	157	134	190	236	234	184	214	120	377
	43%	46%	40%	40%	47%	39%	44%	45%	43%	44%	42%	42%	45%	40%	46%
Tend to agree	(3) 752	363	389	75	105	136	137	109	189	217	210	162	163	119	281
	37%	37%	38%	31%	31%	40%	38%	36%	43%	40%	38%	37%	34%	39%	34%
Tend to disagree	(2) 164	83	81	26	25	33	21	27	32	43	52	36	32	31	77
	8%	8%	8%	11%	7%	10%	6%	9%	7%	8%	9%	8%	7%	10%	9%
Strongly disagree	(1) 53	26	28	9	12	8	9	9	7	12	17	13	12	8	24
	3%	3%	3%	4%	3%	2%	2%	3%	2%	2%	3%	3%	2%	3%	3%
NET: Disagree	217	108	109	35	37	41	30	35	39	56	69	49	44	39	101
	11%	11%	11%	15%	11%	12%	8%	12%	9%	10%	12%	11%	9%	13%	12%
Don't know	179	62	117	34	39	30	35	21	21	30	46	45	57	25	68
	9%	6%	11%	14%	11%	9%	10%	7%	5%	6%	8%	10%	12%	8%	8%
Mean	3.33	3.35	3.30	3.25	3.37	3.27	3.36	3.32	3.34	3.33	3.29	3.31	3.38	3.26	3.33
Standard deviation	0.76	0.76	0.76	0.84	0.80	0.76	0.73	0.78	0.70	0.73	0.78	0.77	0.75	0.77	0.79
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 4

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

c) Roll-out of high-speed broadband to the whole of the UK

Base: All respondents

	Region												Which of the following best describes where you live?						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53	
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56	
NET: Agree	1620 80%	155 86%	62 76%	173 78%	148 82%	150 83%	101 72%	80 79%	165 82%	202 77%	235 83%	148 82%	1274 79%	642 80%	632 78%	346 85%	298 85%	48 85%	
Strongly agree	(4) 43%	868 56%	101 39%	32 49%	109 42%	76 37%	67 41%	57 41%	43 42%	84 41%	106 42%	117 42%	76 41%	344 43%	317 39%	207 51%	178 51%	30 53%	
Tend to agree	(3) 37%	752 30%	54 37%	30 29%	64 40%	72 46%	83 31%	44 37%	37 40%	81 37%	96 42%	118 40%	72 38%	613 37%	298 39%	316 34%	138 34%	120 34%	18 33%
Tend to disagree	(2) 8%	164 4%	8 6%	5 9%	21 8%	14 7%	12 13%	19 9%	9 9%	17 10%	27 6%	16 9%	17 8%	135 9%	71 8%	65 7%	29 7%	26 5%	3 5%
Strongly disagree	(1) 3%	53 2%	3 4%	3 4%	9 2%	3 5%	9 2%	2 2%	4 2%	10 4%	5 2%	2 1%	45 3%	27 3%	19 2%	8 2%	3 1%	5 9%	
NET: Disagree	217 11%	11 6%	8 10%	29 13%	17 9%	21 11%	22 16%	11 11%	21 11%	37 14%	21 7%	19 10%	181 11%	97 12%	83 10%	37 9%	29 8%	8 14%	
Don't know	179 9%	16 9%	11 13%	20 9%	16 9%	11 6%	18 12%	10 9%	15 8%	23 9%	26 9%	15 8%	154 10%	59 7%	94 12%	25 6%	25 7%	* 1%	
Mean	3.33	3.53	3.29	3.35	3.34	3.22	3.26	3.32	3.31	3.25	3.36	3.33	3.30	3.30	3.30	3.42	3.45	3.30	
Standard deviation	0.76	0.67	0.80	0.83	0.71	0.79	0.81	0.75	0.73	0.82	0.69	0.71	0.76	0.79	0.74	0.72	0.68	0.93	
Standard error	0.02	0.06	0.09	0.06	0.06	0.06	0.07	0.08	0.06	0.05	0.04	0.05	0.02	0.03	0.03	0.04	0.04	0.13	

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 5

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

d) Crossrail - an east-west underground railway line crossing London

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772	
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826	
NET: Agree	1086 54%	564 57%	522 51%	127 53%	207 61%	183 54%	186 52%	146 49%	237 54%	323 60%	303 54%	228 52%	232 48%	185 61%	462 56%	
Strongly agree	(4) 17%	335 17%	178 18%	157 15%	44 19%	78 23%	58 17%	53 15%	35 12%	67 15%	108 20%	96 17%	69 16%	62 13%	57 19%	172 21%
Tend to agree	(3) 37%	751 37%	386 39%	365 35%	82 34%	129 38%	125 37%	133 37%	111 37%	170 39%	215 40%	207 37%	159 36%	170 35%	128 42%	290 35%
Tend to disagree	(2) 17%	333 17%	168 17%	165 16%	37 15%	40 12%	59 17%	60 17%	63 21%	74 17%	91 17%	97 17%	71 16%	75 16%	58 19%	129 16%
Strongly disagree	(1) 6%	123 6%	68 7%	55 5%	8 4%	12 4%	20 6%	30 8%	29 10%	23 5%	24 5%	32 6%	35 8%	32 7%	11 3%	55 7%
NET: Disagree	457 23%	236 24%	221 21%	45 19%	52 15%	79 23%	90 25%	93 31%	97 22%	115 21%	129 23%	107 24%	106 22%	69 23%	183 22%	
Don't know	473 23%	188 19%	285 28%	68 28%	80 23%	77 23%	83 23%	61 20%	105 24%	100 19%	128 23%	104 24%	141 29%	49 16%	181 22%	
Mean	2.84	2.84	2.84	2.95	3.05	2.84	2.75	2.64	2.84	2.93	2.85	2.78	2.77	2.91	2.90	
Standard deviation	0.85	0.86	0.84	0.82	0.80	0.85	0.89	0.88	0.82	0.82	0.85	0.89	0.85	0.78	0.89	
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.05	0.04	

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 5

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

d) Crossrail - an east-west underground railway line crossing London

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Agree	1086 54%	79 43%	34 43%	97 44%	96 53%	98 54%	68 48%	56 55%	110 55%	181 69%	168 59%	99 55%	872 54%	486 61%	386 48%	214 52%	178 51%	36 64%
Strongly agree	(4) 335 17%	14 8%	7 8%	30 13%	36 20%	23 12%	12 9%	18 18%	38 19%	73 28%	62 22%	22 12%	265 16%	166 21%	99 12%	70 17%	58 16%	12 22%
Tend to agree	(3) 751 37%	65 36%	28 34%	67 30%	60 33%	75 41%	56 40%	37 37%	72 36%	108 41%	105 37%	77 43%	607 38%	319 40%	288 35%	144 35%	120 34%	24 42%
Tend to disagree	(2) 333 17%	23 13%	14 18%	51 23%	28 15%	26 14%	29 21%	19 18%	46 23%	35 13%	33 12%	29 16%	252 16%	99 12%	153 19%	81 20%	75 21%	6 11%
Strongly disagree	(1) 123 6%	17 10%	1 2%	21 9%	8 4%	19 11%	7 5%	3 3%	12 6%	11 4%	13 5%	10 6%	96 6%	45 6%	51 6%	27 7%	23 7%	4 8%
NET: Disagree	457 23%	41 22%	16 20%	71 32%	36 20%	46 25%	36 26%	21 21%	58 29%	46 18%	47 16%	39 22%	349 22%	145 18%	204 25%	108 27%	98 28%	11 19%
Don't know	473 23%	62 34%	30 38%	53 24%	50 28%	38 21%	36 26%	24 24%	33 17%	35 13%	68 24%	43 24%	388 24%	168 21%	220 27%	86 21%	76 22%	10 17%
Mean	2.84	2.63	2.79	2.63	2.95	2.71	2.70	2.92	2.81	3.07	3.01	2.80	2.85	2.96	2.74	2.80	2.77	2.94
Standard deviation	0.85	0.87	0.71	0.92	0.85	0.89	0.76	0.79	0.87	0.82	0.83	0.80	0.85	0.84	0.84	0.88	0.87	0.88
Standard error	0.02	0.09	0.10	0.07	0.08	0.08	0.07	0.09	0.07	0.05	0.05	0.06	0.02	0.03	0.04	0.05	0.05	0.14

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 6

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

e) Opening a third runway at Heathrow Airport

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1037 51%	557 56%	480 47%	115 48%	203 60%	188 55%	173 48%	137 46%	221 50%	309 57%	289 52%	217 49%	222 46%	182 60%	436 53%
Strongly agree	(4) 17%	334 21%	130 13%	43 18%	65 19%	56 16%	54 15%	43 14%	73 17%	100 19%	94 17%	64 15%	75 16%	59 19%	147 18%
Tend to agree	(3) 35%	703 36%	350 34%	72 30%	137 40%	132 39%	119 33%	94 31%	149 34%	209 39%	195 35%	153 35%	146 31%	123 41%	289 35%
Tend to disagree	(2) 19%	385 18%	207 20%	44 18%	50 15%	55 16%	65 18%	73 24%	98 22%	102 19%	111 20%	76 17%	96 20%	53 18%	148 18%
Strongly disagree	(1) 11%	221 12%	103 10%	15 6%	19 6%	36 11%	45 12%	51 17%	55 13%	53 10%	62 11%	58 13%	48 10%	23 7%	98 12%
NET: Disagree	606 30%	296 30%	310 30%	58 24%	69 20%	92 27%	110 31%	123 41%	154 35%	155 29%	173 31%	134 31%	145 30%	76 25%	246 30%
Don't know	373 18%	135 14%	238 23%	66 28%	68 20%	60 18%	76 21%	39 13%	64 14%	75 14%	97 17%	88 20%	113 24%	45 15%	145 18%
Mean	2.70	2.75	2.64	2.83	2.92	2.74	2.64	2.50	2.64	2.77	2.70	2.64	2.68	2.85	2.71
Standard deviation	0.94	0.97	0.91	0.90	0.84	0.92	0.96	0.99	0.96	0.92	0.94	0.96	0.95	0.88	0.96
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 6

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

e) Opening a third runway at Heathrow Airport

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Agree	1037 51%	92 51%	40 50%	100 45%	81 44%	97 54%	65 46%	47 46%	115 57%	164 63%	147 52%	89 49%	843 52%	435 55%	408 50%	193 47%	168 48%	26 46%
Strongly agree	(4) 334 17%	21 12%	6 8%	32 15%	30 16%	28 16%	17 12%	14 14%	37 18%	65 25%	55 20%	27 15%	263 16%	140 18%	123 15%	70 17%	56 16%	15 26%
Tend to agree	(3) 703 35%	70 39%	34 42%	68 31%	51 28%	69 38%	48 34%	33 32%	78 39%	99 38%	91 32%	62 34%	580 36%	295 37%	285 35%	123 30%	112 32%	11 19%
Tend to disagree	(2) 385 19%	32 17%	13 17%	56 25%	41 23%	33 18%	29 21%	21 21%	38 19%	34 13%	55 19%	34 19%	300 19%	128 16%	172 21%	85 21%	68 19%	17 30%
Strongly disagree	(1) 221 11%	16 9%	4 5%	30 13%	14 8%	18 10%	13 9%	10 10%	25 13%	34 13%	34 12%	23 13%	168 10%	94 12%	74 9%	53 13%	48 14%	5 9%
NET: Disagree	606 30%	48 26%	18 22%	86 39%	55 30%	51 28%	42 30%	31 31%	63 31%	67 26%	89 31%	57 31%	468 29%	222 28%	246 30%	138 34%	116 33%	22 39%
Don't know	373 18%	42 23%	23 28%	36 16%	46 26%	33 18%	34 24%	23 23%	23 11%	30 12%	47 17%	35 20%	296 18%	141 18%	155 19%	76 19%	68 19%	9 16%
Mean	2.70	2.70	2.74	2.55	2.71	2.72	2.64	2.65	2.71	2.84	2.71	2.64	2.72	2.73	2.70	2.64	2.62	2.75
Standard deviation	0.94	0.87	0.75	0.96	0.92	0.91	0.90	0.92	0.95	0.99	0.98	0.96	0.93	0.95	0.90	0.99	0.98	1.02
Standard error	0.02	0.08	0.10	0.07	0.09	0.07	0.08	0.11	0.07	0.07	0.06	0.08	0.03	0.04	0.04	0.05	0.06	0.15

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 7

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

f) Building a new international airport

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1057	568	488	131	196	170	174	148	237	313	315	220	210	179	446
	52%	57%	48%	55%	58%	50%	48%	50%	54%	58%	56%	50%	44%	59%	54%
Strongly agree	(4) 356	211	146	49	93	52	53	37	71	104	108	77	67	63	153
	18%	21%	14%	21%	27%	15%	15%	12%	16%	19%	19%	18%	14%	21%	19%
Tend to agree	(3) 700	357	343	81	103	118	121	112	166	209	206	142	143	117	293
	35%	36%	33%	34%	30%	35%	34%	37%	38%	39%	37%	32%	30%	39%	36%
Tend to disagree	(2) 419	192	228	39	49	77	82	75	98	113	118	89	99	65	170
	21%	19%	22%	16%	14%	23%	23%	25%	22%	21%	21%	20%	21%	22%	21%
Strongly disagree	(1) 173	82	91	14	29	29	31	36	34	36	40	41	55	14	78
	9%	8%	9%	6%	8%	9%	9%	12%	8%	7%	7%	9%	12%	4%	9%
NET: Disagree	592	274	318	53	77	106	113	111	133	150	159	130	154	79	248
	29%	28%	31%	22%	23%	31%	31%	37%	30%	28%	28%	30%	32%	26%	30%
Don't know	367	146	221	56	66	63	73	40	69	76	86	90	115	44	132
	18%	15%	22%	23%	20%	19%	20%	13%	16%	14%	15%	20%	24%	15%	16%
Mean	2.75	2.83	2.67	2.90	2.95	2.70	2.69	2.58	2.74	2.82	2.81	2.73	2.61	2.89	2.75
Standard deviation	0.91	0.92	0.90	0.88	0.97	0.90	0.90	0.90	0.87	0.87	0.89	0.94	0.95	0.83	0.92
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.05	0.04

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 7

Q.1 Do you agree or disagree that each of the following technological improvements would have a positive impact on the UK economy?

f) Building a new international airport

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Agree	1057 52%	98 54%	37 45%	113 51%	88 49%	90 50%	58 41%	56 56%	114 57%	162 62%	147 52%	92 51%	849 53%	432 54%	417 51%	208 51%	175 50%	33 58%
Strongly agree	(4) 356 18%	31 17%	8 10%	36 16%	29 16%	36 20%	20 14%	21 21%	41 21%	50 19%	50 18%	34 18%	275 17%	152 19%	123 15%	81 20%	64 18%	18 31%
Tend to agree	(3) 700 35%	67 37%	29 36%	77 35%	59 33%	54 30%	39 27%	35 34%	73 36%	112 43%	97 34%	59 32%	573 36%	280 35%	294 36%	127 31%	112 32%	15 27%
Tend to disagree	(2) 419 21%	29 16%	16 19%	47 21%	39 21%	42 23%	33 23%	18 18%	45 23%	42 16%	60 21%	47 26%	323 20%	149 19%	173 21%	97 24%	83 24%	14 24%
Strongly disagree	(1) 173 9%	13 7%	2 3%	29 13%	9 5%	19 11%	14 10%	5 5%	19 9%	28 11%	28 10%	8 4%	140 9%	76 10%	64 8%	33 8%	29 8%	4 7%
NET: Disagree	592 29%	42 23%	18 22%	76 34%	48 26%	61 33%	47 33%	23 23%	64 32%	71 27%	88 31%	55 30%	463 29%	226 28%	237 29%	130 32%	112 32%	18 31%
Don't know	367 18%	41 23%	26 33%	33 15%	45 25%	31 17%	36 25%	22 22%	23 11%	30 11%	47 17%	34 19%	297 18%	141 18%	156 19%	70 17%	64 18%	6 11%
Mean	2.75	2.83	2.78	2.63	2.80	2.71	2.61	2.92	2.76	2.79	2.72	2.80	2.75	2.77	2.73	2.76	2.73	2.92
Standard deviation	0.91	0.88	0.74	0.96	0.86	0.97	0.94	0.86	0.93	0.92	0.93	0.85	0.91	0.93	0.88	0.93	0.92	0.98
Standard error	0.02	0.08	0.10	0.07	0.08	0.08	0.09	0.10	0.07	0.06	0.06	0.07	0.03	0.04	0.03	0.05	0.05	0.14

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 8

Q.2 Do you agree or disagree that each of the following technological improvements would have a positive impact on the LOCAL economy in your area?

Summary**Base: All respondents**

		<u>Technological Improvements</u>	
		<u>a) Improved broadband coverage in your local area</u>	<u>b) Improved mobile phone coverage in your local area</u>
Unweighted base		2016	2016
Weighted base		2016	2016
NET: Agree		1606 80%	1410 70%
Strongly agree	(4)	897 45%	681 34%
Tend to agree	(3)	709 35%	729 36%
Tend to disagree	(2)	160 8%	262 13%
Strongly disagree	(1)	50 2%	76 4%
NET: Disagree		210 10%	338 17%
Don't know		200 10%	269 13%
Mean		3.35	3.15
Standard deviation		0.75	0.83
Standard error		0.02	0.02

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 9

Q.2 Do you agree or disagree that each of the following technological improvements would have a positive impact on the LOCAL economy in your area?

a) Improved broadband coverage in your local area

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1606	783	824	191	281	279	274	234	346	436	451	345	375	248	667
	80%	79%	80%	80%	83%	82%	76%	78%	79%	81%	81%	78%	78%	82%	81%
Strongly agree	(4) 897	434	463	115	167	158	146	125	186	232	239	211	215	149	375
	45%	44%	45%	48%	49%	46%	41%	42%	42%	43%	43%	48%	45%	49%	45%
Tend to agree	(3) 709	348	361	76	114	122	128	109	161	204	211	133	161	99	292
	35%	35%	35%	32%	34%	36%	36%	36%	37%	38%	38%	30%	34%	33%	35%
Tend to disagree	(2) 160	83	77	23	17	22	26	31	41	38	56	32	34	24	65
	8%	8%	7%	10%	5%	6%	7%	10%	9%	7%	10%	7%	7%	8%	8%
Strongly disagree	(1) 50	26	24	-	10	6	8	13	13	14	7	12	16	7	19
	2%	3%	2%	-	3%	2%	2%	4%	3%	3%	1%	3%	3%	2%	2%
NET: Disagree	210	109	101	23	26	28	35	44	54	52	64	44	50	32	84
	10%	11%	10%	10%	8%	8%	10%	15%	12%	10%	11%	10%	11%	10%	10%
Don't know	200	96	104	25	32	32	50	22	39	51	45	51	53	23	76
	10%	10%	10%	10%	10%	9%	14%	7%	9%	9%	8%	12%	11%	7%	9%
Mean	3.35	3.34	3.37	3.43	3.43	3.40	3.33	3.25	3.30	3.34	3.33	3.40	3.35	3.39	3.36
Standard deviation	0.75	0.76	0.74	0.68	0.74	0.71	0.75	0.83	0.78	0.74	0.72	0.77	0.79	0.76	0.75
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 9

Q.2 Do you agree or disagree that each of the following technological improvements would have a positive impact on the LOCAL economy in your area?

a) Improved broadband coverage in your local area

Base: All respondents

	Region												Which of the following best describes where you live?						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53	
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56	
NET: Agree	1606 80%	157 86%	62 77%	172 78%	140 77%	135 74%	106 75%	82 82%	155 77%	213 81%	238 84%	146 81%	1262 78%	637 80%	625 77%	345 84%	295 84%	49 88%	
Strongly agree	(4) 45%	897 53%	96 43%	35 44%	98 45%	81 45%	68 44%	62 44%	44 44%	86 43%	113 43%	125 44%	90 49%	679 42%	345 43%	334 41%	218 54%	187 53%	32 56%
Tend to agree	(3) 35%	709 33%	61 33%	27 33%	74 33%	59 33%	66 37%	44 31%	38 38%	69 34%	101 38%	113 40%	57 31%	583 36%	292 37%	291 36%	126 31%	109 31%	18 31%
Tend to disagree	(2) 8%	160 7%	13 9%	8 9%	17 7%	15 8%	17 9%	18 13%	5 5%	20 10%	17 6%	20 7%	10 6%	136 8%	59 7%	76 9%	24 6%	21 6%	3 6%
Strongly disagree	(1) 2%	50 2%	2 1%	3 4%	9 4%	3 2%	9 5%	2 2%	1 1%	7 4%	4 1%	2 1%	8 4%	39 2%	19 2%	19 2%	11 3%	9 2%	2 4%
NET: Disagree	210 10%	15 8%	10 13%	26 12%	18 10%	26 14%	21 15%	6 6%	27 14%	20 8%	22 8%	18 10%	174 11%	79 10%	96 12%	35 9%	30 8%	6 10%	
Don't know	200 10%	10 6%	8 10%	24 11%	23 13%	21 11%	15 11%	12 12%	19 9%	28 11%	22 8%	17 9%	172 11%	83 10%	89 11%	28 7%	27 8%	1 2%	
Mean	3.35	3.46	3.30	3.32	3.38	3.21	3.31	3.41	3.28	3.38	3.39	3.39	3.32	3.34	3.30	3.45	3.46	3.43	
Standard deviation	0.75	0.68	0.82	0.82	0.73	0.85	0.79	0.65	0.82	0.69	0.66	0.81	0.75	0.75	0.76	0.74	0.73	0.80	
Standard error	0.02	0.06	0.10	0.06	0.06	0.07	0.07	0.07	0.06	0.05	0.04	0.06	0.02	0.03	0.03	0.04	0.04	0.11	

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 10

Q.2 Do you agree or disagree that each of the following technological improvements would have a positive impact on the LOCAL economy in your area?

b) Improved mobile phone coverage in your local area

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1410	664	746	180	273	244	244	197	271	369	395	318	328	234	596
	70%	67%	73%	75%	80%	72%	68%	66%	62%	68%	71%	72%	68%	77%	72%
Strongly agree	(4) 681	301	380	108	150	121	104	93	105	163	195	156	167	124	298
	34%	30%	37%	45%	44%	36%	29%	31%	24%	30%	35%	36%	35%	41%	36%
Tend to agree	(3) 729	363	366	73	123	123	139	104	166	206	200	161	161	110	298
	36%	37%	36%	30%	36%	36%	39%	35%	38%	38%	36%	37%	34%	36%	36%
Tend to disagree	(2) 262	152	110	28	24	41	45	46	78	79	83	44	56	37	95
	13%	15%	11%	12%	7%	12%	13%	15%	18%	15%	15%	10%	12%	12%	11%
Strongly disagree	(1) 76	45	30	8	13	9	12	18	16	21	12	21	22	8	30
	4%	5%	3%	3%	4%	3%	3%	6%	4%	4%	2%	5%	5%	3%	4%
NET: Disagree	338	197	140	36	37	50	58	64	94	99	95	65	78	45	125
	17%	20%	14%	15%	11%	15%	16%	21%	21%	18%	17%	15%	16%	15%	15%
Don't know	269	127	142	24	29	46	58	38	74	70	69	56	73	23	106
	13%	13%	14%	10%	9%	14%	16%	13%	17%	13%	12%	13%	15%	8%	13%
Mean	3.15	3.07	3.24	3.30	3.32	3.21	3.11	3.04	2.99	3.09	3.18	3.18	3.16	3.25	3.20
Standard deviation	0.83	0.86	0.80	0.83	0.79	0.79	0.81	0.90	0.82	0.83	0.80	0.84	0.86	0.79	0.82
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.05	0.04	0.04	0.03	0.05	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 10

Q.2 Do you agree or disagree that each of the following technological improvements would have a positive impact on the LOCAL economy in your area?

b) Improved mobile phone coverage in your local area

Base: All respondents

	Region												Which of the following best describes where you live?						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53	
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56	
NET: Agree	1410 70%	134 74%	52 65%	146 66%	120 66%	119 66%	88 63%	76 75%	137 68%	193 74%	209 74%	136 75%	1096 68%	544 68%	552 68%	314 77%	269 76%	45 81%	
Strongly agree	(4) 34%	681 41%	75 28%	23 33%	73 31%	56 31%	64 35%	47 33%	29 29%	71 35%	83 32%	92 32%	69 38%	508 32%	237 30%	271 33%	173 42%	143 41%	30 54%
Tend to agree	(3) 36%	729 32%	59 32%	30 37%	73 33%	65 36%	55 30%	41 29%	47 47%	65 32%	110 42%	117 42%	67 37%	588 37%	307 38%	281 35%	141 35%	126 36%	15 27%
Tend to disagree	(2) 13%	262 13%	24 13%	11 14%	33 15%	26 14%	28 16%	26 18%	10 10%	31 15%	23 9%	35 12%	16 9%	222 14%	100 12%	122 15%	40 10%	36 10%	3 6%
Strongly disagree	(1) 4%	76 4%	3 2%	8 10%	12 6%	6 3%	11 6%	5 4%	2 2%	9 4%	9 3%	5 2%	5 3%	65 4%	37 5%	28 3%	11 3%	9 2%	2 4%
NET: Disagree	338 17%	27 15%	19 23%	45 20%	32 18%	40 22%	31 22%	12 12%	40 20%	31 12%	41 14%	21 12%	287 18%	136 17%	151 19%	51 12%	45 13%	6 10%	
Don't know	269 13%	21 12%	9 12%	31 14%	29 16%	22 12%	21 15%	13 13%	25 13%	38 15%	33 12%	25 14%	226 14%	118 15%	108 13%	43 11%	38 11%	5 9%	
Mean	3.15	3.28	2.95	3.08	3.12	3.08	3.09	3.18	3.13	3.19	3.18	3.27	3.11	3.09	3.13	3.31	3.28	3.44	
Standard deviation	0.83	0.78	0.96	0.90	0.83	0.93	0.89	0.70	0.88	0.77	0.75	0.78	0.84	0.84	0.84	0.78	0.78	0.80	
Standard error	0.02	0.07	0.11	0.06	0.07	0.07	0.08	0.08	0.07	0.05	0.05	0.06	0.02	0.03	0.03	0.04	0.04	0.11	

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 11

Q.3 Which of the following statements best represents your view on how the Government should focus its broadband strategy?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
The focus should be on ensuring that everyone in the UK has a broadband connection - even if that comes at the expense of maximising broadband speed in the most heavily populated areas	1385 69%	690 70%	695 68%	137 57%	215 63%	213 63%	238 66%	224 75%	356 81%	387 72%	379 68%	297 68%	322 67%	182 60%	569 69%
The focus should be on maximising broadband speed in the most heavily populated areas of the UK - even if that means other parts of the country don't have broadband	182 9%	98 10%	85 8%	34 14%	49 14%	41 12%	28 8%	17 6%	13 3%	54 10%	57 10%	39 9%	32 7%	37 12%	97 12%
Neither	223 11%	88 9%	135 13%	23 10%	35 10%	42 12%	52 15%	35 12%	36 8%	51 9%	72 13%	40 9%	61 13%	38 12%	80 10%
Don't know	226 11%	112 11%	114 11%	45 19%	41 12%	44 13%	41 11%	23 8%	33 7%	47 9%	52 9%	63 14%	65 14%	46 15%	81 10%

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 11

Q.3 Which of the following statements best represents your view on how the Government should focus its broadband strategy?**Base: All respondents**

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
The focus should be on ensuring that everyone in the UK has a broadband connection - even if that comes at the expense of maximising broadband speed in the most heavily populated areas	1385 69%	144 79%	48 59%	157 71%	129 71%	121 67%	89 63%	67 67%	151 75%	154 59%	193 68%	132 73%	1076 67%	529 66%	548 68%	308 76%	264 75%	44 79%
The focus should be on maximising broadband speed in the most heavily populated areas of the UK - even if that means other parts of the country don't have broadband	182 9%	9 5%	7 9%	19 9%	10 5%	17 9%	14 10%	10 10%	9 5%	47 18%	29 10%	11 6%	164 10%	101 13%	63 8%	18 4%	16 5%	2 4%
Neither	223 11%	11 6%	13 16%	26 12%	21 11%	19 10%	19 13%	12 12%	20 10%	30 11%	37 13%	15 8%	180 11%	83 10%	97 12%	43 11%	37 10%	6 11%
Don't know	226 11%	18 10%	12 15%	19 9%	22 12%	25 14%	20 14%	11 11%	21 10%	31 12%	23 8%	23 13%	187 12%	85 11%	103 13%	38 9%	35 10%	4 6%

Countryside Alliance Rural Telecoms Survey
ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 12

Q.4 How satisfied or dissatisfied are you with the following?**Summary****Base: All respondents**

	Factors		
	a) The speed of your broadband connection	b) The reliability of your broadband connection	c) Mobile phone coverage in your area
Unweighted base	2016	2016	2016
Weighted base	2016	2016	2016
NET: Satisfied	1568 78%	1652 82%	1598 79%
Very satisfied (4)	495 25%	624 31%	623 31%
Fairly satisfied (3)	1073 53%	1027 51%	975 48%
Fairly dissatisfied (2)	290 14%	252 12%	225 11%
Very dissatisfied (1)	124 6%	74 4%	110 5%
NET: Dissatisfied	414 21%	326 16%	335 17%
Don't know	35 2%	38 2%	83 4%
Mean	2.98	3.11	3.09
Standard deviation	0.80	0.76	0.81
Standard error	0.02	0.02	0.02

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 13

Q.4 How satisfied or dissatisfied are you with the following?**a) The speed of your broadband connection****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Satisfied	1568	773	795	170	271	254	289	237	345	419	443	348	358	249	639
	78%	78%	77%	71%	80%	75%	81%	79%	79%	78%	79%	79%	75%	82%	77%
Very satisfied	(4) 495	251	243	39	98	90	92	79	96	145	127	105	117	80	215
	25%	25%	24%	16%	29%	27%	26%	26%	22%	27%	23%	24%	24%	26%	26%
Fairly satisfied	(3) 1073	522	552	131	173	164	197	158	249	274	315	243	241	170	424
	53%	53%	54%	55%	51%	48%	55%	53%	57%	51%	56%	55%	50%	56%	51%
Fairly dissatisfied	(2) 290	136	154	45	48	57	48	33	59	79	73	60	78	33	126
	14%	14%	15%	19%	14%	17%	13%	11%	13%	15%	13%	14%	16%	11%	15%
Very dissatisfied	(1) 124	62	62	16	11	19	16	27	33	37	35	21	31	15	48
	6%	6%	6%	7%	3%	6%	5%	9%	8%	7%	6%	5%	7%	5%	6%
NET: Dissatisfied	414	198	216	61	60	76	64	60	92	116	108	80	109	48	174
	21%	20%	21%	26%	18%	22%	18%	20%	21%	22%	19%	18%	23%	16%	21%
Don't know	35	18	17	8	8	9	6	2	2	3	8	11	12	5	14
	2%	2%	2%	3%	2%	3%	2%	1%	*	1%	1%	2%	3%	2%	2%
Mean	2.98	2.99	2.97	2.83	3.08	2.99	3.03	2.97	2.93	2.98	2.97	3.01	2.95	3.06	2.99
Standard deviation	0.80	0.81	0.80	0.78	0.76	0.82	0.76	0.86	0.81	0.84	0.79	0.76	0.83	0.76	0.81
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 13

Q.4 How satisfied or dissatisfied are you with the following?**a) The speed of your broadband connection****Base: All respondents**

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Satisfied	1568 78%	131 72%	63 78%	184 83%	142 78%	139 76%	108 76%	78 77%	160 79%	204 78%	221 78%	139 77%	1282 80%	644 81%	638 79%	285 70%	257 73%	29 52%
Very satisfied	(4) 495 25%	32 18%	21 27%	61 27%	39 22%	61 34%	38 27%	13 13%	36 18%	71 27%	87 31%	34 19%	440 27%	226 28%	214 26%	55 13%	51 15%	4 6%
Fairly satisfied	(3) 1073 53%	99 54%	42 52%	124 56%	102 56%	77 43%	70 50%	65 64%	123 61%	133 51%	133 47%	105 58%	843 52%	419 52%	424 52%	231 57%	205 58%	25 45%
Fairly dissatisfied	(2) 290 14%	34 19%	15 19%	20 9%	21 12%	30 17%	23 16%	13 13%	24 12%	38 14%	47 17%	24 13%	223 14%	107 13%	117 14%	67 16%	56 16%	11 19%
Very dissatisfied	(1) 124 6%	15 8%	2 2%	12 6%	15 8%	10 6%	7 5%	9 9%	14 7%	13 5%	13 5%	14 8%	71 4%	35 4%	35 4%	53 13%	37 10%	16 29%
NET: Dissatisfied	414 21%	49 27%	17 21%	32 15%	36 20%	40 22%	30 21%	22 22%	38 19%	51 19%	60 21%	39 21%	294 18%	142 18%	152 19%	120 29%	93 26%	27 48%
Don't know	35 2%	2 1%	1 1%	5 2%	3 2%	3 1%	4 3%	1 1%	4 2%	7 3%	2 1%	4 2%	32 2%	12 1%	20 2%	3 1%	3 1%	- -
Mean	2.98	2.82	3.04	3.07	2.93	3.06	3.00	2.82	2.92	3.03	3.05	2.89	3.05	3.06	3.03	2.71	2.78	2.29
Standard deviation	0.80	0.82	0.74	0.77	0.82	0.86	0.81	0.77	0.76	0.79	0.81	0.80	0.77	0.77	0.77	0.86	0.82	0.96
Standard error	0.02	0.07	0.08	0.05	0.07	0.06	0.07	0.08	0.06	0.05	0.05	0.06	0.02	0.03	0.03	0.04	0.04	0.13

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 14

Q.4 How satisfied or dissatisfied are you with the following?**b) The reliability of your broadband connection****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Satisfied	1652	819	833	161	287	267	304	256	378	452	471	342	387	252	669
	82%	83%	81%	67%	84%	79%	84%	85%	86%	84%	84%	78%	81%	83%	81%
Very satisfied	(4) 624	312	313	43	97	103	127	99	155	183	165	129	147	90	257
	31%	32%	30%	18%	29%	30%	35%	33%	35%	34%	30%	29%	31%	30%	31%
Fairly satisfied	(3) 1027	507	520	118	190	165	177	156	222	269	305	213	240	161	412
	51%	51%	51%	49%	56%	48%	49%	52%	51%	50%	55%	48%	50%	53%	50%
Fairly dissatisfied	(2) 252	118	134	59	28	47	39	32	47	60	66	69	57	32	115
	12%	12%	13%	25%	8%	14%	11%	11%	11%	11%	12%	16%	12%	10%	14%
Very dissatisfied	(1) 74	32	42	11	13	16	11	10	13	24	14	18	19	14	27
	4%	3%	4%	5%	4%	5%	3%	3%	3%	4%	2%	4%	4%	5%	3%
NET: Dissatisfied	326	150	176	71	41	63	50	42	60	84	80	86	76	46	142
	16%	15%	17%	29%	12%	19%	14%	14%	14%	16%	14%	20%	16%	15%	17%
Don't know	38	19	19	8	12	9	6	2	2	2	9	11	16	5	16
	2%	2%	2%	3%	4%	3%	2%	1%	*	*	2%	2%	3%	2%	2%
Mean	3.11	3.13	3.09	2.83	3.13	3.07	3.19	3.16	3.19	3.14	3.13	3.06	3.11	3.10	3.11
Standard deviation	0.76	0.75	0.78	0.78	0.72	0.80	0.75	0.74	0.74	0.78	0.71	0.79	0.77	0.77	0.76
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 14

Q.4 How satisfied or dissatisfied are you with the following?**b) The reliability of your broadband connection****Base: All respondents**

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Satisfied	1652 82%	152 84%	59 73%	193 87%	137 76%	150 83%	114 81%	75 74%	169 84%	212 81%	242 86%	150 83%	1342 83%	659 83%	683 84%	309 76%	271 77%	38 68%
Very satisfied	(4) 624 31%	50 28%	24 30%	71 32%	55 31%	71 39%	42 30%	19 19%	61 30%	88 34%	93 33%	50 28%	526 33%	260 33%	266 33%	98 24%	89 25%	9 17%
Fairly satisfied	(3) 1027 51%	102 56%	35 43%	122 55%	82 45%	79 44%	72 51%	56 55%	108 54%	124 47%	148 53%	100 55%	816 51%	399 50%	417 51%	211 52%	182 52%	29 51%
Fairly dissatisfied	(2) 252 12%	18 10%	18 22%	19 9%	29 16%	24 13%	20 14%	19 19%	21 11%	28 11%	32 11%	23 12%	182 11%	95 12%	87 11%	70 17%	58 17%	12 21%
Very dissatisfied	(1) 74 4%	7 4%	3 4%	6 3%	12 7%	5 3%	3 2%	5 5%	8 4%	14 5%	7 2%	5 3%	48 3%	31 4%	17 2%	26 6%	20 6%	6 11%
NET: Dissatisfied	326 16%	25 14%	21 26%	25 11%	41 22%	29 16%	23 17%	24 23%	29 14%	42 16%	39 14%	27 15%	230 14%	127 16%	104 13%	96 24%	78 22%	18 32%
Don't know	38 2%	4 2%	1 1%	4 2%	3 2%	3 1%	4 3%	2 2%	4 2%	7 3%	2 1%	4 2%	36 2%	13 2%	23 3%	3 1%	3 1%	- -
Mean	3.11	3.10	2.99	3.18	3.02	3.21	3.11	2.91	3.12	3.13	3.17	3.10	3.16	3.13	3.19	2.94	2.97	2.74
Standard deviation	0.76	0.74	0.83	0.70	0.86	0.77	0.73	0.76	0.75	0.82	0.72	0.71	0.74	0.77	0.71	0.82	0.81	0.87
Standard error	0.02	0.06	0.09	0.05	0.07	0.06	0.06	0.08	0.06	0.05	0.04	0.05	0.02	0.03	0.03	0.04	0.04	0.12

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 15

Q.4 How satisfied or dissatisfied are you with the following?**c) Mobile phone coverage in your area****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Satisfied	1598	802	797	188	268	259	309	237	338	429	439	346	384	239	664
	79%	81%	77%	78%	79%	76%	86%	79%	77%	80%	79%	79%	80%	79%	80%
Very satisfied	(4) 623	304	319	48	98	100	134	94	150	162	158	139	164	94	253
	31%	31%	31%	20%	29%	29%	37%	31%	34%	30%	28%	32%	34%	31%	31%
Fairly satisfied	(3) 975	497	478	140	170	159	175	143	188	267	281	207	220	145	411
	48%	50%	46%	58%	50%	47%	49%	48%	43%	50%	50%	47%	46%	48%	50%
Fairly dissatisfied	(2) 225	113	112	36	37	41	28	36	47	62	60	58	44	37	91
	11%	11%	11%	15%	11%	12%	8%	12%	11%	12%	11%	13%	9%	12%	11%
Very dissatisfied	(1) 110	35	75	7	25	26	16	18	19	30	38	17	25	20	49
	5%	3%	7%	3%	7%	8%	4%	6%	4%	6%	7%	4%	5%	6%	6%
NET: Dissatisfied	335	148	187	43	62	67	43	54	66	92	99	75	69	57	140
	17%	15%	18%	18%	18%	20%	12%	18%	15%	17%	18%	17%	14%	19%	17%
Don't know	83	39	45	9	10	14	7	9	35	17	21	19	26	6	22
	4%	4%	4%	4%	3%	4%	2%	3%	8%	3%	4%	4%	5%	2%	3%
Mean	3.09	3.13	3.06	2.99	3.03	3.02	3.21	3.08	3.16	3.08	3.04	3.11	3.16	3.06	3.08
Standard deviation	0.81	0.75	0.86	0.70	0.84	0.87	0.77	0.83	0.81	0.81	0.83	0.79	0.81	0.84	0.82
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.04	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 15

Q.4 How satisfied or dissatisfied are you with the following?**c) Mobile phone coverage in your area****Base: All respondents**

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Satisfied	1598 79%	137 76%	65 81%	185 83%	155 86%	148 81%	112 80%	78 77%	149 74%	215 82%	218 77%	136 75%	1321 82%	676 85%	645 80%	277 68%	246 70%	31 55%
Very satisfied (4)	623 31%	54 30%	20 24%	83 37%	50 27%	62 34%	41 29%	28 28%	59 29%	78 30%	91 32%	59 33%	531 33%	280 35%	251 31%	92 23%	89 25%	3 6%
Fairly satisfied (3)	975 48%	83 46%	45 56%	102 46%	106 58%	86 47%	72 51%	50 49%	90 45%	137 52%	127 45%	77 42%	790 49%	396 50%	394 49%	185 45%	158 45%	27 49%
Fairly dissatisfied (2)	225 11%	32 18%	11 13%	14 6%	17 10%	18 10%	10 7%	15 15%	24 12%	24 9%	38 14%	21 12%	152 9%	63 8%	90 11%	72 18%	54 15%	19 33%
Very dissatisfied (1)	110 5%	6 3%	1 1%	12 5%	4 2%	9 5%	7 5%	5 5%	19 9%	14 5%	17 6%	16 9%	63 4%	27 3%	37 5%	46 11%	40 11%	6 11%
NET: Dissatisfied	335 17%	38 21%	11 14%	26 12%	21 12%	28 15%	17 12%	20 20%	42 21%	38 15%	55 20%	37 21%	216 13%	90 11%	126 16%	119 29%	94 27%	25 44%
Don't know	83 4%	6 3%	4 5%	11 5%	5 3%	6 3%	12 9%	3 3%	11 5%	9 3%	9 3%	8 4%	72 4%	33 4%	39 5%	12 3%	11 3%	1 1%
Mean	3.09	3.05	3.10	3.22	3.14	3.14	3.13	3.02	2.99	3.10	3.07	3.03	3.16	3.21	3.11	2.82	2.87	2.51
Standard deviation	0.81	0.80	0.66	0.80	0.67	0.81	0.77	0.81	0.91	0.79	0.85	0.92	0.76	0.74	0.79	0.92	0.94	0.77
Standard error	0.02	0.06	0.07	0.05	0.05	0.06	0.07	0.08	0.07	0.05	0.05	0.07	0.02	0.03	0.03	0.05	0.05	0.11

Countryside Alliance Rural Telecoms Survey
ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 16

Q.5 Overall, how would you rate the Government's efforts in the following areas?

Summary**Base: All respondents**

	<u>Areas</u>	
	<u>a) Rolling out broadband into rural areas</u>	<u>b) Ensuring mobile telephone coverage in rural areas</u>
Unweighted base	2016	2016
Weighted base	2016	2016
NET: Good	663 33%	676 34%
Very good (4)	162 8%	173 9%
Fairly good (3)	501 25%	502 25%
Fairly poor (2)	579 29%	548 27%
Very poor (1)	217 11%	210 10%
NET: Poor	796 39%	758 38%
Don't know	557 28%	582 29%
Mean	2.42	2.45
Standard deviation	0.87	0.88
Standard error	0.02	0.02

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 17

Q.5 Overall, how would you rate the Government's efforts in the following areas?

a) Rolling out broadband into rural areas

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Good	663 33%	326 33%	337 33%	89 37%	178 52%	118 35%	88 24%	69 23%	121 28%	167 31%	203 36%	156 35%	138 29%	112 37%	296 36%
Very good	(4) 8%	162 7%	89 9%	25 10%	51 15%	36 11%	24 7%	10 3%	16 4%	38 7%	41 7%	44 10%	39 8%	30 10%	89 11%
Fairly good	(3) 25%	501 26%	248 24%	65 27%	127 37%	83 24%	63 18%	59 20%	105 24%	129 24%	162 29%	112 25%	99 21%	82 27%	207 25%
Fairly poor	(2) 29%	579 31%	278 27%	68 28%	55 16%	89 26%	126 35%	97 32%	144 33%	174 32%	130 23%	130 30%	145 30%	83 28%	229 28%
Very poor	(1) 11%	217 12%	101 10%	16 7%	28 8%	34 10%	40 11%	40 13%	58 13%	49 9%	66 12%	52 12%	50 10%	23 8%	89 11%
NET: Poor	796 39%	417 42%	379 37%	84 35%	83 25%	124 36%	166 46%	137 46%	202 46%	223 41%	197 35%	182 41%	194 41%	106 35%	318 38%
Don't know	557 28%	246 25%	311 30%	67 28%	78 23%	97 29%	106 29%	93 31%	115 26%	149 28%	160 29%	101 23%	147 31%	84 28%	212 26%
Mean	2.42	2.38	2.45	2.57	2.77	2.49	2.28	2.19	2.25	2.40	2.44	2.44	2.38	2.54	2.48
Standard deviation	0.87	0.86	0.88	0.85	0.89	0.91	0.84	0.80	0.80	0.83	0.89	0.90	0.88	0.86	0.91
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 17

Q.5 Overall, how would you rate the Government's efforts in the following areas?

a) Rolling out broadband into rural areas

Base: All respondents

	Region												Which of the following best describes where you live?						
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53	
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56	
NET: Good	663 33%	64 35%	28 34%	71 32%	61 34%	60 33%	44 31%	26 26%	63 31%	111 42%	89 31%	46 25%	558 35%	300 38%	259 32%	105 26%	90 26%	15 26%	
Very good	(4) 8%	162 6%	10 5%	4 11%	24 7%	12 8%	15 7%	10 4%	4 8%	16 12%	33 8%	23 6%	10 9%	142 10%	82 7%	60 5%	20 5%	19 2%	1 2%
Fairly good	(3) 25%	501 30%	54 29%	23 21%	47 27%	49 25%	45 24%	34 22%	22 23%	47 30%	78 23%	65 20%	36 26%	416 27%	218 25%	199 21%	85 35%	72 20%	13 24%
Fairly poor	(2) 29%	579 28%	50 27%	22 28%	63 25%	45 31%	56 31%	43 30%	30 41%	83 17%	44 28%	80 35%	63 27%	438 24%	189 31%	249 141	141 35%	128 36%	14 25%
Very poor	(1) 11%	217 16%	29 8%	7 8%	17 10%	18 7%	13 12%	17 19%	19 8%	16 11%	29 12%	33 11%	20 9%	141 9%	74 9%	67 8%	76 19%	59 17%	17 30%
NET: Poor	796 39%	80 44%	28 35%	80 36%	63 35%	68 38%	60 43%	50 49%	99 49%	73 28%	112 40%	83 46%	579 36%	263 33%	315 39%	217 53%	186 53%	31 55%	
Don't know	557 28%	38 21%	25 31%	71 32%	57 31%	53 29%	37 26%	25 25%	39 19%	78 30%	81 29%	52 29%	471 29%	235 29%	236 29%	86 21%	75 21%	10 18%	
Mean	2.42	2.31	2.45	2.51	2.44	2.48	2.36	2.15	2.39	2.63	2.39	2.28	2.49	2.55	2.44	2.15	2.18	1.98	
Standard deviation	0.87	0.88	0.80	0.89	0.86	0.82	0.87	0.87	0.80	0.95	0.89	0.82	0.86	0.90	0.83	0.85	0.84	0.90	
Standard error	0.02	0.08	0.11	0.07	0.08	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.03	0.04	0.04	0.05	0.05	0.14	

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 18

Q.5 Overall, how would you rate the Government's efforts in the following areas?

b) Ensuring mobile telephone coverage in rural areas

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772	
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826	
NET: Good	676 34%	356 36%	319 31%	100 42%	167 49%	124 37%	98 27%	68 23%	118 27%	168 31%	196 35%	163 37%	149 31%	115 38%	304 37%	
Very good	(4) 9%	173 8%	79 9%	95 9%	27 11%	53 16%	34 10%	29 8%	13 4%	17 4%	40 7%	44 8%	51 12%	39 8%	27 9%	98 12%
Fairly good	(3) 25%	502 28%	277 28%	225 22%	73 30%	113 33%	90 26%	69 19%	55 19%	101 23%	129 24%	152 27%	112 25%	110 23%	88 29%	206 25%
Fairly poor	(2) 27%	548 28%	277 28%	271 26%	66 27%	67 20%	89 26%	115 32%	93 31%	118 27%	148 27%	137 25%	120 27%	143 30%	83 27%	228 28%
Very poor	(1) 10%	210 10%	102 10%	108 11%	21 9%	26 8%	36 11%	40 11%	36 12%	51 12%	53 10%	65 12%	46 10%	46 10%	25 8%	92 11%
NET: Poor	758 38%	378 38%	380 37%	87 36%	94 28%	125 37%	155 43%	129 43%	169 38%	201 37%	203 36%	166 38%	189 39%	108 36%	319 39%	
Don't know	582 29%	253 26%	329 32%	53 22%	79 23%	90 27%	106 29%	102 34%	152 35%	169 31%	161 29%	110 25%	142 30%	80 26%	203 25%	
Mean	2.45	2.45	2.44	2.57	2.75	2.49	2.34	2.23	2.29	2.42	2.44	2.51	2.42	2.53	2.50	
Standard deviation	0.88	0.86	0.91	0.87	0.90	0.90	0.88	0.82	0.82	0.86	0.89	0.92	0.87	0.85	0.93	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04	

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 18

Q.5 Overall, how would you rate the Government's efforts in the following areas?

b) Ensuring mobile telephone coverage in rural areas

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Good	676 34%	63 34%	22 27%	78 35%	58 32%	66 37%	46 33%	29 29%	60 30%	121 46%	85 30%	48 26%	564 35%	318 40%	245 30%	112 27%	98 28%	14 25%
Very good	(4) 9%	12 7%	5 6%	21 9%	18 10%	16 9%	10 7%	7 7%	16 8%	33 13%	25 9%	11 6%	148 9%	88 11%	60 7%	25 6%	24 7%	1 2%
Fairly good	(3) 25%	50 28%	17 21%	58 26%	40 22%	51 28%	36 26%	22 22%	44 22%	88 33%	60 21%	37 20%	416 26%	230 29%	185 23%	87 21%	74 21%	13 23%
Fairly poor	(2) 27%	49 27%	24 30%	61 27%	52 28%	49 27%	40 29%	27 27%	66 33%	42 16%	85 30%	54 30%	416 26%	180 23%	236 29%	133 33%	123 35%	10 18%
Very poor	(1) 10%	27 15%	6 8%	14 6%	16 9%	12 7%	15 11%	12 12%	29 14%	27 10%	29 10%	23 13%	142 9%	69 9%	73 9%	68 17%	52 15%	16 28%
NET: Poor	758 38%	76 42%	30 37%	75 34%	67 37%	61 33%	55 39%	39 39%	95 47%	69 26%	114 40%	76 42%	558 35%	249 31%	309 38%	201 49%	175 50%	26 45%
Don't know	582 29%	43 24%	29 36%	69 31%	56 31%	54 30%	39 28%	32 32%	46 23%	72 27%	83 30%	57 32%	487 30%	231 29%	256 32%	95 23%	79 22%	16 29%
Mean	2.45	2.34	2.39	2.56	2.48	2.55	2.41	2.36	2.30	2.67	2.41	2.29	2.51	2.60	2.42	2.22	2.25	2.00
Standard deviation	0.88	0.90	0.82	0.84	0.89	0.83	0.86	0.90	0.89	0.93	0.89	0.86	0.88	0.89	0.85	0.88	0.87	0.94
Standard error	0.02	0.08	0.11	0.07	0.09	0.07	0.09	0.11	0.08	0.07	0.06	0.07	0.03	0.04	0.04	0.05	0.05	0.15

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 19

Q.6 How would you rate the efforts of mobile network providers to ensure there is mobile telephone coverage in rural areas?**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Good	926	471	455	142	198	156	156	103	170	217	264	217	227	162	401
	46%	48%	44%	59%	58%	46%	44%	35%	39%	40%	47%	49%	47%	53%	49%
Very good	(4) 166	75	91	20	51	27	21	15	32	41	38	39	48	26	76
	8%	8%	9%	8%	15%	8%	6%	5%	7%	8%	7%	9%	10%	9%	9%
Fairly good	(3) 760	396	363	122	147	129	135	89	138	176	226	178	179	135	326
	38%	40%	35%	51%	43%	38%	38%	30%	31%	33%	40%	41%	37%	45%	39%
Fairly poor	(2) 492	237	255	42	62	82	88	95	123	153	123	110	106	60	210
	24%	24%	25%	18%	18%	24%	24%	32%	28%	28%	22%	25%	22%	20%	25%
Very poor	(1) 161	85	76	13	19	34	32	30	33	43	56	25	37	23	71
	8%	9%	7%	6%	6%	10%	9%	10%	8%	8%	10%	6%	8%	7%	9%
NET: Poor	653	322	331	56	81	115	119	125	157	196	179	135	143	83	281
	32%	33%	32%	23%	24%	34%	33%	42%	36%	36%	32%	31%	30%	27%	34%
Don't know	437	195	242	42	61	68	83	71	112	125	116	87	109	58	144
	22%	20%	24%	17%	18%	20%	23%	24%	26%	23%	21%	20%	23%	19%	17%
Mean	2.59	2.58	2.60	2.75	2.82	2.55	2.53	2.39	2.52	2.52	2.55	2.66	2.64	2.68	2.59
Standard deviation	0.81	0.80	0.82	0.73	0.80	0.84	0.80	0.79	0.81	0.81	0.82	0.77	0.83	0.79	0.82
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 19

Q.6 How would you rate the efforts of mobile network providers to ensure there is mobile telephone coverage in rural areas?**Base: All respondents**

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Good	926 46%	86 48%	28 34%	102 46%	87 48%	92 51%	67 47%	46 46%	85 42%	137 52%	125 44%	71 39%	763 47%	388 49%	374 46%	163 40%	142 40%	21 37%
Very good	(4) 8%	166 10%	18 7%	22 10%	11 6%	22 12%	11 8%	7 7%	16 8%	24 9%	17 6%	14 8%	145 9%	88 11%	57 7%	21 5%	18 5%	3 5%
Fairly good	(3) 38%	760 38%	68 28%	79 36%	76 42%	70 39%	56 39%	40 40%	69 34%	114 43%	108 38%	56 31%	618 38%	301 38%	318 39%	141 35%	124 35%	18 32%
Fairly poor	(2) 24%	492 27%	49 29%	47 21%	35 19%	47 26%	31 22%	24 24%	55 27%	46 18%	77 27%	56 31%	363 23%	172 22%	191 24%	129 32%	110 31%	19 33%
Very poor	(1) 8%	161 6%	11 5%	13 6%	13 7%	15 8%	10 7%	6 6%	22 11%	24 9%	24 8%	19 10%	110 7%	53 7%	56 7%	51 13%	42 12%	10 17%
NET: Poor	653 32%	60 33%	28 34%	61 27%	48 26%	62 34%	42 29%	30 30%	77 38%	69 27%	101 36%	75 41%	473 29%	226 28%	247 31%	180 44%	152 43%	28 51%
Don't know	437 22%	35 19%	25 31%	59 27%	46 26%	27 15%	33 23%	24 24%	39 20%	56 21%	56 20%	36 20%	372 23%	184 23%	188 23%	65 16%	58 16%	7 13%
Mean	2.59	2.64	2.52	2.68	2.63	2.64	2.63	2.61	2.49	2.66	2.52	2.45	2.65	2.69	2.60	2.39	2.41	2.28
Standard deviation	0.81	0.79	0.78	0.81	0.77	0.85	0.80	0.76	0.85	0.83	0.78	0.84	0.80	0.82	0.78	0.81	0.81	0.85
Standard error	0.02	0.07	0.10	0.06	0.07	0.07	0.08	0.09	0.07	0.06	0.05	0.07	0.02	0.03	0.03	0.04	0.05	0.12

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 20

Q.7 How likely or unlikely is it that you would use MOBILE broadband as an alternative to FIXED-LINE broadband if you had a reliable 3G or 4G signal? (3G and 4G are technologies that allow data to be transferred at high speed over mobile phone networks)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Likely	810 40%	413 42%	397 39%	127 53%	210 62%	160 47%	131 37%	95 32%	86 20%	223 41%	223 40%	189 43%	176 37%	161 53%	392 47%
Very likely	(4) 274 14%	140 14%	134 13%	35 14%	89 26%	53 16%	48 13%	31 10%	19 4%	89 16%	67 12%	53 12%	65 14%	61 20%	142 17%
Fairly likely	(3) 536 27%	273 28%	263 26%	92 39%	121 36%	107 32%	83 23%	65 22%	67 15%	134 25%	155 28%	135 31%	111 23%	99 33%	250 30%
Fairly unlikely	(2) 510 25%	249 25%	261 25%	44 18%	66 20%	96 28%	83 23%	85 28%	136 31%	142 26%	148 26%	106 24%	114 24%	72 24%	193 23%
Very unlikely	(1) 425 21%	221 22%	204 20%	34 14%	27 8%	44 13%	76 21%	79 26%	165 38%	122 23%	113 20%	81 18%	109 23%	43 14%	131 16%
NET: Unlikely	934 46%	470 48%	465 45%	78 32%	93 28%	140 41%	159 44%	164 55%	301 69%	265 49%	261 47%	187 43%	222 46%	114 38%	324 39%
Don't know	271 13%	105 11%	166 16%	35 15%	36 11%	40 12%	69 19%	40 13%	52 12%	51 10%	75 14%	64 15%	81 17%	28 9%	110 13%
Mean	2.38	2.38	2.38	2.62	2.90	2.56	2.36	2.18	1.84	2.39	2.37	2.43	2.33	2.65	2.56
Standard deviation	1.02	1.03	1.01	0.95	0.93	0.94	1.04	1.00	0.88	1.05	0.99	0.98	1.05	0.99	1.01
Standard error	0.02	0.04	0.03	0.08	0.06	0.05	0.06	0.06	0.04	0.05	0.04	0.06	0.05	0.06	0.04

Countryside Alliance Rural Telecoms Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 20

Q.7 How likely or unlikely is it that you would use MOBILE broadband as an alternative to FIXED-LINE broadband if you had a reliable 3G or 4G signal? (3G and 4G are technologies that allow data to be transferred at high speed over mobile phone networks)

Base: All respondents

	Region												Which of the following best describes where you live?					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200	1603	800	803	413	360	53
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181	1608	798	810	408	352	56
NET: Likely	810 40%	65 36%	35 43%	93 42%	65 36%	73 40%	49 35%	29 29%	79 39%	149 57%	109 38%	64 35%	675 42%	364 46%	311 38%	135 33%	116 33%	19 34%
Very likely	(4) 274 14%	24 13%	12 15%	36 16%	18 10%	29 16%	17 12%	9 9%	22 11%	52 20%	33 12%	21 12%	226 14%	141 18%	85 10%	48 12%	41 12%	7 13%
Fairly likely	(3) 536 27%	41 22%	23 28%	57 26%	47 26%	45 25%	31 22%	21 21%	56 28%	97 37%	75 27%	42 23%	449 28%	223 28%	226 28%	87 21%	75 21%	12 21%
Fairly unlikely	(2) 510 25%	43 24%	20 25%	52 24%	63 35%	44 24%	33 23%	38 38%	38 19%	45 17%	84 30%	50 28%	390 24%	192 24%	197 24%	120 29%	100 28%	20 36%
Very unlikely	(1) 425 21%	47 26%	18 23%	44 20%	32 17%	39 21%	38 27%	16 16%	59 29%	36 14%	60 21%	36 20%	327 20%	144 18%	183 23%	97 24%	85 24%	13 23%
NET: Unlikely	934 46%	90 49%	39 48%	96 43%	95 52%	82 45%	71 51%	54 54%	97 48%	81 31%	144 51%	86 47%	717 45%	337 42%	380 47%	217 53%	184 52%	33 59%
Don't know	271 13%	27 15%	7 9%	32 15%	22 12%	26 14%	21 15%	17 17%	26 13%	32 12%	29 10%	32 18%	216 13%	97 12%	119 15%	56 14%	51 15%	4 7%
Mean	2.38	2.27	2.39	2.45	2.32	2.41	2.23	2.27	2.24	2.71	2.32	2.33	2.41	2.52	2.31	2.24	2.24	2.26
Standard deviation	1.02	1.06	1.04	1.05	0.92	1.05	1.06	0.89	1.06	0.99	0.98	0.99	1.02	1.03	0.99	1.01	1.01	0.99
Standard error	0.02	0.09	0.12	0.07	0.08	0.09	0.10	0.10	0.08	0.07	0.06	0.08	0.03	0.04	0.04	0.05	0.06	0.14