

Cisco Wireless
YouGov Survey Results



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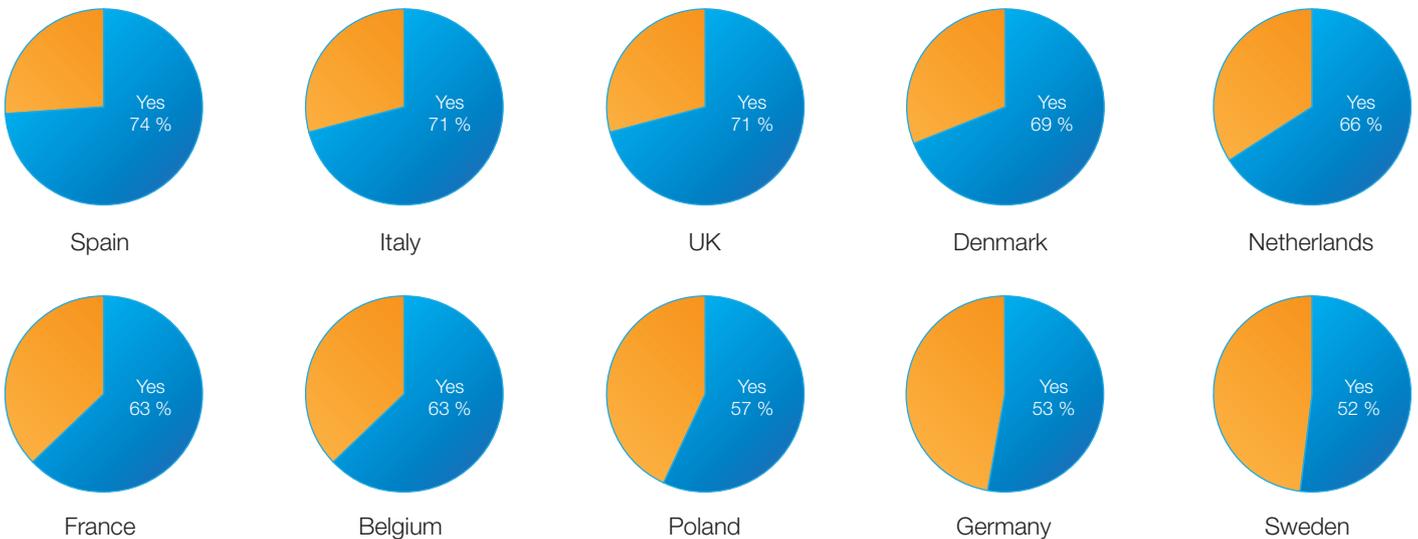
The following information has been extracted from the results of the online YouGov survey carried out on behalf of Cisco across France, Germany, Italy, Belgium, Netherlands, Spain, Poland, Sweden and the UK. This overview provides an initial analysis of the results and presents the findings from a pan-European perspective.

Question One

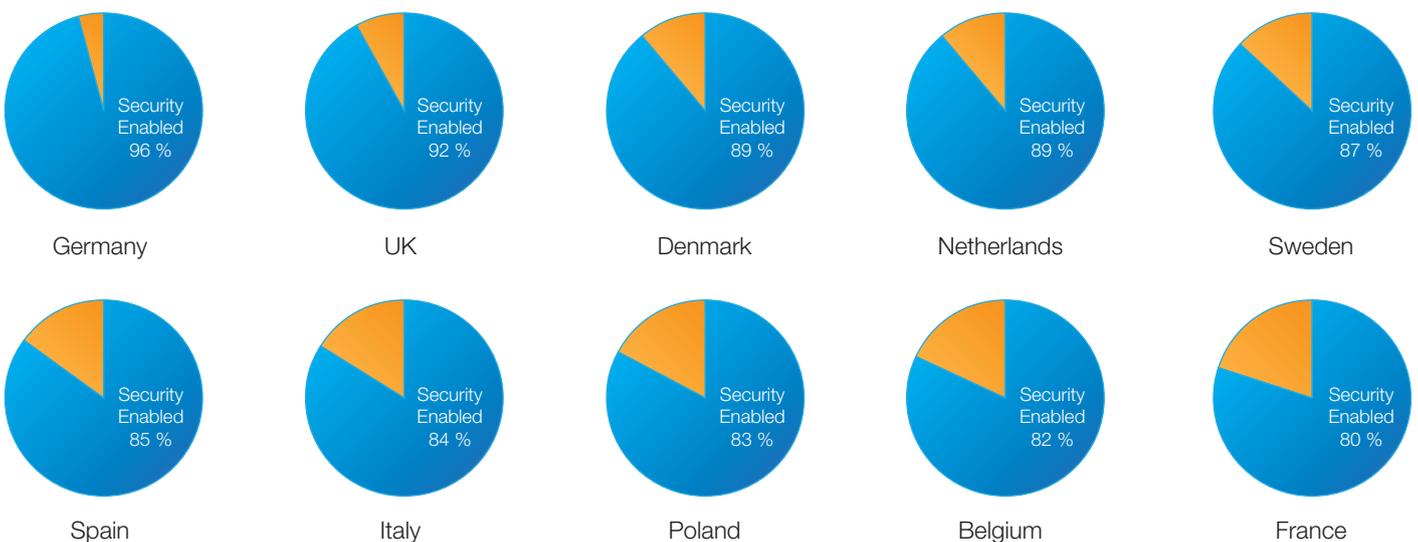
Thinking about your home Internet connection... Do you have a wireless Internet connection?

- Asked to all

Spain leads the way as the country with the most people who have wireless internet connections in those surveyed in Europe, closely followed by Italy and the UK. In contrast, it is surprising that only 51% of people answered yes in Germany.



The UK and Germany are most security-conscious countries with 94% and 96% of respondents with a wireless network ensuring it is security enabled.



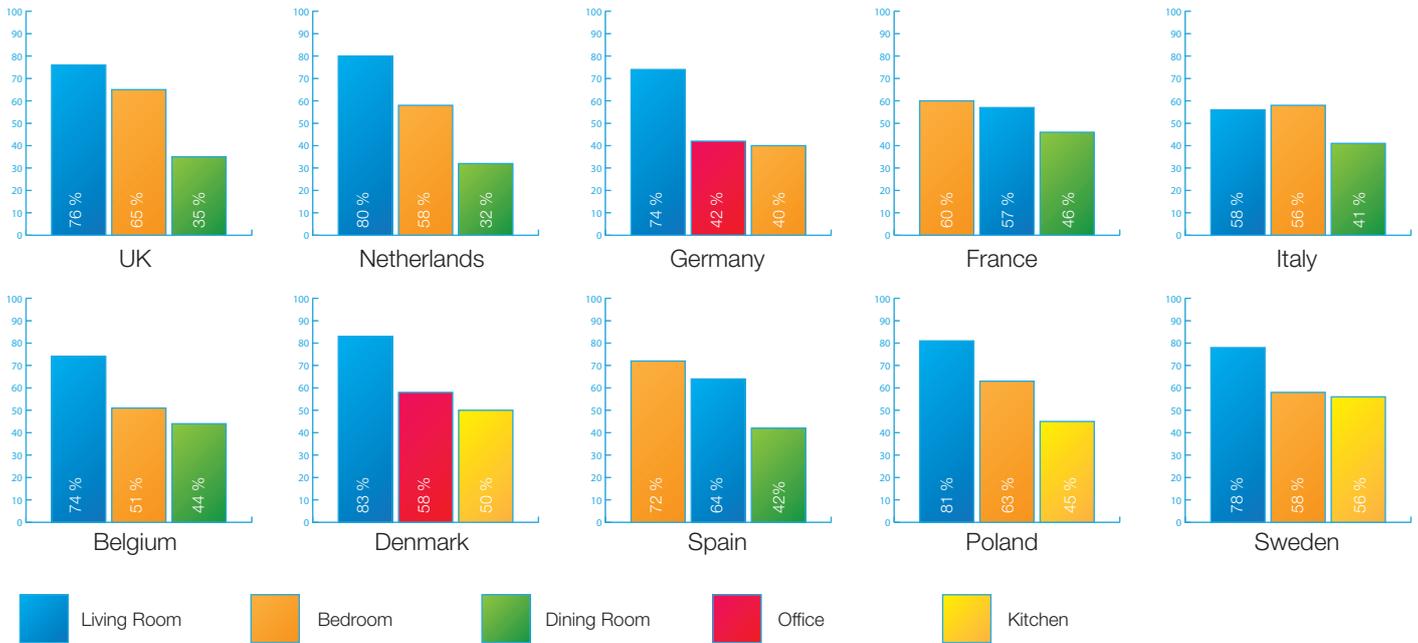
Question Two

In which, if any, of the following places do you use your wireless Internet connection at home?

- Asked to those that have a wireless internet connection at home

Across all the countries, the resounding finding is that most people use their wireless connections in their living room. The second most popular room is the bedroom, with the office and dining room also popular.

One country that stands out is Denmark, which has a high percentage of people using their wireless networks across lots of different rooms in the house. In contrast to most countries which kept activity in mainly two or three rooms, over 45% of people said that they connect in the living room, office, bedroom, kitchen and dining room.



Question Three

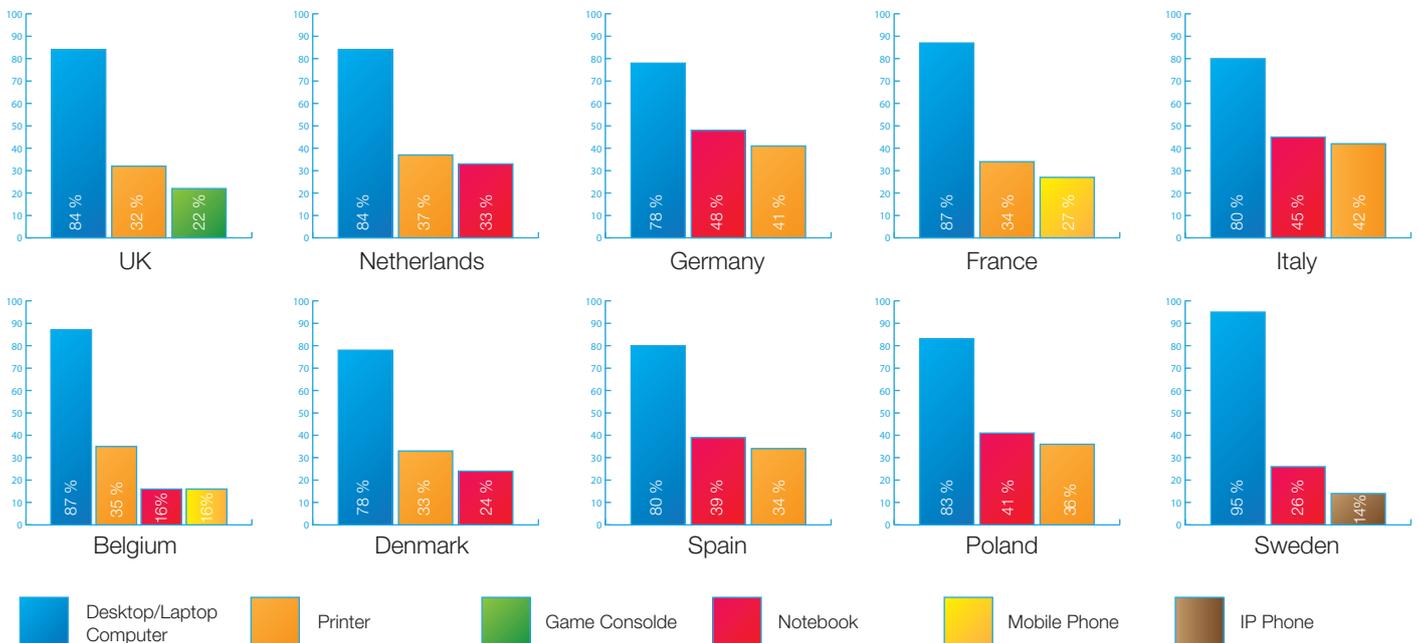
Which, if any, of the following devices do you have connected to your wireless network at home?

- Asked to those that have a wireless internet connection at home

Predictably, computers, laptops and notebooks are the most common devices connected to wireless networks across all the countries. Printers also make it into the top three in most territories.

It is also interesting to note the relatively large number of people who have their games consoles connected to wireless networks in UK (22%), France (22%) and Italy (16%).

Notebook – 24% Spain



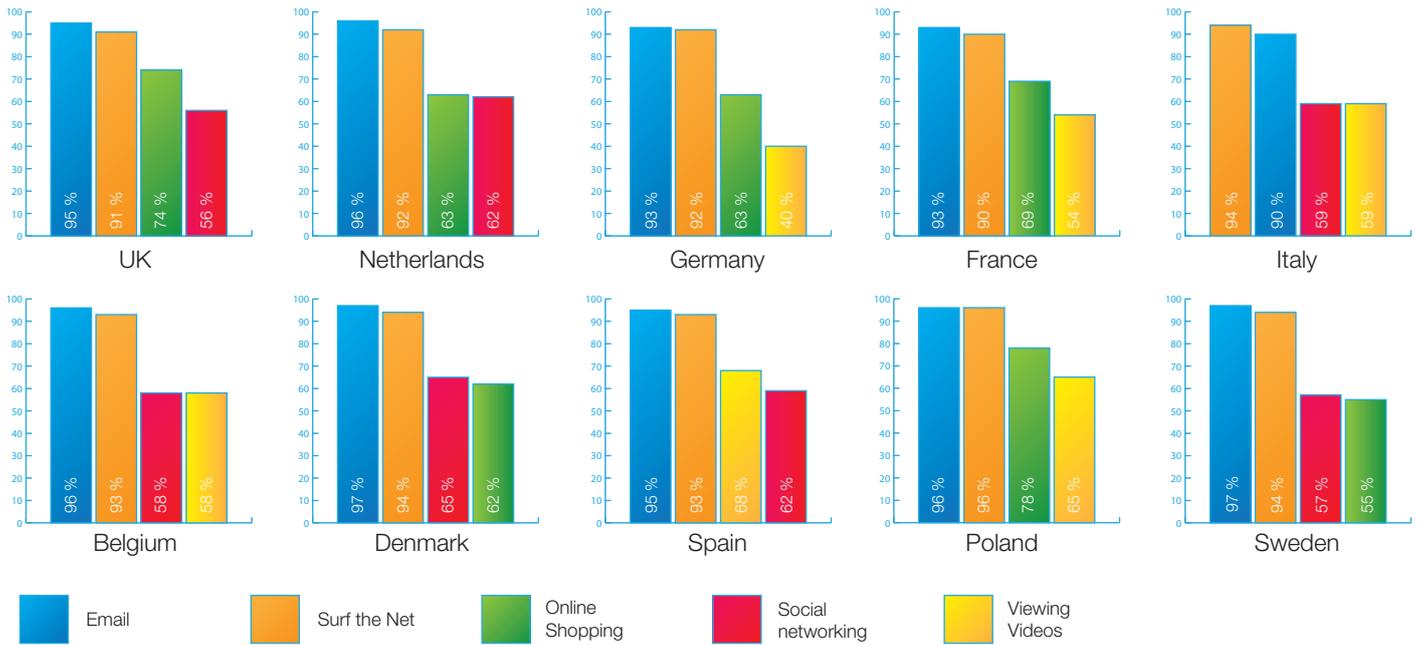
Question Four

Which, if any, of the following activities do you do at least once a month? *Asked to all – i.e. those with internet access*

E-mail and surfing the net were the most popular activities for those with internet access across Europe. It's interesting to note that online shopping features highly in the UK, Netherlands, Germany, France, Poland and Denmark, whereas viewing videos is more of a priority in Belgium, Italy and Spain.

Social networking is a priority activity for most countries, most notably the UK, Netherlands, Italy, Belgium, Denmark, Spain and Sweden.

Across all countries, the youngest age group (18 to 24) is more likely to use social networking site and view videos online than the oldest age group (55+).



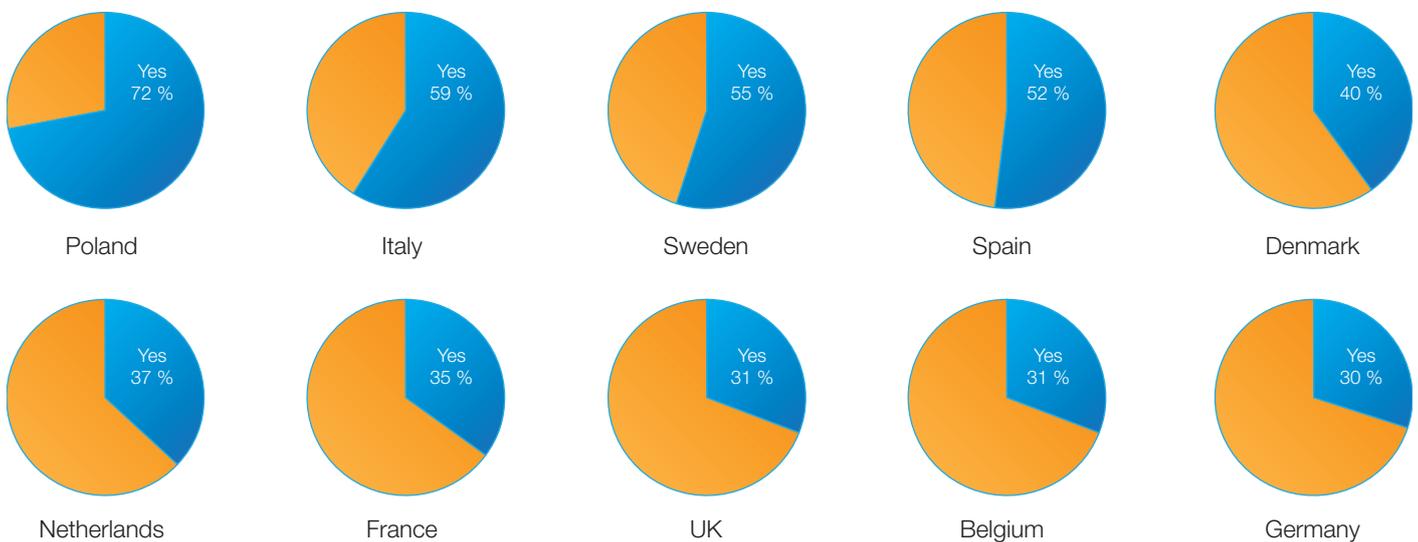
Question Five

TV manufacturers have launched TVs with integrated network/ Internet connectivity. Thinking about if you were to buy a new TV right now - would you consider buying a TV that can be connected to your home Internet network, and with that, the internet?

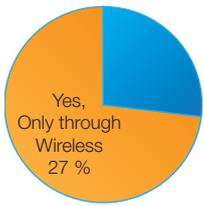
- Asked to all with internet access at home

Poland, Italy, Sweden and Spain appear to be countries eager to embrace internet access through the TV. Germany is least interested in fixed line access, but expressed the most interest in a connection through a wireless network.

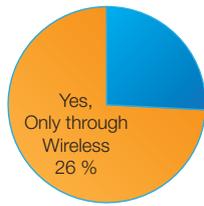
Yes



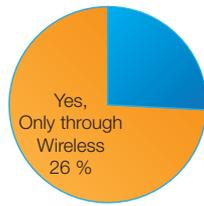
Yes, but only through a Wireless Connection



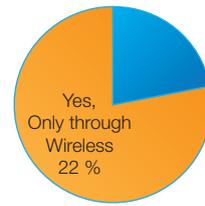
Germany



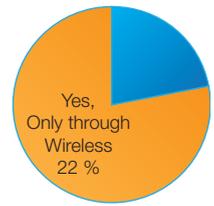
France



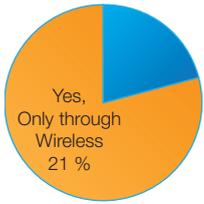
Spain



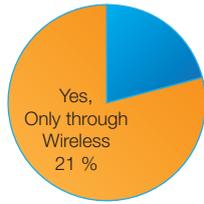
Italy



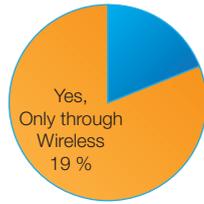
UK



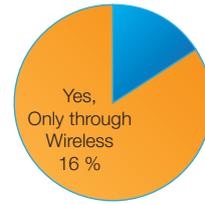
Denmark



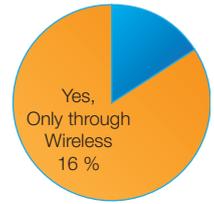
Belgium



Netherlands



Poland



Sweden