Digital Futures: Connectivity Report

Home and mobile internet satisfaction across the UK

Nominet’s Digital Futures research seeks to encourage debate on what matters most, as we chart a course towards a vibrant digital future in the UK. Nominet’s position as the company behind the .UK internet infrastructure means it can offer a unique perspective on the digital progress of the UK.

We polled people all over the UK to find out how satisfied they are with their home and mobile internet connectivity.

This is what we found...

### Home Reliability

- **North-East**: 86%
- **East of England**: 81%
- **West Midlands**: 80%
- **East Midlands**: 80%
- **Wales**: 78%
- **South West**: 77%
- **Scotland**: 75%
- **South East**: 75%
- **North West**: 75%
- **South East**: 75%
- **Northern Ireland**: 75%
- **London**: 71%
- **Yorkshire and the Humber**: 68%

### Mobile Reliability

- **North-East**: 74%
- **East of England**: 73%
- **Scotland**: 70%
- **North West**: 70%
- **East Midlands**: 68%
- **Wales**: 68%
- **London**: 67%
- **Yorkshire and the Humber**: 65%
- **South East**: 61%
- **South West**: 60%

### The impact of poor connectivity

- Only 48% can work from home without difficulty with their connection
- Only 50% can stream music without difficulty from their home connection
- 11% worry their children’s future will be impacted by inadequate internet access
- 29% say poor internet has affected their community
- Only 52% can post or read on social media on a mobile connection without difficulty
- 48% say they can’t rely on local mobile internet for anything beyond basic tasks
- 18% have experienced reliability problems with their home connection in the past year
- 66% say their image is ‘a bit slow’ or ‘way too slow’
- 79% say reliability problems happen all the time
- 60% say they provide a consistently reliable internet connection at home or a faster one
- 14% say their image is ‘slow but stable’
- 9% say their image is ‘not at all’ or ‘very slow’

### How do they want connectivity to improve?

- 66% believe the industry should focus on delivering consistent internet coverage across the whole country rather than faster but geographically limited speeds
- 46% of people would rather have a consistently reliable internet connection at home than a faster one
- 79% think the impact of poor connectivity on their community is important
- 53% believe the industry should do more to address the issue of poor connectivity

About the research

Nominet commissioned Populus Data Solutions to survey a sample of 2,080 UK adults including 505 aged 18–24 and 1,032 UK children aged 11–17 to encourage debate on what matters most as we shape our digital future in the UK.

This research was conducted online between 30th January and 6th February 2019 and addressed several key themes including the impact of technology, digital ability and willingness, digital & society, social media and inclusivity & the workplace.

See our other Digital Futures research here: nominet.uk/digital-futures/

About Nominet

Nominet is driven by a commitment to use technology to improve connectivity, security and inclusivity online. For over 20 years, Nominet has run the .UK internet infrastructure, developing an expertise in the Domain Name System (DNS) that now underpins sophisticated threat monitoring, detection, prevention, and analytics that is used by governments and enterprises to mitigate cyber threats.

The company provides registry services for top level domains, and is exploring applications for a range of emerging technologies including autonomous vehicles and TVWS – connecting rural areas with broadband.

A profit with a purpose company, Nominet supports initiatives that contribute to a vibrant digital future and has donated over £47 million to tech for good causes since 2008, benefitting more than 10 million people.