TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

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NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
England	1872	899	974	247	365	649	612	303	215	201	361	487	562	337	487	1872	-	-	-
	84%	84%	84%	84%	84%	84%	83%	81%	85%	81%	86% g	87% n	85%	82%	81%	100% pqr	-%	-%	-%
Scotland	195	94	101	24	36	66	68	33	19	28	37	41	55	39	61	-	195	-	-
	9%	9%	9%	8%	8%	9%	9%	9%	7%	11%	9%	7%	8%	10%	10%	-%	100% oqr	-%	-%
Wales	111	52	59	13	23	39	36	24	13	8	11	23	30	20	38	-	-	111	-
	5%	5%	5%	4%	5%	5%	5%	6% j	5%	3%	3%	4%	4%	5%	6%	-%	-%	100% opr	-%
Northern Ireland	62	30	32	10	13	21	18	15	7	11	9	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100% opq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
England	1872	1657	216	1062	800	1203	669
	84%	85%	73%	85%	82%	89%	81%
		b				f	
Scotland	195	162	33	100	96	85	110
	9%	8%	11%	8%	10%	6%	13%
							e
Wales	111	88	23	61	49	68	42
	5%	5%	8%	5%	5%	5%	5%
			a				
Northern Ireland	62	39	22	31	30	-	-
	3%	2%	8%	2%	3%	-%	-%
			a				

Columns Tested: a,b - c,d - e,f

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
North East	93	42	51	13	15	32	33	32	8	4	8	12	26	21	34	93	-	-	-
	4%	4%	4%	4%	3%	4%	4%	8% hij	3%	2%	2%	2%	4%	5% k	6% k	5% pqr	-%	-%	-%
North West	248	120	128	36	47	77	89	34	26	38	40	58	71	41	78	248	-	-	-
	11%	11%	11%	12%	11%	10%	12%	9%	10%	15% gj	9%	10%	11%	10%	13%	13% pqr	-%	-%	-%
Yorkshire	188	90	98	20	34	70	64	31	21	22	37	42	49	38	58	188	-	-	-
	8%	8%	8%	7%	8%	9%	9%	8%	8%	9%	9%	7%	7%	9%	10%	10% pqr	-%	-%	-%
East Midlands	158	78	79	23	31	53	50	28	22	24	23	37	46	32	43	158	-	-	-
	7%	7%	7%	8%	7%	7%	7%	7%	9%	10% j	6%	7%	7%	8%	7%	8% pqr	-%	-%	-%
West Midlands	197	96	101	28	35	69	65	26	22	17	34	59	54	35	49	197	-	-	-
	9%	9%	9%	9%	8%	9%	9%	7%	9%	7%	8%	10%	8%	8%	8%	11% pqr	-%	-%	-%
East of England	208	106	102	27	37	77	67	31	23	21	48	62	63	36	47	208	-	-	-
	9%	10%	9%	9%	8%	10%	9%	8%	9%	9%	11%	11%	9%	9%	8%	11% pqr	-%	-%	-%
London	280	135	145	41	59	107	73	46	34	16	65	79	98	42	61	280	-	-	-
	12%	13%	12%	14%	14%	14% f	10%	12% i	13% i	7%	16% i	14% n	15% mn	10%	10%	15% pqr	-%	-%	-%
South East	316	145	171	37	82	104	92	48	38	36	66	86	93	54	82	316	-	-	-
	14%	13%	15%	13%	19% cef	13%	13%	13%	15%	15%	16%	15%	14%	13%	14%	17% pqr	-%	-%	-%
South West	185	86	99	22	24	60	79	28	21	21	41	52	61	38	34	185	-	-	-
	8%	8%	8%	7%	6%	8%	11% de	7%	8%	8%	10%	9% n	9% n	9% n	6%	10% pqr	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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REGION

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Wales	111	52	59	13	23	39	36	24	13	8	11	23	30	20	38	-	-	111	-
	5%	5%	5%	4%	5%	5%	5%	6%	5%	3%	3%	4%	4%	5%	6%	-%	-%	100%	-%
								j										opr	
Scotland	195	94	101	24	36	66	68	33	19	28	37	41	55	39	61	-	195	-	-
	9%	9%	9%	8%	8%	9%	9%	9%	7%	11%	9%	7%	8%	10%	10%	-%	100%	-%	-%
																	oqr		
Northern Ireland	62	30	32	10	13	21	18	15	7	11	9	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
																			opq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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REGION

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
North East	93	86	7	51	42	44	49
	4%	4%	2%	4%	4%	3%	6%
							e
North West	248	233	15	122	121	152	96
	11%	12%	5%	10%	12%	11%	12%
		b			c		
Yorkshire	188	165	23	109	79	122	66
	8%	8%	8%	9%	8%	9%	8%
East Midlands	158	134	24	85	72	95	63
	7%	7%	8%	7%	7%	7%	8%
West Midlands	197	174	23	108	89	126	71
	9%	9%	8%	9%	9%	9%	9%
East of England	208	169	39	124	83	161	47
	9%	9%	13%	10%	9%	12%	6%
			a			f	
London	280	280	-	168	108	113	167
	12%	14%	-%	13%	11%	8%	20%
		b					e
South East	316	275	41	202	113	241	75
	14%	14%	14%	16%	12%	18%	9%
				d		f	
South West	185	141	43	93	92	150	35
	8%	7%	15%	7%	9%	11%	4%
			a			f	
Wales	111	88	23	61	49	68	42
	5%	5%	8%	5%	5%	5%	5%
			a				

Columns Tested: a,b - c,d - e,f

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REGION

Base : All respondents

	Total	URBANITY URBAN a	URBANITY RURAL b	WORKING YES c	WORKING NO d	DEPRIVATION LEVEL LOW e	DEPRIVATION LEVEL MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Scotland	195 9%	162 8%	33 11%	100 8%	96 10%	85 6%	110 13% e
Northern Ireland	62 3%	39 2%	22 8% a	31 2%	30 3%	- -%	- -%

Columns Tested: a,b - c,d - e,f

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URBANITY

Base : All respondents

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	HOUSEHOLD INCOME UNDER £11.5K g	HOUSEHOLD INCOME £11.5K-£17.5K h	HOUSEHOLD INCOME £17.5K-£29.9K i	HOUSEHOLD INCOME £30K+ j	SOCIAL GROUP AB k	SOCIAL GROUP C1 l	SOCIAL GROUP C2 m	SOCIAL GROUP DE n	NATION ENG LAND o	NATION SCOT LAND p	NATION WALES q	NATION NI r
Significance Level: 95%																			
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Urban	1946 87%	930 87%	1016 87%	260 89%	402 92% ef	670 86%	614 84%	345 92% hij	215 85%	207 83%	358 85%	480 85%	580 87%	346 84%	540 90% km	1657 88% pqr	162 83% r	88 79% r	39 64%
				f															
Rural	294 13%	144 13%	150 13%	34 11%	34 8%	105 14% d	121 16% cd	30 8%	38 15% g	41 17% g	61 15% g	82 15% n	84 13%	64 16% n	63 10%	216 12%	33 17% o	23 21% o	22 36% opq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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URBANITY

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Urban	1946	1946	-	1094	841	1117	790
	87%	100%	-%	87%	86%	82%	96%
		b					e
Rural	294	-	294	159	134	239	32
	13%	-%	100%	13%	14%	18%	4%
			a			f	

Columns Tested: a,b - c,d - e,f

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CABLE AREA

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
TELEWEST	411	183	228	59	80	146	125	77	62	40	69	105	119	70	117	344	68	-	-
	18%	17%	20%	20%	18%	19%	17%	20%	25%	16%	16%	19%	18%	17%	19%	18%	35%	-%	-%
									ij							qr	oqr		
NTL	712	340	372	102	147	233	231	106	72	78	122	181	210	122	199	656	17	26	14
	32%	32%	32%	35%	34%	30%	31%	28%	29%	31%	29%	32%	32%	30%	33%	35%	9%	23%	22%
																pqr		p	p
NEITHER	1117	551	566	132	210	396	378	192	119	131	228	276	334	219	288	873	110	85	48
	50%	51%	49%	45%	48%	51%	52%	51%	47%	53%	54%	49%	50%	53%	48%	47%	57%	77%	78%
																o	op	op	op

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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CABLE AREA

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
TELEWEST	411	411	-	226	186	140	271
	18%	21%	-%	18%	19%	10%	33%
		b					e
NTL	712	712	-	398	307	455	244
	32%	37%	-%	32%	32%	34%	30%
		b					
NEITHER	1117	823	294	629	482	761	307
	50%	42%	100%	50%	49%	56%	37%
			a			f	

Columns Tested: a,b - c,d - e,f

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DEPRIVATION LEVEL

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Low	1356	666	690	162	247	494	453	168	148	157	300	419	423	239	275	1203	85	68	-
	61%	62%	59%	55%	57%	64%	62%	45%	58%	63%	72%	74%	64%	58%	46%	64%	43%	62%	-%
						cd			g	g	ghi	lmn	n	n		pr	r	pr	
Medium	774	355	419	113	171	239	251	179	96	77	104	127	211	150	285	622	110	42	-
	35%	33%	36%	38%	39%	31%	34%	48%	38%	31%	25%	23%	32%	37%	47%	33%	57%	38%	-%
				e	e			hij	j				k	k	klm	r	oqr	r	
High	47	23	25	9	5	21	13	13	3	3	5	5	12	7	24	47	-	-	-
	2%	2%	2%	3%	1%	3%	2%	4%	1%	1%	1%	1%	2%	2%	4%	3%	-%	-%	-%
								hj							klm	pqr			
Undefined	62	30	32	10	13	21	18	15	7	11	9	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
																			opq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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DEPRIVATION LEVEL

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
							MEDIUM/
	Total	URBAN	RURAL	YES	NO	LOW	HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Low	1356	1117	239	813	535	1356	-
	61%	57%	81%	65%	55%	100%	-%
			a	d		f	
Medium	774	742	32	390	381	-	774
	35%	38%	11%	31%	39%	-%	94%
		b			c		e
High	47	47	-	18	29	-	47
	2%	2%	-%	1%	3%	-%	6%
		b			c		e
Undefined	62	39	22	31	30	-	-
	3%	2%	8%	2%	3%	-%	-%
			a				

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 6

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SE. GENDER

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Male	1074 48%	1074 100% b	- -%	140 48%	181 42%	368 47%	385 52% de	162 43%	129 51% g	117 47%	220 53% g	288 51% n	302 45%	226 55% ln	258 43%	899 48%	94 48%	52 47%	30 48%
Female	1166 52%	- -%	1166 100% a	154 52%	255 58% f	408 53% f	349 48%	213 57% hj	125 49%	131 53%	198 47%	274 49%	362 55% m	185 45%	345 57% km	974 52%	101 52%	59 53%	32 52%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Prepared by Saville Rossiter-Base : 01727 899 399

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SE. GENDER

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Male	1074	930	144	640	428	666	378
	48%	48%	49%	51%	44%	49%	46%
				d			
Female	1166	1016	150	613	547	690	444
	52%	52%	51%	49%	56%	51%	54%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
16 - 17	69 3%	42 4% b	27 2%	69 24% def	- -%	- -%	- -%	5 1%	5 2%	* *%	7 2%	16 3%	19 3%	12 3%	22 4%	56 3%	7 4%	4 4%	2 3%
18 - 24	224 10%	98 9%	127 11%	224 76% def	- -%	- -%	- -%	40 11% ij	25 10% ij	13 5%	23 6%	33 6%	76 11% k	48 12% k	68 11% k	191 10%	17 9%	8 8%	8 13%
25 - 34	437 20%	181 17%	255 22% a	- -%	437 100% cef	- -%	- -%	60 16%	50 20%	62 25% g	104 25% g	111 20%	150 23% m	62 15%	113 19%	365 19%	36 19%	23 20%	13 21%
35 - 44	442 20%	211 20%	232 20%	- -%	- -%	442 57% cdf	- -%	48 13%	44 17%	65 26% gh	125 30% gh	131 23% ln	120 18%	88 21%	103 17%	371 20%	41 21%	18 16%	12 20%
45 - 54	333 15%	157 15%	176 15%	- -%	- -%	333 43% cdf	- -%	44 12%	31 12%	38 15%	88 21% gh	94 17%	92 14%	66 16%	81 13%	278 15%	26 13%	21 19%	9 14%
55 - 64	325 15%	173 16% b	152 13%	- -%	- -%	- -%	325 44% cde	55 15%	40 16%	36 15%	52 12%	89 16%	96 14%	50 12%	90 15%	272 15%	31 16%	14 13%	8 14%
65 - 74	237 11%	119 11%	119 10%	- -%	- -%	- -%	237 32% cde	63 17% ij	37 15% j	23 9% j	13 3%	52 9%	66 10%	44 11%	75 12%	197 11%	22 11%	12 11%	6 9%
75+	172 8%	94 9%	78 7%	- -%	- -%	- -%	172 23% cde	60 16% hij	22 9% j	11 5% j	6 1%	36 6%	45 7%	40 10%	50 8%	143 8%	15 8%	10 9%	4 6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SF. AGE OF RESPONDENT

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
16 - 17	69	63	6	6	60	40	27
	3%	3%	2%	*%	6%	3%	3%
					c		
18 - 24	224	196	28	112	111	122	95
	10%	10%	10%	9%	11%	9%	12%
							e
25 - 34	437	402	34	330	103	247	177
	20%	21%	12%	26%	11%	18%	21%
		b		d			
35 - 44	442	376	67	342	100	278	152
	20%	19%	23%	27%	10%	20%	19%
				d			
45 - 54	333	294	38	260	71	217	107
	15%	15%	13%	21%	7%	16%	13%
				d			
55 - 64	325	274	51	167	156	202	115
	15%	14%	17%	13%	16%	15%	14%
65 - 74	237	194	43	34	203	148	84
	11%	10%	15%	3%	21%	11%	10%
			a		c		
75+	172	145	27	1	171	104	64
	8%	7%	9%	*%	18%	8%	8%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (SINGLE CODE)

Base : All respondents

	Total	GENDER MALE a	GENDER FEMALE b	AGE 16-24 c	AGE 25-34 d	AGE 35-54 e	AGE 55+ f	INCOME UNDER £11.5K g	INCOME £11.5K-£17.5K h	INCOME £17.5K-£29.9K i	INCOME £30K+ j	SOCIAL AB k	SOCIAL C1 l	SOCIAL C2 m	SOCIAL DE n	ENGLAND o	SCOTLAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
A	30	13	16	1	7	10	11	1	1	4	13	30	-	-	-	25	3	2	1
	1%	1%	1%	*%	2%	1%	1%	*%	*%	2%	3% gh	5% lmn	-%	-%	-%	1%	1%	2%	1%
B	532	275	258	48	104	214	166	15	33	44	208	532	-	-	-	462	38	21	11
	24%	26%	22%	16%	24% c	28% cf	23% c	4%	13% g	18% g	50% ghi	95% lmn	-%	-%	-%	25% r	20%	19%	17%
C1	664	302	362	95	150	212	208	65	82	90	139	-	664	-	-	562	55	30	18
	30%	28%	31%	32%	34% ef	27%	28%	17%	32% g	36% g	33% g	-%	100% kmn	-%	-%	30%	28%	27%	29%
C2	410	226	185	60	62	154	134	44	53	59	47	-	-	410	-	337	39	20	14
	18%	21% b	16%	20% d	14%	20% d	18%	12%	21% gj	24% gj	11%	-%	-%	100% kln	-%	18%	20%	18%	23%
D	320	143	177	51	70	99	100	78	61	46	10	-	-	-	320	272	20	22	6
	14%	13%	15%	17%	16%	13%	14%	21% j	24% j	18% j	2%	-%	-%	-%	53% klm	15% r	10%	20% opr	10%
E	283	115	169	39	43	86	116	172	24	6	1	-	-	-	283	215	40	16	13
	13%	11%	14% a	13%	10%	11%	16% de	46% hij	10% ij	2% j	*%	-%	-%	-%	47% klm	11%	21% o	14%	20% o
SOCIAL GROUP																			
AB	562	288	274	49	111	225	177	16	33	48	221	562	-	-	-	487	41	23	11
	25%	27%	24%	17%	25% c	29% cf	24% c	4%	13% g	19% g	53% ghi	100% lmn	-%	-%	-%	26% r	21%	21%	18%
C1C2	1074	528	547	155	212	366	342	109	135	149	186	-	664	410	-	899	94	50	32
	48%	49%	47%	53%	49%	47%	47%	29%	53% gj	60% gj	44% g	-%	100% kn	100% kn	-%	48%	48%	45%	52%
DE	603	258	345	90	113	185	216	250	85	52	11	-	-	-	603	487	61	38	19
	27%	24%	30% a	31% e	26%	24%	29% e	67% hij	34% ij	21% j	3%	-%	-%	-%	100% klm	26%	31%	34% o	30%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Prepared by Saville Rossiter-Base : 01727 899 399

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 8

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
A	30	24	5	18	12	27	2
	1%	1%	2%	1%	1%	2%	*%
							f
B	532	456	77	355	177	392	130
	24%	23%	26%	28%	18%	29%	16%
				d		f	
C1	664	580	84	420	236	423	223
	30%	30%	29%	34%	24%	31%	27%
				d		f	
C2	410	346	64	260	149	239	157
	18%	18%	22%	21%	15%	18%	19%
				d			
D	320	289	31	195	125	167	147
	14%	15%	10%	16%	13%	12%	18%
		b					e
E	283	251	33	5	276	108	163
	13%	13%	11%	*%	28%	8%	20%
					c		e
SOCIAL GROUP							
AB	562	480	82	373	189	419	132
	25%	25%	28%	30%	19%	31%	16%
				d		f	
C1C2	1074	926	148	680	384	663	380
	48%	48%	51%	54%	39%	49%	46%
				d			
DE	603	540	63	199	402	275	310
	27%	28%	22%	16%	41%	20%	38%
		b			c		e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Base for %	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Working full time (30hrs/wk+)	901	567	333	72	244	458	126	39	85	132	273	289	302	186	123	769	72	39	20
	40%	53% b	29%	25% f	56% cf	59% cf	17%	10%	34% g	53% gh	65% ghi	51% ln	46% n	45% n	20%	41% r	37%	36%	33%
Working part time (8-29 hrs/wk)	352	73	279	46	86	144	77	41	40	46	80	84	118	74	76	292	28	21	11
	16%	7%	24% a	16% f	20% f	19% f	10%	11%	16%	18% g	19% g	15%	18% n	18% n	13%	16%	14%	19%	18%
Not working (i.e. under 8hrs/wk) - retired	464	243	221	-	1	6	457	139	71	41	22	110	125	90	140	384	46	23	10
	21%	23% b	19%	-%	*%	1%	62% cde	37% hij	28% ij	17% j	5%	19%	19%	22%	23%	21%	24%	21%	17%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	132	68	64	38	29	49	17	68	11	8	4	9	13	8	102	103	12	9	8
	6%	6%	6%	13% def	7% f	6% f	2%	18% hij	4% j	3% j	1%	2%	2%	2%	17% klm	6%	6%	8%	13% op
Not working (i.e. under 8hrs/wk) - student	132	70	62	111	13	6	2	20	7	3	17	37	55	16	25	108	15	6	3
	6%	7%	5%	38% def	3% ef	1%	*%	5% i	3%	1%	4% i	7%	8% mn	4%	4%	6%	8%	5%	5%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	246	47	200	22	60	110	54	66	38	19	23	33	43	35	135	204	22	11	9
	11%	4%	17% a	7%	14% cf	14% cf	7%	17% ij	15% ij	8%	6%	6%	6%	8%	22% klm	11%	12%	10%	14%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (SG). WORKING STATUS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Don't know	12	6	6	5	3	2	2	2	2	*	-	-	8	1	3	11	-	*	*
	1%	1%	1%	2%	1%	*%	*%	1%	1%	*%	-%	-%	1%	*%	*%	1%	-%	*%	*%
				ef									k						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (SG). WORKING STATUS

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Base for %	2240	1946	294	1253	975	1356	822
Working full time (30hrs/wk+)	901	790	111	901	-	580	300
	40%	41%	38%	72%	-%	43%	36%
				d		f	
Working part time (8-29 hrs/wk)	352	305	48	352	-	233	109
	16%	16%	16%	28%	-%	17%	13%
				d		f	
Not working (i.e. under 8hrs/wk) - retired	464	389	75	-	464	284	169
	21%	20%	25%	-%	48%	21%	21%
			a		c		
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	132	111	22	-	132	54	70
	6%	6%	7%	-%	14%	4%	9%
					c		e
Not working (i.e. under 8hrs/wk) - student	132	120	12	-	132	68	61
	6%	6%	4%	-%	14%	5%	7%
					c		e
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	246	221	25	-	246	128	109
	11%	11%	9%	-%	25%	9%	13%
					c		e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (SG). WORKING STATUS

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Don't know	12	11	1	-	-	8	3
	1%	1%	*%	-%	-%	1%	*%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ7 (SH). HOUSEHOLD STATUS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Base for %	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Being bought on mortgage	793	368	426	95	193	410	95	30	44	98	263	280	270	164	79	675	61	38	20
	35%	34%	36%	32%	44%	53%	13%	8%	18%	40%	63%	50%	41%	40%	13%	36%	31%	34%	33%
				f	cf	cdf			g	gh	ghi	lmn	n	n					
Owned outright by household	578	304	275	19	18	101	441	86	74	71	82	179	176	106	117	486	47	27	18
	26%	28%	24%	6%	4%	13%	60%	23%	29%	29%	20%	32%	27%	26%	19%	26%	24%	24%	30%
		b				cd	cde		j	j		lmn	n	n					
Rented from Local Authority/ Housing Association/ Trust	474	211	263	74	87	152	161	174	80	36	12	24	86	80	284	371	62	29	12
	21%	20%	23%	25%	20%	20%	22%	46%	32%	15%	3%	4%	13%	20%	47%	20%	32%	26%	20%
								hij	ij	j			k	kl	klm		or	o	
Rented from Private Landlord	340	158	183	82	128	102	29	82	49	40	53	61	110	52	118	294	22	14	10
	15%	15%	16%	28%	29%	13%	4%	22%	20%	16%	13%	11%	17%	13%	19%	16%	11%	12%	17%
				ef	ef	f		j	j				k		km				
Other	27	18	8	6	7	6	7	3	3	2	4	9	11	4	3	24	2	1	-
	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	*%	1%	1%	1%	-%
		b													n				
Don't know	27	15	12	18	3	4	2	1	2	*	4	9	11	4	3	23	2	2	*
	1%	1%	1%	6%	1%	*%	*%	*%	1%	*%	1%	2%	2%	1%	1%	1%	1%	2%	1%
				def															

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ7 (SH). HOUSEHOLD STATUS

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Base for %	2240	1946	294	1253	975	1356	822
Being bought on mortgage	793	683	110	635	158	544	229
	35%	35%	38%	51%	16%	40%	28%
				d		f	
Owned outright by household	578	485	93	200	376	396	164
	26%	25%	32%	16%	39%	29%	20%
			a		c	f	
Rented from Local Authority/ Housing Association/ Trust	474	419	56	181	291	196	267
	21%	22%	19%	14%	30%	14%	32%
					c		e
Rented from Private Landlord	340	311	29	213	126	184	146
	15%	16%	10%	17%	13%	14%	18%
		b		d			e
Other	27	23	4	16	9	22	4
	1%	1%	1%	1%	1%	2%	*%
						f	
Don't know	27	26	1	8	15	15	12
	1%	1%	*%	1%	2%	1%	1%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SH (SI). Total number in household (including respondent and any children)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
1	393	202	191	17	46	87	243	169	56	32	17	65	112	57	160	309	49	24	11
	18%	19%	16%	6%	10%	11%	33%	45%	22%	13%	4%	12%	17%	14%	26%	16%	25%	22%	18%
					c	c	cde	hij	ij	j			k		klm		or	o	
2	729	370	360	71	100	171	388	116	78	81	122	185	226	137	182	599	71	40	19
	33%	34%	31%	24%	23%	22%	53%	31%	31%	33%	29%	33%	34%	33%	30%	32%	37%	36%	30%
							cde												
3	429	181	248	76	117	169	67	46	50	59	101	119	115	84	110	363	33	20	13
	19%	17%	21%	26%	27%	22%	9%	12%	20%	24%	24%	21%	17%	20%	18%	19%	17%	18%	22%
			a	f	f	f			g	g	g								
4	447	200	247	79	113	233	23	26	41	49	131	136	136	87	88	388	31	16	11
	20%	19%	21%	27%	26%	30%	3%	7%	16%	20%	31%	24%	20%	21%	15%	21%	16%	14%	19%
				f	f	f			g	g	ghi	n	n	n		q			
5+	241	121	121	51	62	114	14	19	29	26	48	57	76	45	64	213	10	10	8
	11%	11%	10%	17%	14%	15%	2%	5%	11%	11%	11%	10%	11%	11%	11%	11%	5%	9%	12%
				f	f	f			g	g	g					p			p
Mean number of people	2.8	2.7	2.8	3.4	3.2	3.2	1.9	2.0	2.7	2.9	3.2	2.9	2.8	2.9	2.6	2.8	2.5	2.6	2.9
				f	f	f			g	g	ghi	n	n	n		pq			pq
Standard deviation	1.40	1.42	1.38	1.38	1.42	1.37	.92	1.30	1.38	1.28	1.25	1.28	1.42	1.38	1.48	1.40	1.35	1.35	1.50
Standard error	.03	.04	.04	.07	.07	.05	.03	.06	.08	.07	.06	.05	.05	.06	.05	.03	.09	.08	.09

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SH (SI). Total number in household (including respondent and any children)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
1	393	340	54	137	255	214	168
	18%	17%	18%	11%	26%	16%	20%
					c		e
2	729	620	109	358	367	460	251
	33%	32%	37%	29%	38%	34%	31%
					c		
3	429	385	45	283	143	266	149
	19%	20%	15%	23%	15%	20%	18%
				d			
4	447	391	55	326	118	294	141
	20%	20%	19%	26%	12%	22%	17%
				d		f	
5+	241	210	31	149	92	122	112
	11%	11%	11%	12%	9%	9%	14%
							e
Mean number of people	2.8	2.8	2.7	3.0	2.5	2.8	2.8
				d			
Standard deviation	1.40	1.39	1.47	1.34	1.41	1.30	1.54
Standard error	.03	.03	.07	.04	.04	.03	.05

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SJ. Total number of children in household (under 18), including respondent (if respondent is under 18)

Base : All respondents

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENGLAND o	SCOTLAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
None	1341 60%	716 67% b	624 54%	136 46%	181 42%	320 41%	703 96% cde	284 76% hij	162 64% j	139 56% j	198 47%	311 55%	403 61%	249 61%	377 62% k	1111 59%	124 64%	70 63%	36 58%
1	372 17%	139 13%	233 20% a	93 32% def	104 24% f	149 19% f	25 3%	48 13%	30 12%	46 18% h	79 19% gh	108 19%	101 15%	61 15%	101 17%	305 16%	33 17%	20 18%	12 20%
2	373 17%	159 15%	215 18% a	43 15%	110 25% f	215 28% cf	5 1%	28 7%	37 15% g	41 16% g	113 27% ghi	113 20% n	112 17% n	71 17% n	77 13%	324 17% q	29 15%	11 10%	9 15%
3	113 5%	49 5%	65 6%	14 5%	32 7% f	68 9% cf	- -%	10 3%	18 7% g	17 7% g	20 5%	26 5%	38 6%	20 5%	29 5%	102 5% p	2 1%	6 6% p	2 4% p
4	33 1%	9 1%	24 2% a	5 2% f	7 2% f	19 2% f	1 *%	4 1%	4 2%	4 2%	7 2%	3 *%	9 1%	6 1%	15 3% k	25 1%	4 2%	3 2%	1 2%
5+	9 *%	3 *%	6 *%	1 *% f	3 1% f	4 1% f	- -%	1 *%	1 1%	1 *%	2 *%	1 *%	1 *%	3 1%	4 1%	6 *%	2 1%	1 1%	1 1% o
Mean number of children	.7	.6	.8 a	.9 f	1.1 cf	1.1 cf	.1	.4	.7 g	.8 g	1.0 gh	.8	.7	.7	.7	.7	.6	.7	.8
Standard deviation	1.06	.98	1.11	1.03	1.14	1.16	.29	.86	1.11	1.09	1.08	.98	1.03	1.07	1.14	1.06	1.02	1.08	1.11
Standard error	.02	.03	.03	.06	.05	.04	.01	.04	.06	.06	.05	.04	.04	.05	.04	.02	.06	.07	.07

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SJ. Total number of children in household (under 18), including respondent (if respondent is under 18)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
None	1341	1162	178	638	695	820	485
	60%	60%	61%	51%	71% c	60%	59%
1	372	325	47	243	125	211	148
	17%	17%	16%	19% d	13%	16%	18%
2	373	329	44	283	90	242	122
	17%	17%	15%	23% d	9%	18%	15%
3	113	97	16	71	41	65	46
	5%	5%	5%	6%	4%	5%	6%
4	33	27	6	15	18	16	15
	1%	1%	2%	1%	2%	1%	2%
5+	9	6	2	3	5	2	5
	*%	*%	1%	*%	1%	*%	1%
Mean number of children	.7	.7	.7	.9 d	.5	.7	.8
Standard deviation	1.06	1.05	1.13	1.05	1.04	1.02	1.12
Standard error	.02	.02	.05	.03	.03	.03	.04

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED

Base : All respondents

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Can use to make and receive calls	1901 85%	908 85%	993 85%	204 70%	326 75%	679 88% cd	692 94% cde	262 70%	203 80% g	212 86% g	389 93% ghi	525 93% lmn	592 89% mn	343 84% n	441 73%	1602 86% qr	162 83%	87 79%	50 81%
Can receive but not make calls/ incoming only	16 1%	10 1%	5 *%	3 1%	3 1%	5 1%	5 1%	* *%	2 1%	3 1% g	4 1% g	4 1%	3 *%	5 1%	3 1%	14 1%	1 *%	- -%	1 2% oq
Line not working properly/ needs to be repaired	13 1%	8 1%	5 *%	3 1% f	6 1% f	4 1%	1 *%	2 *%	2 1%	3 1%	3 1%	3 *%	6 1%	2 1%	2 *%	13 1%	1 *%	- -%	- -%
No, do not have landline phone	308 14%	146 14%	161 14%	83 28% ef	101 23% ef	87 11% f	37 5%	110 29% hij	47 18% ij	30 12% j	23 5%	30 5%	61 9% k	59 14% kl	158 26% klm	242 13%	32 16%	24 21% o	11 17%
Don't know	2 *%	1 *%	1 *%	- -%	2 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	2 *%	- -%	- -%	- -%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Can use to make and receive calls	1901 85%	1633 84%	268 91% a	1082 86% d	809 83%	1194 88% f	657 80%
Can receive but not make calls/ incoming only	16 1%	14 1%	2 1%	11 1%	5 1%	9 1%	5 1%
Line not working properly/ needs to be repaired	13 1%	12 1%	2 1%	11 1% d	3 *%	8 1%	5 1%
No, do not have landline phone	308 14%	286 15% b	22 7%	149 12%	157 16% c	144 11%	153 19% e
Don't know	2 *%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%

Columns Tested: a,b - c,d - e,f

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Table 14

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC2 (QC2A). Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both? (MULTI CODE)

Base : Those with a landline phone at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample	1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total	1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Yes to make calls	1848 96%	884 95%	963 96%	190 90%	314 94%	660 96% c	684 98% cde	256 97%	197 96%	208 95%	385 97%	508 95%	581 96%	332 95%	427 96%	1559 96%	158 96%	84 96%	47 93%
Yes to receive calls	1792 93%	854 92%	938 93%	183 87%	300 90%	648 94% cd	661 95% cd	248 94%	189 92%	209 96%	378 95%	496 93%	564 94%	324 93%	408 91%	1515 93%	149 91%	80 92%	48 94%
Yes for internet access	1040 54%	499 54%	542 54%	123 59% f	218 65% f	427 62% f	272 39%	93 35%	101 49% g	119 55% g	262 66% ghi	347 65% lmn	347 58% mn	171 49% n	176 40%	912 56% p	58 35%	43 50% p	27 54% p
TOTAL PERSONALLY USE	1897 98%	907 98%	990 99%	194 92%	331 99% c	679 99% c	692 99% c	262 99%	203 99%	215 99%	392 99%	521 98%	590 98%	345 98%	441 99%	1601 98%	160 98%	86 99%	50 98%
No do not use landline at home	32 2%	19 2%	12 1%	15 7% def	4 1%	9 1%	4 1%	2 1%	3 1%	3 1%	5 1%	11 2%	11 2%	4 1%	5 1%	26 2%	4 2%	1 1%	1 2%
Don't know	2 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	2 *%	- -%	- -%	- -%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC2 (QC2A). Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both? (MULTI CODE)

Base : Those with a landline phone at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2343	1957	386	1147	1186	1369	768
Effective Weighted Sample	1914	1626	289	952	1019	1161	666
Total	1930	1659	272	1103	816	1211	668
Yes to make calls	1848	1583	265	1054	783	1161	640
	96%	95%	97%	96%	96%	96%	96%
Yes to receive calls	1792	1535	257	1027	755	1146	598
	93%	93%	95%	93%	92%	95%	90%
						f	
Yes for internet access	1040	891	149	698	337	725	288
	54%	54%	55%	63%	41%	60%	43%
				d		f	
TOTAL PERSONALLY USE	1897	1626	270	1082	804	1191	656
	98%	98%	100%	98%	98%	98%	98%
No do not use landline at home	32	30	1	20	12	18	12
	2%	2%	*%	2%	1%	2%	2%
Don't know	2	2	-	1	1	2	-
	*%	*%	-%	*%	*%	*%	-%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Mobile phone	1115	548	566	242	323	411	138	168	125	128	225	267	351	201	296	951	74	49	40
	50%	51%	49%	83%	74%	53%	19%	45%	49%	52%	54%	47%	53%	49%	49%	51%	38%	45%	64%
				def	ef	f					g					p			opq
Landline phone at home	1045	478	567	42	104	335	564	191	124	113	178	272	289	196	288	858	111	57	20
	47%	44%	49%	14%	24%	43%	77%	51%	49%	46%	43%	48%	44%	48%	48%	46%	57%	51%	32%
			a		c	cd	cde	j								r	or	r	
Landline phone at work	56	32	25	3	6	21	26	5	4	5	14	19	21	9	7	45	9	2	1
	3%	3%	2%	1%	1%	3%	4%	1%	1%	2%	3%	3%	3%	2%	1%	2%	5%	2%	1%
							cd					n	n				oqr		
Public payphone	6	4	2	2	1	2	2	3	-	-	-	-	1	*	4	5	-	*	1
	*%	*%	*%	1%	*%	*%	*%	1%	-%	-%	-%	-%	*%	*%	1%	*%	-%	*%	1%
																			o
Internet voice service (VoIP)	*	-	*	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%
																		o	
Other	7	4	3	2	1	2	2	5	-	-	*	1	-	-	5	5	-	1	1
	*%	*%	*%	1%	*%	*%	*%	1%	-%	-%	*%	*%	-%	-%	1%	*%	-%	1%	1%
								hj							lm				
Don't know	11	9	2	2	1	5	3	2	1	2	2	2	2	4	3	9	1	1	*
	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	1%	*%
		b																	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Mobile phone	1115	1005	109	739	368	662	413
	50%	52%	37%	59%	38%	49%	50%
		b		d			
Landline phone at home	1045	876	169	469	573	642	383
	47%	45%	58%	37%	59%	47%	47%
			a		c		
Landline phone at work	56	45	11	35	21	39	17
	3%	2%	4%	3%	2%	3%	2%
Public payphone	6	5	1	1	5	2	3
	*%	*%	*%	*%	*%	*%	*%
Internet voice service (VoIP)	*	*	-	-	*	-	*
	*%	*%	-%	-%	*%	-%	*%
Other	7	6	1	1	5	4	2
	*%	*%	*%	*%	1%	*%	*%
Don't know	11	9	2	8	3	8	3
	*%	*%	1%	1%	*%	1%	*%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Landline phone at home	1182	541	642	58	125	394	605	200	133	129	213	310	348	213	311	966	129	61	26
	53%	50%	55% a	20%	29% c	51% cd	82% cde	53%	52%	52%	51%	55%	52%	52%	52%	52% r	66% oqr	56% r	42%
Mobile phone	999	502	498	229	306	357	107	155	112	115	200	239	300	190	271	857	64	44	35
	45%	47%	43%	78% def	70% ef	46% f	15%	41%	44%	46%	48%	42%	45%	46%	45%	46% p	33%	40%	56% opq
Internet voice service (VoIP)	17	11	6	*	-	9	7	3	2	1	4	4	5	5	3	14	1	2	-
	1%	1%	*%	*%	-%	1% d	1% d	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	-%
Public payphone	5	3	2	1	2	2	-	3	*	-	1	-	1	*	3	3	-	*	1
	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	1% o
Other	11	5	6	4	2	3	2	7	1	-	1	3	1	-	7	9	1	1	1
	*%	*%	1%	1%	1%	*%	*%	2% ij	1%	-%	*%	1%	*%	-%	1% lm	*%	*%	1%	1%
Don't know	26	13	13	1	2	10	13	8	6	3	1	7	9	2	8	24	-	2	-
	1%	1%	1%	*%	*%	1%	2%	2% j	2% j	1%	*%	1%	1%	*%	1%	1%	-%	2% pr	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QC4 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Landline phone at home	1182	981	201	573	605	739	418
	53%	50%	68%	46%	62%	54%	51%
			a		c		
Mobile phone	999	914	86	653	340	573	392
	45%	47%	29%	52%	35%	42%	48%
		b		d			e
Internet voice service (VoIP)	17	15	2	8	8	13	4
	1%	1%	1%	1%	1%	1%	*%
Public payphone	5	3	1	1	3	2	2
	*%	*%	*%	*%	*%	*%	*%
Other	11	9	2	4	7	7	3
	*%	*%	1%	*%	1%	1%	*%
Don't know	26	23	3	14	12	23	3
	1%	1%	1%	1%	1%	2%	*%
						f	

Columns Tested: a,b - c,d - e,f

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QC5 (QK1A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample		1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total		1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Free	(0.0)	279	132	147	15	45	114	105	26	32	36	58	82	85	49	63	229	34	11	6
		14%	14%	15%	7%	14%	17%	15%	10%	16%	16%	15%	15%	14%	14%	14%	14%	21%	12%	11%
						c	c	c		g	g							oqr		
1-5p per minute	(3.0)	175	88	87	16	38	79	42	20	15	28	53	57	52	38	29	146	13	12	4
		9%	10%	9%	8%	11%	11%	6%	8%	7%	13%	13%	11%	9%	11%	7%	9%	8%	14%	8%
						f	f					gh	n		n				o	
6-10p per minute	(8.0)	223	109	115	27	34	99	63	25	22	29	71	71	79	33	41	185	23	10	5
		12%	12%	11%	13%	10%	14%	9%	9%	11%	13%	18%	13%	13%	9%	9%	11%	14%	12%	10%
							f					gh	n	n						
11-25p per minute	(18.0)	104	58	46	14	25	34	30	13	8	18	28	40	31	11	22	91	6	3	4
		5%	6%	5%	7%	8%	5%	4%	5%	4%	8%	7%	7%	5%	3%	5%	6%	4%	3%	7%
						f							m							
26-50p per minute	(38.0)	75	40	35	4	13	35	23	16	12	10	16	6	27	15	26	65	6	1	3
		4%	4%	3%	2%	4%	5%	3%	6%	6%	4%	4%	1%	5%	4%	6%	4%	3%	2%	5%
														k	k	k				
51p-£1 per minute	(76.0)	21	11	10	4	1	8	8	6	3	3	4	5	6	4	6	16	2	1	1
		1%	1%	1%	2%	*%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%
																				o
Over £1 per minute	(100.0)	4	2	2	1	2	-	1	-	1	1	-	1	2	1	-	3	-	*	*
		*%	*%	*%	*%	1%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	1%
It depends		8	3	5	1	1	5	1	1	1	-	3	2	2	1	2	6	-	1	1
		*%	*%	1%	*%	*%	1%	*%	*%	1%	-%	1%	*%	*%	*%	1%	*%	-%	1%	1%
																				o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5 (QK1A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample	1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total	1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Don't know	1042	484	558	129	175	315	422	157	112	95	163	269	319	198	256	888	80	47	27
	54%	52%	56%	61%	52%	46%	61%	60%	54%	43%	41%	51%	53%	57%	57%	55%	49%	54%	53%
				e			de	ij	ij						k				
Mean cost per minute in pence	10.2	10.7	9.7	13.3	9.8	9.6	10.4	14.7	12.2	10.6	9.4	8.2	10.8	10.6	11.9	10.3	8.6	9.1	15.6
				def				ij	j				k	k	k				opq
Standard deviation	16.03	16.22	15.85	19.60	14.91	14.65	17.22	19.74	19.15	16.63	13.41	13.07	16.68	17.99	16.92	15.85	15.05	17.24	22.11
Standard error	.50	.71	.69	2.05	1.14	.73	.89	1.62	1.76	1.36	.88	.79	.92	1.28	1.09	.58	1.44	1.86	2.29

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5 (QK1A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

		Total	URBANITY		WORKING		DEPRIVATION LEVEL	
			URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2343	1957	386	1147	1186	1369	768
Effective Weighted Sample		1914	1626	289	952	1019	1161	666
Total		1930	1659	272	1103	816	1211	668
Free	(0.0)	279 14%	242 15%	37 14%	162 15%	117 14%	158 13%	115 17% e
1-5p per minute	(3.0)	175 9%	159 10%	17 6%	126 11% d	48 6%	106 9%	65 10%
6-10p per minute	(8.0)	223 12%	191 12%	32 12%	148 13% d	76 9%	145 12%	73 11%
11-25p per minute	(18.0)	104 5%	92 6%	11 4%	56 5%	47 6%	72 6%	28 4%
26-50p per minute	(38.0)	75 4%	69 4%	6 2%	51 5%	24 3%	44 4%	28 4%
51p-£1 per minute	(76.0)	21 1%	18 1%	3 1%	10 1%	11 1%	11 1%	8 1%
Over £1 per minute	(100.0)	4 *%	4 *%	* *%	1 *%	3 *%	3 *%	* *%
It depends		8 *%	7 *%	1 *%	5 *%	3 *%	5 *%	2 *%
Don't know		1042 54%	878 53%	164 61% a	545 49%	488 60% c	667 55%	348 52%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5 (QK1A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2343	1957	386	1147	1186	1369	768
Effective Weighted Sample	1914	1626	289	952	1019	1161	666
Total	1930	1659	272	1103	816	1211	668
Mean cost per minute in pence	10.2	10.4	9.1	9.7	11.1	10.5	9.4
Standard deviation	16.03	16.17	15.01	14.69	18.10	15.97	15.58
Standard error	.50	.54	1.22	.61	.84	.65	.83

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC6 (QK1B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample		1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total		1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Free	(0.0)	115 6%	63 7%	52 5%	6 3%	15 5%	50 7% c	44 6% c	7 2%	13 6% g	11 5%	27 7% g	37 7% n	46 8% n	20 6% n	13 3%	98 6%	12 8% r	3 4%	2 3%
1-5p per minute	(3.0)	29 1%	11 1%	18 2%	- -%	7 2% c	15 2% c	7 1%	4 2%	5 3%	2 1%	10 2%	11 2%	7 1%	6 2%	5 1%	22 1%	3 2%	3 3%	1 2%
6-10p per minute	(8.0)	83 4%	44 5%	39 4%	10 5%	14 4%	31 5%	27 4%	8 3%	7 4%	9 4%	26 7% g	30 6% mn	33 6% mn	8 2%	11 3%	69 4%	4 3%	7 8% op	3 5%
11-25p per minute	(18.0)	133 7%	80 9% b	53 5%	11 5%	31 9%	48 7%	42 6%	14 5%	9 4%	17 8%	45 11% gh	41 8%	39 6%	23 7%	29 7%	110 7%	13 8%	8 9%	3 5%
26-50p per minute	(38.0)	221 11%	99 11%	122 12%	20 9%	51 15% f	101 15% f	49 7%	32 12%	22 11%	34 15%	56 14%	62 12%	68 11%	45 13%	45 10%	183 11%	25 15% q	6 7%	6 12%
51p-£1 per minute	(76.0)	151 8%	68 7%	82 8%	24 11% f	29 9% f	63 9% f	35 5%	18 7%	14 7%	22 10%	42 10%	34 6%	56 9%	25 7%	36 8%	126 8%	15 9%	5 6%	5 9%
Over £1 per minute	(100.0)	37 2%	11 1%	27 3% a	6 3%	8 2%	10 1%	13 2%	5 2%	8 4%	7 3%	7 2%	9 2%	8 1%	9 2%	11 3%	33 2%	1 *%	2 2%	1 2%
It depends		13 1%	8 1%	5 *%	- -%	2 1%	6 1%	5 1%	2 1%	3 1%	1 *%	3 1%	3 1%	2 *%	4 1%	3 1%	10 1%	1 *%	* *%	2 4% opq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC6 (QK1B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample	1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total	1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Don't know	1150	544	606	134	177	365	473	175	124	115	181	304	343	211	292	977	90	53	30
	60%	59%	60%	64%	53%	53%	68%	66%	60%	53%	46%	57%	57%	60%	66%	60%	55%	61%	58%
				de			de	ij	j						kl				
Mean cost per minute in pence	34.7	31.5	37.9	45.0	36.3	33.8	31.4	38.4	37.3	39.1	33.1	30.6	33.6	36.4	41.4	35.0	33.4	30.1	39.1
			a	def	f			j		j				k	klm	q			pq
Standard deviation	29.80	28.27	30.91	31.68	28.85	28.63	30.80	28.80	33.29	30.02	28.67	28.53	29.80	29.99	30.54	30.07	27.22	30.13	30.51
Standard error	.99	1.35	1.43	3.40	2.24	1.53	1.79	2.64	3.38	2.71	1.97	1.86	1.74	2.27	2.18	1.18	2.81	3.48	3.43

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC6 (QK1B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

		Total	URBANITY		WORKING		DEPRIVATION LEVEL	
			URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2343	1957	386	1147	1186	1369	768
Effective Weighted Sample		1914	1626	289	952	1019	1161	666
Total		1930	1659	272	1103	816	1211	668
Free	(0.0)	115	105	11	72	42	73	40
		6%	6%	4%	7%	5%	6%	6%
1-5p per minute	(3.0)	29	25	4	20	9	23	5
		1%	2%	1%	2%	1%	2%	1%
							f	
6-10p per minute	(8.0)	83	73	9	52	30	63	17
		4%	4%	3%	5%	4%	5%	3%
							f	
11-25p per minute	(18.0)	133	117	16	86	47	74	56
		7%	7%	6%	8%	6%	6%	8%
26-50p per minute	(38.0)	221	188	33	156	64	136	79
		11%	11%	12%	14%	8%	11%	12%
					d			
51p-£1 per minute	(76.0)	151	134	16	88	62	88	58
		8%	8%	6%	8%	8%	7%	9%
Over £1 per minute	(100.0)	37	34	4	20	17	20	16
		2%	2%	1%	2%	2%	2%	2%
It depends		13	10	3	6	6	5	5
		1%	1%	1%	1%	1%	*%	1%
Don't know		1150	973	177	602	539	728	393
		60%	59%	65%	55%	66%	60%	59%
				a		c		

Columns Tested: a,b - c,d - e,f

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QC6 (QK1B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your landline phone at home during the daytime on a weekday? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2343	1957	386	1147	1186	1369	768
Effective Weighted Sample	1914	1626	289	952	1019	1161	666
Total	1930	1659	272	1103	816	1211	668
Mean cost per minute in pence	34.7	34.7	34.9	33.8	36.7	33.0	37.4
					c		e
Standard deviation	29.80	30.06	28.01	28.69	31.68	29.49	30.17
Standard error	.99	1.08	2.49	1.27	1.60	1.29	1.75

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC7 (QK2). If you have any free minutes included in your landline phone package, are calls to numbers beginning with 0870 included in these? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample	1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total	1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Yes, 0870 numbers are included in my free minutes	227	122	105	11	46	93	77	23	25	28	51	74	80	36	37	190	22	12	4
	12%	13%	10%	5%	14%	14%	11%	9%	12%	13%	13%	14%	13%	10%	8%	12%	13%	14%	7%
					c	c	c					n	n			r	r	r	
No, 0870 numbers are not included in my free minutes	485	200	284	37	103	194	151	59	66	71	126	130	160	92	102	422	30	19	15
	25%	22%	28%	17%	31%	28%	22%	22%	32%	32%	32%	24%	27%	26%	23%	26%	18%	21%	29%
			a		cf	cf			g	g	g					p			p
Do not have any free minutes	467	230	237	46	75	168	179	82	45	61	99	119	134	94	120	391	41	23	12
	24%	25%	24%	22%	22%	24%	26%	31%	22%	28%	25%	22%	22%	27%	27%	24%	25%	26%	24%
								h											
Don't know	751	375	377	117	111	234	290	100	71	58	121	209	228	127	187	626	71	34	21
	39%	40%	38%	55%	33%	34%	42%	38%	34%	27%	31%	39%	38%	36%	42%	38%	43%	39%	41%
				def			de	ij											

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC7 (QK2). If you have any free minutes included in your landline phone package, are calls to numbers beginning with 0870 included in these? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2343	1957	386	1147	1186	1369	768
Effective Weighted Sample	1914	1626	289	952	1019	1161	666
Total	1930	1659	272	1103	816	1211	668
Yes, 0870 numbers are included in my free minutes	227 12%	202 12%	24 9%	140 13%	84 10%	158 13% f	66 10%
No, 0870 numbers are not included in my free minutes	485 25%	417 25%	67 25%	320 29% d	164 20%	300 25%	170 26%
Do not have any free minutes	467 24%	407 25%	60 22%	262 24%	204 25%	277 23%	178 27%
Don't know	751 39%	632 38%	119 44%	381 35%	365 45% c	477 39%	254 38%

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 20

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC8 (QK3). SHOWCARD Which of these numbers would you be concerned about calling from your home landline? By concerned we mean that you may think twice before calling? (SINGLE CODE) PROMPTED

Base : Those with a landline phone at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2343	1136	1207	239	348	783	973	377	264	277	412	568	708	475	592	1726	210	201	206
Effective Weighted Sample	1914	931	983	196	279	655	815	314	217	221	349	464	583	393	494	1503	206	190	203
Total	1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
Numbers beginning with 090	994 51%	477 51%	517 51%	82 39%	181 54% c	389 57% cf	341 49% c	114 43%	111 54% g	130 59% g	228 58% g	305 57% mn	325 54% mn	161 46%	202 45%	850 52% qr	84 52% r	39 45%	20 40%
Numbers beginning with 0870	821 43%	383 41%	438 44%	73 35%	162 49% cf	322 47% cf	264 38%	110 42%	85 41%	109 50%	199 50% gh	224 42%	256 42%	156 45%	186 42%	697 43%	62 38%	40 45%	23 46%
Numbers beginning with 0845	732 38%	333 36%	399 40%	72 34%	159 47% cef	273 40% f	227 33%	97 37%	69 33%	102 47% gh	168 42% h	203 38%	221 37%	143 41%	165 37%	616 38%	55 34%	39 45% p	22 42%
Numbers beginning with 01 or 02	106 5%	47 5%	58 6%	10 5%	20 6%	35 5%	40 6%	16 6%	13 6%	11 5%	26 7%	30 6%	30 5%	20 6%	25 6%	84 5%	9 6%	6 6%	6 13% opq
None of these	278 14%	145 16%	132 13%	24 11%	47 14%	86 13%	121 17% ce	46 17%	36 17%	28 13%	54 14%	66 12%	88 15%	61 18% k	62 14%	223 14%	34 21% o	12 14%	8 16%
Don't know	316 16%	148 16%	168 17%	58 27% def	38 11%	80 12%	140 20% de	47 18% ij	25 12%	24 11%	30 8%	71 13%	92 15%	56 16%	97 22% klm	258 16%	29 18%	20 23% o	9 18%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC8 (QK3). SHOWCARD Which of these numbers would you be concerned about calling from your home landline? By concerned we mean that you may think twice before calling? (SINGLE CODE) PROMPTED

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2343	1957	386	1147	1186	1369	768
Effective Weighted Sample	1914	1626	289	952	1019	1161	666
Total	1930	1659	272	1103	816	1211	668
Numbers beginning with 090	994 51%	880 53% b	114 42%	599 54% d	392 48%	611 50%	362 54%
Numbers beginning with 0870	821 43%	723 44% b	98 36%	512 46% d	307 38%	480 40%	318 48% e
Numbers beginning with 0845	732 38%	652 39% b	79 29%	454 41% d	276 34%	443 37%	267 40%
Numbers beginning with 01 or 02	106 5%	96 6%	10 4%	55 5%	51 6%	56 5%	43 6%
None of these	278 14%	221 13%	56 21% a	150 14%	126 15%	189 16% f	80 12%
Don't know	316 16%	253 15%	63 23% a	139 13%	171 21% c	200 17%	106 16%

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 21

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC9 (QK4). SHOWCARD Which of the following types of services do you think you would be calling, if you dialled an 0870 number? (SINGLE CODE) PROMPTED

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Business number	917	456	462	106	184	350	277	111	109	114	188	247	302	158	210	785	72	46	15
	41%	42%	40%	36%	42%	45% cf	38%	30%	43% g	46% g	45% g	44% n	46% mn	38%	35%	42% r	37% r	41% r	24%
Customer service line	887	431	457	93	211	359	224	107	100	122	214	248	299	139	201	760	72	34	21
	40%	40%	39%	32%	48% cf	46% cf	31%	29%	40% g	49% gh	51% gh	44% mn	45% mn	34%	33%	41% qr	37%	31%	34%
Competition line	326	158	168	37	63	151	76	47	35	48	93	89	97	57	83	270	34	15	8
	15%	15%	14%	13%	14% f	19% cdf	10%	12%	14%	19% g	22% gh	16%	15%	14%	14%	14%	17%	14%	13%
Information updates	255	127	128	33	47	110	65	24	32	34	62	82	89	38	45	222	15	15	3
	11%	12%	11%	11%	11%	14% f	9%	6%	13% g	14% g	15% g	15% mn	13% mn	9%	7%	12% r	8%	14% pr	4%
Entertainment (e.g. adult/ chat lines)	227	118	109	28	35	104	60	34	30	30	57	62	69	35	61	189	21	11	6
	10%	11%	9%	10%	8%	13% df	8%	9%	12%	12%	14% g	11%	10%	9%	10%	10%	11%	10%	9%
Voting	134	66	68	19	27	62	26	19	11	13	50	38	50	21	25	114	13	4	2
	6%	6%	6%	7% f	6% f	8% f	4%	5%	4%	5%	12% ghi	7% n	8% n	5%	4%	6%	7%	4%	4%
Residential home number in the UK	45	22	24	7	7	17	15	8	7	6	10	11	10	10	15	33	5	7	*
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	6% opr	*%
Other	35	15	20	6	7	9	12	11	3	4	6	5	10	4	15	28	3	3	*
	2%	1%	2%	2%	2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	3% k	2%	2%	3% r	*%
Don't know	626	296	329	98	86	155	287	147	72	43	71	138	147	124	216	516	47	39	23
	28%	28%	28%	33% de	20%	20%	39% de	39% hij	28% ij	17%	17%	25%	22%	30% l	36% kl	28%	24%	35% op	38% op

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC9 (QK4). SHOWCARD Which of the following types of services do you think you would be calling, if you dialled an 0870 number? (SINGLE CODE) PROMPTED

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Business number	917	837	81	545	367	551	352
	41%	43%	27%	43%	38%	41%	43%
		b		d			
Customer service line	887	785	102	565	317	530	336
	40%	40%	35%	45%	33%	39%	41%
				d			
Competition line	326	276	50	206	121	206	113
	15%	14%	17%	16%	12%	15%	14%
				d			
Information updates	255	220	35	171	85	151	102
	11%	11%	12%	14%	9%	11%	12%
				d			
Entertainment (e.g. adult/ chat lines)	227	193	34	139	88	132	90
	10%	10%	12%	11%	9%	10%	11%
Voting	134	111	23	81	53	79	53
	6%	6%	8%	6%	5%	6%	6%
Residential home number in the UK	45	41	4	21	24	31	14
	2%	2%	1%	2%	2%	2%	2%
Other	35	28	7	17	18	22	13
	2%	1%	2%	1%	2%	2%	2%
Don't know	626	519	106	270	352	375	227
	28%	27%	36%	22%	36%	28%	28%
			a		c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE)

Base : All respondents

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample		2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total		2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
One	(1.0)	471	227	244	40	73	111	247	172	73	50	26	83	128	67	193	356	68	33	14
		21%	21%	21%	14%	17%	14%	34% cde	46% hij	29% ij	20% j	6%	15%	19%	16%	32% klm	19%	35% or	30% or	22%
Two	(2.0)	859	394	464	84	242	276	256	82	100	120	199	222	286	162	188	729	70	37	22
		38%	37%	40%	28%	55% cef	36% c	35% c	22%	39% g	48% gh	47% gh	40% n	43% n	39% n	31%	39%	36%	34%	35%
Three	(3.0)	381	188	192	65	64	193	58	26	31	46	93	116	101	85	79	337	16	15	13
		17%	18%	16%	22% df	15% f	25% df	8%	7%	12% g	18% gh	22% gh	21% ln	15%	21% ln	13%	18% p	8%	13%	20% pq
Four or more	(4.0)	379	192	187	102	55	185	37	24	33	29	100	122	116	71	70	334	21	14	10
		17%	18%	16%	35% def	13% f	24% df	5%	6%	13% g	12% g	24% ghi	22% n	18% n	17% n	12%	18% p	11%	13%	17% p
None	(0.0)	150	72	78	3	3	8	135	71	17	4	1	19	33	26	72	116	20	11	3
		7%	7%	7%	1%	1%	1%	18% cde	19% hij	7% ij	1%	*%	3%	5%	6% k	12% klm	6% o	10% o	10%	6%
Don't know		1	1	1	-	-	1	-	1	-	-	-	-	-	-	1	1	-	-	-
		*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
Mean mobiles in household		2.2	2.2	2.1	2.8 def	2.2 f	2.6 df	1.5	1.4	2.0 g	2.2 gh	2.6 ghi	2.4 lmn	2.2 n	2.3 n	1.8	2.2 pq	1.7	1.9	2.2 pq
Standard deviation		1.14	1.16	1.12	1.10	.89	1.04	1.04	1.06	1.10	.94	.92	1.09	1.09	1.12	1.16	1.13	1.09	1.16	1.14
Standard error		.02	.03	.03	.06	.04	.03	.03	.05	.06	.05	.04	.04	.04	.05	.04	.03	.07	.07	.07

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE)

Base : All respondents

		Total	URBANITY		WORKING		DEPRIVATION LEVEL	
			URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2749	2321	428	1320	1417	1539	957
Effective Weighted Sample		2240	1923	320	1091	1209	1304	830
Total		2240	1946	294	1253	975	1356	822
One	(1.0)	471 21%	410 21%	61 21%	177 14%	293 30% c	264 19%	193 23% e
Two	(2.0)	859 38%	742 38%	117 40%	547 44% d	306 31%	530 39%	306 37%
Three	(3.0)	381 17%	339 17%	42 14%	263 21% d	115 12%	252 19% f	116 14%
Four or more	(4.0)	379 17%	330 17%	49 17%	256 20% d	121 12%	235 17%	134 16%
None	(0.0)	150 7%	124 6%	26 9%	11 1%	138 14% c	75 6%	71 9% e
Don't know		1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%
Mean mobiles in household		2.2	2.2	2.1	2.5 d	1.8	2.2 f	2.1
Standard deviation		1.14	1.14	1.16	1.00	1.20	1.12	1.17
Standard error		.02	.02	.06	.03	.03	.03	.04

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

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QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. (SINGLE CODE)

Base : All respondents

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample		2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total		2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
No	(0.0)	60	32	28	6	1	10	43	11	9	5	4	10	12	14	24	49	6	4	1
		3%	3%	2%	2%	*%	1%	6%	3%	3%	2%	1%	2%	2%	3%	4%	3%	3%	3%	2%
					d			cde	j	j						kl				
1	(1.0)	1868	871	997	277	393	679	520	279	213	225	362	470	572	342	484	1560	167	89	52
		83%	81%	86%	94%	90%	88%	71%	74%	84%	91%	86%	84%	86%	83%	80%	83%	85%	81%	84%
				a	def	f	f		g	gh	g			n						
2	(2.0)	142	84	58	7	35	69	31	9	13	15	48	58	43	23	18	129	2	6	5
		6%	8%	5%	2%	8%	9%	4%	2%	5%	6%	11%	10%	6%	6%	3%	7%	1%	5%	8%
			b			cf	cf				g	ghi	lmn	n	n		p		p	p
3	(3.0)	9	8	1	1	2	3	3	3	1	*	1	2	1	3	3	8	-	*	*
		*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	-%	*%	*%
			b																	
4 or more	(4.0)	9	7	3	-	2	5	2	2	1	-	3	3	3	3	-	9	-	-	-
		*%	1%	*%	-%	1%	1%	*%	1%	*%	-%	1%	1%	*%	1%	-%	1%	-%	-%	-%
													n		n					
No mobiles in household	(0.0)	151	72	79	3	3	10	135	71	17	4	1	19	33	26	74	117	20	11	3
		7%	7%	7%	1%	1%	1%	18%	19%	7%	1%	*%	3%	5%	6%	12%	6%	10%	10%	6%
								cde	hij	ij					k	klm		o	o	
Mean mobiles used		1.0	1.0	1.0	1.0	1.1	1.1	.8	.8	1.0	1.0	1.1	1.1	1.0	1.0	.9	1.0	.9	.9	1.0
			b		f	cf	cf			g	g	ghi	lmn	n	n		pq			p
Standard deviation		.46	.51	.41	.25	.39	.42	.54	.55	.44	.31	.43	.46	.43	.49	.45	.47	.36	.45	.42
Standard error		.01	.01	.01	.01	.02	.01	.02	.02	.02	.02	.02	.02	.02	.02	.02	.01	.02	.03	.03

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. (SINGLE CODE)

Base : All respondents

		Total	URBANITY		WORKING		DEPRIVATION LEVEL	
			URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2749	2321	428	1320	1417	1539	957
Effective Weighted Sample		2240	1923	320	1091	1209	1304	830
Total		2240	1946	294	1253	975	1356	822
No	(0.0)	60	46	14	15	45	37	21
		3%	2%	5%	1%	5%	3%	3%
				a		c		
1	(1.0)	1868	1636	232	1103	754	1140	677
		83%	84%	79%	88%	77%	84%	82%
			b		d			
2	(2.0)	142	125	17	112	30	94	44
		6%	6%	6%	9%	3%	7%	5%
					d			
3	(3.0)	9	8	1	6	3	7	2
		*%	*%	*%	*%	*%	1%	*%
4 or more	(4.0)	9	6	4	6	4	3	6
		*%	*%	1%	*%	*%	*%	1%
				a				
No mobiles in household	(0.0)	151	125	26	11	140	75	72
		7%	6%	9%	1%	14%	6%	9%
						c		e
Mean mobiles used		1.0	1.0	1.0	1.1	.9	1.0	1.0
					d			
Standard deviation		.46	.44	.57	.40	.50	.44	.49
Standard error		.01	.01	.03	.01	.01	.01	.02

Columns Tested: a,b - c,d - e,f

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QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
O2 (formerly BTCellnet)	520	245	275	87	125	182	125	74	55	66	113	124	159	112	125	412	52	15	41
	26%	25%	26%	31%	29%	24%	23%	25%	24%	27%	27%	23%	26%	30%	25%	24%	31%	15%	72%
				ef	f									k		q	oq		opq
Orange	465	224	241	65	101	159	140	58	55	49	100	130	137	97	101	381	32	47	5
	23%	23%	23%	23%	23%	21%	25%	20%	24%	20%	24%	24%	22%	26%	20%	22%	19%	49%	9%
														n		r	r	opr	
Vodafone	388	186	202	45	80	163	100	60	37	48	94	111	114	68	95	338	32	12	6
	19%	19%	19%	16%	19%	22%	18%	20%	16%	20%	23%	21%	18%	18%	19%	20%	19%	12%	11%
						c										qr	r		
TMobile (formerly One2One)	302	140	162	53	71	106	72	41	43	38	53	80	102	44	76	267	23	11	1
	15%	14%	15%	19%	16%	14%	13%	14%	19%	16%	13%	15%	16%	12%	15%	16%	13%	11%	2%
				f									m			r	r	r	
'3'	122	63	59	17	30	58	16	16	12	13	27	30	42	22	28	106	11	3	2
	6%	7%	6%	6%	7%	8%	3%	5%	5%	5%	6%	6%	7%	6%	6%	6%	6%	3%	4%
				f	f	f													
Virgin Media/ Any Virgin	106	52	54	6	11	42	47	22	15	8	15	32	26	14	33	94	9	2	*
	5%	5%	5%	2%	2%	6%	8%	8%	7%	3%	4%	6%	4%	4%	7%	5%	5%	2%	1%
						cd	cde	ij								r	r		
Tesco	76	40	37	5	9	32	31	15	6	13	7	14	24	8	31	64	7	5	*
	4%	4%	3%	2%	2%	4%	5%	5%	3%	5%	2%	3%	4%	2%	6%	4%	4%	6%	*%
							cd	j		j					km	r	r	r	
Talk Mobile (Carphone Warehouse)	10	1	9	-	2	5	3	1	1	1	2	5	1	1	3	8	2	*	*
	*%	*%	1%	-%	1%	1%	*%	*%	1%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%
			a																
Other	22	12	10	4	2	7	9	2	3	2	1	6	8	2	6	21	1	*	*
	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	*%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Don't know	18	6	12	1	1	2	14	5	2	2	-	2	6	3	7	16	1	-	*
	1%	1%	1%	*%	*%	*%	2% cde	2% j	1%	1%	-%	*%	1%	1%	1%	1%	1%	-%	*%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
O2 (formerly BTCellnet)	520 26%	449 25%	70 28%	317 26%	198 25%	312 25%	167 23%
Orange	465 23%	394 22%	72 28% a	292 24%	172 22%	321 26% f	139 19%
Vodafone	388 19%	330 19%	58 23%	242 20%	146 19%	261 21% f	121 17%
TMobile (formerly One2One)	302 15%	279 16% b	23 9%	180 15%	117 15%	157 13%	144 20% e
'3'	122 6%	111 6%	11 4%	83 7%	37 5%	65 5%	54 7%
Virgin Media/ Any Virgin	106 5%	99 6% b	6 3%	54 4%	51 6% c	55 4%	51 7% e
Tesco	76 4%	67 4%	9 4%	39 3%	37 5%	47 4%	29 4%
Talk Mobile (Carphone Warehouse)	10 *%	9 1%	1 *%	6 *%	4 1%	6 *%	4 1%
Other	22 1%	21 1%	1 1%	10 1%	12 1%	11 1%	11 2%
Don't know	18 1%	15 1%	3 1%	3 *%	15 2% c	9 1%	9 1%

Columns Tested: a,b - c,d - e,f

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QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the HTC Desire.

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Yes	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
	45%	48%	41%	68%	64%	45%	18%	27%	40%	40%	59%	53%	50%	44%	30%	47%	35%	34%	34%
		b		ef	ef	f			g	g	ghi	mn	mn	n		pqr			
No	1116	499	618	90	157	415	455	213	137	144	169	250	307	207	353	906	109	64	38
	55%	51%	58%	32%	36%	55%	82%	73%	60%	60%	41%	47%	50%	56%	70%	53%	65%	66%	66%
			a			cd	cde	hij	j	j				kl	klm		o	o	o
Don't know	5	1	4	1	-	3	2	1	1	-	-	2	1	1	1	5	1	-	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the HTC Desire.

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Yes	907	797	109	675	225	578	310
	45%	45%	43%	55%	29%	46%	43%
				d			
No	1116	972	145	551	561	660	418
	55%	55%	57%	45%	71%	53%	57%
					c		
Don't know	5	5	-	2	4	5	-
	*%	*%	-%	*%	*%	*%	-%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD5 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Prepay/ Pay as you go	859	395	464	106	127	251	375	200	112	99	100	163	214	144	339	689	90	47	33
	42%	41%	44%	37%	29%	33%	68%	68%	49%	41%	24%	31%	35%	39%	67%	40%	53%	49%	58%
				d			cde	hij	j	j				k	klm		o	o	o
Postpay/ monthly contract	1158	570	588	178	306	496	179	92	112	140	311	366	403	227	162	1008	78	48	23
	57%	59%	56%	62%	71%	66%	32%	32%	49%	58%	75%	69%	65%	61%	32%	59%	46%	50%	41%
				f	cf	f			g	g	ghi	mn	n	n		pqr			
Other	6	3	3	-	-	5	1	-	-	*	2	3	2	-	1	5	-	*	-
	*%	*%	*%	-%	-%	1%	*%	-%	-%	*%	1%	1%	*%	-%	*%	*%	-%	*%	-%
Don't know	6	2	4	1	-	4	*	*	3	1	-	1	*	1	4	4	1	*	1
	*%	*%	*%	*%	-%	1%	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	1%	1%
									j										
CONTRACT TYPE																			
Subsidised handset	1002	496	506	148	280	428	145	74	95	124	277	307	355	201	140	870	70	43	19
	49%	51%	48%	52%	65%	57%	26%	25%	42%	52%	67%	57%	57%	54%	28%	51%	41%	45%	33%
				f	cef	f			g	gh	ghi	n	n	n		pr		r	
SIM only	111	53	58	21	19	48	23	16	11	14	28	34	40	20	17	98	5	4	4
	5%	6%	5%	8%	4%	6%	4%	6%	5%	6%	7%	6%	6%	5%	3%	6%	3%	4%	8%
				f								n	n						p

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD5 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Prepay/ Pay as you go	859	748	111	338	518	479	347
	42%	42%	44%	28%	66%	39%	48%
					c		e
Postpay/ monthly contract	1158	1016	142	881	270	758	376
	57%	57%	56%	72%	34%	61%	52%
				d		f	
Other	6	5	*	6	-	4	2
	*%	*%	*%	*%	-%	*%	*%
				d			
Don't know	6	5	1	3	2	3	2
	*%	*%	*%	*%	*%	*%	*%
CONTRACT TYPE							
Subsidised handset	1002	878	124	780	217	646	337
	49%	49%	49%	64%	27%	52%	46%
				d		f	
SIM only	111	101	10	74	36	74	33
	5%	6%	4%	6%	5%	6%	5%

Columns Tested: a,b - c,d - e,f

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QD6 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	~r
Unweighted total	1255	617	638	193	313	537	212	118	128	164	315	358	434	273	190	961	99	101	94
Effective Weighted Sample	1046	518	528	162	254	456	176	98	107	132	270	299	366	226	162	855	97	96	93
Total	1158	570	588	178	306	496	179	92	112	140	311	366	403	227	162	1008	78	48	23
Handset and contract	1002	496	506	148	280	428	145	74	95	124	277	307	355	201	140	870	**	43	**
	87%	87%	86%	84%	92% cef	86%	81%	80%	85%	89%	89% g	84%	88%	89%	86%	86%	**	90%	**
SIM card only	111	53	58	21	19	48	23	16	11	14	28	34	40	20	17	98	**	4	**
	10%	9%	10%	12% d	6%	10%	13% d	18% j	10%	10%	9%	9%	10%	9%	11%	10%	**	8%	**
Don't know	45	21	24	8	6	20	11	2	6	2	6	25	8	6	5	40	**	1	**
	4%	4%	4%	4%	2%	4%	6% d	2%	5%	1%	2%	7% lm	2%	3%	3%	4%	**	3%	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD6 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1255	1077	178	885	364	771	390
Effective Weighted Sample	1046	912	134	746	313	670	339
Total	1158	1016	142	881	270	758	376
Handset and contract	1002	878	124	780	217	646	337
	87%	86%	87%	89%	80%	85%	90%
				d			
SIM card only	111	101	10	74	36	74	33
	10%	10%	7%	8%	13%	10%	9%
					c		
Don't know	45	37	8	27	17	38	6
	4%	4%	6%	3%	6%	5%	2%
					c	f	

Columns Tested: a,b - c,d - e,f

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QD7A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			FEMALE					UNDER	£11.5K-	£17.5K-						ENG	SCOT		
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Every day	1320	587	733	253	359	554	155	152	139	156	309	366	422	238	294	1106	117	55	42
	65%	61%	69%	89%	83%	73%	28%	52%	61%	65%	75%	69%	68%	64%	58%	65%	69%	58%	73%
			a	def	ef	f			g	g	ghi	n	n			q	q		oq
Several times a week	268	124	143	22	47	107	91	49	26	34	43	60	73	53	81	222	18	21	6
	13%	13%	14%	8%	11%	14%	16%	17%	11%	14%	10%	11%	12%	14%	16%	13%	11%	22%	11%
						c	cd	j							kl			opr	
At least once a week	148	86	62	6	15	51	76	23	17	17	40	42	44	24	38	134	10	2	2
	7%	9%	6%	2%	4%	7%	14%	8%	7%	7%	10%	8%	7%	6%	8%	8%	6%	3%	3%
		b				cd	cde									qr			
At least once a month	82	45	37	1	6	20	54	17	13	12	8	25	22	10	25	71	4	5	1
	4%	5%	3%	1%	1%	3%	10%	6%	6%	5%	2%	5%	3%	3%	5%	4%	2%	6%	2%
						c	cde	j	j	j									
A few times a year	39	23	16	1	1	4	33	7	8	5	2	9	13	6	11	34	3	2	-
	2%	2%	2%	*%	*%	1%	6%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	-%
							cde	j	j							r	r	r	
Less than once a year	15	8	6	-	-	2	13	1	3	1	3	4	5	1	5	13	1	1	-
	1%	1%	1%	-%	-%	*%	2%	*%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	-%
							cde												
Never	153	93	60	*	3	16	133	43	23	15	9	27	39	37	50	122	16	9	6
	8%	10%	6%	*%	1%	2%	24%	15%	10%	6%	2%	5%	6%	10%	10%	7%	9%	9%	11%
		b				c	cde	ij	j	j				kl	kl				o
Don't know	4	3	1	-	2	1	1	2	-	-	-	-	1	2	1	4	-	*	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	-%	-%	-%	*%	1%	*%	*%	-%	*%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD7A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Every day	1320	1173	147	917	396	803	475
	65%	66%	58%	75%	50%	65%	65%
		b		d			
Several times a week	268	231	37	158	107	165	97
	13%	13%	14%	13%	14%	13%	13%
At least once a week	148	126	23	80	69	96	51
	7%	7%	9%	6%	9%	8%	7%
At least once a month	82	67	15	26	54	57	24
	4%	4%	6%	2%	7%	5%	3%
					c		
A few times a year	39	36	3	12	27	25	14
	2%	2%	1%	1%	3%	2%	2%
					c		
Less than once a year	15	13	1	4	11	8	7
	1%	1%	1%	*%	1%	1%	1%
					c		
Never	153	125	28	27	126	88	59
	8%	7%	11%	2%	16%	7%	8%
			a		c		
Don't know	4	4	-	4	*	2	2
	*%	*%	-%	*%	*%	*%	*%
Columns Tested: a,b - c,d - e,f							

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 29

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD7B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Every day	1218	586	632	227	309	504	178	132	123	141	287	340	387	231	259	1016	108	51	43
	60%	60%	60%	80%	71%	67%	32%	45%	54%	59%	69%	64%	63%	62%	51%	60%	64%	53%	76%
				def	f	f			g	g	ghi	n	n	n			q		opq
Several times a week	402	180	221	40	86	154	121	62	44	51	71	96	117	73	116	335	32	26	9
	20%	19%	21%	14%	20%	20%	22%	21%	19%	21%	17%	18%	19%	20%	23%	20%	19%	27%	15%
						c	c											or	
At least once a week	184	83	102	11	21	60	92	45	28	19	34	39	53	31	61	158	14	10	2
	9%	9%	10%	4%	5%	8%	17%	15%	12%	8%	8%	7%	9%	8%	12%	9%	9%	10%	4%
						c	cde	ij							k	r	r	r	
At least once a month	127	63	65	4	10	24	89	26	18	18	14	39	34	17	38	111	10	5	2
	6%	6%	6%	1%	2%	3%	16%	9%	8%	8%	3%	7%	5%	4%	8%	6%	6%	5%	3%
							cde	j	j	j						r			
A few times a year	70	39	30	-	3	11	56	20	9	7	8	13	19	16	22	62	4	3	1
	3%	4%	3%	-%	1%	1%	10%	7%	4%	3%	2%	2%	3%	4%	4%	4%	2%	3%	1%
						c	cde	ij								r			
Less than once a year	9	5	4	-	1	-	8	2	2	2	-	1	3	1	4	9	-	-	-
	*%	1%	*%	-%	*%	-%	1%	1%	1%	1%	-%	*%	*%	*%	1%	1%	-%	-%	-%
							ce												
Never	14	12	2	2	1	1	10	4	4	2	-	3	5	1	5	11	1	1	*
	1%	1%	*%	1%	*%	*%	2%	1%	2%	1%	-%	1%	1%	*%	1%	1%	*%	1%	1%
		b					de	j	j										
Don't know	4	2	2	-	2	1	1	2	-	-	-	1	1	2	-	4	-	*	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	-%	-%	*%	*%	1%	-%	*%	-%	*%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD7B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Every day	1218	1089	129	867	345	728	446
	60%	61%	51%	71%	44%	59%	61%
		b		d			
Several times a week	402	344	58	227	171	253	140
	20%	19%	23%	18%	22%	20%	19%
At least once a week	184	155	29	85	100	117	65
	9%	9%	12%	7%	13%	9%	9%
					c		
At least once a month	127	105	23	28	98	89	37
	6%	6%	9%	2%	12%	7%	5%
					c		
A few times a year	70	62	8	15	55	41	28
	3%	3%	3%	1%	7%	3%	4%
					c		
Less than once a year	9	7	2	-	9	6	4
	*%	*%	1%	-%	1%	*%	*%
					c		
Never	14	9	5	3	11	7	7
	1%	1%	2%	*%	1%	1%	1%
			a		c		
Don't know	4	4	-	3	1	2	2
	*%	*%	-%	*%	*%	*%	*%

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

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Table 30

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QD7C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	975	506	469	221	277	361	116	106	100	113	242	263	330	197	185	753	77	66	79
Effective Weighted Sample	808	424	384	181	224	310	97	86	82	90	206	222	279	164	152	667	75	63	78
Total	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
Every day	576	305	271	137	187	216	36	42	53	68	169	187	215	88	86	502	**	**	**
	64%	65%	62%	71%	68%	64%	37%	54%	59%	71%	69%	66%	69%	54%	57%	63%	**	**	**
				f	f	f				g	g	m	mn						
Several times a week	117	71	46	27	33	39	17	19	10	10	23	38	36	22	21	101	**	**	**
	13%	15%	11%	14%	12%	12%	17%	24%	11%	11%	9%	13%	11%	13%	14%	13%	**	**	**
								hij											
At least once a week	68	26	42	9	20	30	9	5	7	8	18	18	20	20	10	62	**	**	**
	8%	5%	10%	5%	7%	9%	9%	6%	8%	9%	7%	6%	6%	13%	7%	8%	**	**	**
			a											kl					
At least once a month	32	18	14	2	8	13	9	2	4	1	9	8	14	1	9	28	**	**	**
	4%	4%	3%	1%	3%	4%	9%	2%	4%	1%	3%	3%	4%	1%	6%	4%	**	**	**
							cde						m		m				
A few times a year	5	3	3	1	-	4	*	-	-	-	1	3	-	1	1	5	**	**	**
	1%	1%	1%	*%	-%	1%	*%	-%	-%	-%	1%	1%	-%	1%	*%	1%	**	**	**
Less than once a year	6	4	3	2	2	-	3	1	1	-	2	3	2	-	2	6	**	**	**
	1%	1%	1%	1%	1%	-%	3%	1%	1%	-%	1%	1%	1%	-%	1%	1%	**	**	**
							e												
Never	94	39	54	15	24	34	22	9	15	8	19	19	25	28	20	83	**	**	**
	10%	8%	12%	8%	9%	10%	22%	11%	16%	9%	8%	7%	8%	17%	14%	10%	**	**	**
							cde		j					kl	k				
Don't know	8	5	3	1	3	3	2	1	1	-	5	6	-	2	1	8	**	**	**
	1%	1%	1%	*%	1%	1%	2%	1%	1%	-%	2%	2%	-%	1%	1%	1%	**	**	**
												l							

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD7C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	975	837	138	670	299	573	323
Effective Weighted Sample	808	708	100	563	254	497	281
Total	907	797	109	675	225	578	310
Every day	576	510	65	442	130	376	188
	64%	64%	60%	66%	58%	65%	61%
				d			
Several times a week	117	102	15	85	29	80	34
	13%	13%	14%	13%	13%	14%	11%
At least once a week	68	58	10	53	15	43	24
	8%	7%	9%	8%	7%	7%	8%
At least once a month	32	28	5	23	9	20	11
	4%	3%	4%	3%	4%	3%	4%
A few times a year	5	4	1	3	2	3	2
	1%	1%	1%	1%	1%	1%	1%
Less than once a year	6	6	-	4	2	3	4
	1%	1%	-%	1%	1%	*%	1%
Never	94	80	13	58	35	49	43
	10%	10%	12%	9%	15%	9%	14%
					c		e
Don't know	8	8	-	5	3	5	4
	1%	1%	-%	1%	1%	1%	1%

Columns Tested: a,b - c,d - e,f

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QD7D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use apps or applications? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	975	506	469	221	277	361	116	106	100	113	242	263	330	197	185	753	77	66	79
Effective Weighted Sample	808	424	384	181	224	310	97	86	82	90	206	222	279	164	152	667	75	63	78
Total	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
Every day	502	268	234	132	164	178	28	39	40	54	155	170	176	79	77	441	**	**	**
	55%	57%	54%	68% ef	59% f	53% f	28%	50%	44%	57%	63% gh	60% m	57%	49%	51%	55%	**	**	**
Several times a week	114	63	51	26	32	44	12	16	13	11	26	28	39	26	20	94	**	**	**
	13%	13%	12%	14%	12%	13%	12%	21% j	14%	11%	11%	10%	13%	16%	13%	12%	**	**	**
At least once a week	74	35	39	9	22	30	13	4	10	9	17	18	32	13	10	63	**	**	**
	8%	7%	9%	5%	8%	9%	13% c	5%	11%	9%	7%	7%	10%	8%	7%	8%	**	**	**
At least once a month	42	21	20	6	10	19	7	2	8	4	10	10	14	8	10	37	**	**	**
	5%	5%	5%	3%	4%	6%	8%	3%	9%	5%	4%	4%	5%	5%	7%	5%	**	**	**
A few times a year	15	6	9	1	6	4	4	-	3	1	7	8	4	-	3	14	**	**	**
	2%	1%	2%	*%	2%	1%	4% c	-%	3%	1%	3%	3% m	1%	-%	2%	2%	**	**	**
Less than once a year	7	3	4	2	2	1	2	-	1	-	2	5	1	-	1	6	**	**	**
	1%	1%	1%	1%	1%	*%	2%	-%	1%	-%	1%	2%	*%	-%	1%	1%	**	**	**
Never	139	64	75	17	38	55	29	15	15	16	23	35	42	35	27	125	**	**	**
	15%	14%	17%	9%	14%	16% c	30% cde	20% j	16%	17%	10%	13%	13%	22% kl	18%	16%	**	**	**
Don't know	15	10	5	1	3	8	4	1	1	-	5	7	3	2	3	15	**	**	**
	2%	2%	1%	*%	1%	2%	4% c	1%	1%	-%	2%	2%	1%	1%	2%	2%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD7D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use apps or applications? (SINGLE CODE)

Base : Those with a smartphone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	975	837	138	670	299	573	323
Effective Weighted Sample	808	708	100	563	254	497	281
Total	907	797	109	675	225	578	310
Every day	502	441	61	377	120	321	169
	55%	55%	56%	56%	53%	55%	55%
Several times a week	114	102	12	89	24	72	40
	13%	13%	11%	13%	11%	12%	13%
At least once a week	74	68	6	58	16	52	19
	8%	8%	5%	9%	7%	9%	6%
At least once a month	42	33	8	32	9	27	14
	5%	4%	8%	5%	4%	5%	5%
A few times a year	15	11	4	11	4	7	8
	2%	1%	4%	2%	2%	1%	2%
Less than once a year	7	6	*	5	2	3	4
	1%	1%	*%	1%	1%	*%	1%
Never	139	122	17	92	47	89	48
	15%	15%	16%	14%	21%	15%	15%
					c		
Don't know	15	15	-	11	4	7	8
	2%	2%	-%	2%	2%	1%	3%

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			FEMALE					UNDER	£11.5K-	£17.5K-						ENG	SCOT		
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Send/ receive text messages (SMS)	1756	822	934	270	409	699	378	232	185	207	390	483	542	310	422	1482	143	82	48
	87%	85%	88%	95%	95%	93%	68%	79%	81%	86%	94%	90%	87%	84%	84%	87%	85%	86%	85%
			a	f	f	f					ghi	mn							
											g								
Use your phone as a camera	1216	551	665	233	314	491	177	133	121	147	303	343	397	219	256	1035	102	45	33
	60%	57%	63%	82%	73%	65%	32%	46%	53%	61%	73%	64%	64%	59%	51%	61%	60%	47%	59%
			a	def	ef	f				g	ghi	n	n	n		q	q		q
Send/ receive messages with pictures/ images	766	370	396	153	228	306	80	63	69	85	218	235	273	134	124	654	64	27	21
	38%	38%	37%	54%	53%	40%	14%	21%	30%	35%	53%	44%	44%	36%	24%	38%	38%	28%	36%
				ef	ef	f			g	g	ghi	mn	mn	n		q	q		
Accessing the internet	764	384	380	179	235	281	69	75	74	80	202	242	256	129	137	665	50	30	18
	38%	40%	36%	63%	54%	37%	12%	26%	33%	33%	49%	45%	41%	35%	27%	39%	30%	32%	32%
				def	ef	f					g	ghi	mn	mn	n	pq			
Send/ receive emails (not SMS)	604	320	283	130	181	234	59	40	49	61	182	210	228	90	75	521	50	20	13
	30%	33%	27%	46%	42%	31%	11%	14%	22%	25%	44%	39%	37%	24%	15%	31%	29%	21%	22%
		b		ef	ef	f			g	g	ghi	mn	mn	n		qr			
Upload pictures to PC/laptop	549	278	271	133	157	205	54	57	53	62	145	174	203	86	86	488	29	16	15
	27%	29%	26%	47%	36%	27%	10%	20%	23%	26%	35%	33%	33%	23%	17%	29%	17%	17%	26%
				def	ef	f					ghi	mn	mn	n		pq			pq
Visiting social networking sites	487	226	261	149	164	154	21	56	52	49	121	136	174	82	95	419	37	18	12
	24%	23%	25%	52%	38%	20%	4%	19%	23%	21%	29%	25%	28%	22%	19%	25%	22%	19%	22%
				def	ef	f					gi	n	mn						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Download applications or programs directly to your phone	443	251	192	121	134	158	30	39	36	47	122	148	157	68	69	392	26	14	11
	22%	26%	18%	42%	31%	21%	5%	13%	16%	20%	29%	28%	25%	18%	14%	23%	16%	14%	19%
		b		def	ef	f				g	ghi	mn	mn	n		pq			
Listen to music using MP3 function	423	244	179	134	137	136	16	50	51	53	105	116	151	72	84	379	19	13	13
	21%	25%	17%	47%	32%	18%	3%	17%	22%	22%	25%	22%	24%	19%	17%	22%	11%	13%	22%
		b		def	ef	f					g	n	n			pq			pq
Use IM/ Instant messaging	421	209	212	124	128	135	34	41	40	46	123	137	152	65	67	374	18	20	9
	21%	22%	20%	44%	30%	18%	6%	14%	17%	19%	30%	26%	25%	17%	13%	22%	11%	20%	16%
				def	ef	f					ghi	mn	mn			pr		p	
Play games which come pre-installed, by yourself	418	241	177	120	131	135	31	44	42	50	113	108	146	86	77	374	21	9	14
	21%	25%	17%	42%	30%	18%	6%	15%	18%	21%	27%	20%	24%	23%	15%	22%	12%	10%	24%
		b		def	ef	f					gh	n	n	n		pq			pq
Accessing/ receiving news	292	184	109	59	92	116	26	17	24	24	102	120	112	33	27	263	18	7	5
	14%	19%	10%	21%	21%	15%	5%	6%	11%	10%	25%	23%	18%	9%	5%	15%	11%	7%	9%
		b		ef	ef	f			g		ghi	mn	mn	n		qr			
Record video clips using the phone	288	144	144	86	79	108	15	29	24	33	91	91	101	49	47	256	16	8	8
	14%	15%	14%	30%	18%	14%	3%	10%	10%	14%	22%	17%	16%	13%	9%	15%	9%	8%	15%
				def	f	f					ghi	n	n			pq			q
Send/ receive video clips	252	143	110	68	76	89	19	16	23	17	83	90	91	37	35	225	15	6	6
	12%	15%	10%	24%	17%	12%	3%	5%	10%	7%	20%	17%	15%	10%	7%	13%	9%	7%	11%
		b		def	ef	f			g		ghi	mn	mn			q			
Listen to FM radio	246	148	98	71	84	76	15	30	22	25	61	68	85	41	53	211	20	6	9
	12%	15%	9%	25%	19%	10%	3%	10%	10%	10%	15%	13%	14%	11%	10%	12%	12%	7%	16%
		b		ef	ef	f										q			q

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Accessing/ receiving sports/ team news/ scores	231	172	60	58	72	82	19	13	16	16	72	82	88	36	25	206	12	8	5
	11%	18%	6%	21%	17%	11%	3%	5%	7%	7%	17%	15%	14%	10%	5%	12%	7%	8%	8%
		b		ef	ef	f					ghi	mn	mn	n		p			
Play games which come pre-installed, with others	211	123	88	63	63	77	9	19	11	30	59	51	85	35	40	181	17	8	5
	10%	13%	8%	22%	14%	10%	2%	6%	5%	13%	14%	10%	14%	10%	8%	11%	10%	9%	9%
		b		def	ef	f				gh	gh		kmn						
Download a new video clip	137	89	48	39	54	40	5	9	10	11	44	51	48	19	19	128	3	4	4
	7%	9%	5%	14%	12%	5%	1%	3%	4%	5%	11%	10%	8%	5%	4%	7%	2%	4%	6%
		b		ef	ef	f					ghi	mn	n			pq			p
Video streaming	121	90	32	36	44	36	5	10	7	14	43	47	42	18	14	112	5	2	3
	6%	9%	3%	13%	10%	5%	1%	3%	3%	6%	10%	9%	7%	5%	3%	7%	3%	2%	5%
		b		ef	ef	f					gh	mn	n			pq			
Listen to Podcasts	106	64	42	21	41	40	5	7	11	18	38	40	43	13	10	90	7	6	3
	5%	7%	4%	7%	9%	5%	1%	2%	5%	8%	9%	8%	7%	4%	2%	5%	4%	6%	5%
		b		f	ef	f				g	g	mn	mn						
Using VoIP service e.g. Skype	106	59	47	27	33	40	6	13	8	11	30	43	36	10	16	94	5	2	5
	5%	6%	4%	9%	8%	5%	1%	5%	4%	5%	7%	8%	6%	3%	3%	6%	3%	2%	9%
				ef	f	f						mn	mn			q			opq
Video calling	97	62	35	35	24	31	7	6	10	8	29	33	36	14	14	91	3	1	3
	5%	6%	3%	12%	6%	4%	1%	2%	5%	3%	7%	6%	6%	4%	3%	5%	2%	1%	5%
		b		def	f	f					g	n	n			pq			pq
TV streaming	88	61	27	27	31	25	5	7	10	9	22	27	34	14	13	80	3	1	4
	4%	6%	3%	9%	7%	3%	1%	2%	4%	4%	5%	5%	6%	4%	3%	5%	2%	1%	6%
		b		ef	ef	f					g	n	n			q			pq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Other	15	9	5	2	2	8	3	*	-	4	1	3	4	4	3	9	4	1	1
	1%	1%	1%	1%	1%	1%	1%	*%	-%	2%	*%	1%	1%	1%	1%	1%	2%	1%	2%
										g							o		o
WEB/ DATA ACCESS	942	475	466	215	286	353	89	92	94	103	246	290	324	156	172	817	62	40	23
	46%	49%	44%	75%	66%	47%	16%	31%	41%	43%	59%	54%	52%	42%	34%	48%	37%	41%	40%
		b		def	ef	f			g	g	ghi	mn	mn	n		pr			
LISTEN TO AUDIO CONTENT	517	294	224	159	160	169	29	61	62	61	126	144	177	90	106	458	29	15	16
	25%	30%	21%	56%	37%	22%	5%	21%	27%	26%	30%	27%	29%	24%	21%	27%	17%	15%	28%
		b		def	ef	f					g	n	n			pq			pq
PLAY GAMES	478	265	212	136	142	167	33	49	46	60	128	121	170	94	94	426	24	12	15
	24%	27%	20%	48%	33%	22%	6%	17%	20%	25%	31%	23%	27%	25%	19%	25%	14%	12%	26%
		b		def	ef	f				g	gh			n	n	pq			pq
DOWNLOAD APPLICATIONS	443	251	192	121	134	158	30	39	36	47	122	148	157	68	69	392	26	14	11
	22%	26%	18%	42%	31%	21%	5%	13%	16%	20%	29%	28%	25%	18%	14%	23%	16%	14%	19%
		b		def	ef	f				g	ghi	mn	mn	n		pq			
WATCHING AV CONTENT	211	137	74	60	81	61	8	15	17	22	65	73	75	34	29	195	7	4	5
	10%	14%	7%	21%	19%	8%	2%	5%	8%	9%	16%	14%	12%	9%	6%	11%	4%	4%	10%
		b		ef	ef	f					ghi	mn	n	n		pq			pq
None of these	186	103	83	1	9	21	155	43	32	18	15	37	56	39	54	152	18	10	6
	9%	11%	8%	*%	2%	3%	28%	15%	14%	7%	4%	7%	9%	11%	11%	9%	11%	10%	11%
		b				c	cde	ij	ij	j					k				
Don't know	2	1	1	-	-	-	2	1	-	1	-	-	1	1	1	2	-	-	-
	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Send/ receive text messages (SMS)	1756	1548	208	1139	608	1080	628
	87%	87%	82%	93%	77%	87%	86%
		b		d			
Use your phone as a camera	1216	1066	149	843	364	759	423
	60%	60%	59%	69%	46%	61%	58%
				d			
Send/ receive messages with pictures/ images	766	658	108	559	202	485	261
	38%	37%	43%	46%	26%	39%	36%
				d			
Accessing the internet	764	666	98	573	185	481	265
	38%	38%	39%	47%	23%	39%	36%
				d			
Send/ receive emails (not SMS)	604	525	79	475	124	397	194
	30%	30%	31%	39%	16%	32%	27%
				d		f	
Upload pictures to PC/laptop	549	486	63	397	148	347	187
	27%	27%	25%	32%	19%	28%	26%
				d			
Visiting social networking sites	487	433	55	345	136	307	168
	24%	24%	21%	28%	17%	25%	23%
				d			

Columns Tested: a,b - c,d - e,f

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Download applications or programs directly to your phone	443 22%	387 22%	55 22%	334 27% d	103 13%	294 24% f	138 19%
Listen to music using MP3 function	423 21%	380 21%	43 17%	298 24% d	121 15%	255 20%	155 21%
Use IM/ Instant messaging	421 21%	367 21%	54 21%	294 24% d	123 16%	250 20%	161 22%
Play games which come pre-installed, by yourself	418 21%	362 20%	56 22%	294 24% d	121 15%	258 21%	146 20%
Accessing/ receiving news	292 14%	262 15%	30 12%	234 19% d	57 7%	196 16%	91 13%
Record video clips using the phone	288 14%	253 14%	34 13%	208 17% d	79 10%	162 13%	117 16%
Send/ receive video clips	252 12%	223 13%	29 11%	192 16% d	59 8%	139 11%	107 15% e
Listen to FM radio	246 12%	217 12%	29 11%	162 13% d	81 10%	128 10%	109 15% e

Columns Tested: a,b - c,d - e,f

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Accessing/ receiving sports/ team news/ scores	231 11%	199 11%	32 13%	182 15% d	48 6%	147 12%	80 11%
Play games which come pre-installed, with others	211 10%	188 11%	23 9%	155 13% d	54 7%	118 9%	89 12%
Download a new video clip	137 7%	124 7%	14 5%	106 9% d	30 4%	81 7%	52 7%
Video streaming	121 6%	110 6%	11 4%	94 8% d	28 4%	75 6%	43 6%
Listen to Podcasts	106 5%	94 5%	12 5%	87 7% d	17 2%	68 5%	35 5%
Using VoIP service e.g. Skype	106 5%	94 5%	12 5%	80 7% d	25 3%	70 6%	31 4%
Video calling	97 5%	90 5%	7 3%	76 6% d	21 3%	53 4%	42 6%
TV streaming	88 4%	82 5%	6 2%	72 6% d	15 2%	57 5%	27 4%

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Other	15	11	3	9	5	10	4
	1%	1%	1%	1%	1%	1%	1%
WEB/ DATA ACCESS	942	830	112	700	235	584	335
	46%	47%	44%	57%	30%	47%	46%
				d			
LISTEN TO AUDIO CONTENT	517	460	57	354	158	299	202
	25%	26%	23%	29%	20%	24%	28%
				d			
PLAY GAMES	478	419	59	333	140	283	180
	24%	24%	23%	27%	18%	23%	25%
				d			
DOWNLOAD APPLICATIONS	443	387	55	334	103	294	138
	22%	22%	22%	27%	13%	24%	19%
				d		f	
WATCHING AV CONTENT	211	192	19	164	47	130	75
	10%	11%	7%	13%	6%	10%	10%
				d			
None of these	186	154	33	43	141	109	72
	9%	9%	13%	3%	18%	9%	10%
			a		c		
Don't know	2	2	-	-	2	1	1
	*%	*%	-%	-%	*%	*%	*%

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 33

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Send/ receive text messages (SMS)	1588	732	856	256	381	652	299	204	161	186	356	443	489	284	372	1340	134	70	45
	78%	75%	81%	90%	88%	86%	54%	70%	71%	78%	86%	83%	79%	77%	74%	79%	79%	73%	79%
			a	f	f	f				g	ghi	mn	n						
Use your phone as a camera	687	301	386	160	217	248	61	78	63	81	192	195	238	114	140	608	36	25	18
	34%	31%	36%	56%	50%	33%	11%	27%	28%	34%	46%	37%	38%	31%	28%	36%	21%	26%	31%
			a	ef	ef	f					ghi	n	mn			pq			p
Accessing the internet	625	311	313	154	194	226	50	53	61	65	167	201	210	108	106	548	41	22	14
	31%	32%	30%	54%	45%	30%	9%	18%	27%	27%	40%	38%	34%	29%	21%	32%	24%	23%	25%
				def	ef	f			g	g	ghi	mn	n	n		pqr			
Send/ receive emails (not SMS)	448	243	205	97	131	178	42	25	31	45	150	163	177	64	44	384	38	16	10
	22%	25%	19%	34%	30%	24%	7%	9%	14%	19%	36%	31%	29%	17%	9%	23%	23%	17%	17%
		b		ef	ef	f			g	g	ghi	mn	mn	n					
Visiting social networking sites	411	180	230	129	138	130	13	46	48	42	107	113	151	67	80	353	34	14	11
	20%	19%	22%	45%	32%	17%	2%	16%	21%	17%	26%	21%	24%	18%	16%	21%	20%	14%	19%
				def	ef	f					gi	n	mn			q			
Send/ receive messages with pictures/ images	402	184	217	90	132	139	40	31	34	48	127	122	143	70	67	351	27	13	11
	20%	19%	21%	32%	31%	18%	7%	11%	15%	20%	31%	23%	23%	19%	13%	21%	16%	14%	19%
				ef	ef	f				g	ghi	n	n	n		q			
Listen to music using MP3 function	297	173	125	104	93	93	7	35	35	42	72	84	108	46	60	267	12	9	9
	15%	18%	12%	37%	21%	12%	1%	12%	15%	18%	17%	16%	17%	12%	12%	16%	7%	10%	15%
		b		def	ef	f							mn			pq			p
Use IM/ Instant messaging	293	147	146	89	93	91	20	30	26	34	84	92	106	46	50	259	14	14	6
	14%	15%	14%	31%	22%	12%	4%	10%	12%	14%	20%	17%	17%	12%	10%	15%	8%	15%	11%
				def	ef	f					gh	mn	mn			p		p	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Play games which come pre-installed, by yourself	274	161	112	81	84	91	18	25	27	38	73	75	99	51	48	242	14	8	9
	13%	17%	11%	29%	19%	12%	3%	9%	12%	16%	18%	14%	16%	14%	10%	14%	8%	9%	17%
		b		def	ef	f				g	g	n	n	n		pq			pq
Upload pictures to PC/laptop	273	126	146	70	89	94	20	30	27	31	72	87	107	35	43	244	11	9	9
	13%	13%	14%	25%	21%	12%	4%	10%	12%	13%	17%	16%	17%	9%	9%	14%	6%	10%	16%
				ef	ef	f					g	mn	mn			p			p
Download applications or programs directly to your phone	243	141	102	64	74	94	11	21	19	26	69	84	87	40	32	217	11	8	7
	12%	15%	10%	22%	17%	12%	2%	7%	8%	11%	17%	16%	14%	11%	6%	13%	7%	8%	13%
		b		ef	ef	f					ghi	mn	n	n		p			p
Accessing/ receiving news	192	120	72	32	63	83	14	8	19	16	66	79	73	21	18	174	10	3	4
	9%	12%	7%	11%	15%	11%	2%	3%	8%	7%	16%	15%	12%	6%	4%	10%	6%	4%	7%
		b		f	f	f			g	g	ghi	mn	mn			q			
Accessing/ receiving sports/ team news/ scores	151	115	36	36	44	57	14	6	10	10	49	60	52	26	13	133	10	5	4
	7%	12%	3%	13%	10%	8%	2%	2%	4%	4%	12%	11%	8%	7%	3%	8%	6%	5%	6%
		b		ef	f	f					ghi	mn	n	n					
Listen to FM radio	136	87	49	43	47	39	7	16	9	14	35	36	45	26	29	115	12	4	5
	7%	9%	5%	15%	11%	5%	1%	5%	4%	6%	8%	7%	7%	7%	6%	7%	7%	4%	10%
		b		ef	ef	f					h								q
Play games which come pre-installed, with others	123	71	53	39	41	42	1	10	6	19	35	33	49	19	23	104	10	6	4
	6%	7%	5%	14%	10%	6%	*%	3%	2%	8%	9%	6%	8%	5%	4%	6%	6%	6%	7%
		b		ef	ef	f				gh	gh		n						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Record video clips using the phone	122 6%	60 6%	62 6%	41 14% def	36 8% f	40 5% f	4 1%	13 4%	10 4%	14 6%	40 10% gh	43 8% n	42 7% n	19 5%	18 4%	109 6% p	3 2%	5 5%	5 9% p
Send/ receive video clips	109 5%	64 7% b	45 4%	33 12% ef	40 9% ef	33 4% f	3 *%	6 2%	8 4%	9 4%	36 9% ghi	40 8% mn	42 7% mn	14 4%	13 3%	94 6%	7 4%	5 5%	3 6%
Video streaming	61 3%	44 5% b	17 2%	17 6% ef	23 5% ef	19 3% f	1 *%	6 2%	4 2%	7 3%	18 4%	27 5% mn	19 3% n	8 2%	6 1%	55 3%	2 1%	2 2%	1 3%
Download a new video clip	59 3%	36 4% b	23 2%	20 7% ef	22 5% ef	15 2% f	3 *%	4 2%	3 1%	6 3%	18 4% gh	24 4% mn	21 3% m	4 1%	10 2%	53 3%	1 1%	3 3%	2 3%
Listen to Podcasts	54 3%	35 4% b	18 2%	11 4% f	19 4% f	22 3% f	1 *%	4 1%	2 1%	10 4% gh	22 5% gh	25 5% mn	20 3% mn	5 1%	3 1%	44 3%	4 3%	4 4%	2 3%
Using VoIP service e.g. Skype	53 3%	28 3%	25 2%	17 6% ef	16 4% f	18 2% f	2 *%	5 2%	5 2%	5 2%	10 2%	22 4% mn	19 3% n	6 2%	6 1%	46 3%	1 1%	2 2%	3 6% opq
Video calling	50 2%	30 3%	20 2%	22 8% def	11 3% f	14 2% f	3 *%	3 1%	6 3%	3 1%	16 4% g	16 3%	19 3%	7 2%	9 2%	46 3%	1 1%	1 1%	2 4% pq
TV streaming	39 2%	27 3% b	12 1%	11 4% ef	15 3% f	12 2% f	1 *%	3 1%	3 1%	5 2%	11 3%	13 2% n	17 3% n	6 2%	3 1%	33 2%	1 1%	1 1%	3 6% opq
Other	11 1%	7 1%	4 *%	2 1%	2 1%	4 1%	3 *%	* *%	- -%	3 1%	1 *%	2 *%	4 1%	3 1%	2 *%	7 *% o	2 1%	1 1%	1 2% o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
WEB/ DATA ACCESS	845	432	413	195	266	314	71	80	80	93	217	260	295	144	145	734	60	31	20
	42%	45%	39%	69%	61%	41%	13%	27%	35%	39%	52%	49%	48%	39%	29%	43%	35%	32%	35%
		b		ef	ef	f				g	ghi	mn	mn	n		pqr			
LISTEN TO AUDIO CONTENT	363	210	153	125	112	113	13	40	41	48	87	98	132	61	72	322	20	11	11
	18%	22%	14%	44%	26%	15%	2%	14%	18%	20%	21%	18%	21%	16%	14%	19%	12%	11%	19%
		b		def	ef	f				g	g		n			pq			pq
PLAY GAMES	317	182	135	98	95	106	18	26	29	44	86	82	119	59	57	281	16	9	11
	16%	19%	13%	34%	22%	14%	3%	9%	13%	18%	21%	15%	19%	16%	11%	16%	9%	10%	19%
		b		def	ef	f				g	gh		n	n		pq			pq
DOWNLOAD APPLICATIONS	243	141	102	64	74	94	11	21	19	26	69	84	87	40	32	217	11	8	7
	12%	15%	10%	22%	17%	12%	2%	7%	8%	11%	17%	16%	14%	11%	6%	13%	7%	8%	13%
		b		ef	ef	f					ghi	mn	n	n		p			p
WATCHING AV CONTENT	109	68	41	30	42	33	4	6	9	13	34	41	40	15	13	99	2	4	4
	5%	7%	4%	10%	10%	4%	1%	2%	4%	5%	8%	8%	6%	4%	3%	6%	1%	4%	8%
		b		ef	ef	f				g	gh	mn	n			p			p
None of these	290	164	125	2	13	44	230	65	50	32	26	64	80	59	86	237	26	18	8
	14%	17%	12%	1%	3%	6%	41%	22%	22%	13%	6%	12%	13%	16%	17%	14%	15%	19%	15%
		b				cd	cde	ij	ij	j					kl			o	
Don't know	13	9	4	1	1	4	7	2	2	2	2	1	5	2	6	12	-	1	-
	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	-%	1%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Send/ receive text messages (SMS)	1588 78%	1409 79% b	180 71%	1059 86% d	520 66%	966 78%	577 79%
Use your phone as a camera	687 34%	610 34%	77 30%	487 40% d	192 24%	426 34%	243 33%
Accessing the internet	625 31%	540 30%	84 33%	470 38% d	152 19%	405 33% f	206 28%
Send/ receive emails (not SMS)	448 22%	390 22%	59 23%	363 30% d	82 10%	301 24% f	138 19%
Visiting social networking sites	411 20%	368 21%	43 17%	288 23% d	119 15%	262 21%	138 19%
Send/ receive messages with pictures/ images	402 20%	344 19%	58 23%	294 24% d	103 13%	258 21%	133 18%
Listen to music using MP3 function	297 15%	266 15%	31 12%	203 17% d	92 12%	181 15%	108 15%
Use IM/ Instant messaging	293 14%	255 14%	38 15%	211 17% d	79 10%	174 14%	113 16%

Columns Tested: a,b - c,d - e,f

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Play games which come pre-installed, by yourself	274 13%	238 13%	36 14%	198 16% d	75 10%	164 13%	100 14%
Upload pictures to PC/laptop	273 13%	241 14%	32 13%	196 16% d	74 9%	174 14%	90 12%
Download applications or programs directly to your phone	243 12%	215 12%	27 11%	190 16% d	51 6%	162 13%	73 10%
Accessing/ receiving news	192 9%	170 10%	22 9%	160 13% d	31 4%	135 11% f	52 7%
Accessing/ receiving sports/ team news/ scores	151 7%	131 7%	20 8%	119 10% d	32 4%	100 8%	48 7%
Listen to FM radio	136 7%	124 7%	12 5%	87 7%	47 6%	65 5%	66 9% e
Play games which come pre-installed, with others	123 6%	110 6%	13 5%	93 8% d	28 4%	71 6%	48 7%

Columns Tested: a,b - c,d - e,f

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Record video clips using the phone	122 6%	114 6% b	8 3%	91 7% d	31 4%	73 6%	44 6%
Send/ receive video clips	109 5%	102 6% b	7 3%	86 7% d	22 3%	61 5%	45 6%
Video streaming	61 3%	59 3% b	2 1%	47 4% d	14 2%	39 3%	21 3%
Download a new video clip	59 3%	57 3% b	2 1%	43 4% d	16 2%	33 3%	24 3%
Listen to Podcasts	54 3%	50 3%	3 1%	43 4% d	10 1%	34 3%	18 2%
Using VoIP service e.g. Skype	53 3%	48 3%	4 2%	41 3% d	12 2%	30 2%	19 3%
Video calling	50 2%	49 3% b	2 1%	36 3%	13 2%	25 2%	23 3%
TV streaming	39 2%	36 2%	3 1%	32 3% d	7 1%	27 2%	9 1%
Other	11 1%	9 *%	2 1%	7 1%	4 1%	7 1%	3 *%

Columns Tested: a,b - c,d - e,f

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QD9 (QD28B) SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
WEB/ DATA ACCESS	845	743	102	637	202	535	290
	42%	42%	40%	52%	26%	43%	40%
				d			
LISTEN TO AUDIO CONTENT	363	327	36	244	115	210	142
	18%	18%	14%	20%	15%	17%	19%
				d			
PLAY GAMES	317	276	41	229	86	189	118
	16%	16%	16%	19%	11%	15%	16%
				d			
DOWNLOAD APPLICATIONS	243	215	27	190	51	162	73
	12%	12%	11%	16%	6%	13%	10%
				d			
WATCHING AV CONTENT	109	104	5	87	22	67	38
	5%	6%	2%	7%	3%	5%	5%
		b		d			
None of these	290	234	55	71	216	172	109
	14%	13%	22%	6%	27%	14%	15%
			a		c		
Don't know	13	12	1	4	9	9	4
	1%	1%	1%	*%	1%	1%	1%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD10 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	840	422	418	204	250	306	80	98	85	96	203	229	284	159	168	639	65	60	76
Effective Weighted Sample	692	353	339	167	202	259	66	81	69	78	173	192	240	129	138	565	64	58	75
Total	764	384	380	179	235	281	69	75	74	80	202	242	256	129	137	665	50	30	18
I always use in the home	52	17	35	10	17	19	**	**	**	**	8	16	8	11	18	47	**	**	**
	7%	4%	9% a	6%	7%	7%	**	**	**	**	4%	7%	3%	9%	13% l kl	7%	**	**	**
I mainly use in the home	70	29	42	12	35	18	**	**	**	**	24	26	16	8	21	58	**	**	**
	9%	7%	11%	7%	15% ce	6%	**	**	**	**	12%	11%	6%	6%	15% lm	9%	**	**	**
I use equally in the home and outside the home	470	231	239	133	138	168	**	**	**	**	104	132	183	73	81	416	**	**	**
	61%	60%	63%	74% de	59%	60%	**	**	**	**	51%	55%	71% kmn	57%	59%	63%	**	**	**
I mainly use outside the home	140	88	52	22	42	61	**	**	**	**	51	51	43	33	13	118	**	**	**
	18%	23% b	14%	12%	18%	22% c	**	**	**	**	26%	21% n	17% n	26% ln	9%	18%	**	**	**
I always use outside the home	29	17	12	2	3	13	**	**	**	**	15	15	6	4	4	25	**	**	**
	4%	4%	3%	1%	1%	5% cd	**	**	**	**	7%	6%	2%	3%	3%	4%	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	123	46	77	23	52	37	**	**	**	**	32	42	24	19	39	105	**	**	**
	16%	12%	20% a	13%	22% ce	13%	**	**	**	**	16%	17% l	9%	14%	28% klm	16%	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	170	105	64	24	45	74	**	**	**	**	66	66	49	37	17	142	**	**	**
	22%	27% b	17%	13%	19%	26% c	**	**	**	**	33%	27% ln	19%	29% ln	13%	21%	**	**	**
EVER USE OUTSIDE THE HOME	710	365	345	169	218	260	**	**	**	**	194	224	249	118	119	617	**	**	**
	93%	95% b	91%	94%	93%	92%	**	**	**	**	96%	93%	97% kmn	91%	87%	93%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD10 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	840	422	418	204	250	306	80	98	85	96	203	229	284	159	168	639	65	60	76
Effective Weighted Sample	692	353	339	167	202	259	66	81	69	78	173	192	240	129	138	565	64	58	75
Total	764	384	380	179	235	281	69	75	74	80	202	242	256	129	137	665	50	30	18
Don't know	2	2	-	-	-	2	**	**	**	**	-	2	-	-	-	2	**	**	**
	*%	*%	-%	-%	-%	1%	**	**	**	**	-%	1%	-%	-%	-%	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD10 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	840	722	118	587	248	481	283
Effective Weighted Sample	692	607	86	489	209	419	244
Total	764	666	98	573	185	481	265
I always use in the home	52	46	6	37	15	24	26
	7%	7%	6%	6%	8%	5%	10%
							e
I mainly use in the home	70	63	7	43	27	39	27
	9%	9%	7%	7%	15%	8%	10%
					c		
I use equally in the home and outside the home	470	411	59	346	118	305	156
	61%	62%	60%	60%	64%	63%	59%
I mainly use outside the home	140	118	22	121	19	92	47
	18%	18%	23%	21%	10%	19%	18%
				d			
I always use outside the home	29	26	4	24	5	20	9
	4%	4%	4%	4%	3%	4%	3%
ALWAYS/ MAINLY USE IN THE HOME	123	109	13	80	43	63	54
	16%	16%	14%	14%	23%	13%	20%
					c		e
ALWAYS/ MAINLY USE OUTSIDE THE HOME	170	144	26	146	24	112	55
	22%	22%	26%	25%	13%	23%	21%
				d			
EVER USE OUTSIDE THE HOME	710	618	92	534	170	456	238
	93%	93%	94%	93%	92%	95%	90%
						f	

Columns Tested: a,b - c,d - e,f

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QD10 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	840	722	118	587	248	481	283
Effective Weighted Sample	692	607	86	489	209	419	244
Total	764	666	98	573	185	481	265
Don't know	2	2	-	2	-	2	-
	*%	*%	-%	*%	-%	*%	-%

Columns Tested: a,b - c,d - e,f

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Table 35

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD11 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	840	422	418	204	250	306	80	98	85	96	203	229	284	159	168	639	65	60	76
Effective Weighted Sample	692	353	339	167	202	259	66	81	69	78	173	192	240	129	138	565	64	58	75
Total	764	384	380	179	235	281	69	75	74	80	202	242	256	129	137	665	50	30	18
Via mobile network (2G or 3G)	587	309	278	140	179	217	**	**	**	**	158	185	207	88	106	511	**	**	**
	77%	80% b	73%	78%	76%	77%	**	**	**	**	78%	77%	81% m	69%	77%	77%	**	**	**
Wi-Fi/ wireless broadband network at home	312	158	154	65	91	136	**	**	**	**	103	104	107	51	51	272	**	**	**
	41%	41%	40%	36%	39%	49% cd	**	**	**	**	51%	43%	42%	39%	37%	41%	**	**	**
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	189	106	83	33	48	90	**	**	**	**	64	68	74	26	21	172	**	**	**
	25%	28%	22%	18%	21%	32% cd	**	**	**	**	32%	28% n	29% n	21%	15%	26%	**	**	**
MOBILE NETWORK AND NOT WI-FI	379	189	190	104	125	114	**	**	**	**	81	114	123	62	79	326	**	**	**
	50%	49%	50%	58% e	53% e	41%	**	**	**	**	40%	47%	48%	48%	58%	49%	**	**	**
WI-FI AND NOT MOBILE NETWORK	165	69	96	37	55	57	**	**	**	**	44	53	47	37	28	143	**	**	**
	22%	18%	25% a	20%	23%	20%	**	**	**	**	22%	22%	18%	28% l	21%	22%	**	**	**
ANY WI-FI USE	373	189	184	73	109	160	**	**	**	**	121	125	131	63	55	328	**	**	**
	49%	49%	48%	40%	47%	57% cd	**	**	**	**	60%	52% n	51% n	49%	40%	49%	**	**	**
Don't know	12	6	6	3	1	6	**	**	**	**	-	3	2	4	3	11	**	**	**
	2%	2%	2%	1%	*%	2%	**	**	**	**	-%	1%	1%	3%	2%	2%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD11 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	840	722	118	587	248	481	283
Effective Weighted Sample	692	607	86	489	209	419	244
Total	764	666	98	573	185	481	265
Via mobile network (2G or 3G)	587 77%	507 76%	80 82%	441 77%	143 77%	371 77%	205 78%
Wi-Fi/ wireless broadband network at home	312 41%	271 41%	41 42%	237 41%	72 39%	205 43%	95 36%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	189 25%	169 25%	20 20%	145 25%	41 22%	133 28% f	51 19%
MOBILE NETWORK AND NOT WI-FI	379 50%	325 49%	54 55%	280 49%	96 52%	227 47%	146 55%
WI-FI AND NOT MOBILE NETWORK	165 22%	148 22%	17 18%	124 22%	38 21%	105 22%	52 20%
ANY WI-FI USE	373 49%	330 50%	44 44%	285 50%	85 46%	249 52% f	112 42%
Don't know	12 2%	12 2%	1 1%	8 1%	4 2%	5 1%	7 3%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD12 (QD28F) SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	775	402	373	190	228	284	73	87	75	88	194	213	273	145	144	589	63	57	66
Effective Weighted Sample	642	338	305	155	186	242	60	72	62	72	166	179	232	117	119	523	62	55	65
Total	710	365	345	169	218	260	64	69	67	74	194	224	249	118	119	617	49	29	16
Outdoors	540	287	253	120	171	203	**	**	**	**	152	167	198	86	89	468	**	**	**
	76%	79%	73%	71%	79%	78%	**	**	**	**	78%	75%	79%	73%	74%	76%	**	**	**
When travelling (e.g. on a train or in a car)	493	258	234	126	151	171	**	**	**	**	137	174	174	75	70	432	**	**	**
	69%	71%	68%	75%	69%	66%	**	**	**	**	70%	78% mn	70% n	64%	59%	70%	**	**	**
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	481	241	240	126	152	165	**	**	**	**	126	155	181	71	74	420	**	**	**
	68%	66%	70%	75% e	70%	64%	**	**	**	**	65%	69%	73% mn	60%	62%	68%	**	**	**
At your workplace	325	180	145	59	120	131	**	**	**	**	106	100	129	51	45	278	**	**	**
	46%	49%	42%	35%	55% c	51% c	**	**	**	**	55%	45%	52% n	43%	38%	45%	**	**	**
Other	17	10	7	9	3	3	**	**	**	**	4	5	6	3	3	14	**	**	**
	2%	3%	2%	6% de	2%	1%	**	**	**	**	2%	2%	3%	2%	2%	2%	**	**	**
Don't know	7	4	3	*	-	5	**	**	**	**	2	1	3	2	1	6	**	**	**
	1%	1%	1%	*%	-%	2% d	**	**	**	**	1%	*%	1%	2%	1%	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 36

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD12 (QD28F) SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	775	667	108	547	223	456	253
Effective Weighted Sample	642	563	79	457	188	398	218
Total	710	618	92	534	170	456	238
Outdoors	540	474	66	414	123	349	179
	76%	77%	72%	77%	73%	77%	75%
When travelling (e.g. on a train or in a car)	493	423	70	375	115	327	158
	69%	68%	76%	70%	67%	72%	66%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	481	412	68	363	114	317	155
	68%	67%	75%	68%	67%	70%	65%
At your workplace	325	287	37	300	24	215	104
	46%	47%	41%	56%	14%	47%	44%
				d			
Other	17	15	2	5	12	12	4
	2%	2%	2%	1%	7%	3%	2%
					c		
Don't know	7	6	1	3	4	4	2
	1%	1%	1%	1%	2%	1%	1%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD13 (QD29) Do you ever use your mobile phone for personal reasons during working hours, or for work reasons outside of working hours?

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Yes	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
	42%	50%	34%	31%	54%	53%	22%	17%	36%	46%	61%	54%	44%	44%	24%	43%	34%	34%	41%
		b			f	cf	cf			g	gh	ghi	lmn	n	n		pq		
No - but do work	430	171	259	50	102	208	70	33	46	69	104	93	156	101	79	349	44	29	8
	21%	18%	24%	17%	24%	28%	13%	11%	20%	29%	25%	18%	25%	27%	16%	20%	26%	30%	14%
			a		f	cf			g	gh	g		kn	kn		r	r	or	
No - and do not work	754	318	437	147	96	150	362	210	100	61	59	153	188	108	306	627	67	35	26
	37%	33%	41%	52%	22%	20%	65%	72%	44%	25%	14%	29%	30%	29%	61%	37%	40%	36%	45%
			a	de			cde	hij	ij	j					klm				o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD13 (QD29) Do you ever use your mobile phone for personal reasons during working hours, or for work reasons outside of working hours?

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Yes	844 42%	738 42%	106 42%	800 65% d	42 5%	554 45% f	267 37%
No - but do work	430 21%	379 21%	51 20%	427 35% d	- -%	275 22%	147 20%
No - and do not work	754 37%	658 37%	96 38%	- -%	747 95% c	415 33%	314 43% e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14A (QD30A) HOW OFTEN USE MOBILE PHONE TO - Take part in personal phone calls during working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	273	183	91	**	62	149	40	**	**	32	91	95	88	58	33	247	**	**	**
	32%	38%	25%	**	26%	37%	33%	**	**	29%	36%	33%	32%	36%	28%	34%	**	**	**
		b		**		d		**	**								**	**	**
Occasionally	330	186	144	**	100	147	54	**	**	46	86	114	118	64	34	268	**	**	**
	39%	39%	40%	**	42%	37%	43%	**	**	41%	34%	40%	43%	39%	28%	37%	**	**	**
												n	n				**	**	**
Rarely	157	76	81	**	47	74	16	**	**	22	55	55	48	22	32	139	**	**	**
	19%	16%	22%	**	20%	19%	13%	**	**	20%	22%	19%	18%	13%	26%	19%	**	**	**
			a												m		**	**	**
EVER DO THIS	761	445	316	**	209	371	110	**	**	100	232	264	254	144	99	654	**	**	**
	90%	93%	87%	**	89%	93%	89%	**	**	90%	92%	92%	92%	89%	82%	89%	**	**	**
		b										n	n				**	**	**
Never	82	35	47	**	26	26	13	**	**	11	19	23	21	18	20	75	**	**	**
	10%	7%	13%	**	11%	7%	10%	**	**	10%	8%	8%	8%	11%	16%	10%	**	**	**
			a												kl		**	**	**
Don't know	2	1	1	**	-	1	1	**	**	-	-	-	-	-	2	2	**	**	**
	*%	*%	*%	**	-%	*%	1%	**	**	-%	-%	-%	-%	-%	1%	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14A (QD30A) HOW OFTEN USE MOBILE PHONE TO - Take part in personal phone calls during working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	273	233	41	256	**	187	80
	32%	32%	38%	32%	**	34%	30%
Occasionally	330	282	48	320	**	206	114
	39%	38%	45%	40%	**	37%	43%
Rarely	157	147	10	149	**	109	43
	19%	20%	10%	19%	**	20%	16%
		b					
EVER DO THIS	761	661	100	725	**	502	236
	90%	90%	93%	91%	**	91%	89%
Never	82	75	7	73	**	51	30
	10%	10%	7%	9%	**	9%	11%
Don't know	2	2	-	2	**	1	1
	*%	*%	-%	*%	**	*%	*%

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 39

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14B (QD30B) HOW OFTEN USE MOBILE PHONE TO - Take part in work-related phone calls while on holiday or annual leave (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	139	95	44	**	33	71	26	**	**	13	59	57	50	21	11	128	**	**	**
	16%	20%	12%	**	14%	18%	21%	**	**	11%	23%	20%	18%	13%	9%	18%	**	**	**
		b									i	n	n						
Occasionally	208	123	86	**	48	109	33	**	**	33	61	80	61	48	19	181	**	**	**
	25%	25%	24%	**	20%	27%	27%	**	**	30%	24%	28%	22%	30%	16%	25%	**	**	**
												n		n					
Rarely	154	82	72	**	47	73	19	**	**	20	55	60	52	22	19	127	**	**	**
	18%	17%	20%	**	20%	18%	16%	**	**	18%	22%	21%	19%	14%	16%	17%	**	**	**
EVER DO THIS	501	300	201	**	128	253	79	**	**	66	174	197	164	92	49	436	**	**	**
	59%	62%	55%	**	54%	64%	63%	**	**	60%	69%	69%	60%	56%	41%	60%	**	**	**
						d						lmn	n	n					
Never	341	180	162	**	107	144	44	**	**	44	77	90	110	70	71	293	**	**	**
	40%	37%	45%	**	46%	36%	35%	**	**	40%	30%	31%	40%	43%	59%	40%	**	**	**
			a		e									k	klm				
Don't know	2	1	1	**	-	1	1	**	**	1	1	-	1	1	-	2	**	**	**
	*%	*%	*%	**	-%	*%	1%	**	**	1%	*%	-%	*%	*%	-%	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14B (QD30B) HOW OFTEN USE MOBILE PHONE TO - Take part in work-related phone calls while on holiday or annual leave (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	139 16%	123 17%	16 15%	133 17%	** **	96 17%	38 14%
Occasionally	208 25%	177 24%	31 29%	204 25%	** **	140 25%	63 24%
Rarely	154 18%	136 18%	18 17%	145 18%	** **	108 19%	42 16%
EVER DO THIS	501 59%	436 59%	65 61%	482 60%	** **	344 62% f	143 54%
Never	341 40%	300 41%	41 39%	318 40%	** **	210 38%	123 46% e
Don't know	2 *%	1 *%	1 1%	1 *%	** **	1 *%	1 *%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14C (QD30C) HOW OFTEN USE MOBILE PHONE TO - Take part in work-related phone calls during your personal time outside of working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	200	136	64	**	52	105	31	**	**	27	79	74	69	40	17	185	**	**	**
	24%	28%	18%	**	22%	26%	25%	**	**	24%	31%	26%	25%	25%	14%	25%	**	**	**
		b																	
												n	n	n					
Occasionally	270	162	108	**	57	140	45	**	**	38	82	107	83	52	26	229	**	**	**
	32%	34%	30%	**	24%	35%	37%	**	**	34%	33%	37%	30%	32%	22%	31%	**	**	**
						d	d					n							
Rarely	153	76	77	**	50	66	20	**	**	23	46	58	48	20	27	126	**	**	**
	18%	16%	21%	**	21%	17%	16%	**	**	21%	18%	20%	17%	12%	22%	17%	**	**	**
												m			m				
EVER DO THIS	623	374	249	**	159	311	97	**	**	88	207	240	200	113	70	540	**	**	**
	74%	78%	69%	**	68%	78%	78%	**	**	80%	82%	83%	73%	69%	59%	74%	**	**	**
		b				d						lmn	n						
Never	219	106	113	**	76	86	26	**	**	22	44	48	74	50	48	188	**	**	**
	26%	22%	31%	**	32%	22%	21%	**	**	20%	18%	17%	27%	31%	40%	26%	**	**	**
			a		ef								k	k	kl				
Don't know	3	1	1	**	-	2	1	**	**	1	-	-	1	-	2	3	**	**	**
	*%	*%	*%	**	-%	*%	1%	**	**	1%	-%	-%	*%	-%	1%	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14C (QD30C) HOW OFTEN USE MOBILE PHONE TO - Take part in work-related phone calls during your personal time outside of working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	200	185	15	191	**	138	57
	24%	25%	14%	24%	**	25%	21%
		b					
Occasionally	270	235	34	265	**	182	79
	32%	32%	32%	33%	**	33%	30%
Rarely	153	126	26	142	**	105	42
	18%	17%	25%	18%	**	19%	16%
EVER DO THIS	623	547	76	598	**	426	178
	74%	74%	71%	75%	**	77%	67%
						f	
Never	219	189	30	201	**	127	87
	26%	26%	28%	25%	**	23%	33%
							e
Don't know	3	2	1	2	**	1	2
	*%	*%	1%	*%	**	*%	1%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14D (QD30D) HOW OFTEN USE MOBILE PHONE TO - Read or send personal emails during working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	194	129	65	**	54	100	20	**	**	11	66	80	71	29	14	175	**	**	**
	23%	27%	18%	**	23%	25%	16%	**	**	10%	26%	28%	26%	18%	12%	24%	**	**	**
		b									i	mn	n						
Occasionally	194	121	73	**	61	86	24	**	**	25	68	66	85	27	16	161	**	**	**
	23%	25%	20%	**	26%	22%	19%	**	**	23%	27%	23%	31%	17%	13%	22%	**	**	**
												n	kmn						
Rarely	84	49	35	**	24	42	10	**	**	12	29	40	16	18	9	73	**	**	**
	10%	10%	10%	**	10%	10%	8%	**	**	11%	11%	14%	6%	11%	8%	10%	**	**	**
												l							
EVER DO THIS	472	299	173	**	139	228	53	**	**	48	163	187	172	74	39	410	**	**	**
	56%	62%	48%	**	59%	57%	43%	**	**	43%	65%	65%	63%	45%	32%	56%	**	**	**
		b			f	f					i	mn	mn	n					
Never	369	180	189	**	96	168	68	**	**	62	88	101	100	88	80	317	**	**	**
	44%	37%	52%	**	41%	42%	55%	**	**	56%	35%	35%	36%	54%	67%	43%	**	**	**
			a				de			j				kl	klm				
Don't know	4	2	1	**	-	1	2	**	**	1	1	-	2	1	1	4	**	**	**
	*%	*%	*%	**	-%	*%	2%	**	**	1%	*%	-%	1%	*%	1%	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 41

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14D (QD30D) HOW OFTEN USE MOBILE PHONE TO - Read or send personal emails during working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	194 23%	170 23%	23 22%	177 22%	** **	139 25%	52 19%
Occasionally	194 23%	173 23%	21 19%	186 23%	** **	119 21%	71 26%
Rarely	84 10%	69 9%	15 14%	84 10%	** **	58 10%	22 8%
EVER DO THIS	472 56%	413 56%	59 56%	447 56%	** **	315 57%	145 54%
Never	369 44%	322 44%	46 44%	351 44%	** **	237 43%	120 45%
Don't know	4 *%	3 *%	1 1%	2 *%	** **	1 *%	2 1%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14E (QD30E) HOW OFTEN USE MOBILE PHONE TO - Read or send work emails while on holiday or annual leave (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	117	82	35	**	37	62	13	**	**	9	52	51	43	14	9	109	**	**	**
	14%	17%	10%	**	16%	16%	10%	**	**	8%	21%	18%	16%	9%	7%	15%	**	**	**
		b									i	mn	mn						
Occasionally	130	70	60	**	31	62	22	**	**	16	41	61	49	15	6	116	**	**	**
	15%	14%	17%	**	13%	16%	17%	**	**	15%	16%	21%	18%	9%	5%	16%	**	**	**
												mn	mn						
Rarely	93	59	33	**	30	42	9	**	**	11	29	40	28	16	9	77	**	**	**
	11%	12%	9%	**	13%	11%	7%	**	**	10%	12%	14%	10%	10%	7%	10%	**	**	**
EVER DO THIS	340	211	129	**	98	167	43	**	**	37	122	151	120	45	24	301	**	**	**
	40%	44%	35%	**	42%	42%	35%	**	**	33%	48%	53%	44%	28%	20%	41%	**	**	**
		b									i	mn	mn						
Never	499	265	233	**	137	228	79	**	**	73	129	136	153	115	95	424	**	**	**
	59%	55%	64%	**	58%	57%	63%	**	**	66%	51%	47%	56%	71%	79%	58%	**	**	**
			a							j				kl	kl				
Don't know	6	5	1	**	-	2	2	**	**	1	1	-	2	2	2	6	**	**	**
	1%	1%	*%	**	-%	1%	2%	**	**	1%	*%	-%	1%	1%	1%	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14E (QD30E) HOW OFTEN USE MOBILE PHONE TO - Read or send work emails while on holiday or annual leave (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	117	106	11	111	**	85	30
	14%	14%	10%	14%	**	15%	11%
Occasionally	130	111	19	126	**	86	41
	15%	15%	18%	16%	**	16%	15%
Rarely	93	76	16	88	**	64	26
	11%	10%	15%	11%	**	12%	10%
EVER DO THIS	340	293	47	325	**	236	96
	40%	40%	44%	41%	**	43%	36%
Never	499	440	59	470	**	317	166
	59%	60%	56%	59%	**	57%	62%
Don't know	6	5	1	5	**	1	5
	1%	1%	1%	1%	**	*%	2%
							e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14F (QD30F) HOW OFTEN USE MOBILE PHONE TO - Read or send work emails during your personal time outside of working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	159	107	51	**	42	81	19	**	**	12	68	68	57	21	13	151	**	**	**
	19%	22%	14%	**	18%	20%	16%	**	**	11%	27%	24%	21%	13%	11%	21%	**	**	**
		b									i	mn	mn						
Occasionally	162	91	71	**	39	78	23	**	**	17	53	69	58	28	8	140	**	**	**
	19%	19%	20%	**	17%	20%	18%	**	**	15%	21%	24%	21%	17%	6%	19%	**	**	**
												n	n	n					
Rarely	78	48	30	**	26	38	8	**	**	6	25	38	22	9	9	63	**	**	**
	9%	10%	8%	**	11%	9%	6%	**	**	6%	10%	13%	8%	6%	7%	9%	**	**	**
												m							
EVER DO THIS	399	247	152	**	108	197	50	**	**	35	147	175	136	58	30	354	**	**	**
	47%	51%	42%	**	46%	50%	40%	**	**	32%	58%	61%	50%	36%	25%	49%	**	**	**
		b									i	lmn	mn						
Never	439	231	209	**	128	198	71	**	**	75	104	111	136	103	89	371	**	**	**
	52%	48%	57%	**	54%	50%	57%	**	**	68%	41%	39%	50%	64%	74%	51%	**	**	**
			a								j		k	kl	kl				
Don't know	6	3	2	**	-	3	3	**	**	1	1	1	2	1	2	5	**	**	**
	1%	1%	1%	**	-%	1%	2%	**	**	1%	*%	*%	1%	*%	1%	1%	**	**	**
							d												

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14F (QD30F) HOW OFTEN USE MOBILE PHONE TO - Read or send work emails during your personal time outside of working hours (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	159	147	11	149	**	114	42
	19%	20%	11%	19%	**	21%	16%
		b					
Occasionally	162	140	22	159	**	110	47
	19%	19%	21%	20%	**	20%	18%
Rarely	78	64	14	75	**	50	27
	9%	9%	13%	9%	**	9%	10%
EVER DO THIS	399	351	48	382	**	275	117
	47%	48%	45%	48%	**	50%	44%
Never	439	382	58	413	**	277	148
	52%	52%	54%	52%	**	50%	55%
Don't know	6	5	1	5	**	2	3
	1%	1%	1%	1%	**	*%	1%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD14G (QD30G) HOW OFTEN USE MOBILE PHONE TO - Discreetly use email or text messaging when you are in a meeting at work (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	898	523	375	92	240	430	136	56	89	129	255	269	291	208	130	662	74	65	97
Effective Weighted Sample	741	435	307	77	191	366	110	46	72	101	216	227	244	170	108	598	72	62	96
Total	844	481	363	88	235	398	124	49	82	110	252	287	275	162	120	731	58	32	23
Regularly	61	39	22	**	19	27	5	**	**	5	25	23	27	7	3	57	**	**	**
	7%	8%	6%	**	8%	7%	4%	**	**	5%	10%	8%	10% mn	4%	3%	8%	**	**	**
Occasionally	86	51	35	**	29	39	6	**	**	15	28	28	36	11	10	66	**	**	**
	10%	11%	10%	**	12% f	10%	5%	**	**	13%	11%	10%	13% m	7%	8%	9%	**	**	**
Rarely	103	58	44	**	33	50	12	**	**	10	48	38	40	18	8	87	**	**	**
	12%	12%	12%	**	14%	13%	10%	**	**	9%	19% i	13%	14% n	11%	6%	12%	**	**	**
EVER DO THIS	249	148	101	**	82	116	23	**	**	29	102	89	103	36	21	211	**	**	**
	30%	31%	28%	**	35% f	29% f	18%	**	**	26%	40% i	31% n	38% mn	22%	17%	29%	**	**	**
Never	585	325	260	**	153	275	97	**	**	79	149	198	169	122	96	510	**	**	**
	69%	68%	72%	**	65%	69%	79% d	**	**	72% j	59%	69%	61%	75% l	80% kl	70%	**	**	**
Don't know	10	8	2	**	-	6	4	**	**	2	1	-	3	4	3	10	**	**	**
	1%	2%	1%	**	-%	2%	3% d	**	**	2%	*%	-%	1%	3% k	2% k	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD14G (QD30G) HOW OFTEN USE MOBILE PHONE TO - Discreetly use email or text messaging when you are in a meeting at work (SINGLE CODE)

Base : Those who ever use their mobile phone for personal reasons during working hours or for work reasons outside of working hours

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	~d	e	f
Unweighted total	898	757	141	843	53	532	269
Effective Weighted Sample	741	638	105	695	47	470	236
Total	844	738	106	800	42	554	267
Regularly	61	54	7	57	**	44	16
	7%	7%	7%	7%	**	8%	6%
Occasionally	86	75	10	81	**	48	35
	10%	10%	9%	10%	**	9%	13%
Rarely	103	90	13	98	**	69	31
	12%	12%	12%	12%	**	12%	12%
EVER DO THIS	249	219	30	237	**	161	81
	30%	30%	28%	30%	**	29%	30%
Never	585	510	75	555	**	389	179
	69%	69%	70%	69%	**	70%	67%
Don't know	10	8	2	9	**	4	6
	1%	1%	2%	1%	**	1%	2%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	975	506	469	221	277	361	116	106	100	113	242	263	330	197	185	753	77	66	79
Effective Weighted Sample	808	424	384	181	224	310	97	86	82	90	206	222	279	164	152	667	75	63	78
Total	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
Social networking (e.g. Facebook, Twitter, LinkedIn)	518	253	265	151	180	165	24	47	55	46	134	153	187	83	95	450	**	**	**
	57%	54%	61%	78%	65%	49%	24%	61%	61%	49%	55%	54%	60%	51%	63%	57%	**	**	**
			a	def	ef	f									m				
Games	474	272	203	138	139	164	34	46	42	48	130	135	170	84	85	424	**	**	**
	52%	58%	46%	71%	50%	49%	34%	59%	46%	51%	53%	48%	55%	52%	56%	53%	**	**	**
		b		def	f	f													
Weather	457	259	197	85	137	186	49	33	36	47	148	171	162	64	60	406	**	**	**
	50%	55%	45%	44%	50%	55%	50%	42%	40%	50%	61%	61%	52%	39%	40%	51%	**	**	**
		b				c					gh	mn	mn						
Maps/ navigation	436	257	179	80	140	175	41	33	39	45	137	156	159	65	56	382	**	**	**
	48%	55%	41%	41%	51%	52%	41%	42%	43%	47%	56%	55%	51%	40%	37%	48%	**	**	**
		b				c					gh	mn	mn						
Music	422	240	182	126	136	137	23	35	35	45	101	133	149	67	73	365	**	**	**
	47%	51%	42%	65%	49%	41%	23%	45%	39%	47%	41%	47%	48%	41%	48%	46%	**	**	**
		b		def	ef	f													
News	404	241	162	82	121	162	38	25	35	39	125	150	145	56	53	356	**	**	**
	45%	51%	37%	42%	44%	48%	39%	32%	39%	41%	51%	53%	46%	34%	35%	45%	**	**	**
		b									g	mn	mn						
Travel/ journey planning	348	210	138	60	102	159	28	25	28	36	110	145	125	43	36	304	**	**	**
	38%	45%	32%	31%	37%	47%	28%	32%	31%	38%	45%	51%	40%	26%	24%	38%	**	**	**
		b				cdf					gh	lmn	mn						
Sports/ sports news	297	227	70	70	89	115	23	19	24	23	90	110	102	45	40	258	**	**	**
	33%	48%	16%	36%	32%	34%	23%	24%	27%	24%	37%	39%	33%	28%	26%	32%	**	**	**
		b		f		f					gi	mn							
Banking	241	128	113	53	89	85	15	21	20	38	62	89	87	34	31	213	**	**	**
	27%	27%	26%	27%	32%	25%	15%	27%	22%	39%	25%	32%	28%	21%	20%	27%	**	**	**
				f	f	f				hj		mn							

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	975	506	469	221	277	361	116	106	100	113	242	263	330	197	185	753	77	66	79
Effective Weighted Sample	808	424	384	181	224	310	97	86	82	90	206	222	279	164	152	667	75	63	78
Total	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
Shopping (e.g. Tesco, Ocado, eBay)	239	114	125	61	72	97	9	17	18	30	66	80	86	39	34	210	**	**	**
	26%	24%	29%	32%	26%	29%	9%	22%	20%	31%	27%	29%	28%	24%	22%	26%	**	**	**
				f	f	f													
Books	165	85	81	34	46	73	12	8	13	24	55	70	54	21	20	147	**	**	**
	18%	18%	18%	18%	17%	22%	12%	11%	14%	25%	23%	25%	17%	13%	14%	18%	**	**	**
						f				g	g	lmn							
Location-based services	137	95	42	23	44	62	9	10	10	15	45	57	49	16	15	125	**	**	**
	15%	20%	10%	12%	16%	18%	9%	13%	11%	16%	18%	20%	16%	10%	10%	16%	**	**	**
		b				f						mn							
Finance/ business	108	78	30	23	30	48	8	7	7	14	34	46	36	17	9	95	**	**	**
	12%	17%	7%	12%	11%	14%	8%	9%	8%	15%	14%	16%	12%	10%	6%	12%	**	**	**
		b										n							
Vouchers	97	52	46	21	29	41	6	2	5	17	31	43	33	16	6	81	**	**	**
	11%	11%	11%	11%	11%	12%	6%	2%	6%	18%	13%	15%	11%	10%	4%	10%	**	**	**
										gh	g	n	n	n					
NONE OF THESE	114	54	60	9	30	52	24	13	17	14	26	26	39	28	21	101	**	**	**
	13%	11%	14%	5%	11%	15%	24%	16%	18%	14%	10%	9%	13%	17%	14%	13%	**	**	**
					c	c	cde							k					
Don't know	25	14	12	3	8	7	7	2	4	5	5	9	5	5	5	24	**	**	**
	3%	3%	3%	2%	3%	2%	7%	3%	5%	5%	2%	3%	2%	3%	4%	3%	**	**	**
							ce												

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	975	837	138	670	299	573	323
Effective Weighted Sample	808	708	100	563	254	497	281
Total	907	797	109	675	225	578	310
Social networking (e.g. Facebook, Twitter, LinkedIn)	518	459	59	376	137	332	173
	57%	58%	54%	56%	61%	57%	56%
Games	474	414	61	342	127	298	165
	52%	52%	55%	51%	56%	52%	53%
Weather	457	400	57	354	99	299	147
	50%	50%	52%	53%	44%	52%	47%
				d			
Maps/ navigation	436	385	51	350	85	291	136
	48%	48%	47%	52%	38%	50%	44%
				d			
Music	422	365	57	310	108	264	146
	47%	46%	52%	46%	48%	46%	47%
News	404	354	49	318	81	256	139
	45%	44%	45%	47%	36%	44%	45%
				d			
Travel/ journey planning	348	304	44	293	55	242	99
	38%	38%	40%	43%	24%	42%	32%
				d		f	
Sports/ sports news	297	253	44	232	61	192	100
	33%	32%	40%	34%	27%	33%	32%
				d			
Banking	241	211	30	192	47	162	73
	27%	26%	28%	28%	21%	28%	24%
				d			

Columns Tested: a,b - c,d - e,f

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	975	837	138	670	299	573	323
Effective Weighted Sample	808	708	100	563	254	497	281
Total	907	797	109	675	225	578	310
Shopping (e.g. Tesco, Ocado, eBay)	239	212	27	182	53	154	78
	26%	27%	24%	27%	23%	27%	25%
Books	165	141	25	139	26	115	47
	18%	18%	23%	21%	11%	20%	15%
				d			
Location-based services	137	120	17	114	22	84	50
	15%	15%	16%	17%	10%	14%	16%
				d			
Finance/ business	108	87	21	94	15	72	32
	12%	11%	19%	14%	6%	13%	10%
			a	d			
Vouchers	97	85	13	84	13	69	25
	11%	11%	12%	13%	6%	12%	8%
				d			
NONE OF THESE	114	98	16	83	31	71	41
	13%	12%	15%	12%	14%	12%	13%
Don't know	25	23	2	16	9	15	10
	3%	3%	2%	2%	4%	3%	3%

Columns Tested: a,b - c,d - e,f

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	975	506	469	221	277	361	116	106	100	113	242	263	330	197	185	753	77	66	79
Effective Weighted Sample	808	424	384	181	224	310	97	86	82	90	206	222	279	164	152	667	75	63	78
Total	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
Games	143	89	53	47	40	49	7	10	9	18	37	45	43	33	22	129	**	**	**
	16%	19% b	12%	24% def	14%	14%	7%	13%	10%	19%	15%	16%	14%	20%	15%	16%	**	**	**
Music	107	67	40	30	37	36	4	8	7	16	28	28	39	19	21	86	**	**	**
	12%	14% b	9%	15% f	13% f	11% f	4%	10%	8%	17%	11%	10%	12%	11%	14%	11%	**	**	**
Maps/ navigation	56	42	14	5	17	26	8	2	5	5	22	21	22	10	2	46	**	**	**
	6%	9% b	3%	2%	6%	8% c	9% c	3%	5%	6%	9%	7% n	7% n	6% n	2%	6%	**	**	**
Social networking (e.g. Facebook, Twitter, LinkedIn)	53	32	21	17	22	13	1	6	6	4	10	14	15	9	15	46	**	**	**
	6%	7%	5%	9% ef	8% ef	4%	2%	7%	7%	4%	4%	5%	5%	6%	10%	6%	**	**	**
Sports/ sports news	49	47	2	9	17	17	6	4	4	5	13	16	20	9	5	39	**	**	**
	5%	10% b	*%	5%	6%	5%	6%	5%	5%	5%	5%	6%	6%	5%	3%	5%	**	**	**
News	37	26	11	4	15	16	2	2	5	3	15	16	13	8	1	35	**	**	**
	4%	6% b	3%	2%	6%	5%	2%	3%	5%	3%	6%	6% n	4%	5% n	1%	4%	**	**	**
Books	35	14	21	7	13	13	2	1	4	10	15	11	11	6	6	32	**	**	**
	4%	3%	5%	3%	5%	4%	2%	1%	4%	10% g	6%	4%	4%	4%	4%	4%	**	**	**
Travel/ journey planning	33	26	7	7	13	11	2	3	3	3	9	12	12	3	6	28	**	**	**
	4%	5% b	2%	4%	5%	3%	2%	3%	3%	3%	4%	4%	4%	2%	4%	4%	**	**	**
Weather	31	18	14	4	10	13	4	2	1	5	11	10	8	10	4	28	**	**	**
	3%	4%	3%	2%	4%	4%	4%	3%	1%	5%	5%	4%	3%	6%	2%	4%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	975	506	469	221	277	361	116	106	100	113	242	263	330	197	185	753	77	66	79
Effective Weighted Sample	808	424	384	181	224	310	97	86	82	90	206	222	279	164	152	667	75	63	78
Total	907	470	437	194	276	339	99	78	90	96	245	282	312	163	151	796	59	32	19
Shopping (e.g. Tesco, Ocado, eBay)	17	11	6	4	5	7	-	3	-	1	4	1	7	5	4	14	**	**	**
	2%	2%	1%	2%	2%	2%	-%	4%	-%	2%	2%	*%	2%	3% k	2%	2%	**	**	**
Banking	12	8	5	2	6	5	-	2	1	4	1	2	6	3	1	11	**	**	**
	1%	2%	1%	1%	2%	1%	-%	3%	1%	4% j	1%	1%	2%	2%	1%	1%	**	**	**
Finance/ business	10	9	1	-	2	6	2	*	1	1	4	5	3	2	-	10	**	**	**
	1%	2% b	*%	-%	1%	2%	2% c	*%	1%	1%	2%	2%	1%	1%	-%	1%	**	**	**
Location-based services	8	8	-	1	1	5	1	-	1	1	5	3	3	2	-	7	**	**	**
	1%	2% b	-%	*%	*%	2%	1%	-%	1%	1%	2%	1%	1%	1%	-%	1%	**	**	**
Vouchers	8	3	6	2	2	2	2	-	1	3	-	3	3	2	-	7	**	**	**
	1%	1%	1%	1%	1%	1%	2%	-%	2%	3% j	-%	1%	1%	1%	-%	1%	**	**	**
NONE OF THESE	565	260	305	110	173	213	68	56	59	53	149	170	206	93	97	499	**	**	**
	62%	55%	70% a	57%	63%	63%	69% c	72% i	65%	56%	61%	60%	66%	57%	64%	63%	**	**	**
Don't know	55	30	25	6	16	23	9	3	9	6	17	23	14	9	9	51	**	**	**
	6%	6%	6%	3%	6%	7%	9% c	4%	10%	7%	7%	8%	4%	6%	6%	6%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	975	837	138	670	299	573	323
Effective Weighted Sample	808	708	100	563	254	497	281
Total	907	797	109	675	225	578	310
Games	143	125	17	109	32	88	51
	16%	16%	16%	16%	14%	15%	17%
Music	107	93	14	78	29	65	39
	12%	12%	13%	12%	13%	11%	13%
Maps/ navigation	56	45	11	50	7	40	15
	6%	6%	10%	7% d	3%	7%	5%
Social networking (e.g. Facebook, Twitter, LinkedIn)	53	50	4	39	15	28	24
	6%	6%	3%	6%	7%	5%	8%
Sports/ sports news	49	42	7	39	10	28	20
	5%	5%	6%	6%	4%	5%	7%
News	37	31	6	35	3	25	11
	4%	4%	6%	5% d	1%	4%	4%
Books	35	33	2	29	6	20	14
	4%	4%	2%	4%	2%	3%	5%
Travel/ journey planning	33	31	2	29	4	21	12
	4%	4%	2%	4%	2%	4%	4%
Weather	31	28	4	28	3	18	13
	3%	3%	3%	4% d	1%	3%	4%
Shopping (e.g. Tesco, Ocado, eBay)	17	16	1	14	3	9	8
	2%	2%	1%	2%	1%	2%	2%

Columns Tested: a,b - c,d - e,f

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	975	837	138	670	299	573	323
Effective Weighted Sample	808	708	100	563	254	497	281
Total	907	797	109	675	225	578	310
Banking	12	10	2	9	3	7	5
	1%	1%	2%	1%	1%	1%	2%
Finance/ business	10	9	2	10	-	6	5
	1%	1%	2%	2%	-%	1%	2%
				d			
Location-based services	8	6	2	7	2	6	2
	1%	1%	2%	1%	1%	1%	1%
Vouchers	8	8	-	8	-	7	2
	1%	1%	-%	1%	-%	1%	1%
NONE OF THESE	565	492	74	414	146	361	191
	62%	62%	67%	61%	65%	62%	62%
Don't know	55	52	3	41	14	34	20
	6%	6%	3%	6%	6%	6%	6%

Columns Tested: a,b - c,d - e,f

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QD17 (QK5A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample		1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total		2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Free	(0.0)	284	151	133	44	76	123	42	26	40	32	68	93	104	47	41	244	27	7	6
		14%	16%	13%	15%	17%	16%	8%	9%	17%	13%	16%	17%	17%	13%	8%	14%	16%	8%	10%
					f	f	f			g		g	mn	n	n		q	qr		
1-5p per minute	(3.0)	71	41	30	8	18	26	19	11	8	15	16	16	20	18	16	58	9	3	1
		3%	4%	3%	3%	4%	3%	3%	4%	3%	6%	4%	3%	3%	5%	3%	3%	5%	4%	2%
6-10p per minute	(8.0)	225	100	125	31	56	80	58	32	21	29	74	74	64	40	47	193	17	11	5
		11%	10%	12%	11%	13%	11%	10%	11%	9%	12%	18%	14%	10%	11%	9%	11%	10%	11%	9%
												ghi	n							
11-25p per minute	(18.0)	237	125	112	39	54	87	56	32	25	34	50	66	63	42	65	197	21	11	8
		12%	13%	11%	14%	13%	12%	10%	11%	11%	14%	12%	12%	10%	11%	13%	12%	12%	11%	13%
26-50p per minute	(38.0)	166	81	85	19	27	79	41	31	21	23	32	34	44	26	62	138	15	6	7
		8%	8%	8%	7%	6%	10%	7%	11%	9%	9%	8%	6%	7%	7%	12%	8%	9%	6%	13%
							df									klm				oq
51p-£1 per minute	(76.0)	65	35	30	15	14	21	15	11	12	12	5	7	16	19	23	47	9	4	4
		3%	4%	3%	5%	3%	3%	3%	4%	5%	5%	1%	1%	3%	5%	4%	3%	5%	4%	7%
					ef				j	j	j				kl	k	o			o
Over £1 per minute	(100.0)	15	6	9	1	4	5	5	4	3	*	1	1	3	3	8	12	1	2	1
		1%	1%	1%	*%	1%	1%	1%	1%	2%	*%	*%	*%	*%	1%	2%	1%	1%	2%	1%
																k				
It depends		13	6	7	3	3	4	4	2	2	3	*	3	6	1	3	10	1	1	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	2%
																				o
Don't know		953	426	527	125	181	331	317	144	95	92	167	239	298	174	241	808	69	51	25
		47%	44%	50%	44%	42%	44%	57%	49%	42%	38%	40%	45%	48%	47%	48%	47%	41%	53%	43%
				a				cde	ij										pr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD17 (QK5A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Mean cost per minute in pence	17.9	17.7	18.2	19.0	16.0	17.5	19.8 d	22.3 j	20.8 j	18.5 j	13.1	13.1	15.6 k	19.8 kl	24.7 klm	17.2	19.4	22.8 o	26.6 op
Standard deviation	22.06	21.89	22.24	23.42	21.96	21.24	22.60	24.46	26.08	21.69	16.14	16.71	20.73	24.55	24.97	21.32	24.01	27.03	26.47
Standard error	.63	.88	.89	1.72	1.33	.97	1.30	1.73	2.06	1.63	1.01	.97	1.09	1.55	1.37	.71	2.12	2.77	2.35

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD17 (QK5A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

		Total	URBANITY		WORKING		DEPRIVATION LEVEL	
			URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2444	2077	367	1291	1142	1384	827
Effective Weighted Sample		1990	1720	272	1066	974	1175	719
Total		2029	1775	254	1227	790	1244	728
Free	(0.0)	284 14%	258 15%	27 10%	219 18% d	64 8%	151 12%	128 18% e
1-5p per minute	(3.0)	71 3%	63 4%	8 3%	45 4%	25 3%	48 4%	21 3%
6-10p per minute	(8.0)	225 11%	196 11%	29 11%	142 12%	83 11%	132 11%	88 12%
11-25p per minute	(18.0)	237 12%	202 11%	34 14%	129 11%	106 13% c	126 10%	103 14% e
26-50p per minute	(38.0)	166 8%	137 8%	30 12% a	111 9%	55 7%	114 9% f	45 6%
51p-£1 per minute	(76.0)	65 3%	60 3%	5 2%	36 3%	29 4%	40 3%	21 3%
Over £1 per minute	(100.0)	15 1%	13 1%	3 1%	6 *%	9 1%	10 1%	5 1%
It depends		13 1%	11 1%	2 1%	6 1%	7 1%	8 1%	4 1%
Don't know		953 47%	836 47%	117 46%	533 43%	411 52% c	615 49% f	313 43%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD17 (QK5A). How much do you think it costs, per minute, to call phone numbers that begin with 01 or 02 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Mean cost per minute in pence	17.9	17.7	19.5	16.2	21.1	19.0	15.5
					c	f	
Standard deviation	22.06	22.22	20.94	20.84	23.92	22.63	20.52
Standard error	.63	.68	1.53	.77	1.05	.88	.97
Columns Tested: a,b - c,d - e,f							

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Table 48

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD18 (QK5B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample		1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total		2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Free	(0.0)	77	40	37	15	20	29	13	10	12	10	10	23	28	12	14	62	14	1	*
		4%	4%	3%	5% f	5%	4%	2%	3%	5%	4%	2%	4%	5%	3%	3%	4% qr	8% oqr	1%	*%
1-5p per minute	(3.0)	9	4	4	2	3	2	1	2	-	3	1	2	2	3	2	8	-	-	1
		*%	*%	*%	1%	1%	*%	*%	1%	-%	1%	*%	*%	*%	1%	*%	*%	-%	-%	1%
6-10p per minute	(8.0)	43	25	18	1	13	15	13	6	5	2	19	18	13	5	6	34	4	3	2
		2%	3%	2%	*%	3% c	2% c	2% c	2%	2%	1%	5% i	3% n	2%	1%	1%	2%	2%	3%	3%
11-25p per minute	(18.0)	121	73	49	15	27	53	27	13	12	23	35	35	36	22	29	108	6	4	3
		6%	7% b	5%	5%	6%	7%	5%	5%	5%	10% g	8% g	7%	6%	6%	6%	6%	3%	5%	6%
26-50p per minute	(38.0)	227	118	110	41	68	86	33	35	26	33	54	65	65	42	55	191	21	8	7
		11%	12%	10%	14% f	16% ef	11% f	6%	12%	11%	14%	13%	12%	10%	11%	11%	11%	13%	8%	12%
51p-£1 per minute	(76.0)	212	107	105	33	48	89	42	26	25	24	56	52	58	39	62	171	23	11	7
		10%	11%	10%	12% f	11% f	12% f	8%	9%	11%	10%	13%	10%	9%	11%	12%	10%	14%	11%	12%
Over £1 per minute	(100.0)	112	38	74	22	30	46	15	20	20	18	20	13	32	26	40	93	8	7	4
		6%	4%	7% a	8% f	7% f	6% f	3%	7%	9%	8%	5%	2%	5% k	7% k	8% k	5%	5%	8%	7%
It depends		18	10	7	5	2	6	5	3	3	-	4	5	5	5	3	15	-	1	2
		1%	1%	1%	2%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	3% op
Don't know		1211	555	655	152	222	430	407	177	125	126	214	320	379	216	295	1025	93	61	32
		60%	57%	62% a	53%	51%	57%	73% cde	61% ij	55%	52%	52%	60%	61%	58%	58%	60%	55%	63%	56%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD18 (QK5B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2444	1171	1273	336	466	870	772	415	287	301	429	558	719	502	665	1780	218	213	233
Effective Weighted Sample	1990	958	1032	272	370	730	640	337	236	241	363	458	594	408	548	1553	214	202	230
Total	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
Mean cost per minute in pence	48.0	44.2	51.9 a	50.7 f	47.0	48.9 f	45.1	49.9	51.4	47.3	46.7	40.8	46.4 k	51.2 kl	54.8 kl	47.6	45.8	57.6 op	52.5 op
Standard deviation	32.87	31.43	33.88	33.36	32.64	32.93	32.70	33.50	34.93	33.25	31.35	30.29	33.40	33.49	32.87	32.78	33.60	33.14	32.07
Standard error	1.08	1.46	1.56	2.69	2.16	1.72	2.40	2.72	3.19	2.85	2.23	2.09	2.04	2.42	2.03	1.27	3.41	3.83	3.29

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QD18 (QK5B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

			URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2444	2077	367	1291	1142	1384	827
Effective Weighted Sample		1990	1720	272	1066	974	1175	719
Total		2029	1775	254	1227	790	1244	728
Free	(0.0)	77	71	6	59	18	50	27
		4%	4%	3%	5% d	2%	4%	4%
1-5p per minute	(3.0)	9	8	*	4	5	7	1
		*%	*%	*%	*%	1%	1%	*%
6-10p per minute	(8.0)	43	39	3	28	14	29	12
		2%	2%	1%	2%	2%	2%	2%
11-25p per minute	(18.0)	121	105	17	84	37	69	49
		6%	6%	7%	7% d	5%	6%	7%
26-50p per minute	(38.0)	227	203	24	156	71	139	81
		11%	11%	9%	13% d	9%	11%	11%
51p-£1 per minute	(76.0)	212	178	33	145	66	121	84
		10%	10%	13%	12% d	8%	10%	12%
Over £1 per minute	(100.0)	112	98	14	59	53	61	47
		6%	6%	6%	5%	7%	5%	6%
It depends		18	16	1	10	8	10	6
		1%	1%	1%	1%	1%	1%	1%
Don't know		1211	1055	155	682	518	759	420
		60%	59%	61%	56%	66% c	61%	58%

Columns Tested: a,b - c,d - e,f

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QD18 (QK5B). And how much do you think it costs, per minute, to call phone numbers that begin 0870 from your mobile phone during the daytime on a weekday? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY URBAN	RURAL	WORKING YES	NO	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2444	2077	367	1291	1142	1384	827
Effective Weighted Sample	1990	1720	272	1066	974	1175	719
Total	2029	1775	254	1227	790	1244	728
Mean cost per minute in pence	48.0	47.4	52.8	46.0	52.3	46.4	50.3
			a		c		e
Standard deviation	32.87	32.94	32.13	32.11	34.08	32.79	32.99
Standard error	1.08	1.17	2.75	1.36	1.76	1.46	1.80
Columns Tested: a,b - c,d - e,f							

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE OPTIONS 1-4 ONLY)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes - PC	983	504	478	129	154	416	283	94	88	110	247	320	321	161	181	866	59	36	22
	44%	47%	41%	44%	35%	54%	39%	25%	35%	44%	59%	57%	48%	39%	30%	46%	30%	33%	35%
		b		d		cdf			g	gh	ghi	lmn	mn	n		pqr			
Yes - laptop	1357	649	709	216	325	537	280	138	142	156	350	419	443	240	255	1153	110	57	37
	61%	60%	61%	73%	74%	69%	38%	37%	56%	63%	84%	74%	67%	59%	42%	62%	56%	52%	60%
				f	f	f			g	g	ghi	lmn	mn	n		q			
Yes - netbook	141	66	75	23	29	67	22	8	9	20	53	65	38	17	21	126	8	4	3
	6%	6%	6%	8%	7%	9%	3%	2%	4%	8%	13%	12%	6%	4%	3%	7%	4%	4%	4%
				f	f	f				gh	gh	lmn	n						
Yes - tablet computer - e.g. iPad	141	68	73	15	34	65	27	5	9	19	51	69	46	17	9	126	9	2	4
	6%	6%	6%	5%	8%	8%	4%	1%	4%	8%	12%	12%	7%	4%	1%	7%	4%	2%	6%
					f	f			g	g	gh	lmn	mn	n		q			
TOTAL YES	1785	855	930	255	387	700	442	196	193	212	407	521	579	316	368	1519	142	78	46
	80%	80%	80%	87%	89%	90%	60%	52%	76%	86%	97%	93%	87%	77%	61%	81%	73%	70%	75%
				f	f	f			g	gh	ghi	lmn	mn	n		pqr			
No	452	219	234	39	49	75	289	177	60	35	12	41	84	93	234	351	53	33	15
	20%	20%	20%	13%	11%	10%	39%	47%	24%	14%	3%	7%	13%	23%	39%	19%	27%	30%	25%
							cde	hij	ij	j			k	kl	klm	o	o	o	o
Don't know	3	*	3	-	-	-	3	2	-	1	-	-	1	1	1	2	1	-	*
	*%	*%	*%	-%	-%	-%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%
																			o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE OPTIONS 1-4 ONLY)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes - PC	983	852	130	631	345	633	328
	44%	44%	44%	50%	35%	47%	40%
				d		f	
Yes - laptop	1357	1190	167	917	432	864	457
	61%	61%	57%	73%	44%	64%	56%
				d		f	
Yes - netbook	141	120	21	94	46	109	29
	6%	6%	7%	8%	5%	8%	4%
				d		f	
Yes - tablet computer - e.g. iPad	141	118	23	105	34	105	32
	6%	6%	8%	8%	3%	8%	4%
				d		f	
TOTAL YES	1785	1563	222	1152	621	1128	610
	80%	80%	76%	92%	64%	83%	74%
				d		f	
No	452	381	71	101	351	227	210
	20%	20%	24%	8%	36%	17%	26%
					c		e
Don't know	3	3	*	-	3	1	1
	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE2. Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes - have access and use at home	1743 78%	832 77%	912 78%	263 89% f	392 90% f	679 88% f	409 56%	185 49%	185 73% g	214 86% gh	396 95% ghi	516 92% lmn	561 84% mn	303 74% n	363 60%	1488 79% pqr	136 69%	76 69%	44 70%
Yes - have access but don't use at home	52 2%	23 2%	29 2%	3 1%	4 1%	16 2%	28 4% cde	10 3%	5 2%	4 2%	8 2%	8 1%	16 2%	13 3%	15 2%	43 2%	4 2%	1 1%	3 5% oq
No do not have access at home	438 20%	216 20%	222 19%	27 9%	41 9%	79 10%	291 40% cde	177 47% hij	62 25% ij	29 12% j	15 4%	37 7%	86 13% k	93 23% kl	221 37% klm	335 18%	55 28% o	32 29% o	15 24% o
Don't know	7 *%	3 *%	4 *%	1 *%	- -%	1 *%	6 1% e	3 1%	1 *%	1 1%	- -%	1 *%	1 *%	1 *%	4 1%	6 *%	- -%	1 1%	- -%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE2. Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes - have access and use at home	1743 78%	1529 79% b	215 73%	1137 91% d	595 61%	1107 82% f	593 72%
Yes - have access but don't use at home	52 2%	46 2%	6 2%	22 2%	29 3%	25 2%	23 3%
No do not have access at home	438 20%	365 19%	73 25% a	93 7%	345 35% c	221 16%	202 25% e
Don't know	7 *%	7 *%	- -%	1 *%	6 1% c	4 *%	3 *%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Your workplace	635	329	306	46	187	308	94	22	47	76	250	273	241	83	38	544	53	25	12
	28%	31%	26%	16%	43%	40%	13%	6%	19%	31%	60%	49%	36%	20%	6%	29%	27%	23%	20%
		b			cf	cf			g	gh	ghi	lmn	mn	n		qr			
Anywhere - using a 3G mobile phone/ smartphone	504	275	229	103	153	194	53	44	44	58	144	175	170	73	86	442	38	17	7
	22%	26%	20%	35%	35%	25%	7%	12%	17%	23%	34%	31%	26%	18%	14%	24%	19%	16%	11%
		b		ef	ef	f			g	g	ghi	lmn	mn			qr	r		
In someone else's home	265	111	154	77	70	83	35	32	29	38	66	88	90	35	51	229	18	10	8
	12%	10%	13%	26%	16%	11%	5%	9%	12%	15%	16%	16%	14%	9%	8%	12%	9%	9%	12%
			a	def	ef	f				g	g	mn	mn						
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ portable games console/ tablet computer	146	85	61	19	39	60	29	11	12	21	57	64	49	18	15	136	4	4	2
	7%	8%	5%	7%	9%	8%	4%	3%	5%	9%	14%	11%	7%	4%	3%	7%	2%	3%	4%
		b			f	f				g	gh	lmn	mn			pq			
School/ college	130	65	65	98	16	16	1	15	6	1	24	41	48	17	24	115	9	4	2
	6%	6%	6%	33%	4%	2%	*%	4%	3%	1%	6%	7%	7%	4%	4%	6%	4%	4%	4%
				def	f	f		i			hi	mn	mn						
Library	120	50	70	39	31	37	13	21	14	14	28	40	28	11	40	106	7	3	4
	5%	5%	6%	13%	7%	5%	2%	6%	5%	6%	7%	7%	4%	3%	7%	6%	3%	3%	7%
				def	f	f						lm			m				
Internet café	77	44	33	12	25	27	13	10	5	11	26	27	27	9	14	70	4	1	2
	3%	4%	3%	4%	6%	3%	2%	3%	2%	4%	6%	5%	4%	2%	2%	4%	2%	1%	3%
				f	f	f					gh	mn				q			
University	39	15	23	20	11	7	1	9	3	6	5	13	17	6	2	32	3	3	1
	2%	1%	2%	7%	3%	1%	*%	2%	1%	2%	1%	2%	3%	1%	*%	2%	2%	2%	2%
				def	ef							n	n	n					

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			FEMALE					UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+					ENG LAND	SCOT LAND	WALES	NI
	Total	MALE		16-24	25-34	35-54	55+					AB	C1	C2	DE				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
UK culture centre/ Learn Direct/ other online learning centres	7	*	6	2	*	3	1	*	2	2	2	-	4	1	1	6	-	*	-
	*%	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	-%	1%	*%	*%	*%	-%	*%	-%
			a																
Other	21	9	12	-	3	10	8	1	4	3	7	11	4	3	3	17	1	1	1
	1%	1%	1%	-%	1%	1%	1%	*%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
									g		g	n							
No, do not	1078	507	571	71	131	312	564	260	149	110	84	170	255	235	419	879	103	61	36
	48%	47%	49%	24%	30%	40%	77%	69%	59%	44%	20%	30%	38%	57%	69%	47%	53%	55%	58%
						cd	cde	hij	ij	j			k	kl	klm			o	o
EVER USE INTERNET AT HOME OR ELSEWHERE	1834	874	960	282	412	711	428	211	196	228	408	526	581	324	403	1560	145	81	48
	82%	81%	82%	96%	94%	92%	58%	56%	77%	92%	97%	94%	87%	79%	67%	83%	74%	73%	78%
				ef	f	f			g	gh	ghi	lmn	mn	n		pqr			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Your workplace	635	566	69	610	21	416	207
	28%	29%	24%	49%	2%	31%	25%
		b		d		f	
Anywhere - using a 3G mobile phone/ smartphone	504	434	69	387	113	339	158
	22%	22%	24%	31%	12%	25%	19%
				d		f	
In someone else's home	265	242	23	165	99	183	74
	12%	12%	8%	13%	10%	13%	9%
		b		d		f	
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ portable games console/ tablet computer	146	121	25	114	30	112	32
	7%	6%	9%	9%	3%	8%	4%
				d		f	
School/ college	130	119	11	31	97	69	59
	6%	6%	4%	2%	10%	5%	7%
					c		
Library	120	111	9	56	61	63	52
	5%	6%	3%	4%	6%	5%	6%
Internet café	77	72	5	54	23	44	31
	3%	4%	2%	4%	2%	3%	4%
				d			
University	39	36	2	17	21	22	15
	2%	2%	1%	1%	2%	2%	2%

Columns Tested: a,b - c,d - e,f

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
UK culture centre/ Learn Direct/ other online learning centres	7 *%	6 *%	* *%	5 *%	2 *%	6 *%	1 *%
Other	21 1%	19 1%	1 *%	11 1%	10 1%	14 1%	6 1%
No, do not	1078 48%	917 47%	161 55% a	391 31%	685 70% c	622 46%	420 51% e
EVER USE INTERNET AT HOME OR ELSEWHERE	1834 82%	1609 83% b	225 77%	1182 94% d	640 66%	1149 85% f	636 77%

Columns Tested: a,b - c,d - e,f

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QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2143	1021	1122	331	436	810	566	291	245	281	422	542	662	429	510	1588	186	173	196
Effective Weighted Sample	1755	843	912	268	349	681	470	237	200	224	359	448	547	349	425	1391	182	165	193
Total	1834	874	960	282	412	711	428	211	196	228	408	526	581	324	403	1560	145	81	48
Every day	1333	660	673	223	339	522	250	134	140	159	334	422	453	224	234	1145	97	61	31
	73%	76%	70%	79%	82%	73%	58%	63%	71%	70%	82%	80%	78%	69%	58%	73%	67%	75%	64%
		b		f	ef	f					ghi	mn	mn	n		r			r
Several times a week	275	121	155	36	53	112	75	34	26	36	53	69	77	55	75	229	28	9	10
	15%	14%	16%	13%	13%	16%	17%	16%	13%	16%	13%	13%	13%	17%	19%	15%	19%	11%	20%
															kl		q		oq
At least once a week	117	41	76	13	11	44	50	23	17	14	11	20	26	23	47	97	11	6	3
	6%	5%	8%	5%	3%	6%	12%	11%	9%	6%	3%	4%	5%	7%	12%	6%	8%	8%	7%
			a			d	cde	j	j	j				k	klm				
At least once a month	36	15	21	3	5	14	14	6	2	4	5	5	8	8	16	30	2	2	2
	2%	2%	2%	1%	1%	2%	3%	3%	1%	2%	1%	1%	1%	3%	4%	2%	2%	3%	4%
							d								kl				
A few times a year	21	10	11	1	-	5	15	5	4	2	-	3	5	7	7	18	2	2	*
	1%	1%	1%	*%	-%	1%	3%	2%	2%	1%	-%	1%	1%	2%	2%	1%	1%	2%	*%
							cde	j	j										
Less than once a year	3	3	1	-	-	1	2	*	-	2	-	-	*	1	2	2	1	-	-
	*%	*%	*%	-%	-%	*%	1%	*%	-%	1%	-%	-%	*%	*%	*%	*%	1%	-%	-%
Never	31	14	17	-	1	11	19	3	5	9	2	6	6	5	14	25	4	1	1
	2%	2%	2%	-%	*%	2%	5%	1%	2%	4%	*%	1%	1%	1%	3%	2%	3%	1%	2%
						cd	cde		j	j					kl				
TOTAL AT LEAST ONCE A WEEK	1726	823	903	272	402	677	374	190	184	209	398	511	556	302	356	1471	136	75	44
	94%	94%	94%	97%	98%	95%	87%	90%	94%	92%	97%	97%	96%	93%	88%	94%	94%	93%	91%
				f	f	f					ghi	mn	n	n					
TOTAL EVER	1787	851	936	277	407	697	405	202	190	217	403	519	570	318	381	1521	141	79	46
	97%	97%	98%	98%	99%	98%	95%	96%	97%	95%	99%	99%	98%	98%	94%	97%	97%	98%	95%
				f	f	f					gi	n	n	n		r			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2143	1021	1122	331	436	810	566	291	245	281	422	542	662	429	510	1588	186	173	196
Effective Weighted Sample	1755	843	912	268	349	681	470	237	200	224	359	448	547	349	425	1391	182	165	193
Total	1834	874	960	282	412	711	428	211	196	228	408	526	581	324	403	1560	145	81	48
Don't know	16	9	7	5	4	3	3	7	1	1	4	1	5	1	9	14	-	1	1
	1%	1%	1%	2%	1%	*%	1%	3%	1%	1%	1%	*%	1%	*%	2%	1%	-%	1%	3%
				e				i							km				op

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2143	1833	310	1227	905	1245	702
Effective Weighted Sample	1755	1524	232	1018	774	1063	612
Total	1834	1609	225	1182	640	1149	636
Every day	1333 73%	1181 73%	152 67%	908 77% d	415 65%	868 76% f	434 68%
Several times a week	275 15%	232 14%	43 19%	179 15%	95 15%	159 14%	107 17%
At least once a week	117 6%	103 6%	15 6%	54 5%	63 10% c	66 6%	48 8%
At least once a month	36 2%	30 2%	6 3%	17 1%	19 3% c	14 1%	21 3% e
A few times a year	21 1%	18 1%	3 1%	4 *%	17 3% c	14 1%	7 1%
Less than once a year	3 *%	3 *%	- -%	2 *%	1 *%	* *%	3 *%
Never	31 2%	26 2%	5 2%	11 1%	20 3% c	20 2%	10 2%
TOTAL AT LEAST ONCE A WEEK	1726 94%	1516 94%	209 93%	1141 97% d	573 90%	1093 95% f	589 93%
TOTAL EVER	1787 97%	1568 97%	219 97%	1164 99% d	611 95%	1121 98%	620 97%

Columns Tested: a,b - c,d - e,f

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QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2143	1833	310	1227	905	1245	702
Effective Weighted Sample	1755	1524	232	1018	774	1063	612
Total	1834	1609	225	1182	640	1149	636
Don't know	16	15	1	6	9	8	7
	1%	1%	1%	1%	1%	1%	1%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE5 (QE21). Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes	1647	825	822	254	386	641	366	200	176	206	377	480	524	289	354	1388	136	84	39
	74%	77%	71%	87%	88%	83%	50%	53%	69%	83%	90%	85%	79%	70%	59%	74%	70%	76%	64%
		b		f	ef	f			g	gh	ghi	lmn	mn	n		r			r
No	528	222	306	35	44	120	329	153	72	39	39	78	121	111	217	426	57	24	21
	24%	21%	26%	12%	10%	15%	45%	41%	28%	16%	9%	14%	18%	27%	36%	23%	29%	22%	33%
			a			d	cde	hij	ij	j				kl	klm	o			oq
Don't know	65	27	38	4	7	14	40	22	6	3	3	4	19	10	33	58	2	3	2
	3%	3%	3%	1%	2%	2%	5%	6%	2%	1%	1%	1%	3%	2%	5%	3%	1%	2%	3%
							cde	hij					k	k	klm				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE5 (QE21). Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes	1647	1432	215	1075	563	1024	583
	74%	74%	73%	86%	58%	76%	71%
				d		f	
No	528	454	75	162	363	293	215
	24%	23%	25%	13%	37%	22%	26%
					c		e
Don't know	65	61	4	16	49	39	24
	3%	3%	1%	1%	5%	3%	3%
					c		

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 54

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE6 (QE21B). And do you or anyone in your household access the internet in this way? (MULTI CODE OPTIONS 1-2 ONLY)

Base : Those aware that you can access broadband services on your PC or laptop using a mobile network

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1915	961	954	298	412	725	480	274	220	253	385	487	592	385	451	1398	175	181	161
Effective Weighted Sample	1567	791	776	244	327	611	396	224	181	202	328	404	492	311	375	1225	172	172	159
Total	1647	825	822	254	386	641	366	200	176	206	377	480	524	289	354	1388	136	84	39
While at home only	196	87	109	42	51	71	32	27	34	19	36	53	59	36	48	163	17	12	4
	12%	11%	13%	17% ef	13%	11%	9%	13%	19% ij	9%	10%	11%	11%	12%	14%	12%	12%	15%	9%
Outside the home only	106	54	52	15	25	47	19	4	11	11	36	37	38	17	14	89	11	5	1
	6%	7%	6%	6%	6%	7%	5%	2%	6% g	5% g	10% g	8% n	7% n	6%	4%	6% r	8% r	6%	2%
Both at home and outside the home	225	116	110	44	69	82	30	19	19	27	60	84	84	30	27	195	16	10	4
	14%	14%	13%	17% f	18% ef	13% f	8%	10%	11%	13%	16% g	18% mn	16% mn	10%	8%	14%	12%	12%	11%
TOTAL YES	527	256	271	101	145	199	81	49	64	57	132	174	181	83	89	448	43	27	9
	32%	31%	33%	40% ef	38% ef	31% f	22%	25%	36% g	27%	35% g	36% mn	35% n	29%	25%	32% r	32% r	32% r	22%
No	1112	564	548	152	240	439	281	149	111	149	242	302	342	205	263	935	92	56	30
	68%	68%	67%	60%	62%	68% c	77% cde	74% hj	63%	73% j	64%	63%	65%	71% k	74% kl	67%	68%	66%	77% oq
Don't know	8	4	3	1	*	3	3	2	*	-	4	3	2	1	2	5	1	1	*
	*%	*%	*%	*%	*%	1%	1%	1%	*%	-%	1%	1%	*%	*%	1%	*%	*%	1%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE6 (QE21B). And do you or anyone in your household access the internet in this way? (MULTI CODE OPTIONS 1-2 ONLY)

Base : Those aware that you can access broadband services on your PC or laptop using a mobile network

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1915	1622	293	1110	796	1109	645
Effective Weighted Sample	1567	1349	219	922	679	943	558
Total	1647	1432	215	1075	563	1024	583
While at home only	196	170	26	128	67	109	83
	12%	12%	12%	12%	12%	11%	14%
							e
Outside the home only	106	91	14	78	28	71	34
	6%	6%	7%	7%	5%	7%	6%
Both at home and outside the home	225	190	36	166	55	149	72
	14%	13%	17%	15%	10%	15%	12%
				d			
TOTAL YES	527	451	76	371	150	329	189
	32%	32%	35%	35%	27%	32%	32%
				d			
No	1112	975	137	701	408	690	392
	68%	68%	64%	65%	73%	67%	67%
					c		
Don't know	8	5	2	3	4	5	2
	*%	*%	1%	*%	1%	*%	*%

Columns Tested: a,b - c,d - e,f

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QE6 (QE21B). And do you or anyone in your household access the internet in this way? (MULTI CODE OPTIONS 1-2 ONLY)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
While at home only	196	87	109	42	51	71	32	27	34	19	36	53	59	36	48	163	17	12	4
	9%	8%	9%	14%	12%	9%	4%	7%	13%	7%	9%	9%	9%	9%	8%	9%	8%	11%	6%
				ef	f	f			gi										r
Outside the home only	106	54	52	15	25	47	19	4	11	11	36	37	38	17	14	89	11	5	1
	5%	5%	4%	5%	6%	6%	3%	1%	4%	4%	9%	7%	6%	4%	2%	5%	5%	4%	2%
				f	f	f			g	g	ghi	n	n			r	r		
Both at home and outside the home	225	116	110	44	69	82	30	19	19	27	60	84	84	30	27	195	16	10	4
	10%	11%	9%	15%	16%	11%	4%	5%	8%	11%	14%	15%	13%	7%	4%	10%	8%	9%	7%
				f	ef	f				g	gh	mn	mn	n					
TOTAL YES	527	256	271	101	145	199	81	49	64	57	132	174	181	83	89	448	43	27	9
	24%	24%	23%	34%	33%	26%	11%	13%	25%	23%	31%	31%	27%	20%	15%	24%	22%	24%	14%
				ef	ef	f			g	g	gi	mn	mn	n		r	r	r	
No	1706	814	892	192	291	572	650	324	189	192	283	385	482	326	513	1419	151	82	53
	76%	76%	76%	65%	67%	74%	88%	86%	75%	77%	68%	68%	72%	80%	85%	76%	77%	75%	85%
						cd	cde	hij		j				kl	klm				opq
Don't know	8	4	3	1	*	3	3	2	*	-	4	3	2	1	2	5	1	1	*
	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	1%	1%	*%	*%	*%	*%	*%	1%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE6 (QE21B). And do you or anyone in your household access the internet in this way? (MULTI CODE OPTIONS 1-2 ONLY)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
While at home only	196	170	26	128	67	109	83
	9%	9%	9%	10%	7%	8%	10%
				d			
Outside the home only	106	91	14	78	28	71	34
	5%	5%	5%	6%	3%	5%	4%
				d			
Both at home and outside the home	225	190	36	166	55	149	72
	10%	10%	12%	13%	6%	11%	9%
				d			
TOTAL YES	527	451	76	371	150	329	189
	24%	23%	26%	30%	15%	24%	23%
				d			
No	1706	1490	216	879	820	1022	631
	76%	77%	73%	70%	84%	75%	77%
					c		
Don't know	8	5	2	3	4	5	2
	*%	*%	1%	*%	*%	*%	*%

Columns Tested: a,b - c,d - e,f

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Ordinary phone line - dialup access	17	8	9	1	3	7	7	3	2	1	7	8	3	4	3	15	2	*	*
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	*%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1600	779	821	208	346	641	406	155	160	189	383	488	531	281	300	1371	123	64	43
	89%	91%	87%	78%	87%	92%	93%	79%	84%	87%	95%	93%	92%	89%	79%	90%	88%	82%	91%
		b			c	cd	cd			g	ghi	mn	n	n		q			q
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	314	150	165	56	83	121	55	37	38	39	76	121	98	40	56	276	20	15	3
	18%	18%	18%	21%	21%	17%	12%	19%	20%	18%	19%	23%	17%	13%	15%	18%	15%	20%	6%
				f	f	f						lmn				r	r	r	
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	421	201	221	91	134	157	40	43	32	48	135	144	133	66	79	374	23	14	11
	23%	24%	23%	34%	34%	23%	9%	22%	17%	22%	34%	27%	23%	21%	21%	24%	16%	19%	23%
				ef	ef	f					ghi	mn				p			
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	2	2	*	-	1	1	*	*	*	-	1	-	2	*	-	2	-	*	*
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
TOTAL NARROWBAND	20	10	10	1	4	7	7	3	2	1	8	8	4	4	3	17	2	1	*
	1%	1%	1%	*%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1767	843	924	261	395	685	427	191	187	217	396	519	571	308	369	1509	136	76	46
	98%	99%	98%	98%	100%	98%	98%	98%	98%	99%	98%	99%	99%	97%	98%	99%	97%	98%	99%
					f														
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1713	828	885	240	377	675	421	179	184	206	390	510	563	300	340	1458	136	75	44
	95%	97%	94%	90%	95%	97%	96%	92%	97%	94%	97%	97%	98%	95%	90%	95%	97%	97%	94%
		b			c	c	c		g		g	n	mn	n					
MOBILE BROADBAND ONLY	112	48	64	32	31	34	15	24	24	17	7	21	32	19	40	87	13	11	1
	6%	6%	7%	12%	8%	5%	3%	12%	13%	8%	2%	4%	6%	6%	11%	6%	10%	14%	3%
				ef	f			j	j	j					klm		or	or	
Other	5	2	3	-	2	2	1	-	2	-	1	-	-	3	2	5	-	-	-
	*%	*%	*%	-%	1%	*%	*%	-%	1%	-%	*%	-%	-%	1%	1%	*%	-%	-%	-%
														kl					
Don't know	15	7	8	4	-	5	6	1	-	-	4	3	3	3	4	11	2	1	*
	1%	1%	1%	2%	-%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				d			d												

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Ordinary phone line - dialup access	17 1%	12 1%	5 2% a	12 1%	5 1%	13 1%	4 1%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1600 89%	1398 89%	202 92%	1050 91% d	539 86%	1032 91% f	526 85%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	314 18%	268 17%	46 21%	213 18%	99 16%	200 18%	111 18%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	421 23%	360 23%	61 28%	317 27% d	100 16%	268 24%	143 23%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	2 *%	2 *%	* *%	2 *%	* *%	1 *%	1 *%

Columns Tested: a,b - c,d - e,f

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
TOTAL NARROWBAND	20	14	6	14	6	14	5
	1%	1%	3%	1%	1%	1%	1%
			a				
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1767	1551	217	1144	611	1118	603
	98%	99%	98%	99%	98%	99%	98%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1713	1503	210	1118	583	1090	579
	95%	95%	95%	96%	93%	96%	94%
				d		f	
MOBILE BROADBAND ONLY	112	105	8	68	44	58	53
	6%	7%	3%	6%	7%	5%	9%
							e
Other	5	3	2	3	2	3	2
	*%	*%	1%	*%	*%	*%	*%
Don't know	15	14	1	9	6	4	10
	1%	1%	*%	1%	1%	*%	2%
							e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Ordinary phone line - dialup access	17	8	9	1	3	7	7	3	2	1	7	8	3	4	3	15	2	*	*
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	*%	*%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1600	779	821	208	346	641	406	155	160	189	383	488	531	281	300	1371	123	64	43
	71%	73%	70%	71%	79%	83%	55%	41%	63%	76%	92%	87%	80%	68%	50%	73%	63%	58%	69%
				f	cf	cf			g	gh	ghi	lmn	mn	n		pq			q
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	314	150	165	56	83	121	55	37	38	39	76	121	98	40	56	276	20	15	3
	14%	14%	14%	19%	19%	16%	7%	10%	15%	16%	18%	21%	15%	10%	9%	15%	10%	14%	5%
				f	f	f			g	g	g	lmn	mn			r	r	r	
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	421	201	221	91	134	157	40	43	32	48	135	144	133	66	79	374	23	14	11
	19%	19%	19%	31%	31%	20%	5%	12%	13%	19%	32%	26%	20%	16%	13%	20%	12%	13%	17%
				ef	ef	f					ghi	lmn	n			pq			
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	2	2	*	-	1	1	*	*	*	-	1	-	2	*	-	2	-	*	*
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	*%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
TOTAL NARROWBAND	20	10	10	1	4	7	7	3	2	1	8	8	4	4	3	17	2	1	*
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1767	843	924	261	395	685	427	191	187	217	396	519	571	308	369	1509	136	76	46
	79%	79%	79%	89%	90%	88%	58%	51%	74%	87%	95%	92%	86%	75%	61%	81%	70%	69%	75%
				f	f	f			g	gh	ghi	lmn	mn	n		pqr			
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1713	828	885	240	377	675	421	179	184	206	390	510	563	300	340	1458	136	75	44
	76%	77%	76%	82%	86%	87%	57%	48%	73%	83%	93%	91%	85%	73%	56%	78%	70%	68%	71%
				f	f	cf			g	gh	ghi	lmn	mn	n		pqr			
MOBILE BROADBAND ONLY	112	48	64	32	31	34	15	24	24	17	7	21	32	19	40	87	13	11	1
	5%	5%	5%	11%	7%	4%	2%	6%	10%	7%	2%	4%	5%	5%	7%	5%	7%	10%	2%
				ef	f	f		j	j	j					k	r	r	or	
Other	5	2	3	-	2	2	1	-	2	-	1	-	-	3	2	5	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	1%	-%	*%	-%	-%	1%	*%	*%	-%	-%	-%
														l					
Don't know	453	223	230	31	41	84	296	178	62	29	19	40	90	96	226	346	57	33	16
	20%	21%	20%	11%	9%	11%	40%	47%	25%	12%	5%	7%	14%	24%	37%	19%	29%	30%	25%
							cde	hij	ij	j			k	kl	klm		o	o	o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Ordinary phone line - dialup access	17 1%	12 1%	5 2% a	12 1%	5 1%	13 1%	4 *%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1600 71%	1398 72%	202 69%	1050 84% d	539 55%	1032 76% f	526 64%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	314 14%	268 14%	46 16%	213 17% d	99 10%	200 15%	111 14%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	421 19%	360 19%	61 21%	317 25% d	100 10%	268 20%	143 17%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	2 *%	2 *%	* *%	2 *%	* *%	1 *%	1 *%

Columns Tested: a,b - c,d - e,f

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QE7 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
TOTAL NARROWBAND	20	14	6	14	6	14	5
	1%	1%	2%	1%	1%	1%	1%
			a				
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1767	1551	217	1144	611	1118	603
	79%	80%	74%	91%	63%	82%	73%
		b		d		f	
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1713	1503	210	1118	583	1090	579
	76%	77%	71%	89%	60%	80%	70%
		b		d		f	
MOBILE BROADBAND ONLY	112	105	8	68	44	58	53
	5%	5%	3%	5%	5%	4%	6%
		b					e
Other	5	3	2	3	2	3	2
	*%	*%	1%	*%	*%	*%	*%
Don't know	453	379	74	101	351	225	212
	20%	19%	25%	8%	36%	17%	26%
			a		c		e

Columns Tested: a,b - c,d - e,f

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QE8 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Ordinary phone line - dialup access	15	6	8	1	3	4	7	3	1	1	6	6	3	3	3	12	2	*	*
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	*%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1525	737	788	184	321	624	395	151	155	186	367	458	502	272	293	1302	120	62	41
	85%	86%	84%	69%	81%	90%	90%	78%	82%	85%	91%	87%	87%	86%	78%	85%	85%	80%	88%
					c	cd	cd			g	ghi	n	n	n					q
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	119	52	66	33	31	36	19	23	24	16	9	24	37	18	40	95	12	10	1
	7%	6%	7%	12%	8%	5%	4%	12%	13%	7%	2%	5%	6%	6%	11%	6%	9%	14%	3%
				ef	f			j	j	j					klm		r	or	
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	118	51	67	44	40	25	10	17	8	15	17	33	31	19	36	107	5	3	3
	7%	6%	7%	16%	10%	4%	2%	9%	4%	7%	4%	6%	5%	6%	9%	7%	3%	4%	7%
				def	ef			j							l				
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	1	1	*	-	1	-	*	-	*	-	-	-	1	*	-	1	-	*	-
	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE8 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
TOTAL NARROWBAND	16	7	9	1	4	4	7	3	1	1	6	6	3	4	3	13	2	1	*
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%
TOTAL BROADBAND	1644	789	855	217	353	660	414	174	179	202	376	483	539	289	334	1397	132	73	43
	92%	92%	91%	82%	89%	95%	95%	89%	94%	93%	93%	92%	93%	91%	88%	91%	94%	94%	91%
					c	cd	cd							n					
Other	3	1	2	-	-	2	1	-	2	-	1	-	-	1	1	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	1%	-%	*%	-%	-%	*%	*%	*%	-%	-%	-%
Don't know	15	7	8	4	-	5	6	1	-	-	4	3	3	3	4	11	2	1	*
	1%	1%	1%	2%	-%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				d			d												

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE8 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Ordinary phone line - dialup access	15	10	4	9	5	12	3
	1%	1%	2%	1%	1%	1%	*%
			a				
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1525	1342	183	997	519	982	502
	85%	85%	83%	86%	83%	87%	81%
							f
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	119	109	10	72	47	62	56
	7%	7%	4%	6%	7%	5%	9%
							e
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	118	97	22	71	45	70	45
	7%	6%	10%	6%	7%	6%	7%
			a				
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	1	1	-	1	*	-	1
	*%	*%	-%	*%	*%	-%	*%

Columns Tested: a,b - c,d - e,f

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QE8 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
TOTAL NARROWBAND	16	11	4	10	6	12	4
	1%	1%	2%	1%	1%	1%	1%
TOTAL BROADBAND	1644	1451	193	1069	566	1044	558
	92%	92%	88%	92%	91%	92%	90%
		b					
Other	3	2	1	1	2	3	-
	*%	*%	*%	*%	*%	*%	-%
Don't know	15	14	1	9	6	4	10
	1%	1%	*%	1%	1%	*%	2%
							e

Columns Tested: a,b - c,d - e,f

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QE9 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	336	159	177	63	81	130	62	45	44	41	73	112	103	52	69	266	26	32	12
Effective Weighted Sample	281	135	146	52	66	114	51	37	38	34	62	94	91	41	60	233	26	30	12
Total	314	150	165	56	83	121	55	37	38	39	76	121	98	40	56	276	20	15	3
Yes	258	125	133	**	**	95	**	**	**	**	**	98	90	**	**	225	**	**	**
	82%	84%	81%	**	**	79%	**	**	**	**	**	82%	91%	**	**	82%	**	**	**
No	49	21	27	**	**	23	**	**	**	**	**	20	8	**	**	44	**	**	**
	15%	14%	17%	**	**	19%	**	**	**	**	**	17%	8%	**	**	16%	**	**	**
Don't know	8	3	5	**	**	2	**	**	**	**	**	2	1	**	**	7	**	**	**
	2%	2%	3%	**	**	2%	**	**	**	**	**	2%	1%	**	**	3%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE9 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	336	287	49	205	128	207	117
Effective Weighted Sample	281	245	37	173	112	174	103
Total	314	268	46	213	99	200	111
Yes	258	217	**	187	68	162	94
	82%	81%	**	88%	69%	81%	85%
				d			
No	49	43	**	24	24	35	12
	15%	16%	**	11%	25%	18%	11%
					c		
Don't know	8	8	**	1	6	3	5
	2%	3%	**	1%	6%	2%	4%
					c		

Columns Tested: a,b - c,d - e,f

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QE7 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes	258	125	133	49	74	95	40	30	33	27	66	98	90	28	42	225	18	12	2
	12%	12%	11%	17%	17%	12%	5%	8%	13%	11%	16%	18%	13%	7%	7%	12%	9%	11%	4%
				f	ef	f			g		g	mn	mn			r	r	r	
No	49	21	27	4	9	23	13	3	4	12	8	20	8	11	9	44	2	2	1
	2%	2%	2%	1%	2%	3%	2%	1%	2%	5%	2%	4%	1%	3%	2%	2%	1%	2%	1%
										gh		ln							
Don't know	8	3	5	3	*	2	2	4	1	-	1	2	1	1	4	7	-	1	-
	*%	*%	*%	1%	*%	*%	*%	1%	1%	-%	*%	*%	*%	*%	1%	*%	-%	1%	-%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	1926	924	1001	237	354	655	680	338	215	209	343	441	566	370	548	1597	175	95	59
	86%	86%	86%	81%	81%	84%	93%	90%	85%	84%	82%	79%	85%	90%	91%	85%	90%	86%	95%
							cde	hij					k	kl	kl				opq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE7 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes	258	217	41	187	68	162	94
	12%	11%	14%	15%	7%	12%	11%
				d			
No	49	43	6	24	24	35	12
	2%	2%	2%	2%	2%	3%	2%
Don't know	8	8	-	1	6	3	5
	*%	*%	-%	*%	1%	*%	1%
					c		
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	1926	1678	247	1040	876	1156	710
	86%	86%	84%	83%	90%	85%	86%
					c		

Columns Tested: a,b - c,d - e,f

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QE10 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	269	128	141	54	70	101	44	36	37	29	62	89	93	36	51	211	23	26	9
Effective Weighted Sample	225	110	115	45	57	88	36	30	32	24	53	75	82	28	44	185	23	25	9
Total	258	125	133	49	74	95	40	30	33	27	66	98	90	28	42	225	18	12	2
I always use in the home	80	29	51	**	**	27	**	**	**	**	**	**	**	**	**	65	**	**	**
	31%	23%	38%	**	**	28%	**	**	**	**	**	**	**	**	**	29%	**	**	**
			a																
I mainly use in the home	34	18	16	**	**	9	**	**	**	**	**	**	**	**	**	29	**	**	**
	13%	15%	12%	**	**	10%	**	**	**	**	**	**	**	**	**	13%	**	**	**
I use equally in the home and outside the home	96	53	43	**	**	35	**	**	**	**	**	**	**	**	**	86	**	**	**
	37%	42%	33%	**	**	37%	**	**	**	**	**	**	**	**	**	38%	**	**	**
I mainly use outside the home	32	18	15	**	**	17	**	**	**	**	**	**	**	**	**	31	**	**	**
	12%	14%	11%	**	**	17%	**	**	**	**	**	**	**	**	**	14%	**	**	**
I always use outside the home	14	7	7	**	**	6	**	**	**	**	**	**	**	**	**	13	**	**	**
	6%	6%	5%	**	**	6%	**	**	**	**	**	**	**	**	**	6%	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	114	48	67	**	**	36	**	**	**	**	**	**	**	**	**	93	**	**	**
	44%	38%	50%	**	**	38%	**	**	**	**	**	**	**	**	**	41%	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	46	25	22	**	**	23	**	**	**	**	**	**	**	**	**	44	**	**	**
	18%	20%	16%	**	**	24%	**	**	**	**	**	**	**	**	**	20%	**	**	**
EVER USE OUTSIDE THE HOME	177	96	81	**	**	67	**	**	**	**	**	**	**	**	**	160	**	**	**
	68%	77%	61%	**	**	71%	**	**	**	**	**	**	**	**	**	71%	**	**	**
		b																	
Don't know	1	-	1	**	**	1	**	**	**	**	**	**	**	**	**	1	**	**	**
	*%	-%	1%	**	**	1%	**	**	**	**	**	**	**	**	**	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE10 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	269	227	42	177	89	165	95
Effective Weighted Sample	225	195	31	150	77	138	84
Total	258	217	41	187	68	162	94
I always use in the home	80	69	**	54	**	41	**
	31%	32%	**	29%	**	26%	**
I mainly use in the home	34	27	**	26	**	23	**
	13%	13%	**	14%	**	14%	**
I use equally in the home and outside the home	96	79	**	69	**	71	**
	37%	36%	**	37%	**	44%	**
I mainly use outside the home	32	29	**	26	**	16	**
	12%	13%	**	14%	**	10%	**
I always use outside the home	14	13	**	11	**	8	**
	6%	6%	**	6%	**	5%	**
ALWAYS/ MAINLY USE IN THE HOME	114	96	**	80	**	65	**
	44%	44%	**	43%	**	40%	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	46	42	**	37	**	25	**
	18%	19%	**	20%	**	15%	**
EVER USE OUTSIDE THE HOME	177	148	**	132	**	119	**
	68%	68%	**	70%	**	74%	**
Don't know	1	-	**	1	**	1	**
	*%	-%	**	1%	**	1%	**

Columns Tested: a,b - c,d - e,f

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QE11 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	173	92	81	32	42	68	31	19	21	17	48	71	64	16	22	143	12	14	4
Effective Weighted Sample	146	79	67	27	35	60	26	17	18	14	41	60	56	12	19	126	12	13	4
Total	177	96	81	30	48	67	31	16	21	17	54	82	65	12	18	160	9	7	1
When travelling (e.g. on a train or in a car)	121	**	**	**	**	**	**	**	**	**	**	**	**	**	**	111	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	70%	**	**	**
Outdoors	98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	89	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	56%	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	86	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	54%	**	**	**
At your work place	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30%	**	**	**
Other	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE11 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	173	148	25	117	53	115	54
Effective Weighted Sample	146	128	19	101	46	97	48
Total	177	148	28	132	42	119	57
When travelling (e.g. on a train or in a car)	121	101	**	93	**	87	**
	68%	68%	**	70%	**	73%	**
Outdoors	98	81	**	70	**	64	**
	55%	55%	**	53%	**	53%	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	96	79	**	68	**	60	**
	54%	53%	**	51%	**	50%	**
At your work place	55	51	**	52	**	39	**
	31%	34%	**	39%	**	32%	**
Other	9	9	**	5	**	4	**
	5%	6%	**	4%	**	3%	**
Don't know	4	*	**	4	**	4	**
	2%	*%	**	3%	**	3%	**

Columns Tested: a,b - c,d - e,f

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QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed Broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1640	796	844	229	326	664	421	144	161	218	381	448	532	340	320	1234	133	116	157
Effective Weighted Sample	1342	654	688	188	261	556	347	116	133	172	323	371	441	279	264	1082	130	111	155
Total	1432	690	742	201	316	592	323	104	132	171	369	445	474	259	254	1235	103	55	39
1	109 8%	40 6%	69 9% a	10 5%	23 7%	35 6%	41 13% cde	24 23% ij	20 15% j	14 8% j	11 3%	22 5%	39 8%	14 6%	33 13% klm	93 8%	6 5%	4 7%	6 16% opq
2	817 57%	394 57%	423 57%	59 29%	216 68% ce	334 56% c	209 65% ce	46 44%	70 53%	114 67% gh	238 64% gh	263 59% n	281 59% n	145 56%	128 50%	693 56%	70 67% o	32 58%	22 57%
3	282 20%	138 20%	144 19%	78 39% def	34 11%	125 21% df	45 14%	20 20%	18 14%	24 14%	72 20%	95 21% l	75 16%	64 25% l	48 19%	250 20%	16 15%	11 20%	6 15%
4	155 11%	82 12%	72 10%	40 20% def	26 8%	69 12% f	19 6%	5 5%	16 12% g	13 7%	36 10%	47 11%	57 12%	24 9%	27 10%	137 11%	9 9%	5 9%	3 8%
5 or more	58 4%	30 4%	28 4%	13 7% f	11 3%	26 4%	8 3%	7 7%	8 6%	4 2%	11 3%	18 4%	19 4%	9 4%	12 5%	52 4%	3 3%	1 2%	1 4%
Don't know	11 1%	5 1%	7 1%	1 *%	7 2% e	3 *%	1 *%	2 2%	- -%	2 1%	1 *%	- -%	2 1%	3 1% k	6 2% kl	9 1%	- -%	2 4% opr	- -%
Mean number of people	2.4	2.5 b	2.4	2.9 def	2.3	2.5 df	2.2	2.2	2.4	2.3	2.4 gi	2.5 n	2.4	2.5	2.3	2.4	2.4	2.3 r	2.3
Standard deviation	1.03	1.03	1.04	1.11	1.02	1.02	.89	1.27	1.15	.88	.88	.96	1.06	.99	1.14	1.04	.95	.94	.99
Standard error	.03	.04	.04	.07	.06	.04	.04	.11	.09	.06	.05	.05	.05	.05	.06	.03	.08	.09	.08

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed Broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1640	1397	243	980	651	984	499
Effective Weighted Sample	1342	1162	180	815	555	842	437
Total	1432	1251	181	959	463	925	467
1	109	92	17	51	57	66	36
	8%	7%	9%	5%	12%	7%	8%
					c		
2	817	713	104	571	240	547	248
	57%	57%	58%	60%	52%	59%	53%
				d		f	
3	282	249	33	179	101	176	100
	20%	20%	18%	19%	22%	19%	21%
4	155	137	18	110	43	101	50
	11%	11%	10%	11%	9%	11%	11%
5 or more	58	50	8	39	19	27	29
	4%	4%	4%	4%	4%	3%	6%
							e
Don't know	11	10	1	9	3	7	4
	1%	1%	*%	1%	1%	1%	1%
Mean number of people	2.4	2.4	2.4	2.5	2.4	2.4	2.5
							e
Standard deviation	1.03	1.03	1.04	1.01	1.08	.95	1.17
Standard error	.03	.03	.07	.03	.04	.03	.05

Columns Tested: a,b - c,d - e,f

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QE13 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	k	~l	~m	~n	o	~p	~q	~r
Unweighted total	297	138	159	57	74	116	50	33	35	36	68	100	88	49	60	237	20	29	11
Effective Weighted Sample	249	117	132	47	60	102	41	27	30	30	58	85	77	39	52	208	20	28	11
Total	277	130	147	51	75	107	45	26	31	33	72	108	83	38	49	245	16	14	3
1	78	40	38	**	**	24	**	**	**	**	**	28	**	**	**	71	**	**	**
	28%	31%	26%	**	**	23%	**	**	**	**	**	26%	**	**	**	29%	**	**	**
2	135	55	80	**	**	54	**	**	**	**	**	54	**	**	**	119	**	**	**
	49%	43%	54%	**	**	51%	**	**	**	**	**	50%	**	**	**	49%	**	**	**
3	31	14	17	**	**	11	**	**	**	**	**	17	**	**	**	27	**	**	**
	11%	11%	11%	**	**	10%	**	**	**	**	**	15%	**	**	**	11%	**	**	**
4	18	11	7	**	**	11	**	**	**	**	**	6	**	**	**	15	**	**	**
	7%	9%	5%	**	**	11%	**	**	**	**	**	6%	**	**	**	6%	**	**	**
5 or more	6	5	1	**	**	2	**	**	**	**	**	2	**	**	**	5	**	**	**
	2%	4%	1%	**	**	2%	**	**	**	**	**	2%	**	**	**	2%	**	**	**
Don't know	9	4	5	**	**	4	**	**	**	**	**	1	**	**	**	7	**	**	**
	3%	3%	3%	**	**	4%	**	**	**	**	**	1%	**	**	**	3%	**	**	**
Mean number of people	2.0	2.0	1.9	**	**	2.1	**	**	**	**	**	2.1	**	**	**	2.0	**	**	**
Standard deviation	1.04	1.19	.89	**	**	1.06	**	**	**	**	**	.96	**	**	**	1.04	**	**	**
Standard error	.06	.10	.07	**	**	.10	**	**	**	**	**	.10	**	**	**	.07	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE13 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	~f
Unweighted total	297	254	43	181	114	189	97
Effective Weighted Sample	249	217	32	152	99	160	85
Total	277	236	41	186	89	183	92
1	78	70	**	53	25	48	**
	28%	30%	**	29%	28%	26%	**
2	135	116	**	96	37	93	**
	49%	49%	**	52%	41%	51%	**
3	31	22	**	16	15	22	**
	11%	9%	**	9%	16%	12%	**
4	18	15	**	13	5	13	**
	7%	6%	**	7%	6%	7%	**
5 or more	6	5	**	4	2	2	**
	2%	2%	**	2%	2%	1%	**
Don't know	9	8	**	3	6	5	**
	3%	4%	**	2%	6%	3%	**
Mean number of people	2.0	1.9	**	2.0	2.0	2.0	**
Standard deviation	1.04	1.04	**	.96	1.21	.95	**
Standard error	.06	.07	**	.07	.11	.07	**

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 65

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
General surfing/ browsing the internet	1558	746	811	229	349	621	359	149	154	190	373	483	507	272	295	1320	127	72	38
	87%	87%	86%	86%	88%	89%	82%	76%	81%	87%	92%	92%	88%	86%	78%	86%	91%	93%	82%
					f	f				g	ghi	lmn	n	n			r	or	
Sending and receiving e-mail	1554	743	812	212	356	620	366	155	164	186	379	487	528	264	275	1327	125	67	36
	87%	87%	86%	80%	90%	89%	84%	79%	86%	85%	94%	93%	92%	84%	73%	87%	89%	86%	76%
					cf	cf					ghi	mn	mn	n		r	r	r	
Purchasing goods/services/ tickets etc.	1247	592	655	163	294	511	279	104	129	157	337	402	416	217	212	1064	100	48	35
	69%	69%	70%	61%	74%	73%	64%	53%	68%	72%	83%	77%	72%	69%	56%	69%	72%	63%	74%
					cf	cf			g	g	ghi	mn	n	n					q
Banking	1143	540	603	136	290	484	233	98	108	140	334	399	393	187	165	980	89	49	27
	64%	63%	64%	51%	73%	70%	53%	50%	57%	64%	83%	76%	68%	59%	44%	64%	64%	63%	57%
					cf	cf				g	ghi	lmn	mn	n					
Using social networking sites (such as MySpace, Facebook or Bebo)	1104	497	607	218	298	437	152	120	122	122	267	305	360	189	249	938	89	48	29
	62%	58%	65%	82%	75%	63%	35%	61%	64%	56%	66%	58%	62%	60%	66%	61%	64%	61%	63%
			a	ef	ef	f					i				k				
Finding/ downloading information for personal reasons e.g. information, news, weather	1058	518	539	119	228	464	246	82	104	122	311	393	354	162	148	921	80	31	26
	59%	61%	57%	45%	58%	67%	56%	42%	55%	56%	77%	75%	61%	51%	39%	60%	57%	40%	55%
					c	cdf	c		g	g	ghi	lmn	mn	n		q	q		q
Finding/ downloading information for work/ business	813	426	387	98	183	391	140	46	67	81	283	331	282	119	81	710	53	33	16
	45%	50%	41%	37%	46%	56%	32%	24%	35%	37%	70%	63%	49%	38%	21%	46%	38%	43%	35%
		b			cf	cdf			g	g	ghi	lmn	mn	n		pr			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
								UNDER	£11.5K-	£17.5K-						ENG	SCOT		
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	769	389	380	145	211	320	92	64	79	79	209	245	255	121	147	658	64	28	19
	43%	45%	40%	54%	53%	46%	21%	33%	41%	36%	52%	47%	44%	38%	39%	43%	46%	36%	40%
		b		ef	ef	f					ghi	mn							
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	704	359	345	52	170	324	158	51	74	84	235	296	235	99	74	634	39	17	15
	39%	42%	37%	20%	43%	47%	36%	26%	39%	38%	58%	56%	41%	31%	20%	41%	28%	22%	32%
		b			c	cf	c		g	g	ghi	lmn	mn	n		pqr			q
Downloading music files, movies or video clips	691	347	344	136	176	270	109	59	61	75	210	236	242	102	111	603	42	26	20
	38%	41%	37%	51%	44%	39%	25%	30%	32%	34%	52%	45%	42%	32%	29%	39%	30%	34%	42%
				ef	f	f					ghi	mn	mn			p			p
Playing games online/ interactively	682	346	336	150	167	267	98	75	68	86	173	183	228	118	153	595	44	25	18
	38%	40%	36%	56%	42%	38%	22%	39%	36%	40%	43%	35%	39%	37%	41%	39%	31%	33%	39%
		b		def	f	f													
To find information on health related issues e.g. NHS Direct/ NHS 24	668	314	354	68	148	291	161	53	60	82	204	255	232	99	82	599	32	22	15
	37%	37%	38%	25%	37%	42%	37%	27%	32%	37%	51%	49%	40%	31%	22%	39%	23%	28%	32%
					c	c	c				ghi	lmn	mn	n		pqr			
Finding/ downloading information for school/ college/ university/ homework	630	279	351	132	121	308	70	55	67	63	185	211	223	95	101	546	41	29	14
	35%	33%	37%	50%	31%	44%	16%	28%	35%	29%	46%	40%	39%	30%	27%	36%	29%	38%	30%
			a	df	f	df					ghi	mn	mn						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 65

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	627	313	314	113	150	250	115	54	56	75	173	232	230	80	85	553	39	17	18
	35%	37%	33%	42%	38%	36%	26%	28%	29%	34%	43%	44%	40%	25%	22%	36%	28%	22%	38%
				f	f	f					ghi	mn	mn			pq			pq
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	582	270	312	128	150	238	66	60	56	72	169	183	203	86	110	499	52	19	11
	32%	32%	33%	48%	38%	34%	15%	30%	29%	33%	42%	35%	35%	27%	29%	33%	37%	25%	24%
				def	f	f					ghi	m	mn			qr	qr		
Watching live TV programmes	486	253	234	96	130	188	72	44	44	55	150	174	171	65	76	430	28	13	15
	27%	30%	25%	36%	33%	27%	16%	23%	23%	25%	37%	33%	30%	21%	20%	28%	20%	16%	32%
		b		ef	f	f					ghi	mn	mn			pq			pq
Using Twitter (browsing/ reading site)	347	170	177	85	95	135	32	21	28	42	108	126	122	47	52	296	30	13	8
	19%	20%	19%	32%	24%	19%	7%	11%	15%	19%	27%	24%	21%	15%	14%	19%	22%	16%	17%
				def	f	f				g	ghi	mn	mn						
Watch news programmes	336	200	136	51	89	128	69	29	35	36	99	138	119	48	31	297	22	10	8
	19%	23%	14%	19%	22%	18%	16%	15%	19%	17%	24%	26%	21%	15%	8%	19%	16%	13%	16%
		b			f						gi	lmn	mn	n		q			
Listening to radio	336	184	151	62	94	129	50	27	27	51	109	132	113	50	41	300	17	9	10
	19%	22%	16%	23%	24%	19%	12%	14%	14%	23%	27%	25%	20%	16%	11%	20%	12%	12%	21%
		b		f	f	f				gh	gh	lmn	n			pq			pq
Uploading/ adding content to the internet	311	163	148	66	74	130	41	24	30	37	98	106	120	42	43	268	28	9	6
	17%	19%	16%	25%	19%	19%	9%	12%	16%	17%	24%	20%	21%	13%	11%	18%	20%	12%	12%
				ef	f	f					ghi	mn	mn				qr		

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Real time gambling/ trading/ auctions	301	165	136	46	84	137	35	20	35	33	87	82	120	49	49	264	25	6	5
	17%	19%	14%	17%	21%	20%	8%	10%	18%	15%	21%	16%	21%	16%	13%	17%	18%	8%	10%
		b		f	f	f			g		g		kmn			qr	qr		
Downloading films (Video on Demand)	221	123	98	62	61	72	26	19	17	23	65	87	73	28	34	199	9	6	7
	12%	14%	10%	23%	15%	10%	6%	10%	9%	11%	16%	17%	13%	9%	9%	13%	6%	7%	16%
		b		def	ef	f					gh	mn				pq			pq
Using Twitter (account holder, posting on site)	191	94	97	50	58	71	12	10	16	19	64	70	74	27	20	162	22	3	4
	11%	11%	10%	19%	15%	10%	3%	5%	8%	9%	16%	13%	13%	9%	5%	11%	16%	4%	8%
				ef	ef	f					ghi	mn	mn			q	oqr		
Streamed audio services (free)	171	116	54	40	51	66	14	15	14	17	53	62	70	19	19	157	8	3	3
	10%	14%	6%	15%	13%	10%	3%	8%	7%	8%	13%	12%	12%	6%	5%	10%	6%	4%	6%
		b		ef	f	f					gh	mn	mn			q			
Streamed audio services (subscription)	55	36	19	11	17	20	7	3	6	3	20	27	19	5	4	51	2	1	1
	3%	4%	2%	4%	4%	3%	2%	1%	3%	1%	5%	5%	3%	1%	1%	3%	1%	2%	3%
		b		f	f						gi	mn	n						
Other	32	16	16	2	7	6	17	4	6	1	7	10	9	3	10	26	4	1	1
	2%	2%	2%	1%	2%	1%	4%	2%	3%	1%	2%	2%	2%	1%	3%	2%	3%	2%	2%
							ce												
USE SOCIAL NETWORKING SITES	1144	517	627	228	306	452	158	122	127	130	280	324	370	197	253	973	91	50	30
	64%	60%	67%	86%	77%	65%	36%	62%	67%	60%	69%	62%	64%	62%	67%	64%	65%	65%	65%
			a	def	ef	f					i								
TV/ VIDEO VIEWING	988	483	505	176	243	393	176	94	96	112	266	330	347	148	162	863	64	34	26
	55%	57%	54%	66%	61%	57%	40%	48%	51%	51%	66%	63%	60%	47%	43%	56%	46%	44%	57%
				ef	f	f					ghi	mn	mn			pq			pq

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
USE TWITTER	360	178	182	87	102	139	33	21	32	43	112	132	123	52	53	308	32	13	8
	20%	21%	19%	33%	26%	20%	7%	11%	17%	20%	28%	25%	21%	16%	14%	20%	23%	16%	18%
				ef	ef	f				g	ghi	mn	n						
STREAMED AUDIO SERVICES	179	119	60	40	55	70	14	15	15	17	57	68	70	20	20	164	8	3	3
	10%	14%	6%	15%	14%	10%	3%	8%	8%	8%	14%	13%	12%	6%	5%	11%	6%	4%	7%
		b		ef	f	f					ghi	mn	mn			pq			
None of these	19	8	11	-	3	3	13	3	2	1	3	4	6	5	5	17	-	1	2
	1%	1%	1%	-%	1%	*%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	-%	1%	4%
							cde												op
Don't know	14	8	6	2	2	4	6	3	2	1	2	3	-	2	9	11	2	*	*
	1%	1%	1%	1%	*%	1%	1%	2%	1%	*%	*%	1%	-%	1%	2%	1%	2%	1%	1%
															klm				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
General surfing/ browsing the internet	1558 87%	1361 86%	196 89%	1022 88% d	524 84%	1004 89% f	515 84%
Sending and receiving e-mail	1554 87%	1365 87%	190 86%	1036 89% d	507 81%	999 88% f	520 84%
Purchasing goods/services/ tickets etc.	1247 69%	1098 70%	149 67%	853 74% d	384 62%	818 72% f	394 64%
Banking	1143 64%	1019 65% b	124 56%	828 71% d	309 49%	772 68% f	345 56%
Using social networking sites (such as MySpace, Facebook or Bebo)	1104 62%	977 62%	127 58%	756 65% d	338 54%	692 61%	383 62%
Finding/ downloading information for personal reasons e.g. information, news, weather	1058 59%	927 59%	130 59%	726 63% d	329 53%	696 61% f	336 54%
Finding/ downloading information for work/ business	813 45%	707 45%	105 48%	650 56% d	159 25%	546 48% f	250 41%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	769	687	81	539	221	473	276
	43%	44%	37%	47%	35%	42%	45%
				d			
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	704	610	94	510	191	493	197
	39%	39%	43%	44%	31%	44%	32%
				d		f	
Downloading music files, movies or video clips	691	616	75	478	207	448	224
	38%	39%	34%	41%	33%	40%	36%
				d			
Playing games online/ interactively	682	591	91	441	236	411	253
	38%	38%	41%	38%	38%	36%	41%
To find information on health related issues e.g. NHS Direct/ NHS 24	668	585	83	469	197	459	194
	37%	37%	38%	40%	32%	41%	32%
				d		f	
Finding/ downloading information for school/ college/ university/ homework	630	546	84	419	208	397	219
	35%	35%	38%	36%	33%	35%	35%

Columns Tested: a,b - c,d - e,f

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QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	627 35%	550 35%	77 35%	426 37% d	198 32%	444 39% f	165 27%
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	582 32%	515 33%	67 30%	392 34%	185 30%	370 33%	200 33%
Watching live TV programmes	486 27%	428 27%	58 26%	338 29% d	145 23%	316 28%	155 25%
Using Twitter (browsing/ reading site)	347 19%	307 19%	40 18%	258 22% d	86 14%	240 21% f	99 16%
Watch news programmes	336 19%	284 18%	52 24% a	245 21% d	90 14%	232 20% f	97 16%
Listening to radio	336 19%	298 19%	38 17%	242 21% d	90 14%	229 20% f	97 16%
Uploading/ adding content to the internet	311 17%	282 18%	28 13%	219 19% d	90 14%	213 19%	92 15%

Columns Tested: a,b - c,d - e,f

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QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Real time gambling/ trading/ auctions	301 17%	262 17%	39 18%	226 20% d	74 12%	195 17%	101 16%
Downloading films (Video on Demand)	221 12%	190 12%	31 14%	160 14% d	59 10%	137 12%	77 12%
Using Twitter (account holder, posting on site)	191 11%	178 11% b	13 6%	142 12% d	48 8%	133 12%	54 9%
Streamed audio services (free)	171 10%	155 10%	16 7%	129 11% d	40 6%	117 10%	51 8%
Streamed audio services (subscription)	55 3%	50 3%	5 2%	45 4% d	10 2%	36 3%	18 3%
Other	32 2%	26 2%	7 3%	17 1%	16 2%	19 2%	12 2%
USE SOCIAL NETWORKING SITES	1144 64%	1012 64%	132 60%	791 68% d	343 55%	723 64%	391 63%
TV/ VIDEO VIEWING	988 55%	876 56%	111 50%	669 58% d	313 50%	655 58% f	307 50%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
USE TWITTER	360	320	40	270	87	251	101
	20%	20%	18%	23%	14%	22%	16%
				d		f	
STREAMED AUDIO SERVICES	179	161	18	136	41	120	55
	10%	10%	8%	12%	7%	11%	9%
				d			
None of these	19	18	1	9	11	7	10
	1%	1%	1%	1%	2%	1%	2%
Don't know	14	13	1	3	11	6	7
	1%	1%	*%	*%	2%	1%	1%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Sending and receiving e-mail	1370	658	712	186	320	549	314	133	145	158	348	454	455	224	237	1173	111	57	28
	76%	77%	76%	70%	81%	79%	72%	68%	76%	72%	86%	87%	79%	71%	63%	77%	79%	74%	60%
					cf	cf					ghi	lmn	mn	n		r	r	r	
General surfing/ browsing the internet	1331	649	682	198	308	538	287	129	127	153	329	416	433	235	247	1135	99	65	32
	74%	76%	73%	75%	78%	77%	65%	66%	67%	70%	82%	79%	75%	74%	66%	74%	71%	85%	69%
				f	f	f					ghi	n	n	n				opr	
Using social networking sites (such as MySpace, Facebook or Bebo)	939	410	529	198	269	353	118	107	105	109	216	243	311	162	223	805	70	39	25
	52%	48%	56%	74%	68%	51%	27%	55%	55%	50%	54%	46%	54%	51%	59%	53%	50%	50%	54%
			a	ef	ef	f							k		km				
Banking	912	432	480	96	232	399	185	77	81	113	290	336	304	145	127	799	58	34	21
	51%	51%	51%	36%	59%	57%	42%	40%	43%	52%	72%	64%	53%	46%	34%	52%	42%	44%	44%
					cf	cf				g	ghi	lmn	mn	n		pqr			
Purchasing goods/ services/ tickets etc.	722	339	383	90	185	308	140	60	68	95	227	250	241	122	109	626	42	34	20
	40%	40%	41%	34%	47%	44%	32%	31%	36%	44%	56%	48%	42%	38%	29%	41%	30%	43%	44%
					cf	cf				g	ghi	mn	n	n		p		p	p
Finding/ downloading information for personal reasons e.g. information, news, weather	687	341	346	74	151	301	161	57	62	72	227	267	229	102	89	604	46	20	17
	38%	40%	37%	28%	38%	43%	37%	29%	33%	33%	56%	51%	40%	32%	24%	39%	33%	26%	35%
					c	cf	c				ghi	lmn	mn	n		q			
Finding/ downloading information for work/ business	553	302	251	63	121	273	97	28	41	44	213	255	182	76	42	487	31	26	9
	31%	35%	27%	24%	31%	39%	22%	14%	22%	20%	53%	49%	31%	24%	11%	32%	22%	34%	20%
		b				f	cdf				ghi	lmn	mn	n		pr		pr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	504	269	235	107	142	200	55	41	50	55	138	150	165	79	109	436	39	19	10
	28%	31%	25%	40%	36%	29%	12%	21%	26%	25%	34%	29%	29%	25%	29%	28%	28%	25%	21%
		b		ef	ef	f					gi					r			
Playing games online/ interactively	462	238	224	104	114	181	61	51	44	62	121	120	149	84	108	406	25	19	12
	26%	28%	24%	39%	29%	26%	14%	26%	23%	28%	30%	23%	26%	27%	29%	27%	18%	25%	25%
				def	f	f										p			
Finding/ downloading information for school/ college/ university/ homework	440	193	247	103	75	218	44	40	41	40	127	148	159	68	65	386	24	22	8
	24%	23%	26%	39%	19%	31%	10%	20%	21%	18%	31%	28%	27%	22%	17%	25%	17%	28%	18%
				def	f	df					ghi	mn	mn			pr		pr	
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	385	176	208	85	112	149	39	44	34	50	107	119	121	59	85	327	33	16	7
	21%	21%	22%	32%	28%	21%	9%	22%	18%	23%	26%	23%	21%	19%	22%	21%	24%	21%	16%
				ef	ef	f					h								
Downloading music files, movies or video clips	377	194	184	81	103	146	48	35	29	43	115	124	127	54	72	334	15	17	12
	21%	23%	20%	30%	26%	21%	11%	18%	15%	20%	29%	24%	22%	17%	19%	22%	11%	21%	25%
				ef	f	f					ghi	m				p		p	p
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	338	176	162	62	97	128	51	29	23	45	100	128	121	44	45	295	21	11	10
	19%	21%	17%	23%	24%	18%	12%	15%	12%	21%	25%	24%	21%	14%	12%	19%	15%	14%	22%
				f	ef	f				h	gh	mn	mn						q

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	286	151	135	20	74	140	51	22	27	37	94	119	93	39	35	257	13	9	7
	16%	18%	14%	8%	19%	20%	12%	11%	14%	17%	23%	23%	16%	12%	9%	17%	9%	12%	15%
					cf	cf					gh	lmn	n			p			
Watching live TV programmes	263	136	127	49	75	102	37	28	19	33	81	94	85	38	46	235	9	9	9
	15%	16%	13%	18%	19%	15%	9%	15%	10%	15%	20%	18%	15%	12%	12%	15%	7%	12%	19%
				f	f	f					h	mn				p			p
To find information on health related issues e.g. NHS Direct/ NHS 24	252	120	132	29	58	112	54	25	19	31	82	99	85	33	36	231	7	8	6
	14%	14%	14%	11%	15%	16%	12%	13%	10%	14%	20%	19%	15%	10%	10%	15%	5%	11%	13%
											gh	mn	n			p		p	p
Using Twitter (browsing/ reading site)	230	107	122	61	65	84	20	14	22	31	68	81	79	30	40	192	23	10	5
	13%	13%	13%	23%	17%	12%	5%	7%	12%	14%	17%	15%	14%	9%	11%	13%	17%	12%	10%
				ef	f	f				g	g	mn	m				r		
Uploading/ adding content to the internet	177	88	89	41	40	75	22	14	16	21	57	59	66	26	27	159	11	4	4
	10%	10%	9%	15%	10%	11%	5%	7%	8%	10%	14%	11%	11%	8%	7%	10%	8%	5%	8%
				f	f	f					gh	n	n			q			
Listening to radio	171	101	70	31	50	68	23	15	8	29	54	64	48	30	29	153	7	7	5
	10%	12%	7%	12%	13%	10%	5%	8%	4%	13%	13%	12%	8%	9%	8%	10%	5%	9%	10%
		b		f	f	f				h	gh	n				p			
Watch news programmes	168	110	59	26	40	69	34	16	17	20	47	68	55	30	16	151	7	6	5
	9%	13%	6%	10%	10%	10%	8%	8%	9%	9%	12%	13%	10%	9%	4%	10%	5%	8%	10%
		b										n	n	n		p			p

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
Real time gambling/ trading/ auctions	141 8%	83 10% b	58 6%	15 5%	39 10% f	73 10% cf	14 3%	12 6%	11 6%	16 7%	52 13% ghi	44 8%	53 9% m	17 5%	27 7%	125 8% q	11 8% q	2 2%	2 5%
Using Twitter (account holder, posting on site)	137 8%	61 7%	76 8%	41 15% ef	42 11% ef	49 7% f	5 1%	7 4%	13 7%	16 7%	43 11% g	51 10% n	51 9% n	19 6%	16 4%	118 8% r	14 10% qr	3 4%	2 4%
Downloading films (Video on Demand)	110 6%	66 8% b	43 5%	32 12% ef	32 8% ef	33 5%	14 3%	12 6%	7 3%	11 5%	34 8% h	44 8% m	31 5%	12 4%	22 6%	97 6%	4 3%	5 6%	4 9% p
Streamed audio services (free)	89 5%	64 7% b	25 3%	21 8% f	29 7% f	33 5% f	6 1%	8 4%	5 3%	12 6%	28 7% h	28 5%	39 7% mn	11 4%	11 3%	82 5% q	5 3%	1 1%	2 4%
Streamed audio services (subscription)	23 1%	14 2%	9 1%	6 2% f	7 2% f	8 1%	1 *%	3 1%	2 1%	2 1%	6 1%	12 2%	5 1%	3 1%	3 1%	20 1%	1 1%	1 1%	* 1%
Other	20 1%	11 1%	9 1%	2 1%	4 1%	4 1%	11 2% e	3 1%	3 2% i	- -%	5 1%	7 1%	5 1%	2 1%	7 2%	17 1%	2 2%	1 1%	1 1%
USE SOCIAL NETWORKING SITES	981 55%	431 50%	550 59% a	209 79% def	276 70% ef	371 53% f	124 28%	109 56%	109 57%	115 53%	231 57%	262 50%	318 55%	171 54%	230 61% k	836 55%	77 55%	43 55%	26 56%
TV/ VIDEO VIEWING	583 32%	291 34%	292 31%	115 43% ef	158 40% ef	224 32% f	87 20%	62 32% h	42 22%	70 32% h	171 42% ghi	195 37% mn	204 35% mn	85 27%	99 26%	513 34% p	33 24%	21 27%	17 35% p

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2094	998	1096	306	415	793	580	265	236	273	418	540	657	419	478	1559	180	165	190
Effective Weighted Sample	1716	822	894	250	333	666	482	216	193	217	355	446	544	343	397	1365	176	157	187
Total	1795	855	941	266	396	695	438	195	190	218	404	524	577	317	378	1531	140	77	47
USE TWITTER	247	114	133	65	73	89	20	15	25	34	70	86	83	36	42	209	24	10	5
	14%	13%	14%	24%	18%	13%	5%	8%	13%	16%	17%	16%	14%	11%	11%	14%	17%	12%	10%
				ef	ef	f				g	g	mn					r		
STREAMED AUDIO SERVICES	94	66	28	21	31	36	7	8	6	12	28	31	39	12	12	87	5	1	2
	5%	8%	3%	8%	8%	5%	2%	4%	3%	6%	7%	6%	7%	4%	3%	6%	3%	1%	4%
		b		f	f	f							n			q			
None of these	60	24	36	-	7	15	37	12	9	10	6	11	20	10	19	54	1	2	3
	3%	3%	4%	-%	2%	2%	9%	6%	5%	4%	1%	2%	3%	3%	5%	4%	1%	3%	5%
					c	c	cde	j	j	j					k	p			p
Don't know	25	11	14	4	2	9	10	3	3	2	3	5	1	5	14	18	5	1	1
	1%	1%	1%	2%	*%	1%	2%	2%	1%	1%	1%	1%	*%	2%	4%	1%	3%	1%	3%
							d							l	kl		o		o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Sending and receiving e-mail	1370	1203	167	925	435	891	451
	76%	76%	75%	80%	70%	79%	73%
				d		f	
General surfing/ browsing the internet	1331	1167	164	884	436	863	436
	74%	74%	74%	76%	70%	76%	71%
				d		f	
Using social networking sites (such as MySpace, Facebook or Bebo)	939	841	98	634	295	579	335
	52%	53%	44%	55%	47%	51%	54%
		b		d			
Banking	912	810	102	679	228	620	271
	51%	51%	46%	59%	36%	55%	44%
				d		f	
Purchasing goods/ services/ tickets etc.	722	636	86	513	203	490	212
	40%	40%	39%	44%	33%	43%	34%
				d		f	
Finding/ downloading information for personal reasons e.g. information, news, weather	687	608	79	473	213	460	210
	38%	39%	36%	41%	34%	41%	34%
				d		f	
Finding/ downloading information for work/ business	553	482	71	449	104	388	156
	31%	31%	32%	39%	17%	34%	25%
				d		f	

Columns Tested: a,b - c,d - e,f

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	504 28%	456 29% b	47 21%	352 30% d	146 23%	311 28%	183 30%
Playing games online/ interactively	462 26%	400 25%	61 28%	302 26%	156 25%	286 25%	165 27%
Finding/ downloading information for school/ college/ university/ homework	440 24%	380 24%	60 27%	283 24%	155 25%	286 25%	145 24%
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	385 21%	341 22%	44 20%	253 22%	129 21%	253 22%	124 20%
Downloading music files, movies or video clips	377 21%	337 21%	41 19%	267 23% d	109 17%	244 22%	122 20%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	338 19%	301 19%	37 17%	233 20%	103 17%	238 21% f	90 15%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	286 16%	246 16%	40 18%	212 18% d	72 12%	199 18% f	80 13%
Watching live TV programmes	263 15%	236 15%	27 12%	185 16% d	77 12%	173 15%	81 13%
To find information on health related issues e.g. NHS Direct/ NHS 24	252 14%	224 14%	28 13%	180 16% d	71 11%	171 15%	76 12%
Using Twitter (browsing/ reading site)	230 13%	206 13%	24 11%	167 14% d	62 10%	165 15% f	60 10%
Uploading/ adding content to the internet	177 10%	161 10%	16 7%	123 11%	54 9%	126 11% f	48 8%
Listening to radio	171 10%	159 10% b	13 6%	121 10%	50 8%	112 10%	55 9%
Watch news programmes	168 9%	146 9%	22 10%	123 11% d	45 7%	122 11% f	42 7%

Columns Tested: a,b - c,d - e,f

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QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
Real time gambling/ trading/ auctions	141 8%	119 8%	22 10%	107 9% d	34 5%	92 8%	46 7%
Using Twitter (account holder, posting on site)	137 8%	128 8% b	9 4%	97 8%	40 6%	104 9% f	31 5%
Downloading films (Video on Demand)	110 6%	96 6%	14 6%	79 7%	30 5%	67 6%	39 6%
Streamed audio services (free)	89 5%	82 5%	7 3%	66 6% d	22 3%	56 5%	31 5%
Streamed audio services (subscription)	23 1%	20 1%	3 1%	16 1%	7 1%	13 1%	10 2%
Other	20 1%	15 1%	6 3% a	12 1%	9 1%	11 1%	9 1%
USE SOCIAL NETWORKING SITES	981 55%	876 56% b	105 48%	667 58% d	304 49%	610 54%	345 56%
TV/ VIDEO VIEWING	583 32%	525 33% b	58 26%	403 35% d	178 29%	390 34% f	176 29%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE15 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2094	1790	304	1201	882	1227	677
Effective Weighted Sample	1716	1490	228	998	755	1048	591
Total	1795	1574	221	1159	624	1132	616
USE TWITTER	247	223	24	178	67	178	65
	14%	14%	11%	15%	11%	16%	10%
				d		f	
STREAMED AUDIO SERVICES	94	86	8	70	22	58	34
	5%	5%	4%	6%	4%	5%	5%
				d			
None of these	60	54	6	28	32	27	30
	3%	3%	3%	2%	5%	2%	5%
					c		e
Don't know	25	23	2	9	16	12	11
	1%	1%	1%	1%	3%	1%	2%
					c		

Columns Tested: a,b - c,d - e,f

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QE16 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENGLAND o	SCOTLAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1919	922	997	251	366	753	549	236	219	253	391	498	615	384	422	1422	169	155	173
Effective Weighted Sample	1575	760	815	206	294	631	459	192	181	201	332	413	509	316	351	1247	166	147	171
Total	1644	789	855	217	353	660	414	174	179	202	376	483	539	289	334	1397	132	73	43
Up to 512kb	13	12	1	2	3	5	4	2	3	*	4	5	3	3	3	13	-	-	1
	1%	2% b	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	-%	-%	2%
Up to 1MB	15	10	5	4	2	8	1	2	3	1	1	5	5	3	2	14	1	*	1
	1%	1%	1%	2% f	1%	1%	*%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%
Up to 2MB	65	43	22	7	13	30	15	7	7	9	17	22	21	12	10	54	10	1	1
	4%	5% b	3%	3%	4%	5%	4%	4%	4%	5%	5%	5%	4%	4%	3%	4%	7% oqr	1%	2%
Up to 4MB	58	39	19	8	14	17	19	3	11	13	14	18	15	13	12	50	4	1	3
	4%	5% b	2%	4%	4%	3%	5%	2%	6% g	6% g	4%	4%	3%	4%	4%	4%	3%	1%	6% q
Up to 8MB	101	70	31	9	26	44	22	11	9	17	29	25	40	18	19	83	4	10	5
	6%	9% b	4%	4%	7%	7%	5%	6%	5%	8%	8%	5%	7%	6%	6%	6%	3%	14% op	11% op
Up to 10MB	107	73	34	7	26	50	23	10	9	14	24	35	31	22	19	89	9	6	2
	6%	9% b	4%	3%	7%	8% c	6%	6%	5%	7%	6%	7%	6%	8%	6%	6%	7%	8%	4%
Up to 16MB	27	14	13	1	13	7	6	4	3	6	7	11	5	5	6	25	1	1	1
	2%	2%	2%	1%	4% cef	1%	1%	2%	2%	3%	2%	2%	1%	2%	2%	2%	*%	1%	2%
Up to 20MB	193	118	75	16	45	94	38	18	25	20	48	63	68	24	37	167	18	6	2
	12%	15% b	9%	7%	13% c	14% cf	9%	11%	14%	10%	13%	13% m	13%	8%	11%	12% r	14% r	9%	5%
Up to 30MB	55	39	16	15	11	22	8	4	7	3	22	22	24	6	3	49	5	-	1
	3%	5% b	2%	7% ef	3%	3%	2%	2%	4%	2%	6% i	5% n	4% n	2%	1%	4% q	4% q	-%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE16 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1919	922	997	251	366	753	549	236	219	253	391	498	615	384	422	1422	169	155	173
Effective Weighted Sample	1575	760	815	206	294	631	459	192	181	201	332	413	509	316	351	1247	166	147	171
Total	1644	789	855	217	353	660	414	174	179	202	376	483	539	289	334	1397	132	73	43
Up to 40MB	9 1%	4 1%	5 1%	3 1%	* *%	5 1%	1 *%	3 1%	1 *%	1 *%	3 1%	2 *%	2 *%	2 1%	3 1%	6 *%	- -%	1 1%	2 4% op
Up to 50MB	23 1%	15 2%	8 1%	3 1%	7 2%	10 1%	3 1%	2 1%	4 2%	2 1%	2 1%	6 1%	9 2%	3 1%	5 2%	21 2%	- -%	1 2%	1 1%
Up to 100MB	8 1%	7 1%	2 *%	* *%	3 1%	3 1%	2 *%	1 1%	1 *%	* *%	4 1%	4 1%	4 1%	- -%	* *%	5 *%	1 1%	2 3% o	* 1%
Over 100MB	7 *%	6 1%	2 *%	- -%	3 1%	1 *%	3 1%	1 1%	1 *%	1 *%	2 1%	3 1%	1 *%	1 *%	3 1%	6 *%	1 1%	1 1%	* 1%
SUPERFAST BROADBAND (30MB AND ABOVE)	103 6%	70 9% b	32 4%	21 10% f	24 7%	41 6%	16 4%	10 6%	13 7%	7 4%	34 9% i	38 8% mn	39 7% n	12 4%	13 4%	88 6%	6 5%	5 7%	3 8%
Don't know	962 59%	339 43%	623 73% a	142 65% de	186 53%	365 55%	269 65% de	107 61%	96 54%	114 57%	197 52% j	261 54%	312 58%	177 61% k	213 64% k	815 58%	79 60%	43 58%	25 59%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE16 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1919	1649	270	1104	805	1137	609
Effective Weighted Sample	1575	1371	206	918	694	972	532
Total	1644	1451	193	1069	566	1044	558
Up to 512kb	13	11	3	12	2	6	7
	1%	1%	1%	1%	*%	1%	1%
Up to 1MB	15	12	3	13	2	9	5
	1%	1%	2%	1%	*%	1%	1%
Up to 2MB	65	52	13	38	27	45	20
	4%	4%	7%	4%	5%	4%	4%
			a				
Up to 4MB	58	46	12	42	16	43	12
	4%	3%	6%	4%	3%	4%	2%
			a			f	
Up to 8MB	101	84	17	66	33	69	27
	6%	6%	9%	6%	6%	7%	5%
Up to 10MB	107	99	7	81	26	66	39
	6%	7%	4%	8%	5%	6%	7%
				d			
Up to 16MB	27	25	2	19	7	22	4
	2%	2%	1%	2%	1%	2%	1%
Up to 20MB	193	182	11	139	55	121	70
	12%	13%	5%	13%	10%	12%	13%
		b		d			
Up to 30MB	55	55	*	38	17	21	34
	3%	4%	*%	4%	3%	2%	6%
		b					e
Up to 40MB	9	8	1	5	4	6	2
	1%	1%	*%	*%	1%	1%	*%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE16 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1919	1649	270	1104	805	1137	609
Effective Weighted Sample	1575	1371	206	918	694	972	532
Total	1644	1451	193	1069	566	1044	558
Up to 50MB	23	20	3	16	8	13	10
	1%	1%	1%	1%	1%	1%	2%
Up to 100MB	8	8	-	6	2	5	3
	1%	1%	-%	1%	*%	*%	1%
Over 100MB	7	7	-	5	2	2	6
	*%	1%	-%	*%	*%	*%	1%
							e
SUPERFAST BROADBAND (30MB AND ABOVE)	103	99	4	69	33	45	54
	6%	7%	2%	6%	6%	4%	10%
		b					e
Don't know	962	841	121	590	366	618	319
	59%	58%	63%	55%	65%	59%	57%
					c		

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.   **Table 68**

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE17 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1919	922	997	251	366	753	549	236	219	253	391	498	615	384	422	1422	169	155	173
Effective Weighted Sample	1575	760	815	206	294	631	459	192	181	201	332	413	509	316	351	1247	166	147	171
Total	1644	789	855	217	353	660	414	174	179	202	376	483	539	289	334	1397	132	73	43
26K	4	1	3	1	1	2	1	1	2	-	-	1	1	-	1	3	1	-	*
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%	*%	-%	*%	*%	1%	-%	1%
56K	3	3	-	-	-	1	2	-	-	-	1	1	1	1	-	3	-	-	-
	*%	*%	-%	-%	-%	*%	1%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%
64K	6	5	1	2	-	1	3	-	-	-	4	3	2	1	*	6	-	*	-
	*%	1% b	*%	1%	-%	*%	1%	-%	-%	-%	1%	1%	*%	1%	*%	*%	-%	1%	-%
128K	4	2	3	1	1	1	2	-	3	-	-	-	4	-	1	4	-	1	-
	*%	*%	*%	*%	*%	*%	1%	-%	2% j	-%	-%	-%	1%	-%	*%	*%	-%	1%	-%
150K	1	1	1	-	-	1	1	1	-	1	-	-	1	1	-	1	-	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%
256K	5	4	1	-	1	2	2	1	-	1	2	2	-	1	1	5	-	-	*
	*%	*%	*%	-%	*%	*%	*%	1%	-%	*%	*%	1%	-%	*%	*%	*%	-%	-%	1%
500K	11	7	4	2	3	5	1	1	2	-	5	5	4	1	1	11	-	1	-
	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	1%	*%	*%	1%	-%	1%	-%
512K	6	3	3	2	-	4	1	1	1	2	2	2	*	3	1	5	1	-	*
	*%	*%	*%	1%	-%	1%	*%	*%	1%	1%	1%	*%	*%	1% l	*%	*%	1%	-%	1%
750K	4	4	-	-	2	1	1	-	-	2	1	4	-	-	-	4	-	-	-
	*%	1% b	-%	-%	1%	*%	*%	-%	-%	1%	*%	1% l	-%	-%	-%	*%	-%	-%	-%
1MB	18	14	4	1	2	11	5	1	3	3	1	7	6	4	1	16	1	1	1
	1%	2% b	*%	*%	1%	2%	1%	1%	2%	1%	*%	1%	1%	1%	*%	1%	1%	1%	2%
1.5MB	24	21	3	3	8	8	5	2	6	2	7	12	7	1	4	21	1	2	*
	1%	3% b	*%	2%	2%	1%	1%	1%	3%	1%	2%	2% m	1%	*%	1%	2%	1%	2%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE17 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1919	922	997	251	366	753	549	236	219	253	391	498	615	384	422	1422	169	155	173
Effective Weighted Sample	1575	760	815	206	294	631	459	192	181	201	332	413	509	316	351	1247	166	147	171
Total	1644	789	855	217	353	660	414	174	179	202	376	483	539	289	334	1397	132	73	43
2MB	57	39	19	6	14	23	14	3	3	9	19	22	16	11	8	39	16	1	1
	3%	5% b	2%	3%	4%	3%	3%	2%	2%	4%	5% gh	5%	3%	4%	2%	3%	12% oqr	2%	3%
3MB	32	24	7	6	7	13	5	6	4	4	8	7	8	9	8	25	3	1	2
	2%	3% b	1%	3%	2%	2%	1%	4%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	4%
4MB	71	52	19	7	16	34	14	7	9	9	21	20	26	12	14	62	1	6	2
	4%	7% b	2%	3%	5%	5%	3%	4%	5%	4%	6%	4%	5%	4%	4%	4% p	1%	8% op	4% p
8MB	79	48	31	3	23	35	19	9	7	11	21	21	33	7	17	68	3	7	1
	5%	6% b	4%	1%	6% c	5% c	5% c	5%	4%	5%	6%	4%	6% m	3%	5%	5%	3%	9% opr	2%
10MB	80	57	23	5	23	36	15	9	7	7	23	26	28	12	13	69	6	3	2
	5%	7% b	3%	3%	7% c	5%	4%	5%	4%	3%	6%	5%	5%	4%	4%	5%	4%	5%	4%
16MB	26	15	11	3	4	13	5	4	1	4	6	6	10	7	3	24	1	1	-
	2%	2%	1%	2%	1%	2%	1%	2%	*%	2%	2%	1%	2%	2%	1%	2%	1%	1%	-%
20MB	70	42	28	15	10	34	10	3	14	5	16	18	27	13	12	65	2	1	1
	4%	5% b	3%	7% df	3%	5% f	2%	2%	8% gi	3%	4%	4%	5%	4%	4%	5% q	2%	1%	3%
24MB	35	27	8	8	6	15	6	1	3	1	18	19	9	7	1	34	1	-	*
	2%	3% b	1%	4%	2%	2%	1%	*%	2%	1%	5% gi	4% ln	2% n	2% n	*%	2%	*%	-%	1%
50MB	21	13	8	2	6	10	3	1	3	3	3	6	8	3	4	18	1	1	1
	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
100MB	2	2	-	-	2	*	*	*	-	*	-	*	2	-	*	2	-	1	-
	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*% o	-%	1%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE17 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1919	922	997	251	366	753	549	236	219	253	391	498	615	384	422	1422	169	155	173
Effective Weighted Sample	1575	760	815	206	294	631	459	192	181	201	332	413	509	316	351	1247	166	147	171
Total	1644	789	855	217	353	660	414	174	179	202	376	483	539	289	334	1397	132	73	43
Over 100MB	3	3	-	-	2	1	*	-	1	-	2	2	-	-	1	2	-	*	*
	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	1%	*%	-%	-%	*%	*%	-%	1%	1%
Other	13	10	3	1	3	5	3	-	1	2	4	5	5	2	1	7	5	-	1
	1%	1%	*%	1%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	*%	4%	-%	3%
		b															oq		o
TOTAL 512K+	529	365	164	62	124	238	105	49	62	61	150	173	181	89	85	456	36	25	12
	32%	46%	19%	28%	35%	36%	25%	28%	35%	30%	40%	36%	34%	31%	26%	33%	27%	34%	27%
		b				f	cf				gi	n	n						
TOTAL 2MB+	476	321	154	56	112	215	92	45	52	53	138	148	168	80	79	410	33	23	10
	29%	41%	18%	26%	32%	33%	22%	26%	29%	26%	37%	31%	31%	28%	24%	29%	25%	31%	24%
		b			f	f					gi	n	n						
Don't know	1068	392	676	149	219	406	295	121	110	137	210	291	340	194	242	903	90	46	29
	65%	50%	79%	68%	62%	61%	71%	69%	61%	68%	56%	60%	63%	67%	73%	65%	68%	64%	69%
			a				de	j		j					kl				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE17 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1919	1649	270	1104	805	1137	609
Effective Weighted Sample	1575	1371	206	918	694	972	532
Total	1644	1451	193	1069	566	1044	558
26K	4	3	*	1	3	2	1
	*%	*%	*%	*%	*%	*%	*%
56K	3	1	2	1	2	2	1
	*%	*%	1%	*%	*%	*%	*%
			a				
64K	6	6	-	5	2	6	*
	*%	*%	-%	*%	*%	1%	*%
128K	4	4	-	4	1	2	2
	*%	*%	-%	*%	*%	*%	*%
150K	1	-	1	1	1	1	-
	*%	-%	1%	*%	*%	*%	-%
			a				
256K	5	4	1	4	1	4	1
	*%	*%	*%	*%	*%	*%	*%
500K	11	8	3	9	2	11	-
	1%	1%	2%	1%	*%	1%	-%
						f	
512K	6	5	1	6	1	6	-
	*%	*%	1%	1%	*%	1%	-%
750K	4	3	1	3	1	4	-
	*%	*%	*%	*%	*%	*%	-%
1MB	18	16	3	13	6	16	2
	1%	1%	1%	1%	1%	2%	*%
						f	
1.5MB	24	15	9	15	9	19	5
	1%	1%	5%	1%	2%	2%	1%
			a				

Columns Tested: a,b - c,d - e,f

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QE17 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1919	1649	270	1104	805	1137	609
Effective Weighted Sample	1575	1371	206	918	694	972	532
Total	1644	1451	193	1069	566	1044	558
2MB	57	48	9	46	11	41	15
	3%	3%	5%	4%	2%	4%	3%
				d			
3MB	32	24	7	19	13	25	5
	2%	2%	4%	2%	2%	2%	1%
			a				
4MB	71	59	12	51	19	48	21
	4%	4%	6%	5%	3%	5%	4%
8MB	79	69	10	53	23	51	27
	5%	5%	5%	5%	4%	5%	5%
10MB	80	78	2	67	13	50	28
	5%	5%	1%	6%	2%	5%	5%
		b		d			
16MB	26	25	1	21	5	21	5
	2%	2%	1%	2%	1%	2%	1%
				d			
20MB	70	66	3	51	19	39	29
	4%	5%	2%	5%	3%	4%	5%
24MB	35	35	-	24	11	14	20
	2%	2%	-%	2%	2%	1%	4%
		b					e
50MB	21	20	*	11	8	9	10
	1%	1%	*%	1%	1%	1%	2%
100MB	2	2	*	2	1	2	-
	*%	*%	*%	*%	*%	*%	-%

Columns Tested: a,b - c,d - e,f

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QE17 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband as their main method of connecting to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1919	1649	270	1104	805	1137	609
Effective Weighted Sample	1575	1371	206	918	694	972	532
Total	1644	1451	193	1069	566	1044	558
Over 100MB	3	3	-	3	-	-	3
	*%	*%	-%	*%	-%	-%	1%
							e
Other	13	12	1	10	3	7	4
	1%	1%	*%	1%	1%	1%	1%
TOTAL 512K+	529	469	59	385	140	346	170
	32%	32%	31%	36%	25%	33%	31%
				d			
TOTAL 2MB+	476	430	46	349	124	301	164
	29%	30%	24%	33%	22%	29%	29%
				d			
Don't know	1068	942	126	649	412	662	376
	65%	65%	65%	61%	73%	63%	68%
					c		

Columns Tested: a,b - c,d - e,f

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QE18 (QE11B). Can you tell me whether the actual speed of your main home internet connection is more than 512K? (SINGLE CODE)

Base : Those unaware of their broadband connection speed

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K-£17.5K | £17.5K-£29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1267	482	785	173	228	470	396	164	136	170	227	307	399	256	305	935	114	99	119
Effective Weighted Sample	1032	394	639	142	181	391	329	132	112	134	189	251	326	213	250	812	111	94	117
Total	1068	392	676	149	219	406	295	121	110	137	210	291	340	194	242	903	90	46	29
Base for %	1068	392	676	149	219	406	295	121	110	137	210	291	340	194	242	903	90	46	29
Yes, more than 512K	261	115	146	38	62	98	63	30	24	44	63	91	86	35	50	228	19	**	4
	24%	29%	22%	26%	28%	24%	21%	25%	22%	32%	30%	31%	25%	18%	21%	25%	21%	**	15%
		b										mn	m			r			
No, 512K or less	33	13	20	3	2	16	12	6	5	3	7	11	14	3	5	30	2	**	1
	3%	3%	3%	2%	1%	4%	4%	5%	5%	2%	4%	4%	4%	2%	2%	3%	2%	**	2%
							d												
Don't know	774	264	510	108	155	292	219	85	80	91	139	189	241	156	187	645	69	**	24
	72%	67%	75%	72%	71%	72%	74%	70%	73%	66%	66%	65%	71%	80%	77%	71%	77%	**	83%
			a											kl	k				o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE18 (QE11B). Can you tell me whether the actual speed of your main home internet connection is more than 512K? (SINGLE CODE)

Base : Those unaware of their broadband connection speed

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1267	1095	172	665	595	728	420
Effective Weighted Sample	1032	902	131	550	514	618	364
Total	1068	942	126	649	412	662	376
Base for %	1068	942	126	649	412	662	376
Yes, more than 512K	261	238	23	168	92	173	84
	24%	25%	18%	26%	22%	26%	22%
No, 512K or less	33	23	10	22	11	25	8
	3%	2%	8%	3%	3%	4%	2%
			a				
Don't know	774	680	93	460	309	465	285
	72%	72%	74%	71%	75%	70%	76%
Columns Tested: a,b - c,d - e,f							

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QE19 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	325	155	170	59	80	126	60	40	42	41	72	110	102	50	63	257	26	30	12
Effective Weighted Sample	273	132	141	49	65	111	50	33	36	34	61	92	90	40	55	226	26	29	12
Total	307	147	160	53	82	118	53	34	37	39	75	119	97	39	52	269	20	15	3
A lot faster	23	10	13	**	**	11	**	**	**	**	**	8	8	**	**	22	**	**	**
	8%	7%	8%	**	**	9%	**	**	**	**	**	7%	8%	**	**	8%	**	**	**
A little faster	34	20	14	**	**	9	**	**	**	**	**	15	11	**	**	32	**	**	**
	11%	14%	9%	**	**	7%	**	**	**	**	**	13%	11%	**	**	12%	**	**	**
TOTAL FASTER	57	31	27	**	**	20	**	**	**	**	**	24	19	**	**	54	**	**	**
	19%	21%	17%	**	**	17%	**	**	**	**	**	20%	19%	**	**	20%	**	**	**
About the same	135	68	67	**	**	54	**	**	**	**	**	46	48	**	**	114	**	**	**
	44%	46%	42%	**	**	46%	**	**	**	**	**	39%	49%	**	**	42%	**	**	**
A little slower	29	17	12	**	**	11	**	**	**	**	**	8	12	**	**	25	**	**	**
	9%	12%	7%	**	**	10%	**	**	**	**	**	6%	12%	**	**	9%	**	**	**
A lot slower	34	15	19	**	**	13	**	**	**	**	**	15	8	**	**	30	**	**	**
	11%	10%	12%	**	**	11%	**	**	**	**	**	13%	8%	**	**	11%	**	**	**
TOTAL SLOWER	62	32	31	**	**	24	**	**	**	**	**	23	19	**	**	55	**	**	**
	20%	21%	19%	**	**	20%	**	**	**	**	**	19%	20%	**	**	20%	**	**	**
Don't know	52	17	35	**	**	20	**	**	**	**	**	26	11	**	**	46	**	**	**
	17%	11%	22%	**	**	17%	**	**	**	**	**	22%	12%	**	**	17%	**	**	**
			a																

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE19 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with mobile broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	325	276	49	203	119	203	110
Effective Weighted Sample	273	237	37	172	105	171	97
Total	307	260	46	211	92	197	107
A lot faster	23	19	**	15	7	12	11
	8%	7%	**	7%	8%	6%	10%
A little faster	34	27	**	27	7	23	11
	11%	10%	**	13%	8%	12%	10%
TOTAL FASTER	57	46	**	42	14	35	21
	19%	18%	**	20%	15%	18%	20%
About the same	135	120	**	91	43	84	50
	44%	46%	**	43%	46%	43%	46%
A little slower	29	25	**	21	8	16	13
	9%	10%	**	10%	9%	8%	12%
A lot slower	34	26	**	27	7	24	10
	11%	10%	**	13%	7%	12%	9%
TOTAL SLOWER	62	51	**	48	15	39	23
	20%	20%	**	23%	16%	20%	21%
Don't know	52	43	**	31	21	38	13
	17%	17%	**	15%	23%	19%	12%

Columns Tested: a,b - c,d - e,f

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QE20 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K-£17.5K | £17.5K-£29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1855	908	947	236	357	728	534	213	198	240	397	498	603	370	384	1388	158	136	173
Effective Weighted Sample	1518	747	771	193	286	610	443	174	163	189	336	412	498	305	319	1215	155	129	171
Total	1600	779	821	208	346	641	406	155	160	189	383	488	531	281	300	1371	123	64	43
A lot faster	126	71	55	20	29	48	29	11	12	13	26	32	40	31	23	111	8	2	5
	8%	9%	7%	10%	8%	8%	7%	7%	7%	7%	7%	7%	8%	11%	8%	8%	7%	3%	13%
														k		q			oq
A little faster	184	92	92	35	44	59	45	23	27	26	46	48	67	36	33	161	10	5	8
	12%	12%	11%	17%	13%	9%	11%	15%	17%	13%	12%	10%	13%	13%	11%	12%	8%	8%	18%
				ef															opq
TOTAL FASTER	311	163	148	56	73	108	75	35	38	38	72	80	107	67	56	272	18	7	13
	19%	21%	18%	27%	21%	17%	18%	23%	24%	20%	19%	16%	20%	24%	19%	20%	14%	11%	31%
				ef										k		q			opq
About the same	738	350	388	91	173	303	171	60	67	100	184	249	255	111	123	626	65	31	16
	46%	45%	47%	44%	50%	47%	42%	39%	42%	53%	48%	51%	48%	39%	41%	46%	53%	49%	37%
					f					gh		mn	m			r	r	r	
A little slower	253	131	122	25	48	109	71	27	22	22	72	81	81	48	44	213	21	13	6
	16%	17%	15%	12%	14%	17%	18%	18%	14%	12%	19%	16%	15%	17%	15%	16%	17%	20%	13%
											i								
A lot slower	138	75	63	15	20	71	32	15	15	14	38	44	42	23	28	118	8	7	5
	9%	10%	8%	7%	6%	11%	8%	9%	9%	7%	10%	9%	8%	8%	9%	9%	6%	11%	11%
						d													
TOTAL SLOWER	390	206	185	40	68	180	103	42	36	36	110	125	122	71	72	331	29	20	10
	24%	26%	22%	19%	20%	28%	25%	27%	23%	19%	29%	26%	23%	25%	24%	24%	24%	31%	24%
						cd					i								
Don't know	162	61	101	22	33	50	57	17	19	15	17	35	46	32	49	141	11	6	3
	10%	8%	12%	11%	9%	8%	14%	11%	12%	8%	5%	7%	9%	11%	16%	10%	9%	9%	8%
			a				e			j	j			k	kl				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE20 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1855	1582	273	1080	764	1108	574
Effective Weighted Sample	1518	1315	204	897	654	946	501
Total	1600	1398	202	1050	539	1032	526
A lot faster	126 8%	115 8%	12 6%	83 8%	41 8%	66 6%	55 10% e
A little faster	184 12%	151 11%	33 16% a	122 12%	60 11%	123 12%	54 10%
TOTAL FASTER	311 19%	266 19%	45 22%	205 20%	101 19%	189 18%	109 21%
About the same	738 46%	667 48% b	71 35%	494 47%	239 44%	479 46%	243 46%
A little slower	253 16%	216 15%	37 18%	175 17%	77 14%	166 16%	81 15%
A lot slower	138 9%	102 7%	35 18% a	91 9%	46 9%	103 10% f	30 6%
TOTAL SLOWER	390 24%	318 23%	72 36% a	267 25%	123 23%	269 26% f	111 21%
Don't know	162 10%	147 11%	15 7%	84 8%	77 14% c	96 9%	63 12%

Columns Tested: a,b - c,d - e,f

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QE11 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Have you or anyone in your household ever used a fixed wireless internet connection at home? (SINGLE CODE)

Base : Those with fixed broadband at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1855	908	947	236	357	728	534	213	198	240	397	498	603	370	384	1388	158	136	173
Effective Weighted Sample	1518	747	771	193	286	610	443	174	163	189	336	412	498	305	319	1215	155	129	171
Total	1600	779	821	208	346	641	406	155	160	189	383	488	531	281	300	1371	123	64	43
Yes & currently using	1230	602	628	172	280	505	273	114	113	139	322	404	405	199	222	1047	97	53	34
	77%	77%	77%	83%	81%	79%	67%	74%	71%	73%	84%	83%	76%	71%	74%	76%	79%	83%	79%
				f	f	f					ghi	lmn							
Yes but stopped using	57	30	27	7	16	20	13	4	6	11	13	13	24	12	8	53	2	*	1
	4%	4%	3%	4%	5%	3%	3%	3%	4%	6%	3%	3%	5%	4%	3%	4%	2%	1%	3%
TOTAL YES	1287	632	655	179	297	525	286	118	119	150	334	417	429	211	230	1100	99	53	35
	80%	81%	80%	86%	86%	82%	71%	76%	74%	79%	87%	85%	81%	75%	77%	80%	81%	84%	82%
				f	f	f					ghi	mn							
No never used	243	120	123	22	35	94	92	31	31	37	36	57	76	55	54	214	17	6	5
	15%	15%	15%	11%	10%	15%	23%	20%	19%	19%	9%	12%	14%	20%	18%	16%	14%	10%	12%
							cde	j	j	j				kl	k				
Don't know	70	27	43	7	14	21	28	6	10	3	13	14	25	15	16	57	7	4	2
	4%	3%	5%	3%	4%	3%	7%	4%	6%	2%	3%	3%	5%	5%	5%	4%	6%	7%	6%
							e		i										

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QE11 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Have you or anyone in your household ever used a fixed wireless internet connection at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1855	1582	273	1080	764	1108	574
Effective Weighted Sample	1518	1315	204	897	654	946	501
Total	1600	1398	202	1050	539	1032	526
Yes & currently using	1230	1066	164	845	375	821	375
	77%	76%	81%	81%	70%	80%	71%
				d		f	
Yes but stopped using	57	49	9	36	20	35	21
	4%	3%	4%	3%	4%	3%	4%
TOTAL YES	1287	1114	173	881	395	856	396
	80%	80%	85%	84%	73%	83%	75%
				d		f	
No never used	243	220	23	134	109	131	107
	15%	16%	11%	13%	20%	13%	20%
					c		e
Don't know	70	63	7	34	35	45	23
	4%	5%	3%	3%	7%	4%	4%
					c		

Columns Tested: a,b - c,d - e,f

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	16-24	25-34	35-54	55+	**UNDER £11.5K**	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Only terrestrial TV (Channels 1-4/1-5)	81 4%	39 4%	42 4%	13 5% e	12 3%	12 2%	44 6% de	26 7% hij	6 2%	6 3%	4 1%	14 2%	17 3%	17 4%	33 5% kl	66 4% q	9 5% q	* *%	5 8% oq
Terrestrial TV	224 10%	115 11%	109 9%	21 7%	34 8%	84 11%	84 11% c	35 9%	28 11%	34 14%	61 15% g	70 12% mn	69 10%	32 8%	53 9%	191 10% q	22 11% q	- -%	11 19% opq
Cable TV (through Virgin Media - previously NTL and Telewest)	326 15%	152 14%	173 15%	32 11%	79 18% c	112 15%	102 14%	40 11%	33 13%	40 16% g	74 18% g	118 21% lmn	81 12%	62 15% n	64 11%	297 16% pqr	18 9% q	4 4%	5 9% q
Satellite TV (Sky)	960 43%	484 45% b	476 41%	140 48% f	193 44% f	389 50% f	237 32%	88 24%	87 34% g	110 44% gh	228 54% ghi	249 44% n	312 47% n	187 46% n	211 35%	787 42%	82 42%	58 52% op	33 53% op
Satellite TV (Other)	46 2%	31 3% b	15 1%	2 1%	16 4% ce	13 2%	15 2%	4 1%	8 3% g	4 2%	9 2%	16 3%	14 2%	5 1%	11 2%	41 2%	2 1%	2 1%	1 2%
Freeview (through a set-top box or digital television set) with ONLY free channels	1018 45%	466 43%	552 47%	127 43%	175 40%	331 43%	385 52% cde	217 58% hij	126 50% j	122 49% j	175 42%	234 42%	286 43%	190 46%	309 51% kl	839 45%	90 46%	58 52% o	31 50%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	101	47	54	11	16	39	36	10	17	12	24	29	27	18	26	82	8	9	1
	5%	4%	5%	4%	4%	5%	5%	3%	7%	5%	6%	5%	4%	4%	4%	4%	4%	9%	2%
									g		g							opr	
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	42	15	26	9	6	21	6	3	4	5	12	14	17	4	7	39	1	1	*
	2%	1%	2%	3%	1%	3%	1%	1%	2%	2%	3%	3%	2%	1%	1%	2%	*%	1%	1%
				f		f					g								
No TV in household	40	29	11	8	14	9	9	17	6	4	2	5	15	6	15	32	3	3	1
	2%	3%	1%	3%	3%	1%	1%	5%	2%	2%	1%	1%	2%	1%	2%	2%	2%	3%	2%
		b			ef			ij											
Don't know	2	1	1	-	-	*	1	-	-	-	-	1	-	-	*	2	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Only terrestrial TV (Channels 1-4/1-5)	81	68	12	18	63	39	37
	4%	4%	4%	1%	6%	3%	5%
					c		e
Terrestrial TV	224	189	35	135	89	146	66
	10%	10%	12%	11%	9%	11%	8%
						f	
Cable TV (through Virgin Media - previously NTL and Telewest)	326	324	1	206	118	176	145
	15%	17%	*%	16%	12%	13%	18%
		b		d			e
Satellite TV (Sky)	960	815	144	624	328	616	311
	43%	42%	49%	50%	34%	45%	38%
			a	d		f	
Satellite TV (Other)	46	42	4	30	16	30	14
	2%	2%	1%	2%	2%	2%	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	1018	870	148	511	502	629	358
	45%	45%	50%	41%	52%	46%	44%
					c		

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	101 5%	79 4%	22 8% a	54 4%	47 5%	66 5%	33 4%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	42 2%	33 2%	8 3%	26 2%	16 2%	28 2%	13 2%
No TV in household	40 2%	38 2%	2 1%	22 2%	18 2%	18 1%	20 2% e
Don't know	2 *%	1 *%	1 *%	- -%	2 *%	1 *%	* *%

Columns Tested: a,b - c,d - e,f

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Only terrestrial TV (Channels 1-4/1-5)	60 3%	28 3%	32 3%	9 3% e	7 2%	9 1%	35 5% de	19 5% hij	3 1%	4 2%	3 1%	9 2%	12 2%	12 3%	27 4% kl	49 3% q	8 4% q	* *%	3 5% q
Terrestrial TV	39 2%	21 2%	18 2%	4 2%	8 2%	12 2%	14 2%	10 3%	8 3%	2 1%	6 1%	12 2%	10 1%	8 2%	9 2%	34 2%	2 1%	- -%	4 6% opq
Cable TV (through Virgin Media - previously NTL and Telewest)	312 14%	147 14%	165 14%	30 10%	77 18% c	103 13%	102 14%	40 11%	32 13%	39 16%	70 17% g	111 20% lmn	79 12%	60 15%	63 10% n	285 15% pqr	18 9% q	4 4%	5 8% q
Satellite TV (Sky)	944 42%	471 44%	473 41%	139 47% f	191 44% f	384 50% f	229 31%	87 23%	84 33% g	109 44% gh	221 53% ghi	242 43% n	310 47% n	183 45% n	208 34%	773 41%	82 42%	56 51% o	33 53% op
Satellite TV (Other)	44 2%	29 3% b	15 1%	2 1%	15 3% c	13 2%	14 2%	5 1%	7 3%	4 2%	6 2%	13 2%	15 2%	5 1%	11 2%	39 2%	2 1%	2 2%	1 2%
Freeview (through a set-top box or digital television set) with ONLY free channels	714 32%	311 29%	403 35% a	90 31%	113 26%	210 27%	300 41% cde	186 49% hij	101 40% ij	77 31% j	91 22%	145 26%	200 30%	120 29%	248 41% klm	586 31% r	76 39% or	37 34% r	14 23%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 74

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	59	31	29	8	9	18	25	8	9	6	12	16	14	13	17	47	5	6	1
	3%	3%	2%	3%	2%	2%	3%	2%	4%	3%	3%	3%	2%	3%	3%	3%	3%	6% or	1%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	27	8	19	3	4	15	4	3	4	2	7	8	9	3	7	25	1	1	*
	1%	1%	2%	1%	1%	2% f	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%
No TV in household	40	29	11	8	14	9	9	17	6	4	2	5	15	6	15	32	3	3	1
	2%	3% b	1%	3%	3% ef	1%	1%	5% ij	2%	2%	1%	1%	2%	1%	2%	2%	2%	3%	2%
Don't know	2	1	1	-	-	*	1	-	-	-	-	1	-	-	*	2	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Only terrestrial TV (Channels 1-4/1-5)	60	51	9	14	46	33	24
	3%	3%	3%	1%	5%	2%	3%
					c		
Terrestrial TV	39	29	10	15	24	18	18
	2%	1%	4%	1%	2%	1%	2%
			a		c		
Cable TV (through Virgin Media - previously NTL and Telewest)	312	311	1	195	116	166	141
	14%	16%	*%	16%	12%	12%	17%
		b		d			e
Satellite TV (Sky)	944	802	142	615	321	603	308
	42%	41%	48%	49%	33%	44%	37%
			a	d		f	
Satellite TV (Other)	44	40	4	30	13	27	15
	2%	2%	1%	2%	1%	2%	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	714	611	103	315	396	431	269
	32%	31%	35%	25%	41%	32%	33%
					c		

Columns Tested: a,b - c,d - e,f

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	59 3%	44 2%	15 5% a	32 3%	28 3%	42 3%	16 2%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	27 1%	20 1%	7 2% a	15 1%	12 1%	17 1%	10 1%
No TV in household	40 2%	38 2%	2 1%	22 2%	18 2%	18 1%	20 2% e
Don't know	2 *%	1 *%	1 *%	- -%	2 *%	1 *%	* *%

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 75

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH2 (QH44). SHOWCARD How often, if ever, do you watch television programmes? This can include watching programmes as they are broadcast or that have been recorded to watch later and also watching TV programmes over the internet using a PC, laptop, netbook or tablet computer or a mobile phone. (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			FEMALE					UNDER	£11.5K- £17.5K	£17.5K- £29.9K						ENG	SCOT		
	Total	MALE		16-24	25-34	35-54	55+	£11.5K	£17.5K	£29.9K	£30K+	AB	C1	C2	DE	LAND	LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Every day	1976	943	1033	245	376	693	662	321	222	216	374	500	571	361	544	1657	176	89	54
	88%	88%	89%	83%	86%	89%	90%	86%	88%	87%	89%	89%	86%	88%	90%	88%	90%	81%	87%
						c	cd								l	q	q		q
A few times a week	166	80	86	37	39	54	36	25	15	24	34	45	56	33	32	138	14	9	5
	7%	7%	7%	13%	9%	7%	5%	7%	6%	10%	8%	8%	8%	8%	5%	7%	7%	8%	8%
				ef	f								n						
Once a week	21	11	10	1	4	5	11	6	4	-	6	4	8	3	6	19	1	1	-
	1%	1%	1%	*%	1%	1%	1%	2%	2%	-%	1%	1%	1%	1%	1%	1%	*%	*%	-%
								i	i										
A few times a month	21	7	14	6	3	5	7	3	3	3	2	4	11	3	3	18	2	-	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	-%	2%
Once a month	2	1	1	-	-	1	1	1	-	-	-	1	*	-	1	2	-	*	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%
Less often	34	19	15	1	9	12	12	13	5	5	1	4	12	6	12	26	3	4	2
	2%	2%	1%	1%	2%	2%	2%	3%	2%	2%	*%	1%	2%	2%	2%	1%	2%	4%	2%
								j	j										o
Don't know	20	13	7	3	6	5	6	6	4	1	2	6	5	4	6	12	-	8	*
	1%	1%	1%	1%	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	-%	7%	*%
																		opr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH2 (QH44). SHOWCARD How often, if ever, do you watch television programmes? This can include watching programmes as they are broadcast or that have been recorded to watch later and also watching TV programmes over the internet using a PC, laptop, netbook or tablet computer or a mobile phone. (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Every day	1976	1713	263	1096	870	1210	712
	88%	88%	90%	87%	89%	89%	87%
A few times a week	166	147	18	106	59	96	65
	7%	8%	6%	8%	6%	7%	8%
				d			
Once a week	21	19	1	12	9	12	9
	1%	1%	1%	1%	1%	1%	1%
A few times a month	21	18	3	10	9	13	7
	1%	1%	1%	1%	1%	1%	1%
Once a month	2	2	-	-	2	2	*
	*%	*%	-%	-%	*%	*%	*%
Less often	34	32	3	17	17	18	15
	2%	2%	1%	1%	2%	1%	2%
Don't know	20	15	6	12	8	6	14
	1%	1%	2%	1%	1%	*%	2%
							e

Columns Tested: a,b - c,d - e,f

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QH3 (QH52). SHOWCARD Which, if any, of these features do you have on the MAIN TV in your house? (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2694	1287	1407	341	458	883	1012	514	319	307	434	593	762	552	787	1954	248	244	248
Effective Weighted Sample	2196	1053	1143	276	362	739	849	423	263	245	367	485	629	452	653	1703	244	232	244
Total	2196	1044	1152	286	423	764	723	357	248	244	417	556	648	405	587	1836	192	107	60
Access to digital TV channels (without the need for a separate set-top box, i.e. built-in Freeview or Freesat)	1310 60%	644 62%	665 58%	158 55%	270 64% cf	477 62% cf	404 56%	187 52%	160 64% g	149 61% g	286 69% g	375 68% lmn	384 59% n	248 61% n	303 52%	1088 59%	125 65% r	63 59%	33 55%
Built-in DVD player (i.e. not a standalone DVD player that you need to connect to your TV)	203 9%	97 9%	105 9%	21 7%	43 10%	77 10%	62 9%	22 6%	20 8%	20 8%	57 14% ghi	72 13% ln	54 8%	38 9%	40 7%	167 9%	23 12%	8 7%	5 8%
Access to the internet (to access web pages or video streamed through the TV using any means, e.g. games console)	190 9%	105 10% b	85 7%	27 9% f	49 12% f	88 12% f	26 4%	13 4%	17 7%	27 11% g	81 20% ghi	81 15% lmn	54 8% n	26 6%	29 5%	172 9% pq	8 4%	5 5%	4 7%
3D-capability (i.e. 3D ready - ability to watch programmes in 3D)	41 2%	20 2%	22 2%	7 2%	13 3% f	12 2%	9 1%	2 1%	4 2%	7 3% g	14 3% g	13 2%	14 2%	5 1%	10 2%	36 2%	2 1%	3 3%	* 1%
None of these	736 34%	334 32%	402 35%	102 36%	124 29%	236 31%	273 38% de	157 44% hij	80 32% j	77 32% j	99 24%	137 25%	223 34% k	129 32% k	247 42% klm	628 34% p	49 25%	38 35% p	21 35% p
Don't know	53 2%	21 2%	32 3%	12 4% d	5 1%	18 2%	17 2%	5 1%	3 1%	6 3%	9 2%	10 2%	14 2%	11 3%	18 3%	39 2%	7 4%	3 3%	4 6% o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH3 (QH52). SHOWCARD Which, if any, of these features do you have on the MAIN TV in your house? (MULTI CODE)

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2694	2272	422	1295	1387	1513	933
Effective Weighted Sample	2196	1882	316	1070	1185	1284	808
Total	2196	1904	292	1229	954	1337	798
Access to digital TV channels (without the need for a separate set-top box, i.e. built-in Freeview or Freesat)	1310 60%	1171 62% b	139 48%	789 64% d	513 54%	827 62% f	450 56%
Built-in DVD player (i.e. not a standalone DVD player that you need to connect to your TV)	203 9%	167 9%	36 12% a	125 10% d	75 8%	112 8%	86 11%
Access to the internet (to access web pages or video streamed through the TV using any means, e.g. games console)	190 9%	171 9%	19 7%	145 12% d	45 5%	130 10% f	55 7%
3D-capability (i.e. 3D ready - ability to watch programmes in 3D)	41 2%	37 2%	4 1%	28 2%	14 1%	24 2%	17 2%
None of these	736 34%	608 32%	128 44% a	352 29%	381 40% c	423 32%	291 37% e
Don't know	53 2%	48 3%	5 2%	29 2%	24 3%	27 2%	21 3%

Columns Tested: a,b - c,d - e,f

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QH4 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2694	1287	1407	341	458	883	1012	514	319	307	434	593	762	552	787	1954	248	244	248
Effective Weighted Sample	2196	1053	1143	276	362	739	849	423	263	245	367	485	629	452	653	1703	244	232	244
Total	2196	1044	1152	286	423	764	723	357	248	244	417	556	648	405	587	1836	192	107	60
Yes, the main TV in the household is an HDTV set or HD ready	1540	755	784	196	316	567	461	180	171	189	336	441	472	293	333	1307	129	64	40
	70%	72%	68%	68%	75%	74%	64%	50%	69%	77%	81%	79%	73%	72%	57%	71%	67%	60%	65%
		b			f	f			g	gh	gh	lmn	n	n		q			
No	537	245	291	70	87	166	213	149	67	46	72	91	145	87	213	433	54	34	16
	24%	24%	25%	25%	21%	22%	29%	42%	27%	19%	17%	16%	22%	22%	36%	24%	28%	32%	27%
							de	hij	ij				k	k	klm			o	
Don't know	119	43	76	20	19	31	49	28	10	9	8	23	31	24	41	96	9	9	5
	5%	4%	7%	7%	5%	4%	7%	8%	4%	4%	2%	4%	5%	6%	7%	5%	5%	8%	8%
			a				e	hij							k				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH4 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2694	2272	422	1295	1387	1513	933
Effective Weighted Sample	2196	1882	316	1070	1185	1284	808
Total	2196	1904	292	1229	954	1337	798
Yes, the main TV in the household is an HDTV set or HD ready	1540 70%	1345 71%	195 67%	950 77% d	581 61%	981 73% f	519 65%
No	537 24%	455 24%	81 28%	231 19%	303 32% c	281 21%	239 30% e
Don't know	119 5%	104 5%	15 5%	49 4%	70 7% c	74 6%	40 5%

Columns Tested: a,b - c,d - e,f

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QH5 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1837	907	930	231	342	650	614	257	215	239	351	460	547	392	438	1365	167	143	162
Effective Weighted Sample	1508	745	763	185	275	545	516	209	179	191	300	382	454	320	365	1194	164	135	160
Total	1540	755	784	196	316	567	461	180	171	189	336	441	472	293	333	1307	129	64	40
Yes	939	476	463	118	208	369	244	90	97	111	229	288	295	168	189	793	86	32	28
	61%	63%	59%	61%	66%	65%	53%	50%	57%	59%	68%	65%	62%	57%	57%	61%	67%	50%	71%
					f	f					ghi	mn				q	q		oq
No	565	267	298	72	99	189	205	85	67	74	100	144	165	124	133	483	41	31	11
	37%	35%	38%	37%	31%	33%	44%	47%	39%	39%	30%	33%	35%	42%	40%	37%	32%	48%	28%
							de	j	j	j				kl	k	r		opr	
Don't know	35	12	23	5	9	9	12	5	7	4	7	10	12	2	11	31	2	2	1
	2%	2%	3%	3%	3%	2%	3%	3%	4%	2%	2%	2%	3%	1%	3%	2%	2%	2%	1%
														m		m			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH5 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1837	1570	267	988	841	1093	582
Effective Weighted Sample	1508	1304	205	827	719	936	504
Total	1540	1345	195	950	581	981	519
Yes	939	825	114	610	324	592	319
	61%	61%	58%	64%	56%	60%	61%
				d			
No	565	487	78	319	244	370	184
	37%	36%	40%	34%	42%	38%	35%
					c		
Don't know	35	32	3	21	14	18	16
	2%	2%	1%	2%	2%	2%	3%

Columns Tested: a,b - c,d - e,f

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QH6 (QH55). Which supplier provides your HD TV service, for your main TV set?

Base : Those with an HD TV service for their main TV set

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1087	555	532	143	214	411	319	127	117	140	238	289	339	221	238	790	111	71	115
Effective Weighted Sample	889	456	432	113	172	345	267	101	96	109	201	242	280	178	195	697	109	67	113
Total	939	476	463	118	208	369	244	90	97	111	229	288	295	168	189	793	86	32	28
Sky (via satellite dish)	563	291	272	82	110	249	121	44	45	66	145	164	179	105	114	462	58	**	18
	60%	61%	59%	69% df	53%	68% df	50%	49%	47%	59%	63% gh	57%	61%	63%	60%	58%	67%	**	65%
Virgin Media (via cable)	175	88	88	17	55	57	46	15	19	24	45	67	50	32	26	161	9	**	3
	19%	18%	19%	15%	26% ce	16%	19%	17%	20%	21%	19%	23% n	17%	19%	14%	20% pr	11%	**	11%
Freeview (via TV aerial)	155	69	86	17	35	45	58	27	27	12	31	40	50	25	40	130	15	**	6
	17%	15%	19%	14%	17%	12%	24% ce	30% ij	28% ij	11%	14%	14%	17%	15%	21% k	16%	18%	**	22%
Freesat (via satellite dish)	35	23	12	2	5	10	16	2	5	6	8	12	13	4	6	31	3	**	-
	4%	5%	3%	2%	3%	3%	7% e	2%	5%	5%	3%	4%	4%	2%	3%	4% r	3%	**	-%
Don't know	11	5	6	-	2	7	3	1	-	4	1	4	3	2	3	9	1	**	1
	1%	1%	1%	-%	1%	2%	1%	1%	-%	3%	*% j	2%	1%	1%	1%	1%	2%	**	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH6 (QH55). Which supplier provides your HD TV service, for your main TV set?

Base : Those with an HD TV service for their main TV set

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1087	931	156	625	457	636	336
Effective Weighted Sample	889	767	125	518	392	553	290
Total	939	825	114	610	324	592	319
Sky (via satellite dish)	563	489	74	384	173	350	195
	60%	59%	65%	63%	54%	59%	61%
				d			
Virgin Media (via cable)	175	174	1	120	55	103	69
	19%	21%	1%	20%	17%	17%	22%
		b					
Freeview (via TV aerial)	155	124	31	77	77	109	41
	17%	15%	27%	13%	24%	18%	13%
			a		c	f	
Freesat (via satellite dish)	35	29	5	21	14	25	9
	4%	4%	5%	3%	4%	4%	3%
Don't know	11	8	3	7	4	5	5
	1%	1%	3%	1%	1%	1%	2%

Columns Tested: a,b - c,d - e,f

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QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1215	618	597	165	237	456	357	140	123	153	248	284	378	261	292	840	106	130	139
Effective Weighted Sample	977	500	478	134	182	379	293	110	94	118	210	230	308	209	238	738	104	123	137
Total	1003	512	491	142	209	400	252	92	95	114	236	263	326	192	222	826	84	59	34
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	891	449	442	127	182	369	213	75	78	107	214	237	295	172	187	725	80	55	31
	89%	88%	90%	90%	87%	92% df	84%	82%	82%	94% gh	91% gh	90%	91% n	90%	84%	88%	95% o	93%	91%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	50	23	27	10	9	11	20	10	6	1	10	9	9	12	20	43	2	2	2
	5%	4%	5%	7% e	4%	3%	8% e	10% ij	6% i	1%	4%	3%	3%	6%	9% kl	5%	3%	4%	6%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	20	12	8	1	5	9	5	2	2	2	4	10	3	2	6	17	1	2	*
	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	4% l	1%	1%	2%	2%	1%	3%	1%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	20	17	3	-	3	6	11	2	3	4	4	4	9	3	4	19	-	1	*
	2%	3% b	1%	-%	2%	2%	4% ce	2%	3%	3%	2%	2%	3%	2%	2%	2%	-%	2%	1%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	7	5	2	-	7	*	-	*	3	1	3	1	3	2	2	6	-	1	1
	1%	1%	*%	-%	3% cef	*%	-%	*%	4%	*%	1%	*%	1%	1%	1%	1%	-%	1%	3% o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1215	618	597	165	237	456	357	140	123	153	248	284	378	261	292	840	106	130	139
Effective Weighted Sample	977	500	478	134	182	379	293	110	94	118	210	230	308	209	238	738	104	123	137
Total	1003	512	491	142	209	400	252	92	95	114	236	263	326	192	222	826	84	59	34
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	12	8	4	-	6	4	3	1	2	1	4	6	3	-	3	11	1	1	-
	1%	1%	1%	-%	3%	1%	1%	1%	2%	1%	2%	2% m	1%	-%	1%	1%	1%	1%	-%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	8	6	2	1	2	3	1	1	-	2	2	3	2	1	1	7	-	1	-
	1%	1%	*%	1%	1%	1%	*%	1%	-%	2%	1%	1%	1%	1%	*%	1%	-%	1%	-%
Don't know	13	7	6	4	2	3	4	1	3	-	3	1	6	2	3	11	1	1	-
	1%	1%	1%	3%	1%	1%	2%	1%	3% i	-%	1%	*%	2%	1%	1%	1%	1%	1%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1215	1002	213	701	508	716	360
Effective Weighted Sample	977	819	160	572	427	611	309
Total	1003	855	148	652	343	646	323
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	891 89%	760 89%	131 89%	593 91% d	293 85%	574 89%	286 88%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	50 5%	37 4%	12 8% a	19 3%	29 9% c	29 4%	19 6%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	20 2%	20 2% b	- -%	12 2%	8 2%	14 2%	6 2%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	20 2%	17 2%	3 2%	12 2%	8 2%	17 3%	3 1%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	7 1%	7 1%	1 1%	7 1%	* *%	3 1%	3 1%

Columns Tested: a,b - c,d - e,f

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QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1215	1002	213	701	508	716	360
Effective Weighted Sample	977	819	160	572	427	611	309
Total	1003	855	148	652	343	646	323
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	12	12	-	8	4	8	4
	1%	1%	-%	1%	1%	1%	1%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	8	8	-	6	2	6	2
	1%	1%	-%	1%	1%	1%	1%
Don't know	13	12	1	7	4	8	5
	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b - c,d - e,f

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QH8 (QH3B). Did you previously pay a monthly subscription to Sky and receive additional channels? (SINGLE CODE)

Base : Those with a Sky satellite dish for free to air services only

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	67	31	36	13	11	12	31	16	8	2	11	11	13	17	26	51	3	5	8
Effective Weighted Sample	55	26	29	11	9	10	26	13	6	2	9	9	11	13	22	45	3	5	8
Total	50	23	27	10	9	11	20	10	6	1	10	9	9	12	20	43	2	2	2
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH8 (QH3B). Did you previously pay a monthly subscription to Sky and receive additional channels? (SINGLE CODE)

Base : Those with a Sky satellite dish for free to air services only

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	67	49	18	21	45	38	21
Effective Weighted Sample	55	40	15	18	38	32	19
Total	50	37	12	19	29	29	19
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

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QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1079	546	533	148	208	422	301	113	103	142	226	258	344	232	245	731	101	121	126
Effective Weighted Sample	866	440	426	119	160	350	246	89	78	110	192	208	280	186	199	643	99	115	124
Total	891	449	442	127	182	369	213	75	78	107	214	237	295	172	187	725	80	55	31
Sky Sports 1 only	40	19	22	3	9	16	12	4	6	3	11	14	13	3	10	37	-	2	1
	5%	4%	5%	3%	5%	4%	6%	5%	8%	3%	5%	6%	4%	2%	5%	5%	-%	4%	4%
												m			m	p			p
Sky Sports 2 only	1	-	1	*	*	-	*	-	-	-	*	-	*	*	*	*	-	*	*
	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	1%	1%
																			o
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	357	205	152	52	86	136	83	20	24	53	105	111	112	71	63	289	42	16	10
	40%	46%	34%	41%	47%	37%	39%	27%	31%	49%	49%	47%	38%	41%	34%	40%	53%	28%	31%
		b			e					gh	gh	n				q	oqr		
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	30	16	14	4	3	12	10	2	*	4	6	6	11	5	8	23	2	3	2
	3%	3%	3%	3%	2%	3%	5%	2%	1%	4%	3%	2%	4%	3%	4%	3%	3%	5%	6%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	8	4	4	2	1	3	2	-	-	1	4	4	3	*	1	6	1	-	1
	1%	1%	1%	2%	*%	1%	1%	-%	-%	1%	2%	2%	1%	*%	*%	1%	2%	-%	3%
																			o
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	278	145	134	50	66	115	47	17	18	33	79	74	88	62	54	220	42	11	6
	31%	32%	30%	40%	36%	31%	22%	23%	23%	31%	37%	31%	30%	36%	29%	30%	52%	20%	20%
				f	f	f					gh					qr	oqr		

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1079	546	533	148	208	422	301	113	103	142	226	258	344	232	245	731	101	121	126
Effective Weighted Sample	866	440	426	119	160	350	246	89	78	110	192	208	280	186	199	643	99	115	124
Total	891	449	442	127	182	369	213	75	78	107	214	237	295	172	187	725	80	55	31
Sky+ HD (High Definition channels through Sky+ HD box)	318 36%	167 37%	152 34%	45 35%	63 34%	149 40% f	61 29%	18 24%	27 35%	33 31%	93 43% gi	105 44% mn	105 36% n	59 34%	49 26%	261 36%	33 41% q	15 28%	9 29%
ANY SPORTS	398 45%	223 50% b	175 40%	56 44%	95 52% e	151 41%	96 45%	24 32%	30 38%	56 52% g	116 54% gh	125 53% ln	126 43%	74 43%	73 39%	327 45% q	42 53% qr	18 33%	11 36%
ANY MOVIES	316 35%	164 37%	152 34%	57 45% f	70 38% f	131 35% f	59 28%	19 25%	18 23%	38 35%	88 41% gh	84 35%	102 35%	68 39%	62 33%	248 34% q	45 57% oqr	14 25%	9 28%
SPORTS AND MOVIES	219 25%	117 26%	102 23%	39 30% f	51 28% f	88 24%	41 19%	12 16%	14 18%	27 25%	66 31% gh	65 27%	70 24%	42 24%	42 23%	168 23%	37 46% oqr	9 17%	5 16%
Basic package only	273 31%	122 27%	151 34% a	32 25%	48 27%	114 31%	78 37% cd	38 50% hij	26 33%	31 29%	50 23%	55 23%	94 32% k	52 30%	71 38% k	221 31%	18 23%	22 40% p	11 36% p
None of these	13 1%	6 1%	8 2%	2 2%	4 2%	4 1%	3 1%	1 2%	1 2%	2 2%	1 1%	2 1%	6 2%	1 *%	5 2%	11 2%	1 1%	* 1%	1 3%
Don't know	13 1%	2 1%	11 2% a	4 3% f	4 2%	4 1%	1 1%	- -%	2 3%	3 3%	1 1%	3 1%	5 2%	4 3%	1 *%	11 2%	1 1%	1 2%	* 1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1079	892	187	641	434	635	318
Effective Weighted Sample	866	728	139	522	364	543	272
Total	891	760	131	593	293	574	286
Sky Sports 1 only	40	32	9	30	11	25	15
	5%	4%	7%	5%	4%	4%	5%
Sky Sports 2 only	1	*	1	-	1	1	-
	*%	*%	1%	-%	*%	*%	-%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	357	304	52	248	108	236	112
	40%	40%	40%	42%	37%	41%	39%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	30	24	5	15	14	19	9
	3%	3%	4%	3%	5%	3%	3%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	8	7	1	5	2	3	4
	1%	1%	1%	1%	1%	1%	1%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	278	239	40	199	78	184	89
	31%	31%	30%	34%	27%	32%	31%
				d			
Sky+ HD (High Definition channels through Sky+ HD box)	318	286	32	231	86	214	95
	36%	38%	24%	39%	29%	37%	33%
		b		d			

Columns Tested: a,b - c,d - e,f

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QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1079	892	187	641	434	635	318
Effective Weighted Sample	866	728	139	522	364	543	272
Total	891	760	131	593	293	574	286
ANY SPORTS	398	336	62	278	119	261	126
	45%	44%	47%	47%	41%	45%	44%
ANY MOVIES	316	270	47	219	95	207	101
	35%	35%	35%	37%	32%	36%	35%
SPORTS AND MOVIES	219	191	28	158	62	137	78
	25%	25%	22%	27%	21%	24%	27%
Basic package only	273	236	37	166	105	159	102
	31%	31%	28%	28%	36%	28%	36%
					c		e
None of these	13	9	4	8	5	7	6
	1%	1%	3%	1%	2%	1%	2%
Don't know	13	12	1	8	5	6	7
	1%	2%	1%	1%	2%	1%	2%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH10 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	~l	~m	~n	o	~p	~q	~r
Unweighted total	361	173	188	39	71	119	132	55	36	45	68	110	89	78	84	303	25	10	23
Effective Weighted Sample	301	146	155	32	60	102	113	47	33	36	58	93	75	66	73	264	25	10	23
Total	326	152	173	32	79	112	102	40	33	40	74	118	81	62	64	297	18	4	5
Sky Sports channels	68	40	27	**	**	19	21	**	**	**	**	26	**	**	**	63	**	**	**
	21%	26%	16%	**	**	17%	21%	**	**	**	**	22%	**	**	**	21%	**	**	**
		b																	
Sky Movies channels	42	24	19	**	**	12	12	**	**	**	**	18	**	**	**	40	**	**	**
	13%	16%	11%	**	**	11%	12%	**	**	**	**	15%	**	**	**	13%	**	**	**
High Definition channel through V+ HD box	106	56	50	**	**	34	28	**	**	**	**	45	**	**	**	100	**	**	**
	32%	37%	29%	**	**	30%	27%	**	**	**	**	38%	**	**	**	34%	**	**	**
Basic package only	146	61	84	**	**	50	50	**	**	**	**	45	**	**	**	129	**	**	**
	45%	40%	49%	**	**	44%	49%	**	**	**	**	38%	**	**	**	43%	**	**	**
None of these	21	9	12	**	**	8	7	**	**	**	**	9	**	**	**	20	**	**	**
	6%	6%	7%	**	**	7%	7%	**	**	**	**	7%	**	**	**	7%	**	**	**
Don't know	13	3	10	**	**	5	3	**	**	**	**	5	**	**	**	12	**	**	**
	4%	2%	5%	**	**	5%	3%	**	**	**	**	4%	**	**	**	4%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH10 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	361	360	1	195	165	173	165
Effective Weighted Sample	301	300	1	168	143	149	145
Total	326	324	1	206	118	176	145
Sky Sports channels	68	68	**	45	22	40	26
	21%	21%	**	22%	19%	23%	18%
Sky Movies channels	42	42	**	30	12	22	19
	13%	13%	**	15%	10%	13%	13%
High Definition channel through V+ HD box	106	106	**	74	32	57	47
	32%	33%	**	36%	27%	32%	33%
Basic package only	146	144	**	80	64	81	63
	45%	44%	**	39%	54%	46%	43%
					c		
None of these	21	21	**	15	6	9	12
	6%	6%	**	7%	5%	5%	8%
Don't know	13	13	**	8	5	5	7
	4%	4%	**	4%	4%	3%	5%

Columns Tested: a,b - c,d - e,f

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QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1165	588	577	163	220	443	339	134	114	146	240	271	364	252	278	801	104	127	133
Effective Weighted Sample	937	475	462	132	169	369	277	106	86	113	203	219	296	202	227	703	102	120	131
Total	960	484	476	140	193	389	237	88	87	110	228	249	312	187	211	787	82	58	33
Yes	729	360	369	101	151	321	156	53	61	89	185	204	243	137	145	596	72	38	23
	76%	74%	78%	72%	78%	83%	66%	60%	70%	81%	81%	82%	78%	73%	69%	76%	87%	66%	70%
					f	cf				g	g	mn	n			q	oqr		
No	210	115	95	36	37	62	76	32	25	20	38	40	62	48	60	174	9	19	9
	22%	24%	20%	26%	19%	16%	32%	36%	28%	18%	17%	16%	20%	26%	28%	22%	11%	32%	28%
				e			de	ij	j					k	kl	p		op	p
Don't know	20	9	11	4	5	6	5	3	1	1	5	5	7	2	6	17	2	1	1
	2%	2%	2%	3%	3%	2%	2%	4%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1165	959	206	672	487	685	347
Effective Weighted Sample	937	784	154	549	409	584	298
Total	960	815	144	624	328	616	311
Yes	729 76%	617 76%	112 77%	499 80% d	224 68%	489 79% f	217 70%
No	210 22%	180 22%	31 21%	115 18%	93 28% c	123 20%	78 25%
Don't know	20 2%	18 2%	2 1%	10 2%	10 3%	3 1%	16 5% e

Columns Tested: a,b - c,d - e,f

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QH11B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	~l	~m	~n	o	~p	~q	~r
Unweighted total	361	173	188	39	71	119	132	55	36	45	68	110	89	78	84	303	25	10	23
Effective Weighted Sample	301	146	155	32	60	102	113	47	33	36	58	93	75	66	73	264	25	10	23
Total	326	152	173	32	79	112	102	40	33	40	74	118	81	62	64	297	18	4	5
Yes	179	83	96	**	**	64	43	**	**	**	**	75	**	**	**	170	**	**	**
	55%	54%	56%	**	**	57%	42%	**	**	**	**	64%	**	**	**	57%	**	**	**
						f													
No	139	69	70	**	**	44	59	**	**	**	**	40	**	**	**	121	**	**	**
	43%	45%	40%	**	**	39%	57%	**	**	**	**	34%	**	**	**	41%	**	**	**
							e												
Don't know	8	1	7	**	**	5	1	**	**	**	**	3	**	**	**	7	**	**	**
	2%	1%	4%	**	**	5%	1%	**	**	**	**	3%	**	**	**	2%	**	**	**
			a																

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	361	360	1	195	165	173	165
Effective Weighted Sample	301	300	1	168	143	149	145
Total	326	324	1	206	118	176	145
Yes	179	179	**	126	53	105	72
	55%	55%	**	61%	45%	60%	50%
				d			
No	139	139	**	76	61	66	69
	43%	43%	**	37%	52%	38%	48%
					c		
Don't know	8	6	**	4	4	4	3
	2%	2%	**	2%	4%	3%	2%

Columns Tested: a,b - c,d - e,f

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QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	47	32	15	1	8	17	21	7	6	7	9	13	14	8	12	39	1	5	2
Effective Weighted Sample	38	26	13	1	7	14	18	5	5	7	7	11	11	8	10	33	1	5	2
Total	39	28	11	1	7	15	15	4	4	5	8	13	12	5	9	35	1	3	*
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	47	43	4	24	23	34	11
Effective Weighted Sample	38	35	4	20	20	28	9
Total	39	36	3	24	15	29	9
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1424	664	760	172	216	446	590	322	195	170	216	292	382	298	452	1012	127	155	130
Effective Weighted Sample	1166	542	624	139	167	376	498	267	164	135	181	239	315	244	377	885	125	147	128
Total	1102	503	599	137	188	361	416	227	141	133	190	252	310	206	334	905	98	67	32
Yes	200	93	107	23	27	61	90	23	27	26	47	70	63	34	34	177	14	7	3
	18%	18%	18%	17%	14%	17%	22%	10%	19%	20%	25%	28%	20%	16%	10%	20%	14%	10%	9%
							d		g	g	g	lmn	n	n		qr			
No	798	369	429	105	138	265	290	191	103	92	125	159	212	158	271	641	74	57	27
	72%	73%	72%	77%	74%	73%	70%	84%	73%	69%	66%	63%	68%	77%	81%	71%	75%	85%	84%
								hij						kl	kl			op	o
Don't know	103	41	62	10	23	36	35	14	11	14	18	24	35	14	30	87	11	4	2
	9%	8%	10%	7%	12%	10%	8%	6%	8%	11%	9%	10%	11%	7%	9%	10%	11%	5%	7%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1424	1183	241	619	799	827	467
Effective Weighted Sample	1166	986	180	507	686	704	404
Total	1102	936	166	555	543	681	389
Yes	200	162	38	101	99	155	42
	18%	17%	23%	18%	18%	23%	11%
						f	
No	798	678	120	394	402	460	312
	72%	72%	72%	71%	74%	67%	80%
							e
Don't know	103	95	8	60	42	66	35
	9%	10%	5%	11%	8%	10%	9%
		b					

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	43	16	27	7	6	21	9	4	5	5	12	12	18	4	9	37	1	3	2
Effective Weighted Sample	36	13	23	6	5	18	8	4	5	4	10	10	15	4	8	33	1	3	2
Total	42	15	26	9	6	21	6	3	4	5	12	14	17	4	7	39	1	1	*
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	43	32	11	25	18	28	13
Effective Weighted Sample	36	27	10	21	15	24	11
Total	42	33	8	26	16	28	13
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 89

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH12 (QR2). Do you personally use this DVR (i.e. Digital Video Recorder)? IF NECESSARY - A DVR is sometimes known as a PVR. (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
Yes	839	422	417	101	179	347	212	58	90	105	221	272	271	150	146	712	68	36	23
	77%	80%	74%	75%	78%	79%	75%	68%	84%	77%	83%	81%	77%	77%	71%	77%	77%	77%	84%
		b							g		g	n							
No	189	79	110	27	39	67	56	21	14	23	31	49	64	35	42	159	17	9	4
	17%	15%	20%	20%	17%	15%	20%	25%	13%	17%	11%	14%	18%	18%	21%	17%	19%	18%	16%
								hj											
Don't know	59	25	34	7	13	24	15	6	3	8	16	16	16	10	17	54	3	2	-
	5%	5%	6%	5%	6%	5%	5%	7%	3%	6%	6%	5%	4%	5%	8%	6%	3%	4%	-%
																r			r

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH12 (QR2). Do you personally use this DVR (i.e. Digital Video Recorder)? IF NECESSARY - A DVR is sometimes known as a PVR. (SINGLE CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
Yes	839	707	132	568	270	583	233
	77%	75%	90%	80%	73%	79%	72%
			a	d		f	
No	189	176	13	104	82	117	68
	17%	19%	9%	15%	22%	16%	21%
		b			c		
Don't know	59	57	1	41	16	35	23
	5%	6%	1%	6%	4%	5%	7%
		b					

Columns Tested: a,b - c,d - e,f

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QH13 (QR4). SHOWCARD How long have you owned your DVR? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
Less than 3 months	48 4%	24 5%	24 4%	8 6%	11 5%	12 3%	17 6% e	6 7%	6 6%	8 6%	11 4%	13 4%	16 5%	6 3%	14 7%	39 4%	8 9% o	1 2%	1 3%
3 to 6 months	68 6%	32 6%	36 6%	11 8%	16 7%	23 5%	18 6%	9 11%	5 5%	8 6%	17 6%	21 6%	23 7%	12 6%	12 6%	60 6%	4 4%	4 8%	1 3%
7 to 12 months	150 14%	78 15%	72 13%	15 11%	37 16%	61 14%	36 13%	12 14%	15 14%	21 16%	47 18%	49 14%	51 15%	22 11%	28 14%	129 14%	8 9%	10 21% p	4 13%
More than 12 months	718 66%	351 67%	367 66%	76 56%	144 62%	311 71% cd	187 66%	52 61%	71 66%	92 68%	177 66%	222 66%	229 65%	142 73% n	125 61%	608 66%	62 70%	27 59%	20 74% q
Don't know	103 10%	42 8%	62 11%	25 19% def	23 10%	30 7%	25 9%	5 6%	10 10%	6 4%	15 6%	33 10%	32 9%	13 6%	26 13% m	90 10%	7 8%	5 10%	2 7%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13 (QR4). SHOWCARD How long have you owned your DVR? (SINGLE CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
Less than 3 months	48	40	8	30	18	33	14
	4%	4%	5%	4%	5%	4%	4%
3 to 6 months	68	57	11	39	29	41	26
	6%	6%	7%	5%	8%	6%	8%
7 to 12 months	150	134	15	114	35	92	54
	14%	14%	11%	16%	10%	13%	17%
				d			
More than 12 months	718	616	102	470	245	498	200
	66%	66%	70%	66%	66%	68%	62%
Don't know	103	93	10	61	41	71	30
	10%	10%	7%	9%	11%	10%	9%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH14 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
More than once a week	605	288	317	63	135	259	148	40	62	83	164	193	196	114	103	508	59	23	15
	56%	55%	57%	47%	58% c	59% c	52%	47%	58%	62% g	61% g	57%	56%	59%	50%	55%	67% oq	49%	55%
Once a week	135	74	61	21	28	52	33	8	7	18	28	40	44	26	24	116	9	8	2
	12%	14%	11%	16%	12%	12%	12%	9%	7%	13%	10%	12%	12%	14%	12%	13%	10%	17% r	7%
Once every 2-3 weeks	75	34	41	6	23	29	17	8	8	7	22	22	31	11	12	64	7	1	3
	7%	7%	7%	4%	10%	7%	6%	9%	7%	6%	8%	7%	9%	5%	6%	7%	8%	3%	12% q
Once a month	74	43	31	15	12	30	17	7	7	10	18	19	34	8	13	68	3	3	1
	7%	8%	6%	11%	5%	7%	6%	8%	7%	7%	7%	6%	10% m	4%	6%	7%	3%	6%	3%
Once every 2-4 months	30	16	14	3	5	9	14	5	6	1	5	9	6	3	11	24	3	2	1
	3%	3%	2%	2%	2%	2%	5% e	6% ij	6% i	1%	2%	3%	2%	2%	5% lm	3%	3%	5%	2%
Less often than every 4 months	37	14	23	8	6	14	10	4	7	1	7	11	13	5	8	34	1	2	1
	3%	3%	4%	6%	3%	3%	4%	5%	6% i	1%	3%	3%	4%	3%	4%	4%	1%	3%	4%
Never	78	35	42	7	12	29	31	11	5	9	14	27	15	18	18	65	4	6	3
	7%	7%	8%	5%	5%	7%	11% cde	13% hj	5%	6%	5%	8% l	4%	9% l	9% l	7%	4%	13% op	13% op
Don't know	53	23	30	13	10	17	13	2	5	5	11	16	13	9	15	46	4	2	1
	5%	4%	5%	10% ef	4%	4%	5%	3%	5%	4%	4%	5%	4%	5%	7%	5%	4%	3%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH14 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
More than once a week	605	516	89	415	189	428	161
	56%	55%	61%	58%	51%	58%	50%
				d		f	
Once a week	135	113	21	88	45	86	47
	12%	12%	14%	12%	12%	12%	14%
Once every 2-3 weeks	75	62	13	53	23	42	30
	7%	7%	9%	7%	6%	6%	9%
							e
Once a month	74	63	11	49	25	54	19
	7%	7%	8%	7%	7%	7%	6%
Once every 2-4 months	30	27	3	13	17	21	9
	3%	3%	2%	2%	5%	3%	3%
					c		
Less often than every 4 months	37	37	1	19	17	30	6
	3%	4%	1%	3%	5%	4%	2%
		b					
Never	78	71	7	43	35	38	36
	7%	8%	5%	6%	9%	5%	11%
					c		e
Don't know	53	51	2	34	18	36	16
	5%	5%	1%	5%	5%	5%	5%
		b					

Columns Tested: a,b - c,d - e,f

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Table 92

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH15 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
Recorded a programme and watched it on a different day to which it was broadcast	805 74%	392 74%	414 74%	91 67%	174 75%	337 77% c	204 72%	54 64%	77 72%	106 78% g	219 82% gh	261 77% n	264 75%	142 73%	139 68%	683 74%	69 78%	33 71%	20 74%
Recorded a programme and watched it on the same day	581 53%	280 53%	301 54%	78 58% f	128 55% f	245 56% f	130 46%	39 45%	56 52%	71 53%	160 60% g	190 56% n	198 56% n	107 55% n	86 42%	480 52% o	60 67%	26 57%	15 55%
Set to record an individual episode or series link a particular programme through the electronic programme guide, also known as the on-screen TV guide	540 50%	259 49%	281 50%	64 47%	117 51%	238 54% f	122 43%	33 38%	51 47%	76 56% g	166 62% gh	186 55% mn	183 52% n	89 46%	82 40%	459 50%	49 55%	20 44%	12 45%
Paused live television	454 42%	224 42%	230 41%	54 40%	102 44% f	205 47% f	93 33%	22 26%	44 41% g	68 50% g	146 55% gh	159 47% n	144 41%	82 42%	69 34%	386 42%	39 44%	18 40%	10 37%
Recorded a programme then watched it back, fast forwarding through to just watch the highlights (for example goals in a football match)	380 35%	211 40% b	169 30%	41 30%	96 42% cf	162 37% f	81 29%	18 21%	35 32%	55 40%	118 44% g gh	131 39% n	128 36% n	69 35% n	53 26%	323 35%	34 39%	14 30%	9 34%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH15 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
Rewound a programme I have been watching to catch a highlight again	353 32%	184 35%	168 30%	46 34%	75 33%	161 37%	70 25%	19 22%	37 35%	47 35%	103 38%	126 37%	111 32%	61 31%	54 27%	300 32%	32 36%	12 26%	9 33%
				f		f			g	g	g	n							
Recorded a number of episodes of one series and watched them all in one go	327 30%	156 30%	170 30%	50 37%	77 34%	141 32%	59 21%	21 25%	32 30%	40 29%	90 34%	113 34%	103 29%	57 30%	53 26%	270 29%	37 41%	13 28%	7 25%
				f	f	f											or		
Set to record an individual episode or series link a particular programme by clicking on the on screen icon available on some live trailers for particular programmeS	284 26%	137 26%	147 26%	31 23%	58 25%	136 31%	58 21%	15 17%	27 25%	49 36%	74 28%	92 27%	97 28%	51 26%	44 21%	243 26%	25 28%	10 21%	6 21%
						f				g	g								
Rewound a programme I have been watching for another reason	249 23%	129 24%	121 22%	25 19%	59 26%	113 26%	52 18%	13 16%	27 25%	30 22%	73 27%	86 25%	88 25%	45 23%	30 15%	212 23%	23 26%	10 22%	5 18%
					f	f					g	n	n	n					
Recorded something using my DVR and then put it onto video or DVD	80 7%	49 9%	31 6%	18 13%	8 3%	34 8%	20 7%	6 7%	11 10%	8 6%	16 6%	31 9%	27 8%	17 9%	6 3%	72 8%	3 4%	4 8%	1 4%
		b		df		d						n	n	n					

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH15 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
None of these	106	46	60	12	19	34	41	15	7	7	16	33	25	21	26	88	7	7	4
	10%	9%	11%	9%	8%	8%	14%	17%	6%	5%	6%	10%	7%	11%	13%	10%	8%	14%	13%
							de	hij							l				
Don't know	27	10	16	5	3	10	9	2	4	6	2	5	6	5	10	24	-	2	1
	2%	2%	3%	4%	1%	2%	3%	3%	4%	4%	1%	2%	2%	3%	5%	3%	-%	4%	2%
									j	j					kl			p	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH15 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
Recorded a programme and watched it on a different day to which it was broadcast	805 74%	681 72%	124 85% a	551 77% d	251 68%	548 74%	237 73%
Recorded a programme and watched it on the same day	581 53%	481 51%	100 69% a	406 57% d	172 47%	403 55%	163 50%
Set to record an individual episode or series link a particular programme through the electronic programme guide, also known as the on-screen TV guide	540 50%	453 48%	87 60% a	389 55% d	150 41%	400 54% f	128 39%
Paused live television	454 42%	384 41%	70 48%	327 46% d	127 35%	326 44% f	118 36%
Recorded a programme then watched it back, fast forwarding through to just watch the highlights (for example goals in a football match)	380 35%	323 34%	57 39%	276 39% d	105 28%	278 38% f	93 29%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH15 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
Rewound a programme I have been watching to catch a highlight again	353 32%	300 32%	53 36%	250 35% d	101 28%	258 35% f	86 26%
Recorded a number of episodes of one series and watched them all in one go	327 30%	270 29%	56 38% a	238 33% d	88 24%	235 32%	85 26%
Set to record an individual episode or series link a particular programme by clicking on the on screen icon available on some live trailers for particular programmeS	284 26%	237 25%	47 32%	214 30% d	70 19%	213 29% f	65 20%
Rewound a programme I have been watching for another reason	249 23%	211 22%	38 26%	184 26% d	65 18%	185 25% f	59 18%
Recorded something using my DVR and then put it onto video or DVD	80 7%	64 7%	16 11%	59 8%	21 6%	65 9% f	14 4%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH15 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
None of these	106	101	4	56	48	64	38
	10%	11%	3%	8%	13%	9%	12%
		b			c		
Don't know	27	25	2	15	12	14	13
	2%	3%	1%	2%	3%	2%	4%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH16 (QR9). SHOWCARD When you watch recordings you have made with your DVR, how often, if at all, do you fast forward through the adverts? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
I always or almost always fast forward through the adverts	780	398	381	95	163	331	191	57	75	94	218	252	249	145	133	665	68	25	21
	72%	76%	68%	71%	71%	76%	67%	67%	70%	70%	81%	75%	71%	75%	65%	72%	77%	55%	77%
		b				f					ghi	n		n		q	q		q
I fast forward through the adverts about half the time	122	50	72	13	33	44	33	10	10	22	24	41	40	16	25	100	8	12	3
	11%	10%	13%	9%	14%	10%	12%	12%	9%	16%	9%	12%	12%	8%	12%	11%	9%	25%	9%
										j								opr	
I never or hardly ever fast forward through the adverts	73	29	44	10	17	21	26	6	15	4	11	15	27	10	21	65	4	3	1
	7%	5%	8%	7%	7%	5%	9%	7%	14%	3%	4%	4%	8%	5%	10%	7%	5%	6%	4%
							e		ij						km				
I never play back programmes recorded from channels with adverts	112	49	63	17	18	42	34	12	7	15	16	29	34	23	25	94	8	6	3
	10%	9%	11%	13%	8%	10%	12%	14%	6%	11%	6%	9%	10%	12%	12%	10%	9%	14%	10%
									j										

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH16 (QR9). SHOWCARD When you watch recordings you have made with your DVR, how often, if at all, do you fast forward through the adverts? (SINGLE CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
I always or almost always fast forward through the adverts	780	666	113	529	247	544	215
	72%	71%	78%	74%	67%	74%	66%
				d		f	
I fast forward through the adverts about half the time	122	104	19	83	40	79	41
	11%	11%	13%	12%	11%	11%	13%
I never or hardly ever fast forward through the adverts	73	63	10	43	30	42	30
	7%	7%	7%	6%	8%	6%	9%
							e
I never play back programmes recorded from channels with adverts	112	108	4	59	52	71	38
	10%	11%	3%	8%	14%	10%	12%
		b			c		

Columns Tested: a,b - c,d - e,f

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QH17 (QR10). Since getting your DVR, do you think you watch more, less or about the same amount of television? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1251	619	632	161	232	482	376	120	132	164	278	347	396	257	251	927	113	100	111
Effective Weighted Sample	1028	509	520	130	188	408	314	100	107	131	237	286	331	210	210	816	111	95	109
Total	1087	527	560	135	231	438	284	85	107	136	268	337	351	194	205	925	89	46	27
More	181	76	105	29	40	74	38	12	11	24	50	58	51	37	36	142	29	6	4
	17%	14%	19%	22%	17%	17%	13%	14%	10%	18%	19%	17%	14%	19%	18%	15%	33%	12%	16%
				f													oqr		
About the same	745	372	373	85	152	302	207	58	78	91	177	226	248	135	137	640	53	32	21
	69%	71%	67%	63%	66%	69%	73%	68%	72%	67%	66%	67%	71%	69%	67%	69%	60%	70%	75%
							c									p			p
Less	64	39	24	6	20	27	11	5	7	8	25	23	25	7	9	59	1	2	1
	6%	7%	4%	5%	9%	6%	4%	5%	7%	6%	9%	7%	7%	4%	4%	6%	2%	4%	5%
		b			f											p			
Don't know	97	39	58	14	19	36	28	10	11	13	16	31	27	16	23	84	5	7	1
	9%	7%	10%	10%	8%	8%	10%	12%	10%	9%	6%	9%	8%	8%	11%	9%	6%	14%	5%
																		pr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH17 (QR10). Since getting your DVR, do you think you watch more, less or about the same amount of television? (SINGLE CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1251	1065	186	728	519	785	355
Effective Weighted Sample	1028	883	146	607	447	676	308
Total	1087	941	146	713	368	735	324
More	181	154	27	123	59	116	61
	17%	16%	18%	17%	16%	16%	19%
About the same	745	646	99	487	252	507	217
	69%	69%	68%	68%	69%	69%	67%
Less	64	52	11	47	17	49	14
	6%	6%	8%	7%	5%	7%	4%
Don't know	97	88	9	57	40	64	32
	9%	9%	6%	8%	11%	9%	10%

Columns Tested: a,b - c,d - e,f

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QH18 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who personally use their DVR

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER £11.5K	HOUSEHOLD INCOME £11.5K-£17.5K	HOUSEHOLD INCOME £17.5K-£29.9K	HOUSEHOLD INCOME £30K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENG LAND	NATION SCOT LAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	967	494	473	125	180	385	277	81	108	125	233	282	306	203	176	711	86	76	94
Effective Weighted Sample	794	407	388	99	145	328	231	67	88	100	199	234	255	163	148	628	84	72	93
Total	839	422	417	101	179	347	212	58	90	105	221	272	271	150	146	712	68	36	23
I record programmes because I am not going to be at home	688	353	335	87	148	291	163	**	77	87	194	221	228	130	109	581	**	**	**
	82%	84%	80%	86%	82%	84%	77%	**	86%	83%	88%	81%	84%	87%	75%	82%	**	**	**
				f		f							n	n					
I record programmes because two programmes I want to watch are on at the same time	541	276	265	53	106	226	156	**	57	75	160	182	180	96	83	460	**	**	**
	65%	65%	64%	53%	59%	65%	74%	**	63%	72%	72%	67%	66%	64%	57%	65%	**	**	**
						c	cde												
I record programmes because someone else is watching the TV	496	252	244	61	111	213	110	**	53	69	144	167	155	81	92	423	**	**	**
	59%	60%	58%	61%	62%	61%	52%	**	58%	66%	65%	61%	57%	54%	63%	59%	**	**	**
						f													
I use my DVR so I can fast forward through the ads when I am watching TV	286	143	143	28	60	126	73	**	22	43	95	103	95	49	40	249	**	**	**
	34%	34%	34%	28%	33%	36%	34%	**	25%	41%	43%	38%	35%	33%	27%	35%	**	**	**
										h	h	n							
I use my DVR so that I can build up an archive of the TV programmes I like watching	129	71	58	21	21	55	31	**	7	20	36	46	41	23	19	97	**	**	**
	15%	17%	14%	21%	12%	16%	15%	**	8%	19%	16%	17%	15%	15%	13%	14%	**	**	**
										h									
I never watch TV as it is broadcast, instead I use my DVR to record all of my TV watching for a week	42	18	25	5	9	15	13	**	5	4	11	14	19	3	6	36	**	**	**
	5%	4%	6%	5%	5%	4%	6%	**	5%	4%	5%	5%	7%	2%	4%	5%	**	**	**
													m						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH18 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who personally use their DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	967	494	473	125	180	385	277	81	108	125	233	282	306	203	176	711	86	76	94
Effective Weighted Sample	794	407	388	99	145	328	231	67	88	100	199	234	255	163	148	628	84	72	93
Total	839	422	417	101	179	347	212	58	90	105	221	272	271	150	146	712	68	36	23
Other	14	4	10	-	2	6	6	**	2	1	1	6	1	5	2	12	**	**	**
	2%	1%	2%	-%	1%	2%	3%	**	2%	1%	1%	2%	1%	4%	1%	2%	**	**	**
														l					
Don't know	12	4	8	2	-	7	4	**	1	-	3	5	3	2	2	12	**	**	**
	1%	1%	2%	2%	-%	2%	2%	**	1%	-%	1%	2%	1%	1%	2%	2%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH18 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who personally use their DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	967	807	160	587	379	620	253
Effective Weighted Sample	794	667	128	488	326	536	220
Total	839	707	132	568	270	583	233
I record programmes because I am not going to be at home	688 82%	575 81%	113 86%	487 86% d	200 74%	493 85% f	176 75%
I record programmes because two programmes I want to watch are on at the same time	541 65%	454 64%	87 66%	371 65%	170 63%	395 68% f	133 57%
I record programmes because someone else is watching the TV	496 59%	415 59%	81 61%	345 61%	151 56%	346 59%	138 59%
I use my DVR so I can fast forward through the ads when I am watching TV	286 34%	246 35%	40 30%	203 36%	83 31%	220 38% f	57 25%
I use my DVR so that I can build up an archive of the TV programmes I like watching	129 15%	105 15%	23 18%	85 15%	44 16%	95 16%	31 13%
I never watch TV as it is broadcast, instead I use my DVR to record all of my TV watching for a week	42 5%	32 5%	10 8%	30 5%	13 5%	37 6% f	5 2%

Columns Tested: a,b - c,d - e,f

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QH18 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who personally use their DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	967	807	160	587	379	620	253
Effective Weighted Sample	794	667	128	488	326	536	220
Total	839	707	132	568	270	583	233
Other	14	12	2	9	6	7	8
	2%	2%	2%	2%	2%	1%	3%
							e
Don't know	12	11	1	7	5	10	1
	1%	2%	1%	1%	2%	2%	1%

Columns Tested: a,b - c,d - e,f

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QH19 (QR13). SHOWCARD How often, if at all, do you check what is on TV before watching a recorded programme? (SINGLE CODE)

Base : Those who personally use their DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	967	494	473	125	180	385	277	81	108	125	233	282	306	203	176	711	86	76	94
Effective Weighted Sample	794	407	388	99	145	328	231	67	88	100	199	234	255	163	148	628	84	72	93
Total	839	422	417	101	179	347	212	58	90	105	221	272	271	150	146	712	68	36	23
Always	371	184	188	30	78	152	111	**	47	46	104	118	116	58	80	328	**	**	**
	44%	43%	45%	29%	44% c	44% c	52% ce	**	52%	44%	47%	43%	43%	39%	55% klm	46%	**	**	**
Sometimes	345	168	177	51	73	150	71	**	34	42	83	117	111	63	54	284	**	**	**
	41%	40%	42%	51% f	41%	43% f	33%	**	37%	40%	37%	43%	41%	42%	37%	40%	**	**	**
Rarely	67	39	28	12	15	26	14	**	5	11	21	24	23	14	5	57	**	**	**
	8%	9%	7%	12%	8%	7%	7%	**	5%	11%	10%	9% n	9%	10% n	4%	8%	**	**	**
Never	44	22	22	4	12	17	11	**	4	5	12	9	18	12	5	37	**	**	**
	5%	5%	5%	4%	7%	5%	5%	**	5%	5%	5%	3%	7%	8% k	4%	5%	**	**	**
Don't know	12	10	2	3	1	2	5	**	*	-	1	5	3	2	2	6	**	**	**
	1%	2% b	1%	3% e	1%	1%	2%	**	*%	-%	1%	2%	1%	2%	1%	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH19 (QR13). SHOWCARD How often, if at all, do you check what is on TV before watching a recorded programme? (SINGLE CODE)

Base : Those who personally use their DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	967	807	160	587	379	620	253
Effective Weighted Sample	794	667	128	488	326	536	220
Total	839	707	132	568	270	583	233
Always	371	325	46	230	139	267	96
	44%	46%	35%	41%	52%	46%	41%
		b			c		
Sometimes	345	282	64	249	96	229	107
	41%	40%	48%	44%	36%	39%	46%
				d			
Rarely	67	52	14	50	17	49	14
	8%	7%	11%	9%	6%	8%	6%
Never	44	36	8	30	14	31	12
	5%	5%	6%	5%	5%	5%	5%
Don't know	12	11	*	8	4	7	3
	1%	2%	*%	1%	1%	1%	1%

Columns Tested: a,b - c,d - e,f

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QH20 (QH56). SHOWCARD Which, if any, of these devices does your household have at the moment? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	HOUSEHOLD INCOME UNDER £11.5K g	HOUSEHOLD INCOME £11.5K-£17.5K h	HOUSEHOLD INCOME £17.5K-£29.9K i	HOUSEHOLD INCOME £30K+ j	SOCIAL GROUP AB k	SOCIAL GROUP C1 l	SOCIAL GROUP C2 m	SOCIAL GROUP DE n	NATION ENG LAND o	NATION SCOT LAND p	NATION WALES q	NATION NI r
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Sky+ HD box	602 27%	300 28%	302 26%	88 30% f	123 28% f	269 35% df	123 17%	47 12%	54 21% g	76 31% gh	147 35% gh	174 31% n	197 30% n	113 28% n	119 20%	504 27%	50 26%	30 27%	18 29%
Xbox	383 17%	187 17%	196 17%	84 29% ef	99 23% f	164 21% f	35 5%	46 12%	47 19% g	53 21% g	98 23% g	84 15%	105 16%	89 22% kl	105 17%	335 18% p	22 11%	14 13%	11 18% p
PlayStation 3	353 16%	182 17%	171 15%	81 28% def	91 21% f	157 20% f	24 3%	23 6%	38 15% g	28 11% g	95 23% ghi	100 18% n	109 16% n	71 17% n	74 12%	292 16%	32 16%	17 15%	12 20%
Nintendo DSi	264 12%	112 10%	152 13% a	47 16% f	64 15% f	127 16% f	26 4%	21 6%	35 14% g	23 9%	82 20% gi	78 14% n	86 13% n	51 12% n	50 8%	226 12%	18 9%	11 10%	9 15% p
Virgin TiVo box	109 5%	52 5%	57 5%	8 3%	34 8% cf	42 5% f	25 3%	7 2%	12 5% g	12 5% g	27 6% g	48 9% lmn	28 4%	15 4%	18 3%	103 5% pqr	4 2%	2 2%	1 1%
BT Vision+ box	52 2%	20 2%	32 3%	5 2%	13 3% f	24 3% f	9 1%	1 *%	7 3% g	11 4% g	14 3% g	19 3% mn	19 3% n	6 1%	7 1%	49 3% p	1 *%	2 1%	1 1%
Apple TV digital multimedia receiver	19 1%	16 1% b	3 *%	7 2% ef	3 1%	6 1%	3 *%	* *%	1 *%	1 *%	5 1%	7 1%	3 1%	6 1%	3 1%	17 1%	1 *%	* *%	1 2%
None of these	1067 48%	506 47%	561 48%	99 34%	166 38%	276 36%	526 72% cde	267 71% hij	125 49%	111 45% j	139 33%	230 41%	305 46%	185 45%	347 57% klm	872 47%	110 56% or	59 53%	26 43% r
Don't know	27 1%	11 1%	15 1%	2 1%	4 1%	9 1%	12 2%	2 1%	5 2%	3 1%	2 1%	5 1%	8 1%	7 2%	7 1%	23 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20 (QH56). SHOWCARD Which, if any, of these devices does your household have at the moment? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Sky+ HD box	602	521	81	412	185	390	194
	27%	27%	28%	33%	19%	29%	24%
				d		f	
Xbox	383	329	53	260	119	236	136
	17%	17%	18%	21%	12%	17%	17%
				d			
PlayStation 3	353	300	53	232	119	204	137
	16%	15%	18%	19%	12%	15%	17%
				d			
Nintendo DSi	264	216	48	180	82	158	97
	12%	11%	16%	14%	8%	12%	12%
			a	d			
Virgin TiVo box	109	107	2	84	25	64	44
	5%	6%	1%	7%	3%	5%	5%
		b		d			
BT Vision+ box	52	39	12	38	14	35	16
	2%	2%	4%	3%	1%	3%	2%
			a	d			
Apple TV digital multimedia receiver	19	18	1	15	4	14	4
	1%	1%	*%	1%	*%	1%	*%
				d			
None of these	1067	926	141	469	594	623	418
	48%	48%	48%	37%	61%	46%	51%
					c		e
Don't know	27	24	3	9	17	18	8
	1%	1%	1%	1%	2%	1%	1%
					c		

Columns Tested: a,b - c,d - e,f

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QH21 (QH57). SHOWCARD Which, if any, of the uses shown on this card have you used your (SET TOP BOX/ES AT QH20) for in the last 12 months? (MULTI CODE)

Base : Those with a Virgin TiVo box, a Sky+ HD box or a BT Vision+ box in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	837	419	418	115	170	350	202	77	87	111	185	229	266	167	175	618	69	72	78
Effective Weighted Sample	685	344	342	92	136	297	166	63	69	87	158	190	219	137	148	546	68	69	77
Total	744	366	378	101	166	322	155	55	71	94	182	237	235	129	142	637	54	33	19
Watching TV you've previously recorded	563	283	280	82	118	248	115	**	**	68	155	192	187	89	95	477	**	**	**
	76%	77%	74%	81%	71%	77%	74%	**	**	72%	85%	81%	80%	69%	67%	75%	**	**	**
											i	mn	mn						
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	508	257	251	67	107	221	113	**	**	65	138	169	169	85	85	437	**	**	**
	68%	70%	67%	67%	64%	69%	73%	**	**	70%	76%	71%	72%	66%	60%	69%	**	**	**
												n	n						
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	240	118	122	43	56	101	39	**	**	29	70	94	85	28	33	214	**	**	**
	32%	32%	32%	43%	34%	31%	25%	**	**	31%	39%	40%	36%	21%	23%	34%	**	**	**
				ef								mn	mn						
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	120	69	51	24	23	55	18	**	**	15	48	51	46	12	11	110	**	**	**
	16%	19%	13%	23%	14%	17%	12%	**	**	16%	26%	22%	20%	10%	7%	17%	**	**	**
		b		f								mn	mn						
Any other applications to watch programmes and video clips (e.g. YouTube)	45	27	18	11	10	16	8	**	**	10	12	11	17	9	9	41	**	**	**
	6%	7%	5%	11%	6%	5%	5%	**	**	10%	7%	5%	7%	7%	6%	6%	**	**	**
				e															

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH21 (QH57). SHOWCARD Which, if any, of the uses shown on this card have you used your (SET TOP BOX/ES AT QH20) for in the last 12 months? (MULTI CODE)

Base : Those with a Virgin TiVo box, a Sky+ HD box or a BT Vision+ box in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	837	419	418	115	170	350	202	77	87	111	185	229	266	167	175	618	69	72	78
Effective Weighted Sample	685	344	342	92	136	297	166	63	69	87	158	190	219	137	148	546	68	69	77
Total	744	366	378	101	166	322	155	55	71	94	182	237	235	129	142	637	54	33	19
Any applications to play games	38	24	14	8	6	22	2	**	**	2	19	13	14	3	7	35	**	**	**
	5%	7%	4%	8%	4%	7%	1%	**	**	3%	10%	6%	6%	3%	5%	5%	**	**	**
				f		f					i								
Anything else	11	6	4	1	1	7	1	**	**	2	3	2	4	1	3	11	**	**	**
	1%	2%	1%	1%	*%	2%	1%	**	**	2%	2%	1%	2%	1%	2%	2%	**	**	**
Don't know	64	27	37	9	16	23	16	**	**	9	8	14	13	19	18	58	**	**	**
	9%	7%	10%	8%	10%	7%	10%	**	**	9%	4%	6%	5%	15%	13%	9%	**	**	**
														kl	kl				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH21 (QH57). SHOWCARD Which, if any, of the uses shown on this card have you used your (SET TOP BOX/ES AT QH20) for in the last 12 months? (MULTI CODE)

Base : Those with a Virgin TiVo box, a Sky+ HD box or a BT Vision+ box in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	837	720	117	523	310	498	261
Effective Weighted Sample	685	593	94	435	265	430	224
Total	744	653	90	518	221	477	247
Watching TV you've previously recorded	563 76%	489 75%	74 82%	403 78% d	155 70%	379 79% f	171 69%
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	508 68%	444 68%	65 72%	354 68%	152 69%	335 70%	162 66%
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	240 32%	212 33%	27 30%	176 34%	62 28%	164 34%	71 29%
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	120 16%	104 16%	16 18%	91 18%	29 13%	89 19% f	29 12%
Any other applications to watch programmes and video clips (e.g. YouTube)	45 6%	40 6%	5 5%	30 6%	15 7%	30 6%	15 6%
Any applications to play games	38 5%	35 5%	3 4%	30 6%	8 4%	25 5%	12 5%

Columns Tested: a,b - c,d - e,f

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QH21 (QH57). SHOWCARD Which, if any, of the uses shown on this card have you used your (SET TOP BOX/ES AT QH20) for in the last 12 months? (MULTI CODE)

Base : Those with a Virgin TiVo box, a Sky+ HD box or a BT Vision+ box in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	837	720	117	523	310	498	261
Effective Weighted Sample	685	593	94	435	265	430	224
Total	744	653	90	518	221	477	247
Anything else	11	11	-	8	3	9	2
	1%	2%	-%	2%	1%	2%	1%
Don't know	64	56	8	40	24	34	28
	9%	9%	9%	8%	11%	7%	11%

Columns Tested: a,b - c,d - e,f

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QH22 (QH58). Have you connected your (GAMES PLAYER OR APPLE TV RECEIVER AT QH20) to your television to enable you to connect to the internet via your TV in the last 12 months?

Base : Those with an Xbox, PlayStation 3, Nintendo DSi, or Apple TV digital multimedia receiver in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	837	402	435	181	211	366	79	101	101	97	193	178	245	194	220	618	58	64	97
Effective Weighted Sample	678	329	349	147	165	306	62	80	83	75	165	149	204	153	181	547	57	61	95
Total	724	353	371	155	193	311	65	74	87	76	191	186	220	145	173	626	46	29	24
Yes	284	154	131	69	86	118	**	21	34	**	79	65	97	57	65	247	**	**	**
	39%	44%	35%	45%	45%	38%	**	28%	39%	**	41%	35%	44%	39%	38%	39%	**	**	**
		b									g								
No	422	190	231	85	103	187	**	49	49	**	107	112	120	85	105	364	**	**	**
	58%	54%	62%	55%	54%	60%	**	66%	55%	**	56%	60%	55%	58%	60%	58%	**	**	**
			a																
Don't know	18	9	9	1	3	7	**	4	5	**	5	9	2	3	3	15	**	**	**
	2%	3%	2%	1%	2%	2%	**	6%	5%	**	2%	5%	1%	2%	2%	2%	**	**	**
													l						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22 (QH58). Have you connected your (GAMES PLAYER OR APPLE TV RECEIVER AT QH20) to your television to enable you to connect to the internet via your TV in the last 12 months?

Base : Those with an Xbox, PlayStation 3, Nintendo DSi, or Apple TV digital multimedia receiver in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	837	697	140	517	314	459	281
Effective Weighted Sample	678	581	97	423	260	397	242
Total	724	619	105	488	230	443	258
Yes	284	242	42	191	91	177	99
	39%	39%	40%	39%	40%	40%	39%
No	422	359	63	286	133	257	150
	58%	58%	60%	59%	58%	58%	58%
Don't know	18	18	*	11	7	9	8
	2%	3%	*%	2%	3%	2%	3%

Columns Tested: a,b - c,d - e,f

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QH23 (QH59). SHOWCARD Which, if any, of the uses shown on this card have connected your (GAMES PLAYER OR APPLE TV RECEIVER AT QH20) to your TV for in the last 12 months? (MULTI CODE)

Base : Those who have connected their games player or Apple TV receiver to their TV to enable them to connect to the internet in the last 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	~k	l	~m	~n	o	~p	~q	~r
Unweighted total	329	179	150	78	98	138	15	28	38	44	80	67	106	77	79	248	24	24	33
Effective Weighted Sample	273	151	122	66	76	119	14	21	32	33	71	57	89	62	66	222	24	23	33
Total	284	154	131	69	86	118	11	21	34	37	79	65	97	57	65	247	19	11	8
To play games on a games console at home by yourself or with friends	211	119	92	**	**	89	**	**	**	**	**	**	73	**	**	183	**	**	**
	74%	77%	71%	**	**	75%	**	**	**	**	**	**	75%	**	**	74%	**	**	**
To play multiplayer games with other people over the internet (i.e. with people not in your household at the time)	151	87	64	**	**	59	**	**	**	**	**	**	52	**	**	134	**	**	**
	53%	56%	49%	**	**	50%	**	**	**	**	**	**	54%	**	**	54%	**	**	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	87	53	34	**	**	41	**	**	**	**	**	**	28	**	**	78	**	**	**
	31%	34%	26%	**	**	35%	**	**	**	**	**	**	29%	**	**	32%	**	**	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	54	33	21	**	**	20	**	**	**	**	**	**	18	**	**	47	**	**	**
	19%	21%	16%	**	**	17%	**	**	**	**	**	**	18%	**	**	19%	**	**	**
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	47	27	21	**	**	16	**	**	**	**	**	**	14	**	**	40	**	**	**
	17%	17%	16%	**	**	14%	**	**	**	**	**	**	14%	**	**	16%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH23 (QH59). SHOWCARD Which, if any, of the uses shown on this card have connected your (GAMES PLAYER OR APPLE TV RECEIVER AT QH20) to your TV for in the last 12 months? (MULTI CODE)

Base : Those who have connected their games player or Apple TV receiver to their TV to enable them to connect to the internet in the last 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	~k	l	~m	~n	o	~p	~q	~r
Unweighted total	329	179	150	78	98	138	15	28	38	44	80	67	106	77	79	248	24	24	33
Effective Weighted Sample	273	151	122	66	76	119	14	21	32	33	71	57	89	62	66	222	24	23	33
Total	284	154	131	69	86	118	11	21	34	37	79	65	97	57	65	247	19	11	8
Any other applications to watch programmes and video clips (e.g. YouTube)	45	28	16	**	**	19	**	**	**	**	**	**	16	**	**	38	**	**	**
	16%	18%	13%	**	**	16%	**	**	**	**	**	**	17%	**	**	15%	**	**	**
Anything else	7	3	3	**	**	3	**	**	**	**	**	**	5	**	**	6	**	**	**
	2%	2%	3%	**	**	2%	**	**	**	**	**	**	5%	**	**	3%	**	**	**
Don't know	11	3	8	**	**	5	**	**	**	**	**	**	4	**	**	9	**	**	**
	4%	2%	6%	**	**	4%	**	**	**	**	**	**	4%	**	**	4%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH23 (QH59). SHOWCARD Which, if any, of the uses shown on this card have connected your (GAMES PLAYER OR APPLE TV RECEIVER AT QH20) to your TV for in the last 12 months? (MULTI CODE)

Base : Those who have connected their games player or Apple TV receiver to their TV to enable them to connect to the internet in the last 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	329	276	53	208	119	183	113
Effective Weighted Sample	273	230	44	172	101	162	98
Total	284	242	42	191	91	177	99
To play games on a games console at home by yourself or with friends	211	183	**	141	68	131	75
	74%	75%	**	74%	75%	74%	76%
To play multiplayer games with other people over the internet (i.e. with people not in your household at the time)	151	129	**	101	50	101	45
	53%	53%	**	53%	55%	57%	46%
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	87	80	**	57	30	53	32
	31%	33%	**	30%	33%	30%	33%
Browse the internet - e.g. online shopping, checking emails, social networking sites	54	48	**	31	23	38	15
	19%	20%	**	16%	25%	21%	15%
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	47	41	**	30	17	33	13
	17%	17%	**	16%	18%	19%	13%

Columns Tested: a,b - c,d - e,f

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QH23 (QH59). SHOWCARD Which, if any, of the uses shown on this card have connected your (GAMES PLAYER OR APPLE TV RECEIVER AT QH20) to your TV for in the last 12 months? (MULTI CODE)

Base : Those who have connected their games player or Apple TV receiver to their TV to enable them to connect to the internet in the last 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	329	276	53	208	119	183	113
Effective Weighted Sample	273	230	44	172	101	162	98
Total	284	242	42	191	91	177	99
Any other applications to watch programmes and video clips (e.g. YouTube)	45	40	**	29	15	29	15
	16%	17%	**	15%	17%	16%	15%
Anything else	7	7	**	5	2	4	2
	2%	3%	**	3%	2%	2%	2%
Don't know	11	8	**	6	6	8	3
	4%	3%	**	3%	6%	5%	3%

Columns Tested: a,b - c,d - e,f

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QH24 (QH60). Have you ever connected another device, such as a laptop or home PC, to access or view the internet via your TV set?

Base : Those with a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2694	1287	1407	341	458	883	1012	514	319	307	434	593	762	552	787	1954	248	244	248
Effective Weighted Sample	2196	1053	1143	276	362	739	849	423	263	245	367	485	629	452	653	1703	244	232	244
Total	2196	1044	1152	286	423	764	723	357	248	244	417	556	648	405	587	1836	192	107	60
Yes	213	120	93	44	55	87	27	22	22	24	55	80	63	29	42	189	11	7	6
	10%	11%	8%	15%	13%	11%	4%	6%	9%	10%	13%	14%	10%	7%	7%	10%	6%	6%	10%
		b		f	f	f					g	lmn				p			
No	1968	917	1050	241	366	668	692	330	223	219	362	471	584	374	539	1633	181	99	55
	90%	88%	91%	85%	86%	87%	96%	92%	90%	90%	87%	85%	90%	92%	92%	89%	94%	93%	90%
			a				cde	j					k	k	k	o			
Don't know	15	6	8	-	2	9	3	5	3	2	-	5	1	2	6	14	-	1	-
	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	-%	1%	*%	*%	1%	1%	-%	1%	-%
								j											

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH24 (QH60). Have you ever connected another device, such as a laptop or home PC, to access or view the internet via your TV set?

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2694	2272	422	1295	1387	1513	933
Effective Weighted Sample	2196	1882	316	1070	1185	1284	808
Total	2196	1904	292	1229	954	1337	798
Yes	213	188	25	143	70	138	70
	10%	10%	9%	12%	7%	10%	9%
				d			
No	1968	1703	265	1081	874	1193	720
	90%	89%	91%	88%	92%	89%	90%
					c		
Don't know	15	13	2	5	10	6	9
	1%	1%	1%	*%	1%	*%	1%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH25 (QH61). SHOWCARD Which, if any, of the uses shown on this card have you used this connection for in the last 12 months? (MULTI CODE)

Base : Those who have connected another device - such as a laptop or home PC - to access or view the internet via their TV set

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	233	139	94	50	60	89	34	28	27	30	53	73	67	46	47	180	15	14	24
Effective Weighted Sample	190	116	76	40	46	76	29	23	23	24	45	61	58	35	41	159	15	13	24
Total	213	120	93	44	55	87	27	22	22	24	55	80	63	29	42	189	11	7	6
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	80	52	**	**	**	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	38%	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	**	**	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	58	40	**	**	**	**	**	**	**	**	**	**	**	**	**	52	**	**	**
	27%	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	**
To play games on a games console at home by yourself or with friend	57	39	**	**	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	27%	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	56	37	**	**	**	**	**	**	**	**	**	**	**	**	**	48	**	**	**
	26%	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
Watching TV you've previously recorded	40	25	**	**	**	**	**	**	**	**	**	**	**	**	**	34	**	**	**
	19%	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	38	24	**	**	**	**	**	**	**	**	**	**	**	**	**	33	**	**	**
	18%	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH25 (QH61). SHOWCARD Which, if any, of the uses shown on this card have you used this connection for in the last 12 months? (MULTI CODE)

Base : Those who have connected another device - such as a laptop or home PC - to access or view the internet via their TV set

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	233	139	94	50	60	89	34	28	27	30	53	73	67	46	47	180	15	14	24
Effective Weighted Sample	190	116	76	40	46	76	29	23	23	24	45	61	58	35	41	159	15	13	24
Total	213	120	93	44	55	87	27	22	22	24	55	80	63	29	42	189	11	7	6
To play multiplayer games with other people over the internet (i.e. with people not in your household at the time)	35	31	**	**	**	**	**	**	**	**	**	**	**	**	**	30	**	**	**
	16%	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
Anything else	28	14	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	13%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
Don't know	7	2	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	3%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH25 (QH61). SHOWCARD Which, if any, of the uses shown on this card have you used this connection for in the last 12 months? (MULTI CODE)

Base : Those who have connected another device - such as a laptop or home PC - to access or view the internet via their TV set

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	233	195	38	145	88	137	72
Effective Weighted Sample	190	162	30	117	77	119	63
Total	213	188	25	143	70	138	70
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	80 38%	74 39%	** **	53 37%	** **	50 36%	** **
Browse the internet - e.g. online shopping, checking emails, social networking sites	58 27%	53 28%	** **	37 26%	** **	44 32%	** **
To play games on a games console at home by yourself or with friend	57 27%	50 27%	** **	39 27%	** **	34 25%	** **
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	56 26%	49 26%	** **	35 24%	** **	34 25%	** **
Watching TV you've previously recorded	40 19%	36 19%	** **	27 19%	** **	25 18%	** **
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	38 18%	37 20%	** **	28 19%	** **	23 17%	** **

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 102

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH25 (QH61). SHOWCARD Which, if any, of the uses shown on this card have you used this connection for in the last 12 months? (MULTI CODE)

Base : Those who have connected another device - such as a laptop or home PC - to access or view the internet via their TV set

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	233	195	38	145	88	137	72
Effective Weighted Sample	190	162	30	117	77	119	63
Total	213	188	25	143	70	138	70
To play multiplayer games with other people over the internet (i.e. with people not in your household at the time)	35	32	**	25	**	22	**
	16%	17%	**	17%	**	16%	**
Anything else	28	23	**	19	**	18	**
	13%	12%	**	14%	**	13%	**
Don't know	7	7	**	6	**	2	**
	3%	4%	**	4%	**	1%	**

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH26 (QH62). Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer,LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2694	1287	1407	341	458	883	1012	514	319	307	434	593	762	552	787	1954	248	244	248
Effective Weighted Sample	2196	1053	1143	276	362	739	849	423	263	245	367	485	629	452	653	1703	244	232	244
Total	2196	1044	1152	286	423	764	723	357	248	244	417	556	648	405	587	1836	192	107	60
Yes	95	57	38	19	15	50	11	6	10	13	32	38	28	15	14	86	4	4	1
	4%	5%	3%	7%	4%	7%	1%	2%	4%	5%	8%	7%	4%	4%	2%	5%	2%	4%	1%
		b		f	f	df				g	g	mn				r		r	
No	2050	975	1075	259	387	703	701	342	233	225	378	505	604	379	561	1709	182	100	59
	93%	93%	93%	91%	91%	92%	97%	96%	94%	92%	91%	91%	93%	94%	96%	93%	95%	93%	98%
							cde	ij							k				oq
Don't know	51	12	39	8	21	11	11	9	5	7	7	12	16	11	12	41	6	3	1
	2%	1%	3%	3%	5%	1%	1%	3%	2%	3%	2%	2%	3%	3%	2%	2%	3%	3%	1%
			a		ef														

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH26 (QH62). Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer,LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2694	2272	422	1295	1387	1513	933
Effective Weighted Sample	2196	1882	316	1070	1185	1284	808
Total	2196	1904	292	1229	954	1337	798
Yes	95	84	11	63	32	61	34
	4%	4%	4%	5%	3%	5%	4%
				d			
No	2050	1772	277	1138	900	1241	750
	93%	93%	95%	93%	94%	93%	94%
Don't know	51	47	4	29	22	35	15
	2%	2%	1%	2%	2%	3%	2%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH27 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	102	64	38	20	19	48	15	9	9	14	31	35	30	19	18	84	6	9	3
Effective Weighted Sample	89	56	33	18	16	43	13	8	8	13	28	31	27	16	16	76	6	9	3
Total	95	57	38	19	15	50	11	6	10	13	32	38	28	15	14	86	4	4	1
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watching TV you've previously recorded	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Applications that come with the TV that allow you to watch programmes and video clips (e.g. YouTube, Amazon video)	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Applications that come with the TV that allow you to play games	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH27 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	102	64	38	20	19	48	15	9	9	14	31	35	30	19	18	84	6	9	3
Effective Weighted Sample	89	56	33	18	16	43	13	8	8	13	28	31	27	16	16	76	6	9	3
Total	95	57	38	19	15	50	11	6	10	13	32	38	28	15	14	86	4	4	1
Browse the internet - e.g. online shopping, checking emails, social networking sites	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH27 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	102	87	15	61	41	66	33
Effective Weighted Sample	89	76	13	54	36	57	31
Total	95	84	11	63	32	61	34
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	49	**	**	**	**	**	**
	52%	**	**	**	**	**	**
Watching TV you've previously recorded	43	**	**	**	**	**	**
	45%	**	**	**	**	**	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	36	**	**	**	**	**	**
	38%	**	**	**	**	**	**
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	24	**	**	**	**	**	**
	25%	**	**	**	**	**	**
Applications that come with the TV that allow you to watch programmes and video clips (e.g. YouTube, Amazon video)	18	**	**	**	**	**	**
	18%	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 104

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH27 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	102	87	15	61	41	66	33
Effective Weighted Sample	89	76	13	54	36	57	31
Total	95	84	11	63	32	61	34
Applications that come with the TV that allow you to play games	17	**	**	**	**	**	**
	17%	**	**	**	**	**	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	16	**	**	**	**	**	**
	17%	**	**	**	**	**	**
None of these	17	**	**	**	**	**	**
	18%	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**
	4%	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Landline phone	1930	927	1004	210	334	688	697	264	206	218	396	533	602	350	446	1629	164	87	51
	86%	86%	86%	72%	77%	89%	95%	70%	81%	88%	95%	95%	91%	85%	74%	87%	84%	79%	83%
						cd	cde		g	gh	ghi	lmn	mn	n		q			
Mobile phone	2029	970	1059	284	433	756	556	293	228	240	414	534	619	371	505	1707	169	96	57
	91%	90%	91%	97%	99%	97%	76%	78%	90%	97%	99%	95%	93%	90%	84%	91%	87%	87%	92%
				f	cf	f			g	gh	gh	mn	n	n		pq			p
Fixed Broadband internet access	1600	779	821	208	346	641	406	155	160	189	383	488	531	281	300	1371	123	64	43
	71%	73%	70%	71%	79%	83%	55%	41%	63%	76%	92%	87%	80%	68%	50%	73%	63%	58%	69%
				f	cf	cf			g	gh	ghi	lmn	mn	n		pq			q
Mobile broadband internet access	314	150	165	56	83	121	55	37	38	39	76	121	98	40	56	276	20	15	3
	14%	14%	14%	19%	19%	16%	7%	10%	15%	16%	18%	21%	15%	10%	9%	15%	10%	14%	5%
				f	f	f			g	g	g	lmn	mn			r	r	r	
Narrowband internet access	20	10	10	1	4	7	7	3	2	1	8	8	4	4	3	17	2	1	*
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
TV service with additional channels you pay to receive	1311	648	662	170	280	516	345	127	128	159	308	376	405	253	276	1101	103	67	39
	59%	60%	57%	58%	64%	67%	47%	34%	51%	64%	74%	67%	61%	62%	46%	59%	53%	61%	63%
				f	f	cf			g	gh	ghi	ln	n	n					p
No, none of these	8	6	2	2	2	2	2	6	-	-	-	-	-	1	7	6	-	1	1
	*%	1%	*%	1%	*%	*%	*%	2%	-%	-%	-%	-%	-%	*%	1%	*%	-%	1%	1%
								hij							kl				

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Landline phone	1930 86%	1659 85%	272 93% a	1103 88% d	816 84%	1211 89% f	668 81%
Mobile phone	2029 91%	1775 91% b	254 87%	1227 98% d	790 81%	1244 92% f	728 89%
Fixed Broadband internet access	1600 71%	1398 72%	202 69%	1050 84% d	539 55%	1032 76% f	526 64%
Mobile broadband internet access	314 14%	268 14%	46 16%	213 17% d	99 10%	200 15%	111 14%
Narrowband internet access	20 1%	14 1%	6 2% a	14 1%	6 1%	14 1%	5 1%
TV service with additional channels you pay to receive	1311 59%	1151 59%	160 54%	850 68% d	454 47%	813 60%	459 56%
No, none of these	8 *%	7 *%	1 *%	- -%	7 1% c	4 *%	3 *%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Landline phone	1617	779	838	60	279	634	644	235	182	203	340	453	495	293	377	1353	149	72	43
	72%	73%	72%	20%	64%	82%	88%	63%	72%	82%	81%	81%	75%	71%	62%	72%	76%	65%	70%
					c	cd	cde		g	gh	gh	lmn	n	n		q	q		
Mobile phone	1670	804	867	189	362	643	476	240	188	209	355	439	513	306	413	1411	130	79	50
	75%	75%	74%	64%	83%	83%	65%	64%	74%	84%	85%	78%	77%	74%	68%	75%	67%	72%	80%
					cf	cf			g	gh	gh	n	n	n		p			pq
Fixed Broadband internet access	1300	641	659	67	284	580	368	134	141	171	321	404	430	224	242	1099	111	54	35
	58%	60%	57%	23%	65%	75%	50%	36%	56%	69%	77%	72%	65%	55%	40%	59%	57%	49%	57%
					cf	cdf	c		g	gh	ghi	lmn	mn	n		q			
Mobile broadband internet access	213	98	115	28	57	90	38	33	33	27	44	74	67	25	47	183	17	11	1
	9%	9%	10%	10%	13%	12%	5%	9%	13%	11%	10%	13%	10%	6%	8%	10%	8%	10%	2%
				f	f	f						mn	m			r	r	r	
Narrowband internet access	11	5	6	1	1	5	4	2	1	1	3	2	3	3	2	9	2	*	-
	*%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	-%
TV service with additional channels you pay to receive	1011	500	510	53	216	439	303	96	106	142	248	294	315	193	209	832	93	55	30
	45%	47%	44%	18%	49%	57%	41%	26%	42%	57%	59%	52%	47%	47%	35%	44%	48%	50%	49%
					cf	cdf	c		g	gh	gh	n	n	n					
None of these	193	84	110	78	30	38	47	41	18	11	20	39	51	38	66	169	10	10	5
	9%	8%	9%	26%	7%	5%	6%	11%	7%	4%	5%	7%	8%	9%	11%	9%	5%	9%	8%
				def				ij							kl	p			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Landline phone	1617 72%	1377 71%	240 82% a	955 76% d	655 67%	1017 75% f	557 68%
Mobile phone	1670 75%	1456 75%	214 73%	1044 83% d	619 64%	1040 77% f	581 71%
Fixed Broadband internet access	1300 58%	1127 58%	174 59%	899 72% d	394 40%	843 62% f	422 51%
Mobile broadband internet access	213 9%	185 9%	28 10%	147 12% d	64 7%	124 9%	88 11%
Narrowband internet access	11 *%	9 *%	2 1%	7 1%	4 *%	8 1%	3 *%
TV service with additional channels you pay to receive	1011 45%	875 45%	135 46%	683 55% d	324 33%	625 46%	356 43%
None of these	193 9%	172 9%	22 7%	68 5%	121 12% c	111 8%	78 10%

Columns Tested: a,b - c,d - e,f

Prepared by Saville Rossiter-Base : 01727 899 399

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 107

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes	1151	554	597	110	238	467	337	119	119	136	267	356	368	195	233	991	90	41	29
	51%	52%	51%	37%	54%	60%	46%	32%	47%	55%	64%	63%	55%	47%	39%	53%	46%	37%	47%
					cf	cf	c		g	g	ghi	lmn	mn	n		pq	q		q
No	989	476	513	133	182	294	381	249	126	106	141	177	264	194	354	799	97	63	29
	44%	44%	44%	45%	42%	38%	52%	66%	50%	43%	34%	31%	40%	47%	59%	43%	50%	57%	47%
				e			de	hij	j	j			k	kl	klm		o	or	
Don't know	100	44	56	51	17	14	17	7	8	6	12	30	32	22	16	83	8	6	3
	4%	4%	5%	17%	4%	2%	2%	2%	3%	3%	3%	5%	5%	5%	3%	4%	4%	6%	6%
				def	e							n	n	n					

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes	1151	1015	137	752	392	733	389
	51%	52%	47%	60%	40%	54%	47%
				d		f	
No	989	839	150	461	527	568	392
	44%	43%	51%	37%	54%	42%	48%
			a		c		e
Don't know	100	93	7	40	55	55	41
	4%	5%	2%	3%	6%	4%	5%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG2. Is this ONE deal or package, or more than one? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1335	649	686	125	249	524	437	164	153	168	278	365	423	252	295	1013	116	88	118
Effective Weighted Sample	1097	535	562	101	199	440	368	134	128	134	234	304	347	209	246	885	114	84	117
Total	1151	554	597	110	238	467	337	119	119	136	267	356	368	195	233	991	90	41	29
One deal or package	1075	514	561	104	222	431	318	113	116	130	250	333	337	183	223	921	87	**	28
	93%	93%	94%	95%	94%	92%	94%	95%	97%	95%	94%	94%	92%	94%	95%	93%	96%	**	97%
Two packages from one supplier	38	22	16	2	13	14	9	5	2	5	7	7	19	6	7	35	2	**	1
	3%	4%	3%	2%	6%	3%	3%	5%	2%	3%	3%	2%	5%	3%	3%	4%	2%	**	2%
													k						
Two packages from different suppliers	22	10	12	-	1	18	3	-	2	1	6	10	7	4	2	20	-	**	*
	2%	2%	2%	-%	1%	4%	1%	-%	1%	1%	2%	3%	2%	2%	1%	2%	-%	**	1%
						cdf													
Three or more packages	7	4	4	2	-	2	3	-	-	-	-	3	2	1	1	6	2	**	-
	1%	1%	1%	2%	-%	*%	1%	-%	-%	-%	-%	1%	1%	*%	1%	1%	2%	**	-%
Don't know	9	4	5	2	1	2	4	-	-	1	3	2	4	2	1	8	1	**	-
	1%	1%	1%	2%	*%	*%	1%	-%	-%	*%	1%	1%	1%	1%	*%	1%	1%	**	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG2. Is this ONE deal or package, or more than one? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1335	1147	188	768	560	795	422
Effective Weighted Sample	1097	954	145	640	485	679	370
Total	1151	1015	137	752	392	733	389
One deal or package	1075	941	134	695	376	691	355
	93%	93%	98%	92%	96%	94%	91%
			a		c		
Two packages from one supplier	38	38	*	28	8	18	20
	3%	4%	*%	4%	2%	2%	5%
		b					e
Two packages from different suppliers	22	21	1	20	3	14	8
	2%	2%	1%	3%	1%	2%	2%
				d			
Three or more packages	7	7	-	3	4	6	1
	1%	1%	-%	*%	1%	1%	*%
Don't know	9	7	2	7	2	5	4
	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with at least one deal or package with the same supplier

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1326	645	681	123	248	522	433	164	153	167	276	363	419	250	294	1005	115	88	118
Effective Weighted Sample	1089	531	558	99	198	438	365	134	128	134	233	302	343	207	245	878	113	84	117
Total	1142	550	593	108	237	465	333	119	119	136	263	353	364	193	232	982	90	41	29
Landline phone	1029 90%	486 88%	543 92%	95 88%	209 88%	415 89%	310 93% de	102 85%	108 90%	130 96% g	238 90%	320 91%	326 90%	175 91%	207 89%	891 91%	78 87%	** **	26 90%
One mobile phone	65 6%	33 6%	31 5%	4 4%	14 6%	34 7% f	12 4%	10 8%	9 8%	6 5%	21 8%	21 6%	20 5%	9 5%	15 6%	53 5%	7 7%	** **	1 4%
More than one mobile phone	21 2%	10 2%	11 2%	5 4% e	5 2%	6 1%	6 2%	4 3%	1 1%	4 3%	3 1%	3 1%	7 2%	5 2%	6 3%	18 2%	3 4% r	** **	- -%
Internet - Fixed Broadband access	999 87%	477 87%	522 88%	92 86%	211 89%	418 90% f	278 83%	91 77%	102 86%	120 88% g	245 93% gh	315 89% n	322 89%	168 87%	194 83%	867 88%	74 82%	** **	27 93% p
Internet - Mobile Broadband access	59 5%	30 5%	29 5%	7 7% f	12 5%	32 7% f	8 2%	9 7%	7 6%	5 4%	12 4%	24 7% m	19 5%	4 2%	12 5%	54 5% r	2 2%	** **	* 1%
Internet - not broadband access	1 *%	* *%	1 *%	- -%	- -%	- -%	1 *%	- -%	* *%	- -%	- -%	1 *%	- -%	* *%	- -%	1 *%	- -%	** **	- -%
TV service	611 53%	300 55%	310 52%	54 50%	134 57%	263 57% f	160 48%	56 47%	53 44%	65 48%	153 58% gh	193 55%	181 50%	110 57%	127 55%	526 54%	51 57%	** **	14 47%
Don't know	28 2%	13 2%	15 2%	3 2%	7 3%	10 2%	8 2%	4 3%	3 3%	1 1%	3 1%	12 3%	8 2%	3 2%	5 2%	20 2%	3 3%	** **	1 2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Table 109

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with at least one deal or package with the same supplier

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1326	1140	186	762	557	789	419
Effective Weighted Sample	1089	948	143	635	482	673	367
Total	1142	1007	135	745	390	729	385
Landline phone	1029	899	129	669	353	658	345
	90%	89%	96%	90%	91%	90%	90%
			a				
One mobile phone	65	61	4	47	16	40	23
	6%	6%	3%	6%	4%	5%	6%
More than one mobile phone	21	21	-	15	7	14	8
	2%	2%	-%	2%	2%	2%	2%
Internet - Fixed Broadband access	999	877	122	669	325	643	329
	87%	87%	90%	90%	83%	88%	86%
				d			
Internet - Mobile Broadband access	59	48	11	46	12	35	24
	5%	5%	8%	6%	3%	5%	6%
				d			
Internet - not broadband access	1	1	-	-	1	1	*
	*%	*%	-%	-%	*%	*%	*%
TV service	611	562	49	410	198	359	238
	53%	56%	36%	55%	51%	49%	62%
		b					e
Don't know	28	23	5	15	13	21	7
	2%	2%	4%	2%	3%	3%	2%

Columns Tested: a,b - c,d - e,f

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QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1326	645	681	123	248	522	433	164	153	167	276	363	419	250	294	1005	115	88	118
Effective Weighted Sample	1089	531	558	99	198	438	365	134	128	134	233	302	343	207	245	878	113	84	117
Total	1142	550	593	108	237	465	333	119	119	136	263	353	364	193	232	982	90	41	29
Yes	805	383	423	59	183	335	229	77	77	101	200	265	256	127	157	673	77	**	20
	70%	70%	71%	55%	77%	72%	69%	65%	64%	75%	76%	75%	70%	66%	68%	68%	86%	**	68%
					cf	c	c				gh	m					or		
No	188	89	98	12	31	80	65	32	32	25	39	45	60	34	48	176	4	**	5
	16%	16%	17%	11%	13%	17%	20%	27%	27%	18%	15%	13%	17%	18%	21%	18%	4%	**	17%
							c	j	j						k	p			p
Don't know	150	78	72	37	23	50	39	9	11	10	24	44	48	31	27	134	8	**	4
	13%	14%	12%	34%	10%	11%	12%	8%	9%	7%	9%	12%	13%	16%	12%	14%	9%	**	15%
				def															

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1326	1140	186	762	557	789	419
Effective Weighted Sample	1089	948	143	635	482	673	367
Total	1142	1007	135	745	390	729	385
Yes	805	701	104	536	263	516	270
	70%	70%	77%	72%	68%	71%	70%
No	188	174	14	122	64	114	69
	16%	17%	10%	16%	16%	16%	18%
		b					
Don't know	150	132	18	86	63	99	46
	13%	13%	13%	12%	16%	14%	12%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG5 (QG3C). Do you receive one bill for this bundle of services, or more than one bill? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1326	645	681	123	248	522	433	164	153	167	276	363	419	250	294	1005	115	88	118
Effective Weighted Sample	1089	531	558	99	198	438	365	134	128	134	233	302	343	207	245	878	113	84	117
Total	1142	550	593	108	237	465	333	119	119	136	263	353	364	193	232	982	90	41	29
One bill	1064	510	554	94	220	433	317	110	112	132	246	328	342	180	213	914	85	**	26
	93%	93%	94%	87%	93%	93%	95% c	93%	93%	97%	93%	93%	94%	94%	92%	93%	95%	**	91%
More than one bill	40	22	18	2	10	22	7	6	4	3	11	14	11	2	13	35	2	**	2
	3%	4%	3%	2%	4%	5% f	2%	5%	4%	2%	4%	4% m	3%	1%	6% m	4%	2%	**	6%
Don't know	39	18	21	12	7	10	10	3	4	1	7	11	11	11	6	33	3	**	1
	3%	3%	3%	11% def	3%	2%	3%	2%	3%	1%	3%	3%	3%	6%	3%	3%	3%	**	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG5 (QG3C). Do you receive one bill for this bundle of services, or more than one bill? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1326	1140	186	762	557	789	419
Effective Weighted Sample	1089	948	143	635	482	673	367
Total	1142	1007	135	745	390	729	385
One bill	1064	938	126	695	363	675	363
	93%	93%	93%	93%	93%	93%	94%
More than one bill	40	36	4	29	10	25	13
	3%	4%	3%	4%	3%	3%	3%
Don't know	39	34	5	21	17	29	9
	3%	3%	4%	3%	4%	4%	2%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	HOUSEHOLD INCOME UNDER £11.5K g	HOUSEHOLD INCOME £11.5K-£17.5K h	HOUSEHOLD INCOME £17.5K-£29.9K i	HOUSEHOLD INCOME £30K+ j	SOCIAL GROUP AB k	SOCIAL GROUP C1 l	SOCIAL GROUP C2 m	SOCIAL GROUP DE n	NATION ENGLAND o	NATION SCOTLAND p	NATION WALES ~q	NATION NI r
Significance Level: 95%																			
Unweighted total	1326	645	681	123	248	522	433	164	153	167	276	363	419	250	294	1005	115	88	118
Effective Weighted Sample	1089	531	558	99	198	438	365	134	128	134	233	302	343	207	245	878	113	84	117
Total	1142	550	593	108	237	465	333	119	119	136	263	353	364	193	232	982	90	41	29
Sky	402 35%	206 37%	196 33%	46 42% f	91 39% f	175 38% f	90 27%	28 23%	35 29%	45 33%	98 37% g	116 33%	126 35%	72 37%	87 37%	334 34%	35 39%	** **	11 39%
Virgin Media (previously NTL/ Telewest)	304 27%	141 26%	163 27%	18 17%	74 31% c	122 26%	90 27% c	40 34%	32 27%	35 26%	67 25%	104 30% l	82 22%	55 28%	63 27%	273 28% r	23 26% r	** **	4 14%
BT	220 19%	97 18%	123 21%	20 18%	31 13%	89 19%	80 24% d	26 22%	22 19%	27 20%	57 22%	79 22% n	74 20%	31 16%	36 15%	187 19%	17 19%	** **	10 33% op
Talk Talk/ Carphone Warehouse	125 11%	51 9%	73 12%	12 11%	24 10%	38 8%	50 15% e	12 10%	15 13%	19 14%	23 9%	33 9%	48 13%	18 9%	26 11%	108 11%	8 9%	** **	3 12%
Orange	19 2%	10 2%	9 2%	1 1%	2 1%	11 2%	5 2%	3 3%	2 1%	1 1%	6 2%	4 1%	9 2%	4 2%	2 1%	16 2%	2 3%	** **	- -%
O2	15 1%	7 1%	8 1%	3 3% f	4 2%	7 2%	1 *%	4 3%	1 1%	1 1%	4 2%	5 1%	4 1%	1 *%	5 2%	13 1%	1 2%	** **	* 2%
AOL	8 1%	4 1%	4 1%	- -%	1 *%	4 1%	4 1%	- -%	2 2% j	2 1%	- -%	1 *%	4 1%	1 1%	2 1%	6 1%	1 1%	** **	- -%
Plusnet	7 1%	3 *%	4 1%	1 1%	1 1%	3 1%	2 1%	- -%	2 2%	- -%	3 1%	3 1%	1 *%	1 1%	1 *%	7 1%	- -%	** **	- -%
Post Office	5 *%	4 1%	1 *%	2 2%	- -%	2 *%	2 1%	- -%	- -%	1 *%	1 *%	1 *%	2 1%	2 1%	- -%	5 *%	- -%	** **	- -%
Other	34 3%	24 4% b	10 2%	4 4%	8 4%	14 3%	7 2%	5 5%	7 6% j	4 3%	5 2%	6 2%	12 3%	6 3%	9 4%	31 3%	2 2%	** **	* 1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1326	645	681	123	248	522	433	164	153	167	276	363	419	250	294	1005	115	88	118
Effective Weighted Sample	1089	531	558	99	198	438	365	134	128	134	233	302	343	207	245	878	113	84	117
Total	1142	550	593	108	237	465	333	119	119	136	263	353	364	193	232	982	90	41	29
Don't know	4	2	2	*	-	1	2	-	-	-	-	1	*	2	1	2	1	**	-
	*%	*%	*%	*%	-%	*%	1%	-%	-%	-%	-%	*%	*%	1%	*%	*%	1%	**	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1326	1140	186	762	557	789	419
Effective Weighted Sample	1089	948	143	635	482	673	367
Total	1142	1007	135	745	390	729	385
Sky	402	358	44	273	128	251	140
	35%	35%	33%	37%	33%	34%	36%
Virgin Media (previously NTL/ Telewest)	304	302	3	199	103	162	138
	27%	30%	2%	27%	26%	22%	36%
		b					e
BT	220	161	58	145	74	165	45
	19%	16%	43%	19%	19%	23%	12%
			a			f	
Talk Talk/ Carphone Warehouse	125	106	19	67	56	82	39
	11%	10%	14%	9%	14%	11%	10%
					c		
Orange	19	16	3	14	6	16	3
	2%	2%	2%	2%	1%	2%	1%
O2	15	15	-	11	4	9	5
	1%	1%	-%	1%	1%	1%	1%
AOL	8	8	1	3	4	6	2
	1%	1%	*%	*%	1%	1%	1%
Plusnet	7	7	-	6	1	5	1
	1%	1%	-%	1%	*%	1%	*%
Post Office	5	5	1	3	2	2	3
	*%	*%	*%	*%	*%	*%	1%
Other	34	28	6	23	10	28	6
	3%	3%	4%	3%	3%	4%	2%
						f	

Columns Tested: a,b - c,d - e,f

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QG6 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1326	1140	186	762	557	789	419
Effective Weighted Sample	1089	948	143	635	482	673	367
Total	1142	1007	135	745	390	729	385
Don't know	4	3	1	1	2	2	1
	*%	*%	1%	*%	1%	*%	*%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																				
Unweighted total		2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample		2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total		2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
7 days a week	(7.0)	1030 46%	500 47%	530 45%	82 28%	189 43% c	381 49% c	378 51% cd	147 39%	107 42%	137 55% gh	221 53% gh	301 54% ln	298 45% n	199 49% n	231 38%	872 47% q	86 44%	41 37%	32 52% q
6 days a week	(6.0)	82 4%	42 4%	40 3%	17 6%	14 3%	27 3%	25 3%	10 3%	11 4%	10 4%	18 4%	24 4% n	28 4% n	19 5% n	11 2%	71 4%	3 2%	6 5% p	3 4%
5 days a week	(5.0)	210 9%	116 11% b	93 8%	20 7%	45 10% f	94 12% cf	50 7%	21 6%	26 10% g	27 11% g	54 13% g	60 11%	69 10%	32 8%	49 8%	168 9%	21 11%	14 13%	6 10%
3 or 4 days a week	(3.5)	169 8%	84 8%	85 7%	28 10% f	37 8%	59 8%	45 6%	26 7%	19 8%	18 7%	38 9%	46 8%	45 7%	23 6%	55 9% m	135 7%	21 11%	9 8%	4 7%
1 or 2 days a week	(1.5)	190 8%	92 9%	99 8%	41 14% ef	40 9%	60 8%	50 7%	45 12% ij	23 9%	16 6%	27 6%	33 6%	54 8%	38 9% k	65 11% k	165 9%	13 7%	8 7%	4 7%
Less often	(0.5)	120 5%	50 5%	70 6%	21 7%	25 6%	40 5%	33 4%	18 5%	10 4%	13 5%	19 5%	27 5%	40 6%	25 6%	28 5%	103 5%	9 5%	5 5%	3 4%
Never/ do not listen to the radio	(0.0)	424 19%	184 17%	241 21% a	79 27% def	83 19% e	109 14%	153 21% e	107 29% ij	56 22% ij	27 11%	38 9%	66 12%	127 19% k	73 18% k	158 26% klm	348 19%	40 20%	27 25% or	10 16%
Don't know		14 1%	6 1%	8 1%	4 1% f	4 1%	5 1%	1 *%	1 *%	- -%	- -%	3 1%	4 1%	3 *%	1 *%	6 1%	12 1%	2 1%	* *%	- -%
Mean number of days during an average week		4.4	4.5 b	4.2	3.3	4.2 c	4.7 cd	4.5 c	3.6	4.2 g	5.0 gh	5.1 gh	5.0 lmn	4.3 n	4.4 n	3.7	4.4 q	4.3	4.0	4.8 opq
Standard deviation		2.92	2.85	2.99	2.93	2.92	2.77	2.99	3.09	2.96	2.64	2.53	2.66	2.93	2.95	3.02	2.93	2.91	2.96	2.82

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Standard error	.06	.08	.08	.16	.13	.09	.09	.13	.16	.15	.12	.11	.10	.12	.11	.07	.18	.19	.18

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	URBANITY		WORKING		DEPRIVATION LEVEL	
			URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2749	2321	428	1320	1417	1539	957
Effective Weighted Sample		2240	1923	320	1091	1209	1304	830
Total		2240	1946	294	1253	975	1356	822
7 days a week	(7.0)	1030	880	150	601	426	656	342
		46%	45%	51%	48%	44%	48%	42%
				a	d		f	
6 days a week	(6.0)	82	65	17	56	27	61	19
		4%	3%	6%	4%	3%	4%	2%
				a	d		f	
5 days a week	(5.0)	210	173	37	154	55	138	65
		9%	9%	13%	12%	6%	10%	8%
				a	d			
3 or 4 days a week	(3.5)	169	145	24	90	76	100	65
		8%	7%	8%	7%	8%	7%	8%
1 or 2 days a week	(1.5)	190	176	14	101	89	111	75
		8%	9%	5%	8%	9%	8%	9%
			b					
Less often	(0.5)	120	105	15	61	56	70	48
		5%	5%	5%	5%	6%	5%	6%
Never/ do not listen to the radio	(0.0)	424	390	35	186	237	216	198
		19%	20%	12%	15%	24%	16%	24%
			b			c		e
Don't know		14	12	2	5	9	5	9
		1%	1%	1%	*%	1%	*%	1%
								e
Mean number of days during an average week		4.4	4.3	5.0	4.6	4.0	4.6	3.9
				a	d		f	
Standard deviation		2.92	2.96	2.63	2.78	3.06	2.83	3.03

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Standard error	.06	.06	.13	.08	.08	.07	.10
Columns Tested: a,b - c,d - e,f							

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	271	137	134	21	35	98	117	48	29	27	39	71	78	54	68	225	20	14	12
	15%	16%	15%	10%	10%	15%	20%	18%	15%	12%	10%	14%	15%	16%	15%	15%	13%	16%	23%
						d	cde	j											op
At least weekly	178	99	79	27	27	63	61	32	21	21	37	39	52	32	55	145	22	5	5
	10%	11%	9%	13%	8%	10%	10%	12%	11%	9%	10%	8%	10%	9%	13%	10%	15%	6%	9%
															k		oq		
At least monthly	60	25	35	9	12	21	18	8	7	7	19	13	21	10	17	51	6	2	1
	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	5%	3%	4%	3%	4%	3%	4%	2%	1%
																	r		
Have tried it once	49	21	28	7	8	22	12	8	4	5	15	16	15	7	10	40	1	8	1
	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	4%	3%	3%	2%	2%	3%	*%	9%	1%
																		opr	
Never	928	444	484	113	197	342	275	136	100	129	200	264	278	180	206	770	86	43	29
	52%	50%	53%	54%	56%	52%	47%	51%	51%	58%	53%	54%	52%	54%	47%	51%	56%	52%	56%
					f							n		n					
Do not have access to device	315	158	157	33	70	115	98	35	36	33	68	89	91	52	84	281	19	11	5
	18%	18%	17%	16%	20%	17%	17%	13%	18%	15%	18%	18%	17%	16%	19%	19%	12%	13%	9%
																pr			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	271	223	48	148	121	173	86
	15%	14%	19%	14%	17%	15%	14%
At least weekly	178	149	29	105	71	108	65
	10%	10%	11%	10%	10%	10%	11%
At least monthly	60	44	16	35	23	42	17
	3%	3%	6%	3%	3%	4%	3%
			a				
Have tried it once	49	45	4	28	21	33	15
	3%	3%	1%	3%	3%	3%	2%
Never	928	813	116	558	366	586	313
	52%	53%	45%	53%	50%	52%	51%
		b					
Do not have access to device	315	270	45	188	127	192	119
	18%	17%	18%	18%	17%	17%	19%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	566	277	289	41	82	185	258	97	61	74	105	155	164	111	136	481	45	24	16
	31%	31%	31%	20%	23%	28% c	44% cde	36% j	31%	33%	28%	32%	31%	33%	31%	32%	29%	28%	32%
At least weekly	337	177	161	52	62	129	95	61	38	45	73	72	97	59	109	274	36	21	7
	19%	20%	18%	25% f	18%	19%	16%	23%	19%	20%	19%	15%	18%	17%	25% klm	18%	23% r	25% or	13%
At least monthly	93	44	49	7	19	33	34	10	14	12	30	23	34	15	21	80	9	4	*
	5%	5%	5%	3%	6%	5%	6%	4%	7%	5%	8% g	5%	6%	5%	5%	5% r	6% r	5% r	*%
Have tried it once	28	13	16	5	3	13	8	3	3	6	7	9	11	4	4	21	1	5	1
	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	*%	6% op	3%
Never	568	269	299	80	134	223	131	75	52	64	126	173	157	114	124	478	48	18	23
	32%	30%	33%	38% f	38% f	34% f	23%	28%	26%	29%	33%	35% n	29%	34%	28%	32% q	31% q	22%	45% opq
Do not have access to device	208	105	104	26	50	79	54	21	29	21	37	58	72	33	45	178	16	11	4
	12%	12%	11%	12%	14% f	12%	9%	8%	15% g	10%	10%	12%	13%	10%	10%	12% r	10%	13% r	7%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	566	484	82	294	270	359	191
	31%	31%	32%	28%	37%	32%	31%
					c		
At least weekly	337	295	43	200	133	190	140
	19%	19%	17%	19%	18%	17%	23%
							e
At least monthly	93	72	21	61	32	63	30
	5%	5%	8%	6%	4%	6%	5%
			a				
Have tried it once	28	22	6	15	13	23	4
	2%	1%	2%	1%	2%	2%	1%
						f	
Never	568	493	75	363	200	369	176
	32%	32%	29%	34%	27%	32%	29%
				d			
Do not have access to device	208	178	30	128	80	131	73
	12%	12%	12%	12%	11%	12%	12%

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	28	17	10	5	8	11	4	4	2	3	9	10	6	7	5	22	1	3	2
	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	*%	4%	3%
				f	f													op	p
At least weekly	78	50	28	30	24	18	6	13	8	8	15	16	29	13	19	67	6	2	3
	4%	6%	3%	14%	7%	3%	1%	5%	4%	4%	4%	3%	6%	4%	4%	4%	4%	3%	5%
		b		def	ef	f													
At least monthly	87	49	38	23	26	32	5	7	15	9	19	20	34	16	17	78	7	1	1
	5%	6%	4%	11%	7%	5%	1%	3%	8%	4%	5%	4%	6%	5%	4%	5%	4%	1%	3%
				ef	f	f			g							q	q		
Have tried it once	93	50	43	21	26	39	8	6	16	7	22	41	23	13	16	89	1	1	2
	5%	6%	5%	10%	7%	6%	1%	2%	8%	3%	6%	8%	4%	4%	4%	6%	1%	1%	3%
				ef	f	f			gi		g	lmn				pq			
Never	1284	603	681	115	239	509	421	180	126	165	293	354	379	244	307	1054	128	61	41
	71%	68%	74%	55%	68%	77%	73%	68%	64%	74%	78%	72%	71%	73%	70%	70%	83%	73%	79%
			a		c	cd	c			h	gh						oq		o
Do not have access to device	232	116	117	16	28	53	136	57	29	30	20	51	63	42	75	203	11	15	4
	13%	13%	13%	8%	8%	8%	23%	21%	15%	13%	5%	10%	12%	13%	17%	13%	7%	18%	7%
							cde	ij	j	j					kl	pr		pr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	28	26	1	17	11	16	10
	2%	2%	*%	2%	2%	1%	2%
At least weekly	78	73	5	51	25	39	36
	4%	5%	2%	5%	3%	3%	6%
		b					e
At least monthly	87	76	11	65	22	48	38
	5%	5%	4%	6%	3%	4%	6%
				d			
Have tried it once	93	76	17	60	33	59	32
	5%	5%	7%	6%	5%	5%	5%
Never	1284	1098	186	778	497	821	421
	71%	71%	72%	73%	68%	72%	69%
				d			
Do not have access to device	232	195	37	91	141	152	77
	13%	13%	14%	9%	19%	13%	12%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	84	33	51	12	20	35	17	8	12	11	11	18	24	19	24	65	14	3	3
	5%	4%	6%	6%	6%	5%	3%	3%	6%	5%	3%	4%	4%	6%	5%	4%	9%	4%	6%
					f	f											oq		
At least weekly	163	81	82	23	31	68	40	23	18	21	48	47	44	28	44	137	17	4	5
	9%	9%	9%	11%	9%	10%	7%	8%	9%	10%	13%	10%	8%	8%	10%	9%	11%	5%	10%
						f											q		
At least monthly	168	87	82	19	44	67	39	20	19	23	48	45	54	31	39	145	17	4	1
	9%	10%	9%	9%	13%	10%	7%	7%	10%	10%	13%	9%	10%	9%	9%	10%	11%	5%	3%
					f	f					g					qr	qr		
Have tried it once	151	77	74	21	20	66	45	18	17	16	41	54	51	20	25	144	2	3	2
	8%	9%	8%	10%	6%	10%	8%	7%	8%	7%	11%	11%	10%	6%	6%	10%	1%	4%	4%
						d						mn	n			pqr			
Never	1076	527	549	123	205	379	369	161	113	126	213	289	322	209	256	890	92	56	37
	60%	60%	60%	58%	59%	57%	64%	61%	57%	57%	56%	59%	60%	62%	58%	59%	60%	67%	72%
							e											o	op
Do not have access to device	159	79	80	12	29	47	70	38	18	24	16	38	41	28	52	131	12	13	3
	9%	9%	9%	6%	8%	7%	12%	14%	9%	11%	4%	8%	8%	8%	12%	9%	8%	15%	5%
							ce	j		j	j				kl			opr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	84	76	8	39	45	44	38
	5%	5%	3%	4%	6%	4%	6%
					c		e
At least weekly	163	142	21	105	57	99	59
	9%	9%	8%	10%	8%	9%	10%
At least monthly	168	138	31	117	52	119	48
	9%	9%	12%	11%	7%	10%	8%
				d			
Have tried it once	151	133	18	98	53	94	55
	8%	9%	7%	9%	7%	8%	9%
Never	1076	916	160	628	439	685	354
	60%	59%	62%	59%	60%	60%	58%
Do not have access to device	159	138	20	76	83	96	61
	9%	9%	8%	7%	11%	8%	10%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	59	23	35	8	23	20	7	4	6	11	15	25	18	6	9	56	1	*	1
	3%	3%	4%	4%	7%	3%	1%	1%	3%	5%	4%	5%	3%	2%	2%	4%	1%	*%	2%
					ef	f				g		mn				pq			
At least weekly	80	51	29	14	17	34	15	5	5	10	29	28	25	11	16	67	10	2	1
	4%	6%	3%	7%	5%	5%	3%	2%	3%	5%	8%	6%	5%	3%	4%	4%	7%	3%	2%
		b		f		f					gh						r		
At least monthly	111	64	47	17	36	40	18	7	9	13	36	46	38	14	13	92	13	4	1
	6%	7%	5%	8%	10%	6%	3%	3%	5%	6%	9%	9%	7%	4%	3%	6%	9%	4%	3%
				f	ef	f					gh	mn	n			r	r		
Have tried it once	113	69	44	20	19	54	20	9	19	6	37	47	40	13	13	107	1	4	1
	6%	8%	5%	10%	5%	8%	3%	3%	9%	3%	10%	10%	7%	4%	3%	7%	1%	4%	2%
		b		f		f			gi		gi	mn	mn			pr		p	
Never	1140	533	607	122	211	438	368	161	115	146	243	305	334	233	268	949	94	54	42
	63%	60%	66%	58%	60%	66%	63%	60%	58%	66%	64%	62%	62%	69%	61%	63%	61%	66%	82%
			a			c								kln					opq
Do not have access to device	299	144	154	29	44	75	151	81	43	35	19	40	80	58	120	242	33	19	5
	17%	16%	17%	14%	12%	11%	26%	30%	22%	16%	5%	8%	15%	17%	27%	16%	21%	23%	10%
							cde	hij	j	j			k	k	klm	r	r	or	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	59	58	1	42	17	41	17
	3%	4%	*%	4%	2%	4%	3%
		b					
At least weekly	80	71	9	62	17	51	28
	4%	5%	4%	6%	2%	4%	5%
				d			
At least monthly	111	89	22	77	32	76	33
	6%	6%	8%	7%	4%	7%	5%
				d			
Have tried it once	113	100	13	78	35	75	36
	6%	6%	5%	7%	5%	7%	6%
				d			
Never	1140	974	166	684	448	720	377
	63%	63%	65%	64%	61%	63%	61%
Do not have access to device	299	252	46	119	180	171	122
	17%	16%	18%	11%	25%	15%	20%
					c		e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	292	147	145	12	56	105	119	22	28	35	79	124	95	40	33	258	20	10	4
	16%	17%	16%	6%	16%	16%	20%	8%	14%	16%	21%	25%	18%	12%	8%	17%	13%	12%	9%
					c	c	ce		g	g	gh	lmn	mn	n		r			
At least weekly	152	82	71	23	29	63	38	12	17	19	55	60	47	23	23	137	7	5	3
	8%	9%	8%	11%	8%	10%	7%	4%	8%	9%	15%	12%	9%	7%	5%	9%	5%	6%	5%
				f		f				g	ghi	mn	n			p			
At least monthly	42	25	17	11	10	15	6	4	2	4	12	14	13	10	5	37	3	1	1
	2%	3%	2%	5%	3%	2%	1%	1%	1%	2%	3%	3%	2%	3%	1%	2%	2%	2%	2%
				ef	f									n					
Have tried it once	23	12	11	2	8	10	3	1	2	4	12	11	4	4	4	22	-	1	*
	1%	1%	1%	1%	2%	1%	1%	*%	1%	2%	3%	2%	1%	1%	1%	1%	-%	1%	*%
					f						g								
Never	653	310	343	86	126	244	196	115	68	73	112	149	196	138	169	530	56	39	27
	36%	35%	37%	41%	36%	37%	34%	43%	34%	33%	30%	30%	37%	41%	38%	35%	37%	47%	53%
								hij					k	k	k			op	op
Do not have access to device	639	309	330	76	120	225	218	114	81	86	107	134	179	121	205	528	68	27	16
	35%	35%	36%	36%	34%	34%	38%	43%	41%	39%	28%	27%	34%	36%	47%	35%	44%	32%	32%
								j	j	j			k	k	klm		oqr		

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	**URBAN**	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	292	250	43	179	112	196	92
	16%	16%	17%	17%	15%	17%	15%
At least weekly	152	132	20	111	41	107	42
	8%	9%	8%	10%	6%	9%	7%
				d			
At least monthly	42	31	11	27	15	31	10
	2%	2%	4%	3%	2%	3%	2%
			a				
Have tried it once	23	20	3	18	5	10	12
	1%	1%	1%	2%	1%	1%	2%
				d			
Never	653	558	95	371	274	400	226
	36%	36%	37%	35%	38%	35%	37%
Do not have access to device	639	554	85	356	282	390	232
	35%	36%	33%	34%	39%	34%	38%
					c		

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 120

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	683	353	330	52	140	322	168	43	64	104	207	227	211	139	106	581	51	25	26
	38%	40%	36%	25%	40%	49%	29%	16%	32%	47%	55%	46%	39%	42%	24%	38%	33%	30%	50%
					cf	cdf			g	gh	gh	ln	n	n		q			opq
At least weekly	468	229	240	69	84	161	155	47	56	64	101	145	142	91	91	398	39	22	10
	26%	26%	26%	33%	24%	24%	27%	18%	29%	29%	27%	30%	27%	27%	21%	26%	25%	26%	19%
				de					g	g	g	n	n	n		r			
At least monthly	63	28	35	10	9	25	19	10	6	10	9	14	22	16	12	57	2	3	1
	3%	3%	4%	5%	3%	4%	3%	4%	3%	5%	2%	3%	4%	5%	3%	4%	1%	3%	2%
Have tried it once	22	9	13	3	3	7	9	6	2	6	4	4	8	4	6	18	1	3	*
	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	1%	*%	4%	1%
																		opr	
Never	328	152	176	45	77	81	126	79	41	28	49	68	99	52	110	263	37	16	11
	18%	17%	19%	22%	22%	12%	22%	30%	21%	13%	13%	14%	18%	15%	25%	17%	24%	20%	22%
				e	e		e	hij	ij						klm		o		
Do not have access to device	237	114	123	32	38	65	103	81	29	9	7	33	54	34	115	195	24	14	4
	13%	13%	13%	15%	11%	10%	18%	31%	15%	4%	2%	7%	10%	10%	26%	13%	15%	17%	7%
				e			de	hij	ij						klm	r	r	r	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 120

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	683	566	117	513	166	478	178
	38%	37%	45%	48%	23%	42%	29%
			a	d		f	
At least weekly	468	402	66	280	187	325	133
	26%	26%	26%	26%	26%	29%	22%
						f	
At least monthly	63	55	8	32	31	35	27
	3%	4%	3%	3%	4%	3%	4%
Have tried it once	22	18	4	8	14	14	7
	1%	1%	1%	1%	2%	1%	1%
					c		
Never	328	282	47	147	175	173	144
	18%	18%	18%	14%	24%	15%	23%
					c		e
Do not have access to device	237	221	16	81	156	109	124
	13%	14%	6%	8%	21%	10%	20%
		b			c		e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	208	115	93	19	34	105	50	13	20	25	49	76	60	45	27	173	20	6	9
	12%	13%	10%	9%	10%	16%	9%	5%	10%	11%	13%	16%	11%	13%	6%	11%	13%	8%	17%
						cdf			g	g	g	ln	n	n					oq
At least weekly	171	93	78	24	34	64	49	11	23	20	41	54	50	34	33	135	25	6	4
	9%	10%	9%	11%	10%	10%	8%	4%	11%	9%	11%	11%	9%	10%	7%	9%	17%	7%	8%
									g	g	g						oqr		
At least monthly	47	23	24	5	4	17	20	6	7	10	9	14	18	3	12	40	5	2	*
	3%	3%	3%	2%	1%	3%	4%	2%	4%	4%	2%	3%	3%	1%	3%	3%	3%	3%	*%
							d					m	m				r		
Have tried it once	46	26	19	5	7	23	11	6	2	7	20	15	14	8	9	39	2	5	*
	3%	3%	2%	2%	2%	4%	2%	2%	1%	3%	5%	3%	3%	2%	2%	3%	1%	6%	*%
											gh							opr	
Never	928	425	503	105	203	331	289	135	96	124	205	249	286	177	215	773	76	44	34
	52%	48%	55%	50%	58%	50%	50%	51%	49%	56%	54%	51%	54%	53%	49%	51%	50%	54%	66%
			a		ef														opq
Do not have access to device	402	202	200	52	68	121	161	96	49	36	53	82	106	69	145	353	26	19	4
	22%	23%	22%	25%	19%	18%	28%	36%	25%	16%	14%	17%	20%	20%	33%	23%	17%	23%	8%
				e			de	hij	ij						klm	pr	r	r	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	208	181	27	159	47	131	68
	12%	12%	11%	15%	6%	12%	11%
				d			
At least weekly	171	139	32	112	58	112	55
	9%	9%	12%	11%	8%	10%	9%
At least monthly	47	40	8	29	18	31	16
	3%	3%	3%	3%	2%	3%	3%
Have tried it once	46	43	3	28	17	30	15
	3%	3%	1%	3%	2%	3%	2%
Never	928	793	135	541	380	595	299
	52%	51%	52%	51%	52%	52%	49%
Do not have access to device	402	349	53	193	209	237	161
	22%	23%	21%	18%	29%	21%	26%
					c		e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
Every day	101	43	58	11	27	39	24	5	9	13	23	41	33	14	12	87	5	6	3
	6%	5%	6%	5%	8%	6%	4%	2%	4%	6%	6%	8%	6%	4%	3%	6%	3%	7%	6%
					f					g	g	mn	n						
At least weekly	42	20	22	7	3	20	12	1	3	4	7	24	3	9	5	37	1	3	1
	2%	2%	2%	3%	1%	3%	2%	*%	2%	2%	2%	5%	1%	3%	1%	2%	*%	4%	1%
				d		d						ln		l				p	
At least monthly	9	5	4	2	2	3	3	-	2	1	3	4	1	3	2	8	1	-	-
	*%	1%	*%	1%	1%	*%	*%	-%	1%	*%	1%	1%	*%	1%	*%	1%	1%	-%	-%
Have tried it once	6	2	3	-	-	5	1	-	-	2	1	-	2	1	2	6	-	-	-
	*%	*%	*%	-%	-%	1%	*%	-%	-%	1%	*%	-%	*%	*%	1%	*%	-%	-%	-%
Never	764	355	409	88	152	285	239	116	88	85	154	197	227	155	185	626	60	44	34
	42%	40%	45%	42%	43%	43%	41%	44%	45%	38%	41%	40%	42%	46%	42%	41%	39%	53%	65%
																		op	opq
Do not have access to device	880	459	421	103	166	310	301	144	95	117	190	226	268	153	233	749	87	30	14
	49%	52%	46%	49%	48%	47%	52%	54%	48%	53%	50%	46%	50%	46%	53%	50%	57%	36%	27%
		b													km		qr	qr	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
Every day	101	79	22	78	23	71	26
	6%	5%	8%	7%	3%	6%	4%
			a	d			
At least weekly	42	35	6	25	16	31	10
	2%	2%	2%	2%	2%	3%	2%
At least monthly	9	9	-	5	4	5	4
	*%	1%	-%	*%	1%	*%	1%
Have tried it once	6	4	2	4	2	3	2
	*%	*%	1%	*%	*%	*%	*%
Never	764	657	107	442	314	461	269
	42%	43%	42%	42%	43%	41%	44%
Do not have access to device	880	760	120	508	369	564	302
	49%	49%	47%	48%	51%	50%	49%

Columns Tested: a,b - c,d - e,f

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QP3 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes	1350	647	704	169	278	503	401	166	151	160	311	399	420	223	308	1173	98	49	30
	60%	60%	60%	57%	64%	65%	55%	44%	59%	65%	74%	71%	63%	54%	51%	63%	50%	45%	49%
					f	cf			g	g	ghi	lmn	mn			pqr			
No	837	408	429	109	153	253	322	201	96	84	106	153	228	177	279	655	94	60	29
	37%	38%	37%	37%	35%	33%	44%	54%	38%	34%	25%	27%	34%	43%	46%	35%	48%	54%	47%
							cde	hij	j	j			k	kl	kl	o	o	o	o
Don't know	52	19	33	16	6	19	11	8	6	4	2	10	16	10	16	44	4	2	3
	2%	2%	3%	6%	1%	2%	1%	2%	2%	2%	1%	2%	2%	3%	3%	2%	2%	1%	4%
				def					j										q

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
							MEDIUM/
	Total	URBAN	RURAL	YES	NO	LOW	HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes	1350	1182	168	817	531	850	470
	60%	61%	57%	65%	54%	63%	57%
				d		f	
No	837	713	124	410	419	472	336
	37%	37%	42%	33%	43%	35%	41%
					c		e
Don't know	52	51	2	26	25	34	15
	2%	3%	1%	2%	3%	3%	2%
		b					

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (Q2). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
None	503	234	269	87	120	169	128	126	56	32	73	104	149	76	173	404	56	24	19
	22%	22%	23%	30%	27%	22%	17%	34%	22%	13%	17%	19%	22%	19%	29%	22%	29%	22%	31%
				ef	ef	f		hij	i						klm		o		oq
1	885	407	478	98	189	308	289	146	106	111	148	172	268	178	267	718	96	47	24
	40%	38%	41%	33%	43%	40%	39%	39%	42%	45%	35%	31%	40%	43%	44%	38%	49%	43%	38%
					c					j			k	k	k	or			
2-3	678	346	332	85	109	232	252	85	76	80	152	214	203	126	135	594	33	35	17
	30%	32%	28%	29%	25%	30%	34%	23%	30%	32%	36%	38%	31%	31%	22%	32%	17%	32%	27%
							d		g	g	g	lmn	n	n		p		p	p
4-5	124	62	61	9	15	47	53	12	14	16	35	57	31	18	17	116	4	2	2
	6%	6%	5%	3%	3%	6%	7%	3%	5%	6%	8%	10%	5%	4%	3%	6%	2%	2%	3%
							cd			g	g	lmn				pq			
6-10	25	14	11	6	2	10	8	3	2	6	6	8	8	5	4	23	1	1	-
	1%	1%	1%	2%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%	-%
11 or more	1	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1712	830	882	198	315	597	602	245	198	214	341	451	509	329	424	1452	133	85	42
	76%	77%	76%	68%	72%	77%	82%	65%	78%	86%	81%	80%	77%	80%	70%	78%	68%	76%	69%
						c	cde		g	gh	g	n	n	n		pr		p	
Don't know	25	10	15	9	2	9	5	3	-	2	5	7	6	5	7	17	6	2	*
	1%	1%	1%	3%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	3%	2%	*%
				def													or		
Mean number of 'active' radio sets	1.4	1.5	1.4	1.3	1.2	1.5	1.6	1.1	1.4	1.7	1.7	1.7	1.4	1.5	1.1	1.5	1.0	1.2	1.2
		b				cd	cd		g	gh	gh	lmn	n	n		pqr		p	
Standard deviation	1.27	1.30	1.24	1.31	1.10	1.34	1.26	1.16	1.17	1.43	1.34	1.39	1.22	1.32	1.10	1.31	1.00	1.00	1.12
Standard error	.02	.04	.03	.07	.05	.05	.04	.05	.06	.08	.06	.06	.04	.06	.04	.03	.06	.06	.07

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP4 (Q2). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
None	503	443	60	270	230	282	202
	22%	23%	21%	22%	24%	21%	25%
							e
1	885	767	118	486	394	524	337
	40%	39%	40%	39%	40%	39%	41%
2-3	678	590	88	390	285	427	235
	30%	30%	30%	31%	29%	31%	29%
4-5	124	109	15	81	43	86	35
	6%	6%	5%	6%	4%	6%	4%
				d		f	
6-10	25	19	6	13	12	19	6
	1%	1%	2%	1%	1%	1%	1%
11 or more	1	1	-	1	-	-	1
	*%	*%	-%	*%	-%	-%	*%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1712	1485	227	971	734	1057	613
	76%	76%	77%	77%	75%	78%	75%
Don't know	25	18	6	13	11	18	7
	1%	1%	2%	1%	1%	1%	1%
			a				
Mean number of 'active' radio sets	1.4	1.4	1.5	1.5	1.3	1.5	1.3
				d		f	
Standard deviation	1.27	1.27	1.30	1.30	1.23	1.31	1.21
Standard error	.02	.03	.06	.04	.03	.03	.04

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 125

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP5 (QP2). Have you heard of the term DAB digital radio? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Yes	1736	894	842	199	352	665	519	225	189	205	378	491	537	310	398	1463	155	79	38
	77%	83%	72%	68%	81%	86%	71%	60%	75%	83%	90%	87%	81%	76%	66%	78%	80%	72%	62%
		b			cf	cdf			g	gh	ghi	lmn	mn	n		qr	qr	r	
No	474	169	305	82	83	102	207	143	62	42	37	65	123	95	190	380	39	31	22
	21%	16%	26%	28%	19%	13%	28%	38%	24%	17%	9%	12%	19%	23%	31%	20%	20%	28%	36%
			a	de	e		de	hij	ij	j			k	k	klm			op	op
Don't know	31	12	19	13	2	8	7	7	2	1	4	6	4	5	15	29	1	-	1
	1%	1%	2%	4%	*%	1%	1%	2%	1%	*%	1%	1%	1%	1%	3%	2%	*%	-%	2%
				def											l				q

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP5 (QP2). Have you heard of the term DAB digital radio? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Yes	1736 77%	1497 77%	238 81%	1064 85% d	665 68%	1107 82% f	591 72%
No	474 21%	419 22%	55 19%	176 14%	293 30% c	225 17%	226 27% e
Don't know	31 1%	30 2% b	* *%	13 1%	18 2%	24 2% f	5 1%

Columns Tested: a,b - c,d - e,f

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QP6 (QP9). How many DAB sets do you have in your household?

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1079	1107	242	376	761	807	376	259	278	394	519	631	455	581	1590	198	188	210
Effective Weighted Sample	1781	883	898	199	297	638	671	309	214	224	334	424	521	372	482	1388	194	178	207
Total	1801	884	917	210	350	662	580	267	197	221	378	491	535	336	440	1512	154	83	52
1	548	273	274	53	113	212	169	56	47	66	151	197	171	92	88	483	34	18	12
	30%	31%	30%	25%	32%	32%	29%	21%	24%	30%	40%	40%	32%	27%	20%	32%	22%	22%	23%
										g	ghi	lmn	n	n		pqr			
2	92	43	50	12	13	36	32	8	10	11	32	48	21	14	9	83	2	5	2
	5%	5%	5%	6%	4%	5%	6%	3%	5%	5%	8%	10%	4%	4%	2%	5%	2%	6%	4%
											g	lmn				p		p	
3 or more	44	24	20	4	6	17	17	-	1	7	11	25	12	5	2	43	1	-	*
	2%	3%	2%	2%	2%	2%	3%	-%	*%	3%	3%	5%	2%	2%	*%	3%	*%	-%	*%
										gh	gh	lmn	n			pqr			
ANY DAB SETS	684	340	344	69	133	264	219	63	58	85	194	270	205	110	99	609	38	23	14
	38%	38%	38%	33%	38%	40%	38%	24%	29%	39%	51%	55%	38%	33%	22%	40%	24%	28%	27%
										gh	ghi	lmn	n	n		pqr			
None	1068	529	539	135	208	379	346	193	132	130	177	210	319	213	327	866	110	58	35
	59%	60%	59%	64%	59%	57%	60%	72%	67%	59%	47%	43%	60%	63%	74%	57%	71%	70%	67%
								ij	j	j			k	k	klm	o	o	o	o
Don't know	49	16	33	6	9	19	15	10	7	6	7	12	11	12	14	38	7	2	3
	3%	2%	4%	3%	3%	3%	3%	4%	4%	3%	2%	2%	2%	4%	3%	2%	4%	2%	5%
			a																o

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6 (QP9). How many DAB sets do you have in your household?

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1815	371	1119	1057	1261	715
Effective Weighted Sample	1781	1506	277	924	904	1076	617
Total	1801	1544	257	1062	729	1135	614
1	548	455	93	350	196	361	175
	30%	29%	36%	33%	27%	32%	28%
			a	d			
2	92	80	13	60	32	66	25
	5%	5%	5%	6%	4%	6%	4%
3 or more	44	42	3	28	17	36	8
	2%	3%	1%	3%	2%	3%	1%
						f	
ANY DAB SETS	684	576	108	437	245	462	208
	38%	37%	42%	41%	34%	41%	34%
				d		f	
None	1068	922	146	603	457	644	389
	59%	60%	57%	57%	63%	57%	63%
					c		e
Don't know	49	46	3	22	27	29	17
	3%	3%	1%	2%	4%	3%	3%
					c		

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but no DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1353	668	685	157	238	451	507	277	180	169	190	233	387	297	436	940	141	130	142
Effective Weighted Sample	1105	547	557	127	187	382	424	226	146	136	165	193	320	240	357	824	139	123	140
Total	1068	529	539	135	208	379	346	193	132	130	177	210	319	213	327	866	110	58	35
Certain to	24	10	14	1	3	13	8	1	3	2	3	4	7	8	5	21	1	1	1
	2%	2%	3%	*%	1%	3%	2%	*%	2%	2%	2%	2%	2%	4%	2%	2%	1%	2%	3%
Very likely	52	28	23	*	9	27	15	4	4	6	15	16	17	8	11	39	5	7	1
	5%	5%	4%	*%	5% c	7% c	4% c	2%	3%	4%	8% gh	8% n	5%	4%	3%	4%	5%	12% opr	2%
Likely	99	57	43	5	27	34	34	10	15	12	13	18	26	22	33	81	9	8	1
	9%	11%	8%	4%	13% c	9%	10% c	5%	12% g	9%	7%	9%	8%	10%	10%	9% r	8%	13% r	3%
TOTAL LIKELY	175	95	80	6	39	73	57	15	22	20	31	38	49	38	50	141	15	16	3
	16%	18%	15%	4%	19% c	19% c	16% c	8%	17% g	16% g	18% g	18%	15%	18%	15%	16% r	14%	28% opr	8%
Unlikely	188	96	91	23	38	74	53	31	28	25	30	37	64	38	48	152	25	6	5
	18%	18%	17%	17%	18%	19%	15%	16%	21%	19%	17%	18%	20%	18%	15%	18% q	23% q	10%	14%
Very unlikely	240	117	123	32	48	90	71	52	32	31	42	44	74	45	78	188	23	17	13
	23%	22%	23%	24%	23%	24%	20%	27%	25%	23%	24%	21%	23%	21%	24%	22%	21%	29%	38% op
Certain not to	261	133	128	19	52	83	108	59	26	34	42	49	69	54	88	211	28	13	9
	24%	25%	24%	14%	25% c	22%	31% ce	30% h	20%	26%	24%	24%	22%	26%	27%	24%	25%	23%	26%
TOTAL UNLIKELY	689	347	343	74	138	246	232	142	87	90	115	131	207	137	214	551	76	36	27
	65%	66%	64%	55%	66% c	65% c	67% c	73%	65%	69%	65%	62%	65%	64%	66%	64%	69%	62%	78% oq
Don't know	204	87	117	55	32	60	58	36	24	20	31	41	62	38	63	175	19	6	5
	19%	16%	22% a	41% def	15%	16%	17%	19%	18%	16%	18%	19%	20%	18%	19%	20% q	17%	10%	14%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP7 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but no DAB sets at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1353	1123	230	666	678	744	467
Effective Weighted Sample	1105	934	175	550	577	639	404
Total	1068	922	146	603	457	644	389
Certain to	24	20	4	16	8	16	6
	2%	2%	2%	3%	2%	3%	2%
Very likely	52	43	9	37	15	39	12
	5%	5%	6%	6%	3%	6%	3%
				d		f	
Likely	99	85	14	57	42	59	39
	9%	9%	10%	9%	9%	9%	10%
TOTAL LIKELY	175	148	27	109	65	115	57
	16%	16%	18%	18%	14%	18%	15%
Unlikely	188	166	22	109	78	115	68
	18%	18%	15%	18%	17%	18%	17%
Very unlikely	240	199	41	137	100	150	77
	23%	22%	28%	23%	22%	23%	20%
Certain not to	261	225	36	140	121	147	105
	24%	24%	25%	23%	26%	23%	27%
TOTAL UNLIKELY	689	591	99	386	299	412	250
	65%	64%	68%	64%	65%	64%	64%
Don't know	204	184	20	107	93	118	82
	19%	20%	14%	18%	20%	18%	21%

Columns Tested: a,b - c,d - e,f

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 ~c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI r
Significance Level: 95%																			
Unweighted total	902	453	449	94	157	302	349	208	119	122	127	148	259	199	296	611	98	83	110
Effective Weighted Sample	735	372	363	77	124	255	289	169	95	99	109	122	214	163	242	537	97	79	108
Total	689	347	343	74	138	246	232	142	87	90	115	131	207	137	214	551	76	36	27
No need	367	192	175	**	69	130	124	66	41	44	64	72	115	80	99	302	**	**	16
	53%	55%	51%	**	50%	53%	54%	47%	47%	49%	56%	55%	56%	59% n	46%	55%	**	**	57%
Happy to use existing service	195	89	106	**	38	66	73	39	26	21	29	33	59	42	61	149	**	**	7
	28%	26%	31%	**	27%	27%	31%	28%	29%	24%	25%	25%	28%	31%	29%	27%	**	**	27%
Can receive through digital TV service	76	37	39	**	21	24	20	12	16	11	14	9	25	12	30	59	**	**	2
	11%	11%	11%	**	15%	10%	9%	8%	19% g	12%	12%	7%	12%	9%	14% k	11%	**	**	7%
Would never listen	54	32	22	**	10	26	13	7	6	7	13	17	14	11	12	41	**	**	2
	8%	9%	6%	**	7%	10% f	6%	5%	7%	8%	11% g	13% ln	7%	8%	5%	7%	**	**	9%
Too expensive generally	35	23	12	**	7	14	11	14	3	7	4	4	7	4	19	22	**	**	1
	5%	7%	4%	**	5%	6%	5%	10% j	4%	8%	3%	3%	4%	3%	9% klm	4%	**	**	3%
Can't afford it	25	12	13	**	5	14	3	9	3	3	1	-	6	4	15	16	**	**	1
	4%	3%	4%	**	4%	6% f	1%	6% j	3%	3%	1%	-%	3%	3%	7% kl	3%	**	**	4%
Happy to use analogue radio service	17	6	11	**	3	2	12	8	3	4	1	*	6	2	9	13	**	**	1
	3%	2%	3%	**	2%	1%	5% e	5%	3%	4%	1%	*%	3%	1%	4% k	2%	**	**	4%
Poor reception in our area	16	9	7	**	4	6	5	4	2	1	4	4	5	2	4	15	**	**	1
	2%	3%	2%	**	3%	3%	2%	2%	2%	1%	3%	3%	3%	2%	2%	3%	**	**	2%
Don't know why I should	13	8	5	**	2	5	4	1	-	6	2	1	3	5	4	8	**	**	1
	2%	2%	1%	**	1%	2%	2%	*%	-%	7% gh	2%	*%	1%	4%	2%	1%	**	**	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	r
Unweighted total	902	453	449	94	157	302	349	208	119	122	127	148	259	199	296	611	98	83	110
Effective Weighted Sample	735	372	363	77	124	255	289	169	95	99	109	122	214	163	242	537	97	79	108
Total	689	347	343	74	138	246	232	142	87	90	115	131	207	137	214	551	76	36	27
Not available in our area	6	4	3	**	-	*	5	1	-	*	3	3	1	1	1	5	**	**	1
	1%	1%	1%	**	-%	*%	2% e	1%	-%	*%	2%	2%	1%	*%	1%	1%	**	**	3%
Will get it when I have to/ when switchover	4	2	2	**	1	1	1	1	1	-	1	-	2	1	1	2	**	**	1
	1%	*%	1%	**	1%	1%	*%	1%	1%	-%	1%	-%	1%	1%	*%	*%	**	**	2%
Other	9	5	4	**	-	1	6	3	1	2	1	2	1	3	2	7	**	**	*
	1%	1%	1%	**	-%	1%	3%	2%	1%	3%	1%	1%	1%	3%	1%	1%	**	**	2%
ANY INVOLUNTARY REASONS	79	44	35	**	16	33	24	26	8	11	11	10	20	10	39	54	**	**	3
	11%	13%	10%	**	12%	13%	10%	19% hj	10%	12%	10%	7%	10%	8%	18% klm	10%	**	**	11%
ANY VOLUNTARY REASONS	619	307	312	**	124	220	207	118	79	79	103	116	191	127	184	494	**	**	26
	90%	89%	91%	**	90%	90%	89%	83%	91%	88%	90%	89%	92%	93% n	86%	90%	**	**	93%
ONLY VOLUNTARY REASONS	593	293	300	**	118	210	200	111	76	76	101	116	182	122	173	482	**	**	24
	86%	85%	88%	**	86%	85%	86%	78%	88%	85%	88% g	89% n	88% n	89% n	81%	88%	**	**	86%
Don't know	9	5	5	**	3	2	3	2	1	1	2	3	4	1	1	7	**	**	*
	1%	1%	1%	**	2%	1%	1%	2%	2%	1%	1%	2%	2%	*%	1%	1%	**	**	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	902	735	167	439	458	486	306
Effective Weighted Sample	735	612	127	361	391	418	268
Total	689	591	99	386	299	412	250
No need	367	307	60	212	155	219	133
	53%	52%	61%	55%	52%	53%	53%
Happy to use existing service	195	169	26	113	80	109	79
	28%	29%	26%	29%	27%	26%	31%
Can receive through digital TV service	76	63	13	41	35	42	32
	11%	11%	13%	11%	12%	10%	13%
Would never listen	54	45	9	35	19	37	14
	8%	8%	9%	9%	6%	9%	6%
Too expensive generally	35	29	6	14	20	20	14
	5%	5%	6%	4%	7%	5%	6%
Can't afford it	25	23	2	11	14	12	12
	4%	4%	2%	3%	5%	3%	5%
Happy to use analogue radio service	17	15	3	9	9	12	5
	3%	2%	3%	2%	3%	3%	2%
Poor reception in our area	16	13	3	7	9	14	1
	2%	2%	3%	2%	3%	3%	*%
						f	
Don't know why I should	13	11	2	9	3	8	4
	2%	2%	2%	2%	1%	2%	2%
Not available in our area	6	5	2	2	5	4	1
	1%	1%	2%	*%	2%	1%	*%

Columns Tested: a,b - c,d - e,f

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	902	735	167	439	458	486	306
Effective Weighted Sample	735	612	127	361	391	418	268
Total	689	591	99	386	299	412	250
Will get it when I have to/ when switchover	4	3	*	2	2	1	2
	1%	1%	*%	*%	1%	*%	1%
Other	9	7	2	5	4	7	1
	1%	1%	2%	1%	1%	2%	1%
ANY INVOLUNTARY REASONS	79	67	12	33	46	49	27
	11%	11%	12%	9%	15%	12%	11%
					c		
ANY VOLUNTARY REASONS	619	529	90	356	260	365	228
	90%	90%	91%	92%	87%	89%	91%
				d			
ONLY VOLUNTARY REASONS	593	509	84	344	246	354	216
	86%	86%	85%	89%	82%	86%	86%
				d			
Don't know	9	8	1	4	4	2	7
	1%	1%	1%	1%	1%	1%	3%
							e

Columns Tested: a,b - c,d - e,f

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Married/ civil partnership	1182	578	604	26	210	507	439	103	120	159	291	373	357	234	218	993	102	58	28
	53%	54%	52%	9%	48%	65%	60%	27%	47%	64%	70%	66%	54%	57%	36%	53%	52%	52%	46%
					c	cdf	cd		g	gh	gh	lmn	n	n		r			
Co-habiting	211	100	111	26	86	79	20	23	27	26	60	43	57	53	58	189	11	5	5
	9%	9%	9%	9%	20%	10%	3%	6%	11%	10%	14%	8%	9%	13%	10%	10%	6%	5%	8%
				f	cef	f			g	g	g			kl		pq			
Single	535	295	240	241	128	104	62	131	65	32	59	98	161	79	197	439	49	28	19
	24%	27%	21%	82%	29%	13%	8%	35%	26%	13%	14%	17%	24%	19%	33%	23%	25%	25%	31%
		b		def	ef	f		hij	ij				k		klm				o
Widowed, divorced or separated	304	100	204	-	12	82	210	117	40	31	8	46	88	43	126	245	30	19	9
	14%	9%	17%	-%	3%	11%	29%	31%	16%	13%	2%	8%	13%	11%	21%	13%	16%	18%	14%
			a		c	cd	cde	hij	j	j			k		klm				
Refused	8	1	7	-	2	3	3	1	2	-	-	3	1	1	4	6	2	-	*
	*%	*%	1%	-%	*%	*%	*%	*%	1%	-%	-%	*%	*%	*%	1%	*%	1%	-%	1%
			a																

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Married/ civil partnership	1182	1000	182	750	427	780	373
	53%	51%	62%	60%	44%	58%	45%
			a	d		f	
Co-habiting	211	187	24	153	57	128	77
	9%	10%	8%	12%	6%	9%	9%
				d			
Single	535	485	50	253	277	282	235
	24%	25%	17%	20%	28%	21%	29%
		b			c		e
Widowed, divorced or separated	304	266	38	94	210	166	130
	14%	14%	13%	7%	22%	12%	16%
					c		e
Refused	8	8	-	4	5	1	7
	*%	*%	-%	*%	*%	*%	1%
							e

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K-£17.5K**	**£17.5K-£29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
WHITE																			
British	1427	662	765	196	260	500	470	227	149	165	266	382	408	270	366	1303	45	45	33
	64%	62%	66% a	67%	60%	64%	64%	61%	59%	66%	64%	68% ln	61%	66%	61%	70% pqr	23%	40% p	54% pq
English	277	144	133	18	43	87	129	57	33	30	66	58	93	48	79	271	2	3	1
	12%	13%	11%	6%	10%	11% c	18% cde	15%	13%	12%	16%	10%	14%	12%	13%	14% pqr	1%	3%	1%
Scottish	151	76	74	18	23	52	58	26	16	20	28	29	39	31	52	16	134	*	*
	7%	7%	6%	6%	5%	7%	8%	7%	6%	8%	7%	5%	6%	8%	9% k	1%	69% oqr	*%	1%
Welsh	68	31	37	7	12	23	26	17	9	6	8	12	18	12	26	7	3	58	-
	3%	3%	3%	2%	3%	3%	3%	5% j	4%	2%	2%	2%	3%	3%	4% k	*% or	2%	52% opr	-%
Irish	38	18	21	6	6	10	16	6	6	6	3	9	11	6	13	14	1	1	22
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	36% opq
Any other white background	78	34	44	17	36	18	7	13	14	6	10	14	28	14	22	68	4	3	3
	3%	3%	4%	6% ef	8% ef	2% f	1%	3%	6% j	2%	2%	3%	4%	3%	4%	4%	2%	3%	5%
MIXED																			
White and Black Caribbean	11	7	4	4	-	5	2	2	1	-	2	2	3	2	4	11	-	1	-
	1%	1%	*%	1% df	-%	1%	*%	1%	*%	-%	*%	*%	*%	1%	1%	1%	-%	1%	-%
White and Black African	8	3	4	1	-	5	1	1	-	-	3	4	2	-	1	7	1	-	-
	*%	*%	*%	*%	-%	1%	*%	*%	-%	-%	1%	1%	*%	-%	*%	*%	*%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
White and Asian	6 *%	3 *%	3 *%	3 1% f	2 *%	2 *%	- -%	* *%	- -%	- -%	3 1%	3 1%	1 *%	1 *%	1 *%	6 *%	- -%	- -%	* *%
Any other mixed background	3 *%	2 *%	1 *%	- -%	1 *%	2 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	3 *%	- -%	- -%	- -%
ASIAN AND BRITISH ASIAN																			
Indian	33 1%	15 1%	18 2%	1 *%	7 2%	18 2% cf	6 1%	4 1%	6 2%	2 1%	5 1%	11 2% m	14 2% m	2 *%	5 1%	31 2% q	2 1%	- -%	* *%
Pakistani	24 1%	14 1%	10 1%	4 1% f	11 3% ef	7 1%	2 *%	4 1%	3 1%	2 1%	2 1%	4 1%	9 1%	4 1%	6 1%	24 1%	- -%	- -%	- -%
Bangladeshi	10 *%	9 1% b	2 *%	3 1% ef	6 1% ef	1 *%	1 *%	1 *%	2 1%	- -%	2 *%	2 *%	5 1%	- -%	3 1%	10 1%	- -%	- -%	* *%
Any other Asian background	13 1%	8 1%	5 *%	- -%	6 1%	4 1%	4 *%	2 1%	4 1%	- -%	3 1%	6 1% l	1 *%	2 1%	5 1%	13 1%	- -%	- -%	- -%
BLACK AND BLACK BRITISH																			
Caribbean	29 1%	20 2% b	9 1%	- -%	7 2% c	16 2% cf	5 1%	8 2% h	1 *%	5 2%	3 1%	4 1%	8 1%	10 2% k	8 1%	29 2% r	- -%	- -%	- -%
African	40 2%	17 2%	23 2%	8 3% f	10 2% f	17 2% f	5 1%	4 1%	3 1%	2 1%	13 3% g	17 3% mn	13 2% m	2 1%	7 1%	40 2% pqr	- -%	- -%	- -%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Any other black background	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	6	1	5	3	2	1	-	-	1	1	-	2	3	-	-	6	-	-	-
	*%	*%	*%	1% ef	*%	*%	-%	-%	1%	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	6	3	2	2	1	2	1	1	-	1	1	2	3	1	-	5	-	-	1
	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	-%	1%
Any other background	7	6	1	1	4	2	1	1	2	1	1	1	3	3	-	6	1	-	*
	*%	1% b	*%	*%	1% f	*%	*%	*%	1%	*%	*%	*%	*%	1% n	-%	*%	*%	-%	*%
Refused	6	2	4	-	2	3	*	1	2	1	-	*	1	1	3	3	2	*	*
	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	1%	*%	*%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
WHITE							
British	1427	1224	203	802	617	956	437
	64%	63%	69%	64%	63%	70%	53%
			a			f	
English	277	242	35	144	133	180	97
	12%	12%	12%	11%	14%	13%	12%
Scottish	151	125	26	71	79	66	84
	7%	6%	9%	6%	8%	5%	10%
					c		e
Welsh	68	55	13	33	35	40	28
	3%	3%	4%	3%	4%	3%	3%
Irish	38	28	11	18	20	10	7
	2%	1%	4%	1%	2%	1%	1%
			a				
Any other white background	78	74	4	64	14	34	41
	3%	4%	1%	5%	1%	3%	5%
		b		d			e
MIXED							
White and Black Caribbean	11	11	*	5	7	5	6
	1%	1%	*%	*%	1%	*%	1%
White and Black African	8	8	-	6	2	2	6
	*%	*%	-%	*%	*%	*%	1%
							e
White and Asian	6	6	-	1	5	6	1
	*%	*%	-%	*%	1%	*%	*%

Columns Tested: a,b - c,d - e,f

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Any other mixed background	3	3	-	1	1	-	3
	*%	*%	-%	*%	*%	-%	*%
							e
ASIAN AND BRITISH ASIAN							
Indian	33	33	-	21	11	19	13
	1%	2%	-%	2%	1%	1%	2%
		b					
Pakistani	24	24	-	13	9	3	21
	1%	1%	-%	1%	1%	*%	3%
		b					e
Bangladeshi	10	10	-	7	3	4	6
	*%	1%	-%	1%	*%	*%	1%
Any other Asian background	13	13	-	11	3	7	6
	1%	1%	-%	1%	*%	1%	1%
BLACK AND BLACK BRITISH							
Caribbean	29	28	1	19	10	8	21
	1%	1%	*%	2%	1%	1%	3%
							e
African	40	40	-	25	13	8	31
	2%	2%	-%	2%	1%	1%	4%
		b					e
Any other black background	1	1	-	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%

Columns Tested: a,b - c,d - e,f

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
MIDDLE EAST AND ARABIC ORIGIN							
Middle Eastern, including Arabic origin	6 *%	6 *%	- -%	4 *%	1 *%	2 *%	3 *%
CHINESE OR OTHER ETHNIC GROUP							
Chinese	6 *%	5 *%	* *%	2 *%	4 *%	- -%	5 1% e
Any other background	7 *%	6 *%	1 *%	3 *%	4 *%	5 *%	2 *%
Refused	6 *%	6 *%	- -%	3 *%	3 *%	2 *%	3 *%

Columns Tested: a,b - c,d - e,f

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Cannot walk far or manage stairs or can only do so with difficulty	128 6%	54 5%	74 6%	1 *%	5 1%	29 4% cd	93 13% cde	46 12% ij	23 9% ij	7 3%	4 1%	13 2%	35 5% k	23 6% k	57 10% klm	106 6%	12 6%	7 6%	4 6%
Breathlessness or chest pains	95 4%	49 5%	46 4%	5 2%	5 1%	18 2%	67 9% cde	37 10% hij	14 6% ij	6 2%	6 2%	13 2%	19 3%	12 3%	51 8% klm	76 4%	9 5%	9 8% or	2 3%
Poor vision, partial sight or blindness	60 3%	27 3%	33 3%	2 1%	7 2%	14 2%	36 5% cde	19 5% ij	11 4% j	4 2%	6 1%	9 2%	14 2%	12 3%	25 4% kl	54 3%	2 1%	3 3%	* 1%
Poor hearing, partial hearing or deafness	56 2%	30 3%	26 2%	- -%	3 1%	9 1%	45 6% cde	21 5% ij	9 3% j	3 1%	4 1%	8 1%	8 1%	14 3% kl	26 4% kl	45 2%	5 3%	4 4%	2 3%
Mental health problems or difficulties	38 2%	19 2%	19 2%	5 2%	7 2%	15 2%	10 1%	16 4% ij	6 2%	2 1%	3 1%	3 *%	10 1%	4 1%	21 3% klm	27 1%	8 4% o	1 1%	1 2%
Limited ability to reach	26 1%	7 1%	19 2% a	1 *%	2 *%	9 1%	14 2% d	8 2%	4 2%	1 *%	1 *%	1 *%	5 1%	8 2% k	11 2% k	25 1%	- -%	1 1%	- -%
Dyslexia	17 1%	8 1%	9 1%	4 1%	3 1%	8 1%	3 *%	5 1%	3 1%	2 1%	3 1%	5 1%	2 *%	3 1%	8 1% l	15 1%	2 1%	* *%	* *%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Other illnesses or health problems which limit your daily activities or the work that you can do	94	48	46	3	5	28	58	34	16	5	6	14	19	19	42	79	6	5	4
	4%	4%	4%	1%	1%	4%	8%	9%	6%	2%	1%	3%	3%	5%	7%	4%	3%	5%	7%
						cd	cde	ij	ij						kl				
None	1896	907	990	278	411	685	523	255	200	225	395	515	586	350	446	1596	161	88	51
	85%	84%	85%	95%	94%	88%	71%	68%	79%	91%	94%	92%	88%	85%	74%	85%	82%	80%	83%
				ef	ef	f			g	gh	gh	mn	n	n		q			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Cannot walk far or manage stairs or can only do so with difficulty	128 6%	105 5%	23 8%	9 1%	116 12% c	74 5%	51 6%
Breathlessness or chest pains	95 4%	82 4%	13 4%	14 1%	80 8% c	51 4%	42 5%
Poor vision, partial sight or blindness	60 3%	46 2%	14 5% a	8 1%	52 5% c	39 3%	20 2%
Poor hearing, partial hearing or deafness	56 2%	48 2%	8 3%	6 1%	49 5% c	28 2%	26 3%
Mental health problems or difficulties	38 2%	34 2%	4 1%	7 1%	31 3% c	16 1%	20 2% e
Limited ability to reach	26 1%	22 1%	4 1%	7 1%	19 2% c	13 1%	13 2%
Dyslexia	17 1%	15 1%	3 1%	9 1%	8 1%	11 1%	7 1%

Columns Tested: a,b - c,d - e,f

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Other illnesses or health problems which limit your daily activities or the work that you can do	94 4%	82 4%	13 4%	13 1%	79 8% c	54 4%	36 4%
None	1896 85%	1653 85%	243 83%	1195 95% d	693 71%	1160 86%	685 83%

Columns Tested: a,b - c,d - e,f

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	**FEMALE**	**16-24**	**25-34**	**35-54**	**55+**	**UNDER £11.5K**	**£11.5K- £17.5K**	**£17.5K- £29.9K**	**£30K+**	**AB**	**C1**	**C2**	**DE**	**ENG LAND**	**SCOT LAND**	**WALES**	**NI**
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	76	35	41	3	6	18	49	28	14	4	6	11	17	15	33	62	3	9	2
Effective Weighted Sample	64	29	35	3	5	14	43	24	12	4	5	9	14	14	28	55	3	9	2
Total	60	27	33	2	7	14	36	19	11	4	6	9	14	12	25	54	2	3	*
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	76	35	41	3	6	18	49	28	14	4	6	11	17	15	33	62	3	9	2
Effective Weighted Sample	64	29	35	3	5	14	43	24	12	4	5	9	14	14	28	55	3	9	2
Total	60	27	33	2	7	14	36	19	11	4	6	9	14	12	25	54	2	3	*
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	76	57	19	6	70	49	25
Effective Weighted Sample	64	48	16	5	60	41	22
Total	60	46	14	8	52	39	20
Have difficulty seeing ordinary newspaper print	** **	** **	** **	** **	** **	** **	** **
Cannot see well enough to read a newspaper headline	** **	** **	** **	** **	** **	** **	** **
Cannot see well enough to recognise a friend across a road	** **	** **	** **	** **	** **	** **	** **
Cannot see well enough to recognise a friend across a room	** **	** **	** **	** **	** **	** **	** **
Cannot see well enough to recognise a friend if close to his or her face	** **	** **	** **	** **	** **	** **	** **
Cannot see well enough to read a large print book	** **	** **	** **	** **	** **	** **	** **
Cannot see well enough to recognise a friend if he or she is at arm's length	** **	** **	** **	** **	** **	** **	** **
Cannot tell by the light where the windows are	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d - e,f

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	76	57	19	6	70	49	25
Effective Weighted Sample	64	48	16	5	60	41	22
Total	60	46	14	8	52	39	20
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	84	47	37	-	3	11	70	32	14	4	4	13	14	21	36	58	7	11	8
Effective Weighted Sample	69	39	30	-	2	8	60	25	12	3	3	12	12	19	28	51	7	11	8
Total	56	30	26	-	3	9	45	21	9	3	4	8	8	14	26	45	5	4	2
Cannot hear sounds at all	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	84	47	37	-	3	11	70	32	14	4	4	13	14	21	36	58	7	11	8
Effective Weighted Sample	69	39	30	-	2	8	60	25	12	3	3	12	12	19	28	51	7	11	8
Total	56	30	26	-	3	9	45	21	9	3	4	8	8	14	26	45	5	4	2
Don't know	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	84	68	16	8	76	44	32
Effective Weighted Sample	69	57	14	5	65	40	27
Total	56	48	8	6	49	28	26
Cannot hear sounds at all	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	84	68	16	8	76	44	32
Effective Weighted Sample	69	57	14	5	65	40	27
Total	56	48	8	6	49	28	26
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ8 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Under £11,500	375	162	213	45	60	92	178	375	-	-	-	16	65	44	250	303	33	24	15
	17%	15%	18%	15%	14%	12%	24%	100%	-%	-%	-%	3%	10%	11%	41%	16%	17%	22%	24%
			a				cde	hij					k	k	klm			o	o
Above £11,500	1266	632	635	117	288	515	345	-	243	245	405	421	419	229	198	1084	99	49	34
	57%	59%	54%	40%	66%	66%	47%	-%	96%	99%	97%	75%	63%	56%	33%	58%	51%	45%	54%
		b			cf	cf	c		g	gh	g	lmn	mn	n		pq			q
Don't know	177	76	100	90	22	27	38	-	2	1	4	25	50	40	61	130	28	11	7
	8%	7%	9%	31%	5%	4%	5%	-%	1%	*%	1%	5%	8%	10%	10%	7%	15%	10%	12%
				def							g		k	k	k		o		o
Refused	422	204	218	41	66	140	174	-	8	2	10	99	131	97	95	356	34	26	6
	19%	19%	19%	14%	15%	18%	24%	-%	3%	1%	2%	18%	20%	24%	16%	19%	18%	24%	9%
							cde		gi		g			kn		r	r	r	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ8 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	**RURAL**	**YES**	**NO**	**LOW**	**MEDIUM/ HIGH**
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Under £11,500	375	345	30	80	293	168	192
	17%	18%	10%	6%	30%	12%	23%
		b			c		e
Above £11,500	1266	1082	184	889	375	833	399
	57%	56%	63%	71%	39%	61%	49%
			a	d		f	
Don't know	177	160	17	51	123	82	87
	8%	8%	6%	4%	13%	6%	11%
					c		e
Refused	422	360	62	234	183	273	143
	19%	19%	21%	19%	19%	20%	17%

Columns Tested: a,b - c,d - e,f

TECHNOLOGY TRACKER QUARTER 3 2011 - MAIN SET. 1st October to 10th December 2011.

Table 135

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ8 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2749	1325	1424	348	472	899	1030	536	326	311	437	600	782	560	807	1992	252	252	253
Effective Weighted Sample	2240	1084	1156	282	374	752	862	440	269	249	369	491	645	458	668	1736	248	239	249
Total	2240	1074	1166	293	437	775	734	375	253	248	419	562	664	410	603	1872	195	111	62
Under £11,500	375	162	213	45	60	92	178	375	-	-	-	16	65	44	250	303	33	24	15
	17%	15%	18%	15%	14%	12%	24%	100%	-%	-%	-%	3%	10%	11%	41%	16%	17%	22%	24%
			a				cde	hij					k	k	klm			o	o
£11,500 - £17,499	253	129	125	30	50	74	99	-	253	-	-	33	82	53	85	215	19	13	7
	11%	12%	11%	10%	11%	10%	13%	-%	100%	-%	-%	6%	12%	13%	14%	12%	10%	12%	11%
							e		gij				k	k	k				
£17,500 - £29,999	248	117	131	13	62	103	70	-	-	248	-	48	90	59	52	201	28	8	11
	11%	11%	11%	4%	14%	13%	10%	-%	-%	100%	-%	8%	14%	14%	9%	11%	14%	7%	18%
					cf	cf	c			ghj			kn	kn			q		oq
£30,000 - £49,999	263	136	127	26	61	123	53	-	-	-	263	110	105	38	11	220	29	7	7
	12%	13%	11%	9%	14%	16%	7%	-%	-%	-%	63%	20%	16%	9%	2%	12%	15%	6%	11%
					cf	cf					ghi	mn	mn	n			q	q	
£50,000+	155	84	71	5	43	90	18	-	-	-	155	111	34	10	1	141	8	4	3
	7%	8%	6%	2%	10%	12%	2%	-%	-%	-%	37%	20%	5%	2%	*%	8%	4%	3%	4%
					cf	cf					ghi	lmn	mn	n		q			
REFUSED BUT ABOVE £11.5K	372	182	190	49	81	131	111	-	-	-	-	126	119	74	54	328	18	19	6
	17%	17%	16%	17%	18%	17%	15%	-%	-%	-%	-%	22%	18%	18%	9%	18%	9%	17%	10%
												n	n	n		pr		pr	
DK/ Refused	572	264	309	126	79	161	206	-	-	-	-	118	170	133	152	464	60	35	13
	26%	25%	26%	43%	18%	21%	28%	-%	-%	-%	-%	21%	26%	33%	25%	25%	31%	32%	21%
				def			de							kln		or	or		

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ8 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2749	2321	428	1320	1417	1539	957
Effective Weighted Sample	2240	1923	320	1091	1209	1304	830
Total	2240	1946	294	1253	975	1356	822
Under £11,500	375 17%	345 18% b	30 10%	80 6%	293 30% c	168 12%	192 23% e
£11,500 - £17,499	253 11%	215 11%	38 13%	125 10%	127 13% c	148 11%	99 12%
£17,500 - £29,999	248 11%	207 11%	41 14%	177 14% d	71 7%	157 12%	80 10%
£30,000 - £49,999	263 12%	225 12%	39 13%	214 17% d	49 5%	180 13% f	77 9%
£50,000+	155 7%	133 7%	22 8%	139 11% d	17 2%	120 9% f	33 4%
REFUSED BUT ABOVE £11.5K	372 17%	327 17%	45 15%	250 20% d	123 13%	240 18%	126 15%
DK/ Refused	572 26%	495 25%	77 26%	269 21%	295 30% c	343 25%	216 26%

Columns Tested: a,b - c,d - e,f