

YouGov Survey Results

Sample Size: 1012

Fieldwork: 7th - 9th July 2010

	Gender		Age					Social Grade		
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	1012	509	503	66	218	160	136	432	695	317
All London adults	1012	482	530	120	261	189	158	283	607	405
	%	%	%	%	%	%	%	%	%	%

London Mayor Boris Johnson has expressed a desire to introduce WiFi and mobile phone coverage on the London Underground network by 2012. How supportive of this plan would you be if it goes ahead?

Very supportive	30%	31%	28%	52%	36%	32%	19%	18%	26%	35%
Somewhat supportive	29%	29%	29%	29%	30%	26%	28%	31%	27%	33%
Somewhat unsupportive	15%	15%	15%	11%	16%	16%	13%	16%	17%	11%
Very unsupportive	19%	20%	19%	4%	11%	21%	29%	26%	22%	15%
Don't know	7%	5%	8%	4%	7%	5%	11%	7%	7%	6%

And how supportive would you feel if mobile phone coverage were made available in the London Underground network for emergency purposes only?

Very supportive	59%	55%	62%	63%	53%	58%	61%	61%	58%	60%
Somewhat supportive	28%	28%	29%	23%	33%	27%	25%	29%	30%	26%
Somewhat unsupportive	5%	7%	4%	5%	6%	7%	7%	4%	5%	6%
Very unsupportive	4%	5%	2%	5%	3%	5%	2%	3%	4%	3%
Don't know	4%	5%	3%	4%	5%	3%	5%	3%	3%	5%

Which, if any, of the following would you be likely to do if the WiFi and mobile phone coverage scheme were to go ahead?

Text	67%	63%	70%	86%	76%	79%	53%	49%	67%	67%
Make calls	40%	38%	43%	59%	45%	39%	30%	35%	38%	44%
Stream films	3%	6%	1%	9%	5%	4%	1%	0%	3%	4%
Stream music and/or radio	8%	10%	6%	15%	12%	9%	6%	2%	8%	8%
Browse Internet websites	33%	41%	26%	56%	49%	43%	21%	10%	33%	34%
Checking/ sending email	41%	47%	35%	62%	53%	48%	29%	21%	42%	39%
Other	6%	8%	4%	4%	5%	1%	9%	8%	6%	5%
Don't know	18%	18%	18%	4%	12%	11%	25%	29%	18%	17%

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	Gender	Working Status					Marital Status					
	Base	Working full time	Working part time	All those working (combined)	Full time student	Retired	Un-employed	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	1012	528	125	653	32	214	37	421	136	93	45	311
All London adults	1012	556	120	676	52	149	44	378	138	79	29	383
	%	%	%	%	%	%	%	%	%	%	%	%

London Mayor Boris Johnson has expressed a desire to introduce WiFi and mobile phone coverage on the London Underground network by 2012. How supportive of this plan would you be if it goes ahead?

Very supportive	30%	30%	20%	29%	58%	18%	35%	23%	25%	20%	23%	40%
Somewhat supportive	29%	29%	31%	29%	29%	31%	28%	32%	27%	38%	29%	25%
Somewhat unsupportive	15%	16%	15%	16%	11%	18%	16%	15%	19%	22%	23%	12%
Very unsupportive	19%	19%	26%	20%	2%	24%	19%	23%	22%	17%	16%	15%
Don't know	7%	6%	8%	6%	-	9%	2%	7%	6%	2%	8%	7%

And how supportive would you feel if mobile phone coverage were made available in the London Underground network for emergency purposes only?

Very supportive	59%	58%	63%	59%	70%	59%	53%	62%	58%	57%	61%	56%
Somewhat supportive	28%	28%	28%	28%	22%	32%	19%	28%	31%	33%	31%	26%
Somewhat unsupportive	5%	6%	4%	6%	4%	3%	11%	4%	4%	4%	3%	8%
Very unsupportive	4%	3%	4%	4%	-	2%	12%	4%	4%	3%	-	4%
Don't know	4%	4%	2%	4%	4%	3%	6%	2%	4%	3%	5%	6%

Which, if any, of the following would you be likely to do if the WiFi and mobile phone coverage scheme were to go ahead?

Text	67%	73%	65%	71%	85%	45%	64%	59%	78%	62%	43%	73%
Make calls	40%	41%	38%	40%	46%	36%	37%	34%	45%	42%	37%	45%
Stream films	3%	4%	2%	4%	5%	1%	1%	3%	3%	-	-	5%
Stream music and/or radio	8%	9%	7%	9%	17%	2%	5%	8%	4%	1%	-	12%
Browse Internet websites	33%	41%	25%	38%	67%	7%	23%	27%	40%	16%	6%	43%
Checking/ sending email	41%	48%	35%	45%	65%	19%	31%	34%	51%	32%	17%	47%
Other	6%	5%	5%	5%	6%	10%	2%	6%	3%	7%	9%	6%
Don't know	18%	15%	18%	16%	-	30%	17%	21%	13%	23%	27%	15%

	Gender		Age					Social Grade		
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	1012	509	503	66	218	160	136	432	695	317
All London adults	1012	482	530	120	261	189	158	283	607	405
	%	%	%	%	%	%	%	%	%	%

If you had to choose one, which of the following would you prefer to use?

Mobile phone coverage	55%	45%	65%	55%	58%	55%	46%	59%	53%	59%
WiFi Internet	24%	32%	16%	28%	29%	30%	22%	14%	25%	22%
Don't know	7%	5%	8%	10%	5%	6%	9%	6%	6%	7%
Not applicable, I would not use either of these services	14%	18%	12%	7%	9%	9%	23%	22%	16%	12%

To what extent do you agree or disagree with the following statements?

I think it would be very useful if people could use their mobile phones and/ or WiFi on the tube

Strongly agree	14%	15%	13%	26%	20%	16%	6%	6%	12%	18%
Agree	37%	37%	38%	42%	42%	42%	31%	32%	37%	38%
Neither agree nor disagree	19%	17%	20%	18%	19%	15%	20%	21%	19%	19%
Disagree	16%	15%	17%	8%	12%	16%	18%	22%	17%	15%
Strongly disagree	12%	14%	10%	3%	6%	10%	22%	18%	14%	9%
Don't know	1%	1%	1%	3%	0%	1%	3%	1%	1%	2%

I think that the tube is too loud for people to use their mobile phones adequately

Strongly agree	24%	25%	23%	14%	18%	24%	29%	32%	26%	20%
Agree	44%	41%	46%	44%	44%	45%	46%	42%	43%	44%
Neither agree nor disagree	19%	21%	16%	17%	25%	17%	17%	16%	18%	21%
Disagree	10%	8%	12%	14%	11%	11%	6%	8%	9%	10%
Strongly disagree	2%	4%	1%	7%	2%	1%	0%	2%	2%	3%
Don't know	2%	2%	2%	4%	0%	2%	2%	1%	1%	2%

	Gender	Working Status					Marital Status					
	Base	Working full time	Working part time	All those working (combined)	Full time student	Retired	Un-employed	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	1012	528	125	653	32	214	37	421	136	93	45	311
All London adults	1012	556	120	676	52	149	44	378	138	79	29	383
	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose one, which of the following would you prefer to use?

Mobile phone coverage	55%	53%	58%	54%	53%	59%	62%	54%	54%	59%	59%	56%
WiFi Internet	24%	29%	19%	27%	33%	10%	15%	23%	25%	16%	11%	27%
Don't know	7%	5%	7%	6%	15%	7%	2%	7%	6%	6%	7%	6%
Not applicable, I would not use either of these services	14%	13%	15%	13%	-	24%	20%	16%	14%	19%	23%	11%

To what extent do you agree or disagree with the following statements?

I think it would be very useful if people could use their mobile phones and/ or WiFi on the tube

Strongly agree	14%	13%	11%	13%	36%	8%	23%	10%	12%	8%	8%	21%
Agree	37%	41%	30%	39%	40%	31%	30%	36%	44%	40%	33%	36%
Neither agree nor disagree	19%	17%	21%	18%	12%	20%	23%	21%	16%	17%	21%	18%
Disagree	16%	15%	21%	16%	11%	23%	18%	18%	14%	18%	21%	15%
Strongly disagree	12%	13%	15%	13%	-	18%	5%	14%	13%	15%	17%	10%
Don't know	1%	1%	2%	1%	-	1%	-	1%	2%	2%	-	2%

I think that the tube is too loud for people to use their mobile phones adequately

Strongly agree	24%	24%	29%	24%	19%	30%	20%	26%	26%	32%	28%	19%
Agree	44%	47%	44%	46%	29%	44%	36%	44%	45%	38%	51%	43%
Neither agree nor disagree	19%	18%	12%	17%	21%	17%	31%	19%	16%	20%	9%	21%
Disagree	10%	10%	12%	10%	8%	6%	9%	8%	10%	9%	13%	11%
Strongly disagree	2%	1%	2%	1%	19%	2%	1%	2%	0%	1%	-	3%
Don't know	2%	1%	1%	1%	4%	1%	4%	0%	2%	0%	-	3%

	Gender		Age					Social Grade		
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All London adults	1012	482	530	120	261	189	158	283	607	405
	%	%	%	%	%	%	%	%	%	%

I think that the tube is too busy for people to use their mobile phones and/ or WiFi

Strongly agree	21%	21%	20%	9%	10%	23%	28%	29%	24%	15%
Agree	31%	28%	33%	25%	37%	21%	36%	31%	29%	34%
Neither agree nor disagree	22%	23%	20%	11%	21%	26%	21%	23%	22%	20%
Disagree	20%	19%	21%	39%	20%	24%	12%	13%	18%	23%
Strongly disagree	6%	7%	5%	11%	10%	3%	3%	3%	6%	5%
Don't know	1%	2%	1%	4%	0%	2%	1%	1%	1%	2%

I like that there is currently no signal or Internet underground

Strongly agree	18%	22%	15%	6%	14%	21%	23%	22%	20%	14%
Agree	19%	17%	21%	12%	21%	16%	23%	22%	22%	16%
Neither agree nor disagree	25%	25%	24%	21%	27%	26%	24%	25%	25%	24%
Disagree	25%	22%	28%	36%	24%	23%	25%	22%	21%	30%
Strongly disagree	11%	12%	10%	22%	14%	14%	2%	7%	10%	13%
Don't know	2%	2%	2%	4%	1%	1%	3%	2%	2%	3%

Do you think that the use of mobile phones or Internet on the London Underground network could constitute a security risk?

Yes, I do	20%	21%	19%	18%	16%	19%	22%	24%	21%	18%
Maybe	41%	37%	44%	37%	41%	38%	40%	45%	40%	42%
No, I don't	29%	35%	24%	36%	31%	35%	27%	22%	29%	29%
Don't know	10%	7%	13%	9%	12%	8%	11%	9%	10%	10%

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All London adults	1012	556	120	676	52	149	44	378	138	79	29	383
	%	%	%	%	%	%	%	%	%	%	%	%

I think that the tube is too busy for people to use their mobile phones and/ or WiFi

Strongly agree	21%	20%	22%	20%	11%	29%	15%	24%	19%	26%	22%	16%
Agree	31%	31%	36%	32%	17%	33%	26%	31%	33%	31%	25%	30%
Neither agree nor disagree	22%	21%	18%	21%	18%	22%	22%	24%	20%	19%	37%	20%
Disagree	20%	21%	17%	20%	35%	13%	26%	15%	21%	18%	16%	25%
Strongly disagree	6%	5%	6%	6%	19%	2%	10%	6%	6%	6%	-	6%
Don't know	1%	1%	1%	1%	-	1%	-	0%	1%	-	-	3%

I like that there is currently no signal or Internet underground

Strongly agree	18%	19%	18%	19%	11%	20%	17%	17%	21%	21%	14%	17%
Agree	19%	19%	31%	21%	11%	22%	11%	23%	19%	22%	28%	15%
Neither agree nor disagree	25%	27%	18%	25%	11%	26%	21%	26%	25%	20%	33%	24%
Disagree	25%	23%	22%	23%	36%	22%	36%	22%	17%	26%	20%	31%
Strongly disagree	11%	10%	10%	10%	28%	7%	13%	10%	15%	11%	2%	11%
Don't know	2%	1%	1%	1%	2%	3%	2%	2%	3%	-	2%	3%

Do you think that the use of mobile phones or Internet on the London Underground network could constitute a security risk?

Yes, I do	20%	19%	19%	19%	12%	26%	22%	20%	21%	22%	16%	19%
Maybe	41%	39%	42%	39%	54%	43%	30%	43%	40%	38%	45%	39%
No, I don't	29%	34%	26%	32%	22%	21%	34%	28%	30%	36%	23%	30%
Don't know	10%	8%	13%	9%	13%	10%	15%	9%	10%	4%	16%	12%

	Gender	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	1012	509	503	66	218	160	136	432	695	317
All London adults	1012	482	530	120	261	189	158	283	607	405
	%	%	%	%	%	%	%	%	%	%

The London City Hall plans to provide the whole of the city centre, both on the London Underground network and at street level, with free wireless Internet access. To what extent do you agree or disagree with this plan?

Strongly agree	26%	32%	21%	32%	35%	33%	21%	13%	25%	27%
Agree	31%	30%	33%	29%	38%	35%	21%	30%	30%	33%
Neither agree nor disagree	24%	19%	29%	24%	15%	15%	31%	34%	25%	22%
Disagree	8%	7%	9%	5%	6%	8%	9%	11%	10%	5%
Strongly disagree	6%	9%	3%	3%	1%	7%	11%	8%	6%	6%
Don't know	5%	4%	6%	6%	5%	3%	7%	4%	3%	7%

	Gender	Working Status					Marital Status					
	Base	Working full time	Working part time	All those working (combined)	Full time student	Retired	Un-employed	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
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All London adults	1012	556	120	676	52	149	44	378	138	79	29	383
	%	%	%	%	%	%	%	%	%	%	%	%

The London City Hall plans to provide the whole of the city centre, both on the London Underground network and at street level, with free wireless Internet access. To what extent do you agree or disagree with this plan?

Strongly agree	26%	29%	21%	28%	28%	10%	36%	22%	32%	22%	9%	31%
Agree	31%	31%	35%	32%	47%	29%	35%	32%	26%	28%	30%	33%
Neither agree nor disagree	24%	22%	30%	24%	14%	37%	16%	25%	26%	34%	33%	19%
Disagree	8%	9%	7%	8%	2%	8%	3%	9%	8%	7%	13%	7%
Strongly disagree	6%	5%	6%	5%	7%	10%	6%	8%	5%	6%	4%	4%
Don't know	5%	4%	2%	3%	2%	6%	4%	4%	3%	3%	12%	6%