

Borders Broadband in Gloucestershire & Herefordshire

HOUSEHOLD INTERNET & BROADBAND SURVEY 2011/12

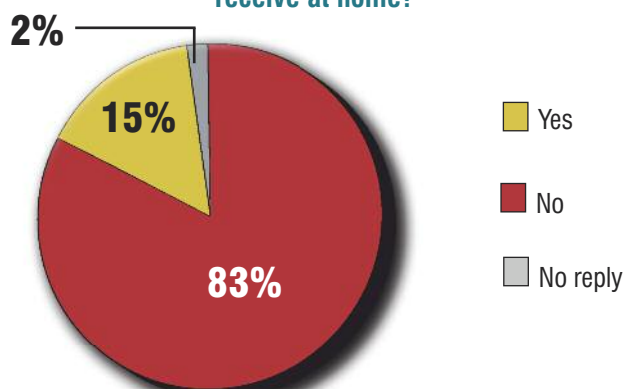
RESULTS FOR GLOUCESTERSHIRE


Between September 2011 and February 2012, the Borders Broadband project conducted a survey into demand for faster broadband among households in Gloucestershire. The survey is based on 5,960 completed questionnaires – here are some headline results:


 **Nearly all** Gloucestershire households have access to the internet **at home**


 **Most of these** are dissatisfied with their internet speed (Fig 1)


Are you satisfied with the internet speed you **NORMALLY** receive at home?



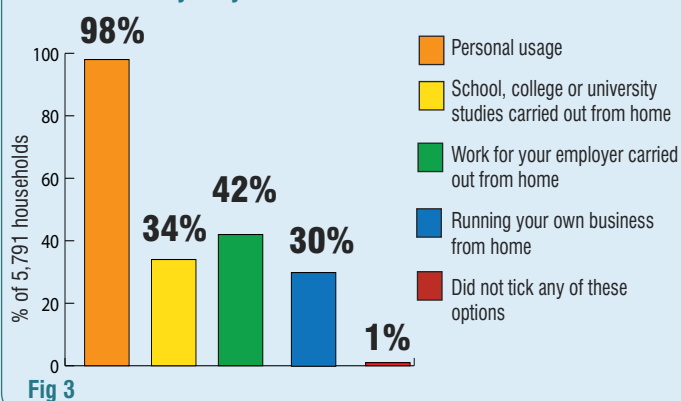
 Most experience sluggish internet service at certain times of day. **Nearly half** (47%) regularly **lose their connection**

 **Nearly all** of these households would like high-speed internet in the future

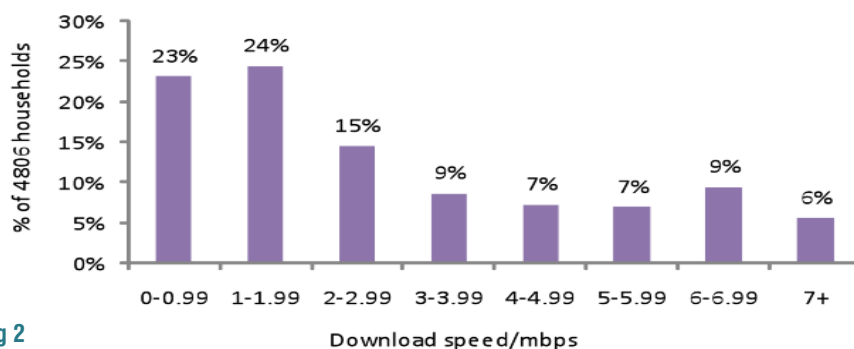
 **Nearly half** of households reported having download speeds **below 2 Mbps** (Megabits per second) – the minimum broadband speed the Government says should be available to every UK home or business. Around **one in four households** have speeds below **1 Mbps** (Fig 2)

 **A third** of households with internet use it for school, college or university studies. **Six out of ten** use the internet at home for work, either for their employer, to run a business, or both (Fig 3)

Why do you use the internet at home?



What internet speeds do you generally receive at home? A: Download speeds Mbps



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RESULTS FOR GLOUCESTERSHIRE (CONTINUED)



More than half of households spend over **20 hours per week** on the internet at home (collectively as a household)



Top three uses for the internet at home are:

- searching for goods and services
- using email
- buying goods and services



Top three desired uses if they had high-speed internet are:

- online radio/TV/films/videos
- video communication (e.g. Skype)
- downloading music/photos/graphics



A similar survey of businesses in Gloucestershire and Herefordshire generated 1,512 responses. It found that:



Around **one in six** businesses have broadband download speeds of **less than 0.5 Mbps**. (The national average is 7.6 Mbps)



Nearly half of businesses have download speeds **well below 2 Mbps** – the minimum broadband speed the Government says should be available to every UK home or business



Six out of ten businesses are either very dissatisfied or dissatisfied with their current internet service



Most rate the need for faster internet as **'very important'**