

**OFCOM TECHNOLOGY TRACKER 2021. 14th January to 31st March 2021.**

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Base : All respondents (excluding those completing a paper questionnaire)	

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QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE) .....	700
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Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)	

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Base : All respondents	
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Base : Those using the same supplier for two or more services	
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Base : Those using the same supplier for two or more services	
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Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)	
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Base : All respondents	
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Base : Those with a landline phone at home - including those who pay line rental for fixed broadband	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32) .....	909
Base : All respondents	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES .....	912
Base : Those who personally use a mobile phone	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES .....	915
Base : All respondents	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES .....	918
Base : Those with a Pay TV service	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES .....	921
Base : All respondents	

OFCOM TECHNOLOGY TRACKER 2021. 14th January to 31st March 2021.

NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
England	2490 83%	1157 83%	1277 83%	236 81%	496 85%	775 83%	916 83%	154 79%	198 79%	296 82%	1074 85%	682 86%	641 83%	409 81%	592 81%	2490 100%	- -%	- -%	- -%
		46%	51%	9%	20%	31%	37%	6%	8%	12%	43%	27%	26%	16%	24%	100%	-%	-%	-%
Scotland	270 9%	127 9%	141 9%	30 10%	47 8%	90 10%	102 9%	15 8%	31 13%	31 9%	106 8%	62 8%	73 9%	53 11%	71 10%	- -%	270 100%	- -%	- -%
		47%	52%	11%	17%	33%	38%	6%	12%	12%	39%	23%	27%	20%	26%	-%	100%	-%	-%
Wales	150 5%	71 5%	77 5%	15 5%	27 5%	45 5%	60 5%	16 8%	15 6%	19 5%	59 5%	34 4%	36 5%	28 6%	42 6%	- -%	- -%	150 100%	- -%
		47%	51%	10%	18%	30%	40%	11%	10%	13%	39%	22%	24%	19%	28%	-%	-%	100%	-%
Northern Ireland	90 3%	41 3%	46 3%	10 4%	17 3%	28 3%	32 3%	9 5%	7 3%	16 5%	30 2%	19 2%	21 3%	17 3%	27 4%	- -%	- -%	- -%	90 100%
		45%	52%	11%	19%	31%	35%	10%	8%	18%	33%	22%	24%	18%	30%	-%	-%	-%	100%

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

NATION

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
England	2490	359	435	252	220	281	209	240	132	362	2190	300	1457	931	1229	1261
	83%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85%	73%	84%	82%	83%	83%
		14%	17%	10%	9%	11%	8%	10%	5%	15%	88%	12%	58%	37%	49%	51%
Scotland	270	-	-	-	-	-	-	-	-	-	223	47	154	106	138	132
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	11%	9%	9%	9%	9%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	39%	51%	49%
Wales	150	-	-	-	-	-	-	-	-	-	117	33	84	59	76	74
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	8%	5%	5%	5%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	39%	51%	49%
Northern Ireland	90	-	-	-	-	-	-	-	-	-	57	33	50	36	46	44
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	3%	3%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	40%	51%	49%

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

**NATION**

Base : All respondents

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD				
Total	a	b	c	d	e	f		
Significance Level: 95%								
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
England	2490	1134	1079	1852	1849	1000	2349	
	83%	81%	85%	83%	82%	82%	83%	
		46%	43%	74%	74%	40%	94%	
Scotland	270	143	100	198	213	117	257	
	9%	10%	8%	9%	9%	10%	9%	
		53%	37%	73%	79%	44%	95%	
Wales	150	78	54	117	116	61	142	
	5%	6%	4%	5%	5%	5%	5%	
		52%	36%	78%	78%	41%	95%	
Northern Ireland	90	41	37	60	65	37	84	
	3%	3%	3%	3%	3%	3%	3%	
		46%	41%	67%	72%	41%	93%	

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

OFCOM TECHNOLOGY TRACKER 2021. 14th January to 31st March 2021.

Table 2

REGION/ NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
North East	132 4%	56 4%	73 5%	13 5%	28 5%	48 5%	43 4%	13 6%	10 4%	18 5%	54 4%	27 3%	29 4%	30 6%	40 5%	132 5%	- -%	- -%	- -%
Yorkshire and Humberside	240 8%	105 7%	131 9%	21 7%	50 8%	76 8%	88 8%	12 6%	23 9%	36 10%	105 8%	56 7%	60 8%	42 8%	68 9%	240 10%	- -%	- -%	- -%
North West	362 12%	172 12%	179 12%	37 13%	70 12%	93 10%	155 14%	25 13%	40 16%	47 13%	135 11%	83 10%	93 12%	53 11%	105 14%	362 15%	- -%	- -%	- -%
West Midlands	281 9%	134 10%	145 9%	25 9%	56 10%	104 11%	85 8%	26 13%	19 7%	35 10%	100 8%	60 7%	76 10%	60 12%	66 9%	281 11%	- -%	- -%	- -%
East Midlands	220 7%	97 7%	121 8%	23 8%	42 7%	78 8%	76 7%	8 4%	21 9%	32 9%	93 7%	59 7%	60 8%	34 7%	59 8%	220 9%	- -%	- -%	- -%
South West	252 8%	117 8%	129 8%	20 7%	41 7%	67 7%	116 10%	15 8%	22 9%	37 10%	115 9%	83 10%	54 7%	39 8%	61 8%	252 10%	- -%	- -%	- -%
East of England	209 7%	99 7%	107 7%	18 6%	39 7%	68 7%	77 7%	10 5%	12 5%	17 5%	99 8%	65 8%	44 6%	36 7%	51 7%	209 8%	- -%	- -%	- -%
South East	435 14%	213 15%	211 14%	44 15%	76 13%	125 13%	181 16%	31 16%	30 12%	51 14%	198 16%	126 16%	110 14%	73 14%	85 12%	435 17%	- -%	- -%	- -%

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



REGION/ NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Greater London	359	166	181	35	94	116	97	14	21	24	174	123	116	42	57	359	-	-	-
	12%	12%	12%	12%	16%	12%	9%	7%	8%	7%	14%	15%	15%	8%	8%	14%	-%	-%	-%
					ef	f					ghi	mn	mn		pqr				
		46%	50%	10%	26%	32%	27%	4%	6%	7%	49%	34%	32%	12%	16%	100%	-%	-%	-%
Scotland	270	127	141	30	47	90	102	15	31	31	106	62	73	53	71	-	270	-	-
	9%	9%	9%	10%	8%	10%	9%	8%	13%	9%	8%	8%	9%	11%	10%	-%	100%	-%	-%
									j								oqr		
		47%	52%	11%	17%	33%	38%	6%	12%	12%	39%	23%	27%	20%	26%	-%	100%	-%	-%
Wales	150	71	77	15	27	45	60	16	15	19	59	34	36	28	42	-	-	150	-
	5%	5%	5%	5%	5%	5%	5%	8%	6%	5%	5%	4%	5%	6%	6%	-%	-%	100%	-%
								j										opr	
		47%	51%	10%	18%	30%	40%	11%	10%	13%	39%	22%	24%	19%	28%	-%	-%	100%	-%
Northern Ireland	90	41	46	10	17	28	32	9	7	16	30	19	21	17	27	-	-	-	90
	3%	3%	3%	4%	3%	3%	3%	5%	3%	5%	2%	2%	3%	3%	4%	-%	-%	-%	100%
								j										opq	
		45%	52%	11%	19%	31%	35%	10%	8%	18%	33%	22%	24%	18%	30%	-%	-%	-%	100%

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

OFCOM TECHNOLOGY TRACKER 2021. 14th January to 31st March 2021.

Table 2

REGION/ NATION

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
North East	132	-	-	-	-	-	-	-	132	-	119	13	81	47	52	80
	4%	-%	-%	-%	-%	-%	-%	-%	100%	-%	5%	3%	5%	4%	3%	5%
									abcdefgi							n
									100%	-%	90%	10%	61%	36%	39%	61%
Yorkshire and Humberside	240	-	-	-	-	-	-	240	-	-	215	25	139	93	105	136
	8%	-%	-%	-%	-%	-%	-%	100%	-%	-%	8%	6%	8%	8%	7%	9%
									abcdefghi							n
									100%	-%	90%	10%	58%	39%	44%	56%
North West	362	-	-	-	-	-	-	-	-	362	325	37	201	143	170	192
	12%	-%	-%	-%	-%	-%	-%	-%	-%	100%	13%	9%	12%	13%	11%	13%
										abcdefgh	k					
									-%	100%	90%	10%	56%	40%	47%	53%
West Midlands	281	-	-	-	-	281	-	-	-	-	255	26	158	112	139	143
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	10%	6%	9%	10%	9%	9%
						abcdfg					k					
						100%	-%	-%	-%	-%	91%	9%	56%	40%	49%	51%
East Midlands	220	-	-	-	220	-	-	-	-	-	181	39	134	83	124	96
	7%	-%	-%	-%	100%	-%	-%	-%	-%	-%	7%	10%	8%	7%	8%	6%
					abcefg						j					o
					100%	-%	-%	-%	-%	-%	82%	18%	61%	38%	56%	44%
South West	252	-	-	252	-	-	-	-	-	-	194	57	144	97	163	88
	8%	-%	-%	100%	-%	-%	-%	-%	-%	-%	8%	14%	8%	9%	11%	6%
				abdefghi							j					o
				100%	-%	-%	-%	-%	-%	-%	77%	23%	57%	39%	65%	35%
East of England	209	-	-	-	-	-	209	-	-	-	168	41	119	80	118	91
	7%	-%	-%	-%	-%	-%	100%	-%	-%	-%	6%	10%	7%	7%	8%	6%
							abcdeghi				j					o
							100%	-%	-%	-%	80%	20%	57%	38%	56%	44%

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

**OFCEM TECHNOLOGY TRACKER 2021. 14th January to 31st March 2021.**

**Table 2**

**REGION/ NATION**

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
South East	435	-	435	-	-	-	-	-	-	-	373	62	245	170	262	173
	14%	-%	100%	-%	-%	-%	-%	-%	-%	-%	14%	15%	14%	15%	18%	11%
		-%	acdefghi 100%	-%	-%	-%	-%	-%	-%	-%	86%	14%	56%	39%	60%	40%
Greater London	359	359	-	-	-	-	-	-	-	-	359	-	235	106	97	262
	12%	100%	-%	-%	-%	-%	-%	-%	-%	-%	14%	-%	13%	9%	7%	17%
		bcdefghi 100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	66%	29%	27%	73%
Scotland	270	-	-	-	-	-	-	-	-	-	223	47	154	106	138	132
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	11%	9%	9%	9%	9%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	39%	51%	49%
Wales	150	-	-	-	-	-	-	-	-	-	117	33	84	59	76	74
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	8%	5%	5%	5%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	39%	51%	49%
Northern Ireland	90	-	-	-	-	-	-	-	-	-	57	33	50	36	46	44
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	3%	3%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	40%	51%	49%

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

REGION/ NATION

Base : All respondents

	TV SERVICES				YOUTUBE		ANY SER- VICES
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES		
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
North East	132	68	57	104	100	55	125
	4%	5%	5%	5%	4%	5%	4%
		52%	44%	79%	76%	42%	95%
Yorkshire and Humberside	240	101	117	169	174	92	221
	8%	7%	9%	8%	8%	8%	8%
			a				
		42%	49%	70%	73%	38%	92%
North West	362	172	167	257	260	132	342
	12%	12%	13%	12%	12%	11%	12%
		48%	46%	71%	72%	36%	95%
West Midlands	281	135	106	192	205	112	258
	9%	10%	8%	9%	9%	9%	9%
		48%	38%	68%	73%	40%	92%
East Midlands	220	102	95	180	161	93	216
	7%	7%	7%	8%	7%	8%	8%
		46%	43%	82%	73%	42%	98%
South West	252	109	126	190	183	95	240
	8%	8%	10%	9%	8%	8%	8%
			ae				
		43%	50%	76%	73%	38%	95%
East of England	209	101	83	163	164	79	198
	7%	7%	7%	7%	7%	7%	7%
		49%	40%	78%	78%	38%	95%
South East	435	207	184	334	309	172	406
	14%	15%	14%	15%	14%	14%	14%
		48%	42%	77%	71%	39%	93%
Greater London	359	138	143	263	292	171	342
	12%	10%	11%	12%	13%	14%	12%
			a	a	abc	a	
		38%	40%	73%	81%	48%	95%

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

REGION/ NATION

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Scotland	270	143	100	198	213	117	257
	9%	10%	8%	9%	9%	10%	9%
		b					
		53%	37%	73%	79%	44%	95%
Wales	150	78	54	117	116	61	142
	5%	6%	4%	5%	5%	5%	5%
		52%	36%	78%	78%	41%	95%
Northern Ireland	90	41	37	60	65	37	84
	3%	3%	3%	3%	3%	3%	3%
		46%	41%	67%	72%	41%	93%

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

URBANITY

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Large City	457	207	234	52	116	152	118	22	29	35	206	133	147	61	91	421	36	-	-
	15%	15%	15%	18%	20%	16%	11%	11%	11%	10%	16%	17%	19%	12%	12%	17%	13%	-%	-%
				f	ef	f					hi	mn	mn			qr	qr		
		45%	51%	11%	25%	33%	26%	5%	6%	8%	45%	29%	32%	13%	20%	92%	8%	-%	-%
Smaller City or Large Town	684	331	338	103	164	211	193	60	58	87	266	138	205	104	195	578	50	34	22
	23%	24%	22%	35%	28%	22%	17%	31%	23%	24%	21%	17%	27%	20%	27%	23%	19%	23%	24%
				def	ef	f		hij					km	km					p
		48%	49%	15%	24%	31%	28%	9%	9%	13%	39%	20%	30%	15%	29%	84%	7%	5%	3%
Medium Town	943	427	494	87	182	291	362	52	95	133	372	216	215	186	247	815	73	30	24
	31%	31%	32%	30%	31%	31%	33%	27%	38%	37%	29%	27%	28%	37%	34%	33%	27%	20%	27%
									gj	gj				kl	kl	pqr	q		q
		45%	52%	9%	19%	31%	38%	6%	10%	14%	39%	23%	23%	20%	26%	86%	8%	3%	3%
Small Town within 10 miles from a settlement with 15K+ pop	461	215	241	23	66	148	210	33	33	53	211	136	112	80	108	359	49	46	7
	15%	15%	16%	8%	11%	16%	19%	17%	13%	15%	17%	17%	15%	16%	15%	14%	18%	31%	8%
						cd	cde									r	r	opr	
		47%	52%	5%	14%	32%	46%	7%	7%	11%	46%	29%	24%	17%	23%	78%	11%	10%	2%
Small Town more than 10 miles from a settlement with 15K+ pop	42	21	20	3	9	11	18	7	5	5	13	12	8	9	13	17	15	7	3
	1%	2%	1%	1%	2%	1%	2%	4%	2%	1%	1%	1%	1%	2%	2%	1%	6%	4%	4%
								ij									o	o	o
		50%	46%	6%	22%	25%	42%	16%	12%	11%	32%	28%	18%	20%	30%	41%	36%	16%	8%
Rural Area within 10 miles from a settlement with 15K+ pop	342	159	179	18	42	104	172	15	26	39	166	138	74	50	65	267	28	27	21
	11%	11%	12%	6%	7%	11%	15%	8%	10%	11%	13%	17%	10%	10%	9%	11%	10%	18%	23%
						cd	cde				g	lmn						op	op
		46%	52%	5%	12%	31%	50%	4%	8%	11%	48%	40%	22%	14%	19%	78%	8%	8%	6%
Rural Area more than 10 miles from a settlement with 15K+ pop	70	35	35	5	7	20	37	4	5	11	34	25	11	19	13	33	19	6	12
	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%	3%	3%	1%	4%	2%	1%	7%	4%	14%
							d					l		ln			oq	o	opq
		50%	50%	8%	9%	29%	53%	6%	7%	16%	49%	36%	16%	27%	18%	47%	27%	8%	18%

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

**URBANITY**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
<b>SUMMARY</b>																			
URBAN	2588 86%	1202 86%	1327 86%	268 92% ef	538 92% ef	813 87% f	901 81% f	175 90% j	220 88% j	313 86% j	1068 84% j	635 80% k	686 89% k	439 86% k	654 89% k	2190 88% pqr	223 83% r	117 78% r	57 63% r
		46%	51%	10%	21%	31%	35%	7%	8%	12%	41%	25%	27%	17%	25%	85%	9%	5%	2%
RURAL	412 14%	193 14%	214 14%	24 8%	48 8%	125 13% cd	209 19% cde	19 10%	31 12%	50 14%	200 16% g	163 20% lmn	85 11% g	69 14% lmn	77 11% g	300 12% o	47 17% o	33 22% o	33 37% opq
		47%	52%	6%	12%	30%	51%	5%	8%	12%	48%	39%	21%	17%	19%	73%	11%	8%	8%

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

URBANITY

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Large City	457	359	-	-	-	62	-	-	-	-	457	-	290	144	115	342
	15%	100%	-%	-%	-%	22%	-%	-%	-%	-%	18%	-%	17%	13%	8%	23%
		bcdefghi				bcdfghi					k		m		n	
		79%	-%	-%	-%	14%	-%	-%	-%	-%	100%	-%	63%	32%	25%	75%
Smaller City or Large Town	684	-	112	65	59	79	57	91	29	86	684	-	396	262	212	472
	23%	-%	26%	26%	27%	28%	28%	38%	22%	24%	26%	-%	23%	23%	14%	31%
			a	a	a	a	a	abcdeffhi	a	a	k					n
		-%	16%	10%	9%	12%	8%	13%	4%	13%	100%	-%	58%	38%	31%	69%
Medium Town	943	-	190	71	73	81	77	59	62	204	943	-	544	355	471	471
	31%	-%	44%	28%	33%	29%	37%	24%	47%	56%	36%	-%	31%	31%	32%	31%
			acdeg	a	ag	a	aceg	a	acdefg	abcdeffgh	k					
		-%	20%	7%	8%	9%	8%	6%	7%	22%	100%	-%	58%	38%	50%	50%
Small Town within 10 miles from a settlement with 15K+ pop	461	-	72	51	49	33	32	63	27	33	461	-	266	177	311	150
	15%	-%	17%	20%	22%	12%	15%	26%	20%	9%	18%	-%	15%	16%	21%	10%
			ai	aei	aefi	a	ai	abefi	aei	a	k				o	
		-%	16%	11%	11%	7%	7%	14%	6%	7%	100%	-%	58%	38%	67%	33%
Small Town more than 10 miles from a settlement with 15K+ pop	42	-	-	7	-	-	2	4	1	3	42	-	23	18	25	18
	1%	-%	-%	3%	-%	-%	1%	2%	1%	1%	2%	-%	1%	2%	2%	1%
				abdeh			b	abde			k					
		-%	-%	17%	-%	-%	6%	9%	2%	7%	100%	-%	53%	41%	58%	42%
Rural Area within 10 miles from a settlement with 15K+ pop	342	-	62	44	39	25	37	23	9	29	-	342	190	143	301	41
	11%	-%	14%	17%	18%	9%	18%	9%	7%	8%	-%	83%	11%	13%	20%	3%
			aeghi	aeghi	aeghi	a	aeghi	a	a	a		j			o	
		-%	18%	13%	11%	7%	11%	7%	3%	8%	-%	100%	56%	42%	88%	12%

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



URBANITY

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Rural Area more than 10 miles from a settlement with 15K+ pop	70	-	-	14	-	2	4	2	4	8	-	70	36	33	54	16
	2%	-%	-%	5%	-%	1%	2%	1%	3%	2%	-%	17%	2%	3%	4%	1%
				abdefgi			abd	b	abde	abd		j			o	
		-%	-%	19%	-%	2%	6%	3%	5%	11%	-%	100%	52%	47%	77%	23%
<b>SUMMARY</b>																
URBAN	2588	359	373	194	181	255	168	215	119	325	2588	-	1518	956	1134	1453
	86%	100%	86%	77%	82%	91%	80%	90%	90%	90%	100%	-%	87%	84%	76%	96%
		bcdefghi	c			bcdf		cdf	cdf	cdf	k		m		n	
		14%	14%	8%	7%	10%	6%	8%	5%	13%	100%	-%	59%	37%	44%	56%
RURAL	412	-	62	57	39	26	41	25	13	37	-	412	226	176	355	58
	14%	-%	14%	23%	18%	9%	20%	10%	10%	10%	-%	100%	13%	16%	24%	4%
			ae	abeghi	aeghi	a	aeghi	a	a	a		j		l	o	
		-%	15%	14%	10%	6%	10%	6%	3%	9%	-%	100%	55%	43%	86%	14%

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

URBANITY

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Large City	457	191	162	326	375	207	431
	15%	14%	13%	15%	17%	17%	15%
		42%	36%	71%	82%	45%	94%
Smaller City or Large Town	684	285	276	481	507	292	643
	23%	20%	22%	22%	23%	24%	23%
		42%	40%	70%	74%	43%	94%
Medium Town	943	483	384	695	695	382	879
	31%	35%	30%	31%	31%	31%	31%
		bcd					
		51%	41%	74%	74%	41%	93%
Small Town within 10 miles from a settlement with 15K+ pop	461	225	216	365	336	179	442
	15%	16%	17%	16%	15%	15%	16%
		49%	47%	79%	73%	39%	96%
Small Town more than 10 miles from a settlement with 15K+ pop	42	14	20	31	32	17	40
	1%	1%	2%	1%	1%	1%	1%
		33%	46%	73%	76%	40%	95%
Rural Area within 10 miles from a settlement with 15K+ pop	342	166	174	275	248	116	330
	11%	12%	14%	12%	11%	10%	12%
		e	def	e			e
		49%	51%	80%	73%	34%	96%
Rural Area more than 10 miles from a settlement with 15K+ pop	70	31	38	54	49	22	67
	2%	2%	3%	2%	2%	2%	2%
		45%	54%	78%	70%	31%	96%

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

**URBANITY**

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%

**SUMMARY**

URBAN	2588	1198	1058	1898	1946	1077	2434
	86%	86%	83%	85%	87%	89%	86%
		46%	41%	73%	b	abcf	b
				75%	75%	42%	94%
RURAL	412	198	211	330	298	138	398
	14%	14%	17%	15%	13%	11%	14%
		e	def	e			e
		48%	51%	80%	72%	34%	96%

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

CABLE AREA

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
TELEWEST	539	230	296	60	117	168	178	31	40	58	205	134	135	86	153	466	74	-	-
	18%	17%	19%	21%	20%	18%	16%	16%	16%	16%	16%	17%	17%	17%	21%	19%	27%	-%	-%
			a	f	f									k		qr	oqr		
		43%	55%	11%	22%	31%	33%	6%	7%	11%	38%	25%	25%	16%	28%	86%	14%	-%	-%
NTL	920	433	467	122	181	271	326	57	85	124	373	208	252	147	243	804	48	41	27
	31%	31%	30%	42%	31%	29%	29%	30%	34%	34%	29%	26%	33%	29%	33%	32%	18%	27%	30%
				def									k	k		pq		p	p
		47%	51%	13%	20%	29%	35%	6%	9%	13%	41%	23%	27%	16%	26%	87%	5%	4%	3%
NEITHER	1540	732	779	109	288	499	606	105	127	180	690	455	385	274	335	1220	148	109	63
	51%	52%	51%	38%	49%	53%	55%	54%	50%	50%	54%	57%	50%	54%	46%	49%	55%	73%	70%
				c	c	c	cd					ln	n			o	op	op	
		48%	51%	7%	19%	32%	39%	7%	8%	12%	45%	30%	25%	18%	22%	79%	10%	7%	4%

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

CABLE AREA

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
TELEWEST	539	136	28	50	-	111	6	66	24	44	535	4	320	199	194	346
	18%	38%	7%	20%	-%	39%	3%	28%	18%	12%	21%	1%	18%	18%	13%	23%
		bcdgghi	df	bdfi		bcdgghi	d	bcdghi	bdfi	bdf	k				n	
		25%	5%	9%	-%	21%	1%	12%	4%	8%	99%	1%	59%	37%	36%	64%
NTL	920	125	200	22	117	53	86	42	37	121	907	13	524	352	397	523
	31%	35%	46%	9%	53%	19%	41%	18%	28%	33%	35%	3%	30%	31%	27%	35%
		ceg	aceghi		acefghi	c	ceghi	c	ceg	ceg	k				n	
		14%	22%	2%	13%	6%	9%	5%	4%	13%	99%	1%	57%	38%	43%	57%
NEITHER	1540	97	206	180	103	118	117	132	71	197	1145	395	901	581	898	642
	51%	27%	47%	72%	47%	42%	56%	55%	54%	54%	44%	96%	52%	51%	60%	43%
			a	abdefghi	a	a	abde	abde	ae	ae		j			o	
		6%	13%	12%	7%	8%	8%	9%	5%	13%	74%	26%	58%	38%	58%	42%

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

CABLE AREA

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
TELEWEST	539	249	225	383	410	212	506
	18%	18%	18%	17%	18%	17%	18%
		46%	42%	71%	76%	39%	94%
NTL	920	469	338	684	668	397	865
	31%	34%	27%	31%	30%	33%	31%
		bcd		b	b	b	b
		51%	37%	74%	73%	43%	94%
NEITHER	1540	678	706	1161	1165	606	1461
	51%	49%	56%	52%	52%	50%	52%
			acdef	a	a		a
		44%	46%	75%	76%	39%	95%

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

DEPRIVATION LEVEL

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Low	1489	724	743	99	205	450	700	59	84	157	753	536	383	232	262	1229	138	76	46
	50%	52%	48%	34%	35%	48%	63%	31%	34%	43%	59%	67%	50%	46%	36%	49%	51%	51%	51%
		b				cd	cde			gh	ghi	lmn	n	n					
		49%	50%	7%	14%	30%	47%	4%	6%	11%	51%	36%	26%	16%	18%	83%	9%	5%	3%
Medium	1334	593	705	162	329	429	379	112	148	188	467	243	342	245	402	1103	117	72	42
	44%	43%	46%	56%	56%	46%	34%	58%	59%	52%	37%	30%	44%	48%	55%	44%	43%	48%	47%
				ef	ef	f		j	j	j		k	k	klm					
		44%	53%	12%	25%	32%	28%	8%	11%	14%	35%	18%	26%	18%	30%	83%	9%	5%	3%
High	177	78	94	30	53	59	31	22	19	18	48	18	46	31	67	158	15	2	2
	6%	6%	6%	10%	9%	6%	3%	12%	7%	5%	4%	2%	6%	6%	9%	6%	5%	1%	2%
				ef	ef	f		ij	j				k	k	klm	qr	qr		
		44%	53%	17%	30%	33%	17%	13%	10%	10%	27%	10%	26%	17%	38%	89%	8%	1%	1%

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

DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Low	1489	97	262	163	124	139	118	105	52	170	1134	355	867	574	1489	-
	50%	27%	60%	65%	56%	49%	56%	44%	39%	47%	44%	86%	50%	51%	100%	-%
		7%	aeghi 18%	adefghi 11%	aghi 8%	ah 9%	aghi 8%	a 7%	a 3%	a 11%	j 76%	j 24%	58%	39%	100%	-%
Medium	1334	189	151	77	90	124	87	125	77	182	1277	57	781	489	-	1334
	44%	53%	35%	31%	41%	44%	41%	52%	58%	50%	49%	14%	45%	43%	-%	88%
		bcdef 14%	11%	6%	7%	9%	6%	9%	6%	14%	k 96%	k 4%	59%	37%	-%	100%
High	177	73	22	11	6	18	5	10	3	10	176	1	96	68	-	177
	6%	20%	5%	4%	3%	7%	2%	4%	2%	3%	7%	*%	6%	6%	-%	12%
		bcdefghi 41%	f 13%	6%	3%	dfhi 10%	3%	6%	2%	6%	k 100%	*%	54%	38%	-%	100%

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



DEPRIVATION LEVEL

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Low	1489	758	698	1201	1117	556	1433
	50%	54%	55%	54%	50%	46%	51%
		def	def	def	e		e
		51%	47%	81%	75%	37%	96%
Medium	1334	573	512	922	1004	563	1239
	44%	41%	40%	41%	45%	46%	44%
					abc	abc	b
		43%	38%	69%	75%	42%	93%
High	177	65	59	104	122	96	160
	6%	5%	5%	5%	5%	8%	6%
						abcdf	
		37%	33%	59%	69%	54%	90%

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

SE. Which one of these options best describes your gender?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Male	1395 47%	1395 100%	- -%	113 39%	256 44%	448 48%	553 50%	85 44%	108 43%	176 48%	628 49%	418 52%	326 42%	294 58%	276 38%	1157 46%	127 47%	71 47%	41 45%
		b 100%	- -%	c 8%	d 18%	e 32%	f 40%	g 6%	h 8%	i 13%	j 45%	k 30%	l 23%	m 21%	n 20%	o 83%	p 9%	q 5%	r 3%
Female	1542 51%	- -%	1542 100%	170 58%	317 54%	481 51%	551 50%	106 55%	140 56%	186 51%	637 50%	374 47%	435 56%	212 42%	446 61%	1277 51%	141 52%	77 51%	46 52%
		- -%	a 100%	ef 11%	ef 21%	ef 31%	ef 36%	g 7%	h 9%	i 12%	j 41%	k 24%	l 28%	m 14%	n 29%	o 83%	p 9%	q 5%	r 3%
Prefer to use my own term	14 *%	- -%	- -%	5 2%	5 1%	2 *%	- -%	1 *%	2 1%	* *%	2 *%	2 *%	4 *%	1 *%	3 *%	12 *%	* *%	* *%	1 1%
		- -%	- -%	ef 37%	ef 39%	ef 17%	ef -%	g 5%	h 13%	i 3%	j 16%	k 13%	l 27%	m 9%	n 25%	o 89%	p 1%	q 4%	r 6%
Prefer not to say	49 2%	- -%	- -%	3 1%	8 1%	7 1%	5 *%	2 1%	1 *%	1 *%	1 *%	3 *%	7 1%	* *%	6 1%	43 2%	2 1%	2 1%	2 2%
		- -%	- -%	f 7%	f 16%	f 14%	f 11%	j 3%	g 2%	h 2%	i 3%	k 7%	l 14%	m 1%	n 12%	o 88%	p 5%	q 3%	r 4%

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

SE. Which one of these options best describes your gender?

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Male	1395	166	213	117	97	134	99	105	56	172	1202	193	854	486	724	672
	47%	46%	49%	46%	44%	47%	47%	44%	43%	47%	46%	47%	49%	43%	49%	44%
		12%	15%	8%	7%	10%	7%	7%	4%	12%	86%	14%	61%	35%	52%	48%
Female	1542	181	211	129	121	145	107	131	73	179	1327	214	875	629	743	799
	51%	50%	49%	51%	55%	52%	51%	55%	56%	49%	51%	52%	50%	56%	50%	53%
		12%	14%	8%	8%	9%	7%	9%	5%	12%	86%	14%	57%	41%	48%	52%
Prefer to use my own term	14	4	3	1	1	-	-	1	1	2	12	1	3	8	4	10
	*%	1%	1%	*%	*%	-%	-%	1%	*%	*%	*%	*%	*%	1%	*%	1%
		28%	23%	7%	4%	-%	-%	10%	4%	13%	92%	8%	25%	56%	30%	70%
Prefer not to say	49	9	8	5	2	3	3	3	1	10	46	4	11	8	19	31
	2%	2%	2%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%
		18%	16%	10%	3%	5%	6%	7%	3%	20%	93%	7%	23%	17%	38%	62%

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

SE. Which one of these options best describes your gender?

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Male	1395	645	622	1026	1026	609	1325
	47%	46%	49%	46%	46%	50%	47%
			d			acdf	
		46%	45%	74%	74%	44%	95%
Female	1542	741	631	1176	1194	586	1470
	51%	53%	50%	53%	53%	48%	52%
		e		e	be		e
		48%	41%	76%	77%	38%	95%
Prefer to use my own term	14	1	4	8	10	7	12
	*%	*%	*%	*%	*%	1%	*%
			a				
		10%	27%	57%	72%	51%	86%
Prefer not to say	49	9	12	18	14	13	25
	2%	1%	1%	1%	1%	1%	1%
		18%	25%	37%	28%	26%	51%

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
Significance Level: 95%																					
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661		
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543		
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%		
16 - 17 years	23 1%	8 1%	14 1%	23 8%	- -%	- -%	- -%	1 1%	1 *%	3 1%	2 *%	2 *%	13 2%	3 1%	4 1%	19 1%	3 1%	* *%	1 1%		
				def									kn								
				36%	60%	100%	-%	-%	-%	5%	2%	11%	8%	11%	57%	12%	17%	82%	12%	2%	4%
18 - 24 years	268 9%	105 8%	156 10%	268 92%	- -%	- -%	- -%	28 15%	21 8%	24 7%	72 6%	26 3%	119 15%	32 6%	71 10%	217 9%	27 10%	14 10%	9 10%		
			a	def				hij					k	km							
			39%	58%	100%	-%	-%	-%	11%	8%	9%	27%	10%	44%	12%	27%	81%	10%	5%	3%	
25 - 34 years	586 20%	256 18%	317 21%	- -%	586 100%	- -%	- -%	33 17%	29 11%	69 19%	306 24%	117 15%	223 29%	113 22%	101 14%	496 20%	47 17%	27 18%	17 19%		
				cef							ghi		kmn	kn							
				44%	54%	-%	100%	-%	-%	6%	5%	12%	52%	20%	38%	19%	17%	85%	8%	5%	3%
35 - 44 years	471 16%	228 16%	239 16%	- -%	- -%	471 50%	- -%	20 10%	37 15%	53 14%	254 20%	150 19%	118 15%	91 18%	93 13%	389 16%	43 16%	24 16%	15 16%		
						cdf					ghi	ln	n								
				48%	51%	-%	-%	100%	-%	4%	8%	11%	54%	32%	25%	19%	20%	83%	9%	5%	3%
45 - 54 years	467 16%	220 16%	242 16%	- -%	- -%	467 50%	- -%	21 11%	24 10%	54 15%	250 20%	151 19%	101 13%	106 21%	93 13%	386 16%	47 17%	21 14%	14 15%		
						cdf					h	ghi	ln	ln							
				47%	52%	-%	-%	100%	-%	5%	5%	12%	53%	32%	22%	23%	20%	83%	10%	4%	3%
55 - 64 years	526 18%	258 19%	263 17%	- -%	- -%	- -%	526 47%	37 19%	50 20%	64 18%	217 17%	179 22%	97 13%	99 20%	125 17%	429 17%	56 21%	25 16%	16 18%		
							cde					ln	l	l							
				49%	50%	-%	-%	-%	100%	7%	10%	12%	41%	34%	18%	19%	24%	82%	11%	5%	3%
65 - 74 years	386 13%	201 14%	185 12%	- -%	- -%	- -%	386 35%	26 14%	45 18%	65 18%	122 10%	125 16%	60 8%	43 8%	143 20%	319 13%	36 13%	21 14%	10 11%		
			b	cde							j	j	lm		klm						
			52%	48%	-%	-%	-%	100%	7%	12%	17%	32%	32%	15%	11%	37%	83%	9%	6%	3%	
75 years or older	198 7%	94 7%	104 7%	- -%	- -%	- -%	198 18%	22 11%	41 17%	28 8%	44 3%	42 5%	28 4%	19 4%	92 13%	169 7%	10 4%	14 9%	6 6%		
							cde	j	ij	j				klm	p			p			
				47%	53%	-%	-%	-%	100%	11%	21%	14%	22%	21%	14%	9%	47%	85%	5%	7%	3%

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Prefer not to say	74 2%	25 2%	22 1%	- -%	- -%	- -%	- -%	5 2%	3 1%	4 1%	2 *%	4 1%	13 2%	2 *%	9 1%	67 3%	1 *%	4 2%	3 3%
								j 6%	j 4%	j 5%			km 17%		p 3%		p 5%	p 4%	
<b>AGE SUMMARY</b>																			
16-24	291 10%	113 8%	170 11%	291 100%	- -%	- -%	- -%	30 15%	21 8%	27 7%	74 6%	29 4%	132 17%	35 7%	75 10%	236 9%	30 11%	15 10%	10 11%
			a 39%	def 100%				hij 10%					kmn 10%	k 45%	km 26%				
25-34	586 20%	256 18%	317 21%	- -%	586 100%	- -%	- -%	33 17%	29 11%	69 19%	306 24%	117 15%	223 29%	113 22%	101 14%	496 20%	47 17%	27 18%	17 19%
				cef 100%							ghi 52%		kmn 20%	kn 38%					
35-54	938 31%	448 32%	481 31%	- -%	- -%	938 100%	- -%	41 21%	61 25%	106 29%	503 40%	301 38%	219 28%	197 39%	186 25%	775 31%	90 33%	45 30%	28 31%
				cdf 100%							ghi 54%	ln 32%	ln 23%	ln 21%					
55-64	526 18%	258 19%	263 17%	- -%	- -%	- -%	526 47%	37 19%	50 20%	64 18%	217 17%	179 22%	97 13%	99 20%	125 17%	429 17%	56 21%	25 16%	16 18%
				cde 100%								ln 34%	l 18%	l 19%	l 24%				
65+	584 19%	295 21%	288 19%	- -%	- -%	- -%	584 53%	48 25%	86 34%	93 26%	165 13%	167 21%	88 11%	61 12%	235 32%	487 20%	46 17%	35 23%	16 17%
				cde 100%				j 8%	gij 15%	j 16%		lm 29%		klm 40%			pr 6%		

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
16 - 17 years	23	5	3	1	1	2	2	-	*	3	22	2	2	20	11	12	
	1%	1%	1%	1%	1%	1%	1%	-%	*%	1%	1%	*%	*%	2%	1%	1%	
		g												l			
		23%	14%	6%	5%	10%	9%	-%	1%	14%	94%	6%	8%	87%	47%	53%	
18 - 24 years	268	30	40	18	22	23	16	21	13	34	246	22	109	151	88	180	
	9%	8%	9%	7%	10%	8%	7%	9%	10%	9%	10%	5%	6%	13%	6%	12%	
											k			l		n	
			11%	15%	7%	8%	8%	6%	8%	5%	13%	92%	8%	41%	56%	33%	67%
25 - 34 years	586	94	76	41	42	56	39	50	28	70	538	48	462	93	205	382	
	20%	26%	18%	16%	19%	20%	19%	21%	21%	19%	21%	12%	27%	8%	14%	25%	
		bcd									k		m			n	
			16%	13%	7%	7%	10%	7%	8%	5%	12%	92%	8%	79%	16%	35%	65%
35 - 44 years	471	59	61	29	39	53	36	46	23	43	422	49	385	73	197	273	
	16%	16%	14%	11%	18%	19%	17%	19%	17%	12%	16%	12%	22%	6%	13%	18%	
					ci	ci	c	ci	c		k		m			n	
			13%	13%	6%	8%	11%	8%	10%	5%	9%	90%	10%	82%	15%	42%	58%
45 - 54 years	467	57	64	38	40	51	32	29	25	50	392	76	377	78	253	214	
	16%	16%	15%	15%	18%	18%	15%	12%	19%	14%	15%	18%	22%	7%	17%	14%	
					g	g			g				m		o		
			12%	14%	8%	8%	11%	7%	6%	5%	11%	84%	16%	81%	17%	54%	46%
55 - 64 years	526	56	76	49	35	48	31	35	18	83	436	90	331	178	320	205	
	18%	16%	17%	19%	16%	17%	15%	14%	14%	23%	17%	22%	19%	16%	22%	14%	
										ad		j	m		o		
			11%	14%	9%	7%	9%	6%	7%	3%	16%	83%	17%	63%	34%	61%	39%
65 - 74 years	386	26	65	43	27	22	34	39	16	47	303	84	59	321	258	129	
	13%	7%	15%	17%	12%	8%	16%	16%	12%	13%	12%	20%	3%	28%	17%	9%	
			ae	ae	a	ae	ae	ae	a	ae		j		l	o		
			7%	17%	11%	7%	6%	9%	10%	4%	12%	78%	22%	15%	83%	67%	33%
75 years or older	198	16	41	24	15	15	11	14	9	25	163	35	3	191	122	76	
	7%	4%	9%	10%	7%	5%	5%	6%	7%	7%	6%	8%	*%	17%	8%	5%	
			ae	ae	af									l	o		
			8%	21%	12%	7%	7%	6%	7%	4%	13%	82%	18%	2%	97%	62%	38%

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Prefer not to say	74	17	9	8	-	12	8	6	*	7	68	7	15	26	35	39
	2%	5%	2%	3%	-%	4%	4%	2%	*%	2%	3%	2%	1%	2%	2%	3%
		bdh	d	dh		dh	dh	dh		d			l			
		23%	12%	11%	-%	16%	11%	8%	1%	10%	91%	9%	21%	35%	47%	53%
<b>AGE SUMMARY</b>																
16-24	291	35	44	20	23	25	18	21	13	37	268	24	111	171	99	192
	10%	10%	10%	8%	11%	9%	8%	9%	10%	10%	10%	6%	6%	15%	7%	13%
		12%	15%	7%	8%	9%	6%	7%	5%	13%	92%	8%	38%	59%	34%	66%
25-34	586	94	76	41	42	56	39	50	28	70	538	48	462	93	205	382
	20%	26%	18%	16%	19%	20%	19%	21%	21%	19%	21%	12%	27%	8%	14%	25%
		bcdfi									k		m		n	
		16%	13%	7%	7%	10%	7%	8%	5%	12%	92%	8%	79%	16%	35%	65%
35-54	938	116	125	67	78	104	68	76	48	93	813	125	762	150	450	488
	31%	32%	29%	27%	36%	37%	33%	32%	36%	26%	31%	30%	44%	13%	30%	32%
					bci	bci			bci				m			
		12%	13%	7%	8%	11%	7%	8%	5%	10%	87%	13%	81%	16%	48%	52%
55-64	526	56	76	49	35	48	31	35	18	83	436	90	331	178	320	205
	18%	16%	17%	19%	16%	17%	15%	14%	14%	23%	17%	22%	19%	16%	22%	14%
									adfg			j	m		o	
		11%	14%	9%	7%	9%	6%	7%	3%	16%	83%	17%	63%	34%	61%	39%
65+	584	41	105	67	41	37	46	53	25	72	465	119	62	512	380	204
	19%	12%	24%	27%	19%	13%	22%	22%	19%	20%	18%	29%	4%	45%	25%	14%
			ae	adehi	a		ae	ae	a	ae		j	l	o		
		7%	18%	11%	7%	6%	8%	9%	4%	12%	80%	20%	11%	88%	65%	35%

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



SF. AGE OF RESPONDENT

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
16 - 17 years	23	14	5	17	20	14	22
	1%	1%	*%	1%	1%	1%	1%
		b			b	b	
		62%	20%	72%	88%	61%	93%
18 - 24 years	268	95	84	187	238	159	252
	9%	7%	7%	8%	11%	13%	9%
				b	abcf	abcdf	ab
		36%	31%	70%	89%	59%	94%
25 - 34 years	586	228	183	422	518	297	551
	20%	16%	14%	19%	23%	24%	19%
				ab	abcf	abcf	ab
		39%	31%	72%	88%	51%	94%
35 - 44 years	471	223	161	350	389	224	449
	16%	16%	13%	16%	17%	18%	16%
		b		b	b	bcf	b
		47%	34%	74%	83%	48%	95%
45 - 54 years	467	262	202	388	389	190	455
	16%	19%	16%	17%	17%	16%	16%
		bef					
		56%	43%	83%	83%	41%	97%
55 - 64 years	526	304	255	433	387	173	509
	18%	22%	20%	19%	17%	14%	18%
		def	de	de	e		e
		58%	48%	82%	74%	33%	97%
65 - 74 years	386	187	237	299	222	110	371
	13%	13%	19%	13%	10%	9%	13%
		de	acdef	de			de
		48%	61%	77%	58%	28%	96%
75 years or older	198	64	117	100	55	33	173
	7%	5%	9%	4%	2%	3%	6%
		de	acdef	de			acde
		33%	59%	50%	28%	16%	87%

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Prefer not to say	74	18	24	33	25	15	49
	2%	1%	2%	1%	1%	1%	2%
			d				d
		24%	33%	44%	33%	21%	66%
<b>AGE SUMMARY</b>							
16-24	291	110	89	204	259	173	274
	10%	8%	7%	9%	12%	14%	10%
			b	abcf	abcbf	abcbf	ab
		38%	31%	70%	89%	59%	94%
25-34	586	228	183	422	518	297	551
	20%	16%	14%	19%	23%	24%	19%
			ab	abcf	abcf	abcf	ab
		39%	31%	72%	88%	51%	94%
35-54	938	485	364	738	778	414	904
	31%	35%	29%	33%	35%	34%	32%
		bf	b	bf	bf	b	b
		52%	39%	79%	83%	44%	96%
55-64	526	304	255	433	387	173	509
	18%	22%	20%	19%	17%	14%	18%
		def	de	de	e		e
		58%	48%	82%	74%	33%	97%
65+	584	251	354	398	277	143	544
	19%	18%	28%	18%	12%	12%	19%
		de	acdef	de			de
		43%	61%	68%	47%	24%	93%

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
A	100 3%	62 4%	37 2%	5 2%	8 1%	38 4%	50 4%	1 *	- -%	2 1%	70 6%	100 13%	- -%	- -%	- -%	84 3%	9 3%	4 3%	3 3%
		b 62%				cd 37%	cd 49%				ghi 70%	lmn 100%				84% 84%	9% 9%	4% 4%	3% 3%
B	697 23%	357 26%	337 22%	24 8%	109 19%	263 28%	296 27%	9 5%	22 9%	56 15%	465 37%	697 87%	- -%	- -%	- -%	598 24%	53 20%	29 20%	16 18%
		b 51%			c 16%	cd 38%	cd 43%			gh 8%	ghi 67%	lmn 100%				qr 86%		4% 4%	2% 2%
C1	771 26%	326 23%	435 28%	132 45%	223 38%	219 23%	185 17%	35 18%	38 15%	99 27%	400 32%	- -%	771 100%	- -%	- -%	641 26%	73 27%	36 24%	21 24%
			a 42%	def 17%	ef 29%	f 28%				gh 13%	gh 52%		kmn 100%			83% 83%	9% 9%	5% 5%	3% 3%
C2	507 17%	294 21%	212 14%	35 12%	113 19%	197 21%	160 14%	26 13%	52 21%	73 20%	215 17%	- -%	- -%	507 100%	- -%	409 16%	53 20%	28 19%	17 18%
		b 58%			cf 22%	cf 39%			g 10%	g 14%			kl 100%			81% 81%	11% 11%	6% 6%	3% 3%
D	276 9%	114 8%	159 10%	34 12%	48 8%	97 10%	95 9%	26 14%	48 19%	66 18%	69 5%	- -%	- -%	- -%	276 38%	220 9%	27 10%	17 11%	11 12%
			a 41%					j 10%	j 17%	j 24%				klm 100%		80% 80%	10% 10%	6% 6%	4% 4%
E	456 15%	162 12%	287 19%	41 14%	53 9%	89 10%	265 24%	86 45%	76 30%	55 15%	45 4%	- -%	- -%	- -%	456 62%	372 15%	43 16%	25 17%	16 17%
			a 36%	de 9%		cde 20%		hij 19%	ij 17%	j 12%				klm 100%		82% 82%	10% 10%	5% 5%	3% 3%
Prefer not to say	193 6%	82 6%	75 5%	21 7%	32 5%	35 4%	59 5%	10 5%	15 6%	11 3%	5 *	- -%	- -%	- -%	- -%	166 7%	11 4%	10 7%	6 7%
				e 42%				j 5%	j 8%	j 6%						86% 86%	6% 6%	5% 5%	3% 3%
<b>SOCIAL GROUP</b>																			
AB	797 27%	418 30%	374 24%	29 10%	117 20%	301 32%	346 31%	10 5%	22 9%	59 16%	535 42%	797 100%	- -%	- -%	- -%	682 27%	62 23%	34 22%	19 22%
		b 52%			c 15%	cd 38%	cd 43%			gh 7%	ghi 67%	lmn 100%				qr 86%		4% 4%	2% 2%

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
C1C2	1278	620	647	167	336	416	345	61	90	172	615	-	771	507	-	1050	126	65	38
	43%	44%	42%	57%	57%	44%	31%	31%	36%	47%	48%	-%	100%	100%	-%	42%	47%	43%	42%
		48%	51%	ef	ef	f				gh	gh		kn	kn		82%	10%	5%	3%
				13%	26%	33%	27%	5%	7%	13%	48%	-%	60%	40%	-%				
DE	731	276	446	75	101	186	359	113	124	121	114	-	-	-	731	592	71	42	27
	24%	20%	29%	26%	17%	20%	32%	58%	49%	33%	9%	-%	-%	-%	100%	24%	26%	28%	30%
			a	de		cde		hij	ij	j				klm					o
		38%	61%	10%	14%	25%	49%	15%	17%	17%	16%	-%	-%	-%	100%	81%	10%	6%	4%

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
A	100	13	24	9	5	9	8	4	3	8	77	23	65	32	69	31
	3%	4%	6%	4%	2%	3%	4%	2%	2%	2%	3%	6%	4%	3%	5%	2%
			dghi									j			o	
		13%	24%	9%	5%	9%	8%	4%	3%	8%	77%	23%	65%	32%	69%	31%
B	697	110	102	74	54	51	57	52	23	76	558	139	492	198	467	230
	23%	31%	23%	30%	24%	18%	27%	22%	18%	21%	22%	34%	28%	18%	31%	15%
		beghi		eghi	eh	eh	eh					j	m		o	
		16%	15%	11%	8%	7%	8%	7%	3%	11%	80%	20%	71%	28%	67%	33%
C1	771	116	110	54	60	76	44	60	29	93	686	85	547	214	383	388
	26%	32%	25%	21%	27%	27%	21%	25%	22%	26%	27%	21%	31%	19%	26%	26%
		bcfgh									k		m			
		15%	14%	7%	8%	10%	6%	8%	4%	12%	89%	11%	71%	28%	50%	50%
C2	507	42	73	39	34	60	36	42	30	53	439	69	375	121	232	276
	17%	12%	17%	15%	15%	21%	17%	18%	23%	15%	17%	17%	21%	11%	16%	18%
						ai	a	a	abcdi				m		n	
		8%	14%	8%	7%	12%	7%	8%	6%	11%	86%	14%	74%	24%	46%	54%
D	276	18	32	24	29	18	19	25	16	41	250	25	213	59	91	185
	9%	5%	7%	9%	13%	6%	9%	10%	12%	11%	10%	6%	12%	5%	6%	12%
				a	abe		a	a	abe	ae	k		m		n	
		6%	11%	9%	10%	6%	7%	9%	6%	15%	91%	9%	77%	21%	33%	67%
E	456	40	54	37	30	49	31	44	24	64	403	52	15	427	171	284
	15%	11%	12%	15%	14%	17%	15%	18%	18%	18%	16%	13%	1%	38%	11%	19%
						a		ab	ab	ab			l		n	
		9%	12%	8%	7%	11%	7%	10%	5%	14%	89%	11%	3%	94%	38%	62%
Prefer not to say	193	21	40	15	9	20	13	14	7	27	174	19	36	81	76	117
	6%	6%	9%	6%	4%	7%	6%	6%	5%	8%	7%	5%	2%	7%	5%	8%
			d										l		n	
		11%	21%	8%	4%	10%	7%	7%	4%	14%	90%	10%	19%	42%	39%	61%
<b>SOCIAL GROUP</b>																
AB	797	123	126	83	59	60	65	56	27	83	635	163	557	230	536	261
	27%	34%	29%	33%	27%	21%	31%	23%	20%	23%	25%	39%	32%	20%	36%	17%
		degghi	eh	eghi			eghi					j	m		o	
		15%	16%	10%	7%	7%	8%	7%	3%	10%	80%	20%	70%	29%	67%	33%

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
C1C2	1278	158	183	92	94	135	81	102	59	146	1125	153	922	334	614	664
		43%	44%	42%	37%	43%	48%	39%	44%	40%	43%	37%	53%	30%	41%	44%
						cf			c		k		m			
		12%	14%	7%	7%	11%	6%	8%	5%	11%	88%	12%	72%	26%	48%	52%
DE	731	57	85	61	59	66	51	68	40	105	654	77	229	486	262	469
		24%	16%	20%	24%	27%	24%	24%	28%	30%	25%	19%	13%	43%	18%	31%
				a	ab	a	a	ab	ab	ab	k		l		n	
		8%	12%	8%	8%	9%	7%	9%	5%	14%	89%	11%	31%	66%	36%	64%

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
A	100	55	38	88	81	39	97
	3%	4%	3%	4%	4%	3%	3%
		55%	38%	87%	81%	39%	97%
B	697	353	344	610	579	285	683
	23%	25%	27%	27%	26%	23%	24%
			ef	ef			
		51%	49%	88%	83%	41%	98%
C1	771	335	307	602	644	370	750
	26%	24%	24%	27%	29%	30%	26%
			ab	ab	ab	abcf	
		43%	40%	78%	83%	48%	97%
C2	507	262	216	378	395	208	489
	17%	19%	17%	17%	18%	17%	17%
		52%	43%	74%	78%	41%	96%
D	276	144	107	205	214	122	263
	9%	10%	8%	9%	10%	10%	9%
		52%	39%	75%	78%	44%	96%
E	456	186	198	257	243	140	409
	15%	13%	16%	12%	11%	12%	14%
		d	cde				cde
		41%	43%	56%	53%	31%	90%
Prefer not to say	193	61	59	87	88	50	140
	6%	4%	5%	4%	4%	4%	5%
		32%	31%	45%	45%	26%	73%
			c				

SOCIAL GROUP

AB	797	409	382	698	660	325	780
	27%	29%	30%	31%	29%	27%	28%
			e	ef			
		51%	48%	88%	83%	41%	98%

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

QZ8. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SER-VICES	ANY SER-VICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
C1C2	1278	596	523	980	1038	578	1239
	43%	43%	41%	44%	46%	48%	44%
		47%	41%	77%	81%	45%	97%
DE	731	330	305	462	457	262	673
	24%	24%	24%	21%	20%	22%	24%
		cd	cd				cd
		45%	42%	63%	62%	36%	92%

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



SI. What is the total number of people in the household - including yourself and any children?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
1	411 14%	192 14%	213 14%	10 3%	54 9%	103 11%	230 21%	67 35%	80 32%	65 18%	104 8%	87 11%	99 13%	50 10%	142 19%	331 13%	48 18%	19 13%	13 15%
		47%	52%	2%	13%	25%	56%	16%	19%	16%	25%	21%	24%	12%	35%	81%	12%	5%	3%
2	1299 43%	625 45%	655 43%	91 31%	252 43%	255 27%	677 61%	61 31%	94 38%	175 48%	568 45%	370 46%	351 46%	196 39%	315 43%	1071 43%	125 46%	65 43%	38 42%
		48%	50%	7%	19%	20%	52%	5%	7%	13%	44%	28%	27%	15%	24%	82%	10%	5%	3%
3	542 18%	247 18%	275 18%	73 25%	132 23%	201 21%	123 11%	27 14%	36 14%	57 16%	234 18%	136 17%	134 17%	99 19%	129 18%	459 18%	44 16%	25 17%	14 15%
		46%	51%	13%	24%	37%	23%	5%	7%	10%	43%	25%	25%	18%	24%	85%	8%	5%	3%
4	472 16%	212 15%	251 16%	53 18%	96 16%	255 27%	60 5%	17 9%	22 9%	42 12%	263 21%	143 18%	110 14%	111 22%	89 12%	393 16%	35 13%	28 19%	16 18%
		45%	53%	11%	20%	54%	13%	4%	5%	9%	56%	30%	23%	24%	19%	83%	7%	6%	3%
5+	257 9%	113 8%	138 9%	65 22%	53 9%	124 13%	12 1%	21 11%	16 6%	22 6%	99 8%	61 8%	74 10%	49 10%	53 7%	218 9%	18 6%	13 9%	8 9%
		44%	54%	25%	21%	48%	5%	8%	6%	9%	38%	24%	29%	19%	21%	85%	7%	5%	3%
Prefer not to say	19 1%	6 *%	9 1%	- -%	- -%	- -%	7 1%	1 1%	3 1%	2 1%	* *%	- -%	3 *%	2 *%	4 *%	18 1%	1 *%	* *%	* *%
		29%	47%	-%	-%	-%	36%	6%	15%	11%	1%	-%	13%	11%	19%	91%	7%	*%	2%

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

SI. What is the total number of people in the household - including yourself and any children?

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
1	411	44	62	40	23	35	22	35	23	48	364	47	186	208	166	245
	14%	12%	14%	16%	11%	12%	10%	15%	17%	13%	14%	11%	11%	18%	11%	16%
				f					df				l		n	
		11%	15%	10%	6%	8%	5%	9%	6%	12%	89%	11%	45%	51%	40%	60%
2	1299	128	203	111	103	96	83	121	52	174	1087	212	695	559	718	581
	43%	36%	47%	44%	47%	34%	40%	51%	39%	48%	42%	51%	40%	49%	48%	38%
			ae	ae	ae			ae		ae		j	l		o	
		10%	16%	9%	8%	7%	6%	9%	4%	13%	84%	16%	53%	43%	55%	45%
3	542	77	64	59	36	67	41	28	19	69	478	64	362	154	245	297
	18%	21%	15%	23%	16%	24%	20%	12%	14%	19%	18%	15%	21%	14%	16%	20%
		bgh		bdgh		bdgh	g			g			m		n	
		14%	12%	11%	7%	12%	8%	5%	3%	13%	88%	12%	67%	28%	45%	55%
4	472	65	75	22	38	43	47	30	23	51	414	58	343	112	257	215
	16%	18%	17%	9%	17%	15%	23%	12%	17%	14%	16%	14%	20%	10%	17%	14%
		cg	c		c	c	cegi		c	c			m		o	
		14%	16%	5%	8%	9%	10%	6%	5%	11%	88%	12%	73%	24%	55%	45%
5+	257	41	29	19	18	39	14	25	16	18	229	28	156	88	94	163
	9%	11%	7%	7%	8%	14%	7%	10%	12%	5%	9%	7%	9%	8%	6%	11%
		bfi				bcd	fi	i	bfi						n	
		16%	11%	7%	7%	15%	6%	10%	6%	7%	89%	11%	61%	34%	37%	63%
Prefer not to say	19	5	2	1	1	2	2	1	-	2	15	4	2	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
		h											l			
		25%	12%	7%	7%	13%	10%	7%	-%	10%	79%	21%	10%	50%	51%	49%

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

SI. What is the total number of people in the household - including yourself and any children?

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
1	411	141	201	261	224	135	373
	14%	10%	16%	12%	10%	11%	13%
			acdef	d			ade
		34%	49%	64%	54%	33%	91%
2	1299	608	603	983	945	458	1235
	43%	44%	47%	44%	42%	38%	44%
		e	acdef	e	e		e
		47%	46%	76%	73%	35%	95%
3	542	268	205	413	445	271	511
	18%	19%	16%	19%	20%	22%	18%
		b			b	abcf	
		49%	38%	76%	82%	50%	94%
4	472	244	170	374	416	221	458
	16%	17%	13%	17%	19%	18%	16%
		b		b	bf	b	b
		52%	36%	79%	88%	47%	97%
5+	257	133	79	189	213	127	240
	9%	10%	6%	8%	9%	10%	8%
		b		b	b	bcf	b
		52%	31%	74%	83%	49%	93%
Prefer not to say	19	2	12	7	1	2	14
	1%	*%	1%	*%	*%	*%	1%
			acde	d			d
		12%	61%	34%	7%	13%	74%

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

SK. HOUSEHOLD SIZE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Small (1-2 people)	1710	817	869	101	306	358	908	128	174	240	672	457	450	246	457	1402	173	84	51
	57%	59%	56%	35%	52%	38%	82%	66%	69%	66%	53%	57%	58%	49%	62%	56%	64%	56%	57%
		48%	51%	6%	18%	21%	53%	7%	10%	14%	39%	27%	26%	14%	27%	82%	10%	5%	3%
Medium (3-4 people)	1014	459	525	126	228	457	183	44	58	99	498	279	245	210	217	853	79	53	30
	34%	33%	34%	43%	39%	49%	17%	22%	23%	27%	39%	35%	32%	41%	30%	34%	29%	35%	33%
		45%	52%	12%	22%	45%	18%	4%	6%	10%	49%	28%	24%	21%	21%	84%	8%	5%	3%
Large (5+ people)	257	113	138	65	53	124	12	21	16	22	99	61	74	49	53	218	18	13	8
	9%	8%	9%	22%	9%	13%	1%	11%	6%	6%	8%	8%	10%	10%	7%	9%	6%	9%	9%
		44%	54%	25%	21%	48%	5%	8%	6%	9%	38%	24%	29%	19%	21%	85%	7%	5%	3%
Prefer not to say	19	6	9	-	-	-	7	1	3	2	*	-	3	2	4	18	1	*	*
	1%	*%	1%	-%	-%	-%	1%	1%	1%	1%	*%	-%	*%	*%	*%	1%	*%	*%	*%
		29%	47%	-%	-%	-%	36%	6%	15%	11%	1%	-%	13%	11%	19%	91%	7%	*%	2%

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

SK. HOUSEHOLD SIZE

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Small (1-2 people)	1710	172	264	151	127	130	104	157	75	222	1451	259	881	767	883	827
	57%	48%	61%	60%	58%	46%	50%	65%	57%	61%	56%	63%	51%	68%	59%	55%
			aef	aef	ae			ade fh	ae	aef		j	l		o	
		10%	15%	9%	7%	8%	6%	9%	4%	13%	85%	15%	52%	45%	52%	48%
Medium (3-4 people)	1014	141	139	81	74	110	88	57	41	120	892	122	705	266	502	512
	34%	39%	32%	32%	34%	39%	42%	24%	31%	33%	34%	30%	40%	24%	34%	34%
		bgh	g	g	g	g	bcdghi		g	g	k		m			
		14%	14%	8%	7%	11%	9%	6%	4%	12%	88%	12%	70%	26%	50%	50%
Large (5+ people)	257	41	29	19	18	39	14	25	16	18	229	28	156	88	94	163
	9%	11%	7%	7%	8%	14%	7%	10%	12%	5%	9%	7%	9%	8%	6%	11%
		bfi				bcd fi		i	bfi						n	
		16%	11%	7%	7%	15%	6%	10%	6%	7%	89%	11%	61%	34%	37%	63%
Prefer not to say	19	5	2	1	1	2	2	1	-	2	15	4	2	10	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%
		h											l			
		25%	12%	7%	7%	13%	10%	7%	-%	10%	79%	21%	10%	50%	51%	49%

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

SK. HOUSEHOLD SIZE

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Small (1-2 people)	1710	749	803	1245	1168	594	1609
	57%	54%	63%	56%	52%	49%	57%
		e	acdef	de	e		ade
		44%	47%	73%	68%	35%	94%
Medium (3-4 people)	1014	511	375	787	861	492	969
	34%	37%	30%	35%	38%	41%	34%
		b		b	bcb	abcb	b
		50%	37%	78%	85%	49%	96%
Large (5+ people)	257	133	79	189	213	127	240
	9%	10%	6%	8%	9%	10%	8%
		b		b	b	bcb	b
		52%	31%	74%	83%	49%	93%
Prefer not to say	19	2	12	7	1	2	14
	1%	*%	1%	*%	*%	*%	1%
			acde	d			d
		12%	61%	34%	7%	13%	74%

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

SJ. And what is the total number of children in the household (Under 18)?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Significance Level: 95%																					
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661		
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543		
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90		
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%		
None	2046	988	1021	197	345	421	1044	144	183	255	822	543	550	316	514	1677	205	100	64		
	68%	71%	66%	67%	59%	45%	94%	75%	73%	70%	65%	68%	71%	62%	70%	67%	76%	67%	71%		
		b		de	e		cde	j	j	j		m	m	m		oq					
		48%	50%	10%	17%	21%	51%	7%	9%	12%	40%	27%	27%	15%	25%	82%	10%	5%	3%		
1	425	183	228	53	117	201	43	21	27	46	201	108	108	81	100	362	32	21	10		
	14%	13%	15%	18%	20%	21%	4%	11%	11%	13%	16%	14%	14%	16%	14%	15%	12%	14%	11%		
				f	f	f					gh					r					
				43%	54%	47%	10%	5%	6%	11%	47%	25%	25%	19%	24%	85%	7%	5%	2%		
2	356	152	199	32	85	222	12	17	23	38	191	110	75	83	70	301	21	22	11		
	12%	11%	13%	11%	14%	24%	1%	9%	9%	10%	15%	14%	10%	16%	10%	12%	8%	15%	12%		
				f	f	cdf					ghi	ln	ln			p		p	p		
				43%	56%	62%	3%	5%	6%	11%	54%	31%	21%	23%	20%	85%	6%	6%	3%		
3	107	47	59	5	31	70	1	7	13	16	44	29	24	19	31	95	6	3	3		
	4%	3%	4%	2%	5%	7%	*%	4%	5%	4%	3%	4%	3%	4%	4%	4%	2%	2%	4%		
				f	cf	cf										q					
				44%	56%	65%	1%	6%	12%	15%	41%	28%	23%	18%	29%	89%	6%	3%	3%		
4	26	10	14	3	6	15	1	2	1	1	11	5	8	4	4	21	1	3	*		
	1%	1%	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	*%		
				f	f	f															
				41%	57%	59%	3%	10%	5%	5%	43%	20%	30%	16%	16%	83%	6%	10%	2%		
5+	12	5	6	1	3	7	-	1	*	2	-	-	3	2	4	9	1	2	*		
	*%	*%	*%	*%	1%	1%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	1%	*%		
				f	f	f		j	j	j			k	k	k			o			
				39%	49%	62%	-%	8%	3%	14%	-%	-%	29%	20%	30%	74%	11%	14%	1%		
Prefer not to say	30	11	14	1	1	3	9	2	4	5	-	1	3	2	9	26	3	1	1		
	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	-%	*%	*%	*%	1%	1%	1%	*%	1%		
				j	j	j		j	j	j				kl							
				36%	46%	3%	2%	9%	29%	6%	12%	15%	-%	5%	9%	8%	28%	85%	10%	2%	3%

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

SJ. And what is the total number of children in the household (Under 18)?

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
None	2046	232	314	179	148	147	126	170	89	272	1745	300	1074	896	1047	998
	68%	65%	72%	71%	67%	52%	60%	71%	67%	75%	67%	73%	62%	79%	70%	66%
		e	aef	ef	e		e	ef	e	adehf		j		l	o	
		11%	15%	9%	7%	7%	6%	8%	4%	13%	85%	15%	52%	44%	51%	49%
1	425	53	51	37	34	61	35	28	15	48	381	44	307	97	193	231
	14%	15%	12%	15%	15%	22%	17%	12%	11%	13%	15%	11%	18%	9%	13%	15%
						abcdghi	bgh				k		m		n	
		12%	12%	9%	8%	14%	8%	7%	4%	11%	90%	10%	72%	23%	46%	54%
2	356	53	45	25	31	41	35	23	22	27	308	47	263	83	180	176
	12%	15%	10%	10%	14%	14%	17%	9%	17%	7%	12%	11%	15%	7%	12%	12%
		gi			i	i	bcgi		bcgi				m			
		15%	13%	7%	9%	11%	10%	6%	6%	8%	87%	13%	74%	23%	51%	49%
3	107	12	18	7	4	18	9	14	4	9	91	16	75	28	49	58
	4%	3%	4%	3%	2%	6%	4%	6%	3%	2%	4%	4%	4%	2%	3%	4%
						cdhi	d	cdi					m			
		11%	17%	7%	3%	17%	9%	14%	3%	8%	85%	15%	71%	26%	46%	54%
4	26	2	4	2	2	4	-	4	2	3	25	*	18	5	6	20
	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%
						f		f	f		k				n	
		8%	14%	8%	6%	15%	-%	15%	6%	11%	98%	2%	70%	21%	22%	78%
5+	12	1	1	-	1	5	-	-	1	1	11	*	4	7	*	11
	1%	1%	1%	0%	1%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
						bcfg									n	
		8%	6%	0%	8%	40%	0%	0%	8%	6%	96%	4%	34%	58%	3%	97%
Prefer not to say	30	6	2	2	*	7	4	1	-	2	26	4	3	16	13	17
	1%	2%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%
		dh				bdgh	dh						l			
		21%	8%	7%	1%	23%	12%	5%	0%	8%	86%	14%	11%	52%	43%	57%

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



SJ. And what is the total number of children in the household (Under 18)?

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
None	2046	928	954	1518	1445	757	1933
	68%	67%	75%	68%	64%	62%	68%
		e	acdef	de			de
		45%	47%	74%	71%	37%	94%
1	425	204	140	320	359	215	398
	14%	15%	11%	14%	16%	18%	14%
		b		b	bf	abcf	b
		48%	33%	75%	85%	51%	94%
2	356	181	115	274	317	169	342
	12%	13%	9%	12%	14%	14%	12%
		b		b	bcb	b	b
		51%	32%	77%	89%	47%	96%
3	107	58	36	85	92	55	104
	4%	4%	3%	4%	4%	5%	4%
		b			b	b	
		54%	34%	79%	86%	51%	98%
4	26	15	5	15	21	11	23
	1%	1%	*%	1%	1%	1%	1%
		b					
		58%	21%	57%	82%	43%	91%
5+	12	3	3	4	4	3	6
	*%	*%	*%	*%	*%	*%	*%
		27%	22%	32%	38%	28%	53%
Prefer not to say	30	7	16	12	5	5	25
	1%	*%	1%	1%	*%	*%	1%
			acde				d
		22%	55%	42%	17%	17%	82%

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

SM. Can you speak or write in Welsh at all? IF YES – Would you say you are fluent? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE n	ENG LAND ~o	SCOT LAND ~p	WALES q	NI ~r
Significance Level: 95%																			
Unweighted total	568	265	293	58	107	169	229	46	49	77	241	148	174	82	139	-	-	568	-
Effective Weighted Sample	385	185	195	45	74	116	147	33	35	55	166	98	130	59	95	-	-	385	-
Total	135	64 48%	68 51%	15 **	27 20%	43 32%	48 35%	14 **	11 **	18 **	57 42%	33 24%	36 27%	26 **	32 24%	- **	- **	135 100%	- **
Yes, and fluent	9 7%	5 8%	4 6%	** **	2 9%	3 6%	3 6%	** **	** **	** **	5 9%	3 10%	4 11%	** **	1 3%	** **	** **	9 7%	** **
		54%	43%	**	26%	30%	29%	**	**	**	56%	38%	45%	**	9%	**	**	100%	**
Yes, but not fluent	31 23%	12 19%	18 26%	** **	6 23%	11 25%	9 19%	** **	** **	** **	12 22%	8 26%	9 24%	** **	6 18%	** **	** **	31 23%	** **
		39%	57%	**	20%	34%	29%	**	**	**	40%	27%	28%	**	18%	**	**	100%	**
No	95 70%	47 74%	47 69%	** **	19 68%	30 69%	36 76%	** **	** **	** **	39 69%	21 64%	23 64%	** **	26 80%	** **	** **	95 70%	** **
		50%	49%	**	20%	32%	38%	**	**	**	42%	22%	24%	**	27%	**	**	100%	**

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

SM. Can you speak or write in Welsh at all? IF YES – Would you say you are fluent? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	568	-	-	-	-	-	-	-	-	-	283	285	317	230	319	249
Effective Weighted Sample	385	-	-	-	-	-	-	-	-	-	256	255	224	148	202	183
Total	135	-	-	-	-	-	-	-	-	-	106	29	81	48	69	67
		**	**	**	**	**	**	**	**	**	79%	21%	60%	36%	51%	49%
Yes, and fluent	9	**	**	**	**	**	**	**	**	**	7	2	7	2	5	4
	7%	**	**	**	**	**	**	**	**	**	6%	9%	8%	4%	7%	6%
		**	**	**	**	**	**	**	**	**	73%	27%	73%	22%	52%	48%
Yes, but not fluent	31	**	**	**	**	**	**	**	**	**	25	6	18	11	17	14
	23%	**	**	**	**	**	**	**	**	**	24%	20%	22%	24%	25%	21%
		**	**	**	**	**	**	**	**	**	82%	18%	57%	37%	55%	45%
No	95	**	**	**	**	**	**	**	**	**	74	21	56	35	47	48
	70%	**	**	**	**	**	**	**	**	**	70%	71%	70%	72%	68%	72%
		**	**	**	**	**	**	**	**	**	78%	22%	59%	37%	49%	51%

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

SM. Can you speak or write in Welsh at all? IF YES – Would you say you are fluent? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	568	299	214	460	468	238	548
Effective Weighted Sample	385	210	135	318	322	169	375
Total	135	74	45	110	114	60	130
		55%	34%	82%	84%	44%	96%
Yes, and fluent	9	4	4	8	8	4	9
	7%	5%	8%	7%	7%	7%	7%
		43%	41%	90%	89%	45%	99%
Yes, but not fluent	31	13	13	27	26	13	30
	23%	18%	29%	24%	23%	22%	23%
			a				
		42%	42%	85%	85%	42%	95%
No	95	57	29	76	79	43	92
	70%	77%	63%	69%	70%	71%	70%
		bc					
		60%	30%	80%	84%	45%	96%

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

SN. What is your preferred language? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE n	ENG LAND ~o	SCOT LAND ~p	WALES q	NI ~r
Significance Level: 95%																			
Unweighted total	568	265	293	58	107	169	229	46	49	77	241	148	174	82	139	-	-	568	-
Effective Weighted Sample	385	185	195	45	74	116	147	33	35	55	166	98	130	59	95	-	-	385	-
Total	135	64	68	15	27	43	48	14	11	18	57	33	36	26	32	-	-	135	-
		48%	51%	**	20%	32%	35%	**	**	**	42%	24%	27%	**	24%	**	**	100%	**
<b>PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH</b>																			
English	36	15	20	**	8	12	11	**	**	**	16	10	11	**	6	**	**	36	**
	27%	24%	30%	**	29%	27%	22%	**	**	**	28%	30%	32%	**	20%	**	**	27%	**
		43%	56%	**	22%	33%	30%	**	**	**	43%	28%	32%	**	18%	**	**	100%	**
Welsh	3	1	1	**	*	2	1	**	**	**	2	2	1	**	*	**	**	3	**
	2%	2%	2%	**	2%	4%	2%	**	**	**	3%	6%	3%	**	*%	**	**	2%	**
		42%	41%	**	15%	51%	32%	**	**	**	59%	63%	35%	**	3%	**	**	100%	**
Don't know	1	*	*	**	*	*	-	**	**	**	-	*	*	**	-	**	**	1	**
	1%	*%	*%	**	1%	*%	-%	**	**	**	-%	*%	1%	**	-%	**	**	1%	**
		30%	6%	**	30%	6%	-%	**	**	**	-%	6%	30%	**	-%	**	**	100%	**
CANNOT SPEAK OR WRITE IN WELSH	95	47	47	**	19	30	36	**	**	**	39	21	23	**	26	**	**	95	**
	70%	74%	69%	**	68%	69%	76%	**	**	**	69%	64%	64%	**	80%	**	**	70%	**
		50%	49%	**	20%	32%	38%	**	**	**	42%	22%	24%	**	27%	**	**	100%	**

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

SN. What is your preferred language? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS & HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/HIGH o
Significance Level: 95%																
Unweighted total	568	-	-	-	-	-	-	-	-	-	283	285	317	230	319	249
Effective Weighted Sample	385	-	-	-	-	-	-	-	-	-	256	255	224	148	202	183
Total	135	-	-	-	-	-	-	-	-	-	106	29	81	48	69	67
		**	**	**	**	**	**	**	**	**	79%	21%	60%	36%	51%	49%
<b>PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH</b>																
English	36	**	**	**	**	**	**	**	**	**	29	7	22	13	19	17
	27%	**	**	**	**	**	**	**	**	**	27%	24%	27%	27%	27%	26%
		**	**	**	**	**	**	**	**	**	81%	19%	60%	36%	52%	48%
Welsh	3	**	**	**	**	**	**	**	**	**	2	1	3	*	2	1
	2%	**	**	**	**	**	**	**	**	**	2%	4%	3%	1%	3%	1%
		**	**	**	**	**	**	**	**	**	62%	38%	87%	13%	77%	23%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	*	*	1	*
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	*%	1%	*%
		**	**	**	**	**	**	**	**	**	94%	6%	30%	6%	70%	30%
CANNOT SPEAK OR WRITE IN WELSH	95	**	**	**	**	**	**	**	**	**	74	21	56	35	47	48
	70%	**	**	**	**	**	**	**	**	**	70%	71%	70%	72%	68%	72%
		**	**	**	**	**	**	**	**	**	78%	22%	59%	37%	49%	51%

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

SN. What is your preferred language? (SINGLE CODE)

Base : All respondents in Wales (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	568	299	214	460	468	238	548
Effective Weighted Sample	385	210	135	318	322	169	375
Total	135	74	45	110	114	60	130
		55%	34%	82%	84%	44%	96%
<b>PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH</b>							
English	36	15	15	32	32	16	35
	27%	20%	34%	29%	28%	27%	27%
		a	a				
		42%	43%	88%	88%	44%	97%
Welsh	3	2	1	3	2	1	3
	2%	2%	3%	2%	2%	2%	2%
		55%	41%	84%	80%	43%	100%
Don't know	1	*	*	*	*	-	*
	1%	*%	*%	*%	*%	-%	*%
		30%	6%	36%	36%	-%	36%
CANNOT SPEAK OR WRITE IN WELSH	95	57	29	76	79	43	92
	70%	77%	63%	69%	70%	71%	70%
		bc					
		60%	30%	80%	84%	45%	96%

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

QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
English	1801 60%	853 61%	926 60%	176 60%	355 60%	548 58%	698 63%	125 65%	153 61%	223 61%	780 61%	475 60%	444 58%	318 63%	465 64%	1731 70%	25 9%	35 24%	9 10%
		47%	51%	10%	20%	30%	39%	7%	8%	12%	43%	26%	25%	18%	26%	96%	1%	2%	1%
Scottish	240 8%	119 9%	119 8%	28 10%	40 7%	79 8%	91 8%	16 8%	28 11%	31 9%	101 8%	58 7%	60 8%	50 10%	62 9%	42 2%	196 73%	* *%	1 1%
		49%	50%	12%	17%	33%	38%	7%	12%	13%	42%	24%	25%	21%	26%	18%	82%	*%	1%
Welsh	112 4%	55 4%	55 4%	13 4%	26 4%	33 4%	39 4%	9 5%	8 3%	11 3%	53 4%	30 4%	33 4%	20 4%	26 4%	26 1%	- -%	86 57%	* *%
		49%	49%	11%	23%	30%	35%	8%	8%	9%	48%	27%	30%	18%	23%	23%	-%	77%	*%
Northern Irish	50 2%	23 2%	28 2%	6 2%	13 2%	12 1%	19 2%	4 2%	5 2%	8 2%	18 1%	14 2%	13 2%	9 2%	10 1%	10 *%	3 1%	* *%	37 41%
		45%	54%	11%	26%	24%	38%	8%	10%	15%	36%	28%	26%	18%	19%	20%	7%	1%	73%
British	725 24%	342 24%	371 24%	65 22%	118 20%	244 26%	287 26%	45 23%	50 20%	95 26%	312 25%	234 29%	202 26%	106 21%	149 20%	620 25%	56 21%	30 20%	19 21%
		47%	51%	9%	16%	34%	40%	6%	7%	13%	43%	32%	28%	15%	21%	86%	8%	4%	3%
Irish	48 2%	24 2%	24 2%	7 2%	10 2%	11 1%	20 2%	5 3%	5 2%	7 2%	18 1%	15 2%	12 2%	6 1%	12 2%	19 1%	1 *%	1 1%	27 30%
		49%	49%	14%	20%	22%	41%	10%	11%	14%	37%	31%	26%	13%	24%	39%	2%	3%	56%
Other	182 6%	73 5%	108 7%	20 7%	60 10%	69 7%	31 3%	10 5%	15 6%	13 4%	94 7%	43 5%	63 8%	29 6%	38 5%	163 7%	11 4%	4 3%	4 4%
		40%	59%	11%	33%	38%	17%	6%	8%	7%	52%	23%	35%	16%	21%	89%	6%	2%	2%
Prefer not to say	87 3%	33 2%	27 2%	8 3%	17 3%	24 3%	8 1%	1 *%	1 *%	3 1%	7 1%	8 1%	20 3%	15 3%	10 1%	78 3%	1 1%	3 2%	4 5%
		38%	31%	9%	19%	28%	10%	1%	1%	3%	8%	9%	22%	17%	11%	90%	2%	3%	5%

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



QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
NOT ANSWERED [POSTAL ONLY]	5	2	3	-	-	-	2	-	-	1	-	*	-	1	1	4	-	1	-
	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%
		44%	56%	-%	-%	-%	37%	-%	-%	14%	-%	9%	-%	16%	28%	86%	-%	14%	-%

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

QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
English	1801	180	307	180	169	189	148	185	107	266	1545	256	1059	696	963	838
	60%	50%	71%	71%	77%	67%	71%	77%	81%	74%	60%	62%	61%	62%	65%	55%
			a	a	ae	a	a	abe	abcefi	a					o	
		10%	17%	10%	9%	11%	8%	10%	6%	15%	86%	14%	59%	39%	53%	47%
Scottish	240	3	13	4	2	3	2	2	3	10	206	34	144	90	121	119
	8%	1%	3%	1%	1%	1%	1%	1%	2%	3%	8%	8%	8%	8%	8%	8%
			a													
		1%	5%	2%	1%	1%	1%	1%	1%	4%	86%	14%	60%	37%	51%	49%
Welsh	112	-	7	5	*	2	4	2	1	3	90	21	67	41	58	54
	4%	-%	2%	2%	*%	1%	2%	1%	1%	1%	3%	5%	4%	4%	4%	4%
			a	ad			ad									
		-%	6%	5%	*%	2%	4%	2%	1%	3%	81%	19%	60%	37%	52%	48%
Northern Irish	50	1	7	-	-	-	*	1	-	1	34	16	30	20	26	25
	2%	*%	2%	-%	-%	-%	*%	*%	-%	*%	1%	4%	2%	2%	2%	2%
			acdefgh									j				
		1%	15%	-%	-%	-%	*%	1%	-%	2%	68%	32%	59%	40%	51%	49%
British	725	120	94	61	46	82	50	56	29	82	637	88	433	271	362	363
	24%	33%	22%	24%	21%	29%	24%	23%	22%	23%	25%	21%	25%	24%	24%	24%
		bcdgfi				bdh										
		17%	13%	8%	6%	11%	7%	8%	4%	11%	88%	12%	60%	37%	50%	50%
Irish	48	5	4	1	2	3	*	-	1	3	37	11	23	23	19	30
	2%	1%	1%	1%	1%	1%	*%	-%	*%	1%	1%	3%	1%	2%	1%	2%
			g									j				
		10%	8%	3%	3%	6%	1%	-%	1%	6%	76%	24%	48%	48%	39%	61%
Other	182	61	18	15	9	19	16	10	4	11	168	14	120	58	42	140
	6%	17%	4%	6%	4%	7%	8%	4%	3%	3%	6%	3%	7%	5%	3%	9%
		bcdgfi				hi	bdghi				k		m		n	
		34%	10%	8%	5%	11%	9%	5%	2%	6%	92%	8%	66%	32%	23%	77%
Prefer not to say	87	19	19	9	6	4	5	7	3	8	81	6	30	13	33	54
	3%	5%	4%	4%	3%	1%	2%	3%	2%	2%	3%	1%	2%	1%	2%	4%
		eh	e								k				n	
		21%	21%	10%	7%	4%	6%	8%	3%	10%	93%	7%	34%	15%	38%	62%

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

QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NOT ANSWERED [POSTAL ONLY]	5	2	-	-	*	1	-	1	-	-	5	-	1	3	1	4
	*%	1%	-%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		47%	-%	-%	9%	16%	-%	14%	-%	-%	100%	-%	13%	53%	23%	77%

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

QZ10. How would you describe your national identity? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
English	1801	902	805	1402	1378	719	1733
	60%	65%	63%	63%	61%	59%	61%
		def	e	e			
		50%	45%	78%	77%	40%	96%
Scottish	240	138	92	184	195	109	231
	8%	10%	7%	8%	9%	9%	8%
		bf					
		57%	38%	77%	81%	46%	96%
Welsh	112	56	42	92	91	49	107
	4%	4%	3%	4%	4%	4%	4%
		50%	37%	82%	82%	44%	96%
Northern Irish	50	21	22	34	37	20	45
	2%	2%	2%	2%	2%	2%	2%
		43%	43%	67%	73%	39%	89%
British	725	317	330	557	530	310	681
	24%	23%	26%	25%	24%	25%	24%
		a					
		44%	46%	77%	73%	43%	94%
Irish	48	24	22	38	37	22	46
	2%	2%	2%	2%	2%	2%	2%
		49%	45%	78%	76%	46%	94%
Other	182	41	52	98	145	88	167
	6%	3%	4%	4%	6%	7%	6%
				a	abc	abc	abc
		23%	29%	54%	80%	49%	92%
Prefer not to say	87	15	22	33	42	25	63
	3%	1%	2%	1%	2%	2%	2%
					a	a	ac
		18%	26%	38%	49%	29%	72%
NOT ANSWERED [POSTAL ONLY]	5	1	1	2	1	1	3
	*%	*%	*%	*%	*%	*%	*%
		25%	14%	40%	14%	14%	53%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
<b>WHITE</b>																			
English/ Welsh/ Scottish/ Northern Irish/ British Irish	2387 80%	1140 82%	1222 79%	209 72%	424 72%	726 77% cd	997 90% cde	157 81%	207 83%	309 85%	1039 82%	658 82% l	606 79%	412 81%	589 81%	1945 78% r	244 90% or	140 93% or	59 65%
		48%	51%	9%	18%	30%	42%	7%	9%	13%	44%	28%	25%	17%	25%	81%	10%	6%	2%
Irish	38 1%	17 1%	20 1%	4 1%	10 2%	7 1%	16 1%	3 2%	3 1%	6 2%	18 1%	13 2%	10 1%	5 1%	8 1%	15 1%	1 *%	1 1%	22 24%
		46%	53%	11%	25%	19%	41%	8%	8%	15%	48%	33%	26%	13%	22%	38%	2%	3%	57%
Gypsy or Irish traveller	3 *%	2 *%	* *%	1 1%	* *%	1 *%	* *%	1 *%	* *%	* *%	1 *%	1 *%	1 *%	- -%	1 *%	2 *%	- -%	1 *%	* *%
		75%	8%	47%	6%	42%	6%	20%	14%	14%	42%	46%	35%	-%	20%	68%	-%	21%	11%
Roma	5 *%	* *%	5 *%	- -%	2 *%	3 *%	* *%	1 *%	1 *%	2 1%	1 *%	2 *%	2 *%	* *%	1 *%	4 *%	1 *%	* *%	* *%
		9%	91%	-%	41%	54%	4%	15%	10%	38%	16%	37%	32%	4%	27%	72%	20%	4%	4%
Any other White background	129 4%	47 3%	81 5%	12 4%	43 7%	54 6%	20 2%	4 2%	15 6%	10 3%	70 6%	34 4%	38 5%	26 5%	23 3%	118 5%	6 2%	2 1%	3 4%
		36%	63%	9%	33%	42%	15%	3%	11%	7%	54%	26%	30%	20%	18%	91%	5%	2%	3%
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>																			
White and Black Caribbean	22 1%	6 *%	15 1%	4 1%	7 1%	9 1%	3 *%	3 1%	2 1%	7 2%	5 *%	6 1%	3 *%	6 1%	8 1%	21 1%	1 *%	- -%	* *%
		28%	69%	17%	31%	40%	12%	12%	7%	29%	20%	28%	12%	25%	35%	95%	3%	-%	1%
White and Black African	8 *%	3 *%	5 *%	3 1%	1 *%	2 *%	* *%	1 1%	1 *%	1 *%	2 *%	- -%	4 1%	1 *%	3 *%	8 *%	- -%	- -%	* *%
		43%	57%	43%	15%	27%	5%	17%	8%	15%	30%	-%	50%	10%	39%	98%	-%	-%	2%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
White and Asian	19 1%	7 *%	13 1%	10 3% def	3 1%	2 *%	4 *%	2 1%	1 *%	3 1%	7 1%	2 *%	5 1%	4 1%	7 1%	18 1%	- -%	1 1%	* *%
Any other Mixed/ multiple ethnic background	15 *%	9 1%	6 *%	3 1% f	3 *%	7 1% f	2 *%	1 1%	1 *%	2 1%	9 1%	5 1%	4 1%	3 1% *%	3 *%	15 1%	- -%	- -%	- -%
		62%	38%	20%	19%	48%	13%	10%	4%	17%	61%	33%	30%	20%	18%	100%	-%	-%	-%
<b>BLACK AND BLACK BRITISH</b>																			
Caribbean	12 *%	* *%	11 1% a	1 *%	4 1% f	5 1%	1 *%	* *%	* *%	2 1%	7 1%	4 1%	4 1%	- -%	3 *%	10 *%	1 *%	- -%	- -%
		4%	96%	12%	33%	41%	13%	4%	4%	20%	58%	36%	35%	-%	29%	91%	9%	-%	-%
African	25 1%	12 1%	13 1%	3 1% f	8 1%	9 1%	4 *%	1 1%	4 2%	3 1%	8 1%	7 1%	8 1%	4 1%	5 1%	24 1%	* *%	1 *%	* *%
		48%	50%	12%	32%	35%	17%	4%	16%	10%	32%	26%	33%	16%	21%	96%	*%	2%	2%
Any other Black/ Black British/ African/ Caribbean background	4 *%	2 *%	2 *%	2 1% f	1 *%	1 *%	- -%	- -%	- -%	* *%	1 *%	1 *%	* *%	2 *%	1 *%	4 *%	- -%	- -%	- -%
		52%	48%	50%	22%	28%	-%	-%	-%	12%	16%	16%	12%	50%	22%	100%	-%	-%	-%
<b>ASIAN AND BRITISH ASIAN</b>																			
Indian	77 3%	35 3%	40 3%	6 2%	21 4%	25 3%	25 2%	- -%	2 1%	3 1%	38 3% ghi	23 3%	20 3%	9 2%	18 2%	72 3%	4 1%	1 1%	* *%
		46%	51%	8%	27%	33%	32%	-%	3%	3%	50%	30%	26%	12%	23%	94%	5%	1%	*%
Pakistani	61 2%	32 2%	29 2%	9 3% f	23 4% ef	21 2% f	8 1%	9 5% j	8 3% j	8 2%	15 1%	11 1%	12 2%	10 2% kl	23 3%	56 2% qr	5 2% qr	* *%	* *%
		52%	48%	15%	38%	34%	12%	15%	13%	13%	25%	17%	20%	17%	37%	91%	8%	*%	1%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Bangladeshi	20 1%	8 1%	12 1%	6 2%	6 1%	8 1%	1 *%	2 1%	3 1%	1 *%	4 *%	3 *%	8 1%	1 *%	7 1%	20 1%	- -%	- -%	- -%
				f 29%	f 30%	f 38%	f 3%									r 100%			
Chinese	26 1%	9 1%	16 1%	6 2%	6 1%	7 1%	7 1%	4 2%	2 1%	1 *%	15 1%	8 1%	10 1%	2 *%	5 1%	24 1%	2 1%	* *%	* *%
				ef 24%	ef 22%	ef 27%	ef 25%												
Any other Asian background	11 *%	3 *%	8 1%	1 *%	2 *%	7 1%	* *%	- -%	* *%	- -%	3 *%	1 *%	2 *%	2 *%	2 *%	11 *%	- -%	* *%	* *%
				f 11%	f 18%	f 63%	f 1%												
<b>OTHER ETHNIC GROUP</b>																			
Arab	8 *%	4 *%	4 *%	2 1%	2 *%	3 *%	1 *%	2 1%	- -%	2 *%	1 *%	1 *%	2 *%	1 *%	2 *%	7 *%	- -%	* *%	* *%
				f 28%	f 30%	f 35%	f 8%												
Any other background	18 1%	8 1%	10 1%	1 *%	3 1%	8 1%	5 *%	- -%	- -%	- -%	11 1%	2 *%	7 1%	6 1%	1 *%	16 1%	2 1%	* *%	- -%
											i 64%		n 13%	kn 34%					
Prefer not to say/ Refused	104 3%	46 3%	27 2%	7 2%	18 3%	35 4%	13 1%	1 *%	1 *%	3 1%	12 1%	17 2%	23 3%	14 3%	16 2%	97 4%	3 1%	2 1%	3 4%
				b 44%	f 17%	f 33%	f 12%									pq 93%			pq 3%
NOT ANSWERED [POSTAL ONLY]	7 *%	3 *%	4 *%	- -%	- -%	- -%	5 *%	2 1%	- -%	1 *%	* *%	* *%	- -%	* *%	4 1%	5 *%	1 *%	1 *%	* *%
							e 65%	j 22%						kl 56%					

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
<b>WHITE</b>																
English/ Welsh/ Scottish/ Northern Irish/ British	2387	186	361	222	180	206	166	200	119	303	2009	378	1399	926	1314	1073
Irish	80%	52%	83%	88%	82%	73%	80%	83%	91%	84%	78%	92%	80%	82%	88%	71%
			ae	abdef	ae	a	a	ae	abdefgi	ae		j			o	
		8%	15%	9%	8%	9%	7%	8%	5%	13%	84%	16%	59%	39%	55%	45%
Irish	38	4	3	1	1	2	1	1	*	3	30	8	20	16	12	27
	1%	1%	1%	*%	*%	1%	*%	*%	*%	1%	1%	2%	1%	1%	1%	2%
															n	
		10%	7%	2%	2%	5%	3%	2%	1%	8%	78%	22%	52%	43%	31%	69%
Gypsy or Irish traveller	3	1	*	-	-	1	*	-	-	-	2	1	2	2	2	1
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		16%	11%	-%	-%	26%	14%	-%	-%	-%	54%	46%	50%	50%	62%	38%
Roma	5	-	1	-	-	-	1	1	1	1	4	1	2	4	2	3
	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	13%	-%	-%	-%	10%	15%	12%	22%	82%	18%	30%	70%	34%	66%
Any other White background	129	51	15	9	7	8	13	9	2	3	121	9	94	31	34	96
	4%	14%	4%	3%	3%	3%	6%	4%	2%	1%	5%	2%	5%	3%	2%	6%
		bcdefghi	i	i	i	hi	i	i			k		m		n	
		39%	12%	7%	6%	6%	10%	7%	2%	2%	93%	7%	73%	24%	26%	74%
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>																
White and Black Caribbean	22	5	2	1	3	5	2	*	1	3	21	1	16	5	8	15
	1%	1%	*%	*%	1%	2%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%
		g			g	g										
		22%	8%	3%	13%	23%	7%	1%	4%	15%	96%	4%	73%	23%	34%	66%
White and Black African	8	2	1	-	1	1	1	-	*	2	8	*	3	5	3	5
	*%	1%	*%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		28%	10%	-%	8%	10%	18%	-%	5%	21%	98%	2%	40%	60%	35%	65%

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



Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
White and Asian	19	1	7	1	3	1	1	1	1	2	18	2	11	7	9	10
	1%	*%	2%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%
		7%	34%	6%	13%	8%	7%	3%	4%	10%	91%	9%	57%	38%	47%	53%
Any other Mixed/ multiple ethnic background	15	4	3	1	1	1	2	1	*	2	15	-	11	4	6	9
	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%	-%	1%	*%	*%	1%
		24%	21%	9%	5%	3%	12%	8%	2%	16%	100%	-%	75%	25%	38%	62%
<b>BLACK AND BLACK BRITISH</b>																
Caribbean	12	6	1	-	-	3	*	*	-	-	12	-	8	3	*	11
	*%	2%	*%	-%	-%	1%	*%	*%	-%	-%	*%	-%	*%	*%	*%	1%
		bcd	fg	hi												n
		52%	7%	-%	-%	25%	4%	4%	-%	-%	100%	-%	70%	26%	4%	96%
African	25	8	6	2	1	3	2	1	*	2	25	*	16	9	4	21
	1%	2%	1%	1%	*%	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1%
		dghi									k					n
		33%	23%	7%	2%	11%	8%	4%	2%	6%	100%	*%	63%	37%	17%	83%
Any other Black/ Black British/ African/ Caribbean background	4	-	1	1	-	-	-	1	-	1	4	-	2	2	-	4
	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	-%	*%
		-%	34%	30%	-%	-%	-%	21%	-%	16%	100%	-%	50%	50%	-%	100%
<b>ASIAN AND BRITISH ASIAN</b>																
Indian	77	23	5	3	10	12	7	5	1	7	73	4	51	24	21	56
	3%	6%	1%	1%	4%	4%	3%	2%	*%	2%	3%	1%	3%	2%	1%	4%
		bcghi			bch	bch	bh				k					n
		30%	7%	4%	13%	16%	9%	6%	1%	9%	95%	5%	66%	31%	27%	73%
Pakistani	61	7	4	-	6	15	4	10	*	10	60	1	31	28	9	53
	2%	2%	1%	-%	3%	5%	2%	4%	*%	3%	2%	*%	2%	3%	1%	3%
		ch			ch	abcfh	ch	bch		ch	k					n
		11%	7%	-%	9%	24%	7%	17%	*%	16%	98%	2%	50%	46%	14%	86%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Bangladeshi	20	11	-	-	*	4	1	*	1	2	20	-	10	10	*	20
	1%	3%	-%	-%	*%	1%	1%	*%	1%	*%	1%	-%	1%	1%	*%	1%
		bcdgfi				bcg			b		k				n	
		54%	-%	-%	2%	20%	7%	1%	7%	9%	100%	-%	51%	49%	2%	98%
Chinese	26	8	3	1	3	1	1	2	1	4	26	-	8	16	10	16
	1%	2%	1%	1%	1%	*%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%
		be									k		l			
		32%	10%	5%	11%	3%	6%	6%	2%	16%	100%	-%	32%	62%	40%	60%
Any other Asian background	11	4	3	1	-	4	*	-	*	-	9	2	6	3	5	7
	*%	1%	1%	*%	-%	1%	*%	-%	*%	-%	*%	1%	*%	*%	*%	*%
						dgi										
		31%	24%	5%	-%	34%	3%	-%	2%	-%	82%	18%	51%	23%	40%	60%
<b>OTHER ETHNIC GROUP</b>																
Arab	8	4	1	-	*	1	*	*	1	-	8	-	2	6	*	7
	*%	1%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	1%	*%	*%
														l	n	
		51%	8%	-%	3%	15%	4%	5%	9%	-%	100%	-%	25%	75%	5%	95%
Any other background	18	4	2	-	1	3	1	1	*	3	18	*	11	6	5	13
	1%	1%	1%	-%	*%	1%	1%	*%	*%	1%	1%	*%	1%	1%	*%	1%
											k				n	
		19%	13%	-%	4%	18%	8%	5%	1%	18%	100%	*%	60%	35%	26%	74%
Prefer not to say/ Refused	104	30	17	9	5	11	3	7	3	12	99	6	41	21	46	59
	3%	8%	4%	4%	2%	4%	2%	3%	2%	3%	4%	1%	2%	2%	3%	4%
		bcddefghi									k					
		28%	16%	9%	5%	11%	3%	6%	3%	12%	95%	5%	40%	20%	44%	56%
NOT ANSWERED [POSTAL ONLY]	7	2	-	-	*	-	-	1	-	2	7	*	1	5	1	6
	*%	1%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%
														l		
		32%	-%	-%	6%	-%	-%	10%	-%	22%	97%	3%	9%	65%	19%	81%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
<b>WHITE</b>							
English/ Welsh/ Scottish/ Northern Irish/ British Irish	2387	1190	1079	1877	1818	950	2292
	80%	85%	85%	84%	81%	78%	81%
		def	def	def	e		e
		50%	45%	79%	76%	40%	96%
Irish	38	17	18	27	28	15	35
	1%	1%	1%	1%	1%	1%	1%
		44%	47%	71%	74%	39%	92%
Gypsy or Irish traveller	3	1	1	2	3	2	3
	*%	*%	*%	*%	*%	*%	*%
		30%	38%	47%	83%	49%	94%
Roma	5	2	1	2	2	2	4
	*%	*%	*%	*%	*%	*%	*%
		40%	17%	43%	42%	45%	85%
Any other White background	129	26	40	70	97	58	120
	4%	2%	3%	3%	4%	5%	4%
			a	a	ac	abc	ac
		20%	31%	54%	75%	45%	93%
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>							
White and Black Caribbean	22	9	9	15	14	10	21
	1%	1%	1%	1%	1%	1%	1%
		39%	41%	69%	61%	44%	94%
White and Black African	8	4	2	6	7	5	8
	*%	*%	*%	*%	*%	*%	*%
		44%	30%	70%	90%	60%	100%
White and Asian	19	5	8	11	15	12	16
	1%	*%	1%	*%	1%	1%	1%
			a			a	
		26%	41%	58%	77%	60%	85%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Any other Mixed/ multiple ethnic background	15	5	7	10	11	10	14
	*%	*%	1%	*%	1%	1%	*%
		32%	47%	71%	77%	71%	97%
<b>BLACK AND BLACK BRITISH</b>							
Caribbean	12	7	4	9	11	8	11
	*%	1%	*%	*%	*%	1%	*%
		64%	34%	77%	93%	74%	96%
African	25	8	10	17	17	14	23
	1%	1%	1%	1%	1%	1%	1%
		31%	41%	69%	69%	56%	91%
Any other Black/ Black British/ African/ Caribbean background	4	1	1	4	4	2	4
	*%	*%	*%	*%	*%	*%	*%
		36%	41%	100%	100%	68%	100%
<b>ASIAN AND BRITISH ASIAN</b>							
Indian	77	40	21	51	57	32	72
	3%	3%	2%	2%	3%	3%	3%
		b					
		51%	27%	67%	75%	41%	93%
Pakistani	61	25	16	30	41	22	54
	2%	2%	1%	1%	2%	2%	2%
		40%	26%	49%	67%	36%	88%
Bangladeshi	20	12	3	12	15	13	19
	1%	1%	*%	1%	1%	1%	1%
		b				bc	b
		60%	15%	57%	73%	65%	96%
Chinese	26	4	6	13	19	15	24
	1%	*%	*%	1%	1%	1%	1%
					a	abc	a
		16%	23%	50%	71%	59%	93%

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

Q22. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Any other Asian background	11	4	2	7	6	4	9
	*%	*%	*%	*%	*%	*%	*%
		32%	16%	58%	56%	37%	77%
<b>OTHER ETHNIC GROUP</b>							
Arab	8	3	3	4	7	3	7
	*%	*%	*%	*%	*%	*%	*%
		41%	38%	56%	87%	42%	87%
Any other background	18	9	6	15	14	7	17
	1%	1%	*%	1%	1%	1%	1%
		52%	35%	82%	79%	40%	94%
Prefer not to say/ Refused	104	24	28	44	56	29	73
	3%	2%	2%	2%	3%	2%	3%
							a
		23%	27%	42%	54%	28%	70%
NOT ANSWERED [POSTAL ONLY]	7	2	2	3	2	2	5
	*%	*%	*%	*%	*%	*%	*%
		23%	35%	36%	24%	24%	68%

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

QZ16. Which of these – if any – impact or 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Hearing? Poor hearing, partial hearing, or are deaf	154 5%	85 6%	69 4%	4 1%	7 1%	22 2%	117 11%	18 10%	26 10%	21 6%	41 3%	29 4%	29 4%	24 5%	62 9%	124 5%	12 4%	11 8%	7 8%
		b 55%					cde 76%	j 12%	ij 17%	j 13%				klm 40%			o 7%	op 5%	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	148 5%	77 5%	69 4%	18 6%	20 3%	40 4%	69 6%	19 10%	19 8%	24 6%	44 3%	19 2%	38 5%	17 3%	69 9%	125 5%	13 5%	6 4%	5 5%
				d 12%			de 47%	j 13%	j 13%	j 16%			k 26%	klm 47%					
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	165 5%	76 5%	87 6%	4 1%	9 1%	38 4%	110 10%	23 12%	32 13%	33 9%	23 2%	15 2%	22 3%	16 3%	92 13%	130 5%	18 7%	9 6%	7 8%
						cd 23%	cde 67%	j 14%	j 19%	j 20%				klm 56%					o 4%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	63 2%	33 2%	30 2%	3 1%	7 1%	14 1%	39 4%	11 6%	12 5%	10 3%	9 1%	6 1%	9 1%	8 1%	38 5%	54 2%	4 1%	3 2%	2 2%
							cde 62%	j 17%	j 19%	j 16%				klm 60%					
Breathing? Breathlessness or chest pains	112 4%	56 4%	55 4%	4 1%	12 2%	24 3%	70 6%	17 9%	23 9%	21 6%	18 1%	10 1%	14 2%	17 3%	63 9%	85 3%	15 6%	7 4%	5 6%
							cde 63%	j 15%	j 20%	j 19%				k 16%	klm 56%		o 14%		o 5%

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

QZ16. Which of these – if any – impact or 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	66 2%	34 2%	29 2%	8 3%	14 2%	22 2%	22 2%	16 8%	10 4%	10 3%	8 1%	5 1%	9 1%	7 1%	38 5%	54 2%	7 3%	3 2%	2 2%
								hij 25%	j 15%	j 15%	13% 13%	7% 7%	14% 11%	11% 6%	58% 49%	82% 78%	10% 17%	5% 3%	3% 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	36 1%	19 1%	15 1%	12 4%	11 2%	11 1%	2 *%	5 3%	4 2%	4 1%	9 1%	3 *%	9 1%	2 *%	18 2%	28 1%	6 2%	1 1%	1 1%
				def 33%	f 29%	f 30%	6% 6%	j 14%	11% 11%	10% 10%	26% 26%	9% 9%	25% 25%	6% 6%	49% 47%	78% 77%	17% 12%	3% 7%	2% 3%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	268 9%	102 7%	159 10%	56 19%	73 12%	89 10%	49 4%	47 24%	44 18%	40 11%	65 5%	27 3%	69 9%	26 5%	125 17%	206 8%	33 12%	20 13%	8 9%
			a 38%	def 21%	f 27%	f 33%	18% 18%	ij 18%	ij 16%	j 15%	24% 24%	10% 10%	26% 26%	10% 10%	47% 47%	77% 77%	12% 12%	7% 7%	3% 3%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	189 6%	79 6%	108 7%	8 3%	13 2%	59 6%	104 9%	25 13%	32 13%	35 10%	46 4%	32 4%	30 4%	24 5%	89 12%	158 6%	16 6%	9 6%	6 7%
						cd 32%	cde 55%	j 13%	j 17%	j 19%	24% 24%	17% 17%	16% 16%	13% 13%	47% 47%	84% 84%	8% 8%	5% 5%	3% 3%

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

QZ16. Which of these – if any – impact or 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2048 68%	967 69%	1066 69%	184 63%	433 74%	685 73%	724 65%	101 52%	129 51%	238 66%	1047 83%	654 82%	570 74%	380 75%	377 52%	1703 68%	188 69%	100 67%	57 64%
		47%	52%	9%	21% cf	33% cf	35%	5%	6%	12% gh	51% ghi	32% lmn	28% n	19% n	18%	83% r	9%	5%	3%
Prefer not to say	253 8%	112 8%	102 7%	28 10%	49 8%	70 7%	67 6%	8 4%	14 5%	10 3%	26 2%	36 5%	43 6%	29 6%	65 9%	217 9%	15 6%	10 7%	10 12%
		44%	40%	11% f	19%	28%	27%	3% j	5% j	4% j	10% j	14% j	17% j	12% kl	26% kl	86% r	6% r	4% r	4% opq
NOT ANSWERED [POSTAL ONLY]	12 *%	7 1%	5 *%	- -%	- -%	1 *%	8 1%	3 1%	2 1%	1 *%	- -%	- -%	3 *%	2 *%	2 *%	12 *%	- -%	* *%	- -%
		57%	43%	-%	-%	5% de	68% de	22% j	17% j	8% j	-%	-%	22% k	19% k	12% klm	98% r	-%	2% r	-%
ANY IMPACTING OR LIMITING CONDITIONS	687 23%	309 22%	369 24%	79 27%	105 18%	183 19%	310 28%	81 42%	106 42%	113 31%	195 15%	107 13%	156 20%	96 19%	288 39%	558 22%	67 25%	39 26%	22 24%
		45%	54%	12% de	15%	27%	45% de	12% ij	15% ij	16% j	28% j	16% k	23% k	14% klm	42% klm	81% r	10% r	6% r	3% r

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



QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Hearing? Poor hearing, partial hearing, or are deaf	154	10	27	12	11	10	14	12	7	20	133	20	36	114	80	74
	5%	3%	6%	5%	5%	4%	7%	5%	5%	6%	5%	5%	2%	10%	5%	5%
		7%	17%	8%	7%	7%	9%	8%	5%	13%	87%	13%	23%	74%	52%	48%
			a				a						l			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	148	15	19	10	14	10	14	11	8	24	133	15	56	90	60	88
	5%	4%	4%	4%	6%	4%	7%	4%	6%	7%	5%	4%	3%	8%	4%	6%
		10%	13%	7%	9%	7%	9%	7%	5%	16%	90%	10%	38%	61%	40%	60%
			a		a		a						l			n
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	165	7	23	14	13	14	9	16	9	26	147	18	17	143	60	105
	5%	2%	5%	6%	6%	5%	4%	7%	7%	7%	6%	4%	1%	13%	4%	7%
		4%	14%	8%	8%	8%	5%	10%	5%	16%	89%	11%	10%	87%	37%	63%
			a		a		a		a	a			l			n
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	63	4	14	7	5	6	3	8	*	8	58	5	11	51	20	43
	2%	1%	3%	3%	2%	2%	2%	3%	3%	2%	2%	1%	1%	4%	1%	3%
		6%	22%	11%	7%	9%	6%	13%	1%	12%	92%	8%	18%	81%	31%	69%
			h	h				ah					l			n
Breathing? Breathlessness or chest pains	112	10	15	9	2	10	10	6	5	17	101	11	25	84	30	81
	4%	3%	3%	4%	1%	4%	5%	2%	4%	5%	4%	3%	1%	7%	2%	5%
		9%	13%	8%	2%	9%	9%	5%	5%	15%	90%	10%	22%	75%	27%	73%
			d	d		d	d		d	d			l			n

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

QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	66 2%	3 1%	13 3%	6 3%	4 2%	7 2%	4 2%	4 2%	2 2%	11 3%	64 2%	2 1%	14 1%	48 4%	14 1%	52 3%
		5%	19%	10%	6%	10%	6%	6%	3%	16%	k 96%	4%	l 22%	48 72%	21%	n 79%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	36 1%	1 *%	5 1%	3 1%	5 2%	4 1%	1 1%	1 *%	1 1%	6 2%	32 1%	4 1%	11 1%	22 2%	11 1%	25 2%
		2%	13%	10%	ag 14%	11%	4%	2%	4%	18%	90%	10%	31%	61%	30%	70%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	268 9%	18 5%	29 7%	20 8%	19 8%	25 9%	19 9%	23 9%	13 9%	42 12%	244 9%	23 6%	106 6%	150 13%	61 4%	207 14%
		7%	11%	7%	7%	9%	7%	8%	5%	16%	91%	9%	40%	56%	23%	77%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	189 6%	10 3%	19 4%	25 10%	11 5%	21 8%	14 7%	16 7%	4 3%	37 10%	165 6%	24 6%	60 3%	123 11%	75 5%	114 8%
		5%	10%	abdh 13%	6%	ah 11%	ah 7%	ah 9%	2%	abdh 19%	87%	13%	32%	l 65%	40%	n 60%

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

QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL			
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2048	268	317	170	146	193	136	160	88	226	1746	302	1398	618	1113	935	
	68%	75%	73%	68%	66%	69%	65%	66%	67%	62%	67%	73%	80%	55%	75%	62%	
		cd fghi	fi									j	m		o		
		13%	15%	8%	7%	9%	7%	8%	4%	11%	85%	15%	68%	30%	54%	46%	
Prefer not to say	253	33	36	18	22	24	21	26	12	25	223	31	91	91	102	151	
	8%	9%	8%	7%	10%	8%	10%	11%	9%	7%	9%	7%	5%	8%	7%	10%	
														l		n	
														36%	36%	40%	60%
NOT ANSWERED [POSTAL ONLY]	12	2	-	3	-	2	-	3	1	2	12	1	2	7	6	7	
	*%	1%	-%	1%	-%	1%	-%	1%	*%	*%	*%	*%	*%	1%	*%	*%	
				b				b						l			
				19%	-%	22%	-%	22%	5%	14%	93%	7%	15%	58%	45%	55%	
ANY IMPACTING OR LIMITING CONDITIONS	687	55	83	61	52	63	52	52	32	109	608	79	253	415	269	418	
	23%	15%	19%	24%	24%	22%	25%	22%	24%	30%	23%	19%	15%	37%	18%	28%	
				a	a	a	a	a	a	abeg	k			l		n	
				8%	12%	9%	8%	9%	8%	5%	16%	89%	11%	37%	60%	39%	61%

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

QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Hearing? Poor hearing, partial hearing, or are deaf	154	64	84	96	77	40	141
	5%	5%	7%	4%	3%	3%	5%
			acdef				de
		41%	55%	62%	50%	26%	92%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	148	69	61	102	105	54	141
	5%	5%	5%	5%	5%	4%	5%
		47%	41%	69%	71%	37%	95%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	165	83	71	99	88	48	154
	5%	6%	6%	4%	4%	4%	5%
		cde	de				de
		50%	43%	60%	53%	29%	93%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	63	29	35	36	38	18	61
	2%	2%	3%	2%	2%	1%	2%
			cde				
		46%	55%	57%	60%	28%	96%
Breathing? Breathlessness or chest pains	112	56	56	69	71	38	105
	4%	4%	4%	3%	3%	3%	4%
			cd				
		50%	50%	62%	63%	34%	94%

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

QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	66	27	32	39	43	30	63
	2%	2%	2%	2%	2%	2%	2%
		40%	48%	58%	65%	45%	95%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	36	15	15	25	28	20	34
	1%	1%	1%	1%	1%	2%	1%
		41%	41%	70%	78%	57%	94%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	268	110	106	194	212	143	256
	9%	8%	8%	9%	9%	12%	9%
		41%	40%	72%	79%	53%	95%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	189	86	92	130	130	73	180
	6%	6%	7%	6%	6%	6%	6%
		46%	49%	69%	69%	39%	96%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2048	984	892	1618	1626	867	1980
	68%	70%	70%	73%	73%	71%	70%
		48%	44%	79%	79%	42%	97%

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

QZ16. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES	
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Prefer not to say	253	90	66	127	135	68	189
	8%	6%	5%	6%	6%	6%	7%
		36%	26%	50%	53%	27%	b 75%
NOT ANSWERED [POSTAL ONLY]	12	2	8	4	3	2	9
	*%	*%	1%	*%	*%	*%	*%
		15%	acde 63%	35%	26%	13%	71%
ANY IMPACTING OR LIMITING CONDITIONS	687	320	303	478	479	279	654
	23%	23%	24%	21%	21%	23%	23%
		47%	44%	70%	70%	41%	95%

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
In full-time employment (including if furloughed)	1344 45%	757 54% b	574 37% c	76 26% d	390 67% e	607 65% f	258 23% g	24 13% h	42 17% i	152 42% j	850 67% k	455 57% l	444 58% m	291 57% n	128 17% o	1126 45% p	115 43% q	64 42% r	39 43% s
In part-time employment (including if furloughed)	400 13%	97 7% a	302 20% b	35 12% c	72 12% d	155 17% e	135 12% f	26 13% g	59 23% h	61 17% i	159 13% j	102 13% k	103 16% l	84 14% m	101 14% n	331 13% o	38 14% p	20 13% q	11 12% r
Retired	646 22%	319 23% a	324 21% b	1 *% c	3 *% d	10 1% e	614 55% f	51 26% g	92 37% h	103 28% i	172 14% j	189 24% k	96 13% l	72 14% m	245 34% n	541 22% o	51 19% p	36 24% q	18 20% r
Unemployed	194 6%	88 6% a	101 7% b	33 11% c	41 7% d	67 7% e	48 4% f	48 25% g	30 12% h	15 4% i	15 1% j	10 1% k	10 4% l	18 20% m	143 74% n	155 6% o	22 8% p	10 7% q	7 8% r
A student	155 5%	57 4% a	94 6% b	130 45% c	15 3% d	9 1% e	- -% f	22 11% g	9 4% h	7 2% i	32 3% j	16 2% k	100 13% l	14 3% m	15 2% n	123 5% o	19 7% p	7 5% q	6 7% r
Full-time responsibility for the home/ family	135 5%	23 2% a	111 7% b	7 2% c	34 6% d	64 7% e	29 3% f	16 8% g	15 6% h	21 6% i	38 3% j	15 2% k	7 1% l	16 3% m	83 11% n	111 4% o	13 5% p	6 4% q	4 5% r
Prefer not to say	118 4%	53 4% a	33 2% b	10 3% c	31 5% d	24 3% e	24 2% f	3 2% g	3 1% h	3 1% i	2 *% j	10 1% k	10 1% l	12 2% m	16 2% n	98 4% o	10 4% p	6 4% q	4 4% r

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
NOT ANSWERED [POSTAL ONLY]	6	3	4	-	-	1	2	3	-	1	-	-	1	-	*	5	-	1	*
	*%	*%	*%	-%	-%	*%	*%	1%	-%	*%	-%	-%	*%	-%	*%	*%	-%	1%	*%
								j		j							o		
		41%	59%	-%	-%	23%	31%	39%	-%	17%	-%	-%	11%	-%	5%	75%	-%	21%	4%
<b>WORKING STATUS SUMMARY</b>																			
WORKING	1744	854	875	111	462	762	394	50	101	213	1008	557	547	375	229	1457	154	84	50
	58%	61%	57%	38%	79%	81%	35%	26%	40%	59%	80%	70%	71%	74%	31%	58%	57%	56%	56%
		b			cf	cf				g	gh	ghi	n	n	n				
		49%	50%	6%	27%	44%	23%	3%	6%	12%	58%	32%	31%	21%	13%	84%	9%	5%	3%
NOT WORKING	1131	486	629	171	93	150	691	137	147	146	258	230	214	121	486	931	106	59	36
	38%	35%	41%	59%	16%	16%	62%	71%	59%	40%	20%	29%	28%	24%	66%	37%	39%	39%	40%
			a	de		de		hij	ij	j		m		klm					
		43%	56%	15%	8%	13%	61%	12%	13%	13%	23%	20%	19%	11%	43%	82%	9%	5%	3%

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



SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
In full-time employment (including if furloughed)	1344	181	186	106	101	122	91	114	66	160	1179	165	1344	-	667	677
	45%	50%	43%	42%	46%	43%	43%	47%	50%	44%	46%	40%	77%	-%	45%	45%
		bc									k		m			
		13%	14%	8%	7%	9%	7%	8%	5%	12%	88%	12%	100%	-%	50%	50%
In part-time employment (including if furloughed)	400	55	58	39	34	36	28	25	15	41	339	61	400	-	200	200
	13%	15%	13%	15%	15%	13%	14%	11%	11%	11%	13%	15%	23%	-%	13%	13%
													m			
		14%	15%	10%	8%	9%	7%	6%	4%	10%	85%	15%	100%	-%	50%	50%
Retired	646	48	105	64	50	53	48	56	26	91	514	133	-	646	436	210
	22%	13%	24%	26%	23%	19%	23%	23%	20%	25%	20%	32%	-%	57%	29%	14%
		7%	a	ae	a	a	a	a	a	a		j		l	o	
			16%	10%	8%	8%	7%	9%	4%	14%	79%	21%	-%	100%	67%	33%
Unemployed	194	17	25	14	12	27	14	17	11	19	177	17	-	194	39	156
	6%	5%	6%	6%	6%	9%	7%	7%	8%	5%	7%	4%	-%	17%	3%	10%
						ai					k			l	n	
		9%	13%	7%	6%	14%	7%	9%	6%	10%	91%	9%	-%	100%	20%	80%
A student	155	26	20	6	11	18	7	11	8	17	147	9	-	155	51	104
	5%	7%	5%	2%	5%	6%	3%	4%	6%	5%	6%	2%	-%	14%	3%	7%
		cf				c			c		k			l	n	
		17%	13%	4%	7%	11%	4%	7%	5%	11%	94%	6%	-%	100%	33%	67%
Full-time responsibility for the home/ family	135	15	20	13	11	14	10	9	2	17	118	17	-	135	48	87
	5%	4%	5%	5%	5%	5%	5%	4%	2%	5%	5%	4%	-%	12%	3%	6%
			h	h	h	h	h	h		h				l	n	
		11%	15%	9%	8%	10%	8%	7%	2%	12%	87%	13%	-%	100%	36%	64%
Prefer not to say	118	16	21	10	2	12	10	7	4	15	109	10	-	-	46	72
	4%	5%	5%	4%	1%	4%	5%	3%	3%	4%	4%	2%	-%	-%	3%	5%
		d	d	d		d	d			d	k				n	
		14%	18%	9%	2%	10%	9%	6%	3%	13%	92%	8%	-%	-%	39%	61%

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NOT ANSWERED [POSTAL ONLY]	6	2	-	-	-	-	-	1	-	2	6	1	-	-	2	4
	*%	*%	-%	-%	-%	-%	-%	*%	-%	1%	*%	*%	-%	-%	*%	*%
		26%	-%	-%	-%	-%	-%	16%	-%	33%	88%	12%	-%	-%	31%	69%
<b>WORKING STATUS SUMMARY</b>																
WORKING	1744	235	245	144	134	158	119	139	81	201	1518	226	1744	-	867	877
	58%	66%	56%	57%	61%	56%	57%	58%	61%	56%	59%	55%	100%	-%	58%	58%
		bcefgi											m			
		13%	14%	8%	8%	9%	7%	8%	5%	12%	87%	13%	100%	-%	50%	50%
NOT WORKING	1131	106	170	97	83	112	80	93	47	143	956	176	-	1131	574	557
	38%	29%	39%	39%	38%	40%	38%	39%	36%	40%	37%	43%	-%	100%	39%	37%
			a	a	a	a	a	a		a		j		l		
		9%	15%	9%	7%	10%	7%	8%	4%	13%	84%	16%	-%	100%	51%	49%

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
In full-time employment (including if furloughed)	1344	690	531	1090	1173	633	1308
	45%	49%	42%	49%	52%	52%	46%
		bf	bf	bcf	bcf	bcf	b
		51%	40%	81%	87%	47%	97%
In part-time employment (including if furloughed)	400	204	162	319	330	176	387
	13%	15%	13%	14%	15%	15%	14%
		51%	41%	80%	82%	44%	97%
Retired	646	282	385	457	322	152	613
	22%	20%	30%	21%	14%	13%	22%
		de	acdef	de			de
		44%	60%	71%	50%	24%	95%
Unemployed	194	70	81	121	123	77	172
	6%	5%	6%	5%	5%	6%	6%
		36%	42%	62%	63%	40%	89%
A student	155	51	38	106	141	93	147
	5%	4%	3%	5%	6%	8%	5%
				b	abc	abcf	ab
		33%	25%	68%	90%	60%	95%
Full-time responsibility for the home/ family	135	66	40	86	104	56	124
	5%	5%	3%	4%	5%	5%	4%
		b			b	b	b
		49%	30%	63%	77%	41%	91%
Prefer not to say	118	31	30	47	50	27	78
	4%	2%	2%	2%	2%	2%	3%
		26%	25%	40%	42%	22%	66%
NOT ANSWERED [POSTAL ONLY]	6	1	2	2	2	1	4
	*%	*%	*%	*%	*%	*%	*%
		20%	34%	33%	27%	16%	56%

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

SG. What is your working status? Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status. (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
<b>WORKING STATUS SUMMARY</b>							
WORKING	1744	893	694	1409	1503	809	1695
	58%	64%	55%	63%	67%	67%	60%
		bf	bf	bf	abcf	bcf	b
		51%	40%	81%	86%	46%	97%
NOT WORKING	1131	470	544	770	689	378	1056
	38%	34%	43%	35%	31%	31%	37%
		d	acdef	de			acde
		42%	48%	68%	61%	33%	93%

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

SGA. Are you currently working from home at all? (SINGLE CODE)

Base : Those working full or part time

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2898	1416	1453	179	742	1339	612	83	167	380	1670	873	1131	450	373	1899	292	330	377
Effective Weighted Sample	2012	991	1002	119	545	934	404	57	112	255	1181	640	840	314	265	1586	174	229	312
Total	1744	854	875	111	462	762	394	50	101	213	1008	557	547	375	229	1457	154	84	50
		49%	50%	6%	27%	44%	23%	**	6%	12%	58%	32%	31%	21%	13%	84%	9%	5%	3%
Yes	907	427	472	36	256	420	189	**	31	72	623	424	377	69	29	771	79	35	22
	52%	50%	54%	32%	55%	55%	48%	**	31%	34%	62%	76%	69%	18%	13%	53%	51%	42%	43%
		47%	52%	4%	28%	46%	21%	**	3%	8%	69%	47%	41%	8%	3%	85%	9%	4%	2%
No	824	420	397	75	206	340	196	**	67	141	381	134	167	301	197	675	74	47	27
	47%	49%	45%	68%	45%	45%	50%	**	66%	66%	38%	24%	31%	80%	86%	46%	48%	56%	55%
		51%	48%	9%	25%	41%	24%	**	8%	17%	46%	16%	20%	37%	24%	82%	9%	6%	3%
NOT ANSWERED [POSTAL ONLY]	13	7	7	-	-	2	9	**	3	*	5	*	4	5	3	10	*	2	1
	1%	1%	1%	-%	-%	*%	2%	**	3%	*%	*%	*%	1%	1%	1%	1%	*%	2%	2%
		50%	50%	-%	-%	15%	72%	**	25%	4%	35%	1%	28%	37%	23%	78%	4%	12%	7%

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

SGA. Are you currently working from home at all? (SINGLE CODE)

Base : Those working full or part time

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o
Unweighted total	2898	234	254	197	206	193	200	227	194	194	2241	657	2898	-	1428	1470
Effective Weighted Sample	2012	210	229	180	188	168	183	201	169	168	1721	296	2012	-	954	1062
Total	1744	235	245	144	134	158	119	139	81	201	1518	226	1744	-	867	877
		13%	14%	8%	8%	9%	7%	8%	5%	12%	87%	13%	100%	**	50%	50%
Yes	907	164	131	78	59	75	67	64	31	102	786	122	907	**	497	410
	52%	70%	54%	54%	44%	47%	56%	46%	38%	51%	52%	54%	52%	**	57%	47%
		bcdefghi	dh	dh			dgh			h					o	
		18%	14%	9%	6%	8%	7%	7%	3%	11%	87%	13%	100%	**	55%	45%
No	824	70	113	66	76	80	52	73	50	94	719	104	824	**	363	461
	47%	30%	46%	46%	56%	51%	44%	53%	62%	47%	47%	46%	47%	**	42%	53%
			a	a	abcf	a	a	a	abcefi	a					n	
		9%	14%	8%	9%	10%	6%	9%	6%	11%	87%	13%	100%	**	44%	56%
NOT ANSWERED [POSTAL ONLY]	13	1	-	*	-	3	-	2	-	4	13	1	13	**	6	7
	1%	*%	-%	*%	-%	2%	-%	1%	-%	2%	1%	*%	1%	**	1%	1%
						b				bdf						
		5%	-%	4%	-%	24%	-%	12%	-%	33%	96%	4%	100%	**	48%	52%

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

SGA. Are you currently working from home at all? (SINGLE CODE)

Base : Those working full or part time

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2898	1475	1132	2340	2498	1345	2826
Effective Weighted Sample	2012	1016	783	1648	1749	940	1973
Total	1744	893	694	1409	1503	809	1695
		51%	40%	81%	86%	46%	97%
Yes	907	453	380	785	822	453	893
	52%	51%	55%	56%	55%	56%	53%
				a	a	a	
		50%	42%	87%	91%	50%	98%
No	824	433	309	617	676	355	791
	47%	48%	45%	44%	45%	44%	47%
		ce					
		53%	38%	75%	82%	43%	96%
NOT ANSWERED [POSTAL ONLY]	13	8	4	7	5	1	11
	1%	1%	1%	*%	*%	*%	1%
		e					
		58%	29%	51%	39%	9%	83%

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

SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
Significance Level: 95%																				
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661	
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543	
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%	
Being bought on mortgage	958 32%	441 32%	509 33%	61 21%	259 44%	472 50%	161 15%	15 8%	32 13%	82 23%	643 51%	359 45%	298 39%	180 35%	105 14%	805 32%	80 30%	47 31%	26 29%	
				f 6%	cf 27%	cdf 49%				gh 9%	ghi 67%	lmn 37%	n 31%	n 19%		84%	8%	5%	3%	
Owned outright by household	905 30%	445 32%	456 30%	29 10%	41 7%	133 14%	690 62%	45 23%	89 36%	123 34%	353 28%	312 39%	180 23%	145 28%	234 32%	733 29%	96 36%	46 31%	30 33%	
						cd 15%	cde 76%			gj 14%	gj 39%	lmn 34%		l 20%	l 26%		o 11%			
Rented from Local Authority/ Housing Association/ Trust	445 15%	195 14%	245 16%	53 18%	96 16%	147 16%	142 13%	81 42%	71 28%	75 21%	62 5%	23 3%	59 8%	90 18%	229 31%	364 15%	46 17%	24 16%	11 12%	
				f 12%	f 21%	f 33%		hij 18%	ij 16%	j 17%			k 13%	kl 20%	klm 51%	82%	10%	5%	3%	
Rented from private landlord	480 16%	227 16%	241 16%	108 37%	159 27%	146 16%	64 6%	40 21%	49 20%	75 21%	194 15%	79 10%	188 24%	82 16%	114 16%	404 16%	38 14%	23 15%	16 18%	
				def 22%	ef 33%	f 30%		j 8%		j 16%			k 16%	kmn 39%	k 17%	k 24%	84%	8%	5%	3%
Other	35 1%	16 1%	20 1%	3 1%	10 2%	8 1%	13 1%	2 1%	3 1%	4 1%	13 1%	8 1%	11 1%	4 1%	10 1%	32 1%	1 *	2 1%	1 1%	
																90%	2%	5%	3%	
Don't know	134 4%	59 4%	45 3%	37 13%	23 4%	32 3%	19 2%	3 2%	1 *	4 1%	3 *	16 2%	29 4%	8 1%	26 4%	116 5%	7 3%	6 4%	5 5%	
				b 44%	def 28%	f 17%	f 24%	j 2%		j 3%			km 22%	km 6%	km 19%	87%	5%	4%	4%	
Prefer not to say	27 1%	10 1%	13 1%	* *	- -%	* *	13 1%	3 1%	2 1%	1 *	- -%	* *	5 1%	- -%	6 1%	24 1%	2 1%	1 *	1 1%	
							de 46%	j 10%	j 8%		- -%	2 2%	k 17%	km -%	km 23%	88%	7%	3%	3%	
NOT ANSWERED [POSTAL ONLY]	15 1%	3 *	12 1%	- -%	- -%	1 *	9 1%	5 2%	4 2%	- -%	1 *	- -%	2 *	* *	8 1%	12 *	1 *	2 1%	* *	
			a 21%			de 6%	de 56%	ij 31%	ij 26%				klm 1%	klm 52%	81%	4%	12%	2%		

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



SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Being bought on mortgage	958	109	137	69	83	101	71	70	48	116	814	143	831	120	554	404
	32%	30%	32%	27%	38%	36%	34%	29%	37%	32%	31%	35%	48%	11%	37%	27%
					cg	c			cg				m		o	
		11%	14%	7%	9%	11%	7%	7%	5%	12%	85%	15%	87%	12%	58%	42%
Owned outright by household	905	95	135	88	64	69	61	85	34	103	734	172	345	549	617	288
	30%	26%	31%	35%	29%	24%	29%	35%	25%	28%	28%	42%	20%	49%	41%	19%
			e	aeh				aeh				j	l	o		
		10%	15%	10%	7%	8%	7%	9%	4%	11%	81%	19%	38%	61%	68%	32%
Rented from Local Authority/ Housing Association/ Trust	445	46	62	31	35	48	25	33	22	61	410	35	196	226	59	386
	15%	13%	14%	12%	16%	17%	12%	14%	17%	17%	16%	8%	11%	20%	4%	26%
											k		l		n	
		10%	14%	7%	8%	11%	6%	7%	5%	14%	92%	8%	44%	51%	13%	87%
Rented from private landlord	480	74	63	45	30	42	34	42	20	55	441	39	312	154	161	320
	16%	21%	14%	18%	14%	15%	16%	17%	15%	15%	17%	9%	18%	14%	11%	21%
		bd									k		m		n	
		15%	13%	9%	6%	9%	7%	9%	4%	12%	92%	8%	65%	32%	33%	67%
Other	35	7	5	5	2	3	4	3	2	1	29	6	21	12	15	21
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							i									
		19%	15%	13%	5%	9%	13%	8%	5%	3%	83%	17%	60%	34%	41%	59%
Don't know	134	23	21	11	5	16	10	5	6	19	121	12	35	43	60	74
	4%	6%	5%	4%	2%	6%	5%	2%	5%	5%	5%	3%	2%	4%	4%	5%
		dg	g			dg	g			g			l			
		17%	16%	8%	4%	12%	8%	4%	4%	14%	91%	9%	26%	32%	45%	55%
Prefer not to say	27	1	8	3	2	3	2	1	-	3	22	5	1	18	17	10
	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%
			h										l			
		5%	30%	11%	6%	11%	7%	5%	0%	12%	80%	20%	2%	65%	63%	37%

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

SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NOT ANSWERED [POSTAL ONLY]	15	3	3	-	-	-	1	2	-	4	15	*	2	10	7	9
	1%	1%	1%	-%	-%	-%	*%	1%	-%	1%	1%	*%	*%	1%	*%	1%
		22%	20%	-%	-%	-%	4%	12%	-%	24%	100%	*%	16%	63%	44%	56%

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

SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Being bought on mortgage	958	534	376	818	865	432	947
	32%	38%	30%	37%	39%	36%	33%
		bf		bf	bf	b	b
		56%	39%	85%	90%	45%	99%
Owned outright by household	905	428	505	704	569	299	865
	30%	31%	40%	32%	25%	25%	31%
		de	acdef	de			de
		47%	56%	78%	63%	33%	96%
Rented from Local Authority/ Housing Association/ Trust	445	202	184	299	305	194	412
	15%	14%	15%	13%	14%	16%	15%
						cd	
		45%	41%	67%	69%	44%	93%
Rented from private landlord	480	162	146	305	407	239	455
	16%	12%	12%	14%	18%	20%	16%
				ab	abcf	abcf	abc
		34%	30%	63%	85%	50%	95%
Other	35	16	15	29	25	15	34
	1%	1%	1%	1%	1%	1%	1%
		44%	43%	82%	70%	43%	97%
Don't know	134	42	26	57	66	32	86
	4%	3%	2%	3%	3%	3%	3%
							b
		31%	19%	43%	49%	24%	64%
Prefer not to say	27	8	13	10	6	4	25
	1%	1%	1%	*%	*%	*%	1%
			cde				cde
		31%	49%	35%	21%	15%	90%

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

SH. Which of these describes your home? (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
NOT ANSWERED [POSTAL ONLY]	15	4	3	5	1	1	8
	1%	*%	*%	*%	*%	*%	*%
		25%	23%	34%	9%	4%	d 54%

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Up to £199 per week/ Up to £10,399 per year	193 6%	85 6%	106 7%	30 10%	33 6%	41 4%	85 8%	193 100%	- -	- -	- -	10 1%	35 5%	26 5%	113 15%	154 6%	15 6%	16 11%	9 10%
				de 15%			e 44%	hij 100%					k 18%	k 13%	klm 58%			op 8%	op 5%
From £200 to £299 per week/ From £10,400 to £15,599 per year	251 8%	108 8%	140 9%	21 7%	29 5%	61 7%	136 12%	- -	251 100%	- -	- -	22 3%	38 5%	52 10%	124 17%	198 8%	31 12%	15 10%	7 8%
							cde 54%		gij 100%				k 15%	kl 21%	klm 49%		o 13%		
From £300 to £499 per week/ From £15,600 to £25,999 per year	363 12%	176 13%	186 12%	27 9%	69 12%	106 11%	157 14%	- -	- -	363 100%	- -	59 7%	99 13%	73 14%	121 17%	296 12%	31 12%	19 13%	16 18%
							ce 43%			ghj 100%			k 27%	k 20%	kl 33%				opq 5%
From £500 to £699 per week/ From £26,000 to £36,399 per year	340 11%	161 12%	177 12%	30 10%	59 10%	113 12%	138 12%	- -	- -	- -	340 27%	87 11%	108 14%	87 17%	55 8%	287 12%	24 9%	19 13%	10 11%
											ghi 100%	n 26%	kn 14%	kn 15%	16% 6%				
From £700 to £999 per week/ From £36,400 to £51,999 per year	336 11%	159 11%	175 11%	19 7%	97 17%	113 12%	105 9%	- -	- -	- -	336 26%	111 14%	118 15%	64 13%	42 6%	279 11%	29 11%	17 11%	11 13%
					cef 29%	cf 34%					ghi 100%	n 33%	n 35%	n 19%	12% 12%				
From £1,000 to £1,499 per week/ £52,000 to £77,999 per year	298 10%	153 11%	145 9%	15 5%	82 14%	132 14%	70 6%	- -	- -	- -	298 23%	131 16%	105 14%	51 10%	9 1%	246 10%	31 12%	16 11%	5 5%
					cf 27%	cf 44%					ghi 100%	mn 44%	n 35%	n 17%	3% 3%	r 82%	r 10%	r 5%	

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
£1,500 and above per week/ £78,000 and above per year	295 10%	155 11%	140 9%	10 3%	69 12%	146 16%	70 6%	- -%	- -%	- -%	295 23%	206 26%	69 9%	12 2%	8 1%	263 11%	22 8%	6 4%	4 4%
		b 53%	c 47%	d 3%	e 23%	f 50%	g 24%	- -%	- -%	- -%	h 100%	i 70%	j 23%	k 4%	l 3%	m 89%	n 7%	o 2%	p 1%
Don't know	363 12%	145 10%	205 13%	110 38%	73 12%	83 9%	86 8%	- -%	- -%	- -%	- -%	40 5%	91 12%	47 9%	132 18%	296 12%	41 15%	15 10%	11 12%
		a 40%	b 56%	c 30%	d 20%	e 23%	f 24%	- -%	- -%	- -%	- -%	g 11%	h 25%	i 13%	j 36%	k 82%	l 11%	m 4%	n 3%
Prefer not to say	557 19%	253 18%	264 17%	31 11%	76 13%	143 15%	260 23%	- -%	- -%	- -%	- -%	131 16%	109 14%	95 19%	125 17%	470 19%	45 17%	25 16%	17 19%
		c 45%	d 47%	e 6%	f 14%	g 26%	h 47%	- -%	- -%	- -%	- -%	i 24%	j 19%	k 17%	l 23%	m 84%	n 8%	o 4%	p 3%
NOT ANSWERED [POSTAL ONLY]	5 *%	1 *%	3 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	2 *%	3 *%	- -%	1 1%	- -%
		q 29%	r 71%	s -%	t -%	u -%	v 49%	w -%	x -%	y -%	z -%	aa 10%	ab -%	ac -%	ad 39%	ae 69%	af -%	ag 31%	ah -%

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Up to £199 per week/ Up to £10,399 per year	193	14	31	15	8	26	10	12	13	25	175	19	50	137	59	134
	6%	4%	7%	6%	4%	9%	5%	5%	10%	7%	7%	5%	3%	12%	4%	9%
			d			adfg			adfg				l		n	
		7%	16%	8%	4%	13%	5%	6%	6%	13%	90%	10%	26%	71%	31%	69%
From £200 to £299 per week/ From £10,400 to £15,599 per year	251	21	30	22	21	19	12	23	10	40	220	31	101	147	84	167
	8%	6%	7%	9%	10%	7%	6%	10%	7%	11%	8%	8%	6%	13%	6%	11%
		8%	12%	9%	9%	7%	5%	9%	4%	16%	88%	12%	40%	59%	34%	66%
From £300 to £499 per week/ From £15,600 to £25,999 per year	363	24	51	37	32	35	17	36	18	47	313	50	213	146	157	206
	12%	7%	12%	15%	14%	12%	8%	15%	13%	13%	12%	12%	12%	13%	11%	14%
			a	af	af	a		af	af	af					n	
		7%	14%	10%	9%	10%	5%	10%	5%	13%	86%	14%	59%	40%	43%	57%
From £500 to £699 per week/ From £26,000 to £36,399 per year	340	27	61	32	23	26	21	32	18	46	287	52	226	113	178	161
	11%	7%	14%	13%	11%	9%	10%	13%	14%	13%	11%	13%	13%	10%	12%	11%
		8%	18%	10%	7%	8%	6%	9%	5%	14%	85%	15%	66%	33%	52%	48%
From £700 to £999 per week/ From £36,400 to £51,999 per year	336	35	42	35	28	30	31	35	14	28	282	54	256	79	191	145
	11%	10%	10%	14%	13%	11%	15%	15%	11%	8%	11%	13%	15%	7%	13%	10%
				i	i		abi	bi					m		o	
		10%	12%	10%	8%	9%	9%	10%	4%	8%	84%	16%	76%	24%	57%	43%
From £1,000 to £1,499 per week/ £52,000 to £77,999 per year	298	40	47	28	23	24	20	20	13	30	258	40	261	36	191	107
	10%	11%	11%	11%	10%	9%	9%	8%	10%	8%	10%	10%	15%	3%	13%	7%
													m		o	
		13%	16%	9%	8%	8%	7%	7%	4%	10%	87%	13%	88%	12%	64%	36%

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
£1,500 and above per week/ £78,000 and above per year	295	72	48	19	19	20	28	19	8	30	241	53	265	29	193	102	
	10%	20%	11%	8%	9%	7%	13%	8%	6%	8%	9%	13%	15%	3%	13%	7%	
		bcdefghi	h				ceghi					j	m		o		
		25%	16%	6%	7%	7%	9%	6%	3%	10%	82%	18%	90%	10%	66%	34%	
Don't know	363	53	38	18	28	45	30	22	18	45	322	40	136	204	124	239	
	12%	15%	9%	7%	13%	16%	14%	9%	14%	12%	12%	10%	8%	18%	8%	16%	
		bcg			c	bcg	bcg		bc	c			l		n		
		15%	10%	5%	8%	12%	8%	6%	5%	12%	89%	11%	38%	56%	34%	66%	
Prefer not to say	557	72	88	46	36	57	40	42	20	70	485	72	235	237	310	247	
	19%	20%	20%	18%	17%	20%	19%	17%	15%	19%	19%	17%	13%	21%	21%	16%	
													l	o			
			13%	16%	8%	7%	10%	7%	7%	4%	13%	87%	13%	42%	43%	56%	44%
NOT ANSWERED [POSTAL ONLY]	5	2	-	-	*	-	-	-	*	-	5	-	1	2	2	3	
	*%	1%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%	
		51%	-%	-%	10%	-%	-%	-%	9%	-%	100%	-%	14%	44%	41%	59%	

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



QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Up to £199 per week/ Up to £10,399 per year	193	64	79	106	112	71	171
	6%	5%	6%	5%	5%	6%	6%
			ac				ac
		33%	41%	55%	58%	37%	88%
From £200 to £299 per week/ From £10,400 to £15,599 per year	251	112	109	152	154	96	236
	8%	8%	9%	7%	7%	8%	8%
			cd				cd
		44%	44%	61%	62%	38%	94%
From £300 to £499 per week/ From £15,600 to £25,999 per year	363	176	175	269	275	151	354
	12%	13%	14%	12%	12%	12%	12%
		49%	48%	74%	76%	42%	98%
From £500 to £699 per week/ From £26,000 to £36,399 per year	340	173	167	282	276	144	336
	11%	12%	13%	13%	12%	12%	12%
		51%	49%	83%	81%	42%	99%
From £700 to £999 per week/ From £36,400 to £51,999 per year	336	165	152	286	289	157	334
	11%	12%	12%	13%	13%	13%	12%
		49%	45%	85%	86%	47%	100%
From £1,000 to £1,499 per week/ £52,000 to £77,999 per year	298	151	119	266	278	153	296
	10%	11%	9%	12%	12%	13%	10%
				b	bf	bf	
		51%	40%	89%	93%	51%	99%

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

QZ13. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions? Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income. (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396 47%	1269 42%	2228 74%	2243 75%	1215 41%	2832 94%
£1,500 and above per week/ £78,000 and above per year	295 10%	169 12%	114 9%	271 12%	269 12%	132 11%	294 10%
		b 57%	bf 39%	bf 92%	bf 91%	e 45%	f 100%
Don't know	363 12%	133 10%	127 10%	225 10%	258 12%	140 11%	315 11%
		a 37%	a 35%	a 62%	a 71%	a 39%	a 87%
Prefer not to say	557 19%	253 18%	224 18%	367 16%	332 15%	172 14%	493 17%
		de 45%	de 40%	e 66%	e 60%	e 31%	de 88%
NOT ANSWERED [POSTAL ONLY]	5 *%	* *%	2 *%	1 *%	- -%	- -%	2 *%
		10%	34%	15%	-%	-%	49%

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
Significance Level: 95%																					
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661		
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543		
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90		
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%		
Much better off	150	73	76	12	30	49	56	5	9	13	104	61	47	16	22	128	9	8	4		
	5%	5%	5%	4%	5%	5%	5%	3%	4%	4%	8%	8%	6%	3%	3%	5%	3%	5%	5%		
											ghi	mn	mn								
											69%	41%	32%	11%	15%	86%	6%	5%	3%		
Slightly better off	573	272	298	33	124	177	235	18	34	59	361	223	191	64	83	475	49	33	16		
	19%	19%	19%	11%	21%	19%	21%	10%	14%	16%	28%	28%	25%	13%	11%	19%	18%	22%	17%		
				c	c	c					ghi	mn	mn								
				47%	52%	6%	22%	31%	41%	3%	6%	10%	63%	39%	33%	11%	15%	83%	9%	6%	3%
About the same	1111	528	577	77	198	338	482	83	113	174	491	283	289	196	306	905	116	57	32		
	37%	38%	37%	26%	34%	36%	43%	43%	45%	48%	39%	36%	37%	39%	42%	36%	43%	38%	36%		
				c	c	cde					j	j		kl			or				
				48%	52%	7%	18%	30%	43%	7%	10%	16%	44%	26%	26%	18%	28%	81%	10%	5%	3%
Slightly worse off	443	206	230	45	98	154	139	41	55	74	183	94	107	101	125	365	44	21	13		
	15%	15%	15%	15%	17%	16%	12%	21%	22%	20%	14%	12%	14%	20%	17%	15%	16%	14%	15%		
				f	f			j	j	j				kl	k						
				46%	52%	10%	22%	35%	31%	9%	12%	17%	41%	21%	24%	23%	28%	82%	10%	5%	3%
Much worse off	288	137	149	37	64	107	76	31	31	38	110	68	54	70	82	248	20	11	9		
	10%	10%	10%	13%	11%	11%	7%	16%	12%	11%	9%	9%	7%	14%	11%	10%	7%	7%	10%		
				f	f	f		ij						kl	kl						
				47%	52%	13%	22%	37%	26%	11%	11%	13%	38%	24%	19%	24%	28%	86%	7%	4%	3%
Don't know	157	58	91	58	24	35	36	7	6	3	12	21	35	26	52	129	14	7	7		
	5%	4%	6%	20%	4%	4%	3%	4%	2%	1%	1%	3%	5%	5%	7%	5%	5%	5%	8%		
			a	def				ij	j				k	k	kl				o		
			37%	58%	37%	16%	23%	23%	5%	4%	2%	8%	14%	22%	16%	33%	82%	9%	5%	4%	
Prefer not to say	272	121	115	31	48	77	81	4	2	2	7	46	48	34	58	234	17	12	9		
	9%	9%	7%	10%	8%	8%	7%	2%	1%	*%	1%	6%	6%	7%	8%	9%	6%	8%	10%		
			f					ij													
				44%	42%	11%	18%	28%	30%	1%	1%	1%	3%	17%	18%	13%	21%	86%	6%	5%	3%
NOT ANSWERED [POSTAL ONLY]	6	1	5	-	-	-	5	3	-	*	-	1	*	-	3	5	-	1	*		
	*%	*%	*%	-%	-%	-%	*%	1%	-%	*%	-%	*%	*%	-%	*%	*%	-%	1%	*%		
				f			e	ij							l						
				23%	77%	-%	-%	-%	73%	41%	-%	1%	-%	16%	1%	-%	56%	85%	-%	15%	1%

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
TOTAL BETTER OFF	722 24%	345 25%	374 24%	44 15%	154 26%	226 24%	291 26%	24 12%	43 17%	72 20%	465 37%	284 36%	238 31%	80 16%	106 14%	603 24%	58 22%	41 27%	20 22%
		48%	52%	6%	c 21%	c 31%	c 40%	3%	6%	g 10%	ghi 64%	lmn 39%	mn 33%	11% 15%	84%	8%	6%	3%	
TOTAL WORSE OFF	732 24%	343 25%	379 25%	82 28%	163 28%	261 28%	215 19%	73 38%	86 34%	112 31%	293 23%	162 20%	161 21%	172 34%	207 28%	614 25%	64 24%	32 21%	22 25%
		47%	52%	f 11%	f 22%	f 36%	29%	j 10%	j 12%	j 15%	40%	22%	22%	kln 23%	kl 28%	84%	9%	4%	3%

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Much better off	150	17	18	14	13	7	12	21	8	18	123	27	108	41	81	68
	5%	5%	4%	6%	6%	3%	6%	9%	6%	5%	5%	7%	6%	4%	5%	5%
					e	e	e	abe	e				m			
		11%	12%	10%	9%	5%	8%	14%	5%	12%	82%	18%	72%	28%	54%	46%
Slightly better off	573	77	74	50	43	54	42	44	21	70	479	94	376	192	338	235
	19%	21%	17%	20%	20%	19%	20%	18%	16%	19%	18%	23%	22%	17%	23%	16%
											j	m		o		
		13%	13%	9%	8%	9%	7%	8%	4%	12%	84%	16%	66%	34%	59%	41%
About the same	1111	99	175	101	87	81	83	91	54	135	955	156	633	465	569	542
	37%	28%	40%	40%	40%	29%	40%	38%	41%	37%	37%	38%	36%	41%	38%	36%
			ae	ae	ae	ae	ae	ae	ae	ae				l		
		9%	16%	9%	8%	7%	7%	8%	5%	12%	86%	14%	57%	42%	51%	49%
Slightly worse off	443	58	67	32	36	52	26	30	17	47	391	53	294	139	193	251
	15%	16%	16%	13%	16%	18%	12%	12%	13%	13%	15%	13%	17%	12%	13%	17%
						fg							m		n	
		13%	15%	7%	8%	12%	6%	7%	4%	11%	88%	12%	66%	31%	43%	57%
Much worse off	288	47	41	23	15	35	19	24	11	33	255	33	174	103	112	176
	10%	13%	9%	9%	7%	12%	9%	10%	9%	9%	10%	8%	10%	9%	8%	12%
		d				d									n	
		16%	14%	8%	5%	12%	7%	8%	4%	11%	88%	12%	60%	36%	39%	61%
Don't know	157	20	21	9	12	19	10	9	9	19	139	18	53	93	58	99
	5%	6%	5%	4%	5%	7%	5%	4%	7%	5%	5%	4%	3%	8%	4%	7%
														l	n	
		13%	13%	6%	8%	12%	6%	6%	6%	12%	89%	11%	34%	59%	37%	63%
Prefer not to say	272	39	39	22	14	33	17	22	11	38	242	31	106	94	137	136
	9%	11%	9%	9%	6%	12%	8%	9%	8%	11%	9%	7%	6%	8%	9%	9%
		d				d				d				l		
		14%	14%	8%	5%	12%	6%	8%	4%	14%	89%	11%	39%	34%	50%	50%
NOT ANSWERED [POSTAL ONLY]	6	2	-	-	*	1	1	-	-	2	6	1	*	4	2	4
	*%	*%	-%	-%	*%	*%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%
														l		
		27%	-%	-%	7%	10%	9%	-%	-%	31%	90%	10%	1%	68%	31%	69%

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
TOTAL BETTER OFF	722	94	92	64	56	61	54	65	29	87	601	121	484	233	420	303
	24%	26%	21%	26%	26%	22%	26%	27%	22%	24%	23%	29%	28%	21%	28%	20%
		13%	13%	9%	8%	9%	8%	9%	4%	12%	83%	17%	67%	32%	58%	42%
TOTAL WORSE OFF	732	106	108	55	51	87	44	54	29	80	645	86	468	242	305	427
	24%	29%	25%	22%	23%	31%	21%	22%	22%	22%	25%	21%	27%	21%	20%	28%
		cfghi				cdgghi					k		m		n	
		14%	15%	7%	7%	12%	6%	7%	4%	11%	88%	12%	64%	33%	42%	58%

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Much better off	150	70	71	121	117	59	147
	5%	5%	6%	5%	5%	5%	5%
		47%	48%	81%	78%	39%	98%
Slightly better off	573	263	299	493	469	272	570
	19%	19%	24%	22%	21%	22%	20%
			adf	a		a	
		46%	52%	86%	82%	47%	99%
About the same	1111	547	479	829	790	415	1064
	37%	39%	38%	37%	35%	34%	38%
		de	e	e			e
		49%	43%	75%	71%	37%	96%
Slightly worse off	443	220	181	335	371	213	425
	15%	16%	14%	15%	17%	17%	15%
						bcf	
		50%	41%	76%	84%	48%	96%
Much worse off	288	133	111	211	229	125	276
	10%	10%	9%	9%	10%	10%	10%
		46%	39%	73%	79%	43%	96%
Don't know	157	57	51	93	113	61	132
	5%	4%	4%	4%	5%	5%	5%
		36%	32%	59%	72%	39%	84%
Prefer not to say	272	103	75	142	153	72	213
	9%	7%	6%	6%	7%	6%	8%
							be
		38%	28%	52%	56%	26%	78%
NOT ANSWERED [POSTAL ONLY]	6	2	2	4	1	-	5
	*%	*%	*%	*%	*%	-%	*%
		39%	30%	61%	19%	-%	73%
TOTAL BETTER OFF	722	333	370	614	586	331	716
	24%	24%	29%	28%	26%	27%	25%
			adf	af		a	
		46%	51%	85%	81%	46%	99%

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

QZ20. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19? (SINGLE CODE)

Base : All respondents

	TV SERVICES				YOUTUBE		
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
TOTAL WORSE OFF	732	353	292	546	600	337	701
	24%	25%	23%	25%	27%	28%	25%
				b	bcf		
		48%	40%	75%	82%	46%	96%

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



QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION							
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r				
Significance Level: 95%																							
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661				
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543				
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%				
Income Support	44 1%	23 2%	20 1%	5 2%	10 2%	19 2%	8 1%	11 6%	8 3%	6 2%	7 1%	3 *	5 1%	11 2%	21 3%	31 1%	7 3%	3 2%	3 3%				
						f		ij	j	j			kl	kl					o				
						53%	47%	11%	22%	44%	19%	24%	19%	13%	16%	8%	11%	24%	48%	71%	16%	6%	7%
Income-based Jobseeker's Allowance	25 1%	12 1%	13 1%	5 2%	6 1%	8 1%	5 *	3 2%	2 1%	1 *	6 1%	4 *	6 1%	1 *	14 2%	23 1%	* *	* *	1 1%				
				f				j						klm									
				48%	52%	21%	25%	34%	20%	14%	9%	6%	26%	14%	24%	5%	55%	93%	2%	1%	4%		
Pensions Credit (Guaranteed Credit)	51 2%	21 2%	30 2%	1 *	4 1%	7 1%	39 4%	11 6%	12 5%	10 3%	10 1%	9 1%	3 *	5 1%	33 4%	44 2%	2 1%	3 2%	2 2%				
						cde		j	j	j		l		klm									
				42%	58%	2%	8%	14%	77%	21%	23%	20%	19%	17%	5%	10%	64%	86%	4%	5%	4%		
Pensions Credit (no Guaranteed Credit)	14 *	6 *	7 *	1 *	3 1%	1 *	7 1%	4 2%	3 1%	3 1%	2 *	- -	3 *	3 1%	8 1%	12 *	1 *	1 1%	* *				
						e		j	j	k	kl												
				44%	53%	10%	24%	9%	53%	32%	19%	19%	15%	-%	18%	22%	60%	86%	6%	7%	1%		
Employment and Support Allowance (ESA)	94 3%	42 3%	51 3%	7 2%	8 1%	45 5%	34 3%	19 10%	20 8%	16 4%	11 1%	3 *	8 1%	10 2%	56 8%	74 3%	10 4%	5 3%	6 7%				
						cdf	d	ij	ij	j			k	klm					oq				
				45%	54%	7%	8%	47%	36%	21%	22%	17%	12%	3%	9%	10%	59%	78%	10%	5%	6%		
Universal Credit (and household has other earnings)	128 4%	47 3%	80 5%	21 7%	42 7%	50 5%	16 1%	19 10%	24 9%	29 8%	34 3%	16 2%	20 3%	28 6%	56 8%	105 4%	9 3%	9 6%	5 6%				
			a	f	f	f		j	j	j			kl	kl									
			37%	63%	16%	33%	39%	12%	15%	19%	23%	27%	12%	16%	22%	44%	82%	7%	7%	4%			
Universal Credit (and household does not have other earnings)	92 3%	25 2%	66 4%	18 6%	30 5%	31 3%	13 1%	25 13%	15 6%	15 4%	7 1%	5 1%	12 2%	10 2%	62 8%	78 3%	7 2%	6 4%	2 2%				
			a	ef	ef	f		hij	j	j			k	k	klm								
			28%	72%	19%	33%	33%	14%	28%	16%	17%	7%	5%	13%	11%	67%	85%	7%	6%	2%			

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

QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Personal Independence Payment (PIP)	147	61	85	10	18	56	61	15	28	34	30	14	18	27	72	110	20	9	8
	5%	4%	5%	4%	3%	6%	5%	8%	11%	9%	2%	2%	2%	5%	10%	4%	7%	6%	9%
						d	d	j	j	j			kl	klm		o			o
		41%	58%	7%	13%	38%	41%	10%	19%	23%	20%	10%	12%	18%	49%	75%	14%	6%	5%
Carer's Allowance	98	42	56	6	15	43	34	9	21	21	22	9	12	22	47	77	11	6	4
	3%	3%	4%	2%	3%	5%	3%	4%	8%	6%	2%	1%	2%	4%	6%	3%	4%	4%	4%
						cd		j	j	j			kl	kl					
		43%	57%	6%	15%	43%	35%	9%	22%	21%	23%	10%	13%	22%	48%	79%	11%	6%	4%
Something else	120	53	68	9	16	40	56	6	24	30	46	24	34	22	34	106	7	5	2
	4%	4%	4%	3%	3%	4%	5%	3%	9%	8%	4%	3%	4%	4%	5%	4%	3%	4%	3%
						d			gj	gj									
		44%	56%	7%	13%	33%	46%	5%	20%	25%	38%	20%	28%	18%	28%	88%	6%	4%	2%
None – do not receive any benefits	1983	965	1004	151	387	624	795	80	123	230	1085	665	577	343	338	1648	191	92	51
	66%	69%	65%	52%	66%	67%	72%	41%	49%	63%	86%	83%	75%	68%	46%	66%	71%	61%	57%
		b		c	c	cde			gh	ghi	lmn	mn	n		r	qr			
		49%	51%	8%	20%	31%	40%	4%	6%	12%	55%	34%	29%	17%	17%	83%	10%	5%	3%
Don't know	138	71	63	49	29	38	17	9	6	6	27	19	44	25	30	117	10	5	5
	5%	5%	4%	17%	5%	4%	2%	4%	2%	2%	2%	2%	6%	5%	4%	5%	4%	4%	6%
				def	f	f		ij					k	k	k				
		51%	46%	36%	21%	28%	12%	6%	4%	4%	20%	14%	32%	18%	22%	85%	7%	4%	4%
Prefer not to say	281	120	119	32	50	77	84	10	8	10	17	40	51	33	77	231	21	16	12
	9%	9%	8%	11%	9%	8%	8%	5%	3%	3%	1%	5%	7%	6%	10%	9%	8%	11%	14%
				f				j	j					klm					op
		43%	43%	11%	18%	28%	30%	4%	3%	3%	6%	14%	18%	12%	27%	82%	8%	6%	4%
NOT ANSWERED [POSTAL ONLY]	6	3	4	-	-	-	4	1	1	*	*	*	1	*	3	5	*	1	-
	*%	*%	*%	-%	-%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%
							e	j	j									or	
		41%	59%	-%	-%	-%	73%	14%	21%	6%	4%	7%	14%	4%	47%	73%	4%	23%	-%

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

QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Income Support	44	3	10	3	2	6	3	1	1	2	42	2	13	29	12	32
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	*%	1%	3%	1%	2%
		6%	23%	7%	4%	13%	7%	3%	2%	6%	95%	5%	29%	65%	28%	72%
Income-based Jobseeker's Allowance	25	5	3	1	-	6	2	1	1	3	24	1	11	14	6	19
	1%	1%	1%	*%	-%	2%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%
		d				cd							l		n	
		19%	14%	3%	-%	24%	10%	4%	5%	14%	97%	3%	43%	57%	25%	75%
Pensions Credit (Guaranteed Credit)	51	3	8	1	3	3	4	8	4	10	45	6	16	35	18	33
	2%	1%	2%	1%	1%	1%	2%	3%	3%	3%	2%	2%	1%	3%	1%	2%
		6%	17%	3%	6%	5%	8%	15%	7%	19%	87%	13%	31%	69%	35%	65%
Pensions Credit (no Guaranteed Credit)	14	1	2	-	2	3	1	1	-	2	14	*	5	9	2	12
	*%	*%	1%	-%	1%	1%	*%	*%	-%	1%	1%	*%	*%	1%	*%	1%
		8%	16%	-%	16%	19%	6%	6%	-%	15%	98%	2%	33%	67%	13%	87%
Employment and Support Allowance (ESA)	94	8	16	5	5	11	9	6	6	10	88	6	16	72	23	72
	3%	2%	4%	2%	2%	4%	4%	2%	4%	3%	3%	2%	1%	6%	2%	5%
		9%	17%	5%	5%	12%	9%	6%	6%	10%	93%	7%	17%	76%	24%	76%
Universal Credit (and household has other earnings)	128	11	20	5	10	11	7	8	7	25	111	18	81	46	43	85
	4%	3%	5%	2%	4%	4%	3%	4%	6%	7%	4%	4%	5%	4%	3%	6%
		9%	16%	4%	7%	9%	5%	7%	6%	20%	86%	14%	63%	36%	34%	66%
Universal Credit (and household does not have other earnings)	92	6	11	12	5	14	8	10	6	7	85	7	20	68	13	79
	3%	2%	2%	5%	2%	5%	4%	4%	5%	2%	3%	2%	1%	6%	1%	5%
		6%	12%	13%	5%	16%	8%	10%	7%	8%	92%	8%	22%	74%	14%	86%

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

QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Personal Independence Payment (PIP)	147	9	15	11	7	13	10	18	7	21	134	13	49	91	43	104
	5%	3%	3%	5%	3%	4%	5%	7%	5%	6%	5%	3%	3%	8%	3%	7%
		6%	10%	8%	4%	9%	6%	12%	5%	14%	91%	9%	34%	62%	30%	70%
Carer's Allowance	98	17	11	9	5	7	8	7	2	11	90	7	28	68	29	69
	3%	5%	2%	4%	2%	3%	4%	3%	2%	3%	3%	2%	2%	6%	2%	5%
		h									k			l		n
		18%	11%	9%	5%	7%	8%	7%	2%	11%	93%	7%	29%	69%	30%	70%
Something else	120	11	21	12	9	10	9	13	3	17	107	13	65	55	59	61
	4%	3%	5%	5%	4%	4%	4%	5%	3%	5%	4%	3%	4%	5%	4%	4%
		9%	18%	10%	8%	8%	7%	11%	3%	14%	89%	11%	54%	45%	49%	51%
None – do not receive any benefits	1983	246	300	176	150	172	133	163	85	223	1678	304	1335	628	1120	862
	66%	69%	69%	70%	68%	61%	64%	68%	65%	62%	65%	74%	77%	55%	75%	57%
		e	ei	ei							j		m		o	
		12%	15%	9%	8%	9%	7%	8%	4%	11%	85%	15%	67%	32%	57%	43%
Don't know	138	21	15	8	12	19	13	8	6	15	124	14	72	55	57	82
	5%	6%	4%	3%	5%	7%	6%	3%	5%	4%	5%	3%	4%	5%	4%	5%
						cg										n
		16%	11%	6%	9%	14%	9%	6%	4%	11%	90%	10%	52%	40%	41%	59%
Prefer not to say	281	34	37	22	19	30	21	17	12	39	247	34	95	108	119	162
	9%	9%	9%	9%	9%	11%	10%	7%	9%	11%	10%	8%	5%	10%	8%	11%
														l		n
		12%	13%	8%	7%	11%	8%	6%	4%	14%	88%	12%	34%	39%	42%	58%
NOT ANSWERED [POSTAL ONLY]	6	2	-	-	2	-	-	-	*	1	4	2	1	3	4	2
	*%	*%	-%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		27%	-%	-%	25%	-%	-%	-%	7%	14%	70%	30%	14%	55%	63%	37%

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

QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Income Support	44	24	20	31	31	24	43
	1%	2%	2%	1%	1%	2%	2%
		55%	45%	71%	71%	55%	97%
Income-based Jobseeker's Allowance	25	10	11	16	19	15	23
	1%	1%	1%	1%	1%	1%	1%
		40%	43%	66%	78%	59%	94%
Pensions Credit (Guaranteed Credit)	51	20	31	29	27	15	48
	2%	1%	2%	1%	1%	1%	2%
			acde				
		38%	61%	57%	54%	29%	93%
Pensions Credit (no Guaranteed Credit)	14	4	9	9	8	4	14
	*%	*%	1%	*%	*%	*%	*%
		30%	62%	63%	59%	28%	100%
Employment and Support Allowance (ESA)	94	44	44	63	59	44	91
	3%	3%	3%	3%	3%	4%	3%
		47%	46%	67%	63%	46%	96%
Universal Credit (and household has other earnings)	128	62	50	97	111	64	122
	4%	4%	4%	4%	5%	5%	4%
		48%	39%	76%	86%	50%	95%
Universal Credit (and household does not have other earnings)	92	32	36	64	75	45	87
	3%	2%	3%	3%	3%	4%	3%
					a	a	
		34%	40%	69%	82%	49%	94%

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

QZ19. Does anyone in your household – including yourself – receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
Personal Independence Payment (PIP)	147	83	64	115	116	68	146	
	5%	6%	5%	5%	5%	6%	5%	
		56%	43%	78%	79%	46%	100%	
Carer's Allowance	98	55	36	69	72	50	94	
	3%	4%	3%	3%	3%	4%	3%	
		56%	37%	70%	74%	51%	96%	
Something else	120	53	50	93	94	58	111	
	4%	4%	4%	4%	4%	5%	4%	
		44%	41%	78%	78%	48%	92%	
None – do not receive any benefits	1983	965	891	1580	1548	808	1923	
	66%	69%	70%	71%	69%	67%	68%	
			e	ef				
			49%	45%	80%	78%	41%	97%
Don't know	138	56	35	82	97	60	119	
	5%	4%	3%	4%	4%	5%	4%	
		b				bc	b	
		41%	25%	59%	70%	44%	86%	
Prefer not to say	281	111	85	149	158	79	225	
	9%	8%	7%	7%	7%	7%	8%	
		40%	30%	53%	56%	28%	80%	
NOT ANSWERED [POSTAL ONLY]	6	2	3	2	1	-	4	
	*%	*%	*%	*%	*%	-%	*%	
			d					
		25%	53%	34%	14%	-%	73%	

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

QB1. Which of the following - if any - do you, or does anyone in your household, have in your home 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
A DVD player- standard, Blu Ray or HD DVD	1689	806	864	115	197	569	777	86	149	215	754	537	389	286	384	1391	167	86	46
	56%	58%	56%	40%	34%	61%	70%	45%	60%	59%	59%	67%	50%	56%	53%	56%	62%	57%	51%
		48%	51%	7%	12%	34%	46%	5%	9%	13%	45%	32%	23%	17%	23%	82%	10%	5%	3%
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	1510	733	752	231	405	593	263	90	106	181	718	374	430	312	318	1244	143	81	42
	50%	52%	49%	79%	69%	63%	24%	46%	42%	50%	57%	47%	56%	62%	43%	50%	53%	54%	47%
		49%	50%	15%	27%	39%	17%	6%	7%	12%	48%	25%	28%	21%	21%	82%	9%	5%	3%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	1099	486	605	76	196	366	448	44	64	126	578	393	317	162	185	902	114	51	32
	37%	35%	39%	26%	33%	39%	40%	23%	25%	35%	46%	49%	41%	32%	25%	36%	42%	34%	35%
		44%	55%	7%	18%	33%	41%	4%	6%	11%	53%	36%	29%	15%	17%	82%	10%	5%	3%
An iPod (not an iPhone) or other portable media player	1054	525	512	86	183	384	389	42	78	121	531	355	268	180	208	870	104	48	32
	35%	38%	33%	30%	31%	41%	35%	21%	31%	33%	42%	45%	35%	35%	28%	35%	38%	32%	36%
		50%	49%	8%	17%	36%	37%	4%	7%	11%	50%	34%	25%	17%	20%	83%	10%	5%	3%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	237	112	121	34	54	108	37	11	20	31	118	61	61	59	42	200	18	13	7
	8%	8%	8%	12%	9%	11%	3%	6%	8%	9%	9%	8%	8%	12%	6%	8%	7%	9%	8%
		47%	51%	14%	23%	45%	16%	5%	8%	13%	50%	26%	26%	25%	18%	84%	7%	5%	3%
None of these	357	158	186	24	73	77	162	38	39	41	94	66	90	46	118	301	24	18	14
	12%	11%	12%	8%	13%	8%	15%	19%	16%	11%	7%	8%	12%	9%	16%	12%	9%	12%	16%
		44%	52%	7%	21%	21%	46%	11%	11%	11%	26%	18%	25%	13%	33%	84%	7%	5%	4%

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

QB1. Which of the following - if any - do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Don't know	41	14	17	7	8	7	9	1	-	-	5	1	3	3	12	36	1	2	2
	1%	1%	1%	3%	1%	1%	1%	1%	-%	-%	*%	*%	*%	1%	2%	1%	*%	2%	2%
				ef										kl					p
		33%	43%	18%	20%	16%	21%	3%	-%	-%	13%	3%	8%	7%	29%	87%	2%	6%	5%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	1	-	1	-	-	-	1	-	*	-	1	2	-	-	*
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%	-%	*%
		72%	28%	-%	32%	-%	68%	-%	-%	-%	31%	-%	3%	-%	65%	97%	-%	-%	3%

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



QB1. Which of the following - if any - do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
A DVD player- standard, Blu Ray or HD DVD	1689	161	253	170	130	153	124	119	67	213	1413	276	973	665	969	720
	56%	45%	58%	67%	59%	54%	59%	50%	51%	59%	55%	67%	56%	59%	65%	48%
		10%	15%	10%	8%	9%	7%	7%	4%	13%	84%	16%	58%	39%	57%	43%
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	1510	180	210	108	113	151	112	112	67	191	1357	153	1057	405	671	839
	50%	50%	48%	43%	51%	54%	54%	47%	51%	53%	52%	37%	61%	36%	45%	56%
		12%	14%	7%	7%	10%	7%	7%	4%	13%	90%	10%	70%	27%	44%	56%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	1099	145	172	98	77	88	78	74	50	121	926	173	704	366	646	453
	37%	40%	40%	39%	35%	31%	37%	31%	38%	34%	36%	42%	40%	32%	43%	30%
		13%	16%	9%	7%	8%	7%	7%	5%	11%	84%	16%	64%	33%	59%	41%
An iPod (not an iPhone) or other portable media player	1054	126	166	87	82	85	74	76	50	123	887	168	679	345	589	465
	35%	35%	38%	35%	37%	30%	35%	32%	38%	34%	34%	41%	39%	30%	40%	31%
		12%	16%	8%	8%	8%	7%	7%	5%	12%	84%	16%	64%	33%	56%	44%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	237	32	33	23	15	21	22	19	13	23	220	17	169	59	92	145
	8%	9%	8%	9%	7%	7%	11%	8%	10%	6%	9%	4%	10%	5%	6%	10%
		13%	14%	10%	6%	9%	9%	8%	5%	10%	93%	7%	71%	25%	39%	61%

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

QB1. Which of the following - if any - do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
None of these	357	49	51	25	27	38	21	41	15	35	310	47	164	169	147	210
	12%	14%	12%	10%	12%	13%	10%	17%	11%	10%	12%	11%	9%	15%	10%	14%
		14%	14%	7%	7%	11%	6%	12%	4%	10%	87%	13%	46%	47%	41%	59%
Don't know	41	5	5	4	*	5	4	3	2	8	37	4	11	15	16	25
	1%	1%	1%	1%	*%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%
		12%	12%	9%	1%	12%	9%	8%	4%	20%	89%	11%	27%	37%	39%	61%
NOT ANSWERED [POSTAL ONLY]	2	-	-	-	-	-	1	1	-	-	2	*	-	1	1	1
	*%	-%	-%	-%	-%	-%	*%	1%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	32%	65%	-%	-%	97%	3%	-%	68%	31%	69%

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

QB1. Which of the following - if any - do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
A DVD player- standard, Blu Ray or HD DVD	1689	905	825	1390	1273	681	1649
	56%	65%	65%	62%	57%	56%	58%
		def	def	def			
		54%	49%	82%	75%	40%	98%
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	1510	779	574	1191	1322	753	1460
	50%	56%	45%	53%	59%	62%	52%
		bf	b	abcf	abcf	b	
		52%	38%	79%	88%	50%	97%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	1099	583	486	947	937	487	1083
	37%	42%	38%	43%	42%	40%	38%
		bf	bf	bf	bf		
		53%	44%	86%	85%	44%	99%
An iPod (not an iPhone) or other portable media player	1054	569	479	874	879	502	1030
	35%	41%	38%	39%	39%	41%	36%
		f	f	f	f	bf	
		54%	45%	83%	83%	48%	98%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	237	136	97	186	216	126	233
	8%	10%	8%	8%	10%	10%	8%
		b	b	b	b	bcf	
		57%	41%	79%	91%	53%	98%
None of these	357	102	131	169	187	96	297
	12%	7%	10%	8%	8%	8%	10%
			acde				acde
		28%	37%	47%	52%	27%	83%

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

QB1. Which of the following - if any - do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Don't know	41	6	9	11	12	4	20
	1%	*%	1%	1%	1%	*%	1%
		15%	23%	27%	30%	9%	48%
NOT ANSWERED [POSTAL ONLY]	2	2	-	1	*	-	2
	*%	*%	-%	*%	*%	-%	*%
		100%	-%	31%	3%	-%	100%

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

QB2. And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
A DVD player- standard, Blu Ray or HD DVD	1187 40%	591 42%	583 38%	54 19%	121 21%	387 41%	609 55%	68 35%	102 41%	166 46%	527 42%	383 48%	274 35%	202 40%	272 37%	1000 40%	104 38%	55 37%	28 31%
		b 50%				cd 33%	cde 51%			g 14%		lmn 32%				r 84%	r 9%		
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	846 28%	518 37%	309 20%	174 60%	291 50%	278 30%	94 9%	59 30%	66 26%	116 32%	373 29%	182 23%	247 32%	180 36%	193 26%	689 28%	91 34%	45 30%	21 23%
		b 61%		def 21%	ef 34%	f 33%							kn 29%	kn 21%		r 81%	or 11%	r 5%	
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	734 24%	278 20%	450 29%	38 13%	127 22%	239 26%	322 29%	30 15%	46 18%	91 25%	385 30%	265 33%	219 28%	97 19%	130 18%	598 24%	78 29%	37 25%	21 23%
			a 38%		c 17%	c 33%	cd 44%			gh 12%	ghi 52%	lmn 36%	mn 30%				o 11%		
An iPod (not an iPhone) or other portable media player	628 21%	341 24%	276 18%	46 16%	116 20%	224 24%	236 21%	22 11%	49 20%	85 23%	312 25%	205 26%	166 22%	106 21%	123 17%	510 20%	69 26%	31 21%	18 20%
		b 54%				cd 36%	c 38%		g 8%	g 13%	g 50%	ln 33%	n 26%				o 11%		
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	101 3%	68 5%	29 2%	14 5%	24 4%	46 5%	14 1%	5 3%	9 4%	11 3%	51 4%	28 4%	26 3%	24 5%	17 2%	86 3%	7 2%	6 4%	2 3%
		b 68%		f 14%	f 23%	f 46%							n 24%						
None of these	775 26%	308 22%	449 29%	71 24%	159 27%	242 26%	274 25%	62 32%	75 30%	83 23%	283 22%	168 21%	203 26%	134 26%	208 28%	654 26%	52 19%	40 27%	29 32%
			a 40%					ij 8%	ij 10%				k 22%	k 17%	k 27%	p 84%		p 7%	op 4%

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

QB2. And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Don't know	45 2%	17 1%	19 1%	8 3%	8 1%	9 1%	10 1%	2 1%	- -%	- -%	5 *%	2 *%	4 1%	3 1%	15 2%	39 2%	1 1%	2 2%	2 2%
				ef 17%	18%	19%	23%	4%	-%	-%	12%	3%	9%	6%	33%	87%	3%	5%	5%
NOT ANSWERED [POSTAL ONLY]	56 2%	28 2%	29 2%	* *%	1 *%	6 1%	43 4%	7 4%	11 5%	6 2%	8 1%	5 1%	9 1%	6 1%	26 4%	43 2%	9 3%	3 2%	2 2%
							cde 77%	j 12%	ij 20%	j 11%	13%	9%	16%	10%	47%	76%	16%	5%	3%

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

QB2. And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
A DVD player- standard, Blu Ray or HD DVD	1187	113	180	126	99	104	88	86	47	156	976	210	667	484	697	489
	40%	32%	41%	50%	45%	37%	42%	36%	36%	43%	38%	51%	38%	43%	47%	32%
		10%	15%	11%	8%	9%	7%	7%	4%	13%	82%	18%	56%	41%	59%	41%
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	846	86	122	68	61	80	62	72	41	96	768	78	575	242	335	511
	28%	24%	28%	27%	28%	29%	30%	30%	31%	27%	30%	19%	33%	21%	23%	34%
		10%	14%	8%	7%	10%	7%	9%	5%	11%	91%	9%	68%	29%	40%	60%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	734	99	110	63	51	55	55	46	34	84	616	119	467	254	428	306
	24%	28%	25%	25%	23%	20%	26%	19%	26%	23%	24%	29%	27%	22%	29%	20%
		13%	15%	9%	7%	8%	7%	6%	5%	11%	84%	16%	64%	35%	58%	42%
An iPod (not an iPhone) or other portable media player	628	64	103	52	49	46	48	47	32	71	528	100	407	204	339	289
	21%	18%	24%	21%	22%	16%	23%	19%	24%	20%	20%	24%	23%	18%	23%	19%
		10%	16%	8%	8%	7%	8%	7%	5%	11%	84%	16%	65%	33%	54%	46%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	101	8	19	13	6	7	11	7	7	8	92	9	76	21	39	62
	3%	2%	4%	5%	3%	2%	5%	3%	5%	2%	4%	2%	4%	2%	3%	4%
		8%	19%	13%	6%	7%	11%	7%	7%	8%	91%	9%	75%	20%	39%	61%
None of these	775	118	116	48	55	87	44	69	34	83	686	90	432	303	347	428
	26%	33%	27%	19%	25%	31%	21%	29%	26%	23%	26%	22%	25%	27%	23%	28%
		15%	15%	6%	7%	11%	6%	9%	4%	11%	88%	12%	56%	39%	45%	55%

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

QB2. And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS & HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Don't know	45	5	6	4	*	5	5	3	2	9	41	5	12	18	18	27
	2%	1%	1%	1%	*%	2%	2%	1%	1%	3%	2%	1%	1%	2%	1%	2%
							d			d				l		
		11%	13%	8%	1%	11%	12%	8%	4%	21%	90%	10%	27%	39%	40%	60%
NOT ANSWERED [POSTAL ONLY]	56	2	8	6	1	5	5	6	1	9	50	6	11	41	23	33
	2%	*%	2%	2%	*%	2%	2%	2%	1%	3%	2%	2%	1%	4%	2%	2%
				ad			ad	ad		ad				l		
		3%	15%	10%	2%	9%	9%	10%	2%	16%	88%	12%	20%	72%	41%	59%

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



QB2. And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES			SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP			
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
A DVD player- standard, Blu Ray or HD DVD	1187	620	615	988	872	453	1164
	40%	44%	48%	44%	39%	37%	41%
		def	acdef	def			e
		52%	52%	83%	73%	38%	98%
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	846	401	304	644	735	454	807
	28%	29%	24%	29%	33%	37%	29%
		b		b	abcf	abcdf	b
		47%	36%	76%	87%	54%	95%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	734	389	323	641	628	318	723
	24%	28%	25%	29%	28%	26%	26%
				bf	f		
		53%	44%	87%	86%	43%	98%
An iPod (not an iPhone) or other portable media player	628	347	294	526	527	302	618
	21%	25%	23%	24%	23%	25%	22%
		f				f	
		55%	47%	84%	84%	48%	98%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	101	52	43	78	90	56	99
	3%	4%	3%	4%	4%	5%	3%
		51%	43%	78%	89%	55%	98%
None of these	775	309	288	492	532	278	703
	26%	22%	23%	22%	24%	23%	25%
							ac
		40%	37%	63%	69%	36%	91%

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

QB2. And do you personally use...? (MULTI CODE)

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES	Total
	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Don't know	45	8	10	14	16	4	24
	2%	1%	1%	1%	1%	*%	1%
		18%	23%	31%	36%	9%	53%
NOT ANSWERED [POSTAL ONLY]	56	25	28	26	21	9	51
	2%	2%	2%	1%	1%	1%	2%
		de	cde				cde
		45%	49%	46%	37%	16%	90%

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
Xbox Games Pass	355 13%	177 14%	176 13%	58 20%	97 17%	166 18%	32 4%	19 13%	29 14%	51 16%	185 15%	93 12%	90 12%	76 16%	84 14%	287 13%	33 13%	24 18%	12 14%
				f 16%	f 27%	f 47%							kl 22%					o 7%	
PlayStation Now	301 11%	160 13%	139 10%	55 19%	98 17%	125 14%	22 2%	24 16%	20 10%	47 14%	137 11%	85 11%	74 10%	65 14%	69 11%	245 11%	37 15%	11 8%	8 10%
			b 53%	ef 18%	f 33%	f 41%		hj 8%					l 25%				oqr 12%		
Steam	279 10%	180 14%	96 7%	63 22%	91 16%	98 11%	25 3%	17 12%	17 8%	34 10%	149 12%	72 9%	115 16%	41 9%	37 6%	230 10%	30 12%	13 9%	6 7%
			b 64%	def 23%	ef 33%	f 35%						n 26%	kmn 41%			r 82%	r 11%		
Twitch	176 6%	97 8%	74 5%	47 16%	66 11%	54 6%	10 1%	13 9%	10 5%	22 7%	87 7%	45 6%	63 9%	24 5%	36 6%	151 7%	13 5%	9 6%	3 4%
			b 55%	def 26%	ef 37%	f 30%							kmn 36%			r 86%			
Apple Arcade	61 2%	34 3%	27 2%	13 4%	19 3%	23 3%	7 1%	3 2%	6 3%	7 2%	34 3%	24 3%	19 3%	6 1%	10 2%	51 2%	6 2%	2 1%	2 3%
				f 21%	f 31%	f 37%													
Google Stadia	29 1%	22 2%	7 *	3 1%	9 1%	15 2%	2 *	4 2%	1 *	7 2%	13 1%	11 1%	8 1%	5 1%	5 1%	26 1%	1 1%	1 1%	1 1%
			b 75%		f 30%	f 51%													
Amazon Luna	10 *%	7 1%	3 *%	2 1%	3 *%	4 *%	- -%	3 2%	- -%	1 *%	3 *%	1 *%	2 *%	3 1%	2 *%	10 *%	- -%	- -%	- -%
				f 20%	f 29%	f 44%		hij 29%											
ANY OF THESE	819 30%	438 34%	371 26%	148 52%	251 43%	335 37%	79 9%	50 35%	60 29%	112 34%	413 34%	216 28%	240 33%	168 36%	162 26%	675 30%	83 33%	38 28%	22 28%
			b 53%	def 18%	ef 31%	f 41%							kn 29%	kn 21%					

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
None of these	1752	784	941	109	302	532	786	89	144	209	774	532	460	273	409	1447	158	92	54
	64%	62%	67%	38%	52%	58%	87%	61%	69%	63%	63%	69%	62%	59%	67%	64%	64%	68%	67%
			a		c	cd	cde					lm			lm				
		45%	54%	6%	17%	30%	45%	5%	8%	12%	44%	30%	26%	16%	23%	83%	9%	5%	3%
Don't know	157	47	90	30	29	45	36	7	4	9	42	23	37	22	41	140	7	5	4
	6%	4%	6%	11%	5%	5%	4%	5%	2%	3%	3%	3%	5%	5%	7%	6%	3%	4%	6%
			a	def									k	k		p			
		30%	57%	19%	19%	29%	23%	4%	3%	6%	27%	15%	24%	14%	26%	89%	5%	3%	3%

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Xbox Games Pass	355	29	59	33	27	34	25	35	20	25	315	40	262	87	152	203
	13%	8%	15%	15%	13%	13%	13%	16%	17%	8%	13%	11%	15%	9%	11%	15%
			ai	ai	i	i	i	ai	ai				m			n
		8%	17%	9%	8%	9%	7%	10%	6%	7%	89%	11%	74%	24%	43%	57%
PlayStation Now	301	46	41	14	22	24	28	22	10	37	271	30	219	79	116	185
	11%	14%	11%	7%	11%	9%	14%	10%	9%	12%	12%	8%	13%	9%	9%	13%
		c					ch			c	k		m			n
		15%	14%	5%	7%	8%	9%	7%	3%	12%	90%	10%	73%	26%	39%	61%
Steam	279	38	39	20	28	22	23	24	13	24	250	30	199	74	136	143
	10%	11%	10%	9%	14%	9%	12%	11%	10%	8%	11%	8%	12%	8%	10%	10%
					i								m			
		13%	14%	7%	10%	8%	8%	8%	4%	9%	89%	11%	71%	27%	49%	51%
Twitch	176	29	35	15	9	14	10	12	7	20	161	15	117	56	71	105
	6%	9%	9%	7%	4%	6%	5%	5%	6%	6%	7%	4%	7%	6%	5%	8%
		d	df								k					n
		17%	20%	9%	5%	8%	5%	7%	4%	12%	91%	9%	66%	31%	41%	59%
Apple Arcade	61	6	13	4	7	2	10	3	2	5	57	4	49	11	23	38
	2%	2%	3%	2%	3%	1%	5%	1%	2%	2%	2%	1%	3%	1%	2%	3%
			e		e		aceghi						m			n
		9%	21%	6%	12%	4%	16%	5%	4%	8%	93%	7%	79%	19%	38%	62%
Google Stadia	29	*	10	*	4	2	2	3	1	3	25	4	20	8	11	18
	1%	*%	3%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			ac		ac											
		2%	34%	1%	12%	8%	8%	11%	2%	10%	87%	13%	69%	26%	39%	61%
Amazon Luna	10	-	2	1	1	3	1	-	*	2	9	1	6	3	3	7
	*%	-%	*%	1%	*%	1%	1%	-%	*%	1%	*%	*%	*%	*%	*%	*%
		-%	18%	13%	8%	27%	12%	-%	3%	19%	92%	8%	59%	34%	31%	69%
ANY OF THESE	819	103	118	57	68	71	67	69	38	84	731	87	597	207	353	466
	30%	30%	31%	26%	33%	28%	35%	32%	31%	26%	31%	23%	35%	22%	26%	34%
							ci				k		m			n
		13%	14%	7%	8%	9%	8%	8%	5%	10%	89%	11%	73%	25%	43%	57%

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
None of these	1752	214	242	155	131	168	114	141	77	206	1480	272	1021	673	945	807
	64%	63%	62%	70%	63%	67%	59%	65%	64%	64%	63%	73%	60%	72%	70%	59%
		12%	14%	9%	7%	10%	6%	8%	4%	12%	84%	16%	58%	38%	54%	46%
Don't know	157	25	28	10	10	14	12	6	7	30	144	13	78	51	56	100
	6%	7%	7%	4%	5%	5%	6%	3%	5%	9%	6%	3%	5%	5%	4%	7%
		g	g				g			cdg	k					n
		16%	18%	6%	6%	9%	8%	4%	4%	19%	92%	8%	50%	33%	36%	64%

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Xbox Games Pass	355	186	139	285	322	188	345
	13%	14%	12%	14%	15%	16%	13%
					b	bcd	
		52%	39%	80%	91%	53%	97%
PlayStation Now	301	158	109	244	283	171	294
	11%	12%	10%	12%	13%	15%	11%
		b			bf	bcd	
		52%	36%	81%	94%	57%	97%
Steam	279	118	96	208	258	173	276
	10%	9%	9%	10%	12%	15%	11%
					abc	abcd	b
		42%	34%	74%	92%	62%	99%
Twitch	176	75	59	128	166	114	173
	6%	6%	5%	6%	8%	10%	7%
					abc	abcd	
		43%	33%	72%	94%	65%	98%
Apple Arcade	61	36	16	54	60	33	60
	2%	3%	1%	3%	3%	3%	2%
		b		b	b	b	
		59%	26%	89%	98%	54%	98%
Google Stadia	29	10	14	22	23	11	27
	1%	1%	1%	1%	1%	1%	1%
		34%	47%	77%	78%	37%	96%
Amazon Luna	10	5	4	9	9	4	9
	*%	*%	*%	*%	*%	*%	*%
		47%	42%	86%	86%	44%	93%
ANY OF THESE	819	390	302	633	747	452	800
	30%	30%	27%	30%	34%	38%	31%
				b	abcd	abcd	b
		48%	37%	77%	91%	55%	98%
None of these	1752	839	779	1378	1316	672	1670
	64%	65%	70%	65%	61%	57%	64%
		de	acdef	de	e		de
		48%	44%	79%	75%	38%	95%

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

QB10. In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	4805	2292	1983	3752	3860	2105	4617	
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193	
Total	2727	1297	1118	2110	2174	1176	2595	
		48%	41%	77%	80%	43%	95%	
Don't know	157	68	37	99	110	53	126	
	6%	5%	3%	5%	5%	4%	5%	
		b	b	b	b	b	b	
		43%	24%	63%	71%	34%	80%	

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Yes - can use to make and receive calls	1820 61%	865 62%	934 61%	93 32%	156 27%	580 62%	952 86%	102 53%	149 59%	245 67%	754 59%	559 70%	383 50%	315 62%	458 63%	1501 60%	169 62%	96 64%	54 60%
		48%	51%	5%	9%	32%	52%	6%	8%	13%	41%	31%	21%	17%	25%	82%	9%	5%	3%
Yes - can receive but not make calls/ incoming only	52 2%	24 2%	27 2%	4 1%	10 2%	21 2%	16 1%	2 1%	7 3%	5 1%	16 1%	11 1%	6 1%	9 2%	23 3%	44 2%	5 2%	2 1%	1 1%
		46%	52%	7%	19%	42%	32%	5%	14%	10%	30%	21%	11%	17%	45%	84%	10%	4%	2%
Yes, but line not working properly/ needs to be repaired	77 3%	34 2%	40 3%	10 3%	19 3%	28 3%	17 2%	5 3%	6 2%	10 3%	36 3%	16 2%	22 3%	16 3%	17 2%	71 3%	2 1%	2 1%	1 2%
		44%	52%	13%	25%	36%	22%	7%	7%	14%	47%	21%	29%	21%	22%	92%	3%	3%	2%
No, do not have landline phone	989 33%	446 32%	519 34%	168 58%	389 66%	297 32%	116 10%	79 41%	89 35%	102 28%	452 36%	207 26%	352 46%	160 32%	218 30%	819 33%	91 34%	48 32%	32 35%
		45%	52%	17%	39%	30%	12%	8%	9%	10%	46%	21%	36%	16%	22%	83%	9%	5%	3%
Don't know	59 2%	26 2%	19 1%	16 6%	13 2%	13 1%	5 *%	2 1%	- -%	1 *%	10 1%	3 *%	7 1%	7 1%	12 2%	52 2%	3 1%	2 2%	2 2%
		44%	32%	27%	21%	22%	8%	3%	-%	2%	17%	6%	12%	12%	21%	88%	5%	4%	3%
NOT ANSWERED [POSTAL ONLY]	4 *%	1 *%	3 *%	- -%	- -%	- -%	4 *%	3 1%	- -%	- -%	1 *%	- -%	1 *%	- -%	3 *%	4 *%	- -%	- -%	- -%
		33%	67%	-%	-%	-%	100%	67%	-%	-%	33%	-%	33%	-%	67%	100%	-%	-%	-%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
<b>HOUSEHOLD PHONE OWNERSHIP</b>																			
FIXED ONLY	37 1%	14 1%	16 1%	* *%	1 *%	2 *%	26 2%	12 6%	5 2%	2 1%	1 *%	3 *%	2 *%	3 1%	17 2%	32 1%	2 1%	2 1%	2 2%
							cde	hij	j	j				klm					
				*%	3%	4%	71%	31%	14%	6%	2%	7%	5%	9%	47%	86%	6%	4%	4%
FIXED & MOBILE	1908 64%	908 65%	983 64%	107 37%	184 31%	627 67%	956 86%	98 51%	157 63%	258 71%	804 63%	584 73%	409 53%	337 66%	480 66%	1581 63%	174 64%	98 65%	55 61%
						cd	cde		g	ghj	g	lmn	l	l					
				6%	10%	33%	50%	5%	8%	14%	42%	31%	21%	18%	25%	83%	9%	5%	3%
MOBILE ONLY	1013 34%	456 33%	532 35%	178 61%	392 67%	305 32%	116 10%	80 41%	89 35%	103 28%	461 36%	208 26%	355 46%	167 33%	225 31%	839 34%	93 35%	49 32%	32 35%
				ef	ef	f		i	i		i		kmn	k	k				
				18%	39%	30%	11%	8%	9%	10%	46%	21%	35%	17%	22%	83%	9%	5%	3%
ALL FIXED	1948 65%	922 66%	1001 65%	107 37%	185 32%	629 67%	985 89%	110 57%	162 65%	260 72%	805 63%	587 74%	411 53%	340 67%	498 68%	1615 65%	176 65%	100 67%	56 63%
						cd	cde			ghj	g	lmn	l	l					
				5%	10%	32%	51%	6%	8%	13%	41%	30%	21%	17%	26%	83%	9%	5%	3%
ALL MOBILE	2924 97%	1365 98%	1517 98%	285 98%	576 98%	931 99%	1077 97%	181 93%	246 98%	361 99%	1267 100%	792 99%	765 99%	504 99%	708 97%	2423 97%	267 99%	147 98%	87 96%
						cdf			g	g	gh	n	n	n			r		
				10%	20%	32%	37%	6%	8%	12%	43%	27%	26%	17%	24%	83%	9%	5%	3%
NEITHER	35 1%	16 1%	6 *%	6 2%	9 2%	5 *%	5 *%	1 1%	- -%	- -%	1 *%	3 *%	4 1%	- -%	5 1%	32 1%	1 *%	1 1%	2 2%
				ef	ef														p
				18%	26%	13%	13%	3%	-%	-%	2%	8%	11%	-%	15%	90%	1%	4%	5%
ALL FIXED PLUS BB RENTAL	2492 83%	1170 84%	1282 83%	167 57%	419 71%	814 87%	1040 94%	145 75%	205 82%	323 89%	1092 86%	726 91%	608 79%	426 84%	602 82%	2053 82%	230 85%	132 88%	76 84%
					c	cd	cde			gh	g	lmn	l	l				o	
				7%	17%	33%	42%	6%	8%	13%	44%	29%	24%	17%	24%	82%	9%	5%	3%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Yes - can use to make and receive calls	1820	191	285	173	126	162	134	139	74	217	1508	311	975	792	1046	773
	61%	53%	65%	69%	57%	58%	64%	58%	57%	60%	58%	76%	56%	70%	70%	51%
		10%	adegh 16%	adeghi 10%	7%	9%	a 7%	8%	4%	12%	83%	j 17%	54%	l 44%	o 57%	43%
Yes - can receive but not make calls/ incoming only	52	8	6	5	6	6	3	3	*	6	44	8	22	27	21	31
	2%	2%	1%	2%	3%	2%	2%	1%	*%	2%	2%	2%	1%	2%	1%	2%
		h			h	h								l		
		16%	12%	9%	12%	11%	6%	6%	1%	12%	84%	16%	42%	51%	41%	59%
Yes, but line not working properly/ needs to be repaired	77	8	18	3	5	12	6	6	2	12	68	9	49	22	40	37
	3%	2%	4%	1%	2%	4%	3%	3%	1%	3%	3%	2%	3%	2%	3%	2%
			ch			ch										
		11%	23%	4%	6%	15%	8%	8%	2%	16%	88%	12%	64%	29%	52%	48%
No, do not have landline phone	989	148	114	64	81	92	61	90	52	118	909	80	678	269	353	636
	33%	41%	26%	25%	37%	33%	29%	37%	40%	33%	35%	19%	39%	24%	24%	42%
		bcefi			bcf			bcf	bef		k		m		n	
		15%	12%	6%	8%	9%	6%	9%	5%	12%	92%	8%	69%	27%	36%	64%
Don't know	59	4	9	6	3	10	6	2	3	9	55	4	20	18	25	34
	2%	1%	2%	2%	1%	4%	3%	1%	2%	3%	2%	1%	1%	2%	2%	2%
						ag										
		7%	16%	10%	5%	17%	10%	3%	4%	16%	93%	7%	33%	30%	42%	58%
NOT ANSWERED [POSTAL ONLY]	4	-	3	1	-	-	-	-	-	-	4	-	-	4	4	-
	*%	-%	1%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%
														l	o	
		-%	78%	22%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	100%	-%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
<b>HOUSEHOLD PHONE OWNERSHIP</b>																
FIXED ONLY	37 1%	2 1%	10 2%	4 2%	2 1%	3 1%	3 1%	2 1%	1 1%	7 2%	35 1%	2 1%	1 *%	29 3%	12 1%	26 2%
		5%	26%	10%	5%	7%	7%	4%	3%	19%	94%	6%	4%	78%	32%	68%
FIXED & MOBILE	1908 64%	205 57%	298 69%	175 70%	134 61%	177 63%	140 67%	147 61%	76 57%	228 63%	1581 61%	326 79%	1045 60%	811 72%	1095 74%	813 54%
		11%	adgh 16%	adgh 9%	7%	9%	ah 7%	8%	4%	12%	83%	j 17%	55%	l 43%	o 57%	43%
MOBILE ONLY	1013 34%	150 42%	115 26%	65 26%	83 38%	99 35%	62 29%	90 38%	54 41%	121 33%	932 36%	81 20%	690 40%	279 25%	365 25%	648 43%
		bcbf 15%	11%	6%	bcbf 8%	bc 10%	6%	bcbf 9%	bcbf 5%	bc 12%	k 92%	8%	m 68%	28%	n 36%	64%
ALL FIXED	1948 65%	207 58%	308 71%	181 72%	136 62%	180 64%	143 68%	148 62%	77 58%	235 65%	1619 63%	329 80%	1046 60%	840 74%	1107 74%	841 56%
		11%	adegh 16%	adegh 9%	7%	9%	ah 7%	8%	4%	12%	83%	j 17%	54%	l 43%	o 57%	43%
ALL MOBILE	2924 97%	355 99%	416 96%	241 96%	218 99%	276 98%	202 96%	237 99%	130 99%	349 96%	2517 97%	407 99%	1734 99%	1094 97%	1464 98%	1460 97%
		bcbf 12%	14%	8%	bcbf 7%	9%	7%	bc 8%	bc 4%	bc 12%	86%	j 14%	m 59%	o 37%	o 50%	50%
NEITHER	35 1%	2 *%	9 2%	5 2%	- -%	3 1%	5 2%	2 1%	1 1%	6 2%	33 1%	3 1%	8 *%	8 1%	13 1%	23 1%
		5%	d 26%	d 15%	-	8%	ad 13%	5%	2%	d 17%	93%	7%	24%	22%	36%	64%
ALL FIXED PLUS BB RENTAL	2492 83%	277 77%	369 85%	217 86%	181 82%	221 79%	174 83%	196 82%	106 81%	312 86%	2121 82%	370 90%	1464 84%	955 84%	1330 89%	1162 77%
		11%	ae 15%	ae 9%	7%	9%	7%	8%	4%	ae 13%	85%	j 15%	59%	38%	o 53%	47%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Yes - can use to make and receive calls	1820	985	867	1432	1321	680	1760
	61%	71%	68%	64%	59%	56%	62%
		cdef	cdef	de			de
		54%	48%	79%	73%	37%	97%
Yes - can receive but not make calls/ incoming only	52	25	20	33	40	21	50
	2%	2%	2%	1%	2%	2%	2%
		49%	38%	64%	78%	41%	96%
Yes, but line not working properly/ needs to be repaired	77	42	29	59	56	34	73
	3%	3%	2%	3%	2%	3%	3%
		55%	38%	77%	73%	45%	95%
No, do not have landline phone	989	335	343	684	803	467	919
	33%	24%	27%	31%	36%	38%	32%
				ab	abcf	abcf	ab
		34%	35%	69%	81%	47%	93%
Don't know	59	8	10	19	23	14	30
	2%	1%	1%	1%	1%	1%	1%
		14%	17%	33%	38%	23%	50%
NOT ANSWERED [POSTAL ONLY]	4	-	1	-	-	-	1
	*%	-%	*%	-%	-%	-%	*%
		-%	22%	-%	-%	-%	22%
<b>HOUSEHOLD PHONE OWNERSHIP</b>							
FIXED ONLY	37	4	20	10	5	4	24
	1%	*%	2%	*%	*%	*%	1%
			acdef				ade
		10%	54%	27%	12%	11%	65%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
FIXED & MOBILE	1908	1048	894	1513	1412	731	1857
	64%	75%	70%	68%	63%	60%	66%
		bcdef	def	de			de
		55%	47%	79%	74%	38%	97%
MOBILE ONLY	1013	341	351	700	821	480	942
	34%	24%	28%	31%	37%	40%	33%
			a	ab	abcf	abcf	ab
		34%	35%	69%	81%	47%	93%
ALL FIXED	1948	1052	915	1524	1417	735	1882
	65%	75%	72%	68%	63%	60%	66%
		bcdef	cdef	de			de
		54%	47%	78%	73%	38%	97%
ALL MOBILE	2924	1390	1245	2213	2232	1211	2799
	97%	100%	98%	99%	99%	100%	99%
		bf		bf	bf	bf	b
		48%	43%	76%	76%	41%	96%
NEITHER	35	2	3	3	5	*	7
	1%	*%	*%	*%	*%	*%	*%
		6%	8%	8%	15%	*%	20%
ALL FIXED PLUS BB RENTAL	2492	1290	1098	1956	1896	1004	2408
	83%	92%	87%	88%	85%	83%	85%
		bcdef	e	def			e
		52%	44%	78%	76%	40%	97%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QC32. Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)**

Base : Those who do not have a landline phone that can be used to make and receive calls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1791	819	921	343	646	555	206	162	145	201	775	338	752	206	396	1207	159	188	237
Effective Weighted Sample	1246	565	652	235	460	388	136	109	101	138	561	244	563	149	291	975	110	133	192
Total	1048	472	538	185	401	309	121	81	89	103	462	210	359	167	230	871	94	50	34
		45%	51%	18%	38%	30%	12%	8%	8%	10%	44%	20%	34%	16%	22%	83%	9%	5%	3%
Yes	544	248	281	61	234	185	55	36	43	64	287	139	197	86	104	437	54	32	20
	52%	53%	52%	33%	58%	60%	46%	44%	49%	62%	62%	66%	55%	51%	45%	50%	58%	65%	58%
				cf	cf	c				gh	gh	lmn	n					o	o
		46%	52%	11%	43%	34%	10%	7%	8%	12%	53%	26%	36%	16%	19%	80%	10%	6%	4%
No	395	186	203	87	136	101	62	41	36	35	147	64	125	73	105	342	29	13	11
	38%	39%	38%	47%	34%	33%	51%	51%	41%	34%	32%	30%	35%	43%	46%	39%	31%	27%	32%
				de			de	ij						kl	kl	q			
		47%	51%	22%	34%	26%	16%	10%	9%	9%	37%	16%	32%	18%	27%	87%	7%	3%	3%
Don't know	109	38	54	37	31	24	4	4	9	4	28	8	38	9	21	91	11	4	3
	10%	8%	10%	20%	8%	8%	3%	5%	10%	4%	6%	4%	10%	5%	9%	10%	12%	8%	10%
				def									k	k					
		35%	49%	33%	29%	22%	4%	4%	8%	4%	26%	7%	34%	8%	20%	83%	10%	4%	3%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QC32. Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)**

Base : Those who do not have a landline phone that can be used to make and receive calls

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1791	161	139	99	132	134	117	148	147	130	1520	271	1169	550	625	1166
Effective Weighted Sample	1246	142	113	84	116	116	102	126	125	116	1135	112	829	390	418	831
Total	1048	152	124	70	83	102	66	92	55	127	964	84	698	287	378	670
		14%	12%	**	8%	10%	6%	9%	5%	12%	92%	8%	67%	27%	36%	64%
Yes	544	70	61	**	44	42	31	48	30	77	502	42	418	115	222	321
	52%	46%	49%	**	53%	41%	47%	52%	54%	60%	52%	50%	60%	40%	59%	48%
		13%	11%	**	8%	8%	6%	9%	5%	aef	92%	8%	77%	21%	41%	59%
								e					m		o	
No	395	74	46	**	35	43	25	40	22	29	359	36	233	135	111	284
	38%	49%	37%	**	42%	42%	38%	43%	39%	23%	37%	43%	33%	47%	29%	42%
		i	i	**	i	i	i	i	i					l		n
		19%	12%	**	9%	11%	6%	10%	5%	7%	91%	9%	59%	34%	28%	72%
Don't know	109	8	17	**	4	17	10	4	4	21	104	6	47	37	44	65
	10%	5%	14%	**	5%	17%	15%	5%	7%	17%	11%	7%	7%	13%	12%	10%
			adg	**		adgh	adgh			adgh				l		
		8%	15%	**	3%	16%	9%	4%	3%	19%	95%	5%	43%	34%	40%	60%

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QC32. Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)**

Base : Those who do not have a landline phone that can be used to make and receive calls

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1791	605	613	1226	1454	860	1661
Effective Weighted Sample	1246	419	443	882	1035	615	1182
Total	1048	343	353	703	826	480	948
		33%	34%	67%	79%	46%	90%
Yes	544	238	183	432	479	269	526
	52%	69%	52%	61%	58%	56%	55%
		bcdef		bef	b		
		44%	34%	79%	88%	50%	97%
No	395	85	146	218	281	171	349
	38%	25%	41%	31%	34%	36%	37%
			acd	a	a	a	ac
		22%	37%	55%	71%	43%	88%
Don't know	109	20	24	54	67	40	74
	10%	6%	7%	8%	8%	8%	8%
		18%	22%	49%	61%	37%	67%

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

QC2. Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : Those with a landline phone at home that can used to make and receive calls (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2898	1411	1458	176	249	1031	1416	149	210	399	1285	942	816	359	674	1814	350	376	358
Effective Weighted Sample	1967	952	996	113	183	709	944	103	135	273	891	674	583	253	460	1516	190	250	300
Total	1616	778	822	93	155	565	788	75	120	215	725	537	356	286	375	1332	151	86	47
		48%	51%	6%	10%	35%	49%	5%	7%	13%	45%	33%	22%	18%	23%	82%	9%	5%	3%
Yes	917	434	472	25	43	255	584	37	71	128	378	317	194	148	220	760	87	42	28
	57%	56%	57%	26%	28%	45%	74%	50%	59%	59%	52%	59%	55%	52%	59%	57%	57%	49%	59%
		47%	51%	3%	5%	28%	64%	4%	8%	14%	41%	35%	21%	16%	24%	83%	9%	5%	3%
No	694	340	349	68	110	308	203	38	49	86	347	219	162	136	153	569	63	43	19
	43%	44%	42%	73%	71%	54%	26%	50%	41%	40%	48%	41%	45%	48%	41%	43%	42%	51%	40%
		49%	50%	10%	16%	44%	29%	5%	7%	12%	50%	32%	23%	20%	22%	82%	9%	6%	3%
Don't know	5	4	1	*	2	2	1	*	-	1	*	*	*	1	2	3	1	-	*
	*%	1%	*%	*%	1%	*%	*%	*%	-%	1%	*%	*%	*%	*%	1%	*%	1%	-%	1%
		84%	15%	8%	37%	44%	12%	1%	-%	27%	10%	1%	2%	27%	39%	67%	27%	-%	6%

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

QC2. Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : Those with a landline phone at home that can used to make and receive calls (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2898	182	265	215	194	185	215	207	163	188	2079	819	1560	1270	1718	1180
Effective Weighted Sample	1967	161	240	196	177	162	195	185	143	167	1594	378	1085	846	1133	834
Total	1616	178	246	151	117	142	119	120	66	193	1336	280	948	632	941	675
		11%	15%	9%	7%	9%	7%	7%	4%	12%	83%	17%	59%	39%	58%	42%
Yes	917	98	140	91	63	77	75	74	35	108	720	197	457	436	587	330
	57%	55%	57%	60%	54%	54%	63%	61%	53%	56%	54%	70%	48%	69%	62%	49%
		11%	15%	10%	7%	8%	8%	8%	4%	12%	79%	21%	50%	48%	64%	36%
No	694	79	104	60	53	64	44	47	31	85	611	83	489	194	353	342
	43%	44%	42%	40%	46%	45%	37%	39%	47%	44%	46%	30%	52%	31%	37%	51%
		11%	15%	9%	8%	9%	6%	7%	5%	12%	88%	12%	70%	28%	51%	49%
Don't know	5	*	1	*	-	1	*	-	-	-	5	*	2	3	1	4
	*%	*%	1%	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	1%
		9%	27%	10%	-%	16%	6%	-%	-%	-%	97%	3%	44%	56%	21%	79%

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

QC2. Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : Those with a landline phone at home that can used to make and receive calls (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2898	1602	1353	2414	2271	1174	2834
Effective Weighted Sample	1967	1091	914	1657	1544	802	1923
Total	1616	906	758	1339	1272	651	1578
		56%	47%	83%	79%	40%	98%
Yes	917	493	468	763	672	315	891
	57%	54%	62%	57%	53%	48%	56%
		e	acdef	de	e		de
		54%	51%	83%	73%	34%	97%
No	694	412	289	575	597	335	683
	43%	45%	38%	43%	47%	51%	43%
		b		b	bcf	abcdf	b
		59%	42%	83%	86%	48%	98%
Don't know	5	*	1	1	3	1	3
	*%	*%	*%	*%	*%	*%	*%
		8%	21%	24%	60%	17%	63%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4405	2108	2233	317	697	1481	1839	282	349	595	1911	1264	1349	537	1065	2789	490	556	570
Effective Weighted Sample	2974	1417	1520	213	508	1016	1199	184	229	398	1324	903	968	374	734	2292	280	369	474
Total	2492	1170 47%	1282 51%	167 7%	419 17%	814 33%	1040 42%	145 6%	205 8%	323 13%	1092 44%	726 29%	608 24%	426 17%	602 24%	2053 82%	230 9%	132 5%	76 3%
BT	739 30%	356 30%	376 29%	51 30%	100 24%	194 24%	375 36%	30 20%	50 24%	104 32%	339 31%	261 36%	184 30%	105 25%	152 25%	602 29%	70 30%	37 28%	30 39%
Virgin Media	501 20%	236 20%	260 20%	48 29%	85 20%	173 21%	193 19%	24 16%	42 20%	56 17%	234 21%	135 19%	118 19%	111 26%	114 19%	418 20%	55 24%	16 12%	11 15%
Sky	443 18%	197 17%	242 19%	15 9%	88 21%	178 22%	157 15%	33 23%	33 16%	60 18%	193 18%	122 17%	97 16%	88 21%	117 19%	346 17%	44 19%	38 29%	14 19%
TalkTalk	244 10%	109 9%	132 10%	15 9%	39 9%	88 11%	99 9%	17 12%	29 14%	30 9%	98 9%	56 8%	60 10%	35 8%	76 13%	211 10%	16 7%	10 8%	6 8%
Plusnet	121 5%	58 5%	63 5%	7 4%	21 5%	44 5%	49 5%	5 3%	13 6%	24 7%	51 5%	31 4%	34 6%	22 5%	31 5%	101 5%	9 4%	8 6%	3 4%
Vodafone	112 4%	56 5%	49 4%	5 3%	24 6%	42 5%	36 3%	5 3%	6 3%	13 4%	58 5%	37 5%	26 4%	17 4%	26 4%	97 5%	7 3%	5 4%	2 3%
EE	99 4%	44 4%	53 4%	8 5%	12 3%	33 4%	44 4%	9 6%	11 5%	11 3%	38 4%	34 5%	22 4%	15 4%	23 4%	75 4%	13 6%	7 6%	3 4%
NOW TV	49 2%	25 2%	21 2%	6 3%	17 4%	14 2%	9 1%	4 3%	6 3%	5 1%	21 2%	11 2%	16 3%	8 2%	10 2%	42 2%	5 2%	1 1%	1 1%
Post Office	31 1%	11 1%	19 1%	1 1%	7 2%	6 1%	16 2%	5 3%	2 1%	4 1%	6 1%	2 *%	8 1%	7 2%	10 2%	27 1%	1 *%	1 1%	2 2%
		38%	61%	4%	22%	21%	53%	16%	8%	12%	19%	6%	25%	22%	33%	88%	3%	4%	5%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4405	2108	2233	317	697	1481	1839	282	349	595	1911	1264	1349	537	1065	2789	490	556	570
Effective Weighted Sample	2974	1417	1520	213	508	1016	1199	184	229	398	1324	903	968	374	734	2292	280	369	474
Total	2492	1170	1282	167	419	814	1040	145	205	323	1092	726	608	426	602	2053	230	132	76
		47%	51%	7%	17%	33%	42%	6%	8%	13%	44%	29%	24%	17%	24%	82%	9%	5%	3%
Utility Warehouse	28	15	14	-	-	10	18	2	3	4	12	6	9	3	9	23	3	2	-
	1%	1%	1%	-%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%
						d	d									r	r	r	
		52%	48%	-%	-%	37%	63%	7%	11%	13%	41%	22%	32%	10%	32%	81%	11%	7%	-%
KCOM	12	7	5	1	1	5	5	-	1	3	7	2	4	2	3	12	-	-	-
	*%	1%	*%	*%	*%	1%	1%	-%	1%	1%	1%	*%	1%	*%	1%	1%	-%	-%	-%
		56%	44%	4%	12%	41%	43%	-%	9%	25%	60%	20%	35%	15%	27%	100%	-%	-%	-%
Shell Energy	11	5	6	1	4	3	3	*	1	3	4	3	2	2	4	9	*	1	*
	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%	1%	1%
		49%	51%	7%	35%	31%	26%	4%	5%	31%	36%	24%	22%	14%	40%	85%	3%	7%	4%
SSE	7	3	4	-	2	2	3	2	-	1	2	2	*	1	3	4	1	1	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%
								j										or	-%
		46%	54%	-%	24%	30%	46%	27%	-%	11%	25%	23%	6%	18%	45%	67%	14%	19%	-%
The Phone Co-op/ The Co-operative	1	1	1	-	1	-	1	-	-	1	-	-	1	-	1	1	-	-	-
	*%	*%	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%
										j									-%
		43%	57%	-%	43%	-%	57%	-%	-%	100%	-%	-%	43%	-%	57%	100%	-%	-%	-%
Tesco	1	*	1	-	-	1	-	*	-	1	-	-	*	-	1	1	-	-	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%
		28%	72%	-%	-%	100%	-%	28%	-%	72%	-%	-%	28%	-%	72%	100%	-%	-%	-%
Other	32	16	16	3	6	7	13	3	1	1	20	11	13	3	4	28	2	2	*
	1%	1%	1%	2%	1%	1%	1%	2%	1%	*%	2%	2%	2%	1%	1%	1%	1%	1%	1%
								i			i		n						
		50%	50%	9%	18%	21%	42%	11%	4%	2%	62%	35%	40%	9%	13%	88%	5%	6%	1%
Don't know	44	16	18	8	12	12	5	3	2	1	9	11	11	5	8	39	1	2	2
	2%	1%	1%	5%	3%	1%	*%	2%	1%	*%	1%	1%	2%	1%	1%	2%	1%	1%	2%
				ef	f	f		i											
		37%	40%	18%	27%	27%	11%	7%	5%	2%	20%	24%	25%	12%	18%	89%	3%	4%	4%
NOT ANSWERED [POSTAL ONLY]	19	14	5	-	-	1	15	4	5	3	1	3	3	4	10	16	3	-	*
	1%	1%	*%	-%	-%	*%	1%	3%	2%	1%	*%	*%	*%	1%	2%	1%	1%	-%	1%
		b					de	j	j	j				kl					
		73%	27%	-%	-%	4%	79%	23%	25%	18%	3%	14%	14%	19%	52%	85%	13%	-%	2%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4405	284	394	312	296	284	313	331	266	309	3293	1112	2457	1831	2369	2036
Effective Weighted Sample	2974	254	347	278	265	245	281	291	230	267	2483	498	1702	1205	1552	1424
Total	2492	277	369	217	181	221	174	196	106	312	2121	370	1464	955	1330	1162
		11%	15%	9%	7%	9%	7%	8%	4%	13%	85%	15%	59%	38%	53%	47%
BT	739	81	131	82	46	63	59	43	25	73	540	200	413	308	480	259
	30%	29%	35%	38%	26%	28%	34%	22%	24%	23%	25%	54%	28%	32%	36%	22%
			dghi	adeghi		dghi						j	l	o		
		11%	18%	11%	6%	8%	8%	6%	3%	10%	73%	27%	56%	42%	65%	35%
Virgin Media	501	75	65	28	39	54	36	39	27	54	491	9	323	165	234	267
	20%	27%	18%	13%	22%	25%	21%	20%	25%	17%	23%	3%	22%	17%	18%	23%
		bcbj			c	bci	c	c	bci	k			m		n	
		15%	13%	6%	8%	11%	7%	8%	5%	11%	98%	2%	65%	33%	47%	53%
Sky	443	31	72	26	30	30	33	32	19	73	394	49	275	154	222	221
	18%	11%	20%	12%	16%	14%	19%	16%	18%	23%	19%	13%	19%	16%	17%	19%
			ac				ac		a	acdeg	k					
		7%	16%	6%	7%	7%	8%	7%	4%	16%	89%	11%	62%	35%	50%	50%
TalkTalk	244	27	26	28	21	27	9	26	11	35	213	31	139	96	103	141
	10%	10%	7%	13%	12%	12%	5%	13%	11%	11%	10%	8%	10%	10%	8%	12%
			bf	bf	bf	bf	bf	bf	f	f					n	
		11%	11%	12%	9%	11%	4%	11%	5%	14%	87%	13%	57%	39%	42%	58%
Plusnet	121	10	22	16	14	13	6	8	4	8	104	17	67	53	73	48
	5%	4%	6%	7%	8%	6%	4%	4%	4%	3%	5%	5%	5%	6%	5%	4%
			i	ai	afgi											
		8%	18%	13%	12%	10%	5%	6%	3%	7%	86%	14%	55%	44%	60%	40%
Vodafone	112	18	16	8	7	3	8	11	4	23	100	12	78	28	64	48
	4%	6%	4%	4%	4%	1%	5%	6%	3%	7%	5%	3%	5%	3%	5%	4%
		e	e				e	e		ce			m			
		16%	14%	7%	6%	2%	7%	10%	3%	21%	89%	11%	70%	25%	57%	43%
EE	99	10	7	10	9	6	9	8	7	9	73	25	52	46	55	43
	4%	4%	2%	5%	5%	3%	5%	4%	6%	3%	3%	7%	4%	5%	4%	4%
				b	b	b	b	b	b			j				
		10%	7%	10%	9%	6%	9%	8%	7%	9%	74%	26%	53%	47%	56%	44%
NOW TV	49	6	5	6	6	4	1	5	2	8	46	3	34	14	17	32
	2%	2%	1%	3%	3%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%
			f								k				n	
		13%	10%	11%	11%	8%	2%	10%	5%	15%	94%	6%	69%	28%	35%	65%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4405	284	394	312	296	284	313	331	266	309	3293	1112	2457	1831	2369	2036
Effective Weighted Sample	2974	254	347	278	265	245	281	291	230	267	2483	498	1702	1205	1552	1424
Total	2492	277	369	217	181	221	174	196	106	312	2121	370	1464	955	1330	1162
		11%	15%	9%	7%	9%	7%	8%	4%	13%	85%	15%	59%	38%	53%	47%
Post Office	31	5	1	-	*	5	1	3	2	10	29	1	11	19	12	18
	1%	2%	*%	-%	*%	2%	1%	2%	2%	3%	1%	*%	1%	2%	1%	2%
		cd				bcd		c	c	bcdf	k		l			
		17%	4%	-%	1%	15%	3%	11%	6%	32%	97%	3%	36%	63%	40%	60%
Utility Warehouse	28	1	5	3	1	3	2	-	-	8	25	3	13	13	14	14
	1%	*%	1%	1%	1%	1%	1%	-%	-%	3%	1%	1%	1%	1%	1%	1%
			g	g						agh						
		4%	18%	11%	5%	10%	6%	-%	-%	28%	88%	12%	45%	47%	50%	50%
KCOM	12	-	-	-	1	-	-	12	-	-	11	1	8	4	6	6
	*%	-%	-%	-%	*%	-%	-%	6%	-%	-%	1%	*%	1%	*%	*%	1%
					abcde	fhi		96%	-%	-%	93%	7%	65%	35%	51%	49%
Shell Energy	11	2	3	1	1	2	2	-	-	-	10	1	6	5	4	7
	*%	1%	1%	*%	*%	1%	1%	-%	-%	-%	*%	*%	*%	1%	*%	1%
		20%	23%	5%	5%	17%	16%	-%	-%	-%	88%	12%	53%	47%	35%	65%
SSE	7	-	1	-	1	1	1	-	1	-	5	1	1	5	3	3
	*%	-%	*%	-%	*%	*%	1%	-%	1%	-%	*%	*%	*%	1%	*%	*%
													l			
		-%	13%	-%	8%	11%	18%	-%	16%	-%	80%	20%	18%	82%	50%	50%
The Phone Co-op/ The Co-operative	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Tesco	1	-	1	-	*	-	-	-	-	-	1	-	-	1	-	1
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	72%	-%	28%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%
Other	32	4	3	5	4	3	3	3	*	2	21	10	19	11	21	11
	1%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	1%
												j				
		11%	9%	16%	12%	11%	11%	11%	1%	6%	68%	32%	61%	35%	66%	34%

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



QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4405	284	394	312	296	284	313	331	266	309	3293	1112	2457	1831	2369	2036
Effective Weighted Sample	2974	254	347	278	265	245	281	291	230	267	2483	498	1702	1205	1552	1424
Total	2492	277	369	217	181	221	174	196	106	312	2121	370	1464	955	1330	1162
		11%	15%	9%	7%	9%	7%	8%	4%	13%	85%	15%	59%	38%	53%	47%
Don't know	44	5	8	3	2	4	1	4	2	9	41	3	21	16	10	34
	2%	2%	2%	1%	1%	2%	1%	2%	2%	3%	2%	1%	1%	2%	1%	3%
		12%	19%	7%	4%	10%	3%	9%	6%	20%	93%	7%	48%	37%	22%	78%
NOT ANSWERED [POSTAL ONLY]	19	2	3	2	-	4	1	2	1	2	16	3	2	17	12	7
	1%	1%	1%	1%	-%	2%	*%	1%	1%	1%	1%	1%	*%	2%	1%	1%
		8%	16%	9%	-%	21%	3%	13%	6%	8%	83%	17%	12%	88%	61%	39%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4405	2261	1922	3485	3394	1793	4278
Effective Weighted Sample	2974	1526	1288	2405	2325	1231	2896
Total	2492	1290	1098	1956	1896	1004	2408
		52%	44%	78%	76%	40%	97%
BT	739	366	396	587	554	275	723
	30%	28%	36%	30%	29%	27%	30%
			acdef				
		50%	54%	79%	75%	37%	98%
Virgin Media	501	375	146	432	408	226	492
	20%	29%	13%	22%	22%	23%	20%
		bcdef		b	b	b	b
		75%	29%	86%	82%	45%	98%
Sky	443	350	96	349	368	162	431
	18%	27%	9%	18%	19%	16%	18%
		bcdef		b	be	b	b
		79%	22%	79%	83%	37%	97%
TalkTalk	244	84	129	178	172	106	233
	10%	6%	12%	9%	9%	11%	10%
			acdf	a	a	a	a
		34%	53%	73%	70%	44%	95%
Plusnet	121	25	78	89	85	54	119
	5%	2%	7%	5%	5%	5%	5%
			acdf	a	a	a	a
		21%	64%	74%	71%	45%	98%
Vodafone	112	23	68	90	89	54	107
	4%	2%	6%	5%	5%	5%	4%
			acf	a	a	a	a
		20%	61%	80%	80%	48%	95%
EE	99	21	63	85	71	39	94
	4%	2%	6%	4%	4%	4%	4%
			adef	a	a	a	a
		21%	64%	86%	72%	39%	95%
NOW TV	49	9	26	36	40	23	46
	2%	1%	2%	2%	2%	2%	2%
			a	a	a	a	a
		18%	54%	74%	83%	47%	95%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4405	2261	1922	3485	3394	1793	4278
Effective Weighted Sample	2974	1526	1288	2405	2325	1231	2896
Total	2492	1290	1098	1956	1896	1004	2408
		52%	44%	78%	76%	40%	97%
Post Office	31	4	19	18	17	10	26
	1%	*%	2%	1%	1%	1%	1%
			acd	a	a	a	a
		11%	62%	58%	56%	33%	87%
Utility Warehouse	28	8	18	21	15	5	28
	1%	1%	2%	1%	1%	1%	1%
			ade				
		28%	64%	75%	52%	18%	99%
KCOM	12	6	8	9	10	6	12
	*%	*%	1%	*%	1%	1%	1%
		49%	62%	74%	81%	47%	100%
Shell Energy	11	1	6	10	9	6	11
	*%	*%	1%	1%	*%	1%	*%
			a	a	a	a	
		12%	59%	92%	84%	59%	100%
SSE	7	2	3	4	4	2	6
	*%	*%	*%	*%	*%	*%	*%
		34%	45%	68%	61%	26%	87%
The Phone Co-op/ The Co-operative	1	-	1	1	1	1	1
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	100%	100%	100%
Tesco	1	-	1	1	*	-	1
	*%	-%	*%	*%	*%	-%	*%
		-%	100%	100%	28%	-%	100%
Other	32	8	10	23	28	16	30
	1%	1%	1%	1%	1%	2%	1%
					a	a	a
		24%	33%	72%	88%	50%	96%
Don't know	44	7	14	17	23	16	32
	2%	1%	1%	1%	1%	2%	1%
			a		a	ac	a
		16%	33%	39%	53%	37%	73%

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

QC21B. Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	4405	2261	1922	3485	3394	1793	4278	
Effective Weighted Sample	2974	1526	1288	2405	2325	1231	2896	
Total	2492	1290	1098	1956	1896	1004	2408	
		52%	44%	78%	76%	40%	97%	
NOT ANSWERED [POSTAL ONLY]	19	2	14	5	*	2	16	
	1%	*%	1%	*%	*%	*%	1%	
		d	acde	d		d	acd	
		12%	73%	29%	*%	11%	85%	

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

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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
Significance Level: 95%																					
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661		
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543		
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%		
One	(1.0)	436 15%	183 13%	247 16%	20 7%	55 9%	92 10%	255 23%	63 33%	83 33%	76 21%	84 7%	77 10%	98 13%	51 10%	169 23%	342 14%	50 19%	27 18%	16 18%	
			a 42%	b 57%	c 5%	d 13%	e 21%	f 58%	g 14%	h 19%	i 17%	j 19%	k 18%	l 22%	m 12%	n 39%	o 79%	p 12%	q 6%	r 4%	
Two	(2.0)	1346 45%	644 46%	688 45%	88 30%	304 52%	349 37%	578 52%	72 37%	105 42%	195 54%	575 45%	357 45%	351 46%	245 48%	334 46%	1124 45%	117 43%	66 44%	39 44%	
				a 48%	b 51%	c 7%	d 23%	e 26%	f 43%	g 5%	h 8%	i 14%	j 43%	k 27%	l 26%	m 18%	n 25%	o 84%	p 9%	q 5%	r 3%
Three	(3.0)	584 19%	289 21%	285 18%	69 24%	131 22%	234 25%	141 13%	26 14%	39 15%	54 15%	303 24%	171 21%	156 20%	104 20%	124 17%	485 19%	56 21%	27 18%	16 18%	
				a 49%	b 49%	c 12%	d 22%	e 40%	f 24%	g 5%	h 7%	i 9%	j 52%	k 29%	l 27%	m 18%	n 21%	o 83%	p 10%	q 5%	r 3%
Four or more	(4.0)	559 19%	249 18%	298 19%	108 37%	86 15%	255 27%	103 9%	20 10%	19 8%	36 10%	306 24%	186 23%	160 21%	104 21%	81 11%	472 19%	44 16%	27 18%	15 17%	
				a 45%	b 53%	c 19%	d 15%	e 46%	f 18%	g 4%	h 3%	i 6%	j 55%	k 33%	l 29%	m 19%	n 15%	o 84%	p 8%	q 5%	r 3%
None	(0.0)	73 2%	30 2%	22 1%	6 2%	11 2%	6 1%	31 3%	13 7%	5 2%	2 1%	2 *%	5 1%	6 1%	3 1%	23 3%	64 3%	3 1%	3 2%	3 4%	
			a 41%	b 30%	c 9%	d 15%	e 9%	f 43%	g 17%	h 7%	i 3%	j 2%	k 8%	l 8%	m 4%	n 31%	o 88%	p 4%	q 4%	r 5%	
NOT ANSWERED [POSTAL ONLY]	2 *%	1 *%	2 *%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	
			a 26%	b 74%	c -%	d -%	e 26%	f 74%	g -%	h -%	i -%	j -%	k -%	l -%	m -%	n -%	o 100%	p -%	q -%	r -%	
Mean mobiles in household	2.4	2.4	2.4	2.9 def	2.4 f	2.7 df	2.0	1.9	1.9	2.1	2.7	2.6	2.5	2.5	2.1	2.4 r	2.3	2.3	2.3		
Standard deviation	1.02	.99	1.01	1.06	.91	1.00	.92	1.06	.93	.87	.92	.97	.98	.95	.98	1.02	.99	1.03	1.06		
Standard error	.01	.02	.02	.05	.03	.02	.02	.06	.05	.03	.02	.03	.02	.04	.03	.02	.04	.04	.04		

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
One	(1.0)	436	37	66	48	27	33	19	37	26	49	375	60	167	249	186	250
		15%	10%	15%	19%	12%	12%	9%	15%	20%	14%	15%	15%	10%	22%	12%	17%
				f	adef			f	adefi					l		n	
			9%	15%	11%	6%	7%	4%	8%	6%	11%	86%	14%	38%	57%	43%	57%
Two	(2.0)	1346	131	202	99	112	131	94	123	58	173	1143	202	767	538	696	650
		45%	37%	46%	40%	51%	47%	45%	51%	44%	48%	44%	49%	44%	48%	47%	43%
				a		ac	a	a	ac		ac		j		l	o	
			10%	15%	7%	8%	10%	7%	9%	4%	13%	85%	15%	57%	40%	52%	48%
Three	(3.0)	584	84	74	61	36	52	51	40	17	70	498	86	402	162	303	282
		19%	23%	17%	24%	16%	18%	24%	17%	13%	19%	19%	21%	23%	14%	20%	19%
			bdgh		bdgh			bdgh			h			m			
			14%	13%	10%	6%	9%	9%	7%	3%	12%	85%	15%	69%	28%	52%	48%
Four or more	(4.0)	559	103	75	33	43	60	37	38	28	56	500	59	399	145	280	279
		19%	29%	17%	13%	19%	21%	18%	16%	22%	15%	19%	14%	23%	13%	19%	18%
			bcdefghi			c	c		ci		k			m			
			18%	13%	6%	8%	11%	7%	7%	5%	10%	89%	11%	71%	26%	50%	50%
None	(0.0)	73	4	19	9	2	5	7	3	2	13	68	5	10	37	24	48
		2%	1%	4%	4%	1%	2%	4%	1%	1%	4%	3%	1%	1%	3%	2%	3%
				adgh	ad			ad			ad	k		l		n	
			5%	26%	12%	3%	7%	10%	4%	3%	18%	93%	7%	14%	51%	34%	66%
NOT ANSWERED [POSTAL ONLY]	2	-	-	2	-	1	-	-	-	-	-	2	-	-	-	-	2
	*%	-%	-%	1%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%
		-%	-%	74%	-%	26%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%
Mean mobiles in household	2.4	2.7	2.3	2.2	2.4	2.5	2.4	2.3	2.3	2.3	2.4	2.3	2.6	2.1	2.4	2.3	
		bcdefghi			c	bcgi	bc						m		o		
Standard deviation	1.02	1.03	1.05	1.03	.97	1.01	1.00	.96	1.07	1.00	1.04	.93	.96	1.00	.98	1.06	
Standard error	.01	.05	.05	.05	.05	.05	.05	.05	.06	.05	.02	.03	.02	.02	.02	.02	

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

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

Base : All respondents

		TV SERVICES						
		PAID TRAD	FREE TRAD	FREE	YOUTUBE		ANY SER-	
		TV	TV	CATCH-UP	SVOD	SERV-	VICES	
		a	b	c	d	e	f	
Significance Level: 95%		Total						
Unweighted total		5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample		3539	1661	1497	2748	2752	1500	3413
Total		3000	1396	1269	2228	2243	1215	2832
			47%	42%	74%	75%	41%	94%
One	(1.0)	436	151	221	264	226	136	400
		15%	11%	17%	12%	10%	11%	14%
				acdef	d			acde
			35%	51%	61%	52%	31%	92%
Two	(2.0)	1346	630	573	1019	1012	521	1285
		45%	45%	45%	46%	45%	43%	45%
			47%	43%	76%	75%	39%	96%
Three	(3.0)	584	308	239	474	497	265	571
		19%	22%	19%	21%	22%	22%	20%
			b			b	b	
			53%	41%	81%	85%	45%	98%
Four or more	(4.0)	559	301	212	457	497	289	544
		19%	22%	17%	21%	22%	24%	19%
			b		b	bf	bcf	b
			54%	38%	82%	89%	52%	97%
None	(0.0)	73	6	23	13	10	4	31
		2%	*%	2%	1%	*%	*%	1%
				acdef				acde
			8%	32%	18%	14%	6%	43%
NOT ANSWERED [POSTAL ONLY]		2	-	1	1	1	-	1
		*%	-%	*%	*%	*%	-%	*%
			-%	26%	26%	26%	-%	26%
Mean mobiles in household		2.4	2.5	2.3	2.5	2.6	2.6	2.4
			bf		bf	bcf	bcf	b
Standard deviation		1.02	.96	1.00	.97	.96	.98	.99
Standard error		.01	.02	.02	.02	.02	.02	.01
Columns Tested:		a,b,c,d,e,f						

QD2. Do you personally use a mobile phone? IF YES: 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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Significance Level: 95%																					
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661		
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543		
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90		
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%		
No	(0.0)	49	19	29	2	3	9	32	3	9	7	3	4	8	5	23	44	1	2	1	
		2%	1%	2%	1%	1%	1%	3%	2%	3%	2%	*	*	1%	1%	3%	2%	*	2%	1%	
							cde	j	j	j				klm							
							39%	58%	5%	7%	19%	65%	6%	8%	17%	10%	48%	90%	3%	5%	2%
1	(1.0)	2129	959	1142	234	406	639	809	152	198	256	857	507	559	395	545	1747	205	112	66	
		71%	69%	74%	80%	69%	68%	73%	78%	79%	70%	68%	64%	73%	78%	75%	70%	76%	75%	73%	
				a	def		e	ij	ij				k	kl	k		o				
				45%	54%	11%	19%	30%	38%	7%	9%	12%	40%	24%	26%	19%	26%	82%	10%	5%	3%
2	(2.0)	582	297	278	35	139	209	191	22	33	80	326	227	164	76	101	491	47	29	15	
		19%	21%	18%	12%	24%	22%	17%	11%	13%	22%	26%	28%	21%	15%	14%	20%	17%	19%	17%	
			b			cf	cf	c			gh	gh	lmn	mn							
			51%	48%	6%	24%	36%	33%	4%	6%	14%	56%	39%	28%	13%	17%	84%	8%	5%	3%	
3	(3.0)	102	60	39	4	21	47	27	3	5	12	48	32	18	19	28	87	10	3	3	
		3%	4%	3%	1%	4%	5%	2%	2%	2%	3%	4%	4%	2%	4%	4%	3%	4%	2%	3%	
			b		c	cf						l	l		l						
			59%	38%	4%	20%	46%	27%	3%	5%	12%	47%	31%	17%	18%	27%	85%	10%	3%	3%	
4 or more	(4.0)	62	30	30	10	7	27	18	1	1	6	33	22	16	9	11	54	5	1	1	
		2%	2%	2%	3%	1%	3%	2%	*	*	2%	3%	3%	2%	2%	1%	2%	2%	1%	2%	
					df		df				gh	n									
			49%	48%	15%	11%	44%	29%	1%	2%	9%	53%	36%	26%	15%	17%	88%	8%	2%	2%	
No mobiles in household	(0.0)	73	30	22	6	11	6	31	13	5	2	2	5	6	3	23	64	3	3	3	
		2%	2%	1%	2%	2%	1%	3%	7%	2%	1%	*	1%	1%	1%	3%	3%	1%	2%	4%	
					e	e	e	hij	j						klm						
			41%	30%	9%	15%	9%	43%	17%	7%	3%	2%	8%	8%	4%	31%	88%	4%	4%	5%	
NOT ANSWERED [POSTAL ONLY]	3	1	2	-	-	1	2	-	-	-	-	-	-	-	*	2	-	*	-		
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%		
		22%	78%	-%	-%	22%	78%	-%	-%	-%	-%	-%	-%	-%	17%	83%	-%	17%	-%		
Mean mobiles used	1.3	1.3	1.3	1.2	1.3	1.4	1.2	1.1	1.1	1.3	1.4	1.4	1.3	1.3	1.2	1.3	1.3	1.2	1.2		
		b			cf		cdf			gh	ghi	lmn	n			q					
Standard deviation	.69	.71	.65	.67	.64	.74	.65	.54	.54	.65	.69	.72	.65	.64	.67	.70	.64	.57	.66		
Standard error	.01	.01	.01	.03	.02	.02	.01	.03	.03	.03	.01	.02	.02	.03	.02	.01	.03	.02	.03		

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



QD2. Do you personally use a mobile phone? IF YES: 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
<b>PERSONALLY USE MOBILE</b>																			
Yes	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
	96%	96%	97%	97%	98%	98%	94%	92%	94%	97%	100%	99%	98%	98%	94%	96%	99%	96%	95%
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
No	122	49	51	9	14	16	63	16	14	9	5	9	14	8	46	108	4	5	4
	4%	3%	3%	3%	2%	2%	6%	8%	6%	3%	*	1%	2%	2%	6%	4%	1%	3%	5%
		40%	42%	7%	11%	13%	51%	13%	11%	8%	4%	8%	12%	7%	38%	89%	3%	4%	4%

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

QD2. Do you personally use a mobile phone? IF YES: 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	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
No	(0.0)	49	3	11	5	1	4	8	4	1	7	42	7	5	39	22	27
		2%	1%	3%	2%	1%	4%	4%	1%	1%	2%	2%	2%	1%	3%	1%	2%
			d				adh							l			
		7%	23%	11%	2%	8%	16%	7%	3%	14%	85%	15%	10%	80%	45%	55%	
1	(1.0)	2129	250	304	173	160	193	143	169	94	262	1829	300	1195	864	1052	1077
		71%	70%	70%	69%	73%	68%	68%	70%	71%	72%	71%	73%	69%	76%	71%	71%
														l			
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	56%	41%	49%	51%	
2	(2.0)	582	77	80	47	46	62	38	52	27	62	508	74	425	144	306	276
		19%	21%	18%	19%	21%	22%	18%	21%	20%	17%	20%	18%	24%	13%	21%	18%
														m			
		13%	14%	8%	8%	11%	7%	9%	5%	11%	87%	13%	73%	25%	53%	47%	
3	(3.0)	102	13	12	8	10	11	11	8	3	12	84	18	67	29	49	53
		3%	4%	3%	3%	5%	4%	5%	3%	2%	3%	3%	4%	4%	3%	3%	4%
								h						m			
		12%	11%	8%	10%	10%	11%	8%	3%	12%	82%	18%	65%	28%	48%	52%	
4 or more	(4.0)	62	12	9	7	2	6	2	5	5	6	53	9	43	18	35	27
		2%	3%	2%	3%	1%	2%	1%	2%	4%	2%	2%	2%	2%	2%	2%	2%
			df		d					df							
		20%	15%	11%	2%	10%	3%	8%	8%	10%	86%	14%	69%	29%	56%	44%	
No mobiles in household	(0.0)	73	4	19	9	2	5	7	3	2	13	68	5	10	37	24	48
		2%	1%	4%	4%	1%	2%	4%	1%	1%	4%	3%	1%	1%	3%	2%	3%
				adgh	ad			ad			ad	k		l		n	
		5%	26%	12%	3%	7%	10%	4%	3%	18%	93%	7%	14%	51%	34%	66%	
NOT ANSWERED [POSTAL ONLY]	3	-	-	2	-	1	-	-	-	-	-	3	-	-	*	*	2
	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%
		0%	0%	61%	0%	22%	0%	0%	0%	0%	0%	100%	0%	0%	17%	17%	83%
Mean mobiles used	1.3	1.4	1.2	1.3	1.3	1.3	1.2	1.3	1.3	1.3	1.2	1.3	1.3	1.4	1.2	1.3	1.3
		bfi												m		o	
Standard deviation	.69	.74	.71	.74	.61	.70	.70	.68	.74	.68	.69	.69	.69	.64	.69	.69	.69
Standard error	.01	.04	.03	.04	.03	.04	.04	.03	.04	.04	.01	.02	.01	.01	.01	.01	.01

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

QD2. Do you personally use a mobile phone? IF YES: 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	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
<b>PERSONALLY USE MOBILE</b>																
Yes	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
	96%	98%	93%	94%	99%	96%	93%	97%	97%	94%	96%	97%	99%	93%	97%	95%
		bcfi			bcfi	bf		bcf	bcf				m		o	
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
No	122	7	30	14	3	9	15	7	3	20	110	12	15	76	46	75
	4%	2%	7%	6%	1%	3%	7%	3%	3%	6%	4%	3%	1%	7%	3%	5%
			adegh	ad		adegh		ad	ad				l		n	
		6%	25%	12%	2%	8%	12%	6%	3%	16%	90%	10%	12%	63%	38%	62%

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

QD2. Do you personally use a mobile phone? IF YES: 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

		TV SERVICES						
		PAID TRAD	FREE TRAD	FREE	YOUTUBE		ANY SER-	
		TV	TV	CATCH-UP	SVOD	SERV-	VICES	
		a	b	c	d	e	f	
Total								
Significance Level: 95%								
Unweighted total		5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample		3539	1661	1497	2748	2752	1500	3413
Total		3000	1396	1269	2228	2243	1215	2832
			47%	42%	74%	75%	41%	94%
No	(0.0)	49	14	22	15	9	7	37
		2%	1%	2%	1%	*%	1%	1%
			d	cde				cde
			29%	45%	31%	19%	15%	76%
1	(1.0)	2129	997	903	1600	1616	856	2036
		71%	71%	71%	72%	72%	70%	72%
			47%	42%	75%	76%	40%	96%
2	(2.0)	582	290	255	468	468	270	566
		19%	21%	20%	21%	21%	22%	20%
			50%	44%	80%	80%	46%	97%
3	(3.0)	102	57	41	78	84	48	99
		3%	4%	3%	3%	4%	4%	3%
			56%	40%	76%	82%	47%	97%
4 or more	(4.0)	62	32	23	52	55	30	61
		2%	2%	2%	2%	2%	2%	2%
			51%	38%	85%	89%	48%	98%
No mobiles in household	(0.0)	73	6	23	13	10	4	31
		2%	*%	2%	1%	*%	*%	1%
				acdef				acde
			8%	32%	18%	14%	6%	43%
NOT ANSWERED [POSTAL ONLY]		3	-	1	1	1	-	1
		*%	-%	*%	*%	*%	-%	*%
			-%	39%	39%	39%	-%	39%
Mean mobiles used		1.3	1.3	1.3	1.3	1.3	1.4	1.3
			b		b	bf	bf	
Standard deviation		.69	.69	.67	.68	.68	.69	.68
Standard error		.01	.01	.01	.01	.01	.01	.01

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

QD2. Do you personally use a mobile phone? IF YES: 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

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV- ICES e	ANY SER- VICES f
Significance Level: 95%							
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
<b>PERSONALLY USE MOBILE</b>							
Yes	2875 96%	1376 99%	1223 96%	2198 99%	2223 99%	1204 99%	2762 98%
		bf 48%	43%	bf 76%	bf 77%	bf 42%	b 96%
No	122 4%	20 1%	45 4%	28 1%	19 1%	12 1%	69 2%
		17%	acdef 37%	23%	16%	10%	acde 57%

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

QD46. Which of these describes how you acquired your main mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4699	2227	2408	526	922	1628	1580	292	349	605	2124	1311	1595	569	1047	3042	514	556	587
Effective Weighted Sample	3248	1532	1674	360	678	1123	1057	202	239	412	1497	940	1170	408	741	2531	300	384	489
Total	2648	1241	1370	279	570	899	872	140	200	325	1226	765	728	460	586	2192	247	131	78
		47%	52%	11%	22%	34%	33%	5%	8%	12%	46%	29%	27%	17%	22%	83%	9%	5%	3%
It was bought as a brand new phone (as part of contract including calls, texts and data)	1391	614	760	149	331	513	386	62	107	184	683	391	386	277	290	1128	140	79	44
	53%	49%	55%	53%	58%	57%	44%	44%	54%	57%	56%	51%	53%	60%	49%	51%	57%	60%	56%
			a	f	f	f			g	g	g			kl				o	o
		44%	55%	11%	24%	37%	28%	4%	8%	13%	49%	28%	28%	20%	21%	81%	10%	6%	3%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	843	429	401	80	159	259	335	35	58	95	393	268	241	126	163	715	72	34	21
	32%	35%	29%	29%	28%	29%	38%	25%	29%	29%	32%	35%	33%	27%	28%	33%	29%	26%	27%
		b					cde				g	mn	mn			qr			
		51%	48%	10%	19%	31%	40%	4%	7%	11%	47%	32%	29%	15%	19%	85%	9%	4%	3%
It was bought as a refurbished/ used phone	197	100	94	27	42	63	61	24	21	20	74	50	51	30	58	171	13	10	4
	7%	8%	7%	10%	7%	7%	7%	17%	10%	6%	6%	7%	7%	7%	10%	8%	5%	7%	5%
								ij	ij					kl		r			
		51%	48%	14%	21%	32%	31%	12%	11%	10%	38%	26%	26%	15%	29%	87%	6%	5%	2%
It was passed on to me/ hand me down	177	72	102	17	30	45	83	18	13	25	59	42	40	18	69	144	18	8	7
	7%	6%	7%	6%	5%	5%	10%	13%	7%	8%	5%	6%	6%	4%	12%	7%	7%	6%	9%
							cde	hij		j				klm					o
		41%	58%	9%	17%	26%	47%	10%	7%	14%	33%	24%	23%	10%	39%	81%	10%	4%	4%
Something else	24	21	4	-	3	13	7	*	*	1	17	11	5	7	2	21	2	1	1
	1%	2%	*%	-%	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		b				c						n	n						
		84%	16%	-%	14%	55%	31%	2%	2%	4%	68%	43%	22%	27%	7%	86%	8%	3%	4%
Don't know	16	6	9	5	5	5	*	2	1	-	1	2	3	2	4	14	1	-	*
	1%	*%	1%	2%	1%	1%	*%	1%	*%	-%	*%	*%	*%	*%	1%	1%	*%	-%	*%
				ef	f	f		ij											
		37%	57%	33%	30%	29%	2%	10%	3%	-%	3%	14%	21%	13%	28%	91%	7%	-%	2%

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

QD46. Which of these describes how you acquired your main mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4699	350	415	311	337	319	332	356	311	311	3604	1095	2792	1790	2372	2327
Effective Weighted Sample	3248	310	372	282	303	276	300	313	268	280	2758	495	1960	1229	1582	1669
Total	2648	337	372	213	207	245	184	210	120	306	2281	367	1681	891	1328	1320
		13%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	63%	34%	50%	50%
It was bought as a brand new phone (as part of contract including calls, texts and data)	1391	147	190	108	104	127	108	102	69	172	1193	198	978	382	685	705
	53%	44%	51%	51%	50%	52%	59%	49%	58%	56%	52%	54%	58%	43%	52%	53%
		11%	14%	8%	7%	9%	8%	7%	5%	12%	86%	14%	70%	27%	49%	51%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	843	143	123	78	69	76	50	68	33	75	729	114	491	325	450	393
	32%	42%	33%	37%	33%	31%	27%	32%	28%	24%	32%	31%	29%	37%	34%	30%
		bdefghi	i	fhi	i	a	abdg	i	ag	a			l	o		
		17%	15%	9%	8%	9%	6%	8%	4%	9%	87%	13%	58%	39%	53%	47%
It was bought as a refurbished/ used phone	197	26	29	12	18	18	14	18	8	26	173	24	109	81	85	112
	7%	8%	8%	6%	9%	7%	8%	9%	6%	9%	8%	7%	6%	9%	6%	8%
		13%	15%	6%	9%	9%	7%	9%	4%	13%	88%	12%	55%	41%	43%	57%
It was passed on to me/ hand me down	177	15	26	12	14	18	6	17	6	29	152	26	76	93	90	87
	7%	4%	7%	6%	7%	8%	3%	8%	5%	10%	7%	7%	5%	10%	7%	7%
		f	f	f	f	f	f	f	f	af			l			
		8%	14%	7%	8%	10%	3%	10%	4%	17%	86%	14%	43%	53%	51%	49%
Something else	24	2	4	2	2	2	4	3	1	1	20	5	22	2	11	13
	1%	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%	1%	*	1%	1%
		9%	17%	7%	7%	9%	16%	14%	5%	3%	81%	19%	91%	9%	45%	55%
Don't know	16	4	-	1	-	3	2	1	2	3	14	1	5	8	6	10
	1%	1%	-%	*%	-%	1%	1%	*%	2%	1%	1%	*%	*%	1%	*%	1%
		b				b			bd				l			
		23%	-%	3%	-%	18%	11%	3%	14%	19%	91%	9%	29%	49%	39%	61%

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

QD46. Which of these describes how you acquired your main mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4699	2268	1953	3719	3827	2092	4558
Effective Weighted Sample	3248	1558	1348	2598	2653	1463	3154
Total	2648	1284	1100	2092	2157	1170	2560
		48%	42%	79%	81%	44%	97%
It was bought as a brand new phone (as part of contract including calls, texts and data)	1391	773	538	1158	1205	638	1365
	53%	60%	49%	55%	56%	54%	53%
		bcdef		b	b	b	b
		56%	39%	83%	87%	46%	98%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	843	342	385	649	653	378	812
	32%	27%	35%	31%	30%	32%	32%
			acdf	a	a	a	a
		41%	46%	77%	77%	45%	96%
It was bought as a refurbished/ used phone	197	73	79	132	142	88	183
	7%	6%	7%	6%	7%	8%	7%
						a	
		37%	40%	67%	72%	45%	93%
It was passed on to me/ hand me down	177	73	84	123	126	52	165
	7%	6%	8%	6%	6%	4%	6%
			acde				e
		41%	47%	70%	71%	29%	93%
Something else	24	15	9	21	21	12	23
	1%	1%	1%	1%	1%	1%	1%
		61%	39%	86%	84%	48%	95%
Don't know	16	7	4	8	11	3	12
	1%	1%	*%	*%	*%	*%	*%
		47%	25%	53%	68%	19%	79%

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



QD10. SHOWCARD 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346 47%	1489 52%	283 10%	573 20%	922 32%	1045 36%	178 6%	237 8%	353 12%	1264 44%	788 27%	757 26%	499 17%	685 24%	2379 83%	266 9%	144 5%	86 3%
EE	619 22%	293 22%	322 22%	67 24%	121 21%	211 23%	210 20%	41 23%	44 19%	64 18%	283 22%	179 23%	161 21%	107 21%	143 21%	527 22%	48 18%	36 25%	8 10%
		47%	52%	11%	19%	34%	34%	7%	7%	10%	46%	29%	26%	17%	23%	85%	8%	6%	1%
O2	539 19%	242 18%	291 20%	49 17%	116 20%	178 19%	188 18%	27 15%	43 18%	78 22%	256 20%	153 19%	148 20%	102 20%	108 16%	422 18%	59 22%	20 14%	38 44%
		45%	54%	9%	22%	33%	35%	5%	8%	14%	47%	28%	27%	19%	20%	78%	11%	4%	7%
Vodafone	435 15%	207 15%	217 15%	32 11%	94 16%	144 16%	158 15%	24 14%	31 13%	49 14%	230 18%	147 19%	113 15%	70 14%	91 13%	363 15%	42 16%	19 13%	10 12%
		48%	50%	7%	22%	33%	36%	6%	7%	11%	53%	34%	26%	16%	21%	84%	10%	4%	2%
Three/ 3	291 10%	138 10%	146 10%	37 13%	66 12%	107 12%	72 7%	21 12%	32 14%	25 7%	132 10%	87 11%	65 9%	53 11%	72 11%	247 10%	21 8%	15 11%	8 9%
		47%	50%	13%	23%	37%	25%	7%	11%	9%	45%	30%	23%	18%	25%	85%	7%	5%	3%
Tesco	195 7%	91 7%	104 7%	13 5%	26 5%	50 5%	103 10%	13 7%	25 11%	25 7%	68 5%	34 4%	44 6%	37 7%	72 11%	157 7%	17 6%	15 11%	6 7%
		47%	53%	7%	13%	26%	53%	7%	13%	13%	35%	18%	22%	19%	37%	80%	9%	8%	3%
Virgin Media/ Any Virgin	182 6%	86 6%	94 6%	17 6%	29 5%	47 5%	86 8%	13 7%	12 5%	25 7%	71 6%	49 6%	46 6%	34 7%	42 6%	144 6%	25 9%	10 7%	2 3%
		47%	52%	9%	16%	26%	47%	7%	7%	14%	39%	27%	26%	19%	23%	79%	14%	6%	1%
Giffgaff	151 5%	72 5%	78 5%	19 7%	47 8%	48 5%	35 3%	8 4%	15 6%	17 5%	50 4%	30 4%	51 7%	19 4%	38 6%	129 5%	16 6%	3 2%	3 3%
		48%	52%	12%	31%	32%	24%	5%	10%	11%	33%	20%	34%	12%	25%	85%	11%	2%	2%
BT	109 4%	58 4%	48 3%	12 4%	10 2%	21 2%	63 6%	6 4%	7 3%	27 8%	34 3%	30 4%	30 4%	13 3%	26 4%	92 4%	8 3%	5 4%	3 4%
		53%	44%	11%	9%	20%	58%	6%	6%	25%	31%	27%	27%	12%	24%	84%	8%	5%	3%

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

QD10. SHOWCARD 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Sky Mobile	98	40	57	8	14	42	33	11	7	11	43	21	26	20	27	79	8	8	3
	3%	3%	4%	3%	3%	5%	3%	6%	3%	3%	3%	3%	3%	4%	4%	3%	3%	6%	4%
						d												o	
		40%	58%	8%	15%	42%	33%	11%	7%	11%	44%	21%	27%	20%	28%	80%	8%	8%	3%
iD Mobile (Carphone Warehouse)	53	21	29	6	13	13	19	3	6	5	23	12	17	9	12	47	4	2	1
	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	1%
		40%	55%	11%	24%	25%	36%	5%	11%	9%	43%	23%	32%	17%	22%	88%	7%	3%	2%
Plusnet	41	21	21	3	4	12	22	2	4	9	18	10	13	7	9	35	3	2	1
	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
						d													
		50%	50%	8%	9%	29%	54%	5%	8%	21%	43%	25%	32%	17%	22%	85%	8%	5%	2%
Voxi	30	12	19	12	9	7	2	1	1	2	8	5	9	8	8	27	1	1	1
	1%	1%	1%	4%	2%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%
				def	f	f													
		39%	61%	39%	29%	25%	8%	4%	4%	7%	26%	15%	30%	25%	26%	90%	4%	4%	2%
Lebara	25	14	12	1	10	9	6	1	2	2	9	6	5	6	6	24	*	1	*
	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	*%
					cf														
		53%	47%	4%	40%	34%	22%	5%	8%	8%	36%	25%	20%	23%	25%	96%	*%	2%	1%
Smarty	23	11	12	3	5	11	5	1	*	2	15	7	8	1	6	17	4	1	*
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	1%	2%	1%	*%
					f														
		49%	51%	11%	21%	47%	20%	4%	2%	9%	65%	33%	37%	5%	24%	73%	19%	6%	1%
Utility Warehouse	17	8	9	-	-	3	14	-	3	4	3	3	7	1	5	12	4	1	-
	1%	1%	1%	-%	-%	*%	1%	-%	1%	1%	*%	*%	1%	*%	1%	*%	2%	*%	-%
						cde													
		49%	51%	-%	-%	17%	83%	-%	21%	23%	20%	18%	41%	6%	28%	71%	25%	4%	-%
TalkTalk	15	8	7	1	3	1	7	2	*	2	3	4	2	1	3	12	-	3	*
	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	-%	2%	*%
						j												opr	
		52%	48%	9%	17%	10%	46%	13%	2%	13%	19%	30%	12%	6%	18%	81%	-%	17%	2%

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

QD10. SHOWCARD 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Talk Mobile	15	10	5	-	2	6	7	-	1	2	9	3	4	2	6	13	1	*	-
	1%	1%	*%	-%	*%	1%	1%	-%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	-%
		66%	34%	-%	13%	43%	44%	-%	9%	12%	61%	23%	27%	12%	38%	89%	10%	1%	-%
Asda Mobile	8	5	3	*	1	2	5	*	1	3	3	2	2	4	1	7	1	*	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	-%
		60%	38%	6%	12%	20%	61%	6%	8%	32%	38%	19%	26%	45%	9%	85%	10%	5%	-%
Lyca Mobile	7	2	4	-	2	3	2	*	1	2	1	*	1	1	3	7	-	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%
		34%	66%	-%	34%	40%	27%	7%	8%	24%	17%	4%	12%	18%	41%	100%	-%	-%	-%
Other	6	1	5	1	-	2	2	2	-	-	1	1	1	1	3	5	1	*	*
	*%	*%	*%	*%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		24%	76%	10%	-%	37%	39%	38%	-%	-%	22%	22%	17%	12%	48%	83%	13%	1%	3%
Don't know	14	6	6	1	2	6	4	1	-	1	3	3	3	3	4	12	2	*	*
	*%	*%	*%	*%	*%	1%	*%	1%	-%	*%	*%	*%	*%	1%	1%	*%	1%	*%	*%
		42%	46%	8%	13%	40%	32%	7%	-%	9%	21%	24%	20%	20%	25%	84%	13%	*%	3%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	-	-	2	-	2	-	-	-	-	-	2	2	*	-	-
	*%	*%	*%	-%	-%	-%	*%	-%	1%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%
		48%	52%	-%	-%	-%	100%	-%	j	87%	-%	-%	-%	-%	100%	87%	13%	-%	-%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
EE	619	76	71	50	55	71	42	57	34	71	522	97	381	223	308	312
	22%	22%	18%	21%	25%	26%	22%	24%	26%	21%	21%	24%	22%	21%	21%	22%
		12%	11%	8%	9%	11%	7%	9%	5%	11%	84%	16%	61%	36%	50%	50%
O2	539	60	86	41	38	38	32	42	22	63	453	85	347	177	275	263
	19%	17%	21%	18%	18%	14%	17%	18%	17%	18%	18%	21%	20%	17%	19%	18%
		11%	16%	8%	7%	7%	6%	8%	4%	12%	84%	16%	64%	33%	51%	49%
Vodafone	435	56	81	32	26	38	30	24	19	57	359	76	290	133	243	192
	15%	16%	20%	13%	12%	14%	15%	10%	15%	17%	15%	19%	17%	13%	17%	13%
		13%	19%	7%	6%	9%	7%	6%	4%	13%	83%	17%	67%	31%	56%	44%
Three/ 3	291	49	32	23	24	33	14	27	15	30	264	27	196	86	115	175
	10%	14%	8%	10%	11%	12%	7%	12%	12%	9%	11%	7%	11%	8%	8%	12%
		17%	11%	8%	8%	11%	5%	9%	5%	10%	91%	9%	68%	29%	40%	60%
Tesco	195	8	28	16	16	21	25	20	6	18	164	32	89	102	111	85
	7%	2%	7%	7%	7%	8%	13%	8%	5%	5%	7%	8%	5%	10%	8%	6%
		4%	14%	8%	8%	10%	13%	10%	3%	9%	84%	16%	45%	52%	57%	43%
Virgin Media/ Any Virgin	182	26	20	14	9	9	17	17	11	22	176	6	100	76	87	95
	6%	7%	5%	6%	4%	3%	9%	7%	8%	6%	7%	2%	6%	7%	6%	7%
		14%	11%	7%	5%	5%	9%	9%	6%	12%	96%	4%	55%	42%	48%	52%
Giffgaff	151	23	18	15	14	13	10	8	5	22	134	17	89	54	51	99
	5%	7%	5%	6%	7%	5%	5%	4%	4%	6%	5%	4%	5%	5%	4%	7%
		15%	12%	10%	10%	9%	6%	5%	3%	15%	89%	11%	59%	36%	34%	66%
BT	109	22	20	12	6	11	5	3	6	7	90	20	49	56	77	33
	4%	6%	5%	5%	3%	4%	3%	1%	4%	2%	4%	5%	3%	5%	5%	2%
		20%	18%	11%	6%	10%	5%	2%	5%	6%	82%	18%	45%	52%	70%	30%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Sky Mobile	98	8	19	6	5	8	4	12	4	15	89	10	59	36	55	44
	3%	2%	5%	3%	2%	3%	2%	5%	3%	4%	4%	2%	3%	3%	4%	3%
								af								
		8%	19%	6%	5%	8%	4%	12%	4%	15%	90%	10%	60%	36%	56%	44%
iD Mobile (Carphone Warehouse)	53	2	7	8	5	4	4	8	1	8	44	9	28	21	27	26
	2%	1%	2%	3%	2%	1%	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%
				ah				ah								
		5%	13%	15%	10%	7%	7%	16%	2%	14%	83%	17%	54%	39%	52%	48%
Plusnet	41	3	5	7	5	5	3	3	1	3	37	5	24	17	28	13
	1%	1%	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
															o	
		8%	13%	16%	11%	13%	7%	8%	3%	6%	89%	11%	57%	41%	68%	32%
Voxi	30	2	2	3	3	7	1	3	*	6	26	4	15	14	12	18
	1%	1%	1%	1%	2%	3%	*%	1%	*%	2%	1%	1%	1%	1%	1%	1%
						bfh										
		7%	7%	9%	11%	23%	2%	10%	1%	20%	87%	13%	49%	46%	40%	60%
Lebara	25	3	6	2	*	4	*	3	1	5	24	1	14	9	9	16
	1%	1%	2%	1%	*%	2%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		13%	25%	6%	2%	16%	2%	10%	4%	18%	96%	4%	54%	37%	37%	63%
Smarty	23	1	1	3	4	2	1	3	*	3	20	3	14	9	10	13
	1%	*%	*%	1%	2%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		5%	6%	13%	16%	7%	2%	11%	2%	11%	86%	14%	60%	40%	42%	58%
Utility Warehouse	17	2	1	2	1	2	2	-	-	2	14	2	6	9	9	8
	1%	1%	*%	1%	1%	1%	1%	-%	-%	1%	1%	1%	*%	1%	1%	1%
		11%	6%	10%	9%	15%	10%	-%	-%	11%	86%	14%	34%	53%	55%	45%
TalkTalk	15	3	1	1	-	2	1	1	1	2	14	1	5	9	6	9
	1%	1%	*%	1%	-%	1%	*%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		22%	5%	9%	-%	12%	6%	8%	6%	13%	94%	6%	33%	57%	40%	60%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Talk Mobile	15	2	2	2	2	*	1	-	-	4	12	3	10	4	7	8
	1%	1%	1%	1%	1%	*%	1%	-%	-%	1%	*%	1%	1%	*%	*%	1%
		15%	15%	12%	11%	3%	7%	-%	-%	26%	77%	23%	67%	28%	45%	55%
Asda Mobile	8	2	1	-	*	-	-	3	-	2	7	1	4	4	4	4
	*%	*%	*%	-%	*%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%	*%
		20%	8%	-%	6%	-%	-%	31%	-%	20%	88%	12%	50%	50%	54%	46%
Lyca Mobile	7	-	2	-	1	1	2	1	-	1	6	1	3	4	1	6
	*%	-%	*%	-%	1%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	24%	-%	18%	14%	25%	8%	-%	12%	92%	8%	40%	60%	8%	92%
Other	6	3	1	-	*	-	-	-	-	-	6	*	2	4	1	5
	*%	1%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		57%	22%	-%	4%	-%	-%	-%	-%	-%	99%	1%	33%	67%	15%	85%
Don't know	14	1	-	1	2	3	1	1	2	2	13	1	6	6	6	8
	*%	*%	-%	*%	1%	1%	1%	*%	2%	*%	1%	*%	*%	1%	*%	1%
		6%	-%	4%	13%	19%	8%	6%	15%	12%	91%	9%	44%	45%	44%	56%
NOT ANSWERED [POSTAL ONLY]	2	-	-	-	-	-	1	-	-	1	2	*	-	2	*	2
	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	36%	-%	-%	52%	87%	13%	-%	100%	13%	87%

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

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

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
EE	619	314	246	485	485	276	592
	22%	23%	20%	22%	22%	23%	21%
		51%	40%	78%	78%	45%	96%
O2	539	271	246	418	424	223	524
	19%	20%	20%	19%	19%	19%	19%
		50%	46%	78%	79%	41%	97%
Vodafone	435	201	196	340	348	169	419
	15%	15%	16%	15%	16%	14%	15%
		46%	45%	78%	80%	39%	96%
Three/ 3	291	127	107	204	240	133	278
	10%	9%	9%	9%	11%	11%	10%
					b	b	
		44%	37%	70%	83%	46%	96%
Tesco	195	90	103	153	137	62	189
	7%	7%	8%	7%	6%	5%	7%
			de	e			e
		46%	53%	78%	70%	32%	97%
Virgin Media/ Any Virgin	182	124	66	153	143	74	179
	6%	9%	5%	7%	6%	6%	6%
		bcdef		b			
		68%	36%	84%	79%	41%	98%
Giffgaff	151	42	60	99	119	72	142
	5%	3%	5%	5%	5%	6%	5%
			a	a	a	ac	a
		28%	40%	66%	79%	48%	95%
BT	109	56	59	81	80	40	107
	4%	4%	5%	4%	4%	3%	4%
			e				
		51%	54%	74%	74%	37%	98%
Sky Mobile	98	71	22	81	75	44	95
	3%	5%	2%	4%	3%	4%	3%
		bcdef		b	b	b	b
		72%	22%	82%	76%	45%	96%

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

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

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
iD Mobile (Carphone Warehouse)	53	20	23	35	35	21	48
	2%	1%	2%	2%	2%	2%	2%
		37%	43%	66%	67%	39%	90%
Plusnet	41	10	26	29	27	20	41
	1%	1%	2%	1%	1%	2%	2%
			acd			a	a
		25%	63%	70%	65%	47%	100%
Voxi	30	9	13	21	25	20	29
	1%	1%	1%	1%	1%	2%	1%
						a	
		28%	42%	71%	83%	65%	95%
Lebara	25	6	11	15	20	11	22
	1%	*%	1%	1%	1%	1%	1%
		22%	42%	61%	80%	43%	87%
Smarty	23	9	7	18	18	10	21
	1%	1%	1%	1%	1%	1%	1%
		41%	32%	81%	79%	44%	92%
Utility Warehouse	17	3	11	13	6	4	16
	1%	*%	1%	1%	*%	*%	1%
			ad				
		18%	66%	76%	36%	26%	94%
TalkTalk	15	4	8	12	7	4	13
	1%	*%	1%	1%	*%	*%	*%
		29%	54%	80%	47%	28%	85%
Talk Mobile	15	4	10	14	12	8	15
	1%	*%	1%	1%	1%	1%	1%
			a				
		26%	67%	96%	81%	55%	100%
Asda Mobile	8	5	4	8	5	3	8
	*%	*%	*%	*%	*%	*%	*%
		65%	48%	92%	61%	40%	100%

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



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

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Lyca Mobile	7	2	1	3	4	2	6
	*%	*%	*%	*%	*%	*%	*%
		32%	12%	46%	60%	35%	86%
Other	6	1	2	4	2	2	5
	*%	*%	*%	*%	*%	*%	*%
		11%	31%	65%	32%	32%	76%
Don't know	14	4	3	10	8	5	12
	*%	*%	*%	*%	*%	*%	*%
		30%	25%	72%	60%	35%	87%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	1	-	2
	*%	*%	*%	-%	*%	-%	*%
		52%	48%	-%	52%	-%	100%

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

QD24B. Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Yes	2631	1232	1364	280	559	884	869	150	204	314	1218	752	724	470	564	2185	241	128	77
	92%	91%	92%	99%	98%	96%	83%	85%	86%	89%	96%	95%	96%	94%	82%	92%	91%	88%	90%
		47%	52%	ef	ef	f		6%	8%	12%	ghi	n	n	n	q	83%	9%	5%	3%
No	232	109	119	3	12	35	171	26	31	38	43	36	33	29	112	184	24	16	8
	8%	8%	8%	1%	2%	4%	16%	15%	13%	11%	3%	5%	4%	6%	16%	8%	9%	11%	10%
		47%	51%	1%	5%	15%	74%	11%	13%	16%	18%	16%	14%	13%	48%	79%	10%	7%	4%
Don't know	11	5	4	-	1	3	4	1	-	1	3	*	-	-	7	9	1	*	*
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%	1%	*%	*%	*%	*%
		46%	42%	-%	12%	26%	37%	6%	-%	12%	31%	1%	-%	-%	66%	84%	12%	1%	3%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	-	-	2	*	2	-	-	-	-	-	2	2	-	*	-
	*%	*%	*%	-%	-%	-%	*%	*%	1%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		49%	51%	-%	-%	-%	100%	13%	87%	-%	-%	-%	-%	-%	100%	87%	-%	13%	-%

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

QD24B. Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513	
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789	
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433	
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%	
Yes	2631	339	366	220	197	242	180	211	119	311	2270	361	1681	871	1313	1318	
	92%	96%	90%	93%	91%	89%	93%	90%	92%	91%	92%	90%	97%	83%	91%	92%	
		bdeghi											m				
		13%	14%	8%	7%	9%	7%	8%	5%	12%	86%	14%	64%	33%	50%	50%	
No	232	12	37	15	19	27	12	21	10	30	193	39	47	175	125	107	
	8%	3%	9%	6%	9%	10%	6%	9%	8%	9%	8%	10%	3%	17%	9%	7%	
			a		a	a		a	a	a			l				
			5%	16%	6%	8%	12%	5%	9%	4%	13%	83%	17%	20%	75%	54%	46%
Don't know	11	1	2	1	1	2	1	2	-	-	10	*	1	7	4	7	
	*%	*%	*%	*%	*%	1%	*%	1%	-%	-%	*%	*%	*%	1%	*%	*%	
													l				
			9%	18%	6%	8%	19%	9%	15%	-%	-%	97%	3%	13%	65%	36%	64%
NOT ANSWERED [POSTAL ONLY]	2	-	-	-	-	-	1	-	-	1	2	-	-	2	*	2	
	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	
			-%	-%	-%	-%	36%	-%	-%	51%	100%	-%	-%	100%	13%	87%	

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

QD24B. Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Yes	2631	1299	1088	2078	2149	1166	2551
	92%	94%	89%	95%	97%	97%	92%
		bf		bf	abcf	abcf	b
		49%	41%	79%	82%	44%	97%
No	232	74	131	120	72	36	204
	8%	5%	11%	5%	3%	3%	7%
		de	acdef	de			acde
		32%	56%	52%	31%	16%	88%
Don't know	11	1	3	1	1	1	5
	*%	*%	*%	*%	*%	*%	*%
			cd				
		13%	32%	7%	9%	9%	48%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	1	-	2
	*%	*%	*%	-%	*%	-%	*%
		51%	49%	-%	51%	-%	100%

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

QD25. Are any of the mobile phones used by other members of your household smartphones? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those in a household with any mobile phones

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5149	2437	2641	536	932	1688	1914	354	413	674	2195	1371	1682	631	1239	3328	560	615	646
Effective Weighted Sample	3506	1651	1808	363	684	1163	1247	233	277	452	1526	976	1223	440	868	2728	325	410	534
Total	2925	1365 47%	1518 52%	285 10%	576 20%	931 32%	1077 37%	181 6%	246 8%	361 12%	1267 43%	792 27%	765 26%	504 17%	708 24%	2423 83%	267 9%	147 5%	87 3%
Yes	95 3%	45 3%	48 3%	1 *%	3 1%	22 2%	68 6%	5 3%	13 5%	18 5%	23 2%	15 2%	16 2%	10 2%	50 7%	78 3%	7 3%	7 4%	4 4%
						cd	cde		j	j				klm					
No	169 6%	75 5%	92 6%	4 1%	10 2%	22 2%	124 12%	22 12%	23 9%	26 7%	23 2%	24 3%	23 3%	22 4%	77 11%	135 6%	18 7%	11 8%	5 6%
						cde	ij	j	j					klm					
Don't know	25 1%	11 1%	11 1%	1 *%	3 1%	3 *%	13 1%	4 2%	3 1%	1 *%	3 *%	1 *%	1 *%	2 *%	14 2%	22 1%	1 *%	1 1%	1 1%
						e	ij	j	j					klm					
NOT ANSWERED [POSTAL ONLY]	5 *%	2 *%	3 *%	- -%	- -%	- -%	4 *%	- -%	2 1%	1 *%	- -%	- -%	1 *%	- -%	4 1%	4 *%	* *%	* *%	- -%
						e	j	j	k										
PERSONALLY USE A SMARTPHONE	2631 90%	1232 90%	1364 90%	280 98%	559 97%	884 95%	869 81%	150 83%	204 83%	314 87%	1218 96%	752 95%	724 95%	470 93%	564 80%	2185 90%	241 90%	128 87%	77 89%
				ef	ef	f					ghi	n	n	n	q				
		47%	52%	11%	21%	34%	33%	6%	8%	12%	46%	29%	28%	18%	21%	83%	9%	5%	3%
ANY SMARTPHONES IN THE HOUSEHOLD	2726 93%	1277 94%	1412 93%	281 98%	562 98%	906 97%	936 87%	155 86%	217 88%	332 92%	1240 98%	766 97%	740 97%	480 95%	614 87%	2263 93%	248 93%	134 91%	81 93%
				f	f	f			g	ghi	n	n	n						
		47%	52%	10%	21%	33%	34%	6%	8%	12%	45%	28%	27%	18%	23%	83%	9%	5%	3%

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

QD25. Are any of the mobile phones used by other members of your household smartphones? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those in a household with any mobile phones

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	5149	371	455	346	358	354	366	395	335	348	3933	1216	2885	2117	2597	2552	
Effective Weighted Sample	3506	327	400	310	319	305	328	341	290	303	2970	542	2004	1417	1696	1814	
Total	2925	355	416	241	218	276	202	237	130	349	2517	407	1734	1094	1465	1460	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	59%	37%	50%	50%	
Yes	95	8	13	8	8	10	5	8	4	14	81	14	23	68	49	46	
	3%	2%	3%	3%	4%	3%	2%	3%	3%	4%	3%	3%	1%	6%	3%	3%	
														l			
			8%	13%	9%	9%	10%	5%	8%	5%	15%	85%	15%	24%	71%	51%	49%
No	169	8	35	12	12	16	12	16	6	17	139	29	30	129	94	75	
	6%	2%	8%	5%	6%	6%	6%	7%	4%	5%	6%	7%	2%	12%	6%	5%	
			ah		a	a	a	a						l			
			5%	21%	7%	7%	10%	7%	10%	3%	10%	83%	17%	18%	76%	56%	44%
Don't know	25	1	2	-	*	6	5	1	1	5	23	2	*	21	6	19	
	1%	*%	1%	-%	*%	2%	2%	1%	1%	1%	1%	1%	*%	2%	*%	1%	
						acd	abcd			c				l		n	
			3%	10%	-%	1%	25%	19%	5%	5%	19%	90%	10%	*%	84%	26%	74%
NOT ANSWERED [POSTAL ONLY]	5	-	-	1	-	1	-	1	-	2	5	*	-	5	2	2	
	*%	-%	-%	*%	-%	*%	-%	*%	-%	1%	*%	*%	-%	*%	*%	*%	
														l			
			-%	-%	12%	-%	23%	-%	14%	-%	36%	95%	5%	-%	100%	50%	50%
PERSONALLY USE A SMARTPHONE	2631	339	366	220	197	242	180	211	119	311	2270	361	1681	871	1313	1318	
	90%	95%	88%	91%	90%	88%	89%	89%	91%	89%	90%	89%	97%	80%	90%	90%	
		bcdefghi											m				
			13%	14%	8%	7%	9%	7%	8%	5%	12%	86%	14%	64%	33%	50%	50%
ANY SMARTPHONES IN THE HOUSEHOLD	2726	347	379	228	205	252	185	219	123	325	2351	376	1704	939	1362	1364	
	93%	98%	91%	95%	94%	91%	92%	92%	95%	93%	93%	92%	98%	86%	93%	93%	
		bdefghi											m				
			13%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	63%	34%	50%	50%

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

QD25. Are any of the mobile phones used by other members of your household smartphones? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : Those in a household with any mobile phones

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5149	2451	2188	3947	3974	2167	4964
Effective Weighted Sample	3506	1655	1481	2737	2739	1500	3388
Total	2925	1390	1246	2214	2233	1211	2800
		48%	43%	76%	76%	41%	96%
Yes	95	38	55	65	49	23	91
	3%	3%	4%	3%	2%	2%	3%
			acdef	e			de
		40%	58%	68%	52%	24%	95%
No	169	45	88	66	32	20	138
	6%	3%	7%	3%	1%	2%	5%
		de	acdef	de			acde
		27%	52%	39%	19%	12%	82%
Don't know	25	6	10	5	2	3	15
	1%	*%	1%	*%	*%	*%	1%
		d	cde				cd
		25%	42%	20%	7%	10%	62%
NOT ANSWERED [POSTAL ONLY]	5	1	4	*	1	-	5
	*%	*%	*%	*%	*%	-%	*%
			acde				
		12%	88%	10%	24%	-%	100%
PERSONALLY USE A SMARTPHONE	2631	1299	1088	2078	2149	1166	2551
	90%	93%	87%	94%	96%	96%	91%
		bf		bf	abcf	abcf	b
		49%	41%	79%	82%	44%	97%
ANY SMARTPHONES IN THE HOUSEHOLD	2726	1338	1143	2143	2198	1189	2641
	93%	96%	92%	97%	98%	98%	94%
		bf		bf	abcf	abcf	b
		49%	42%	79%	81%	44%	97%

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

QD41. Do you have a 4G or 5G service? These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019. (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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4658	2197	2398	527	908	1609	1553	303	355	596	2093	1282	1582	587	1018	3029	502	540	587
Effective Weighted Sample	3207	1510	1656	361	668	1110	1025	209	244	406	1464	918	1157	411	729	2509	291	372	493
Total	2631	1232	1364	280	559	884	869	150	204	314	1218	752	724	470	564	2185	241	128	77
		47%	52%	11%	21%	34%	33%	6%	8%	12%	46%	29%	28%	18%	21%	83%	9%	5%	3%
Yes - 4G	2179	1019	1135	246	464	747	692	116	157	251	1053	628	621	384	454	1801	208	106	64
	83%	83%	83%	88%	83%	85%	80%	77%	77%	80%	86%	84%	86%	82%	81%	82%	86%	83%	82%
		47%	52%	11%	21%	34%	32%	5%	7%	12%	48%	29%	28%	18%	21%	83%	10%	5%	3%
Yes - 5G	222	117	101	25	76	82	37	16	21	32	95	65	57	51	44	187	17	12	6
	8%	9%	7%	9%	14%	9%	4%	10%	10%	10%	8%	9%	8%	11%	8%	9%	7%	10%	7%
		b	f	cef	f														
		53%	46%	11%	34%	37%	17%	7%	9%	14%	43%	29%	26%	23%	20%	84%	8%	6%	3%
No, neither	102	49	54	3	6	20	72	10	13	15	36	29	18	19	31	90	7	3	3
	4%	4%	4%	1%	1%	2%	8%	6%	7%	5%	3%	4%	2%	4%	5%	4%	3%	2%	4%
							cde	j	j						l	q			q
		48%	52%	3%	6%	20%	71%	9%	13%	14%	35%	29%	18%	18%	30%	88%	6%	2%	3%
Don't know	124	46	72	5	12	34	64	9	11	17	34	29	29	17	31	106	8	6	4
	5%	4%	5%	2%	2%	4%	7%	6%	5%	5%	3%	4%	4%	4%	6%	5%	3%	5%	6%
		a					cde	j	j	j									
		37%	58%	4%	10%	28%	51%	7%	9%	14%	27%	23%	23%	14%	25%	85%	7%	5%	4%
NOT ANSWERED [POSTAL ONLY]	3	1	3	-	-	-	3	-	3	-	-	-	-	-	3	2	1	1	-
	*%	*%	*%	-%	-%	-%	*%	-%	1%	-%	-%	-%	-%	-%	1%	*%	*%	*%	-%
							e		ij						kl				
		21%	79%	-%	-%	-%	100%	-%	79%	-%	-%	-%	-%	-%	100%	53%	31%	16%	-%

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



QD41. Do you have a 4G or 5G service? These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019. (SINGLE CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4658	353	407	314	323	319	327	358	311	317	3582	1076	2793	1743	2333	2325
Effective Weighted Sample	3207	312	366	281	288	279	295	315	272	278	2727	484	1946	1201	1545	1666
Total	2631	339	366	220	197	242	180	211	119	311	2270	361	1681	871	1313	1318
		13%	14%	8%	7%	9%	7%	8%	5%	12%	86%	14%	64%	33%	50%	50%
Yes - 4G	2179	271	292	188	161	199	153	180	98	260	1882	297	1427	694	1118	1061
	83%	80%	80%	86%	82%	82%	85%	85%	82%	84%	83%	82%	85%	80%	85%	81%
				b									m		o	
		12%	13%	9%	7%	9%	7%	8%	4%	12%	86%	14%	65%	32%	51%	49%
Yes - 5G	222	42	32	9	20	20	11	14	15	22	199	22	158	58	69	152
	8%	12%	9%	4%	10%	8%	6%	7%	12%	7%	9%	6%	9%	7%	5%	12%
		cfgi	c	c	c				cfgi				m		n	
		19%	15%	4%	9%	9%	5%	7%	7%	10%	90%	10%	71%	26%	31%	69%
No, neither	102	11	24	11	9	7	6	6	3	13	78	24	37	61	58	44
	4%	3%	7%	5%	5%	3%	3%	3%	2%	4%	3%	7%	2%	7%	4%	3%
			aegh									j	l			
		10%	23%	11%	9%	7%	6%	6%	3%	13%	76%	24%	36%	59%	57%	43%
Don't know	124	15	18	11	7	17	10	10	3	14	106	18	58	56	67	57
	5%	5%	5%	5%	3%	7%	6%	5%	3%	5%	5%	5%	3%	6%	5%	4%
						h								l		
		12%	15%	9%	5%	13%	8%	8%	3%	11%	86%	14%	47%	45%	54%	46%
NOT ANSWERED [POSTAL ONLY]	3	-	-	-	-	-	-	1	-	1	3	-	1	3	-	3
	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	-%	*%
														l		n
		-%	-%	-%	-%	-%	-%	21%	-%	31%	100%	-%	16%	84%	-%	100%

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

QD41. Do you have a 4G or 5G service? These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019. (SINGLE CODE)

Base : Those with a smartphone

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4658	2286	1924	3689	3807	2080	4532
Effective Weighted Sample	3207	1559	1318	2564	2627	1440	3125
Total	2631	1299	1088	2078	2149	1166	2551
		49%	41%	79%	82%	44%	97%
Yes - 4G	2179	1084	902	1739	1815	991	2121
	83%	83%	83%	84%	84%	85%	83%
		50%	41%	80%	83%	45%	97%
Yes - 5G	222	111	78	174	192	103	215
	8%	9%	7%	8%	9%	9%	8%
		50%	35%	79%	87%	46%	97%
No, neither	102	49	52	74	57	29	96
	4%	4%	5%	4%	3%	2%	4%
		de	de				de
		48%	51%	72%	55%	28%	94%
Don't know	124	54	55	90	84	43	116
	5%	4%	5%	4%	4%	4%	5%
		43%	44%	72%	68%	35%	93%
NOT ANSWERED [POSTAL ONLY]	3	2	1	1	1	1	3
	*%	*%	*%	*%	*%	*%	*%
		69%	31%	31%	16%	31%	100%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346 47%	1489 52%	283 10%	573 20%	922 32%	1045 36%	178 6%	237 8%	353 12%	1264 44%	788 27%	757 26%	499 17%	685 24%	2379 83%	266 9%	144 5%	86 3%
Prepay/ pay as you go – using top-ups	400 14%	202 15%	189 13%	29 10%	64 11%	88 10%	200 19%	47 26%	43 18%	54 15%	101 8%	66 8%	85 11%	56 11%	152 22%	330 14%	38 14%	18 12%	15 18%
							cde 50%	hij 12%	j 11%	j 14%		k 16%	klm 14%						oq 4%
Monthly contract/ SIM-only – paying monthly	2418 84%	1114 83%	1277 86%	249 88%	502 88%	819 89%	817 78%	126 71%	190 80%	292 83%	1146 91%	708 90%	665 88%	435 87%	511 75%	2002 84%	222 84%	125 86%	68 79%
			a 46%	f 10%	f 21%	f 34%			g 8%	g 12%	ghi 47%	n 29%	n 27%	n 18%		r 83%	r 9%	r 5%	
Other	33 1%	19 1%	13 1%	2 1%	3 *	8 1%	20 2%	1 1%	1 1%	6 2%	14 1%	12 1%	5 1%	5 1%	9 1%	28 1%	2 1%	1 1%	1 1%
							de 62%												
Don't know	21 1%	11 1%	8 1%	4 1%	4 1%	6 1%	5 *	2 1%	1 *	2 1%	2 *	3 *	2 *	2 *	9 1%	16 1%	4 1%	* *	1 1%
								j 11%							kl 42%				
NOT ANSWERED [POSTAL ONLY]	3 *	1 *	2 *	- -%	- -%	- -%	3 *	1 1%	2 1%	- -%	* *	- -%	- -%	- -%	3 *	3 *	* *	* *	- -%
								j 36%	j 47%						kl 100%				
<b>CONTRACT TYPE</b>																			
Subsidised handset	1253 44%	553 41%	687 46%	122 43%	297 52%	473 51%	346 33%	59 33%	93 39%	167 47%	629 50%	351 45%	345 46%	250 50%	263 38%	1029 43%	114 43%	71 49%	40 47%
			a 44%	f 10%	cf 24%	cf 38%				gh 13%	gh 50%	n 28%	n 28%	n 20%				o 6%	
SIM only	1120 39%	550 41%	557 37%	114 40%	200 35%	336 36%	455 44%	64 36%	89 37%	122 34%	511 40%	344 44%	310 41%	180 36%	236 34%	938 39%	103 39%	52 36%	27 32%
			b 49%				de 41%				i 46%	mn 31%	n 28%			r 84%	r 9%		

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Prepay/ pay as you go – using top-ups	400	35	59	22	41	40	25	45	13	49	342	58	127	247	176	224
	14%	10%	15%	9%	19%	15%	13%	19%	10%	14%	14%	15%	7%	23%	12%	16%
			c		acfh	c		acfh						l		n
		9%	15%	6%	10%	10%	6%	11%	3%	12%	85%	15%	32%	62%	44%	56%
Monthly contract/ SIM-only – paying monthly	2418	309	340	208	171	227	164	182	112	288	2082	335	1579	780	1242	1175
	84%	88%	84%	88%	79%	84%	84%	78%	87%	84%	84%	84%	91%	74%	86%	82%
		dg	g	dg		g		g	dg	g			m		o	
		13%	14%	9%	7%	9%	7%	8%	5%	12%	86%	14%	65%	32%	51%	49%
Other	33	5	5	4	2	1	2	4	3	1	29	4	18	13	16	16
	1%	2%	1%	2%	1%	*%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%
									ei							
		17%	16%	14%	6%	3%	7%	12%	8%	3%	87%	13%	55%	40%	50%	50%
Don't know	21	3	-	1	1	4	2	2	1	2	19	2	5	11	7	14
	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
						b		b						l		
		12%	-%	4%	7%	17%	8%	11%	4%	12%	88%	12%	23%	53%	32%	68%
NOT ANSWERED [POSTAL ONLY]	3	-	-	-	1	-	1	-	-	1	3	*	-	3	*	3
	*%	-%	-%	-%	1%	-%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%
														l		
		-%	-%	-%	36%	-%	19%	-%	-%	28%	93%	7%	-%	100%	7%	93%
<b>CONTRACT TYPE</b>																
Subsidised handset	1253	125	178	97	94	121	94	95	63	160	1078	175	893	336	620	633
	44%	36%	44%	41%	44%	45%	48%	41%	49%	47%	44%	44%	52%	32%	43%	44%
			a		a	a	ag		ag	a			m			
		10%	14%	8%	8%	10%	7%	8%	5%	13%	86%	14%	71%	27%	49%	51%
SIM only	1120	177	155	109	74	104	68	85	46	120	963	156	673	417	606	514
	39%	50%	38%	46%	34%	38%	35%	37%	36%	35%	39%	39%	39%	40%	42%	36%
		bdefghi		bdefghi											o	
		16%	14%	10%	7%	9%	6%	8%	4%	11%	86%	14%	60%	37%	54%	46%

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

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

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Prepay/ pay as you go – using top-ups	400	121	194	230	197	123	357
	14%	9%	16%	10%	9%	10%	13%
			acdef	d			acde
		30%	49%	57%	49%	31%	89%
Monthly contract/ SIM-only – paying monthly	2418	1230	1009	1934	1995	1068	2357
	84%	89%	82%	88%	90%	89%	85%
		bf		bf	bcf	bf	b
		51%	42%	80%	83%	44%	97%
Other	33	18	15	24	21	10	31
	1%	1%	1%	1%	1%	1%	1%
		56%	46%	72%	64%	32%	93%
Don't know	21	5	4	9	9	3	14
	1%	*%	*%	*%	*%	*%	1%
		24%	18%	42%	40%	14%	68%
NOT ANSWERED [POSTAL ONLY]	3	1	1	2	1	-	3
	*%	*%	*%	*%	*%	-%	*%
		28%	37%	46%	38%	-%	100%
<b>CONTRACT TYPE</b>							
Subsidised handset	1253	715	488	1046	1074	562	1231
	44%	52%	40%	48%	48%	47%	45%
		bcdef		bf	bf	b	b
		57%	39%	84%	86%	45%	98%
SIM only	1120	497	500	859	893	492	1085
	39%	36%	41%	39%	40%	41%	39%
		a		a	a	a	a
		44%	45%	77%	80%	44%	97%

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

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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4240	1974	2215	467	809	1463	1452	248	322	551	1963	1202	1453	534	892	2753	459	514	514
Effective Weighted Sample	2913	1356	1524	317	596	1016	949	169	221	377	1367	864	1063	374	635	2271	266	352	426
Total	2418	1114	1277	249	502	819	817	126	190	292	1146	708	665	435	511	2002	222	125	68
		46%	53%	10%	21%	34%	34%	5%	8%	12%	47%	29%	27%	18%	21%	83%	9%	5%	3%
Handset and contract	1253	553	687	122	297	473	346	59	93	167	629	351	345	250	263	1029	114	71	40
	52%	50%	54%	49%	59%	58%	42%	47%	49%	57%	55%	50%	52%	57%	51%	51%	51%	57%	59%
			a	f	cf	cf				g				k					o
		44%	55%	10%	24%	38%	28%	5%	7%	13%	50%	28%	28%	20%	21%	82%	9%	6%	3%
SIM card only	1120	550	557	114	200	336	455	64	89	122	511	344	310	180	236	938	103	52	27
	46%	49%	44%	46%	40%	41%	56%	51%	47%	42%	45%	49%	47%	41%	46%	47%	47%	41%	40%
		b					cde	i				m		r					
		49%	50%	10%	18%	30%	41%	6%	8%	11%	46%	31%	28%	16%	21%	84%	9%	5%	2%
Don't know	44	10	32	12	5	11	15	2	8	3	7	12	10	5	12	36	5	2	1
	2%	1%	3%	5%	1%	1%	2%	2%	4%	1%	1%	2%	1%	1%	2%	2%	2%	2%	1%
			a	def					ij										
		23%	73%	27%	12%	24%	33%	5%	18%	7%	15%	28%	22%	12%	28%	81%	12%	5%	2%
NOT ANSWERED [POSTAL ONLY]	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1	*	-	*	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	67%	-%	33%	-%

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

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	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4240	321	379	295	281	296	294	309	291	287	3257	983	2608	1536	2191	2049
Effective Weighted Sample	2913	284	341	263	253	255	266	272	255	249	2475	441	1818	1047	1443	1474
Total	2418	309	340	208	171	227	164	182	112	288	2082	335	1579	780	1242	1175
		13%	14%	9%	7%	9%	7%	8%	5%	12%	86%	14%	65%	32%	51%	49%
Handset and contract	1253	125	178	97	94	121	94	95	63	160	1078	175	893	336	620	633
	52%	40%	52%	47%	55%	53%	57%	52%	57%	56%	52%	52%	57%	43%	50%	54%
			a		a	a	ac	a	ac	ac			m		n	
		10%	14%	8%	8%	10%	7%	8%	5%	13%	86%	14%	71%	27%	49%	51%
SIM card only	1120	177	155	109	74	104	68	85	46	120	963	156	673	417	606	514
	46%	57%	45%	52%	43%	46%	41%	47%	41%	42%	46%	47%	43%	53%	49%	44%
		bdefghi		dfhi									l		o	
		16%	14%	10%	7%	9%	6%	8%	4%	11%	86%	14%	60%	37%	54%	46%
Don't know	44	7	7	2	2	2	2	2	3	8	40	4	14	26	17	27
	2%	2%	2%	1%	1%	1%	1%	1%	3%	3%	2%	1%	1%	3%	1%	2%
													l		n	
		16%	16%	5%	5%	5%	5%	5%	7%	17%	92%	8%	31%	60%	38%	62%
NOT ANSWERED [POSTAL ONLY]	1	-	-	-	-	*	-	-	-	-	1	-	-	*	*	*
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	-%	67%	-%	-%	-%	-%	100%	-%	-%	67%	33%	67%

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

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	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4240	2156	1756	3404	3501	1882	4146
Effective Weighted Sample	2913	1456	1200	2363	2421	1308	2850
Total	2418	1230	1009	1934	1995	1068	2357
		51%	42%	80%	83%	44%	97%
Handset and contract	1253	715	488	1046	1074	562	1231
	52%	58%	48%	54%	54%	53%	52%
		bcdef		b	b	b	b
		57%	39%	84%	86%	45%	98%
SIM card only	1120	497	500	859	893	492	1085
	46%	40%	50%	44%	45%	46%	46%
			acdf	a	a	a	a
		44%	45%	77%	80%	44%	97%
Don't know	44	19	20	29	28	14	40
	2%	2%	2%	1%	1%	1%	2%
		43%	46%	65%	64%	31%	91%
NOT ANSWERED [POSTAL ONLY]	1	-	*	*	-	*	1
	*%	-%	*%	*%	-%	*%	*%
		-%	67%	33%	-%	67%	100%

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



QD28A. Which, if any, of these activities 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346 47%	1489 52%	283 10%	573 20%	922 32%	1045 36%	178 6%	237 8%	353 12%	1264 44%	788 27%	757 26%	499 17%	685 24%	2379 83%	266 9%	144 5%	86 3%
Make normal calls	2626 91%	1230 91%	1365 92%	250 89%	518 91%	866 94%	946 91%	159 90%	220 93%	307 87%	1200 95%	739 94%	709 94%	460 92%	592 86%	2177 92%	244 92%	129 90%	76 88%
		47%	52%	10%	20%	33%	36%	6%	8%	12%	46%	28%	27%	18%	23%	83%	9%	5%	3%
Send/ receive SMS text messages	2593 90%	1210 90%	1352 91%	253 90%	515 90%	876 95%	907 87%	162 91%	214 90%	309 87%	1192 94%	735 93%	706 93%	457 92%	579 85%	2144 90%	247 93%	126 87%	76 89%
		47%	52%	10%	20%	34%	35%	6%	8%	12%	46%	28%	27%	18%	22%	83%	10%	5%	3%
Take photos	2392 83%	1097 81%	1268 85%	254 90%	514 90%	824 89%	769 74%	134 75%	186 79%	282 80%	1140 90%	694 88%	680 90%	425 85%	494 72%	1982 83%	223 84%	118 82%	68 80%
		46%	53%	11%	21%	34%	32%	6%	8%	12%	48%	29%	28%	18%	21%	83%	9%	5%	3%
Send/ receive emails	2320 81%	1075 80%	1221 82%	248 88%	511 89%	806 87%	725 69%	129 73%	173 73%	261 74%	1123 89%	687 87%	666 88%	414 83%	465 68%	1926 81%	216 81%	113 78%	65 76%
		46%	53%	11%	22%	35%	31%	6%	7%	11%	48%	30%	29%	18%	20%	83%	9%	5%	3%
General browsing/ surfing the internet	2296 80%	1067 79%	1206 81%	252 89%	513 90%	812 88%	693 66%	120 67%	172 73%	262 74%	1133 90%	686 87%	672 89%	411 82%	445 65%	1900 80%	217 82%	111 77%	68 79%
		46%	53%	11%	22%	35%	30%	5%	7%	11%	49%	30%	29%	18%	19%	83%	9%	5%	3%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	2202 77%	992 74%	1187 80%	240 85%	488 85%	773 84%	677 65%	114 64%	167 70%	256 72%	1097 87%	661 84%	650 86%	381 76%	428 63%	1818 76%	208 78%	110 76%	65 76%
		45%	54%	11%	22%	35%	31%	5%	8%	12%	50%	30%	30%	17%	19%	83%	9%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	1876 65%	878 65%	981 66%	240 85%	467 82%	680 74%	472 45%	90 51%	144 61%	202 57%	960 76%	544 69%	576 76%	334 67%	356 52%	1554 65%	177 66%	91 63%	55 65%
		47%	52%	13%	25%	36%	25%	5%	8%	11%	51%	29%	31%	18%	19%	83%	9%	5%	3%

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

QD28A. Which, if any, of these activities 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1832	782	1034	246	440	680	450	98	138	215	921	525	563	326	363	1510	171	95	56
	64%	58%	69%	87%	77%	74%	43%	55%	58%	61%	73%	67%	74%	65%	53%	63%	64%	66%	65%
			a	def	f	f					ghi	n	kmn	n					
		43%	56%	13%	24%	37%	25%	5%	8%	12%	50%	29%	31%	18%	20%	82%	9%	5%	3%
Accessing/ receiving news	1757	841	900	195	384	614	548	80	120	193	926	574	547	285	297	1465	165	79	48
	61%	62%	60%	69%	67%	67%	52%	45%	51%	55%	73%	73%	72%	57%	43%	62%	62%	55%	56%
				f	f	f				g	ghi	mn	mn	n		qr			
		48%	51%	11%	22%	35%	31%	5%	7%	11%	53%	33%	31%	16%	17%	83%	9%	5%	3%
Use your phone for Sat Nav or directions	1690	796	882	188	389	621	475	74	116	190	921	565	508	303	274	1405	161	82	43
	59%	59%	59%	67%	68%	67%	45%	41%	49%	54%	73%	72%	67%	61%	40%	59%	60%	57%	50%
				f	f	f				g	ghi	lmn	mn	n		r	r	r	
		47%	52%	11%	23%	37%	28%	4%	7%	11%	54%	33%	30%	18%	16%	83%	10%	5%	3%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1662	689	957	199	396	592	459	78	112	172	881	538	512	264	299	1383	154	78	48
	58%	51%	64%	71%	69%	64%	44%	44%	47%	49%	70%	68%	68%	53%	44%	58%	58%	54%	55%
			a	ef	ef	f					ghi	mn	mn	n					
		41%	58%	12%	24%	36%	28%	5%	7%	10%	53%	32%	31%	16%	18%	83%	9%	5%	3%
Listen to music (not radio)	1569	754	795	248	427	564	318	82	104	182	789	474	503	269	278	1299	151	74	45
	55%	56%	53%	88%	75%	61%	30%	46%	44%	51%	62%	60%	66%	54%	41%	55%	57%	52%	53%
				def	ef	f					ghi	mn	kmn	n					
		48%	51%	16%	27%	36%	20%	5%	7%	12%	50%	30%	32%	17%	18%	83%	10%	5%	3%
Record video clips	1465	647	802	195	379	532	343	72	97	157	768	436	459	248	274	1223	131	69	41
	51%	48%	54%	69%	66%	58%	33%	40%	41%	44%	61%	55%	61%	50%	40%	51%	49%	48%	48%
			a	ef	ef	f					ghi	n	kmn	n					
		44%	55%	13%	26%	36%	23%	5%	7%	11%	52%	30%	31%	17%	19%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1394	604	774	146	334	498	401	58	92	158	733	471	423	226	229	1172	119	64	38
	48%	45%	52%	52%	58%	54%	38%	33%	39%	45%	58%	60%	56%	45%	33%	49%	45%	45%	45%
			a	f	cf	f				g	ghi	mn	mn	n		r			
		43%	56%	11%	24%	36%	29%	4%	7%	11%	53%	34%	30%	16%	16%	84%	9%	5%	3%

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

QD28A. Which, if any, of these activities 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346 47%	1489 52%	283 10%	573 20%	922 32%	1045 36%	178 6%	237 8%	353 12%	1264 44%	788 27%	757 26%	499 17%	685 24%	2379 83%	266 9%	144 5%	86 3%
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	1153 40%	510 38%	637 43%	137 48%	263 46%	417 45%	330 32%	43 24%	69 29%	135 38%	658 52%	406 52%	364 48%	174 35%	184 27%	995 42%	88 33%	54 37%	17 19%
			a	f	f	f				gh	ghi	mn	mn	n		pr	r	r	
		44%	55%	12%	23%	36%	29%	4%	6%	12%	57%	35%	32%	15%	16%	86%	8%	5%	1%
Play games	1094 38%	493 37%	587 39%	183 65%	289 51%	404 44%	209 20%	68 38%	82 35%	137 39%	517 41%	272 35%	332 44%	205 41%	243 36%	902 38%	110 41%	54 37%	29 33%
		45%	54%	17%	26%	37%	19%	6%	8%	13%	47%	25%	30%	19%	22%	82%	10%	5%	3%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	919 32%	428 32%	485 33%	172 61%	262 46%	298 32%	178 17%	41 23%	64 27%	100 28%	500 40%	286 36%	299 40%	148 30%	160 23%	771 32%	81 31%	41 29%	26 30%
				def	ef	f					ghi	mn	mn	n		84%	9%	4%	3%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	915 32%	448 33%	454 31%	171 60%	284 50%	327 35%	124 12%	46 26%	61 26%	101 28%	467 37%	255 32%	298 39%	160 32%	181 26%	757 32%	85 32%	45 31%	28 33%
		49%	50%	19%	31%	36%	14%	5%	7%	11%	51%	28%	33%	17%	20%	83%	9%	5%	3%
Accessing/ receiving sports/ team news/ scores	822 29%	571 42%	247 17%	89 31%	181 32%	293 32%	253 24%	24 14%	48 20%	103 29%	461 36%	293 37%	251 33%	136 27%	128 19%	686 29%	73 27%	42 29%	21 25%
		b		f	f	f				gh	ghi	mn	mn	n		83%	9%	5%	3%
Listen to podcasts	809 28%	399 30%	400 27%	117 41%	237 41%	283 31%	161 15%	35 19%	36 15%	76 21%	467 37%	296 38%	303 40%	98 20%	87 13%	679 29%	68 26%	36 25%	26 30%
		49%	49%	14%	29%	35%	20%	4%	4%	9%	58%	37%	37%	12%	11%	84%	8%	5%	3%

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

QD28A. Which, if any, of these activities 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346 47%	1489 52%	283 10%	573 20%	922 32%	1045 36%	178 6%	237 8%	353 12%	1264 44%	788 27%	757 26%	499 17%	685 24%	2379 83%	266 9%	144 5%	86 3%
Listen to radio	673 23%	349 26%	316 21%	46 16%	147 26%	286 31%	186 18%	28 16%	42 18%	68 19%	375 30%	266 34%	186 25%	106 21%	99 15%	566 24%	52 19%	34 24%	21 24%
		b 52%			cf 22%	cdf 43%					ghi 56%	lmn 40%	n 28%	n 16%		84%	8%	5%	3%
Listen to or read an e-book	436 15%	186 14%	248 17%	49 17%	120 21%	160 17%	104 10%	20 11%	30 13%	54 15%	240 19%	154 20%	153 20%	51 10%	66 10%	360 15%	43 16%	20 14%	12 15%
			a 43%	f 57%	f 27%	f 37%					gh 55%	mn 35%	mn 35%		12% 15%	83%	10%	5%	3%
Other	49 2%	22 2%	26 2%	2 1%	5 1%	21 2%	21 2%	2 1%	5 2%	6 2%	28 2%	29 4%	15 2%	3 1%	4 1%	45 2%	1 1%	2 2%	1 1%
						cd 44%					lmn 58%	mn 30%		5% 7%	91%	3%	5%	1%	
None of these	39 1%	22 2%	15 1%	3 1%	4 1%	2 *	27 3%	1 *	4 2%	7 2%	12 1%	7 1%	6 1%	5 1%	18 3%	33 1%	2 1%	2 1%	1 2%
				e 8%			de 71%				2% 31%	10% 18%	19% 16%	47% 14%	4% 47%	86%	5%	5%	4%
Don't know	38 1%	17 1%	20 1%	5 2%	5 1%	8 1%	18 2%	2 1%	1 1%	5 1%	6 1%	6 1%	9 1%	5 2%	14 2%	30 1%	5 2%	1 1%	1 2%
										j 14%				k 38%		79%	14%	4%	4%
NOT ANSWERED [POSTAL ONLY]	4 *%	1 *%	3 *%	- -%	- -%	- -%	4 *%	2 1%	1 *%	- -%	1 *%	1 *%	* *%	- -%	4 1%	3 *%	* *%	1 1%	* *%
							e 100%	ij 40%			14% 14%	5% 14%	-% 5%	80% -%	68%	5%	22%	5%	
MESSAGING	2672 93%	1239 92%	1398 94%	267 94%	542 95%	894 97%	926 89%	164 92%	220 93%	321 91%	1220 97%	750 95%	728 96%	471 94%	598 87%	2212 93%	251 94%	131 90%	78 91%
			a 46%	f 52%	f 20%	cdf 33%		6% 8%		12% 12%	46% 46%	28% 28%	27% 27%	18% 18%	22% 22%	83%	9%	5%	3%
WEB/ DATA ACCESS	2571 89%	1188 88%	1351 91%	269 95%	553 97%	874 95%	839 80%	148 83%	202 85%	308 87%	1194 95%	738 94%	711 94%	456 91%	552 81%	2134 90%	236 89%	126 87%	76 89%
			a 46%	f 53%	f 21%	f 34%		6% 8%		12% 12%	46% 46%	29% 29%	28% 28%	18% 18%	21% 21%	83%	9%	5%	3%

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

QD28A. Which, if any, of these activities 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346 47%	1489 52%	283 10%	573 20%	922 32%	1045 36%	178 6%	237 8%	353 12%	1264 44%	788 27%	757 26%	499 17%	685 24%	2379 83%	266 9%	144 5%	86 3%
ENTERTAINMENT	2564 89%	1192 89%	1340 90%	273 96%	554 97%	880 95%	821 79%	148 84%	202 85%	308 87%	1188 94%	728 92%	714 94%	457 91%	554 81%	2127 89%	235 88%	127 88%	76 88%
		46%	52%	f 11%	f 22%	f 34%	f 32%	6%	8%	12%	ghi 46%	n 28%	mn 28%	n 18%	n 22%	83%	9%	5%	3%
WATCHING AV CONTENT	1941 67%	911 68%	1011 68%	246 87%	484 85%	704 76%	488 47%	97 55%	150 63%	212 60%	982 78%	557 71%	592 78%	347 70%	376 55%	1610 68%	180 68%	93 65%	58 67%
		47%	52%	ef 13%	ef 25%	f 36%	f 25%	5%	8%	11%	ghi 51%	n 29%	kmn 31%	n 18%	n 19%	83%	9%	5%	3%
VIDEO OR VOICE CALLS USING VOIP	1817 63%	772 57%	1026 69%	210 74%	425 74%	637 69%	526 50%	83 47%	128 54%	197 56%	936 74%	581 74%	546 72%	298 60%	330 48%	1514 64%	166 62%	86 59%	51 60%
		42%	a 56%	f 12%	ef 23%	f 35%	f 29%	5%	7%	11%	ghi 52%	mn 32%	mn 30%	n 16%	n 18%	83%	9%	5%	3%
LISTEN TO AUDIO CONTENT	1798 63%	862 64%	913 61%	257 91%	466 81%	656 71%	400 38%	98 55%	118 50%	201 57%	912 72%	550 70%	569 75%	309 62%	316 46%	1499 63%	161 61%	84 58%	53 62%
		48%	51%	def 14%	ef 26%	f 36%	f 22%	5%	7%	11%	ghi 51%	mn 31%	kmn 32%	n 17%	n 18%	83%	9%	5%	3%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Make normal calls	2626	322	370	217	202	244	172	218	118	315	2253	373	1623	934	1330	1296
	91%	91%	92%	92%	93%	90%	89%	93%	92%	92%	91%	93%	94%	89%	92%	90%
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	36%	51%	49%
Send/ receive SMS text messages	2593	319	353	219	202	241	172	210	118	311	2231	362	1628	897	1306	1287
	90%	91%	87%	93%	93%	89%	89%	90%	92%	91%	90%	90%	94%	85%	91%	90%
		12%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	63%	35%	50%	50%
Take photos	2392	310	341	205	180	218	155	186	107	280	2062	330	1553	781	1212	1180
	83%	88%	84%	87%	83%	80%	80%	80%	84%	82%	83%	82%	90%	74%	84%	82%
		efgi		efg									m			
		13%	14%	9%	8%	9%	6%	8%	4%	12%	86%	14%	65%	33%	51%	49%
Send/ receive emails	2320	303	324	194	179	219	151	183	106	268	2003	318	1543	727	1162	1159
	81%	86%	80%	82%	82%	81%	78%	78%	83%	79%	81%	79%	89%	69%	81%	81%
		bfgi											m			
		13%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	67%	31%	50%	50%
General browsing/ surfing the internet	2296	304	323	196	169	210	151	179	101	268	1984	312	1551	698	1153	1142
	80%	86%	80%	83%	78%	77%	78%	77%	79%	78%	80%	78%	90%	66%	80%	80%
		bdefghi		g									m			
		13%	14%	9%	7%	9%	7%	8%	4%	12%	86%	14%	68%	30%	50%	50%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	2202	290	310	182	166	197	146	179	96	253	1900	301	1485	669	1117	1085
	77%	82%	77%	77%	76%	73%	75%	77%	74%	74%	77%	75%	86%	63%	77%	76%
		efhi											m			
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	67%	30%	51%	49%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	1876	274	264	143	136	172	122	143	84	215	1649	228	1303	535	893	983
	65%	78%	65%	61%	62%	63%	63%	61%	65%	63%	67%	57%	75%	51%	62%	69%
		bcdefghi									k		m		n	
		15%	14%	8%	7%	9%	7%	8%	4%	11%	88%	12%	69%	29%	48%	52%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1832	258	253	149	140	166	115	140	86	203	1594	238	1273	523	871	961
	64%	73%	63%	63%	65%	61%	59%	60%	67%	59%	64%	59%	74%	50%	60%	67%
		bcdefgi									k		m		n	
		14%	14%	8%	8%	9%	6%	8%	5%	11%	87%	13%	70%	29%	48%	52%
Accessing/ receiving news	1757	253	260	148	134	152	118	127	74	200	1516	241	1207	519	907	850
	61%	72%	64%	63%	62%	56%	61%	54%	57%	58%	61%	60%	70%	49%	63%	59%
		bcdefghi	eg	g									m		o	
		14%	15%	8%	8%	9%	7%	7%	4%	11%	86%	14%	69%	30%	52%	48%
Use your phone for Sat Nav or directions	1690	224	251	143	129	144	117	123	69	206	1454	236	1222	446	878	812
	59%	64%	62%	61%	59%	53%	60%	53%	53%	60%	59%	59%	71%	42%	61%	57%
		egh	egh	g			g						m		o	
		13%	15%	8%	8%	9%	7%	7%	4%	12%	86%	14%	72%	26%	52%	48%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1662	239	247	142	122	145	112	122	68	186	1435	228	1144	490	845	817
	58%	68%	61%	60%	56%	53%	58%	52%	53%	54%	58%	57%	66%	46%	59%	57%
		cdefghi	egh	g									m			
		14%	15%	9%	7%	9%	7%	7%	4%	11%	86%	14%	69%	29%	51%	49%
Listen to music (not radio)	1569	230	223	121	113	138	101	120	72	182	1383	186	1128	411	734	835
	55%	65%	55%	51%	52%	51%	52%	51%	56%	53%	56%	46%	65%	39%	51%	58%
		bcdefghi									k		m		n	
		15%	14%	8%	7%	9%	6%	8%	5%	12%	88%	12%	72%	26%	47%	53%
Record video clips	1465	209	220	111	103	144	97	102	63	173	1280	185	1011	427	707	758
	51%	59%	54%	47%	48%	53%	50%	44%	49%	51%	52%	46%	58%	40%	49%	53%
		cdfghi	g			g					k		m		n	
		14%	15%	8%	7%	10%	7%	7%	4%	12%	87%	13%	69%	29%	48%	52%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1394	229	210	114	106	119	92	98	48	157	1211	183	971	396	705	689
	48%	65%	52%	48%	49%	44%	47%	42%	37%	46%	49%	46%	56%	38%	49%	48%
		bcdefghi	egh	h	h		h			h			m			
		16%	15%	8%	8%	9%	7%	7%	3%	11%	87%	13%	70%	28%	51%	49%
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	1153	163	173	104	95	95	88	90	50	137	997	156	813	328	617	536
	40%	46%	43%	44%	44%	35%	46%	39%	39%	40%	40%	39%	47%	31%	43%	37%
		e	e	e	e		e						m		o	
		14%	15%	9%	8%	8%	8%	8%	4%	12%	86%	14%	70%	28%	53%	47%
Play games	1094	122	153	82	98	99	77	95	49	127	969	125	748	318	470	624
	38%	35%	38%	35%	45%	36%	40%	41%	38%	37%	39%	31%	43%	30%	33%	44%
					abcei						k		m		n	
		11%	14%	7%	9%	9%	7%	9%	4%	12%	89%	11%	68%	29%	43%	57%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	919	125	141	69	73	87	58	76	37	106	814	106	657	252	433	487
	32%	35%	35%	29%	34%	32%	30%	32%	29%	31%	33%	26%	38%	24%	30%	34%
											k		m		n	
		14%	15%	8%	8%	10%	6%	8%	4%	12%	88%	12%	72%	27%	47%	53%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	915	137	123	71	77	81	63	69	40	95	809	107	670	230	399	516
	32%	39%	30%	30%	36%	30%	33%	30%	31%	28%	33%	27%	39%	22%	28%	36%
		bceghi			i						k		m		n	
		15%	13%	8%	8%	9%	7%	8%	4%	10%	88%	12%	73%	25%	44%	56%

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



QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Accessing/ receiving sports/ team news/ scores	822	117	109	67	63	78	53	63	38	98	704	119	593	217	428	395
	29%	33%	27%	28%	29%	29%	27%	27%	29%	29%	28%	30%	34%	21%	30%	28%
		14%	13%	8%	8%	9%	6%	8%	5%	12%	86%	14%	72%	26%	52%	48%
Listen to podcasts	809	143	125	66	56	67	53	57	24	88	710	99	611	182	403	406
	28%	41%	31%	28%	26%	25%	27%	24%	18%	26%	29%	25%	35%	17%	28%	28%
		bcdefghi	h	h	h	h	h	h	h	h	m	m	m	m	m	m
		18%	15%	8%	7%	8%	7%	7%	3%	11%	88%	12%	76%	22%	50%	50%
Listen to radio	673	95	89	61	50	61	50	55	25	80	573	100	506	158	350	323
	23%	27%	22%	26%	23%	22%	26%	24%	20%	23%	23%	25%	29%	15%	24%	23%
		h	h	h	h	h	h	h	h	h	m	m	m	m	m	m
		14%	13%	9%	7%	9%	7%	8%	4%	12%	85%	15%	75%	23%	52%	48%
Listen to or read an e-book	436	81	58	29	38	35	30	30	15	44	383	53	317	114	203	233
	15%	23%	14%	12%	17%	13%	15%	13%	12%	13%	15%	13%	18%	11%	14%	16%
		bcefg	h	h	h	h	h	h	h	h	m	m	m	m	m	m
		19%	13%	7%	9%	8%	7%	7%	4%	10%	88%	12%	73%	26%	47%	53%
Other	49	11	7	7	4	6	5	1	1	4	39	10	33	16	32	17
	2%	3%	2%	3%	2%	2%	2%	*%	1%	1%	2%	3%	2%	2%	2%	1%
		gh	gh	gh	gh	gh	gh	gh	gh	gh	o	o	o	o	o	o
		22%	14%	14%	8%	12%	10%	2%	1%	8%	79%	21%	66%	34%	65%	35%
None of these	39	4	6	4	1	5	4	4	2	3	33	6	12	23	18	20
	1%	1%	2%	2%	*%	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%	1%
		11%	16%	11%	2%	13%	9%	10%	6%	8%	85%	15%	31%	59%	47%	53%
Don't know	38	5	3	1	4	6	6	1	2	2	33	5	14	20	21	17
	1%	1%	1%	1%	2%	2%	3%	*%	2%	1%	1%	1%	1%	2%	1%	1%
		13%	7%	3%	9%	15%	17%	3%	6%	6%	88%	12%	36%	51%	56%	44%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
NOT ANSWERED [POSTAL ONLY]	4	-	2	*	-	-	1	-	-	-	4	1	-	4	4	1
	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	40%	9%	-%	-%	20%	-%	-%	-%	85%	15%	-%	100%	81%	19%
MESSAGING	2672	336	373	221	204	247	175	217	119	321	2304	368	1666	933	1342	1330
	93%	95%	92%	94%	94%	91%	90%	93%	93%	94%	93%	92%	96%	88%	93%	93%
		ef											m			
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	35%	50%	50%
WEB/ DATA ACCESS	2571	333	360	217	196	238	169	207	114	301	2221	350	1659	850	1283	1289
	89%	94%	89%	92%	90%	88%	87%	88%	89%	88%	90%	87%	96%	81%	89%	90%
		bdefghi											m			
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	33%	50%	50%
ENTERTAINMENT	2564	334	360	217	196	232	170	205	113	300	2210	354	1647	850	1273	1291
	89%	95%	89%	92%	90%	86%	87%	88%	88%	88%	89%	88%	95%	81%	88%	90%
		bdefghi			e								m			
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	64%	33%	50%	50%
WATCHING AV CONTENT	1941	278	273	149	145	178	126	147	87	226	1707	234	1347	554	921	1020
	67%	79%	68%	63%	67%	65%	65%	63%	67%	66%	69%	58%	78%	53%	64%	71%
		bcdefghi									k		m		n	
		14%	14%	8%	7%	9%	7%	8%	4%	12%	88%	12%	69%	29%	47%	53%
VIDEO OR VOICE CALLS USING VOIP	1817	266	267	149	132	160	122	137	73	208	1572	245	1237	542	915	902
	63%	76%	66%	63%	61%	59%	63%	58%	57%	61%	64%	61%	72%	51%	63%	63%
		bcdefghi	gh										m			
		15%	15%	8%	7%	9%	7%	8%	4%	11%	86%	14%	68%	30%	50%	50%
LISTEN TO AUDIO CONTENT	1798	262	261	138	130	161	121	141	77	207	1576	223	1283	477	850	948
	63%	74%	64%	58%	60%	59%	62%	60%	60%	61%	64%	56%	74%	45%	59%	66%
		bcdefghi									k		m		n	
		15%	15%	8%	7%	9%	7%	8%	4%	12%	88%	12%	71%	27%	47%	53%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Make normal calls	2626	1274	1131	2058	2070	1135	2543
	91%	93%	92%	94%	93%	94%	92%
				f		bf	
		49%	43%	78%	79%	43%	97%
Send/ receive SMS text messages	2593	1262	1111	2044	2066	1138	2513
	90%	92%	91%	93%	93%	95%	91%
				bf	bf	abdf	
		49%	43%	79%	80%	44%	97%
Take photos	2392	1193	1016	1928	1969	1090	2331
	83%	87%	83%	88%	89%	91%	84%
		bf		bf	bf	abcf	
		50%	42%	81%	82%	46%	97%
Send/ receive emails	2320	1160	950	1884	1942	1081	2261
	81%	84%	78%	86%	87%	90%	82%
		bf		bf	abf	abcdf	b
		50%	41%	81%	84%	47%	97%
General browsing/ surfing the internet	2296	1156	950	1875	1947	1083	2250
	80%	84%	78%	85%	88%	90%	81%
		bf		bf	abcf	abcdf	b
		50%	41%	82%	85%	47%	98%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	2202	1109	928	1811	1873	1038	2156
	77%	81%	76%	82%	84%	86%	78%
		bf		bf	abf	abcf	
		50%	42%	82%	85%	47%	98%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	1876	941	763	1545	1638	994	1851
	65%	68%	62%	70%	74%	83%	67%
		b		bf	abcf	abcdf	b
		50%	41%	82%	87%	53%	99%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1832	941	752	1528	1612	925	1803
	64%	68%	61%	69%	73%	77%	65%
		bf	bf	bf	abcf	abcdf	b
		51%	41%	83%	88%	51%	98%
Accessing/ receiving news	1757	879	750	1505	1521	883	1730
	61%	64%	61%	68%	68%	73%	63%
		abf	abf	abf	abf	abcdf	abcdf
		50%	43%	86%	87%	50%	98%
Use your phone for Sat Nav or directions	1690	870	715	1445	1492	856	1668
	59%	63%	58%	66%	67%	71%	60%
		b	b	bf	abf	abcdf	abcdf
		51%	42%	85%	88%	51%	99%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1662	845	684	1406	1453	847	1635
	58%	61%	56%	64%	65%	70%	59%
		b	b	bf	abf	abcdf	b
		51%	41%	85%	87%	51%	98%
Listen to music (not radio)	1569	770	624	1297	1415	826	1541
	55%	56%	51%	59%	64%	69%	56%
		b	abf	abf	abcf	abcdf	b
		49%	40%	83%	90%	53%	98%
Record video clips	1465	731	602	1232	1301	774	1439
	51%	53%	49%	56%	59%	64%	52%
		b	b	bf	abf	abcdf	abcdf
		50%	41%	84%	89%	53%	98%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1394	698	576	1171	1210	711	1366
	48%	51%	47%	53%	54%	59%	49%
		b	bf	abf	abcdf		
		50%	41%	84%	87%	51%	98%
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	1153	593	496	1013	1047	603	1145
	40%	43%	41%	46%	47%	50%	41%
			bf	abf	abcf		
		51%	43%	88%	91%	52%	99%
Play games	1094	583	411	890	969	553	1071
	38%	42%	34%	40%	44%	46%	39%
		bf	b	bcf	abcf	b	
		53%	38%	81%	89%	51%	98%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	919	464	341	772	837	522	907
	32%	34%	28%	35%	38%	43%	33%
		b	b	abf	abcdf	b	
		50%	37%	84%	91%	57%	99%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	915	474	337	784	840	536	902
	32%	34%	28%	36%	38%	45%	33%
		b	bf	abf	abcdf	b	
		52%	37%	86%	92%	59%	99%
Accessing/ receiving sports/ team news/ scores	822	484	337	721	733	426	813
	29%	35%	28%	33%	33%	35%	29%
		bf	bf	bf	bf	bf	
		59%	41%	88%	89%	52%	99%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Listen to podcasts	809	364	312	688	751	441	796
	28%	26%	26%	31%	34%	37%	29%
				abf	abcf	abcf	b
		45%	39%	85%	93%	55%	98%
Listen to radio	673	353	290	604	596	346	663
	23%	26%	24%	27%	27%	29%	24%
				bf	bf	bf	
		52%	43%	90%	89%	51%	99%
Listen to or read an e-book	436	208	170	372	396	248	430
	15%	15%	14%	17%	18%	21%	16%
				b	abf	abcdf	
		48%	39%	85%	91%	57%	99%
Other	49	24	21	47	45	26	49
	2%	2%	2%	2%	2%	2%	2%
		50%	43%	95%	91%	53%	100%
None of these	39	13	19	22	21	10	32
	1%	1%	2%	1%	1%	1%	1%
		35%	50%	56%	54%	27%	83%
Don't know	38	13	12	20	19	6	33
	1%	1%	1%	1%	1%	1%	1%
							e
		35%	31%	53%	51%	17%	86%
NOT ANSWERED [POSTAL ONLY]	4	*	2	2	1	*	3
	*%	*%	*%	*%	*%	*%	*%
		5%	50%	41%	13%	9%	60%
MESSAGING	2672	1296	1144	2099	2130	1164	2587
	93%	94%	94%	95%	96%	97%	94%
				bf	abf	abcf	
		49%	43%	79%	80%	44%	97%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
WEB/ DATA ACCESS	2571	1282	1070	2047	2106	1157	2501
	89%	93%	88%	93%	95%	96%	91%
		bf		bf	abcf	abcdf	b
		50%	42%	80%	82%	45%	97%
ENTERTAINMENT	2564	1269	1072	2030	2082	1151	2491
	89%	92%	88%	92%	94%	96%	90%
		bf		bf	bf	abcdf	b
		49%	42%	79%	81%	45%	97%
WATCHING AV CONTENT	1941	980	788	1599	1693	1016	1912
	67%	71%	64%	73%	76%	84%	69%
		b		bf	abcf	abcdf	b
		50%	41%	82%	87%	52%	99%
VIDEO OR VOICE CALLS USING VOIP	1817	923	750	1520	1569	904	1781
	63%	67%	61%	69%	71%	75%	64%
		b		bf	abf	abcdf	b
		51%	41%	84%	86%	50%	98%
LISTEN TO AUDIO CONTENT	1798	872	720	1481	1593	925	1761
	63%	63%	59%	67%	72%	77%	64%
		b		abf	abcf	abcdf	b
		48%	40%	82%	89%	51%	98%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Make normal calls	2626 88%	1230 88%	1365 89%	250 86%	518 88%	866 92%	946 85%	159 82%	220 88%	307 85%	1200 95%	739 93%	709 92%	460 91%	592 81%	2177 87%	244 90%	129 86%	76 84%
		47%	52%	10%	20%	33%	36%	6%	8%	12%	46%	28%	27%	18%	23%	83%	9%	5%	3%
Send/ receive SMS text messages	2593 86%	1210 87%	1352 88%	253 87%	515 88%	876 93%	907 82%	162 83%	214 85%	309 85%	1192 94%	735 92%	706 92%	457 90%	579 79%	2144 86%	247 92%	126 84%	76 85%
		47%	52%	10%	20%	34%	35%	6%	8%	12%	46%	28%	27%	18%	22%	83%	10%	5%	3%
Take photos	2392 80%	1097 79%	1268 82%	254 87%	514 88%	824 88%	769 69%	134 69%	186 74%	282 78%	1140 90%	694 87%	680 88%	425 84%	494 68%	1982 80%	223 83%	118 79%	68 76%
		46%	53%	11%	21%	34%	32%	6%	8%	12%	48%	29%	28%	18%	21%	83%	9%	5%	3%
Send/ receive emails	2320 77%	1075 77%	1221 79%	248 85%	511 87%	806 86%	725 65%	129 67%	173 69%	261 72%	1123 89%	687 86%	666 86%	414 82%	465 64%	1926 77%	216 80%	113 75%	65 73%
		46%	53%	11%	22%	35%	31%	6%	7%	11%	48%	30%	29%	18%	20%	83%	9%	5%	3%
General browsing/ surfing the internet	2296 77%	1067 76%	1206 78%	252 86%	513 87%	812 87%	693 62%	120 62%	172 69%	262 72%	1133 89%	686 86%	672 87%	411 81%	445 61%	1900 76%	217 80%	111 74%	68 75%
		46%	53%	11%	22%	35%	30%	5%	7%	11%	49%	30%	29%	18%	19%	83%	9%	5%	3%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	2202 73%	992 71%	1187 77%	240 82%	488 83%	773 82%	677 61%	114 59%	167 66%	256 70%	1097 86%	661 83%	650 84%	381 75%	428 59%	1818 73%	208 77%	110 73%	65 73%
		45%	54%	11%	22%	35%	31%	5%	8%	12%	50%	30%	30%	17%	19%	83%	9%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	1876 63%	878 63%	981 64%	240 82%	467 80%	680 72%	472 43%	90 46%	144 57%	202 56%	960 76%	544 68%	576 75%	334 66%	356 49%	1554 62%	177 65%	91 60%	55 62%
		47%	52%	13%	25%	36%	25%	5%	8%	11%	51%	29%	31%	18%	19%	83%	9%	5%	3%

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



QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1832 61%	782 56%	1034 67%	246 84%	440 75%	680 73%	450 41%	98 51%	138 55%	215 59%	921 73%	525 66%	563 73%	326 64%	363 50%	1510 61%	171 63%	95 63%	56 62%
			a 43%	def 13%	f 24%	f 37%				g 12%	ghi 50%	n 29%	kmn 31%	n 18%					
Accessing/ receiving news	1757 59%	841 60%	900 58%	195 67%	384 66%	614 66%	548 49%	80 42%	120 48%	193 53%	926 73%	574 72%	547 71%	285 56%	297 41%	1465 59%	165 61%	79 53%	48 53%
				f 11%	f 22%	f 35%				g 11%	ghi 53%	mn 33%	mn 31%	n 16%		qr 83%	qr 9%		
Use your phone for Sat Nav or directions	1690 56%	796 57%	882 57%	188 65%	389 66%	621 66%	475 43%	74 38%	116 46%	190 52%	921 73%	565 71%	508 66%	303 60%	274 37%	1405 56%	161 60%	82 55%	43 48%
				f 11%	f 23%	f 37%				g 11%	ghi 54%	lmn 33%	n 30%			r 83%	r 10%	r 5%	
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1662 55%	689 49%	957 62%	199 68%	396 68%	592 63%	459 41%	78 40%	112 44%	172 48%	881 69%	538 68%	512 66%	264 52%	299 41%	1383 56%	154 57%	78 52%	48 53%
			a 41%	f 12%	ef 24%	f 36%					ghi 53%	mn 32%	mn 31%	n 16%					
Listen to music (not radio)	1569 52%	754 54%	795 52%	248 85%	427 73%	564 60%	318 29%	82 42%	104 41%	182 50%	789 62%	474 59%	503 65%	269 53%	278 38%	1299 52%	151 56%	74 50%	45 50%
				def 16%	ef 27%	f 36%				h 12%	ghi 50%	mn 30%	kmn 32%	n 17%					
Record video clips	1465 49%	647 46%	802 52%	195 67%	379 65%	532 57%	343 31%	72 37%	97 39%	157 43%	768 61%	436 55%	459 59%	248 49%	274 37%	1223 49%	131 49%	69 46%	41 45%
			a 44%	ef 13%	ef 26%	f 36%					ghi 52%	mn 30%	kmn 31%	n 17%					
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1394 46%	604 43%	774 50%	146 50%	334 57%	498 53%	401 36%	58 30%	92 37%	158 43%	733 58%	471 59%	423 55%	226 44%	229 31%	1172 47%	119 44%	64 43%	38 42%
			a 43%	f 11%	cf 24%	f 36%				g 11%	ghi 53%	mn 34%	mn 30%	n 16%		r 84%			

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	1153 38%	510 37%	637 41%	137 47%	263 45%	417 44%	330 30%	43 22%	69 27%	135 37%	658 52%	406 51%	364 47%	174 34%	184 25%	995 40%	88 32%	54 36%	17 18%
			a 44%	f 12%	f 23%	f 36%	f 29%			gh 12%	ghi 57%	mn 35%	mn 32%	n 15%	n 16%	pr 86%	r 8%	r 5%	
Play games	1094 36%	493 35%	587 38%	183 63%	289 49%	404 43%	209 19%	68 35%	82 33%	137 38%	517 41%	272 34%	332 43%	205 40%	243 33%	902 36%	110 41%	54 36%	29 32%
				def 17%	ef 26%	f 37%	f 19%			h 13%	h 47%	kn 25%	kn 30%	n 19%	n 22%		r 10%		
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	919 31%	428 31%	485 31%	172 59%	262 45%	298 32%	178 16%	41 21%	64 26%	100 27%	500 39%	286 36%	299 39%	148 29%	160 22%	771 31%	81 30%	41 27%	26 28%
				def 19%	ef 28%	f 32%	f 19%				ghi 54%	mn 31%	mn 33%	n 16%	n 17%				
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	915 31%	448 32%	454 29%	171 59%	284 48%	327 35%	124 11%	46 24%	61 24%	101 28%	467 37%	255 32%	298 39%	160 32%	181 25%	757 30%	85 31%	45 30%	28 31%
				def 19%	ef 31%	f 36%	f 14%				ghi 51%	n 28%	kmn 33%	n 17%	n 20%				
Accessing/ receiving sports/ team news/ scores	822 27%	571 41%	247 16%	89 31%	181 31%	293 31%	253 23%	24 13%	48 19%	103 28%	461 36%	293 37%	251 33%	136 27%	128 18%	686 28%	73 27%	42 28%	21 24%
		b 69%		f 11%	f 22%	f 36%	f 31%			g 6%	gh 12%	ghi 56%	lmn 36%	mn 30%	n 17%				
Listen to podcasts	809 27%	399 29%	400 26%	117 40%	237 41%	283 30%	161 14%	35 18%	36 14%	76 21%	467 37%	296 37%	303 39%	98 19%	87 12%	679 27%	68 25%	36 24%	26 29%
				ef 14%	ef 29%	f 35%	f 20%			h 9%	h 58%	mn 37%	mn 37%	n 12%	n 11%				

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Listen to radio	673 22%	349 25%	316 21%	46 16%	147 25%	286 30%	186 17%	28 14%	42 17%	68 19%	375 30%	266 33%	186 24%	106 21%	99 14%	566 23%	52 19%	34 23%	21 23%
		b 52%			cf 22%	cdf 43%					ghi 56%	lmn 40%	n 28%	n 16%		84%	8%	5%	3%
Listen to or read an e-book	436 15%	186 13%	248 16%	49 17%	120 20%	160 17%	104 9%	20 10%	30 12%	54 15%	240 19%	154 19%	153 20%	51 10%	66 9%	360 14%	43 16%	20 13%	12 14%
			a 43%	f 11%	f 27%	f 37%					ghi 55%	mn 35%	mn 35%			83%	10%	5%	3%
Other	49 2%	22 2%	26 2%	2 1%	5 1%	21 2%	21 2%	2 1%	5 2%	6 2%	28 2%	29 4%	15 2%	3 1%	4 *	45 2%	1 1%	2 2%	1 1%
						cd 44%					lmn 58%	mn 30%				91%	3%	5%	1%
None of these	39 1%	22 2%	15 1%	3 1%	4 1%	2 *	27 2%	1 *	4 2%	7 2%	12 1%	7 1%	6 1%	5 1%	18 2%	33 1%	2 1%	2 1%	1 2%
				e 8%			de 71%									86%	5%	5%	4%
Don't know	38 1%	17 1%	20 1%	5 2%	5 1%	8 1%	18 2%	2 1%	1 1%	5 1%	6 1%	6 1%	9 1%	5 1%	14 2%	30 1%	5 2%	1 1%	1 2%
										j 14%					k 38%	79%	14%	4%	4%
NOT ANSWERED [POSTAL ONLY]	4 *%	1 *%	3 *%	- -%	- -%	- -%	4 *%	2 1%	1 *%	- -%	1 *%	1 *%	* *%	- -%	4 *%	3 *%	* *%	1 1%	* *%
							e 100%	ij 40%							l 80%	68%	5%	22%	5%
MESSAGING	2672 89%	1239 89%	1398 91%	267 91%	542 92%	894 95%	926 83%	164 85%	220 88%	321 88%	1220 96%	750 94%	728 94%	471 93%	598 82%	2212 89%	251 93%	131 87%	78 86%
				f 10%	f 20%	cdf 33%					ghi 46%	n 28%	n 27%	n 18%		83%	9%	5%	3%
WEB/ DATA ACCESS	2571 86%	1188 85%	1351 88%	269 92%	553 94%	874 93%	839 76%	148 76%	202 80%	308 85%	1194 94%	738 93%	711 92%	456 90%	552 76%	2134 86%	236 87%	126 84%	76 84%
			a 46%	f 10%	f 21%	f 34%				g 12%	ghi 46%	n 29%	n 28%	n 18%		83%	9%	5%	3%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
ENTERTAINMENT	2564 85%	1192 85%	1340 87%	273 94%	554 94%	880 94%	821 74%	148 77%	202 81%	308 85%	1188 94%	728 91%	714 93%	457 90%	554 76%	2127 85%	235 87%	127 85%	76 84%
		46%	52%	f 11%	f 22%	f 34%	f 32%	6%	8%	g 12%	ghi 46%	n 28%	n 28%	n 18%	n 22%	83%	9%	5%	3%
WATCHING AV CONTENT	1941 65%	911 65%	1011 66%	246 84%	484 83%	704 75%	488 44%	97 50%	150 60%	212 58%	982 77%	557 70%	592 77%	347 68%	376 51%	1610 65%	180 67%	93 62%	58 64%
		47%	52%	ef 13%	ef 25%	f 36%	f 25%	5%	8%	g 11%	ghi 51%	n 29%	kmn 31%	n 18%	n 19%	83%	9%	5%	3%
VIDEO OR VOICE CALLS USING VOIP	1817 61%	772 55%	1026 67%	210 72%	425 72%	637 68%	526 47%	83 43%	128 51%	197 54%	936 74%	581 73%	546 71%	298 59%	330 45%	1514 61%	166 62%	86 57%	51 57%
		42%	a 56%	f 12%	ef 23%	f 35%	f 29%	5%	7%	g 11%	ghi 52%	mn 32%	mn 30%	n 16%	n 18%	83%	9%	5%	3%
LISTEN TO AUDIO CONTENT	1798 60%	862 62%	913 59%	257 88%	466 79%	656 70%	400 36%	98 51%	118 47%	201 55%	912 72%	550 69%	569 74%	309 61%	316 43%	1499 60%	161 60%	84 56%	53 59%
		48%	51%	def 14%	ef 26%	f 36%	f 22%	5%	7%	h 11%	ghi 51%	mn 31%	kmn 32%	n 17%	n 18%	83%	9%	5%	3%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Make normal calls	2626	322	370	217	202	244	172	218	118	315	2253	373	1623	934	1330	1296
	88%	90%	85%	86%	92%	87%	82%	91%	89%	87%	87%	90%	93%	83%	89%	86%
		f			bcefi			bf	f		j	m		o		
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	36%	51%	49%
Send/ receive SMS text messages	2593	319	353	219	202	241	172	210	118	311	2231	362	1628	897	1306	1287
	86%	89%	81%	87%	92%	86%	82%	87%	89%	86%	86%	88%	93%	79%	88%	85%
		bf		b	bcefi			b	bf				m		o	
		12%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	63%	35%	50%	50%
Take photos	2392	310	341	205	180	218	155	186	107	280	2062	330	1553	781	1212	1180
	80%	86%	78%	82%	82%	77%	74%	77%	81%	77%	80%	80%	89%	69%	81%	78%
		befgi		f	f				f				m		o	
		13%	14%	9%	8%	9%	6%	8%	4%	12%	86%	14%	65%	33%	51%	49%
Send/ receive emails	2320	303	324	194	179	219	151	183	106	268	2003	318	1543	727	1162	1159
	77%	84%	74%	77%	81%	78%	72%	76%	80%	74%	77%	77%	88%	64%	78%	77%
		bcefgi			bfi				f				m			
		13%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	67%	31%	50%	50%
General browsing/ surfing the internet	2296	304	323	196	169	210	151	179	101	268	1984	312	1551	698	1153	1142
	77%	85%	74%	78%	77%	74%	72%	74%	77%	74%	77%	76%	89%	62%	77%	76%
		bcdefghi											m			
		13%	14%	9%	7%	9%	7%	8%	4%	12%	86%	14%	68%	30%	50%	50%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	2202	290	310	182	166	197	146	179	96	253	1900	301	1485	669	1117	1085
	73%	81%	71%	72%	75%	70%	70%	74%	72%	70%	73%	73%	85%	59%	75%	72%
		bcefgi											m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	67%	30%	51%	49%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	1876	274	264	143	136	172	122	143	84	215	1649	228	1303	535	893	983
	63%	76%	61%	57%	62%	61%	58%	59%	64%	60%	64%	55%	75%	47%	60%	65%
		bcdefghi									k		m		n	
		15%	14%	8%	7%	9%	7%	8%	4%	11%	88%	12%	69%	29%	48%	52%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1832	258	253	149	140	166	115	140	86	203	1594	238	1273	523	871	961
	61%	72%	58%	59%	64%	59%	55%	58%	65%	56%	62%	58%	73%	46%	58%	64%
		bcdefgi			f				fi				m		n	
		14%	14%	8%	8%	9%	6%	8%	5%	11%	87%	13%	70%	29%	48%	52%
Accessing/ receiving news	1757	253	260	148	134	152	118	127	74	200	1516	241	1207	519	907	850
	59%	70%	60%	59%	61%	54%	56%	53%	56%	55%	59%	58%	69%	46%	61%	56%
		bcdefghi			g								m		o	
		14%	15%	8%	8%	9%	7%	7%	4%	11%	86%	14%	69%	30%	52%	48%
Use your phone for Sat Nav or directions	1690	224	251	143	129	144	117	123	69	206	1454	236	1222	446	878	812
	56%	62%	58%	57%	58%	51%	56%	51%	52%	57%	56%	57%	70%	39%	59%	54%
		egh											m		o	
		13%	15%	8%	8%	9%	7%	7%	4%	12%	86%	14%	72%	26%	52%	48%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1662	239	247	142	122	145	112	122	68	186	1435	228	1144	490	845	817
	55%	67%	57%	56%	55%	51%	54%	51%	52%	51%	55%	55%	66%	43%	57%	54%
		bcdefghi											m			
		14%	15%	9%	7%	9%	7%	7%	4%	11%	86%	14%	69%	29%	51%	49%
Listen to music (not radio)	1569	230	223	121	113	138	101	120	72	182	1383	186	1128	411	734	835
	52%	64%	51%	48%	51%	49%	48%	50%	55%	50%	53%	45%	65%	36%	49%	55%
		bcdefghi									k		m		n	
		15%	14%	8%	7%	9%	6%	8%	5%	12%	88%	12%	72%	26%	47%	53%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Record video clips	1465	209	220	111	103	144	97	102	63	173	1280	185	1011	427	707	758
	49%	58%	51%	44%	47%	51%	46%	43%	48%	48%	49%	45%	58%	38%	47%	50%
		bcdfghi	g			g							m			
		14%	15%	8%	7%	10%	7%	7%	4%	12%	87%	13%	69%	29%	48%	52%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1394	229	210	114	106	119	92	98	48	157	1211	183	971	396	705	689
	46%	64%	48%	45%	48%	42%	44%	41%	36%	43%	47%	44%	56%	35%	47%	46%
		bcdefghi	gh	h	h								m			
		16%	15%	8%	8%	9%	7%	7%	3%	11%	87%	13%	70%	28%	51%	49%
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	1153	163	173	104	95	95	88	90	50	137	997	156	813	328	617	536
	38%	45%	40%	41%	43%	34%	42%	38%	38%	38%	39%	38%	47%	29%	41%	36%
		eg			e		e						m		o	
		14%	15%	9%	8%	8%	8%	8%	4%	12%	86%	14%	70%	28%	53%	47%
Play games	1094	122	153	82	98	99	77	95	49	127	969	125	748	318	470	624
	36%	34%	35%	32%	45%	35%	37%	40%	37%	35%	37%	30%	43%	28%	32%	41%
					abcefi						k		m		n	
		11%	14%	7%	9%	9%	7%	9%	4%	12%	89%	11%	68%	29%	43%	57%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	919	125	141	69	73	87	58	76	37	106	814	106	657	252	433	487
	31%	35%	32%	27%	33%	31%	28%	32%	28%	29%	31%	26%	38%	22%	29%	32%
		cf									k		m		n	
		14%	15%	8%	8%	10%	6%	8%	4%	12%	88%	12%	72%	27%	47%	53%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	915	137	123	71	77	81	63	69	40	95	809	107	670	230	399	516
	31%	38%	28%	28%	35%	29%	30%	29%	30%	26%	31%	26%	38%	20%	27%	34%
		bcefgi			bi						k		m		n	
		15%	13%	8%	8%	9%	7%	8%	4%	10%	88%	12%	73%	25%	44%	56%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Accessing/ receiving sports/ team news/ scores	822	117	109	67	63	78	53	63	38	98	704	119	593	217	428	395
	27%	33%	25%	27%	29%	28%	25%	26%	29%	27%	27%	29%	34%	19%	29%	26%
		bf											m			
		14%	13%	8%	8%	9%	6%	8%	5%	12%	86%	14%	72%	26%	52%	48%
Listen to podcasts	809	143	125	66	56	67	53	57	24	88	710	99	611	182	403	406
	27%	40%	29%	26%	26%	24%	25%	24%	18%	24%	27%	24%	35%	16%	27%	27%
		bcdefghi		h	h	h	h						m			
		18%	15%	8%	7%	8%	7%	7%	3%	11%	88%	12%	76%	22%	50%	50%
Listen to radio	673	95	89	61	50	61	50	55	25	80	573	100	506	158	350	323
	22%	27%	21%	24%	23%	22%	24%	23%	19%	22%	22%	24%	29%	14%	24%	21%
		h											m			
		14%	13%	9%	7%	9%	7%	8%	4%	12%	85%	15%	75%	23%	52%	48%
Listen to or read an e-book	436	81	58	29	38	35	30	30	15	44	383	53	317	114	203	233
	15%	23%	13%	12%	17%	12%	14%	13%	12%	12%	15%	13%	18%	10%	14%	15%
		bcefg			c								m			
		19%	13%	7%	9%	8%	7%	7%	4%	10%	88%	12%	73%	26%	47%	53%
Other	49	11	7	7	4	6	5	1	1	4	39	10	33	16	32	17
	2%	3%	2%	3%	2%	2%	2%	*%	1%	1%	2%	3%	2%	1%	2%	1%
		gh		gh		g	g								o	
		22%	14%	14%	8%	12%	10%	2%	1%	8%	79%	21%	66%	34%	65%	35%
None of these	39	4	6	4	1	5	4	4	2	3	33	6	12	23	18	20
	1%	1%	1%	2%	*%	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%	1%
													l			
		11%	16%	11%	2%	13%	9%	10%	6%	8%	85%	15%	31%	59%	47%	53%
Don't know	38	5	3	1	4	6	6	1	2	2	33	5	14	20	21	17
	1%	1%	1%	1%	2%	2%	3%	*%	2%	1%	1%	1%	1%	2%	1%	1%
							bcgi						l			
		13%	7%	3%	9%	15%	17%	3%	6%	6%	88%	12%	36%	51%	56%	44%

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



QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NOT ANSWERED [POSTAL ONLY]	4	-	2	*	-	-	1	-	-	-	4	1	-	4	4	1
	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	40%	9%	-%	-%	20%	-%	-%	-%	85%	15%	-%	100%	81%	19%
MESSAGING	2672	336	373	221	204	247	175	217	119	321	2304	368	1666	933	1342	1330
	89%	93%	86%	88%	93%	88%	84%	90%	90%	89%	89%	89%	96%	82%	90%	88%
		bcefi			bcef			f	f				m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	35%	50%	50%
WEB/ DATA ACCESS	2571	333	360	217	196	238	169	207	114	301	2221	350	1659	850	1283	1289
	86%	93%	83%	86%	89%	85%	81%	86%	86%	83%	86%	85%	95%	75%	86%	85%
		bcefg			bfi								m			
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	33%	50%	50%
ENTERTAINMENT	2564	334	360	217	196	232	170	205	113	300	2210	354	1647	850	1273	1291
	85%	93%	83%	86%	89%	83%	81%	85%	86%	83%	85%	86%	94%	75%	85%	85%
		bcefg			befi								m			
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	64%	33%	50%	50%
WATCHING AV CONTENT	1941	278	273	149	145	178	126	147	87	226	1707	234	1347	554	921	1020
	65%	78%	63%	59%	66%	63%	60%	61%	66%	63%	66%	57%	77%	49%	62%	68%
		bcdefg									k		m		n	
		14%	14%	8%	7%	9%	7%	8%	4%	12%	88%	12%	69%	29%	47%	53%
VIDEO OR VOICE CALLS USING VOIP	1817	266	267	149	132	160	122	137	73	208	1572	245	1237	542	915	902
	61%	74%	61%	59%	60%	57%	59%	57%	55%	57%	61%	60%	71%	48%	61%	60%
		bcdefg											m			
		15%	15%	8%	7%	9%	7%	8%	4%	11%	86%	14%	68%	30%	50%	50%
LISTEN TO AUDIO CONTENT	1798	262	261	138	130	161	121	141	77	207	1576	223	1283	477	850	948
	60%	73%	60%	55%	59%	57%	58%	59%	59%	57%	61%	54%	74%	42%	57%	63%
		bcdefg									k		m		n	
		15%	15%	8%	7%	9%	7%	8%	4%	12%	88%	12%	71%	27%	47%	53%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Make normal calls	2626	1274	1131	2058	2070	1135	2543
	88%	91%	89%	92%	92%	93%	90%
		b	bf	bf	bf	abf	abf
		49%	43%	78%	79%	43%	97%
Send/ receive SMS text messages	2593	1262	1111	2044	2066	1138	2513
	86%	90%	88%	92%	92%	94%	89%
		b	bf	bf	abf	abcf	abcf
		49%	43%	79%	80%	44%	97%
Take photos	2392	1193	1016	1928	1969	1090	2331
	80%	85%	80%	87%	88%	90%	82%
		bf	bf	bf	abf	abcf	abcf
		50%	42%	81%	82%	46%	97%
Send/ receive emails	2320	1160	950	1884	1942	1081	2261
	77%	83%	75%	85%	87%	89%	80%
		bf	bf	bf	abcf	abcdf	b
		50%	41%	81%	84%	47%	97%
General browsing/ surfing the internet	2296	1156	950	1875	1947	1083	2250
	77%	83%	75%	84%	87%	89%	79%
		bf	bf	bf	abcf	abcdf	b
		50%	41%	82%	85%	47%	98%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	2202	1109	928	1811	1873	1038	2156
	73%	79%	73%	81%	83%	85%	76%
		bf	bf	bf	abcf	abcf	b
		50%	42%	82%	85%	47%	98%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	1876	941	763	1545	1638	994	1851
	63%	67%	60%	69%	73%	82%	65%
		b	bf	bf	abcf	abcdf	b
		50%	41%	82%	87%	53%	99%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1832	941	752	1528	1612	925	1803
	61%	67%	59%	69%	72%	76%	64%
		bf	bf	abcf	abcf	abcf	b
		51%	41%	83%	88%	51%	98%
Accessing/ receiving news	1757	879	750	1505	1521	883	1730
	59%	63%	59%	68%	68%	73%	61%
		b	abf	abf	abf	abcf	abcf
		50%	43%	86%	87%	50%	98%
Use your phone for Sat Nav or directions	1690	870	715	1445	1492	856	1668
	56%	62%	56%	65%	67%	70%	59%
		bf	bf	abf	abf	abcf	abcf
		51%	42%	85%	88%	51%	99%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1662	845	684	1406	1453	847	1635
	55%	61%	54%	63%	65%	70%	58%
		b	bf	abf	abf	abcf	b
		51%	41%	85%	87%	51%	98%
Listen to music (not radio)	1569	770	624	1297	1415	826	1541
	52%	55%	49%	58%	63%	68%	54%
		b	abf	abf	abcf	abcf	b
		49%	40%	83%	90%	53%	98%
Record video clips	1465	731	602	1232	1301	774	1439
	49%	52%	47%	55%	58%	64%	51%
		b	bf	abcf	abcf	abcf	b
		50%	41%	84%	89%	53%	98%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1394	698	576	1171	1210	711	1366
	46%	50%	45%	53%	54%	58%	48%
		b		bf	abf	abcdf	
		50%	41%	84%	87%	51%	98%
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	1153	593	496	1013	1047	603	1145
	38%	43%	39%	45%	47%	50%	40%
		b		bf	abf	abcf	
		51%	43%	88%	91%	52%	99%
Play games	1094	583	411	890	969	553	1071
	36%	42%	32%	40%	43%	45%	38%
		bf		b	bcf	abcf	b
		53%	38%	81%	89%	51%	98%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	919	464	341	772	837	522	907
	31%	33%	27%	35%	37%	43%	32%
		b		bf	abcf	abcdf	b
		50%	37%	84%	91%	57%	99%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	915	474	337	784	840	536	902
	31%	34%	27%	35%	37%	44%	32%
		b		bf	abf	abcdf	b
		52%	37%	86%	92%	59%	99%
Accessing/ receiving sports/ team news/ scores	822	484	337	721	733	426	813
	27%	35%	27%	32%	33%	35%	29%
		bf		bf	bf	bf	
		59%	41%	88%	89%	52%	99%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Listen to podcasts	809	364	312	688	751	441	796
	27%	26%	25%	31%	33%	36%	28%
				abf	abcf	abcf	b
		45%	39%	85%	93%	55%	98%
Listen to radio	673	353	290	604	596	346	663
	22%	25%	23%	27%	27%	28%	23%
				bf	bf	abf	
		52%	43%	90%	89%	51%	99%
Listen to or read an e-book	436	208	170	372	396	248	430
	15%	15%	13%	17%	18%	20%	15%
				b	abf	abcdf	
		48%	39%	85%	91%	57%	99%
Other	49	24	21	47	45	26	49
	2%	2%	2%	2%	2%	2%	2%
		50%	43%	95%	91%	53%	100%
None of these	39	13	19	22	21	10	32
	1%	1%	2%	1%	1%	1%	1%
		35%	50%	56%	54%	27%	83%
Don't know	38	13	12	20	19	6	33
	1%	1%	1%	1%	1%	1%	1%
							e
		35%	31%	53%	51%	17%	86%
NOT ANSWERED [POSTAL ONLY]	4	*	2	2	1	*	3
	*%	*%	*%	*%	*%	*%	*%
		5%	50%	41%	13%	9%	60%
MESSAGING	2672	1296	1144	2099	2130	1164	2587
	89%	93%	90%	94%	95%	96%	91%
		b		bf	abf	abcf	
		49%	43%	79%	80%	44%	97%

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

QD28A. Which, if any, of these activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
WEB/ DATA ACCESS	2571	1282	1070	2047	2106	1157	2501
	86%	92%	84%	92%	94%	95%	88%
		bf		bf	abcf	abcf	b
		50%	42%	80%	82%	45%	97%
ENTERTAINMENT	2564	1269	1072	2030	2082	1151	2491
	85%	91%	84%	91%	93%	95%	88%
		bf		bf	abcf	abcdf	b
		49%	42%	79%	81%	45%	97%
WATCHING AV CONTENT	1941	980	788	1599	1693	1016	1912
	65%	70%	62%	72%	75%	84%	68%
		b		bf	abcf	abcdf	b
		50%	41%	82%	87%	52%	99%
VIDEO OR VOICE CALLS USING VOIP	1817	923	750	1520	1569	904	1781
	61%	66%	59%	68%	70%	74%	63%
		bf		bf	abf	abcdf	b
		51%	41%	84%	86%	50%	98%
LISTEN TO AUDIO CONTENT	1798	872	720	1481	1593	925	1761
	60%	62%	57%	66%	71%	76%	62%
		b		abf	abcf	abcdf	b
		48%	40%	82%	89%	51%	98%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1331	549	771	157	298	454	412	79	97	162	649	378	383	231	290	1104	121	66	40
	46%	41%	52%	56%	52%	49%	39%	45%	41%	46%	51%	48%	51%	46%	42%	46%	45%	46%	47%
			a	ef	f	f					hi	n	n						
		41%	58%	12%	22%	34%	31%	6%	7%	12%	49%	28%	29%	17%	22%	83%	9%	5%	3%
General browsing/ surfing the internet	1274	554	708	136	291	448	391	70	101	158	589	338	351	253	283	1052	120	62	40
	44%	41%	48%	48%	51%	49%	37%	40%	43%	45%	47%	43%	46%	51%	41%	44%	45%	43%	46%
			a	f	f	f					g		n	kn					
		43%	56%	11%	23%	35%	31%	6%	8%	12%	46%	27%	28%	20%	22%	83%	9%	5%	3%
Send/ receive SMS text messages	1206	519	672	136	214	393	449	89	103	164	484	288	292	233	337	991	113	62	39
	42%	39%	45%	48%	37%	43%	43%	50%	43%	47%	38%	37%	39%	47%	49%	42%	43%	43%	46%
			a	d	d	d		j		j				kl	kl				
		43%	56%	11%	18%	33%	37%	7%	9%	14%	40%	24%	24%	19%	28%	82%	9%	5%	3%
Make normal calls	1167	497	655	119	213	381	436	78	97	149	463	273	287	223	320	969	98	60	39
	41%	37%	44%	42%	37%	41%	42%	44%	41%	42%	37%	35%	38%	45%	47%	41%	37%	42%	45%
			a					j		j				kl	kl				p
		43%	56%	10%	18%	33%	37%	7%	8%	13%	40%	23%	25%	19%	27%	83%	8%	5%	3%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1155	458	687	159	289	411	284	55	75	118	623	352	377	180	212	958	110	53	32
	40%	34%	46%	56%	51%	45%	27%	31%	32%	33%	49%	45%	50%	36%	31%	40%	41%	37%	38%
			a	ef	ef	f					ghi	mn	kmn						
		40%	59%	14%	25%	36%	25%	5%	6%	10%	54%	30%	33%	16%	18%	83%	10%	5%	3%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1037	393	634	176	249	358	246	71	84	117	483	252	327	183	238	847	102	54	33
	36%	29%	43%	62%	43%	39%	24%	40%	36%	33%	38%	32%	43%	37%	35%	36%	38%	37%	39%
			a	def	f	f							kmn						
		38%	61%	17%	24%	35%	24%	7%	8%	11%	47%	24%	32%	18%	23%	82%	10%	5%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Send/ receive emails	983	420	552	114	210	334	316	64	80	111	422	253	255	191	242	812	91	49	31
	34%	31%	37%	40%	37%	36%	30%	36%	34%	32%	33%	32%	34%	38%	35%	34%	34%	34%	36%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		43%	56%	12%	21%	34%	32%	7%	8%	11%	43%	26%	26%	19%	25%	83%	9%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	897	400	489	153	255	295	188	61	60	101	426	204	276	174	205	736	87	46	27
	31%	30%	33%	54%	45%	32%	18%	34%	25%	29%	34%	26%	37%	35%	30%	31%	33%	32%	32%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		45%	55%	17%	28%	33%	21%	7%	7%	11%	47%	23%	31%	19%	23%	82%	10%	5%	3%
Take photos	821	318	496	97	185	291	243	59	58	109	346	195	215	166	209	671	80	44	26
	29%	24%	33%	34%	32%	32%	23%	33%	24%	31%	27%	25%	28%	33%	31%	28%	30%	31%	31%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		39%	60%	12%	23%	35%	30%	7%	7%	13%	42%	24%	26%	20%	25%	82%	10%	5%	3%
Accessing/ receiving news	799	361	431	97	182	264	252	44	46	103	404	223	255	137	159	653	83	39	24
	28%	27%	29%	34%	32%	29%	24%	25%	19%	29%	32%	28%	34%	28%	23%	27%	31%	27%	28%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		45%	54%	12%	23%	33%	32%	6%	6%	13%	51%	28%	32%	17%	20%	82%	10%	5%	3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	751	313	430	87	186	276	197	33	45	87	386	237	229	116	147	637	58	35	21
	26%	23%	29%	31%	32%	30%	19%	19%	19%	25%	31%	30%	30%	23%	21%	27%	22%	24%	24%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		42%	57%	12%	25%	37%	26%	4%	6%	12%	51%	32%	30%	15%	20%	85%	8%	5%	3%
Listen to music (not radio)	738	346	379	146	208	252	124	46	52	76	336	188	230	134	160	609	71	33	24
	26%	26%	25%	52%	36%	27%	12%	26%	22%	22%	27%	24%	30%	27%	23%	26%	27%	23%	28%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		47%	51%	20%	28%	34%	17%	6%	7%	10%	46%	26%	31%	18%	22%	83%	10%	5%	3%
Play games	639	281	350	113	172	232	115	49	48	83	276	133	190	123	164	533	60	30	16
	22%	21%	24%	40%	30%	25%	11%	28%	20%	24%	22%	17%	25%	25%	24%	22%	22%	21%	19%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		44%	55%	18%	27%	36%	18%	8%	8%	13%	43%	21%	30%	19%	26%	83%	9%	5%	3%

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



QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	462	212	245	105	146	153	56	29	27	55	222	114	153	84	101	380	46	23	14
	16%	16%	16%	37%	25%	17%	5%	16%	11%	16%	18%	14%	20%	17%	15%	16%	17%	16%	16%
		46%	53%	23%	32%	33%	12%	6%	6%	12%	48%	25%	33%	18%	22%	82%	10%	5%	3%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	438	187	247	85	122	136	92	21	35	59	225	121	135	84	86	362	44	20	13
	15%	14%	17%	30%	21%	15%	9%	12%	15%	17%	18%	15%	18%	17%	13%	15%	16%	14%	16%
		43%	56%	19%	28%	31%	21%	5%	8%	14%	51%	28%	31%	19%	20%	83%	10%	4%	3%
Listen to podcasts	425	200	220	73	136	133	80	18	16	44	244	146	166	55	44	351	41	19	15
	15%	15%	15%	26%	24%	14%	8%	10%	7%	12%	19%	19%	22%	11%	6%	15%	15%	13%	17%
		47%	52%	17%	32%	31%	19%	4%	4%	10%	57%	34%	39%	13%	10%	83%	10%	4%	4%
Record video clips	420	156	260	59	115	146	97	29	25	51	191	98	118	88	100	348	37	23	12
	15%	12%	17%	21%	20%	16%	9%	16%	11%	15%	15%	12%	16%	18%	15%	15%	14%	16%	14%
		37%	62%	14%	27%	35%	23%	7%	6%	12%	46%	23%	28%	21%	24%	83%	9%	5%	3%
Use your phone for Sat Nav or directions	321	152	167	36	65	120	97	14	24	47	149	81	68	85	77	259	37	17	8
	11%	11%	11%	13%	11%	13%	9%	8%	10%	13%	12%	10%	9%	17%	11%	11%	14%	12%	9%
		47%	52%	11%	20%	37%	30%	4%	7%	15%	46%	25%	21%	26%	24%	81%	11%	5%	2%
Accessing/ receiving sports/ team news/ scores	296	216	78	32	57	101	104	8	18	34	153	81	89	60	57	249	27	12	8
	10%	16%	5%	11%	10%	11%	10%	5%	8%	10%	12%	10%	12%	12%	8%	10%	10%	8%	9%
		73%	26%	11%	19%	34%	35%	3%	6%	11%	52%	27%	30%	20%	19%	84%	9%	4%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
Listen to radio	276	134	138	17	68	112	74	12	19	25	152	96	77	48	48	232	18	16	10
	10%	10%	9%	6%	12%	12%	7%	7%	8%	7%	12%	12%	10%	10%	7%	10%	7%	11%	11%
					cf	cf					ghi	n	n						p
		49%	50%	6%	25%	41%	27%	4%	7%	9%	55%	35%	28%	17%	17%	84%	7%	6%	4%
Listen to or read an e-book	184	64	120	27	47	63	47	8	17	24	93	56	66	27	33	150	17	10	7
	6%	5%	8%	10%	8%	7%	4%	5%	7%	7%	7%	7%	9%	5%	5%	6%	6%	7%	8%
			a	f	f	f						n	mn						
		35%	65%	15%	25%	34%	25%	4%	9%	13%	51%	30%	36%	14%	18%	82%	9%	5%	4%
Other	105	51	51	10	13	23	56	4	7	17	36	29	22	12	35	89	8	4	4
	4%	4%	3%	3%	2%	2%	5%	2%	3%	5%	3%	4%	3%	2%	5%	4%	3%	3%	4%
							de			j				lm					
		48%	48%	9%	12%	22%	53%	4%	6%	16%	34%	27%	21%	12%	33%	85%	8%	4%	3%
None of these	249	155	89	8	33	73	127	17	19	38	106	83	53	43	52	204	26	14	5
	9%	12%	6%	3%	6%	8%	12%	9%	8%	11%	8%	11%	7%	9%	8%	9%	10%	10%	6%
		b	c	c	c	c	cde					ln				r	r	r	
		62%	36%	3%	13%	29%	51%	7%	8%	15%	42%	33%	21%	17%	21%	82%	11%	6%	2%
Don't know	32	18	14	5	12	9	4	1	3	5	10	7	10	10	2	28	1	2	1
	1%	1%	1%	2%	2%	1%	*%	1%	1%	2%	1%	1%	1%	2%	*%	1%	*%	1%	1%
				f	f								n	n					
		57%	43%	16%	37%	28%	14%	4%	10%	17%	33%	21%	32%	30%	6%	89%	2%	6%	3%
NOT ANSWERED [POSTAL ONLY]	107	50	55	-	*	8	88	16	21	13	15	13	12	17	49	86	12	6	3
	4%	4%	4%	-%	*%	1%	8%	9%	9%	4%	1%	2%	2%	3%	7%	4%	4%	5%	3%
						d	cde	ij	ij	j				kl	klm				
		47%	51%	-%	*%	7%	82%	15%	20%	12%	14%	12%	11%	16%	46%	80%	11%	6%	3%
WEB/ DATA ACCESS	2071	909	1140	238	472	721	623	115	154	236	994	588	595	363	446	1710	196	102	63
	72%	67%	77%	84%	82%	78%	60%	65%	65%	67%	79%	75%	79%	73%	65%	72%	74%	71%	74%
			a	ef	ef	f					ghi	n	kmn	n					
		44%	55%	11%	23%	35%	30%	6%	7%	11%	48%	28%	29%	18%	22%	83%	9%	5%	3%
ENTERTAINMENT	1763	762	978	235	432	615	465	107	129	209	828	466	515	316	392	1468	154	86	54
	61%	57%	66%	83%	75%	67%	44%	60%	54%	59%	66%	59%	68%	63%	57%	62%	58%	60%	63%
			a	def	ef	f					hi		kn	n					
		43%	55%	13%	25%	35%	26%	6%	7%	12%	47%	26%	29%	18%	22%	83%	9%	5%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3466	1633	1786	366	680	1154	1220	231	273	445	1521	971	1212	438	851	2695	323	406	528
Total	2875	1346	1489	283	573	922	1045	178	237	353	1264	788	757	499	685	2379	266	144	86
		47%	52%	10%	20%	32%	36%	6%	8%	12%	44%	27%	26%	17%	24%	83%	9%	5%	3%
MESSAGING	1699	728	952	185	343	568	585	109	129	215	761	463	452	296	416	1410	152	85	53
	59%	54%	64%	66%	60%	62%	56%	61%	55%	61%	60%	59%	60%	59%	61%	59%	57%	59%	61%
			a	f	f														
		43%	56%	11%	20%	33%	34%	6%	8%	13%	45%	27%	27%	17%	24%	83%	9%	5%	3%
VIDEO OR VOICE CALLS USING VOIP	1264	504	748	166	312	448	326	58	83	131	671	387	404	194	241	1050	118	60	36
	44%	37%	50%	59%	54%	49%	31%	33%	35%	37%	53%	49%	53%	39%	35%	44%	44%	41%	42%
			a	ef	ef	f					ghi	mn	kmn						
		40%	59%	13%	25%	35%	26%	5%	7%	10%	53%	31%	32%	15%	19%	83%	9%	5%	3%
LISTEN TO AUDIO CONTENT	1013	468	528	170	289	352	190	59	64	104	505	288	329	172	189	846	88	46	33
	35%	35%	35%	60%	51%	38%	18%	33%	27%	29%	40%	37%	44%	34%	28%	36%	33%	32%	38%
				def	ef	f					hi	n	kmn	n					q
		46%	52%	17%	29%	35%	19%	6%	6%	10%	50%	28%	33%	17%	19%	84%	9%	5%	3%
WATCHING AV CONTENT	999	449	540	171	280	336	206	67	71	112	476	235	307	192	227	824	96	49	30
	35%	33%	36%	60%	49%	36%	20%	38%	30%	32%	38%	30%	41%	38%	33%	35%	36%	34%	36%
				def	ef	f					hi		kn	k					
		45%	54%	17%	28%	34%	21%	7%	7%	11%	48%	23%	31%	19%	23%	82%	10%	5%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1331	181	188	106	92	117	86	110	64	159	1147	184	867	438	641	691
	46%	51%	46%	45%	43%	43%	45%	47%	50%	46%	46%	46%	50%	42%	44%	48%
		de	de	de	de	de	de	de	de	de	de	de	m	m	n	n
		14%	14%	8%	7%	9%	6%	8%	5%	12%	86%	14%	65%	33%	48%	52%
General browsing/ surfing the internet	1274	173	174	90	96	112	72	105	63	167	1120	154	845	397	601	673
	44%	49%	43%	38%	44%	41%	37%	45%	49%	49%	45%	38%	49%	38%	42%	47%
		cf	cf	cf	cf	cf	cf	f	cf	cf	k	k	m	m	n	n
		14%	14%	7%	8%	9%	6%	8%	5%	13%	88%	12%	66%	31%	47%	53%
Send/ receive SMS text messages	1206	130	153	91	99	120	70	102	66	161	1054	152	703	471	559	647
	42%	37%	38%	38%	46%	44%	36%	44%	51%	47%	43%	38%	41%	45%	39%	45%
					abf	f			abcf	abcf				l	n	n
		11%	13%	8%	8%	10%	6%	8%	5%	13%	87%	13%	58%	39%	46%	54%
Make normal calls	1167	145	147	90	95	111	66	103	61	153	1011	156	678	451	537	630
	41%	41%	36%	38%	44%	41%	34%	44%	48%	45%	41%	39%	39%	43%	37%	44%
					bf	bf		bf	bcbf	bf				l	n	n
		12%	13%	8%	8%	9%	6%	9%	5%	13%	87%	13%	58%	39%	46%	54%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1155	172	167	91	84	95	86	87	47	129	1002	152	789	346	566	589
	40%	49%	41%	39%	39%	35%	45%	37%	36%	38%	41%	38%	46%	33%	39%	41%
		bcd	bcd	bcd	bcd	bcd	eh	eh					m	m	n	n
		15%	14%	8%	7%	8%	7%	8%	4%	11%	87%	13%	68%	30%	49%	51%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1037	142	137	74	81	91	60	86	54	122	909	128	689	323	459	577
	36%	40%	34%	31%	37%	34%	31%	37%	42%	36%	37%	32%	40%	31%	32%	40%
		cf	cf	cf	cf	cf	cf	cf	bcef	cf	k	k	m	m	n	n
		14%	13%	7%	8%	9%	6%	8%	5%	12%	88%	12%	66%	31%	44%	56%

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

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Send/ receive emails	983	126	143	61	76	98	54	87	53	113	854	129	613	346	447	536
	34%	36%	35%	26%	35%	36%	28%	37%	41%	33%	35%	32%	35%	33%	31%	37%
		cf	cf		c	cf		cf	cfi							n
		13%	15%	6%	8%	10%	6%	9%	5%	12%	87%	13%	62%	35%	45%	55%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	897	132	129	54	66	77	51	77	45	106	804	93	608	266	369	528
	31%	38%	32%	23%	30%	28%	26%	33%	35%	31%	32%	23%	35%	25%	26%	37%
		cef	c		c			c	cf	c	k		m			n
		15%	14%	6%	7%	9%	6%	9%	5%	12%	90%	10%	68%	30%	41%	59%
Take photos	821	88	116	59	70	80	48	75	45	89	700	121	517	287	380	442
	29%	25%	29%	25%	32%	29%	25%	32%	35%	26%	28%	30%	30%	27%	26%	31%
					acf			af	acfi							n
		11%	14%	7%	9%	10%	6%	9%	6%	11%	85%	15%	63%	35%	46%	54%
Accessing/ receiving news	799	112	119	54	62	68	43	59	40	97	705	94	528	255	377	421
	28%	32%	29%	23%	29%	25%	22%	25%	31%	28%	28%	23%	31%	24%	26%	29%
		cf	f						cf		k		m			n
		14%	15%	7%	8%	9%	5%	7%	5%	12%	88%	12%	66%	32%	47%	53%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	751	118	116	53	61	63	52	58	25	90	655	96	525	211	368	382
	26%	34%	29%	22%	28%	23%	27%	25%	20%	26%	26%	24%	30%	20%	26%	27%
		ceghi	h		h		h						m			
		16%	15%	7%	8%	8%	7%	8%	3%	12%	87%	13%	70%	28%	49%	51%
Listen to music (not radio)	738	118	90	51	56	55	49	62	39	91	659	79	515	208	310	428
	26%	33%	22%	22%	26%	20%	25%	26%	30%	27%	27%	20%	30%	20%	21%	30%
		bcd	ef						bce		k		m			n
		16%	12%	7%	8%	7%	7%	8%	5%	12%	89%	11%	70%	28%	42%	58%
Play games	639	66	87	39	66	59	47	62	32	74	570	68	417	201	246	392
	22%	19%	21%	17%	31%	22%	24%	26%	25%	22%	23%	17%	24%	19%	17%	27%
					abcei		c	ac	c		k		m			n
		10%	14%	6%	10%	9%	7%	10%	5%	12%	89%	11%	65%	31%	39%	61%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	462	77	65	29	40	33	30	40	21	45	421	42	325	128	174	288
	16%	22%	16%	12%	18%	12%	16%	17%	16%	13%	17%	10%	19%	12%	12%	20%
		bcefi			ce					k			m		n	
		17%	14%	6%	9%	7%	7%	9%	4%	10%	91%	9%	70%	28%	38%	62%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	438	52	59	33	41	40	20	35	18	64	384	54	303	129	195	244
	15%	15%	15%	14%	19%	15%	10%	15%	14%	19%	16%	14%	17%	12%	14%	17%
					f					f			m		n	
		12%	14%	7%	9%	9%	5%	8%	4%	15%	88%	12%	69%	29%	44%	56%
Listen to podcasts	425	75	59	31	28	35	31	30	13	48	376	48	316	101	201	224
	15%	21%	15%	13%	13%	13%	16%	13%	10%	14%	15%	12%	18%	10%	14%	16%
		bcdgghi					h						m			
		18%	14%	7%	7%	8%	7%	7%	3%	11%	89%	11%	74%	24%	47%	53%
Record video clips	420	59	66	29	30	42	26	30	20	46	374	46	272	141	169	251
	15%	17%	16%	12%	14%	16%	13%	13%	15%	13%	15%	11%	16%	13%	12%	18%
											k				n	
		14%	16%	7%	7%	10%	6%	7%	5%	11%	89%	11%	65%	34%	40%	60%
Use your phone for Sat Nav or directions	321	42	50	23	21	27	17	28	15	37	286	36	222	91	134	188
	11%	12%	12%	10%	10%	10%	9%	12%	11%	11%	12%	9%	13%	9%	9%	13%
													m		n	
		13%	16%	7%	6%	8%	5%	9%	5%	11%	89%	11%	69%	28%	42%	58%
Accessing/ receiving sports/ team news/ scores	296	43	38	16	24	32	15	27	13	42	255	41	207	83	135	161
	10%	12%	9%	7%	11%	12%	8%	11%	10%	12%	10%	10%	12%	8%	9%	11%
		c				c		c		c			m			
		14%	13%	5%	8%	11%	5%	9%	4%	14%	86%	14%	70%	28%	46%	54%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
Listen to radio	276	40	41	21	26	22	23	19	11	29	230	45	209	60	135	140
	10%	11%	10%	9%	12%	8%	12%	8%	8%	9%	9%	11%	12%	6%	9%	10%
		15%	15%	8%	9%	8%	8%	7%	4%	11%	84%	16%	76%	22%	49%	51%
Listen to or read an e-book	184	33	28	7	15	14	12	14	8	20	163	22	123	60	79	105
	6%	9%	7%	3%	7%	5%	6%	6%	6%	6%	7%	5%	7%	6%	5%	7%
		18%	15%	4%	8%	7%	7%	8%	4%	11%	88%	12%	67%	32%	43%	57%
Other	105	16	14	9	7	14	11	6	5	7	87	18	45	51	58	46
	4%	4%	3%	4%	3%	5%	6%	2%	4%	2%	4%	4%	3%	5%	4%	3%
		15%	13%	9%	7%	14%	11%	6%	5%	7%	83%	17%	43%	49%	56%	44%
None of these	249	23	56	23	17	18	15	16	10	27	198	51	142	95	157	92
	9%	6%	14%	10%	8%	7%	8%	7%	8%	8%	8%	13%	8%	9%	11%	6%
		9%	23%	9%	7%	7%	6%	6%	4%	11%	80%	20%	57%	38%	63%	37%
Don't know	32	5	4	5	1	8	2	1	1	2	27	4	23	8	11	21
	1%	1%	1%	2%	1%	3%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
		15%	11%	14%	3%	27%	5%	4%	4%	5%	86%	14%	74%	25%	36%	64%
NOT ANSWERED [POSTAL ONLY]	107	4	16	11	4	11	5	12	4	19	89	18	20	82	58	49
	4%	1%	4%	5%	2%	4%	3%	5%	3%	6%	4%	4%	1%	8%	4%	3%
		4%	15%	10%	4%	10%	5%	11%	3%	18%	83%	17%	19%	77%	54%	46%
WEB/ DATA ACCESS	2071	275	284	159	163	191	133	167	93	245	1803	268	1364	662	1005	1066
	72%	78%	70%	68%	75%	70%	68%	71%	73%	72%	73%	67%	79%	63%	70%	74%
		13%	14%	8%	8%	9%	6%	8%	5%	12%	87%	13%	66%	32%	49%	51%
ENTERTAINMENT	1763	241	239	127	140	154	118	154	85	211	1545	218	1168	548	801	962
	61%	68%	59%	54%	64%	57%	61%	66%	66%	62%	62%	54%	68%	52%	56%	67%
		14%	14%	7%	8%	9%	7%	9%	5%	12%	88%	12%	66%	31%	45%	55%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3466	324	395	305	318	302	316	336	287	300	2937	534	2003	1385	1681	1789
Total	2875	352	405	236	217	272	194	234	128	342	2475	400	1729	1055	1442	1433
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	50%	50%
MESSAGING	1699	214	234	132	131	155	108	140	84	210	1475	224	1043	615	821	878
	59%	61%	58%	56%	60%	57%	56%	60%	66%	62%	60%	56%	60%	58%	57%	61%
		13%	14%	8%	8%	9%	6%	8%	5%	12%	87%	13%	61%	36%	48%	52%
VIDEO OR VOICE CALLS USING VOIP	1264	191	187	97	90	109	91	94	50	141	1098	166	858	382	619	645
	44%	54%	46%	41%	42%	40%	47%	40%	39%	41%	44%	41%	50%	36%	43%	45%
		bcdeghi					h						m			
		15%	15%	8%	7%	9%	7%	7%	4%	11%	87%	13%	68%	30%	49%	51%
LISTEN TO AUDIO CONTENT	1013	164	136	72	75	84	71	79	49	117	901	112	720	269	446	566
	35%	47%	34%	31%	35%	31%	37%	34%	38%	34%	36%	28%	42%	26%	31%	40%
		bcdefghi									k		m		n	
		16%	13%	7%	7%	8%	7%	8%	5%	12%	89%	11%	71%	27%	44%	56%
WATCHING AV CONTENT	999	147	145	63	76	85	58	84	48	118	895	104	681	293	411	589
	35%	42%	36%	27%	35%	31%	30%	36%	37%	34%	36%	26%	39%	28%	28%	41%
		cef	c		c			c	c	c	k		m		n	
		15%	15%	6%	8%	9%	6%	8%	5%	12%	90%	10%	68%	29%	41%	59%

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



QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1331	685	568	1109	1150	651	1309
	46%	50%	46%	50%	52%	54%	47%
		51%	43%	83%	86%	49%	98%
General browsing/ surfing the internet	1274	664	528	1042	1102	622	1253
	44%	48%	43%	47%	50%	52%	45%
		b	b	b	bf	bcbf	
		52%	41%	82%	86%	49%	98%
Send/ receive SMS text messages	1206	629	534	960	965	541	1179
	42%	46%	44%	44%	43%	45%	43%
		f					
		52%	44%	80%	80%	45%	98%
Make normal calls	1167	592	504	916	925	533	1132
	41%	43%	41%	42%	42%	44%	41%
		51%	43%	79%	79%	46%	97%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1155	578	470	983	1027	618	1135
	40%	42%	38%	45%	46%	51%	41%
		b	bf	bf	abf	abcdf	
		50%	41%	85%	89%	54%	98%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1037	552	404	864	932	546	1023
	36%	40%	33%	39%	42%	45%	37%
		bf	b	b	bcbf	abcdf	b
		53%	39%	83%	90%	53%	99%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Send/ receive emails	983	509	405	787	825	483	959
	34%	37%	33%	36%	37%	40%	35%
		b			b	bcf	
		52%	41%	80%	84%	49%	98%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	897	447	338	722	792	539	887
	31%	32%	28%	33%	36%	45%	32%
		b		b	abcf	abcdf	b
		50%	38%	81%	88%	60%	99%
Take photos	821	428	331	653	681	378	803
	29%	31%	27%	30%	31%	31%	29%
		b			b	b	
		52%	40%	80%	83%	46%	98%
Accessing/ receiving news	799	404	334	688	694	425	786
	28%	29%	27%	31%	31%	35%	28%
				bf	bf	abcdf	
		51%	42%	86%	87%	53%	98%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	751	382	297	631	651	394	735
	26%	28%	24%	29%	29%	33%	27%
		b		b	bf	abcdf	
		51%	40%	84%	87%	53%	98%
Listen to music (not radio)	738	359	280	597	662	402	724
	26%	26%	23%	27%	30%	33%	26%
		b		b	abcf	abcdf	b
		49%	38%	81%	90%	55%	98%
Play games	639	347	227	518	565	339	625
	22%	25%	19%	24%	25%	28%	23%
		bf		b	bf	bcf	b
		54%	36%	81%	88%	53%	98%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	462	242	158	390	430	287	457
	16%	18%	13%	18%	19%	24%	17%
		b	b	b	bf	abcdf	b
		52%	34%	84%	93%	62%	99%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	438	225	163	368	397	240	432
	15%	16%	13%	17%	18%	20%	16%
		b	b	b	bf	abcf	b
		51%	37%	84%	91%	55%	99%
Listen to podcasts	425	197	157	358	398	242	421
	15%	14%	13%	16%	18%	20%	15%
		b	b	b	abf	abcf	b
		46%	37%	84%	94%	57%	99%
Record video clips	420	227	148	344	366	214	409
	15%	17%	12%	16%	16%	18%	15%
		b	b	b	b	bf	b
		54%	35%	82%	87%	51%	98%
Use your phone for Sat Nav or directions	321	165	135	265	278	177	314
	11%	12%	11%	12%	13%	15%	11%
		b	b	b	b	bf	b
		51%	42%	82%	86%	55%	98%
Accessing/ receiving sports/ team news/ scores	296	170	115	258	260	159	291
	10%	12%	9%	12%	12%	13%	11%
		b	b	b	b	bf	b
		58%	39%	87%	88%	54%	99%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
Listen to radio	276	145	110	246	246	143	272
	10%	11%	9%	11%	11%	12%	10%
				b	b	bf	
		53%	40%	89%	89%	52%	99%
Listen to or read an e-book	184	90	76	156	174	105	184
	6%	7%	6%	7%	8%	9%	7%
						abf	
		49%	41%	84%	94%	57%	100%
Other	105	44	37	68	66	30	93
	4%	3%	3%	3%	3%	2%	3%
		42%	36%	65%	63%	28%	89%
None of these	249	107	113	165	153	75	226
	9%	8%	9%	7%	7%	6%	8%
			cde			e	
		43%	46%	66%	61%	30%	91%
Don't know	32	12	14	20	22	12	29
	1%	1%	1%	1%	1%	1%	1%
		39%	43%	63%	68%	37%	90%
NOT ANSWERED [POSTAL ONLY]	107	39	60	45	28	9	96
	4%	3%	5%	2%	1%	1%	3%
		de	acdef	de			cde
		37%	56%	42%	26%	8%	90%
WEB/ DATA ACCESS	2071	1049	861	1695	1759	997	2035
	72%	76%	70%	77%	79%	83%	74%
		b		bf	abf	abcdf	b
		51%	42%	82%	85%	48%	98%
ENTERTAINMENT	1763	883	703	1423	1517	887	1727
	61%	64%	57%	65%	68%	74%	63%
		b		b	abcf	abcdf	b
		50%	40%	81%	86%	50%	98%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5075	2427	2152	3917	3952	2153	4901
Effective Weighted Sample	3466	1641	1461	2718	2723	1492	3353
Total	2875	1376	1223	2198	2223	1204	2762
		48%	43%	76%	77%	42%	96%
MESSAGING	1699	864	735	1373	1399	778	1664
	59%	63%	60%	62%	63%	65%	60%
					f	bf	
		51%	43%	81%	82%	46%	98%
VIDEO OR VOICE CALLS USING VOIP	1264	629	521	1068	1112	659	1241
	44%	46%	43%	49%	50%	55%	45%
				bf	abf	abcdf	
		50%	41%	84%	88%	52%	98%
LISTEN TO AUDIO CONTENT	1013	496	383	835	914	549	995
	35%	36%	31%	38%	41%	46%	36%
		b	b	b	abcf	abcdf	b
		49%	38%	82%	90%	54%	98%
WATCHING AV CONTENT	999	502	377	808	887	589	987
	35%	36%	31%	37%	40%	49%	36%
		b	b	b	abcf	abcdf	b
		50%	38%	81%	89%	59%	99%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
Significance Level: 95%																				
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661	
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543	
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%	
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1331 44%	549 39%	771 50%	157 54%	298 51%	454 48%	412 37%	79 41%	97 39%	162 45%	649 51%	378 47%	383 50%	231 46%	290 40%	1104 44%	121 45%	66 44%	40 45%	
			a 41%	f 12%	f 22%	f 34%		6%	7%	12%	ghi 49%	n 28%	n 29%	n 17%		83%	9%	5%	3%	
General browsing/ surfing the internet	1274 42%	554 40%	708 46%	136 47%	291 50%	448 48%	391 35%	70 36%	101 40%	158 43%	589 46%	338 42%	351 46%	253 50%	283 39%	1052 42%	120 45%	62 41%	40 44%	
			a 43%	f 11%	f 23%	f 35%		6%	8%	12%	g 46%	n 27%	kn 20%		22%	83%	9%	5%	3%	
Send/ receive SMS text messages	1206 40%	519 37%	672 44%	136 47%	214 36%	393 42%	449 40%	89 46%	103 41%	164 45%	484 38%	288 36%	292 38%	233 46%	337 46%	991 40%	113 42%	62 42%	39 44%	
			a 43%	df 11%	d 18%	d 33%		j 7%	j 9%	j 14%			kl 24%	kl 24%	kl 19%	kl 28%	82%	9%	5%	3%
Make normal calls	1167 39%	497 36%	655 43%	119 41%	213 36%	381 41%	436 39%	78 40%	97 39%	149 41%	463 36%	273 34%	287 37%	223 44%	320 44%	969 39%	98 36%	60 40%	39 43%	
			a 43%	a 10%	a 18%	a 33%		7%	8%	13%	40%	23%	25%	19%	27%	83%	8%	5%	3%	
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1155 38%	458 33%	687 45%	159 55%	289 49%	411 44%	284 26%	55 28%	75 30%	118 32%	623 49%	352 44%	377 49%	180 36%	212 29%	958 38%	110 41%	53 36%	32 36%	
			a 40%	ef 14%	ef 25%	f 36%		5%	6%	10%	ghi 54%	mn 30%	kmn 33%	n 16%		18%	83%	10%	5%	3%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1037 35%	393 28%	634 41%	176 60%	249 42%	358 38%	246 22%	71 37%	84 34%	117 32%	483 38%	252 32%	327 42%	183 36%	238 32%	847 34%	102 38%	54 36%	33 37%	
			a 38%	def 17%	f 24%	f 35%		7%	8%	11%	i 47%		kmn 32%		23%	82%	10%	5%	3%	

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Send/ receive emails	983	420	552	114	210	334	316	64	80	111	422	253	255	191	242	812	91	49	31
	33%	30%	36%	39%	36%	36%	29%	33%	32%	31%	33%	32%	33%	38%	33%	33%	34%	32%	34%
			a	f	f	f								k					
		43%	56%	12%	21%	34%	32%	7%	8%	11%	43%	26%	26%	19%	25%	83%	9%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	897	400	489	153	255	295	188	61	60	101	426	204	276	174	205	736	87	46	27
	30%	29%	32%	52%	44%	31%	17%	31%	24%	28%	34%	26%	36%	34%	28%	30%	32%	31%	30%
			a	def	ef	f					hi		kn	kn					
		45%	55%	17%	28%	33%	21%	7%	7%	11%	47%	23%	31%	19%	23%	82%	10%	5%	3%
Take photos	821	318	496	97	185	291	243	59	58	109	346	195	215	166	209	671	80	44	26
	27%	23%	32%	33%	32%	31%	22%	30%	23%	30%	27%	24%	28%	33%	29%	27%	30%	29%	29%
			a	f	f	f				h				k	k				
		39%	60%	12%	23%	35%	30%	7%	7%	13%	42%	24%	26%	20%	25%	82%	10%	5%	3%
Accessing/ receiving news	799	361	431	97	182	264	252	44	46	103	404	223	255	137	159	653	83	39	24
	27%	26%	28%	33%	31%	28%	23%	23%	18%	28%	32%	28%	33%	27%	22%	26%	31%	26%	27%
				f	f	f				h	gh	n	kmn	n					
		45%	54%	12%	23%	33%	32%	6%	6%	13%	51%	28%	32%	17%	20%	82%	10%	5%	3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	751	313	430	87	186	276	197	33	45	87	386	237	229	116	147	637	58	35	21
	25%	22%	28%	30%	32%	29%	18%	17%	18%	24%	30%	30%	30%	23%	20%	26%	21%	24%	23%
			a	f	f	f				g	ghi	mn	mn						
		42%	57%	12%	25%	37%	26%	4%	6%	12%	51%	32%	30%	15%	20%	85%	8%	5%	3%
Listen to music (not radio)	738	346	379	146	208	252	124	46	52	76	336	188	230	134	160	609	71	33	24
	25%	25%	25%	50%	35%	27%	11%	24%	21%	21%	27%	24%	30%	26%	22%	24%	26%	22%	26%
				def	ef	f					hi		kn						
		47%	51%	20%	28%	34%	17%	6%	7%	10%	46%	26%	31%	18%	22%	83%	10%	5%	3%
Play games	639	281	350	113	172	232	115	49	48	83	276	133	190	123	164	533	60	30	16
	21%	20%	23%	39%	29%	25%	10%	25%	19%	23%	22%	17%	25%	24%	22%	21%	22%	20%	18%
				def	ef	f							k	k	k				
		44%	55%	18%	27%	36%	18%	8%	8%	13%	43%	21%	30%	19%	26%	83%	9%	5%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	462	212	245	105	146	153	56	29	27	55	222	114	153	84	101	380	46	23	14
	15%	15%	16%	36%	25%	16%	5%	15%	11%	15%	18%	14%	20%	17%	14%	15%	17%	15%	15%
		46%	53%	23%	32%	33%	12%	6%	6%	12%	48%	25%	33%	18%	22%	82%	10%	5%	3%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	438	187	247	85	122	136	92	21	35	59	225	121	135	84	86	362	44	20	13
	15%	13%	16%	29%	21%	14%	8%	11%	14%	16%	18%	15%	18%	17%	12%	15%	16%	13%	15%
		43%	56%	19%	28%	31%	21%	5%	8%	14%	51%	28%	31%	19%	20%	83%	10%	4%	3%
Listen to podcasts	425	200	220	73	136	133	80	18	16	44	244	146	166	55	44	351	41	19	15
	14%	14%	14%	25%	23%	14%	7%	9%	6%	12%	19%	18%	22%	11%	6%	14%	15%	12%	17%
		47%	52%	17%	32%	31%	19%	4%	4%	10%	57%	34%	39%	13%	10%	83%	10%	4%	4%
Record video clips	420	156	260	59	115	146	97	29	25	51	191	98	118	88	100	348	37	23	12
	14%	11%	17%	20%	20%	16%	9%	15%	10%	14%	15%	12%	15%	17%	14%	14%	14%	15%	14%
		37%	62%	14%	27%	35%	23%	7%	6%	12%	46%	23%	28%	21%	24%	83%	9%	5%	3%
Use your phone for Sat Nav or directions	321	152	167	36	65	120	97	14	24	47	149	81	68	85	77	259	37	17	8
	11%	11%	11%	12%	11%	13%	9%	7%	9%	13%	12%	10%	9%	17%	11%	10%	14%	11%	9%
		47%	52%	11%	20%	37%	30%	4%	7%	15%	46%	25%	21%	26%	24%	81%	11%	5%	2%
Accessing/ receiving sports/ team news/ scores	296	216	78	32	57	101	104	8	18	34	153	81	89	60	57	249	27	12	8
	10%	15%	5%	11%	10%	11%	9%	4%	7%	9%	12%	10%	12%	12%	8%	10%	10%	8%	9%
		73%	26%	11%	19%	34%	35%	3%	6%	11%	52%	27%	30%	20%	19%	84%	9%	4%	3%

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



QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION						
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r			
Significance Level: 95%																						
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661			
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543			
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%			
Listen to radio	276 9%	134 10%	138 9%	17 6%	68 12%	112 12%	74 7%	12 6%	19 7%	25 7%	152 12%	96 12%	77 10%	48 9%	48 7%	232 9%	18 7%	16 10%	10 11%			
					cf	cf					ghi	n	n						p			
					49%	50%	6%	25%	41%	27%	4%	7%	9%	55%	35%	28%	17%	17%	84%	7%	6%	4%
Listen to or read an e-book	184 6%	64 5%	120 8%	27 9%	47 8%	63 7%	47 4%	8 4%	17 7%	24 7%	93 7%	56 7%	66 9%	27 5%	33 5%	150 6%	17 6%	10 6%	7 8%			
					a	f	f					n	mn									
					35%	65%	15%	25%	34%	25%	4%	9%	13%	51%	30%	36%	14%	18%	82%	9%	5%	4%
Other	105 3%	51 4%	51 3%	10 3%	13 2%	23 2%	56 5%	4 2%	7 3%	17 5%	36 3%	29 4%	22 3%	12 2%	35 5%	89 4%	8 3%	4 3%	4 4%			
							de							lm								
					48%	48%	9%	12%	22%	53%	4%	6%	16%	34%	27%	21%	12%	33%	85%	8%	4%	3%
None of these	249 8%	155 11%	89 6%	8 3%	33 6%	73 8%	127 11%	17 9%	19 8%	38 10%	106 8%	83 10%	53 7%	43 8%	52 7%	204 8%	26 10%	14 9%	5 5%			
					b	c	c	cde				ln				r	r	r				
					62%	36%	3%	13%	29%	51%	7%	8%	15%	42%	33%	21%	17%	21%	82%	11%	6%	2%
Don't know	32 1%	18 1%	14 1%	5 2%	12 2%	9 1%	4 *	1 1%	3 1%	5 1%	10 1%	7 1%	10 1%	10 2%	2 *	28 1%	1 *	2 1%	1 1%			
					f	f							n	n								
					57%	43%	16%	37%	28%	14%	4%	10%	17%	33%	21%	32%	30%	6%	89%	2%	6%	3%
NOT ANSWERED [POSTAL ONLY]	107 4%	50 4%	55 4%	- -%	* *%	8 1%	88 8%	16 8%	21 8%	13 4%	15 1%	13 2%	12 2%	17 3%	49 7%	86 3%	12 4%	6 4%	3 3%			
						d	cde	ij	ij	j				kl	klm							
					47%	51%	-%	*%	7%	82%	15%	20%	12%	14%	12%	11%	16%	46%	80%	11%	6%	3%
WEB/ DATA ACCESS	2071 69%	909 65%	1140 74%	238 82%	472 80%	721 77%	623 56%	115 59%	154 61%	236 65%	994 78%	588 74%	595 77%	363 72%	446 61%	1710 69%	196 72%	102 68%	63 70%			
					a	f	f				ghi	n	mn	n								
					44%	55%	11%	23%	35%	30%	6%	7%	11%	48%	28%	29%	18%	22%	83%	9%	5%	3%
ENTERTAINMENT	1763 59%	762 55%	978 63%	235 81%	432 74%	615 66%	465 42%	107 56%	129 51%	209 58%	828 65%	466 58%	515 67%	316 62%	392 54%	1468 59%	154 57%	86 58%	54 60%			
					a	def	ef	f			ghi	n	kn	n								
					43%	55%	13%	25%	35%	26%	6%	7%	12%	47%	26%	29%	18%	22%	83%	9%	5%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
MESSAGING	1699	728	952	185	343	568	585	109	129	215	761	463	452	296	416	1410	152	85	53
	57%	52%	62%	64%	59%	61%	53%	56%	51%	59%	60%	58%	59%	58%	57%	57%	56%	57%	58%
			a	f	f	f				h	h								
		43%	56%	11%	20%	33%	34%	6%	8%	13%	45%	27%	27%	17%	24%	83%	9%	5%	3%
VIDEO OR VOICE CALLS USING VOIP	1264	504	748	166	312	448	326	58	83	131	671	387	404	194	241	1050	118	60	36
	42%	36%	48%	57%	53%	48%	29%	30%	33%	36%	53%	49%	52%	38%	33%	42%	44%	40%	40%
			a	ef	ef	f					ghi	mn	mn						
		40%	59%	13%	25%	35%	26%	5%	7%	10%	53%	31%	32%	15%	19%	83%	9%	5%	3%
LISTEN TO AUDIO CONTENT	1013	468	528	170	289	352	190	59	64	104	505	288	329	172	189	846	88	46	33
	34%	34%	34%	58%	49%	37%	17%	31%	25%	29%	40%	36%	43%	34%	26%	34%	33%	31%	36%
				def	ef	f					ghi	n	kmn	n					
		46%	52%	17%	29%	35%	19%	6%	6%	10%	50%	28%	33%	17%	19%	84%	9%	5%	3%
WATCHING AV CONTENT	999	449	540	171	280	336	206	67	71	112	476	235	307	192	227	824	96	49	30
	33%	32%	35%	59%	48%	36%	19%	35%	28%	31%	38%	29%	40%	38%	31%	33%	36%	33%	34%
				def	ef	f					hi		kn	kn					
		45%	54%	17%	28%	34%	21%	7%	7%	11%	48%	23%	31%	19%	23%	82%	10%	5%	3%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1331	181	188	106	92	117	86	110	64	159	1147	184	867	438	641	691
	44%	50%	43%	42%	42%	41%	41%	46%	48%	44%	44%	45%	50%	39%	43%	46%
		cdef											m			
		14%	14%	8%	7%	9%	6%	8%	5%	12%	86%	14%	65%	33%	48%	52%
General browsing/ surfing the internet	1274	173	174	90	96	112	72	105	63	167	1120	154	845	397	601	673
	42%	48%	40%	36%	44%	40%	35%	44%	48%	46%	43%	37%	48%	35%	40%	45%
		bcef			cf			cf	bcf	cf	k		m		n	
		14%	14%	7%	8%	9%	6%	8%	5%	13%	88%	12%	66%	31%	47%	53%
Send/ receive SMS text messages	1206	130	153	91	99	120	70	102	66	161	1054	152	703	471	559	647
	40%	36%	35%	36%	45%	43%	34%	42%	50%	44%	41%	37%	40%	42%	38%	43%
					abcf	bf		bf	abcf	abcf					n	
		11%	13%	8%	8%	10%	6%	8%	5%	13%	87%	13%	58%	39%	46%	54%
Make normal calls	1167	145	147	90	95	111	66	103	61	153	1011	156	678	451	537	630
	39%	40%	34%	36%	43%	39%	31%	43%	47%	42%	39%	38%	39%	40%	36%	42%
		f			bf	f		bf	bcf	bf					n	
		12%	13%	8%	8%	9%	6%	9%	5%	13%	87%	13%	58%	39%	46%	54%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1155	172	167	91	84	95	86	87	47	129	1002	152	789	346	566	589
	38%	48%	38%	36%	38%	34%	41%	36%	35%	36%	39%	37%	45%	31%	38%	39%
		bcddeghi				e							m			
		15%	14%	8%	7%	8%	7%	8%	4%	11%	87%	13%	68%	30%	49%	51%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1037	142	137	74	81	91	60	86	54	122	909	128	689	323	459	577
	35%	40%	31%	29%	37%	32%	29%	36%	41%	34%	35%	31%	40%	29%	31%	38%
		bcf			cf				bcef				m		n	
		14%	13%	7%	8%	9%	6%	8%	5%	12%	88%	12%	66%	31%	44%	56%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Send/ receive emails	983	126	143	61	76	98	54	87	53	113	854	129	613	346	447	536
	33%	35%	33%	24%	35%	35%	26%	36%	40%	31%	33%	31%	35%	31%	30%	35%
		cf	cf		cf	cf		cf	bcfi				m			n
		13%	15%	6%	8%	10%	6%	9%	5%	12%	87%	13%	62%	35%	45%	55%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	897	132	129	54	66	77	51	77	45	106	804	93	608	266	369	528
	30%	37%	30%	22%	30%	27%	25%	32%	34%	29%	31%	23%	35%	23%	25%	35%
		bcefi	c		c			cf	cf	c	k		m			n
		15%	14%	6%	7%	9%	6%	9%	5%	12%	90%	10%	68%	30%	41%	59%
Take photos	821	88	116	59	70	80	48	75	45	89	700	121	517	287	380	442
	27%	24%	27%	24%	32%	28%	23%	31%	34%	25%	27%	29%	30%	25%	26%	29%
					acfi			cf	abcfi				m			n
		11%	14%	7%	9%	10%	6%	9%	6%	11%	85%	15%	63%	35%	46%	54%
Accessing/ receiving news	799	112	119	54	62	68	43	59	40	97	705	94	528	255	377	421
	27%	31%	27%	21%	28%	24%	21%	24%	30%	27%	27%	23%	30%	23%	25%	28%
		cefg	f		cf				cf		k		m			
		14%	15%	7%	8%	9%	5%	7%	5%	12%	88%	12%	66%	32%	47%	53%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	751	118	116	53	61	63	52	58	25	90	655	96	525	211	368	382
	25%	33%	27%	21%	28%	22%	25%	24%	19%	25%	25%	23%	30%	19%	25%	25%
		cefg	h		ch								m			
		16%	15%	7%	8%	8%	7%	8%	3%	12%	87%	13%	70%	28%	49%	51%
Listen to music (not radio)	738	118	90	51	56	55	49	62	39	91	659	79	515	208	310	428
	25%	33%	21%	20%	25%	19%	23%	26%	29%	25%	25%	19%	30%	18%	21%	28%
		bcd	efgi						bce		k		m			n
		16%	12%	7%	8%	7%	7%	8%	5%	12%	89%	11%	70%	28%	42%	58%
Play games	639	66	87	39	66	59	47	62	32	74	570	68	417	201	246	392
	21%	18%	20%	15%	30%	21%	23%	26%	25%	20%	22%	17%	24%	18%	17%	26%
					abcefi		c	ac	c		k		m			n
		10%	14%	6%	10%	9%	7%	10%	5%	12%	89%	11%	65%	31%	39%	61%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	462	77	65	29	40	33	30	40	21	45	421	42	325	128	174	288
	15%	21%	15%	12%	18%	12%	14%	17%	16%	12%	16%	10%	19%	11%	12%	19%
		bcefi			ce						k		m		n	
		17%	14%	6%	9%	7%	7%	9%	4%	10%	91%	9%	70%	28%	38%	62%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	438	52	59	33	41	40	20	35	18	64	384	54	303	129	195	244
	15%	14%	14%	13%	19%	14%	10%	14%	13%	18%	15%	13%	17%	11%	13%	16%
					cf					f			m		n	
		12%	14%	7%	9%	9%	5%	8%	4%	15%	88%	12%	69%	29%	44%	56%
Listen to podcasts	425	75	59	31	28	35	31	30	13	48	376	48	316	101	201	224
	14%	21%	14%	12%	13%	13%	15%	13%	10%	13%	15%	12%	18%	9%	13%	15%
		bdefghi											m			
		18%	14%	7%	7%	8%	7%	7%	3%	11%	89%	11%	74%	24%	47%	53%
Record video clips	420	59	66	29	30	42	26	30	20	46	374	46	272	141	169	251
	14%	16%	15%	12%	14%	15%	12%	12%	15%	13%	14%	11%	16%	12%	11%	17%
											k		m		n	
		14%	16%	7%	7%	10%	6%	7%	5%	11%	89%	11%	65%	34%	40%	60%
Use your phone for Sat Nav or directions	321	42	50	23	21	27	17	28	15	37	286	36	222	91	134	188
	11%	12%	11%	9%	9%	10%	8%	12%	11%	10%	11%	9%	13%	8%	9%	12%
													m		n	
		13%	16%	7%	6%	8%	5%	9%	5%	11%	89%	11%	69%	28%	42%	58%
Accessing/ receiving sports/ team news/ scores	296	43	38	16	24	32	15	27	13	42	255	41	207	83	135	161
	10%	12%	9%	6%	11%	11%	7%	11%	10%	12%	10%	10%	12%	7%	9%	11%
		cf			c	c		c		c			m			
		14%	13%	5%	8%	11%	5%	9%	4%	14%	86%	14%	70%	28%	46%	54%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Listen to radio	276	40	41	21	26	22	23	19	11	29	230	45	209	60	135	140
	9%	11%	9%	8%	12%	8%	11%	8%	8%	8%	9%	11%	12%	5%	9%	9%
		15%	15%	8%	9%	8%	8%	7%	4%	11%	84%	16%	76%	22%	49%	51%
Listen to or read an e-book	184	33	28	7	15	14	12	14	8	20	163	22	123	60	79	105
	6%	9%	6%	3%	7%	5%	6%	6%	6%	5%	6%	5%	7%	5%	5%	7%
		ce	c	c	c	c	c	c	c	c	m	n	m	n	n	n
		18%	15%	4%	8%	7%	7%	8%	4%	11%	88%	12%	67%	32%	43%	57%
Other	105	16	14	9	7	14	11	6	5	7	87	18	45	51	58	46
	3%	4%	3%	4%	3%	5%	5%	2%	4%	2%	3%	4%	3%	5%	4%	3%
		15%	13%	9%	7%	14%	11%	6%	5%	7%	83%	17%	43%	49%	56%	44%
None of these	249	23	56	23	17	18	15	16	10	27	198	51	142	95	157	92
	8%	6%	13%	9%	8%	6%	7%	7%	7%	7%	8%	12%	8%	8%	11%	6%
		9%	adeefghi	23%	9%	7%	7%	6%	4%	11%	80%	20%	57%	38%	63%	37%
Don't know	32	5	4	5	1	8	2	1	1	2	27	4	23	8	11	21
	1%	1%	1%	2%	*	3%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
		15%	11%	14%	3%	bdfgi	27%	5%	4%	4%	5%	86%	14%	74%	25%	36%
NOT ANSWERED [POSTAL ONLY]	107	4	16	11	4	11	5	12	4	19	89	18	20	82	58	49
	4%	1%	4%	4%	2%	4%	3%	5%	3%	5%	3%	4%	1%	7%	4%	3%
		4%	a	a	a	a	a	ad	ad	ad	ad	ad	ad	l	l	l
		4%	15%	10%	4%	10%	5%	11%	3%	18%	83%	17%	19%	77%	54%	46%
WEB/ DATA ACCESS	2071	275	284	159	163	191	133	167	93	245	1803	268	1364	662	1005	1066
	69%	77%	65%	63%	74%	68%	63%	69%	71%	68%	70%	65%	78%	58%	67%	71%
		bcefgi	bcefgi	bcefgi	bcefgi	bcefgi	bcefgi	bcefgi	bcefgi	bcefgi	k	m	m	n	n	n
		13%	14%	8%	8%	9%	6%	8%	5%	12%	87%	13%	66%	32%	49%	51%
ENTERTAINMENT	1763	241	239	127	140	154	118	154	85	211	1545	218	1168	548	801	962
	59%	67%	55%	50%	63%	55%	56%	64%	64%	58%	60%	53%	67%	48%	54%	64%
		bcefi	bcefi	bcefi	bcefi	bcefi	bcefi	bcefi	bcefi	bcefi	k	m	m	n	n	n
		14%	14%	7%	8%	9%	7%	9%	5%	12%	88%	12%	66%	31%	45%	55%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
MESSAGING	1699	214	234	132	131	155	108	140	84	210	1475	224	1043	615	821	878
	57%	60%	54%	52%	60%	55%	52%	58%	64%	58%	57%	54%	60%	54%	55%	58%
		f			f				bcef				m			
		13%	14%	8%	8%	9%	6%	8%	5%	12%	87%	13%	61%	36%	48%	52%
VIDEO OR VOICE CALLS USING VOIP	1264	191	187	97	90	109	91	94	50	141	1098	166	858	382	619	645
	42%	53%	43%	38%	41%	39%	43%	39%	38%	39%	42%	40%	49%	34%	42%	43%
		bcdefghi											m			
		15%	15%	8%	7%	9%	7%	7%	4%	11%	87%	13%	68%	30%	49%	51%
LISTEN TO AUDIO CONTENT	1013	164	136	72	75	84	71	79	49	117	901	112	720	269	446	566
	34%	46%	31%	29%	34%	30%	34%	33%	37%	32%	35%	27%	41%	24%	30%	37%
		bcdefghi							c		k		m		n	
		16%	13%	7%	7%	8%	7%	8%	5%	12%	89%	11%	71%	27%	44%	56%
WATCHING AV CONTENT	999	147	145	63	76	85	58	84	48	118	895	104	681	293	411	589
	33%	41%	33%	25%	35%	30%	28%	35%	36%	33%	35%	25%	39%	26%	28%	39%
		bcefi	c		c			cf	cf	c	k		m		n	
		15%	15%	6%	8%	9%	6%	8%	5%	12%	90%	10%	68%	29%	41%	59%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1331	685	568	1109	1150	651	1309
	44%	49%	45%	50%	51%	54%	46%
		b	bf	bf	bf	abcf	abcf
		51%	43%	83%	86%	49%	98%
General browsing/ surfing the internet	1274	664	528	1042	1102	622	1253
	42%	48%	42%	47%	49%	51%	44%
		bf	bf	bf	bf	abcf	abcf
		52%	41%	82%	86%	49%	98%
Send/ receive SMS text messages	1206	629	534	960	965	541	1179
	40%	45%	42%	43%	43%	45%	42%
		f	f	f	f	f	f
		52%	44%	80%	80%	45%	98%
Make normal calls	1167	592	504	916	925	533	1132
	39%	42%	40%	41%	41%	44%	40%
		bf	bf	bf	bf	bf	bf
		51%	43%	79%	79%	46%	97%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1155	578	470	983	1027	618	1135
	38%	41%	37%	44%	46%	51%	40%
		b	bf	bf	abf	abcdf	b
		50%	41%	85%	89%	54%	98%
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1037	552	404	864	932	546	1023
	35%	40%	32%	39%	42%	45%	36%
		bf	bf	bf	bcb	abcbf	b
		53%	39%	83%	90%	53%	99%

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



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	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
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Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Send/ receive emails	983	509	405	787	825	483	959
	33%	36%	32%	35%	37%	40%	34%
		b	b	b	bf	bcf	
		52%	41%	80%	84%	49%	98%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	897	447	338	722	792	539	887
	30%	32%	27%	32%	35%	44%	31%
		b	b	b	abcf	abcdf	b
		50%	38%	81%	88%	60%	99%
Take photos	821	428	331	653	681	378	803
	27%	31%	26%	29%	30%	31%	28%
		b	b	b	b	b	
		52%	40%	80%	83%	46%	98%
Accessing/ receiving news	799	404	334	688	694	425	786
	27%	29%	26%	31%	31%	35%	28%
				bf	bf	abcdf	
		51%	42%	86%	87%	53%	98%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	751	382	297	631	651	394	735
	25%	27%	23%	28%	29%	32%	26%
		b	bf	bf	bf	abcdf	
		51%	40%	84%	87%	53%	98%
Listen to music (not radio)	738	359	280	597	662	402	724
	25%	26%	22%	27%	30%	33%	26%
		b	b	b	abcf	abcdf	b
		49%	38%	81%	90%	55%	98%
Play games	639	347	227	518	565	339	625
	21%	25%	18%	23%	25%	28%	22%
		bf	b	b	bf	bcf	b
		54%	36%	81%	88%	53%	98%

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

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		47%	42%	74%	75%	41%	94%
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	462	242	158	390	430	287	457
	15%	17%	12%	17%	19%	24%	16%
		b	b	b	bf	abcdf	b
		52%	34%	84%	93%	62%	99%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	438	225	163	368	397	240	432
	15%	16%	13%	17%	18%	20%	15%
		b	b	b	bf	abcf	b
		51%	37%	84%	91%	55%	99%
Listen to podcasts	425	197	157	358	398	242	421
	14%	14%	12%	16%	18%	20%	15%
			b	b	abf	abcf	b
		46%	37%	84%	94%	57%	99%
Record video clips	420	227	148	344	366	214	409
	14%	16%	12%	15%	16%	18%	14%
		b	b	b	bf	bf	b
		54%	35%	82%	87%	51%	98%
Use your phone for Sat Nav or directions	321	165	135	265	278	177	314
	11%	12%	11%	12%	12%	15%	11%
						abcdf	
		51%	42%	82%	86%	55%	98%
Accessing/ receiving sports/ team news/ scores	296	170	115	258	260	159	291
	10%	12%	9%	12%	12%	13%	10%
		bf	b	b	b	bf	
		58%	39%	87%	88%	54%	99%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Listen to radio	276	145	110	246	246	143	272
	9%	10%	9%	11%	11%	12%	10%
				b	b	bf	
		53%	40%	89%	89%	52%	99%
Listen to or read an e-book	184	90	76	156	174	105	184
	6%	6%	6%	7%	8%	9%	6%
					b	abf	
		49%	41%	84%	94%	57%	100%
Other	105	44	37	68	66	30	93
	3%	3%	3%	3%	3%	2%	3%
		42%	36%	65%	63%	28%	89%
None of these	249	107	113	165	153	75	226
	8%	8%	9%	7%	7%	6%	8%
			de				e
		43%	46%	66%	61%	30%	91%
Don't know	32	12	14	20	22	12	29
	1%	1%	1%	1%	1%	1%	1%
		39%	43%	63%	68%	37%	90%
NOT ANSWERED [POSTAL ONLY]	107	39	60	45	28	9	96
	4%	3%	5%	2%	1%	1%	3%
		de	acdef	de			cde
		37%	56%	42%	26%	8%	90%
WEB/ DATA ACCESS	2071	1049	861	1695	1759	997	2035
	69%	75%	68%	76%	78%	82%	72%
		bf		bf	abcf	abcdf	b
		51%	42%	82%	85%	48%	98%
ENTERTAINMENT	1763	883	703	1423	1517	887	1727
	59%	63%	55%	64%	68%	73%	61%
		b		bf	abcf	abcdf	b
		50%	40%	81%	86%	50%	98%

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

QD28B. And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
MESSAGING	1699	864	735	1373	1399	778	1664
	57%	62%	58%	62%	62%	64%	59%
		bf		bf	bf	bf	
		51%	43%	81%	82%	46%	98%
VIDEO OR VOICE CALLS USING VOIP	1264	629	521	1068	1112	659	1241
	42%	45%	41%	48%	50%	54%	44%
		b		bf	abf	abcdf	
		50%	41%	84%	88%	52%	98%
LISTEN TO AUDIO CONTENT	1013	496	383	835	914	549	995
	34%	36%	30%	37%	41%	45%	35%
		b		b	abcf	abcdf	b
		49%	38%	82%	90%	54%	98%
WATCHING AV CONTENT	999	502	377	808	887	589	987
	33%	36%	30%	36%	40%	48%	35%
		b		b	abcf	abcdf	b
		50%	38%	81%	89%	59%	99%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4443	2106	2278	521	903	1578	1402	269	324	563	2058	1256	1544	543	940	2885	480	521	557
Effective Weighted Sample	3082	1453	1590	356	665	1090	943	187	222	386	1457	903	1132	389	670	2407	282	361	470
Total	2508	1179	1295	276	556	869	781	130	185	299	1194	741	708	439	520	2079	232	124	73
		47%	52%	11%	22%	35%	31%	5%	7%	12%	48%	30%	28%	18%	21%	83%	9%	5%	3%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2017	901	1101	232	468	712	591	105	143	222	1048	629	610	335	383	1667	192	98	60
	80%	76%	85%	84%	84%	82%	76%	80%	77%	74%	88%	85%	86%	76%	74%	80%	83%	79%	82%
			a	f	f	f					ghi	mn	mn						
		45%	55%	12%	23%	35%	29%	5%	7%	11%	52%	31%	30%	17%	19%	83%	10%	5%	3%
Banking	1852	856	980	228	476	691	445	97	131	212	971	552	565	321	359	1530	174	92	56
	74%	73%	76%	82%	86%	80%	57%	75%	71%	71%	81%	74%	80%	73%	69%	74%	75%	74%	77%
				f	ef	f					ghi	n	kmn						
		46%	53%	12%	26%	37%	24%	5%	7%	11%	52%	30%	30%	17%	19%	83%	9%	5%	3%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1776	755	1003	242	452	662	410	95	121	197	920	521	551	311	346	1456	172	94	54
	71%	64%	77%	88%	81%	76%	52%	73%	65%	66%	77%	70%	78%	71%	67%	70%	74%	76%	74%
			a	def	ef	f					hi		kmn					o	
		43%	56%	14%	25%	37%	23%	5%	7%	11%	52%	29%	31%	18%	19%	82%	10%	5%	3%
Shopping (e.g. Amazon, Ocado, eBay)	1665	754	900	214	429	640	373	83	122	190	859	474	499	321	332	1372	157	87	49
	66%	64%	69%	77%	77%	74%	48%	64%	66%	64%	72%	64%	71%	73%	64%	66%	68%	70%	67%
			a	f	f	f					gi		kn	kn					
		45%	54%	13%	26%	38%	22%	5%	7%	11%	52%	28%	30%	19%	20%	82%	9%	5%	3%
Navigation/ Maps	1626	793	820	191	410	598	417	66	106	180	903	553	498	279	257	1346	164	75	40
	65%	67%	63%	69%	74%	69%	53%	51%	57%	60%	76%	75%	70%	64%	49%	65%	71%	61%	55%
			b	f	ef	f					g	ghi	lmn	mn	n	r	oqr		
		49%	50%	12%	25%	37%	26%	4%	7%	11%	56%	34%	31%	17%	16%	83%	10%	5%	2%
Music	1494	724	752	239	425	551	270	77	98	155	780	436	489	257	271	1228	151	72	43
	60%	61%	58%	86%	76%	63%	35%	59%	53%	52%	65%	59%	69%	59%	52%	59%	65%	58%	59%
				def	ef	f					hi	n	kmn	n					
		48%	50%	16%	28%	37%	18%	5%	7%	10%	52%	29%	33%	17%	18%	82%	10%	5%	3%
NHS COVID-19 Test and Trace app	1220	545	668	132	265	422	394	51	83	151	677	412	383	180	214	1034	108	53	24
	49%	46%	52%	48%	48%	49%	50%	39%	45%	51%	57%	56%	54%	41%	41%	50%	46%	43%	33%
			a								g	ghi	mn	mn		qr	r	r	
		45%	55%	11%	22%	35%	32%	4%	7%	12%	56%	34%	31%	15%	18%	85%	9%	4%	2%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4443	2106	2278	521	903	1578	1402	269	324	563	2058	1256	1544	543	940	2885	480	521	557
Effective Weighted Sample	3082	1453	1590	356	665	1090	943	187	222	386	1457	903	1132	389	670	2407	282	361	470
Total	2508	1179	1295	276	556	869	781	130	185	299	1194	741	708	439	520	2079	232	124	73
		47%	52%	11%	22%	35%	31%	5%	7%	12%	48%	30%	28%	18%	21%	83%	9%	5%	3%
News/ newspapers	1147	583	551	130	271	421	317	42	66	114	651	406	371	166	177	966	97	52	31
	46%	49%	43%	47%	49%	48%	41%	32%	36%	38%	55%	55%	52%	38%	34%	46%	42%	42%	43%
		b		f	f	f					ghi	mn	mn						
		51%	48%	11%	24%	37%	28%	4%	6%	10%	57%	35%	32%	14%	15%	84%	8%	5%	3%
Payment services (e.g. Apple Pay, PayPal)	1134	522	602	181	308	421	217	55	75	125	624	351	353	193	207	940	101	58	35
	45%	44%	46%	66%	55%	48%	28%	42%	41%	42%	52%	47%	50%	44%	40%	45%	44%	47%	48%
				def	ef	f					ghi	n	mn						
		46%	53%	16%	27%	37%	19%	5%	7%	11%	55%	31%	31%	17%	18%	83%	9%	5%	3%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1111	542	557	200	336	394	175	51	74	124	588	323	377	180	208	918	105	53	36
	44%	46%	43%	72%	60%	45%	22%	39%	40%	42%	49%	44%	53%	41%	40%	44%	45%	43%	49%
				def	ef	f					ghi		kmn						o
		49%	50%	18%	30%	35%	16%	5%	7%	11%	53%	29%	34%	16%	19%	83%	9%	5%	3%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1105	471	617	198	373	393	132	61	77	127	575	305	363	191	214	926	101	52	26
	44%	40%	48%	71%	67%	45%	17%	47%	41%	43%	48%	41%	51%	44%	41%	45%	43%	42%	36%
			a	ef	ef	f							kmn			r	r		
		43%	56%	18%	34%	36%	12%	6%	7%	12%	52%	28%	33%	17%	19%	84%	9%	5%	2%
Games	1092	496	585	193	307	405	184	65	82	134	529	270	346	197	240	899	109	55	30
	44%	42%	45%	70%	55%	47%	24%	50%	44%	45%	44%	36%	49%	45%	46%	43%	47%	44%	41%
				def	ef	f							k	k	k				
		45%	54%	18%	28%	37%	17%	6%	7%	12%	48%	25%	32%	18%	22%	82%	10%	5%	3%
Health and fitness apps (e.g. Strava)	762	335	420	102	231	289	136	30	40	63	466	273	278	100	96	633	73	35	22
	30%	28%	32%	37%	41%	33%	17%	23%	22%	21%	39%	37%	39%	23%	18%	30%	31%	28%	30%
		a		f	ef	f					ghi	mn	mn						
		44%	55%	13%	30%	38%	18%	4%	5%	8%	61%	36%	36%	13%	13%	83%	10%	5%	3%
Apps to order food/ drink for the table at a pub/ bar/ restaurant	685	305	374	119	210	240	114	26	41	71	396	225	235	115	98	564	74	35	11
	27%	26%	29%	43%	38%	28%	15%	20%	22%	24%	33%	30%	33%	26%	19%	27%	32%	28%	16%
				ef	ef	f					ghi	n	mn	n		r	r	r	
		45%	55%	17%	31%	35%	17%	4%	6%	10%	58%	33%	34%	17%	14%	82%	11%	5%	2%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4443	2106	2278	521	903	1578	1402	269	324	563	2058	1256	1544	543	940	2885	480	521	557
Effective Weighted Sample	3082	1453	1590	356	665	1090	943	187	222	386	1457	903	1132	389	670	2407	282	361	470
Total	2508	1179	1295	276	556	869	781	130	185	299	1194	741	708	439	520	2079	232	124	73
		47%	52%	11%	22%	35%	31%	5%	7%	12%	48%	30%	28%	18%	21%	83%	9%	5%	3%
Taxi booking (e.g. Uber, Ola)	629	300	321	118	216	208	82	26	40	56	364	227	224	73	91	546	57	13	14
	25%	25%	25%	43%	39%	24%	11%	20%	22%	19%	31%	31%	32%	17%	17%	26%	25%	10%	19%
		48%	51%	19%	34%	33%	13%	4%	6%	9%	58%	36%	36%	12%	14%	87%	9%	2%	2%
Any other COVID-19 apps (e.g. symptom checker)	305	123	175	32	67	110	95	10	19	43	165	119	92	36	51	259	25	15	7
	12%	10%	13%	12%	12%	13%	12%	8%	10%	14%	14%	16%	13%	8%	10%	12%	11%	12%	9%
		40%	57%	11%	22%	36%	31%	3%	6%	14%	54%	39%	30%	12%	17%	85%	8%	5%	2%
None of these	63	30	32	2	6	6	46	4	6	9	16	14	14	7	22	52	5	5	2
	2%	3%	2%	1%	1%	1%	6%	3%	3%	3%	1%	2%	2%	2%	4%	2%	2%	4%	2%
		47%	51%	3%	10%	10%	cde 74%	j 7%	j 9%	j 14%	25%	22%	22%	11%	36%	82%	7%	7%	3%
Don't know	19	13	4	7	4	5	1	*	1	5	*	-	3	5	3	17	1	*	*
	1%	1%	*%	3%	1%	1%	*%	*%	1%	2%	*%	-%	*%	1%	1%	1%	1%	*%	*%
		b 67%	def 23%	f 37%	f 22%	f 28%	f 3%	j 1%	j 7%	j 24%	1%	-%	16%	29%	18%	92%	7%	*%	1%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4443	339	395	291	310	304	316	340	295	295	3419	1024	2726	1612	2231	2212
Effective Weighted Sample	3082	300	356	264	279	266	286	301	258	266	2623	463	1917	1114	1497	1588
Total	2508	327	354	201	190	232	176	198	112	289	2164	344	1644	797	1253	1255
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	66%	32%	50%	50%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2017	274	285	162	146	183	140	160	90	228	1742	275	1384	596	1014	1003
	80%	84%	80%	81%	77%	79%	80%	80%	80%	79%	80%	80%	84%	75%	81%	80%
		d											m			
		14%	14%	8%	7%	9%	7%	8%	4%	11%	86%	14%	69%	30%	50%	50%
Banking	1852	239	245	149	145	172	128	150	89	211	1620	232	1314	502	892	960
	74%	73%	69%	74%	76%	74%	73%	76%	80%	73%	75%	67%	80%	63%	71%	77%
					b				b		k		m		n	
		13%	13%	8%	8%	9%	7%	8%	5%	11%	87%	13%	71%	27%	48%	52%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1776	240	249	138	133	155	119	137	85	200	1545	231	1256	486	839	937
	71%	73%	70%	69%	70%	67%	68%	69%	76%	69%	71%	67%	76%	61%	67%	75%
									ef				m		n	
		14%	14%	8%	7%	9%	7%	8%	5%	11%	87%	13%	71%	27%	47%	53%
Shopping (e.g. Amazon, Ocado, eBay)	1665	208	229	126	136	152	123	137	75	187	1462	203	1191	444	780	885
	66%	64%	65%	63%	72%	65%	70%	69%	67%	65%	68%	59%	72%	56%	62%	71%
					ac						k		m		n	
		12%	14%	8%	8%	9%	7%	8%	4%	11%	88%	12%	71%	27%	47%	53%
Navigation/ Maps	1626	236	227	137	117	137	114	123	68	187	1408	218	1192	412	817	808
	65%	72%	64%	68%	62%	59%	65%	62%	61%	65%	65%	63%	73%	52%	65%	64%
		bdegh		e									m			
		15%	14%	8%	7%	8%	7%	8%	4%	11%	87%	13%	73%	25%	50%	50%
Music	1494	208	209	112	114	123	104	122	70	168	1311	183	1078	380	685	809
	60%	63%	59%	56%	60%	53%	59%	61%	63%	58%	61%	53%	66%	48%	55%	64%
		e						e	e		k		m		n	
		14%	14%	8%	8%	8%	7%	8%	5%	11%	88%	12%	72%	25%	46%	54%
NHS COVID-19 Test and Trace app	1220	156	195	110	97	98	96	97	51	135	1047	172	834	368	663	557
	49%	48%	55%	55%	51%	42%	54%	49%	46%	47%	48%	50%	51%	46%	53%	44%
			ehi	eh	e		eh						m		o	
		13%	16%	9%	8%	8%	8%	8%	4%	11%	86%	14%	68%	30%	54%	46%

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



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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4443	339	395	291	310	304	316	340	295	295	3419	1024	2726	1612	2231	2212
Effective Weighted Sample	3082	300	356	264	279	266	286	301	258	266	2623	463	1917	1114	1497	1588
Total	2508	327	354	201	190	232	176	198	112	289	2164	344	1644	797	1253	1255
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	66%	32%	50%	50%
News/ newspapers	1147	179	175	96	87	97	76	80	51	125	995	152	814	314	586	561
	46%	55%	49%	48%	46%	42%	43%	40%	45%	43%	46%	44%	50%	39%	47%	45%
		defghi	g										m			
		16%	15%	8%	8%	8%	7%	7%	4%	11%	87%	13%	71%	27%	51%	49%
Payment services (e.g. Apple Pay, PayPal)	1134	141	167	93	86	109	70	99	48	127	998	136	818	296	527	607
	45%	43%	47%	46%	45%	47%	40%	50%	43%	44%	46%	39%	50%	37%	42%	48%
							f				k		m		n	
		12%	15%	8%	8%	10%	6%	9%	4%	11%	88%	12%	72%	26%	46%	54%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1111	171	157	77	85	94	81	87	45	121	984	127	816	277	482	629
	44%	52%	44%	39%	45%	41%	46%	44%	40%	42%	45%	37%	50%	35%	38%	50%
		bceghi									k		m		n	
		15%	14%	7%	8%	8%	7%	8%	4%	11%	89%	11%	73%	25%	43%	57%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1105	172	133	72	89	108	80	89	52	130	1006	98	802	277	421	683
	44%	53%	37%	36%	47%	47%	46%	45%	47%	45%	47%	29%	49%	35%	34%	54%
		bc			bc	bc	bc	c	bc	c	k		m		n	
		16%	12%	7%	8%	10%	7%	8%	5%	12%	91%	9%	73%	25%	38%	62%
Games	1092	124	152	79	101	99	80	89	52	123	972	120	762	303	464	628
	44%	38%	43%	39%	53%	43%	45%	45%	46%	43%	45%	35%	46%	38%	37%	50%
					abcegi				a		k		m		n	
		11%	14%	7%	9%	9%	7%	8%	5%	11%	89%	11%	70%	28%	42%	58%
Health and fitness apps (e.g. Strava)	762	123	113	62	62	47	48	57	29	94	669	93	597	158	374	388
	30%	37%	32%	31%	32%	20%	27%	29%	26%	32%	31%	27%	36%	20%	30%	31%
		efgh	e	e	e			e		e			m			
		16%	15%	8%	8%	6%	6%	7%	4%	12%	88%	12%	78%	21%	49%	51%
Apps to order food/ drink for the table at a pub/ bar/ restaurant	685	104	92	49	52	63	41	57	34	71	612	73	509	167	322	362
	27%	32%	26%	24%	28%	27%	23%	29%	30%	25%	28%	21%	31%	21%	26%	29%
		cf									k		m		n	
		15%	13%	7%	8%	9%	6%	8%	5%	10%	89%	11%	74%	24%	47%	53%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4443	339	395	291	310	304	316	340	295	295	3419	1024	2726	1612	2231	2212
Effective Weighted Sample	3082	300	356	264	279	266	286	301	258	266	2623	463	1917	1114	1497	1588
Total	2508	327	354	201	190	232	176	198	112	289	2164	344	1644	797	1253	1255
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	66%	32%	50%	50%
Taxi booking (e.g. Uber, Ola)	629	154	74	36	37	63	33	53	27	69	592	37	468	151	234	396
	25%	47%	21%	18%	19%	27%	19%	27%	24%	24%	27%	11%	28%	19%	19%	32%
		bcdefghi				cdf		cdf			k		m		n	
		24%	12%	6%	6%	10%	5%	8%	4%	11%	94%	6%	74%	24%	37%	63%
Any other COVID-19 apps (e.g. symptom checker)	305	49	50	24	19	23	21	26	10	37	265	39	201	96	164	141
	12%	15%	14%	12%	10%	10%	12%	13%	9%	13%	12%	11%	12%	12%	13%	11%
		h														
		16%	16%	8%	6%	8%	7%	9%	3%	12%	87%	13%	66%	31%	54%	46%
None of these	63	4	9	5	4	6	5	5	3	11	49	13	16	43	30	32
	2%	1%	2%	2%	2%	3%	3%	3%	3%	4%	2%	4%	1%	5%	2%	3%
												j		l		
		7%	14%	8%	6%	10%	8%	8%	5%	17%	79%	21%	26%	69%	48%	52%
Don't know	19	6	2	2	2	4	-	-	1	1	19	*	7	9	8	11
	1%	2%	1%	1%	1%	2%	-%	-%	1%	*%	1%	*%	*%	1%	1%	1%
		fg				fg					k		l			
		31%	10%	11%	10%	21%	-%	-%	4%	5%	99%	1%	39%	49%	42%	58%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4443	2175	1820	3554	3713	2035	4327
Effective Weighted Sample	3082	1500	1262	2488	2577	1422	3005
Total	2508	1237	1026	2005	2098	1141	2436
		49%	41%	80%	84%	45%	97%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2017	1026	836	1679	1763	993	1992
	80%	83%	81%	84%	84%	87%	82%
		51%	41%	83%	87%	49%	99%
Banking	1852	934	738	1523	1646	917	1819
	74%	76%	72%	76%	78%	80%	75%
		b	b	bcf	bcf	bcf	bcf
		50%	40%	82%	89%	49%	98%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1776	903	724	1476	1598	906	1753
	71%	73%	71%	74%	76%	79%	72%
		51%	41%	83%	90%	51%	99%
Shopping (e.g. Amazon, Ocado, eBay)	1665	859	655	1376	1495	847	1639
	66%	69%	64%	69%	71%	74%	67%
		b	b	bcf	bcf	bcdf	b
		52%	39%	83%	90%	51%	98%
Navigation/ Maps	1626	802	662	1366	1445	821	1602
	65%	65%	65%	68%	69%	72%	66%
		49%	41%	84%	89%	51%	99%
Music	1494	736	588	1239	1366	793	1470
	60%	60%	57%	62%	65%	70%	60%
		49%	39%	83%	91%	53%	98%
NHS COVID-19 Test and Trace app	1220	630	529	1060	1092	596	1206
	49%	51%	52%	53%	52%	52%	49%
		52%	43%	87%	90%	49%	99%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4443	2175	1820	3554	3713	2035	4327
Effective Weighted Sample	3082	1500	1262	2488	2577	1422	3005
Total	2508	1237	1026	2005	2098	1141	2436
		49%	41%	80%	84%	45%	97%
News/ newspapers	1147	572	485	995	1021	580	1131
	46%	46%	47%	50%	49%	51%	46%
		50%	42%	af 87%	89%	af 51%	99%
Payment services (e.g. Apple Pay, PayPal)	1134	574	421	943	1032	637	1117
	45%	46%	41%	47%	49%	56%	46%
		b 51%	b 37%	b 83%	bf 91%	abcdef 56%	b 99%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1111	550	429	942	1035	661	1104
	44%	45%	42%	47%	49%	58%	45%
		50%	39%	b 85%	abf 93%	abcdef 59%	b 99%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1105	550	377	879	1023	606	1087
	44%	44%	37%	44%	49%	53%	45%
		b 50%	b 34%	b 80%	abcf 93%	abcdef 55%	b 98%
Games	1092	582	404	881	982	571	1074
	44%	47%	39%	44%	47%	50%	44%
		b 53%	b 37%	b 81%	bcf 90%	bcf 52%	b 98%
Health and fitness apps (e.g. Strava)	762	383	301	665	710	407	754
	30%	31%	29%	33%	34%	36%	31%
		50%	39%	b 87%	bf 93%	abf 53%	99%
Apps to order food/ drink for the table at a pub/ bar/ restaurant	685	351	274	592	644	402	676
	27%	28%	27%	30%	31%	35%	28%
		51%	40%	b 87%	bf 94%	abcdef 59%	99%

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

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

Base : Those with a smartphone (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4443	2175	1820	3554	3713	2035	4327
Effective Weighted Sample	3082	1500	1262	2488	2577	1422	3005
Total	2508	1237	1026	2005	2098	1141	2436
		49%	41%	80%	84%	45%	97%
Taxi booking (e.g. Uber, Ola)	629	279	233	506	592	352	621
	25%	23%	23%	25%	28%	31%	26%
					abcf	abcf	a
		44%	37%	80%	94%	56%	99%
Any other COVID-19 apps (e.g. symptom checker)	305	147	139	266	280	147	298
	12%	12%	14%	13%	13%	13%	12%
		48%	46%	87%	92%	48%	98%
None of these	63	21	33	40	29	7	59
	2%	2%	3%	2%	1%	1%	2%
		e	acde	e	e		de
		34%	53%	64%	47%	11%	94%
Don't know	19	4	2	7	10	2	13
	1%	*%	*%	*%	*%	*%	1%
		20%	12%	37%	52%	12%	67%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Yes - PC	1017	545	460	108	151	329	416	44	69	121	487	345	281	142	204	854	88	47	28
	34%	39%	30%	37%	26%	35%	37%	23%	27%	33%	38%	43%	36%	28%	28%	34%	33%	31%	32%
		b	d	d	d	d	d	g	gh	ghi	lmn	mn	mn	n	n	r	r	r	r
		54%	45%	11%	15%	32%	41%	4%	7%	12%	48%	34%	28%	14%	20%	84%	9%	5%	3%
Yes - laptop	2201	1027	1150	222	457	747	743	106	155	263	1063	685	642	350	428	1827	204	107	62
	73%	74%	75%	76%	78%	80%	67%	55%	62%	73%	84%	86%	83%	69%	59%	73%	76%	71%	69%
		f	f	f	f	f	f	gh	ghi	mn	mn	n	n	n	n	r	r	r	r
		47%	52%	10%	21%	34%	34%	5%	7%	12%	48%	31%	29%	16%	19%	83%	9%	5%	3%
Yes - netbook	147	73	71	12	27	55	49	8	8	16	76	49	27	35	29	120	17	8	2
	5%	5%	5%	4%	5%	6%	4%	4%	3%	4%	6%	6%	3%	7%	4%	5%	6%	5%	3%
		50%	48%	8%	18%	37%	33%	6%	6%	11%	52%	33%	18%	23%	20%	82%	11%	6%	2%
Yes - tablet computer e.g. iPad	1684	781	884	125	271	591	675	69	131	202	825	560	438	271	347	1383	170	87	45
	56%	56%	57%	43%	46%	63%	61%	36%	52%	56%	65%	70%	57%	53%	47%	56%	63%	58%	50%
		46%	52%	7%	16%	35%	40%	4%	8%	12%	49%	33%	26%	16%	21%	82%	10%	5%	3%
TOTAL 'YES'	2720	1269	1410	258	533	884	1002	147	208	336	1239	782	742	462	600	2261	249	132	78
	91%	91%	91%	89%	91%	94%	90%	76%	83%	92%	98%	98%	96%	91%	82%	91%	92%	88%	86%
		47%	52%	9%	20%	33%	37%	5%	8%	12%	46%	29%	27%	17%	22%	83%	9%	5%	3%
PC ONLY	156	82	69	19	28	44	64	12	12	24	43	26	36	34	48	134	11	6	5
	5%	6%	4%	6%	5%	5%	6%	6%	5%	7%	3%	3%	5%	7%	7%	5%	4%	4%	6%
		52%	44%	12%	18%	28%	41%	7%	8%	15%	28%	17%	23%	22%	31%	86%	7%	4%	3%
LAPTOP ONLY	666	293	361	74	192	200	185	51	53	85	275	149	205	119	155	565	49	31	21
	22%	21%	23%	26%	33%	21%	17%	26%	21%	23%	22%	19%	27%	23%	21%	23%	18%	21%	23%
		44%	54%	11%	29%	30%	28%	8%	8%	13%	41%	22%	31%	18%	23%	85%	7%	5%	3%
TABLET ONLY	206	86	111	13	33	56	100	25	27	26	56	21	32	49	85	170	18	11	7
	7%	6%	7%	4%	6%	6%	9%	13%	11%	7%	4%	3%	4%	10%	12%	7%	7%	7%	8%
		42%	54%	6%	16%	27%	48%	12%	13%	13%	27%	10%	16%	24%	41%	83%	9%	5%	3%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
No	228	106	120	26	41	46	98	45	40	26	25	14	24	40	123	182	20	16	10
	8%	8%	8%	9%	7%	5%	9%	23%	16%	7%	2%	2%	3%	8%	17%	7%	7%	10%	11%
				e			e	hij	ij	j			k	kl	klm			o	o
		47%	53%	11%	18%	20%	43%	20%	17%	11%	11%	6%	10%	17%	54%	80%	9%	7%	4%
Don't know	46	18	8	7	12	7	5	1	1	1	1	1	5	1	7	41	1	2	2
	2%	1%	1%	3%	2%	1%	*%	1%	*%	*%	*%	*%	1%	*%	1%	2%	*%	2%	2%
		b		ef	ef									k					p
		39%	17%	16%	26%	16%	10%	2%	3%	3%	2%	2%	10%	3%	14%	88%	3%	5%	5%
NOT ANSWERED [POSTAL ONLY]	6	2	4	-	-	-	6	-	2	-	4	*	-	4	2	6	-	*	-
	*%	*%	*%	-%	-%	-%	1%	-%	1%	-%	*%	*%	-%	1%	*%	*%	-%	*%	-%
							e						kl						
		33%	67%	-%	-%	-%	100%	-%	30%	-%	70%	3%	-%	67%	30%	97%	-%	3%	-%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Yes - PC	1017	125	180	100	81	87	76	71	46	87	855	162	591	401	580	437
	34%	35%	41%	40%	37%	31%	36%	30%	35%	24%	33%	39%	34%	35%	39%	29%
		i	egi	egi	gi	i	i	i	i	j	j	j	j	j	o	o
		12%	18%	10%	8%	9%	7%	7%	4%	9%	84%	16%	58%	39%	57%	43%
Yes - laptop	2201	301	324	185	164	189	158	165	87	255	1889	312	1421	722	1138	1063
	73%	84%	74%	73%	75%	67%	76%	69%	66%	70%	73%	76%	81%	64%	76%	70%
		bcdefghi	eh	eh	eh	egh	egh	egh	egh	egh	egh	egh	m	m	o	o
		14%	15%	8%	7%	9%	7%	7%	4%	12%	86%	14%	65%	33%	52%	48%
Yes - netbook	147	13	25	14	11	12	14	9	6	16	127	20	100	43	80	67
	5%	4%	6%	5%	5%	4%	7%	4%	4%	4%	5%	5%	6%	4%	5%	4%
													m	m		
		9%	17%	9%	8%	8%	9%	6%	4%	11%	86%	14%	68%	29%	54%	46%
Yes - tablet computer e.g. iPad	1684	206	269	137	118	130	127	125	77	193	1422	262	1050	594	919	766
	56%	57%	62%	55%	54%	46%	61%	52%	59%	53%	55%	64%	60%	53%	62%	51%
		e	cdegi	e	e	eg	eg	e	e	j	j	j	m	m	o	o
		12%	16%	8%	7%	8%	8%	7%	5%	11%	84%	16%	62%	35%	55%	45%
TOTAL 'YES'	2720	348	401	229	206	232	193	205	122	323	2331	389	1659	980	1399	1321
	91%	97%	92%	91%	94%	83%	92%	85%	93%	89%	90%	94%	95%	87%	94%	87%
		bcdefghi	eg	eg	egi	eg	eg	eg	eg	e	j	j	m	m	o	o
		13%	15%	8%	8%	9%	7%	8%	5%	12%	86%	14%	61%	36%	51%	49%
PC ONLY	156	18	28	14	14	15	10	6	10	19	131	25	79	68	81	75
	5%	5%	6%	6%	6%	5%	5%	2%	8%	5%	5%	6%	5%	6%	5%	5%
			g	g	g	g	g	g	g	g	g	g	g	g	g	g
		11%	18%	9%	9%	10%	7%	4%	7%	12%	84%	16%	50%	43%	52%	48%
LAPTOP ONLY	666	96	76	54	59	68	40	57	25	92	587	79	417	227	283	383
	22%	27%	17%	21%	27%	24%	19%	24%	19%	25%	23%	19%	24%	20%	19%	25%
		bfn			bfn	b	b	b	b	b	m	m	m	m	n	n
		14%	11%	8%	9%	10%	6%	9%	4%	14%	88%	12%	63%	34%	42%	58%

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
TABLET ONLY	206	21	25	12	12	16	11	19	18	36	180	26	87	107	81	125
	7%	6%	6%	5%	5%	6%	5%	8%	14%	10%	7%	6%	5%	9%	5%	8%
		10%	12%	6%	6%	8%	5%	9%	9%	17%	87%	13%	42%	52%	39%	61%
No	228	9	23	17	14	43	11	32	9	25	209	19	72	135	70	158
	8%	2%	5%	7%	6%	15%	5%	13%	7%	7%	8%	5%	4%	12%	5%	10%
		4%	a	a	a	abcdfhi		abcdfhi	a	a	k		l	l	n	n
		4%	10%	7%	6%	19%	5%	14%	4%	11%	92%	8%	31%	59%	31%	69%
Don't know	46	2	10	6	-	6	6	3	-	8	42	4	10	15	16	30
	2%	*%	2%	2%	-%	2%	3%	1%	-%	2%	2%	1%	1%	1%	1%	2%
		4%	adh	adh		dh	adh	dh		dh	91%	9%	21%	32%	35%	65%
		4%	22%	12%	-%	13%	12%	7%	-%	17%	97%	3%	67%	33%	67%	33%
NOT ANSWERED [POSTAL ONLY]	6	-	-	-	-	-	-	-	-	6	6	*	4	2	4	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	2%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	97%	97%	3%	67%	33%	67%	33%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Yes - PC	1017	507	459	817	802	466	988
	34%	36%	36%	37%	36%	38%	35%
						f	
		50%	45%	80%	79%	46%	97%
Yes - laptop	2201	1078	948	1781	1806	988	2146
	73%	77%	75%	80%	81%	81%	76%
				abf	abf	abf	
		49%	43%	81%	82%	45%	97%
Yes - netbook	147	91	64	124	128	69	145
	5%	7%	5%	6%	6%	6%	5%
						f	
		62%	43%	84%	87%	47%	98%
Yes - tablet computer e.g. iPad	1684	891	762	1419	1371	751	1660
	56%	64%	60%	64%	61%	62%	59%
		bf		bdf	f	f	
		53%	45%	84%	81%	45%	99%
TOTAL 'YES'	2720	1331	1159	2144	2149	1167	2639
	91%	95%	91%	96%	96%	96%	93%
		bf		bf	bf	bf	b
		49%	43%	79%	79%	43%	97%
PC ONLY	156	66	61	94	97	50	145
	5%	5%	5%	4%	4%	4%	5%
		42%	39%	60%	62%	32%	93%
LAPTOP ONLY	666	279	234	474	520	274	632
	22%	20%	18%	21%	23%	23%	22%
				b	ab	b	b
		42%	35%	71%	78%	41%	95%
TABLET ONLY	206	100	80	135	133	69	195
	7%	7%	6%	6%	6%	6%	7%
		48%	39%	66%	65%	33%	95%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)**

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
No	228	59	100	76	82	42	175
	8%	4%	8%	3%	4%	3%	6%
			acdef				acde
		26%	44%	33%	36%	19%	77%
Don't know	46	2	5	4	8	2	13
	2%	*%	*%	*%	*%	*%	*%
		4%	11%	9%	18%	5%	27%
NOT ANSWERED [POSTAL ONLY]	6	4	6	4	4	4	6
	*%	*%	*%	*%	*%	*%	*%
		70%	97%	67%	67%	67%	100%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Yes – have access and use at home	2721	1279	1402	268	550	882	980	154	211	331	1234	769	742	478	602	2251	255	136	78
	91%	92%	91%	92%	94%	94%	88%	80%	84%	91%	97%	96%	96%	94%	82%	90%	95%	91%	87%
				f	f	f				gh	ghi	n	n	n		r	oqr		
		47%	52%	10%	20%	32%	36%	6%	8%	12%	45%	28%	27%	18%	22%	83%	9%	5%	3%
Yes – have access but don't use at home	65	23	38	5	6	13	35	6	9	11	16	8	7	7	37	54	4	3	3
	2%	2%	2%	2%	1%	1%	3%	3%	4%	3%	1%	1%	1%	1%	5%	2%	2%	2%	4%
							de			j	j				klm				o
		36%	58%	7%	10%	20%	55%	9%	14%	17%	24%	12%	11%	10%	57%	84%	6%	5%	5%
No do not have access at home	146	68	76	10	13	31	77	31	29	18	10	16	15	17	73	126	7	8	5
	5%	5%	5%	3%	2%	3%	7%	16%	11%	5%	1%	2%	2%	3%	10%	5%	3%	6%	5%
							cde			ij	ij				klm				
		47%	52%	7%	9%	21%	53%	21%	20%	12%	7%	11%	10%	11%	50%	86%	5%	6%	3%
Don't know	65	25	22	9	17	12	13	2	2	4	4	4	7	2	19	55	3	3	4
	2%	2%	1%	3%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%	4%
				ef	ef					j					klm				opq
		38%	34%	13%	26%	18%	21%	3%	3%	6%	6%	6%	10%	3%	30%	85%	5%	4%	6%
NOT ANSWERED [POSTAL ONLY]	4	*	4	-	-	-	4	-	-	-	4	*	-	4	-	4	-	*	-
	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%
							e								klm				
		4%	96%	0%	0%	0%	100%	0%	0%	0%	100%	4%	0%	96%	0%	96%	0%	4%	0%

**INTERNET ACCESS AT HOME**

YES	2785	1302	1440	273	557	895	1015	160	220	341	1250	777	749	485	639	2305	260	139	82
	93%	93%	93%	94%	95%	95%	91%	83%	88%	94%	99%	97%	97%	96%	87%	93%	96%	93%	91%
					f	f				gh	ghi	n	n	n			oqr		
		47%	52%	10%	20%	32%	36%	6%	8%	12%	45%	28%	27%	17%	23%	83%	9%	5%	3%
NO	146	68	76	10	13	31	77	31	29	18	10	16	15	17	73	126	7	8	5
	5%	5%	5%	3%	2%	3%	7%	16%	11%	5%	1%	2%	2%	3%	10%	5%	3%	6%	5%
							cde			ij	ij				klm				
		47%	52%	7%	9%	21%	53%	21%	20%	12%	7%	11%	10%	11%	50%	86%	5%	6%	3%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
Yes – have access and use at home	2721	340	387	228	208	246	194	215	120	312	2333	388	1672	967	1390	1331	
	91%	95%	89%	91%	95%	87%	93%	90%	91%	86%	90%	94%	96%	86%	93%	88%	
		bcegi			begi		ei				j	m			o		
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	61%	36%	51%	49%	
Yes – have access but don't use at home	65	5	6	8	6	6	3	5	5	10	57	7	17	42	21	44	
	2%	2%	1%	3%	3%	2%	1%	2%	4%	3%	2%	2%	1%	4%	1%	3%	
								abf						l		n	
			8%	10%	13%	9%	9%	4%	7%	8%	15%	89%	11%	27%	64%	32%	68%
No do not have access at home	146	8	28	7	5	22	6	17	4	28	132	14	34	98	54	92	
	5%	2%	7%	3%	2%	8%	3%	7%	3%	8%	5%	3%	2%	9%	4%	6%	
			acdf			acdfh		acdfh		acdfh				l		n	
			5%	20%	5%	3%	15%	4%	12%	3%	19%	90%	10%	24%	67%	37%	63%
Don't know	65	5	13	8	1	7	7	3	2	8	62	3	16	24	21	44	
	2%	2%	3%	3%	1%	3%	3%	1%	1%	2%	2%	1%	1%	2%	1%	3%	
			d	d		d	d				k			l		n	
			8%	20%	13%	2%	11%	10%	5%	3%	13%	96%	4%	25%	36%	32%	68%
NOT ANSWERED [POSTAL ONLY]	4	-	-	-	-	-	-	-	-	4	4	*	4	*	4	*	
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%	
										b				o			
			-%	-%	-%	-%	-%	-%	-%	96%	96%	4%	96%	4%	96%	4%	
<b>INTERNET ACCESS AT HOME</b>																	
YES	2785	346	393	237	214	252	197	220	125	322	2390	395	1689	1009	1410	1375	
	93%	96%	90%	94%	97%	89%	94%	92%	95%	89%	92%	96%	97%	89%	95%	91%	
		begi		ei	bcefgi		ei		bei		j	m			o		
		12%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	61%	36%	51%	49%	

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
NO	146	8	28	7	5	22	6	17	4	28	132	14	34	98	54	92
	5%	2%	7%	3%	2%	8%	3%	7%	3%	8%	5%	3%	2%	9%	4%	6%
			acdf			acdfh		acdfh		acdfh			l			n
		5%	20%	5%	3%	15%	4%	12%	3%	19%	90%	10%	24%	67%	37%	63%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Yes – have access and use at home	2721	1336	1156	2154	2174	1182	2647
	91%	96%	91%	97%	97%	97%	93%
		bf		bf	abf	abf	b
		49%	42%	79%	80%	43%	97%
Yes – have access but don't use at home	65	22	33	32	30	15	58
	2%	2%	3%	1%	1%	1%	2%
			acde				de
		34%	51%	50%	47%	23%	90%
No do not have access at home	146	30	68	28	22	10	101
	5%	2%	5%	1%	1%	1%	4%
		cde	acdef				acde
		21%	47%	19%	15%	7%	70%
Don't know	65	3	8	9	13	5	21
	2%	*%	1%	*%	1%	*%	1%
							a
		5%	12%	14%	21%	8%	33%
NOT ANSWERED [POSTAL ONLY]	4	4	4	4	4	4	4
	*%	*%	*%	*%	*%	*%	*%
		100%	96%	96%	96%	96%	100%
<b>INTERNET ACCESS AT HOME</b>							
YES	2785	1358	1189	2187	2204	1197	2705
	93%	97%	94%	98%	98%	98%	96%
		bf		bf	abf	abf	b
		49%	43%	79%	79%	43%	97%
NO	146	30	68	28	22	10	101
	5%	2%	5%	1%	1%	1%	4%
		cde	acdef				acde
		21%	47%	19%	15%	7%	70%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

IN6. 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Your workplace	1406	677	711	126	398	582	286	43	63	153	848	471	492	265	147	1170	130	66	39
	47%	49%	46%	43%	68%	62%	26%	22%	25%	42%	67%	59%	64%	52%	20%	47%	48%	44%	43%
				f	cef	cf				gh	ghi	mn	kmn	n					
		48%	51%	9%	28%	41%	20%	3%	5%	11%	60%	34%	35%	19%	10%	83%	9%	5%	3%
In someone else's home	1220	509	700	150	262	405	395	63	92	147	625	363	371	202	239	1003	119	62	36
	41%	36%	45%	51%	45%	43%	36%	33%	36%	41%	49%	46%	48%	40%	33%	40%	44%	41%	40%
			a	def	f	f				g	ghi	mn	mn	n					
		42%	57%	12%	22%	33%	32%	5%	8%	12%	51%	30%	30%	17%	20%	82%	10%	5%	3%
While travelling	1199	597	592	114	234	399	440	49	78	119	656	432	345	191	192	1001	120	49	29
	40%	43%	38%	39%	40%	43%	40%	26%	31%	33%	52%	54%	45%	38%	26%	40%	44%	33%	33%
		b								g	ghi	lmn	mn	n		qr	qr		
		50%	49%	10%	20%	33%	37%	4%	6%	10%	55%	36%	29%	16%	16%	83%	10%	4%	2%
In cafés/ restaurants/ pubs/ bars	1028	464	556	124	217	355	324	48	52	93	586	372	315	154	159	846	105	47	30
	34%	33%	36%	43%	37%	38%	29%	25%	21%	25%	46%	47%	41%	30%	22%	34%	39%	32%	33%
				f	f	f					ghi	lmn	mn	n			q		
		45%	54%	12%	21%	35%	32%	5%	5%	9%	57%	36%	31%	15%	15%	82%	10%	5%	3%
In shops or shopping centres	780	350	421	108	155	264	243	37	50	78	410	259	223	113	155	640	83	35	22
	26%	25%	27%	37%	27%	28%	22%	19%	20%	21%	32%	32%	29%	22%	21%	26%	31%	23%	25%
				def	f	f					ghi	mn	mn				q		
		45%	54%	14%	20%	34%	31%	5%	6%	10%	53%	33%	29%	15%	20%	82%	11%	4%	3%
On public transport	732	341	380	119	162	233	210	41	50	68	388	243	237	95	130	609	74	28	21
	24%	24%	25%	41%	28%	25%	19%	21%	20%	19%	31%	30%	31%	19%	18%	24%	27%	19%	23%
				def	f	f					ghi	mn	mn				q	q	
		47%	52%	16%	22%	32%	29%	6%	7%	9%	53%	33%	32%	13%	18%	83%	10%	4%	3%
Outdoor areas such as parks	714	342	366	65	142	259	243	30	46	71	404	250	209	111	123	606	65	28	16
	24%	25%	24%	22%	24%	28%	22%	15%	18%	20%	32%	31%	27%	22%	17%	24%	24%	19%	17%
						cf					ghi	lmn	mn	n		qr	r		
		48%	51%	9%	20%	36%	34%	4%	6%	10%	57%	35%	29%	16%	17%	85%	9%	4%	2%

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

IN6. 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
In leisure centres/ gyms/ sports grounds	285	134	147	56	82	97	50	14	13	21	167	94	109	39	35	236	31	10	8
	10%	10%	10%	19%	14%	10%	4%	7%	5%	6%	13%	12%	14%	8%	5%	9%	12%	7%	9%
				def	ef	f					ghi	mn	mn	n			q		
		47%	52%	20%	29%	34%	17%	5%	4%	7%	58%	33%	38%	14%	12%	83%	11%	3%	3%
School/ college/ University	253	98	148	136	48	48	18	25	13	29	85	51	113	42	36	207	26	11	9
	8%	7%	10%	47%	8%	5%	2%	13%	5%	8%	7%	6%	15%	8%	5%	8%	10%	7%	10%
			a	def	ef	f		hij					kmn	n					
		39%	59%	54%	19%	19%	7%	10%	5%	11%	34%	20%	45%	17%	14%	82%	10%	4%	3%
Library	187	75	109	56	38	42	47	22	18	24	58	42	73	21	45	157	16	7	7
	6%	5%	7%	19%	7%	4%	4%	11%	7%	6%	5%	5%	9%	4%	6%	6%	6%	5%	7%
			a	def	f			ij					kmn						
		40%	58%	30%	20%	22%	25%	12%	10%	13%	31%	22%	39%	11%	24%	84%	9%	4%	4%
Internet café	137	73	62	22	30	51	34	5	10	15	62	49	41	14	28	113	14	4	5
	5%	5%	4%	7%	5%	5%	3%	2%	4%	4%	5%	6%	5%	3%	4%	5%	5%	3%	6%
			f	f	f							mn	m						q
		53%	45%	16%	22%	37%	25%	3%	7%	11%	45%	36%	30%	10%	20%	82%	11%	3%	4%
UK culture centre/ Learn Direct/ other online learning centres	35	14	20	4	11	12	7	2	2	5	9	11	10	2	7	30	3	1	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%
				f															
		42%	57%	11%	31%	35%	21%	6%	5%	14%	28%	31%	28%	5%	21%	87%	10%	2%	1%
Other	37	21	14	2	4	8	22	4	4	5	14	12	9	5	8	32	2	1	1
	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							de												
		57%	39%	6%	10%	21%	59%	10%	10%	13%	39%	32%	25%	15%	22%	87%	7%	4%	3%
No, do not	702	322	349	28	88	155	386	72	92	90	130	94	90	106	310	587	56	36	23
	23%	23%	23%	10%	15%	17%	35%	37%	37%	25%	10%	12%	12%	21%	42%	24%	21%	24%	26%
				c	c	cde		ij	ij	j			kl	klm					
		46%	50%	4%	13%	22%	55%	10%	13%	13%	18%	13%	13%	15%	44%	84%	8%	5%	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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IN6. 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
NOT ANSWERED [POSTAL ONLY]	10 *%	2 *%	8 1%	- -%	- -%	- -%	10 1%	1 1%	- -%	1 *%	6 *%	1 *%	1 *%	4 1%	2 *%	9 *%	* *%	1 1%	* *%
			a 17%				de 100%							kl 40%					
EVER USE INTERNET AT HOME OR ELSEWHERE	2788 93%	1306 94%	1440 93%	281 96%	566 96%	906 97%	992 89%	164 85%	216 86%	339 94%	1245 98%	779 98%	752 97%	490 97%	629 86%	2307 93%	259 96%	140 93%	83 92%
				f 10%	f 20%	f 32%	de 36%			gh 12%	ghi 45%	n 28%	n 27%	n 18%			or 9%		
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	68 2%	27 2%	38 2%	13 4%	15 3%	24 3%	12 1%	9 5%	5 2%	9 2%	10 1%	11 1%	9 1%	12 2%	27 4%	57 2%	3 1%	4 3%	4 5%
				f 19%	f 22%	f 35%	de 18%	j 13%		j 13%				kl 39%					op 6%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

IN6. 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	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Your workplace	1406	196	200	112	110	134	99	102	64	153	1227	179	1292	91	714	691
	47%	55%	46%	44%	50%	48%	48%	43%	49%	42%	47%	43%	74%	8%	48%	46%
		bcgi											m			
		14%	14%	8%	8%	10%	7%	7%	5%	11%	87%	13%	92%	6%	51%	49%
In someone else's home	1220	160	181	117	91	114	74	93	50	124	1047	173	777	420	621	599
	41%	44%	42%	46%	41%	40%	35%	39%	38%	34%	40%	42%	45%	37%	42%	40%
		fi	i	fg	hi								m			
		13%	15%	10%	7%	9%	6%	8%	4%	10%	86%	14%	64%	34%	51%	49%
While travelling	1199	195	193	98	72	105	86	81	43	127	1031	168	794	378	631	568
	40%	54%	44%	39%	33%	37%	41%	34%	33%	35%	40%	41%	46%	33%	42%	38%
		bcdefghi	dghi				dgh						m		o	
		16%	16%	8%	6%	9%	7%	7%	4%	11%	86%	14%	66%	32%	53%	47%
In cafés/ restaurants/ pubs/ bars	1028	151	154	91	66	89	70	66	41	117	874	154	707	303	561	467
	34%	42%	35%	36%	30%	32%	34%	27%	31%	32%	34%	37%	41%	27%	38%	31%
		defghi	g	g									m		o	
		15%	15%	9%	6%	9%	7%	6%	4%	11%	85%	15%	69%	30%	55%	45%
In shops or shopping centres	780	117	120	60	49	72	52	50	30	90	677	103	519	244	390	389
	26%	32%	28%	24%	22%	25%	25%	21%	23%	25%	26%	25%	30%	22%	26%	26%
		cdefghi	g										m			
		15%	15%	8%	6%	9%	7%	6%	4%	12%	87%	13%	67%	31%	50%	50%
On public transport	732	153	115	49	35	61	46	50	24	76	650	82	488	228	347	385
	24%	43%	26%	19%	16%	22%	22%	21%	18%	21%	25%	20%	28%	20%	23%	25%
		bcdefghi	cdh				d				k		m			
		21%	16%	7%	5%	8%	6%	7%	3%	10%	89%	11%	67%	31%	47%	53%
Outdoor areas such as parks	714	115	109	68	51	62	42	49	29	81	616	98	489	211	388	327
	24%	32%	25%	27%	23%	22%	20%	20%	22%	22%	24%	24%	28%	19%	26%	22%
		bdefghi	f										m		o	
		16%	15%	9%	7%	9%	6%	7%	4%	11%	86%	14%	68%	30%	54%	46%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**IN6. 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	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
In leisure centres/ gyms/ sports grounds	285	50	48	20	14	24	16	18	10	37	255	30	208	73	134	152
	10%	14%	11%	8%	6%	9%	8%	7%	7%	10%	10%	7%	12%	6%	9%	10%
		cdefgh	d										m			
		17%	17%	7%	5%	9%	6%	6%	3%	13%	90%	10%	73%	26%	47%	53%
School/ college/ University	253	43	41	10	19	22	16	14	12	30	228	25	108	137	101	151
	8%	12%	10%	4%	9%	8%	8%	6%	9%	8%	9%	6%	6%	12%	7%	10%
		cg	c		c	c	c		c	c	k			l		n
		17%	16%	4%	8%	9%	6%	5%	5%	12%	90%	10%	43%	54%	40%	60%
Library	187	37	27	14	12	15	17	9	5	20	174	13	81	99	63	124
	6%	10%	6%	6%	5%	5%	8%	4%	4%	6%	7%	3%	5%	9%	4%	8%
		bcdgghi					gh				k			l		n
		20%	14%	8%	6%	8%	9%	5%	3%	11%	93%	7%	44%	53%	34%	66%
Internet café	137	25	19	13	6	11	8	6	4	21	121	16	85	46	54	82
	5%	7%	4%	5%	3%	4%	4%	2%	3%	6%	5%	4%	5%	4%	4%	5%
		dgh								g						n
		19%	14%	9%	4%	8%	6%	4%	3%	15%	88%	12%	62%	34%	40%	60%
UK culture centre/ Learn Direct/ other online learning centres	35	3	7	1	1	4	2	3	1	7	31	3	20	11	13	21
	1%	1%	2%	*%	*%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%
		10%	22%	3%	2%	12%	6%	9%	2%	21%	90%	10%	58%	31%	39%	61%
Other	37	5	6	6	3	2	3	2	2	3	30	7	13	22	21	16
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
														l		
		13%	17%	17%	9%	5%	7%	6%	5%	8%	82%	18%	36%	59%	57%	43%
No, do not	702	47	103	57	47	71	51	75	33	103	608	93	205	430	324	377
	23%	13%	24%	23%	21%	25%	24%	31%	25%	29%	24%	23%	12%	38%	22%	25%
			a	a	a	a	a	abcdf	a	ad				l		n
		7%	15%	8%	7%	10%	7%	11%	5%	15%	87%	13%	29%	61%	46%	54%

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

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IN6. 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	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NOT ANSWERED [POSTAL ONLY]	10	-	1	2	-	-	1	-	*	4	9	*	4	4	6	4
	*%	-%	*%	1%	-%	-%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%
		-%	10%	24%	-%	-%	10%	-%	3%	40%	97%	3%	40%	39%	64%	36%
EVER USE INTERNET AT HOME OR ELSEWHERE	2788	346	400	233	214	256	196	219	121	323	2393	396	1702	997	1410	1379
	93%	96%	92%	93%	97%	91%	94%	91%	92%	89%	92%	96%	98%	88%	95%	91%
		bceghi			bcefg		i				j		m		o	
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	61%	36%	51%	49%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	68	6	13	5	6	10	2	4	1	11	60	8	31	30	20	48
	2%	2%	3%	2%	3%	3%	1%	1%	1%	3%	2%	2%	2%	3%	1%	3%
		8%	18%	7%	9%	14%	3%	5%	1%	16%	88%	12%	45%	44%	30%	70%

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

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IN6. 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	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
Your workplace	1406	719	554	1167	1242	679	1371	
	47%	52%	44%	52%	55%	56%	48%	
		bf	bf	abcf	abcf	abcf	b	
		51%	39%	83%	88%	48%	98%	
In someone else's home	1220	616	545	1045	1041	631	1200	
	41%	44%	43%	47%	46%	52%	42%	
				bf	bf	abcdf		
		51%	45%	86%	85%	52%	98%	
While travelling	1199	590	535	1026	1028	606	1185	
	40%	42%	42%	46%	46%	50%	42%	
				abf	abf	abcdf		
		49%	45%	86%	86%	51%	99%	
In cafés/ restaurants/ pubs/ bars	1028	540	451	914	909	542	1019	
	34%	39%	36%	41%	41%	45%	36%	
				bf	bf	abcdf		
		52%	44%	89%	88%	53%	99%	
In shops or shopping centres	780	412	319	668	684	429	768	
	26%	30%	25%	30%	30%	35%	27%	
		b	bf	bf	bf	abcdf		
		53%	41%	86%	88%	55%	98%	
On public transport	732	358	308	621	645	400	722	
	24%	26%	24%	28%	29%	33%	26%	
				bf	abf	abcdf		
		49%	42%	85%	88%	55%	99%	
Outdoor areas such as parks	714	365	326	622	619	378	708	
	24%	26%	26%	28%	28%	31%	25%	
				f	f	abcdf		
		51%	46%	87%	87%	53%	99%	

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

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IN6. 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	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
In leisure centres/ gyms/ sports grounds	285	137	110	241	262	164	283	
	10%	10%	9%	11%	12%	13%	10%	
				b	bf	abcf		
		48%	39%	85%	92%	57%	99%	
School/ college/ University	253	99	84	189	227	148	241	
	8%	7%	7%	8%	10%	12%	9%	
				b	abcf	abcdf	b	
		39%	33%	75%	90%	58%	96%	
Library	187	64	76	140	146	97	180	
	6%	5%	6%	6%	7%	8%	6%	
				a	a	abcf	a	
		34%	41%	75%	78%	52%	96%	
Internet café	137	62	52	109	118	70	133	
	5%	4%	4%	5%	5%	6%	5%	
						b		
		45%	38%	80%	86%	52%	98%	
UK culture centre/ Learn Direct/ other online learning centres	35	19	12	30	28	15	34	
	1%	1%	1%	1%	1%	1%	1%	
		56%	34%	88%	81%	43%	98%	
Other	37	13	21	30	24	14	36	
	1%	1%	2%	1%	1%	1%	1%	
		35%	56%	81%	66%	39%	98%	
No, do not	702	246	308	350	331	156	598	
	23%	18%	24%	16%	15%	13%	21%	
		de	acdef	e			acde	
		35%	44%	50%	47%	22%	85%	

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

IN6. 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	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
NOT ANSWERED [POSTAL ONLY]	10	5	5	6	5	4	7
	*%	*%	*%	*%	*%	*%	*%
		56%	53%	58%	52%	45%	71%
EVER USE INTERNET AT HOME OR ELSEWHERE	2788	1356	1180	2181	2205	1193	2696
	93%	97%	93%	98%	98%	98%	95%
		bf		bf	abf	bf	b
		49%	42%	78%	79%	43%	97%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	68	20	24	27	31	11	50
	2%	1%	2%	1%	1%	1%	2%
			e				e
		30%	35%	40%	46%	16%	73%

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



QE58. How many people in your household share the internet connection? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480
Total	2599	1217	1344	270	555	875	872	137	192	314	1219	755	724	450	564	2147	245	132	75
		47%	52%	10%	21%	34%	34%	5%	7%	12%	47%	29%	28%	17%	22%	83%	9%	5%	3%
1	355	167	182	14	67	100	170	42	56	62	105	91	95	54	101	279	47	17	12
	14%	14%	14%	5%	12%	11%	19%	31%	29%	20%	9%	12%	13%	12%	18%	13%	19%	13%	16%
		47%	51%	4%	19%	28%	48%	12%	16%	18%	30%	26%	27%	15%	28%	79%	13%	5%	3%
2	1239	591	637	97	309	283	540	47	77	160	626	375	374	190	265	1032	116	60	32
	48%	49%	47%	36%	56%	32%	62%	34%	40%	51%	51%	50%	52%	42%	47%	48%	47%	45%	42%
		48%	51%	8%	25%	23%	44%	4%	6%	13%	50%	30%	30%	15%	21%	83%	9%	5%	3%
3	426	200	216	58	85	172	105	24	28	44	188	113	97	88	98	357	34	23	12
	16%	16%	16%	21%	15%	20%	12%	17%	14%	14%	15%	15%	13%	20%	17%	17%	14%	18%	16%
		47%	51%	14%	20%	40%	25%	6%	6%	10%	44%	26%	23%	21%	23%	84%	8%	5%	3%
4	377	170	198	47	61	217	48	10	18	31	211	126	98	78	59	311	33	20	13
	14%	14%	15%	17%	11%	25%	5%	7%	9%	10%	17%	17%	14%	17%	11%	14%	13%	15%	17%
		45%	53%	13%	16%	58%	13%	3%	5%	8%	56%	33%	26%	21%	16%	83%	9%	5%	3%
5 or more	201	89	110	55	32	103	9	15	13	16	89	51	60	40	39	167	16	12	6
	8%	7%	8%	20%	6%	12%	1%	11%	7%	5%	7%	7%	8%	9%	7%	8%	6%	9%	8%
		44%	55%	27%	16%	51%	4%	7%	6%	8%	44%	25%	30%	20%	19%	83%	8%	6%	3%
Don't know	1	*	1	-	-	1	1	-	-	*	-	-	-	-	1	1	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		28%	72%	-%	-%	45%	55%	-%	-%	28%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Mean number of people	2.6	2.6	2.6	3.3	2.4	3.0	2.1	2.4	2.3	2.3	2.7	2.6	2.6	2.7	2.5	2.6	2.4	2.7	2.6
				def	f	df					ghi	n	n	klm		p		p	p
Standard deviation	1.24	1.21	1.27	1.50	1.10	1.35	.80	1.50	1.27	1.11	1.14	1.14	1.28	1.26	1.24	1.23	1.25	1.30	1.22
Standard error	.02	.03	.03	.07	.04	.03	.02	.09	.07	.05	.02	.03	.03	.05	.04	.02	.06	.06	.05

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

QE58. How many people in your household share the internet connection? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
1	355	43	46	32	23	34	20	26	22	33	317	38	195	144	154	200
	14%	13%	13%	15%	11%	14%	11%	13%	19%	11%	14%	10%	12%	16%	12%	16%
		12%	13%	9%	6%	10%	6%	7%	6%	9%	89%	11%	55%	40%	44%	56%
2	1239	146	182	101	105	100	85	106	50	157	1037	202	759	455	662	577
	48%	44%	50%	47%	52%	42%	46%	53%	42%	53%	46%	55%	46%	52%	51%	45%
		12%	15%	8%	8%	8%	7%	9%	4%	13%	84%	16%	61%	37%	53%	47%
3	426	59	50	48	31	41	33	25	15	55	372	54	292	122	201	226
	16%	18%	14%	22%	15%	18%	18%	12%	13%	18%	17%	15%	18%	14%	15%	18%
		g		bdgh		g		g		g	87%	13%	m		47%	53%
		14%	12%	11%	7%	10%	8%	6%	4%	13%	87%	13%	69%	29%	47%	53%
4	377	54	60	17	30	29	36	26	17	43	328	48	276	89	213	164
	14%	16%	17%	8%	14%	12%	19%	13%	14%	14%	15%	13%	17%	10%	16%	13%
		c	c		c		ceg		c	c	87%	13%	m		56%	44%
		14%	16%	5%	8%	8%	9%	7%	4%	11%	87%	13%	73%	24%	56%	44%
5 or more	201	30	23	15	16	32	11	18	13	9	178	23	129	65	80	121
	8%	9%	6%	7%	8%	13%	6%	9%	11%	3%	8%	6%	8%	7%	6%	9%
		i		i	i	bcdfi		i	bf		89%	11%	64%	32%	40%	60%
		15%	11%	7%	8%	16%	5%	9%	7%	5%	89%	11%	64%	32%	40%	60%
Don't know	1	-	-	*	-	-	-	1	*	-	1	-	-	1	-	1
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	28%	-%	-%	-%	45%	27%	-%	100%	-%	-%	100%	-%	100%
Mean number of people	2.6	2.7	2.5	2.5	2.6	2.8	2.6	2.5	2.6	2.5	2.6	2.5	2.7	2.5	2.6	2.6
		ci				bcgi		i			k		m			
Standard deviation	1.24	1.31	1.14	1.16	1.24	1.51	1.13	1.22	1.40	1.03	1.26	1.08	1.20	1.26	1.13	1.34
Standard error	.02	.07	.06	.07	.07	.09	.06	.07	.08	.06	.02	.03	.02	.03	.02	.03

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

QE58. How many people in your household share the internet connection? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4652	2263	1946	3715	3811	2086	4532
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151
Total	2599	1275	1088	2083	2140	1162	2531
		49%	42%	80%	82%	45%	97%
1	355	134	165	263	242	147	341
	14%	10%	15%	13%	11%	13%	13%
			acde	a			ad
		38%	47%	74%	68%	41%	96%
2	1239	595	552	998	1004	502	1206
	48%	47%	51%	48%	47%	43%	48%
			ade	e	e		e
		48%	45%	81%	81%	41%	97%
3	426	239	168	358	372	230	417
	16%	19%	15%	17%	17%	20%	16%
		bf				bcf	
		56%	39%	84%	87%	54%	98%
4	377	196	137	305	346	170	369
	14%	15%	13%	15%	16%	15%	15%
		b			b		
		52%	36%	81%	92%	45%	98%
5 or more	201	110	65	158	176	113	197
	8%	9%	6%	8%	8%	10%	8%
		b			b	bcf	b
		55%	32%	79%	88%	56%	98%
Don't know	1	*	1	1	*	*	1
	*%	*%	*%	*%	*%	*%	*%
		27%	73%	72%	27%	27%	100%
Mean number of people	2.6	2.7	2.5	2.6	2.7	2.7	2.6
		bcf		b	bcf	bcf	b
Standard deviation	1.24	1.22	1.14	1.20	1.23	1.29	1.22
Standard error	.02	.03	.03	.02	.02	.03	.02

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

QE59. Which of these – if any – is your home internet connection used for? (MULTI CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480
Total	2599	1217 47%	1344 52%	270 10%	555 21%	875 34%	872 34%	137 5%	192 7%	314 12%	1219 47%	755 29%	724 28%	450 17%	564 22%	2147 83%	245 9%	132 5%	75 3%
Working from home	1398 54%	663 54%	715 53%	147 54%	362 65%	560 64%	316 36%	40 29%	54 28%	125 40%	861 71%	566 75%	520 72%	172 38%	109 19%	1185 55%	119 49%	59 45%	35 46%
				f 11%	cf 26%	cf 40%				gh 9%	ghi 62%	mn 40%	mn 37%	n 12%		pqr 85%			
Ordinary school work/ homework	766 29%	315 26%	437 33%	136 50%	142 26%	418 48%	64 7%	48 35%	56 29%	79 25%	375 31%	224 30%	226 31%	139 31%	146 26%	634 30%	66 27%	42 32%	24 31%
			a 41%	df 18%	f 18%	df 55%		i 6%			i 49%	n 29%	n 29%						
Distance learning due to Covid-19 (e.g. video lessons with a teacher)	716 28%	286 23%	418 31%	136 50%	124 22%	370 42%	81 9%	47 34%	44 23%	67 21%	361 30%	226 30%	227 31%	112 25%	121 21%	594 28%	61 25%	40 31%	21 28%
			a 40%	def 19%	f 17%	df 52%		hi 7%			hi 50%	n 32%	mn 32%	n 16%					
ANY OF THESE	1714 66%	780 64%	908 68%	216 80%	431 78%	706 81%	346 40%	73 53%	92 48%	173 55%	948 78%	593 79%	591 82%	252 56%	226 40%	1436 67%	150 61%	82 62%	46 61%
			a 46%	f 13%	f 25%	f 41%					ghi 55%	mn 35%	mn 34%	n 15%		pr 84%			
None of these	885 34%	437 36%	436 32%	54 20%	123 22%	170 19%	526 60%	65 47%	100 52%	141 45%	271 22%	162 21%	133 18%	198 44%	338 60%	711 33%	95 39%	49 38%	29 39%
		b 49%					cde 59%	j 7%	j 11%	j 16%			kl 18%	klm 15%		o 80%	o 11%	o 6%	o 3%

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

QE59. Which of these – if any – is your home internet connection used for? (MULTI CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
Working from home	1398	243	196	117	102	109	106	105	55	151	1206	192	1144	231	751	647
	54%	73%	54%	55%	50%	46%	57%	52%	47%	51%	54%	53%	69%	26%	57%	50%
		bcdefghi		e			eh						m		o	
		17%	14%	8%	7%	8%	8%	8%	4%	11%	86%	14%	82%	16%	54%	46%
Ordinary school work/ homework	766	89	104	60	63	81	60	59	38	80	669	96	524	221	352	414
	29%	27%	29%	28%	31%	35%	33%	29%	32%	27%	30%	26%	32%	25%	27%	32%
						a							m		n	
		12%	14%	8%	8%	11%	8%	8%	5%	10%	87%	13%	68%	29%	46%	54%
Distance learning due to Covid-19 (e.g. video lessons with a teacher)	716	94	110	53	45	69	56	54	33	81	626	90	489	207	359	357
	28%	28%	30%	25%	22%	29%	30%	27%	28%	27%	28%	25%	30%	24%	27%	28%
			d				d						m			
		13%	15%	7%	6%	10%	8%	8%	5%	11%	87%	13%	68%	29%	50%	50%
ANY OF THESE	1714	266	242	137	132	146	126	127	72	188	1492	222	1302	373	854	860
	66%	80%	67%	64%	65%	62%	68%	63%	61%	63%	67%	61%	79%	43%	65%	67%
		bcdefghi									k		m			
		16%	14%	8%	8%	9%	7%	7%	4%	11%	87%	13%	76%	22%	50%	50%
None of these	885	66	120	76	71	89	58	75	46	109	742	143	349	503	456	429
	34%	20%	33%	36%	35%	38%	32%	37%	39%	37%	33%	39%	21%	57%	35%	33%
			a	a	a	a	a	a	a	a		j	l			
		7%	14%	9%	8%	10%	7%	8%	5%	12%	84%	16%	39%	57%	52%	48%

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

QE59. Which of these – if any – is your home internet connection used for? (MULTI CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4652	2263	1946	3715	3811	2086	4532
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151
Total	2599	1275	1088	2083	2140	1162	2531
		49%	42%	80%	82%	45%	97%
Working from home	1398	691	571	1193	1257	695	1377
	54%	54%	53%	57%	59%	60%	54%
				bf	abf	abf	
		49%	41%	85%	90%	50%	98%
Ordinary school work/ homework	766	377	267	607	695	409	747
	29%	30%	25%	29%	32%	35%	30%
		b	b	b	bcf	abcf	b
		49%	35%	79%	91%	53%	98%
Distance learning due to Covid-19 (e.g. video lessons with a teacher)	716	362	273	586	659	390	702
	28%	28%	25%	28%	31%	34%	28%
		b	b	b	bcf	abcf	
		51%	38%	82%	92%	55%	98%
ANY OF THESE	1714	836	673	1415	1524	849	1680
	66%	66%	62%	68%	71%	73%	66%
		b	b	b	abcf	abcf	b
		49%	39%	83%	89%	50%	98%
None of these	885	438	415	668	616	313	851
	34%	34%	38%	32%	29%	27%	34%
		de	acdef	de			de
		50%	47%	76%	70%	35%	96%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
None	250 8%	111 8%	117 8%	12 4%	25 4%	36 4%	145 13%	37 19%	39 16%	32 9%	23 2%	18 2%	24 3%	18 4%	130 18%	211 8%	16 6%	13 8%	10 12%
							cde	ij	ij	j				klm					op
Up to 2 hours	164 5%	78 6%	84 5%	8 3%	15 2%	36 4%	97 9%	16 8%	18 7%	15 4%	34 3%	24 3%	28 4%	33 7%	65 9%	138 6%	11 4%	9 6%	7 7%
							cde	ij	j					kl kl					p
3 to 5 hours	164 5%	75 5%	86 6%	7 2%	21 4%	43 5%	89 8%	14 7%	18 7%	27 7%	49 4%	32 4%	26 3%	40 8%	52 7%	136 5%	12 4%	10 7%	6 6%
							cde	j	j	j				kl kl					
6 to 8 hours	276 9%	135 10%	135 9%	21 7%	48 8%	82 9%	119 11%	19 10%	20 8%	39 11%	101 8%	65 8%	53 7%	69 14%	70 10%	236 9%	21 8%	11 7%	8 8%
														kln l					
9 to 11 hours	245 8%	113 8%	131 8%	20 7%	56 10%	77 8%	91 8%	15 8%	20 8%	31 8%	97 8%	67 8%	52 7%	57 11%	58 8%	204 8%	20 7%	14 9%	6 7%
														l					
12 to 15 hours	292 10%	131 9%	159 10%	24 8%	54 9%	85 9%	124 11%	16 8%	21 8%	38 11%	132 10%	85 11%	71 9%	58 11%	66 9%	234 9%	30 11%	17 11%	11 12%
16 to 22 hours	300 10%	137 10%	159 10%	28 9%	57 10%	94 10%	119 11%	17 9%	25 10%	42 12%	146 11%	81 10%	80 10%	56 11%	72 10%	248 10%	24 9%	16 10%	13 14%
																			op
Over 22 hours	1212 40%	575 41%	620 40%	157 54%	291 50%	449 48%	308 28%	55 29%	80 32%	133 37%	675 53%	411 52%	421 55%	157 31%	192 26%	997 40%	132 49%	55 37%	28 31%
				ef	f	f				g	ghi	mn	mn			r	oqr	r	

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Don't know/ unsure	93 3%	38 3%	48 3%	14 5%	19 3%	37 4%	14 1%	5 2%	8 3%	6 2%	9 1%	11 1%	15 2%	19 4%	24 3%	81 3%	4 2%	5 3%	2 3%
				f 15%	f 20%	f 40%	f 15%	j 5%	j 9%	j 7%			kl 16%	k 21%					
NOT ANSWERED [POSTAL ONLY]	4 *%	1 *%	3 *%	- -%	- -%	- -%	4 *%	- -%	1 *%	- -%	2 *%	2 *%	- -%	* *%	2 *%	3 *%	* *%	* *%	- -%
							e 100%												
		29%	71%	-%	-%	-%	100%	-%	29%	-%	53%	47%	-%	12%	41%	88%	6%	6%	-%

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
None	250	14	43	23	6	30	15	26	12	44	227	24	48	163	95	156	
	8%	4%	10%	9%	3%	11%	7%	11%	9%	12%	9%	6%	3%	14%	6%	10%	
		6%	ad	ad	ad	ad	d	ad	ad	adf	k			l		n	
			17%	9%	2%	12%	6%	10%	5%	18%	91%	9%	19%	65%	38%	62%	
Up to 2 hours	164	21	25	11	14	15	14	9	9	21	138	26	55	97	86	78	
	5%	6%	6%	4%	6%	5%	7%	4%	7%	6%	5%	6%	3%	9%	6%	5%	
			13%	15%	6%	8%	9%	9%	5%	5%	13%	84%	16%	33%	59%	52%	48%
3 to 5 hours	164	19	23	16	12	18	8	13	6	20	138	26	77	79	82	82	
	5%	5%	5%	6%	6%	6%	4%	5%	5%	6%	5%	6%	4%	7%	6%	5%	
			12%	14%	10%	7%	11%	5%	8%	4%	12%	84%	16%	47%	48%	50%	50%
6 to 8 hours	276	26	45	25	22	33	20	22	12	33	233	43	143	123	141	134	
	9%	7%	10%	10%	10%	12%	10%	9%	9%	9%	9%	10%	8%	11%	9%	9%	
			9%	16%	9%	8%	12%	7%	8%	4%	12%	85%	15%	52%	44%	51%	49%
9 to 11 hours	245	25	34	22	20	28	13	18	9	36	205	40	155	82	130	115	
	8%	7%	8%	9%	9%	10%	6%	7%	7%	10%	8%	10%	9%	7%	9%	8%	
			10%	14%	9%	8%	11%	5%	7%	4%	15%	84%	16%	63%	33%	53%	47%
12 to 15 hours	292	31	38	19	24	25	23	28	14	31	253	39	174	109	151	142	
	10%	9%	9%	8%	11%	9%	11%	12%	11%	9%	10%	10%	10%	10%	10%	9%	
			11%	13%	7%	8%	9%	8%	10%	11%	87%	13%	59%	37%	51%	49%	
16 to 22 hours	300	40	47	26	21	24	21	23	17	29	245	55	182	112	170	130	
	10%	11%	11%	11%	10%	8%	10%	9%	13%	8%	9%	13%	10%	10%	11%	9%	
			13%	16%	9%	7%	8%	7%	8%	6%	10%	82%	18%	61%	37%	57%	43%
Over 22 hours	1212	172	165	104	97	90	92	100	48	129	1060	151	866	325	598	613	
	40%	48%	38%	41%	44%	32%	44%	41%	37%	36%	41%	37%	50%	29%	40%	41%	
		beh		e	ei		ei	e					m				
		14%	14%	9%	8%	7%	8%	8%	4%	11%	88%	12%	72%	27%	49%	51%	

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC. Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)**

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Don't know/ unsure	93	10	14	6	4	17	4	4	5	17	86	7	45	38	34	59
	3%	3%	3%	2%	2%	6%	2%	2%	4%	5%	3%	2%	3%	3%	2%	4%
						cdg				dg	k				n	
		11%	16%	6%	4%	18%	5%	4%	5%	18%	93%	7%	48%	40%	37%	63%
NOT ANSWERED [POSTAL ONLY]	4	-	1	-	-	2	-	-	-	1	2	2	-	4	2	2
	*%	-%	*%	-%	-%	1%	-%	-%	-%	*%	*%	1%	-%	*%	*%	*%
		-%	18%	-%	-%	47%	-%	-%	-%	23%	41%	59%	-%	100%	53%	47%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC.** Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396 47%	1269 42%	2228 74%	2243 75%	1215 41%	2832 94%
None	250 8%	54 4%	105 8%	58 3%	48 2%	26 2%	167 6%
		cde 21%	acdef 42%				acde 67%
Up to 2 hours	164 5%	72 5%	71 6%	93 4%	85 4%	37 3%	147 5%
		de 44%	cde 43%				de 89%
3 to 5 hours	164 5%	71 5%	77 6%	115 5%	112 5%	48 4%	154 5%
		e 43%	e 47%				e 94%
6 to 8 hours	276 9%	143 10%	121 9%	209 9%	192 9%	95 8%	263 9%
		e 52%					
9 to 11 hours	245 8%	123 9%	93 7%	194 9%	186 8%	99 8%	238 8%
		50%	38%	79%	76%	41%	97%
12 to 15 hours	292 10%	157 11%	126 10%	244 11%	232 10%	121 10%	289 10%
		54%	43%	83%	79%	42%	99%
16 to 22 hours	300 10%	135 10%	135 11%	248 11%	252 11%	137 11%	296 10%
		45%	45%	83%	84%	46%	99%
Over 22 hours	1212 40%	597 43%	509 40%	1001 45%	1066 48%	619 51%	1190 42%
				bf 83%	abf 88%	abcdef 51%	
							98%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1BBC.** Please think about how much time you spend online across a typical week. Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online, doing schoolwork or working from home. This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else. How many hours in a typical week would you say you spend online? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Don't know/ unsure	93	43	31	64	69	33	84
	3%	3%	2%	3%	3%	3%	3%
		47%	33%	69%	74%	36%	91%
NOT ANSWERED [POSTAL ONLY]	4	1	2	*	1	-	3
	*%	*%	*%	*%	*%	-%	*%
		29%	53%	6%	23%	-%	82%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																				
Unweighted total	4930	2333	2529	527	911	1649	1781	329	377	639	2175	1349	1655	612	1108	3194	535	584	617	
Effective Weighted Sample	3414	1597	1771	356	670	1144	1199	232	260	437	1534	970	1211	434	803	2667	309	400	521	
Total	2726	1275	1413	277	557	895	959	156	210	330	1243	775	744	485	594	2259	252	136	79	
		47%	52%	10%	20%	33%	35%	6%	8%	12%	46%	28%	27%	18%	22%	83%	9%	5%	3%	
1	(1.0)	98	49	48	2	7	16	71	9	12	12	19	13	15	24	34	86	5	4	4
		4%	4%	3%	1%	1%	2%	7%	6%	6%	4%	2%	2%	2%	5%	6%	4%	2%	3%	4%
							cde	j	j	j				kl	kl					
			50%	49%	2%	7%	16%	72%	9%	12%	13%	19%	13%	15%	24%	35%	88%	5%	4%	4%
2	(2.0)	74	41	30	3	3	11	52	8	7	10	21	14	17	8	27	64	4	3	2
		3%	3%	2%	1%	1%	1%	5%	5%	4%	3%	2%	2%	2%	5%		3%	2%	3%	3%
			b				cde	j	j					klm						
			56%	41%	4%	5%	15%	71%	11%	10%	13%	28%	20%	23%	11%	37%	87%	5%	5%	3%
3	(3.0)	138	72	66	4	14	29	86	10	16	20	38	36	23	24	42	110	16	8	3
		5%	6%	5%	1%	2%	3%	9%	6%	8%	6%	3%	5%	3%	5%	7%	5%	6%	6%	4%
							cde	j	j	j		l			kl					
			52%	48%	3%	10%	21%	63%	7%	12%	14%	28%	26%	16%	18%	30%	80%	11%	6%	2%
4	(4.0)	187	77	106	7	24	57	96	12	8	27	76	45	32	55	39	154	18	8	6
		7%	6%	7%	2%	4%	6%	10%	8%	4%	8%	6%	6%	4%	11%	7%	7%	7%	6%	7%
						c	cde	h	h	h				kl	l					
			41%	57%	4%	13%	31%	52%	7%	4%	14%	41%	24%	17%	29%	21%	82%	10%	4%	3%
5	(5.0)	345	156	186	14	44	97	184	25	28	40	151	99	73	73	90	278	35	22	11
		13%	12%	13%	5%	8%	11%	19%	16%	13%	12%	12%	13%	10%	15%	15%	12%	14%	16%	14%
						cd	cde					l		l	l				o	
			45%	54%	4%	13%	28%	53%	7%	8%	12%	44%	29%	21%	21%	26%	80%	10%	6%	3%
6	(6.0)	263	125	132	13	43	86	115	10	24	36	105	79	65	54	50	214	29	13	7
		10%	10%	9%	5%	8%	10%	12%	6%	11%	11%	8%	10%	9%	11%	8%	9%	11%	10%	9%
						c	cd			g	g									
			48%	50%	5%	16%	33%	44%	4%	9%	14%	40%	30%	25%	20%	19%	81%	11%	5%	3%
7	(7.0)	430	202	222	43	89	169	125	16	32	40	222	131	122	80	81	369	30	20	11
		16%	16%	16%	16%	16%	19%	13%	10%	15%	12%	18%	17%	16%	17%	14%	16%	12%	15%	14%
						f						gi					p			
			47%	52%	10%	21%	39%	29%	4%	7%	9%	52%	31%	28%	19%	19%	86%	7%	5%	3%
8	(8.0)	485	219	262	63	138	174	105	24	32	59	256	150	169	68	86	400	47	23	15
		18%	17%	19%	23%	25%	19%	11%	15%	15%	18%	21%	19%	23%	14%	15%	18%	19%	17%	19%
					f	ef	f					h	mn	mn						
			45%	54%	13%	28%	36%	22%	5%	7%	12%	53%	31%	35%	14%	18%	83%	10%	5%	3%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4930	2333	2529	527	911	1649	1781	329	377	639	2175	1349	1655	612	1108	3194	535	584	617		
Effective Weighted Sample	3414	1597	1771	356	670	1144	1199	232	260	437	1534	970	1211	434	803	2667	309	400	521		
Total	2726	1275	1413	277	557	895	959	156	210	330	1243	775	744	485	594	2259	252	136	79		
		47%	52%	10%	20%	33%	35%	6%	8%	12%	46%	28%	27%	18%	22%	83%	9%	5%	3%		
9	(9.0)	210	94	114	40	62	77	31	11	20	21	115	68	75	31	33	171	22	9	8	
		8%	7%	8%	15%	11%	9%	3%	7%	9%	6%	9%	9%	10%	6%	6%	8%	9%	7%	10%	
				ef	f	f						n	mn								
				45%	54%	19%	29%	37%	15%	5%	9%	10%	55%	32%	36%	15%	16%	81%	10%	4%	4%
10	(10.0)	494	238	246	89	134	178	91	29	32	65	240	137	152	68	110	411	46	24	12	
		18%	19%	17%	32%	24%	20%	10%	18%	15%	20%	19%	18%	20%	14%	18%	18%	18%	18%	16%	
				def	ef	f							m	m							
				48%	50%	18%	27%	36%	19%	6%	6%	13%	49%	28%	31%	14%	22%	83%	9%	5%	3%
NOT ANSWERED [POSTAL ONLY]	3	2	1	-	-	1	1	2	-	-	-	*	-	1	1	2	-	*	-		
	*%	*%	*%	-%	-%	*%	*%	hij	2%	-%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%	
				65%	35%	-%	-%	28%	40%	97%	-%	-%	-%	3%	-%	28%	32%	97%	-%	3%	-%
Mean score	6.8	6.7	6.8	8.1	7.6	7.2	5.6	6.3	6.5	6.7	7.2	7.0	7.3	6.4	6.4	6.8	6.8	6.7	6.7		
				def	ef	f					ghi	mn	kmn								
Standard deviation	2.46	2.51	2.42	1.91	2.06	2.21	2.52	2.76	2.60	2.55	2.21	2.26	2.25	2.45	2.70	2.48	2.37	2.43	2.51		
Standard error	.04	.05	.05	.08	.07	.05	.06	.15	.13	.10	.05	.06	.06	.10	.08	.04	.10	.10	.10		

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

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**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		4930	362	437	334	353	332	357	375	319	325	3765	1165	2833	1962	2510	2420
Effective Weighted Sample		3414	320	391	301	317	293	323	338	285	293	2894	524	1990	1361	1673	1746
Total		2726	343	389	228	213	247	193	214	119	313	2341	386	1688	957	1385	1341
			13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	62%	35%	51%	49%
1	(1.0)	98	8	15	9	11	10	8	7	4	15	81	17	20	67	56	42
			4%	2%	4%	4%	5%	4%	3%	3%	5%	3%	4%	1%	7%	4%	3%
				8%	15%	9%	11%	10%	8%	7%	4%	15%	18%	20%	68%	57%	43%
2	(2.0)	74	3	12	4	4	10	6	8	4	12	61	13	24	46	39	35
			3%	1%	3%	2%	4%	3%	4%	3%	4%	3%	3%	1%	5%	3%	3%
				a	a	a	a	a	a	a	a						
				4%	16%	6%	6%	13%	9%	11%	5%	16%	17%	33%	62%	52%	48%
3	(3.0)	138	11	25	13	5	18	10	9	5	16	115	23	50	82	80	58
			5%	3%	6%	6%	2%	7%	5%	4%	4%	5%	6%	3%	9%	6%	4%
				d	d		ad										
				8%	18%	10%	3%	13%	7%	6%	3%	12%	16%	36%	59%	58%	42%
4	(4.0)	187	22	20	18	14	18	13	14	8	28	159	28	102	75	105	82
			7%	6%	5%	8%	7%	7%	7%	7%	9%	7%	7%	6%	8%	8%	6%
				12%	11%	10%	7%	9%	7%	7%	4%	15%	15%	55%	40%	56%	44%
5	(5.0)	345	35	47	38	29	38	26	26	11	28	283	62	193	141	203	142
			13%	10%	12%	14%	15%	14%	12%	9%	9%	12%	16%	11%	15%	15%	11%
					ahi		hi						j			o	
				10%	14%	11%	8%	11%	8%	7%	3%	8%	18%	56%	41%	59%	41%
6	(6.0)	263	36	34	17	23	20	13	23	10	37	227	36	167	89	134	129
			10%	10%	9%	8%	11%	8%	7%	11%	9%	12%	10%	9%	10%	9%	10%
											f						
				14%	13%	7%	9%	7%	5%	9%	4%	14%	14%	64%	34%	51%	49%
7	(7.0)	430	73	68	29	33	36	29	33	20	48	373	57	293	127	222	208
			16%	21%	18%	13%	15%	15%	15%	15%	17%	15%	15%	17%	13%	16%	15%
				cef										m			
				17%	16%	7%	8%	8%	7%	8%	5%	11%	13%	68%	29%	52%	48%
8	(8.0)	485	56	68	43	40	38	39	40	29	47	416	70	352	126	236	249
			18%	16%	17%	19%	19%	20%	19%	24%	15%	18%	18%	21%	13%	17%	19%
										abei				m			
				12%	14%	9%	8%	8%	8%	6%	10%	86%	14%	73%	26%	49%	51%

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

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Base : Those who spend time online in a typical week

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4930	362	437	334	353	332	357	375	319	325	3765	1165	2833	1962	2510	2420
Effective Weighted Sample	3414	320	391	301	317	293	323	338	285	293	2894	524	1990	1361	1673	1746
Total	2726	343	389	228	213	247	193	214	119	313	2341	386	1688	957	1385	1341
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	62%	35%	51%	49%
9	(9.0)	210	34	26	15	16	13	21	11	18	181	29	153	55	95	115
		8%	10%	7%	7%	8%	6%	7%	10%	9%	8%	8%	9%	6%	7%	9%
			16%	12%	7%	8%	8%	6%	10%	5%	9%	86%	14%	73%	26%	45%
10	(10.0)	494	62	74	42	38	44	35	33	18	65	443	51	334	147	216
		18%	18%	19%	18%	18%	18%	18%	15%	15%	21%	19%	13%	20%	15%	16%
			13%	15%	8%	8%	9%	7%	7%	4%	13%	90%	10%	68%	30%	44%
NOT ANSWERED [POSTAL ONLY]	3	2	-	-	-	-	-	-	-	-	2	*	1	2	*	2
	***	1%	-%	-%	-%	-%	-%	-%	-%	-%	***	***	***	***	***	***
		97%	-%	-%	-%	-%	-%	-%	-%	-%	97%	3%	28%	72%	3%	97%
Mean score	6.8	7.1	6.8	6.7	6.8	6.5	6.7	6.8	6.9	6.6	6.8	6.4	7.2	6.1	6.5	7.0
		cei							e		k		m		n	
Standard deviation	2.46	2.22	2.51	2.52	2.45	2.59	2.53	2.42	2.37	2.62	2.46	2.48	2.16	2.72	2.46	2.44
Standard error	.04	.12	.12	.14	.13	.14	.13	.13	.13	.15	.04	.07	.04	.06	.05	.05

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



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**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

		TV SERVICES						
		Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
			a	b	c	d	e	f
Significance Level: 95%								
Unweighted total		4930	2391	2095	3885	3924	2138	4791
Effective Weighted Sample		3414	1639	1458	2721	2727	1495	3325
Total		2726	1334	1157	2160	2185	1187	2646
			49%	42%	79%	80%	44%	97%
1	(1.0)	98	39	47	58	42	11	88
		4%	3%	4%	3%	2%	1%	3%
			de	cde	de	e		de
			40%	48%	59%	42%	12%	90%
2	(2.0)	74	45	35	46	43	19	71
		3%	3%	3%	2%	2%	2%	3%
			cde	de				e
			60%	47%	62%	58%	26%	96%
3	(3.0)	138	62	70	99	77	44	131
		5%	5%	6%	5%	4%	4%	5%
				cde	d			d
			45%	51%	72%	56%	32%	95%
4	(4.0)	187	94	99	144	137	49	179
		7%	7%	9%	7%	6%	4%	7%
			e	cdef	e	e		e
			50%	53%	77%	73%	26%	96%
5	(5.0)	345	156	160	276	252	119	334
		13%	12%	14%	13%	12%	10%	13%
				de	e			e
			45%	46%	80%	73%	35%	97%
6	(6.0)	263	146	108	215	206	107	253
		10%	11%	9%	10%	9%	9%	10%
			55%	41%	82%	78%	41%	96%
7	(7.0)	430	215	181	356	363	185	424
		16%	16%	16%	16%	17%	16%	16%
			50%	42%	83%	85%	43%	98%
8	(8.0)	485	235	184	400	437	242	480
		18%	18%	16%	19%	20%	20%	18%
				b	b	b		
			49%	38%	82%	90%	50%	99%

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

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**S1ABBC. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific, 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on? (SINGLE CODE)**

Base : Those who spend time online in a typical week

		TV SERVICES						
		PAID TRAD	FREE TRAD	FREE	YOUTUBE		ANY SER-	
		TV	TV	CATCH-UP	SVOD	SERV-	VICES	
		a	b	c	d	e	f	
Significance Level: 95%								
Unweighted total		4930	2391	2095	3885	3924	2138	4791
Effective Weighted Sample		3414	1639	1458	2721	2727	1495	3325
Total		2726	1334	1157	2160	2185	1187	2646
			49%	42%	79%	80%	44%	97%
9	(9.0)	210	93	85	173	191	124	208
		8%	7%	7%	8%	9%	10%	8%
					a	abcf		
			44%	40%	82%	91%	59%	99%
10	(10.0)	494	249	186	390	437	284	476
		18%	19%	16%	18%	20%	24%	18%
					bf	abcdf		
			50%	38%	79%	89%	58%	96%
NOT ANSWERED [POSTAL ONLY]		3	-	3	3	-	2	3
		*%	-%	*%	*%	-%	*%	*%
				d			d	
			-%	100%	100%	-%	97%	100%
Mean score		6.8	6.8	6.5	6.9	7.1	7.4	6.8
			b		b	abcf	abcdf	b
Standard deviation		2.46	2.44	2.51	2.36	2.28	2.19	2.44
Standard error		.04	.05	.05	.04	.04	.05	.04

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

QE23. 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 (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Several times a day	2285	1064	1195	249	510	809	699	114	164	268	1141	702	677	378	448	1885	218	117	65
	88%	87%	89%	90%	90%	92%	82%	83%	86%	86%	94%	92%	93%	83%	81%	88%	89%	89%	86%
				f	f	f					ghi	mn	mn						
		47%	52%	11%	22%	35%	31%	5%	7%	12%	50%	31%	30%	17%	20%	83%	10%	5%	3%
About once a day	133	66	66	5	18	30	78	12	9	21	37	26	22	37	39	106	15	7	5
	5%	5%	5%	2%	3%	3%	9%	9%	5%	7%	3%	3%	3%	8%	7%	5%	6%	6%	7%
							cde	j		j				kl	kl				
		49%	49%	4%	14%	22%	58%	9%	7%	16%	28%	19%	17%	27%	30%	79%	11%	6%	4%
Several times a week	107	50	53	10	20	24	52	4	12	15	26	19	20	24	36	90	9	5	3
	4%	4%	4%	4%	4%	3%	6%	3%	6%	5%	2%	3%	3%	5%	6%	4%	4%	4%	4%
							de		j	j				kl	kl				
		46%	49%	9%	19%	22%	48%	3%	11%	14%	24%	18%	19%	22%	34%	84%	9%	5%	3%
At least once a week	31	18	13	4	10	7	10	4	*	5	7	6	2	11	7	29	*	1	1
	1%	1%	1%	2%	2%	1%	1%	3%	3%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%
								hj						kl	l				
		58%	42%	14%	31%	23%	32%	12%	1%	15%	23%	18%	7%	37%	23%	93%	1%	3%	3%
Less often	21	9	12	5	2	9	5	1	4	2	1	2	1	2	13	21	*	*	*
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
				df					j	j				klm					
		40%	56%	23%	9%	40%	25%	5%	21%	11%	7%	11%	6%	11%	59%	97%	1%	1%	1%
Never	9	4	5	1	2	1	5	3	1	*	-	2	1	1	5	7	1	-	1
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%
							e	ij	j					kl					oq
		44%	56%	15%	19%	7%	59%	29%	12%	5%	0%	20%	13%	6%	61%	75%	14%	0%	11%
Don't know	19	7	6	2	3	4	4	*	-	1	1	3	2	2	5	16	1	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		38%	34%	11%	16%	23%	19%	1%	0%	6%	6%	16%	12%	9%	25%	89%	3%	7%	2%

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

QE23. 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 (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL					
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o				
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320				
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675				
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293				
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%				
Several times a day	2285	298	335	191	174	196	163	176	97	254	1961	324	1533	704	1166	1119				
	88%	90%	90%	90%	85%	82%	89%	87%	86%	85%	88%	88%	92%	81%	89%	87%				
		e	dei	e		e							m		o					
		13%	15%	8%	8%	9%	7%	8%	4%	11%	86%	14%	67%	31%	51%	49%				
About once a day	133	10	8	10	14	16	11	10	8	18	114	19	56	70	67	66				
	5%	3%	2%	5%	7%	7%	6%	5%	7%	6%	5%	5%	3%	8%	5%	5%				
					ab	ab	b	b	ab	b				l						
					7%	6%	8%	10%	12%	8%	8%	6%	13%	86%	14%	42%	52%	50%	50%	
Several times a week	107	14	13	5	12	16	5	8	5	11	96	11	46	54	48	59				
	4%	4%	4%	3%	6%	7%	3%	4%	5%	4%	4%	3%	3%	6%	4%	5%				
					cf									l						
					13%	12%	5%	11%	15%	5%	7%	5%	11%	90%	10%	43%	51%	45%	55%	
At least once a week	31	3	7	2	4	4	2	3	1	3	22	9	10	18	17	14				
	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%				
												j		l						
													32%	58%	54%	46%				
Less often	21	2	5	2	-	3	1	1	1	5	20	2	9	9	5	17				
	1%	1%	1%	1%	-%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%				
						d				d						n				
						9%	23%	11%	-%	16%	4%	6%	4%	24%	92%	8%	44%	41%	23%	77%
Never	9	2	-	-	1	1	-	2	-	1	7	1	2	7	3	6				
	1%	1%	-%	-%	1%	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%				
														l						
														19%	75%	32%	68%			
Don't know	19	3	2	-	1	2	1	2	1	5	18	*	6	7	7	12				
	1%	1%	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%				
										c										
														30%	36%	38%	62%			

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

QE23. 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 (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
Several times a day	2285	1132	955	1877	1947	1072	2238
	88%	89%	88%	90%	91%	92%	89%
				f	abf	abcf	
		50%	42%	82%	85%	47%	98%
About once a day	133	63	61	96	87	37	127
	5%	5%	6%	5%	4%	3%	5%
		e	de	e			e
		48%	45%	72%	65%	28%	96%
Several times a week	107	48	43	69	64	33	99
	4%	4%	4%	3%	3%	3%	4%
		44%	40%	65%	60%	31%	92%
At least once a week	31	13	13	19	20	7	27
	1%	1%	1%	1%	1%	1%	1%
		43%	44%	60%	64%	24%	88%
Less often	21	9	4	7	8	4	15
	1%	1%	*%	*%	*%	*%	1%
		44%	17%	34%	40%	18%	70%
Never	9	3	3	4	5	2	6
	*%	*%	*%	*%	*%	*%	*%
		37%	36%	43%	52%	23%	73%
Don't know	19	7	2	8	9	5	14
	1%	1%	*%	*%	*%	*%	1%
		38%	10%	41%	50%	27%	74%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE9. 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 (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480
Total	2599	1217	1344	270	555	875	872	137	192	314	1219	755	724	450	564	2147	245	132	75
		47%	52%	10%	21%	34%	34%	5%	7%	12%	47%	29%	28%	17%	22%	83%	9%	5%	3%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2424	1142	1251	233	514	823	830	123	174	297	1180	725	690	416	505	2000	230	124	69
	93%	94%	93%	86%	93%	94%	95%	90%	91%	95%	97%	96%	95%	92%	90%	93%	94%	94%	93%
		47%	52%	10%	21%	34%	34%	5%	7%	12%	49%	30%	28%	17%	21%	83%	10%	5%	3%
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	249	125	119	30	48	107	63	14	12	33	123	80	62	43	57	207	24	12	6
	10%	10%	9%	11%	9%	12%	7%	10%	6%	11%	10%	11%	9%	9%	10%	10%	10%	9%	8%
		50%	48%	12%	19%	43%	25%	5%	5%	13%	49%	32%	25%	17%	23%	83%	10%	5%	2%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	942	437	492	115	234	327	260	43	56	116	490	304	298	139	177	789	89	39	26
	36%	36%	37%	43%	42%	37%	30%	31%	29%	37%	40%	40%	41%	31%	31%	37%	36%	29%	34%
		46%	52%	12%	25%	35%	28%	5%	6%	12%	52%	32%	32%	15%	19%	84%	9%	4%	3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	225	125	97	28	49	84	63	12	14	27	121	90	62	27	39	189	19	11	6
	9%	10%	7%	11%	9%	10%	7%	9%	7%	9%	10%	12%	9%	6%	7%	9%	8%	8%	8%
		b	f	f	f	f	f				lmn	lmn	lmn	lmn	lmn	lmn	lmn	lmn	lmn
		55%	43%	13%	22%	37%	28%	5%	6%	12%	54%	40%	27%	12%	17%	84%	9%	5%	3%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE9. 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 (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480
Total	2599	1217	1344	270	555	875	872	137	192	314	1219	755	724	450	564	2147	245	132	75
		47%	52%	10%	21%	34%	34%	5%	7%	12%	47%	29%	28%	17%	22%	83%	9%	5%	3%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2543	1196	1314	256	545	860	858	134	190	310	1210	749	717	439	545	2100	241	128	74
	98%	98%	98%	95%	98%	98%	98%	98%	99%	99%	99%	99%	99%	98%	97%	98%	98%	97%	99%
		47%	52%	10%	21%	34%	34%	5%	7%	12%	48%	29%	28%	17%	21%	83%	9%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2490	1172	1287	249	532	843	843	128	181	306	1204	739	710	428	522	2054	237	127	72
	96%	96%	96%	92%	96%	96%	97%	93%	94%	98%	99%	98%	98%	95%	93%	96%	97%	96%	96%
		47%	52%	10%	21%	34%	34%	5%	7%	12%	48%	30%	29%	17%	21%	82%	10%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED	66	29	36	16	17	20	13	4	7	9	25	13	20	12	17	55	7	2	3
	3%	2%	3%	6%	3%	2%	2%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	2%	3%
		44%	54%	23%	26%	30%	20%	6%	10%	13%	37%	20%	30%	18%	25%	82%	10%	4%	4%
SMARTPHONE ACCESS ONLY, NOT FIXED OR MOBILE BROADBAND	53	25	27	7	14	17	15	6	9	4	6	10	7	12	23	46	4	2	2
	2%	2%	2%	3%	2%	2%	2%	5%	5%	1%	*	1%	1%	3%	4%	2%	2%	1%	3%
		46%	51%	13%	26%	33%	28%	12%	17%	8%	11%	20%	13%	22%	44%	86%	8%	3%	4%
ONLY MOBILE ACCESS, NOT FIXED	120	54	63	23	31	37	28	11	16	13	31	24	27	24	40	100	11	4	5
	5%	4%	5%	8%	6%	4%	3%	8%	8%	4%	3%	3%	4%	5%	7%	5%	4%	3%	6%
		45%	53%	19%	26%	31%	24%	9%	13%	11%	26%	20%	23%	20%	33%	84%	9%	3%	4%
Other	6	3	3	1	1	1	3	-	*	*	2	2	1	-	2	5	1	*	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		43%	49%	21%	19%	17%	43%	0%	2%	3%	33%	26%	13%	0%	35%	78%	8%	6%	8%
Don't know	44	16	23	11	8	13	8	3	1	1	7	4	5	10	12	38	3	3	1
	2%	1%	2%	4%	1%	1%	1%	2%	0%	0%	1%	1%	1%	2%	2%	2%	1%	2%	1%
		36%	52%	25%	17%	30%	19%	6%	2%	2%	15%	9%	11%	24%	28%	86%	6%	6%	1%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE9. 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 (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2424	307	348	198	192	213	175	182	111	276	2083	340	1570	795	1245	1178
	93%	92%	96%	93%	94%	90%	95%	90%	94%	93%	93%	93%	95%	91%	95%	91%
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	65%	33%	51%	49%
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	249	33	34	27	14	21	19	19	11	31	216	33	164	77	116	133
	10%	10%	9%	12%	7%	9%	10%	9%	9%	10%	10%	9%	10%	9%	9%	10%
		13%	13%	11%	6%	8%	8%	8%	4%	12%	87%	13%	66%	31%	47%	53%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	942	141	114	78	81	80	68	74	45	109	815	127	653	265	462	480
	36%	42%	32%	36%	40%	34%	37%	36%	38%	37%	36%	35%	40%	30%	35%	37%
		15%	12%	8%	9%	8%	7%	8%	5%	12%	87%	13%	69%	28%	49%	51%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	225	36	26	21	13	19	18	18	8	29	194	31	152	68	117	109
	9%	11%	7%	10%	7%	8%	10%	9%	7%	10%	9%	9%	9%	8%	9%	8%
		16%	12%	10%	6%	9%	8%	8%	4%	13%	86%	14%	67%	30%	52%	48%

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE9. 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 (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2543	324	358	209	201	229	182	196	115	287	2187	356	1628	851	1288	1255
	98%	98%	99%	98%	99%	97%	98%	97%	98%	97%	98%	98%	99%	97%	98%	97%
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	33%	51%	49%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2490	315	352	208	197	220	179	189	113	282	2138	352	1606	825	1275	1215
	96%	95%	97%	97%	97%	93%	97%	93%	97%	95%	96%	97%	97%	94%	97%	94%
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	33%	51%	49%
MOBILE BROADBAND ONLY, NOT FIXED	66	8	4	10	5	8	4	7	3	6	55	12	36	30	29	37
	3%	2%	1%	5%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%
		12%	6%	15%	8%	11%	6%	10%	4%	9%	82%	18%	54%	45%	44%	56%
SMARTPHONE ACCESS ONLY, NOT FIXED OR MOBILE BROADBAND	53	8	6	1	5	8	3	8	1	5	49	4	22	26	13	40
	2%	3%	2%	1%	2%	4%	2%	4%	1%	2%	2%	1%	1%	3%	1%	3%
		16%	11%	2%	9%	16%	6%	15%	2%	9%	92%	8%	42%	49%	25%	75%
ONLY MOBILE ACCESS, NOT FIXED	120	17	10	11	10	16	7	14	4	11	103	16	58	55	43	77
	5%	5%	3%	5%	5%	7%	4%	7%	3%	4%	5%	4%	4%	6%	3%	6%
		14%	8%	9%	8%	13%	6%	12%	3%	9%	87%	13%	49%	46%	36%	64%
Other	6	-	1	-	-	1	1	1	-	-	3	3	2	3	3	3
	*%	-%	*%	-%	-%	*%	1%	1%	-%	-%	*%	1%	*%	*%	*%	*%
		-%	23%	-%	-%	14%	24%	17%	-%	-%	49%	51%	35%	51%	49%	51%
Don't know	44	8	3	4	2	6	1	3	3	7	40	4	18	20	18	26
	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%
		19%	7%	9%	4%	13%	3%	8%	6%	17%	90%	10%	40%	45%	42%	58%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE9. 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 (excluding those completing a paper questionnaire)

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	4652	2263	1946	3715	3811	2086	4532	
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151	
Total	2599	1275	1088	2083	2140	1162	2531	
		49%	42%	80%	82%	45%	97%	
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2424	1205	1033	1976	2022	1102	2373	
	93%	95%	95%	95%	94%	95%	94%	
		50%	43%	82%	83%	45%	98%	
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	249	128	105	198	213	125	243	
	10%	10%	10%	10%	10%	11%	10%	
		51%	42%	79%	85%	50%	98%	
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	942	470	412	799	813	495	925	
	36%	37%	38%	38%	38%	43%	37%	
						abcdf		
		50%	44%	85%	86%	53%	98%	
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	225	121	89	201	200	127	221	
	9%	9%	8%	10%	9%	11%	9%	
						bf		
		54%	40%	89%	88%	56%	98%	

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

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**QE9. 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 (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4652	2263	1946	3715	3811	2086	4532
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151
Total	2599	1275	1088	2083	2140	1162	2531
		49%	42%	80%	82%	45%	97%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2543	1254	1071	2051	2104	1148	2483
	98%	98%	98%	98%	98%	99%	98%
		49%	42%	81%	83%	45%	98%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2490	1232	1054	2021	2077	1131	2435
	96%	97%	97%	97%	97%	97%	96%
		49%	42%	81%	83%	45%	98%
MOBILE BROADBAND ONLY, NOT FIXED	66	27	21	44	55	29	62
	3%	2%	2%	2%	3%	3%	2%
		41%	31%	67%	82%	44%	94%
SMARTPHONE ACCESS ONLY, NOT FIXED OR MOBILE BROADBAND	53	22	17	30	27	17	47
	2%	2%	2%	1%	1%	1%	2%
		41%	32%	57%	51%	32%	89%
ONLY MOBILE ACCESS, NOT FIXED	120	49	38	75	82	46	110
	5%	4%	3%	4%	4%	4%	4%
		41%	32%	63%	68%	39%	92%
Other	6	1	3	4	5	3	6
	*%	*%	*%	*%	*%	*%	*%
		8%	47%	60%	80%	51%	100%
Don't know	44	16	13	25	28	9	36
	2%	1%	1%	1%	1%	1%	1%
		37%	29%	57%	64%	21%	83%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480
Total	2599	1217	1344	270	555	875	872	137	192	314	1219	755	724	450	564	2147	245	132	75
		47%	52%	10%	21%	34%	34%	5%	7%	12%	47%	29%	28%	17%	22%	83%	9%	5%	3%
Virgin Media	620	291	322	88	134	216	179	28	48	69	311	167	178	121	132	519	65	20	15
	24%	24%	24%	32%	24%	25%	21%	20%	25%	22%	25%	22%	25%	27%	23%	24%	26%	15%	21%
		47%	52%	14%	22%	35%	29%	4%	8%	11%	50%	27%	29%	20%	21%	84%	10%	3%	2%
BT	601	297	298	52	105	167	270	16	30	87	299	220	166	94	98	488	59	32	22
	23%	24%	22%	19%	19%	19%	31%	12%	16%	28%	25%	29%	23%	21%	17%	23%	24%	24%	29%
		49%	50%	9%	17%	28%	45%	3%	5%	14%	50%	37%	28%	16%	16%	81%	10%	5%	4%
Sky	446	195	247	31	97	182	133	30	27	55	207	126	108	86	113	347	43	40	16
	17%	16%	18%	11%	18%	21%	15%	22%	14%	17%	17%	17%	15%	19%	20%	16%	18%	30%	21%
		44%	55%	7%	22%	41%	30%	7%	6%	12%	46%	28%	24%	19%	25%	78%	10%	9%	4%
TalkTalk	228	103	122	18	46	84	78	16	23	26	98	52	60	36	67	192	21	9	7
	9%	8%	9%	7%	8%	10%	9%	12%	12%	8%	8%	7%	8%	8%	12%	9%	8%	7%	9%
		45%	54%	8%	20%	37%	34%	7%	10%	11%	43%	23%	26%	16%	30%	84%	9%	4%	3%
Vodafone	139	67	65	10	32	52	42	6	7	15	76	45	35	23	30	121	11	5	3
	5%	6%	5%	4%	6%	6%	5%	5%	4%	5%	6%	6%	5%	5%	5%	6%	4%	4%	4%
		48%	47%	7%	23%	37%	30%	5%	5%	11%	55%	32%	25%	16%	22%	87%	8%	3%	2%
EE	134	56	76	14	22	46	50	8	16	15	54	43	35	23	29	107	15	8	4
	5%	5%	6%	5%	4%	5%	6%	6%	8%	5%	4%	6%	5%	5%	5%	5%	6%	6%	5%
		42%	57%	11%	17%	35%	38%	6%	12%	11%	41%	32%	26%	17%	22%	80%	11%	6%	3%
Plusnet	122	58	63	9	25	41	48	6	14	20	52	33	37	18	32	103	9	7	3
	5%	5%	5%	3%	4%	5%	5%	4%	7%	7%	4%	4%	5%	4%	6%	5%	4%	6%	3%
		48%	51%	8%	20%	33%	39%	4%	11%	17%	43%	27%	30%	15%	26%	84%	8%	6%	2%
NOW TV/ NOW Broadband	56	30	25	10	21	16	7	5	6	5	24	15	19	9	11	45	8	2	1
	2%	2%	2%	4%	4%	2%	1%	3%	3%	2%	2%	2%	3%	2%	2%	2%	3%	1%	2%
		53%	44%	18%	37%	29%	12%	8%	11%	9%	43%	27%	33%	15%	20%	80%	15%	3%	2%
Utility Warehouse	24	13	11	1	1	10	11	*	2	3	13	7	7	3	4	20	2	2	-
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
		53%	47%	5%	6%	43%	45%	*%	8%	13%	55%	29%	30%	13%	17%	83%	9%	8%	-%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480
Total	2599	1217	1344	270	555	875	872	137	192	314	1219	755	724	450	564	2147	245	132	75
		47%	52%	10%	21%	34%	34%	5%	7%	12%	47%	29%	28%	17%	22%	83%	9%	5%	3%
Hyperoptic	24	11	12	3	15	4	1	*	-	1	16	4	12	3	2	22	1	*	-
	1%	1%	1%	1%	3%	*%	*%	*%	-%	*%	1%	1%	2%	1%	*%	1%	*%	*%	-%
				f	ef								kn			r			
		48%	52%	14%	64%	15%	4%	1%	-%	4%	66%	17%	52%	14%	7%	94%	4%	1%	-%
Post Office	22	9	12	1	6	6	8	4	3	3	4	1	9	4	6	20	1	*	*
	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%
				ij	j			ij	j				k	k	k				
		42%	57%	7%	29%	29%	36%	19%	13%	12%	20%	3%	40%	20%	28%	93%	4%	1%	2%
Three Broadband/ Relish	14	7	7	2	5	4	3	1	4	1	4	1	6	5	2	10	3	1	1
	1%	1%	1%	1%	1%	*%	*%	1%	2%	*%	*%	*%	1%	1%	*%	*%	1%	1%	1%
				ij	j				ij	j			k	k					
		47%	52%	16%	39%	28%	18%	9%	29%	9%	26%	4%	44%	36%	11%	72%	18%	6%	5%
Shell Energy (previously First Utility)	13	6	6	1	6	3	2	1	-	3	4	2	4	2	3	12	-	1	*
	*%	1%	*%	*%	1%	*%	*%	1%	-%	1%	*%	*%	1%	1%	1%	1%	-%	1%	*%
				f															
		51%	49%	6%	48%	28%	14%	11%	-%	24%	29%	20%	36%	20%	25%	92%	-%	7%	1%
KCOM	12	7	5	-	1	5	5	-	1	3	6	2	4	2	3	12	-	-	-
	*%	1%	*%	-%	*%	1%	1%	-%	1%	1%	1%	*%	1%	*%	1%	1%	-%	-%	-%
		56%	44%	-%	12%	45%	43%	-%	9%	29%	53%	20%	36%	15%	27%	100%	-%	-%	-%
O2	11	5	6	3	3	2	3	1	3	1	3	1	3	2	5	9	1	*	1
	*%	*%	*%	1%	1%	*%	*%	1%	2%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%
				e					ij					k					oq
		49%	51%	26%	27%	18%	29%	13%	28%	7%	31%	6%	31%	19%	44%	83%	8%	1%	8%
Zen	9	6	3	*	2	3	3	-	-	*	7	7	2	-	-	9	-	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	1%	*%	-%	-%	*%	-%	-%	*%
				n															
		67%	33%	5%	26%	36%	33%	-%	-%	1%	82%	75%	25%	-%	-%	99%	-%	-%	1%
GiffGaff	8	3	6	1	1	5	1	2	2	*	1	2	1	-	4	8	-	-	*
	*%	*%	*%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%	-%	1%	*%	-%	-%	*%
				j	j			j	j										
		32%	68%	9%	15%	60%	16%	19%	21%	5%	18%	29%	18%	-%	54%	99%	-%	-%	1%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
Significance Level: 95%																				
Unweighted total	4652	2209	2381	516	905	1600	1590	281	342	598	2118	1304	1595	558	1022	3009	513	556	574	
Effective Weighted Sample	3233	1525	1665	353	665	1114	1070	199	235	413	1494	939	1172	403	727	2517	300	380	480	
Total	2599	1217	1344	270	555	875	872	137	192	314	1219	755	724	450	564	2147	245	132	75	
		47%	52%	10%	21%	34%	34%	5%	7%	12%	47%	29%	28%	17%	22%	83%	9%	5%	3%	
Tesco	6	3	3	1	1	2	3	1	*	1	1	-	2	1	3	4	1	1	*	
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%
								j							k					
		44%	56%	19%	8%	32%	41%	21%	2%	14%	19%	-%	26%	19%	45%	64%	19%	13%	4%	
SSE	6	3	3	1	1	2	2	2	-	-	2	1	2	1	2	3	1	2	-	
	*%	*%	*%	*%	*%	*%	*%	2%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%
								hij											or	
								39%	-%	-%	32%	11%	26%	19%	36%	56%	16%	29%	-%	
Gigaclear	3	-	3	-	-	2	1	-	1	-	2	1	1	1	-	3	-	-	-	
	*%	-%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%	
			a																	
		-%	100%	-%	-%	73%	27%	-%	27%	-%	73%	31%	27%	42%	-%	100%	-%	-%	-%	
Airband	2	1	1	-	*	1	-	-	*	*	1	1	*	*	*	2	-	*	*	
	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	
		49%	33%	-%	23%	77%	-%	-%	18%	7%	75%	70%	5%	7%	18%	88%	-%	5%	7%	
Quickline	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%	
		-%	100%	-%	100%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%	-%	-%	-%	
Other	44	21	23	6	13	7	16	5	2	4	23	15	14	7	7	39	3	1	1	
	2%	2%	2%	2%	2%	1%	2%	4%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	1%	
				e	e	e	e	hi												
		48%	52%	14%	29%	16%	37%	12%	4%	9%	52%	35%	31%	16%	17%	89%	7%	3%	2%	
Don't know	55	25	24	17	15	13	6	4	4	1	8	9	17	8	11	51	2	1	1	
	2%	2%	2%	6%	3%	2%	1%	3%	2%	*%	1%	1%	2%	2%	2%	2%	1%	1%	1%	
				def	f			ij	ij											
		46%	43%	30%	27%	24%	12%	8%	7%	1%	15%	16%	30%	14%	19%	92%	4%	2%	2%	

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
Virgin Media	620	109	73	34	52	67	44	44	38	59	607	13	417	189	267	352
	24%	33%	20%	16%	26%	28%	24%	22%	33%	20%	27%	4%	25%	22%	20%	27%
		bcfgi			c	bci	c		bcfgi		k		m		n	
		18%	12%	5%	8%	11%	7%	7%	6%	9%	98%	2%	67%	30%	43%	57%
BT	601	57	113	67	39	48	49	34	21	60	435	166	381	206	398	203
	23%	17%	31%	31%	19%	21%	26%	17%	18%	20%	19%	45%	23%	23%	30%	16%
			adeghi	adeghi			adgh					j			o	
			9%	19%	11%	7%	8%	6%	4%	10%	72%	28%	63%	34%	66%	34%
Sky	446	37	67	28	32	32	31	35	21	64	389	57	293	140	221	225
	17%	11%	18%	13%	16%	13%	17%	17%	18%	22%	17%	16%	18%	16%	17%	17%
			a				a	a	a	ace						
			8%	15%	6%	7%	7%	8%	5%	14%	87%	13%	66%	31%	49%	51%
TalkTalk	228	26	26	21	22	24	9	23	9	32	202	27	137	86	91	138
	9%	8%	7%	10%	11%	10%	5%	11%	7%	11%	9%	7%	8%	10%	7%	11%
			f	f	f	f	f	f	f	f					n	n
			11%	11%	9%	10%	10%	4%	10%	4%	14%	12%	60%	38%	40%	60%
Vodafone	139	21	22	11	10	5	11	10	4	27	125	14	97	35	71	68
	5%	6%	6%	5%	5%	2%	6%	5%	3%	9%	6%	4%	6%	4%	5%	5%
		e	e	e	e	e	e	e		degh			m			
		15%	16%	8%	7%	3%	8%	7%	3%	20%	90%	10%	70%	25%	51%	49%
EE	134	22	10	9	12	14	9	10	8	14	102	32	76	56	65	69
	5%	6%	3%	4%	6%	6%	5%	5%	7%	5%	5%	9%	5%	6%	5%	5%
		b				b			b			j		l		
		16%	8%	7%	9%	11%	7%	7%	6%	10%	76%	24%	57%	42%	48%	52%
Plusnet	122	11	22	18	14	9	7	10	3	10	105	17	68	53	72	51
	5%	3%	6%	8%	7%	4%	4%	5%	3%	3%	5%	5%	4%	6%	5%	4%
				aefhi	ah									l	o	
				9%	18%	15%	11%	7%	6%	8%	86%	14%	55%	44%	59%	41%
NOW TV/ NOW Broadband	56	9	6	6	6	5	1	3	4	6	54	3	39	17	18	39
	2%	3%	2%	3%	3%	2%	*%	2%	3%	2%	2%	1%	2%	2%	1%	3%
		f	f	f	f	f		f	f		k				n	
		16%	10%	10%	11%	9%	2%	6%	7%	11%	95%	5%	68%	30%	31%	69%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
Utility Warehouse	24	1	5	3	1	4	2	-	-	3	20	4	14	8	13	11
	1%	*%	1%	2%	1%	2%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%
			g	gh		gh										
		4%	21%	14%	6%	18%	7%	-%	-%	13%	83%	17%	59%	32%	56%	44%
Hyperoptic	24	14	-	*	*	3	-	3	*	2	24	-	16	5	4	20
	1%	4%	-%	*%	*%	1%	-%	1%	*%	1%	1%	-%	1%	1%	*%	2%
		bcdefghi				b		bf			k				n	
		59%	-%	1%	1%	12%	-%	13%	1%	7%	100%	-%	69%	19%	16%	84%
Post Office	22	4	-	1	-	4	1	2	2	6	20	1	11	11	9	13
	1%	1%	-%	*%	-%	2%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%
		b				bd		b	b	bd						
		19%	-%	3%	-%	18%	5%	11%	7%	30%	94%	6%	50%	49%	40%	60%
Three Broadband/ Relish	14	1	2	1	*	2	1	1	2	-	11	3	8	6	4	10
	1%	*%	1%	*%	*%	1%	1%	1%	2%	-%	1%	1%	*%	1%	*%	1%
									i							
		10%	14%	4%	2%	11%	7%	9%	14%	-%	80%	20%	57%	42%	29%	71%
Shell Energy (previously First Utility)	13	3	3	-	1	4	1	-	-	-	12	*	9	4	3	10
	*%	1%	1%	-%	*%	2%	1%	-%	-%	-%	1%	*%	1%	*%	*%	1%
						cghi									n	
		22%	20%	-%	4%	36%	10%	-%	-%	-%	97%	3%	69%	31%	22%	78%
KCOM	12	-	-	-	1	-	-	11	-	-	12	-	8	4	5	7
	*%	-%	-%	-%	*%	-%	-%	6%	-%	-%	1%	-%	*%	*%	*%	1%
								abcdefghi								
		-%	-%	-%	7%	-%	-%	93%	-%	-%	100%	-%	66%	34%	44%	56%
O2	11	-	2	-	1	1	2	4	-	-	8	2	7	3	5	6
	*%	-%	*%	-%	*%	1%	1%	2%	-%	-%	*%	1%	*%	*%	*%	*%
								achi								
		-%	16%	-%	5%	12%	18%	33%	-%	-%	78%	22%	64%	24%	45%	55%
Zen	9	1	-	-	2	1	2	-	*	2	9	-	6	3	8	1
	*%	*%	-%	-%	1%	*%	1%	-%	*%	1%	*%	-%	*%	*%	1%	*%
					b		bg								o	
		14%	-%	-%	25%	10%	25%	-%	3%	22%	100%	-%	71%	29%	86%	14%

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



QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4652	346	406	311	334	313	337	351	306	305	3561	1091	2757	1777	2359	2293
Effective Weighted Sample	3233	306	368	282	300	275	306	316	265	275	2740	496	1946	1225	1583	1653
Total	2599	332	362	213	204	236	185	202	117	297	2234	365	1652	876	1310	1289
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	64%	34%	50%	50%
GiffGaff	8	-	1	1	*	3	2	2	-	-	8	-	4	3	3	6
	*%	-%	*%	*%	*%	1%	1%	1%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	9%	8%	3%	33%	25%	21%	-%	-%	100%	-%	46%	39%	31%	69%
Tesco	6	1	-	1	1	-	1	1	-	1	5	1	2	3	2	4
	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
		15%	-%	11%	8%	-%	12%	10%	-%	8%	84%	16%	30%	55%	29%	71%
SSE	6	1	-	-	-	1	1	-	1	-	5	1	2	4	2	4
	*%	*%	-%	-%	-%	*%	1%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		15%	-%	-%	-%	11%	20%	-%	10%	-%	88%	12%	34%	66%	31%	69%
Gigaclear	3	-	3	-	-	-	-	-	-	-	-	3	3	-	3	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%
		-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	j	100%	100%	-%	100%
Airband	2	-	-	-	-	1	-	-	*	-	2	*	2	*	*	2
	*%	-%	-%	-%	-%	1%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	70%	-%	-%	18%	-%	88%	12%	82%	18%	12%	88%
Quickline	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Other	44	5	4	10	3	3	7	5	1	1	29	15	27	17	26	18
	2%	1%	1%	5%	2%	1%	4%	3%	1%	*%	1%	4%	2%	2%	2%	1%
		11%	9%	abdehi	8%	7%	bhi	i	2%	2%	65%	j	61%	38%	58%	42%
Don't know	55	8	5	3	7	5	4	4	4	10	50	5	26	24	23	33
	2%	3%	1%	2%	3%	2%	2%	2%	4%	3%	2%	1%	2%	3%	2%	3%
		15%	9%	6%	12%	10%	6%	7%	8%	19%	91%	9%	48%	43%	41%	59%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4652	2263	1946	3715	3811	2086	4532
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151
Total	2599	1275	1088	2083	2140	1162	2531
		49%	42%	80%	82%	45%	97%
Virgin Media	620	384	187	513	532	307	607
	24%	30%	17%	25%	25%	26%	24%
		bcdef		b	b	b	b
		62%	30%	83%	86%	50%	98%
BT	601	313	315	508	499	249	592
	23%	25%	29%	24%	23%	21%	23%
		e	acdef	e			
		52%	52%	85%	83%	41%	99%
Sky	446	348	102	365	389	186	436
	17%	27%	9%	18%	18%	16%	17%
		bcdef		b	b	b	b
		78%	23%	82%	87%	42%	98%
TalkTalk	228	73	119	171	176	109	220
	9%	6%	11%	8%	8%	9%	9%
			acdf	a	a	a	a
		32%	52%	75%	77%	48%	96%
Vodafone	139	29	75	107	114	68	134
	5%	2%	7%	5%	5%	6%	5%
			acdf	a	a	a	a
		21%	54%	77%	82%	49%	96%
EE	134	32	74	115	97	52	129
	5%	3%	7%	6%	5%	4%	5%
			adef	a	a	a	a
		24%	55%	86%	72%	39%	97%
Plusnet	122	28	77	94	94	60	121
	5%	2%	7%	5%	4%	5%	5%
			acdef	a	a	a	a
		23%	63%	77%	76%	49%	99%
NOW TV/ NOW Broadband	56	10	29	40	48	27	54
	2%	1%	3%	2%	2%	2%	2%
			a	a	a	a	a
		17%	52%	70%	86%	47%	96%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4652	2263	1946	3715	3811	2086	4532
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151
Total	2599	1275	1088	2083	2140	1162	2531
		49%	42%	80%	82%	45%	97%
Utility Warehouse	24	9	13	21	15	5	24
	1%	1%	1%	1%	1%	*%	1%
			e				
		35%	54%	89%	63%	23%	99%
Hyperoptic	24	4	8	14	21	16	22
	1%	*%	1%	1%	1%	1%	1%
					a	ac	a
		16%	36%	58%	90%	69%	95%
Post Office	22	2	13	16	12	8	20
	1%	*%	1%	1%	1%	1%	1%
			ad	a	a	a	a
		8%	62%	75%	54%	39%	93%
Three Broadband/ Relish	14	2	8	10	12	9	13
	1%	*%	1%	*%	1%	1%	1%
			a	a	a	a	a
		11%	58%	67%	85%	65%	93%
Shell Energy (previously First Utility)	13	-	6	9	11	7	12
	*%	-%	1%	*%	1%	1%	*%
			a	a	a	a	a
		-%	46%	70%	92%	58%	96%
KCOM	12	6	8	10	9	6	12
	*%	*%	1%	*%	*%	*%	*%
		52%	66%	86%	77%	48%	100%
O2	11	6	4	7	8	4	10
	*%	*%	*%	*%	*%	*%	*%
		53%	33%	67%	76%	34%	91%
Zen	9	1	3	6	9	6	9
	*%	*%	*%	*%	*%	*%	*%
					a	a	a
		6%	33%	67%	100%	64%	100%

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

QE7. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4652	2263	1946	3715	3811	2086	4532
Effective Weighted Sample	3233	1556	1352	2601	2648	1459	3151
Total	2599	1275	1088	2083	2140	1162	2531
		49%	42%	80%	82%	45%	97%
GiffGaff	8	3	3	3	5	*	7
	*%	*%	*%	*%	*%	*%	*%
		42%	38%	39%	62%	5%	84%
Tesco	6	1	4	4	3	2	5
	*%	*%	*%	*%	*%	*%	*%
		21%	64%	65%	52%	33%	82%
SSE	6	2	3	3	4	2	6
	*%	*%	*%	*%	*%	*%	*%
		29%	53%	55%	62%	36%	100%
Gigaclear	3	-	3	3	3	1	3
	*%	-%	*%	*%	*%	*%	*%
		-%	a	100%	100%	31%	100%
Airband	2	*	1	2	2	2	2
	*%	*%	*%	*%	*%	*%	*%
		7%	42%	82%	100%	82%	100%
Quickline	1	-	1	1	1	-	1
	*%	-%	*%	*%	*%	-%	*%
		-%	100%	100%	100%	-%	100%
Other	44	10	18	32	40	21	44
	2%	1%	2%	2%	2%	2%	2%
			a	a	a	a	a
		23%	41%	72%	90%	47%	100%
Don't know	55	13	12	29	37	15	47
	2%	1%	1%	1%	2%	1%	2%
			a				a
		24%	23%	52%	67%	28%	86%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217 47%	1349 52%	277 11%	564 22%	883 34%	852 33%	137 5%	191 7%	313 12%	1214 47%	760 29%	726 28%	455 17%	553 21%	2153 83%	245 9%	132 5%	75 3%
Send/ receive e-mails	2382 91%	1118 92%	1236 92%	242 87%	512 91%	830 94%	777 91%	117 86%	169 89%	280 90%	1171 96%	735 97%	685 94%	418 92%	458 83%	1974 92%	221 90%	122 92%	66 87%
						cdf	c				ghi	lmn	n	n	r		r		
		47%	52%	10%	21%	35%	33%	5%	7%	12%	49%	31%	29%	18%	19%	83%	9%	5%	3%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	2253 86%	1036 85%	1192 88%	236 85%	502 89%	791 90%	704 83%	107 79%	152 80%	266 85%	1139 94%	690 91%	669 92%	387 85%	429 77%	1859 86%	217 88%	115 88%	63 83%
		46%	53%	10%	22%	35%	31%	5%	7%	12%	51%	31%	30%	17%	19%	82%	10%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	2142 82%	959 79%	1162 86%	237 85%	490 87%	765 87%	638 75%	101 74%	147 77%	250 80%	1093 90%	660 87%	630 87%	370 81%	414 75%	1772 82%	201 82%	107 81%	62 82%
		45%	54%	11%	23%	36%	30%	5%	7%	12%	51%	31%	29%	17%	19%	83%	9%	5%	3%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	2092 80%	964 79%	1109 82%	215 77%	478 85%	735 83%	649 76%	99 72%	149 78%	252 81%	1073 88%	650 86%	626 86%	349 77%	403 73%	1734 81%	200 82%	99 76%	58 77%
		46%	53%	10%	23%	35%	31%	5%	7%	12%	51%	31%	30%	17%	19%	83%	10%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1966 75%	844 69%	1104 82%	241 87%	474 84%	719 81%	517 61%	105 77%	143 75%	230 74%	978 81%	574 76%	586 81%	345 76%	398 72%	1614 75%	192 78%	101 77%	58 76%
		43%	56%	12%	24%	37%	26%	5%	7%	12%	50%	29%	30%	18%	20%	82%	10%	5%	3%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217 47%	1349 52%	277 11%	564 22%	883 34%	852 33%	137 5%	191 7%	313 12%	1214 47%	760 29%	726 28%	455 17%	553 21%	2153 83%	245 9%	132 5%	75 3%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1734 67%	754 62%	964 71%	205 74%	398 71%	602 68%	519 61%	73 53%	111 58%	187 60%	933 77%	584 77%	526 72%	274 60%	304 55%	1442 67%	163 67%	81 61%	48 63%
			a 43%	ef 12%	f 23%	f 35%		4%	6%	11%	ghi 54%	lmn 34%	mn 30%	16% 18%	q 83%	9%	5%	3%	
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1716 66%	839 69%	860 64%	227 82%	423 75%	606 69%	449 53%	86 63%	113 59%	196 63%	894 74%	538 71%	546 75%	273 60%	312 56%	1414 66%	168 69%	85 64%	50 66%
			b 49%	def 13%	ef 25%	f 35%		5%	7%	11%	ghi 52%	mn 31%	kmn 32%	16% 18%	82%	10%	5%	3%	
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1689 65%	821 68%	854 63%	213 77%	403 72%	597 68%	466 55%	83 61%	114 60%	197 63%	874 72%	521 69%	516 71%	285 63%	319 58%	1391 65%	170 69%	81 62%	46 61%
			b 49%	ef 13%	f 24%	f 35%		5%	7%	12%	ghi 52%	mn 31%	mn 31%	17% 19%	82%	10%	5%	3%	
Accessing news	1675 64%	807 66%	854 63%	156 56%	346 61%	593 67%	569 67%	67 49%	106 55%	197 63%	909 75%	573 75%	520 72%	263 58%	272 49%	1385 64%	165 67%	81 61%	44 58%
			48%	51%	9%	21%	35%	34%	4%	6%	12%	ghi 54%	lmn 34%	mn 31%	n 16%	r 83%	r 10%	5%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1404 54%	643 53%	748 55%	178 64%	340 60%	565 64%	312 37%	57 41%	76 40%	134 43%	821 68%	491 65%	487 67%	216 47%	175 32%	1172 54%	130 53%	67 51%	35 47%
			46%	53%	13%	24%	40%	22%	4%	5%	10%	ghi 58%	mn 35%	mn 35%	n 15%	r 83%	9%	5%	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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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1357	609	732	150	328	496	374	59	82	145	740	463	417	215	228	1138	120	64	35
	52%	50%	54%	54%	58%	56%	44%	43%	43%	46%	61%	61%	58%	47%	41%	53%	49%	48%	47%
		45%	a	f	f	f	28%	4%	6%	11%	ghi	mn	mn	16%	17%	r	9%	5%	3%
To find information on health related issues	1349	573	765	121	286	481	452	55	87	156	725	457	414	196	234	1119	132	66	32
	52%	47%	57%	44%	51%	54%	53%	40%	46%	50%	60%	60%	57%	43%	42%	52%	54%	50%	43%
		42%	a	c	c	c	33%	4%	6%	12%	ghi	mn	mn	15%	17%	r	r	r	2%
Online food takeaway deliveries	1296	566	714	201	404	476	205	65	82	138	696	375	433	214	237	1090	117	60	29
	50%	47%	53%	72%	72%	54%	24%	47%	43%	44%	57%	49%	60%	47%	43%	51%	48%	46%	39%
		44%	a	ef	ef	f	16%	5%	6%	11%	ghi	n	kmn	17%	18%	r	r	r	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1259	621	629	101	260	461	428	55	77	145	707	479	393	182	171	1050	123	61	25
	48%	51%	47%	37%	46%	52%	50%	40%	41%	46%	58%	63%	54%	40%	31%	49%	50%	46%	33%
		49%	b	c	cd	c	34%	4%	6%	11%	ghi	lmn	mn	n	14%	83%	r	r	2%
Trading/ auctions e.g. eBay, Facebook marketplace	1126	558	560	102	268	447	301	52	73	134	606	349	324	220	204	950	94	57	24
	43%	46%	42%	37%	48%	51%	35%	38%	38%	43%	50%	46%	45%	48%	37%	44%	38%	43%	32%
		50%	b	cf	cf	cf	27%	5%	6%	12%	ghi	n	n	n	18%	84%	r	r	2%
Streamed audio services e.g. Spotify or Deezer or Apple Music	1088	540	537	182	319	380	198	44	60	115	626	354	385	168	159	898	114	52	25
	42%	44%	40%	66%	57%	43%	23%	32%	31%	37%	52%	47%	53%	37%	29%	42%	46%	39%	33%
		50%	b	def	ef	f	18%	4%	5%	11%	ghi	mn	kmn	n	15%	r	r	5%	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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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Online food deliveries from supermarkets	1068	427	630	86	247	416	311	51	65	124	559	360	316	165	194	906	89	51	23
	41%	35%	47%	31%	44%	47%	37%	37%	34%	40%	46%	47%	44%	36%	35%	42%	36%	39%	30%
			a		cf	cf					ghi	mn	mn			r		r	
		40%	59%	8%	23%	39%	29%	5%	6%	12%	52%	34%	30%	15%	18%	85%	8%	5%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	973	502	462	132	236	355	242	38	66	96	568	363	328	142	112	825	83	44	21
	37%	41%	34%	47%	42%	40%	28%	28%	35%	31%	47%	48%	45%	31%	20%	38%	34%	33%	28%
		b		ef	f	f					ghi	mn	mn	n		r			
		52%	47%	14%	24%	37%	25%	4%	7%	10%	58%	37%	34%	15%	12%	85%	9%	4%	2%
Listening to live radio through a website or app	850	447	393	67	183	337	257	26	47	77	508	335	250	126	125	711	76	42	21
	33%	37%	29%	24%	33%	38%	30%	19%	25%	25%	42%	44%	34%	28%	23%	33%	31%	32%	27%
		b		c	cdf	c					ghi	lmn	mn			r			
		53%	46%	8%	22%	40%	30%	3%	6%	9%	60%	39%	29%	15%	15%	84%	9%	5%	2%
Playing games online/ interactively	837	414	417	154	231	298	151	54	63	103	403	207	264	147	190	685	90	43	20
	32%	34%	31%	56%	41%	34%	18%	40%	33%	33%	33%	27%	36%	32%	34%	32%	37%	33%	26%
			def	ef	f								k	k		r	r	r	
		49%	50%	18%	28%	36%	18%	6%	8%	12%	48%	25%	32%	18%	23%	82%	11%	5%	2%
Listening to catch-up or on-demand radio through a website or app	718	368	343	80	176	261	196	29	36	86	418	295	232	87	91	612	52	37	18
	28%	30%	25%	29%	31%	29%	23%	21%	19%	28%	34%	39%	32%	19%	16%	28%	21%	28%	24%
		b		f	f	f				h	ghi	lmn	mn			pr		p	
		51%	48%	11%	25%	36%	27%	4%	5%	12%	58%	41%	32%	12%	13%	85%	7%	5%	3%
Remote healthcare services e.g. video consultation with GP	539	234	299	54	120	207	151	25	30	56	289	199	174	57	95	474	35	24	5
	21%	19%	22%	19%	21%	23%	18%	18%	16%	18%	24%	26%	24%	12%	17%	22%	14%	18%	7%
			a		f						hi	mn	mn	m		pr	r	r	
		43%	55%	10%	22%	38%	28%	5%	6%	10%	54%	37%	32%	11%	18%	88%	7%	4%	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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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	473	166	304	65	133	191	79	17	20	43	297	188	175	54	48	397	45	19	12
	18%	14%	23%	23%	24%	22%	9%	12%	11%	14%	24%	25%	24%	12%	9%	18%	18%	14%	16%
			a	f	f	f					ghi	mn	mn			q			
		35%	64%	14%	28%	40%	17%	4%	4%	9%	63%	40%	37%	11%	10%	84%	9%	4%	3%
Online dating sites/ apps	165	81	82	39	53	60	11	14	17	27	72	46	57	32	25	136	17	8	4
	6%	7%	6%	14%	9%	7%	1%	10%	9%	9%	6%	6%	8%	7%	4%	6%	7%	6%	6%
				def	ef	f		j		j				n					
		49%	50%	24%	32%	37%	7%	8%	10%	16%	44%	28%	35%	19%	15%	82%	10%	5%	3%
Other	30	16	14	*	2	7	21	1	5	6	14	15	9	3	3	24	3	2	*
	1%	1%	1%	*%	*%	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%
						cde					n								
		53%	45%	2%	7%	22%	70%	4%	17%	18%	46%	49%	31%	8%	11%	81%	11%	7%	1%
None of these	39	23	14	5	5	4	24	4	5	5	7	6	7	7	15	30	6	1	2
	1%	2%	1%	2%	1%	*%	3%	3%	3%	1%	1%	1%	1%	2%	3%	1%	2%	1%	3%
			b	e		de	j	j			kl								oq
		59%	36%	12%	13%	11%	62%	10%	13%	12%	19%	16%	19%	19%	39%	77%	15%	3%	6%
Don't know	26	14	6	6	4	6	7	1	1	2	4	4	3	2	6	22	2	1	1
	1%	1%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
			b	def															
		56%	23%	23%	15%	22%	25%	5%	2%	9%	17%	17%	12%	9%	24%	83%	9%	5%	3%
COMMUNICATION	2484	1161	1294	260	539	856	808	126	180	299	1193	745	705	436	506	2055	232	127	71
	95%	95%	96%	94%	96%	97%	95%	92%	94%	96%	98%	98%	97%	96%	92%	95%	95%	97%	93%
				cf							ghi	mn	n	n				r	
		47%	52%	10%	22%	34%	33%	5%	7%	12%	48%	30%	28%	18%	20%	83%	9%	5%	3%
PURCHASING/ FINANCES	2441	1131	1280	257	537	847	777	123	171	293	1187	730	703	421	495	2022	228	123	67
	94%	93%	95%	93%	95%	96%	91%	90%	90%	94%	98%	96%	97%	93%	89%	94%	93%	94%	89%
			a	f	cf						ghi	mn	mn			r		r	
		46%	52%	11%	22%	35%	32%	5%	7%	12%	49%	30%	29%	17%	20%	83%	9%	5%	3%
ENTERTAINMENT	2221	1053	1146	255	504	777	668	111	158	257	1107	677	654	378	438	1836	213	108	63
	85%	87%	85%	92%	89%	88%	78%	81%	83%	82%	91%	89%	90%	83%	79%	85%	87%	82%	84%
				ef	f	f					ghi	mn	mn						
		47%	52%	11%	23%	35%	30%	5%	7%	12%	50%	30%	29%	17%	20%	83%	10%	5%	3%

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217 47%	1349 52%	277 11%	564 22%	883 34%	852 33%	137 5%	191 7%	313 12%	1214 47%	760 29%	726 28%	455 17%	553 21%	2153 83%	245 9%	132 5%	75 3%
INFORMATION/ HEALTHCARE	2204 85%	1022 84%	1162 86%	229 83%	479 85%	762 86%	715 84%	106 77%	151 79%	266 85%	1107 91%	699 92%	657 91%	368 81%	404 73%	1822 85%	212 87%	110 84%	60 80%
		46%	53%	10%	22%	35%	32%	5%	7%	12%	50%	32%	30%	17%	18%	83%	10%	5%	3%
SOCIAL	1977 76%	849 70%	1110 82%	242 87%	478 85%	724 82%	518 61%	106 77%	144 75%	232 74%	982 81%	575 76%	590 81%	350 77%	398 72%	1624 75%	193 79%	102 77%	58 77%
		43%	56%	12%	24%	37%	26%	5%	7%	12%	50%	29%	30%	18%	20%	82%	10%	5%	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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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Send/ receive e-mails	2382	310	341	194	193	209	169	188	106	264	2043	339	1574	759	1222	1160
	91%	93%	92%	92%	94%	88%	92%	93%	94%	89%	91%	92%	95%	87%	93%	90%
		ei			ei			e	ei				m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	32%	51%	49%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	2253	292	317	189	180	196	161	179	96	248	1936	317	1512	688	1152	1101
	86%	88%	86%	89%	88%	82%	88%	88%	85%	84%	87%	86%	91%	79%	88%	85%
		e		e				e					m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	67%	31%	51%	49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	2142	286	313	174	162	187	146	171	93	240	1848	294	1462	640	1080	1061
	82%	86%	84%	82%	79%	78%	79%	85%	82%	81%	83%	80%	88%	74%	82%	82%
		def											m			
		13%	15%	8%	8%	9%	7%	8%	4%	11%	86%	14%	68%	30%	50%	50%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	2092	269	305	178	165	186	141	165	86	240	1797	295	1418	636	1066	1026
	80%	81%	82%	84%	80%	78%	77%	81%	77%	81%	80%	80%	85%	73%	81%	79%
				fh									m			
		13%	15%	8%	8%	9%	7%	8%	4%	11%	86%	14%	68%	30%	51%	49%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1966	267	276	161	145	178	132	152	91	210	1705	261	1337	587	957	1009
	75%	81%	74%	76%	71%	75%	72%	75%	81%	71%	76%	71%	80%	68%	73%	78%
		dfi							bdfi		k		m		n	
		14%	14%	8%	7%	9%	7%	8%	5%	11%	87%	13%	68%	30%	49%	51%

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

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1734	247	266	144	130	152	118	124	67	195	1486	248	1184	522	904	830
	67%	75%	72%	68%	63%	64%	64%	61%	59%	66%	66%	68%	71%	60%	69%	64%
		defghi	defgh	h									m		o	
		14%	15%	8%	7%	9%	7%	7%	4%	11%	86%	14%	68%	30%	52%	48%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1716	248	242	143	132	145	123	129	73	178	1485	231	1187	500	843	873
	66%	75%	65%	68%	64%	61%	67%	64%	65%	60%	66%	63%	71%	58%	64%	67%
		bdefghi											m			
		14%	14%	8%	8%	8%	7%	8%	4%	10%	87%	13%	69%	29%	49%	51%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1689	243	261	143	126	141	114	130	69	164	1470	219	1151	509	833	856
	65%	73%	70%	68%	62%	59%	62%	64%	61%	55%	66%	60%	69%	59%	63%	66%
		defghi	defhi	ei				i			k		m			
		14%	15%	8%	7%	8%	7%	8%	4%	10%	87%	13%	68%	30%	49%	51%
Accessing news	1675	236	243	146	134	136	112	118	70	191	1437	239	1132	517	897	779
	64%	71%	66%	69%	65%	57%	61%	58%	62%	64%	64%	65%	68%	60%	68%	60%
		efgh	eg	efg	e								m		o	
		14%	15%	9%	8%	8%	7%	7%	4%	11%	86%	14%	68%	31%	54%	46%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1404	215	195	120	106	123	105	102	58	148	1224	179	1088	296	696	708
	54%	65%	53%	57%	52%	51%	57%	50%	52%	50%	55%	49%	66%	34%	53%	55%
		bcdeghi									k		m			
		15%	14%	9%	8%	9%	7%	7%	4%	11%	87%	13%	78%	21%	50%	50%

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		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1357	208	206	113	103	119	97	97	48	148	1165	192	951	382	684	673
	52%	63%	56%	53%	50%	50%	53%	48%	42%	50%	52%	52%	57%	44%	52%	52%
		cdefghi	gh	h			h						m			
		15%	15%	8%	8%	9%	7%	7%	4%	11%	86%	14%	70%	28%	50%	50%
To find information on health related issues	1349	189	205	119	98	114	99	95	52	147	1159	190	880	443	710	640
	52%	57%	55%	56%	48%	48%	54%	47%	46%	50%	52%	52%	53%	51%	54%	49%
		degh	gh	degh											o	
		14%	15%	9%	7%	8%	7%	7%	4%	11%	86%	14%	65%	33%	53%	47%
Online food takeaway deliveries	1296	194	169	91	105	130	93	104	55	148	1170	126	946	321	542	754
	50%	58%	46%	43%	51%	54%	51%	51%	49%	50%	52%	34%	57%	37%	41%	58%
		bchi			c	bc		c			k		m		n	
		15%	13%	7%	8%	10%	7%	8%	4%	11%	90%	10%	73%	25%	42%	58%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1259	200	186	107	91	105	89	97	42	134	1071	188	870	365	679	580
	48%	60%	50%	50%	44%	44%	48%	48%	37%	45%	48%	51%	52%	42%	52%	45%
		bcdefghi	h	h			h	h					m		o	
		16%	15%	8%	7%	8%	7%	8%	3%	11%	85%	15%	69%	29%	54%	46%
Trading/ auctions e.g. eBay, Facebook marketplace	1126	120	180	113	90	108	85	93	50	112	948	178	808	300	580	546
	43%	36%	49%	53%	44%	46%	46%	46%	44%	38%	42%	48%	49%	35%	44%	42%
			ai	adhi		a	ai	ai				j	m			
		11%	16%	10%	8%	10%	8%	8%	4%	10%	84%	16%	72%	27%	51%	49%

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

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		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Streamed audio services e.g. Spotify or Deezer or Apple Music	1088	158	168	77	76	83	80	89	44	123	947	142	814	258	527	561
	42%	48%	45%	36%	37%	35%	43%	44%	39%	41%	42%	39%	49%	30%	40%	43%
		cdeh	cde				e	e					m			
		15%	15%	7%	7%	8%	7%	8%	4%	11%	87%	13%	75%	24%	48%	52%
Online food deliveries from supermarkets	1068	159	167	84	86	100	90	82	43	96	901	167	719	320	539	529
	41%	48%	45%	40%	42%	42%	49%	40%	38%	32%	40%	46%	43%	37%	41%	41%
		chi	i		i	i	cghi	i				j	m			
		15%	16%	8%	8%	9%	8%	8%	4%	9%	84%	16%	67%	30%	51%	49%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	973	155	146	89	73	87	71	76	33	95	845	127	702	254	488	485
	37%	47%	39%	42%	36%	36%	38%	37%	29%	32%	38%	35%	42%	29%	37%	37%
		defghi	h	hi			h	h					m			
		16%	15%	9%	7%	9%	7%	8%	3%	10%	87%	13%	72%	26%	50%	50%
Listening to live radio through a website or app	850	119	133	72	68	72	63	61	31	93	720	130	619	216	481	369
	33%	36%	36%	34%	33%	30%	34%	30%	27%	31%	32%	35%	37%	25%	37%	29%
		h	h										m		o	
		14%	16%	8%	8%	8%	7%	7%	4%	11%	85%	15%	73%	25%	57%	43%
Playing games online/ interactively	837	93	119	58	80	79	62	69	39	86	755	82	573	247	363	474
	32%	28%	32%	27%	39%	33%	34%	34%	35%	29%	34%	22%	34%	28%	28%	37%
					aci						k		m		n	
		11%	14%	7%	10%	9%	7%	8%	5%	10%	90%	10%	68%	29%	43%	57%
Listening to catch-up or on-demand radio through a website or app	718	109	110	63	60	61	51	56	25	77	616	103	514	192	374	344
	28%	33%	30%	30%	29%	25%	27%	28%	22%	26%	28%	28%	31%	22%	29%	27%
		h	h	h									m			
		15%	15%	9%	8%	8%	7%	8%	3%	11%	86%	14%	72%	27%	52%	48%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Remote healthcare services e.g. video consultation with GP	539	94	104	40	40	34	42	42	16	62	472	67	366	160	270	269
	21%	28%	28%	19%	19%	14%	23%	21%	14%	21%	21%	18%	22%	18%	21%	21%
		cdeghi	cdeghi				eh	eh		eh			m			
		17%	19%	8%	7%	6%	8%	8%	3%	11%	88%	12%	68%	30%	50%	50%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	473	81	69	36	35	36	37	33	16	53	409	64	360	105	256	216
	18%	25%	19%	17%	17%	15%	20%	16%	15%	18%	18%	17%	22%	12%	20%	17%
		cdeghi											m		o	
		17%	15%	8%	7%	8%	8%	7%	3%	11%	86%	14%	76%	22%	54%	46%
Online dating sites/ apps	165	22	23	11	10	14	10	16	6	24	147	18	122	39	64	101
	6%	7%	6%	5%	5%	6%	6%	8%	5%	8%	7%	5%	7%	4%	5%	8%
													m		n	
		13%	14%	7%	6%	8%	6%	10%	4%	15%	89%	11%	74%	23%	39%	61%
Other	30	2	4	3	2	2	3	3	1	5	25	5	17	13	19	11
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
		7%	15%	10%	6%	5%	11%	9%	3%	15%	83%	17%	56%	44%	64%	36%
None of these	39	3	8	3	*	4	2	2	2	5	33	6	12	22	19	20
	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%
			d			d							l			
		8%	21%	8%	1%	11%	5%	6%	4%	12%	86%	14%	30%	56%	50%	50%
Don't know	26	1	3	1	1	6	3	1	1	4	22	3	7	12	13	13
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						ad							l			
		6%	13%	5%	2%	22%	12%	6%	3%	15%	87%	13%	28%	47%	52%	48%
COMMUNICATION	2484	323	355	203	197	220	172	194	110	280	2136	348	1621	808	1255	1229
	95%	98%	96%	96%	96%	92%	93%	96%	97%	94%	95%	95%	98%	93%	96%	95%
		efi			e				ef				m			
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	65%	33%	51%	49%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
PURCHASING/ FINANCES	2441	317	350	202	193	216	174	190	104	276	2095	345	1598	783	1235	1205
	94%	96%	94%	95%	94%	91%	95%	94%	93%	93%	94%	94%	96%	90%	94%	93%
		e	e	e	e	e	e	e	e	e	e	e	m	m	n	o
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	65%	32%	51%	49%
ENTERTAINMENT	2221	299	320	179	176	194	154	174	98	240	1917	303	1475	700	1106	1115
	85%	90%	86%	85%	86%	82%	84%	86%	87%	81%	86%	83%	89%	81%	84%	86%
		cefi							i				m			
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	31%	50%	50%
INFORMATION/ HEALTHCARE	2204	296	314	183	172	192	157	166	93	249	1895	310	1451	708	1134	1071
	85%	89%	85%	87%	84%	81%	85%	82%	82%	84%	85%	84%	87%	82%	86%	83%
		eghi											m	o		
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	32%	51%	49%
SOCIAL	1977	270	277	162	147	179	133	152	92	212	1714	262	1345	589	961	1016
	76%	82%	75%	77%	72%	75%	72%	75%	82%	71%	77%	71%	81%	68%	73%	79%
		bdfi							bdfi		k		m		n	
		14%	14%	8%	7%	9%	7%	8%	5%	11%	87%	13%	68%	30%	49%	51%

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



QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275 49%	1081 42%	2080 80%	2140 82%	1161 45%	2526 97%
Send/ receive e-mails	2382 91%	1180 93%	1010 93%	1952 94%	1994 93%	1113 96%	2329 92%
		50%	42%	82%	84%	47%	98%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	2253 86%	1126 88%	943 87%	1862 90%	1914 89%	1054 91%	2211 88%
		50%	42%	83%	85%	47%	98%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	2142 82%	1078 85%	892 82%	1767 85%	1849 86%	1045 90%	2107 83%
		50%	42%	83%	86%	49%	98%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	2092 80%	1036 81%	885 82%	1744 84%	1806 84%	1006 87%	2056 81%
		50%	42%	83%	86%	48%	98%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1966 75%	991 78%	806 74%	1619 78%	1721 80%	968 83%	1929 76%
		50%	41%	82%	88%	49%	98%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275 49%	1081 42%	2080 80%	2140 82%	1161 45%	2526 97%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1734 67%	859 67%	741 69%	1462 70% af	1512 71% af	880 76% abcdf	1707 68% abcdf
		50%	43%	84%	87%	51%	98%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1716 66%	821 64%	738 68% a	1475 71% af	1533 72% abf	897 77% abcdf	1703 67% a
		48%	43%	86%	89%	52%	99%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1689 65%	818 64%	719 66%	1409 68% a	1472 69% af	936 81% abcdf	1667 66% abcdf
		48%	43%	83%	87%	55%	99%
Accessing news	1675 64%	831 65%	747 69% af	1436 69% af	1429 67% af	826 71% adf	1651 65% adf
		50%	45%	86%	85%	49%	99%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1404 54%	693 54%	575 53%	1182 57% b	1258 59% abf	742 64% abcdf	1389 55% abcdf
		49%	41%	84%	90%	53%	99%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275 49%	1081 42%	2080 80%	2140 82%	1161 45%	2526 97%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1357 52%	685 54%	555 51%	1136 55%	1190 56%	709 61%	1336 53%
				b	bf	abcdf	
		50%	41%	84%	88%	52%	98%
To find information on health related issues	1349 52%	661 52%	591 55%	1161 56%	1171 55%	683 59%	1334 53%
				af		abdf	
		49%	44%	86%	87%	51%	99%
Online food takeaway deliveries	1296 50%	653 51%	468 43%	1054 51%	1190 56%	681 59%	1275 50%
		b	b	abcf	abcf	b	
		50%	36%	81%	92%	53%	98%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1259 48%	595 47%	577 53%	1077 52%	1078 50%	625 54%	1242 49%
			af	af	a	adf	
		47%	46%	86%	86%	50%	99%
Trading/ auctions e.g. eBay, Facebook marketplace	1126 43%	580 45%	478 44%	963 46%	993 46%	600 52%	1113 44%
						abcdf	
		52%	42%	86%	88%	53%	99%

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

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	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
Streamed audio services e.g. Spotify or Deezer or Apple Music	1088	536	444	942	1017	628	1078
	42%	42%	41%	45%	48%	54%	43%
				abf	abf	abcdf	
		49%	41%	87%	93%	58%	99%
Online food deliveries from supermarkets	1068	555	420	876	912	505	1048
	41%	44%	39%	42%	43%	43%	41%
		b	b	b	b	b	
		52%	39%	82%	85%	47%	98%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	973	452	427	842	880	561	966
	37%	35%	40%	40%	41%	48%	38%
			a	a	af	abcdf	
		46%	44%	87%	90%	58%	99%
Listening to live radio through a website or app	850	436	381	772	754	434	841
	33%	34%	35%	37%	35%	37%	33%
			f	f	f	f	
		51%	45%	91%	89%	51%	99%
Playing games online/ interactively	837	440	310	683	748	478	821
	32%	35%	29%	33%	35%	41%	32%
		b	b	b	bf	abcdf	b
		53%	37%	82%	89%	57%	98%
Listening to catch-up or on-demand radio through a website or app	718	346	333	662	647	375	710
	28%	27%	31%	32%	30%	32%	28%
			a	af	a	af	
		48%	46%	92%	90%	52%	99%

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

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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
Remote healthcare services e.g. video consultation with GP	539	273	227	464	469	281	530
	21%	21%	21%	22%	22%	24%	21%
		51%	42%	86%	87%	52%	98%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	473	224	178	412	440	270	471
	18%	18%	16%	20%	21%	23%	19%
		47%	38%	87%	93%	57%	100%
Online dating sites/ apps	165	62	72	132	148	97	163
	6%	5%	7%	6%	7%	8%	6%
		38%	44%	80%	90%	59%	99%
Other	30	12	19	27	22	12	30
	1%	1%	2%	1%	1%	1%	1%
		39%	64%	89%	74%	41%	98%
None of these	39	15	17	21	19	7	31
	1%	1%	2%	1%	1%	1%	1%
		37%	43%	55%	50%	18%	79%
Don't know	26	9	8	15	15	4	21
	1%	1%	1%	1%	1%	*%	1%
		35%	32%	56%	58%	17%	81%
COMMUNICATION	2484	1230	1038	2011	2068	1139	2424
	95%	96%	96%	97%	97%	98%	96%
		50%	42%	81%	83%	46%	98%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
PURCHASING/ FINANCES	2441	1207	1021	1988	2046	1115	2384
	94%	95%	94%	96%	96%	96%	94%
		49%	42%	81%	84%	46%	98%
ENTERTAINMENT	2221	1084	942	1844	1895	1083	2182
	85%	85%	87%	89%	89%	93%	86%
		49%	42%	83%	85%	49%	98%
INFORMATION/ HEALTHCARE	2204	1086	948	1830	1870	1047	2161
	85%	85%	88%	88%	87%	90%	86%
		49%	43%	83%	85%	47%	98%
SOCIAL	1977	994	810	1626	1730	974	1939
	76%	78%	75%	78%	81%	84%	77%
		50%	41%	82%	88%	49%	98%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Send/ receive e-mails	2382	1118	1236	242	512	830	777	117	169	280	1171	735	685	418	458	1974	221	122	66
	87%	88%	88%	84%	88%	91%	86%	80%	82%	85%	95%	95%	93%	90%	75%	87%	89%	90%	81%
						cdf					ghi	lmn	n	n	r	r	r		
		47%	52%	10%	21%	35%	33%	5%	7%	12%	49%	31%	29%	18%	19%	83%	9%	5%	3%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	2253	1036	1192	236	502	791	704	107	152	266	1139	690	669	387	429	1859	217	115	63
	83%	82%	85%	82%	86%	87%	78%	73%	73%	81%	93%	89%	91%	84%	70%	82%	87%	85%	77%
			a		f	cf				gh	ghi	mn	mn	n	r	or	r		
		46%	53%	10%	22%	35%	31%	5%	7%	12%	51%	31%	30%	17%	19%	82%	10%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	2142	959	1162	237	490	765	638	101	147	250	1093	660	630	370	414	1772	201	107	62
	79%	76%	83%	82%	84%	84%	71%	69%	71%	76%	89%	85%	85%	80%	68%	78%	81%	79%	76%
			a	f	f	f					ghi	mn	mn	n					
		45%	54%	11%	23%	36%	30%	5%	7%	12%	51%	31%	29%	17%	19%	83%	9%	5%	3%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	2092	964	1109	215	478	735	649	99	149	252	1073	650	626	349	403	1734	200	99	58
	77%	76%	79%	75%	82%	81%	72%	68%	72%	76%	87%	84%	85%	75%	66%	77%	80%	74%	71%
			a		cf	cf				g	ghi	mn	mn	n	r	qr			
		46%	53%	10%	23%	35%	31%	5%	7%	12%	51%	31%	30%	17%	19%	83%	10%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1966	844	1104	241	474	719	517	105	143	230	978	574	586	345	398	1614	192	101	58
	72%	66%	79%	84%	81%	79%	57%	72%	69%	70%	80%	74%	80%	74%	65%	71%	77%	75%	71%
			a	ef	f	f					ghi	n	kmn	n		o			
		43%	56%	12%	24%	37%	26%	5%	7%	12%	50%	29%	30%	18%	20%	82%	10%	5%	3%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1734	754	964	205	398	602	519	73	111	187	933	584	526	274	304	1442	163	81	48
	64%	59%	69%	71%	68%	66%	58%	50%	53%	57%	76%	76%	71%	59%	50%	64%	65%	60%	59%
			a	f	f	f					ghi	lmn	mn	n		r			
		43%	56%	12%	23%	35%	30%	4%	6%	11%	54%	34%	30%	16%	18%	83%	9%	5%	3%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1716	839	860	227	423	606	449	86	113	196	894	538	546	273	312	1414	168	85	50
	63%	66%	61%	79%	73%	66%	50%	59%	54%	60%	73%	70%	74%	59%	51%	63%	67%	63%	61%
		b		def	ef	f					ghi	mn	kmn	n					
		49%	50%	13%	25%	35%	26%	5%	7%	11%	52%	31%	32%	16%	18%	82%	10%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1689	821	854	213	403	597	466	83	114	197	874	521	516	285	319	1391	170	81	46
	62%	65%	61%	74%	69%	65%	52%	57%	55%	60%	71%	67%	70%	62%	52%	62%	68%	60%	56%
		b		ef	f	f					ghi	mn	mn	n		r	oqr		
		49%	51%	13%	24%	35%	28%	5%	7%	12%	52%	31%	31%	17%	19%	82%	10%	5%	3%
Accessing news	1675	807	854	156	346	593	569	67	106	197	909	573	520	263	272	1385	165	81	44
	61%	64%	61%	54%	59%	65%	63%	46%	51%	60%	74%	74%	71%	57%	44%	61%	66%	60%	54%
						cd	c				gh	ghi	mn	mn	n	r	r		
		48%	51%	9%	21%	35%	34%	4%	6%	12%	54%	34%	31%	16%	16%	83%	10%	5%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1404	643	748	178	340	565	312	57	76	134	821	491	487	216	175	1172	130	67	35
	51%	51%	53%	62%	58%	62%	35%	39%	37%	41%	67%	64%	66%	47%	29%	52%	52%	50%	43%
				f	f	f					ghi	mn	mn	n		r	r		
		46%	53%	13%	24%	40%	22%	4%	5%	10%	58%	35%	35%	15%	12%	83%	9%	5%	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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Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1357	609	732	150	328	496	374	59	82	145	740	463	417	215	228	1138	120	64	35
	50%	48%	52%	52%	56%	54%	41%	40%	39%	44%	60%	60%	57%	46%	37%	50%	48%	47%	43%
			a	f	f	f					ghi	mn	mn	n		r			
		45%	54%	11%	24%	37%	28%	4%	6%	11%	55%	34%	31%	16%	17%	84%	9%	5%	3%
To find information on health related issues	1349	573	765	121	286	481	452	55	87	156	725	457	414	196	234	1119	132	66	32
	49%	45%	55%	42%	49%	53%	50%	37%	42%	47%	59%	59%	56%	42%	38%	49%	53%	49%	40%
			a	c	c	c					ghi	mn	mn			r	r	r	
		42%	57%	9%	21%	36%	33%	4%	6%	12%	54%	34%	31%	15%	17%	83%	10%	5%	2%
Online food takeaway deliveries	1296	566	714	201	404	476	205	65	82	138	696	375	433	214	237	1090	117	60	29
	48%	45%	51%	70%	69%	52%	23%	44%	40%	42%	57%	49%	59%	46%	39%	48%	47%	44%	36%
			a	ef	ef	f					ghi	n	kmn	n		r	r	r	
		44%	55%	16%	31%	37%	16%	5%	6%	11%	54%	29%	33%	17%	18%	84%	9%	5%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1259	621	629	101	260	461	428	55	77	145	707	479	393	182	171	1050	123	61	25
	46%	49%	45%	35%	45%	51%	48%	38%	37%	44%	57%	62%	53%	39%	28%	46%	49%	45%	31%
			b	c	cd	c					ghi	lmn	mn	n		r	r	r	
		49%	50%	8%	21%	37%	34%	4%	6%	11%	56%	38%	31%	14%	14%	83%	10%	5%	2%
Trading/ auctions e.g. eBay, Facebook marketplace	1126	558	560	102	268	447	301	52	73	134	606	349	324	220	204	950	94	57	24
	41%	44%	40%	35%	46%	49%	33%	35%	35%	41%	49%	45%	44%	47%	33%	42%	38%	42%	29%
			b	cf	cf						ghi	n	n	n		r	r	r	
		50%	50%	9%	24%	40%	27%	5%	6%	12%	54%	31%	29%	20%	18%	84%	8%	5%	2%
Streamed audio services e.g. Spotify or Deezer or Apple Music	1088	540	537	182	319	380	198	44	60	115	626	354	385	168	159	898	114	52	25
	40%	43%	38%	63%	55%	42%	22%	30%	29%	35%	51%	46%	52%	36%	26%	40%	46%	38%	31%
			b	def	ef	f					ghi	mn	kmn	n		r	or	r	
		50%	49%	17%	29%	35%	18%	4%	5%	11%	58%	33%	35%	15%	15%	82%	10%	5%	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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Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Online food deliveries from supermarkets	1068	427	630	86	247	416	311	51	65	124	559	360	316	165	194	906	89	51	23
	39%	34%	45%	30%	42%	46%	35%	35%	31%	38%	46%	47%	43%	36%	32%	40%	36%	38%	28%
			a		cf	cf					ghi	mn	mn			r	r	r	
		40%	59%	8%	23%	39%	29%	5%	6%	12%	52%	34%	30%	15%	18%	85%	8%	5%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	973	502	462	132	236	355	242	38	66	96	568	363	328	142	112	825	83	44	21
	36%	40%	33%	46%	41%	39%	27%	26%	32%	29%	46%	47%	44%	31%	18%	36%	33%	32%	26%
		b		ef	f	f					ghi	mn	mn	n		r	r	r	
		52%	47%	14%	24%	37%	25%	4%	7%	10%	58%	37%	34%	15%	12%	85%	9%	4%	2%
Listening to live radio through a website or app	850	447	393	67	183	337	257	26	47	77	508	335	250	126	125	711	76	42	21
	31%	35%	28%	23%	31%	37%	28%	18%	23%	23%	41%	43%	34%	27%	20%	31%	30%	31%	25%
		b		c	cdf						ghi	lmn	mn	n		r		r	
		53%	46%	8%	22%	40%	30%	3%	6%	9%	60%	39%	29%	15%	15%	84%	9%	5%	2%
Playing games online/ interactively	837	414	417	154	231	298	151	54	63	103	403	207	264	147	190	685	90	43	20
	31%	33%	30%	54%	40%	33%	17%	37%	30%	31%	33%	27%	36%	32%	31%	30%	36%	32%	24%
			def	ef	f						kn					r	or	r	
		49%	50%	18%	28%	36%	18%	6%	8%	12%	48%	25%	32%	18%	23%	82%	11%	5%	2%
Listening to catch-up or on-demand radio through a website or app	718	368	343	80	176	261	196	29	36	86	418	295	232	87	91	612	52	37	18
	26%	29%	24%	28%	30%	29%	22%	20%	17%	26%	34%	38%	31%	19%	15%	27%	21%	27%	22%
		b		f	f	f				h	ghi	lmn	mn			pr		p	
		51%	48%	11%	25%	36%	27%	4%	5%	12%	58%	41%	32%	12%	13%	85%	7%	5%	3%
Remote healthcare services e.g. video consultation with GP	539	234	299	54	120	207	151	25	30	56	289	199	174	57	95	474	35	24	5
	20%	18%	21%	19%	21%	23%	17%	17%	15%	17%	24%	26%	24%	12%	15%	21%	14%	18%	7%
			a		f	f					ghi	mn	mn			pr	r	r	
		43%	55%	10%	22%	38%	28%	5%	6%	10%	54%	37%	32%	11%	18%	88%	7%	4%	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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Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	473	166	304	65	133	191	79	17	20	43	297	188	175	54	48	397	45	19	12
	17%	13%	22%	23%	23%	21%	9%	11%	10%	13%	24%	24%	24%	12%	8%	18%	18%	14%	15%
			a	f	f	f					ghi	mn	mn	n					
		35%	64%	14%	28%	40%	17%	4%	4%	9%	63%	40%	37%	11%	10%	84%	9%	4%	3%
Online dating sites/ apps	165	81	82	39	53	60	11	14	17	27	72	46	57	32	25	136	17	8	4
	6%	6%	6%	14%	9%	7%	1%	9%	8%	8%	6%	6%	8%	7%	4%	6%	7%	6%	5%
				def	f	f								n	n				
		49%	50%	24%	32%	37%	7%	8%	10%	16%	44%	28%	35%	19%	15%	82%	10%	5%	3%
Other	30	16	14	*	2	7	21	1	5	6	14	15	9	3	3	24	3	2	*
	1%	1%	1%	*%	*%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%
						cde					n								
		53%	45%	2%	7%	22%	70%	4%	17%	18%	46%	49%	31%	8%	11%	81%	11%	7%	1%
None of these	39	23	14	5	5	4	24	4	5	5	7	6	7	7	15	30	6	1	2
	1%	2%	1%	2%	1%	*%	3%	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	3%
		b	e			de	j	j			kl								oq
		59%	36%	12%	13%	11%	62%	10%	13%	12%	19%	16%	19%	19%	39%	77%	15%	3%	6%
Don't know	26	14	6	6	4	6	7	1	1	2	4	4	3	2	6	22	2	1	1
	1%	1%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
		b	ef																
		56%	23%	23%	15%	22%	25%	5%	2%	9%	17%	17%	12%	9%	24%	83%	9%	5%	3%
COMMUNICATION	2484	1161	1294	260	539	856	808	126	180	299	1193	745	705	436	506	2055	232	127	71
	91%	91%	92%	90%	92%	94%	90%	86%	87%	91%	97%	97%	96%	94%	83%	91%	93%	94%	87%
				f	cf						ghi	mn	n	n		r	r	or	
		47%	52%	10%	22%	34%	33%	5%	7%	12%	48%	30%	28%	18%	20%	83%	9%	5%	3%
PURCHASING/ FINANCES	2441	1131	1280	257	537	847	777	123	171	293	1187	730	703	421	495	2022	228	123	67
	89%	89%	91%	89%	92%	93%	86%	84%	82%	89%	97%	95%	95%	91%	81%	89%	92%	91%	83%
		a	f	cf						h	ghi	mn	mn	n		r	r	r	
		46%	52%	11%	22%	35%	32%	5%	7%	12%	49%	30%	29%	17%	20%	83%	9%	5%	3%
ENTERTAINMENT	2221	1053	1146	255	504	777	668	111	158	257	1107	677	654	378	438	1836	213	108	63
	81%	83%	82%	89%	86%	85%	74%	76%	76%	78%	90%	88%	89%	82%	72%	81%	85%	80%	78%
				f	f	f					ghi	mn	mn	n		r			
		47%	52%	11%	23%	35%	30%	5%	7%	12%	50%	30%	29%	17%	20%	83%	10%	5%	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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Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
INFORMATION/ HEALTHCARE	2204 81%	1022 81%	1162 83%	229 80%	479 82%	762 84%	715 79%	106 72%	151 73%	266 81%	1107 90%	699 91%	657 89%	368 79%	404 66%	1822 81%	212 85%	110 82%	60 74%
		46%	53%	10%	22%	35%	32%	5%	7%	12%	50%	32%	30%	17%	18%	83%	10%	5%	3%
SOCIAL	1977 72%	849 67%	1110 79%	242 84%	478 82%	724 79%	518 57%	106 72%	144 69%	232 70%	982 80%	575 75%	590 80%	350 75%	398 65%	1624 72%	193 77%	102 75%	58 71%
		43%	56%	12%	24%	37%	26%	5%	7%	12%	50%	29%	30%	18%	20%	82%	10%	5%	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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Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Send/ receive e-mails	2382	310	341	194	193	209	169	188	106	264	2043	339	1574	759	1222	1160
	87%	91%	88%	88%	92%	83%	88%	87%	87%	83%	87%	91%	93%	81%	90%	84%
		ei			ceghi							j	m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	32%	51%	49%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	2253	292	317	189	180	196	161	179	96	248	1936	317	1512	688	1152	1101
	83%	86%	82%	85%	86%	78%	84%	83%	79%	78%	82%	85%	89%	74%	85%	80%
		ehi		ei	ehi								m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	67%	31%	51%	49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	2142	286	313	174	162	187	146	171	93	240	1848	294	1462	640	1080	1061
	79%	84%	81%	79%	78%	74%	76%	79%	76%	75%	78%	79%	86%	69%	80%	77%
		efhi	e										m			
		13%	15%	8%	8%	9%	7%	8%	4%	11%	86%	14%	68%	30%	50%	50%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	2092	269	305	178	165	186	141	165	86	240	1797	295	1418	636	1066	1026
	77%	79%	79%	80%	79%	74%	73%	76%	71%	75%	76%	79%	84%	68%	79%	75%
		h	h	fh	h								m		o	
		13%	15%	8%	8%	9%	7%	8%	4%	11%	86%	14%	68%	30%	51%	49%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1966	267	276	161	145	178	132	152	91	210	1705	261	1337	587	957	1009
	72%	78%	71%	73%	70%	71%	69%	71%	75%	66%	72%	70%	79%	63%	71%	73%
		bdefgi							i				m			
		14%	14%	8%	7%	9%	7%	8%	5%	11%	87%	13%	68%	30%	49%	51%

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Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
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Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1734	247	266	144	130	152	118	124	67	195	1486	248	1184	522	904	830
	64%	72%	69%	65%	62%	60%	61%	57%	55%	61%	63%	67%	70%	56%	67%	60%
		cdefghi	efghi	h									m		o	
		14%	15%	8%	7%	9%	7%	7%	4%	11%	86%	14%	68%	30%	52%	48%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1716	248	242	143	132	145	123	129	73	178	1485	231	1187	500	843	873
	63%	73%	62%	65%	63%	58%	64%	60%	60%	56%	63%	62%	70%	54%	62%	64%
		bcdefghi		i			i						m			
		14%	14%	8%	8%	8%	7%	8%	4%	10%	87%	13%	69%	29%	49%	51%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1689	243	261	143	126	141	114	130	69	164	1470	219	1151	509	833	856
	62%	71%	67%	65%	61%	56%	59%	60%	57%	51%	62%	59%	68%	55%	62%	62%
		defghi	efhi	ei	i			i					m			
		14%	15%	8%	7%	8%	7%	8%	4%	10%	87%	13%	68%	30%	49%	51%
Accessing news	1675	236	243	146	134	136	112	118	70	191	1437	239	1132	517	897	779
	61%	69%	63%	66%	64%	54%	58%	55%	57%	60%	61%	64%	67%	56%	66%	57%
		efghi	eg	egh	eg								m		o	
		14%	15%	9%	8%	8%	7%	7%	4%	11%	86%	14%	68%	31%	54%	46%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1404	215	195	120	106	123	105	102	58	148	1224	179	1088	296	696	708
	51%	63%	50%	54%	51%	49%	55%	47%	48%	46%	52%	48%	64%	32%	51%	52%
		bcdefghi					i						m			
		15%	14%	9%	8%	9%	7%	7%	4%	11%	87%	13%	78%	21%	50%	50%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
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Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1357	208	206	113	103	119	97	97	48	148	1165	192	951	382	684	673
	50%	61%	53%	51%	49%	47%	50%	45%	39%	46%	49%	52%	56%	41%	51%	49%
		bcdefghi	gh	h	h	h	h	h	4%	11%	86%	14%	m	70%	28%	50%
		15%	15%	8%	8%	9%	7%	7%	4%	11%	86%	14%	70%	28%	50%	50%
To find information on health related issues	1349	189	205	119	98	114	99	95	52	147	1159	190	880	443	710	640
	49%	55%	53%	54%	47%	45%	52%	44%	43%	46%	49%	51%	52%	48%	52%	47%
		deghi	gh	egh	h	h	h	h	4%	11%	86%	14%	m	65%	33%	53%
		14%	15%	9%	7%	8%	7%	7%	4%	11%	86%	14%	65%	33%	53%	47%
Online food takeaway deliveries	1296	194	169	91	105	130	93	104	55	148	1170	126	946	321	542	754
	48%	57%	44%	41%	51%	51%	48%	48%	46%	46%	50%	34%	56%	34%	40%	55%
		bcfghi	c	bc	k	m	n	90%	10%	73%	25%	42%	58%			
		15%	13%	7%	8%	10%	7%	8%	4%	11%	90%	10%	73%	25%	42%	58%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1259	200	186	107	91	105	89	97	42	134	1071	188	870	365	679	580
	46%	59%	48%	48%	44%	41%	46%	45%	35%	42%	45%	51%	51%	39%	50%	42%
		bcdefghi	h	h	h	h	h	h	3%	11%	85%	15%	j	m	o	46%
		16%	15%	8%	7%	8%	7%	8%	3%	11%	85%	15%	69%	29%	54%	46%
Trading/ auctions e.g. eBay, Facebook marketplace	1126	120	180	113	90	108	85	93	50	112	948	178	808	300	580	546
	41%	35%	46%	51%	43%	43%	44%	43%	41%	35%	40%	48%	48%	32%	43%	40%
			ai	ahi	ai	ai	ai	ai	4%	10%	84%	16%	j	m	51%	49%
		11%	16%	10%	8%	10%	8%	8%	4%	10%	84%	16%	72%	27%	51%	49%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
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Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Streamed audio services e.g. Spotify or Deezer or Apple Music	1088	158	168	77	76	83	80	89	44	123	947	142	814	258	527	561
	40%	46%	43%	35%	36%	33%	41%	41%	36%	38%	40%	38%	48%	28%	39%	41%
		cdeh	ce				e	e					m			
		15%	15%	7%	7%	8%	7%	8%	4%	11%	87%	13%	75%	24%	48%	52%
Online food deliveries from supermarkets	1068	159	167	84	86	100	90	82	43	96	901	167	719	320	539	529
	39%	47%	43%	38%	41%	40%	47%	38%	36%	30%	38%	45%	42%	34%	40%	39%
		cghi	i	i	i	i	cghi	i				j	m			
		15%	16%	8%	8%	9%	8%	8%	4%	9%	84%	16%	67%	30%	51%	49%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	973	155	146	89	73	87	71	76	33	95	845	127	702	254	488	485
	36%	45%	38%	40%	35%	34%	37%	35%	27%	30%	36%	34%	41%	27%	36%	35%
		bdefghi	hi	hi	h		h	h					m			
		16%	15%	9%	7%	9%	7%	8%	3%	10%	87%	13%	72%	26%	50%	50%
Listening to live radio through a website or app	850	119	133	72	68	72	63	61	31	93	720	130	619	216	481	369
	31%	35%	34%	32%	33%	28%	32%	28%	25%	29%	31%	35%	37%	23%	36%	27%
		h	h										m		o	
		14%	16%	8%	8%	8%	7%	7%	4%	11%	85%	15%	73%	25%	57%	43%
Playing games online/ interactively	837	93	119	58	80	79	62	69	39	86	755	82	573	247	363	474
	31%	27%	31%	26%	38%	31%	32%	32%	32%	27%	32%	22%	34%	26%	27%	35%
					abci						k		m		n	
		11%	14%	7%	10%	9%	7%	8%	5%	10%	90%	10%	68%	29%	43%	57%
Listening to catch-up or on-demand radio through a website or app	718	109	110	63	60	61	51	56	25	77	616	103	514	192	374	344
	26%	32%	28%	29%	29%	24%	26%	26%	21%	24%	26%	28%	30%	21%	28%	25%
		ehi	h	h	h								m			
		15%	15%	9%	8%	8%	7%	8%	3%	11%	86%	14%	72%	27%	52%	48%

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		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Remote healthcare services e.g. video consultation with GP	539	94	104	40	40	34	42	42	16	62	472	67	366	160	270	269
	20%	28%	27%	18%	19%	14%	22%	19%	13%	19%	20%	18%	22%	17%	20%	20%
		cdeghi	cdeghi				eh	h		h			m			
		17%	19%	8%	7%	6%	8%	8%	3%	11%	88%	12%	68%	30%	50%	50%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	473	81	69	36	35	36	37	33	16	53	409	64	360	105	256	216
	17%	24%	18%	16%	17%	14%	19%	15%	14%	17%	17%	17%	21%	11%	19%	16%
		bcdeghi											m		o	
		17%	15%	8%	7%	8%	8%	7%	3%	11%	86%	14%	76%	22%	54%	46%
Online dating sites/ apps	165	22	23	11	10	14	10	16	6	24	147	18	122	39	64	101
	6%	6%	6%	5%	5%	6%	5%	7%	5%	8%	6%	5%	7%	4%	5%	7%
													m		n	
		13%	14%	7%	6%	8%	6%	10%	4%	15%	89%	11%	74%	23%	39%	61%
Other	30	2	4	3	2	2	3	3	1	5	25	5	17	13	19	11
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		7%	15%	10%	6%	5%	11%	9%	3%	15%	83%	17%	56%	44%	64%	36%
None of these	39	3	8	3	*	4	2	2	2	5	33	6	12	22	19	20
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
			d										l			
		8%	21%	8%	1%	11%	5%	6%	4%	12%	86%	14%	30%	56%	50%	50%
Don't know	26	1	3	1	1	6	3	1	1	4	22	3	7	12	13	13
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						ad								l		
		6%	13%	5%	2%	22%	12%	6%	3%	15%	87%	13%	28%	47%	52%	48%
COMMUNICATION	2484	323	355	203	197	220	172	194	110	280	2136	348	1621	808	1255	1229
	91%	95%	91%	92%	95%	87%	89%	90%	90%	88%	91%	94%	96%	87%	93%	90%
		efghi			efghi							j	m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	65%	33%	51%	49%

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		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
PURCHASING/ FINANCES	2441	317	350	202	193	216	174	190	104	276	2095	345	1598	783	1235	1205
	89%	93%	90%	91%	93%	86%	90%	88%	86%	86%	89%	93%	94%	84%	91%	88%
		ehi	e	eghi								j	m	o		
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	65%	32%	51%	49%
ENTERTAINMENT	2221	299	320	179	176	194	154	174	98	240	1917	303	1475	700	1106	1115
	81%	88%	83%	81%	85%	77%	80%	81%	81%	75%	81%	82%	87%	75%	82%	81%
		cefg	i		ei								m			
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	31%	50%	50%
INFORMATION/ HEALTHCARE	2204	296	314	183	172	192	157	166	93	249	1895	310	1451	708	1134	1071
	81%	87%	81%	83%	83%	76%	81%	77%	76%	78%	80%	83%	86%	76%	84%	78%
		beghi			e								m	o		
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	32%	51%	49%
SOCIAL	1977	270	277	162	147	179	133	152	92	212	1714	262	1345	589	961	1016
	72%	79%	71%	73%	71%	71%	69%	71%	76%	66%	73%	71%	79%	63%	71%	74%
		bdefgi							i				m		n	
		14%	14%	8%	7%	9%	7%	8%	5%	11%	87%	13%	68%	30%	49%	51%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES			YOUTUBE		
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Send/ receive e-mails	2382	1180	1010	1952	1994	1113	2329
	87%	91%	90%	93%	92%	95%	90%
				bf	f	abcdf	
		50%	42%	82%	84%	47%	98%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	2253	1126	943	1862	1914	1054	2211
	83%	87%	84%	88%	88%	90%	85%
				bf	bf	abf	
		50%	42%	83%	85%	47%	98%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	2142	1078	892	1767	1849	1045	2107
	79%	83%	80%	84%	85%	89%	81%
		b		bf	bf	abcdf	
		50%	42%	83%	86%	49%	98%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	2092	1036	885	1744	1806	1006	2056
	77%	80%	79%	83%	83%	86%	79%
				abf	abf	abcdf	
		50%	42%	83%	86%	48%	98%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1966	991	806	1619	1721	968	1929
	72%	76%	72%	77%	79%	82%	74%
		b		bf	abcf	abcdf	
		50%	41%	82%	88%	49%	98%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1734	859	741	1462	1512	880	1707
	64%	66%	66%	69%	70%	75%	66%
		50%	43%	84%	87%	51%	98%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1716	821	738	1475	1533	897	1703
	63%	63%	66%	70%	71%	76%	66%
		48%	43%	86%	89%	52%	99%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1689	818	719	1409	1472	936	1667
	62%	63%	64%	67%	68%	80%	64%
		48%	43%	83%	87%	55%	99%
Accessing news	1675	831	747	1436	1429	826	1651
	61%	64%	67%	68%	66%	70%	64%
		50%	45%	86%	85%	49%	99%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1404	693	575	1182	1258	742	1389
	51%	53%	51%	56%	58%	63%	54%
		49%	41%	84%	90%	53%	99%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	1357	685	555	1136	1190	709	1336
	50%	53%	50%	54%	55%	60%	51%
				b	bf	abcdf	
		50%	41%	84%	88%	52%	98%
To find information on health related issues	1349	661	591	1161	1171	683	1334
	49%	51%	53%	55%	54%	58%	51%
				af		abdf	
		49%	44%	86%	87%	51%	99%
Online food takeaway deliveries	1296	653	468	1054	1190	681	1275
	48%	50%	42%	50%	55%	58%	49%
		b	b	abcf	abcdf	b	
		50%	36%	81%	92%	53%	98%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1259	595	577	1077	1078	625	1242
	46%	46%	52%	51%	50%	53%	48%
			af	af	a	adf	
		47%	46%	86%	86%	50%	99%
Trading/ auctions e.g. eBay, Facebook marketplace	1126	580	478	963	993	600	1113
	41%	45%	43%	46%	46%	51%	43%
				f	f	abcdf	
		52%	42%	86%	88%	53%	99%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Streamed audio services e.g. Spotify or Deezer or Apple Music	1088	536	444	942	1017	628	1078
	40%	41%	40%	45%	47%	53%	42%
				abf	abf	abcdf	
		49%	41%	87%	93%	58%	99%
Online food deliveries from supermarkets	1068	555	420	876	912	505	1048
	39%	43%	38%	42%	42%	43%	40%
		b	b	b	b	b	
		52%	39%	82%	85%	47%	98%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	973	452	427	842	880	561	966
	36%	35%	38%	40%	40%	48%	37%
				af	af	abcdf	
		46%	44%	87%	90%	58%	99%
Listening to live radio through a website or app	850	436	381	772	754	434	841
	31%	34%	34%	37%	35%	37%	32%
				f		f	
		51%	45%	91%	89%	51%	99%
Playing games online/ interactively	837	440	310	683	748	478	821
	31%	34%	28%	32%	34%	41%	32%
		b	b	b	bf	abcdf	b
		53%	37%	82%	89%	57%	98%
Listening to catch-up or on-demand radio through a website or app	718	346	333	662	647	375	710
	26%	27%	30%	31%	30%	32%	27%
				af	af	af	
		48%	46%	92%	90%	52%	99%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Remote healthcare services e.g. video consultation with GP	539	273	227	464	469	281	530
	20%	21%	20%	22%	22%	24%	20%
		51%	42%	86%	87%	52%	98%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	473	224	178	412	440	270	471
	17%	17%	16%	20%	20%	23%	18%
		47%	38%	87%	93%	57%	100%
Online dating sites/ apps	165	62	72	132	148	97	163
	6%	5%	6%	6%	7%	8%	6%
		38%	44%	80%	90%	59%	99%
Other	30	12	19	27	22	12	30
	1%	1%	2%	1%	1%	1%	1%
		39%	64%	89%	74%	41%	98%
None of these	39	15	17	21	19	7	31
	1%	1%	1%	1%	1%	1%	1%
		37%	43%	55%	50%	18%	79%
Don't know	26	9	8	15	15	4	21
	1%	1%	1%	1%	1%	*%	1%
		35%	32%	56%	58%	17%	81%
COMMUNICATION	2484	1230	1038	2011	2068	1139	2424
	91%	95%	93%	95%	95%	97%	93%
		bf		bf	bf	abcdef	
		50%	42%	81%	83%	46%	98%

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

QE5A. Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal. Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
PURCHASING/ FINANCES	2441	1207	1021	1988	2046	1115	2384
	89%	93%	91%	94%	94%	95%	92%
				bf	bf	abf	
		49%	42%	81%	84%	46%	98%
ENTERTAINMENT	2221	1084	942	1844	1895	1083	2182
	81%	84%	84%	87%	87%	92%	84%
				abf	abf	abcdf	
		49%	42%	83%	85%	49%	98%
INFORMATION/ HEALTHCARE	2204	1086	948	1830	1870	1047	2161
	81%	84%	85%	87%	86%	89%	83%
				af	af	abcdf	
		49%	43%	83%	85%	47%	98%
SOCIAL	1977	994	810	1626	1730	974	1939
	72%	77%	72%	77%	80%	83%	75%
		b		bf	abcf	abcdf	
		50%	41%	82%	88%	49%	98%

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



QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	1676	701	960	174	375	602	514	78	113	197	854	513	508	283	316	1387	154	86	49
	64%	58%	71%	63%	67%	68%	60%	57%	59%	63%	70%	68%	70%	62%	57%	64%	63%	65%	65%
			a		f	f					ghi	n	mn						
		42%	57%	10%	22%	36%	31%	5%	7%	12%	51%	31%	30%	17%	19%	83%	9%	5%	3%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1319	542	764	169	304	446	392	62	86	144	702	442	412	189	240	1094	130	59	36
	51%	45%	57%	61%	54%	50%	46%	45%	45%	46%	58%	58%	57%	41%	43%	51%	53%	45%	47%
			a	def	f	f					ghi	mn	mn			q	q		
		41%	58%	13%	23%	34%	30%	5%	7%	11%	53%	33%	31%	14%	18%	83%	10%	4%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1280	520	748	161	280	436	397	71	95	150	619	369	374	225	269	1062	119	62	37
	49%	43%	55%	58%	50%	49%	47%	52%	50%	48%	51%	49%	52%	49%	49%	49%	48%	47%	49%
			a	def															
		41%	58%	13%	22%	34%	31%	6%	7%	12%	48%	29%	29%	18%	21%	83%	9%	5%	3%
Send/ receive e-mails	980	434	532	110	194	324	342	68	86	120	412	248	265	183	244	811	86	52	31
	38%	36%	39%	40%	34%	37%	40%	49%	45%	38%	34%	33%	36%	40%	44%	38%	35%	39%	41%
			a			d		ij	j					k	kl				
		44%	54%	11%	20%	33%	35%	7%	9%	12%	42%	25%	27%	19%	25%	83%	9%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	964	380	576	141	224	334	260	69	85	115	422	250	281	162	232	792	91	51	31
	37%	31%	43%	51%	40%	38%	31%	50%	44%	37%	35%	33%	39%	36%	42%	37%	37%	39%	41%
			a	def	f	f		ij	j				k	km					
		39%	60%	15%	23%	35%	27%	7%	9%	12%	44%	26%	29%	17%	24%	82%	9%	5%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217 47%	1349 52%	277 11%	564 22%	883 34%	852 33%	137 5%	191 7%	313 12%	1214 47%	760 29%	726 28%	455 17%	553 21%	2153 83%	245 9%	132 5%	75 3%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	949 36%	441 36%	497 37%	151 55% def	236 42% ef	323 37% f	233 27% f	55 40%	67 35%	113 36%	466 38%	275 36%	306 42% kmn	150 33% kl	194 35% kl	784 36% q	95 39% q	40 30% q	29 39% q
		46%	52%	16%	25%	34%	25%	6%	7%	12%	49%	29%	32%	16%	20%	83%	10%	4%	3%
Online food takeaway deliveries	916 35%	382 31%	522 39% a	143 52% ef	285 51% ef	341 39% f	142 17% f	51 37%	57 30%	95 30%	501 41% hi	264 35% kmn	309 43% kl	149 33% kl	169 31% kl	763 35% r	87 35% r	45 34% r	21 28% r
		42%	57%	16%	31%	37%	15%	6%	6%	10%	55%	29%	34%	16%	18%	83%	9%	5%	2%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	886 34%	394 32%	484 36% a	88 32% j	184 33% j	310 35% j	298 35% j	59 43%	73 39%	113 36%	399 33%	222 29%	234 32% kl	174 38% kl	223 40% kl	730 34% o	81 33% o	45 34% o	30 40% o
		44%	55%	10%	21%	35%	34%	7%	8%	13%	45%	25%	26%	20%	25%	82%	9%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	797 31%	370 30%	417 31% def	139 50% def	202 36% ef	248 28% f	201 24% f	50 37%	61 32%	94 30%	376 31% k	188 25% k	243 33% k	144 32% k	190 34% k	662 31% o	73 30% o	37 28% o	25 33% o
		47%	52%	17%	25%	31%	25%	6%	8%	12%	47%	24%	31%	18%	24%	83%	9%	5%	3%
Online food deliveries from supermarkets	787 30%	298 24% a	481 36% a	49 18% cf	185 33% cf	307 35% cf	241 28% c	39 28%	47 25%	89 28%	413 34% hi	258 34% mn	238 33% mn	122 27% mn	143 26% mn	666 31% r	65 27% r	39 30% r	17 22% r
		38%	61%	6%	23%	39%	31%	5%	6%	11%	53%	33%	30%	16%	18%	85%	8%	5%	2%
Accessing news	781 30%	346 28% a	431 32% a	81 29% a	138 24% d	261 30% d	296 35% de	37 27%	55 29%	104 33%	388 32% n	240 32% n	242 33% n	132 29% n	144 26% n	651 30% o	68 28% o	39 30% o	23 30% o
		44%	55%	10%	18%	33%	38%	5%	7%	13%	50%	31%	31%	17%	18%	83%	9%	5%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	765	329	426	92	181	286	203	38	47	93	390	256	231	115	143	642	66	35	22
	29%	27%	32%	33%	32%	32%	24%	28%	25%	30%	32%	34%	32%	25%	26%	30%	27%	27%	29%
			a	f	f	f					h	mn	mn						
		43%	56%	12%	24%	37%	27%	5%	6%	12%	51%	33%	30%	15%	19%	84%	9%	5%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	626	263	359	101	142	258	122	36	39	64	351	203	226	94	88	520	62	28	17
	24%	22%	27%	36%	25%	29%	14%	26%	21%	21%	29%	27%	31%	21%	16%	24%	25%	21%	22%
			a	def	f	f					hi	mn	kmn						
		42%	57%	16%	23%	41%	19%	6%	6%	10%	56%	32%	36%	15%	14%	83%	10%	4%	3%
To find information on health related issues	555	229	321	48	104	184	215	33	45	66	267	169	168	82	111	469	42	30	14
	21%	19%	24%	17%	18%	21%	25%	24%	23%	21%	22%	22%	23%	18%	20%	22%	17%	23%	18%
			a			cde							m						
		41%	58%	9%	19%	33%	39%	6%	8%	12%	48%	30%	30%	15%	20%	85%	8%	5%	2%
Playing games online/ interactively	479	230	245	111	127	162	78	32	38	59	212	105	148	83	124	390	52	25	12
	18%	19%	18%	40%	23%	18%	9%	24%	20%	19%	17%	14%	20%	18%	22%	18%	21%	19%	16%
			def	ef	f			j					k	k	k				
		48%	51%	23%	27%	34%	16%	7%	8%	12%	44%	22%	31%	17%	26%	81%	11%	5%	3%
Streamed audio services e.g. Spotify or Deezer or Apple Music	441	218	215	97	130	133	75	23	26	49	229	119	162	69	80	366	45	18	12
	17%	18%	16%	35%	23%	15%	9%	17%	14%	16%	19%	16%	22%	15%	14%	17%	18%	13%	16%
			def	ef	f								kmn						
		49%	49%	22%	30%	30%	17%	5%	6%	11%	52%	27%	37%	16%	18%	83%	10%	4%	3%
Trading/ auctions e.g. eBay, Facebook marketplace	439	196	239	44	102	173	118	28	33	58	210	114	121	100	91	374	28	26	11
	17%	16%	18%	16%	18%	20%	14%	20%	17%	18%	17%	15%	17%	22%	17%	17%	11%	20%	15%
				f	f								klm			p		pr	
		45%	55%	10%	23%	39%	27%	6%	7%	13%	48%	26%	28%	23%	21%	85%	6%	6%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	385	186	196	34	90	138	121	25	29	43	201	137	107	64	61	323	31	22	9
	15%	15%	15%	12%	16%	16%	14%	18%	15%	14%	17%	18%	15%	14%	11%	15%	13%	16%	12%
		48%	51%	9%	23%	36%	32%	6%	7%	11%	52%	36%	28%	17%	16%	84%	8%	6%	2%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	320	107	211	49	88	123	56	13	15	23	200	121	126	40	29	267	33	11	9
	12%	9%	16%	18%	16%	14%	7%	9%	8%	7%	17%	16%	17%	9%	5%	12%	13%	9%	11%
			a	f	f	f					ghi	mn	mn	n		q			
		33%	66%	15%	28%	38%	18%	4%	5%	7%	63%	38%	39%	12%	9%	83%	10%	4%	3%
Remote healthcare services e.g. video consultation with GP	313	130	179	31	78	111	91	16	21	33	165	125	96	30	55	272	23	15	3
	12%	11%	13%	11%	14%	13%	11%	11%	11%	11%	14%	16%	13%	7%	10%	13%	10%	11%	4%
			a	f	f							lmn	mn			r	r	r	
		42%	57%	10%	25%	36%	29%	5%	7%	11%	53%	40%	31%	10%	17%	87%	7%	5%	1%
Listening to live radio through a website or app	309	150	155	27	66	126	86	9	19	32	176	117	90	48	48	260	27	13	9
	12%	12%	11%	10%	12%	14%	10%	7%	10%	10%	15%	15%	12%	11%	9%	12%	11%	10%	12%
						cf					ghi	lmn	n						
		48%	50%	9%	21%	41%	28%	3%	6%	10%	57%	38%	29%	15%	16%	84%	9%	4%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	298	149	145	44	82	102	66	18	24	32	154	98	103	42	47	255	24	11	8
	11%	12%	11%	16%	14%	12%	8%	13%	12%	10%	13%	13%	14%	9%	9%	12%	10%	9%	10%
				ef	f	f						n	mn						
		50%	49%	15%	27%	34%	22%	6%	8%	11%	52%	33%	35%	14%	16%	86%	8%	4%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217 47%	1349 52%	277 11%	564 22%	883 34%	852 33%	137 5%	191 7%	313 12%	1214 47%	760 29%	726 28%	455 17%	553 21%	2153 83%	245 9%	132 5%	75 3%
Listening to catch-up or on-demand radio through a website or app	256 10%	122 10%	133 10%	40 14% ef	62 11% f	85 10% ef	69 8% f	11 8% j	14 7% j	38 12% j	139 11% j	98 13% mn	81 11% mn	35 8% mn	38 7% mn	220 10% mn	17 7% mn	12 9% mn	7 9% mn
Online dating sites/ apps	76 3%	35 3%	40 3%	19 7% ef	25 4% f	26 3% f	5 1% f	9 6% j	9 5% j	11 4% j	34 3% j	17 2% kn	30 4% kn	20 4% kn	8 1% kn	61 3% kn	8 3% kn	3 3% kn	3 4% kn
Other	85 3%	47 4% b	29 2% b	11 4% de	10 2% de	13 1% de	47 5% de	5 4% j	8 4% j	11 4% j	20 2% j	21 3% l	17 2% l	11 2% l	24 4% l	68 3% l	10 4% l	3 2% l	3 4% l
None of these	118 5%	80 7% b	36 3% b	7 2% 68%	20 4% 31%	36 4% 31%	52 6% 44%	6 5% 5%	9 5% 8%	16 5% 14%	43 4% 37%	35 5% 30%	21 3% 18%	24 5% 21%	31 6% 26%	97 5% 83%	10 4% 9%	6 5% 5%	4 5% 3%
Don't know	26 1%	12 1%	14 1%	3 1% f	6 1% f	13 1% f	2 *% *%	2 2% j	1 1% j	5 2% j	5 *% j	3 *% k	6 1% k	7 2% k	7 1% k	21 1% k	3 1% k	1 1% k	1 1% k
PURCHASING/ FINANCES	2032 78%	896 74% a	1113 82% a	215 78% 11%	461 82% 23%	716 81% 35%	625 73% 31%	100 73% 5%	143 75% 7%	237 76% 12%	1017 84% 50%	605 80% 30%	600 83% 30%	343 75% 17%	415 75% 20%	1684 78% 83%	185 75% 9%	106 80% 5%	57 76% 3%
COMMUNICATION	1942 75%	845 69% a	1075 80% a	214 77% 11%	430 76% 22%	655 74% 34%	628 74% 32%	99 73% 5%	138 73% 7%	220 70% 11%	951 78% 49%	591 78% 30%	568 78% 29%	323 71% 17%	393 71% 20%	1604 74% 83%	189 77% 10%	92 70% 5%	56 74% 3%
INFORMATION/ HEALTHCARE	1450 56%	615 51% a	822 61% a	165 59% 11%	306 54% 21%	496 56% 34%	473 56% 33%	73 53% 5%	101 53% 7%	169 54% 12%	743 61% 51%	455 60% 31%	453 62% 31%	226 50% 16%	264 48% 18%	1206 56% 83%	134 55% 9%	72 55% 5%	38 50% 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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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4689	2222	2400	528	918	1622	1575	292	343	599	2119	1312	1606	565	1025	3031	515	559	584
Effective Weighted Sample	3257	1533	1679	357	673	1128	1066	206	237	414	1498	945	1181	404	740	2537	301	383	496
Total	2605	1217	1349	277	564	883	852	137	191	313	1214	760	726	455	553	2153	245	132	75
		47%	52%	11%	22%	34%	33%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%
ENTERTAINMENT	1429	665	748	203	337	490	390	78	106	169	702	393	435	245	309	1186	136	65	42
	55%	55%	55%	73%	60%	55%	46%	57%	56%	54%	58%	52%	60%	54%	56%	55%	55%	50%	56%
		47%	52%	14%	24%	34%	27%	5%	7%	12%	49%	27%	30%	17%	22%	83%	9%	5%	3%
SOCIAL	984	390	584	143	233	340	263	71	87	118	433	256	287	168	232	809	92	51	31
	38%	32%	43%	52%	41%	38%	31%	52%	46%	38%	36%	34%	40%	37%	42%	38%	38%	39%	41%
		40%	59%	15%	24%	35%	27%	7%	9%	12%	44%	26%	29%	17%	24%	82%	9%	5%	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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Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	1676	219	237	140	131	144	124	134	76	183	1447	228	1124	519	841	835
	64%	66%	64%	66%	64%	60%	67%	66%	67%	62%	65%	62%	68%	60%	64%	65%
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	67%	31%	50%	50%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1319	184	206	108	92	118	92	96	53	144	1137	182	876	424	675	644
	51%	56%	56%	51%	45%	50%	50%	47%	47%	48%	51%	49%	53%	49%	51%	50%
		dgh	dgh										m			
		14%	16%	8%	7%	9%	7%	7%	4%	11%	86%	14%	66%	32%	51%	49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1280	172	186	100	92	118	89	98	56	152	1114	166	840	418	620	660
	49%	52%	50%	47%	45%	49%	48%	48%	50%	51%	50%	45%	51%	48%	47%	51%
		13%	15%	8%	7%	9%	7%	8%	4%	12%	87%	13%	66%	33%	48%	52%
Send/ receive e-mails	980	128	124	68	79	96	64	80	48	124	856	124	597	361	434	546
	38%	39%	34%	32%	39%	40%	35%	39%	42%	42%	38%	34%	36%	42%	33%	42%
		13%	13%	7%	8%	10%	7%	8%	5%	13%	87%	13%	61%	37%	44%	56%
						c			bc	bc			l			n
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	964	124	134	70	76	93	63	74	47	111	835	129	605	339	423	541
	37%	37%	36%	33%	37%	39%	34%	36%	42%	37%	37%	35%	36%	39%	32%	42%
		13%	14%	7%	8%	10%	7%	8%	5%	12%	87%	13%	63%	35%	44%	56%
									c						n	

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	949	142	127	82	73	82	63	74	41	100	831	117	632	305	434	514
	36%	43%	34%	39%	36%	35%	34%	36%	36%	34%	37%	32%	38%	35%	33%	40%
		befi									k				n	
		15%	13%	9%	8%	9%	7%	8%	4%	11%	88%	12%	67%	32%	46%	54%
Online food takeaway deliveries	916	139	113	67	74	93	65	72	41	100	838	78	667	227	371	545
	35%	42%	31%	32%	36%	39%	35%	35%	36%	34%	37%	21%	40%	26%	28%	42%
		bci				b					k		m		n	
		15%	12%	7%	8%	10%	7%	8%	4%	11%	92%	8%	73%	25%	41%	59%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	886	111	119	71	70	85	47	77	39	110	762	123	572	299	401	485
	34%	34%	32%	34%	34%	36%	26%	38%	35%	37%	34%	34%	34%	34%	31%	37%
		f		f	f	f		f	f	f					n	
		13%	13%	8%	8%	10%	5%	9%	4%	12%	86%	14%	65%	34%	45%	55%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	797	120	118	65	65	68	49	61	32	84	708	88	504	276	331	466
	31%	36%	32%	31%	32%	29%	26%	30%	28%	28%	32%	24%	30%	32%	25%	36%
		fhi									k				n	
		15%	15%	8%	8%	9%	6%	8%	4%	11%	89%	11%	63%	35%	42%	58%
Online food deliveries from supermarkets	787	118	124	61	63	75	65	58	33	70	664	123	519	246	397	390
	30%	36%	34%	29%	31%	31%	35%	29%	29%	23%	30%	33%	31%	28%	30%	30%
		i	i		i	i	i									
		15%	16%	8%	8%	10%	8%	7%	4%	9%	84%	16%	66%	31%	50%	50%
Accessing news	781	102	113	62	67	66	47	61	35	98	673	108	502	270	392	389
	30%	31%	30%	30%	33%	28%	26%	30%	31%	33%	30%	29%	30%	31%	30%	30%
		13%	14%	8%	9%	8%	6%	8%	5%	12%	86%	14%	64%	35%	50%	50%

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



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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	765	109	117	62	61	65	55	55	28	91	665	99	527	225	368	397
	29%	33%	31%	29%	30%	27%	30%	27%	25%	31%	30%	27%	32%	26%	28%	31%
		h											m			
		14%	15%	8%	8%	9%	7%	7%	4%	12%	87%	13%	69%	29%	48%	52%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	626	90	91	44	40	62	42	49	29	74	553	73	464	158	298	328
	24%	27%	25%	21%	19%	26%	23%	24%	26%	25%	25%	20%	28%	18%	23%	25%
		d									k		m			
		14%	15%	7%	6%	10%	7%	8%	5%	12%	88%	12%	74%	25%	48%	52%
To find information on health related issues	555	90	86	47	33	46	42	40	22	63	483	72	329	213	254	301
	21%	27%	23%	22%	16%	19%	23%	20%	19%	21%	22%	20%	20%	25%	19%	23%
		degh	d				d						l		n	
		16%	15%	8%	6%	8%	8%	7%	4%	11%	87%	13%	59%	38%	46%	54%
Playing games online/ interactively	479	48	61	34	45	46	36	38	24	57	435	44	307	160	196	283
	18%	14%	17%	16%	22%	19%	20%	19%	22%	19%	19%	12%	18%	18%	15%	22%
					a				a		k				n	
		10%	13%	7%	9%	10%	8%	8%	5%	12%	91%	9%	64%	33%	41%	59%
Streamed audio services e.g. Spotify or Deezer or Apple Music	441	72	55	31	33	31	32	41	19	52	396	45	319	114	183	258
	17%	22%	15%	15%	16%	13%	17%	20%	17%	18%	18%	12%	19%	13%	14%	20%
		bce						e			k		m		n	
		16%	12%	7%	7%	7%	7%	9%	4%	12%	90%	10%	72%	26%	41%	59%
Trading/ auctions e.g. eBay, Facebook marketplace	439	44	67	46	37	48	36	39	20	36	373	66	300	130	203	236
	17%	13%	18%	22%	18%	20%	20%	19%	18%	12%	17%	18%	18%	15%	15%	18%
			i	ai		ai	ai	ai					m		n	
		10%	15%	10%	8%	11%	8%	9%	5%	8%	85%	15%	68%	30%	46%	54%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	385	50	67	35	18	39	19	34	15	46	337	48	257	119	183	202
	15%	15%	18%	17%	9%	16%	10%	17%	13%	16%	15%	13%	15%	14%	14%	16%
		d	df	df	df	df	df	df	df	df						
		13%	17%	9%	5%	10%	5%	9%	4%	12%	88%	12%	67%	31%	48%	52%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	320	51	46	19	23	26	27	22	13	40	275	45	242	73	175	145
	12%	15%	12%	9%	11%	11%	14%	11%	11%	14%	12%	12%	15%	8%	13%	11%
		c					c						m			
		16%	14%	6%	7%	8%	8%	7%	4%	13%	86%	14%	76%	23%	55%	45%
Remote healthcare services e.g. video consultation with GP	313	59	57	23	21	16	26	23	10	37	275	39	209	99	155	159
	12%	18%	15%	11%	10%	7%	14%	11%	9%	12%	12%	11%	13%	11%	12%	12%
		cdegh	deh				e			e						
		19%	18%	7%	7%	5%	8%	7%	3%	12%	88%	12%	67%	32%	49%	51%
Listening to live radio through a website or app	309	46	45	27	22	26	23	21	12	40	269	41	230	72	152	158
	12%	14%	12%	13%	11%	11%	12%	10%	10%	13%	12%	11%	14%	8%	12%	12%
													m			
		15%	14%	9%	7%	8%	7%	7%	4%	13%	87%	13%	74%	23%	49%	51%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	298	46	40	25	21	32	22	25	11	34	267	31	204	87	120	178
	11%	14%	11%	12%	10%	13%	12%	12%	9%	11%	12%	8%	12%	10%	9%	14%
											k					n
		15%	13%	9%	7%	11%	7%	8%	4%	11%	90%	10%	68%	29%	40%	60%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
Listening to catch-up or on-demand radio through a website or app	256	36	37	27	23	21	16	18	11	31	226	30	178	74	119	138
	10%	11%	10%	13%	11%	9%	9%	9%	10%	10%	10%	8%	11%	9%	9%	11%
		14%	14%	11%	9%	8%	6%	7%	4%	12%	88%	12%	70%	29%	46%	54%
Online dating sites/ apps	76	7	14	4	6	6	4	7	3	10	66	10	56	19	30	46
	3%	2%	4%	2%	3%	3%	2%	4%	3%	3%	3%	3%	3%	2%	2%	4%
		9%	19%	5%	8%	8%	5%	10%	4%	13%	87%	13%	74%	25%	40%	60%
Other	85	6	14	7	1	12	8	6	3	12	72	12	29	44	46	39
	3%	2%	4%	3%	1%	5%	4%	3%	3%	4%	3%	3%	2%	5%	3%	3%
		7%	17%	8%	1%	14%	9%	8%	4%	14%	85%	15%	34%	52%	54%	46%
None of these	118	11	18	10	11	10	10	6	3	17	93	24	71	42	64	54
	5%	3%	5%	5%	5%	4%	6%	3%	3%	6%	4%	7%	4%	5%	5%	4%
		10%	15%	9%	9%	8%	9%	5%	3%	14%	79%	21%	60%	36%	54%	46%
Don't know	26	5	2	*	1	7	2	2	*	1	24	3	16	6	8	18
	1%	1%	1%	*%	1%	3%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
		18%	9%	2%	5%	28%	6%	9%	2%	3%	90%	10%	63%	23%	32%	68%
PURCHASING/ FINANCES	2032	272	280	164	164	178	145	167	87	225	1755	277	1346	643	1010	1021
	78%	82%	76%	78%	80%	75%	79%	82%	77%	76%	78%	75%	81%	74%	77%	79%
		be	13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	32%	50%
COMMUNICATION	1942	266	282	154	140	173	131	147	86	224	1681	261	1266	635	972	970
	75%	80%	76%	73%	68%	72%	71%	73%	76%	75%	75%	71%	76%	73%	74%	75%
		cdefg	14%	15%	8%	7%	9%	7%	8%	4%	12%	87%	13%	65%	33%	50%
INFORMATION/ HEALTHCARE	1450	213	209	115	110	121	99	111	59	168	1254	196	922	503	740	711
	56%	64%	56%	54%	53%	51%	54%	55%	53%	57%	56%	53%	56%	58%	56%	55%
		bcdefgh	15%	14%	8%	8%	8%	7%	8%	4%	12%	86%	14%	64%	35%	51%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4689	348	415	311	338	318	337	354	303	307	3588	1101	2779	1787	2369	2320
Effective Weighted Sample	3257	308	372	283	305	281	306	319	271	278	2764	496	1955	1247	1587	1675
Total	2605	331	371	211	205	238	184	203	113	297	2238	367	1661	868	1312	1293
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%
ENTERTAINMENT	1429	203	203	115	115	123	95	113	64	154	1251	178	927	472	662	768
	55%	61%	55%	55%	56%	51%	52%	56%	57%	52%	56%	49%	56%	54%	50%	59%
		efi									k					n
		14%	14%	8%	8%	9%	7%	8%	4%	11%	88%	12%	65%	33%	46%	54%
SOCIAL	984	127	140	71	78	95	63	76	48	112	850	134	622	341	433	550
	38%	38%	38%	34%	38%	40%	34%	37%	43%	38%	38%	36%	37%	39%	33%	43%
									cf							n
		13%	14%	7%	8%	10%	6%	8%	5%	11%	86%	14%	63%	35%	44%	56%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	1676	862	692	1416	1454	802	1648
	64%	68%	64%	68%	68%	69%	65%
		b	bf	bf	bf	bf	bf
		51%	41%	85%	87%	48%	98%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1319	650	568	1129	1158	692	1299
	51%	51%	53%	54%	54%	60%	51%
			af	f	af	af	af
		49%	43%	86%	88%	52%	99%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1280	650	553	1059	1116	647	1258
	49%	51%	51%	51%	52%	56%	50%
						af	af
		51%	43%	83%	87%	51%	98%
Send/ receive e-mails	980	505	417	785	817	474	956
	38%	40%	39%	38%	38%	41%	38%
		52%	43%	80%	83%	48%	97%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	964	502	375	789	861	508	948
	37%	39%	35%	38%	40%	44%	38%
		b	b	b	bf	af	af
		52%	39%	82%	89%	53%	98%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES						ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	949	458	400	823	878	523	944
	36%	36%	37%	40%	41%	45%	37%
		48%	42%	a 87%	abf 93%	abcdf 55%	100%
Online food takeaway deliveries	916	470	323	747	855	503	904
	35%	37%	30%	36%	40%	43%	36%
		b 51%	b 35%	abcf 82%	abcf 93%	abcdf 55%	b 99%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	886	480	378	735	774	437	870
	34%	38%	35%	35%	36%	38%	34%
		f 54%	43%	83%	87%	f 49%	98%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	797	391	319	655	704	505	786
	31%	31%	29%	32%	33%	44%	31%
		49%	40%	82%	b 88%	abcdf 63%	99%
Online food deliveries from supermarkets	787	427	311	655	687	381	777
	30%	33%	29%	31%	32%	33%	31%
		b 54%	40%	83%	b 87%	b 48%	99%
Accessing news	781	378	365	672	672	375	770
	30%	30%	34%	32%	31%	32%	30%
		48%	af 47%	86%	86%	48%	99%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	765	389	310	645	676	427	751
	29%	31%	29%	31%	32%	37%	30%
		51%	41%	84%	88%	56%	98%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	626	316	261	534	575	353	621
	24%	25%	24%	26%	27%	30%	25%
		50%	42%	85%	92%	56%	99%
To find information on health related issues	555	282	245	482	480	292	550
	21%	22%	23%	23%	22%	25%	22%
		51%	44%	87%	87%	53%	99%
Playing games online/ interactively	479	245	171	383	431	289	472
	18%	19%	16%	18%	20%	25%	19%
		b	b	b	b	abcdf	b
		51%	36%	80%	90%	60%	99%
Streamed audio services e.g. Spotify or Deezer or Apple Music	441	221	178	379	418	273	437
	17%	17%	16%	18%	20%	23%	17%
		50%	40%	86%	95%	62%	99%
Trading/ auctions e.g. eBay, Facebook marketplace	439	241	192	369	394	237	434
	17%	19%	18%	18%	18%	20%	17%
		55%	44%	84%	90%	54%	99%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275 49%	1081 42%	2080 80%	2140 82%	1161 45%	2526 97%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	385 15%	192 15%	187 17%	329 16%	337 16%	203 17% f	379 15%
		50%	49%	85%	88%	53%	99%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	320 12%	159 12%	119 11%	288 14% b	299 14% b	182 16% abf	319 13%
		50%	37%	90%	93%	57%	100%
Remote healthcare services e.g. video consultation with GP	313 12%	156 12%	137 13%	273 13%	279 13%	170 15% af	309 12%
		50%	44%	87%	89%	54%	99%
Listening to live radio through a website or app	309 12%	151 12%	131 12%	274 13%	280 13%	169 15% af	307 12%
		49%	42%	89%	90%	55%	99%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	298 11%	140 11%	128 12%	255 12%	270 13%	176 15% abcdf	295 12%
		47%	43%	86%	91%	59%	99%

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



QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275 49%	1081 42%	2080 80%	2140 82%	1161 45%	2526 97%
Listening to catch-up or on-demand radio through a website or app	256 10%	124 10%	117 11%	238 11%	237 11%	141 12% af	255 10%
Online dating sites/ apps	76 3%	33 3%	30 3%	60 3%	69 3%	46 4% a	75 3%
Other	85 3%	31 2%	38 4% de	54 3% e	49 2%	18 2%	71 3% e
None of these	118 5%	51 4%	48 4% e	79 4% e	77 4%	34 3%	108 4% e
Don't know	26 1%	13 1%	7 1% 50%	11 1% 26%	18 1% 43%	6 1% 70%	24 1% 23%
PURCHASING/ FINANCES	2032 78%	1026 80%	851 79%	1682 81% f	1739 81% f	965 83% bf	1991 79%
COMMUNICATION	1942 75%	974 76%	823 76%	1608 77% f	1654 77% f	938 81% abcdf	1904 75%
INFORMATION/ HEALTHCARE	1450 56%	720 56%	632 58%	1237 60% f	1271 59% f	722 62% abf	1431 57%
Columns Tested: a,b,c,d,e,f		50%	44%	85%	88%	50%	99%

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : Those who use the internet at home or elsewhere (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4689	2268	1950	3720	3827	2090	4550
Effective Weighted Sample	3257	1562	1360	2605	2663	1461	3168
Total	2605	1275	1081	2080	2140	1161	2526
		49%	42%	80%	82%	45%	97%
ENTERTAINMENT	1429	689	603	1199	1268	772	1415
	55%	54%	56%	58%	59%	67%	56%
		48%	42%	a 84%	abf 89%	abcdf 54%	99%
SOCIAL	984	509	383	803	880	519	967
	38%	40%	35%	39%	41%	45%	38%
		b 52%	b 39%	b 82%	bf 89%	abcdf 53%	98%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	1676	701	960	174	375	602	514	78	113	197	854	513	508	283	316	1387	154	86	49
	61%	55%	69%	60%	64%	66%	57%	53%	55%	60%	70%	66%	69%	61%	52%	61%	62%	64%	60%
			a		f	f					ghi	n	mn	n					
		42%	57%	10%	22%	36%	31%	5%	7%	12%	51%	31%	30%	17%	19%	83%	9%	5%	3%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1319	542	764	169	304	446	392	62	86	144	702	442	412	189	240	1094	130	59	36
	48%	43%	55%	59%	52%	49%	43%	42%	41%	44%	57%	57%	56%	41%	39%	48%	52%	43%	44%
			a	def	f	f					ghi	mn	mn					qr	
		41%	58%	13%	23%	34%	30%	5%	7%	11%	53%	33%	31%	14%	18%	83%	10%	4%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1280	520	748	161	280	436	397	71	95	150	619	369	374	225	269	1062	119	62	37
	47%	41%	53%	56%	48%	48%	44%	49%	46%	45%	50%	48%	51%	49%	44%	47%	48%	46%	46%
			a	def									n						
		41%	58%	13%	22%	34%	31%	6%	7%	12%	48%	29%	29%	18%	21%	83%	9%	5%	3%
Send/ receive e-mails	980	434	532	110	194	324	342	68	86	120	412	248	265	183	244	811	86	52	31
	36%	34%	38%	38%	33%	36%	38%	46%	41%	36%	34%	32%	36%	39%	40%	36%	35%	38%	38%
			a					ij	j					k	k				
		44%	54%	11%	20%	33%	35%	7%	9%	12%	42%	25%	27%	19%	25%	83%	9%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	964	380	576	141	224	334	260	69	85	115	422	250	281	162	232	792	91	51	31
	35%	30%	41%	49%	38%	37%	29%	47%	41%	35%	34%	32%	38%	35%	38%	35%	36%	38%	38%
			a	def	f	f		ij					k	k					
		39%	60%	15%	23%	35%	27%	7%	9%	12%	44%	26%	29%	17%	24%	82%	9%	5%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	949 35%	441 35%	497 35%	151 53% def	236 40% ef	323 35% f	233 26% f	55 38%	67 32%	113 34%	466 38%	275 36%	306 42% kmn	150 32% kl	194 32% kl	784 35% q	95 38% q	40 29% q	29 36% q
		46%	52%	16%	25%	34%	25%	6%	7%	12%	49%	29%	32%	16%	20%	83%	10%	4%	3%
Online food takeaway deliveries	916 34%	382 30%	522 37%	143 50% ef	285 49% ef	341 37% f	142 16% f	51 35%	57 27%	95 29%	501 41% hi	264 34% n	309 42% kmn	149 32% kl	169 28% kl	763 34% r	87 35% r	45 33% r	21 26% r
		42%	57%	16%	31%	37%	15%	6%	6%	10%	55%	29%	34%	16%	18%	83%	9%	5%	2%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	886 32%	394 31%	484 35% a	88 31% a	184 31% a	310 34% a	298 33% a	59 40% j	73 35% j	113 34% j	399 32% j	222 29% j	234 32% kl	174 38% kl	223 36% kl	730 32% o	81 32% o	45 33% o	30 37% o
		44%	55%	10%	21%	35%	34%	7%	8%	13%	45%	25%	26%	20%	25%	82%	9%	5%	3%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	797 29%	370 29%	417 30%	139 48% def	202 35% ef	248 27% f	201 22% f	50 34%	61 30%	94 28%	376 31% k	188 24% k	243 33% k	144 31% k	190 31% k	662 29% r	73 29% r	37 27% r	25 30% r
		47%	52%	17%	25%	31%	25%	6%	8%	12%	47%	24%	31%	18%	24%	83%	9%	5%	3%
Online food deliveries from supermarkets	787 29%	298 23%	481 34% a	49 17% a	185 32% cf	307 34% cf	241 27% c	39 27%	47 23%	89 27%	413 34% ghi	258 33% mn	238 32% mn	122 26% mn	143 23% mn	666 29% r	65 26% r	39 29% r	17 20% r
		38%	61%	6%	23%	39%	31%	5%	6%	11%	53%	33%	30%	16%	18%	85%	8%	5%	2%
Accessing news	781 29%	346 27%	431 31% a	81 28% a	138 24% d	261 29% d	296 33% de	37 25%	55 26%	104 32%	388 32% n	240 31% n	242 33% n	132 28% n	144 24% n	651 29% r	68 27% r	39 29% r	23 28% r
		44%	55%	10%	18%	33%	38%	5%	7%	13%	50%	31%	31%	17%	18%	83%	9%	5%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	765 28%	329 26%	426 30%	92 32%	181 31%	286 31%	203 22%	38 26%	47 23%	93 28%	390 32%	256 33%	231 31%	115 25%	143 23%	642 28%	66 26%	35 26%	22 27%
		43%	56%	12%	24%	37%	27%	5%	6%	12%	51%	33%	30%	15%	19%	84%	9%	5%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	626 23%	263 21%	359 26%	101 35%	142 24%	258 28%	122 14%	36 25%	39 19%	64 19%	351 29%	203 26%	226 31%	94 20%	88 14%	520 23%	62 25%	28 21%	17 20%
		42%	57%	16%	23%	41%	19%	6%	6%	10%	56%	32%	36%	15%	14%	83%	10%	4%	3%
To find information on health related issues	555 20%	229 18%	321 23%	48 17%	104 18%	184 20%	215 24%	33 22%	45 21%	66 20%	267 22%	169 22%	168 23%	82 18%	111 18%	469 21%	42 17%	30 22%	14 17%
		41%	58%	9%	19%	33%	39%	6%	8%	12%	48%	30%	30%	15%	20%	85%	8%	5%	2%
Playing games online/ interactively	479 18%	230 18%	245 17%	111 39%	127 22%	162 18%	78 9%	32 22%	38 19%	59 18%	212 17%	105 14%	148 20%	83 18%	124 20%	390 17%	52 21%	25 18%	12 15%
		48%	51%	23%	27%	34%	16%	7%	8%	12%	44%	22%	31%	17%	26%	81%	11%	5%	3%
Streamed audio services e.g. Spotify or Deezer or Apple Music	441 16%	218 17%	215 15%	97 34%	130 22%	133 15%	75 8%	23 15%	26 13%	49 15%	229 19%	119 15%	162 22%	69 15%	80 13%	366 16%	45 18%	18 13%	12 15%
		49%	49%	22%	30%	30%	17%	5%	6%	11%	52%	27%	37%	16%	18%	83%	10%	4%	3%
Trading/ auctions e.g. eBay, Facebook marketplace	439 16%	196 15%	239 17%	44 15%	102 18%	173 19%	118 13%	28 19%	33 16%	58 17%	210 17%	114 15%	121 16%	100 22%	91 15%	374 17%	28 11%	26 19%	11 14%
		45%	55%	10%	23%	39%	27%	6%	7%	13%	48%	26%	28%	23%	21%	85%	6%	6%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	385	186	196	34	90	138	121	25	29	43	201	137	107	64	61	323	31	22	9
	14%	15%	14%	12%	15%	15%	13%	17%	14%	13%	16%	18%	15%	14%	10%	14%	12%	16%	11%
		48%	51%	9%	23%	36%	32%	6%	7%	11%	52%	36%	28%	17%	16%	84%	8%	6%	2%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	320	107	211	49	88	123	56	13	15	23	200	121	126	40	29	267	33	11	9
	12%	8%	15%	17%	15%	14%	6%	9%	7%	7%	16%	16%	17%	9%	5%	12%	13%	9%	11%
			a	f	f	f					ghi	mn	mn	n			q		
		33%	66%	15%	28%	38%	18%	4%	5%	7%	63%	38%	39%	12%	9%	83%	10%	4%	3%
Remote healthcare services e.g. video consultation with GP	313	130	179	31	78	111	91	16	21	33	165	125	96	30	55	272	23	15	3
	11%	10%	13%	11%	13%	12%	10%	11%	10%	10%	13%	16%	13%	6%	9%	12%	9%	11%	4%
			a	f	f							lmn	mn			r	r	r	
		42%	57%	10%	25%	36%	29%	5%	7%	11%	53%	40%	31%	10%	17%	87%	7%	5%	1%
Listening to live radio through a website or app	309	150	155	27	66	126	86	9	19	32	176	117	90	48	48	260	27	13	9
	11%	12%	11%	10%	11%	14%	10%	6%	9%	10%	14%	15%	12%	10%	8%	11%	11%	10%	11%
						cf					ghi	lmn	n						
		48%	50%	9%	21%	41%	28%	3%	6%	10%	57%	38%	29%	15%	16%	84%	9%	4%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	298	149	145	44	82	102	66	18	24	32	154	98	103	42	47	255	24	11	8
	11%	12%	10%	15%	14%	11%	7%	12%	11%	10%	13%	13%	14%	9%	8%	11%	10%	8%	9%
				ef	f	f						n	mn						
		50%	49%	15%	27%	34%	22%	6%	8%	11%	52%	33%	35%	14%	16%	86%	8%	4%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
Significance Level: 95%																					
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605		
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500		
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%		
Listening to catch-up or on-demand radio through a website or app	256 9%	122 10%	133 9%	40 14%	62 11%	85 9%	69 8%	11 7%	14 7%	38 11%	139 11%	98 13%	81 11%	35 8%	38 6%	220 10%	17 7%	12 9%	7 8%		
				ef	f					h		mn	mn								
				48%	52%	15%	24%	33%	27%	4%	6%	15%	54%	38%	32%	14%	15%	86%	7%	5%	3%
Online dating sites/ apps	76 3%	35 3%	40 3%	19 7%	25 4%	26 3%	5 1%	9 6%	9 4%	11 3%	34 3%	17 2%	30 4%	20 4%	8 1%	61 3%	8 3%	3 2%	3 4%		
				ef	f	f		j					kn	kn							
				46%	53%	25%	33%	35%	7%	12%	12%	15%	45%	23%	39%	27%	10%	81%	10%	4%	4%
Other	85 3%	47 4%	29 2%	11 4%	10 2%	13 1%	47 5%	5 4%	8 4%	11 3%	20 2%	21 3%	17 2%	11 2%	24 4%	68 3%	10 4%	3 2%	3 4%		
				b	de		de		j	j				l							
				56%	34%	13%	11%	15%	55%	6%	10%	13%	24%	25%	20%	13%	28%	81%	11%	4%	4%
None of these	118 4%	80 6%	36 3%	7 2%	20 3%	36 4%	52 6%	6 4%	9 4%	16 5%	43 4%	35 5%	21 3%	24 5%	31 5%	97 4%	10 4%	6 5%	4 5%		
				b		cde						l	l	l							
				68%	31%	6%	17%	31%	44%	5%	8%	14%	37%	30%	18%	21%	26%	83%	9%	5%	3%
Don't know	26 1%	12 1%	14 1%	3 1%	6 1%	13 1%	2 *%	2 2%	1 1%	5 2%	5 *%	3 *%	6 1%	7 2%	7 1%	21 1%	3 1%	1 1%	1 1%		
				f	f	f		j		j				k	k						
				45%	52%	12%	24%	49%	8%	9%	6%	19%	19%	10%	24%	29%	29%	81%	12%	5%	3%
PURCHASING/ FINANCES	2032 75%	896 71%	1113 79%	215 75%	461 79%	716 78%	625 69%	100 68%	143 69%	237 72%	1017 83%	605 78%	600 81%	343 74%	415 68%	1684 74%	185 74%	106 78%	57 71%		
				a	f	f					ghi	n	mn	n				r			
				44%	55%	11%	23%	35%	31%	5%	7%	12%	50%	30%	30%	17%	20%	83%	9%	5%	3%
COMMUNICATION	1942 71%	845 67%	1075 77%	214 74%	430 74%	655 72%	628 70%	99 68%	138 67%	220 67%	951 77%	591 77%	568 77%	323 70%	393 64%	1604 71%	189 76%	92 68%	56 69%		
				a							ghi	mn	mn				qr				
				44%	55%	11%	22%	34%	32%	5%	7%	11%	49%	30%	29%	17%	20%	83%	10%	5%	3%
INFORMATION/ HEALTHCARE	1450 53%	615 48%	822 59%	165 57%	306 53%	496 54%	473 53%	73 50%	101 49%	169 51%	743 60%	455 59%	453 61%	226 49%	264 43%	1206 53%	134 54%	72 54%	38 47%		
				a							ghi	mn	mn			r	r	r			
				42%	57%	11%	21%	34%	33%	5%	7%	12%	51%	31%	31%	16%	18%	83%	9%	5%	3%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
ENTERTAINMENT	1429	665	748	203	337	490	390	78	106	169	702	393	435	245	309	1186	136	65	42
	52%	52%	53%	71%	58%	54%	43%	53%	51%	51%	57%	51%	59%	53%	50%	52%	54%	48%	52%
		47%	52%	14%	24%	34%	27%	5%	7%	12%	49%	27%	30%	17%	22%	83%	9%	5%	3%
SOCIAL	984	390	584	143	233	340	263	71	87	118	433	256	287	168	232	809	92	51	31
	36%	31%	42%	50%	40%	37%	29%	49%	42%	36%	35%	33%	39%	36%	38%	36%	37%	38%	38%
		40%	59%	15%	24%	35%	27%	7%	9%	12%	44%	26%	29%	17%	24%	82%	9%	5%	3%

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



QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Online shopping (purchasing goods/services/tickets etc. through sites like Amazon)	1676	219	237	140	131	144	124	134	76	183	1447	228	1124	519	841	835
	61%	64%	61%	63%	63%	57%	64%	62%	62%	57%	61%	61%	66%	56%	62%	61%
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	67%	31%	50%	50%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1319	184	206	108	92	118	92	96	53	144	1137	182	876	424	675	644
	48%	54%	53%	49%	44%	47%	48%	45%	44%	45%	48%	49%	52%	46%	50%	47%
		dghi	dghi										m			
		14%	16%	8%	7%	9%	7%	7%	4%	11%	86%	14%	66%	32%	51%	49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1280	172	186	100	92	118	89	98	56	152	1114	166	840	418	620	660
	47%	50%	48%	45%	44%	47%	46%	45%	46%	48%	47%	45%	50%	45%	46%	48%
		13%	15%	8%	7%	9%	7%	8%	4%	12%	87%	13%	66%	33%	48%	52%
Send/ receive e-mails	980	128	124	68	79	96	64	80	48	124	856	124	597	361	434	546
	36%	37%	32%	31%	38%	38%	33%	37%	39%	39%	36%	33%	35%	39%	32%	40%
		13%	13%	7%	8%	10%	7%	8%	5%	13%	87%	13%	61%	37%	44%	56%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	964	124	134	70	76	93	63	74	47	111	835	129	605	339	423	541
	35%	36%	34%	32%	37%	37%	33%	34%	39%	35%	35%	35%	36%	36%	31%	39%
		13%	14%	7%	8%	10%	7%	8%	5%	12%	87%	13%	63%	35%	44%	56%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	949	142	127	82	73	82	63	74	41	100	831	117	632	305	434	514
	35%	42%	33%	37%	35%	33%	32%	34%	34%	31%	35%	32%	37%	33%	32%	37%
		befhi											m		n	
		15%	13%	9%	8%	9%	7%	8%	4%	11%	88%	12%	67%	32%	46%	54%
Online food takeaway deliveries	916	139	113	67	74	93	65	72	41	100	838	78	667	227	371	545
	34%	41%	29%	30%	35%	37%	34%	33%	33%	31%	36%	21%	39%	24%	27%	40%
		bcgi				b					k		m		n	
		15%	12%	7%	8%	10%	7%	8%	4%	11%	92%	8%	73%	25%	41%	59%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	886	111	119	71	70	85	47	77	39	110	762	123	572	299	401	485
	32%	33%	31%	32%	34%	34%	24%	36%	32%	34%	32%	33%	34%	32%	30%	35%
		f		f	f	f		f	f	f					n	
		13%	13%	8%	8%	10%	5%	9%	4%	12%	86%	14%	65%	34%	45%	55%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	797	120	118	65	65	68	49	61	32	84	708	88	504	276	331	466
	29%	35%	30%	30%	31%	27%	25%	28%	26%	26%	30%	24%	30%	30%	24%	34%
		efhi									k				n	
		15%	15%	8%	8%	9%	6%	8%	4%	11%	89%	11%	63%	35%	42%	58%
Online food deliveries from supermarkets	787	118	124	61	63	75	65	58	33	70	664	123	519	246	397	390
	29%	34%	32%	28%	30%	30%	33%	27%	27%	22%	28%	33%	31%	26%	29%	28%
		ghi	i		i	i	i				j		m			
		15%	16%	8%	8%	10%	8%	7%	4%	9%	84%	16%	66%	31%	50%	50%
Accessing news	781	102	113	62	67	66	47	61	35	98	673	108	502	270	392	389
	29%	30%	29%	28%	32%	26%	24%	28%	29%	31%	29%	29%	30%	29%	29%	28%
					f											
		13%	14%	8%	9%	8%	6%	8%	5%	12%	86%	14%	64%	35%	50%	50%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	765	109	117	62	61	65	55	55	28	91	665	99	527	225	368	397
	28%	32%	30%	28%	29%	26%	28%	25%	23%	29%	28%	27%	31%	24%	27%	29%
		h	h										m			
		14%	15%	8%	8%	9%	7%	7%	4%	12%	87%	13%	69%	29%	48%	52%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	626	90	91	44	40	62	42	49	29	74	553	73	464	158	298	328
	23%	26%	23%	20%	19%	24%	22%	23%	24%	23%	23%	20%	27%	17%	22%	24%
		d											m			
		14%	15%	7%	6%	10%	7%	8%	5%	12%	88%	12%	74%	25%	48%	52%
To find information on health related issues	555	90	86	47	33	46	42	40	22	63	483	72	329	213	254	301
	20%	26%	22%	21%	16%	18%	22%	19%	18%	20%	20%	19%	19%	23%	19%	22%
		degh	d										l		n	
		16%	15%	8%	6%	8%	8%	7%	4%	11%	87%	13%	59%	38%	46%	54%
Playing games online/ interactively	479	48	61	34	45	46	36	38	24	57	435	44	307	160	196	283
	18%	14%	16%	15%	21%	18%	19%	18%	20%	18%	18%	12%	18%	17%	14%	21%
					a						k				n	
		10%	13%	7%	9%	10%	8%	8%	5%	12%	91%	9%	64%	33%	41%	59%
Streamed audio services e.g. Spotify or Deezer or Apple Music	441	72	55	31	33	31	32	41	19	52	396	45	319	114	183	258
	16%	21%	14%	14%	16%	12%	16%	19%	15%	16%	17%	12%	19%	12%	13%	19%
		bce						e			k		m		n	
		16%	12%	7%	7%	7%	7%	9%	4%	12%	90%	10%	72%	26%	41%	59%
Trading/ auctions e.g. eBay, Facebook marketplace	439	44	67	46	37	48	36	39	20	36	373	66	300	130	203	236
	16%	13%	17%	21%	18%	19%	19%	18%	17%	11%	16%	18%	18%	14%	15%	17%
			i	ai	i	ai	ai	i					m			
		10%	15%	10%	8%	11%	8%	9%	5%	8%	85%	15%	68%	30%	46%	54%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	385	50	67	35	18	39	19	34	15	46	337	48	257	119	183	202
	14%	15%	17%	16%	9%	15%	10%	16%	12%	14%	14%	13%	15%	13%	14%	15%
		d	df	df	df	df	df	df	d	d						
		13%	17%	9%	5%	10%	5%	9%	4%	12%	88%	12%	67%	31%	48%	52%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	320	51	46	19	23	26	27	22	13	40	275	45	242	73	175	145
	12%	15%	12%	9%	11%	10%	14%	10%	11%	13%	12%	12%	14%	8%	13%	11%
		c					c						m		o	
		16%	14%	6%	7%	8%	8%	7%	4%	13%	86%	14%	76%	23%	55%	45%
Remote healthcare services e.g. video consultation with GP	313	59	57	23	21	16	26	23	10	37	275	39	209	99	155	159
	11%	17%	15%	10%	10%	6%	14%	11%	8%	11%	12%	10%	12%	11%	11%	12%
		cdeghi	eh				eh			e						
		19%	18%	7%	7%	5%	8%	7%	3%	12%	88%	12%	67%	32%	49%	51%
Listening to live radio through a website or app	309	46	45	27	22	26	23	21	12	40	269	41	230	72	152	158
	11%	13%	12%	12%	11%	10%	12%	10%	10%	12%	11%	11%	14%	8%	11%	11%
													m			
		15%	14%	9%	7%	8%	7%	7%	4%	13%	87%	13%	74%	23%	49%	51%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	298	46	40	25	21	32	22	25	11	34	267	31	204	87	120	178
	11%	13%	10%	11%	10%	13%	11%	11%	9%	10%	11%	8%	12%	9%	9%	13%
											k		m		n	
		15%	13%	9%	7%	11%	7%	8%	4%	11%	90%	10%	68%	29%	40%	60%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Listening to catch-up or on-demand radio through a website or app	256	36	37	27	23	21	16	18	11	31	226	30	178	74	119	138
	9%	10%	10%	12%	11%	8%	8%	8%	9%	10%	10%	8%	11%	8%	9%	10%
													m			
		14%	14%	11%	9%	8%	6%	7%	4%	12%	88%	12%	70%	29%	46%	54%
Online dating sites/ apps	76	7	14	4	6	6	4	7	3	10	66	10	56	19	30	46
	3%	2%	4%	2%	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%	2%	3%
													m			
		9%	19%	5%	8%	8%	5%	10%	4%	13%	87%	13%	74%	25%	40%	60%
Other	85	6	14	7	1	12	8	6	3	12	72	12	29	44	46	39
	3%	2%	4%	3%	1%	5%	4%	3%	3%	4%	3%	3%	2%	5%	3%	3%
			d	d		ad	d	d	d	d				l		
		7%	17%	8%	1%	14%	9%	8%	4%	14%	85%	15%	34%	52%	54%	46%
None of these	118	11	18	10	11	10	10	6	3	17	93	24	71	42	64	54
	4%	3%	5%	5%	5%	4%	5%	3%	3%	5%	4%	7%	4%	5%	5%	4%
												j				
		10%	15%	9%	9%	8%	9%	5%	3%	14%	79%	21%	60%	36%	54%	46%
Don't know	26	5	2	*	1	7	2	2	*	1	24	3	16	6	8	18
	1%	1%	1%	*%	1%	3%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
						bc dhi									n	
		18%	9%	2%	5%	28%	6%	9%	2%	3%	90%	10%	63%	23%	32%	68%
PURCHASING/ FINANCES	2032	272	280	164	164	178	145	167	87	225	1755	277	1346	643	1010	1021
	75%	80%	72%	74%	79%	70%	75%	77%	72%	70%	75%	74%	79%	69%	75%	74%
		beh i			beh i			i					m			
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	66%	32%	50%	50%
COMMUNICATION	1942	266	282	154	140	173	131	147	86	224	1681	261	1266	635	972	970
	71%	78%	73%	70%	67%	68%	68%	68%	71%	70%	71%	70%	75%	68%	72%	71%
		cdefgi											m			
		14%	15%	8%	7%	9%	7%	8%	4%	12%	87%	13%	65%	33%	50%	50%
INFORMATION/ HEALTHCARE	1450	213	209	115	110	121	99	111	59	168	1254	196	922	503	740	711
	53%	62%	54%	52%	53%	48%	51%	52%	49%	53%	53%	53%	54%	54%	55%	52%
		bcdefghi														
		15%	14%	8%	8%	8%	7%	8%	4%	12%	86%	14%	64%	35%	51%	49%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
ENTERTAINMENT	1429	203	203	115	115	123	95	113	64	154	1251	178	927	472	662	768
	52%	60%	52%	52%	55%	49%	49%	52%	53%	48%	53%	48%	55%	51%	49%	56%
		efi									k		m		n	
		14%	14%	8%	8%	9%	7%	8%	4%	11%	88%	12%	65%	33%	46%	54%
SOCIAL	984	127	140	71	78	95	63	76	48	112	850	134	622	341	433	550
	36%	37%	36%	32%	37%	38%	33%	35%	40%	35%	36%	36%	37%	37%	32%	40%
															n	
		13%	14%	7%	8%	10%	6%	8%	5%	11%	86%	14%	63%	35%	44%	56%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	1676	862	692	1416	1454	802	1648
	61%	66%	62%	67%	67%	68%	64%
		bf	bf	bf	bf	bf	bf
		51%	41%	85%	87%	48%	98%
Making video calls e.g. via FaceTime, Skype, WhatsApp or Zoom	1319	650	568	1129	1158	692	1299
	48%	50%	51%	54%	53%	59%	50%
				af	f	abcdf	
		49%	43%	86%	88%	52%	99%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1280	650	553	1059	1116	647	1258
	47%	50%	49%	50%	51%	55%	48%
					f	abcdf	
		51%	43%	83%	87%	51%	98%
Send/ receive e-mails	980	505	417	785	817	474	956
	36%	39%	37%	37%	38%	40%	37%
						f	
		52%	43%	80%	83%	48%	97%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	964	502	375	789	861	508	948
	35%	39%	34%	37%	40%	43%	37%
		b	b	b	bf	abcdf	
		52%	39%	82%	89%	53%	98%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	949	458	400	823	878	523	944
	35%	35%	36%	39%	40%	44%	36%
		48%	42%	87%	93%	55%	100%
Online food takeaway deliveries	916	470	323	747	855	503	904
	34%	36%	29%	35%	39%	43%	35%
		b	b	abcf	abcf	abcdf	b
		51%	35%	82%	93%	55%	99%
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	886	480	378	735	774	437	870
	32%	37%	34%	35%	36%	37%	34%
		f				f	
		54%	43%	83%	87%	49%	98%
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	797	391	319	655	704	505	786
	29%	30%	29%	31%	32%	43%	30%
		49%	40%	82%	88%	63%	99%
Online food deliveries from supermarkets	787	427	311	655	687	381	777
	29%	33%	28%	31%	32%	32%	30%
		bf	b	b	b	b	
		54%	40%	83%	87%	48%	99%
Accessing news	781	378	365	672	672	375	770
	29%	29%	33%	32%	31%	32%	30%
		48%	47%	86%	86%	48%	99%

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



QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Making voice calls using a VoIP service e.g. Skype, WhatsApp or Zoom	765	389	310	645	676	427	751
	28%	30%	28%	31%	31%	36%	29%
		51%	41%	84%	88%	56%	98%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	626	316	261	534	575	353	621
	23%	24%	23%	25%	26%	30%	24%
		50%	42%	85%	92%	56%	99%
To find information on health related issues	555	282	245	482	480	292	550
	20%	22%	22%	23%	22%	25%	21%
		51%	44%	87%	87%	53%	99%
Playing games online/ interactively	479	245	171	383	431	289	472
	18%	19%	15%	18%	20%	25%	18%
		b	b	b	b	abcdf	b
		51%	36%	80%	90%	60%	99%
Streamed audio services e.g. Spotify or Deezer or Apple Music	441	221	178	379	418	273	437
	16%	17%	16%	18%	19%	23%	17%
		50%	40%	86%	95%	62%	99%
Trading/ auctions e.g. eBay, Facebook marketplace	439	241	192	369	394	237	434
	16%	19%	17%	17%	18%	20%	17%
		55%	44%	84%	90%	54%	99%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297 48%	1118 41%	2110 77%	2174 80%	1176 43%	2595 95%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	385 14%	192 15%	187 17%	329 16%	337 16%	203 17% f	379 15%
		50%	49%	85%	88%	53%	99%
Online home workouts (e.g. Joe Wicks) or via subscriptions such as Peloton	320 12%	159 12%	119 11%	288 14% b	299 14% b	182 15% abf	319 12%
		50%	37%	90%	93%	57%	100%
Remote healthcare services e.g. video consultation with GP	313 11%	156 12%	137 12%	273 13%	279 13%	170 14% af	309 12%
		50%	44%	87%	89%	54%	99%
Listening to live radio through a website or app	309 11%	151 12%	131 12%	274 13%	280 13%	169 14% abf	307 12%
		49%	42%	89%	90%	55%	99%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	298 11%	140 11%	128 11%	255 12%	270 12%	176 15% abcdf	295 11%
		47%	43%	86%	91%	59%	99%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Listening to catch-up or on-demand radio through a website or app	256	124	117	238	237	141	255
	9%	10%	10%	11%	11%	12%	10%
						af	
		48%	46%	93%	92%	55%	99%
Online dating sites/ apps	76	33	30	60	69	46	75
	3%	3%	3%	3%	3%	4%	3%
						a	
		43%	39%	79%	91%	61%	99%
Other	85	31	38	54	49	18	71
	3%	2%	3%	3%	2%	2%	3%
			de	e			e
		36%	45%	64%	58%	21%	84%
None of these	118	51	48	79	77	34	108
	4%	4%	4%	4%	4%	3%	4%
			e				e
		43%	41%	68%	65%	29%	92%
Don't know	26	13	7	11	18	6	24
	1%	1%	1%	1%	1%	1%	1%
		50%	26%	43%	70%	23%	91%
PURCHASING/ FINANCES	2032	1026	851	1682	1739	965	1991
	75%	79%	76%	80%	80%	82%	77%
		b		bf	bf	abf	
		51%	42%	83%	86%	48%	98%
COMMUNICATION	1942	974	823	1608	1654	938	1904
	71%	75%	74%	76%	76%	80%	73%
				f	f	abcdf	
		50%	42%	83%	85%	48%	98%
INFORMATION/ HEALTHCARE	1450	720	632	1237	1271	722	1431
	53%	56%	57%	59%	58%	61%	55%
				af	f	abf	
		50%	44%	85%	88%	50%	99%

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

QE5B. And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
ENTERTAINMENT	1429	689	603	1199	1268	772	1415
	52%	53%	54%	57%	58%	66%	55%
		48%	42%	a 84%	abf 89%	abcdf 54%	99%
SOCIAL	984	509	383	803	880	519	967
	36%	39%	34%	38%	40%	44%	37%
		b 52%	b 39%	b 82%	bf 89%	abcdf 53%	98%

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
SEND/ RECEIVE EMAILS	2497	1173	1292	261	539	864	809	128	182	294	1194	749	711	434	512	2068	232	128	70
	92%	92%	92%	91%	92%	95%	90%	88%	88%	89%	97%	97%	97%	94%	84%	91%	93%	95%	86%
						cdf					ghi	mn	mn	n		r	r	or	
		47%	52%	10%	22%	35%	32%	5%	7%	12%	48%	30%	28%	17%	20%	83%	9%	5%	3%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	2335	1069	1239	257	530	833	698	116	166	273	1154	702	679	407	465	1932	218	116	68
	86%	84%	88%	89%	91%	91%	77%	79%	80%	83%	94%	91%	92%	88%	76%	85%	88%	86%	84%
			a	f	f	f					ghi	n	mn	n					
		46%	53%	11%	23%	36%	30%	5%	7%	12%	49%	30%	29%	17%	20%	83%	9%	5%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	2074	903	1151	261	497	756	543	112	150	242	1017	598	613	369	427	1706	199	108	61
	76%	71%	82%	91%	85%	83%	60%	77%	72%	73%	83%	77%	83%	80%	70%	75%	80%	80%	75%
			a	def	f	f					ghi	n	kn	n					
		44%	56%	13%	24%	36%	26%	5%	7%	12%	49%	29%	30%	18%	21%	82%	10%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	2047	976	1053	246	488	732	568	98	153	238	1028	612	616	356	395	1687	198	103	58
	75%	77%	75%	86%	84%	80%	63%	67%	74%	72%	84%	79%	84%	77%	65%	75%	80%	76%	72%
				ef	f	f					ghi	n	kmn	n					
		48%	51%	12%	24%	36%	28%	5%	7%	12%	50%	30%	30%	17%	19%	82%	10%	5%	3%
ACCESSING NEWS	1997	963	1015	209	424	696	654	90	132	233	1039	654	607	325	349	1658	189	96	55
	73%	76%	72%	73%	73%	76%	73%	61%	63%	71%	85%	85%	82%	70%	57%	73%	76%	71%	68%
		b				f					ghi	mn	mn	n		r	r		
		48%	51%	10%	21%	35%	33%	4%	7%	12%	52%	33%	30%	16%	17%	83%	9%	5%	3%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1890	820	1053	218	431	662	566	83	124	204	987	623	573	301	342	1569	177	91	54
	69%	65%	75%	76%	74%	73%	63%	56%	60%	62%	80%	81%	78%	65%	56%	69%	71%	67%	66%
			a	f	f	f					ghi	mn	mn	n					
		43%	56%	12%	23%	35%	30%	4%	7%	11%	52%	33%	30%	16%	18%	83%	9%	5%	3%

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1798	878	899	239	449	633	464	92	121	205	924	555	566	289	334	1484	174	88	52
	66%	69%	64%	83%	77%	69%	51%	63%	58%	62%	75%	72%	77%	62%	55%	66%	70%	65%	64%
		b	def	ef	f	ghi	mn	kmn	n										
		49%	50%	13%	25%	35%	26%	5%	7%	11%	51%	31%	32%	16%	19%	83%	10%	5%	3%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1699	839	841	222	424	608	429	76	102	182	920	573	547	271	263	1411	162	80	45
	62%	66%	60%	77%	73%	67%	48%	52%	49%	55%	75%	74%	74%	58%	43%	62%	65%	60%	55%
		b	ef	ef	f	ghi	mn	mn	n	r	r	r	r	n					
		49%	50%	13%	25%	36%	25%	5%	6%	11%	54%	34%	32%	16%	15%	83%	10%	5%	3%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	1584	711	854	173	384	566	447	68	100	178	834	533	481	254	271	1327	138	75	44
	58%	56%	61%	60%	66%	62%	50%	47%	48%	54%	68%	69%	65%	55%	44%	59%	55%	55%	54%
			a	f	f	f					ghi	mn	mn	n					
		45%	54%	11%	24%	36%	28%	4%	6%	11%	53%	34%	30%	16%	17%	84%	9%	5%	3%
TOTAL ONLINE TV/ VIDEO VIEWING	2271	1086	1161	263	524	805	663	111	169	264	1122	676	674	394	448	1875	218	114	64
	83%	86%	83%	91%	90%	88%	74%	76%	81%	80%	91%	88%	91%	85%	73%	83%	87%	84%	79%
		b	f	f	f	ghi	n	kmn	n	r	r	r	r	n					
		48%	51%	12%	23%	35%	29%	5%	7%	12%	49%	30%	30%	17%	20%	83%	10%	5%	3%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	2025	900	1104	227	460	707	615	89	139	227	1028	652	601	335	375	1683	186	98	58
	74%	71%	79%	79%	79%	78%	68%	61%	67%	69%	84%	84%	82%	72%	61%	74%	75%	73%	71%
			a	f	f	f					ghi	mn	mn	n					
		44%	55%	11%	23%	35%	30%	4%	7%	11%	51%	32%	30%	17%	19%	83%	9%	5%	3%
ANY OF THESE ACTIVITIES	2597	1212	1349	275	566	889	841	136	194	315	1211	760	727	450	554	2152	238	132	75
	95%	96%	96%	96%	97%	98%	93%	93%	94%	95%	99%	98%	99%	97%	91%	95%	96%	98%	92%
			f	f	ghi	n	mn	n	r	r	r	r	r	n					
		47%	52%	11%	22%	34%	32%	5%	7%	12%	47%	29%	28%	17%	21%	83%	9%	5%	3%

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
SEND/ RECEIVE EMAILS	2497	328	346	206	197	223	176	198	111	282	2148	349	1632	808	1261	1236
	92%	96%	89%	93%	94%	88%	91%	92%	92%	88%	91%	94%	96%	87%	93%	90%
		befghi			bei							j	m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	65%	32%	51%	49%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	2335	314	334	188	177	209	160	184	103	262	2021	314	1574	709	1174	1161
	86%	92%	86%	85%	85%	83%	83%	86%	85%	82%	86%	84%	93%	76%	87%	85%
		bcdefghi											m			
		13%	14%	8%	8%	9%	7%	8%	4%	11%	87%	13%	67%	30%	50%	50%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	2074	284	288	167	159	188	136	160	97	225	1803	271	1411	618	998	1076
	76%	83%	74%	76%	76%	75%	70%	74%	80%	70%	77%	73%	83%	66%	74%	78%
		bcdefgi							fi				m		n	
		14%	14%	8%	8%	9%	7%	8%	5%	11%	87%	13%	68%	30%	48%	52%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	2047	286	300	163	151	179	138	159	91	220	1783	263	1383	623	997	1049
	75%	84%	77%	74%	73%	71%	71%	74%	75%	69%	76%	71%	82%	67%	74%	76%
		bcdefghi		i							k		m			
		14%	15%	8%	7%	9%	7%	8%	4%	11%	87%	13%	68%	30%	49%	51%
ACCESSING NEWS	1997	275	289	169	159	168	139	146	87	226	1712	285	1345	615	1051	945
	73%	80%	74%	76%	76%	67%	72%	68%	72%	70%	73%	77%	79%	66%	78%	69%
		efghi		eg	eg	eg							m		o	
		14%	14%	8%	8%	8%	7%	7%	4%	11%	86%	14%	67%	31%	53%	47%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1890	274	283	155	140	165	129	135	77	212	1623	267	1284	572	973	917
	69%	80%	73%	70%	67%	65%	67%	63%	63%	66%	69%	72%	76%	61%	72%	67%
		bcdefghi		egh									m		o	
		14%	15%	8%	7%	9%	7%	7%	4%	11%	86%	14%	68%	30%	51%	49%

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1798	261	251	151	137	153	127	139	77	187	1560	238	1237	527	873	925
	66%	76%	65%	68%	66%	61%	66%	64%	63%	59%	66%	64%	73%	57%	64%	67%
		bcdefghi		i									m			
		15%	14%	8%	8%	9%	7%	8%	4%	10%	87%	13%	69%	29%	49%	51%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1699	245	256	134	127	139	119	133	69	188	1475	224	1203	461	859	839
	62%	72%	66%	61%	61%	55%	62%	62%	57%	59%	63%	60%	71%	50%	63%	61%
		cdefghi	eh										m			
		14%	15%	8%	7%	8%	7%	8%	4%	11%	87%	13%	71%	27%	51%	49%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	1584	253	236	128	119	138	109	112	57	174	1368	216	1095	457	789	795
	58%	74%	61%	58%	57%	55%	56%	52%	47%	55%	58%	58%	65%	49%	58%	58%
		bcdefghi	gh	h	h		h						m			
		16%	15%	8%	8%	9%	7%	7%	4%	11%	86%	14%	69%	29%	50%	50%
TOTAL ONLINE TV/ VIDEO VIEWING	2271	314	324	182	173	198	154	178	100	252	1974	298	1520	702	1117	1154
	83%	92%	84%	82%	83%	79%	80%	83%	82%	79%	84%	80%	90%	75%	83%	84%
		bcdefghi									k		m			
		14%	14%	8%	8%	9%	7%	8%	4%	11%	87%	13%	67%	31%	49%	51%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	2025	291	301	164	152	178	140	150	81	227	1742	284	1366	618	1033	993
	74%	85%	78%	74%	73%	70%	72%	70%	67%	71%	74%	76%	81%	66%	76%	72%
		bcdefghi	egh										m		o	
		14%	15%	8%	7%	9%	7%	7%	4%	11%	86%	14%	67%	31%	51%	49%
ANY OF THESE ACTIVITIES	2597	337	366	211	203	234	181	208	115	297	2235	362	1669	859	1301	1296
	95%	99%	94%	95%	98%	93%	94%	96%	94%	93%	95%	97%	98%	92%	96%	94%
		bcephi			befi			e			j		m		o	
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	64%	33%	50%	50%

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



SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
SEND/ RECEIVE EMAILS	2497	1226	1038	2013	2071	1141	2428
	92%	95%	93%	95%	95%	97%	94%
				bf	bf	abcdef	
		49%	42%	81%	83%	46%	97%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	2335	1165	963	1905	1988	1097	2282
	86%	90%	86%	90%	91%	93%	88%
		b		bf	bf	abcdef	
		50%	41%	82%	85%	47%	98%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	2074	1042	842	1698	1806	1008	2032
	76%	80%	75%	80%	83%	86%	78%
		b		bf	abcf	abcdef	b
		50%	41%	82%	87%	49%	98%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	2047	1006	851	1685	1768	1058	2015
	75%	78%	76%	80%	81%	90%	78%
				bf	abf	abcdef	
		49%	42%	82%	86%	52%	98%
ACCESSING NEWS	1997	994	868	1699	1706	965	1962
	73%	77%	78%	81%	78%	82%	76%
				abf	f	abdf	
		50%	43%	85%	85%	48%	98%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1890	940	785	1579	1634	938	1853
	69%	72%	70%	75%	75%	80%	71%
				bf	bf	abcdef	
		50%	42%	84%	86%	50%	98%

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES	
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP			SVOD
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1798	863	765	1536	1602	933	1779
	66%	67%	68%	73%	74%	79%	69%
		48%	43%	85%	89%	52%	99%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1699	827	706	1447	1497	872	1672
	62%	64%	63%	69%	69%	74%	64%
		49%	42%	85%	88%	51%	98%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	1584	796	648	1319	1379	800	1552
	58%	61%	58%	62%	63%	68%	60%
		50%	41%	83%	87%	50%	98%
TOTAL ONLINE TV/ VIDEO VIEWING	2271	1111	951	1872	1943	1113	2234
	83%	86%	85%	89%	89%	95%	86%
		49%	42%	82%	86%	49%	98%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	2025	1008	840	1680	1732	983	1980
	74%	78%	75%	80%	80%	84%	76%
		50%	41%	83%	86%	49%	98%
ANY OF THESE ACTIVITIES	2597	1271	1075	2070	2134	1164	2519
	95%	98%	96%	98%	98%	99%	97%
		b		bf	bf	abcdf	
		49%	41%	80%	82%	45%	97%

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

QE51. Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4328	2069	2207	454	833	1499	1507	247	307	562	2042	1243	1511	514	914	2798	474	523	533
Effective Weighted Sample	3013	1430	1547	309	613	1046	1019	176	212	389	1445	900	1111	371	647	2344	279	362	446
Total	2424	1142	1251	233	514	823	830	123	174	297	1180	725	690	416	505	2000	230	124	69
		47%	52%	10%	21%	34%	34%	5%	7%	12%	49%	30%	28%	17%	21%	83%	10%	5%	3%
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps	690	320	362	60	143	200	278	51	52	99	282	181	202	113	171	569	68	35	19
	28%	28%	29%	26%	28%	24%	33%	41%	30%	33%	24%	25%	29%	27%	34%	28%	29%	28%	28%
		46%	52%	9%	21%	29%	40%	7%	8%	14%	41%	26%	29%	16%	25%	82%	10%	5%	3%
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps	1445	719	710	124	314	526	472	58	103	166	778	461	401	258	278	1193	134	77	41
	60%	63%	57%	53%	61%	64%	57%	47%	59%	56%	66%	64%	58%	62%	55%	60%	58%	62%	60%
		b	c			cf			g	g	ghi	ln	n			83%	9%	5%	3%
		50%	49%	9%	22%	36%	33%	4%	7%	11%	54%	32%	28%	18%	19%				
Ultrafast broadband – the download speed is 300Mbps or higher	127	63	64	16	29	57	24	9	4	19	70	44	38	22	22	103	12	8	4
	5%	5%	5%	7%	6%	7%	3%	7%	2%	6%	6%	6%	6%	5%	4%	5%	5%	6%	5%
				f	f	f		h		h	h								
		49%	50%	13%	23%	45%	19%	7%	3%	15%	55%	35%	30%	17%	17%	81%	10%	6%	3%
Don't know	161	41	115	34	28	40	56	6	15	14	51	39	50	23	34	134	16	5	5
	7%	4%	9%	15%	5%	5%	7%	5%	9%	5%	4%	5%	7%	6%	7%	7%	7%	4%	7%
			a	def					ij										
		25%	72%	21%	17%	25%	35%	4%	10%	9%	32%	24%	31%	14%	21%	83%	10%	3%	3%

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

QE51. Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4328	322	389	289	313	281	317	315	289	283	3322	1006	2612	1620	2230	2098
Effective Weighted Sample	3013	284	353	262	283	247	288	284	250	255	2560	456	1850	1118	1505	1511
Total	2424	307	348	198	192	213	175	182	111	276	2083	340	1570	795	1245	1178
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	65%	33%	51%	49%
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps	690	77	109	69	59	57	43	50	34	69	567	123	400	276	369	321
	28%	25%	31%	35%	31%	27%	25%	28%	30%	25%	27%	36%	25%	35%	30%	27%
		11%	16%	10%	9%	8%	6%	7%	5%	10%	82%	18%	58%	40%	53%	47%
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps	1445	190	195	113	119	127	111	104	60	174	1259	186	988	422	754	691
	60%	62%	56%	57%	62%	60%	64%	57%	54%	63%	60%	55%	63%	53%	61%	59%
		13%	14%	8%	8%	9%	8%	7%	4%	12%	87%	13%	68%	29%	52%	48%
Ultrafast broadband – the download speed is 300Mbps or higher	127	20	21	5	5	14	9	15	7	7	118	9	103	23	54	73
	5%	7%	6%	3%	2%	7%	5%	8%	6%	2%	6%	3%	7%	3%	4%	6%
		cdi	cdi			cdi		cdi	cdi		k		m		n	
		16%	16%	4%	4%	11%	7%	12%	6%	5%	93%	7%	81%	18%	43%	57%
Don't know	161	20	22	10	9	14	12	12	10	26	139	22	80	74	68	93
	7%	6%	6%	5%	5%	7%	7%	7%	9%	9%	7%	6%	5%	9%	5%	8%
		12%	14%	6%	6%	9%	7%	7%	6%	16%	87%	13%	50%	46%	42%	58%

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

QE51. Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4328	2145	1833	3521	3592	1967	4239
Effective Weighted Sample	3013	1481	1274	2473	2503	1379	2954
Total	2424	1205	1033	1976	2022	1102	2373
		50%	43%	82%	83%	45%	98%
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps	690	264	333	523	535	277	668
	28%	22%	32%	26%	26%	25%	28%
			acdef	a	a	a	ae
		38%	48%	76%	77%	40%	97%
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps	1445	781	600	1222	1246	694	1425
	60%	65%	58%	62%	62%	63%	60%
		bdf		b	b	b	
		54%	41%	85%	86%	48%	99%
Ultrafast broadband – the download speed is 300Mbps or higher	127	81	37	108	115	68	127
	5%	7%	4%	5%	6%	6%	5%
		b		b	b	b	b
		64%	29%	85%	90%	54%	100%
Don't know	161	78	63	123	126	62	153
	7%	7%	6%	6%	6%	6%	6%
		49%	39%	76%	79%	39%	95%

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

QE35. A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4328	2069	2207	454	833	1499	1507	247	307	562	2042	1243	1511	514	914	2798	474	523	533
Effective Weighted Sample	3013	1430	1547	309	613	1046	1019	176	212	389	1445	900	1111	371	647	2344	279	362	446
Total	2424	1142	1251	233	514	823	830	123	174	297	1180	725	690	416	505	2000	230	124	69
		47%	52%	10%	21%	34%	34%	5%	7%	12%	49%	30%	28%	17%	21%	83%	10%	5%	3%
Yes	2245	1075	1147	215	477	766	768	111	161	272	1122	687	652	383	450	1849	217	116	64
	93%	94%	92%	92%	93%	93%	93%	90%	93%	91%	95%	95%	94%	92%	89%	92%	94%	93%	92%
		b									gi	n	n						
		48%	51%	10%	21%	34%	34%	5%	7%	12%	50%	31%	29%	17%	20%	82%	10%	5%	3%
No	121	53	66	10	28	41	41	9	9	20	44	28	26	26	39	101	10	6	4
	5%	5%	5%	4%	5%	5%	5%	8%	5%	7%	4%	4%	4%	6%	8%	5%	4%	5%	6%
								j		j				kl					
		44%	55%	8%	23%	34%	34%	8%	8%	17%	37%	23%	22%	21%	32%	84%	8%	5%	3%
Don't know	58	14	38	9	9	16	21	3	4	5	13	10	12	7	16	49	4	3	2
	2%	1%	3%	4%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%
		a												k					
		24%	66%	15%	16%	28%	36%	5%	6%	9%	23%	18%	22%	11%	28%	85%	7%	5%	3%

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

QE35. A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	4328	322	389	289	313	281	317	315	289	283	3322	1006	2612	1620	2230	2098	
Effective Weighted Sample	3013	284	353	262	283	247	288	284	250	255	2560	456	1850	1118	1505	1511	
Total	2424	307	348	198	192	213	175	182	111	276	2083	340	1570	795	1245	1178	
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	65%	33%	51%	49%	
Yes	2245	293	316	183	175	192	163	170	101	256	1931	314	1472	729	1150	1095	
	93%	95%	91%	93%	91%	90%	93%	94%	91%	93%	93%	92%	94%	92%	92%	93%	
		be											m				
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	66%	32%	51%	49%	
No	121	8	20	10	12	14	10	9	6	13	102	19	73	40	67	53	
	5%	3%	6%	5%	6%	7%	6%	5%	5%	5%	5%	6%	5%	5%	5%	5%	
					a	a											
			6%	16%	8%	10%	12%	8%	7%	5%	11%	84%	16%	61%	33%	56%	44%
Don't know	58	7	12	5	5	6	2	3	3	6	50	7	25	26	28	30	
	2%	2%	4%	2%	3%	3%	1%	2%	3%	2%	2%	2%	2%	3%	2%	3%	
			f										l				
		12%	21%	8%	9%	11%	3%	5%	6%	11%	87%	13%	43%	45%	48%	52%	

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

QE35. A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi? (SINGLE CODE)

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES			YOUTUBE		
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4328	2145	1833	3521	3592	1967	4239
Effective Weighted Sample	3013	1481	1274	2473	2503	1379	2954
Total	2424	1205	1033	1976	2022	1102	2373
		50%	43%	82%	83%	45%	98%
Yes	2245	1111	959	1840	1878	1033	2202
	93%	92%	93%	93%	93%	94%	93%
		49%	43%	82%	84%	46%	98%
No	121	62	56	97	101	52	118
	5%	5%	5%	5%	5%	5%	5%
		52%	46%	80%	84%	43%	97%
Don't know	58	32	18	39	43	17	53
	2%	3%	2%	2%	2%	2%	2%
		e					
		56%	31%	68%	75%	29%	92%

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	166	79	83	13	17	41	81	40	28	19	14	17	21	19	90	108	15	23	20
Effective Weighted Sample	112	52	57	8	12	26	56	23	20	14	9	12	16	10	63	88	10	14	18
Total	146	68	76	10	13	31	77	31	29	18	10	16	15	17	73	126	7	8	5
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Certain to	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Very likely	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
Likely	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
Unlikely	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**
Very unlikely	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
Certain not to	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
TOTAL LIKELY	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
TOTAL UNLIKELY	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	89	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	71%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
NOT ANSWERED [POSTAL ONLY]	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	69%	**	**	**

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	~n	o
Significance Level: 95%																
Unweighted total	166	7	19	7	7	19	6	16	8	19	131	35	42	112	60	106
Effective Weighted Sample	112	6	16	6	6	16	6	13	6	18	99	13	25	78	37	76
Total	146	8	28	7	5	22	6	17	4	28	132	14	34	98	54	92
		**	**	**	**	**	**	**	**	**	90%	**	**	67%	**	63%
Certain to	6	**	**	**	**	**	**	**	**	**	6	**	**	3	**	5
	4%	**	**	**	**	**	**	**	**	**	5%	**	**	3%	**	6%
		**	**	**	**	**	**	**	**	**	95%	**	**	52%	**	80%
Very likely	7	**	**	**	**	**	**	**	**	**	7	**	**	3	**	6
	5%	**	**	**	**	**	**	**	**	**	5%	**	**	3%	**	6%
		**	**	**	**	**	**	**	**	**	95%	**	**	44%	**	80%
Likely	12	**	**	**	**	**	**	**	**	**	12	**	**	6	**	8
	8%	**	**	**	**	**	**	**	**	**	9%	**	**	7%	**	8%
		**	**	**	**	**	**	**	**	**	100%	**	**	55%	**	63%
Unlikely	30	**	**	**	**	**	**	**	**	**	27	**	**	19	**	23
	21%	**	**	**	**	**	**	**	**	**	21%	**	**	19%	**	25%
		**	**	**	**	**	**	**	**	**	91%	**	**	62%	**	75%
Very unlikely	33	**	**	**	**	**	**	**	**	**	29	**	**	23	**	18
	22%	**	**	**	**	**	**	**	**	**	22%	**	**	24%	**	20%
		**	**	**	**	**	**	**	**	**	88%	**	**	72%	**	56%
Certain not to	39	**	**	**	**	**	**	**	**	**	32	**	**	30	**	19
	26%	**	**	**	**	**	**	**	**	**	25%	**	**	31%	**	20%
		**	**	**	**	**	**	**	**	**	84%	**	**	79%	**	49%
TOTAL LIKELY	25	**	**	**	**	**	**	**	**	**	25	**	**	13	**	18
	17%	**	**	**	**	**	**	**	**	**	19%	**	**	13%	**	20%
		**	**	**	**	**	**	**	**	**	97%	**	**	51%	**	72%
TOTAL UNLIKELY	101	**	**	**	**	**	**	**	**	**	88	**	**	72	**	60
	69%	**	**	**	**	**	**	**	**	**	67%	**	**	74%	**	65%
		**	**	**	**	**	**	**	**	**	87%	**	**	71%	**	59%
Don't know	15	**	**	**	**	**	**	**	**	**	14	**	**	10	**	10
	10%	**	**	**	**	**	**	**	**	**	11%	**	**	10%	**	11%
		**	**	**	**	**	**	**	**	**	96%	**	**	68%	**	67%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	~n	o
Unweighted total	166	7	19	7	7	19	6	16	8	19	131	35	42	112	60	106
Effective Weighted Sample	112	6	16	6	6	16	6	13	6	18	99	13	25	78	37	76
Total	146	8	28	7	5	22	6	17	4	28	132	14	34	98	54	92
		**	**	**	**	**	**	**	**	**	90%	**	**	67%	**	63%
NOT ANSWERED [POSTAL ONLY]	4	**	**	**	**	**	**	**	**	**	4	**	**	3	**	4
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	3%	**	4%
		**	**	**	**	**	**	**	**	**	100%	**	**	69%	**	82%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	~c	~d	~e	f
Unweighted total	166	35	73	32	27	12	112
Effective Weighted Sample	112	23	51	23	18	8	76
Total	146	30	68	28	22	10	101
		**	**	**	**	**	70%
Certain to	6	**	**	**	**	**	6
	4%	**	**	**	**	**	6%
		**	**	**	**	**	100%
Very likely	7	**	**	**	**	**	5
	5%	**	**	**	**	**	5%
		**	**	**	**	**	70%
Likely	12	**	**	**	**	**	9
	8%	**	**	**	**	**	9%
		**	**	**	**	**	74%
Unlikely	30	**	**	**	**	**	20
	21%	**	**	**	**	**	19%
		**	**	**	**	**	66%
Very unlikely	33	**	**	**	**	**	23
	22%	**	**	**	**	**	22%
		**	**	**	**	**	69%
Certain not to	39	**	**	**	**	**	25
	26%	**	**	**	**	**	25%
		**	**	**	**	**	65%
TOTAL LIKELY	25	**	**	**	**	**	20
	17%	**	**	**	**	**	20%
		**	**	**	**	**	80%
TOTAL UNLIKELY	101	**	**	**	**	**	67
	69%	**	**	**	**	**	66%
		**	**	**	**	**	66%
Don't know	15	**	**	**	**	**	10
	10%	**	**	**	**	**	10%
		**	**	**	**	**	71%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE24. How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)**

Base : Those without internet access at home

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES	
Total	~a	~b	~c	~d	~e	f	
Significance Level: 95%							
Unweighted total	166	35	73	32	27	12	112
Effective Weighted Sample	112	23	51	23	18	8	76
Total	146	30	68	28	22	10	101
		**	**	**	**	**	70%
NOT ANSWERED [POSTAL ONLY]	4	**	**	**	**	**	3
	3%	**	**	**	**	**	3%
		**	**	**	**	**	75%

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	108	54	53	7	12	16	62	27	21	7	10	13	13	13	54	71	10	18	9
Effective Weighted Sample	74	34	39	5	9	9	43	16	14	5	7	9	10	7	39	60	6	11	8
Total	101	44	55	7	11	9	61	23	22	6	8	12	10	11	48	89	4	6	2
No need to go online/ not interested	47 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Broadband set up costs are too high	27 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else can go online for me if necessary	24 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a fixed broadband service is too high	22 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet is too complicated	21 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about security/ fraud/ privacy	20 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	18 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	108	54	53	7	12	16	62	27	21	7	10	13	13	13	54	71	10	18	9
Effective Weighted Sample	74	34	39	5	9	9	43	16	14	5	7	9	10	7	39	60	6	11	8
Total	101	44	55	7	11	9	61	23	22	6	8	12	10	11	48	89	4	6	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a desktop, tablet or laptop computer to use the internet is too high	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a mobile phone service is too high	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a mobile phone handset to use the internet is too high	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor eyesight	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about harmful/ offensive content	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy to use the internet at work/ elsewhere	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't have broadband where I live	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Broadband is too slow where I live	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	108	54	53	7	12	16	62	27	21	7	10	13	13	13	54	71	10	18	9
Effective Weighted Sample	74	34	39	5	9	9	43	16	14	5	7	9	10	7	39	60	6	11	8
Total	101	44	55	7	11	9	61	23	22	6	8	12	10	11	48	89	4	6	2
Don't know	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	* *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	57 56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	65 64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	35 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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



Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Significance Level: 95%																
Unweighted total	108	4	12	5	3	11	6	13	5	12	79	29	26	74	43	65
Effective Weighted Sample	74	3	11	5	3	10	6	12	4	11	63	11	15	53	27	47
Total	101	4	21	5	2	13	6	16	3	19	88	13	20	72	41	60
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No need to go online/ not interested	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Broadband set up costs are too high	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else can go online for me if necessary	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a fixed broadband service is too high	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet is too complicated	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about security/ fraud/ privacy	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Significance Level: 95%																
Unweighted total	108	4	12	5	3	11	6	13	5	12	79	29	26	74	43	65
Effective Weighted Sample	74	3	11	5	3	10	6	12	4	11	63	11	15	53	27	47
Total	101	4	21	5	2	13	6	16	3	19	88	13	20	72	41	60
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a desktop, tablet or laptop computer to use the internet is too high	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
15%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a mobile phone service is too high	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
13%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a mobile phone handset to use the internet is too high	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor eyesight	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about harmful/ offensive content	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy to use the internet at work/ elsewhere	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't have broadband where I live	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	108	4	12	5	3	11	6	13	5	12	79	29	26	74	43	65
Effective Weighted Sample	74	3	11	5	3	10	6	12	4	11	63	11	15	53	27	47
Total	101	4	21	5	2	13	6	16	3	19	88	13	20	72	41	60
Broadband is too slow where I live	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	
Unweighted total	108	18	49	16	12	2	70	
Effective Weighted Sample	74	12	35	12	9	2	49	
Total	101	17	47	16	12	2	67	
		**	**	**	**	**	**	
No need to go online/ not interested	47	**	**	**	**	**	**	
46%		**	**	**	**	**	**	
		**	**	**	**	**	**	
Broadband set up costs are too high	27	**	**	**	**	**	**	
27%		**	**	**	**	**	**	
		**	**	**	**	**	**	
Someone else can go online for me if necessary	24	**	**	**	**	**	**	
23%		**	**	**	**	**	**	
		**	**	**	**	**	**	
Monthly cost of a fixed broadband service is too high	22	**	**	**	**	**	**	
22%		**	**	**	**	**	**	
		**	**	**	**	**	**	
Using the internet is too complicated	21	**	**	**	**	**	**	
20%		**	**	**	**	**	**	
		**	**	**	**	**	**	
Concerned about security/ fraud/ privacy	20	**	**	**	**	**	**	
20%		**	**	**	**	**	**	
		**	**	**	**	**	**	
Getting online/ getting connected to the internet is too complicated	18	**	**	**	**	**	**	
18%		**	**	**	**	**	**	
		**	**	**	**	**	**	

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

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QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)

Base : Those unlikely to get internet access at home in the next 12 months

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	108	18	49	16	12	2	70
Effective Weighted Sample	74	12	35	12	9	2	49
Total	101	17	47	16	12	2	67
		**	**	**	**	**	**
Cost of a desktop, tablet or laptop computer to use the internet is too high	15	**	**	**	**	**	**
15%		**	**	**	**	**	**
		**	**	**	**	**	**
Monthly cost of a mobile phone service is too high	13	**	**	**	**	**	**
13%		**	**	**	**	**	**
		**	**	**	**	**	**
Cost of a mobile phone handset to use the internet is too high	13	**	**	**	**	**	**
12%		**	**	**	**	**	**
		**	**	**	**	**	**
Poor eyesight	9	**	**	**	**	**	**
9%		**	**	**	**	**	**
		**	**	**	**	**	**
Concerned about harmful/ offensive content	9	**	**	**	**	**	**
9%		**	**	**	**	**	**
		**	**	**	**	**	**
Happy to use the internet at work/ elsewhere	6	**	**	**	**	**	**
6%		**	**	**	**	**	**
		**	**	**	**	**	**
Don't have broadband where I live	3	**	**	**	**	**	**
3%		**	**	**	**	**	**
		**	**	**	**	**	**

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

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**QE25A. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months? (MULTI CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	108	18	49	16	12	2	70
Effective Weighted Sample	74	12	35	12	9	2	49
Total	101	17	47	16	12	2	67
		**	**	**	**	**	**
Broadband is too slow where I live	1	**	**	**	**	**	**
1%		**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**
9%		**	**	**	**	**	**
		**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	*	**	**	**	**	**	**
*%		**	**	**	**	**	**
		**	**	**	**	**	**
ANY INVOLUNTARY REASONS	57	**	**	**	**	**	**
56%		**	**	**	**	**	**
		**	**	**	**	**	**
ANY VOLUNTARY REASONS	65	**	**	**	**	**	**
64%		**	**	**	**	**	**
		**	**	**	**	**	**
ONLY VOLUNTARY REASONS	35	**	**	**	**	**	**
35%		**	**	**	**	**	**
		**	**	**	**	**	**

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

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**QE25B. And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	108	54	53	7	12	16	62	27	21	7	10	13	13	13	54	71	10	18	9
Effective Weighted Sample	74	34	39	5	9	9	43	16	14	5	7	9	10	7	39	60	6	11	8
Total	101	44	55	7	11	9	61	23	22	6	8	12	10	11	48	89	4	6	2
No need to go online/ not interested	42 41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet is too complicated	10 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else can go online for me if necessary	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Broadband set up costs are too high	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a fixed broadband service is too high	5 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about security/ fraud/ privacy	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	3 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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**QE25B. And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	108	54	53	7	12	16	62	27	21	7	10	13	13	13	54	71	10	18	9
Effective Weighted Sample	74	34	39	5	9	9	43	16	14	5	7	9	10	7	39	60	6	11	8
Total	101	44	55	7	11	9	61	23	22	6	8	12	10	11	48	89	4	6	2
Poor eyesight	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy to use the internet at work/ elsewhere	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a desktop, tablet or laptop computer to use the internet is too high	2 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't have broadband where I live	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a mobile phone handset to use the internet is too high	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about harmful/ offensive content	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a mobile phone service is too high	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Broadband is too slow where I live	* *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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



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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	108	54	53	7	12	16	62	27	21	7	10	13	13	13	54	71	10	18	9
Effective Weighted Sample	74	34	39	5	9	9	43	16	14	5	7	9	10	7	39	60	6	11	8
Total	101	44	55	7	11	9	61	23	22	6	8	12	10	11	48	89	4	6	2
Don't know	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	7 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	38 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	54 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	108	4	12	5	3	11	6	13	5	12	79	29	26	74	43	65
Effective Weighted Sample	74	3	11	5	3	10	6	12	4	11	63	11	15	53	27	47
Total	101	4	21	5	2	13	6	16	3	19	88	13	20	72	41	60
No need to go online/ not interested	42 41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet is too complicated	10 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else can go online for me if necessary	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Broadband set up costs are too high	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a fixed broadband service is too high	5 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about security/ fraud/ privacy	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Significance Level: 95%																
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Total	101	4	21	5	2	13	6	16	3	19	88	13	20	72	41	60
Poor eyesight	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy to use the internet at work/ elsewhere	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a desktop, tablet or laptop computer to use the internet is too high	2 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't have broadband where I live	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cost of a mobile phone handset to use the internet is too high	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerned about harmful/ offensive content	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly cost of a mobile phone service is too high	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Base : Those unlikely to get internet access at home in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	108	4	12	5	3	11	6	13	5	12	79	29	26	74	43	65
Effective Weighted Sample	74	3	11	5	3	10	6	12	4	11	63	11	15	53	27	47
Total	101	4	21	5	2	13	6	16	3	19	88	13	20	72	41	60
Broadband is too slow where I live	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE25B. And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	
Unweighted total	108	18	49	16	12	2	70	
Effective Weighted Sample	74	12	35	12	9	2	49	
Total	101	17	47	16	12	2	67	
		**	**	**	**	**	**	
No need to go online/ not interested	42	**	**	**	**	**	**	
	41%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Using the internet is too complicated	10	**	**	**	**	**	**	
	9%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Someone else can go online for me if necessary	9	**	**	**	**	**	**	
	9%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Broadband set up costs are too high	9	**	**	**	**	**	**	
	9%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Monthly cost of a fixed broadband service is too high	5	**	**	**	**	**	**	
	4%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Concerned about security/ fraud/ privacy	3	**	**	**	**	**	**	
	3%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Getting online/ getting connected to the internet is too complicated	3	**	**	**	**	**	**	
	3%	**	**	**	**	**	**	
		**	**	**	**	**	**	

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE25B. And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	
Unweighted total	108	18	49	16	12	2	70	
Effective Weighted Sample	74	12	35	12	9	2	49	
Total	101	17	47	16	12	2	67	
		**	**	**	**	**	**	
Poor eyesight	3	**	**	**	**	**	**	
	3%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Happy to use the internet at work/ elsewhere	3	**	**	**	**	**	**	
	3%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Cost of a desktop, tablet or laptop computer to use the internet is too high	2	**	**	**	**	**	**	
	2%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Don't have broadband where I live	1	**	**	**	**	**	**	
	1%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Cost of a mobile phone handset to use the internet is too high	1	**	**	**	**	**	**	
	1%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Concerned about harmful/ offensive content	1	**	**	**	**	**	**	
	1%	**	**	**	**	**	**	
		**	**	**	**	**	**	
Monthly cost of a mobile phone service is too high	1	**	**	**	**	**	**	
	1%	**	**	**	**	**	**	
		**	**	**	**	**	**	

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

Please see 2021 Technology Tracker Methodology Explanation document on Ofcom's 2021 Statistical Release Calendar.

**QE25B. And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)**

Base : Those unlikely to get internet access at home in the next 12 months

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	108	18	49	16	12	2	70
Effective Weighted Sample	74	12	35	12	9	2	49
Total	101	17	47	16	12	2	67
		**	**	**	**	**	**
Broadband is too slow where I live	*	**	**	**	**	**	**
	*%	**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**
	9%	**	**	**	**	**	**
		**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	7	**	**	**	**	**	**
	7%	**	**	**	**	**	**
		**	**	**	**	**	**
ANY INVOLUNTARY REASONS	38	**	**	**	**	**	**
	38%	**	**	**	**	**	**
		**	**	**	**	**	**
ANY VOLUNTARY REASONS	54	**	**	**	**	**	**
	53%	**	**	**	**	**	**
		**	**	**	**	**	**

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

QE30. Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Yes	2437	1121	1286	264	535	838	780	120	175	289	1178	734	697	416	502	2023	228	117	70
	89%	88%	92%	92%	92%	92%	87%	82%	84%	88%	96%	95%	95%	90%	82%	89%	91%	86%	86%
		46%	53%	11%	22%	34%	32%	5%	7%	12%	48%	30%	29%	17%	21%	83%	9%	5%	3%
No, never used	194	104	87	13	30	50	97	24	30	34	38	29	31	39	78	155	17	15	7
	7%	8%	6%	4%	5%	5%	11%	17%	15%	10%	3%	4%	4%	8%	13%	7%	7%	11%	9%
		b					cde	ij	j	j				kl	klm			o	
		54%	45%	7%	15%	26%	50%	13%	16%	17%	20%	15%	16%	20%	40%	80%	9%	8%	4%
Don't know	96	44	28	11	18	24	24	2	3	7	12	9	9	9	31	84	5	3	4
	4%	3%	2%	4%	3%	3%	3%	1%	1%	2%	1%	1%	1%	2%	5%	4%	2%	3%	5%
		b												klm					pq
		46%	29%	11%	19%	25%	25%	2%	3%	7%	13%	9%	10%	9%	33%	87%	5%	4%	4%

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



QE30. Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Yes	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210
	89%	97%	89%	88%	94%	86%	85%	89%	84%	88%	89%	90%	94%	84%	91%	88%
		bcefg	h		bcefg	h							m		o	
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%
No, never used	194	8	26	16	12	21	20	19	14	19	162	32	77	103	90	104
	7%	2%	7%	7%	6%	8%	10%	9%	12%	6%	7%	9%	5%	11%	7%	8%
			a	a	a	a	adi	a	abdi	a				l		
		4%	13%	8%	6%	11%	10%	10%	7%	10%	84%	16%	40%	53%	47%	53%
Don't know	96	3	18	9	2	15	8	5	5	18	89	7	24	42	37	59
	4%	1%	5%	4%	1%	6%	4%	2%	4%	6%	4%	2%	1%	5%	3%	4%
			ad	ad		adg	ad		ad	adg	k			l		n
		3%	19%	10%	2%	15%	8%	5%	6%	19%	93%	7%	25%	44%	38%	62%

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

QE30. Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Yes	2437	1204	1003	1970	2037	1115	2370
	89%	93%	90%	93%	94%	95%	91%
		b	bf	bf	bf	abf	
		49%	41%	81%	84%	46%	97%
No, never used	194	72	90	105	102	48	174
	7%	6%	8%	5%	5%	4%	7%
			acde				cde
			37%	47%	54%	52%	89%
Don't know	96	20	25	34	35	12	52
	4%	2%	2%	2%	2%	1%	2%
			e				e
		21%	26%	36%	37%	13%	54%

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

QE31. Which supplier or service does/ did your household use to make voice or video calls using the internet? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4314	2008	2252	502	871	1518	1392	246	299	539	2040	1255	1518	512	886	2799	470	505	540
Effective Weighted Sample	2985	1380	1568	343	640	1047	933	168	205	371	1442	898	1117	365	629	2336	275	349	458
Total	2437	1121	1286	264	535	838	780	120	175	289	1178	734	697	416	502	2023	228	117	70
		46%	53%	11%	22%	34%	32%	5%	7%	12%	48%	30%	29%	17%	21%	83%	9%	5%	3%
<b>PROMPTED RESPONSES</b>																			
WhatsApp	1763	785	961	154	419	638	539	82	119	190	918	563	511	288	351	1479	147	85	52
	72%	70%	75%	58%	78%	76%	69%	69%	68%	66%	78%	77%	73%	69%	70%	73%	65%	73%	74%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		45%	55%	9%	24%	36%	31%	5%	7%	11%	52%	32%	29%	16%	20%	84%	8%	5%	3%
Zoom	1376	634	726	134	298	481	455	50	77	136	788	531	437	177	199	1152	132	56	37
	56%	57%	56%	51%	56%	57%	58%	42%	44%	47%	67%	72%	63%	43%	40%	57%	58%	48%	53%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		46%	53%	10%	22%	35%	33%	4%	6%	10%	57%	39%	32%	13%	14%	84%	10%	4%	3%
FaceTime	1051	452	589	154	239	358	295	54	71	106	559	364	294	176	193	880	96	47	28
	43%	40%	46%	58%	45%	43%	38%	45%	41%	37%	47%	50%	42%	42%	38%	44%	42%	40%	40%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		43%	56%	15%	23%	34%	28%	5%	7%	10%	53%	35%	28%	17%	18%	84%	9%	4%	3%
Facebook Messenger	978	402	560	141	266	341	225	75	86	125	434	222	280	194	247	772	114	61	31
	40%	36%	44%	54%	50%	41%	29%	62%	49%	43%	37%	30%	40%	47%	49%	38%	50%	52%	45%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		41%	57%	14%	27%	35%	23%	8%	9%	13%	44%	23%	29%	20%	25%	79%	12%	6%	3%
Microsoft Teams	726	344	375	92	177	315	138	23	22	61	471	299	281	80	55	618	69	26	13
	30%	31%	29%	35%	33%	38%	18%	19%	13%	21%	40%	41%	40%	19%	11%	31%	30%	22%	19%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		47%	52%	13%	24%	43%	19%	3%	3%	8%	65%	41%	39%	11%	8%	85%	9%	4%	2%
Skype	504	269	226	43	102	173	183	21	27	59	279	199	152	51	80	424	45	23	12
	21%	24%	18%	16%	19%	21%	23%	17%	16%	21%	24%	27%	22%	12%	16%	21%	20%	20%	17%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		53%	45%	8%	20%	34%	36%	4%	5%	12%	55%	39%	30%	10%	16%	84%	9%	5%	2%
Snapchat	231	93	135	77	61	78	15	24	20	32	91	51	66	46	64	183	27	12	9
	9%	8%	10%	29%	11%	9%	2%	20%	11%	11%	8%	7%	9%	11%	13%	9%	12%	10%	13%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		40%	58%	33%	26%	34%	7%	10%	9%	14%	39%	22%	29%	20%	28%	79%	12%	5%	4%
Instagram	199	85	110	45	54	63	35	18	18	27	85	55	56	37	49	172	14	7	6
	8%	8%	9%	17%	10%	7%	5%	15%	10%	9%	7%	7%	8%	9%	10%	9%	6%	6%	8%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		43%	55%	23%	27%	31%	18%	9%	9%	13%	43%	27%	28%	18%	24%	86%	7%	3%	3%

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

QE31. Which supplier or service does/ did your household use to make voice or video calls using the internet? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4314	2008	2252	502	871	1518	1392	246	299	539	2040	1255	1518	512	886	2799	470	505	540
Effective Weighted Sample	2985	1380	1568	343	640	1047	933	168	205	371	1442	898	1117	365	629	2336	275	349	458
Total	2437	1121	1286	264	535	838	780	120	175	289	1178	734	697	416	502	2023	228	117	70
		46%	53%	11%	22%	34%	32%	5%	7%	12%	48%	30%	29%	17%	21%	83%	9%	5%	3%
Google Hangouts/ Google Meet/ Google Duo	155	83	68	19	52	66	16	8	8	20	94	64	57	13	16	142	7	4	3
	6%	7%	5%	7%	10%	8%	2%	6%	5%	7%	8%	9%	8%	3%	3%	7%	3%	3%	4%
		b		f	f	f						mn	mn			pqr			
		53%	44%	13%	33%	43%	11%	5%	5%	13%	61%	42%	37%	9%	10%	91%	4%	3%	2%
Houseparty	118	46	69	23	29	44	20	7	3	13	63	43	35	21	15	107	4	4	2
	5%	4%	5%	9%	5%	5%	3%	5%	2%	4%	5%	6%	5%	5%	3%	5%	2%	4%	3%
				ef	f	f					h	n	n			pr			
		39%	58%	20%	25%	37%	17%	6%	3%	11%	53%	36%	30%	18%	13%	91%	4%	4%	2%
<b>SPONTANEOUS RESPONSES</b>																			
Discord	12	9	3	5	4	2	1	1	*	2	4	2	5	3	2	9	2	1	*
	1%	1%	*%	2%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%
		b		ef	f														
		75%	23%	39%	36%	18%	7%	6%	2%	19%	32%	14%	39%	28%	19%	77%	15%	6%	2%
Cisco Webex	8	4	4	1	*	4	3	-	-	-	8	3	4	-	*	8	-	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	1%	*%	1%	-%	*%	*%	-%	-%	*%
		50%	50%	7%	4%	51%	38%	-%	-%	-%	95%	42%	54%	-%	4%	98%	-%	-%	2%
Viber	6	3	4	-	3	3	1	*	-	1	5	1	1	4	*	4	2	*	*
	*%	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
														kln					
		41%	59%	-%	49%	42%	9%	4%	-%	14%	81%	12%	16%	66%	6%	66%	25%	6%	3%
Other	5	2	3	-	1	1	3	1	*	2	1	2	2	-	1	3	1	1	-
	*%	*%	*%	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%	*%	1%	1%	-%
										j									
		42%	58%	-%	28%	18%	54%	13%	2%	39%	21%	48%	37%	-%	13%	57%	25%	19%	-%
Don't know	20	11	9	2	2	9	7	*	1	1	2	2	5	5	6	19	*	*	1
	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%
														k	k				
		56%	44%	9%	10%	44%	33%	*%	7%	3%	11%	11%	26%	26%	32%	93%	1%	1%	4%

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

QE31. Which supplier or service does/ did your household use to make voice or video calls using the internet? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4314	342	383	286	317	287	298	326	273	287	3314	1000	2640	1580	2198	2116
Effective Weighted Sample	2985	303	345	261	284	252	271	288	240	257	2539	451	1853	1085	1467	1519
Total	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%
<b>PROMPTED RESPONSES</b>																
WhatsApp	1763	278	251	146	130	160	119	132	62	202	1524	239	1212	522	888	875
	72%	84%	73%	75%	67%	74%	72%	69%	61%	71%	72%	72%	76%	66%	72%	72%
		bcdefghi	h	dh	h	h	h	h	h	h	j	k	m			
		16%	14%	8%	7%	9%	7%	7%	4%	11%	86%	14%	69%	30%	50%	50%
Zoom	1376	236	220	123	95	97	86	96	43	155	1190	186	955	403	765	611
	56%	71%	64%	63%	49%	45%	52%	50%	42%	55%	57%	56%	60%	51%	62%	51%
		bcdefghi	defghi	defgh			h			eh			m		o	
		17%	16%	9%	7%	7%	6%	7%	3%	11%	86%	14%	69%	29%	56%	44%
FaceTime	1051	154	170	81	76	84	60	90	44	122	909	142	707	329	551	500
	43%	46%	50%	41%	39%	39%	36%	47%	43%	43%	43%	43%	44%	42%	45%	41%
		f	cdef				df								o	
		15%	16%	8%	7%	8%	6%	9%	4%	12%	86%	14%	67%	31%	52%	48%
Facebook Messenger	978	102	119	82	82	89	56	95	49	99	844	134	646	310	406	572
	40%	31%	35%	42%	42%	41%	34%	50%	48%	35%	40%	40%	41%	39%	33%	47%
			a	a	a		abefi	abfi							n	
		10%	12%	8%	8%	9%	6%	10%	5%	10%	86%	14%	66%	32%	42%	58%
Microsoft Teams	726	121	104	61	58	64	51	56	23	80	645	81	587	131	384	342
	30%	37%	30%	31%	30%	29%	31%	29%	23%	28%	31%	24%	37%	17%	31%	28%
		hi	h	h			h				k		m			
		17%	14%	8%	8%	9%	7%	8%	3%	11%	89%	11%	81%	18%	53%	47%
Skype	504	65	77	60	40	35	38	40	12	56	418	86	327	165	296	208
	21%	20%	23%	31%	21%	16%	23%	21%	12%	20%	20%	26%	21%	21%	24%	17%
		h	h	abdeghi	h		eh	h		h		j			o	
		13%	15%	12%	8%	7%	8%	8%	2%	11%	83%	17%	65%	33%	59%	41%
Snapchat	231	24	30	14	20	23	9	24	9	30	208	23	146	80	88	143
	9%	7%	9%	7%	10%	11%	5%	13%	9%	11%	10%	7%	9%	10%	7%	12%
					f	f		acf		f	k				n	
		10%	13%	6%	9%	10%	4%	10%	4%	13%	90%	10%	63%	35%	38%	62%

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

QE31. Which supplier or service does/ did your household use to make voice or video calls using the internet? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4314	342	383	286	317	287	298	326	273	287	3314	1000	2640	1580	2198	2116
Effective Weighted Sample	2985	303	345	261	284	252	271	288	240	257	2539	451	1853	1085	1467	1519
Total	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%
Instagram	199	30	34	18	14	17	9	17	8	26	171	29	125	71	82	117
	8%	9%	10%	9%	7%	8%	5%	9%	8%	9%	8%	9%	8%	9%	7%	10%
			f												n	
		15%	17%	9%	7%	9%	4%	8%	4%	13%	86%	14%	63%	35%	41%	59%
Google Hangouts/ Google Meet/ Google Duo	155	33	20	9	11	15	17	17	2	15	135	20	128	24	72	83
	6%	10%	6%	5%	6%	7%	11%	9%	2%	5%	6%	6%	8%	3%	6%	7%
		cdhi	h			h	bcdhi	h					m			
		21%	13%	6%	7%	10%	11%	11%	2%	10%	87%	13%	83%	16%	46%	54%
Houseparty	118	29	21	9	9	6	8	14	2	9	109	9	81	33	60	58
	5%	9%	6%	4%	5%	3%	5%	7%	2%	3%	5%	3%	5%	4%	5%	5%
		cdehi	h				ehi				k					
		25%	18%	7%	8%	5%	7%	12%	2%	8%	92%	8%	68%	28%	51%	49%
<b>SPONTANEOUS RESPONSES</b>																
Discord	12	-	3	*	2	2	-	*	1	1	12	*	6	6	6	7
	1%	-%	1%	*%	1%	1%	-%	*%	1%	*%	1%	*%	*%	1%	*%	1%
		-%	27%	3%	14%	14%	-%	4%	7%	9%	99%	1%	49%	48%	46%	54%
Cisco Webex	8	2	2	1	-	-	1	-	1	1	7	1	8	*	2	6
	*%	1%	1%	*%	-%	-%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%
													m			
		30%	27%	7%	-%	-%	8%	-%	9%	17%	91%	9%	96%	4%	30%	70%
Viber	6	2	-	-	-	-	1	1	1	-	6	*	4	2	1	5
	*%	1%	-%	-%	-%	-%	1%	*%	1%	-%	*%	*%	*%	*%	*%	*%
																n
		29%	-%	-%	-%	-%	17%	8%	12%	-%	94%	6%	66%	34%	15%	85%
Other	5	-	1	1	-	1	-	-	*	-	4	*	3	1	3	2
	*%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	20%	13%	-%	15%	-%	-%	9%	-%	96%	4%	75%	25%	56%	44%
Don't know	20	5	3	1	2	1	2	-	1	2	18	2	7	12	9	11
	1%	2%	1%	1%	1%	*%	1%	-%	1%	1%	1%	*%	*%	2%	1%	1%
		g					g		g				l			
		27%	13%	7%	12%	4%	11%	-%	7%	11%	92%	8%	34%	61%	43%	57%

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

QE31. Which supplier or service does/ did your household use to make voice or video calls using the internet? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4314	2114	1778	3483	3609	1986	4207
Effective Weighted Sample	2985	1453	1229	2436	2495	1388	2912
Total	2437	1204	1003	1970	2037	1115	2370
		49%	41%	81%	84%	46%	97%
<b>PROMPTED RESPONSES</b>							
WhatsApp	1763	877	733	1454	1511	859	1724
	72%	73%	73%	74%	74%	77%	73%
		50%	42%	82%	86%	49%	98%
Zoom	1376	684	604	1196	1207	688	1354
	56%	57%	60%	61%	59%	62%	57%
		50%	44%	87%	88%	50%	98%
FaceTime	1051	585	408	905	935	504	1032
	43%	49%	41%	46%	46%	45%	44%
		bf	b	b	b	b	
		56%	39%	86%	89%	48%	98%
Facebook Messenger	978	470	381	776	857	503	951
	40%	39%	38%	39%	42%	45%	40%
		48%	39%	79%	88%	51%	97%
Microsoft Teams	726	355	298	640	658	390	718
	30%	29%	30%	33%	32%	35%	30%
		49%	41%	88%	91%	54%	99%
Skype	504	234	221	425	429	257	496
	21%	19%	22%	22%	21%	23%	21%
		47%	44%	84%	85%	51%	98%
Snapchat	231	127	79	190	211	144	228
	9%	11%	8%	10%	10%	13%	10%
		b	b	b	b	b	
		55%	34%	82%	91%	62%	99%
Instagram	199	105	66	160	181	104	193
	8%	9%	7%	8%	9%	9%	8%
		b	b	b	b	b	
		52%	33%	80%	91%	52%	97%

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

QE31. Which supplier or service does/ did your household use to make voice or video calls using the internet? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4314	2114	1778	3483	3609	1986	4207
Effective Weighted Sample	2985	1453	1229	2436	2495	1388	2912
Total	2437	1204	1003	1970	2037	1115	2370
		49%	41%	81%	84%	46%	97%
Google Hangouts/ Google Meet/ Google Duo	155	57	67	129	142	96	150
	6%	5%	7%	7%	7%	9%	6%
			a	a	a	acf	a
		37%	43%	83%	92%	62%	97%
Houseparty	118	72	39	104	104	63	117
	5%	6%	4%	5%	5%	6%	5%
		b				b	
		62%	33%	89%	88%	54%	99%
<b>SPONTANEOUS RESPONSES</b>							
Discord	12	4	1	9	11	9	12
	1%	*%	*%	*%	1%	1%	1%
					b	b	b
		37%	7%	71%	88%	70%	98%
Cisco Webex	8	6	3	8	7	4	8
	*%	*%	*%	*%	*%	*%	*%
		68%	39%	100%	86%	53%	100%
Viber	6	-	1	4	6	4	6
	*%	-%	*%	*%	*%	*%	*%
					a	a	
		-%	22%	62%	91%	62%	98%
Other	5	1	*	2	4	1	4
	*%	*%	*%	*%	*%	*%	*%
		32%	10%	38%	76%	27%	85%
Don't know	20	8	3	11	13	6	19
	1%	1%	*%	1%	1%	*%	1%
		42%	17%	57%	65%	28%	93%

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



QE50. How often do you or does anyone in your household use these services to make or receive voice or video calls? (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4314	2008	2252	502	871	1518	1392	246	299	539	2040	1255	1518	512	886	2799	470	505	540
Effective Weighted Sample	2985	1380	1568	343	640	1047	933	168	205	371	1442	898	1117	365	629	2336	275	349	458
Total	2437	1121	1286	264	535	838	780	120	175	289	1178	734	697	416	502	2023	228	117	70
		46%	53%	11%	22%	34%	32%	5%	7%	12%	48%	30%	29%	17%	21%	83%	9%	5%	3%
Every day	923	430	483	118	236	371	192	43	60	80	502	339	280	119	155	774	82	40	27
	38%	38%	38%	45%	44%	44%	25%	36%	34%	28%	43%	46%	40%	29%	31%	38%	36%	34%	39%
				f	f	f					hi	lmn	mn						
		47%	52%	13%	26%	40%	21%	5%	7%	9%	54%	37%	30%	13%	17%	84%	9%	4%	3%
At least once a week	989	444	530	105	201	320	353	44	66	125	498	290	288	173	211	820	92	50	27
	41%	40%	41%	40%	37%	38%	45%	37%	38%	43%	42%	39%	41%	41%	42%	41%	40%	43%	39%
						de													
		45%	54%	11%	20%	32%	36%	4%	7%	13%	50%	29%	29%	17%	21%	83%	9%	5%	3%
At least once a month	298	134	161	16	70	85	125	20	32	46	105	61	78	75	70	235	37	17	10
	12%	12%	13%	6%	13%	10%	16%	17%	18%	16%	9%	8%	11%	18%	14%	12%	16%	14%	14%
				c	c	ce		j	j	j			k	kl	k		o		
		45%	54%	5%	23%	29%	42%	7%	11%	15%	35%	21%	26%	25%	23%	79%	12%	6%	3%
A few times a year	169	79	89	10	23	42	92	10	13	30	63	38	37	38	48	142	15	8	5
	7%	7%	7%	4%	4%	5%	12%	9%	8%	11%	5%	5%	5%	9%	10%	7%	6%	7%	6%
						cde				j				kl	kl				
		47%	53%	6%	14%	25%	55%	6%	8%	18%	37%	22%	22%	22%	29%	84%	9%	5%	3%
Less than once a year	22	13	8	3	2	7	10	2	2	5	7	2	5	3	9	19	2	1	*
	1%	1%	1%	1%	*%	1%	1%	2%	1%	2%	1%	*%	1%	1%	2%	1%	1%	1%	*%
						d				j					k				
		60%	37%	14%	7%	33%	46%	9%	11%	21%	32%	10%	23%	14%	39%	87%	9%	4%	*%
Don't know	36	20	14	11	5	12	8	1	1	3	4	4	9	8	10	34	*	1	1
	1%	2%	1%	4%	1%	1%	1%	1%	1%	1%	*%	1%	1%	2%	2%	2%	*%	1%	1%
				def										k	k	p			
		56%	40%	31%	13%	34%	21%	2%	3%	8%	10%	11%	26%	21%	28%	92%	1%	4%	3%

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

QE50. How often do you or does anyone in your household use these services to make or receive voice or video calls? (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	4314	342	383	286	317	287	298	326	273	287	3314	1000	2640	1580	2198	2116	
Effective Weighted Sample	2985	303	345	261	284	252	271	288	240	257	2539	451	1853	1085	1467	1519	
Total	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210	
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%	
Every day	923	165	111	78	66	84	74	69	33	94	808	114	655	250	450	473	
	38%	50%	32%	40%	34%	39%	45%	36%	32%	33%	38%	34%	41%	32%	37%	39%	
		bcdeghi		b		bdghi							m				
		18%	12%	8%	7%	9%	8%	7%	4%	10%	88%	12%	71%	27%	49%	51%	
At least once a week	989	109	163	78	84	92	62	79	42	111	844	145	640	331	502	487	
	41%	33%	48%	40%	43%	42%	37%	41%	41%	39%	40%	43%	40%	42%	41%	40%	
			afi		a	a		a	a								
			11%	16%	8%	8%	9%	6%	8%	4%	11%	85%	15%	65%	33%	51%	49%
At least once a month	298	31	46	23	25	24	13	24	15	35	256	42	187	104	159	139	
	12%	9%	13%	12%	13%	11%	8%	13%	14%	12%	12%	13%	12%	13%	13%	11%	
			f						f								
			10%	15%	8%	8%	8%	4%	8%	5%	12%	86%	14%	63%	35%	53%	47%
A few times a year	169	16	17	15	12	12	10	15	8	36	145	23	89	73	93	75	
	7%	5%	5%	8%	6%	5%	6%	8%	8%	13%	7%	7%	6%	9%	8%	6%	
										abcdefg				l			
			9%	10%	9%	7%	7%	6%	9%	5%	22%	86%	14%	53%	43%	55%	45%
Less than once a year	22	1	4	1	4	1	2	2	1	3	17	5	10	10	9	13	
	1%	*%	1%	1%	2%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	
			5%	19%	5%	18%	5%	8%	11%	4%	12%	77%	23%	45%	48%	40%	60%
Don't know	36	9	2	1	4	5	5	2	3	3	32	4	14	20	14	22	
	1%	3%	1%	*%	2%	2%	3%	1%	3%	1%	2%	1%	1%	3%	1%	2%	
		bc					bc						l				
		25%	7%	3%	12%	13%	14%	4%	7%	8%	89%	11%	39%	55%	38%	62%	

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

QE50. How often do you or does anyone in your household use these services to make or receive voice or video calls? (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4314	2114	1778	3483	3609	1986	4207
Effective Weighted Sample	2985	1453	1229	2436	2495	1388	2912
Total	2437	1204	1003	1970	2037	1115	2370
		49%	41%	81%	84%	46%	97%
Every day	923	441	364	747	818	485	902
	38%	37%	36%	38%	40%	43%	38%
		48%	39%	81%	89%	53%	98%
At least once a week	989	505	413	803	823	444	961
	41%	42%	41%	41%	40%	40%	41%
		51%	42%	81%	83%	45%	97%
At least once a month	298	149	129	236	240	107	291
	12%	12%	13%	12%	12%	10%	12%
		e	e	e	e		e
		50%	43%	79%	80%	36%	98%
A few times a year	169	87	81	144	121	61	164
	7%	7%	8%	7%	6%	5%	7%
			de	de			
		52%	48%	85%	72%	36%	97%
Less than once a year	22	7	9	15	10	7	21
	1%	1%	1%	1%	1%	1%	1%
		33%	42%	68%	46%	33%	96%
Don't know	36	16	7	24	26	12	31
	1%	1%	1%	1%	1%	1%	1%
		43%	18%	67%	72%	33%	85%

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

QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4314	2008	2252	502	871	1518	1392	246	299	539	2040	1255	1518	512	886	2799	470	505	540
Effective Weighted Sample	2985	1380	1568	343	640	1047	933	168	205	371	1442	898	1117	365	629	2336	275	349	458
Total	2437	1121	1286	264	535	838	780	120	175	289	1178	734	697	416	502	2023	228	117	70
		46%	53%	11%	22%	34%	32%	5%	7%	12%	48%	30%	29%	17%	21%	83%	9%	5%	3%
Now use these a lot more	1417	623	778	170	323	531	387	64	86	150	764	498	446	199	238	1185	130	64	38
	58%	56%	60%	64%	60%	63%	50%	54%	49%	52%	65%	68%	64%	48%	47%	59%	57%	55%	55%
		a	b	c	d	e	f				ghi	mn	mn						
		44%	55%	12%	23%	37%	27%	5%	6%	11%	54%	35%	31%	14%	17%	84%	9%	5%	3%
Now use these a little more	663	313	344	63	143	193	258	27	56	79	305	183	181	127	145	542	69	31	20
	27%	28%	27%	24%	27%	23%	33%	23%	32%	27%	26%	25%	26%	30%	29%	27%	30%	27%	29%
							cde		g		k								
		47%	52%	9%	22%	29%	39%	4%	8%	12%	46%	28%	27%	19%	22%	82%	10%	5%	3%
Use these about the same	285	153	126	23	55	87	116	24	24	50	100	47	58	75	91	235	21	18	10
	12%	14%	10%	9%	10%	10%	15%	20%	14%	17%	8%	6%	8%	18%	18%	12%	9%	15%	15%
		b					cde		j	j	j			kl	kl			p	p
		54%	44%	8%	19%	31%	41%	9%	9%	18%	35%	17%	20%	26%	32%	83%	8%	6%	4%
Now use these a little less	10	4	5	1	2	4	1	1	1	2	2	2	2	1	3	8	1	*	*
	*%	*%	*%	1%	*%	1%	*%	1%	1%	1%	*%	*%	*%	*%	1%	*%	*%	*%	1%
		47%	53%	14%	23%	45%	12%	9%	12%	23%	21%	25%	20%	6%	33%	88%	5%	3%	4%
Now use these a lot less	12	4	8	1	3	3	6	1	2	1	3	1	2	3	5	9	2	1	-
	*%	*%	1%	*%	*%	*%	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	1%	-%
														k					
		31%	69%	7%	21%	22%	50%	8%	15%	11%	25%	8%	19%	27%	40%	78%	13%	9%	-%
TOTAL NOW USE MORE	2080	936	1122	233	466	724	646	92	142	230	1069	680	627	326	383	1727	199	95	58
	85%	84%	87%	88%	87%	86%	83%	76%	81%	80%	91%	93%	90%	78%	76%	85%	88%	82%	83%
			a	f	f	f					ghi	lmn	mn					q	
		45%	54%	11%	22%	35%	31%	4%	7%	11%	51%	33%	30%	16%	18%	83%	10%	5%	3%
TOTAL NOW USE LESS	21	8	13	2	5	7	7	2	3	3	5	3	4	4	8	18	2	1	*
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	*%	*%	1%	1%	2%	1%	1%	1%	1%
									j					kl					
		38%	62%	10%	22%	32%	33%	9%	14%	16%	23%	15%	19%	17%	37%	82%	10%	6%	2%
Don't know	51	24	25	6	9	20	12	2	5	5	4	3	8	12	21	43	5	3	1
	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	*%	*%	1%	3%	4%	2%	2%	2%	2%
								j	j	j				kl	kl				
		47%	49%	12%	19%	40%	23%	4%	10%	10%	9%	6%	16%	23%	40%	84%	9%	5%	2%

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

QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	4314	342	383	286	317	287	298	326	273	287	3314	1000	2640	1580	2198	2116	
Effective Weighted Sample	2985	303	345	261	284	252	271	288	240	257	2539	451	1853	1085	1467	1519	
Total	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210	
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%	
Now use these a lot more	1417	209	195	117	111	139	103	104	52	154	1227	190	978	415	725	692	
	58%	63%	57%	60%	57%	64%	63%	54%	51%	55%	58%	57%	61%	53%	59%	57%	
		ghi		h		ghi	gh						m				
		15%	14%	8%	8%	10%	7%	7%	4%	11%	87%	13%	69%	29%	51%	49%	
Now use these a little more	663	83	107	54	49	43	36	55	28	86	569	94	413	234	351	312	
	27%	25%	31%	28%	25%	20%	22%	29%	28%	30%	27%	28%	26%	30%	29%	26%	
			ef	e				e	e	ef			l				
			13%	16%	8%	7%	7%	5%	8%	4%	13%	86%	14%	62%	35%	53%	47%
Use these about the same	285	30	34	23	29	24	19	26	16	35	244	41	171	103	129	156	
	12%	9%	10%	12%	15%	11%	11%	14%	16%	12%	12%	12%	11%	13%	11%	13%	
					a				ab							n	
			11%	12%	8%	10%	8%	7%	9%	6%	12%	86%	14%	60%	36%	45%	55%
Now use these a little less	10	1	2	*	-	2	1	2	1	-	8	1	4	5	2	8	
	*%	*%	1%	*%	-%	1%	1%	1%	1%	-%	*%	*%	*%	1%	*%	1%	
																n	
			11%	18%	3%	-%	18%	9%	19%	10%	-%	87%	13%	46%	54%	19%	81%
Now use these a lot less	12	-	2	-	1	1	1	2	1	1	11	1	5	6	6	6	
	*%	-%	1%	-%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	
														l			
			-%	16%	-%	11%	11%	9%	14%	7%	10%	92%	8%	39%	54%	48%	52%
TOTAL NOW USE MORE	2080	292	302	171	161	183	139	159	80	240	1796	284	1391	649	1076	1004	
	85%	88%	88%	87%	82%	84%	85%	83%	78%	85%	85%	85%	87%	82%	88%	83%	
		dh	dh	h									m		o		
			14%	15%	8%	8%	9%	7%	8%	4%	12%	86%	14%	67%	31%	52%	48%
TOTAL NOW USE LESS	21	1	4	*	1	3	2	3	2	1	19	2	9	12	8	14	
	1%	*%	1%	*%	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	
														l			
			5%	17%	1%	6%	14%	9%	16%	8%	6%	89%	11%	42%	54%	35%	65%

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

QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4314	342	383	286	317	287	298	326	273	287	3314	1000	2640	1580	2198	2116
Effective Weighted Sample	2985	303	345	261	284	252	271	288	240	257	2539	451	1853	1085	1467	1519
Total	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%
Don't know	51	8	4	2	4	7	5	3	4	6	45	6	23	23	14	37
	2%	2%	1%	1%	2%	3%	3%	2%	4%	2%	2%	2%	1%	3%	1%	3%
		15%	8%	3%	8%	13%	10%	6%	8%	12%	88%	12%	45%	46%	28%	72%

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

QE50A. How does your household's use of voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you... (SINGLE CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4314	2114	1778	3483	3609	1986	4207
Effective Weighted Sample	2985	1453	1229	2436	2495	1388	2912
Total	2437	1204	1003	1970	2037	1115	2370
		49%	41%	81%	84%	46%	97%
Now use these a lot more	1417	713	573	1191	1249	701	1389
	58%	59%	57%	60%	61%	63%	59%
		50%	40%	84%	88%	49%	98%
Now use these a little more	663	321	289	522	537	283	648
	27%	27%	29%	27%	26%	25%	27%
		48%	44%	79%	81%	43%	98%
Use these about the same	285	146	114	214	205	113	269
	12%	12%	11%	11%	10%	10%	11%
		51%	40%	75%	72%	40%	95%
Now use these a little less	10	2	4	5	6	2	9
	*%	*%	*%	*%	*%	*%	*%
		22%	38%	51%	60%	24%	90%
Now use these a lot less	12	4	6	7	6	2	11
	*%	*%	1%	*%	*%	*%	*%
		35%	52%	58%	50%	19%	95%
TOTAL NOW USE MORE	2080	1034	862	1713	1786	984	2036
	85%	86%	86%	87%	88%	88%	86%
		50%	41%	82%	86%	47%	98%
TOTAL NOW USE LESS	21	6	10	12	12	5	20
	1%	1%	1%	1%	1%	*%	1%
		30%	46%	55%	55%	21%	93%
Don't know	51	18	17	31	34	15	44
	2%	1%	2%	2%	2%	1%	2%
		34%	33%	61%	67%	29%	87%

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

QE50B. Which – if any – of these are the voice or video calls used for? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4314	2008	2252	502	871	1518	1392	246	299	539	2040	1255	1518	512	886	2799	470	505	540
Effective Weighted Sample	2985	1380	1568	343	640	1047	933	168	205	371	1442	898	1117	365	629	2336	275	349	458
Total	2437	1121	1286	264	535	838	780	120	175	289	1178	734	697	416	502	2023	228	117	70
		46%	53%	11%	22%	34%	32%	5%	7%	12%	48%	30%	29%	17%	21%	83%	9%	5%	3%
Catching up with friends/ family	2118	948	1147	216	445	730	711	100	150	238	1055	647	602	351	444	1758	198	101	61
	87%	85%	89%	82%	83%	87%	91%	83%	86%	82%	90%	88%	86%	84%	88%	87%	87%	87%	87%
			a			cd	cde				gi								
		45%	54%	10%	21%	34%	34%	5%	7%	11%	50%	31%	28%	17%	21%	83%	9%	5%	3%
Working from home	1082	523	543	112	297	448	216	27	34	89	707	469	421	105	70	921	92	44	25
	44%	47%	42%	42%	55%	54%	28%	22%	19%	31%	60%	64%	60%	25%	14%	46%	40%	38%	36%
		b		f	cf	cf				gh	ghi	mn	mn	n		qr			
		48%	50%	10%	27%	41%	20%	2%	3%	8%	65%	43%	39%	10%	6%	85%	9%	4%	2%
Distance learning due to Covid-19 (e.g. video lessons with a teacher)	587	236	345	125	105	290	64	33	42	57	302	195	196	88	92	492	48	32	16
	24%	21%	27%	47%	20%	35%	8%	27%	24%	20%	26%	27%	28%	21%	18%	24%	21%	27%	23%
			a	def	f	df					i	mn	mn						
		40%	59%	21%	18%	49%	11%	6%	7%	10%	51%	33%	33%	15%	16%	84%	8%	5%	3%
Ordinary school work/ homework	407	181	221	72	77	216	37	31	29	35	192	124	125	70	77	345	28	21	14
	17%	16%	17%	27%	14%	26%	5%	26%	17%	12%	16%	17%	18%	17%	15%	17%	12%	18%	19%
				df	f	df		hij			i					p			p
		44%	54%	18%	19%	53%	9%	8%	7%	9%	47%	30%	31%	17%	19%	85%	7%	5%	3%
None of these	63	35	26	4	16	16	27	4	8	12	15	7	11	23	19	49	8	4	2
	3%	3%	2%	1%	3%	2%	4%	3%	4%	4%	1%	1%	2%	6%	4%	2%	4%	4%	2%
							e	j	j	j				kl	kl				
		55%	42%	6%	26%	25%	43%	6%	12%	18%	24%	11%	17%	37%	31%	77%	13%	7%	3%

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



QE50B. Which – if any – of these are the voice or video calls used for? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4314	342	383	286	317	287	298	326	273	287	3314	1000	2640	1580	2198	2116
Effective Weighted Sample	2985	303	345	261	284	252	271	288	240	257	2539	451	1853	1085	1467	1519
Total	2437	331	344	196	195	217	165	191	102	283	2104	334	1594	787	1227	1210
		14%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	50%	50%
Catching up with friends/ family	2118	293	305	175	167	176	147	164	86	246	1821	298	1382	695	1089	1029
	87%	89%	89%	89%	85%	81%	89%	86%	84%	87%	87%	89%	87%	88%	89%	85%
		e	e	e			e								o	
		14%	14%	8%	8%	8%	7%	8%	4%	12%	86%	14%	65%	33%	51%	49%
Working from home	1082	209	149	86	72	84	80	84	38	118	944	137	916	154	578	503
	44%	63%	44%	44%	37%	39%	49%	44%	38%	42%	45%	41%	58%	20%	47%	42%
		bcdefghi					deh						m		o	
		19%	14%	8%	7%	8%	7%	8%	4%	11%	87%	13%	85%	14%	53%	47%
Distance learning due to Covid-19 (e.g. video lessons with a teacher)	587	87	89	47	32	59	44	45	24	66	517	71	397	180	294	294
	24%	26%	26%	24%	17%	27%	27%	23%	23%	23%	25%	21%	25%	23%	24%	24%
		d	d	d		d	d	d		d						
		15%	15%	8%	5%	10%	7%	8%	4%	11%	88%	12%	68%	31%	50%	50%
Ordinary school work/ homework	407	59	62	28	29	53	32	26	18	38	362	45	274	123	192	215
	17%	18%	18%	14%	15%	24%	19%	14%	17%	14%	17%	13%	17%	16%	16%	18%
						cdgi					k					
		15%	15%	7%	7%	13%	8%	6%	4%	9%	89%	11%	67%	30%	47%	53%
None of these	63	6	3	4	8	10	5	5	3	7	56	7	21	34	27	37
	3%	2%	1%	2%	4%	5%	3%	3%	2%	2%	3%	2%	1%	4%	2%	3%
					b	ab	b						l			
		9%	4%	6%	12%	16%	7%	8%	4%	11%	88%	12%	33%	54%	42%	58%

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

QE50B. Which – if any – of these are the voice or video calls used for? (MULTI CODE)

Base : Those in a household where someone has used a service to make voice or video calls using the internet at home (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4314	2114	1778	3483	3609	1986	4207
Effective Weighted Sample	2985	1453	1229	2436	2495	1388	2912
Total	2437	1204	1003	1970	2037	1115	2370
		49%	41%	81%	84%	46%	97%
Catching up with friends/ family	2118	1059	892	1742	1784	985	2075
	87%	88%	89%	88%	88%	88%	88%
		50%	42%	82%	84%	47%	98%
Working from home	1082	536	438	937	991	559	1071
	44%	44%	44%	48%	49%	50%	45%
		50%	40%	b 87%	abf 92%	abf 52%	99%
Distance learning due to Covid-19 (e.g. video lessons with a teacher)	587	288	229	485	535	327	575
	24%	24%	23%	25%	26%	29%	24%
		49%	39%	83%	b 91%	abcdf 56%	98%
Ordinary school work/ homework	407	198	146	320	369	230	396
	17%	16%	15%	16%	18%	21%	17%
		49%	36%	79%	b 91%	abcf 56%	97%
None of these	63	24	22	36	38	20	54
	3%	2%	2%	2%	2%	2%	2%
		38%	34%	56%	60%	32%	85%

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

QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Yes – I use this	858	347	501	82	230	343	196	26	52	92	483	292	269	140	134	694	89	49	27
	31%	27%	36%	29%	39%	38%	22%	18%	25%	28%	39%	38%	36%	30%	22%	31%	36%	36%	33%
			a	f	cf	cf				g	ghi	mn	mn	n			o		
		40%	58%	10%	27%	40%	23%	3%	6%	11%	56%	34%	31%	16%	16%	81%	10%	6%	3%
Yes – someone else in the household has this	474	242	230	53	108	179	131	14	24	49	282	174	142	78	71	382	49	29	15
	17%	19%	16%	18%	18%	20%	15%	10%	11%	15%	23%	23%	19%	17%	12%	17%	20%	21%	18%
		b		f	f	f					ghi	mn	n	n			o		
		51%	49%	11%	23%	38%	28%	3%	5%	10%	59%	37%	30%	16%	15%	81%	10%	6%	3%
TOTAL 'YES'	1190	526	653	121	307	455	297	38	73	131	662	407	359	199	193	963	121	68	38
	44%	41%	47%	42%	53%	50%	33%	26%	35%	40%	54%	53%	49%	43%	32%	43%	48%	50%	47%
			a	f	cf	cf				g	g	ghi	mn	mn	n		o		
		44%	55%	10%	26%	38%	25%	3%	6%	11%	56%	34%	30%	17%	16%	81%	10%	6%	3%
No, do not have this at home	1459	706	729	152	257	438	594	107	133	194	560	362	370	259	395	1230	125	65	40
	54%	56%	52%	53%	44%	48%	66%	73%	64%	59%	46%	47%	50%	56%	65%	54%	50%	48%	49%
		b		d		cde		hij	j	j			kl	klm	qr				
		48%	50%	10%	18%	30%	41%	7%	9%	13%	38%	25%	25%	18%	27%	84%	9%	4%	3%
Don't know	77	36	19	14	19	19	10	2	1	4	7	3	8	5	23	68	4	2	3
	3%	3%	1%	5%	3%	2%	1%	1%	1%	1%	1%	*	1%	1%	4%	3%	2%	2%	4%
		b		ef	f								klm						
		47%	24%	18%	24%	25%	13%	3%	1%	6%	9%	4%	10%	7%	30%	88%	5%	3%	4%

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

QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Yes – I use this	858	114	121	60	65	63	62	67	41	101	740	118	656	187	449	408
	31%	33%	31%	27%	31%	25%	32%	31%	34%	32%	31%	32%	39%	20%	33%	30%
		e					e		e				m		o	
		13%	14%	7%	8%	7%	7%	8%	5%	12%	86%	14%	76%	22%	52%	48%
Yes – someone else in the household has this	474	57	78	34	29	44	32	34	21	52	402	73	336	131	275	199
	17%	17%	20%	16%	14%	18%	17%	16%	17%	16%	17%	20%	20%	14%	20%	14%
			d										m		o	
			16%	7%	6%	9%	7%	7%	4%	11%	85%	15%	71%	28%	58%	42%
TOTAL 'YES'	1190	155	172	87	85	95	85	92	56	137	1021	170	880	289	637	553
	44%	45%	44%	39%	41%	38%	44%	43%	46%	43%	43%	46%	52%	31%	47%	40%
							e		e				m		o	
			13%	14%	7%	7%	8%	7%	8%	5%	12%	14%	74%	24%	54%	46%
No, do not have this at home	1459	182	200	130	121	146	100	120	64	169	1263	197	796	612	689	770
	54%	53%	52%	59%	58%	58%	52%	56%	52%	53%	54%	53%	47%	66%	51%	56%
														l		n
			12%	14%	9%	8%	10%	7%	8%	4%	12%	13%	55%	42%	47%	53%
Don't know	77	5	15	5	3	11	9	4	2	14	72	6	19	30	28	49
	3%	1%	4%	2%	1%	4%	4%	2%	2%	4%	3%	1%	1%	3%	2%	4%
			d			ad	adh			ad	k			l		n
			7%	20%	7%	3%	14%	11%	5%	3%	18%	7%	25%	39%	36%	64%

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

QV10. Do you or does anyone in your household have a smart watch or wearable tech such as a fitness tracker – a wearable computer that may be compatible with a smartphone? Popular brands include Apple Watch, Fitbit and Garmin. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Yes – I use this	858	479	343	743	788	428	844
	31%	37%	31%	35%	36%	36%	33%
		bf	bf	bf	bf	bf	bf
		56%	40%	87%	92%	50%	98%
Yes – someone else in the household has this	474	257	203	419	432	246	469
	17%	20%	18%	20%	20%	21%	18%
		f	f	f	f	f	f
		54%	43%	88%	91%	52%	99%
TOTAL 'YES'	1190	657	484	1032	1088	604	1172
	44%	51%	43%	49%	50%	51%	45%
		bf	bf	bf	bf	bf	bf
		55%	41%	87%	91%	51%	98%
No, do not have this at home	1459	630	625	1064	1062	562	1391
	54%	49%	56%	50%	49%	48%	54%
			acde				acde
		43%	43%	73%	73%	38%	95%
Don't know	77	10	10	14	25	10	32
	3%	1%	1%	1%	1%	1%	1%
			c				c
		13%	13%	18%	32%	13%	41%

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

QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like "Alexa" or "Hey Google" or "Siri"? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
Yes – I use this	1149 42%	527 42%	611 44%	123 43%	268 46%	413 45%	339 38%	46 32%	90 43%	142 43%	598 49%	360 47%	315 43%	203 44%	240 39%	936 41%	112 45%	66 49%	35 43%
		46%	53%	11%	23%	36%	29%	4%	8%	12%	52%	31%	27%	18%	21%	81%	10%	6%	3%
Yes – someone else in the household has this	372 14%	166 13%	204 15%	50 17%	78 13%	152 17%	89 10%	13 9%	21 10%	43 13%	191 16%	104 13%	108 15%	67 14%	78 13%	293 13%	44 18%	23 17%	13 15%
		45%	55%	13%	21%	41%	24%	3%	6%	12%	51%	28%	29%	18%	21%	79%	12%	6%	3%
TOTAL 'YES'	1364 50%	621 49%	730 52%	158 55%	305 52%	491 54%	402 45%	54 37%	105 51%	169 51%	690 56%	412 53%	377 51%	245 53%	289 47%	1107 49%	136 54%	78 57%	43 53%
		46%	54%	12%	22%	36%	29%	4%	8%	12%	51%	30%	28%	18%	21%	81%	10%	6%	3%
No, do not have this at home	1282 47%	611 48%	649 46%	120 42%	261 45%	400 44%	482 53%	89 61%	98 47%	155 47%	530 43%	353 46%	350 48%	212 46%	301 49%	1085 48%	107 43%	55 41%	35 43%
		48%	51%	9%	20%	31%	38%	7%	8%	12%	41%	28%	27%	17%	23%	85%	8%	4%	3%
Don't know	81 3%	36 3%	22 2%	10 3%	17 3%	21 2%	17 2%	3 2%	4 2%	6 2%	9 1%	6 1%	10 1%	6 1%	22 4%	69 3%	7 3%	2 2%	3 4%
		b 45%	28%	12%	21%	27%	21%	3%	5%	7%	11%	7%	12%	8%	27%	85%	8%	3%	4%

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

QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like "Alexa" or "Hey Google" or "Siri"? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Yes – I use this	1149	129	162	94	96	96	85	93	54	127	980	170	796	336	607	543
	42%	38%	42%	42%	46%	38%	44%	43%	44%	40%	42%	46%	47%	36%	45%	40%
					a								m			
		11%	14%	8%	8%	8%	7%	8%	5%	11%	85%	15%	69%	29%	53%	47%
Yes – someone else in the household has this	372	47	55	19	28	38	28	27	13	36	332	40	256	105	193	179
	14%	14%	14%	9%	13%	15%	15%	12%	11%	11%	14%	11%	15%	11%	14%	13%
		c	c			c	c				k		m			
		13%	15%	5%	7%	10%	8%	7%	4%	10%	89%	11%	69%	28%	52%	48%
TOTAL 'YES'	1364	159	192	105	113	117	103	107	62	150	1173	191	933	406	710	654
	50%	46%	49%	47%	54%	47%	53%	50%	51%	47%	50%	51%	55%	44%	52%	48%
													m			
		12%	14%	8%	8%	9%	8%	8%	5%	11%	86%	14%	68%	30%	52%	48%
No, do not have this at home	1282	177	181	110	94	125	85	100	58	155	1108	175	742	498	617	666
	47%	52%	47%	50%	45%	50%	44%	46%	47%	48%	47%	47%	44%	53%	46%	49%
													l			
		14%	14%	9%	7%	10%	7%	8%	4%	12%	86%	14%	58%	39%	48%	52%
Don't know	81	6	15	7	1	10	5	8	2	15	74	7	20	28	28	53
	3%	2%	4%	3%	1%	4%	3%	4%	2%	5%	3%	2%	1%	3%	2%	4%
			d	d		d	d	d		ad			l			
		7%	18%	8%	2%	12%	6%	10%	3%	19%	92%	8%	25%	35%	35%	65%

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

QV11. Do you or does anyone in your household have a smart speaker which can respond to voice commands like "Alexa" or "Hey Google" or "Siri"? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Yes – I use this	1149	636	473	993	1054	579	1138
	42%	49%	42%	47%	48%	49%	44%
		bf		bf	bf	bf	
		55%	41%	86%	92%	50%	99%
Yes – someone else in the household has this	372	212	150	318	342	180	366
	14%	16%	13%	15%	16%	15%	14%
		bf					
		57%	40%	85%	92%	48%	98%
TOTAL 'YES'	1364	756	559	1170	1241	671	1346
	50%	58%	50%	55%	57%	57%	52%
		bf		bf	bf	bf	
		55%	41%	86%	91%	49%	99%
No, do not have this at home	1282	526	543	921	910	497	1212
	47%	41%	49%	44%	42%	42%	47%
			acde				acde
		41%	42%	72%	71%	39%	95%
Don't know	81	15	16	19	24	9	37
	3%	1%	1%	1%	1%	1%	1%
							e
		18%	20%	23%	29%	11%	46%

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



QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	467	255	207	34	107	185	138	18	28	49	248	173	101	100	78	408	26	22	11
	17%	20%	15%	12%	18%	20%	15%	13%	13%	15%	20%	22%	14%	22%	13%	18%	11%	16%	13%
		b			c	cf					ghi	ln		ln		pr		p	
		55%	44%	7%	23%	40%	30%	4%	6%	10%	53%	37%	22%	21%	17%	87%	6%	5%	2%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	392	214	174	49	92	154	93	18	20	50	219	135	108	70	69	331	35	18	9
	14%	17%	12%	17%	16%	17%	10%	12%	10%	15%	18%	17%	15%	15%	11%	15%	14%	13%	11%
		b		f	f	f				h	gh	n	n		r				
		54%	44%	12%	23%	39%	24%	5%	5%	13%	56%	34%	27%	18%	18%	84%	9%	5%	2%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	309	177	128	26	70	121	88	12	18	32	189	118	81	54	49	249	37	15	8
	11%	14%	9%	9%	12%	13%	10%	8%	9%	10%	15%	15%	11%	12%	8%	11%	15%	11%	10%
		b				cf					ghi	ln	n	n			or		
		57%	42%	9%	23%	39%	28%	4%	6%	10%	61%	38%	26%	17%	16%	81%	12%	5%	3%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	299	159	135	17	70	114	95	12	9	23	196	135	77	47	34	245	32	16	5
	11%	13%	10%	6%	12%	12%	11%	8%	4%	7%	16%	17%	10%	10%	6%	11%	13%	12%	7%
		b			c	c	c				ghi	lmn	n	n		r	r	r	
		53%	45%	6%	23%	38%	32%	4%	3%	8%	66%	45%	26%	16%	11%	82%	11%	5%	2%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	173	90	82	20	56	68	29	7	13	22	102	69	55	22	24	139	22	7	5
	6%	7%	6%	7%	10%	7%	3%	5%	6%	7%	8%	9%	7%	5%	4%	6%	9%	5%	6%
				f	f	f						mn	n						
		52%	47%	12%	32%	39%	17%	4%	7%	13%	59%	40%	32%	13%	14%	80%	13%	4%	3%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	121	62	59	12	33	43	32	8	10	15	60	45	28	19	25	103	11	4	3
	4%	5%	4%	4%	6%	5%	4%	5%	5%	5%	5%	6%	4%	4%	4%	5%	5%	3%	4%
				f	f	f						l							
		51%	48%	10%	27%	36%	27%	7%	8%	13%	50%	38%	23%	16%	21%	85%	9%	3%	3%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	75	41	33	7	41	24	2	5	2	12	42	18	19	27	8	64	5	5	2
	3%	3%	2%	3%	7%	3%	*%	3%	1%	4%	3%	2%	3%	6%	1%	3%	2%	3%	2%
				f	cef	f				h		n	kn						
		54%	43%	10%	54%	31%	2%	6%	3%	16%	56%	23%	25%	36%	10%	85%	6%	6%	3%
Smart smoke alarms which send an alert to your phone	47	29	16	3	13	20	10	3	1	5	22	21	10	8	5	43	2	1	1
	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	3%	1%	2%	1%	2%	1%	1%	2%
		b				f						ln							
		62%	35%	7%	28%	43%	20%	7%	3%	10%	47%	44%	22%	18%	10%	91%	5%	2%	3%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	17	10	6	4	6	5	-	3	-	3	2	4	4	3	5	16	-	-	*
	1%	1%	*%	1%	1%	1%	-%	2%	-%	1%	*%	*%	1%	1%	1%	1%	-%	-%	1%
				f	f	f		hj		j									
		57%	36%	25%	36%	32%	-%	21%	-%	16%	13%	21%	26%	19%	27%	97%	-%	-%	3%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
ANY OF THESE SMART DEVICES	1010	513	487	99	270	361	273	44	59	116	556	350	265	183	178	849	87	48	27
	37%	40%	35%	34%	46%	40%	30%	30%	28%	35%	45%	45%	36%	40%	29%	38%	35%	36%	33%
		b			cef	f					ghi	lmn	n	n					
		51%	48%	10%	27%	36%	27%	4%	6%	11%	55%	35%	26%	18%	18%	84%	9%	5%	3%
ANY 'SMART HOME' TECHNOLOGY	892	467	416	82	226	328	251	38	49	101	492	312	227	169	156	751	77	42	22
	33%	37%	30%	28%	39%	36%	28%	26%	24%	31%	40%	40%	31%	36%	26%	33%	31%	31%	28%
		b			cf	cf					ghi	ln	n	ln		r			
		52%	47%	9%	25%	37%	28%	4%	6%	11%	55%	35%	25%	19%	18%	84%	9%	5%	3%
None of these	1615	709	883	169	291	521	614	101	144	207	665	416	456	273	398	1323	157	85	51
	59%	56%	63%	59%	50%	57%	68%	69%	69%	63%	54%	54%	62%	59%	65%	58%	63%	63%	63%
			a	d	d	cde		j	j	j			k	km					
		44%	55%	10%	18%	32%	38%	6%	9%	13%	41%	26%	28%	17%	25%	82%	10%	5%	3%
Don't know	101	46	32	20	22	30	14	1	5	7	8	5	15	7	35	90	6	2	4
	4%	4%	2%	7%	4%	3%	2%	1%	3%	2%	1%	1%	2%	2%	6%	4%	2%	2%	4%
		b		def	f	f			j	j			k	klm		q			q
		45%	31%	19%	21%	29%	14%	1%	5%	6%	8%	5%	15%	7%	35%	89%	6%	2%	3%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	467	79	67	27	44	43	39	44	20	45	404	63	321	133	265	202
	17%	23%	17%	12%	21%	17%	20%	20%	17%	14%	17%	17%	19%	14%	20%	15%
		ci			ci		c	ci					m		o	
		17%	14%	6%	9%	9%	8%	9%	4%	10%	87%	13%	69%	29%	57%	43%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	392	52	72	25	37	30	30	33	18	32	341	51	288	93	211	182
	14%	15%	19%	11%	18%	12%	15%	15%	15%	10%	14%	14%	17%	10%	16%	13%
			cei		cei								m			
		13%	18%	6%	10%	8%	8%	8%	5%	8%	87%	13%	73%	24%	54%	46%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	309	30	54	24	23	24	23	33	13	26	268	42	230	73	180	129
	11%	9%	14%	11%	11%	10%	12%	15%	11%	8%	11%	11%	14%	8%	13%	9%
			ai					aei					m		o	
		10%	17%	8%	7%	8%	7%	11%	4%	8%	87%	13%	74%	24%	58%	42%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	299	40	45	20	19	23	16	27	11	44	267	31	222	69	190	108
	11%	12%	12%	9%	9%	9%	8%	12%	9%	14%	11%	8%	13%	7%	14%	8%
										f			m		o	
		13%	15%	7%	6%	8%	5%	9%	4%	15%	89%	11%	74%	23%	64%	36%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	173	24	26	10	13	16	12	10	7	20	158	15	132	38	84	89
	6%	7%	7%	5%	6%	6%	6%	5%	6%	6%	7%	4%	8%	4%	6%	6%
		14%	15%	6%	7%	9%	7%	6%	4%	11%	k	9%	m	22%	48%	52%
											91%	9%	76%	22%	48%	52%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	121	16	24	6	8	10	10	13	5	9	104	17	82	36	54	68
	4%	5%	6%	3%	4%	4%	5%	6%	4%	3%	4%	5%	5%	4%	4%	5%
		13%	20%	5%	6%	9%	9%	11%	4%	7%	86%	14%	67%	30%	44%	56%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	75	8	13	3	1	8	8	6	4	11	70	5	55	17	32	43
	3%	2%	3%	1%	1%	3%	4%	3%	3%	4%	3%	1%	3%	2%	2%	3%
		11%	18%	4%	2%	11%	10%	8%	5%	15%	k	6%	m	22%	43%	57%
											94%	6%	73%	22%	43%	57%
Smart smoke alarms which send an alert to your phone	47	11	13	-	4	5	4	3	1	3	38	9	30	13	27	20
	2%	3%	3%	-%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%
		chi	chi		c	c	c	c								
		23%	27%	-%	8%	10%	8%	7%	2%	6%	81%	19%	64%	27%	57%	43%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	17	5	2	-	*	2	2	2	1	3	16	1	9	4	4	13
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		c														n
		28%	11%	0%	2%	9%	13%	10%	3%	20%	94%	6%	56%	26%	26%	74%
ANY OF THESE SMART DEVICES	1010	139	160	71	88	89	74	82	42	103	882	129	712	272	545	465
	37%	41%	41%	32%	42%	35%	38%	38%	34%	32%	37%	35%	42%	29%	40%	34%
		ci	ci		ci								m		o	
		14%	16%	7%	9%	9%	7%	8%	4%	10%	87%	13%	70%	27%	54%	46%
ANY 'SMART HOME' TECHNOLOGY	892	127	138	61	80	81	62	75	37	90	780	112	630	238	491	401
	33%	37%	36%	28%	39%	32%	32%	35%	30%	28%	33%	30%	37%	26%	36%	29%
		ci	ci		chi								m		o	
		14%	15%	7%	9%	9%	7%	8%	4%	10%	87%	13%	71%	27%	55%	45%
None of these	1615	194	210	144	117	147	109	126	74	200	1379	236	957	619	774	842
	59%	57%	54%	65%	56%	58%	57%	59%	61%	62%	59%	64%	56%	66%	57%	61%
				abdf						b		j		l		n
				9%	7%	9%	7%	8%	5%	12%	85%	15%	59%	38%	48%	52%
Don't know	101	8	17	6	3	15	10	7	5	18	95	7	26	40	35	66
	4%	2%	4%	3%	2%	6%	5%	3%	4%	6%	4%	2%	2%	4%	3%	5%
			d			ad	d		d	d	k			l		n
			8%	17%	6%	3%	15%	9%	5%	17%	93%	7%	26%	40%	35%	65%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES e	ANY SER- VICES f
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297 48%	1118 41%	2110 77%	2174 80%	1176 43%	2595 95%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	467 17%	269 21% bf 58%	196 17% 42%	392 19% 84%	424 20% 91%	233 20% 50%	462 18% 99%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	392 14%	216 17% b 55%	156 14% 40%	336 16% 86%	368 17% bf 94%	221 19% bcf 56%	389 15% 99%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	309 11%	181 14% f 59%	143 13% 46%	280 13% 91%	294 14% f 95%	173 15% f 56%	307 12% 99%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	299 11%	159 12% 53%	138 12% 46%	263 12% 88%	274 13% 92%	142 12% 48%	296 11% 99%

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

QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	173	92	61	150	168	96	173
	6%	7%	5%	7%	8%	8%	7%
		53%	35%	86%	97%	55%	100%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	121	73	46	102	116	68	119
	4%	6%	4%	5%	5%	6%	5%
		60%	38%	84%	96%	56%	98%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	75	43	31	63	69	34	74
	3%	3%	3%	3%	3%	3%	3%
		57%	41%	84%	92%	45%	98%
Smart smoke alarms which send an alert to your phone	47	28	16	37	39	24	46
	2%	2%	1%	2%	2%	2%	2%
		60%	35%	78%	83%	52%	97%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	17	10	8	12	13	9	16
	1%	1%	1%	1%	1%	1%	1%
		58%	50%	73%	79%	54%	94%

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



QV1. Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES e	ANY SER- VICES f
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
ANY OF THESE SMART DEVICES	1010	551	413	850	926	496	999
	37%	43%	37%	40%	43%	42%	38%
		bf	b	bf	bf	bf	
		55%	41%	84%	92%	49%	99%
ANY 'SMART HOME' TECHNOLOGY	892	493	378	753	814	441	883
	33%	38%	34%	36%	37%	37%	34%
		bf		bf	bf	bf	
		55%	42%	84%	91%	49%	99%
None of these	1615	724	688	1237	1211	667	1544
	59%	56%	62%	59%	56%	57%	59%
			ade	d			ad
		45%	43%	77%	75%	41%	96%
Don't know	101	21	17	22	37	12	53
	4%	2%	1%	1%	2%	1%	2%
					c		ce
		21%	16%	22%	37%	12%	52%

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	400	230	166	25	91	164	118	15	21	43	223	154	88	82	63	351	21	20	8
	15%	18%	12%	9%	16%	18%	13%	11%	10%	13%	18%	20%	12%	18%	10%	16%	8%	15%	10%
		b			c	cf	c				ghi	ln		ln		pr		pr	
		58%	42%	6%	23%	41%	30%	4%	5%	11%	56%	39%	22%	21%	16%	88%	5%	5%	2%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	330	188	139	35	83	133	76	14	14	43	192	117	87	61	57	281	29	14	7
	12%	15%	10%	12%	14%	15%	8%	10%	7%	13%	16%	15%	12%	13%	9%	12%	12%	11%	8%
		b		f	f	f				h	gh	ln		n		r			
		57%	42%	11%	25%	40%	23%	4%	4%	13%	58%	35%	26%	18%	17%	85%	9%	4%	2%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	267	147	117	9	67	105	85	11	7	20	180	126	68	40	29	219	27	15	5
	10%	12%	8%	3%	11%	12%	9%	8%	3%	6%	15%	16%	9%	9%	5%	10%	11%	11%	6%
		b		c	c	c		h			ghi	lmn	n	n		r	r	r	
		55%	44%	4%	25%	39%	32%	4%	2%	8%	67%	47%	25%	15%	11%	82%	10%	6%	2%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	263	160	99	18	59	107	76	11	14	27	164	102	68	45	41	213	30	13	7
	10%	13%	7%	6%	10%	12%	8%	8%	7%	8%	13%	13%	9%	10%	7%	9%	12%	10%	8%
		b		c	c	cf					ghi	ln	n						
		61%	38%	7%	22%	41%	29%	4%	5%	10%	62%	39%	26%	17%	16%	81%	12%	5%	3%

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	133	71	61	11	46	53	23	6	8	13	84	61	42	14	15	107	18	5	4
	5%	6%	4%	4%	8%	6%	3%	4%	4%	4%	7%	8%	6%	3%	2%	5%	7%	4%	5%
		53%	46%	8%	34%	40%	17%	4%	6%	10%	63%	46%	31%	10%	11%	80%	13%	4%	3%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	103	53	49	10	28	36	29	7	9	14	54	38	20	18	23	87	10	3	3
	4%	4%	3%	4%	5%	4%	3%	5%	4%	4%	4%	5%	3%	4%	4%	4%	4%	2%	3%
		52%	48%	10%	27%	35%	28%	7%	8%	14%	53%	37%	19%	18%	22%	85%	10%	3%	3%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	55	28	26	5	31	17	1	4	1	7	35	13	15	22	6	45	4	4	2
	2%	2%	2%	2%	5%	2%	*%	3%	1%	2%	3%	2%	2%	5%	1%	2%	2%	3%	2%
		52%	48%	8%	57%	31%	3%	7%	2%	13%	64%	23%	27%	40%	10%	82%	7%	7%	4%
Smart smoke alarms which send an alert to your phone	35	27	7	2	10	14	8	3	1	4	18	17	8	6	2	32	1	*	1
	1%	2%	*%	1%	2%	2%	1%	2%	*%	1%	1%	2%	1%	1%	*%	1%	1%	*%	1%
		77%	20%	6%	30%	40%	22%	7%	2%	11%	53%	50%	23%	18%	7%	93%	4%	1%	2%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	10	8	2	1	5	4	-	2	-	3	2	3	3	2	1	9	-	-	*
	*%	1%	*%	1%	1%	*%	-%	1%	-%	1%	*%	*%	*%	*%	*%	*%	-%	-%	1%
		81%	19%	15%	47%	37%	-%	20%	-%	29%	17%	34%	29%	22%	15%	95%	-%	-%	5%

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605	
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500	
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81	
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%	
ANY OF THESE SMART DEVICES	884	461	416	74	241	324	241	37	47	104	505	321	232	156	150	743	75	42	23	
	32%	36%	30%	26%	41%	36%	27%	26%	22%	32%	41%	42%	32%	34%	25%	33%	30%	31%	29%	
		b			cef	cf				h	ghi	lmn	n	n						
		52%	47%	8%	27%	37%	27%	4%	5%	12%	57%	36%	26%	18%	17%	84%	8%	5%	3%	
ANY 'SMART HOME' TECHNOLOGY	780	424	349	59	202	294	221	31	39	91	447	285	198	144	131	659	65	37	19	
	29%	33%	25%	21%	35%	32%	25%	21%	19%	28%	36%	37%	27%	31%	21%	29%	26%	28%	23%	
		b			cf	cf				h	ghi	lmn	n	n		r				
		54%	45%	8%	26%	38%	28%	4%	5%	12%	57%	37%	25%	19%	17%	85%	8%	5%	2%	
None of these	1734	758	949	192	319	554	646	108	155	217	716	445	487	298	425	1422	167	90	54	
	64%	60%	68%	67%	55%	61%	72%	74%	75%	66%	58%	58%	66%	64%	69%	63%	67%	67%	67%	
			a	de	d	de		j	ij	j			k	k	k					
			44%	55%	11%	18%	32%	37%	6%	9%	13%	41%	26%	28%	17%	25%	82%	10%	5%	3%
Don't know	109	50	36	22	23	34	14	1	6	8	8	6	17	10	37	96	8	2	4	
	4%	4%	3%	8%	4%	4%	2%	1%	3%	3%	1%	1%	2%	2%	6%	4%	3%	2%	4%	
		b		def	f	f			j	j			k	k	klm	q			q	
		46%	33%	20%	21%	31%	13%	1%	6%	8%	8%	6%	16%	9%	34%	88%	7%	2%	3%	

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	400	69	58	22	41	37	35	35	17	36	345	55	285	103	225	175
	15%	20%	15%	10%	20%	15%	18%	16%	14%	11%	15%	15%	17%	11%	17%	13%
		chi			ci		ci	c					m		o	
		17%	14%	5%	10%	9%	9%	9%	4%	9%	86%	14%	71%	26%	56%	44%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	330	38	66	21	32	23	25	30	16	29	285	46	249	73	181	150
	12%	11%	17%	10%	15%	9%	13%	14%	13%	9%	12%	12%	15%	8%	13%	11%
			acei		cei								m		o	
		11%	20%	6%	10%	7%	8%	9%	5%	9%	86%	14%	75%	22%	55%	45%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	267	36	39	20	17	22	14	25	9	38	238	29	208	54	172	95
	10%	10%	10%	9%	8%	9%	7%	12%	7%	12%	10%	8%	12%	6%	13%	7%
													m		o	
		13%	15%	7%	6%	8%	5%	9%	3%	14%	89%	11%	78%	20%	64%	36%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	263	26	46	21	20	20	19	28	11	22	224	39	204	55	156	107
	10%	8%	12%	9%	10%	8%	10%	13%	9%	7%	10%	10%	12%	6%	12%	8%
			i					aei					m		o	
		10%	18%	8%	8%	7%	7%	11%	4%	8%	85%	15%	78%	21%	59%	41%

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	133	17	20	8	11	11	10	7	6	16	120	13	109	21	67	66
	5%	5%	5%	4%	5%	5%	5%	3%	5%	5%	5%	3%	6%	2%	5%	5%
		13%	15%	6%	8%	9%	8%	5%	4%	12%	90%	10%	m 82%	16%	50%	50%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	103	13	21	6	8	8	9	11	4	8	88	15	69	32	44	59
	4%	4%	5%	3%	4%	3%	4%	5%	3%	2%	4%	4%	4%	3%	3%	4%
		12%	20%	6%	8%	8%	8%	11%	4%	7%	86%	14%	67%	31%	43%	57%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	55	4	10	3	1	4	6	5	3	8	52	3	45	8	24	31
	2%	1%	3%	1%	1%	2%	3%	2%	3%	3%	2%	1%	3%	1%	2%	2%
		7%	18%	5%	2%	8%	d 11%	10%	d 6%	15%	k 95%	5%	m 83%	15%	43%	57%
Smart smoke alarms which send an alert to your phone	35	8	8	-	3	4	2	2	1	3	29	5	25	9	20	14
	1%	2%	2%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		c 24%	c 24%	- -%	c 9%	c 12%	c 6%	c 7%	c 3%	c 8%	k 84%	k 16%	m 71%	m 25%	43%	57%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	10	1	2	-	-	1	1	2	-	3	8	1	8	1	3	6
	*%	*%	*%	-%	-%	*%	1%	1%	-%	1%	*%	*%	*%	*%	*%	*%
		7%	19%	-%	-%	11%	12%	17%	-%	29%	89%	11%	84%	8%	34%	66%

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398	
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706	
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373	
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%	
ANY OF THESE SMART DEVICES	884	120	142	61	84	74	63	74	36	90	769	115	648	216	490	394	
	32%	35%	37%	27%	40%	29%	33%	34%	30%	28%	33%	31%	38%	23%	36%	29%	
		c	ci		cefh								m		o		
		14%	16%	7%	10%	8%	7%	8%	4%	10%	87%	13%	73%	24%	55%	45%	
ANY 'SMART HOME' TECHNOLOGY	780	110	125	52	75	68	54	64	32	79	680	99	572	191	439	340	
	29%	32%	32%	23%	36%	27%	28%	30%	26%	25%	29%	27%	34%	21%	32%	25%	
		ci	ci		cefh								m		o		
		14%	16%	7%	10%	9%	7%	8%	4%	10%	87%	13%	73%	25%	56%	44%	
None of these	1734	213	226	154	121	163	120	134	78	213	1484	250	1017	671	827	907	
	64%	62%	58%	69%	58%	65%	62%	62%	65%	66%	63%	67%	60%	72%	61%	66%	
				bd						bd			l		n		
			12%	13%	9%	7%	9%	7%	8%	5%	12%	86%	14%	59%	39%	48%	52%
Don't know	109	8	20	7	3	15	10	8	7	18	102	8	30	44	38	71	
	4%	2%	5%	3%	2%	6%	5%	3%	6%	6%	4%	2%	2%	5%	3%	5%	
			d			ad	d		d	d	k		l		n		
		8%	18%	7%	3%	14%	9%	7%	6%	16%	93%	7%	28%	40%	35%	65%	

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	400	230	173	341	368	201	396
	15%	18%	15%	16%	17%	17%	15%
		f					
		57%	43%	85%	92%	50%	99%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	330	181	129	286	313	191	329
	12%	14%	12%	14%	14%	16%	13%
					b	bcf	
		55%	39%	86%	95%	58%	99%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	267	142	123	235	246	131	265
	10%	11%	11%	11%	11%	11%	10%
		53%	46%	88%	92%	49%	99%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	263	156	121	241	251	150	261
	10%	12%	11%	11%	12%	13%	10%
		f				f	
		59%	46%	92%	95%	57%	99%

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



QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	133	71	46	118	129	77	133
	5%	6%	4%	6%	6%	7%	5%
		54%	35%	88%	97%	58%	100%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	103	59	43	89	98	60	101
	4%	5%	4%	4%	5%	5%	4%
		58%	42%	86%	96%	58%	99%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	55	32	22	48	52	26	55
	2%	2%	2%	2%	2%	2%	2%
		59%	40%	87%	95%	47%	100%
Smart smoke alarms which send an alert to your phone	35	19	14	26	29	22	34
	1%	1%	1%	1%	1%	2%	1%
		56%	40%	75%	83%	63%	96%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	10	6	6	8	10	8	10
	*%	*%	1%	*%	*%	1%	*%
		67%	64%	83%	100%	84%	100%

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

QV2. And do you personally use... (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
ANY OF THESE SMART DEVICES	884	490	363	753	818	439	877
	32%	38%	32%	36%	38%	37%	34%
		bf	b	bf	bf	bf	
		55%	41%	85%	93%	50%	99%
ANY 'SMART HOME' TECHNOLOGY	780	437	329	664	718	390	774
	29%	34%	29%	31%	33%	33%	30%
		bf		bf	bf	bf	
		56%	42%	85%	92%	50%	99%
None of these	1734	781	737	1330	1312	722	1658
	64%	60%	66%	63%	60%	61%	64%
			ade	d			ad
		45%	43%	77%	76%	42%	96%
Don't know	109	26	18	26	44	14	60
	4%	2%	2%	1%	2%	1%	2%
					c		ce
		23%	17%	24%	40%	13%	55%

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2450	1136	1290	305	502	910	721	117	183	315	1210	713	838	322	506	1537	276	314	323
Effective Weighted Sample	1694	784	895	206	363	640	480	81	121	214	859	512	611	223	364	1286	166	220	273
Total	1364	621	730	158	305	491	402	54	105	169	690	412	377	245	289	1107	136	78	43
		46%	54%	12%	22%	36%	29%	4%	8%	12%	51%	30%	28%	18%	21%	81%	10%	6%	3%
Amazon Echo	941	434	499	101	216	340	280	37	73	114	501	285	263	169	198	761	96	56	29
	69%	70%	68%	64%	71%	69%	70%	68%	69%	68%	73%	69%	70%	69%	68%	69%	70%	72%	67%
		46%	53%	11%	23%	36%	30%	4%	8%	12%	53%	30%	28%	18%	21%	81%	10%	6%	3%
Google Home/ Google Nest	336	160	174	65	84	112	73	13	27	42	165	98	103	59	64	274	35	15	11
	25%	26%	24%	41%	27%	23%	18%	23%	25%	25%	24%	24%	27%	24%	22%	25%	26%	20%	26%
		48%	52%	19%	25%	33%	22%	4%	8%	12%	49%	29%	31%	18%	19%	82%	10%	5%	3%
Sonos	87	48	39	6	19	41	21	1	2	8	63	40	24	15	7	76	4	5	2
	6%	8%	5%	4%	6%	8%	5%	1%	1%	5%	9%	10%	6%	6%	2%	7%	3%	7%	4%
		b	c								ghi	n	n	n					
		56%	44%	7%	21%	47%	25%	1%	2%	9%	72%	46%	28%	18%	8%	87%	5%	6%	2%
Bose	78	42	36	7	14	31	27	2	2	8	44	39	18	13	6	69	5	3	1
	6%	7%	5%	4%	4%	6%	7%	4%	1%	5%	6%	10%	5%	5%	2%	6%	4%	3%	3%
		54%	46%	9%	18%	39%	34%	3%	2%	11%	56%	51%	23%	17%	8%	88%	6%	3%	2%
Sony	34	20	14	8	9	10	7	3	4	7	15	11	8	7	6	28	5	*	1
	3%	3%	2%	5%	3%	2%	2%	5%	3%	4%	2%	3%	2%	3%	2%	3%	4%	1%	2%
		59%	40%	24%	27%	29%	20%	8%	10%	20%	44%	34%	24%	20%	19%	82%	14%	1%	3%
Samsung	33	19	14	7	5	13	8	1	3	5	14	10	8	7	7	26	3	2	2
	2%	3%	2%	5%	2%	3%	2%	1%	3%	3%	2%	2%	2%	3%	2%	2%	2%	3%	4%
		57%	43%	22%	16%	39%	23%	2%	8%	14%	42%	29%	23%	21%	20%	79%	9%	7%	5%
Apple HomePod	32	19	12	2	12	13	4	2	2	4	17	12	8	7	3	27	3	1	1
	2%	3%	2%	1%	4%	3%	1%	4%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%
		60%	39%	7%	39%	42%	12%	7%	7%	11%	54%	38%	26%	21%	9%	84%	10%	4%	2%
LG	19	14	6	7	2	9	1	1	1	4	11	5	7	4	3	18	*	1	*
	1%	2%	1%	4%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%
		b	df	f	f						n	n	n						
		71%	29%	33%	13%	48%	6%	5%	5%	22%	57%	25%	35%	20%	16%	90%	2%	6%	1%
JBL	19	9	9	6	1	8	3	1	1	4	10	10	7	1	1	16	1	1	*
	1%	1%	1%	4%	1%	2%	1%	2%	1%	3%	1%	2%	2%	1%	1%	1%	1%	1%	1%
		48%	50%	34%	6%	45%	15%	6%	6%	23%	54%	51%	37%	7%	5%	85%	7%	6%	2%

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2450	1136	1290	305	502	910	721	117	183	315	1210	713	838	322	506	1537	276	314	323
Effective Weighted Sample	1694	784	895	206	363	640	480	81	121	214	859	512	611	223	364	1286	166	220	273
Total	1364	621 46%	730 54%	158 12%	305 22%	491 36%	402 29%	54 4%	105 8%	169 12%	690 51%	412 30%	377 28%	245 18%	289 21%	1107 81%	136 10%	78 6%	43 3%
Harman Kardon	12 1%	7 1%	5 1%	1 *%	5 2%	5 1%	1 *%	- -%	2 2%	1 *%	9 1%	4 1%	2 *%	5 2%	1 *%	12 1%	- -%	* *%	- -%
Pure	6 *%	5 1%	1 *%	1 1%	2 1%	1 *%	2 *%	- -%	* *%	3 2%	2 *%	2 1%	1 *%	2 1%	* *%	5 *%	* *%	* *%	* 1%
Zolo	2 *%	1 *%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 1%	- -%	- -%
Other	26 2%	14 2%	12 2%	2 1%	3 1%	9 2%	10 3%	1 3%	2 2%	2 1%	12 2%	8 2%	7 2%	5 2%	5 2%	22 2%	2 2%	1 2%	* 1%
Don't know	99 7%	30 5%	67 9%	7 4%	19 6%	34 7%	37 9%	6 11%	8 7%	15 9%	30 4%	27 7%	17 5%	18 7%	30 10%	78 7%	11 8%	6 8%	4 8%
		30% a	68% b	7% c	19% d	34% e	38% f	6% g	8% h	15% i	31% j	28% k	18% l	18% m	30% n	79% o	11% p	6% q	4% r

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2450	156	216	150	183	159	179	184	162	148	1859	591	1584	825	1273	1177
Effective Weighted Sample	1694	138	197	137	165	143	162	165	137	135	1428	270	1111	563	861	833
Total	1364	159	192	105	113	117	103	107	62	150	1173	191	933	406	710	654
		12%	14%	8%	8%	9%	8%	8%	5%	11%	86%	14%	68%	30%	52%	48%
Amazon Echo	941	87	124	82	86	74	73	81	48	106	810	131	660	270	504	437
	69%	55%	65%	78%	76%	63%	72%	75%	77%	71%	69%	69%	71%	67%	71%	67%
		9%	13%	9%	9%	8%	8%	9%	5%	11%	86%	14%	70%	29%	54%	46%
Google Home/ Google Nest	336	45	62	23	26	35	19	16	10	39	289	47	237	93	168	168
	25%	28%	32%	22%	23%	30%	18%	15%	17%	26%	25%	25%	25%	23%	24%	26%
		fg	cd	fg	fg	fg	g	g	g	g	86%	14%	71%	28%	50%	50%
Sonos	87	8	20	7	6	10	7	7	3	9	75	12	72	15	58	29
	6%	5%	10%	7%	5%	9%	7%	7%	4%	6%	6%	6%	8%	4%	8%	4%
		9%	23%	8%	7%	12%	8%	8%	3%	10%	86%	14%	83%	17%	67%	33%
Bose	78	11	11	9	9	5	7	7	3	6	64	14	55	22	54	24
	6%	7%	6%	9%	8%	4%	7%	7%	4%	4%	5%	7%	6%	5%	8%	4%
		14%	14%	12%	12%	6%	9%	9%	3%	8%	83%	17%	71%	29%	69%	31%
Sony	34	2	5	2	2	3	1	5	2	5	29	6	24	10	12	23
	3%	1%	3%	2%	2%	2%	1%	5%	4%	4%	2%	3%	3%	2%	2%	3%
		7%	16%	7%	5%	8%	2%	14%	7%	16%	83%	17%	69%	29%	34%	66%
Samsung	33	5	3	3	2	6	1	2	1	4	29	4	23	9	11	22
	2%	3%	1%	3%	2%	5%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%
		14%	8%	9%	7%	17%	2%	6%	4%	13%	88%	12%	68%	27%	34%	66%
Apple HomePod	32	5	5	1	1	5	2	1	1	6	32	*	27	4	15	17
	2%	3%	2%	1%	1%	4%	2%	1%	2%	4%	3%	3%	3%	1%	2%	3%
		17%	15%	3%	3%	15%	7%	3%	4%	18%	98%	2%	84%	13%	46%	54%
LG	19	1	5	2	2	2	1	1	*	4	18	1	15	5	6	14
	1%	3%	3%	2%	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	1%	2%
		3%	26%	12%	9%	10%	7%	4%	1%	18%	93%	7%	74%	26%	30%	70%

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	2450	156	216	150	183	159	179	184	162	148	1859	591	1584	825	1273	1177
Effective Weighted Sample	1694	138	197	137	165	143	162	165	137	135	1428	270	1111	563	861	833
Total	1364	159	192	105	113	117	103	107	62	150	1173	191	933	406	710	654
		12%	14%	8%	8%	9%	8%	8%	5%	11%	86%	14%	68%	30%	52%	48%
JBL	19	1	3	2	-	3	*	2	1	4	17	2	11	8	9	10
	1%	*%	2%	2%	-%	3%	*%	2%	2%	2%	1%	1%	1%	2%	1%	1%
						d				d						
		3%	17%	9%	-%	16%	2%	13%	5%	19%	91%	9%	60%	40%	49%	51%
Harman Kardon	12	1	4	1	1	1	1	-	-	3	11	1	10	2	8	5
	1%	1%	2%	1%	1%	1%	1%	-%	-%	2%	1%	1%	1%	*%	1%	1%
		10%	33%	5%	10%	9%	8%	-%	-%	24%	90%	10%	81%	13%	62%	38%
Pure	6	-	*	1	-	1	*	*	-	3	5	1	3	2	3	4
	*%	-%	*%	1%	-%	1%	*%	*%	-%	2%	*%	*%	*%	1%	*%	1%
		-%	6%	11%	-%	13%	6%	6%	-%	44%	88%	12%	54%	35%	42%	58%
Zolo	2	1	-	-	-	-	-	-	-	-	2	-	-	2	1	1
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	1%	*%	*%
		56%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	44%	56%
Other	26	4	4	2	1	3	3	1	1	2	21	5	17	8	12	14
	2%	2%	2%	2%	1%	3%	3%	1%	1%	1%	2%	2%	2%	2%	2%	2%
		15%	16%	9%	4%	12%	13%	4%	2%	9%	82%	18%	67%	30%	47%	53%
Don't know	99	23	7	5	5	12	4	8	3	12	88	12	52	40	46	53
	7%	15%	4%	5%	4%	10%	4%	7%	5%	8%	7%	6%	6%	10%	6%	8%
		bcd	fgh			bdf							l			
		23%	7%	5%	5%	12%	4%	8%	3%	12%	88%	12%	52%	40%	46%	54%

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2450	1370	968	2099	2235	1213	2417
Effective Weighted Sample	1694	942	673	1459	1554	841	1675
Total	1364	756	559	1170	1241	671	1346
		55%	41%	86%	91%	49%	99%
Amazon Echo	941	552	375	823	878	466	934
	69%	73%	67%	70%	71%	70%	69%
		b					
		59%	40%	87%	93%	50%	99%
Google Home/ Google Nest	336	173	148	287	306	193	331
	25%	23%	27%	25%	25%	29%	25%
						acdf	
		52%	44%	86%	91%	58%	98%
Sonos	87	52	39	82	83	49	87
	6%	7%	7%	7%	7%	7%	6%
		59%	44%	94%	95%	56%	100%
Bose	78	50	37	71	74	35	78
	6%	7%	7%	6%	6%	5%	6%
		64%	48%	92%	95%	45%	100%
Sony	34	18	20	30	31	23	34
	3%	2%	4%	3%	3%	3%	3%
		52%	58%	89%	92%	66%	100%
Samsung	33	23	13	27	32	23	33
	2%	3%	2%	2%	3%	3%	2%
		70%	38%	82%	97%	68%	100%
Apple HomePod	32	16	14	29	31	20	32
	2%	2%	3%	3%	2%	3%	2%
		50%	44%	91%	96%	63%	98%
LG	19	10	7	15	19	10	19
	1%	1%	1%	1%	2%	2%	1%
		52%	35%	78%	96%	53%	100%
JBL	19	11	8	18	18	11	19
	1%	2%	1%	1%	1%	2%	1%
		61%	44%	93%	95%	59%	100%
Harman Kardon	12	4	8	11	9	2	12
	1%	1%	1%	1%	1%	2%	1%
			e	e			
		35%	66%	91%	75%	13%	100%

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

QV3. Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2450	1370	968	2099	2235	1213	2417
Effective Weighted Sample	1694	942	673	1459	1554	841	1675
Total	1364	756	559	1170	1241	671	1346
		55%	41%	86%	91%	49%	99%
Pure	6	5	4	6	6	4	6
	*%	1%	1%	*%	*%	1%	*%
		76%	65%	91%	94%	71%	100%
Zolo	2	-	2	2	2	2	2
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	100%	100%	100%
Other	26	12	19	23	23	16	26
	2%	2%	3%	2%	2%	2%	2%
			acdf				
		45%	73%	87%	90%	60%	100%
Don't know	99	52	35	70	76	33	92
	7%	7%	6%	6%	6%	5%	7%
		52%	35%	71%	77%	33%	93%

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



QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2060	958	1082	239	446	760	607	100	159	262	1051	606	708	270	420	1299	230	269	262
Effective Weighted Sample	1427	660	754	163	323	533	406	71	103	180	748	444	511	187	302	1090	136	188	223
Total	1149	527	611	123	268	413	339	46	90	142	598	360	315	203	240	936	112	66	35
		46%	53%	11%	23%	36%	29%	4%	8%	12%	52%	31%	27%	18%	21%	81%	10%	6%	3%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	770	376	387	94	199	286	187	27	46	90	442	261	238	120	136	626	75	47	22
	67%	71%	63%	77%	74%	69%	55%	58%	51%	64%	74%	73%	76%	59%	57%	67%	67%	70%	65%
		b		f	f	f				h	ghi	mn	mn						
		49%	50%	12%	26%	37%	24%	3%	6%	12%	57%	34%	31%	16%	18%	81%	10%	6%	3%
Listen to a live radio station	695	318	372	41	142	282	226	21	47	79	403	249	173	130	130	569	62	41	22
	60%	60%	61%	34%	53%	68%	67%	45%	52%	56%	67%	69%	55%	64%	54%	61%	56%	61%	64%
				c	c	cd	cd				ghi	ln		ln					
		46%	53%	6%	20%	41%	33%	3%	7%	11%	58%	36%	25%	19%	19%	82%	9%	6%	3%
Get weather reports	512	238	269	48	111	194	157	19	39	70	279	159	140	89	107	428	44	27	13
	45%	45%	44%	39%	41%	47%	46%	41%	43%	49%	47%	44%	45%	44%	45%	46%	39%	41%	37%
				r															
		46%	52%	9%	22%	38%	31%	4%	8%	14%	54%	31%	27%	17%	21%	84%	9%	5%	3%
Searching for information online or asking general questions	451	211	236	35	92	178	143	15	37	58	249	141	124	86	88	372	45	24	10
	39%	40%	39%	29%	34%	43%	42%	32%	41%	41%	42%	39%	39%	42%	37%	40%	40%	36%	28%
						cd	cd									r	r		
		47%	52%	8%	20%	39%	32%	3%	8%	13%	55%	31%	28%	19%	19%	82%	10%	5%	2%
As an alarm, personal schedule reminder or to make a shopping list	418	191	224	54	104	153	105	13	29	50	242	130	132	72	72	348	38	23	9
	36%	36%	37%	44%	39%	37%	31%	28%	33%	36%	40%	36%	42%	36%	30%	37%	34%	35%	25%
				f	f						g	n				r		r	
		46%	54%	13%	25%	37%	25%	3%	7%	12%	58%	31%	32%	17%	17%	83%	9%	6%	2%
Get news reports	314	160	152	30	70	117	94	13	21	39	171	102	86	54	66	261	26	17	10
	27%	30%	25%	25%	26%	28%	28%	27%	23%	27%	29%	28%	27%	27%	27%	28%	23%	25%	28%
		b																	
		51%	48%	10%	22%	37%	30%	4%	7%	12%	55%	33%	27%	17%	21%	83%	8%	5%	3%

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2060	958	1082	239	446	760	607	100	159	262	1051	606	708	270	420	1299	230	269	262
Effective Weighted Sample	1427	660	754	163	323	533	406	71	103	180	748	444	511	187	302	1090	136	188	223
Total	1149	527	611	123	268	413	339	46	90	142	598	360	315	203	240	936	112	66	35
		46%	53%	11%	23%	36%	29%	4%	8%	12%	52%	31%	27%	18%	21%	81%	10%	6%	3%
To control smart home devices such as heating or lighting	245	144	100	26	65	93	59	8	14	34	146	79	78	46	37	205	23	12	4
	21%	27%	16%	21%	24%	22%	18%	17%	15%	24%	24%	22%	25%	23%	15%	22%	21%	19%	12%
		b		f						h	n	n	n		r	r			
		59%	41%	11%	27%	38%	24%	3%	6%	14%	60%	32%	32%	19%	15%	84%	9%	5%	2%
Listen to a podcast	202	108	93	23	49	89	41	9	11	21	129	82	66	29	19	171	14	9	7
	18%	21%	15%	18%	18%	21%	12%	19%	13%	15%	22%	23%	21%	14%	8%	18%	13%	14%	21%
		b	f	f				h	mn	mn	n								p
		54%	46%	11%	25%	44%	20%	4%	6%	11%	64%	41%	33%	14%	9%	85%	7%	5%	4%
To control a household device, such as the TV or set top box	164	99	64	17	37	64	44	5	16	23	90	54	43	31	30	132	22	7	3
	14%	19%	11%	14%	14%	16%	13%	12%	18%	16%	15%	15%	14%	15%	13%	14%	19%	10%	10%
		b															qr		
		60%	39%	10%	23%	39%	27%	3%	10%	14%	55%	33%	26%	19%	18%	81%	13%	4%	2%
Get travel information or updates	138	84	54	14	24	55	44	4	10	17	75	44	33	29	28	119	11	6	2
	12%	16%	9%	12%	9%	13%	13%	8%	11%	12%	12%	12%	11%	14%	12%	13%	10%	9%	6%
		b						r											
		61%	39%	10%	18%	40%	32%	3%	8%	12%	54%	32%	24%	21%	20%	86%	8%	4%	2%
To call other people's smart speakers	122	69	51	9	21	62	31	6	10	16	73	38	26	30	23	106	9	4	3
	11%	13%	8%	7%	8%	15%	9%	14%	11%	11%	12%	10%	8%	15%	10%	11%	8%	6%	9%
		b	cdf					l								q			
		56%	42%	7%	17%	51%	26%	5%	8%	13%	60%	31%	21%	25%	19%	87%	8%	3%	2%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	95	52	41	12	21	43	18	6	7	16	54	24	22	27	21	80	10	4	2
	8%	10%	7%	10%	8%	10%	5%	13%	7%	11%	9%	7%	7%	13%	9%	8%	9%	6%	6%
		b	f	f										kl					
		55%	44%	13%	23%	45%	19%	6%	7%	17%	57%	25%	23%	28%	22%	84%	10%	4%	2%

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2060	958	1082	239	446	760	607	100	159	262	1051	606	708	270	420	1299	230	269	262
Effective Weighted Sample	1427	660	754	163	323	533	406	71	103	180	748	444	511	187	302	1090	136	188	223
Total	1149	527	611	123	268	413	339	46	90	142	598	360	315	203	240	936	112	66	35
		46%	53%	11%	23%	36%	29%	4%	8%	12%	52%	31%	27%	18%	21%	81%	10%	6%	3%
Play an interactive audio game	82	40	43	13	21	41	7	5	6	10	51	26	19	20	17	69	8	4	2
	7%	8%	7%	10%	8%	10%	2%	12%	6%	7%	9%	7%	6%	10%	7%	7%	7%	6%	5%
				f	f	f													
		48%	52%	16%	26%	50%	8%	7%	7%	12%	62%	32%	24%	24%	21%	84%	9%	5%	2%
Purchase a product from a retailer	38	20	18	2	7	22	8	3	4	6	20	12	6	11	10	34	4	*	1
	3%	4%	3%	2%	2%	5%	2%	6%	4%	4%	3%	3%	2%	6%	4%	4%	3%	*%	2%
						f								l		q			
		53%	47%	6%	17%	57%	20%	8%	10%	17%	54%	30%	15%	30%	25%	88%	10%	1%	1%
To search for health advice from the NHS	23	14	9	2	4	11	6	2	2	6	10	6	4	5	6	21	1	*	-
	2%	3%	1%	1%	2%	3%	2%	5%	2%	4%	2%	2%	1%	3%	2%	2%	1%	*%	-%
						j				j						qr			
		61%	39%	7%	20%	48%	25%	10%	8%	26%	44%	29%	18%	24%	26%	94%	6%	*%	-%
None of these	42	17	25	5	10	12	14	3	3	7	12	9	7	9	13	35	4	2	1
	4%	3%	4%	4%	4%	3%	4%	6%	4%	5%	2%	3%	2%	4%	5%	4%	3%	3%	3%
						j				j				kl					
		40%	60%	13%	25%	28%	34%	7%	8%	16%	28%	22%	16%	22%	31%	84%	9%	4%	3%
Don't know	19	5	12	4	3	5	6	1	2	2	2	3	5	5	5	15	1	2	1
	2%	1%	2%	3%	1%	1%	2%	3%	3%	1%	*%	1%	1%	2%	2%	2%	1%	3%	1%
						j				j									
		26%	66%	19%	17%	25%	31%	6%	12%	10%	10%	15%	25%	25%	25%	80%	6%	10%	3%

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2060	126	180	136	153	130	148	159	141	126	1552	508	1359	672	1081	979
Effective Weighted Sample	1427	111	165	125	138	117	134	142	122	115	1195	235	953	461	733	695
Total	1149	129	162	94	96	96	85	93	54	127	980	170	796	336	607	543
		11%	14%	8%	8%	8%	7%	8%	5%	11%	85%	15%	69%	29%	53%	47%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	770	74	109	63	63	63	59	73	36	87	659	112	573	190	413	357
	67%	58%	68%	67%	66%	65%	69%	78%	66%	68%	67%	66%	72%	57%	68%	66%
		10%	14%	8%	8%	8%	8%	9%	5%	11%	86%	14%	74%	25%	54%	46%
Listen to a live radio station	695	66	110	61	58	64	55	55	33	69	579	115	512	175	399	295
	60%	52%	68%	64%	60%	66%	64%	59%	60%	54%	59%	68%	64%	52%	66%	54%
		10%	16%	9%	8%	9%	8%	8%	5%	10%	83%	17%	74%	25%	57%	43%
Get weather reports	512	55	84	42	43	53	38	40	23	51	436	76	363	142	271	242
	45%	42%	52%	45%	45%	55%	45%	43%	42%	40%	44%	45%	46%	42%	45%	44%
		11%	16%	8%	8%	10%	7%	8%	4%	10%	85%	15%	71%	28%	53%	47%
Searching for information online or asking general questions	451	42	74	39	37	42	31	36	21	50	386	65	322	124	246	205
	39%	33%	46%	42%	39%	44%	36%	38%	39%	39%	39%	38%	40%	37%	41%	38%
		9%	16%	9%	8%	9%	7%	8%	5%	11%	86%	14%	71%	27%	55%	45%
As an alarm, personal schedule reminder or to make a shopping list	418	49	61	37	39	34	28	39	18	44	369	50	305	107	204	214
	36%	38%	38%	39%	41%	35%	33%	41%	34%	34%	38%	29%	38%	32%	34%	40%
		12%	15%	9%	9%	8%	7%	9%	4%	10%	88%	12%	73%	26%	49%	51%
Get news reports	314	36	49	23	28	33	21	23	15	31	264	51	217	92	164	150
	27%	28%	30%	25%	30%	34%	25%	25%	29%	25%	27%	30%	27%	28%	27%	28%
		12%	16%	7%	9%	10%	7%	7%	5%	10%	84%	16%	69%	29%	52%	48%

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2060	126	180	136	153	130	148	159	141	126	1552	508	1359	672	1081	979
Effective Weighted Sample	1427	111	165	125	138	117	134	142	122	115	1195	235	953	461	733	695
Total	1149	129	162	94	96	96	85	93	54	127	980	170	796	336	607	543
		11%	14%	8%	8%	8%	7%	8%	5%	11%	85%	15%	69%	29%	53%	47%
To control smart home devices such as heating or lighting	245	29	42	16	20	20	15	24	10	27	213	32	187	55	130	114
	21%	23%	26%	17%	21%	21%	18%	26%	19%	21%	22%	19%	23%	16%	22%	21%
		12%	17%	7%	8%	8%	6%	10%	4%	11%	87%	13%	76%	22%	53%	47%
Listen to a podcast	202	20	38	13	21	19	11	20	8	21	173	29	162	39	109	93
	18%	16%	24%	14%	22%	20%	13%	22%	14%	17%	18%	17%	20%	12%	18%	17%
		10%	19%	6%	10%	9%	5%	10%	4%	10%	86%	14%	80%	19%	54%	46%
To control a household device, such as the TV or set top box	164	22	28	8	15	11	12	14	5	17	144	20	116	43	84	80
	14%	17%	17%	8%	16%	11%	14%	15%	10%	13%	15%	12%	15%	13%	14%	15%
		14%	17%	5%	9%	7%	7%	9%	3%	10%	88%	12%	71%	26%	51%	49%
Get travel information or updates	138	14	27	12	10	16	9	12	6	12	114	24	98	39	76	61
	12%	11%	17%	13%	11%	16%	11%	13%	12%	9%	12%	14%	12%	12%	13%	11%
		10%	20%	9%	8%	11%	7%	9%	5%	9%	83%	17%	71%	29%	55%	45%
To call other people's smart speakers	122	11	16	11	11	13	13	12	6	13	109	13	94	28	62	61
	11%	9%	10%	12%	11%	14%	16%	12%	11%	10%	11%	8%	12%	8%	10%	11%
		9%	13%	9%	9%	11%	11%	9%	5%	10%	89%	11%	77%	23%	50%	50%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	95	11	12	8	6	6	10	7	4	14	90	5	68	26	39	56
	8%	9%	8%	9%	7%	6%	12%	8%	8%	11%	9%	3%	9%	8%	6%	10%
		12%	13%	9%	7%	6%	11%	8%	4%	14%	k 95%	5%	72%	28%	41%	n 59%

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2060	126	180	136	153	130	148	159	141	126	1552	508	1359	672	1081	979	
Effective Weighted Sample	1427	111	165	125	138	117	134	142	122	115	1195	235	953	461	733	695	
Total	1149	129	162	94	96	96	85	93	54	127	980	170	796	336	607	543	
		11%	14%	8%	8%	8%	7%	8%	5%	11%	85%	15%	69%	29%	53%	47%	
Play an interactive audio game	82	8	14	5	13	4	6	7	3	10	71	11	63	19	39	43	
	7%	6%	9%	5%	14%	4%	6%	7%	5%	8%	7%	7%	8%	6%	6%	8%	
			9%	17%	6%	16%	5%	7%	8%	3%	13%	86%	14%	77%	23%	48%	52%
Purchase a product from a retailer	38	3	9	3	4	1	7	2	2	5	36	3	31	7	16	22	
	3%	2%	5%	3%	4%	1%	8%	2%	4%	4%	4%	2%	4%	2%	3%	4%	
			7%	23%	7%	10%	2%	17%	4%	6%	14%	93%	7%	81%	19%	43%	57%
To search for health advice from the NHS	23	1	6	1	2	4	2	1	2	3	21	1	18	5	9	14	
	2%	1%	4%	1%	2%	4%	2%	1%	4%	2%	2%	1%	2%	1%	1%	3%	
			5%	25%	6%	7%	17%	8%	9%	12%	93%	7%	78%	22%	39%	61%	
None of these	42	8	6	5	1	3	3	2	4	3	37	5	20	20	19	22	
	4%	6%	3%	6%	1%	3%	4%	2%	7%	2%	4%	3%	2%	6%	3%	4%	
			20%	13%	13%	3%	7%	7%	8%	7%	88%	12%	47%	49%	46%	54%	
Don't know	19	6	1	*	1	2	2	-	*	3	17	2	9	7	8	11	
	2%	4%	1%	*%	1%	2%	2%	-%	1%	2%	2%	1%	1%	2%	1%	2%	
		bcg															
		29%	6%	2%	7%	10%	10%	-%	2%	15%	90%	10%	48%	40%	44%	56%	

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2060	1161	817	1777	1896	1039	2040
Effective Weighted Sample	1427	796	573	1241	1322	732	1417
Total	1149	636	473	993	1054	579	1138
		55%	41%	86%	92%	50%	99%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	770	430	312	684	731	422	766
	67%	68%	66%	69%	69%	73%	67%
		56%	40%	89%	95%	abf 55%	100%
Listen to a live radio station	695	413	301	633	645	350	694
	60%	65%	64%	64%	61%	60%	61%
		59%	43%	91%	93%	50%	100%
Get weather reports	512	294	219	457	485	283	511
	45%	46%	46%	46%	46%	49%	45%
		57%	43%	89%	95%	55%	100%
Searching for information online or asking general questions	451	255	200	409	426	265	450
	39%	40%	42%	41%	40%	46%	40%
		57%	44%	91%	94%	acdf 59%	100%
As an alarm, personal schedule reminder or to make a shopping list	418	222	178	372	408	235	418
	36%	35%	38%	37%	39%	41%	37%
		53%	43%	89%	97%	a 56%	100%
Get news reports	314	167	139	282	297	178	311
	27%	26%	29%	28%	28%	31%	27%
		53%	44%	90%	95%	57%	99%
To control smart home devices such as heating or lighting	245	131	98	214	237	144	245
	21%	21%	21%	22%	22%	25%	22%
		54%	40%	87%	97%	a 59%	100%

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

QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2060	1161	817	1777	1896	1039	2040
Effective Weighted Sample	1427	796	573	1241	1322	732	1417
Total	1149	636	473	993	1054	579	1138
		55%	41%	86%	92%	50%	99%
Listen to a podcast	202	99	87	183	196	132	202
	18%	16%	18%	18%	19%	23%	18%
		49%	43%	91%	97%	65%	100%
To control a household device, such as the TV or set top box	164	85	72	146	159	106	164
	14%	13%	15%	15%	15%	18%	14%
		52%	44%	89%	97%	65%	100%
Get travel information or updates	138	86	58	127	135	82	137
	12%	13%	12%	13%	13%	14%	12%
		62%	42%	92%	98%	60%	99%
To call other people's smart speakers	122	70	52	105	115	71	122
	11%	11%	11%	11%	11%	12%	11%
		57%	42%	86%	94%	58%	100%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	95	51	38	83	90	59	94
	8%	8%	8%	8%	8%	10%	8%
		54%	40%	87%	94%	63%	99%
Play an interactive audio game	82	51	28	77	81	51	82
	7%	8%	6%	8%	8%	9%	7%
		62%	35%	93%	99%	62%	100%
Purchase a product from a retailer	38	22	16	37	36	23	38
	3%	3%	3%	4%	3%	4%	3%
		57%	42%	96%	95%	61%	100%

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



QV4. Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2060	1161	817	1777	1896	1039	2040
Effective Weighted Sample	1427	796	573	1241	1322	732	1417
Total	1149	636	473	993	1054	579	1138
		55%	41%	86%	92%	50%	99%
To search for health advice from the NHS	23	13	11	21	21	16	23
	2%	2%	2%	2%	2%	3%	2%
		59%	50%	95%	94%	69%	100%
None of these	42	18	18	29	30	16	39
	4%	3%	4%	3%	3%	3%	3%
		44%	44%	70%	71%	38%	94%
Don't know	19	10	3	13	16	8	17
	2%	1%	1%	1%	1%	1%	1%
		50%	16%	66%	83%	40%	88%

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

QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
Significance Level: 95%																				
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605	
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500	
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%	
Yes	1379 51%	626 49%	737 53%	152 53%	306 52%	507 56%	403 45%	58 40%	108 52%	164 50%	706 57%	416 54%	401 54%	229 49%	283 46%	1138 50%	125 50%	77 57%	39 48%	
				f 11%	f 22%	f 37%		4%	g 8%	g 12%	gi 51%	n 30%	n 29%		17%	21%	83%	9%	6%	3%
No	1218 45%	583 46%	616 44%	117 41%	248 43%	367 40%	472 52%	85 58%	94 45%	152 46%	503 41%	339 44%	314 43%	219 47%	292 48%	1014 45%	115 46%	52 38%	37 45%	
							cde 39%	hij 7%						l 24%	q 83%	q 9%	q 4%	q 3%		
Don't know	130 5%	60 5%	48 3%	19 6%	29 5%	38 4%	26 3%	3 2%	6 3%	14 4%	19 2%	17 2%	22 3%	15 3%	36 6%	109 5%	9 4%	6 5%	6 7%	
				f 14%	f 22%					j 11%				kl 28%	84%	7%	5%	4%		

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

QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Yes	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
	51%	48%	53%	46%	53%	48%	56%	52%	49%	49%	51%	49%	55%	44%	52%	49%
							ac						m			
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
No	1218	165	162	106	92	116	77	95	57	144	1044	174	710	474	602	616
	45%	48%	42%	48%	44%	46%	40%	44%	47%	45%	44%	47%	42%	51%	44%	45%
		f											l			
		14%	13%	9%	8%	10%	6%	8%	5%	12%	86%	14%	58%	39%	49%	51%
Don't know	130	14	21	13	6	14	8	9	5	20	115	15	49	45	52	78
	5%	4%	5%	6%	3%	5%	4%	4%	4%	6%	5%	4%	3%	5%	4%	6%
				d						d			l		n	n
		11%	16%	10%	4%	11%	6%	7%	4%	15%	88%	12%	38%	35%	40%	60%

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

QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Yes	1379	782	557	1185	1245	718	1364
	51%	60%	50%	56%	57%	61%	53%
		bcd		bf	bf	bcd	
		57%	40%	86%	90%	52%	99%
No	1218	482	528	875	870	434	1150
	45%	37%	47%	41%	40%	37%	44%
			acde	ae	e		acde
		40%	43%	72%	71%	36%	94%
Don't know	130	33	34	50	60	25	81
	5%	3%	3%	2%	3%	2%	3%
		26%	26%	38%	46%	19%	62%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2464	1141	1294	310	489	927	725	119	178	306	1236	719	877	292	499	1595	259	310	300
Effective Weighted Sample	1718	784	915	215	363	650	485	86	118	214	881	517	646	205	363	1337	149	217	253
Total	1379	626 45%	737 53%	152 11%	306 22%	507 37%	403 29%	58 4%	108 8%	164 12%	706 51%	416 30%	401 29%	229 17%	283 21%	1138 83%	125 9%	77 6%	39 3%
<b>PROMPTED RESPONSES</b>																			
Playing music – e.g. Spotify	805 58%	353 56%	440 60%	110 73% ef	200 65% ef	293 58% f	196 49%	28 48%	53 50%	84 51%	443 63% ghi	250 60% mn	264 66% kmn	117 51%	146 51%	664 58%	71 57%	46 60%	23 60%
		44%	55%	14%	25%	36%	24%	3%	7%	10%	55%	31%	33%	15%	18%	83%	9%	6%	3%
Weather information	769 56%	358 57%	402 54%	80 53%	174 57%	288 57%	222 55%	25 43%	66 61%	97 59%	395 56%	231 55%	220 55%	130 57%	159 56%	643 57%	64 52%	40 52%	21 55%
		47%	52%	10%	23%	37%	29%	3%	9%	13%	51%	30%	29%	17%	21%	84%	8%	5%	3%
Setting a reminder or alarm for a specific time	610 44%	275 44%	330 45%	83 55% ef	149 49% ef	212 42% ef	164 41%	27 46%	52 48%	71 43%	334 47%	179 43%	214 53% kmn	87 38%	110 39%	505 44%	58 46%	34 45%	13 32%
		45%	54%	14%	24%	35%	27%	4%	8%	12%	55%	29%	35%	14%	18%	83%	9%	6%	2%
Starting/ opening up a radio station	497 36%	235 38%	259 35%	32 21%	102 33% c	187 37% c	174 43% cde	14 23%	36 33%	57 35%	288 41% g	176 42% ln	141 35%	80 35%	88 31%	412 36%	42 33%	27 36%	15 40%
		47%	52%	6%	20%	38%	35%	3%	7%	12%	58%	35%	28%	16%	18%	83%	8%	6%	3%
Controlling lighting or heating in your home	287 21%	156 25% b	130 18% b	31 20%	67 22%	113 22%	75 19%	10 18%	17 16%	35 22%	172 24% h	96 23%	84 21%	51 22%	51 18%	236 21% r	32 25% r	14 18%	5 14%
		54%	45%	11%	23%	39%	26%	4%	6%	12%	60%	33%	29%	18%	18%	82%	11%	5%	2%
Getting the news headlines	280 20%	149 24% b	128 17% b	31 20%	60 20%	97 19%	89 22%	13 22%	24 22%	42 25%	146 21%	80 19%	85 21%	44 19%	58 21%	236 21%	21 17%	14 18%	9 23%
		53%	46%	11%	22%	35%	32%	5%	8%	15%	52%	29%	31%	16%	21%	84%	7%	5%	3%
Travel information	270 20%	138 22% b	131 18% b	24 16%	64 21%	96 19%	85 21%	10 18%	18 17%	35 21%	144 20%	82 20%	78 19%	52 23%	50 17%	228 20%	20 16%	16 21%	6 15%
		51%	48%	9%	24%	36%	31%	4%	7%	13%	53%	30%	29%	19%	18%	84%	8%	6%	2%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2464	1141	1294	310	489	927	725	119	178	306	1236	719	877	292	499	1595	259	310	300
Effective Weighted Sample	1718	784	915	215	363	650	485	86	118	214	881	517	646	205	363	1337	149	217	253
Total	1379	626	737	152	306	507	403	58	108	164	706	416	401	229	283	1138	125	77	39
		45%	53%	11%	22%	37%	29%	4%	8%	12%	51%	30%	29%	17%	21%	83%	9%	6%	3%
Getting 'how to' instructions	266	118	145	32	59	115	59	11	24	39	131	84	68	49	57	220	26	13	6
	19%	19%	20%	21%	19%	23%	15%	19%	22%	24%	19%	20%	17%	21%	20%	19%	21%	17%	16%
		44%	54%	12%	22%	43%	22%	4%	9%	15%	49%	31%	26%	18%	21%	83%	10%	5%	2%
Finding out which music is being played	262	124	134	35	64	94	67	10	21	33	139	91	80	33	49	222	20	13	7
	19%	20%	18%	23%	21%	18%	17%	18%	19%	20%	20%	22%	20%	14%	17%	20%	16%	17%	18%
		47%	51%	13%	25%	36%	26%	4%	8%	13%	53%	35%	30%	13%	19%	85%	8%	5%	3%
Starting/ opening up a TV programme	201	95	105	16	44	77	62	9	16	25	104	70	55	31	43	173	15	7	6
	15%	15%	14%	11%	15%	15%	15%	15%	15%	16%	15%	17%	14%	13%	15%	15%	12%	9%	16%
		47%	52%	8%	22%	38%	31%	4%	8%	13%	52%	35%	27%	15%	21%	86%	7%	4%	3%
Starting/ opening up an on-demand service like Netflix	166	84	80	20	42	67	35	13	13	18	88	48	51	27	33	130	22	8	5
	12%	13%	11%	13%	14%	13%	9%	22%	12%	11%	12%	12%	13%	12%	12%	11%	18%	11%	13%
		51%	48%	12%	25%	40%	21%	8%	8%	11%	53%	29%	31%	16%	20%	78%	14%	5%	3%
Finding a TV programme or channel or on-demand service	162	79	82	11	27	71	51	9	9	22	87	52	35	30	38	136	13	11	2
	12%	13%	11%	7%	9%	14%	13%	15%	8%	13%	12%	12%	9%	13%	14%	12%	10%	14%	6%
		49%	51%	7%	17%	44%	31%	5%	6%	14%	54%	32%	21%	18%	24%	84%	8%	7%	2%
Starting/ opening up a podcast	132	71	60	19	36	52	24	5	7	16	79	50	46	17	14	112	9	7	4
	10%	11%	8%	12%	12%	10%	6%	9%	6%	10%	11%	12%	12%	7%	5%	10%	7%	9%	10%
		54%	45%	14%	28%	40%	18%	4%	5%	12%	60%	38%	35%	13%	11%	85%	7%	5%	3%
Playing games	113	60	53	14	34	55	10	6	8	20	56	27	35	23	23	94	11	5	3
	8%	10%	7%	9%	11%	11%	2%	10%	8%	12%	8%	7%	9%	10%	8%	8%	9%	7%	7%
		53%	47%	13%	30%	49%	8%	5%	7%	17%	50%	24%	31%	20%	20%	83%	10%	5%	2%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2464	1141	1294	310	489	927	725	119	178	306	1236	719	877	292	499	1595	259	310	300
Effective Weighted Sample	1718	784	915	215	363	650	485	86	118	214	881	517	646	205	363	1337	149	217	253
Total	1379	626	737	152	306	507	403	58	108	164	706	416	401	229	283	1138	125	77	39
		45%	53%	11%	22%	37%	29%	4%	8%	12%	51%	30%	29%	17%	21%	83%	9%	6%	3%
<b>SPONTANEOUS RESPONSES</b>																			
General information/ search	31	15	17	3	3	13	13	1	2	5	17	9	12	4	5	27	1	2	-
	2%	2%	2%	2%	1%	3%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	1%	3%	-%
		47%	53%	8%	8%	41%	43%	5%	5%	15%	55%	30%	38%	14%	17%	88%	4%	7%	-%
Make a call	8	4	3	-	1	2	4	-	2	2	3	4	1	-	*	8	-	*	-
	1%	1%	*%	-%	*%	*%	1%	-%	2%	1%	*%	1%	*%	-%	*%	1%	-%	*%	-%
		54%	41%	-%	10%	31%	54%	-%	21%	25%	35%	56%	17%	-%	1%	99%	-%	1%	-%
Dictionary/ spelling	4	1	3	-	2	2	-	-	-	-	2	3	*	-	1	4	-	*	*
	*%	*%	*%	-%	1%	*%	-%	-%	-%	-%	*%	1%	*%	-%	*%	*%	-%	*%	*%
		23%	77%	-%	49%	51%	-%	-%	-%	-%	47%	67%	1%	-%	31%	96%	-%	1%	2%
Shopping lists	4	4	1	-	2	1	1	-	-	-	4	2	2	-	-	4	-	-	*
	*%	1%	*%	-%	1%	*%	*%	-%	-%	-%	1%	1%	1%	-%	-%	*%	-%	-%	*%
		86%	14%	-%	36%	31%	33%	-%	-%	-%	88%	49%	51%	-%	-%	98%	-%	-%	2%
Annouce to others in the home	3	1	2	-	-	1	2	-	1	-	1	1	*	-	1	3	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	1%	-%	*%	*%	*%	-%	1%	*%	-%	-%	*%
		41%	59%	-%	-%	33%	67%	-%	28%	-%	47%	47%	4%	-%	50%	96%	-%	-%	4%
Find a recipe	2	1	1	-	1	1	1	-	-	-	1	1	1	-	-	2	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	-%	-%	-%
		42%	58%	-%	40%	32%	28%	-%	-%	-%	68%	32%	68%	-%	-%	100%	-%	-%	-%
Jokes/ stories	2	*	1	-	-	1	1	-	-	*	1	-	1	-	1	1	-	1	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	1%	-%
		16%	84%	-%	-%	70%	30%	-%	-%	22%	30%	-%	30%	-%	70%	48%	-%	52%	-%
Send a text	2	1	1	*	-	2	-	-	-	1	*	-	1	1	*	1	*	-	*
	*%	*%	*%	*%	-%	*%	-%	-%	-%	1%	*%	-%	*%	*%	*%	*%	*%	-%	*%
		63%	37%	10%	-%	90%	-%	-%	-%	53%	28%	-%	37%	53%	10%	81%	9%	-%	10%
Anything else	2	*	2	-	-	2	*	-	-	-	2	*	-	2	-	-	2	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	1%	-%	-%	1%	-%	-%
		8%	92%	-%	-%	92%	8%	-%	-%	-%	100%	8%	-%	92%	-%	-%	100%	-%	-%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2464	1141	1294	310	489	927	725	119	178	306	1236	719	877	292	499	1595	259	310	300
Effective Weighted Sample	1718	784	915	215	363	650	485	86	118	214	881	517	646	205	363	1337	149	217	253
Total	1379	626	737	152	306	507	403	58	108	164	706	416	401	229	283	1138	125	77	39
		45%	53%	11%	22%	37%	29%	4%	8%	12%	51%	30%	29%	17%	21%	83%	9%	6%	3%
Don't know	44	14	28	7	10	14	12	2	*	5	14	9	10	11	10	36	3	4	1
	3%	2%	4%	4%	3%	3%	3%	4%	*%	3%	2%	2%	2%	5%	4%	3%	2%	5%	2%
		32%	63%	15%	24%	31%	27%	5%	1%	10%	32%	20%	22%	25%	24%	81%	7%	10%	2%

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



QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2464	166	225	149	183	169	193	194	158	158	1895	569	1567	850	1264	1200
Effective Weighted Sample	1718	147	204	137	167	151	175	174	140	144	1464	258	1114	584	853	865
Total	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
<b>PROMPTED RESPONSES</b>																
Playing music – e.g. Spotify	805	87	134	58	67	66	58	68	35	92	704	100	579	215	416	389
	58%	53%	65%	56%	60%	54%	54%	61%	59%	59%	59%	55%	62%	52%	59%	57%
			aef										m			
		11%	17%	7%	8%	8%	7%	8%	4%	11%	88%	12%	72%	27%	52%	48%
Weather information	769	89	113	60	61	75	59	59	35	92	661	108	537	215	387	382
	56%	55%	55%	59%	55%	62%	55%	53%	59%	59%	55%	59%	57%	52%	55%	56%
													m			
		12%	15%	8%	8%	10%	8%	8%	5%	12%	86%	14%	70%	28%	50%	50%
Setting a reminder or alarm for a specific time	610	74	87	50	45	51	46	55	26	72	533	77	428	173	299	311
	44%	45%	43%	49%	41%	41%	43%	49%	43%	46%	45%	42%	46%	42%	43%	46%
		12%	14%	8%	7%	8%	8%	9%	4%	12%	87%	13%	70%	28%	49%	51%
Starting/ opening up a radio station	497	40	86	48	34	46	43	43	22	50	428	68	358	133	276	220
	36%	25%	42%	47%	31%	37%	40%	38%	37%	32%	36%	38%	38%	32%	39%	33%
			ad	adi		a	a	a	a				m		o	
		8%	17%	10%	7%	9%	9%	9%	4%	10%	86%	14%	72%	27%	56%	44%
Controlling lighting or heating in your home	287	33	51	20	24	26	21	25	11	24	256	31	219	65	155	133
	21%	21%	25%	20%	21%	22%	20%	22%	19%	15%	21%	17%	23%	16%	22%	20%
			i										m			
		12%	18%	7%	8%	9%	7%	9%	4%	8%	89%	11%	76%	23%	54%	46%
Getting the news headlines	280	40	47	21	22	25	16	21	13	30	243	36	187	87	140	140
	20%	25%	23%	21%	20%	20%	15%	19%	22%	19%	20%	20%	20%	21%	20%	21%
		f														
		14%	17%	8%	8%	9%	6%	8%	5%	11%	87%	13%	67%	31%	50%	50%
Travel information	270	30	43	23	20	31	21	21	10	28	240	30	194	73	140	130
	20%	19%	21%	23%	18%	25%	19%	19%	18%	18%	20%	17%	21%	18%	20%	19%
		11%	16%	9%	8%	11%	8%	8%	4%	11%	89%	11%	72%	27%	52%	48%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2464	166	225	149	183	169	193	194	158	158	1895	569	1567	850	1264	1200
Effective Weighted Sample	1718	147	204	137	167	151	175	174	140	144	1464	258	1114	584	853	865
Total	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
Getting 'how to' instructions	266	32	41	16	24	28	21	21	11	26	232	34	187	74	131	134
	19%	19%	20%	15%	22%	23%	20%	19%	18%	17%	19%	18%	20%	18%	19%	20%
		12%	16%	6%	9%	10%	8%	8%	4%	10%	87%	13%	70%	28%	49%	51%
Finding out which music is being played	262	29	43	20	21	21	21	22	13	32	233	29	181	76	131	131
	19%	18%	21%	20%	19%	17%	19%	20%	22%	21%	19%	16%	19%	18%	19%	19%
		11%	17%	8%	8%	8%	8%	8%	5%	12%	89%	11%	69%	29%	50%	50%
Starting/ opening up a TV programme	201	24	34	17	14	18	17	16	6	29	174	27	144	53	106	95
	15%	14%	16%	16%	12%	15%	16%	14%	11%	18%	15%	15%	15%	13%	15%	14%
		12%	17%	8%	7%	9%	8%	8%	3%	14%	86%	14%	72%	27%	53%	47%
Starting/ opening up an on-demand service like Netflix	166	19	25	14	11	12	12	12	5	19	149	17	118	44	81	85
	12%	12%	12%	13%	10%	10%	11%	11%	9%	12%	12%	9%	13%	11%	12%	13%
		12%	15%	8%	7%	7%	7%	7%	3%	11%	90%	10%	71%	26%	49%	51%
Finding a TV programme or channel or on-demand service	162	18	29	11	13	11	14	12	4	23	144	18	107	51	85	77
	12%	11%	14%	11%	12%	9%	13%	11%	6%	15%	12%	10%	11%	12%	12%	11%
		11%	18%	7%	8%	7%	9%	8%	2%	14%	89%	11%	66%	31%	53%	47%
Starting/ opening up a podcast	132	11	27	11	9	13	7	12	5	16	120	12	99	30	61	71
	10%	7%	13%	11%	9%	11%	7%	11%	8%	10%	10%	6%	11%	7%	9%	11%
		9%	20%	8%	7%	10%	5%	9%	4%	12%	91%	9%	75%	23%	46%	54%
Playing games	113	12	15	7	13	9	8	10	3	16	105	9	84	27	49	64
	8%	8%	7%	7%	12%	7%	8%	9%	5%	10%	9%	5%	9%	7%	7%	9%
		11%	13%	6%	12%	8%	7%	9%	2%	14%	92%	8%	74%	24%	43%	57%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2464	166	225	149	183	169	193	194	158	158	1895	569	1567	850	1264	1200
Effective Weighted Sample	1718	147	204	137	167	151	175	174	140	144	1464	258	1114	584	853	865
Total	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
<b>SPONTANEOUS RESPONSES</b>																
General information/ search	31	3	3	3	3	1	4	3	2	5	25	6	20	9	17	14
	2%	2%	2%	3%	3%	1%	4%	3%	3%	3%	2%	3%	2%	2%	2%	2%
		9%	11%	10%	11%	3%	13%	10%	6%	16%	82%	18%	66%	30%	55%	45%
Make a call	8	*	2	-	-	2	1	*	*	2	5	3	5	2	7	1
	1%	*%	1%	-%	-%	2%	1%	*%	1%	1%	*%	2%	1%	1%	1%	*%
		5%	29%	-%	-%	25%	10%	4%	6%	20%	64%	36%	68%	32%	90%	10%
Dictionary/ spelling	4	1	*	-	-	-	-	1	-	2	4	*	3	1	2	3
	*%	1%	*%	-%	-%	-%	-%	1%	-%	1%	*%	*%	*%	*%	*%	*%
		25%	10%	-%	-%	-%	-%	13%	-%	48%	96%	4%	72%	28%	35%	65%
Shopping lists	4	1	2	-	-	-	1	*	-	-	3	1	2	2	2	2
	*%	1%	1%	-%	-%	-%	1%	*%	-%	-%	*%	1%	*%	1%	*%	*%
		21%	35%	-%	-%	-%	33%	9%	-%	-%	75%	25%	51%	49%	54%	46%
Annouce to others in the home	3	-	1	1	-	-	-	1	-	-	2	1	1	2	2	1
	*%	-%	*%	1%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	33%	22%	-%	-%	-%	41%	-%	-%	72%	28%	33%	67%	78%	22%
Find a recipe	2	1	-	-	-	-	1	-	*	-	1	1	2	*	1	1
	*%	1%	-%	-%	-%	-%	1%	-%	*%	-%	*%	1%	*%	*%	*%	*%
		40%	-%	-%	-%	-%	51%	-%	10%	-%	49%	51%	82%	18%	51%	49%
Jokes/ stories	2	-	-	-	-	1	-	-	-	-	2	-	-	2	2	-
	*%	-%	-%	-%	-%	1%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%
		-%	-%	-%	-%	48%	-%	-%	-%	-%	100%	-%	-%	100%	100%	-%
Send a text	2	-	-	*	-	-	-	1	-	-	1	*	2	-	1	1
	*%	-%	-%	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	*%	*%
		-%	-%	28%	-%	-%	-%	53%	-%	-%	81%	19%	100%	-%	47%	53%
Anything else	2	-	-	-	-	-	-	-	-	-	2	*	-	2	*	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	92%	8%	-%	100%	8%	92%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2464	166	225	149	183	169	193	194	158	158	1895	569	1567	850	1264	1200
Effective Weighted Sample	1718	147	204	137	167	151	175	174	140	144	1464	258	1114	584	853	865
Total	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
Don't know	44	9	4	4	1	5	3	4	1	5	40	4	23	18	18	26
	3%	5%	2%	4%	1%	4%	3%	4%	2%	3%	3%	2%	2%	4%	3%	4%
		d											l			
		20%	10%	8%	2%	10%	6%	10%	3%	12%	91%	9%	52%	41%	41%	59%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2464	1389	978	2110	2235	1290	2438
Effective Weighted Sample	1718	962	683	1478	1564	899	1703
Total	1379	782	557	1185	1245	718	1364
		57%	40%	86%	90%	52%	99%
<b>PROMPTED RESPONSES</b>							
Playing music – e.g. Spotify	805	462	309	710	752	451	797
	58%	59%	56%	60%	60%	63%	58%
		57%	38%	88%	93%	56%	99%
Weather information	769	428	328	666	710	419	761
	56%	55%	59%	56%	57%	58%	56%
		56%	43%	87%	92%	55%	99%
Setting a reminder or alarm for a specific time	610	322	246	536	577	356	606
	44%	41%	44%	45%	46%	50%	44%
		53%	40%	88%	95%	58%	99%
Starting/ opening up a radio station	497	305	216	461	463	257	494
	36%	39%	39%	39%	37%	36%	36%
		61%	43%	93%	93%	52%	100%
Controlling lighting or heating in your home	287	170	109	253	277	171	287
	21%	22%	20%	21%	22%	24%	21%
		59%	38%	88%	96%	60%	100%
Getting the news headlines	280	153	135	254	264	167	277
	20%	20%	24%	21%	21%	23%	20%
		55%	48%	91%	94%	60%	99%
Travel information	270	164	116	237	254	157	268
	20%	21%	21%	20%	20%	22%	20%
		61%	43%	88%	94%	58%	99%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2464	1389	978	2110	2235	1290	2438
Effective Weighted Sample	1718	962	683	1478	1564	899	1703
Total	1379	782	557	1185	1245	718	1364
		57%	40%	86%	90%	52%	99%
Getting 'how to' instructions	266	141	117	233	248	169	264
	19%	18%	21%	20%	20%	24%	19%
						acdf	
		53%	44%	88%	93%	64%	99%
Finding out which music is being played	262	143	116	229	249	172	261
	19%	18%	21%	19%	20%	24%	19%
						acdf	
		55%	44%	88%	95%	66%	100%
Starting/ opening up a TV programme	201	137	79	189	193	120	201
	15%	17%	14%	16%	15%	17%	15%
		68%	39%	94%	96%	60%	100%
Starting/ opening up an on-demand service like Netflix	166	105	70	150	164	106	166
	12%	13%	12%	13%	13%	15%	12%
		63%	42%	91%	99%	64%	100%
Finding a TV programme or channel or on-demand service	162	122	62	153	154	99	162
	12%	16%	11%	13%	12%	14%	12%
		bdf					
		75%	38%	95%	95%	61%	100%
Starting/ opening up a podcast	132	70	55	119	129	87	132
	10%	9%	10%	10%	10%	12%	10%
						af	
		53%	42%	91%	97%	66%	100%
Playing games	113	72	39	95	108	66	112
	8%	9%	7%	8%	9%	9%	8%
		63%	34%	84%	95%	58%	99%

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

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2464	1389	978	2110	2235	1290	2438
Effective Weighted Sample	1718	962	683	1478	1564	899	1703
Total	1379	782	557	1185	1245	718	1364
		57%	40%	86%	90%	52%	99%
<b>SPONTANEOUS RESPONSES</b>							
General information/ search	31	15	12	27	23	15	28
	2%	2%	2%	2%	2%	2%	2%
		47%	39%	88%	73%	49%	91%
Make a call	8	6	3	6	6	6	8
	1%	1%	1%	1%	*%	1%	1%
		73%	40%	80%	80%	79%	100%
Dictionary/ spelling	4	3	2	3	4	2	4
	*%	*%	*%	*%	*%	*%	*%
		70%	55%	69%	82%	51%	100%
Shopping lists	4	3	3	4	4	2	4
	*%	*%	*%	*%	*%	*%	*%
		59%	62%	100%	98%	37%	100%
Annouce to others in the home	3	2	1	2	2	*	3
	*%	*%	*%	*%	*%	*%	*%
		83%	45%	50%	72%	14%	100%
Find a recipe	2	1	1	2	2	2	2
	*%	*%	*%	*%	*%	*%	*%
		40%	60%	82%	100%	72%	100%
Jokes/ stories	2	1	1	2	2	1	2
	*%	*%	*%	*%	*%	*%	*%
		70%	30%	100%	100%	70%	100%
Send a text	2	1	2	1	2	1	2
	*%	*%	*%	*%	*%	*%	*%
		62%	91%	38%	100%	38%	100%
Anything else	2	-	*	2	2	*	2
	*%	-%	*%	*%	*%	*%	*%
		-%	8%	92%	100%	8%	100%
Columns Tested: a,b,c,d,e,f							

QV7. Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV- ICES e	ANY SER- VICES f
Significance Level: 95%							
Unweighted total	2464	1389	978	2110	2235	1290	2438
Effective Weighted Sample	1718	962	683	1478	1564	899	1703
Total	1379	782	557	1185	1245	718	1364
		57%	40%	86%	90%	52%	99%
Don't know	44	20	20	33	36	18	44
	3%	3%	4%	3%	3%	3%	3%
		46%	46%	75%	81%	41%	99%

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



QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2464	1141	1294	310	489	927	725	119	178	306	1236	719	877	292	499	1595	259	310	300
Effective Weighted Sample	1718	784	915	215	363	650	485	86	118	214	881	517	646	205	363	1337	149	217	253
Total	1379	626	737	152	306	507	403	58	108	164	706	416	401	229	283	1138	125	77	39
		45%	53%	11%	22%	37%	29%	4%	8%	12%	51%	30%	29%	17%	21%	83%	9%	6%	3%
Child aged under 5	65	26	39	6	28	32	-	7	5	13	29	13	17	15	19	51	4	8	2
	5%	4%	5%	4%	9%	6%	-%	12%	4%	8%	4%	3%	4%	7%	7%	5%	3%	11%	5%
				f	cf	f		hj		j				k	k			opr	
		39%	60%	9%	42%	49%	-%	11%	7%	20%	45%	20%	26%	23%	29%	79%	6%	13%	3%
Child aged 5-7	100	40	59	2	31	66	*	2	8	16	58	29	23	20	23	83	8	6	2
	7%	6%	8%	1%	10%	13%	*%	4%	7%	10%	8%	7%	6%	9%	8%	7%	7%	8%	6%
				f	cf	cf													
		40%	60%	2%	31%	66%	*%	3%	8%	16%	58%	29%	23%	20%	24%	83%	9%	6%	2%
Child aged 8-11	146	62	83	5	29	105	7	4	18	17	80	48	35	30	25	120	12	10	5
	11%	10%	11%	3%	10%	21%	2%	7%	16%	11%	11%	12%	9%	13%	9%	11%	9%	13%	12%
					cf	cdf			g										
		42%	56%	3%	20%	72%	5%	3%	12%	12%	55%	33%	24%	21%	17%	82%	8%	7%	3%
Child aged 12-15	157	64	93	10	15	123	9	5	10	16	90	56	36	25	33	130	14	10	3
	11%	10%	13%	6%	5%	24%	2%	9%	9%	10%	13%	14%	9%	11%	11%	11%	11%	13%	9%
				f	f	cdf													
		41%	59%	6%	9%	78%	6%	3%	6%	10%	57%	36%	23%	16%	21%	83%	9%	6%	2%
Adult aged 16-24	296	122	171	133	20	103	41	22	20	36	133	74	105	44	66	243	24	20	9
	21%	20%	23%	87%	6%	20%	10%	37%	18%	22%	19%	18%	26%	19%	23%	21%	19%	26%	22%
				def		df		hij					km	k					
		41%	58%	45%	7%	35%	14%	7%	7%	12%	45%	25%	35%	15%	22%	82%	8%	7%	3%
Adult aged 25-44	616	272	337	26	280	266	41	21	35	73	358	169	203	112	110	514	49	35	17
	45%	43%	46%	17%	92%	52%	10%	36%	32%	45%	51%	41%	51%	49%	39%	45%	40%	46%	45%
				f	cef	cf				h	gh		kn	kn					
		44%	55%	4%	45%	43%	7%	3%	6%	12%	58%	27%	33%	18%	18%	83%	8%	6%	3%
Adult aged 45-64	527	252	273	33	24	234	233	21	36	65	265	192	117	100	99	426	58	28	15
	38%	40%	37%	22%	8%	46%	58%	36%	33%	40%	37%	46%	29%	44%	35%	37%	46%	36%	39%
				d		cd	cde					ln	ln				oq		
		48%	52%	6%	4%	44%	44%	4%	7%	12%	50%	36%	22%	19%	19%	81%	11%	5%	3%
Adult aged 65-74	179	92	87	3	9	9	157	4	18	28	69	64	34	30	48	147	18	9	5
	13%	15%	12%	2%	3%	2%	39%	6%	17%	17%	10%	15%	9%	13%	17%	13%	14%	12%	12%
							cde		gj	gj		l		l					
		51%	49%	2%	5%	5%	88%	2%	10%	16%	39%	36%	19%	17%	27%	82%	10%	5%	3%

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

QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2464	1141	1294	310	489	927	725	119	178	306	1236	719	877	292	499	1595	259	310	300
Effective Weighted Sample	1718	784	915	215	363	650	485	86	118	214	881	517	646	205	363	1337	149	217	253
Total	1379	626	737	152	306	507	403	58	108	164	706	416	401	229	283	1138	125	77	39
		45%	53%	11%	22%	37%	29%	4%	8%	12%	51%	30%	29%	17%	21%	83%	9%	6%	3%
Adult aged 75 and over	48	24	23	1	2	1	44	*	13	8	18	16	7	7	17	43	2	3	*
	3%	4%	3%	1%	1%	*%	11%	*%	12%	5%	3%	4%	2%	3%	6%	4%	2%	3%	*%
							cde					l			l	r		r	
		51%	49%	2%	4%	3%	92%	*%	27%	18%	37%	33%	14%	14%	35%	90%	4%	5%	*%
Don't know	17	7	7	3	6	3	3	2	1	1	3	4	4	2	3	15	1	1	*
	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%
								j											
		41%	42%	16%	33%	20%	20%	11%	4%	5%	17%	24%	24%	12%	19%	91%	3%	5%	1%
Prefer not to say	7	3	2	-	2	2	-	*	1	*	1	*	2	1	2	7	-	-	*
	1%	1%	*%	-%	1%	*%	-%	1%	1%	*%	*%	*%	1%	1%	1%	1%	-%	-%	1%
					f					j									
		45%	33%	-%	33%	32%	-%	5%	16%	6%	10%	2%	30%	16%	30%	93%	-%	-%	7%
ANY CHILDREN AGED UNDER 16	347	140	205	22	71	237	17	15	31	41	191	107	80	67	81	287	28	23	9
	25%	22%	28%	15%	23%	47%	4%	26%	28%	25%	27%	26%	20%	29%	29%	25%	23%	30%	23%
			a	f	cf	cdf						l		l	l				
		40%	59%	6%	21%	68%	5%	4%	9%	12%	55%	31%	23%	19%	23%	83%	8%	7%	3%
ANY ADULTS AGED 16 AND OVER	1272	580	681	144	287	463	372	53	87	154	664	391	379	212	249	1046	118	73	36
	92%	93%	92%	95%	94%	91%	92%	92%	81%	94%	94%	94%	95%	93%	88%	92%	94%	94%	92%
								h		h	h	n	n						
		46%	54%	11%	23%	36%	29%	4%	7%	12%	52%	31%	30%	17%	20%	82%	9%	6%	3%

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

QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2464	166	225	149	183	169	193	194	158	158	1895	569	1567	850	1264	1200
Effective Weighted Sample	1718	147	204	137	167	151	175	174	140	144	1464	258	1114	584	853	865
Total	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
Child aged under 5	65	3	10	1	6	9	6	4	2	11	56	9	51	14	26	39
	5%	2%	5%	1%	6%	7%	5%	3%	4%	7%	5%	5%	5%	3%	4%	6%
			c		c	ac	c			ac						
		5%	16%	1%	10%	13%	9%	6%	3%	16%	86%	14%	77%	22%	40%	60%
Child aged 5-7	100	7	18	5	10	6	11	10	4	12	83	16	80	19	47	52
	7%	4%	9%	5%	9%	5%	11%	9%	7%	8%	7%	9%	9%	5%	7%	8%
		7%	18%	5%	10%	6%	11%	10%	4%	12%	84%	16%	80%	19%	47%	53%
Child aged 8-11	146	14	18	7	11	17	19	18	7	9	127	19	116	28	68	78
	11%	8%	9%	7%	10%	14%	18%	16%	11%	6%	11%	11%	12%	7%	10%	11%
		9%	12%	5%	7%	12%	13%	12%	5%	6%	87%	13%	80%	19%	47%	53%
Child aged 12-15	157	20	22	12	9	23	14	10	6	15	134	23	124	31	84	73
	11%	12%	11%	11%	8%	19%	13%	9%	10%	9%	11%	13%	13%	7%	12%	11%
		13%	14%	7%	6%	15%	9%	6%	4%	9%	85%	15%	79%	19%	54%	46%
Adult aged 16-24	296	28	41	20	30	33	18	22	16	35	265	31	181	112	124	172
	21%	17%	20%	19%	27%	27%	17%	20%	27%	22%	22%	17%	19%	27%	18%	25%
		10%	14%	7%	10%	11%	6%	7%	5%	12%	89%	11%	61%	38%	42%	58%
Adult aged 25-44	616	84	95	39	46	49	50	57	26	67	552	65	502	101	260	357
	45%	51%	46%	38%	42%	40%	47%	51%	44%	43%	46%	36%	54%	24%	37%	53%
		c						ce			k		m		n	
		14%	15%	6%	8%	8%	8%	9%	4%	11%	89%	11%	82%	16%	42%	58%
Adult aged 45-64	527	44	84	41	46	56	43	33	22	58	448	79	375	142	318	209
	38%	27%	41%	40%	42%	46%	40%	30%	36%	37%	37%	43%	40%	34%	45%	31%
		8%	ag	a	ag	ag	a						m		o	
		8%	16%	8%	9%	11%	8%	6%	4%	11%	85%	15%	71%	27%	60%	40%
Adult aged 65-74	179	11	35	16	10	17	15	17	6	20	145	34	54	123	128	51
	13%	7%	17%	16%	9%	14%	14%	16%	11%	13%	12%	19%	6%	30%	18%	8%
		6%	ad	a		9%	a	a				j	l	o		
		6%	19%	9%	5%	9%	8%	10%	4%	11%	81%	19%	30%	69%	71%	29%

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

QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2464	166	225	149	183	169	193	194	158	158	1895	569	1567	850	1264	1200
Effective Weighted Sample	1718	147	204	137	167	151	175	174	140	144	1464	258	1114	584	853	865
Total	1379	163	205	102	111	122	108	111	59	156	1196	182	937	413	701	678
		12%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	68%	30%	51%	49%
Adult aged 75 and over	48	2	10	6	1	3	4	7	2	8	36	12	6	41	38	9
	3%	1%	5%	6%	1%	3%	4%	6%	3%	5%	3%	7%	1%	10%	5%	1%
			d	d			ad					j	l	o		
		5%	21%	12%	3%	7%	9%	14%	3%	16%	75%	25%	13%	87%	80%	20%
Don't know	17	7	1	2	-	2	1	*	1	2	16	1	11	3	7	10
	1%	4%	*%	2%	-%	2%	1%	*%	2%	1%	1%	1%	1%	1%	1%	2%
		bdfg														
		40%	5%	10%	-%	13%	3%	3%	6%	10%	94%	6%	62%	18%	40%	60%
Prefer not to say	7	2	1	-	1	2	1	1	-	-	6	1	5	1	1	6
	1%	1%	*%	-%	1%	1%	1%	*%	-%	-%	1%	*%	1%	*%	*%	1%
		30%	11%	-%	14%	21%	10%	7%	-%	-%	90%	10%	71%	7%	21%	79%
ANY CHILDREN AGED UNDER 16	347	34	51	20	28	41	35	30	14	33	296	51	270	73	178	170
	25%	21%	25%	19%	26%	34%	33%	27%	23%	21%	25%	28%	29%	18%	25%	25%
						achi	aci						m			
		10%	15%	6%	8%	12%	10%	9%	4%	10%	85%	15%	78%	21%	51%	49%
ANY ADULTS AGED 16 AND OVER	1272	141	195	93	103	114	101	101	55	143	1108	164	878	369	648	624
	92%	87%	95%	91%	93%	93%	94%	91%	92%	91%	93%	90%	94%	89%	93%	92%
		a					a						m			
		11%	15%	7%	8%	9%	8%	8%	4%	11%	87%	13%	69%	29%	51%	49%

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

QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2464	1389	978	2110	2235	1290	2438
Effective Weighted Sample	1718	962	683	1478	1564	899	1703
Total	1379	782	557	1185	1245	718	1364
		57%	40%	86%	90%	52%	99%
Child aged under 5	65	37	20	59	64	43	65
	5%	5%	4%	5%	5%	6%	5%
						b	
		57%	30%	90%	97%	66%	100%
Child aged 5-7	100	60	27	81	94	60	100
	7%	8%	5%	7%	8%	8%	7%
		b			b	b	b
		60%	27%	81%	94%	61%	100%
Child aged 8-11	146	84	50	124	133	83	145
	11%	11%	9%	10%	11%	12%	11%
		57%	34%	85%	91%	57%	99%
Child aged 12-15	157	94	61	141	146	95	155
	11%	12%	11%	12%	12%	13%	11%
		60%	39%	90%	93%	60%	99%
Adult aged 16-24	296	162	103	246	282	177	290
	21%	21%	18%	21%	23%	25%	21%
					b	abcf	
		55%	35%	83%	95%	60%	98%
Adult aged 25-44	616	324	216	527	584	353	610
	45%	41%	39%	44%	47%	49%	45%
				b	ab	abcf	b
		52%	35%	85%	95%	57%	99%
Adult aged 45-64	527	348	227	484	477	265	523
	38%	44%	41%	41%	38%	37%	38%
		def					
		66%	43%	92%	90%	50%	99%
Adult aged 65-74	179	124	101	164	153	75	178
	13%	16%	18%	14%	12%	10%	13%
		def	cdef	e			
		69%	57%	92%	85%	42%	100%
Adult aged 75 and over	48	28	29	38	33	16	47
	3%	4%	5%	3%	3%	2%	3%
			cdef				
		58%	62%	79%	69%	33%	100%

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

QV8. Who in your household uses voice controls? Please include yourself if that's correct. (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2464	1389	978	2110	2235	1290	2438
Effective Weighted Sample	1718	962	683	1478	1564	899	1703
Total	1379	782	557	1185	1245	718	1364
		57%	40%	86%	90%	52%	99%
Don't know	17	6	7	11	11	5	17
	1%	1%	1%	1%	1%	1%	1%
		35%	40%	63%	66%	32%	97%
Prefer not to say	7	2	5	5	6	2	7
	1%	*%	1%	*%	*%	*%	1%
		34%	69%	64%	78%	25%	100%
ANY CHILDREN AGED UNDER 16	347	206	117	306	323	209	345
	25%	26%	21%	26%	26%	29%	25%
		b	b	b	b	bf	b
		59%	34%	88%	93%	60%	99%
ANY ADULTS AGED 16 AND OVER	1272	732	506	1102	1161	669	1258
	92%	94%	91%	93%	93%	93%	92%
		b	b	b	b	b	b
		58%	40%	87%	91%	53%	99%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
No car used by someone in the household	365	149	201	78	109	85	85	46	49	60	95	49	113	41	131	307	41	9	8
	13%	12%	14%	27%	19%	9%	9%	32%	24%	18%	8%	6%	15%	9%	21%	14%	16%	6%	9%
			a	def	ef			ij	j	j			km	klm	qr	qr			
		41%	55%	21%	30%	23%	23%	13%	13%	16%	26%	13%	31%	11%	36%	84%	11%	2%	2%
<b>FEATURES IN CAR</b>																			
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth																			
	1449	716	727	103	268	510	559	41	75	151	826	543	376	264	233	1200	132	74	43
	53%	56%	52%	36%	46%	56%	62%	28%	36%	46%	67%	70%	51%	57%	38%	53%	53%	55%	53%
		b		c	cd	cde				gh	ghi	lmn	n	ln					
		49%	50%	7%	19%	35%	39%	3%	5%	10%	57%	37%	26%	18%	16%	83%	9%	5%	3%
A DAB digital radio	1307	651	641	92	241	474	491	44	65	133	757	503	338	236	199	1083	118	69	36
	48%	51%	46%	32%	41%	52%	55%	30%	31%	40%	62%	65%	46%	51%	33%	48%	47%	51%	45%
		b		c	cd	cd				gh	ghi	lmn	n	n					
		50%	49%	7%	18%	36%	38%	3%	5%	10%	58%	38%	26%	18%	15%	83%	9%	5%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)																			
	1011	512	497	86	212	367	339	30	44	93	625	395	270	191	137	839	94	52	27
	37%	40%	35%	30%	36%	40%	38%	20%	21%	28%	51%	51%	37%	41%	22%	37%	38%	38%	33%
		b		c	c	c				gh	ghi	lmn	n	n					
		51%	49%	9%	21%	36%	34%	3%	4%	9%	62%	39%	27%	19%	14%	83%	9%	5%	3%
Built-in satellite navigation with a screen in the car's dashboard (CC)																			
	928	491	432	63	136	332	389	21	36	88	577	380	227	166	133	779	83	43	23
	34%	39%	31%	22%	23%	36%	43%	14%	17%	27%	47%	49%	31%	36%	22%	34%	33%	32%	28%
		b		cd	cde					gh	ghi	lmn	n	n		r			
		53%	47%	7%	15%	36%	42%	2%	4%	9%	62%	41%	24%	18%	14%	84%	9%	5%	2%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	831	399	429	48	145	299	334	23	35	79	501	344	211	143	112	690	78	40	23
	30%	31%	31%	17%	25%	33%	37%	16%	17%	24%	41%	45%	29%	31%	18%	31%	31%	30%	28%
		48%	52%	6%	17%	36%	40%	3%	4%	9%	60%	41%	25%	17%	14%	83%	9%	5%	3%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	805	428	372	64	134	288	312	23	30	68	493	317	205	143	118	666	79	39	21
	30%	34%	27%	22%	23%	32%	35%	15%	15%	21%	40%	41%	28%	31%	19%	29%	32%	29%	25%
		b				cd	cd				ghi	lmn	n	n		83%	10%	5%	3%
		53%	46%	8%	17%	36%	39%	3%	4%	8%	61%	39%	25%	18%	15%				
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	460	236	224	39	90	171	157	9	19	43	283	179	117	85	64	384	40	24	12
	17%	19%	16%	14%	15%	19%	17%	6%	9%	13%	23%	23%	16%	18%	10%	17%	16%	18%	15%
						c				g	ghi	ln	n	n					
		51%	49%	9%	20%	37%	34%	2%	4%	9%	62%	39%	25%	19%	14%	83%	9%	5%	3%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	356	197	157	28	61	117	148	14	24	48	185	97	87	90	76	295	33	17	11
	13%	15%	11%	10%	10%	13%	16%	9%	11%	15%	15%	13%	12%	19%	12%	13%	13%	12%	14%
		b					cde				g			kn					
		55%	44%	8%	17%	33%	42%	4%	7%	14%	52%	27%	24%	25%	21%	83%	9%	5%	3%

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



QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	161	96	64	8	29	59	66	6	3	23	94	63	45	25	20	137	14	7	4
	6%	8%	5%	3%	5%	6%	7%	4%	1%	7%	8%	8%	6%	5%	3%	6%	6%	5%	4%
		b				c	c			h	h	n	n						
		60%	40%	5%	18%	36%	41%	4%	2%	14%	58%	39%	28%	16%	12%	85%	9%	4%	2%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	156	93	63	9	24	60	63	6	3	13	106	83	32	21	13	135	12	6	4
	6%	7%	5%	3%	4%	7%	7%	4%	2%	4%	9%	11%	4%	4%	2%	6%	5%	4%	4%
		b				cd	cd				ghi	lmn	n	n					
		60%	40%	6%	15%	38%	40%	4%	2%	8%	68%	53%	21%	13%	8%	86%	8%	4%	2%
None of these	448	211	227	43	104	156	139	34	51	55	146	81	138	65	133	365	46	23	14
	16%	17%	16%	15%	18%	17%	15%	23%	25%	17%	12%	10%	19%	14%	22%	16%	18%	17%	17%
								ij	ij	j			km	km					
		47%	51%	10%	23%	35%	31%	8%	12%	12%	33%	18%	31%	15%	30%	81%	10%	5%	3%
Don't know	132	44	73	30	27	35	28	3	5	11	21	11	27	24	40	112	8	8	4
	5%	3%	5%	10%	5%	4%	3%	2%	2%	3%	2%	1%	4%	5%	7%	5%	3%	6%	5%
			a	def						j			k	k	kl				
		34%	55%	22%	20%	26%	21%	3%	4%	8%	16%	8%	21%	18%	30%	85%	6%	6%	3%
ANY CONNECTED CAR FEATURES (CC)	1447	718	721	111	272	507	545	45	71	151	835	535	376	270	228	1201	133	74	40
	53%	57%	51%	39%	47%	56%	60%	31%	34%	46%	68%	69%	51%	58%	37%	53%	53%	55%	49%
		b		c	cd	cde				gh	ghi	lmn	n	ln					
		50%	50%	8%	19%	35%	38%	3%	5%	10%	58%	37%	26%	19%	16%	83%	9%	5%	3%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
No car used by someone in the household	365	82	35	21	28	28	23	25	19	45	353	11	189	153	70	295
	13%	24%	9%	10%	13%	11%	12%	12%	16%	14%	15%	3%	11%	16%	5%	22%
		bcdefghi							bc		k		l		n	
		23%	10%	6%	8%	8%	6%	7%	5%	12%	97%	3%	52%	42%	19%	81%
<b>FEATURES IN CAR</b>																
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth																
	1449	152	222	130	109	126	110	119	56	176	1192	257	1001	431	907	542
	53%	44%	57%	58%	52%	50%	57%	55%	46%	55%	51%	69%	59%	46%	67%	39%
		10%	ah	aeh	a	9%	ah	ah	4%	ah	82%	j	m	30%	o	37%
			15%	9%	8%	9%	8%	8%		12%		18%	69%		63%	
A DAB digital radio	1307	131	213	123	95	116	93	105	57	150	1073	234	903	387	813	494
	48%	38%	55%	56%	46%	46%	48%	49%	47%	47%	46%	63%	53%	42%	60%	36%
			adehi	adehi			a	a	a	a	82%	j	m	30%	o	38%
		10%	16%	9%	7%	9%	7%	8%	4%	11%		18%	69%		62%	
The ability to stream music and other audio content from a phone through the car's audio system (CC)																
	1011	100	150	97	78	98	75	82	46	113	843	168	734	269	605	407
	37%	29%	39%	44%	37%	39%	39%	38%	38%	35%	36%	45%	43%	29%	45%	30%
		10%	a	ai	a	a	a	a	a	11%	83%	j	m	27%	o	40%
			15%	10%	8%	10%	7%	8%	5%			17%	73%		60%	
Built-in satellite navigation with a screen in the car's dashboard (CC)	928	88	149	80	68	87	73	83	36	112	741	187	630	286	634	294
	34%	26%	39%	36%	33%	35%	38%	38%	30%	35%	31%	50%	37%	31%	47%	21%
			ah	a		a	ah	ah		a		j	m		o	
		10%	16%	9%	7%	9%	8%	9%	4%	12%	80%	20%	68%	31%	68%	32%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398	
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706	
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373	
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%	
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	831	84	125	76	65	79	63	63	34	100	662	169	558	262	548	282	
	30%	25%	32%	34%	31%	31%	33%	29%	28%	31%	28%	45%	33%	28%	40%	21%	
		10%	a	a	8%	10%	a	8%	8%	4%	12%	j	m	67%	32%	66%	34%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	805	85	122	62	58	81	62	67	32	98	652	153	543	249	522	283	
	30%	25%	31%	28%	28%	32%	32%	31%	26%	31%	28%	41%	32%	27%	39%	21%	
		11%	a	a	7%	10%	a	8%	8%	4%	12%	j	m	67%	31%	65%	35%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	460	52	72	33	32	45	34	37	22	58	377	83	321	133	281	179	
	17%	15%	19%	15%	15%	18%	17%	17%	18%	18%	16%	22%	19%	14%	21%	13%	
		11%	j	m	7%	10%	7%	8%	5%	13%	82%	18%	70%	29%	61%	39%	
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	356	27	52	29	36	32	21	35	21	41	305	51	237	114	192	164	
	13%	8%	14%	13%	17%	13%	11%	16%	17%	13%	13%	14%	14%	12%	14%	12%	
		8%	a	a	af	9%	6%	af	af	a	86%	14%	66%	32%	54%	46%	

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	161	17	34	12	10	18	7	15	8	16	133	29	118	43	100	62
	6%	5%	9%	5%	5%	7%	4%	7%	7%	5%	6%	8%	7%	5%	7%	5%
			adfi										m		o	
		11%	21%	7%	6%	11%	4%	9%	5%	10%	82%	18%	73%	26%	62%	38%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	156	20	27	10	18	16	15	9	5	15	124	33	106	49	102	54
	6%	6%	7%	5%	9%	6%	8%	4%	4%	5%	5%	9%	6%	5%	8%	4%
					cgh							j			o	
		12%	17%	6%	11%	10%	9%	6%	3%	10%	79%	21%	68%	31%	65%	35%
None of these	448	59	57	34	37	44	28	41	18	46	398	49	249	177	170	277
	16%	17%	15%	15%	18%	17%	15%	19%	15%	14%	17%	13%	15%	19%	13%	20%
											k		l		n	
		13%	13%	8%	8%	10%	6%	9%	4%	10%	89%	11%	56%	39%	38%	62%
Don't know	132	15	21	8	5	18	7	7	11	20	121	11	50	57	45	88
	5%	4%	5%	4%	2%	7%	4%	3%	9%	6%	5%	3%	3%	6%	3%	6%
						dfg			acdfg	d	k		l		n	
		11%	16%	6%	4%	14%	5%	5%	9%	15%	92%	8%	38%	43%	34%	66%
ANY CONNECTED CAR FEATURES (CC)	1447	147	217	131	111	132	110	123	57	174	1191	256	984	441	893	554
	53%	43%	56%	59%	53%	52%	57%	57%	47%	54%	51%	69%	58%	47%	66%	40%
			ah	ah	a	a	ah	ah		a		j	m		o	
		10%	15%	9%	8%	9%	8%	8%	4%	12%	82%	18%	68%	31%	62%	38%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
No car used by someone in the household	365	117	116	229	277	170	336
	13%	9%	10%	11%	13%	14%	13%
					abc	abc	abc
		32%	32%	63%	76%	47%	92%
<b>FEATURES IN CAR</b>							
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	1449	828	655	1272	1250	668	1439
	53%	64%	59%	60%	58%	57%	55%
		bcdef		def			
		57%	45%	88%	86%	46%	99%
A DAB digital radio	1307	720	595	1141	1106	608	1293
	48%	55%	53%	54%	51%	52%	50%
		def	f	df			
		55%	46%	87%	85%	47%	99%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	1011	567	458	900	908	515	1006
	37%	44%	41%	43%	42%	44%	39%
		f		f	f	f	
		56%	45%	89%	90%	51%	100%
Built-in satellite navigation with a screen in the car's dashboard (CC)	928	534	435	825	793	432	919
	34%	41%	39%	39%	36%	37%	35%
		def	f	f			
		57%	47%	89%	85%	47%	99%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	831	474	380	731	708	379	824
	30%	37%	34%	35%	33%	32%	32%
		def		f			
		57%	46%	88%	85%	46%	99%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	805	461	367	717	695	383	800
	30%	36%	33%	34%	32%	33%	31%
		df		f			
		57%	46%	89%	86%	48%	99%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	460	280	214	418	412	235	459
	17%	22%	19%	20%	19%	20%	18%
		df		f			
		61%	47%	91%	90%	51%	100%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	356	212	162	307	308	169	353
	13%	16%	14%	15%	14%	14%	14%
		f					
		60%	45%	86%	87%	47%	99%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	161	107	65	151	146	85	161
	6%	8%	6%	7%	7%	7%	6%
		bf					
		66%	40%	94%	91%	52%	100%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	156	96	76	142	139	81	156
	6%	7%	7%	7%	6%	7%	6%
		61%	49%	91%	89%	52%	100%
None of these	448	165	170	290	311	175	409
	16%	13%	15%	14%	14%	15%	16%
		37%	38%	65%	70%	39%	91%
Don't know	132	33	39	64	77	33	95
	5%	3%	3%	3%	4%	3%	4%
		25%	29%	49%	58%	25%	72%
ANY CONNECTED CAR FEATURES (CC)	1447	804	660	1262	1243	662	1432
	53%	62%	59%	60%	57%	56%	55%
		def	f	ef			
		56%	46%	87%	86%	46%	99%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4199	2017	2118	401	773	1486	1487	209	285	515	1981	1259	1389	523	856	2668	445	534	552
Effective Weighted Sample	2851	1361	1456	263	548	1019	988	141	187	348	1381	895	1003	373	594	2212	248	364	459
Total	2362	1120	1200	210	474	827	816	100	159	270	1134	723	624	423	480	1954	208	126	74
		47%	51%	9%	20%	35%	35%	4%	7%	11%	48%	31%	26%	18%	20%	83%	9%	5%	3%

FEATURES IN CAR

The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth

	1449	716	727	103	268	510	559	41	75	151	826	543	376	264	233	1200	132	74	43
	61%	64%	61%	49%	57%	62%	69%	41%	47%	56%	73%	75%	60%	62%	49%	61%	64%	58%	59%
					c	c	cde			gh	ghi	lmn	n	n					
		49%	50%	7%	19%	35%	39%	3%	5%	10%	57%	37%	26%	18%	16%	83%	9%	5%	3%

A DAB digital radio

	1307	651	641	92	241	474	491	44	65	133	757	503	338	236	199	1083	118	69	36
	55%	58%	53%	44%	51%	57%	60%	44%	41%	49%	67%	70%	54%	56%	41%	55%	57%	55%	50%
		b				cd	cd				ghi	lmn	n	n		r			
		50%	49%	7%	18%	36%	38%	3%	5%	10%	58%	38%	26%	18%	15%	83%	9%	5%	3%

The ability to stream music and other audio content from a phone through the car's audio system (CC)

	1011	512	497	86	212	367	339	30	44	93	625	395	270	191	137	839	94	52	27
	43%	46%	41%	41%	45%	44%	42%	30%	28%	34%	55%	55%	43%	45%	29%	43%	45%	41%	37%
		b									ghi	lmn	n	n		r	r		
		51%	49%	9%	21%	36%	34%	3%	4%	9%	62%	39%	27%	19%	14%	83%	9%	5%	3%

Built-in satellite navigation with a screen in the car's dashboard (CC)

	928	491	432	63	136	332	389	21	36	88	577	380	227	166	133	779	83	43	23
	39%	44%	36%	30%	29%	40%	48%	21%	22%	33%	51%	53%	36%	39%	28%	40%	40%	34%	31%
		b				cd	cde			gh	ghi	lmn	n	n		qr	r		
		53%	47%	7%	15%	36%	42%	2%	4%	9%	62%	41%	24%	18%	14%	84%	9%	5%	2%

Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)

	831	399	429	48	145	299	334	23	35	79	501	344	211	143	112	690	78	40	23
	35%	36%	36%	23%	31%	36%	41%	23%	22%	29%	44%	48%	34%	34%	23%	35%	37%	32%	31%
					c	cd	cde				ghi	lmn	n	n					
		48%	52%	6%	17%	36%	40%	3%	4%	9%	60%	41%	25%	17%	14%	83%	9%	5%	3%

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



QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4199	2017	2118	401	773	1486	1487	209	285	515	1981	1259	1389	523	856	2668	445	534	552
Effective Weighted Sample	2851	1361	1456	263	548	1019	988	141	187	348	1381	895	1003	373	594	2212	248	364	459
Total	2362	1120	1200	210	474	827	816	100	159	270	1134	723	624	423	480	1954	208	126	74
		47%	51%	9%	20%	35%	35%	4%	7%	11%	48%	31%	26%	18%	20%	83%	9%	5%	3%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	805	428	372	64	134	288	312	23	30	68	493	317	205	143	118	666	79	39	21
	34%	38%	31%	31%	28%	35%	38%	22%	19%	25%	43%	44%	33%	34%	25%	34%	38%	31%	28%
		b		d	cd						ghi	lmn	n	n		r	r		
		53%	46%	8%	17%	36%	39%	3%	4%	8%	61%	39%	25%	18%	15%	83%	10%	5%	3%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	460	236	224	39	90	171	157	9	19	43	283	179	117	85	64	384	40	24	12
	19%	21%	19%	19%	19%	21%	19%	9%	12%	16%	25%	25%	19%	20%	13%	20%	19%	19%	16%
										g	ghi	ln	n	n					
		51%	49%	9%	20%	37%	34%	2%	4%	9%	62%	39%	25%	19%	14%	83%	9%	5%	3%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	356	197	157	28	61	117	148	14	24	48	185	97	87	90	76	295	33	17	11
	15%	18%	13%	13%	13%	14%	18%	14%	15%	18%	16%	13%	14%	21%	16%	15%	16%	13%	15%
		b		de										kln					
		55%	44%	8%	17%	33%	42%	4%	7%	14%	52%	27%	24%	25%	21%	83%	9%	5%	3%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	161	96	64	8	29	59	66	6	3	23	94	63	45	25	20	137	14	7	4
	7%	9%	5%	4%	6%	7%	8%	6%	2%	8%	8%	9%	7%	6%	4%	7%	7%	5%	5%
		b		c	c			h		h	h	n	n						
		60%	40%	5%	18%	36%	41%	4%	2%	14%	58%	39%	28%	16%	12%	85%	9%	4%	2%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4199	2017	2118	401	773	1486	1487	209	285	515	1981	1259	1389	523	856	2668	445	534	552
Effective Weighted Sample	2851	1361	1456	263	548	1019	988	141	187	348	1381	895	1003	373	594	2212	248	364	459
Total	2362	1120	1200	210	474	827	816	100	159	270	1134	723	624	423	480	1954	208	126	74
		47%	51%	9%	20%	35%	35%	4%	7%	11%	48%	31%	26%	18%	20%	83%	9%	5%	3%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car’s performance, identify faults or remind you where you parked (CC)	156	93	63	9	24	60	63	6	3	13	106	83	32	21	13	135	12	6	4
	7%	8%	5%	4%	5%	7%	8%	6%	2%	5%	9%	11%	5%	5%	3%	7%	6%	5%	5%
		b									hi	lmn	n						
		60%	40%	6%	15%	38%	40%	4%	2%	8%	68%	53%	21%	13%	8%	86%	8%	4%	2%
None of these	448	211	227	43	104	156	139	34	51	55	146	81	138	65	133	365	46	23	14
	19%	19%	19%	21%	22%	19%	17%	34%	32%	20%	13%	11%	22%	15%	28%	19%	22%	18%	19%
				f				ij	ij	j			km	k	klm				
		47%	51%	10%	23%	35%	31%	8%	12%	12%	33%	18%	31%	15%	30%	81%	10%	5%	3%
Don't know	132	44	73	30	27	35	28	3	5	11	21	11	27	24	40	112	8	8	4
	6%	4%	6%	14%	6%	4%	3%	3%	3%	4%	2%	1%	4%	6%	8%	6%	4%	6%	6%
			a	def	f					j			k	k	kl				
		34%	55%	22%	20%	26%	21%	3%	4%	8%	16%	8%	21%	18%	30%	85%	6%	6%	3%
ANY CONNECTED CAR FEATURES (CC)	1447	718	721	111	272	507	545	45	71	151	835	535	376	270	228	1201	133	74	40
	61%	64%	60%	53%	57%	61%	67%	45%	45%	56%	74%	74%	60%	64%	47%	61%	64%	58%	54%
		b				c	cde			gh	ghi	lmn	n	n		r	r		
		50%	50%	8%	19%	35%	38%	3%	5%	10%	58%	37%	26%	19%	16%	83%	9%	5%	3%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4199	260	380	284	296	290	302	320	258	278	3126	1073	2533	1549	2306	1893
Effective Weighted Sample	2851	231	334	256	266	251	275	282	222	248	2369	488	1755	1047	1524	1328
Total	2362	259	352	200	181	225	170	190	102	275	2002	361	1507	778	1285	1077
		11%	15%	8%	8%	10%	7%	8%	4%	12%	85%	15%	64%	33%	54%	46%
<b>FEATURES IN CAR</b>																
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth																
	1449	152	222	130	109	126	110	119	56	176	1192	257	1001	431	907	542
	61%	58%	63%	65%	61%	56%	65%	62%	55%	64%	60%	71%	66%	55%	71%	50%
		10%	15%	9%	8%	9%	8%	8%	4%	12%	82%	18%	69%	30%	63%	37%
A DAB digital radio																
	1307	131	213	123	95	116	93	105	57	150	1073	234	903	387	813	494
	55%	51%	61%	61%	53%	52%	55%	55%	56%	54%	54%	65%	60%	50%	63%	46%
		10%	16%	9%	7%	9%	7%	8%	4%	11%	82%	18%	69%	30%	62%	38%
The ability to stream music and other audio content from a phone through the car's audio system (CC)																
	1011	100	150	97	78	98	75	82	46	113	843	168	734	269	605	407
	43%	38%	43%	48%	43%	43%	44%	43%	45%	41%	42%	47%	49%	35%	47%	38%
		10%	15%	10%	8%	10%	7%	8%	5%	11%	83%	17%	73%	27%	60%	40%
Built-in satellite navigation with a screen in the car's dashboard (CC)																
	928	88	149	80	68	87	73	83	36	112	741	187	630	286	634	294
	39%	34%	42%	40%	38%	39%	43%	44%	36%	41%	37%	52%	42%	37%	49%	27%
		10%	16%	9%	7%	9%	8%	9%	4%	12%	80%	20%	68%	31%	68%	32%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)																
	831	84	125	76	65	79	63	63	34	100	662	169	558	262	548	282
	35%	32%	36%	38%	36%	35%	37%	33%	33%	36%	33%	47%	37%	34%	43%	26%
		10%	15%	9%	8%	10%	8%	8%	4%	12%	80%	20%	67%	32%	66%	34%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4199	260	380	284	296	290	302	320	258	278	3126	1073	2533	1549	2306	1893
Effective Weighted Sample	2851	231	334	256	266	251	275	282	222	248	2369	488	1755	1047	1524	1328
Total	2362	259	352	200	181	225	170	190	102	275	2002	361	1507	778	1285	1077
		11%	15%	8%	8%	10%	7%	8%	4%	12%	85%	15%	64%	33%	54%	46%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	805	85	122	62	58	81	62	67	32	98	652	153	543	249	522	283
	34%	33%	35%	31%	32%	36%	36%	35%	31%	36%	33%	42%	36%	32%	41%	26%
		11%	15%	8%	7%	10%	8%	8%	4%	12%	81%	19%	67%	31%	65%	35%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	460	52	72	33	32	45	34	37	22	58	377	83	321	133	281	179
	19%	20%	20%	17%	18%	20%	20%	19%	21%	21%	19%	23%	21%	17%	22%	17%
		11%	16%	7%	7%	10%	7%	8%	5%	13%	82%	18%	70%	29%	61%	39%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	356	27	52	29	36	32	21	35	21	41	305	51	237	114	192	164
	15%	10%	15%	15%	20%	14%	12%	19%	21%	15%	15%	14%	16%	15%	15%	15%
		8%	15%	8%	10%	9%	6%	10%	6%	12%	86%	14%	66%	32%	54%	46%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	161	17	34	12	10	18	7	15	8	16	133	29	118	43	100	62
	7%	7%	10%	6%	5%	8%	4%	8%	8%	6%	7%	8%	8%	5%	8%	6%
		11%	21%	7%	6%	11%	4%	9%	5%	10%	82%	18%	73%	26%	62%	38%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4199	260	380	284	296	290	302	320	258	278	3126	1073	2533	1549	2306	1893
Effective Weighted Sample	2851	231	334	256	266	251	275	282	222	248	2369	488	1755	1047	1524	1328
Total	2362	259	352	200	181	225	170	190	102	275	2002	361	1507	778	1285	1077
		11%	15%	8%	8%	10%	7%	8%	4%	12%	85%	15%	64%	33%	54%	46%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car’s performance, identify faults or remind you where you parked (CC)	156	20	27	10	18	16	15	9	5	15	124	33	106	49	102	54
	7%	8%	8%	5%	10%	7%	9%	5%	5%	6%	6%	9%	7%	6%	8%	5%
		12%	17%	6%	11%	10%	9%	6%	3%	10%	79%	21%	68%	31%	65%	35%
None of these	448	59	57	34	37	44	28	41	18	46	398	49	249	177	170	277
	19%	23%	16%	17%	21%	20%	17%	21%	18%	17%	20%	14%	17%	23%	13%	26%
		13%	13%	8%	8%	10%	6%	9%	4%	10%	89%	11%	56%	39%	38%	62%
Don't know	132	15	21	8	5	18	7	7	11	20	121	11	50	57	45	88
	6%	6%	6%	4%	3%	8%	4%	4%	11%	7%	6%	3%	3%	7%	3%	8%
		11%	16%	6%	4%	14%	5%	5%	9%	15%	92%	8%	38%	43%	34%	66%
ANY CONNECTED CAR FEATURES (CC)	1447	147	217	131	111	132	110	123	57	174	1191	256	984	441	893	554
	61%	57%	62%	65%	61%	59%	65%	64%	56%	63%	60%	71%	65%	57%	69%	51%
		10%	15%	9%	8%	9%	8%	8%	4%	12%	82%	18%	68%	31%	62%	38%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4199	2091	1796	3375	3397	1820	4052
Effective Weighted Sample	2851	1423	1230	2334	2330	1259	2773
Total	2362	1180	1002	1881	1897	1006	2260
		50%	42%	80%	80%	43%	96%
<b>FEATURES IN CAR</b>							
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	1449	828	655	1272	1250	668	1439
	61%	70%	65%	68%	66%	66%	64%
		bdef		f			
		57%	45%	88%	86%	46%	99%
A DAB digital radio	1307	720	595	1141	1106	608	1293
	55%	61%	59%	61%	58%	60%	57%
		f		f			
		55%	46%	87%	85%	47%	99%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	1011	567	458	900	908	515	1006
	43%	48%	46%	48%	48%	51%	45%
		f		f	f	bf	
		56%	45%	89%	90%	51%	100%
Built-in satellite navigation with a screen in the car's dashboard (CC)	928	534	435	825	793	432	919
	39%	45%	43%	44%	42%	43%	41%
		df		f			
		57%	47%	89%	85%	47%	99%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	831	474	380	731	708	379	824
	35%	40%	38%	39%	37%	38%	36%
		f					
		57%	46%	88%	85%	46%	99%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	4199	2091	1796	3375	3397	1820	4052
Effective Weighted Sample	2851	1423	1230	2334	2330	1259	2773
Total	2362	1180 50%	1002 42%	1881 80%	1897 80%	1006 43%	2260 96%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	805 34%	461 39%	367 37%	717 38%	695 37%	383 38%	800 35%
		f 57%	f 46%	f 89%	f 86%	f 48%	f 99%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	460 19%	280 24%	214 21%	418 22%	412 22%	235 23%	459 20%
		f 61%	f 47%	f 91%	f 90%	f 51%	f 100%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	356 15%	212 18%	162 16%	307 16%	308 16%	169 17%	353 16%
		f 60%	f 45%	f 86%	f 87%	f 47%	f 99%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	161 7%	107 9%	65 6%	151 8%	146 8%	85 8%	161 7%
		bf 66%	bf 40%	bf 94%	bf 91%	bf 52%	bf 100%

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

QV9. Does anyone in your household have a car? IF YES - Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	4199	2091	1796	3375	3397	1820	4052
Effective Weighted Sample	2851	1423	1230	2334	2330	1259	2773
Total	2362	1180 50%	1002 42%	1881 80%	1897 80%	1006 43%	2260 96%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car’s performance, identify faults or remind you where you parked (CC)	156 7%	96 8%	76 8%	142 8%	139 7%	81 8%	156 7%
		61%	49%	91%	89%	52%	100%
None of these	448 19%	165 14%	170 17%	290 15%	311 16%	175 17%	409 18%
		a 37%	a 38%	a 65%	a 70%	a 39%	ac 91%
Don't know	132 6%	33 3%	39 4%	64 3%	77 4%	33 3%	95 4%
		a 25%	a 29%	a 49%	a 58%	a 25%	a 72%
ANY CONNECTED CAR FEATURES (CC)	1447 61%	804 68%	660 66%	1262 67%	1243 66%	662 66%	1432 63%
		f 56%	f 46%	f 87%	f 86%	f 46%	f 99%

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



QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
DAB radio	2022	982	1011	158	397	703	745	82	132	237	1054	663	565	348	374	1671	192	103	56
	74%	77%	72%	55%	68%	77%	83%	56%	64%	72%	86%	86%	77%	75%	61%	74%	77%	76%	69%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		49%	50%	8%	20%	35%	37%	4%	7%	12%	52%	33%	28%	17%	18%	83%	9%	5%	3%
Online via an app or web browser on a smartphone, tablet or computer	1722	830	878	189	376	611	535	70	112	199	925	563	548	277	287	1422	169	86	46
	63%	65%	63%	66%	65%	67%	59%	48%	54%	60%	75%	73%	74%	60%	47%	63%	68%	63%	56%
		f	f	f	f	f	f	g	g	g	ghi	mn	mn	n	n	r	r	r	
		48%	51%	11%	22%	35%	31%	4%	6%	12%	54%	33%	32%	16%	17%	83%	10%	5%	3%
On TV via Freeview, cable or satellite TV services	1714	827	874	149	332	576	643	79	127	207	872	531	495	296	339	1412	168	87	46
	63%	65%	62%	52%	57%	63%	71%	54%	61%	63%	71%	69%	67%	64%	55%	62%	67%	64%	57%
						cd	cde			g	ghi	n	n	n	n	r	r	r	
		48%	51%	9%	19%	34%	38%	5%	7%	12%	51%	31%	29%	17%	20%	82%	10%	5%	3%
On a smart speaker such as Amazon Echo, Google Home	1477	702	767	164	323	520	464	59	99	171	808	475	438	247	276	1218	142	77	40
	54%	55%	55%	57%	55%	57%	52%	40%	48%	52%	66%	62%	59%	53%	45%	54%	57%	57%	49%
					f	f	f			g	ghi	mn	mn	n	n	r	r	r	
		48%	52%	11%	22%	35%	31%	4%	7%	12%	55%	32%	30%	17%	19%	82%	10%	5%	3%
I wasn't aware of digital radio before today	252	105	125	43	64	67	58	19	26	28	44	32	52	37	86	210	21	11	10
	9%	8%	9%	15%	11%	7%	6%	13%	13%	9%	4%	4%	7%	8%	14%	9%	8%	8%	13%
				ef	ef			j	j	j			k	k	klm				opq
		42%	50%	17%	25%	27%	23%	8%	10%	11%	17%	13%	21%	15%	34%	83%	8%	4%	4%

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

QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
DAB radio	2022	226	299	180	163	176	147	161	89	230	1702	320	1347	630	1124	898
	74%	66%	77%	81%	78%	70%	76%	75%	73%	72%	72%	86%	79%	68%	83%	65%
		11%	15%	9%	8%	9%	7%	8%	4%	11%	84%	16%	67%	31%	56%	44%
Online via an app or web browser on a smartphone, tablet or computer	1722	228	258	149	129	141	127	130	73	187	1477	245	1184	509	903	819
	63%	67%	67%	67%	62%	56%	66%	60%	60%	59%	63%	66%	70%	55%	67%	60%
		ei	ei	ei	e								m	o		
		13%	15%	9%	7%	8%	7%	8%	4%	11%	86%	14%	69%	30%	52%	48%
On TV via Freeview, cable or satellite TV services	1714	188	256	149	135	145	123	135	76	204	1455	259	1124	560	919	794
	63%	55%	66%	67%	65%	58%	64%	63%	62%	64%	62%	70%	66%	60%	68%	58%
		11%	15%	9%	8%	8%	7%	8%	4%	12%	85%	15%	66%	33%	54%	46%
On a smart speaker such as Amazon Echo, Google Home	1477	171	225	131	116	128	106	114	64	163	1250	227	1032	424	804	673
	54%	50%	58%	59%	55%	51%	55%	53%	53%	51%	53%	61%	61%	45%	59%	49%
		12%	15%	9%	8%	9%	7%	8%	4%	11%	85%	15%	70%	29%	54%	46%
I wasn't aware of digital radio before today	252	42	23	15	16	39	17	18	10	31	235	17	97	119	80	172
	9%	12%	6%	7%	8%	15%	9%	8%	8%	10%	10%	5%	6%	13%	6%	13%
		bc				bcdg					k		l		n	
		17%	9%	6%	6%	15%	7%	7%	4%	12%	93%	7%	38%	47%	32%	68%

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

QP24. Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES			YOUTUBE		ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
DAB radio	2022	1029	911	1713	1664	900	1984
	74%	79%	81%	81%	77%	77%	76%
		df	def	def			
		51%	45%	85%	82%	45%	98%
Online via an app or web browser on a smartphone, tablet or computer	1722	854	769	1476	1491	887	1704
	63%	66%	69%	70%	69%	75%	66%
			f	af	f	abcdf	
		50%	45%	86%	87%	51%	99%
On TV via Freeview, cable or satellite TV services	1714	872	833	1505	1437	829	1697
	63%	67%	75%	71%	66%	70%	65%
			acdef	adf		df	
		51%	49%	88%	84%	48%	99%
On a smart speaker such as Amazon Echo, Google Home	1477	792	640	1287	1307	746	1465
	54%	61%	57%	61%	60%	63%	56%
		bf		bf	f	bdf	
		54%	43%	87%	89%	50%	99%
I wasn't aware of digital radio before today	252	63	41	81	138	65	182
	9%	5%	4%	4%	6%	6%	7%
					abc	bc	abc
		25%	16%	32%	55%	26%	72%

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Kitchen/ kitchen diner/ dining room	1002	473	518	64	156	318	456	45	64	117	511	342	259	169	202	829	84	54	35
	37%	37%	37%	22%	27%	35%	51%	31%	31%	35%	42%	44%	35%	36%	33%	37%	34%	40%	43%
		47%	52%	6%	16%	32%	45%	5%	6%	12%	51%	34%	26%	17%	20%	83%	8%	5%	3%
Bedroom	922	434	479	63	110	304	437	35	77	115	447	319	223	154	194	764	91	41	26
	34%	34%	34%	22%	19%	33%	49%	24%	37%	35%	36%	41%	30%	33%	32%	34%	37%	31%	32%
		47%	52%	7%	12%	33%	47%	4%	8%	12%	48%	35%	24%	17%	21%	83%	10%	4%	3%
Living room/ lounge	868	438	418	52	139	271	395	45	84	118	374	258	196	162	215	710	92	45	21
	32%	34%	30%	18%	24%	30%	44%	31%	40%	36%	30%	33%	27%	35%	35%	31%	37%	34%	26%
		50%	48%	6%	16%	31%	46%	5%	10%	14%	43%	30%	23%	19%	25%	82%	11%	5%	2%
Study/ home office	239	133	104	15	28	74	121	4	11	18	147	126	64	15	27	198	23	12	5
	9%	10%	7%	5%	5%	8%	13%	3%	5%	5%	12%	16%	9%	3%	4%	9%	9%	9%	7%
		56%	43%	6%	12%	31%	51%	2%	5%	8%	62%	53%	27%	6%	11%	83%	10%	5%	2%
Garage/ shed	231	138	92	7	20	69	132	7	21	26	116	88	50	47	36	187	19	14	10
	8%	11%	7%	2%	3%	8%	15%	5%	10%	8%	9%	11%	7%	10%	6%	8%	8%	11%	12%
		60%	40%	3%	9%	30%	57%	3%	9%	11%	50%	38%	22%	20%	16%	81%	8%	6%	4%
Bathroom/ shower room	157	87	70	12	27	50	67	6	14	24	81	62	39	26	27	138	10	6	4
	6%	7%	5%	4%	5%	6%	7%	4%	7%	7%	7%	8%	5%	6%	4%	6%	4%	4%	5%
		55%	45%	8%	17%	32%	43%	4%	9%	15%	51%	39%	25%	16%	17%	87%	6%	4%	2%
Hallway/ landing	47	25	22	3	13	18	13	5	1	7	22	16	17	7	4	39	5	2	1
	2%	2%	2%	1%	2%	2%	1%	4%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%
		53%	46%	7%	28%	38%	28%	11%	3%	16%	46%	34%	37%	14%	9%	82%	11%	4%	2%
Move around as needed/ portable	294	145	147	19	36	78	157	14	20	35	137	110	79	47	45	250	25	13	6
	11%	11%	10%	7%	6%	9%	17%	9%	10%	11%	11%	14%	11%	10%	7%	11%	10%	9%	8%
		49%	50%	7%	12%	27%	53%	5%	7%	12%	47%	38%	27%	16%	15%	85%	8%	4%	2%

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
Other	28 1%	13 1%	15 1%	2 1%	1 *%	8 1%	16 2%	1 *%	2 1%	5 2%	12 1%	9 1%	5 1%	5 1%	10 2%	25 1%	1 *%	2 1%	* *%
		45%	55%	9%	3%	28%	58%	3%	8%	19%	44%	31%	17%	17%	36%	89%	4%	6%	1%
None – do not have any radios at home	925 34%	413 33%	483 34%	146 51%	280 48%	322 35%	152 17%	61 42%	69 33%	90 27%	386 31%	201 26%	290 39%	153 33%	210 34%	775 34%	79 32%	43 32%	27 33%
		45%	52%	16%	30%	35%	16%	7%	7%	10%	42%	22%	31%	17%	23%	84%	9%	5%	3%

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS										URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398	
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706	
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373	
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%	
Kitchen/ kitchen diner/ dining room	1002	114	150	90	97	86	66	75	46	106	827	175	615	367	604	398	
	37%	33%	39%	41%	46%	34%	34%	35%	38%	33%	35%	47%	36%	39%	45%	29%	
		11%	15%	9%	10%	9%	7%	7%	5%	11%	83%	17%	61%	37%	60%	40%	
Bedroom	922	91	150	83	71	86	70	71	34	106	762	161	541	369	531	391	
	34%	27%	39%	38%	34%	34%	36%	33%	28%	33%	32%	43%	32%	40%	39%	28%	
		10%	16%	9%	8%	9%	8%	8%	4%	12%	83%	17%	59%	40%	58%	42%	
Living room/ lounge	868	105	125	78	73	81	58	66	39	85	743	126	506	338	439	429	
	32%	31%	32%	35%	35%	32%	30%	31%	32%	26%	32%	34%	30%	36%	32%	31%	
		12%	14%	9%	8%	9%	7%	8%	4%	10%	86%	14%	58%	39%	51%	49%	
Study/ home office	239	21	43	29	26	22	20	14	7	16	187	52	150	85	161	78	
	9%	6%	11%	13%	12%	9%	10%	7%	6%	5%	8%	14%	9%	9%	12%	6%	
		9%	18%	12%	11%	9%	8%	6%	3%	7%	78%	22%	63%	35%	67%	33%	
Garage/ shed	231	13	41	19	26	18	18	14	9	30	171	60	133	94	168	62	
	8%	4%	11%	8%	12%	7%	9%	6%	8%	9%	7%	16%	8%	10%	12%	5%	
		5%	18%	8%	11%	8%	8%	6%	4%	13%	74%	26%	58%	41%	73%	27%	
Bathroom/ shower room	157	27	29	10	13	17	14	9	5	13	129	28	98	57	96	62	
	6%	8%	8%	5%	6%	7%	7%	4%	4%	4%	5%	8%	6%	6%	7%	5%	
		17%	19%	6%	8%	11%	9%	6%	3%	8%	82%	18%	62%	36%	61%	39%	
Hallway/ landing	47	6	9	3	4	5	4	3	1	5	41	6	31	12	25	22	
	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	
		13%	18%	6%	8%	10%	8%	7%	2%	10%	87%	13%	66%	26%	53%	47%	
Move around as needed/ portable	294	35	41	27	24	32	21	23	11	35	239	55	164	123	182	111	
	11%	10%	11%	12%	12%	13%	11%	11%	9%	11%	10%	15%	10%	13%	13%	8%	
		12%	14%	9%	8%	11%	7%	8%	4%	12%	81%	19%	56%	42%	62%	38%	

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Other	28	-	6	1	3	2	2	3	2	6	20	8	12	16	19	9
	1%	-%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%	1%
			a	a	a	a	a	a	a	a	j	j	l	l	o	o
		-%	22%	4%	10%	8%	6%	12%	7%	21%	72%	28%	44%	56%	67%	33%
None – do not have any radios at home	925	139	124	64	59	81	73	77	39	119	842	82	597	270	353	571
	34%	41%	32%	29%	28%	32%	38%	36%	32%	37%	36%	22%	35%	29%	26%	42%
		bcdeh					cd	d	cd	cd	k		m		n	n
		15%	13%	7%	6%	9%	8%	8%	4%	13%	91%	9%	65%	29%	38%	62%

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

QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Kitchen/ kitchen diner/ dining room	1002	523	496	882	804	405	987
	37%	40%	44%	42%	37%	34%	38%
		de	adef	def			e
		52%	50%	88%	80%	40%	99%
Bedroom	922	501	466	818	732	384	905
	34%	39%	42%	39%	34%	33%	35%
		def	def	def			
		54%	51%	89%	79%	42%	98%
Living room/ lounge	868	449	429	719	673	375	844
	32%	35%	38%	34%	31%	32%	33%
		d	acdef	d			
		52%	49%	83%	78%	43%	97%
Study/ home office	239	116	140	222	200	118	237
	9%	9%	13%	10%	9%	10%	9%
			adef				
		48%	59%	93%	84%	49%	99%
Garage/ shed	231	116	140	205	180	94	228
	8%	9%	13%	10%	8%	8%	9%
			acdef				
		50%	61%	89%	78%	41%	99%
Bathroom/ shower room	157	83	91	137	131	75	154
	6%	6%	8%	7%	6%	6%	6%
			df				
		53%	58%	87%	83%	48%	98%
Hallway/ landing	47	26	18	39	40	18	47
	2%	2%	2%	2%	2%	2%	2%
		56%	38%	84%	85%	39%	100%
Move around as needed/ portable	294	152	151	256	225	120	289
	11%	12%	14%	12%	10%	10%	11%
			def	d			
		52%	51%	87%	77%	41%	98%

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



QP4. Please think about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES				YOUTUBE		
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297 48%	1118 41%	2110 77%	2174 80%	1176 43%	2595 95%
Other	28 1%	13 1%	17 1%	25 1%	22 1%	14 1%	28 1%
		45%	59%	89%	78%	51%	100%
None – do not have any radios at home	925 34%	358 28%	273 24%	601 28%	745 34%	435 37%	845 33%
		39%	30%	b 65%	abc 81%	abcf 47%	abc 91%

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

QP5. How many radios 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 a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
None	1136 38%	521 37%	584 38%	166 57%	312 53%	389 42%	237 21%	85 44%	84 33%	116 32%	473 37%	253 32%	341 44%	189 37%	274 37%	951 38%	99 37%	54 36%	32 35%
		46%	51%	15%	27%	34%	21%	7%	7%	10%	42%	22%	30%	17%	24%	84%	9%	5%	3%
1	827 28%	365 26%	445 29%	69 24%	158 27%	260 28%	322 29%	60 31%	65 26%	120 33%	355 28%	214 27%	197 26%	151 30%	212 29%	673 27%	76 28%	53 35%	25 28%
2-3	744 25%	359 26%	376 24%	34 12%	69 12%	213 23%	413 37%	36 18%	77 31%	97 27%	317 25%	235 30%	166 22%	126 25%	181 25%	619 25%	71 26%	30 20%	24 26%
4-5	151 5%	86 6%	65 4%	4 1%	11 2%	38 4%	95 9%	6 3%	17 7%	20 5%	70 6%	57 7%	35 5%	17 3%	34 5%	125 5%	14 5%	8 5%	4 5%
6-10	28 1%	17 1%	10 1%	1 *%	- -%	9 1%	17 2%	1 *%	2 1%	2 1%	21 2%	15 2%	4 1%	4 1%	3 *%	24 1%	2 1%	1 *%	1 1%
11 or more	3 *%	2 *%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	* *%	1 *%	1 *%	* *%	* *%	2 *%	3 *%	- -%	- -%	* *%
Don't know	109 4%	45 3%	58 4%	17 6%	36 6%	30 3%	23 2%	5 2%	6 3%	8 2%	31 2%	21 3%	28 4%	20 4%	25 3%	94 4%	8 3%	4 3%	2 3%
NOT ANSWERED [POSTAL ONLY]	3 *%	1 *%	2 *%	- -%	- -%	* *%	2 *%	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

QP5. How many radios 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1752	829	897	108	238	519	848	103	161	238	764	523	403	298	431	1443	163	91	55
	58%	59%	58%	37%	41%	55%	76%	53%	64%	66%	60%	66%	52%	59%	59%	58%	60%	61%	61%
		47%	51%	6%	14%	30%	48%	6%	9%	14%	44%	30%	23%	17%	25%	82%	9%	5%	3%
NO 'ACTIVE' RADIO SETS IN THE HOME	1136	521	584	166	312	389	237	85	84	116	473	253	341	189	274	951	99	54	32
	38%	37%	38%	57%	53%	42%	21%	44%	33%	32%	37%	32%	44%	37%	37%	38%	37%	36%	35%
		46%	51%	15%	27%	34%	21%	7%	7%	10%	42%	22%	30%	17%	24%	84%	9%	5%	3%

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

QP5. How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
None	1136	158	156	77	74	105	87	99	50	144	1028	107	720	354	456	680
	38%	44%	36%	31%	34%	37%	42%	41%	38%	40%	40%	26%	41%	31%	31%	45%
		bcd					cd	cd		c	k		m		n	
		14%	14%	7%	7%	9%	8%	9%	4%	13%	91%	9%	63%	31%	40%	60%
1	827	91	90	76	57	85	50	65	37	122	711	116	485	312	439	388
	28%	25%	21%	30%	26%	30%	24%	27%	28%	34%	27%	28%	28%	28%	29%	26%
				b		b		b	b	abdf					o	
		11%	11%	9%	7%	10%	6%	8%	4%	15%	86%	14%	59%	38%	53%	47%
2-3	744	67	140	74	68	65	50	54	34	67	601	142	394	330	427	317
	25%	19%	32%	29%	31%	23%	24%	22%	26%	19%	23%	35%	23%	29%	29%	21%
		9%	aefgi	agi	aefgi				ai			j		l	o	
			19%	10%	9%	9%	7%	7%	5%	9%	81%	19%	53%	44%	57%	43%
4-5	151	18	25	14	14	7	14	12	4	17	124	27	73	75	96	55
	5%	5%	6%	5%	6%	2%	7%	5%	3%	5%	5%	7%	4%	7%	6%	4%
			e	e	e		eh							l	o	
		12%	17%	9%	9%	4%	10%	8%	3%	11%	82%	18%	49%	49%	63%	37%
6-10	28	3	8	3	1	2	2	2	1	2	23	5	14	14	16	12
	1%	1%	2%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		12%	29%	12%	4%	6%	8%	7%	3%	6%	82%	18%	50%	50%	57%	43%
11 or more	3	1	-	-	-	1	1	-	-	-	3	*	-	3	*	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%
														l		
		40%	-%	-%	-%	20%	25%	-%	-%	-%	95%	5%	-%	100%	14%	86%
Don't know	109	21	15	8	6	17	4	8	5	10	94	14	57	42	54	55
	4%	6%	3%	3%	3%	6%	2%	3%	4%	3%	4%	3%	3%	4%	4%	4%
		dfi				dfi										
		20%	14%	7%	5%	16%	3%	7%	5%	9%	87%	13%	52%	39%	50%	50%
NOT ANSWERED [POSTAL ONLY]	3	-	-	-	-	-	-	-	1	-	3	*	*	2	1	2
	*%	-%	-%	-%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	29%	-%	86%	14%	7%	57%	44%	56%

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

QP5. How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1752	180	264	167	140	159	118	133	75	208	1462	290	967	733	978	774
	58%	50%	61%	66%	64%	57%	56%	55%	57%	57%	56%	70%	55%	65%	66%	51%
		10%	15%	aefghi	ag							j	l	o		
			10%	10%	8%	9%	7%	8%	4%	12%	83%	17%	55%	42%	56%	44%
NO 'ACTIVE' RADIO SETS IN THE HOME	1136	158	156	77	74	105	87	99	50	144	1028	107	720	354	456	680
	38%	44%	36%	31%	34%	37%	42%	41%	38%	40%	40%	26%	41%	31%	31%	45%
		bcd					cd	cd		c	k		m		n	
		14%	14%	7%	7%	9%	8%	9%	4%	13%	91%	9%	63%	31%	40%	60%

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

QP5. How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
None	1136	462	362	761	896	513	1045
	38%	33%	29%	34%	40%	42%	37%
		b	b	abc	abc	abc	abc
		41%	32%	67%	79%	45%	92%
1	827	404	376	618	609	318	782
	28%	29%	30%	28%	27%	26%	28%
			e				
			49%	45%	75%	74%	38%
							95%
2-3	744	381	393	608	521	280	725
	25%	27%	31%	27%	23%	23%	26%
		de	acdef	de			d
		51%	53%	82%	70%	38%	97%
4-5	151	75	78	129	110	49	148
	5%	5%	6%	6%	5%	4%	5%
			e	e			
			50%	52%	85%	73%	33%
							98%
6-10	28	14	16	26	22	14	27
	1%	1%	1%	1%	1%	1%	1%
			50%	58%	94%	81%	49%
							98%
11 or more	3	1	2	2	2	2	3
	*%	*%	*%	*%	*%	*%	*%
			25%	70%	75%	75%	58%
							95%
Don't know	109	57	40	82	83	40	100
	4%	4%	3%	4%	4%	3%	4%
			53%	37%	76%	77%	37%
							92%
NOT ANSWERED [POSTAL ONLY]	3	1	1	1	*	-	2
	*%	*%	*%	*%	*%	-%	*%
			15%	38%	29%	8%	-%
							59%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1752	876	865	1384	1264	662	1684
	58%	63%	68%	62%	56%	55%	59%
		def	acdef	def			de
			50%	49%	79%	72%	38%
							96%

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

QP5. How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
NO 'ACTIVE' RADIO SETS IN THE HOME	1136	462	362	761	896	513	1045
	38%	33%	29%	34%	40%	42%	37%
		b	b	b	abcf	abcf	abc
		41%	32%	67%	79%	45%	92%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
None	348 12%	167 12%	180 12%	19 6%	41 7%	95 10%	183 16%	23 12%	48 19%	49 14%	122 10%	85 11%	70 9%	56 11%	103 14%	269 11%	40 15%	23 16%	17 19%
		48%	52%	5%	12%	27%	53%	6%	14%	14%	35%	24%	20%	16%	30%	77%	11%	7%	5%
1	780 26%	369 26%	396 26%	50 17%	119 20%	237 25%	359 32%	51 27%	53 21%	120 33%	358 28%	221 28%	193 25%	150 30%	184 25%	648 26%	70 26%	41 27%	22 24%
		47%	51%	6%	15%	30%	46%	7%	7%	15%	46%	28%	25%	19%	24%	83%	9%	5%	3%
2-3	384 13%	197 14%	184 12%	15 5%	37 6%	117 12%	211 19%	16 8%	36 14%	41 11%	189 15%	147 18%	90 12%	62 12%	72 10%	328 13%	30 11%	16 11%	10 11%
		51%	48%	4%	10%	30%	55%	4%	9%	11%	49%	38%	23%	16%	19%	85%	8%	4%	3%
4-5	53 2%	32 2%	21 1%	* *%	8 1%	19 2%	27 2%	* *%	5 2%	5 1%	32 3%	22 3%	15 2%	9 2%	7 1%	44 2%	5 2%	3 2%	1 1%
		61%	39%	*%	14%	35%	50%	1%	9%	9%	60%	42%	28%	16%	13%	83%	10%	5%	2%
6-10	9 *%	5 *%	5 *%	- -%	- -%	4 *%	5 *%	* *%	- -%	- -%	9 1%	6 1%	- -%	1 *%	2 *%	9 *%	* *%	- -%	* *%
		49%	51%	-%	-%	47%	53%	1%	-%	-%	99%	62%	-%	15%	23%	98%	1%	-%	1%
Don't know	160 5%	54 4%	99 6%	24 8%	34 6%	48 5%	50 5%	11 6%	15 6%	20 6%	52 4%	39 5%	31 4%	21 4%	52 7%	132 5%	12 5%	9 6%	6 7%
		34%	62%	15%	22%	30%	31%	7%	9%	13%	32%	24%	19%	13%	32%	83%	8%	5%	4%
NOT ANSWERED [POSTAL ONLY]	22 1%	8 1%	14 1%	1 *%	- -%	1 *%	17 2%	3 2%	5 2%	4 1%	2 *%	3 *%	3 *%	* *%	12 2%	15 1%	5 2%	1 1%	* *%
		36%	61%	4%	-%	3%	76%	15%	21%	18%	9%	14%	15%	1%	55%	69%	25%	6%	1%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227 41%	604 43%	606 39%	65 22%	163 28%	377 40%	601 54%	68 35%	93 37%	166 46%	589 46%	396 50%	298 39%	222 44%	266 36%	1030 41%	105 39%	59 40%	33 36%
		49%	49%	5%	13%	31%	49%	6%	8%	13%	48%	32%	24%	18%	22%	84%	9%	5%	3%

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



QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
NO 'ACTIVE' RADIO SETS IN THE HOME	1136 38%	521 37%	584 38%	166 57%	312 53%	389 42%	237 21%	85 44%	84 33%	116 32%	473 37%	253 32%	341 44%	189 37%	274 37%	951 38%	99 37%	54 36%	32 35%
		46%	51%	15% ef	27% ef	34% f	21% f	7% hi	7% hi	10% i	42% i	22% kmn	30% k	17% k	24% k	84%	9%	5%	3%
DON'T KNOW NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	109 4%	45 3%	58 4%	17 6%	36 6%	30 3%	23 2%	5 2%	6 3%	8 2%	31 2%	21 3%	28 4%	20 4%	25 3%	94 4%	8 3%	4 3%	2 3%
		41%	54%	16% ef	33% ef	27% f	21% f	4% ij	6% ij	8% ij	29% ij	19% k	26% k	18% k	23% k	87%	7%	4%	2%
NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME	1484 49%	688 49%	765 50%	184 63%	353 60%	484 52%	420 38%	107 55%	132 52%	165 45%	595 47%	338 42%	411 53%	245 48%	377 52%	1220 49%	139 51%	77 51%	48 54%
		46%	52%	12% ef	24% ef	33% f	28% f	7% ij	9% ij	11% ij	40% ij	23% k	28% k	17% k	25% k	82%	9%	5%	3%
DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	268 9%	98 7%	158 10%	41 14%	71 12%	78 8%	73 7%	15 8%	21 8%	29 8%	83 7%	60 8%	59 8%	41 8%	77 11%	227 9%	21 8%	13 8%	9 10%
		37%	59%	15% ef	26% ef	29% f	27% f	6% ij	8% ij	11% ij	31% ij	22% k	22% k	15% k	29% k	84%	8%	5%	3%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
None	348	26	48	43	21	25	22	28	11	45	284	64	169	164	193	155	
	12%	7%	11%	17%	10%	9%	10%	12%	8%	12%	11%	16%	10%	14%	13%	10%	
		7%	14%	abdefgh	12%	6%	7%	6%	8%	3%	13%	82%	18%	49%	47%	55%	45%
1	780	85	111	66	60	73	47	64	41	102	662	118	453	303	438	342	
	26%	24%	25%	26%	28%	26%	22%	27%	31%	28%	26%	29%	26%	27%	29%	23%	
		11%	14%	8%	8%	9%	6%	8%	5%	13%	85%	15%	58%	39%	56%	44%	
2-3	384	42	73	36	36	37	32	23	11	39	308	77	221	159	227	157	
	13%	12%	17%	14%	16%	13%	15%	10%	9%	11%	12%	19%	13%	14%	15%	10%	
		11%	19%	ghi	h	ghi	gh	8%	6%	3%	10%	80%	20%	57%	41%	59%	41%
4-5	53	7	3	7	7	3	6	6	2	3	47	6	34	17	35	18	
	2%	2%	1%	3%	3%	1%	3%	2%	1%	1%	2%	2%	2%	1%	2%	1%	
		13%	7%	12%	13%	6%	12%	11%	4%	6%	88%	12%	64%	32%	65%	35%	
6-10	9	1	5	-	-	-	2	1	-	1	9	*	5	4	3	6	
	*%	*%	1%	-%	-%	-%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	
		15%	51%	-%	-%	-%	17%	6%	-%	9%	98%	2%	57%	43%	34%	66%	
Don't know	160	18	22	12	16	17	9	12	11	16	139	20	84	70	71	89	
	5%	5%	5%	5%	7%	6%	4%	5%	9%	4%	5%	5%	5%	6%	5%	6%	
		11%	14%	8%	10%	11%	6%	7%	7%	10%	87%	13%	52%	44%	45%	55%	
NOT ANSWERED [POSTAL ONLY]	22	2	3	3	-	4	1	1	1	2	17	5	1	19	12	11	
	1%	*%	1%	1%	-%	1%	*%	*%	*%	1%	1%	1%	*%	2%	1%	1%	
		7%	12%	d	14%	-%	16%	3%	5%	3%	8%	77%	23%	6%	85%	53%	47%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227	135	192	109	103	113	86	93	54	145	1026	201	714	484	704	524	
	41%	38%	44%	43%	47%	40%	41%	39%	41%	40%	40%	49%	41%	43%	47%	35%	
		11%	16%	9%	ag	8%	9%	7%	8%	4%	12%	j	16%	58%	39%	57%	43%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NO 'ACTIVE' RADIO SETS IN THE HOME	1136	158	156	77	74	105	87	99	50	144	1028	107	720	354	456	680
	38%	44%	36%	31%	34%	37%	42%	41%	38%	40%	40%	26%	41%	31%	31%	45%
		bcd					cd	cd		c	k		m		n	
		14%	14%	7%	7%	9%	8%	9%	4%	13%	91%	9%	63%	31%	40%	60%
DON'T KNOW NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	109	21	15	8	6	17	4	8	5	10	94	14	57	42	54	55
	4%	6%	3%	3%	3%	6%	2%	3%	4%	3%	4%	3%	3%	4%	4%	4%
		d				d										
		20%	14%	7%	5%	16%	3%	7%	5%	9%	87%	13%	52%	39%	50%	50%
NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME	1484	184	204	120	95	131	109	127	61	189	1313	171	889	518	649	835
	49%	51%	47%	48%	43%	47%	52%	53%	46%	52%	51%	42%	51%	46%	44%	55%
		d					d	d		d	k		m		n	
		12%	14%	8%	6%	9%	7%	9%	4%	13%	88%	12%	60%	35%	44%	56%
DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	268	40	37	20	22	34	13	20	17	25	234	35	140	112	125	143
	9%	11%	8%	8%	10%	12%	6%	8%	13%	7%	9%	8%	8%	10%	8%	9%
		f				fi			fi							
		15%	14%	7%	8%	13%	5%	7%	6%	9%	87%	13%	52%	42%	47%	53%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
None	348	157	175	239	221	119	324
	12%	11%	14%	11%	10%	10%	11%
			acdef				d
		45%	50%	69%	64%	34%	93%
1	780	400	372	634	573	294	752
	26%	29%	29%	28%	26%	24%	27%
		de	def	de			
		51%	48%	81%	73%	38%	96%
2-3	384	203	210	332	288	157	383
	13%	15%	17%	15%	13%	13%	14%
			def	d			
		53%	55%	86%	75%	41%	100%
4-5	53	28	30	51	45	22	53
	2%	2%	2%	2%	2%	2%	2%
		53%	56%	95%	85%	41%	100%
6-10	9	6	4	9	9	6	9
	*%	*%	*%	*%	*%	1%	*%
		61%	44%	94%	94%	66%	100%
Don't know	160	77	63	113	125	61	149
	5%	6%	5%	5%	6%	5%	5%
		48%	40%	71%	78%	38%	93%
NOT ANSWERED [POSTAL ONLY]	22	6	13	9	3	3	19
	1%	*%	1%	*%	*%	*%	1%
			cde				d
		29%	58%	39%	16%	15%	85%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227	637	616	1026	915	479	1197
	41%	46%	49%	46%	41%	39%	42%
		def	def	def			
		52%	50%	84%	75%	39%	98%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
NO 'ACTIVE' RADIO SETS IN THE HOME	1136	462	362	761	896	513	1045
	38%	33%	29%	34%	40%	42%	37%
		b	b	abcf	abcf	abcf	abc
		41%	32%	67%	79%	45%	92%
DON'T KNOW NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	109	57	40	82	83	40	100
	4%	4%	3%	4%	4%	3%	4%
		53%	37%	76%	77%	37%	92%
NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME	1484	619	538	999	1117	632	1369
	49%	44%	42%	45%	50%	52%	48%
		abc	abc	abc	abc	abc	abc
		42%	36%	67%	75%	43%	92%
DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	268	135	104	195	208	101	249
	9%	10%	8%	9%	9%	8%	9%
		50%	39%	73%	77%	38%	93%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3100	1484	1577	206	380	959	1503	198	260	442	1338	917	910	379	759	1957	346	391	406
Effective Weighted Sample	2063	987	1050	138	272	654	973	123	169	295	911	645	652	255	521	1588	195	261	336
Total	1752	829	897	108	238	519	848	103	161	238	764	523	403	298	431	1443	163	91	55
		47%	51%	6%	14%	30%	48%	6%	9%	14%	44%	30%	23%	17%	25%	82%	9%	5%	3%
None	347	166	180	19	41	94	182	22	48	49	122	85	70	55	103	268	40	23	16
	20%	20%	20%	17%	17%	18%	21%	21%	30%	21%	16%	16%	17%	19%	24%	19%	24%	25%	29%
		48%	52%	5%	12%	27%	53%	6%	14%	14%	35%	25%	20%	16%	30%	77%	11%	7%	5%
1	780	369	396	50	119	237	359	51	53	120	358	221	193	150	184	648	70	41	22
	45%	45%	44%	47%	50%	46%	42%	50%	33%	50%	47%	42%	48%	50%	43%	45%	43%	45%	40%
		47%	51%	6%	15%	30%	46%	7%	7%	15%	46%	28%	25%	19%	24%	83%	9%	5%	3%
2-3	384	197	184	15	37	117	211	16	36	41	189	147	90	62	72	328	30	16	10
	22%	24%	21%	13%	15%	23%	25%	16%	22%	17%	25%	28%	22%	21%	17%	23%	19%	17%	18%
		51%	48%	4%	10%	30%	55%	4%	9%	11%	49%	38%	23%	16%	19%	85%	8%	4%	3%
4-5	53	32	21	*	8	19	27	*	5	5	32	22	15	9	7	44	5	3	1
	3%	4%	2%	*%	3%	4%	3%	*%	3%	2%	4%	4%	4%	3%	2%	3%	3%	3%	2%
		61%	39%	*%	14%	35%	50%	1%	9%	9%	60%	42%	28%	16%	13%	83%	10%	5%	2%
6-10	9	5	5	-	-	4	5	*	-	-	9	6	-	1	2	9	*	-	*
	1%	1%	1%	-%	-%	1%	1%	*%	-%	-%	1%	1%	-%	*%	*%	1%	*%	-%	*%
		49%	51%	-%	-%	47%	53%	1%	-%	-%	99%	62%	-%	15%	23%	98%	1%	-%	1%
Don't know	158	53	99	24	34	47	49	11	15	20	51	39	31	20	51	131	12	9	6
	9%	6%	11%	22%	14%	9%	6%	10%	9%	8%	7%	7%	8%	7%	12%	9%	8%	9%	11%
		33%	62%	15%	22%	30%	31%	7%	9%	13%	33%	24%	20%	13%	33%	83%	8%	5%	4%
NOT ANSWERED [POSTAL ONLY]	20	7	12	1	-	1	16	2	5	4	2	3	3	*	11	15	5	*	*
	1%	1%	1%	1%	-%	*%	2%	2%	3%	2%	*%	1%	1%	*%	3%	1%	3%	*%	*%
		34%	62%	4%	-%	3%	78%	12%	23%	19%	11%	15%	17%	1%	56%	73%	25%	1%	1%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227	604	606	65	163	377	601	68	93	166	589	396	298	222	266	1030	105	59	33
	70%	73%	68%	60%	68%	73%	71%	66%	58%	69%	77%	76%	74%	75%	62%	71%	65%	65%	59%
		49%	49%	5%	13%	31%	49%	6%	8%	13%	48%	32%	24%	18%	22%	84%	9%	5%	3%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	3100	1484	1577	206	380	959	1503	198	260	442	1338	917	910	379	759	1957	346	391	406
Effective Weighted Sample	2063	987	1050	138	272	654	973	123	169	295	911	645	652	255	521	1588	195	261	336
Total	1752	829	897	108	238	519	848	103	161	238	764	523	403	298	431	1443	163	91	55
		47%	51%	6%	14%	30%	48%	6%	9%	14%	44%	30%	23%	17%	25%	82%	9%	5%	3%
NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME	347	166	180	19	41	94	182	22	48	49	122	85	70	55	103	268	40	23	16
	20%	20%	20%	17%	17%	18%	21%	21%	30%	21%	16%	16%	17%	19%	24%	19%	24%	25%	29%
		48%	52%	5%	12%	27%	53%	6%	14%	14%	35%	25%	20%	16%	30%	77%	11%	7%	5%
DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	158	53	99	24	34	47	49	11	15	20	51	39	31	20	51	131	12	9	6
	9%	6%	11%	22%	14%	9%	6%	10%	9%	8%	7%	7%	8%	7%	12%	9%	8%	9%	11%
		33%	62%	15%	22%	30%	31%	7%	9%	13%	33%	24%	20%	13%	33%	83%	8%	5%	4%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3100	184	279	231	235	206	218	214	191	199	2266	834	1640	1380	1766	1334
Effective Weighted Sample	2063	163	241	204	212	179	196	182	163	171	1689	378	1103	913	1132	931
Total	1752	180	264	167	140	159	118	133	75	208	1462	290	967	733	978	774
		10%	15%	10%	8%	9%	7%	8%	4%	12%	83%	17%	55%	42%	56%	44%
None	347	25	48	43	21	25	22	28	11	45	283	64	168	163	192	154
	20%	14%	18%	26%	15%	16%	18%	21%	14%	22%	19%	22%	17%	22%	20%	20%
		7%	14%	adeh 12%	6%	7%	6%	8%	3%	13%	82%	18%	49%	47%	55%	45%
1	780	85	111	66	60	73	47	64	41	102	662	118	453	303	438	342
	45%	47%	42%	39%	43%	46%	40%	48%	54%	49%	45%	41%	47%	41%	45%	44%
		11%	14%	8%	8%	9%	6%	8%	5%	13%	85%	15%	58%	39%	56%	44%
2-3	384	42	73	36	36	37	32	23	11	39	308	77	221	159	227	157
	22%	23%	28%	22%	26%	23%	27%	17%	15%	19%	21%	26%	23%	22%	23%	20%
		11%	ghi 19%	9%	gh 9%	10%	8%	6%	3%	10%	80%	20%	57%	41%	59%	41%
4-5	53	7	3	7	7	3	6	6	2	3	47	6	34	17	35	18
	3%	4%	1%	4%	5%	2%	5%	4%	3%	2%	3%	2%	4%	2%	4%	2%
		13%	7%	12%	13%	6%	12%	11%	4%	6%	88%	12%	64%	32%	65%	35%
6-10	9	1	5	-	-	-	2	1	-	1	9	*	5	4	3	6
	1%	1%	2%	-%	-%	-%	1%	*%	-%	*%	1%	*%	1%	1%	*%	1%
		15%	51%	-%	-%	-%	17%	6%	-%	9%	98%	2%	57%	43%	34%	66%
Don't know	158	18	22	12	16	17	9	12	10	16	138	20	84	69	70	88
	9%	10%	8%	7%	11%	11%	8%	9%	14%	8%	9%	7%	9%	9%	7%	11%
		12%	14%	8%	10%	11%	6%	7%	6%	10%	87%	13%	53%	43%	44%	56%
NOT ANSWERED [POSTAL ONLY]	20	2	3	3	-	4	1	*	1	2	15	5	1	18	11	9
	1%	1%	1%	2%	-%	2%	1%	*%	1%	1%	1%	2%	*%	2%	1%	1%
		8%	d 13%	d 16%	-%	d 18%	3%	2%	3%	9%	77%	23%	7%	89%	57%	43%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227	135	192	109	103	113	86	93	54	145	1026	201	714	484	704	524
	70%	75%	73%	65%	74%	71%	73%	70%	72%	70%	70%	69%	74%	66%	72%	68%
		c 11%	16%	9%	8%	9%	7%	8%	4%	12%	84%	16%	m 58%	39%	o 57%	43%

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



QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3100	184	279	231	235	206	218	214	191	199	2266	834	1640	1380	1766	1334
Effective Weighted Sample	2063	163	241	204	212	179	196	182	163	171	1689	378	1103	913	1132	931
Total	1752	180	264	167	140	159	118	133	75	208	1462	290	967	733	978	774
		10%	15%	10%	8%	9%	7%	8%	4%	12%	83%	17%	55%	42%	56%	44%
NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME	347	25	48	43	21	25	22	28	11	45	283	64	168	163	192	154
	20%	14%	18%	26%	15%	16%	18%	21%	14%	22%	19%	22%	17%	22%	20%	20%
		7%	14%	adeh 12%	6%	7%	6%	8%	3%	13%	82%	18%	49%	47%	55%	45%
DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	158	18	22	12	16	17	9	12	10	16	138	20	84	69	70	88
	9%	10%	8%	7%	11%	11%	8%	9%	14%	8%	9%	7%	9%	9%	7%	11%
		12%	14%	8%	10%	11%	6%	7%	c 6%	10%	87%	13%	53%	43%	44%	n 56%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3100	1563	1507	2489	2279	1194	3001
Effective Weighted Sample	2063	1051	996	1709	1550	804	2009
Total	1752	876	865	1384	1264	662	1684
		50%	49%	79%	72%	38%	96%
None	347	156	174	238	221	119	322
	20%	18%	20%	17%	17%	18%	19%
		45%	50%	69%	64%	34%	93%
1	780	400	372	634	573	294	752
	45%	46%	43%	46%	45%	44%	45%
		51%	48%	81%	73%	38%	96%
2-3	384	203	210	332	288	157	383
	22%	23%	24%	24%	23%	24%	23%
		53%	55%	86%	75%	41%	100%
4-5	53	28	30	51	45	22	53
	3%	3%	3%	4%	4%	3%	3%
		53%	56%	95%	85%	41%	100%
6-10	9	6	4	9	9	6	9
	1%	1%	*%	1%	1%	1%	1%
		61%	44%	94%	94%	66%	100%
Don't know	158	77	62	112	124	61	148
	9%	9%	7%	8%	10%	9%	9%
					b		
					79%	39%	93%
NOT ANSWERED [POSTAL ONLY]	20	6	13	9	3	3	18
	1%	1%	1%	1%	*%	*%	1%
			cde				d
		29%	63%	43%	17%	16%	89%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227	637	616	1026	915	479	1197
	70%	73%	71%	74%	72%	72%	71%
			f				
		52%	50%	84%	75%	39%	98%

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

QP7. You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV- ICES e	ANY SER- VICES f
Significance Level: 95%							
Unweighted total	3100	1563	1507	2489	2279	1194	3001
Effective Weighted Sample	2063	1051	996	1709	1550	804	2009
Total	1752	876 50%	865 49%	1384 79%	1264 72%	662 38%	1684 96%
NO DAB RADIO SETS OR NO 'ACTIVE' RADIO SETS IN THE HOME	347 20%	156 18% 45%	174 20% 50%	238 17% 69%	221 17% 64%	119 18% 34%	322 19% 93%
DON'T KNOW THE NUMBER OF DAB RADIO SETS OR DON'T KNOW THE NUMBER OF 'ACTIVE' RADIO SETS IN THE HOME	158 9%	77 9%	62 7%	112 8%	124 10% b 79%	61 9%	148 9%

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

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Table 90

QP1. 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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION							
Total		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI				
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r				
Significance Level: 95%																							
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661				
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543				
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90				
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%				
7 days a week	(7.0)	985	482	488	25	123	294	57	87	110	474	355	228	142	227	816	85	51	33				
		33%	35%	32%	8%	21%	31%	48%	29%	35%	30%	37%	45%	30%	28%	31%	33%	31%	34%	37%			
						c	cd	cde			gi	lmn											
						49%	50%	3%	12%	30%	54%	6%	9%	11%	48%	36%	23%	14%	23%	83%	9%	5%	3%
6 days a week	(6.0)	96	48	48	4	20	46	26	3	8	14	48	31	17	25	17	79	8	4	4			
		3%	3%	3%	1%	3%	5%	2%	1%	3%	4%	4%	4%	2%	5%	2%	3%	3%	3%	5%			
						cf							ln		ln					o			
						50%	50%	4%	21%	48%	27%	3%	8%	14%	50%	33%	17%	26%	18%	82%	9%	5%	5%
5 days a week	(5.0)	284	136	146	14	68	123	76	10	19	36	163	83	69	72	51	231	35	11	7			
		9%	10%	9%	5%	12%	13%	7%	5%	8%	10%	13%	10%	9%	14%	7%	9%	13%	8%	8%			
						cf	cf					g	gh	n	kl					oqr			
						48%	51%	5%	24%	43%	27%	4%	7%	13%	57%	29%	24%	25%	18%	81%	12%	4%	2%
3 or 4 days a week	(3.5)	330	141	182	30	69	108	112	18	24	46	133	69	85	69	90	273	29	17	11			
		11%	10%	12%	10%	12%	11%	10%	9%	10%	13%	10%	9%	11%	14%	12%	11%	11%	11%	12%			
						43%	55%	9%	21%	33%	34%	5%	7%	14%	40%	21%	26%	21%	27%	83%	9%	5%	3%
1 or 2 days a week	(1.5)	379	177	199	45	82	120	126	26	30	55	159	94	107	66	91	312	35	20	12			
		13%	13%	13%	15%	14%	13%	11%	14%	12%	15%	13%	12%	14%	13%	12%	13%	13%	13%	14%			
					f																		
					47%	53%	12%	22%	32%	33%	7%	8%	14%	42%	25%	28%	17%	24%	82%	9%	5%	3%	
Less often	(0.5)	436	186	238	66	94	127	140	33	46	59	153	93	124	70	115	367	36	23	9			
		15%	13%	15%	23%	16%	13%	13%	17%	18%	16%	12%	12%	16%	14%	16%	15%	13%	15%	10%			
					def	f			j	j	j			k	k		r		r				
					43%	55%	15%	22%	29%	32%	8%	11%	14%	35%	21%	29%	16%	26%	84%	8%	5%	2%	
Never/ do not listen to the radio	(0.0)	417	191	215	91	114	104	92	44	32	37	135	64	127	59	124	350	37	20	10			
		14%	14%	14%	31%	20%	11%	8%	23%	13%	10%	11%	8%	17%	12%	17%	14%	14%	13%	12%			
					def	ef	f		hij					km	k	km							
					46%	51%	22%	27%	25%	22%	11%	8%	9%	32%	15%	31%	14%	30%	84%	9%	5%	3%	
Don't know		72	34	24	17	17	17	9	1	2	6	5	9	13	4	16	62	4	3	3			
		2%	2%	2%	6%	3%	2%	1%	*%	1%	2%	*%	1%	2%	1%	2%	2%	2%	2%	3%			
					def	f	f				j												
					48%	34%	24%	23%	23%	12%	1%	3%	9%	7%	12%	18%	6%	23%	86%	6%	4%	4%	

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

QP1. 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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	-	-	1	1	1	-	-	-	-	-	1	-	1	1	-
	*%	*%	*%	-%	-%	-%	*%	1%	*%	-%	-%	-%	-%	-%	*%	-%	*%	1%	-%
		43%	57%	-%	-%	-%	43%	57%	43%	-%	-%	-%	-%	-%	43%	-%	43%	57%	-%
Mean number of days	3.7	3.8	3.6	1.7	3.0	3.9	4.4	3.1	3.7	3.7	4.1	4.5	3.4	3.7	3.4	3.7	3.7	3.7	4.1
		b			c	cd	cde		g	g	ghi	lmn		l					oq
Standard deviation	2.85	2.86	2.83	2.25	2.73	2.74	2.82	2.93	2.91	2.76	2.77	2.76	2.85	2.70	2.88	2.85	2.80	2.87	2.81
Standard error	.04	.06	.06	.10	.09	.07	.06	.15	.14	.11	.06	.07	.07	.11	.08	.05	.12	.12	.11

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

QP1. 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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
7 days a week	(7.0)	985	101	165	106	72	74	73	73	31	121	806	179	571	389	591	393
		33%	28%	38%	42%	33%	26%	35%	30%	23%	33%	31%	43%	33%	34%	40%	26%
				aegh	adeghi	h		eh		h		j			o		
		10%	17%	11%	7%	8%	7%	7%	3%	12%	82%	18%	58%	40%	60%	40%	
6 days a week	(6.0)	96	9	16	1	10	11	6	10	4	11	83	12	74	19	48	48
		3%	2%	4%	1%	5%	4%	3%	4%	3%	3%	3%	3%	4%	2%	3%	3%
			c	c	c	c	c	c	c	c	c			m			
		9%	17%	1%	10%	11%	6%	10%	4%	12%	87%	13%	77%	20%	50%	50%	
5 days a week	(5.0)	284	30	42	22	26	23	24	21	13	30	247	38	215	64	159	126
		9%	8%	10%	9%	12%	8%	12%	9%	10%	8%	10%	9%	12%	6%	11%	8%
														m	o		
		11%	15%	8%	9%	8%	9%	7%	5%	10%	87%	13%	76%	23%	56%	44%	
3 or 4 days a week	(3.5)	330	30	38	26	27	37	22	28	18	47	284	46	199	121	163	167
		11%	8%	9%	10%	12%	13%	10%	12%	14%	13%	11%	11%	11%	11%	11%	11%
						a			ab								
		9%	11%	8%	8%	11%	7%	9%	5%	14%	86%	14%	60%	37%	49%	51%	
1 or 2 days a week	(1.5)	379	42	58	33	24	41	19	38	18	39	330	49	223	144	184	195
		13%	12%	13%	13%	11%	15%	9%	16%	13%	11%	13%	12%	13%	13%	12%	13%
						f			f								
		11%	15%	9%	6%	11%	5%	10%	5%	10%	87%	13%	59%	38%	48%	52%	
Less often	(0.5)	436	60	58	34	31	39	32	36	23	53	377	59	235	183	194	241
		15%	17%	13%	13%	14%	14%	15%	15%	18%	15%	14%	13%	16%	13%	16%	16%
														l	n		
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	54%	42%	45%	55%	
Never/ do not listen to the radio	(0.0)	417	82	49	25	27	44	24	29	23	47	391	26	203	180	128	289
		14%	23%	11%	10%	12%	15%	12%	12%	18%	13%	15%	6%	12%	16%	9%	19%
			bcddefgi			c			bcf			k		l	n		
		20%	12%	6%	7%	10%	6%	7%	6%	11%	94%	6%	49%	43%	31%	69%	
Don't know		72	4	8	5	3	12	8	5	2	14	68	4	24	28	22	50
		2%	1%	2%	2%	1%	4%	4%	2%	2%	4%	3%	1%	1%	3%	1%	3%
						adh		ad		a		k		l	n		
			6%	11%	7%	4%	17%	11%	7%	3%	20%	95%	5%	34%	40%	30%	70%

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

QP1. 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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
NOT ANSWERED [POSTAL ONLY]	2	-	-	-	-	-	-	-	-	-	2	-	-	1	-	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	43%	-%	100%
Mean number of days	3.7	3.1	4.0	4.1	3.9	3.4	3.9	3.6	3.1	3.8	3.6	4.3	3.9	3.5	4.2	3.2
			aegh	aegh	ae h		ae h	ah		ah		j	m		o	
Standard deviation	2.85	2.93	2.85	2.85	2.79	2.78	2.84	2.80	2.75	2.84	2.85	2.76	2.77	2.93	2.77	2.84
Standard error	.04	.15	.13	.15	.15	.15	.15	.14	.15	.15	.05	.08	.05	.06	.05	.06

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

QP1. 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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

		TV SERVICES						
		PAID TRAD	FREE TRAD	FREE	YOUTUBE		ANY SER-	
		TV	TV	CATCH-UP	SVOD	SERV-	VICES	
		a	b	c	d	e	f	
Significance Level: 95%	Total							
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
7 days a week	(7.0)	985	493	510	812	727	387	953
		33%	35%	40%	36%	32%	32%	34%
			de	acdef	def			
			50%	52%	82%	74%	39%	97%
6 days a week	(6.0)	96	48	42	81	78	41	94
		3%	3%	3%	4%	3%	3%	3%
			50%	44%	85%	82%	43%	98%
5 days a week	(5.0)	284	162	124	240	238	116	280
		9%	12%	10%	11%	11%	10%	10%
			57%	44%	84%	84%	41%	98%
3 or 4 days a week	(3.5)	330	163	140	263	258	148	322
		11%	12%	11%	12%	11%	12%	11%
			49%	43%	80%	78%	45%	98%
1 or 2 days a week	(1.5)	379	177	172	287	292	146	365
		13%	13%	14%	13%	13%	12%	13%
			47%	45%	76%	77%	39%	96%
Less often	(0.5)	436	209	158	314	328	202	410
		15%	15%	12%	14%	15%	17%	14%
			b				bc	
			48%	36%	72%	75%	46%	94%
Never/ do not listen to the radio	(0.0)	417	130	113	215	300	162	371
		14%	9%	9%	10%	13%	13%	13%
						abc	abc	abc
			31%	27%	52%	72%	39%	89%
Don't know		72	14	9	15	22	13	36
		2%	1%	1%	1%	1%	1%	1%
							c	
			20%	13%	21%	30%	18%	51%

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



QP1. 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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
NOT ANSWERED [POSTAL ONLY]	2	-	1	-	-	-	1
	*%	-%	*%	-%	-%	-%	*%
		-%	43%	-%	-%	-%	43%
Mean number of days	3.7	4.0	4.2	4.0	3.7	3.6	3.8
		def	adef	def			
Standard deviation	2.85	2.77	2.77	2.77	2.82	2.83	2.83
Standard error	.04	.06	.06	.04	.04	.06	.04
Columns Tested: a,b,c,d,e,f							

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
At least daily	1095 36%	533 38%	549 36%	27 9%	138 24%	376 40%	540 49%	57 29%	87 35%	129 36%	556 44%	387 49%	240 31%	185 37%	248 34%	897 36%	105 39%	54 36%	39 44%
					c	cd	cde				ghi	lmn		l					oq
		49%	50%	2%	13%	34%	49%	5%	8%	12%	51%	35%	22%	17%	23%	82%	10%	5%	4%
At least weekly	701 23%	328 23%	367 24%	72 25%	165 28%	229 24%	227 20%	36 19%	54 22%	84 23%	345 27%	193 24%	201 26%	144 28%	150 21%	583 23%	65 24%	32 21%	21 24%
					f	f					gh		n	n					
		47%	52%	10%	24%	33%	32%	5%	8%	12%	49%	27%	29%	21%	21%	83%	9%	5%	3%
At least monthly	194 6%	89 6%	99 6%	31 11%	51 9%	62 7%	46 4%	9 5%	11 4%	32 9%	83 7%	51 6%	58 8%	38 8%	38 5%	160 6%	20 7%	10 7%	4 5%
				ef	f	f				gh			n						
		46%	51%	16%	27%	32%	24%	5%	6%	17%	43%	26%	30%	20%	19%	82%	10%	5%	2%
Less than once a month	285 10%	116 8%	164 11%	32 11%	69 12%	85 9%	94 8%	25 13%	27 11%	44 12%	104 8%	62 8%	81 11%	49 10%	67 9%	236 9%	25 9%	16 11%	8 9%
			a		f			j		j			k						
		41%	57%	11%	24%	30%	33%	9%	10%	15%	36%	22%	28%	17%	23%	83%	9%	6%	3%
Never	579 19%	267 19%	296 19%	103 35%	140 24%	149 16%	163 15%	56 29%	60 24%	58 16%	168 13%	91 11%	168 22%	73 14%	178 24%	491 20%	46 17%	28 18%	13 15%
				def	ef			ij	ij				km	km		r			
		46%	51%	18%	24%	26%	28%	10%	10%	10%	29%	16%	29%	13%	31%	85%	8%	5%	2%
Don't know	126 4%	54 4%	54 4%	28 10%	23 4%	36 4%	26 2%	5 2%	7 3%	16 4%	12 1%	13 2%	23 3%	16 3%	39 5%	106 4%	9 3%	7 5%	4 4%
				def	f			j	j	j			k	kl					
		43%	43%	23%	18%	29%	21%	4%	5%	12%	9%	11%	19%	13%	31%	85%	7%	5%	3%
NOT ANSWERED [POSTAL ONLY]	22 1%	9 1%	12 1%	- -%	1 *%	1 *%	15 1%	6 3%	4 2%	* *%	* *%	* *%	* *%	1 *%	12 2%	17 1%	1 *%	3 2%	1 1%
							cde	ij	ij					klm				o	
		42%	57%	-%	5%	4%	67%	29%	19%	1%	2%	1%	*%	5%	56%	81%	4%	12%	2%
EVER	2274 76%	1065 76%	1179 76%	160 55%	423 72%	752 80%	906 82%	127 66%	180 72%	289 80%	1089 86%	692 87%	580 75%	417 82%	502 69%	1875 75%	214 79%	113 75%	73 81%
				c	cd	cd				gh	ghi	lmn	n	ln					oq
		47%	52%	7%	19%	33%	40%	6%	8%	13%	48%	30%	25%	18%	22%	82%	9%	5%	3%

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
AT LEAST ONCE A MONTH	1989 66%	949 68%	1015 66%	129 44%	354 60%	667 71%	812 73%	102 53%	152 61%	246 68%	985 78%	631 79%	499 65%	367 72%	435 60%	1639 66%	189 70%	97 64%	65 72%
		48%	51%	6%	18%	34%	41%	5%	8%	12%	50%	32%	25%	18%	22%	82%	9%	5%	3%
AT LEAST ONCE A WEEK	1796 60%	860 62%	916 59%	98 34%	303 52%	605 64%	766 69%	93 48%	141 56%	213 59%	901 71%	580 73%	440 57%	329 65%	398 54%	1479 59%	169 63%	86 58%	61 67%
		48%	51%	5%	17%	34%	43%	5%	8%	12%	50%	32%	25%	18%	22%	82%	9%	5%	3%

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	1095	102	180	115	84	86	80	88	36	125	890	204	682	389	659	436
	36%	29%	41%	46%	38%	31%	38%	37%	27%	35%	34%	50%	39%	34%	44%	29%
			aeh	aeghi	aeh		aeh	ah				j	m		o	
		9%	16%	11%	8%	8%	7%	8%	3%	11%	81%	19%	62%	36%	60%	40%
At least weekly	701	79	103	55	50	73	50	53	36	84	608	92	476	213	375	326
	23%	22%	24%	22%	23%	26%	24%	22%	27%	23%	24%	22%	27%	19%	25%	22%
													m	o		
		11%	15%	8%	7%	10%	7%	8%	5%	12%	87%	13%	68%	30%	53%	47%
At least monthly	194	27	19	15	13	14	18	18	7	29	172	22	125	60	84	109
	6%	8%	4%	6%	6%	5%	9%	7%	5%	8%	7%	5%	7%	5%	6%	7%
							b			b			m			
		14%	10%	8%	7%	7%	9%	9%	4%	15%	89%	11%	64%	31%	44%	56%
Less than once a month	285	34	45	20	26	25	19	25	15	29	248	38	147	127	119	166
	10%	9%	10%	8%	12%	9%	9%	10%	11%	8%	10%	9%	8%	11%	8%	11%
													l	n		
		12%	16%	7%	9%	9%	7%	9%	5%	10%	87%	13%	52%	45%	42%	58%
Never	579	101	71	32	42	63	32	48	30	71	536	43	265	271	201	377
	19%	28%	16%	13%	19%	22%	15%	20%	23%	20%	21%	10%	15%	24%	14%	25%
		bcdgfi			c	bcd		c	bcd	c	k		l		n	
		18%	12%	6%	7%	11%	6%	8%	5%	12%	93%	7%	46%	47%	35%	65%
Don't know	126	12	15	13	5	21	9	7	7	18	113	12	50	54	43	83
	4%	3%	3%	5%	2%	7%	4%	3%	5%	5%	4%	3%	3%	5%	3%	5%
						abdg			d				l		n	
		10%	12%	10%	4%	16%	7%	6%	6%	14%	90%	10%	40%	43%	34%	66%
NOT ANSWERED [POSTAL ONLY]	22	3	2	1	-	1	2	1	*	6	20	1	*	17	8	14
	1%	1%	1%	1%	-%	*%	1%	*%	*%	2%	1%	*%	*%	2%	1%	1%
									d				l			
		14%	11%	7%	-%	5%	8%	5%	2%	30%	95%	5%	1%	79%	37%	63%
EVER	2274	242	347	205	173	197	166	184	94	266	1918	356	1430	789	1237	1037
	76%	67%	80%	82%	79%	70%	80%	76%	71%	74%	74%	86%	82%	70%	83%	69%
			aeh	aehi	aeh		aeh	a			j		m		o	
		11%	15%	9%	8%	9%	7%	8%	4%	12%	84%	16%	63%	35%	54%	46%

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	1989	208	302	186	147	172	147	159	80	238	1671	319	1282	662	1118	871
	66%	58%	70%	74%	67%	61%	70%	66%	60%	66%	65%	77%	74%	59%	75%	58%
			aeh	aeghi	a		aeh	a		a		j	m		o	
		10%	15%	9%	7%	9%	7%	8%	4%	12%	84%	16%	64%	33%	56%	44%
AT LEAST ONCE A WEEK	1796	181	283	170	134	159	129	141	72	209	1499	297	1158	602	1034	762
	60%	50%	65%	68%	61%	56%	62%	59%	55%	58%	58%	72%	66%	53%	69%	50%
			aehi	aeghi	a		a	a		a		j	m		o	
		10%	16%	9%	7%	9%	7%	8%	4%	12%	83%	17%	64%	34%	58%	42%

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	1095	567	548	917	828	441	1069
	36%	41%	43%	41%	37%	36%	38%
		def	def	def			
		52%	50%	84%	76%	40%	98%
At least weekly	701	354	315	579	583	323	690
	23%	25%	25%	26%	26%	27%	24%
		50%	45%	83%	83%	46%	98%
At least monthly	194	97	83	151	160	78	188
	6%	7%	7%	7%	7%	6%	7%
		50%	43%	78%	83%	40%	97%
Less than once a month	285	133	104	212	213	124	268
	10%	10%	8%	9%	9%	10%	9%
		47%	36%	74%	75%	44%	94%
Never	579	205	182	318	395	221	518
	19%	15%	14%	14%	18%	18%	18%
					abc	abc	abc
		35%	31%	55%	68%	38%	90%
Don't know	126	34	27	45	58	27	82
	4%	2%	2%	2%	3%	2%	3%
							c
		27%	22%	35%	46%	22%	65%
NOT ANSWERED [POSTAL ONLY]	22	6	11	7	5	2	18
	1%	*%	1%	*%	*%	*%	1%
			cde				de
		28%	51%	30%	25%	9%	81%
EVER	2274	1151	1049	1859	1785	965	2215
	76%	82%	83%	83%	80%	79%	78%
		def	def	def			
		51%	46%	82%	78%	42%	97%
AT LEAST ONCE A MONTH	1989	1018	945	1647	1572	841	1946
	66%	73%	74%	74%	70%	69%	69%
		def	def	def			
		51%	48%	83%	79%	42%	98%

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

QP25A. How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
AT LEAST ONCE A WEEK	1796	920	862	1496	1412	763	1758
	60%	66%	68%	67%	63%	63%	62%
		df	def	def			
		51%	48%	83%	79%	43%	98%

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION							
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r				
Significance Level: 95%																							
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661				
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543				
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%				
At least daily	130 4%	68 5%	57 4%	6 2%	22 4%	50 5%	48 4%	12 6%	9 3%	16 4%	63 5%	51 6%	28 4%	17 3%	28 4%	110 4%	7 3%	8 6%	4 5%				
						c						lmn											
						52%	44%	5%	17%	39%	37%	9%	7%	12%	48%	39%	22%	13%	22%	85%	5%	6%	3%
At least weekly	255 8%	134 10%	117 8%	20 7%	47 8%	93 10%	91 8%	8 4%	19 7%	24 7%	140 11%	106 13%	74 10%	30 6%	39 5%	216 9%	20 7%	12 8%	8 9%				
						b					gi	lmn	mn										
						53%	46%	8%	18%	36%	36%	3%	7%	9%	55%	42%	29%	12%	15%	85%	8%	5%	3%
At least monthly	177 6%	89 6%	87 6%	20 7%	37 6%	65 7%	53 5%	7 4%	9 4%	23 6%	98 8%	70 9%	45 6%	29 6%	23 3%	151 6%	12 4%	8 5%	6 6%				
						f					gh	ln	n	n									
						51%	49%	11%	21%	37%	30%	4%	5%	13%	55%	40%	25%	17%	13%	86%	7%	5%	3%
Less than once a month	353 12%	161 12%	184 12%	27 9%	81 14%	131 14%	110 10%	19 10%	30 12%	53 15%	178 14%	107 13%	117 15%	57 11%	60 8%	288 12%	34 13%	21 14%	10 11%				
						cf	cf				n	mn											
						46%	52%	8%	23%	37%	31%	5%	8%	15%	50%	30%	33%	16%	17%	82%	10%	6%	3%
Never	1880 63%	843 60%	1008 65%	193 66%	372 63%	552 59%	721 65%	125 65%	165 66%	225 62%	770 61%	443 56%	480 62%	340 67%	499 68%	1556 62%	180 66%	90 60%	55 61%				
						a	e	e				k	k	kl									
						45%	54%	10%	20%	29%	38%	7%	9%	12%	41%	24%	26%	18%	27%	83%	10%	5%	3%
Don't know	135 4%	64 5%	54 4%	24 8%	27 5%	44 5%	30 3%	5 3%	12 5%	15 4%	11 1%	14 2%	22 3%	22 4%	44 6%	114 5%	11 4%	5 3%	5 5%				
						def	f	f	j	j	j			k	kl								
						48%	40%	18%	20%	32%	23%	4%	9%	11%	9%	11%	16%	17%	32%	85%	8%	3%	4%
NOT ANSWERED [POSTAL ONLY]	70 2%	35 3%	34 2%	1 *%	1 *%	3 *%	56 5%	16 8%	8 3%	7 2%	9 1%	5 1%	5 1%	11 2%	37 5%	54 2%	6 2%	7 5%	2 3%				
						cde	hij	j	j					kl	klm								
						50%	48%	1%	1%	5%	80%	23%	12%	10%	13%	7%	7%	16%	53%	77%	9%	10%	3%
EVER	915 31%	453 32%	445 29%	74 25%	187 32%	339 36%	302 27%	47 24%	66 26%	116 32%	478 38%	334 42%	264 34%	133 26%	151 21%	766 31%	73 27%	49 32%	28 31%				
						b	cf	cf			g	ghi	lmn	mn	n								
						49%	49%	8%	20%	37%	33%	5%	7%	13%	52%	37%	29%	15%	16%	84%	8%	5%	3%

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



QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
AT LEAST ONCE A MONTH	562 19%	291 21%	261 17%	46 16%	105 18%	208 22%	193 17%	27 14%	36 14%	63 17%	300 24%	227 28%	147 19%	77 15%	91 12%	477 19%	39 14%	28 19%	18 20%
		b 52%				cd 37%					ghi 53%	lmn 40%	n 26%			p 85%			p 3%
AT LEAST ONCE A WEEK	385 13%	202 14%	175 11%	26 9%	69 12%	143 15%	139 13%	20 10%	27 11%	40 11%	202 16%	157 20%	102 13%	47 9%	68 9%	326 13%	27 10%	20 13%	12 13%
		b 52%				cd 37%					ghi 53%	lmn 41%	mn 27%						

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	130	15	24	15	12	7	13	6	4	14	111	20	84	38	67	63
	4%	4%	6%	6%	6%	2%	6%	3%	3%	4%	4%	5%	5%	3%	4%	4%
			e	eg	e		eg						m			
		11%	19%	11%	10%	5%	10%	5%	3%	11%	85%	15%	65%	29%	51%	49%
At least weekly	255	42	40	23	20	19	22	18	10	22	214	40	165	87	137	117
	8%	12%	9%	9%	9%	7%	10%	7%	8%	6%	8%	10%	9%	8%	9%	8%
		ei					i									
		17%	16%	9%	8%	7%	9%	7%	4%	9%	84%	16%	65%	34%	54%	46%
At least monthly	177	25	30	14	14	15	12	15	5	21	143	34	122	52	100	78
	6%	7%	7%	5%	6%	5%	6%	6%	4%	6%	6%	8%	7%	5%	7%	5%
												j	m			
		14%	17%	8%	8%	9%	7%	9%	3%	12%	81%	19%	69%	29%	56%	44%
Less than once a month	353	42	46	27	25	43	28	31	14	33	308	45	231	113	174	179
	12%	12%	11%	11%	11%	15%	13%	13%	10%	9%	12%	11%	13%	10%	12%	12%
						i							m			
		12%	13%	8%	7%	12%	8%	9%	4%	9%	87%	13%	65%	32%	49%	51%
Never	1880	215	263	156	142	170	118	155	92	244	1627	253	1079	731	928	952
	63%	60%	60%	62%	65%	60%	57%	64%	70%	67%	63%	61%	62%	65%	62%	63%
					f			f	abcef	f						
		11%	14%	8%	8%	9%	6%	8%	5%	13%	87%	13%	57%	39%	49%	51%
Don't know	135	15	23	11	6	17	10	9	4	19	122	13	56	54	47	88
	4%	4%	5%	4%	3%	6%	5%	4%	3%	5%	5%	3%	3%	5%	3%	6%
													l	n		
		11%	17%	8%	5%	12%	7%	7%	3%	14%	90%	10%	42%	40%	35%	65%
NOT ANSWERED [POSTAL ONLY]	70	6	9	6	-	11	6	6	1	9	63	7	7	56	37	34
	2%	2%	2%	2%	-%	4%	3%	3%	1%	2%	2%	2%	*%	5%	2%	2%
		d	d	d		dh	d	d		d			l			
		8%	13%	8%	-%	16%	9%	9%	2%	12%	89%	11%	10%	80%	52%	48%
EVER	915	123	140	79	71	84	75	70	34	90	776	139	602	290	478	437
	31%	34%	32%	31%	32%	30%	36%	29%	26%	25%	30%	34%	35%	26%	32%	29%
		hi	i		i		hi						m	o		
		13%	15%	9%	8%	9%	8%	8%	4%	10%	85%	15%	66%	32%	52%	48%

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	562	81	94	52	46	41	47	40	20	57	468	94	371	177	303	258
	19%	23%	22%	21%	21%	14%	22%	16%	15%	16%	18%	23%	21%	16%	20%	17%
		eghi	eh	e	e		ehi				j		m		o	
		14%	17%	9%	8%	7%	8%	7%	4%	10%	83%	17%	66%	31%	54%	46%
AT LEAST ONCE A WEEK	385	57	64	38	32	25	35	24	15	36	325	60	249	125	204	181
	13%	16%	15%	15%	15%	9%	17%	10%	11%	10%	13%	14%	14%	11%	14%	12%
		egi	e	ei	e		egi						m			
		15%	17%	10%	8%	7%	9%	6%	4%	9%	84%	16%	65%	32%	53%	47%

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	130	65	59	106	106	55	125
	4%	5%	5%	5%	5%	5%	4%
		50%	45%	81%	82%	42%	96%
At least weekly	255	115	109	228	218	123	252
	8%	8%	9%	10%	10%	10%	9%
		45%	43%	90%	86%	48%	99%
At least monthly	177	79	83	153	143	83	176
	6%	6%	7%	7%	6%	7%	6%
		45%	47%	86%	81%	47%	99%
Less than once a month	353	181	153	308	303	170	346
	12%	13%	12%	14%	14%	14%	12%
		51%	43%	87%	86%	48%	98%
Never	1880	895	795	1354	1394	742	1790
	63%	64%	63%	61%	62%	61%	63%
		c					
		48%	42%	72%	74%	39%	95%
Don't know	135	39	30	50	63	34	85
	4%	3%	2%	2%	3%	3%	3%
		29%	22%	37%	47%	25%	63%
NOT ANSWERED [POSTAL ONLY]	70	22	41	28	15	9	59
	2%	2%	3%	1%	1%	1%	2%
		de	acdef	d			cde
		31%	58%	40%	21%	12%	84%
EVER	915	440	404	795	771	430	898
	31%	32%	32%	36%	34%	35%	32%
				abf	f	abf	
		48%	44%	87%	84%	47%	98%
AT LEAST ONCE A MONTH	562	259	251	487	468	260	552
	19%	19%	20%	22%	21%	21%	19%
				af		a	
		46%	45%	87%	83%	46%	98%

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

QP25B. How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
AT LEAST ONCE A WEEK	385	180	168	334	325	177	376
	13%	13%	13%	15%	14%	15%	13%
		47%	44%	87%	84%	46%	98%

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
At least daily	163 5%	88 6%	70 5%	19 7%	55 9%	59 6%	26 2%	8 4%	10 4%	21 6%	81 6%	53 7%	56 7%	30 6%	20 3%	137 5%	11 4%	9 6%	6 7%
		b 54%		f 12%	ef 34%	f 36%						n 32%	n 34%	n 18%					
At least weekly	393 13%	203 15%	186 12%	55 19%	118 20%	135 14%	83 8%	18 9%	23 9%	32 9%	238 19%	148 19%	139 18%	44 9%	53 7%	335 13%	29 11%	18 12%	12 13%
		b 52%		ef 14%	ef 30%	f 34%					ghi 61%	mn 38%	mn 35%						
At least monthly	265 9%	120 9%	141 9%	47 16%	60 10%	92 10%	62 6%	9 4%	11 4%	30 8%	138 11%	96 12%	89 12%	39 8%	35 5%	225 9%	24 9%	8 5%	8 9%
				def 18%	f 23%	f 35%				h 11%	gh 52%	mn 36%	mn 34%	n 15%		q 85%	q 9%		q 3%
Less than once a month	437 15%	198 14%	230 15%	51 17%	92 16%	143 15%	143 13%	28 14%	30 12%	47 13%	219 17%	151 19%	132 17%	69 14%	62 8%	355 14%	43 16%	26 17%	13 14%
				f 12%							hi 50%	mn 35%	n 30%	n 16%					
Never	1568 52%	693 50%	852 55%	101 35%	235 40%	477 51%	719 65%	111 57%	159 63%	216 59%	578 46%	333 42%	335 43%	301 59%	496 68%	1289 52%	153 57%	79 53%	47 52%
			a 44%			cd 30%	cde 46%	j 7%	j 10%	j 14%				kl 19%	klm 32%				
Don't know	102 3%	54 4%	28 2%	19 7%	25 4%	28 3%	17 2%	2 1%	9 3%	9 3%	4 *	11 1%	16 2%	14 3%	27 4%	93 4%	4 2%	3 2%	2 3%
		b 53%		ef 19%	f 25%	f 27%		j 2%	j 8%	j 9%				kl 14%	kl 27%	pq 91%			
NOT ANSWERED [POSTAL ONLY]	73 2%	38 3%	34 2%	- -%	1 *%	4 *%	59 5%	18 9%	10 4%	8 2%	9 1%	6 1%	5 1%	11 2%	39 5%	57 2%	6 2%	7 5%	2 3%
							cde 81%	hij 24%	j 13%	j 11%			kl 15%	klm 53%				o 10%	
EVER	1258 42%	610 44%	627 41%	171 59%	325 55%	429 46%	315 28%	62 32%	74 30%	130 36%	677 53%	447 56%	416 54%	181 36%	169 23%	1052 42%	107 39%	61 41%	39 43%
				ef 14%	ef 26%	f 34%					ghi 54%	mn 36%	mn 33%	n 14%					

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
AT LEAST ONCE A MONTH	821	412	397	121	232	286	172	34	44	83	457	296	283	112	108	697	64	35	26
	27%	30%	26%	41%	40%	30%	15%	18%	18%	23%	36%	37%	37%	22%	15%	28%	24%	23%	28%
		b		ef	ef	f					ghi	mn	mn	n		q			
		50%	48%	15%	28%	35%	21%	4%	5%	10%	56%	36%	34%	14%	13%	85%	8%	4%	3%
AT LEAST ONCE A WEEK	557	292	257	74	173	194	110	26	34	53	319	200	195	73	73	472	40	27	18
	19%	21%	17%	25%	29%	21%	10%	13%	13%	15%	25%	25%	25%	14%	10%	19%	15%	18%	20%
		b		f	ef	f					ghi	mn	mn	n					
		52%	46%	13%	31%	35%	20%	5%	6%	9%	57%	36%	35%	13%	13%	85%	7%	5%	3%

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	163	24	34	16	10	14	10	8	5	15	146	17	116	41	70	93
	5%	7%	8%	6%	5%	5%	5%	3%	4%	4%	6%	4%	7%	4%	5%	6%
		g	ghi										m			
		15%	21%	10%	6%	9%	6%	5%	3%	9%	89%	11%	71%	25%	43%	57%
At least weekly	393	70	62	32	36	25	30	29	14	37	344	50	294	94	191	203
	13%	19%	14%	13%	16%	9%	15%	12%	10%	10%	13%	12%	17%	8%	13%	13%
		ceghi	e		ehi	e							m			
		18%	16%	8%	9%	6%	8%	7%	4%	9%	87%	13%	75%	24%	48%	52%
At least monthly	265	36	36	23	19	32	18	19	5	37	231	33	188	70	137	128
	9%	10%	8%	9%	9%	11%	9%	8%	4%	10%	9%	8%	11%	6%	9%	8%
		h	h	h	h	h	h	h		h			m			
		14%	13%	9%	7%	12%	7%	7%	2%	14%	87%	13%	71%	27%	52%	48%
Less than once a month	437	59	70	36	31	40	32	28	20	38	369	68	279	145	232	204
	15%	16%	16%	14%	14%	14%	16%	12%	15%	11%	14%	16%	16%	13%	16%	14%
		i	i										m			
		14%	16%	8%	7%	9%	7%	6%	5%	9%	84%	16%	64%	33%	53%	47%
Never	1568	148	205	129	122	146	105	141	85	208	1343	225	822	687	788	780
	52%	41%	47%	51%	55%	52%	50%	59%	65%	58%	52%	54%	47%	61%	53%	52%
			a	ab	a	a	abf	abcdef	ab				l			
		9%	13%	8%	8%	9%	7%	9%	5%	13%	86%	14%	52%	44%	50%	50%
Don't know	102	16	20	8	2	12	7	8	2	17	90	11	38	35	33	69
	3%	5%	5%	3%	1%	4%	3%	4%	1%	5%	3%	3%	2%	3%	2%	5%
		dh	dh			dh	d	d		dh					n	
		16%	19%	7%	2%	12%	7%	8%	2%	17%	89%	11%	37%	35%	33%	67%
NOT ANSWERED [POSTAL ONLY]	73	5	9	8	-	12	6	6	1	9	64	8	6	59	38	35
	2%	1%	2%	3%	-%	4%	3%	3%	1%	2%	2%	2%	*%	5%	3%	2%
		d	d	d		adh	d	d		d			l			
		7%	13%	11%	-%	16%	8%	9%	2%	12%	89%	11%	9%	81%	52%	48%
EVER	1258	190	201	107	96	111	91	85	43	128	1090	168	878	350	630	628
	42%	53%	46%	43%	44%	40%	44%	35%	33%	35%	42%	41%	50%	31%	42%	42%
		cdefghi	ghi	h	ghi		ghi						m			
		15%	16%	9%	8%	9%	7%	7%	3%	10%	87%	13%	70%	28%	50%	50%

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



QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	821	131	131	71	65	71	59	56	24	89	721	100	598	205	398	423
	27%	36%	30%	28%	30%	25%	28%	23%	18%	25%	28%	24%	34%	18%	27%	28%
		cefg	ghi	h	h	h	h			h			m			
		16%	16%	9%	8%	9%	7%	7%	3%	11%	88%	12%	73%	25%	48%	52%
AT LEAST ONCE A WEEK	557	94	95	48	46	39	41	37	19	52	490	67	410	135	261	296
	19%	26%	22%	19%	21%	14%	19%	16%	14%	14%	19%	16%	24%	12%	18%	20%
		cefg	ehi		ehi								m			
		17%	17%	9%	8%	7%	7%	7%	3%	9%	88%	12%	74%	24%	47%	53%

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	163	76	56	133	155	97	163
	5%	5%	4%	6%	7%	8%	6%
				b	b	abcf	
		47%	34%	81%	95%	59%	100%
At least weekly	393	177	148	341	363	209	389
	13%	13%	12%	15%	16%	17%	14%
				ab	abf	abf	
		45%	38%	87%	92%	53%	99%
At least monthly	265	125	110	227	234	126	259
	9%	9%	9%	10%	10%	10%	9%
		47%	42%	86%	88%	48%	98%
Less than once a month	437	207	183	355	371	206	425
	15%	15%	14%	16%	17%	17%	15%
		48%	42%	81%	85%	47%	97%
Never	1568	769	709	1112	1065	544	1480
	52%	55%	56%	50%	47%	45%	52%
		cde	cdef	e			de
		49%	45%	71%	68%	35%	94%
Don't know	102	19	19	33	41	24	55
	3%	1%	2%	1%	2%	2%	2%
		19%	19%	32%	40%	24%	54%
NOT ANSWERED [POSTAL ONLY]	73	21	42	28	15	8	60
	2%	2%	3%	1%	1%	1%	2%
		de	acdef	d			cde
		29%	58%	38%	21%	12%	83%
EVER	1258	586	498	1055	1123	639	1237
	42%	42%	39%	47%	50%	53%	44%
				abf	abcf	abcf	b
		47%	40%	84%	89%	51%	98%
AT LEAST ONCE A MONTH	821	378	315	700	752	432	811
	27%	27%	25%	31%	34%	36%	29%
				abf	abf	abcf	b
		46%	38%	85%	92%	53%	99%

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

QP25C. How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	TV SERVICES						
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICICES	ANY SERVICICES	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
AT LEAST ONCE A WEEK	557	254	205	473	518	306	552
	19%	18%	16%	21%	23%	25%	19%
		46%	37%	85%	93%	55%	99%

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
At least daily	666	342	312	158	216	207	80	34	46	70	366	193	239	106	110	551	63	34	18
	22%	25%	20%	54%	37%	22%	7%	17%	18%	19%	29%	24%	31%	21%	15%	22%	23%	23%	20%
		b		def	ef	f					ghi	n	kmn	n					
		51%	47%	24%	32%	31%	12%	5%	7%	10%	55%	29%	36%	16%	17%	83%	10%	5%	3%
At least weekly	498	206	286	45	135	188	125	21	22	50	281	172	153	85	77	410	53	24	12
	17%	15%	19%	16%	23%	20%	11%	11%	9%	14%	22%	22%	20%	17%	10%	16%	20%	16%	13%
			a	f	cf	f				h	ghi	mn	n	n		r	r		
		41%	57%	9%	27%	38%	25%	4%	4%	10%	56%	34%	31%	17%	15%	82%	11%	5%	2%
At least monthly	130	55	74	10	22	47	49	5	9	12	73	53	31	19	19	109	13	5	2
	4%	4%	5%	4%	4%	5%	4%	3%	4%	3%	6%	7%	4%	4%	3%	4%	5%	4%	3%
											gi	lmn							
		42%	57%	8%	17%	36%	38%	4%	7%	9%	56%	41%	24%	15%	15%	84%	10%	4%	2%
Less than once a month	108	35	73	10	27	33	37	7	10	14	45	28	23	26	23	91	8	6	3
	4%	3%	5%	3%	5%	4%	3%	4%	4%	4%	4%	4%	3%	5%	3%	4%	3%	4%	3%
			a											l					
		32%	67%	9%	25%	31%	35%	7%	9%	13%	42%	26%	21%	24%	21%	84%	7%	5%	3%
Never	1450	682	738	52	169	440	746	107	153	203	491	340	308	251	445	1209	120	72	49
	48%	49%	48%	18%	29%	47%	67%	55%	61%	56%	39%	43%	40%	49%	61%	49%	44%	48%	55%
				c	cd	cde		j	j	j				kl	klm				opq
		47%	51%	4%	12%	30%	51%	7%	11%	14%	34%	23%	21%	17%	31%	83%	8%	5%	3%
Don't know	74	37	24	15	17	20	13	2	2	6	4	5	12	9	17	62	7	2	3
	2%	3%	2%	5%	3%	2%	1%	1%	1%	2%	*	1%	2%	2%	2%	3%	2%	1%	4%
		b		ef	f					j			k	k	k				q
		50%	32%	21%	23%	27%	18%	2%	3%	8%	5%	7%	16%	12%	23%	84%	9%	3%	5%
NOT ANSWERED [POSTAL ONLY]	73	38	34	1	1	4	59	18	10	8	9	6	5	11	39	57	6	7	2
	2%	3%	2%	*	*	*	5%	9%	4%	2%	1%	1%	1%	2%	5%	2%	2%	5%	2%
							cde	hij	j	j				kl	klm			or	
		52%	47%	1%	1%	6%	80%	24%	13%	11%	12%	8%	6%	15%	54%	78%	9%	10%	3%
EVER	1403	638	745	224	400	474	292	67	87	146	765	446	446	236	229	1162	137	69	35
	47%	46%	48%	77%	68%	51%	26%	35%	35%	40%	60%	56%	58%	47%	31%	47%	51%	46%	39%
				def	ef	f					ghi	mn	mn	n		r	r	r	
		45%	53%	16%	29%	34%	21%	5%	6%	10%	55%	32%	32%	17%	16%	83%	10%	5%	3%

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
AT LEAST ONCE A MONTH	1295	603	672	214	373	441	255	60	77	132	720	418	423	210	206	1071	129	63	32
	43%	43%	44%	73%	64%	47%	23%	31%	31%	36%	57%	52%	55%	41%	28%	43%	48%	42%	36%
		47%	52%	17%	29%	34%	20%	5%	6%	10%	56%	32%	33%	16%	16%	83%	10%	5%	2%
AT LEAST ONCE A WEEK	1165	548	599	204	351	395	205	54	68	120	646	364	392	191	187	961	116	58	30
	39%	39%	39%	70%	60%	42%	19%	28%	27%	33%	51%	46%	51%	38%	26%	39%	43%	38%	33%
		47%	51%	17%	30%	34%	18%	5%	6%	10%	55%	31%	34%	16%	16%	83%	10%	5%	3%

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610	
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836	
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511	
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%	
At least daily	666	108	86	51	53	49	45	56	29	74	594	72	493	163	295	371	
	22%	30%	20%	20%	24%	17%	21%	23%	22%	21%	23%	17%	28%	14%	20%	25%	
		bcefg			e			k					m		n		
		16%	13%	8%	8%	7%	7%	8%	4%	11%	89%	11%	74%	24%	44%	56%	
At least weekly	498	58	81	38	38	42	36	35	24	58	426	72	368	120	262	237	
	17%	16%	19%	15%	17%	15%	17%	14%	18%	16%	16%	18%	21%	11%	18%	16%	
													m				
			12%	16%	8%	8%	8%	7%	7%	5%	12%	85%	15%	74%	24%	53%	47%
At least monthly	130	19	16	6	6	18	11	11	4	17	108	22	84	44	71	59	
	4%	5%	4%	3%	3%	7%	5%	5%	3%	5%	4%	5%	5%	4%	5%	4%	
						cd											
		14%	13%	5%	4%	14%	8%	9%	3%	13%	83%	17%	64%	34%	55%	45%	
Less than once a month	108	10	25	10	5	9	8	9	7	9	79	29	62	41	59	49	
	4%	3%	6%	4%	2%	3%	4%	4%	6%	2%	3%	7%	4%	4%	4%	3%	
			di						di			j					
		9%	23%	9%	4%	8%	7%	8%	7%	8%	73%	27%	57%	38%	55%	45%	
Never	1450	153	201	134	116	140	97	119	64	185	1249	201	706	680	737	713	
	48%	43%	46%	53%	53%	50%	46%	50%	48%	51%	48%	49%	40%	60%	49%	47%	
			a	a					a				l				
		11%	14%	9%	8%	10%	7%	8%	4%	13%	86%	14%	49%	47%	51%	49%	
Don't know	74	5	17	4	2	11	6	4	2	10	66	9	25	25	27	47	
	2%	2%	4%	2%	1%	4%	3%	2%	2%	3%	3%	2%	1%	2%	2%	3%	
			d			d									n		
		7%	22%	6%	3%	15%	8%	6%	3%	13%	89%	11%	33%	33%	37%	63%	
NOT ANSWERED [POSTAL ONLY]	73	6	9	8	-	12	6	6	1	9	65	8	7	59	38	35	
	2%	2%	2%	3%	-%	4%	3%	3%	1%	2%	3%	2%	*%	5%	3%	2%	
		d	d	d		adh	d	d		d			l				
		8%	13%	11%	-%	16%	8%	9%	2%	12%	88%	12%	10%	81%	52%	48%	
EVER	1403	194	208	106	102	118	100	111	64	158	1208	195	1006	367	687	715	
	47%	54%	48%	42%	46%	42%	48%	46%	49%	44%	47%	47%	58%	32%	46%	47%	
		cdegi											m				
		14%	15%	8%	7%	8%	7%	8%	5%	11%	86%	14%	72%	26%	49%	51%	

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	1295	185	184	96	97	110	92	102	57	150	1129	166	945	327	628	667
	43%	51%	42%	38%	44%	39%	44%	42%	43%	41%	44%	40%	54%	29%	42%	44%
		bceghi											m			
		14%	14%	7%	7%	8%	7%	8%	4%	12%	87%	13%	73%	25%	49%	51%
AT LEAST ONCE A WEEK	1165	166	167	89	91	91	81	91	52	132	1020	144	861	283	557	608
	39%	46%	38%	36%	42%	32%	39%	38%	40%	37%	39%	35%	49%	25%	37%	40%
		bcegi			e						k		m			
		14%	14%	8%	8%	8%	7%	8%	4%	11%	88%	12%	74%	24%	48%	52%

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

QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	666	328	230	553	638	397	662
	22%	23%	18%	25%	28%	33%	23%
		b	b	abcf	abcdf	b	
		49%	34%	83%	96%	60%	99%
At least weekly	498	268	207	444	462	243	494
	17%	19%	16%	20%	21%	20%	17%
		b	bf	bf	bf	bf	
		54%	42%	89%	93%	49%	99%
At least monthly	130	71	59	110	117	55	127
	4%	5%	5%	5%	5%	5%	4%
		55%	46%	85%	90%	42%	98%
Less than once a month	108	68	41	87	91	40	104
	4%	5%	3%	4%	4%	3%	4%
		bef					
		63%	38%	81%	84%	37%	97%
Never	1450	626	678	984	893	458	1349
	48%	45%	53%	44%	40%	38%	48%
		de	acdef	de			cde
		43%	47%	68%	62%	32%	93%
Don't know	74	12	13	21	28	14	34
	2%	1%	1%	1%	1%	1%	1%
		17%	17%	28%	37%	18%	46%
NOT ANSWERED [POSTAL ONLY]	73	22	42	28	15	9	61
	2%	2%	3%	1%	1%	1%	2%
		de	acdef	d			cde
		30%	58%	39%	20%	12%	83%
EVER	1403	736	537	1195	1308	734	1387
	47%	53%	42%	54%	58%	60%	49%
		bf	bf	bf	abcdf	abcdf	b
		52%	38%	85%	93%	52%	99%

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



QP25D. How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES	
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
AT LEAST ONCE A MONTH	1295	667	496	1108	1217	694	1283
	43%	48%	39%	50%	54%	57%	45%
		b		bf	abcf	abcf	b
		52%	38%	86%	94%	54%	99%
AT LEAST ONCE A WEEK	1165	596	437	997	1101	640	1156
	39%	43%	34%	45%	49%	53%	41%
		b		bf	abcf	abcdf	b
		51%	37%	86%	94%	55%	99%

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
At least daily	305 10%	152 11%	149 10%	63 22% def	94 16% ef	107 11% f	38 3% f	24 13%	20 8%	39 11%	136 11%	79 10%	87 11%	50 10%	76 10%	249 10%	32 12%	15 10%	9 10%
		50%	49%	21%	31%	35%	12%	8%	7%	13%	45%	26%	29%	16%	25%	82%	11%	5%	3%
At least weekly	359 12%	176 13%	179 12%	30 10%	86 15% cf	144 15% cf	94 8% cf	15 8%	27 11%	54 15% g	161 13% g	98 12%	100 13% n	70 14% n	74 10% n	298 12%	31 11%	18 12%	12 13%
		49%	50%	8%	24%	40%	26%	4%	7%	15%	45%	27%	28%	20%	21%	83%	9%	5%	3%
At least monthly	197 7%	87 6%	108 7%	24 8% f	47 8% f	62 7% f	59 5% f	10 5%	18 7%	22 6%	85 7% n	60 8% n	49 6% n	42 8% n	37 5% n	160 6% r	23 9% r	10 7% r	4 4% r
		44%	55%	12%	24%	31%	30%	5%	9%	11%	43%	31%	25%	22%	19%	81%	12%	5%	2%
Less than once a month	253 8%	118 8%	132 9%	17 6% c	45 8% c	92 10% c	97 9% c	18 9%	20 8%	33 9% c	121 10% c	66 8% n	74 10% n	52 10% n	50 7% n	203 8% n	28 10% n	14 9% n	8 9% n
		47%	52%	7%	18%	36%	38%	7%	8%	13%	48%	26%	29%	20%	20%	80%	11%	5%	3%
Never	1707 57%	774 55%	895 58%	134 46% c	293 50% c	498 53% c	741 67% cde	107 55%	150 60%	199 55%	735 58% m	470 59% m	438 57% m	267 53% m	428 59% m	1430 57% m	144 53% m	82 55% m	51 57% m
		45%	52%	8%	17%	29%	43%	6%	9%	12%	43%	28%	26%	16%	25%	84%	8%	5%	3%
Don't know	112 4%	53 4%	47 3%	23 8% def	21 4% def	33 3% def	25 2% def	3 1%	7 3%	9 3%	21 2% kl	17 2% kl	18 2% kl	16 3% kl	29 4% kl	98 4% kl	5 2% kl	4 3% kl	4 5% kl
		47%	42%	20%	19%	29%	22%	2%	6%	8%	19%	15%	16%	14%	26%	88%	5%	4%	4%
NOT ANSWERED [POSTAL ONLY]	68 2%	35 3%	33 2%	- -% def	* *% def	3 *% def	57 5% def	16 8% hij	9 4% hij	7 2% hij	9 1% hij	6 1% hij	4 1% hij	9 2% hij	37 5% hij	52 2% hij	7 2% hij	7 5% hij	2 2% hij
		52%	48%	-%	1%	4%	83%	24%	13%	11%	13%	9%	6%	14%	54%	77%	10%	11%	3%
EVER	1113 37%	534 38%	567 37%	134 46% f	271 46% f	404 43% f	288 26% f	68 35%	86 34%	147 41%	504 40% n	304 38% n	310 40% n	215 42% n	237 32% n	910 37% o	114 42% o	56 37% o	33 36% o
		48%	51%	12%	24%	36%	26%	6%	8%	13%	45%	27%	28%	19%	21%	82%	10%	5%	3%

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
AT LEAST ONCE A MONTH	860 29%	415 30%	435 28%	118 40% ef	227 39% ef	312 33% f	191 17%	50 26%	65 26%	114 32%	383 30%	238 30% n	236 31% n	163 32% n	187 26%	707 28%	86 32%	43 28%	24 27%
		48%	51%	14% ef	26% ef	36% f	22%	6%	8%	13%	44%	28%	27%	19% n	22%	82%	10%	5% n	3% n
AT LEAST ONCE A WEEK	664 22%	328 24%	327 21%	93 32% ef	180 31% f	251 27% f	132 12%	40 20%	47 19%	93 26% h	298 23%	178 22%	187 24% n	121 24%	151 21%	547 22%	63 23%	32 22%	21 23%
		49%	49%	14% ef	27% f	38% f	20%	6%	7%	14%	45%	27%	28% n	18% n	23%	82%	10%	5% n	3% n

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	305	36	51	22	18	26	23	28	13	33	265	40	201	94	128	176
	10%	10%	12%	9%	8%	9%	11%	12%	10%	9%	10%	10%	12%	8%	9%	12%
		12%	17%	7%	6%	8%	7%	9%	4%	11%	87%	13%	66%	31%	42%	58%
At least weekly	359	56	51	24	30	29	22	27	20	39	314	45	247	103	161	198
	12%	16%	12%	10%	14%	10%	10%	11%	15%	11%	12%	11%	14%	9%	11%	13%
		16%	14%	7%	8%	8%	6%	8%	5%	11%	88%	12%	69%	29%	45%	55%
At least monthly	197	21	29	18	10	25	17	14	5	21	161	35	123	67	95	102
	7%	6%	7%	7%	4%	9%	8%	6%	4%	6%	6%	9%	7%	6%	6%	7%
		11%	15%	9%	5%	13%	8%	7%	3%	10%	82%	18%	62%	34%	48%	52%
Less than once a month	253	18	40	24	25	24	20	12	11	29	208	45	154	93	134	119
	8%	5%	9%	9%	11%	9%	9%	5%	8%	8%	8%	11%	9%	8%	9%	8%
		7%	16%	9%	10%	10%	8%	5%	4%	11%	82%	18%	61%	37%	53%	47%
Never	1707	212	236	149	133	149	113	145	78	216	1480	227	966	682	887	820
	57%	59%	54%	59%	60%	53%	54%	60%	59%	60%	57%	55%	55%	60%	60%	54%
		12%	14%	9%	8%	9%	7%	8%	5%	13%	87%	13%	57%	40%	52%	48%
Don't know	112	12	18	7	5	18	10	8	4	16	101	11	49	35	47	65
	4%	3%	4%	3%	2%	6%	5%	3%	3%	5%	4%	3%	3%	3%	3%	4%
		11%	16%	6%	4%	16%	9%	7%	3%	15%	90%	10%	44%	31%	42%	58%
NOT ANSWERED [POSTAL ONLY]	68	3	9	8	-	11	5	6	1	8	60	8	4	57	37	31
	2%	1%	2%	3%	-%	4%	3%	2%	1%	2%	2%	2%	*%	5%	2%	2%
		4%	14%	12%	-%	16%	8%	9%	2%	12%	88%	12%	6%	84%	54%	46%
EVER	1113	133	171	88	82	104	81	82	48	121	948	165	725	358	518	595
	37%	37%	39%	35%	38%	37%	39%	34%	37%	33%	37%	40%	42%	32%	35%	39%
		12%	15%	8%	7%	9%	7%	7%	4%	11%	85%	15%	65%	32%	47%	53%

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	860	114	131	64	57	80	61	69	38	92	740	120	571	265	385	476
	29%	32%	30%	26%	26%	28%	29%	29%	28%	26%	29%	29%	33%	23%	26%	31%
		13%	15%	7%	7%	9%	7%	8%	4%	11%	86%	14%	66%	31%	45%	55%
AT LEAST ONCE A WEEK	664	93	102	46	48	55	44	55	32	72	579	85	448	197	289	374
	22%	26%	24%	18%	22%	20%	21%	23%	24%	20%	22%	21%	26%	17%	19%	25%
		c											m		n	
		14%	15%	7%	7%	8%	7%	8%	5%	11%	87%	13%	68%	30%	44%	56%

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	305	148	110	240	280	165	298
	10%	11%	9%	11%	12%	14%	11%
				b	bcf	abcf	b
		48%	36%	79%	92%	54%	98%
At least weekly	359	170	157	293	302	186	355
	12%	12%	12%	13%	13%	15%	13%
						abf	
		47%	44%	82%	84%	52%	99%
At least monthly	197	98	81	156	166	96	190
	7%	7%	6%	7%	7%	8%	7%
		50%	41%	79%	84%	49%	97%
Less than once a month	253	137	106	208	205	101	250
	8%	10%	8%	9%	9%	8%	9%
		54%	42%	82%	81%	40%	99%
Never	1707	788	746	1258	1217	634	1613
	57%	56%	59%	56%	54%	52%	57%
		e	de	e			de
		46%	44%	74%	71%	37%	94%
Don't know	112	37	29	49	60	27	71
	4%	3%	2%	2%	3%	2%	3%
		33%	26%	43%	54%	24%	63%
NOT ANSWERED [POSTAL ONLY]	68	18	40	24	13	7	56
	2%	1%	3%	1%	1%	1%	2%
		de	acdef	d			cde
		27%	58%	35%	19%	10%	82%
EVER	1113	553	455	897	952	548	1092
	37%	40%	36%	40%	42%	45%	39%
		b		b	bf	abcf	
		50%	41%	81%	86%	49%	98%
AT LEAST ONCE A MONTH	860	416	348	689	747	447	843
	29%	30%	27%	31%	33%	37%	30%
				b	abf	abcdf	
		48%	40%	80%	87%	52%	98%

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

QP25E. How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	TV SERVICES						ANY SER- VICES
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES		
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
AT LEAST ONCE A WEEK	664	318	267	533	582	351	653
	22%	23%	21%	24%	26%	29%	23%
		48%	40%	80%	88%	53%	98%

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
At least daily	91 3%	45 3%	45 3%	9 3%	28 5%	32 3%	22 2%	5 2%	10 4%	14 4%	46 4%	34 4%	25 3%	16 3%	13 2%	75 3%	9 3%	4 3%	2 3%
					f 30%	f 35%						n 38%	n 27%						
At least weekly	120 4%	52 4%	66 4%	11 4%	32 5%	45 5%	31 3%	6 3%	3 1%	17 5%	67 5%	42 5%	35 5%	14 3%	25 3%	102 4%	11 4%	5 3%	3 4%
					f 27%	f 37%				h 14%	h 55%	m 35%	m 29%						
At least monthly	124 4%	49 4%	72 5%	16 5%	36 6%	46 5%	25 2%	6 3%	7 3%	18 5%	64 5%	42 5%	39 5%	15 3%	19 3%	107 4%	6 2%	8 5%	4 4%
					f 29%	f 37%						n 34%	n 31%					p 6%	
Less than once a month	290 10%	124 9%	162 11%	39 13%	66 11%	116 12%	65 6%	16 8%	18 7%	32 9%	151 12%	100 13%	107 14%	37 7%	35 5%	243 10%	23 9%	15 10%	9 10%
					f 23%	f 40%					h 52%	mn 35%	mn 37%						
Never	2219 74%	1042 75%	1140 74%	198 68%	408 69%	669 71%	899 81%	142 73%	201 80%	266 73%	925 73%	567 71%	548 71%	401 79%	580 79%	1833 74%	210 78%	110 73%	66 74%
						cde 30%							kl 25%	kl 18%					
Don't know	82 3%	45 3%	21 1%	19 7%	16 3%	27 3%	9 1%	2 1%	2 1%	7 2%	7 1%	6 1%	13 2%	12 2%	20 3%	73 3%	4 2%	2 1%	3 3%
					b 20%	b 33%				j 9%	j 8%	k 7%	k 16%	k 15%					
NOT ANSWERED [POSTAL ONLY]	73 2%	38 3%	35 2%	- -%	1 *%	4 *%	59 5%	18 9%	10 4%	8 2%	9 1%	6 1%	5 1%	11 2%	39 5%	57 2%	7 2%	7 5%	3 3%
						cde 6%							kl 6%	klm 15%				o 10%	
EVER	625 21%	270 19%	346 22%	75 26%	162 28%	238 25%	144 13%	32 17%	38 15%	81 22%	327 26%	218 27%	205 27%	82 16%	93 13%	526 21%	50 18%	31 21%	18 20%
					f 26%	f 25%				h 22%	gh 26%	mn 27%	mn 27%						
						f 38%													

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



QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
AT LEAST ONCE A MONTH	335	147	184	36	95	122	78	17	20	49	177	118	98	45	58	283	26	16	9
	11%	11%	12%	12%	16%	13%	7%	9%	8%	14%	14%	15%	13%	9%	8%	11%	10%	11%	10%
				f	f	f				h	gh	mn	mn						
		44%	55%	11%	28%	36%	23%	5%	6%	15%	53%	35%	29%	13%	17%	85%	8%	5%	3%
AT LEAST ONCE A WEEK	211	97	111	20	60	76	53	10	13	32	113	76	60	30	38	177	20	9	6
	7%	7%	7%	7%	10%	8%	5%	5%	5%	9%	9%	10%	8%	6%	5%	7%	7%	6%	6%
				f	f	f				h	h	mn	n						
		46%	53%	10%	28%	36%	25%	5%	6%	15%	53%	36%	28%	14%	18%	84%	9%	4%	3%

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	91	6	15	6	9	6	7	6	6	13	78	12	64	25	48	43
	3%	2%	3%	3%	4%	2%	3%	2%	4%	4%	3%	3%	4%	2%	3%	3%
													m			
		7%	17%	7%	10%	7%	8%	6%	6%	15%	86%	14%	71%	28%	53%	47%
At least weekly	120	15	23	10	8	9	9	12	4	11	103	18	87	32	57	63
	4%	4%	5%	4%	4%	3%	4%	5%	3%	3%	4%	4%	5%	3%	4%	4%
													m			
		13%	19%	8%	7%	8%	7%	10%	4%	9%	85%	15%	72%	26%	47%	53%
At least monthly	124	15	20	11	11	10	12	11	5	12	110	15	85	33	56	68
	4%	4%	5%	4%	5%	3%	6%	5%	4%	3%	4%	4%	5%	3%	4%	5%
													m			
		12%	16%	9%	8%	8%	10%	9%	4%	10%	88%	12%	69%	27%	45%	55%
Less than once a month	290	43	42	36	20	27	20	16	8	31	247	43	195	88	146	145
	10%	12%	10%	14%	9%	10%	9%	6%	6%	9%	10%	10%	11%	8%	10%	10%
		gh		ghi									m			
		15%	15%	12%	7%	9%	7%	5%	3%	11%	85%	15%	67%	30%	50%	50%
Never	2219	264	309	178	169	204	147	186	106	271	1910	309	1274	870	1113	1106
	74%	74%	71%	71%	77%	72%	70%	77%	81%	75%	74%	75%	73%	77%	75%	73%
								f	abcef				l			
		12%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	57%	39%	50%	50%
Don't know	82	10	15	4	2	13	8	4	1	15	75	7	32	24	31	51
	3%	3%	4%	1%	1%	5%	4%	2%	1%	4%	3%	2%	2%	2%	2%	3%
			dh			cdgh	dh			cdh					n	
		13%	19%	4%	3%	16%	9%	5%	2%	18%	91%	9%	39%	29%	38%	62%
NOT ANSWERED [POSTAL ONLY]	73	5	9	8	-	12	6	6	1	9	65	9	6	59	38	35
	2%	1%	2%	3%	-	4%	3%	3%	1%	2%	2%	2%	*%	5%	3%	2%
		d	d	d		adh	d	d		d			l			
		7%	13%	11%	-	16%	8%	9%	2%	12%	88%	12%	9%	81%	52%	48%
EVER	625	80	101	63	49	52	48	45	23	67	538	87	431	178	306	319
	21%	22%	23%	25%	22%	19%	23%	19%	17%	19%	21%	21%	25%	16%	21%	21%
			gh										m			
		13%	16%	10%	8%	8%	8%	7%	4%	11%	86%	14%	69%	29%	49%	51%

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	335	37	59	27	28	25	28	29	15	36	291	45	236	90	161	174
	11%	10%	13%	11%	13%	9%	14%	12%	11%	10%	11%	11%	14%	8%	11%	12%
		11%	17%	8%	8%	7%	8%	9%	4%	11%	87%	13%	70%	27%	48%	52%
AT LEAST ONCE A WEEK	211	22	38	16	18	15	16	18	10	24	181	30	151	57	105	106
	7%	6%	9%	6%	8%	5%	8%	7%	8%	7%	7%	7%	9%	5%	7%	7%
		10%	18%	8%	8%	7%	8%	8%	5%	12%	86%	14%	72%	27%	50%	50%

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	91	40	30	72	82	45	89
	3%	3%	2%	3%	4%	4%	3%
					b	b	
		45%	33%	80%	91%	50%	99%
At least weekly	120	57	52	99	113	68	118
	4%	4%	4%	4%	5%	6%	4%
						f	
		47%	43%	83%	94%	56%	98%
At least monthly	124	70	44	107	115	61	124
	4%	5%	3%	5%	5%	5%	4%
		b	b	b	b	b	
		56%	36%	86%	92%	49%	99%
Less than once a month	290	129	118	245	260	153	285
	10%	9%	9%	11%	12%	13%	10%
					ab	abf	
		44%	41%	85%	90%	53%	98%
Never	2219	1059	972	1651	1625	866	2114
	74%	76%	77%	74%	72%	71%	75%
		de	de	e			e
		48%	44%	74%	73%	39%	95%
Don't know	82	19	11	24	33	13	41
	3%	1%	1%	1%	1%	1%	1%
		23%	13%	29%	39%	16%	50%
NOT ANSWERED [POSTAL ONLY]	73	21	42	28	15	8	61
	2%	2%	3%	1%	1%	1%	2%
		de	acdef	d			cde
		29%	58%	38%	21%	11%	83%
EVER	625	296	244	525	570	328	616
	21%	21%	19%	24%	25%	27%	22%
			b	b	abf	abcf	b
		47%	39%	84%	91%	52%	98%

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

QP25F. How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
AT LEAST ONCE A MONTH	335	167	126	279	310	174	330	
	11%	12%	10%	13%	14%	14%	12%	
				b	bf	bf		
		50%	38%	83%	93%	52%	99%	
AT LEAST ONCE A WEEK	211	98	82	172	196	113	207	
	7%	7%	6%	8%	9%	9%	7%	
					abf	abf		
		46%	39%	81%	93%	54%	98%	

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
At least daily	261 9%	144 10%	111 7%	48 17%	79 13%	85 9%	44 4%	24 13%	29 12%	35 10%	97 8%	57 7%	71 9%	41 8%	77 11%	207 8%	29 11%	14 10%	11 12%
		b 55%		ef 19%	ef 30%	f 33%		j 9%	j 11%	i 14%				k 30%					o 4%
At least weekly	493 16%	241 17%	242 16%	59 20%	126 22%	183 19%	117 11%	30 15%	41 16%	61 17%	234 18%	116 14%	143 19%	98 19%	115 16%	398 16%	53 20%	26 17%	15 17%
				f 12%	f 26%	f 37%							k 23%	k 20%					
At least monthly	332 11%	158 11%	170 11%	38 13%	71 12%	126 13%	91 8%	17 9%	29 11%	42 12%	158 12%	87 11%	93 12%	74 15%	69 9%	277 11%	33 12%	13 9%	9 9%
				f 11%	f 22%	f 38%								kn 21%					
Less than once a month	439 15%	181 13%	252 16%	44 15%	82 14%	172 18%	136 12%	24 12%	22 9%	54 15%	225 18%	132 17%	117 15%	85 17%	84 12%	364 15%	40 15%	23 15%	11 13%
			a 41%		df 19%					h 12%	gh 51%	n 30%	n 27%	n 19%					
Never	1335 45%	601 43%	710 46%	82 28%	207 35%	348 37%	665 60%	85 44%	121 48%	160 44%	539 42%	393 49%	326 42%	190 37%	337 46%	1124 45%	107 39%	65 43%	39 44%
					c 16%	c 26%	cde 50%					lm 29%		m 25%					
Don't know	87 3%	41 3%	32 2%	19 7%	20 3%	23 3%	12 1%	1 *	4 1%	4 1%	7 1%	6 1%	17 2%	10 2%	23 3%	78 3%	5 2%	2 1%	3 3%
				def 22%	f 23%	f 27%							k 19%	k 12%	k 26%	q 90%			q 3%
NOT ANSWERED [POSTAL ONLY]	53 2%	28 2%	25 2%	- -%	1 *%	1 *%	45 4%	13 6%	5 2%	6 2%	9 1%	6 1%	5 1%	8 2%	26 4%	41 2%	4 1%	6 4%	2 2%
							cde 85%	hij 24%	j 10%					klm 49%				opr 12%	
EVER	1525 51%	725 52%	776 50%	190 65%	359 61%	565 60%	388 35%	95 49%	121 48%	192 53%	714 56%	392 49%	423 55%	299 59%	345 47%	1247 50%	155 57%	77 51%	46 51%
				f 12%	f 24%	f 37%					gh 47%		kn 26%	kn 20%			o 10%		

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
AT LEAST ONCE A MONTH	1086	544	524	146	276	394	252	71	100	139	489	260	306	214	261	882	115	54	35
	36%	39%	34%	50%	47%	42%	23%	37%	40%	38%	39%	33%	40%	42%	36%	35%	42%	36%	39%
		b		ef	ef	f						k	kn				o		
		50%	48%	13%	25%	36%	23%	7%	9%	13%	45%	24%	28%	20%	24%	81%	11%	5%	3%
AT LEAST ONCE A WEEK	754	386	353	108	205	268	161	54	71	97	331	173	214	139	192	605	82	41	26
	25%	28%	23%	37%	35%	29%	14%	28%	28%	27%	26%	22%	28%	27%	26%	24%	30%	27%	29%
		b		ef	ef	f						k	k	k			o		o
		51%	47%	14%	27%	36%	21%	7%	9%	13%	44%	23%	28%	18%	25%	80%	11%	5%	3%

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	261	29	31	19	19	24	18	27	7	32	234	27	166	84	91	170
	9%	8%	7%	7%	9%	8%	9%	11%	5%	9%	9%	7%	10%	7%	6%	11%
								h					m			n
		11%	12%	7%	7%	9%	7%	10%	3%	12%	90%	10%	64%	32%	35%	65%
At least weekly	493	66	73	39	38	40	33	30	23	56	439	54	338	140	208	285
	16%	18%	17%	15%	17%	14%	16%	13%	17%	16%	17%	13%	19%	12%	14%	19%
		g									k		m			n
		13%	15%	8%	8%	8%	7%	6%	5%	11%	89%	11%	68%	28%	42%	58%
At least monthly	332	47	34	29	26	26	29	27	18	40	288	44	223	103	168	164
	11%	13%	8%	12%	12%	9%	14%	11%	14%	11%	11%	11%	13%	9%	11%	11%
		b					b		b				m			
		14%	10%	9%	8%	8%	9%	8%	5%	12%	87%	13%	67%	31%	51%	49%
Less than once a month	439	48	68	33	31	51	27	41	19	46	372	66	291	137	240	199
	15%	13%	16%	13%	14%	18%	13%	17%	14%	13%	14%	16%	17%	12%	16%	13%
													m		o	
		11%	15%	8%	7%	12%	6%	9%	4%	10%	85%	15%	66%	31%	55%	45%
Never	1335	158	207	119	101	118	88	103	60	169	1131	204	695	588	722	614
	45%	44%	48%	47%	46%	42%	42%	43%	46%	47%	44%	49%	40%	52%	48%	41%
												j	l		o	
		12%	16%	9%	8%	9%	7%	8%	4%	13%	85%	15%	52%	44%	54%	46%
Don't know	87	9	11	6	4	13	7	7	4	16	78	9	28	33	30	57
	3%	2%	3%	2%	2%	5%	3%	3%	3%	4%	3%	2%	2%	3%	2%	4%
						d				d			l		n	
		10%	13%	7%	4%	15%	8%	8%	5%	19%	90%	10%	33%	39%	34%	66%
NOT ANSWERED [POSTAL ONLY]	53	1	9	6	-	9	6	5	1	3	45	7	4	45	32	21
	2%	*	2%	3%	-	3%	3%	2%	1%	1%	2%	2%	*	4%	2%	1%
			ad	ad		adhi	ad	ad					l			
		3%	18%	12%	-	17%	11%	10%	2%	5%	86%	14%	8%	85%	60%	40%
EVER	1525	190	207	120	115	142	108	125	67	174	1333	192	1017	464	706	819
	51%	53%	48%	48%	52%	50%	52%	52%	51%	48%	52%	47%	58%	41%	47%	54%
											k		m		n	
		12%	14%	8%	8%	9%	7%	8%	4%	11%	87%	13%	67%	30%	46%	54%

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



QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A MONTH	1086	142	139	87	84	90	80	84	48	128	960	126	726	327	467	619
	36%	40%	32%	34%	38%	32%	38%	35%	37%	35%	37%	30%	42%	29%	31%	41%
		be									k		m		n	
		13%	13%	8%	8%	8%	7%	8%	4%	12%	88%	12%	67%	30%	43%	57%
AT LEAST ONCE A WEEK	754	96	104	57	58	64	51	57	30	88	673	81	503	224	299	455
	25%	27%	24%	23%	26%	23%	25%	24%	23%	24%	26%	20%	29%	20%	20%	30%
											k		m		n	
		13%	14%	8%	8%	9%	7%	8%	4%	12%	89%	11%	67%	30%	40%	60%

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	261	122	101	193	220	158	252
	9%	9%	8%	9%	10%	13%	9%
					b	abcdf	
		47%	39%	74%	84%	61%	97%
At least weekly	493	244	208	394	422	302	488
	16%	17%	16%	18%	19%	25%	17%
					b	abcdf	
		50%	42%	80%	86%	61%	99%
At least monthly	332	186	129	287	284	164	325
	11%	13%	10%	13%	13%	13%	11%
		b	b	b	b	bf	
		56%	39%	86%	86%	49%	98%
Less than once a month	439	230	206	367	368	197	430
	15%	17%	16%	16%	16%	16%	15%
		52%	47%	84%	84%	45%	98%
Never	1335	578	585	942	902	372	1249
	45%	41%	46%	42%	40%	31%	44%
		e	acde	e	e		de
		43%	44%	71%	68%	28%	94%
Don't know	87	20	11	28	38	19	45
	3%	1%	1%	1%	2%	2%	2%
					b		b
		23%	13%	32%	43%	21%	52%
NOT ANSWERED [POSTAL ONLY]	53	16	28	16	8	3	42
	2%	1%	2%	1%	1%	1%	1%
		de	acde	e			cde
		29%	54%	31%	16%	6%	80%
EVER	1525	782	645	1241	1295	822	1495
	51%	56%	51%	56%	58%	68%	53%
		bf	bf	bf	bf	abcdf	
		51%	42%	81%	85%	54%	98%

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

QP25G. How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD				
Total	a	b	c	d	e	f		
Significance Level: 95%								
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
AT LEAST ONCE A MONTH	1086	552	439	874	927	625	1065	
	36%	40%	35%	39%	41%	51%	38%	
		b	b	bf	abcdf	b		
		51%	40%	80%	85%	58%	98%	
AT LEAST ONCE A WEEK	754	366	310	587	643	461	740	
	25%	26%	24%	26%	29%	38%	26%	
				bf	abcdf			
		49%	41%	78%	85%	61%	98%	

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
At least daily	32 1%	16 1%	14 1%	7 2%	12 2%	10 1%	1 *%	5 2%	2 1%	5 1%	10 1%	8 1%	6 1%	6 1%	8 1%	29 1%	1 1%	1 1%	* 1%
				f 22%	f 37%	f 32%	j 5%	j 14%											
At least weekly	31 1%	14 1%	16 1%	6 2%	10 2%	14 1%	1 *%	3 2%	1 *%	6 2%	14 1%	8 1%	6 1%	6 1%	8 1%	25 1%	3 1%	1 1%	2 2%
				f 18%	f 34%	f 45%													
At least monthly	48 2%	17 1%	30 2%	12 4%	13 2%	20 2%	1 *%	4 2%	4 2%	7 2%	24 2%	14 2%	11 1%	11 2%	10 1%	40 2%	3 1%	3 2%	1 1%
				ef 26%	f 27%	f 42%													
Less than once a month	88 3%	45 3%	40 3%	14 5%	26 4%	35 4%	12 1%	5 2%	9 4%	16 4%	38 3%	22 3%	25 3%	21 4%	19 3%	72 3%	7 3%	6 4%	2 2%
				f 17%	f 30%	f 40%													
Never	2636 88%	1219 87%	1377 89%	226 78%	498 85%	832 89%	1032 93%	157 81%	225 90%	315 87%	1161 92%	731 92%	701 91%	439 87%	626 86%	2183 88%	245 91%	129 86%	80 89%
				c 9%	c 19%	cd 32%	cde 39%												
Don't know	93 3%	45 3%	32 2%	26 9%	26 4%	22 2%	6 1%	4 2%	1 *%	6 2%	13 1%	8 1%	18 2%	13 3%	23 3%	84 3%	4 2%	2 2%	2 2%
				b 49%	def 28%	ef 28%	f 24%												
NOT ANSWERED [POSTAL ONLY]	73 2%	38 3%	32 2%	- -%	1 *%	4 *%	57 5%	17 9%	9 4%	8 2%	9 1%	6 1%	5 1%	11 2%	37 5%	57 2%	6 2%	7 5%	2 3%
							cde 78%	hij 23%		j 12%	j 11%			kl 15%	klm 50%			o 10%	
EVER	198 7%	93 7%	101 7%	40 14%	61 10%	79 8%	15 1%	16 8%	16 6%	34 9%	86 7%	52 7%	48 6%	44 9%	45 6%	167 7%	14 5%	12 8%	5 6%
				ef 20%	f 31%	f 40%													

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
AT LEAST ONCE A MONTH	111	48	61	25	35	44	3	11	7	18	48	30	23	23	27	94	7	6	3
	4%	3%	4%	9%	6%	5%	*%	6%	3%	5%	4%	4%	3%	5%	4%	4%	3%	4%	4%
				ef	f	f													
		43%	55%	23%	32%	40%	3%	10%	6%	16%	43%	27%	21%	21%	24%	85%	7%	5%	3%
AT LEAST ONCE A WEEK	63	30	30	13	22	24	2	7	3	11	24	16	12	12	16	54	4	2	2
	2%	2%	2%	4%	4%	3%	*%	4%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
				f	f	f		h											
		48%	48%	20%	36%	39%	3%	12%	4%	17%	38%	25%	19%	19%	26%	86%	7%	4%	3%

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
At least daily	32	5	4	1	3	4	3	1	*	6	27	5	20	7	12	20
	1%	1%	1%	1%	1%	2%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%
		16%	12%	5%	10%	13%	9%	4%	1%	20%	85%	15%	63%	22%	37%	63%
At least weekly	31	3	7	2	3	3	3	2	1	1	27	4	20	11	11	20
	1%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		10%	23%	8%	9%	8%	11%	7%	3%	3%	88%	12%	64%	35%	35%	65%
At least monthly	48	5	7	3	3	5	3	5	2	9	42	6	29	17	19	28
	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	2%	2%	1%	2%
		10%	14%	5%	6%	10%	6%	10%	4%	20%	87%	13%	62%	36%	41%	59%
Less than once a month	88	13	8	7	10	9	5	7	6	9	79	8	60	27	32	55
	3%	4%	2%	3%	4%	3%	2%	3%	4%	3%	3%	2%	3%	2%	2%	4%
					b				b						n	
		15%	9%	8%	11%	10%	6%	9%	6%	10%	91%	9%	68%	30%	37%	63%
Never	2636	313	386	224	198	235	182	214	119	312	2262	374	1573	982	1343	1293
	88%	87%	89%	89%	90%	83%	87%	89%	90%	86%	87%	91%	90%	87%	90%	86%
			e	e	e			e	e			j	m		o	
		12%	15%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	51%	49%
Don't know	93	15	12	7	3	15	8	5	4	16	85	7	36	30	33	59
	3%	4%	3%	3%	1%	5%	4%	2%	3%	4%	3%	2%	2%	3%	2%	4%
		d				dg			d	d					n	
		17%	13%	7%	3%	16%	8%	5%	4%	17%	92%	8%	39%	33%	36%	64%
NOT ANSWERED [POSTAL ONLY]	73	5	12	8	-	12	5	6	1	8	65	8	6	57	38	35
	2%	1%	3%	3%	-%	4%	2%	3%	1%	2%	2%	2%	*%	5%	3%	2%
		d	d	dh		adh	d	d	d	d				l		
		7%	16%	11%	-%	16%	7%	9%	1%	11%	88%	12%	9%	78%	52%	48%
EVER	198	26	25	13	18	20	14	15	9	26	176	22	129	62	74	124
	7%	7%	6%	5%	8%	7%	7%	6%	7%	7%	7%	5%	7%	5%	5%	8%
													m		n	
		13%	13%	7%	9%	10%	7%	8%	4%	13%	89%	11%	65%	31%	38%	62%
AT LEAST ONCE A MONTH	111	13	18	6	9	11	9	8	3	17	96	14	69	35	42	68
	4%	4%	4%	3%	4%	4%	4%	3%	2%	5%	4%	3%	4%	3%	3%	5%
															n	
		12%	16%	6%	8%	10%	8%	7%	3%	15%	87%	13%	63%	32%	38%	62%

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS & HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
AT LEAST ONCE A WEEK	63	8	11	4	6	7	6	3	1	7	55	8	40	18	23	40
	2%	2%	3%	2%	3%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	3%
		13%	17%	6%	10%	11%	10%	5%	2%	12%	87%	13%	63%	29%	36%	64%

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

QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
At least daily	32	18	17	24	27	14	31
	1%	1%	1%	1%	1%	1%	1%
		56%	54%	75%	83%	43%	96%
At least weekly	31	20	10	25	29	14	30
	1%	1%	1%	1%	1%	1%	1%
		65%	34%	82%	94%	45%	99%
At least monthly	48	34	11	35	46	15	47
	2%	2%	1%	2%	2%	1%	2%
		bcef		b	b		b
		73%	22%	73%	97%	32%	99%
Less than once a month	88	37	38	74	80	49	88
	3%	3%	3%	3%	4%	4%	3%
						a	
		42%	44%	85%	91%	56%	100%
Never	2636	1242	1135	2007	2004	1088	2523
	88%	89%	89%	90%	89%	89%	89%
		47%	43%	76%	76%	41%	96%
Don't know	93	25	13	33	43	25	51
	3%	2%	1%	1%	2%	2%	2%
					b	b	
		27%	14%	35%	46%	27%	55%
NOT ANSWERED [POSTAL ONLY]	73	21	44	29	14	11	62
	2%	1%	3%	1%	1%	1%	2%
		d	acdef	d			cde
		28%	61%	40%	20%	15%	85%
EVER	198	109	76	158	182	92	196
	7%	8%	6%	7%	8%	8%	7%
		b			b		
		55%	39%	80%	92%	47%	99%
AT LEAST ONCE A MONTH	111	72	38	84	102	43	108
	4%	5%	3%	4%	5%	4%	4%
		bcef			b		
		66%	35%	76%	92%	39%	98%

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



QP25H. How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD				
Total	a	b	c	d	e	f		
Significance Level: 95%								
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
AT LEAST ONCE A WEEK	63	38	28	49	56	28	61	
	2%	3%	2%	2%	2%	2%	2%	
		60%	44%	78%	88%	44%	97%	

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

SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
USE ANY AT LEAST DAILY	1025	513	492	195	294	334	188	63	82	115	508	300	333	154	200	844	101	49	31
	34%	37%	32%	67%	50%	36%	17%	32%	33%	32%	40%	38%	43%	30%	27%	34%	37%	32%	34%
		b		def	ef	f					ghi	mn	kmn						
		50%	48%	19%	29%	33%	18%	6%	8%	11%	50%	29%	32%	15%	20%	82%	10%	5%	3%
USE ANY AT LEAST WEEKLY	1846	890	925	247	469	654	452	98	132	208	937	552	561	302	360	1530	173	88	55
	62%	64%	60%	85%	80%	70%	41%	51%	53%	57%	74%	69%	73%	60%	49%	61%	64%	59%	61%
		b		ef	ef	f					ghi	mn	mn	n					
		48%	50%	13%	25%	35%	24%	5%	7%	11%	51%	30%	30%	16%	20%	83%	9%	5%	3%
USE ANY EVER	2375	1105	1232	275	533	812	718	133	180	285	1133	695	677	413	486	1961	225	118	70
	79%	79%	80%	94%	91%	87%	65%	69%	72%	79%	89%	87%	88%	81%	66%	79%	83%	79%	78%
				def	ef	f				gh	ghi	mn	mn	n			or		
		47%	52%	12%	22%	34%	30%	6%	8%	12%	48%	29%	28%	17%	20%	83%	9%	5%	3%
DO NOT USE ANY	625	291	309	16	53	126	392	60	71	78	135	103	94	95	245	529	45	32	20
	21%	21%	20%	6%	9%	13%	35%	31%	28%	21%	11%	13%	12%	19%	34%	21%	17%	21%	22%
				c	cd	cde		ij	ij	j			kl	klm		p			p
		47%	50%	3%	9%	20%	63%	10%	11%	12%	22%	16%	15%	15%	39%	85%	7%	5%	3%

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

SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
USE ANY AT LEAST DAILY	1025	149	143	79	83	79	75	84	40	114	904	120	705	292	446	578
	34%	41%	33%	31%	38%	28%	36%	35%	30%	32%	35%	29%	40%	26%	30%	38%
		bcehi			e		e	e			k		m		n	
		15%	14%	8%	8%	8%	7%	8%	4%	11%	88%	12%	69%	28%	44%	56%
USE ANY AT LEAST WEEKLY	1846	256	275	150	145	147	131	140	80	206	1608	238	1273	525	875	971
	62%	71%	63%	59%	66%	52%	63%	58%	61%	57%	62%	58%	73%	46%	59%	64%
		bcefg	e		egi		e		e				m		n	
		14%	15%	8%	8%	8%	7%	8%	4%	11%	87%	13%	69%	28%	47%	53%
USE ANY EVER	2375	302	336	198	185	214	166	185	102	274	2051	325	1545	763	1170	1205
	79%	84%	77%	79%	84%	76%	79%	77%	77%	76%	79%	79%	89%	67%	79%	80%
		beghi			beghi								m			
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	65%	32%	49%	51%
DO NOT USE ANY	625	57	99	53	35	67	43	56	30	88	537	88	199	369	319	306
	21%	16%	23%	21%	16%	24%	21%	23%	23%	24%	21%	21%	11%	33%	21%	20%
			ad			ad		ad	ad	ad			l			
		9%	16%	9%	6%	11%	7%	9%	5%	14%	86%	14%	32%	59%	51%	49%

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

SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
USE ANY AT LEAST DAILY	1025	479	386	830	928	575	1005
	34%	34%	30%	37%	41%	47%	35%
		b		ab	abcf	abcdf	b
		47%	38%	81%	91%	56%	98%
USE ANY AT LEAST WEEKLY	1846	879	752	1518	1616	967	1815
	62%	63%	59%	68%	72%	80%	64%
		b		abf	abcf	abcdf	b
		48%	41%	82%	88%	52%	98%
USE ANY EVER	2375	1161	996	1929	1996	1126	2322
	79%	83%	79%	87%	89%	93%	82%
		b		abf	abcf	abcdf	b
		49%	42%	81%	84%	47%	98%
DO NOT USE ANY	625	235	273	299	247	89	510
	21%	17%	21%	13%	11%	7%	18%
		cde	acdef	de	e		cde
		38%	44%	48%	40%	14%	82%

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4017	1909	2057	311	678	1375	1601	240	307	537	1884	1194	1288	523	875	2548	454	475	540
Effective Weighted Sample	2714	1286	1399	206	490	949	1038	154	204	361	1306	851	926	363	607	2096	260	317	446
Total	2274	1065 47%	1179 52%	160 7%	423 19%	752 33%	906 40%	127 6%	180 8%	289 13%	1089 48%	692 30%	580 25%	417 18%	502 22%	1875 82%	214 9%	113 5%	73 3%
DAB radio	1215 53%	597 56%	604 51%	50 31%	181 43%	428 57%	544 60%	51 40%	78 43%	150 52%	647 59%	440 64%	305 53%	222 53%	222 44%	1017 54%	110 51%	56 50%	32 44%
		b 49%		c 4%	cd 15%	cd 35%	cd 45%			g 12%	ghi 53%	lmn 36%	n 25%	n 18%		r 84%			
FM/ AM radio	1027 45%	498 47%	517 44%	55 34%	160 38%	300 40%	497 55%	65 51%	89 50%	142 49%	458 42%	294 42%	248 43%	186 45%	257 51%	833 44%	97 45%	54 48%	42 58%
						cde 49%	j 48%	j 6%	j 9%	j 14%				klm 18%					opq 4%
Mobile phone	659 29%	328 31%	326 28%	58 36%	174 41%	257 34%	163 18%	25 20%	40 22%	67 23%	374 34%	231 33%	204 35%	103 25%	109 22%	551 29%	60 28%	30 26%	18 25%
				f 9%	ef 26%	f 39%					ghi 57%	mn 35%	mn 31%						3% 5%
Smart speaker	611 27%	296 28%	309 26%	48 30%	132 31%	241 32%	186 21%	15 12%	44 24%	72 25%	354 33%	210 30%	169 29%	113 27%	106 21%	510 27%	52 24%	31 28%	18 25%
				f 48%	f 22%	f 39%			g 7%	g 12%	ghi 58%	n 34%	n 28%	n 18%					3% 5%
TV set	512 22%	252 24%	255 22%	20 12%	74 18%	151 20%	259 29%	31 24%	58 32%	66 23%	229 21%	167 24%	121 21%	77 19%	128 25%	414 22%	59 28%	21 19%	17 23%
						c 30%	cde 51%					m 33%		lm 15%			oq 12%		3% 4%
Internet/ WiFi radio set	330 15%	187 18%	138 12%	19 12%	74 17%	123 16%	110 12%	14 11%	20 11%	36 12%	190 17%	141 20%	86 15%	46 11%	46 9%	278 15%	28 13%	14 12%	11 15%
		b 57%		f 6%	f 22%	f 37%					ghi 58%	lmn 43%	n 26%						3% 4%
Laptop/ desktop computer	321 14%	184 17%	133 11%	27 17%	65 15%	111 15%	118 13%	14 11%	15 9%	33 11%	188 17%	131 19%	106 18%	27 7%	49 10%	268 14%	33 15%	13 11%	7 10%
		b 57%									hi 59%	mn 41%	mn 33%			r 84%	r 10%		2% 4%
Tablet computer	206 9%	108 10%	97 8%	14 9%	31 7%	77 10%	82 9%	9 7%	14 8%	22 8%	111 10%	78 11%	53 9%	28 7%	43 8%	173 9%	20 9%	7 7%	5 7%
											m 54%								3% 4%

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4017	1909	2057	311	678	1375	1601	240	307	537	1884	1194	1288	523	875	2548	454	475	540
Effective Weighted Sample	2714	1286	1399	206	490	949	1038	154	204	361	1306	851	926	363	607	2096	260	317	446
Total	2274	1065 47%	1179 52%	160 7%	423 19%	752 33%	906 40%	127 6%	180 8%	289 13%	1089 48%	692 30%	580 25%	417 18%	502 22%	1875 82%	214 9%	113 5%	73 3%
Other device/s	52 2%	21 2%	31 3%	4 2%	12 3%	18 2%	17 2%	1 1%	5 3%	7 2%	24 2%	20 3%	11 2%	10 2%	9 2%	41 2%	8 4%	2 2%	1 1%
Don't know	86 4%	39 4%	43 4%	10 6%	31 7%	20 3%	24 3%	5 4%	6 3%	15 5%	26 2%	15 2%	19 3%	19 5%	20 4%	69 4%	8 4%	6 5%	4 5%
NOT ANSWERED [POSTAL ONLY]	9 *%	3 *%	6 1%	- -%	- -%	* *%	9 1%	1 1%	3 2%	- -%	1 *%	- -%	2 *%	1 *%	4 1%	8 *%	1 1%	- -%	1 1%
		35%	65%	-%	-%	2%	91%	7%	36%	-%	5%	-%	24%	8%	46%	80%	13%	-%	7%

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4017	248	375	288	278	254	296	307	242	260	2984	1033	2380	1545	2201	1816
Effective Weighted Sample	2714	221	329	254	248	221	267	269	209	227	2251	468	1647	1021	1437	1280
Total	2274	242	347	205	173	197	166	184	94	266	1918	356	1430	789	1237	1037
		11%	15%	9%	8%	9%	7%	8%	4%	12%	84%	16%	63%	35%	54%	46%
DAB radio	1215	125	189	117	96	111	89	104	44	141	1003	212	784	409	731	483
	53%	52%	55%	57%	56%	57%	53%	57%	47%	53%	52%	60%	55%	52%	59%	47%
		10%	16%	10%	8%	9%	7%	9%	4%	12%	83%	17%	65%	34%	60%	40%
FM/ AM radio	1027	84	160	106	75	73	76	90	45	124	830	197	606	398	609	418
	45%	35%	46%	51%	43%	37%	46%	49%	48%	47%	43%	55%	42%	50%	49%	40%
		8%	16%	10%	7%	7%	7%	9%	4%	12%	81%	19%	59%	39%	59%	41%
Mobile phone	659	89	91	58	49	63	49	51	29	73	572	87	492	157	323	336
	29%	37%	26%	28%	28%	32%	29%	28%	31%	27%	30%	24%	34%	20%	26%	32%
		bcdgi	13%	14%	9%	7%	10%	7%	8%	4%	11%	87%	13%	75%	24%	49%
Smart speaker	611	62	93	56	45	54	46	55	28	71	522	89	458	145	341	270
	27%	26%	27%	27%	26%	27%	28%	30%	30%	27%	27%	25%	32%	18%	28%	26%
		10%	15%	9%	7%	9%	8%	9%	5%	12%	85%	15%	75%	24%	56%	44%
TV set	512	40	87	49	35	44	41	41	21	57	424	87	285	215	286	226
	22%	16%	25%	24%	20%	22%	25%	23%	22%	21%	22%	24%	20%	27%	23%	22%
		8%	17%	10%	7%	9%	8%	8%	4%	11%	83%	17%	56%	42%	56%	44%
Internet/ WiFi radio set	330	41	57	35	25	27	31	23	13	27	278	52	230	93	172	158
	15%	17%	16%	17%	15%	13%	19%	13%	14%	10%	15%	15%	16%	12%	14%	15%
		i	i	i	8%	8%	9%	7%	4%	8%	84%	16%	70%	28%	52%	48%
Laptop/ desktop computer	321	42	54	32	23	25	25	19	12	38	269	52	215	101	174	147
	14%	17%	16%	16%	13%	13%	15%	10%	13%	14%	14%	14%	15%	13%	14%	14%
		g	g	10%	7%	8%	8%	6%	4%	12%	84%	16%	67%	31%	54%	46%
Tablet computer	206	28	44	17	11	14	12	8	9	30	175	30	138	66	112	94
	9%	11%	13%	8%	6%	7%	7%	4%	10%	11%	9%	9%	10%	8%	9%	9%
		dg	defg	8%	5%	7%	6%	4%	4%	15%	85%	15%	67%	32%	54%	46%

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4017	248	375	288	278	254	296	307	242	260	2984	1033	2380	1545	2201	1816
Effective Weighted Sample	2714	221	329	254	248	221	267	269	209	227	2251	468	1647	1021	1437	1280
Total	2274	242	347	205	173	197	166	184	94	266	1918	356	1430	789	1237	1037
		11%	15%	9%	8%	9%	7%	8%	4%	12%	84%	16%	63%	35%	54%	46%
Other device/s	52	6	4	8	3	8	5	3	-	4	40	12	36	13	33	20
	2%	3%	1%	4%	2%	4%	3%	1%	-%	1%	2%	3%	3%	2%	3%	2%
		h		bh	h	bh	h									
		12%	8%	15%	6%	15%	9%	5%	-%	7%	76%	24%	70%	24%	63%	37%
Don't know	86	8	12	3	6	13	6	6	6	9	80	6	49	28	27	60
	4%	3%	4%	2%	3%	7%	4%	3%	6%	3%	4%	2%	3%	4%	2%	6%
						c			c		k				n	
		9%	14%	4%	7%	15%	7%	7%	7%	10%	92%	8%	57%	32%	31%	69%
NOT ANSWERED [POSTAL ONLY]	9	1	3	-	-	-	1	-	*	2	7	2	1	8	3	6
	*%	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	1%	*%	1%	*%	1%
													l			
		7%	33%	-%	-%	-%	9%	-%	5%	26%	78%	22%	9%	86%	34%	66%

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



QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4017	2037	1827	3307	3182	1732	3932
Effective Weighted Sample	2714	1380	1231	2294	2184	1185	2673
Total	2274	1151	1049	1859	1785	965	2215
		51%	46%	82%	78%	42%	97%
DAB radio	1215	647	603	1054	968	523	1196
	53%	56%	57%	57%	54%	54%	54%
		53%	50%	87%	80%	43%	98%
FM/ AM radio	1027	495	535	834	763	414	1001
	45%	43%	51%	45%	43%	43%	45%
		48%	52%	81%	74%	40%	98%
Mobile phone	659	362	285	591	600	367	654
	29%	31%	27%	32%	34%	38%	30%
		b	b	b	bf	abcdf	
		55%	43%	90%	91%	56%	99%
Smart speaker	611	360	272	568	573	321	608
	27%	31%	26%	31%	32%	33%	27%
		bf	bf	bf	bf	bf	
		59%	45%	93%	94%	53%	99%
TV set	512	288	285	447	388	227	507
	22%	25%	27%	24%	22%	23%	23%
		d	cdef				
		56%	56%	87%	76%	44%	99%
Internet/ WiFi radio set	330	171	176	293	287	182	328
	15%	15%	17%	16%	16%	19%	15%
		52%	53%	89%	87%	55%	99%
Laptop/ desktop computer	321	161	155	291	270	177	320
	14%	14%	15%	16%	15%	18%	14%
		50%	48%	91%	84%	55%	100%
Tablet computer	206	118	104	186	177	115	202
	9%	10%	10%	10%	10%	12%	9%
		57%	50%	90%	86%	56%	98%

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

QP26A. Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4017	2037	1827	3307	3182	1732	3932
Effective Weighted Sample	2714	1380	1231	2294	2184	1185	2673
Total	2274	1151	1049	1859	1785	965	2215
		51%	46%	82%	78%	42%	97%
Other device/s	52	26	23	37	46	24	50
	2%	2%	2%	2%	3%	2%	2%
		50%	44%	71%	88%	46%	95%
Don't know	86	36	26	54	66	29	77
	4%	3%	2%	3%	4%	3%	3%
		42%	30%	63%	76%	33%	89%
NOT ANSWERED [POSTAL ONLY]	9	3	6	4	2	1	8
	*%	*%	1%	*%	*%	*%	*%
			d				
		36%	66%	44%	20%	13%	82%

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

QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1674	857	783	151	304	622	575	102	115	212	835	568	585	182	287	1088	173	189	224
Effective Weighted Sample	1181	600	558	109	224	436	399	70	79	148	608	415	424	128	210	925	99	132	188
Total	915	453	445	74	187	339	302	47	66	116	478	334	264	133	151	766	73	49	28
		49%	49%	8%	20%	37%	33%	5%	7%	13%	52%	37%	29%	15%	16%	84%	8%	5%	3%
Mobile phone	440	216	218	37	109	177	112	18	23	48	269	178	151	55	46	369	36	21	14
	48%	48%	49%	50%	59%	52%	37%	39%	34%	41%	56%	53%	57%	41%	30%	48%	49%	44%	50%
		49%	50%	8%	25%	40%	25%	4%	5%	11%	61%	41%	34%	12%	10%	84%	8%	5%	3%
Laptop/ desktop computer	221	122	95	19	37	64	100	10	16	27	118	90	74	23	31	189	15	12	6
	24%	27%	21%	26%	20%	19%	33%	21%	25%	23%	25%	27%	28%	17%	21%	25%	20%	25%	20%
		b					de					m	m						
		55%	43%	9%	17%	29%	45%	4%	7%	12%	53%	41%	33%	10%	14%	85%	7%	5%	3%
Tablet computer	168	89	78	8	19	57	80	9	12	20	94	82	44	15	24	139	16	8	5
	18%	20%	18%	11%	10%	17%	27%	19%	19%	17%	20%	25%	17%	11%	16%	18%	22%	16%	19%
						d	cde					lmn							
		53%	47%	5%	11%	34%	48%	5%	7%	12%	56%	49%	26%	9%	14%	83%	10%	4%	3%
Internet/ WiFi radio set	162	88	70	12	33	55	58	10	12	27	72	71	43	17	26	134	14	9	5
	18%	20%	16%	16%	18%	16%	19%	21%	18%	23%	15%	21%	16%	13%	17%	18%	19%	19%	17%
										j		m							
		55%	43%	7%	20%	34%	36%	6%	7%	17%	45%	44%	27%	11%	16%	83%	9%	6%	3%
Smart speaker	143	80	59	10	27	65	39	11	10	16	80	54	37	19	27	121	10	7	4
	16%	18%	13%	14%	15%	19%	13%	23%	16%	14%	17%	16%	14%	14%	18%	16%	14%	15%	14%
		b				f													
		56%	41%	7%	19%	45%	28%	8%	7%	11%	56%	38%	26%	13%	19%	85%	7%	5%	3%
TV set	89	46	42	7	17	27	37	9	13	13	31	23	27	15	23	75	7	5	3
	10%	10%	9%	9%	9%	8%	12%	18%	20%	11%	7%	7%	10%	11%	15%	10%	9%	9%	9%
						e		j	j					k					
		52%	47%	8%	19%	31%	41%	10%	15%	15%	35%	26%	31%	17%	26%	84%	8%	5%	3%
Other device/s	24	11	13	1	7	7	9	-	3	6	11	8	4	8	3	20	2	1	1
	3%	2%	3%	1%	4%	2%	3%	-%	5%	5%	2%	2%	1%	6%	2%	3%	3%	1%	2%
														kl					
		47%	53%	4%	29%	29%	38%	-%	13%	23%	46%	32%	16%	36%	11%	86%	9%	3%	2%
Don't know	139	73	63	11	30	55	40	8	12	19	54	29	21	40	38	111	13	9	6
	15%	16%	14%	15%	16%	16%	13%	17%	18%	16%	11%	9%	8%	30%	25%	14%	18%	19%	20%
														kl	kl				o
		53%	45%	8%	21%	40%	29%	6%	9%	14%	39%	21%	15%	29%	27%	80%	10%	7%	4%

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

QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1674	857	783	151	304	622	575	102	115	212	835	568	585	182	287	1088	173	189	224
Effective Weighted Sample	1181	600	558	109	224	436	399	70	79	148	608	415	424	128	210	925	99	132	188
Total	915	453	445	74	187	339	302	47	66	116	478	334	264	133	151	766	73	49	28
		49%	49%	8%	20%	37%	33%	5%	7%	13%	52%	37%	29%	15%	16%	84%	8%	5%	3%
NOT ANSWERED [POSTAL ONLY]	3	2	2	-	-	1	3	1	*	2	*	2	1	*	1	3	*	-	*
	*%	*%	*%	-%	-%	*%	1%	2%	*%	2%	*%	*%	*%	*%	1%	*%	*%	-%	1%
		51%	49%	-%	-%	16%	84%	27%	3%	55%	11%	44%	19%	3%	33%	86%	7%	-%	8%

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

QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	~h	~i	j	k	l	m	n	o
Unweighted total	1674	132	159	116	120	112	137	120	94	98	1269	405	1025	609	890	784
Effective Weighted Sample	1181	121	145	105	108	96	127	105	83	90	991	190	734	429	608	573
Total	915	123	140	79	71	84	75	70	34	90	776	139	602	290	478	437
		13%	15%	9%	8%	9%	8%	8%	**	**	85%	15%	66%	32%	52%	48%
Mobile phone	440	75	58	36	32	38	33	34	**	**	381	58	324	109	231	208
	48%	61%	42%	46%	45%	45%	44%	48%	**	**	49%	42%	54%	38%	48%	48%
		b c d e f											m			
		17%	13%	8%	7%	9%	8%	8%	**	**	87%	13%	74%	25%	53%	47%
Laptop/ desktop computer	221	35	36	25	17	12	21	16	**	**	183	38	139	78	115	106
	24%	28%	26%	32%	24%	15%	28%	23%	**	**	24%	28%	23%	27%	24%	24%
		e	e	e	e	e	e	e								
		16%	16%	11%	8%	6%	10%	7%	**	**	83%	17%	63%	35%	52%	48%
Tablet computer	168	23	38	15	11	9	11	7	**	**	138	30	98	69	99	69
	18%	18%	27%	19%	16%	11%	15%	10%	**	**	18%	22%	16%	24%	21%	16%
			defg										l	o		
		13%	23%	9%	7%	6%	7%	4%	**	**	82%	18%	58%	41%	59%	41%
Internet/ WiFi radio set	162	18	25	18	11	10	15	15	**	**	130	32	109	48	88	74
	18%	15%	18%	23%	15%	12%	20%	22%	**	**	17%	23%	18%	16%	18%	17%
			e									j				
		11%	15%	11%	7%	6%	9%	9%	**	**	80%	20%	67%	29%	54%	46%
Smart speaker	143	15	20	14	13	12	15	11	**	**	116	26	104	36	76	67
	16%	12%	15%	18%	18%	14%	20%	16%	**	**	15%	19%	17%	12%	16%	15%
													m			
		10%	14%	10%	9%	9%	10%	8%	**	**	82%	18%	73%	25%	53%	47%
TV set	89	9	11	7	5	8	7	8	**	**	72	17	52	36	46	43
	10%	7%	8%	9%	8%	9%	10%	11%	**	**	9%	12%	9%	12%	10%	10%
													l			
		10%	13%	8%	6%	9%	8%	9%	**	**	81%	19%	58%	41%	51%	49%
Other device/s	24	3	4	1	-	1	2	5	**	**	21	3	17	7	11	12
	3%	3%	3%	2%	-%	1%	3%	6%	**	**	3%	2%	3%	2%	2%	3%
								d								
		13%	19%	5%	-%	5%	10%	19%	**	**	87%	13%	72%	28%	48%	52%
Don't know	139	12	25	7	10	20	9	8	**	**	124	15	84	46	62	76
	15%	10%	18%	9%	14%	24%	13%	11%	**	**	16%	11%	14%	16%	13%	17%
						acfg									n	
		9%	18%	5%	7%	15%	7%	6%	**	**	89%	11%	61%	33%	45%	55%

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

QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	~h	~i	j	k	l	m	n	o
Unweighted total	1674	132	159	116	120	112	137	120	94	98	1269	405	1025	609	890	784
Effective Weighted Sample	1181	121	145	105	108	96	127	105	83	90	991	190	734	429	608	573
Total	915	123	140	79	71	84	75	70	34	90	776	139	602	290	478	437
		13%	15%	9%	8%	9%	8%	8%	**	**	85%	15%	66%	32%	52%	48%
NOT ANSWERED [POSTAL ONLY]	3	*	-	2	-	-	*	*	**	**	2	1	*	3	2	1
	*%	*%	-%	2%	-%	-%	*%	1%	**	**	*%	1%	*%	1%	*%	*%
		13%	-%	48%	-%	-%	11%	14%	**	**	61%	39%	8%	92%	69%	31%

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

QP26B. Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1674	787	745	1433	1409	781	1640
Effective Weighted Sample	1181	553	522	1026	997	552	1159
Total	915	440	404	795	771	430	898
		48%	44%	87%	84%	47%	98%
Mobile phone	440	208	194	401	402	228	438
	48%	47%	48%	50%	52%	53%	49%
		47%	44%	91%	91%	52%	100%
Laptop/ desktop computer	221	101	110	205	187	118	219
	24%	23%	27%	26%	24%	27%	24%
		46%	50%	93%	85%	54%	99%
Tablet computer	168	83	90	159	141	87	166
	18%	19%	22%	20%	18%	20%	18%
		50%	54%	95%	84%	52%	99%
Internet/ WiFi radio set	162	75	83	142	139	74	157
	18%	17%	21%	18%	18%	17%	17%
		46%	52%	88%	86%	46%	97%
Smart speaker	143	76	58	129	133	79	141
	16%	17%	14%	16%	17%	18%	16%
		54%	41%	91%	93%	55%	99%
TV set	89	51	42	77	71	45	88
	10%	12%	10%	10%	9%	10%	10%
		57%	47%	86%	80%	50%	99%
Other device/s	24	15	9	21	19	9	24
	3%	3%	2%	3%	2%	2%	3%
		62%	39%	88%	80%	38%	100%
Don't know	139	75	54	103	109	61	134
	15%	17%	13%	13%	14%	14%	15%
		c					
		54%	39%	75%	79%	44%	96%
NOT ANSWERED [POSTAL ONLY]	3	*	2	2	*	1	3
	*%	*%	1%	*%	*%	*%	*%
			d				
		11%	71%	47%	14%	44%	100%

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

QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2244	1109	1099	344	527	768	578	130	126	242	1160	747	889	222	317	1461	234	250	299
Effective Weighted Sample	1567	766	778	235	381	544	393	88	87	168	842	541	660	157	230	1229	138	175	254
Total	1258	610 49%	627 50%	171 14%	325 26%	429 34%	315 25%	62 5%	74 6%	130 10%	677 54%	447 36%	416 33%	181 14%	169 13%	1052 84%	107 8%	61 5%	39 3%
Mobile phone	857 68%	418 69%	428 68%	133 77% ef	264 81% ef	296 69% f	155 49% f	40 64% 5%	38 51% 4%	76 59% 9%	498 74% 58%	321 72% 37%	317 76% 37%	104 57% 12%	91 54% 11%	719 68% 84%	71 66% 8%	40 66% 5%	28 73% 3%
Laptop/ desktop computer	262 21%	149 24% b	111 18% b	51 30% de	60 18% de	67 16% de	83 26% de	17 27% 7%	18 25% 7%	31 24% 12%	130 19% 49%	88 20% 33%	102 25% 39%	26 14% 10%	38 23% 15%	221 21% 84%	24 22% 9%	12 19% 4%	6 16% 2%
Tablet computer	191 15%	99 16%	92 15%	11 6%	33 10%	67 16% cd	79 25% cde	11 18% 6%	12 17% 6%	22 17% 11%	100 15% 52%	79 18% 41%	60 14% 31%	21 11% 11%	26 15% 14%	158 15% 82%	22 20% 11%	6 10% 3%	6 15% 3%
Smart speaker	191 15%	98 16%	90 14%	24 14% f	56 17% f	78 18% f	32 10% f	7 11% 4%	12 16% 6%	20 15% 10%	124 18% 65%	74 17% 39%	61 15% 32%	27 15% 14%	26 15% 13%	162 15% 85%	13 13% 7%	10 17% 5%	5 13% 3%
Internet/ WiFi radio set	125 10%	67 11%	56 9%	15 8%	26 8%	55 13% d	29 9% d	8 13% 6%	10 13% 8%	17 13% 14%	54 8% 43%	45 10% 36%	26 6% 21%	23 13% 18%	26 16% 21%	105 10% 85%	10 10% 8%	5 8% 4%	4 11% 3%
TV set	65 5%	32 5%	30 5%	8 5%	22 7% f	22 5% f	11 4% f	4 6% 6%	9 11% 13%	11 8% 17%	26 4% 40%	17 4% 26%	20 5% 30%	16 9% 25%	10 6% 15%	56 5% 86%	3 3% 5%	3 6% 5%	2 6% 3%
Other device/s	30 2%	13 2%	16 3%	5 3%	9 3%	8 2% j	8 3% j	1 1% 2%	2 3% 5%	6 5% 22%	14 2% 47%	10 2% 33%	4 1% 13%	8 4% 26%	7 4% 23%	26 2% 86%	1 1% 5%	2 3% 6%	1 2% 3%
Don't know	110 9%	56 9%	48 8%	11 6% d	14 4% d	46 11% d	34 11% d	8 13% 7%	8 11% 8%	17 13% 15%	41 6% 37%	27 6% 25%	20 5% 18%	30 17% 27%	26 16% 24%	89 9% 81%	10 10% 9%	7 11% 6%	4 9% 3%

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



QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2244	1109	1099	344	527	768	578	130	126	242	1160	747	889	222	317	1461	234	250	299
Effective Weighted Sample	1567	766	778	235	381	544	393	88	87	168	842	541	660	157	230	1229	138	175	254
Total	1258	610	627	171	325	429	315	62	74	130	677	447	416	181	169	1052	107	61	39
		49%	50%	14%	26%	34%	25%	5%	6%	10%	54%	36%	33%	14%	13%	84%	8%	5%	3%
NOT ANSWERED [POSTAL ONLY]	1	*	1	*	-	-	*	-	-	-	*	-	1	-	*	1	-	-	*
	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%	-%	*%
		39%	61%	39%	-%	-%	6%	-%	-%	-%	6%	-%	61%	-%	39%	94%	-%	-%	6%

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

QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2244	201	229	156	164	142	166	147	121	135	1755	489	1449	746	1143	1101
Effective Weighted Sample	1567	181	206	141	148	121	151	131	107	122	1342	226	1034	522	772	795
Total	1258	190	201	107	96	111	91	85	43	128	1090	168	878	350	630	628
		15%	16%	9%	8%	9%	7%	7%	3%	10%	87%	13%	70%	28%	50%	50%
Mobile phone	857	157	124	67	62	74	57	61	29	88	760	98	639	203	409	449
	68%	83%	62%	63%	65%	66%	63%	72%	66%	69%	70%	58%	73%	58%	65%	71%
		bcdefghi									k		m		n	
		18%	14%	8%	7%	9%	7%	7%	3%	10%	89%	11%	75%	24%	48%	52%
Laptop/ desktop computer	262	44	49	26	21	20	20	16	7	18	229	33	159	97	124	138
	21%	23%	24%	25%	22%	18%	21%	19%	16%	14%	21%	20%	18%	28%	20%	22%
			i	i									l			
		17%	19%	10%	8%	8%	7%	6%	3%	7%	87%	13%	61%	37%	47%	53%
Tablet computer	191	27	38	23	8	15	11	7	6	22	157	34	118	71	113	78
	15%	14%	19%	22%	8%	14%	12%	9%	13%	17%	14%	20%	13%	20%	18%	12%
			dg	dfg						d		j	l	o		
		14%	20%	12%	4%	8%	6%	4%	3%	11%	82%	18%	62%	37%	59%	41%
Smart speaker	191	28	32	18	16	15	11	16	7	19	165	26	152	38	99	92
	15%	15%	16%	17%	16%	13%	13%	19%	16%	15%	15%	15%	17%	11%	16%	15%
													m			
		15%	17%	10%	8%	8%	6%	8%	4%	10%	87%	13%	80%	20%	52%	48%
Internet/ WiFi radio set	125	11	28	14	5	13	11	8	6	11	105	20	86	32	65	59
	10%	6%	14%	13%	5%	12%	12%	9%	13%	8%	10%	12%	10%	9%	10%	9%
			ad	ad		d	ad		ad							
		8%	22%	11%	4%	11%	9%	6%	5%	9%	84%	16%	69%	26%	52%	48%
TV set	65	12	10	4	6	3	6	4	2	10	57	7	45	17	27	37
	5%	6%	5%	4%	6%	3%	6%	4%	4%	8%	5%	4%	5%	5%	4%	6%
		18%	15%	6%	9%	5%	9%	6%	2%	15%	89%	11%	70%	26%	42%	58%
Other device/s	30	4	3	2	2	4	1	4	*	5	25	5	21	9	15	15
	2%	2%	2%	2%	2%	3%	1%	4%	1%	4%	2%	3%	2%	3%	2%	2%
		14%	11%	7%	6%	13%	4%	13%	1%	18%	84%	16%	71%	29%	48%	52%
Don't know	110	11	13	9	9	13	10	6	4	14	93	17	68	37	53	57
	9%	6%	7%	8%	10%	11%	11%	7%	10%	11%	9%	10%	8%	11%	8%	9%
		10%	12%	8%	8%	11%	9%	5%	4%	13%	84%	16%	62%	34%	48%	52%

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

QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2244	201	229	156	164	142	166	147	121	135	1755	489	1449	746	1143	1101
Effective Weighted Sample	1567	181	206	141	148	121	151	131	107	122	1342	226	1034	522	772	795
Total	1258	190	201	107	96	111	91	85	43	128	1090	168	878	350	630	628
		15%	16%	9%	8%	9%	7%	7%	3%	10%	87%	13%	70%	28%	50%	50%
NOT ANSWERED [POSTAL ONLY]	1	-	-	-	*	-	-	-	-	1	1	*	1	*	*	1
	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	39%	-%	-%	-%	-%	55%	94%	6%	61%	39%	6%	94%

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

QP26C. Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2244	1052	898	1876	2009	1152	2214
Effective Weighted Sample	1567	726	628	1336	1415	813	1556
Total	1258	586	498	1055	1123	639	1237
		47%	40%	84%	89%	51%	98%
Mobile phone	857	396	322	727	803	480	847
	68%	68%	65%	69%	72%	75%	69%
					b	abcf	
		46%	38%	85%	94%	56%	99%
Laptop/ desktop computer	262	117	107	221	236	147	261
	21%	20%	22%	21%	21%	23%	21%
		45%	41%	84%	90%	56%	100%
Tablet computer	191	98	91	172	165	104	191
	15%	17%	18%	16%	15%	16%	15%
			d				
		51%	47%	90%	86%	54%	100%
Smart speaker	191	99	77	177	185	109	191
	15%	17%	15%	17%	16%	17%	15%
		52%	40%	92%	97%	57%	100%
Internet/ WiFi radio set	125	65	58	107	111	62	123
	10%	11%	12%	10%	10%	10%	10%
		52%	47%	86%	89%	49%	99%
TV set	65	34	26	53	57	37	63
	5%	6%	5%	5%	5%	6%	5%
		52%	40%	82%	88%	56%	97%
Other device/s	30	15	14	24	25	9	28
	2%	3%	3%	2%	2%	1%	2%
		49%	47%	81%	82%	29%	92%
Don't know	110	55	46	85	89	49	106
	9%	9%	9%	8%	8%	8%	9%
		50%	41%	77%	81%	44%	96%
NOT ANSWERED [POSTAL ONLY]	1	*	*	1	1	1	1
	*%	*%	*%	*%	*%	*%	*%
		6%	39%	100%	100%	94%	100%

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2453	1142	1276	425	646	864	499	142	149	281	1281	729	963	286	411	1613	284	281	275
Effective Weighted Sample	1709	807	881	288	471	612	331	100	101	198	914	533	716	199	306	1339	164	201	232
Total	1403	638	745	224	400	474	292	67	87	146	765	446	446	236	229	1162	137	69	35
		45%	53%	16%	29%	34%	21%	5%	6%	10%	55%	32%	32%	17%	16%	83%	10%	5%	3%
Mobile phone	1039	473	552	194	330	358	151	50	56	101	593	323	360	170	160	864	102	47	26
	74%	74%	74%	87%	82%	76%	52%	74%	65%	70%	78%	72%	81%	72%	70%	74%	74%	68%	74%
		46%	53%	19%	32%	34%	15%	5%	5%	10%	57%	31%	35%	16%	15%	83%	10%	4%	3%
Smart speaker	616	289	319	71	178	229	133	20	37	70	380	226	187	88	96	514	53	34	15
	44%	45%	43%	32%	45%	48%	45%	30%	42%	48%	50%	51%	42%	37%	42%	44%	39%	49%	43%
		47%	52%	12%	29%	37%	22%	3%	6%	11%	62%	37%	30%	14%	16%	83%	9%	5%	2%
Laptop/ desktop computer	350	198	143	99	95	97	55	20	23	30	193	110	152	36	42	293	35	14	8
	25%	31%	19%	44%	24%	21%	19%	30%	26%	20%	25%	25%	34%	15%	18%	25%	26%	21%	22%
		b		def								mn	kmn						
		57%	41%	28%	27%	28%	16%	6%	7%	9%	55%	31%	43%	10%	12%	84%	10%	4%	2%
Tablet computer	239	138	98	32	52	76	76	7	18	23	138	86	71	48	30	198	26	10	5
	17%	22%	13%	14%	13%	16%	26%	11%	20%	16%	18%	19%	16%	20%	13%	17%	19%	15%	15%
		b					cde					n		n					
		58%	41%	13%	22%	32%	32%	3%	7%	9%	58%	36%	30%	20%	13%	83%	11%	4%	2%
TV set	173	86	86	26	53	58	34	6	13	23	90	57	49	31	32	136	22	10	5
	12%	14%	11%	11%	13%	12%	12%	10%	15%	15%	12%	13%	11%	13%	14%	12%	16%	15%	13%
		50%	49%	15%	31%	34%	20%	4%	7%	13%	52%	33%	29%	18%	18%	78%	13%	6%	3%
Internet/ WiFi radio set	152	91	60	23	38	63	28	10	13	18	74	61	38	23	28	127	16	6	3
	11%	14%	8%	10%	10%	13%	10%	15%	15%	13%	10%	14%	8%	10%	12%	11%	12%	8%	10%
		b										l							
		60%	40%	15%	25%	41%	18%	7%	8%	12%	49%	40%	25%	15%	18%	84%	11%	4%	2%
Other device/s	47	25	21	5	11	17	14	-	6	6	29	16	12	13	5	38	5	1	2
	3%	4%	3%	2%	3%	4%	5%	-%	7%	4%	4%	4%	3%	5%	2%	3%	4%	1%	5%
		54%	46%	11%	24%	36%	29%	-%	13%	13%	62%	35%	26%	27%	11%	83%	12%	2%	4%
Don't know	75	34	39	5	17	23	28	4	7	8	27	19	15	15	18	59	9	5	3
	5%	5%	5%	2%	4%	5%	10%	6%	9%	5%	4%	4%	3%	6%	8%	5%	6%	7%	8%
		45%	52%	6%	22%	31%	38%	6%	10%	10%	37%	26%	20%	20%	25%	78%	11%	6%	4%

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2453	1142	1276	425	646	864	499	142	149	281	1281	729	963	286	411	1613	284	281	275
Effective Weighted Sample	1709	807	881	288	471	612	331	100	101	198	914	533	716	199	306	1339	164	201	232
Total	1403	638	745	224	400	474	292	67	87	146	765	446	446	236	229	1162	137	69	35
		45%	53%	16%	29%	34%	21%	5%	6%	10%	55%	32%	32%	17%	16%	83%	10%	5%	3%
NOT ANSWERED [POSTAL ONLY]	1	-	1	-	-	*	-	-	*	-	-	-	1	-	-	1	-	-	*
	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%
		-%	84%	-%	-%	16%	-%	-%	16%	-%	-%	-%	84%	-%	-%	84%	-%	-%	16%

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2453	202	236	151	167	158	177	193	170	159	1904	549	1646	762	1203	1250
Effective Weighted Sample	1709	180	211	137	150	142	160	171	151	137	1456	255	1164	533	804	908
Total	1403	194	208	106	102	118	100	111	64	158	1208	195	1006	367	687	715
		14%	15%	8%	7%	8%	7%	8%	5%	11%	86%	14%	72%	26%	49%	51%
Mobile phone	1039	162	146	76	70	88	70	86	50	116	917	122	776	247	482	557
	74%	83%	70%	71%	69%	75%	71%	78%	78%	73%	76%	63%	77%	67%	70%	78%
		bcdfi									k		m		n	
		16%	14%	7%	7%	8%	7%	8%	5%	11%	88%	12%	75%	24%	46%	54%
Smart speaker	616	59	95	55	49	53	47	57	28	70	533	83	473	135	329	286
	44%	31%	46%	52%	48%	45%	48%	51%	44%	44%	44%	42%	47%	37%	48%	40%
		a	a	a	a	a	a	a	a	a			m		o	
		10%	15%	9%	8%	9%	8%	9%	5%	11%	87%	13%	77%	22%	53%	47%
Laptop/ desktop computer	350	63	61	28	21	19	21	25	13	41	310	39	227	116	157	193
	25%	32%	29%	27%	21%	16%	21%	23%	21%	26%	26%	20%	23%	32%	23%	27%
		defgh	e	e						e			l		n	
		18%	18%	8%	6%	5%	6%	7%	4%	12%	89%	11%	65%	33%	45%	55%
Tablet computer	239	39	43	18	15	19	19	15	8	22	202	37	167	70	125	115
	17%	20%	20%	17%	14%	16%	19%	14%	12%	14%	17%	19%	17%	19%	18%	16%
		h														
		16%	18%	7%	6%	8%	8%	6%	3%	9%	84%	16%	70%	29%	52%	48%
TV set	173	18	26	10	13	16	9	18	9	19	147	26	127	45	72	101
	12%	9%	12%	9%	12%	13%	9%	16%	14%	12%	12%	13%	13%	12%	11%	14%
																n
		10%	15%	6%	7%	9%	5%	10%	5%	11%	85%	15%	73%	26%	42%	58%
Internet/ WiFi radio set	152	14	28	12	16	12	14	12	7	12	124	29	114	35	72	81
	11%	7%	13%	12%	16%	10%	14%	11%	12%	8%	10%	15%	11%	9%	10%	11%
					ai							j				
		9%	18%	8%	11%	8%	9%	8%	5%	8%	81%	19%	75%	23%	47%	53%
Other device/s	47	4	8	3	4	4	6	4	2	4	32	14	36	10	28	18
	3%	2%	4%	3%	4%	3%	6%	4%	3%	3%	3%	7%	4%	3%	4%	3%
							a					j				
		8%	17%	6%	8%	8%	13%	9%	4%	9%	70%	30%	76%	23%	61%	39%
Don't know	75	11	10	4	7	7	6	4	2	8	64	10	45	25	35	40
	5%	5%	5%	4%	7%	6%	6%	4%	2%	5%	5%	5%	5%	7%	5%	6%
		14%	13%	5%	9%	10%	8%	6%	2%	11%	86%	14%	61%	33%	47%	53%

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

QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	2453	202	236	151	167	158	177	193	170	159	1904	549	1646	762	1203	1250
Effective Weighted Sample	1709	180	211	137	150	142	160	171	151	137	1456	255	1164	533	804	908
Total	1403	194	208	106	102	118	100	111	64	158	1208	195	1006	367	687	715
		14%	15%	8%	7%	8%	7%	8%	5%	11%	86%	14%	72%	26%	49%	51%
NOT ANSWERED [POSTAL ONLY]	1	-	-	-	-	-	-	-	-	1	1	-	1	-	*	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	84%	100%	-%	84%	-%	16%	84%

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



QP26D. Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2453	1280	919	2073	2291	1280	2432
Effective Weighted Sample	1709	873	638	1458	1603	888	1701
Total	1403	736	537	1195	1308	734	1387
		52%	38%	85%	93%	52%	99%
Mobile phone	1039	534	383	892	993	584	1032
	74%	73%	71%	75%	76%	80%	74%
					b	abcdf	
		51%	37%	86%	96%	56%	99%
Smart speaker	616	343	246	556	595	341	613
	44%	47%	46%	47%	45%	46%	44%
		56%	40%	90%	97%	55%	100%
Laptop/ desktop computer	350	156	129	295	327	216	346
	25%	21%	24%	25%	25%	29%	25%
					a	abcdf	a
		45%	37%	84%	94%	62%	99%
Tablet computer	239	144	103	220	223	137	239
	17%	20%	19%	18%	17%	19%	17%
		60%	43%	92%	93%	57%	100%
TV set	173	106	67	158	166	111	170
	12%	14%	12%	13%	13%	15%	12%
						f	
		61%	39%	91%	96%	64%	98%
Internet/ WiFi radio set	152	89	60	133	147	78	152
	11%	12%	11%	11%	11%	11%	11%
		59%	39%	87%	96%	51%	100%
Other device/s	47	28	21	41	44	26	47
	3%	4%	4%	3%	3%	4%	3%
		60%	46%	87%	95%	57%	100%
Don't know	75	36	32	54	60	38	73
	5%	5%	6%	5%	5%	5%	5%
		48%	42%	73%	80%	51%	97%
NOT ANSWERED [POSTAL ONLY]	1	-	-	1	1	1	1
	*%	-%	-%	*%	*%	*%	*%
		-%	-%	84%	100%	84%	100%

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

QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1996	968	1006	265	422	742	543	137	151	277	894	528	683	267	446	1280	234	233	249
Effective Weighted Sample	1385	664	706	188	309	514	361	98	104	188	625	371	506	189	336	1066	139	164	208
Total	1113	534	567	134	271	404	288	68	86	147	504	304	310	215	237	910	114	56	33
		48%	51%	12%	24%	36%	26%	6%	8%	13%	45%	27%	28%	19%	21%	82%	10%	5%	3%
Mobile phone	698	326	367	93	208	257	133	46	50	88	316	188	205	140	145	580	69	27	22
	63%	61%	65%	69%	77%	64%	46%	67%	58%	60%	63%	62%	66%	65%	61%	64%	61%	48%	67%
				f	ef	f										q	q		q
		47%	53%	13%	30%	37%	19%	7%	7%	13%	45%	27%	29%	20%	21%	83%	10%	4%	3%
Smart speaker	327	163	160	23	78	133	92	14	25	47	162	97	83	65	69	264	34	22	7
	29%	31%	28%	17%	29%	33%	32%	20%	29%	32%	32%	32%	27%	30%	29%	29%	30%	39%	22%
				c	c	c				g	g							or	
		50%	49%	7%	24%	41%	28%	4%	8%	14%	50%	30%	25%	20%	21%	81%	10%	7%	2%
Laptop/ desktop computer	221	122	96	38	56	66	61	16	19	25	97	64	85	26	38	184	22	10	6
	20%	23%	17%	28%	21%	16%	21%	24%	22%	17%	19%	21%	27%	12%	16%	20%	19%	17%	17%
		b		e							m	kmn							
		55%	44%	17%	25%	30%	27%	7%	9%	11%	44%	29%	38%	12%	17%	83%	10%	4%	3%
Tablet computer	164	85	79	16	20	56	70	8	22	27	65	46	37	39	35	128	22	8	5
	15%	16%	14%	12%	7%	14%	24%	11%	26%	18%	13%	15%	12%	18%	15%	14%	19%	14%	16%
				d		d	cde		gj		l								
		52%	48%	10%	12%	34%	43%	5%	14%	17%	40%	28%	22%	24%	21%	78%	14%	5%	3%
TV set	138	67	71	11	38	49	40	14	14	19	53	39	30	24	42	113	13	8	5
	12%	12%	12%	8%	14%	12%	14%	21%	16%	13%	11%	13%	10%	11%	18%	12%	11%	13%	16%
				c		c		j						lm					
		48%	51%	8%	28%	36%	29%	10%	10%	14%	39%	29%	22%	17%	30%	82%	9%	5%	4%
Internet/ WiFi radio set	131	68	63	11	34	49	36	11	12	21	50	36	31	28	30	105	14	9	5
	12%	13%	11%	8%	13%	12%	13%	16%	13%	14%	10%	12%	10%	13%	13%	12%	12%	15%	14%
		52%	48%	9%	26%	37%	27%	8%	9%	16%	38%	27%	24%	22%	23%	80%	10%	7%	3%
Other device/s	31	18	13	4	6	10	10	1	2	6	13	8	6	6	9	28	2	1	1
	3%	3%	2%	3%	2%	2%	3%	1%	3%	4%	3%	3%	2%	3%	4%	3%	1%	2%	3%
		58%	42%	12%	20%	32%	32%	3%	8%	20%	43%	27%	20%	18%	27%	88%	5%	4%	3%
Don't know	94	41	49	11	17	36	25	6	4	11	42	23	28	15	19	73	13	5	2
	8%	8%	9%	8%	6%	9%	9%	8%	5%	8%	8%	8%	9%	7%	8%	8%	11%	9%	7%
		44%	52%	12%	18%	38%	26%	6%	5%	12%	44%	25%	30%	16%	21%	78%	14%	5%	2%
NOT ANSWERED [POSTAL ONLY]	6	3	4	-	-	2	4	2	2	-	2	1	2	1	3	5	*	-	*
	1%	1%	1%	-%	-%	*%	1%	2%	2%	-%	*%	*%	1%	*%	1%	1%	*%	-%	1%
						d		ij	ij										
		44%	56%	-%	-%	26%	61%	24%	30%	-%	25%	12%	34%	11%	43%	87%	7%	-%	6%

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

QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1996	143	190	127	135	145	141	144	128	127	1525	471	1223	726	942	1054
Effective Weighted Sample	1385	127	168	114	119	127	130	128	111	112	1164	222	854	513	620	767
Total	1113	133	171	88	82	104	81	82	48	121	948	165	725	358	518	595
		12%	15%	8%	7%	9%	7%	7%	4%	11%	85%	15%	65%	32%	47%	53%
Mobile phone	698	101	98	48	43	74	51	55	31	80	613	86	479	203	299	399
	63%	76%	57%	54%	53%	71%	63%	68%	64%	66%	65%	52%	66%	57%	58%	67%
		bcdfh				bcd		cd		d	k		m		n	
		14%	14%	7%	6%	11%	7%	8%	4%	11%	88%	12%	69%	29%	43%	57%
Smart speaker	327	24	50	31	24	28	26	29	17	35	274	53	232	92	165	162
	29%	18%	29%	35%	29%	27%	33%	36%	35%	29%	29%	32%	32%	26%	32%	27%
			a	a	a		a	a	a	a			m			
		7%	15%	10%	7%	9%	8%	9%	5%	11%	84%	16%	71%	28%	50%	50%
Laptop/ desktop computer	221	37	46	22	14	15	10	13	7	19	191	31	141	75	101	120
	20%	28%	27%	25%	17%	15%	13%	16%	15%	16%	20%	18%	19%	21%	19%	20%
		defghi	defghi	f												
		17%	21%	10%	6%	7%	5%	6%	3%	9%	86%	14%	63%	34%	46%	54%
Tablet computer	164	13	33	14	11	14	10	11	8	14	135	29	98	63	75	89
	15%	10%	19%	16%	14%	13%	12%	13%	17%	12%	14%	17%	13%	18%	14%	15%
			a										l			
		8%	20%	8%	7%	8%	6%	7%	5%	9%	83%	17%	60%	38%	46%	54%
TV set	138	12	18	16	12	19	7	9	7	13	112	26	82	51	63	75
	12%	9%	11%	18%	15%	18%	9%	11%	14%	11%	12%	16%	11%	14%	12%	13%
				af		af										
		8%	13%	12%	9%	14%	5%	6%	5%	9%	81%	19%	59%	37%	46%	54%
Internet/ WiFi radio set	131	10	27	12	10	9	10	11	5	12	106	26	84	43	62	69
	12%	8%	16%	13%	12%	8%	12%	14%	10%	10%	11%	15%	12%	12%	12%	12%
			a													
		8%	20%	9%	7%	7%	7%	9%	4%	9%	81%	19%	64%	32%	47%	53%
Other device/s	31	4	1	4	3	5	1	3	1	7	25	6	21	10	15	17
	3%	3%	*%	4%	4%	5%	1%	3%	2%	5%	3%	4%	3%	3%	3%	3%
				b	b	b				b						
		13%	2%	12%	11%	15%	3%	9%	3%	21%	81%	19%	66%	32%	47%	53%
Don't know	94	9	15	8	9	8	6	4	4	9	81	13	66	24	36	57
	8%	6%	9%	9%	11%	8%	8%	5%	8%	8%	9%	8%	9%	7%	7%	10%
		9%	16%	9%	10%	9%	7%	4%	4%	10%	87%	13%	70%	25%	39%	61%

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

QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1996	143	190	127	135	145	141	144	128	127	1525	471	1223	726	942	1054
Effective Weighted Sample	1385	127	168	114	119	127	130	128	111	112	1164	222	854	513	620	767
Total	1113	133	171	88	82	104	81	82	48	121	948	165	725	358	518	595
		12%	15%	8%	7%	9%	7%	7%	4%	11%	85%	15%	65%	32%	47%	53%
NOT ANSWERED [POSTAL ONLY]	6	2	1	2	-	-	-	*	-	1	6	-	3	3	1	5
	1%	1%	1%	2%	-%	-%	-%	*%	-%	*%	1%	-%	*%	1%	*%	1%
		24%	21%	27%	-%	-%	-%	6%	-%	9%	100%	-%	51%	49%	20%	80%

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

QP26E. Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1996	996	815	1617	1726	998	1966
Effective Weighted Sample	1385	692	563	1134	1200	691	1367
Total	1113	553	455	897	952	548	1092
		50%	41%	81%	86%	49%	98%
Mobile phone	698	348	274	565	626	369	690
	63%	63%	60%	63%	66%	67%	63%
					b	b	
		50%	39%	81%	90%	53%	99%
Smart speaker	327	189	146	288	299	175	324
	29%	34%	32%	32%	31%	32%	30%
		f					
		58%	45%	88%	92%	53%	99%
Laptop/ desktop computer	221	95	90	180	186	120	217
	20%	17%	20%	20%	20%	22%	20%
						a	
		43%	40%	81%	84%	54%	98%
Tablet computer	164	91	79	142	136	92	161
	15%	16%	17%	16%	14%	17%	15%
		55%	48%	87%	83%	56%	98%
TV set	138	85	65	120	121	82	137
	12%	15%	14%	13%	13%	15%	13%
		61%	47%	87%	88%	60%	99%
Internet/ WiFi radio set	131	77	61	116	111	67	130
	12%	14%	13%	13%	12%	12%	12%
		59%	47%	88%	85%	51%	99%
Other device/s	31	16	14	24	28	19	31
	3%	3%	3%	3%	3%	3%	3%
		52%	46%	78%	89%	60%	100%
Don't know	94	45	34	69	70	45	90
	8%	8%	7%	8%	7%	8%	8%
		48%	36%	74%	75%	49%	96%
NOT ANSWERED [POSTAL ONLY]	6	2	4	4	2	2	6
	1%	*%	1%	*%	*%	*%	1%
		36%	64%	58%	34%	37%	100%

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

QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1132	500	616	152	263	435	270	72	70	153	561	369	434	104	183	745	121	126	140
Effective Weighted Sample	804	353	440	106	188	320	185	53	45	106	418	272	328	74	132	631	74	87	117
Total	625	270	346	75	162	238	144	32	38	81	327	218	205	82	93	526	50	31	18
		43%	55%	12%	26%	38%	23%	**	**	13%	52%	35%	33%	13%	15%	84%	8%	5%	3%
Mobile phone	418	184	229	48	127	156	85	**	**	51	239	154	147	49	56	349	38	18	13
	67%	68%	66%	64%	79%	65%	59%	**	**	62%	73%	70%	72%	59%	60%	66%	78%	58%	68%
				cef							i	n	mn				oq		
		44%	55%	11%	30%	37%	20%	**	**	12%	57%	37%	35%	12%	13%	84%	9%	4%	3%
Tablet computer	109	49	60	6	18	41	44	**	**	22	54	39	41	14	11	89	11	5	3
	17%	18%	17%	8%	11%	17%	31%	**	**	28%	16%	18%	20%	17%	11%	17%	22%	18%	17%
						c	cde				j		n						
		45%	55%	6%	17%	37%	40%	**	**	21%	49%	36%	38%	13%	10%	82%	10%	5%	3%
Smart speaker	88	47	39	12	22	38	16	**	**	18	48	23	31	17	12	75	4	6	3
	14%	17%	11%	16%	13%	16%	11%	**	**	22%	15%	11%	15%	21%	13%	14%	9%	18%	14%
		b											k						
		53%	45%	13%	25%	43%	18%	**	**	20%	55%	26%	35%	19%	14%	86%	5%	6%	3%
Laptop/ desktop computer	67	34	33	10	17	21	20	**	**	12	24	23	19	6	15	56	7	2	1
	11%	13%	9%	13%	10%	9%	14%	**	**	15%	7%	11%	9%	8%	16%	11%	15%	8%	7%
						j							l						
		51%	49%	15%	25%	31%	29%	**	**	18%	37%	35%	29%	9%	23%	84%	11%	4%	2%
Internet/ WiFi radio set	37	22	15	9	10	11	7	**	**	10	12	13	10	7	6	32	2	2	1
	6%	8%	4%	11%	6%	5%	5%	**	**	12%	4%	6%	5%	8%	7%	6%	3%	8%	4%
		b		ef							j								
		59%	41%	23%	28%	30%	19%	**	**	27%	33%	35%	26%	18%	17%	87%	4%	6%	2%
TV set	22	13	8	4	9	6	2	**	**	5	7	6	7	4	3	19	1	2	1
	3%	5%	2%	5%	6%	3%	2%	**	**	6%	2%	3%	3%	5%	4%	4%	2%	5%	4%
					f						j								
		58%	39%	19%	43%	28%	10%	**	**	22%	35%	26%	32%	20%	15%	86%	4%	7%	3%
Other device/s	25	10	15	2	4	7	12	**	**	5	11	9	7	5	3	21	2	1	*
	4%	4%	4%	2%	3%	3%	8%	**	**	6%	3%	4%	3%	6%	3%	4%	4%	4%	2%
						cde													
		39%	61%	6%	18%	28%	47%	**	**	18%	45%	36%	28%	21%	11%	86%	7%	6%	1%
Don't know	61	24	34	7	9	33	9	**	**	2	30	18	15	13	12	52	3	4	2
	10%	9%	10%	10%	6%	14%	6%	**	**	2%	9%	8%	7%	15%	13%	10%	7%	12%	10%
					df						i		l	l					
		40%	56%	12%	15%	54%	15%	**	**	3%	49%	30%	24%	21%	20%	85%	5%	6%	3%

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

QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1132	500	616	152	263	435	270	72	70	153	561	369	434	104	183	745	121	126	140
Effective Weighted Sample	804	353	440	106	188	320	185	53	45	106	418	272	328	74	132	631	74	87	117
Total	625	270	346	75	162	238	144	32	38	81	327	218	205	82	93	526	50	31	18
		43%	55%	12%	26%	38%	23%	**	**	13%	52%	35%	33%	13%	15%	84%	8%	5%	3%
NOT ANSWERED [POSTAL ONLY]	3	2	1	-	-	-	2	**	**	1	-	2	1	1	-	3	-	-	-
	*%	1%	*%	-%	-%	-%	1%	**	**	1%	-%	1%	*%	1%	-%	1%	-%	-%	-%
		56%	44%	-%	-%	-%	57%	**	**	32%	-%	56%	19%	25%	-%	100%	-%	-%	-%

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

QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1132	85	116	90	83	73	89	80	60	69	869	263	726	382	567	565
Effective Weighted Sample	804	77	102	83	74	68	82	72	54	63	682	123	523	276	388	416
Total	625	80	101	63	49	52	48	45	23	67	538	87	431	178	306	319
		**	16%	**	**	**	**	**	**	**	86%	14%	69%	29%	49%	51%
Mobile phone	418	**	62	**	**	**	**	**	**	**	364	54	312	100	207	211
	67%	**	61%	**	**	**	**	**	**	**	68%	62%	72%	56%	68%	66%
		**	15%	**	**	**	**	**	**	**	87%	13%	75%	24%	49%	51%
Tablet computer	109	**	24	**	**	**	**	**	**	**	91	17	68	37	59	50
	17%	**	24%	**	**	**	**	**	**	**	17%	20%	16%	21%	19%	16%
		**	22%	**	**	**	**	**	**	**	84%	16%	63%	34%	54%	46%
Smart speaker	88	**	14	**	**	**	**	**	**	**	80	8	64	22	36	52
	14%	**	14%	**	**	**	**	**	**	**	15%	9%	15%	12%	12%	16%
		**	16%	**	**	**	**	**	**	**	91%	9%	73%	25%	41%	59%
Laptop/ desktop computer	67	**	14	**	**	**	**	**	**	**	59	8	36	30	30	37
	11%	**	13%	**	**	**	**	**	**	**	11%	10%	8%	17%	10%	12%
		**	20%	**	**	**	**	**	**	**	87%	13%	54%	45%	45%	55%
Internet/ WiFi radio set	37	**	9	**	**	**	**	**	**	**	30	7	23	12	20	17
	6%	**	9%	**	**	**	**	**	**	**	6%	8%	5%	7%	7%	5%
		**	24%	**	**	**	**	**	**	**	81%	19%	61%	32%	54%	46%
TV set	22	**	3	**	**	**	**	**	**	**	20	2	15	6	10	12
	3%	**	3%	**	**	**	**	**	**	**	4%	2%	3%	3%	3%	4%
		**	13%	**	**	**	**	**	**	**	90%	10%	68%	28%	45%	55%
Other device/s	25	**	3	**	**	**	**	**	**	**	22	3	15	10	11	13
	4%	**	3%	**	**	**	**	**	**	**	4%	3%	3%	5%	4%	4%
		**	13%	**	**	**	**	**	**	**	89%	11%	61%	39%	45%	55%
Don't know	61	**	9	**	**	**	**	**	**	**	52	9	43	16	28	32
	10%	**	9%	**	**	**	**	**	**	**	10%	10%	10%	9%	9%	10%
		**	15%	**	**	**	**	**	**	**	85%	15%	70%	26%	47%	53%
NOT ANSWERED [POSTAL ONLY]	3	**	1	**	**	**	**	**	**	**	3	-	1	2	2	1
	*%	**	1%	**	**	**	**	**	**	**	1%	-%	*%	1%	1%	*%
		**	32%	**	**	**	**	**	**	**	100%	-%	19%	81%	57%	43%

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



QP26F. Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1132	518	450	936	1027	590	1120
Effective Weighted Sample	804	375	315	676	738	421	799
Total	625	296	244	525	570	328	616
		47%	39%	84%	91%	52%	98%
Mobile phone	418	202	161	361	393	235	415
	67%	68%	66%	69%	69%	72%	67%
		48%	39%	86%	94%	56%	99%
Tablet computer	109	58	54	95	100	60	108
	17%	20%	22%	18%	17%	18%	18%
		53%	50%	88%	92%	55%	100%
Smart speaker	88	43	38	77	86	52	87
	14%	15%	15%	15%	15%	16%	14%
		49%	43%	87%	98%	59%	99%
Laptop/ desktop computer	67	31	20	51	60	41	64
	11%	10%	8%	10%	10%	13%	10%
		46%	30%	77%	89%	62%	96%
Internet/ WiFi radio set	37	23	14	31	35	18	36
	6%	8%	6%	6%	6%	5%	6%
		62%	38%	83%	95%	47%	99%
TV set	22	15	10	18	20	9	21
	3%	5%	4%	3%	3%	3%	3%
		71%	44%	83%	91%	41%	98%
Other device/s	25	14	11	22	21	11	25
	4%	5%	5%	4%	4%	3%	4%
		57%	46%	90%	87%	45%	100%
Don't know	61	27	22	47	51	28	57
	10%	9%	9%	9%	9%	8%	9%
		45%	36%	78%	84%	46%	94%
NOT ANSWERED [POSTAL ONLY]	3	-	2	2	1	1	3
	*%	-%	1%	*%	*%	*%	*%
		-%	57%	76%	43%	19%	100%

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

QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2664	1277	1346	352	576	1002	701	193	204	355	1195	663	918	366	611	1724	292	305	343
Effective Weighted Sample	1848	885	938	245	422	700	459	135	142	243	845	481	683	255	449	1429	176	215	288
Total	1525	725	776	190	359	565	388	95	121	192	714	392	423	299	345	1247	155	77	46
		48%	51%	12%	24%	37%	25%	6%	8%	13%	47%	26%	28%	20%	23%	82%	10%	5%	3%
TV set	691	319	366	59	155	280	189	39	58	97	343	178	175	138	178	557	78	33	23
	45%	44%	47%	31%	43%	50%	49%	41%	48%	50%	48%	45%	41%	46%	52%	45%	51%	43%	49%
					c	cd	c								l				
		46%	53%	9%	22%	40%	27%	6%	8%	14%	50%	26%	25%	20%	26%	81%	11%	5%	3%
Mobile phone	672	325	339	111	205	254	94	45	57	78	316	159	210	138	142	553	69	30	20
	44%	45%	44%	59%	57%	45%	24%	47%	47%	41%	44%	41%	50%	46%	41%	44%	45%	39%	44%
				ef	ef	f							kn						
		48%	50%	17%	31%	38%	14%	7%	8%	12%	47%	24%	31%	21%	21%	82%	10%	4%	3%
Laptop/ desktop computer	387	214	165	75	98	119	91	26	25	42	191	107	157	53	57	323	38	17	10
	25%	30%	21%	40%	27%	21%	23%	27%	20%	22%	27%	27%	37%	18%	16%	26%	25%	22%	21%
		b		def	e							mn	kmn						
		55%	43%	19%	25%	31%	24%	7%	6%	11%	49%	28%	41%	14%	15%	83%	10%	4%	2%
Tablet computer	237	127	109	19	44	104	66	11	25	33	115	74	58	45	50	186	32	12	7
	16%	17%	14%	10%	12%	18%	17%	12%	21%	17%	16%	19%	14%	15%	14%	15%	20%	16%	15%
		b				cd	cd		g			l							
		54%	46%	8%	19%	44%	28%	5%	11%	14%	49%	31%	24%	19%	21%	79%	13%	5%	3%
Smart speaker	200	100	99	20	52	82	45	11	14	31	103	58	52	41	44	166	13	14	7
	13%	14%	13%	11%	15%	15%	12%	12%	12%	16%	14%	15%	12%	14%	13%	13%	9%	18%	16%
																		p	p
		50%	49%	10%	26%	41%	22%	6%	7%	16%	51%	29%	26%	21%	22%	83%	7%	7%	4%
Internet/ WiFi radio set	168	87	79	15	42	63	47	13	16	29	71	42	38	34	45	136	16	10	6
	11%	12%	10%	8%	12%	11%	12%	13%	13%	15%	10%	11%	9%	12%	13%	11%	11%	13%	12%
										j					l				
		52%	47%	9%	25%	37%	28%	7%	10%	17%	42%	25%	22%	21%	27%	81%	10%	6%	3%
Other device/s	27	15	13	1	6	8	11	1	5	5	9	7	5	7	6	23	3	1	*
	2%	2%	2%	1%	2%	1%	3%	1%	4%	3%	1%	2%	1%	2%	2%	2%	2%	1%	1%
							c		j										
		55%	45%	4%	21%	30%	40%	3%	20%	19%	32%	27%	18%	26%	21%	85%	10%	3%	2%
Don't know	105	52	50	9	17	36	41	4	9	9	46	30	21	24	23	84	12	5	4
	7%	7%	7%	5%	5%	6%	11%	4%	8%	5%	6%	8%	5%	8%	7%	7%	8%	7%	9%
							cde												
		49%	48%	8%	16%	34%	39%	3%	9%	8%	43%	29%	20%	22%	22%	80%	12%	5%	4%

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

QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2664	1277	1346	352	576	1002	701	193	204	355	1195	663	918	366	611	1724	292	305	343
Effective Weighted Sample	1848	885	938	245	422	700	459	135	142	243	845	481	683	255	449	1429	176	215	288
Total	1525	725	776	190	359	565	388	95	121	192	714	392	423	299	345	1247	155	77	46
		48%	51%	12%	24%	37%	25%	6%	8%	13%	47%	26%	28%	20%	23%	82%	10%	5%	3%
NOT ANSWERED [POSTAL ONLY]	11	4	5	*	-	2	5	2	1	1	1	1	1	1	3	10	1	*	*
	1%	1%	1%	*%	-%	*%	1%	2%	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	1%
		35%	45%	1%	-%	20%	43%	16%	6%	9%	9%	6%	10%	6%	27%	89%	6%	1%	4%

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

QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2664	203	220	177	185	188	190	212	174	175	2095	569	1664	936	1227	1437
Effective Weighted Sample	1848	182	194	160	165	165	176	191	153	151	1595	254	1166	661	810	1043
Total	1525	190	207	120	115	142	108	125	67	174	1333	192	1017	464	706	819
		12%	14%	8%	8%	9%	7%	8%	4%	11%	87%	13%	67%	30%	46%	54%
TV set	691	64	105	46	54	58	53	58	41	79	605	86	471	206	326	365
	45%	33%	51%	38%	47%	41%	50%	46%	61%	45%	45%	45%	46%	44%	46%	45%
			ac		a		ac	a	acdefgi	a						
		9%	15%	7%	8%	8%	8%	8%	6%	11%	88%	12%	68%	30%	47%	53%
Mobile phone	672	101	85	50	41	71	49	52	26	78	596	76	471	191	269	403
	44%	53%	41%	42%	36%	50%	45%	42%	38%	45%	45%	40%	46%	41%	38%	49%
		bcdgh				dh							m		n	
		15%	13%	7%	6%	11%	7%	8%	4%	12%	89%	11%	70%	28%	40%	60%
Laptop/ desktop computer	387	68	55	33	29	25	26	33	12	44	341	46	263	119	169	218
	25%	36%	26%	27%	25%	18%	24%	26%	17%	25%	26%	24%	26%	26%	24%	27%
		defghi	h	eh												
		18%	14%	8%	7%	7%	7%	8%	3%	11%	88%	12%	68%	31%	44%	56%
Tablet computer	237	32	36	15	12	22	16	17	7	29	203	34	159	74	110	126
	16%	17%	18%	13%	10%	15%	15%	14%	11%	17%	15%	18%	16%	16%	16%	15%
			d													
		13%	15%	6%	5%	9%	7%	7%	3%	12%	86%	14%	67%	31%	47%	53%
Smart speaker	200	16	24	24	16	17	19	19	9	23	172	28	143	56	91	110
	13%	8%	12%	20%	14%	12%	17%	15%	14%	13%	13%	15%	14%	12%	13%	13%
				abe			a	a								
		8%	12%	12%	8%	8%	9%	10%	5%	11%	86%	14%	71%	28%	45%	55%
Internet/ WiFi radio set	168	14	23	14	11	15	10	17	9	23	143	25	117	45	73	95
	11%	7%	11%	12%	9%	11%	10%	14%	13%	13%	11%	13%	12%	10%	10%	12%
		8%	14%	8%	6%	9%	6%	10%	5%	13%	85%	15%	70%	27%	43%	57%
Other device/s	27	4	2	2	2	3	1	3	2	5	27	1	17	8	15	13
	2%	2%	1%	1%	2%	2%	1%	3%	3%	3%	2%	*	2%	2%	2%	2%
		14%	6%	6%	7%	12%	2%	12%	8%	17%	97%	3%	62%	30%	54%	46%
Don't know	105	13	13	12	7	10	7	6	3	13	90	15	67	32	54	51
	7%	7%	6%	10%	6%	7%	6%	5%	4%	8%	7%	8%	7%	7%	8%	6%
		13%	13%	11%	7%	9%	6%	6%	3%	13%	86%	14%	63%	31%	51%	49%
NOT ANSWERED [POSTAL ONLY]	11	1	3	1	-	2	1	1	1	1	11	*	2	4	3	9
	1%	*	1%	1%	-%	1%	1%	1%	1%	*	1%	*	*	1%	*	1%
														l		
		6%	25%	7%	-%	19%	9%	9%	8%	5%	96%	4%	16%	33%	23%	77%

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

QP26G. Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2664	1349	1100	2164	2280	1439	2623
Effective Weighted Sample	1848	923	756	1512	1593	997	1824
Total	1525	782	645	1241	1295	822	1495
		51%	42%	81%	85%	54%	98%
TV set	691	415	311	599	589	396	684
	45%	53%	48%	48%	45%	48%	46%
		bcdef					
		60%	45%	87%	85%	57%	99%
Mobile phone	672	347	268	541	608	410	664
	44%	44%	42%	44%	47%	50%	44%
					b	abcf	
		52%	40%	80%	90%	61%	99%
Laptop/ desktop computer	387	157	163	311	332	236	380
	25%	20%	25%	25%	26%	29%	25%
			a	a	a	ac	a
		41%	42%	80%	86%	61%	98%
Tablet computer	237	128	116	195	208	148	235
	16%	16%	18%	16%	16%	18%	16%
		54%	49%	83%	88%	63%	100%
Smart speaker	200	112	85	176	180	123	200
	13%	14%	13%	14%	14%	15%	13%
		56%	42%	88%	90%	61%	100%
Internet/ WiFi radio set	168	94	77	141	135	87	164
	11%	12%	12%	11%	10%	11%	11%
		56%	46%	84%	81%	52%	97%
Other device/s	27	17	13	21	26	17	27
	2%	2%	2%	2%	2%	2%	2%
		61%	47%	75%	94%	62%	99%
Don't know	105	42	47	80	79	44	99
	7%	5%	7%	6%	6%	5%	7%
		40%	45%	77%	75%	42%	94%
NOT ANSWERED [POSTAL ONLY]	11	4	7	10	4	6	11
	1%	*	1%	1%	*	1%	1%
			d				
		32%	64%	86%	39%	55%	100%

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

QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	338	159	172	74	90	141	29	33	28	53	141	81	110	57	78	233	27	39	39
Effective Weighted Sample	240	113	122	56	67	97	19	23	19	35	107	61	83	40	61	192	16	29	32
Total	198	93	101	40	61	79	15	16	16	34	86	52	48	44	45	167	14	12	5
		47%	51%	**	**	40%	**	**	**	**	43%	**	24%	**	**	84%	**	**	**
Smart speaker	83	42	39	**	**	43	**	**	**	**	46	**	24	**	**	68	**	**	**
	42%	45%	39%	**	**	55%	**	**	**	**	53%	**	51%	**	**	41%	**	**	**
		50%	47%	**	**	52%	**	**	**	**	55%	**	29%	**	**	81%	**	**	**
Mobile phone	50	23	27	**	**	17	**	**	**	**	14	**	7	**	**	42	**	**	**
	25%	25%	27%	**	**	21%	**	**	**	**	17%	**	14%	**	**	25%	**	**	**
		46%	54%	**	**	33%	**	**	**	**	29%	**	13%	**	**	83%	**	**	**
Tablet computer	29	14	16	**	**	8	**	**	**	**	9	**	9	**	**	25	**	**	**
	15%	15%	16%	**	**	10%	**	**	**	**	10%	**	18%	**	**	15%	**	**	**
		46%	54%	**	**	28%	**	**	**	**	29%	**	29%	**	**	86%	**	**	**
Laptop/ desktop computer	25	13	11	**	**	5	**	**	**	**	11	**	8	**	**	22	**	**	**
	12%	14%	11%	**	**	7%	**	**	**	**	12%	**	17%	**	**	13%	**	**	**
		53%	45%	**	**	22%	**	**	**	**	43%	**	33%	**	**	88%	**	**	**
Other device/s	15	9	6	**	**	4	**	**	**	**	5	**	1	**	**	15	**	**	**
	8%	10%	6%	**	**	5%	**	**	**	**	6%	**	2%	**	**	9%	**	**	**
		58%	42%	**	**	24%	**	**	**	**	35%	**	7%	**	**	94%	**	**	**
Don't know	39	19	18	**	**	15	**	**	**	**	16	**	10	**	**	32	**	**	**
	20%	21%	18%	**	**	19%	**	**	**	**	19%	**	21%	**	**	19%	**	**	**
		49%	46%	**	**	38%	**	**	**	**	41%	**	25%	**	**	81%	**	**	**
NOT ANSWERED [POSTAL ONLY]	1	*	1	**	**	-	**	**	**	**	-	**	*	**	**	1	**	**	**
	1%	*%	1%	**	**	-%	**	**	**	**	-%	**	*%	**	**	1%	**	**	**
		5%	95%	**	**	-%	**	**	**	**	-%	**	5%	**	**	95%	**	**	**

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

QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	338	28	29	21	32	26	24	26	22	25	274	64	210	119	125	213
Effective Weighted Sample	240	25	25	20	28	21	22	23	19	23	212	28	149	88	85	156
Total	198	26	25	13	18	20	14	15	9	26	176	22	129	62	74	124
		**	**	**	**	**	**	**	**	**	89%	**	65%	31%	38%	62%
Smart speaker	83	**	**	**	**	**	**	**	**	**	73	**	64	18	35	48
	42%	**	**	**	**	**	**	**	**	**	41%	**	50%	30%	48%	38%
		**	**	**	**	**	**	**	**	**	87%	**	78%	22%	43%	57%
Mobile phone	50	**	**	**	**	**	**	**	**	**	46	**	33	15	16	34
	25%	**	**	**	**	**	**	**	**	**	26%	**	25%	24%	22%	28%
		**	**	**	**	**	**	**	**	**	91%	**	65%	29%	33%	67%
Tablet computer	29	**	**	**	**	**	**	**	**	**	26	**	15	11	12	17
	15%	**	**	**	**	**	**	**	**	**	15%	**	12%	18%	16%	14%
		**	**	**	**	**	**	**	**	**	89%	**	52%	39%	41%	59%
Laptop/ desktop computer	25	**	**	**	**	**	**	**	**	**	24	**	14	10	10	14
	12%	**	**	**	**	**	**	**	**	**	13%	**	11%	17%	14%	12%
		**	**	**	**	**	**	**	**	**	96%	**	58%	42%	42%	58%
Other device/s	15	**	**	**	**	**	**	**	**	**	15	**	11	4	2	13
	8%	**	**	**	**	**	**	**	**	**	8%	**	8%	7%	3%	10%
		**	**	**	**	**	**	**	**	**	96%	**	71%	29%	16%	84%
Don't know	39	**	**	**	**	**	**	**	**	**	35	**	22	15	14	25
	20%	**	**	**	**	**	**	**	**	**	20%	**	17%	24%	19%	20%
		**	**	**	**	**	**	**	**	**	89%	**	57%	38%	36%	64%
NOT ANSWERED [POSTAL ONLY]	1	**	**	**	**	**	**	**	**	**	1	**	-	1	*	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	-%	2%	*%	1%
		**	**	**	**	**	**	**	**	**	95%	**	-%	100%	5%	95%

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

QP26H. Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	338	186	124	274	317	157	335
Effective Weighted Sample	240	131	90	195	230	112	238
Total	198	109	76	158	182	92	196
		55%	39%	80%	92%	47%	99%
Smart speaker	83	50	31	77	81	44	83
	42%	46%	41%	48%	45%	48%	42%
		60%	38%	92%	98%	53%	100%
Mobile phone	50	29	26	42	48	23	50
	25%	27%	34%	26%	27%	25%	26%
		58%	51%	82%	96%	46%	100%
Tablet computer	29	22	13	25	26	9	29
	15%	20%	17%	16%	14%	10%	15%
		e					
		74%	46%	85%	90%	32%	100%
Laptop/ desktop computer	25	12	9	19	23	12	25
	12%	11%	12%	12%	13%	13%	13%
		47%	36%	79%	93%	47%	100%
Other device/s	15	11	6	12	15	8	15
	8%	10%	8%	8%	8%	9%	8%
		72%	41%	80%	100%	55%	100%
Don't know	39	18	14	24	32	20	37
	20%	17%	19%	15%	17%	22%	19%
		46%	37%	62%	81%	52%	94%
NOT ANSWERED [POSTAL ONLY]	1	1	1	1	1	*	1
	1%	1%	1%	*%	*%	*%	1%
		53%	47%	58%	58%	5%	100%
Columns Tested: a,b,c,d,e,f							



QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4421	2094	2266	350	742	1491	1772	282	363	593	1969	1256	1401	560	1027	2826	487	537	571
Effective Weighted Sample	2984	1406	1544	236	529	1030	1154	180	242	400	1363	894	1010	389	712	2314	277	361	472
Total	2509	1170	1302	183	455	818	1008	148	215	319	1129	725	631	444	590	2078	228	126	77
		47%	52%	7%	18%	33%	40%	6%	9%	13%	45%	29%	25%	18%	24%	83%	9%	5%	3%

WAYS OF LISTENING IN A CAR

Listen to live radio on an in-car FM or AM radio	1309	602	695	80	226	426	553	54	112	173	598	379	352	241	283	1052	129	78	49
	52%	51%	53%	44%	50%	52%	55%	37%	52%	54%	53%	52%	56%	54%	48%	51%	56%	62%	64%
		46%	53%	6%	17%	33%	42%	4%	9%	13%	46%	29%	27%	18%	22%	80%	10%	6%	4%
Listen to live radio on an in-car DAB radio	1080	540	532	57	182	395	435	40	54	111	644	428	276	188	168	902	98	50	29
	43%	46%	41%	31%	40%	48%	43%	27%	25%	35%	57%	59%	44%	42%	28%	43%	43%	40%	38%
		50%	49%	5%	17%	37%	40%	4%	5%	10%	60%	40%	26%	17%	16%	84%	9%	5%	3%
Listen to music on an in-car CD, tape or minidisc player	532	265	265	29	72	162	263	21	49	79	238	168	142	99	105	420	64	34	14
	21%	23%	20%	16%	16%	20%	26%	14%	23%	25%	21%	23%	22%	22%	18%	20%	28%	27%	18%
		50%	50%	5%	13%	31%	49%	4%	9%	15%	45%	32%	27%	19%	20%	79%	12%	6%	3%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone	498	236	257	77	162	179	77	13	25	47	318	172	164	93	57	408	48	26	15
	20%	20%	20%	42%	36%	22%	8%	9%	11%	15%	28%	24%	26%	21%	10%	20%	21%	21%	20%
		47%	52%	16%	33%	36%	16%	3%	5%	9%	64%	35%	33%	19%	11%	82%	10%	5%	3%
Listen to music stored on a phone	453	248	203	33	92	185	138	11	24	49	279	183	126	77	55	374	47	22	10
	18%	21%	16%	18%	20%	23%	14%	8%	11%	15%	25%	25%	20%	17%	9%	18%	21%	17%	13%
		55%	45%	7%	20%	41%	30%	2%	5%	11%	61%	40%	28%	17%	12%	83%	10%	5%	2%
Listen to a podcast via a mobile phone	213	115	96	20	64	85	40	5	4	17	156	98	70	28	12	177	19	12	5
	8%	10%	7%	11%	14%	10%	4%	3%	2%	5%	14%	13%	11%	6%	2%	9%	8%	9%	7%
		54%	45%	10%	30%	40%	19%	2%	2%	8%	73%	46%	33%	13%	6%	83%	9%	5%	3%

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4421	2094	2266	350	742	1491	1772	282	363	593	1969	1256	1401	560	1027	2826	487	537	571
Effective Weighted Sample	2984	1406	1544	236	529	1030	1154	180	242	400	1363	894	1010	389	712	2314	277	361	472
Total	2509	1170	1302	183	455	818	1008	148	215	319	1129	725	631	444	590	2078	228	126	77
		47%	52%	7%	18%	33%	40%	6%	9%	13%	45%	29%	25%	18%	24%	83%	9%	5%	3%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	179	88	90	30	56	68	23	7	7	22	106	65	57	30	24	155	14	6	4
	7%	8%	7%	16%	12%	8%	2%	5%	3%	7%	9%	9%	9%	7%	4%	7%	6%	4%	5%
				ef	ef	f				gh	n	n	n		qr				
		49%	51%	17%	31%	38%	13%	4%	4%	12%	59%	36%	32%	17%	13%	87%	8%	3%	2%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	114	66	46	8	31	48	25	5	3	23	60	41	29	25	16	97	8	5	3
	5%	6%	4%	4%	7%	6%	2%	3%	1%	7%	5%	6%	5%	6%	3%	5%	4%	4%	4%
		b			f	f				h	h	n	n	n					
		58%	40%	7%	27%	42%	22%	4%	2%	21%	53%	36%	25%	22%	14%	86%	7%	4%	2%
Listen to live FM radio on a mobile phone	85	43	41	12	29	24	18	4	9	10	40	24	27	15	13	70	8	4	3
	3%	4%	3%	7%	6%	3%	2%	3%	4%	3%	4%	3%	4%	3%	2%	3%	3%	3%	4%
				ef	ef									n					
		51%	49%	14%	35%	28%	21%	5%	10%	12%	47%	28%	32%	18%	15%	82%	9%	5%	3%
None of these	119	52	55	11	22	34	45	13	11	16	14	15	16	21	46	102	8	7	3
	5%	4%	4%	6%	5%	4%	4%	9%	5%	5%	1%	2%	3%	5%	8%	5%	4%	5%	4%
								j	j	j				kl	kl				
		44%	46%	9%	18%	29%	37%	11%	9%	13%	12%	13%	14%	18%	38%	85%	7%	5%	2%
Don't use a car	278	115	156	41	51	74	104	42	45	38	69	35	64	33	121	239	26	7	6
	11%	10%	12%	22%	11%	9%	10%	28%	21%	12%	6%	5%	10%	7%	20%	12%	12%	6%	8%
				def				ij	ij	j			k	klm	qr		q		
		41%	56%	15%	18%	26%	37%	15%	16%	14%	25%	13%	23%	12%	43%	86%	9%	3%	2%

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4421	280	404	314	310	293	316	339	274	296	3303	1118	2543	1764	2377	2044
Effective Weighted Sample	2984	250	350	277	277	255	285	293	234	258	2487	502	1759	1167	1551	1435
Total	2509	273	378	222	190	226	176	206	107	301	2127	383	1517	922	1339	1170
		11%	15%	9%	8%	9%	7%	8%	4%	12%	85%	15%	60%	37%	53%	47%
<b>WAYS OF LISTENING IN A CAR</b>																
Listen to live radio on an in-car FM or AM radio	1309	126	181	122	100	113	101	111	56	143	1073	236	816	460	757	552
	52%	46%	48%	55%	53%	50%	57%	54%	52%	47%	50%	62%	54%	50%	57%	47%
		10%	14%	9%	8%	9%	8%	9%	4%	11%	82%	18%	62%	35%	58%	42%
Listen to live radio on an in-car DAB radio	1080	115	176	94	81	93	78	92	46	128	878	201	737	332	681	398
	43%	42%	47%	42%	43%	41%	44%	45%	43%	43%	41%	53%	49%	36%	51%	34%
		11%	16%	9%	8%	9%	7%	9%	4%	12%	81%	19%	68%	31%	63%	37%
Listen to music on an in-car CD, tape or minidisc player	532	47	70	59	46	41	40	33	15	70	441	91	317	203	305	226
	21%	17%	19%	26%	24%	18%	22%	16%	14%	23%	21%	24%	21%	22%	23%	19%
		9%	13%	11%	9%	8%	7%	6%	3%	13%	83%	17%	60%	38%	57%	43%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone	498	52	65	43	36	46	36	48	21	60	429	69	400	93	254	244
	20%	19%	17%	20%	19%	20%	20%	23%	20%	20%	20%	18%	26%	10%	19%	21%
		10%	13%	9%	7%	9%	7%	10%	4%	12%	86%	14%	80%	19%	51%	49%
Listen to music stored on a phone	453	52	66	50	34	42	34	34	14	47	371	82	343	103	266	188
	18%	19%	17%	23%	18%	19%	19%	17%	14%	16%	17%	21%	23%	11%	20%	16%
		12%	15%	11%	7%	9%	7%	8%	3%	10%	82%	18%	76%	23%	59%	41%
Listen to a podcast via a mobile phone	213	29	33	19	15	17	15	16	6	26	183	30	178	32	126	86
	8%	11%	9%	9%	8%	8%	9%	8%	5%	9%	9%	8%	12%	3%	9%	7%
		13%	16%	9%	7%	8%	7%	8%	3%	12%	86%	14%	84%	15%	59%	41%

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4421	280	404	314	310	293	316	339	274	296	3303	1118	2543	1764	2377	2044
Effective Weighted Sample	2984	250	350	277	277	255	285	293	234	258	2487	502	1759	1167	1551	1435
Total	2509	273	378	222	190	226	176	206	107	301	2127	383	1517	922	1339	1170
		11%	15%	9%	8%	9%	7%	8%	4%	12%	85%	15%	60%	37%	53%	47%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	179	16	31	13	11	22	10	19	5	28	149	30	137	41	97	82
	7%	6%	8%	6%	6%	10%	5%	9%	5%	9%	7%	8%	9%	4%	7%	7%
		9%	17%	8%	6%	13%	5%	11%	3%	16%	83%	17%	76%	23%	54%	46%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or Tuneln	114	14	17	13	9	6	7	11	4	15	97	16	89	24	55	59
	5%	5%	4%	6%	5%	3%	4%	6%	3%	5%	5%	4%	6%	3%	4%	5%
		13%	15%	12%	8%	5%	7%	10%	3%	14%	86%	14%	78%	21%	48%	52%
Listen to live FM radio on a mobile phone	85	17	11	9	2	7	6	4	1	11	73	12	59	23	36	49
	3%	6%	3%	4%	1%	3%	4%	2%	1%	4%	3%	3%	4%	3%	3%	4%
		bdgh		d		d		d		d					n	
		21%	13%	10%	2%	9%	7%	5%	2%	13%	86%	14%	69%	28%	43%	57%
None of these	119	12	17	8	10	13	9	8	5	20	106	13	42	65	45	74
	5%	4%	4%	4%	5%	6%	5%	4%	5%	7%	5%	3%	3%	7%	3%	6%
		10%	14%	7%	9%	11%	7%	7%	4%	16%	89%	11%	36%	55%	38%	62%
Don't use a car	278	47	37	21	18	22	14	21	16	43	265	14	130	133	72	206
	11%	17%	10%	9%	10%	10%	8%	10%	15%	14%	12%	4%	9%	14%	5%	18%
		bcdefg							bcdf	f	k		l		n	
		17%	13%	8%	6%	8%	5%	8%	6%	15%	95%	5%	47%	48%	26%	74%

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4421	2206	1999	3554	3439	1865	4303
Effective Weighted Sample	2984	1493	1348	2468	2366	1280	2920
Total	2509	1252	1146	1997	1922	1040	2424
		50%	46%	80%	77%	41%	97%
<b>WAYS OF LISTENING IN A CAR</b>							
Listen to live radio on an in-car FM or AM radio	1309	692	612	1079	1031	549	1285
	52%	55%	53%	54%	54%	53%	53%
		53%	47%	82%	79%	42%	98%
Listen to live radio on an in-car DAB radio	1080	610	505	952	904	491	1069
	43%	49%	44%	48%	47%	47%	44%
		bf	bf	bf	f		
		56%	47%	88%	84%	45%	99%
Listen to music on an in-car CD, tape or minidisc player	532	292	285	463	429	233	526
	21%	23%	25%	23%	22%	22%	22%
			f				
		55%	54%	87%	81%	44%	99%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone	498	270	203	454	484	300	498
	20%	22%	18%	23%	25%	29%	21%
		b	b	b	abcf	abcdf	b
		54%	41%	91%	97%	60%	100%
Listen to music stored on a phone	453	262	212	404	408	243	449
	18%	21%	18%	20%	21%	23%	19%
					bf	bcb	
		58%	47%	89%	90%	54%	99%
Listen to a podcast via a mobile phone	213	114	99	196	202	135	212
	8%	9%	9%	10%	11%	13%	9%
					f	abcbf	
		54%	47%	92%	95%	64%	100%

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

QP22. Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways do you ever listen to audio content in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4421	2206	1999	3554	3439	1865	4303
Effective Weighted Sample	2984	1493	1348	2468	2366	1280	2920
Total	2509	1252	1146	1997	1922	1040	2424
		50%	46%	80%	77%	41%	97%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	179	100	80	161	171	100	177
	7%	8%	7%	8%	9%	10%	7%
					bf	bf	
		56%	45%	90%	96%	56%	99%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or Tuneln	114	69	48	107	108	66	114
	5%	6%	4%	5%	6%	6%	5%
						bf	
		61%	42%	94%	95%	58%	100%
Listen to live FM radio on a mobile phone	85	46	40	72	77	46	83
	3%	4%	4%	4%	4%	4%	3%
		54%	47%	85%	91%	54%	98%
None of these	119	26	51	56	53	35	92
	5%	2%	4%	3%	3%	3%	4%
			acd			a	acd
		22%	43%	47%	45%	30%	77%
Don't use a car	278	97	121	179	182	116	259
	11%	8%	11%	9%	9%	11%	11%
			a			ac	ac
		35%	44%	64%	65%	42%	93%

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

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227 41%	604 43%	606 39%	65 22%	163 28%	377 40%	601 54%	68 35%	93 37%	166 46%	589 46%	396 50%	298 39%	222 44%	266 36%	1030 41%	105 39%	59 40%	33 36%
		b 49%	b 49%	c 5%	d 13%	e 31%	f 49%	g 6%	h 8%	i 13%	j 48%	klm 32%	lmn 24%	no 18%	op 22%	qr 84%	p 9%	q 5%	r 3%
LISTEN TO DAB RADIO IN A CAR	1083 36%	543 39%	532 35%	57 20%	182 31%	396 42%	436 39%	40 20%	54 22%	111 31%	646 51%	429 54%	276 36%	189 37%	168 23%	906 36%	98 36%	50 34%	29 32%
		b 50%	b 49%	c 5%	d 17%	e 37%	f 40%	g 4%	h 5%	i 10%	j 60%	klm 40%	lmn 25%	no 17%	op 15%	qr 84%	p 9%	q 5%	r 3%
ANY DAB RADIOS	1673 56%	811 58%	842 55%	100 34%	262 45%	565 60%	720 65%	86 44%	116 46%	205 56%	857 68%	567 71%	421 55%	296 58%	335 46%	1397 56%	149 55%	81 54%	47 52%
		b 48%	b 50%	c 6%	d 16%	e 34%	f 43%	g 5%	h 7%	i 12%	j 51%	klm 34%	lmn 25%	no 18%	op 20%	qr 83%	p 9%	q 5%	r 3%

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

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227	135	192	109	103	113	86	93	54	145	1026	201	714	484	704	524
	41%	38%	44%	43%	47%	40%	41%	39%	41%	40%	40%	49%	41%	43%	47%	35%
		11%	16%	9%	8%	9%	7%	8%	4%	12%	84%	16%	58%	39%	57%	43%
LISTEN TO DAB RADIO IN A CAR	1083	115	177	95	81	93	78	93	46	128	880	204	738	333	684	399
	36%	32%	41%	38%	37%	33%	37%	39%	35%	35%	34%	49%	42%	29%	46%	26%
		11%	16%	9%	8%	9%	7%	9%	4%	12%	81%	19%	68%	31%	63%	37%
ANY DAB RADIOS	1673	184	262	143	128	156	115	135	73	200	1401	272	1049	588	961	712
	56%	51%	60%	57%	58%	56%	55%	56%	55%	55%	54%	66%	60%	52%	65%	47%
		11%	16%	9%	8%	9%	7%	8%	4%	12%	84%	16%	63%	35%	57%	43%

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



SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES e	ANY SER- VICES f
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396 47%	1269 42%	2228 74%	2243 75%	1215 41%	2832 94%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1227 41%	637 46%	616 49%	1026 46%	915 41%	479 39%	1197 42%
		def 52%	def 50%	def 84%	75%	39%	98%
LISTEN TO DAB RADIO IN A CAR	1083 36%	611 44%	506 40%	953 43%	905 40%	491 40%	1071 38%
		bdf 56%	47%	f 88%	f 84%	45%	99%
ANY DAB RADIOS	1673 56%	893 64%	785 62%	1409 63%	1310 58%	702 58%	1635 58%
		def 53%	def 47%	def 84%	78%	42%	98%

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

QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4064	1922	2088	343	738	1456	1492	227	313	539	1916	1209	1339	509	867	2601	451	491	521
Effective Weighted Sample	2784	1306	1447	231	526	1005	998	154	212	371	1345	866	974	363	607	2165	256	334	434
Total	2281	1062	1187	180	452	799	829	107	181	291	1096	702	602	409	487	1887	212	114	69
		47%	52%	8%	20%	35%	36%	5%	8%	13%	48%	31%	26%	18%	21%	83%	9%	5%	3%
Clear and high quality sound	1385	703	669	70	222	518	563	49	88	173	743	484	361	241	263	1145	133	70	37
	61%	66%	56%	39%	49%	65%	68%	46%	49%	59%	68%	69%	60%	59%	54%	61%	63%	61%	54%
		b		c	cd	cd				gh	ghi	lmn	n		r	r	r		
		51%	48%	5%	16%	37%	41%	4%	6%	12%	54%	35%	26%	17%	19%	83%	10%	5%	3%
A wider choice of radio stations/ digital-only radio stations	1384	686	687	83	273	514	504	63	103	160	735	466	382	235	267	1136	137	70	41
	61%	65%	58%	46%	60%	64%	61%	59%	57%	55%	67%	66%	63%	58%	55%	60%	65%	61%	59%
		b		c	c	c					ghi	mn	mn						
		50%	50%	6%	20%	37%	36%	5%	7%	12%	53%	34%	28%	17%	19%	82%	10%	5%	3%
Ease of use (e.g. find your station by name, not frequency)	746	392	347	54	156	258	275	25	43	94	420	262	210	124	135	627	69	34	16
	33%	37%	29%	30%	35%	32%	33%	24%	24%	32%	38%	37%	35%	30%	28%	33%	33%	29%	23%
		b								h	ghi	mn	n			r	r	r	
		53%	46%	7%	21%	35%	37%	3%	6%	13%	56%	35%	28%	17%	18%	84%	9%	5%	2%
Interference free/ no dropped signal	702	365	332	45	127	233	291	29	51	84	384	251	196	107	136	578	71	34	18
	31%	34%	28%	25%	28%	29%	35%	27%	28%	29%	35%	36%	33%	26%	28%	31%	34%	30%	26%
		b				cde					hi	mn	m				r		
		52%	47%	6%	18%	33%	42%	4%	7%	12%	55%	36%	28%	15%	19%	82%	10%	5%	3%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	524	296	224	38	91	195	196	14	25	55	313	202	152	86	72	434	55	23	12
	23%	28%	19%	21%	20%	24%	24%	13%	14%	19%	29%	29%	25%	21%	15%	23%	26%	20%	17%
		b									ghi	mn	n	n		r	r		
		57%	43%	7%	17%	37%	37%	3%	5%	11%	60%	39%	29%	16%	14%	83%	11%	4%	2%
Extra features (including ability to pause and rewind live radio, programme guides)	284	164	117	26	49	116	89	11	17	31	164	103	73	53	48	233	30	14	7
	12%	15%	10%	14%	11%	15%	11%	10%	9%	11%	15%	15%	12%	13%	10%	12%	14%	12%	10%
		b				df					hi	n							
		58%	41%	9%	17%	41%	32%	4%	6%	11%	58%	36%	26%	19%	17%	82%	11%	5%	2%

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

QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4064	1922	2088	343	738	1456	1492	227	313	539	1916	1209	1339	509	867	2601	451	491	521
Effective Weighted Sample	2784	1306	1447	231	526	1005	998	154	212	371	1345	866	974	363	607	2165	256	334	434
Total	2281	1062	1187	180	452	799	829	107	181	291	1096	702	602	409	487	1887	212	114	69
		47%	52%	8%	20%	35%	36%	5%	8%	13%	48%	31%	26%	18%	21%	83%	9%	5%	3%
Future-proof/ ready for switchover	210	137	71	14	49	76	69	9	10	25	132	88	62	29	26	174	21	9	6
	9%	13%	6%	8%	11%	10%	8%	8%	5%	9%	12%	12%	10%	7%	5%	9%	10%	8%	9%
		b									h	mn	n						
		65%	34%	7%	23%	36%	33%	4%	5%	12%	63%	42%	30%	14%	12%	83%	10%	4%	3%
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	190	112	76	17	42	74	57	9	9	23	110	72	48	33	36	157	20	7	6
	8%	11%	6%	9%	9%	9%	7%	8%	5%	8%	10%	10%	8%	8%	7%	8%	9%	6%	9%
		b				f					h								
		59%	40%	9%	22%	39%	30%	5%	5%	12%	58%	38%	25%	17%	19%	83%	10%	4%	3%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1939	931	989	135	366	697	726	87	140	237	997	638	519	343	389	1605	181	97	55
	85%	88%	83%	75%	81%	87%	88%	82%	78%	82%	91%	91%	86%	84%	80%	85%	86%	85%	81%
		b				cd	cd				ghi	lmn	n			r			
		48%	51%	7%	19%	36%	37%	4%	7%	12%	51%	33%	27%	18%	20%	83%	9%	5%	3%
None of these	342	131	199	45	87	102	103	19	41	53	99	64	83	66	98	281	30	17	13
	15%	12%	17%	25%	19%	13%	12%	18%	22%	18%	9%	9%	14%	16%	20%	15%	14%	15%	19%
			a	ef	ef			j	j	j			k	k	kl				o
		38%	58%	13%	25%	30%	30%	6%	12%	16%	29%	19%	24%	19%	29%	82%	9%	5%	4%

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

QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4064	264	368	283	293	265	290	312	261	265	3040	1024	2470	1500	2190	1874
Effective Weighted Sample	2784	236	326	256	263	232	264	275	225	239	2323	466	1726	1017	1456	1330
Total	2281	259	337	196	179	200	163	186	101	266	1934	348	1476	750	1222	1060
		11%	15%	9%	8%	9%	7%	8%	4%	12%	85%	15%	65%	33%	54%	46%
Clear and high quality sound	1385	161	201	112	105	121	102	118	59	165	1182	203	915	442	801	583
	61%	62%	60%	57%	59%	60%	63%	64%	59%	62%	61%	58%	62%	59%	66%	55%
		12%	15%	8%	8%	9%	7%	9%	4%	12%	85%	15%	66%	32%	58%	42%
A wider choice of radio stations/ digital-only radio stations	1384	140	195	119	109	125	103	120	63	163	1167	217	964	403	759	625
	61%	54%	58%	61%	61%	62%	63%	64%	62%	61%	60%	62%	65%	54%	62%	59%
		10%	14%	9%	8%	9%	7%	9%	5%	12%	84%	16%	70%	29%	55%	45%
Ease of use (e.g. find your station by name, not frequency)	746	92	114	74	60	69	53	68	25	72	639	107	502	230	419	327
	33%	35%	34%	38%	34%	34%	33%	37%	25%	27%	33%	31%	34%	31%	34%	31%
		hi	h	hi	h	h	hi	hi	3%	10%	86%	14%	67%	31%	56%	44%
		12%	15%	10%	8%	9%	7%	9%	3%	10%	86%	14%	67%	31%	56%	44%
Interference free/ no dropped signal	702	78	110	60	55	60	48	48	26	94	603	98	461	230	398	303
	31%	30%	33%	30%	31%	30%	30%	26%	26%	35%	31%	28%	31%	31%	33%	29%
		11%	16%	8%	8%	8%	7%	7%	4%	13%	86%	14%	66%	33%	57%	43%
										gh					o	
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	524	58	81	47	39	43	42	44	20	60	438	86	359	157	305	220
	23%	22%	24%	24%	22%	21%	26%	24%	20%	22%	23%	25%	24%	21%	25%	21%
		11%	15%	9%	7%	8%	8%	8%	4%	11%	84%	16%	68%	30%	58%	42%
													m		o	
Extra features (including ability to pause and rewind live radio, programme guides)	284	26	48	28	21	27	16	25	10	33	243	41	192	88	149	135
	12%	10%	14%	14%	12%	13%	10%	13%	10%	12%	13%	12%	13%	12%	12%	13%
		9%	17%	10%	7%	10%	6%	9%	4%	12%	86%	14%	68%	31%	53%	47%

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

QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4064	264	368	283	293	265	290	312	261	265	3040	1024	2470	1500	2190	1874
Effective Weighted Sample	2784	236	326	256	263	232	264	275	225	239	2323	466	1726	1017	1456	1330
Total	2281	259	337	196	179	200	163	186	101	266	1934	348	1476	750	1222	1060
		11%	15%	9%	8%	9%	7%	8%	4%	12%	85%	15%	65%	33%	54%	46%
Future-proof/ ready for switchover	210	20	30	21	17	20	15	19	8	26	183	27	153	53	123	87
	9%	8%	9%	11%	9%	10%	9%	10%	8%	10%	9%	8%	10%	7%	10%	8%
		9%	14%	10%	8%	9%	7%	9%	4%	12%	87%	13%	73%	25%	59%	41%
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	190	17	28	22	17	14	13	12	8	26	161	29	137	52	109	81
	8%	7%	8%	11%	10%	7%	8%	6%	7%	10%	8%	8%	9%	7%	9%	8%
		9%	15%	12%	9%	7%	7%	6%	4%	14%	85%	15%	72%	27%	57%	43%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1939	215	279	171	155	169	146	160	87	224	1639	300	1290	613	1073	866
	85%	83%	83%	87%	86%	84%	90%	86%	86%	84%	85%	86%	87%	82%	88%	82%
		11%	14%	9%	8%	9%	8%	8%	4%	12%	85%	15%	67%	32%	55%	45%
None of these	342	44	58	25	24	31	17	26	14	41	295	48	186	137	148	194
	15%	17%	17%	13%	14%	16%	10%	14%	14%	16%	15%	14%	13%	18%	12%	18%
		f	f										l			n
		13%	17%	7%	7%	9%	5%	8%	4%	12%	86%	14%	54%	40%	43%	57%

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

QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4064	2070	1800	3373	3332	1806	3978
Effective Weighted Sample	2784	1427	1240	2363	2307	1256	2740
Total	2281	1173	1012	1898	1866	1005	2223
		51%	44%	83%	82%	44%	97%
Clear and high quality sound	1385	754	667	1229	1148	640	1373
	61%	64%	66%	65%	62%	64%	62%
			df	df			
		54%	48%	89%	83%	46%	99%
A wider choice of radio stations/ digital-only radio stations	1384	733	669	1222	1166	664	1371
	61%	62%	66%	64%	63%	66%	62%
			df	f		adf	
		53%	48%	88%	84%	48%	99%
Ease of use (e.g. find your station by name, not frequency)	746	375	375	678	635	383	741
	33%	32%	37%	36%	34%	38%	33%
			af	a		adf	
		50%	50%	91%	85%	51%	99%
Interference free/ no dropped signal	702	373	348	633	589	345	699
	31%	32%	34%	33%	32%	34%	31%
		53%	50%	90%	84%	49%	100%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	524	268	268	490	452	278	524
	23%	23%	26%	26%	24%	28%	24%
			af	a		adf	
		51%	51%	93%	86%	53%	100%
Extra features (including ability to pause and rewind live radio, programme guides)	284	149	138	264	251	170	284
	12%	13%	14%	14%	13%	17%	13%
						abcdf	
		52%	49%	93%	89%	60%	100%

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

QP14. Thinking of digital radio... Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4064	2070	1800	3373	3332	1806	3978
Effective Weighted Sample	2784	1427	1240	2363	2307	1256	2740
Total	2281	1173	1012	1898	1866	1005	2223
		51%	44%	83%	82%	44%	97%
Future-proof/ ready for switchover	210	108	100	190	182	112	209
	9%	9%	10%	10%	10%	11%	9%
		51%	48%	90%	86%	53%	99%
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	190	94	90	175	172	118	189
	8%	8%	9%	9%	9%	12%	8%
						abcdf	
		49%	48%	92%	90%	62%	99%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1939	1031	900	1678	1619	881	1913
	85%	88%	89%	88%	87%	88%	86%
			f	f			
		53%	46%	87%	84%	45%	99%
None of these	342	142	113	219	247	123	310
	15%	12%	11%	12%	13%	12%	14%
							bc
		41%	33%	64%	72%	36%	91%

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

QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	r
Significance Level: 95%																			
Unweighted total	605	293	310	32	62	177	321	47	66	94	223	163	161	68	177	324	79	87	115
Effective Weighted Sample	380	185	194	23	41	115	194	28	46	57	143	104	107	46	118	263	46	55	97
Total	323	157	164	17	40	90	167	20	43	48	117	83	65	54	95	247	38	22	16
		49%	51%	**	**	28%	52%	**	**	**	36%	26%	20%	**	29%	76%	**	**	5%
Certain to	3	1	2	**	**	1	1	**	**	**	1	1	-	**	1	2	**	**	-
	1%	1%	1%	**	**	1%	1%	**	**	**	1%	1%	-%	**	1%	1%	**	**	-%
		38%	62%	**	**	37%	38%	**	**	**	26%	26%	-%	**	37%	89%	**	**	-%
Very likely	8	4	4	**	**	7	1	**	**	**	2	1	1	**	3	7	**	**	*
	2%	2%	2%	**	**	7%	1%	**	**	**	2%	1%	2%	**	3%	3%	**	**	3%
						f													
		48%	52%	**	**	87%	13%	**	**	**	29%	16%	20%	**	35%	93%	**	**	6%
Likely	35	22	13	**	**	9	17	**	**	**	17	14	4	**	8	25	**	**	1
	11%	14%	8%	**	**	9%	10%	**	**	**	14%	17%	6%	**	8%	10%	**	**	4%
		b										ln							
		64%	36%	**	**	24%	48%	**	**	**	48%	41%	12%	**	22%	70%	**	**	2%
TOTAL LIKELY	45	27	18	**	**	16	19	**	**	**	20	16	6	**	11	34	**	**	1
	14%	17%	11%	**	**	18%	11%	**	**	**	17%	19%	9%	**	12%	14%	**	**	7%
												l							
		60%	40%	**	**	35%	42%	**	**	**	44%	36%	13%	**	25%	75%	**	**	2%
Unlikely	90	51	38	**	**	27	44	**	**	**	41	24	24	**	25	67	**	**	4
	28%	33%	23%	**	**	29%	26%	**	**	**	35%	29%	38%	**	27%	27%	**	**	23%
		b																	
		57%	42%	**	**	30%	49%	**	**	**	46%	27%	27%	**	28%	74%	**	**	4%
Very unlikely	97	40	57	**	**	26	52	**	**	**	32	24	18	**	25	72	**	**	5
	30%	26%	35%	**	**	29%	31%	**	**	**	27%	29%	27%	**	26%	29%	**	**	32%
		41%	59%	**	**	27%	54%	**	**	**	33%	25%	18%	**	25%	75%	**	**	5%
Certain not to	47	24	23	**	**	9	30	**	**	**	14	9	6	**	19	39	**	**	2
	14%	15%	14%	**	**	9%	18%	**	**	**	12%	11%	9%	**	20%	16%	**	**	14%
						e													
		51%	49%	**	**	18%	65%	**	**	**	30%	19%	12%	**	41%	83%	**	**	5%
Don't know	41	14	27	**	**	12	20	**	**	**	11	10	10	**	13	33	**	**	4
	13%	9%	16%	**	**	14%	12%	**	**	**	9%	12%	16%	**	14%	13%	**	**	24%
		a																	
		34%	66%	**	**	30%	48%	**	**	**	26%	23%	25%	**	33%	80%	**	**	9%
NOT ANSWERED [POSTAL ONLY]	3	1	1	**	**	1	2	**	**	**	-	-	1	**	1	2	**	**	*
	1%	1%	1%	**	**	1%	1%	**	**	**	-%	-%	2%	**	1%	1%	**	**	%
		47%	53%	**	**	24%	75%	**	**	**	-%	-%	36%	**	42%	72%	**	**	1%

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



QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	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	605	293	310	32	62	177	321	47	66	94	223	163	161	68	177	324	79	87	115
Effective Weighted Sample	380	185	194	23	41	115	194	28	46	57	143	104	107	46	118	263	46	55	97
Total	323	157	164	17	40	90	167	20	43	48	117	83	65	54	95	247	38	22	16
		49%	51%	**	**	28%	52%	**	**	**	36%	26%	20%	**	29%	76%	**	**	5%
TOTAL UNLIKELY	233	115	118	**	**	61	127	**	**	**	87	57	48	**	69	178	**	**	11
	72%	73%	72%	**	**	68%	76%	**	**	**	74%	69%	74%	**	73%	72%	**	**	69%
		49%	50%	**	**	26%	54%	**	**	**	37%	24%	21%	**	30%	76%	**	**	5%

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

QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	605	22	45	56	30	34	36	35	28	38	417	188	299	287	358	247	
Effective Weighted Sample	380	19	39	49	27	32	33	27	25	33	300	81	189	180	218	162	
Total	323	21	44	42	21	24	19	25	10	41	260	62	163	148	180	142	
		**	**	**	**	**	**	**	**	**	81%	19%	51%	46%	56%	44%	
Certain to	3	**	**	**	**	**	**	**	**	**	1	1	2	1	1	2	
	1%	**	**	**	**	**	**	**	**	**	1%	2%	1%	1%	1%	1%	
		**	**	**	**	**	**	**	**	**	52%	48%	63%	37%	37%	63%	
Very likely	8	**	**	**	**	**	**	**	**	**	7	*	5	3	2	5	
	2%	**	**	**	**	**	**	**	**	**	3%	*%	3%	2%	1%	4%	
		**	**	**	**	**	**	**	**	**	97%	3%	60%	40%	29%	71%	
Likely	35	**	**	**	**	**	**	**	**	**	29	6	21	14	19	16	
	11%	**	**	**	**	**	**	**	**	**	11%	10%	13%	9%	10%	12%	
		**	**	**	**	**	**	**	**	**	82%	18%	60%	40%	53%	47%	
TOTAL LIKELY	45	**	**	**	**	**	**	**	**	**	37	8	27	18	22	23	
	14%	**	**	**	**	**	**	**	**	**	14%	12%	17%	12%	12%	16%	
		**	**	**	**	**	**	**	**	**	83%	17%	60%	40%	48%	52%	
Unlikely	90	**	**	**	**	**	**	**	**	**	72	17	56	31	53	37	
	28%	**	**	**	**	**	**	**	**	**	28%	28%	34%	21%	29%	26%	
		**	**	**	**	**	**	**	**	**	81%	19%	m	62%	35%	59%	41%
Very unlikely	97	**	**	**	**	**	**	**	**	**	76	21	45	49	60	37	
	30%	**	**	**	**	**	**	**	**	**	29%	34%	28%	33%	34%	26%	
		**	**	**	**	**	**	**	**	**	78%	22%	46%	51%	62%	38%	
Certain not to	47	**	**	**	**	**	**	**	**	**	36	11	13	31	24	23	
	14%	**	**	**	**	**	**	**	**	**	14%	18%	8%	21%	13%	16%	
		**	**	**	**	**	**	**	**	**	77%	23%	29%	67%	51%	49%	
Don't know	41	**	**	**	**	**	**	**	**	**	36	5	21	16	21	20	
	13%	**	**	**	**	**	**	**	**	**	14%	8%	13%	11%	11%	14%	
		**	**	**	**	**	**	**	**	**	87%	13%	52%	38%	50%	50%	
NOT ANSWERED [POSTAL ONLY]	3	**	**	**	**	**	**	**	**	**	3	*	-	3	1	1	
	1%	**	**	**	**	**	**	**	**	**	1%	*%	-%	2%	1%	1%	
		**	**	**	**	**	**	**	**	**	96%	4%	-%	100%	53%	47%	

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

QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	605	22	45	56	30	34	36	35	28	38	417	188	299	287	358	247
Effective Weighted Sample	380	19	39	49	27	32	33	27	25	33	300	81	189	180	218	162
Total	323	21	44	42	21	24	19	25	10	41	260	62	163	148	180	142
		**	**	**	**	**	**	**	**	**	81%	19%	51%	46%	56%	44%
TOTAL UNLIKELY	233	**	**	**	**	**	**	**	**	**	184	49	114	112	137	97
	72%	**	**	**	**	**	**	**	**	**	71%	79%	70%	75%	76%	68%
		**	**	**	**	**	**	**	**	**	79%	21%	49%	48%	59%	41%

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

QP12. How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	605	270	309	433	405	224	576
Effective Weighted Sample	380	175	194	282	262	146	364
Total	323	146	165	226	210	116	304
		45%	51%	70%	65%	36%	94%
Certain to	3	2	*	3	3	1	3
	1%	2%	*%	1%	1%	1%	1%
		89%	11%	100%	100%	37%	100%
Very likely	8	3	5	5	4	2	7
	2%	2%	3%	2%	2%	2%	2%
		45%	60%	62%	55%	30%	96%
Likely	35	15	15	24	26	18	32
	11%	10%	9%	11%	12%	15%	10%
		43%	44%	69%	74%	50%	91%
TOTAL LIKELY	45	21	20	31	32	21	42
	14%	14%	12%	14%	15%	18%	14%
		46%	45%	69%	72%	46%	92%
Unlikely	90	47	49	70	68	37	87
	28%	32%	29%	31%	32%	32%	29%
		53%	54%	78%	76%	41%	97%
Very unlikely	97	38	56	69	59	29	94
	30%	26%	34%	31%	28%	25%	31%
		39%	58%	72%	61%	30%	97%
Certain not to	47	20	19	24	23	13	41
	14%	14%	12%	10%	11%	11%	14%
		42%	41%	50%	48%	27%	88%
Don't know	41	20	18	30	28	16	37
	13%	14%	11%	13%	13%	14%	12%
		49%	43%	74%	67%	40%	90%
NOT ANSWERED [POSTAL ONLY]	3	-	3	1	1	1	3
	1%	-%	2%	1%	*%	1%	1%
		-%	99%	40%	26%	24%	100%
TOTAL UNLIKELY	233	105	124	163	150	79	223
	72%	72%	75%	72%	71%	68%	73%
		45%	53%	70%	64%	34%	95%

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

QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	436	216	219	25	42	119	241	31	47	66	164	116	122	47	123	231	60	64	81
Effective Weighted Sample	268	133	134	18	26	76	142	17	32	39	104	70	84	32	80	185	35	43	71
Total	233	115	118	14	26	61	127	15	32	33	87	57	48	38	69	178	30	15	11
		49%	50%	**	**	26%	54%	**	**	**	37%	24%	21%	**	30%	76%	**	**	**
<b>PROMPTED RESPONSES</b>																			
No need	124	60	64	**	**	39	57	**	**	**	49	30	30	**	33	97	**	**	**
	53%	52%	54%	**	**	64%	45%	**	**	**	56%	53%	63%	**	48%	55%	**	**	**
		49%	51%	**	**	31%	46%	**	**	**	39%	25%	24%	**	26%	79%	**	**	**
Happy to use existing service	93	50	43	**	**	20	55	**	**	**	34	19	18	**	31	67	**	**	**
	40%	43%	37%	**	**	32%	43%	**	**	**	39%	34%	38%	**	44%	38%	**	**	**
		53%	47%	**	**	21%	59%	**	**	**	36%	21%	20%	**	33%	72%	**	**	**
Happy to use analogue radio service	42	21	21	**	**	12	24	**	**	**	15	9	8	**	14	29	**	**	**
	18%	18%	18%	**	**	19%	19%	**	**	**	17%	16%	16%	**	21%	16%	**	**	**
		49%	51%	**	**	28%	58%	**	**	**	35%	22%	19%	**	34%	68%	**	**	**
Can receive through digital TV service	17	11	6	**	**	7	8	**	**	**	8	6	3	**	3	13	**	**	**
	7%	10%	5%	**	**	11%	6%	**	**	**	10%	10%	7%	**	4%	7%	**	**	**
		66%	34%	**	**	40%	46%	**	**	**	50%	35%	20%	**	17%	77%	**	**	**
Poor reception in our area	15	8	8	**	**	4	9	**	**	**	7	5	5	**	3	13	**	**	**
	7%	7%	7%	**	**	7%	7%	**	**	**	8%	9%	11%	**	4%	7%	**	**	**
		49%	51%	**	**	27%	57%	**	**	**	46%	34%	34%	**	17%	82%	**	**	**
Will get it when I have to/ when switchover	12	8	4	**	**	3	7	**	**	**	7	3	2	**	4	8	**	**	**
	5%	7%	3%	**	**	6%	6%	**	**	**	8%	5%	4%	**	5%	5%	**	**	**
		67%	33%	**	**	28%	59%	**	**	**	55%	25%	15%	**	30%	69%	**	**	**
Don't know why I should	10	4	6	**	**	1	7	**	**	**	2	2	3	**	5	9	**	**	**
	4%	3%	5%	**	**	2%	5%	**	**	**	2%	3%	6%	**	7%	5%	**	**	**
		39%	61%	**	**	12%	67%	**	**	**	19%	17%	29%	**	47%	87%	**	**	**
Too expensive generally	8	3	5	**	**	1	5	**	**	**	1	1	1	**	3	5	**	**	**
	4%	3%	4%	**	**	2%	4%	**	**	**	1%	2%	2%	**	4%	3%	**	**	**
		40%	60%	**	**	17%	66%	**	**	**	8%	16%	12%	**	34%	62%	**	**	**

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

QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are 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 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	436	216	219	25	42	119	241	31	47	66	164	116	122	47	123	231	60	64	81
Effective Weighted Sample	268	133	134	18	26	76	142	17	32	39	104	70	84	32	80	185	35	43	71
Total	233	115	118	14	26	61	127	15	32	33	87	57	48	38	69	178	30	15	11
		49%	50%	**	**	26%	54%	**	**	**	37%	24%	21%	**	30%	76%	**	**	**
Can't afford it	8	5	4	**	**	*	7	**	**	**	*	1	*	**	6	7	**	**	**
	3%	4%	3%	**	**	1%	5%	**	**	**	*%	1%	*%	**	8%	4%	**	**	**
		56%	44%	**	**	6%	80%	**	**	**	4%	10%	1%	**	70%	83%	**	**	**
Not available in our area	6	2	4	**	**	*	4	**	**	**	2	4	1	**	*	5	**	**	**
	2%	2%	3%	**	**	*%	3%	**	**	**	2%	6%	2%	**	*%	3%	**	**	**
		36%	64%	**	**	4%	77%	**	**	**	27%	61%	21%	**	5%	79%	**	**	**
Would never listen	4	2	2	**	**	1	1	**	**	**	3	1	1	**	1	3	**	**	**
	2%	2%	2%	**	**	2%	1%	**	**	**	3%	2%	2%	**	2%	2%	**	**	**
		45%	55%	**	**	29%	25%	**	**	**	62%	25%	26%	**	33%	67%	**	**	**
<b>SPONTANEOUS RESPONSES</b>																			
Listen through smart speaker	7	3	4	**	**	2	4	**	**	**	3	3	1	**	1	5	**	**	**
	3%	2%	3%	**	**	3%	3%	**	**	**	3%	6%	2%	**	2%	3%	**	**	**
		38%	56%	**	**	26%	55%	**	**	**	39%	46%	14%	**	15%	77%	**	**	**
Listen in the car/ on phone/ online/elsewhere	4	3	1	**	**	1	3	**	**	**	2	3	-	**	-	3	**	**	**
	2%	3%	1%	**	**	2%	2%	**	**	**	2%	6%	-%	**	-%	2%	**	**	**
		76%	24%	**	**	24%	76%	**	**	**	41%	78%	-%	**	-%	75%	**	**	**
Poor experience	3	3	*	**	**	*	3	**	**	**	1	2	*	**	-	3	**	**	**
	1%	2%	*%	**	**	*%	2%	**	**	**	1%	4%	*%	**	-%	2%	**	**	**
		92%	8%	**	**	5%	95%	**	**	**	27%	75%	5%	**	-%	92%	**	**	**
Don't know	4	2	2	**	**	2	1	**	**	**	1	1	-	**	1	3	**	**	**
	2%	2%	1%	**	**	3%	1%	**	**	**	1%	2%	-%	**	1%	2%	**	**	**
		56%	44%	**	**	50%	25%	**	**	**	31%	31%	-%	**	25%	96%	**	**	**

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

QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	436	15	31	37	21	20	28	27	23	29	293	143	215	209	268	168	
Effective Weighted Sample	268	14	27	33	19	19	25	21	21	24	207	62	132	129	160	108	
Total	233	15	32	26	14	15	15	21	8	31	184	49	114	112	137	97	
		**	**	**	**	**	**	**	**	**	79%	21%	49%	48%	59%	41%	
<b>PROMPTED RESPONSES</b>																	
No need	124	**	**	**	**	**	**	**	**	**	99	24	66	52	73	51	
	53%	**	**	**	**	**	**	**	**	**	54%	50%	58%	47%	53%	53%	
		**	**	**	**	**	**	**	**	**	80%	20%	54%	42%	59%	41%	
Happy to use existing service	93	**	**	**	**	**	**	**	**	**	73	20	46	46	52	41	
	40%	**	**	**	**	**	**	**	**	**	40%	41%	40%	41%	38%	42%	
		**	**	**	**	**	**	**	**	**	79%	21%	50%	49%	56%	44%	
Happy to use analogue radio service	42	**	**	**	**	**	**	**	**	**	36	7	18	25	22	20	
	18%	**	**	**	**	**	**	**	**	**	19%	13%	16%	22%	16%	21%	
		**	**	**	**	**	**	**	**	**	85%	15%	42%	58%	53%	47%	
Can receive through digital TV service	17	**	**	**	**	**	**	**	**	**	13	3	13	4	8	9	
	7%	**	**	**	**	**	**	**	**	**	7%	7%	11%	3%	6%	9%	
		**	**	**	**	**	**	**	**	**	80%	20%	m	77%	23%	48%	52%
Poor reception in our area	15	**	**	**	**	**	**	**	**	**	7	8	7	9	12	3	
	7%	**	**	**	**	**	**	**	**	**	4%	17%	6%	8%	9%	3%	
		**	**	**	**	**	**	**	**	**	46%	j	54%	44%	56%	78%	22%
Will get it when I have to/ when switchover	12	**	**	**	**	**	**	**	**	**	10	2	4	8	9	4	
	5%	**	**	**	**	**	**	**	**	**	6%	4%	4%	7%	6%	4%	
		**	**	**	**	**	**	**	**	**	85%	15%	36%	64%	71%	29%	
Don't know why I should	10	**	**	**	**	**	**	**	**	**	9	2	3	8	6	4	
	4%	**	**	**	**	**	**	**	**	**	5%	3%	2%	7%	4%	4%	
		**	**	**	**	**	**	**	**	**	84%	16%	26%	74%	58%	42%	
Too expensive generally	8	**	**	**	**	**	**	**	**	**	7	1	2	6	3	6	
	4%	**	**	**	**	**	**	**	**	**	4%	2%	2%	5%	2%	6%	
		**	**	**	**	**	**	**	**	**	86%	14%	27%	66%	33%	67%	

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

QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	436	15	31	37	21	20	28	27	23	29	293	143	215	209	268	168
Effective Weighted Sample	268	14	27	33	19	19	25	21	21	24	207	62	132	129	160	108
Total	233	15	32	26	14	15	15	21	8	31	184	49	114	112	137	97
		**	**	**	**	**	**	**	**	**	79%	21%	49%	48%	59%	41%
Can't afford it	8	**	**	**	**	**	**	**	**	**	8	1	1	7	1	7
	3%	**	**	**	**	**	**	**	**	**	4%	1%	1%	7%	1%	7%
		**	**	**	**	**	**	**	**	**	94%	6%	8%	90%	12%	88%
Not available in our area	6	**	**	**	**	**	**	**	**	**	1	5	4	2	5	1
	2%	**	**	**	**	**	**	**	**	**	1%	9%	4%	1%	4%	1%
		**	**	**	**	**	**	**	**	**	21%	79%	71%	29%	86%	14%
Would never listen	4	**	**	**	**	**	**	**	**	**	4	1	1	4	2	2
	2%	**	**	**	**	**	**	**	**	**	2%	1%	*%	3%	1%	3%
		**	**	**	**	**	**	**	**	**	87%	13%	12%	88%	45%	55%
<b>SPONTANEOUS RESPONSES</b>																
Listen through smart speaker	7	**	**	**	**	**	**	**	**	**	5	2	7	-	5	2
	3%	**	**	**	**	**	**	**	**	**	3%	3%	6%	-%	3%	2%
		**	**	**	**	**	**	**	**	**	77%	23%	100%	-%	66%	34%
Listen in the car/ on phone/ online/elsewhere	4	**	**	**	**	**	**	**	**	**	3	2	3	2	3	1
	2%	**	**	**	**	**	**	**	**	**	1%	3%	2%	1%	2%	1%
		**	**	**	**	**	**	**	**	**	60%	40%	61%	39%	66%	34%
Poor experience	3	**	**	**	**	**	**	**	**	**	1	2	2	1	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	4%	1%	1%	2%	1%
		**	**	**	**	**	**	**	**	**	42%	58%	55%	45%	80%	20%
Don't know	4	**	**	**	**	**	**	**	**	**	3	1	1	2	2	2
	2%	**	**	**	**	**	**	**	**	**	1%	2%	1%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	75%	25%	31%	44%	50%	50%

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



QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d		
Significance Level: 95%							
Unweighted total	436	197	229	312	293	155	419
Effective Weighted Sample	268	123	142	199	185	99	258
Total	233	105	124	163	150	79	223
		45%	53%	70%	64%	34%	95%
<b>PROMPTED RESPONSES</b>							
No need	124	58	63	89	80	48	115
	53%	55%	50%	54%	54%	61%	52%
		47%	51%	72%	65%	38%	93%
Happy to use existing service	93	42	57	64	58	33	89
	40%	40%	46%	39%	38%	42%	40%
		45%	61%	68%	62%	35%	96%
Happy to use analogue radio service	42	20	24	29	19	14	39
	18%	19%	19%	17%	13%	18%	18%
		47%	56%	67%	46%	33%	93%
Can receive through digital TV service	17	8	11	15	15	9	17
	7%	7%	9%	9%	10%	11%	8%
		46%	63%	91%	90%	54%	100%
Poor reception in our area	15	9	8	13	11	6	15
	7%	9%	7%	8%	7%	7%	7%
		60%	53%	85%	72%	36%	100%
Will get it when I have to/ when switchover	12	4	9	9	6	5	12
	5%	4%	7%	5%	4%	6%	5%
		34%	74%	71%	53%	40%	100%
Don't know why I should	10	4	5	5	4	2	9
	4%	4%	4%	3%	2%	3%	4%
		37%	47%	53%	34%	21%	88%
Too expensive generally	8	4	3	3	4	1	7
	4%	3%	3%	2%	2%	1%	3%
		43%	42%	40%	43%	12%	81%

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

QP14A. Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE)

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	436	197	229	312	293	155	419
Effective Weighted Sample	268	123	142	199	185	99	258
Total	233	105	124	163	150	79	223
		45%	53%	70%	64%	34%	95%
Can't afford it	8	3	6	2	3	1	8
	3%	2%	5%	1%	2%	2%	4%
		32%	70%	23%	31%	18%	100%
Not available in our area	6	3	2	4	5	2	6
	2%	3%	2%	3%	3%	3%	3%
		60%	35%	78%	85%	35%	100%
Would never listen	4	3	2	4	4	2	4
	2%	3%	1%	3%	2%	2%	2%
		69%	39%	97%	81%	39%	97%
<b>SPONTANEOUS RESPONSES</b>							
Listen through smart speaker	7	4	3	7	7	4	7
	3%	4%	3%	4%	5%	5%	3%
		53%	48%	100%	100%	60%	100%
Listen in the car/ on phone/ online/elsewhere	4	2	2	4	3	3	4
	2%	2%	1%	3%	2%	3%	2%
		40%	41%	100%	61%	62%	100%
Poor experience	3	2	2	2	2	2	3
	1%	2%	1%	2%	1%	2%	1%
		58%	50%	80%	58%	55%	100%
Don't know	4	2	1	3	3	1	3
	2%	2%	1%	2%	2%	1%	2%
		53%	19%	72%	96%	25%	96%
Columns Tested: a,b,c,d,e,f							

QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Any working TV sets used in the household	2762 92%	1286 92%	1437 93%	237 81%	516 88%	879 94%	1076 97%	166 86%	232 93%	341 94%	1216 96%	757 95%	702 91%	478 94%	671 92%	2289 92%	251 93%	140 93%	82 91%
		47%	52%	9%	19%	32%	39%	6%	8%	12%	44%	27%	25%	17%	24%	83%	9%	5%	3%
No working TV sets used in the household	194 6%	92 7%	94 6%	49 17%	58 10%	49 5%	31 3%	26 13%	17 7%	21 6%	50 4%	39 5%	66 9%	29 6%	49 7%	163 7%	17 6%	7 5%	7 8%
		48%	48%	25%	30%	25%	16%	13%	9%	11%	26%	20%	34%	15%	25%	84%	9%	4%	4%
Don't know	41 1%	17 1%	8 1%	5 2%	12 2%	10 1%	3 *%	* *%	1 1%	1 *%	1 *%	2 *%	4 *%	- -%	11 2%	36 1%	2 1%	1 1%	1 1%
		41%	19%	12%	28%	25%	7%	*%	3%	3%	3%	5%	9%	-%	27%	88%	6%	3%	3%
NOT ANSWERED [POSTAL ONLY]	3 *%	* *%	3 *%	- -%	- -%	- -%	* *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	2 *%	- -%	1 1%	- -%
		8%	92%	-%	-%	-%	8%	37%	-%	-%	-%	-%	-%	-%	8%	56%	-%	44%	-%

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

QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Any working TV sets used in the household	2762	312	408	233	207	254	194	221	122	337	2369	393	1634	1042	1419	1343
	92%	87%	94%	93%	94%	90%	93%	92%	92%	93%	92%	95%	94%	92%	95%	89%
		11%	15%	8%	8%	9%	7%	8%	4%	12%	86%	14%	59%	38%	51%	49%
No working TV sets used in the household	194	42	21	15	13	23	12	15	9	14	176	18	101	80	60	135
	6%	12%	5%	6%	6%	8%	6%	6%	7%	4%	7%	4%	6%	7%	4%	9%
		bcdfghi				i					k				n	
		21%	11%	8%	7%	12%	6%	8%	4%	7%	91%	9%	52%	41%	31%	69%
Don't know	41	3	5	3	-	4	3	4	1	10	39	1	9	9	10	31
	1%	1%	1%	1%	-%	1%	2%	2%	1%	3%	2%	*%	1%	1%	1%	2%
		8%	13%	8%	-%	10%	8%	11%	4%	25%	97%	3%	23%	23%	25%	75%
		d	d	d	d	d	d	d	d	d	k				n	
NOT ANSWERED [POSTAL ONLY]	3	2	-	-	-	-	-	-	-	-	3	-	-	-	*	3
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%
		56%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	8%	92%

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

QH86. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Any working TV sets used in the household	2762	1396	1269	2174	2124	1146	2689
	92%	100%	100%	98%	95%	94%	95%
		cdef	cdef	def			
		51%	46%	79%	77%	41%	97%
No working TV sets used in the household	194	-	-	53	119	70	143
	6%	-%	-%	2%	5%	6%	5%
				ab	abc	abc	abc
		-%	-%	27%	61%	36%	73%
Don't know	41	-	-	-	-	-	-
	1%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%
NOT ANSWERED [POSTAL ONLY]	3	-	-	*	-	-	*
	*%	-%	-%	*%	-%	-%	*%
		-%	-%	8%	-%	-%	8%

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

QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE)

Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	l	~m	~n	o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	346	160	169	92	94	88	62	53	30	42	87	62	142	30	93	229	34	32	51
Effective Weighted Sample	234	108	115	61	72	58	36	33	22	25	63	43	105	23	63	185	20	23	42
Total	194	92	94	49	58	49	31	26	17	21	50	39	66	29	49	163	17	7	7
		48%	48%	**	**	**	**	**	**	**	**	**	34%	**	**	84%	**	**	**
Not interested in watching TV	105	48	52	**	**	**	**	**	**	**	**	**	29	**	**	85	**	**	**
	54%	52%	56%	**	**	**	**	**	**	**	**	**	45%	**	**	52%	**	**	**
		45%	50%	**	**	**	**	**	**	**	**	**	28%	**	**	81%	**	**	**
Watch online TV/ video services (e.g. BBC iPlayer, Netflix, Amazon Prime Video) on another device (not a TV set)	84	41	41	**	**	**	**	**	**	**	**	**	38	**	**	71	**	**	**
	43%	45%	44%	**	**	**	**	**	**	**	**	**	58%	**	**	44%	**	**	**
		49%	49%	**	**	**	**	**	**	**	**	**	45%	**	**	85%	**	**	**
Don't want to pay the TV Licence	54	26	25	**	**	**	**	**	**	**	**	**	21	**	**	47	**	**	**
	28%	28%	27%	**	**	**	**	**	**	**	**	**	32%	**	**	29%	**	**	**
		48%	47%	**	**	**	**	**	**	**	**	**	39%	**	**	87%	**	**	**
Busy with other interests	42	18	21	**	**	**	**	**	**	**	**	**	14	**	**	33	**	**	**
	21%	19%	22%	**	**	**	**	**	**	**	**	**	21%	**	**	20%	**	**	**
		42%	50%	**	**	**	**	**	**	**	**	**	33%	**	**	79%	**	**	**
Can't afford to pay the TV Licence	22	7	15	**	**	**	**	**	**	**	**	**	5	**	**	18	**	**	**
	11%	8%	16%	**	**	**	**	**	**	**	**	**	8%	**	**	11%	**	**	**
		31%	67%	**	**	**	**	**	**	**	**	**	24%	**	**	81%	**	**	**
Too expensive to buy and install	21	7	14	**	**	**	**	**	**	**	**	**	6	**	**	19	**	**	**
	11%	8%	15%	**	**	**	**	**	**	**	**	**	10%	**	**	12%	**	**	**
		34%	64%	**	**	**	**	**	**	**	**	**	29%	**	**	90%	**	**	**
Can't afford to replace broken TV set	3	1	2	**	**	**	**	**	**	**	**	**	-	**	**	3	**	**	**
	2%	2%	2%	**	**	**	**	**	**	**	**	**	-%	**	**	2%	**	**	**
		46%	54%	**	**	**	**	**	**	**	**	**	-%	**	**	84%	**	**	**

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

QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE)

Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	346	49	25	20	20	25	23	28	23	16	282	64	169	161	104	242
Effective Weighted Sample	234	44	20	17	17	21	20	26	17	15	211	23	112	113	61	176
Total	194	42	21	15	13	23	12	15	9	14	176	18	101	80	60	135
		**	**	**	**	**	**	**	**	**	91%	**	52%	41%	31%	69%
Not interested in watching TV	105	**	**	**	**	**	**	**	**	**	92	**	57	45	30	75
	54%	**	**	**	**	**	**	**	**	**	52%	**	57%	56%	50%	56%
		**	**	**	**	**	**	**	**	**	87%	**	54%	42%	29%	71%
Watch online TV/ video services (e.g. BBC iPlayer, Netflix, Amazon Prime Video) on another device (not a TV set)	84	**	**	**	**	**	**	**	**	**	77	**	48	30	25	59
	43%	**	**	**	**	**	**	**	**	**	44%	**	48%	38%	43%	44%
		**	**	**	**	**	**	**	**	**	91%	**	57%	36%	30%	70%
Don't want to pay the TV Licence	54	**	**	**	**	**	**	**	**	**	47	**	32	20	18	36
	28%	**	**	**	**	**	**	**	**	**	26%	**	32%	26%	30%	27%
		**	**	**	**	**	**	**	**	**	86%	**	59%	38%	33%	67%
Busy with other interests	42	**	**	**	**	**	**	**	**	**	36	**	24	13	14	27
	21%	**	**	**	**	**	**	**	**	**	20%	**	24%	16%	24%	20%
		**	**	**	**	**	**	**	**	**	87%	**	59%	31%	34%	66%
Can't afford to pay the TV Licence	22	**	**	**	**	**	**	**	**	**	18	**	8	11	6	16
	11%	**	**	**	**	**	**	**	**	**	10%	**	8%	14%	10%	12%
		**	**	**	**	**	**	**	**	**	83%	**	37%	51%	27%	73%
Too expensive to buy and install	21	**	**	**	**	**	**	**	**	**	15	**	11	9	7	14
	11%	**	**	**	**	**	**	**	**	**	9%	**	11%	11%	12%	10%
		**	**	**	**	**	**	**	**	**	72%	**	51%	41%	34%	66%
Can't afford to replace broken TV set	3	**	**	**	**	**	**	**	**	**	3	**	1	2	*	3
	2%	**	**	**	**	**	**	**	**	**	2%	**	1%	3%	1%	2%
		**	**	**	**	**	**	**	**	**	95%	**	28%	72%	14%	86%

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

QH66. Which of these are reasons why you don't have a television set in your household (MULTI CODE)

Base : Those with no working TV sets used by anyone in the household to watch TV programmes or films

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	~c	d	e	f
Unweighted total	346	-	-	95	223	132	264
Effective Weighted Sample	234	-	-	74	159	99	188
Total	194	-	-	53	119	70	143
		**	**	**	61%	36%	73%
Not interested in watching TV	105	**	**	**	60	35	73
	54%	**	**	**	50%	50%	51%
		**	**	**	57%	33%	69%
Watch online TV/ video services (e.g. BBC iPlayer, Netflix, Amazon Prime Video) on another device (not a TV set)	84	**	**	**	73	43	82
	43%	**	**	**	61%	62%	57%
		**	**	**	87%	51%	97%
Don't want to pay the TV Licence	54	**	**	**	37	18	40
	28%	**	**	**	31%	25%	28%
		**	**	**	69%	33%	74%
Busy with other interests	42	**	**	**	25	14	27
	21%	**	**	**	21%	20%	19%
		**	**	**	60%	33%	64%
Can't afford to pay the TV Licence	22	**	**	**	11	7	13
	11%	**	**	**	9%	10%	9%
		**	**	**	50%	31%	59%
Too expensive to buy and install	21	**	**	**	8	6	12
	11%	**	**	**	7%	9%	9%
		**	**	**	37%	28%	57%
Can't afford to replace broken TV set	3	**	**	**	1	-	1
	2%	**	**	**	1%	-%	1%
		**	**	**	34%	-%	46%

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



QH53. Which of these best describes the main TV set in your household? (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4427	2099	2274	440	826	1553	1565	255	327	572	2044	1260	1466	545	984	2861	483	530	553
Effective Weighted Sample	3055	1437	1581	299	600	1074	1051	179	220	393	1438	905	1074	388	695	2378	282	360	459
Total	2501	1166	1303	234	513	854	873	125	189	308	1177	732	667	437	556	2071	230	126	74
		47%	52%	9%	21%	34%	35%	5%	8%	12%	47%	29%	27%	17%	22%	83%	9%	5%	3%
An HDTV set or HD ready – which can receive High Definition picture quality	1509	690	806	122	277	503	597	88	125	198	694	448	405	259	345	1245	137	82	46
	60%	59%	62%	52%	54%	59%	68%	70%	66%	64%	59%	61%	61%	59%	62%	60%	59%	65%	62%
		46%	53%	8%	18%	33%	40%	6%	8%	13%	46%	30%	27%	17%	23%	82%	9%	5%	3%
An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV	731	389	332	65	179	274	207	23	49	80	402	233	185	145	140	603	74	35	19
	29%	33%	25%	28%	35%	32%	24%	19%	26%	26%	34%	32%	28%	33%	25%	29%	32%	27%	26%
		b		cf	f	cd	cde	j	j		ghi	ln	ln			83%	r		
		53%	45%	9%	25%	37%	28%	3%	7%	11%	55%	32%	25%	20%	19%	83%	10%	5%	3%
Neither of these	115	44	71	11	26	39	35	7	4	13	44	20	42	16	32	98	7	5	5
	5%	4%	5%	5%	5%	5%	4%	5%	2%	4%	4%	3%	6%	4%	6%	5%	3%	4%	7%
		a		a		km	k												p
		38%	61%	10%	23%	34%	31%	6%	4%	12%	38%	18%	37%	14%	28%	85%	6%	4%	4%
Don't know	146	43	94	35	31	37	34	7	10	17	37	30	35	18	39	125	11	5	4
	6%	4%	7%	15%	6%	4%	4%	5%	5%	5%	3%	4%	5%	4%	7%	6%	5%	4%	6%
		a		def	f	j								km					
		29%	64%	24%	21%	26%	23%	5%	7%	11%	25%	21%	24%	12%	27%	86%	8%	4%	3%

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

QH53. Which of these best describes the main TV set in your household? (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4427	303	397	299	322	300	320	333	289	298	3375	1052	2633	1687	2298	2129
Effective Weighted Sample	3055	268	355	271	290	261	291	294	249	267	2580	480	1851	1153	1537	1521
Total	2501	296	361	206	196	227	179	197	113	296	2143	358	1587	848	1289	1212
		12%	14%	8%	8%	9%	7%	8%	5%	12%	86%	14%	63%	34%	52%	48%
An HDTV set or HD ready – which can receive High Definition picture quality	1509	185	208	122	126	127	116	118	65	178	1280	229	942	536	803	706
	60%	62%	58%	59%	64%	56%	65%	60%	58%	60%	60%	64%	59%	63%	62%	58%
		12%	14%	8%	8%	8%	8%	8%	4%	12%	85%	15%	62%	36%	53%	47%
An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV	731	85	113	60	49	70	52	58	36	80	629	103	507	207	381	351
	29%	29%	31%	29%	25%	31%	29%	29%	32%	27%	29%	29%	32%	24%	30%	29%
		12%	15%	8%	7%	10%	7%	8%	5%	11%	86%	14%	69%	28%	52%	48%
Neither of these	115	10	17	12	11	14	5	10	4	15	104	10	70	42	46	69
	5%	3%	5%	6%	6%	6%	3%	5%	3%	5%	5%	3%	4%	5%	4%	6%
		9%	15%	10%	10%	12%	4%	9%	3%	13%	91%	9%	61%	36%	40%	60%
Don't know	146	17	22	12	10	16	6	11	8	23	130	16	69	63	60	86
	6%	6%	6%	6%	5%	7%	3%	6%	7%	8%	6%	4%	4%	7%	5%	7%
		12%	15%	8%	7%	11%	4%	7%	6%	16%	89%	11%	47%	43%	41%	59%

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

QH53. Which of these best describes the main TV set in your household? (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4427	2292	1983	3657	3638	1974	4355
Effective Weighted Sample	3055	1574	1368	2549	2520	1374	3008
Total	2501	1297	1118	2056	2055	1107	2454
		52%	45%	82%	82%	44%	98%
An HDTV set or HD ready – which can receive High Definition picture quality	1509	776	729	1260	1222	624	1490
	60%	60%	65%	61%	59%	56%	61%
			acdef	e			e
		51%	48%	84%	81%	41%	99%
An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV	731	422	297	626	653	392	727
	29%	33%	27%	30%	32%	35%	30%
		bf	b	b	b	bcd	b
		58%	41%	86%	89%	54%	99%
Neither of these	115	34	45	73	82	40	107
	5%	3%	4%	4%	4%	4%	4%
			a	a	a	a	a
		30%	39%	64%	71%	35%	93%
Don't know	146	65	47	97	99	51	130
	6%	5%	4%	5%	5%	5%	5%
		44%	32%	66%	68%	35%	89%

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Freeview or Freeview Play	1087 36%	523 37%	550 36%	69 24%	147 25%	311 33%	537 48%	67 34%	97 39%	150 41%	468 37%	327 41%	262 34%	185 36%	262 36%	928 37%	83 31%	43 29%	33 36%
		48%	51%	6%	14%	29%	49%	6%	9%	14%	43%	30%	24%	17%	24%	85%	8%	4%	3%
Sky TV (with a monthly subscription)	786 26%	373 27%	409 27%	49 17%	138 24%	294 31%	294 26%	36 19%	56 22%	98 27%	393 31%	242 30%	180 23%	150 30%	184 25%	622 25%	80 30%	58 39%	26 29%
		47%	52%	6%	18%	37%	37%	5%	7%	13%	50%	31%	23%	19%	23%	79%	10%	7%	3%
Virgin Media (cable TV subscription)	428 14%	191 14%	233 15%	40 14%	72 12%	131 14%	182 16%	18 9%	30 12%	52 14%	194 15%	117 15%	103 13%	91 18%	96 13%	356 14%	47 18%	12 8%	11 13%
		45%	54%	9%	17%	31%	42%	4%	7%	12%	45%	27%	24%	21%	22%	83%	11%	3%	3%
Freesat/ Sky TV (free service, no subscription)	306 10%	167 12%	136 9%	27 9%	51 9%	85 9%	142 13%	19 10%	25 10%	48 13%	142 11%	99 12%	72 9%	57 11%	67 9%	257 10%	25 9%	17 11%	7 8%
		54%	45%	9%	16%	28%	46%	6%	8%	16%	46%	32%	23%	19%	22%	84%	8%	6%	2%
BT TV	196 7%	99 7%	95 6%	18 6%	28 5%	48 5%	97 9%	7 3%	15 6%	25 7%	96 8%	68 9%	56 7%	30 6%	34 5%	169 7%	14 5%	8 5%	4 5%
		51%	49%	9%	14%	24%	50%	3%	8%	13%	49%	35%	29%	15%	17%	87%	7%	4%	2%
TalkTalk TV/ EE TV/ Plusnet TV/ YouView	73 2%	30 2%	42 3%	10 3%	9 2%	29 3%	25 2%	11 5%	12 5%	12 3%	22 2%	16 2%	18 2%	10 2%	24 3%	64 3%	5 2%	3 2%	1 1%
		41%	58%	13%	13%	39%	34%	14%	16%	16%	30%	22%	24%	14%	33%	88%	7%	4%	1%
None of these	563 19%	253 18%	292 19%	93 32%	183 31%	164 17%	105 9%	57 29%	54 21%	60 16%	212 17%	109 14%	183 24%	97 19%	130 18%	477 19%	46 17%	22 15%	19 21%
		45%	52%	17%	33%	29%	19%	10%	10%	11%	38%	19%	33%	17%	23%	85%	8%	4%	3%
Don't know	93 3%	41 3%	33 2%	22 7%	21 4%	24 3%	14 1%	3 1%	4 2%	5 1%	7 1%	8 1%	16 2%	7 1%	29 4%	79 3%	6 2%	5 3%	3 4%
		44%	36%	23%	22%	25%	15%	3%	4%	5%	7%	9%	18%	7%	31%	85%	7%	5%	4%

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
NOT ANSWERED [POSTAL ONLY]	4	*	3	-	-	-	*	1	-	-	-	-	-	-	*	2	-	1	-
	***	***	***	-%	-%	-%	***	1%	-%	-%	-%	-%	-%	-%	***	***	-%	1%	-%
		6%	94%	-%	-%	-%	6%	30%	-%	-%	-%	-%	-%	-%	6%	63%	-%	37%	-%
ANY OF THESE	2340	1101	1213	176	383	750	991	133	194	298	1050	681	572	403	572	1932	218	122	68
	78%	79%	79%	60%	65%	80%	89%	69%	77%	82%	83%	85%	74%	80%	78%	78%	81%	81%	75%
		47%	52%	8%	16%	32%	42%	6%	8%	13%	45%	29%	24%	17%	24%	83%	9%	5%	3%

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Freeview or Freeview Play	1087	127	152	108	81	90	75	101	48	147	907	180	594	465	602	484
	36%	35%	35%	43%	37%	32%	36%	42%	37%	41%	35%	44%	34%	41%	40%	32%
		12%	14%	10%	7%	8%	7%	9%	4%	13%	83%	17%	55%	43%	55%	45%
Sky TV (with a monthly subscription)	786	69	121	55	58	65	56	62	38	97	646	141	521	247	452	335
	26%	19%	28%	22%	26%	23%	27%	26%	29%	27%	25%	34%	30%	22%	30%	22%
		9%	15%	7%	7%	8%	7%	8%	5%	12%	82%	18%	66%	31%	57%	43%
Virgin Media (cable TV subscription)	428	60	52	27	30	47	31	32	23	53	416	12	270	147	201	227
	14%	17%	12%	11%	13%	17%	15%	14%	18%	15%	16%	3%	15%	13%	13%	15%
		14%	12%	6%	7%	11%	7%	8%	5%	12%	97%	3%	63%	34%	47%	53%
Freesat/ Sky TV (free service, no subscription)	306	24	55	31	24	26	16	29	13	39	251	55	169	131	164	142
	10%	7%	13%	12%	11%	9%	8%	12%	10%	11%	10%	13%	10%	12%	11%	9%
		8%	18%	10%	8%	9%	5%	9%	4%	13%	82%	18%	55%	43%	54%	46%
BT TV	196	13	34	27	17	20	14	7	6	31	146	50	117	75	125	71
	7%	4%	8%	11%	8%	7%	7%	3%	4%	9%	6%	12%	7%	7%	8%	5%
		7%	17%	14%	9%	10%	7%	4%	3%	16%	75%	25%	60%	38%	64%	36%
TalkTalk TV/ EE TV/ Plusnet TV/ YouView	73	4	12	8	3	14	4	6	4	10	61	12	44	27	33	40
	2%	1%	3%	3%	1%	5%	2%	3%	3%	3%	2%	3%	3%	2%	2%	3%
		6%	16%	11%	4%	19%	5%	8%	5%	14%	84%	16%	61%	37%	46%	54%
None of these	563	106	73	38	45	57	32	45	21	59	514	49	327	204	197	367
	19%	29%	17%	15%	20%	20%	16%	19%	16%	16%	20%	12%	19%	18%	13%	24%
		19%	13%	7%	8%	10%	6%	8%	4%	10%	91%	9%	58%	36%	35%	65%

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Don't know	93	10	14	9	3	11	7	7	4	13	86	7	33	30	32	61
	3%	3%	3%	4%	1%	4%	4%	3%	3%	4%	3%	2%	2%	3%	2%	4%
						d				d	k					n
		11%	15%	10%	3%	12%	8%	8%	4%	14%	92%	8%	35%	32%	34%	66%
NOT ANSWERED [POSTAL ONLY]	4	2	-	-	-	-	-	-	-	-	4	-	1	-	*	3
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%
		63%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	18%	-%	6%	94%
ANY OF THESE	2340	241	347	205	172	213	169	188	107	290	1984	356	1383	897	1260	1079
	78%	67%	80%	81%	78%	76%	81%	78%	81%	80%	77%	86%	79%	79%	85%	71%
			a	a	a	a	a	a	a	a		j			o	
		10%	15%	9%	7%	9%	7%	8%	5%	12%	85%	15%	59%	38%	54%	46%

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

QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Freeview or Freeview Play	1087	299	1087	887	779	453	1087
	36%	21%	86%	40%	35%	37%	38%
			acdef	ad	a	a	ad
		27%	100%	82%	72%	42%	100%
Sky TV (with a monthly subscription)	786	786	155	663	664	331	786
	26%	56%	12%	30%	30%	27%	28%
		bcdef		b	b	b	b
		100%	20%	84%	84%	42%	100%
Virgin Media (cable TV subscription)	428	428	94	392	356	184	428
	14%	31%	7%	18%	16%	15%	15%
		bcdef		bef	b	b	b
		100%	22%	92%	83%	43%	100%
Freesat/ Sky TV (free service, no subscription)	306	69	306	269	228	153	306
	10%	5%	24%	12%	10%	13%	11%
			acdef	ad	a	ad	a
		23%	100%	88%	75%	50%	100%
BT TV	196	196	95	182	170	87	196
	7%	14%	8%	8%	8%	7%	7%
		bcdef					
		100%	49%	93%	87%	45%	100%
TalkTalk TV/ EE TV/ Plusnet TV/ YouView	73	73	22	59	64	35	73
	2%	5%	2%	3%	3%	3%	3%
		bcdef			b	b	
		100%	30%	80%	87%	48%	100%
None of these	563	-	-	242	404	233	453
	19%	-%	-%	11%	18%	19%	16%
				ab	abcf	abcf	abc
		-%	-%	43%	72%	41%	80%

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



QH87AA. Which – if any – of these TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV- ICES e	ANY SER- VICES f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396 47%	1269 42%	2228 74%	2243 75%	1215 41%	2832 94%
Don't know	93 3%	- -%	- -%	22 1%	34 2%	15 1%	38 1%
				ab 23%	ab 36%	ab 16%	ab 41%
NOT ANSWERED [POSTAL ONLY]	4 *%	- -%	- -%	* *%	- -%	- -%	* *%
				6% 6%	-% -%	-% -%	6% 6%
ANY OF THESE	2340 78%	1396 100%	1269 100%	1963 88%	1806 80%	967 80%	2340 83%
		cdef 60%	cdef 54%	def 84%	77%	41%	de 100%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
BBC iPlayer	1933 64%	892 64%	1020 66%	175 60%	347 59%	636 68%	751 68%	79 41%	116 46%	234 65%	988 78%	645 81%	534 69%	312 62%	373 51%	1616 65%	166 61%	97 64%	55 61%
		46%	53%	9%	18%	33%	39%	4%	6%	12%	51%	33%	28%	16%	19%	84%	9%	5%	3%
ITV Hub or STV Player (free)	1484 49%	651 47%	817 53%	138 47%	269 46%	482 51%	581 52%	66 34%	96 38%	192 53%	756 60%	472 59%	394 51%	273 54%	305 42%	1229 49%	135 50%	82 54%	38 42%
		44%	55%	9%	18%	32%	39%	4%	6%	13%	51%	32%	27%	18%	21%	83%	9%	5%	3%
All4 (free)	1240 41%	572 41%	655 42%	139 48%	273 47%	397 42%	420 38%	56 29%	79 32%	155 43%	669 53%	407 51%	381 49%	201 40%	217 30%	1036 42%	108 40%	66 44%	30 33%
		46%	53%	11%	22%	32%	34%	4%	6%	12%	54%	33%	31%	16%	17%	84%	9%	5%	2%
YouTube channels	1215 41%	609 44%	586 38%	173 59%	297 51%	414 44%	315 28%	71 37%	96 38%	151 42%	586 46%	325 41%	370 48%	208 41%	262 36%	1000 40%	117 44%	61 41%	37 41%
		50%	48%	14%	24%	34%	26%	6%	8%	12%	48%	27%	30%	17%	22%	82%	10%	5%	3%
My5	754 25%	345 25%	404 26%	52 18%	125 21%	257 27%	313 28%	37 19%	55 22%	112 31%	365 29%	233 29%	185 24%	135 27%	176 24%	637 26%	56 21%	45 30%	17 18%
		46%	54%	7%	17%	34%	42%	5%	7%	15%	48%	31%	24%	18%	23%	84%	7%	6%	2%
Sky on Demand or Sky Go	546 18%	266 19%	275 18%	38 13%	120 20%	214 23%	168 15%	24 12%	29 12%	64 18%	313 25%	184 23%	136 18%	113 22%	98 13%	435 17%	57 21%	38 25%	16 17%
		49%	50%	7%	22%	39%	31%	4%	5%	12%	57%	34%	25%	21%	18%	80%	11%	7%	3%
Virgin TV Catch-up or Virgin Media Go	268 9%	120 9%	146 9%	16 6%	44 8%	78 8%	128 12%	14 7%	18 7%	37 10%	126 10%	79 10%	60 8%	59 12%	62 9%	225 9%	29 11%	9 6%	6 6%
		45%	54%	6%	16%	29%	48%	5%	7%	14%	47%	29%	22%	22%	23%	84%	11%	4%	2%
UKTV Play	251 8%	148 11%	99 6%	23 8%	39 7%	89 9%	99 9%	18 9%	24 10%	40 11%	107 8%	61 8%	77 10%	46 9%	56 8%	214 9%	20 7%	12 8%	6 6%
		59%	39%	9%	15%	35%	39%	7%	10%	16%	43%	24%	31%	18%	22%	85%	8%	5%	2%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Discovery+ (formerly Dplay)	130 4%	67 5%	61 4%	8 3%	22 4%	46 5%	53 5%	7 4%	7 3%	23 6%	70 5%	39 5%	29 4%	34 7%	24 3%	104 4%	16 6%	7 5%	3 3%
ITV Hub+ (premium paid service with no adverts)	83 3%	41 3%	42 3%	12 4%	21 4%	30 3%	19 2%	5 3%	10 4%	13 4%	36 3%	21 3%	22 3%	20 4%	15 2%	70 3%	6 2%	4 3%	3 3%
All4+ (premium paid service with no adverts)	66 2%	35 3%	31 2%	8 3%	21 4%	22 2%	14 1%	4 2%	5 2%	13 4%	31 2%	24 3%	14 2%	13 3%	13 2%	57 2%	5 2%	2 1%	2 3%
S4C Clic (Welsh language service)	34 1%	21 1%	12 1%	3 1%	8 1%	14 1%	8 1%	4 2%	3 1%	9 2%	11 1%	11 1%	8 1%	7 1%	4 1%	19 1%	* *%	13 9%	1 1%
None of these	451 15%	218 16%	217 14%	35 12%	79 14%	109 12%	208 19%	62 32%	62 25%	59 16%	93 7%	69 9%	87 11%	80 16%	169 23%	371 15%	44 16%	19 13%	17 19%
Don't know	124 4%	54 4%	53 3%	14 5%	16 3%	32 3%	44 4%	5 2%	11 4%	13 4%	9 1%	7 1%	16 2%	16 3%	43 6%	105 4%	9 3%	5 3%	4 5%
NOT ANSWERED [POSTAL ONLY]	8 *%	5 *%	4 *%	- -%	- -%	* *%	6 1%	1 1%	2 1%	* *%	2 *%	* *%	* *%	1 *%	4 1%	6 *%	- -%	2 1%	* *%
		58%	42%	-%	-%	1%	66%	13%	29%	1%	19%	3%	4%	12%	48%	71%	-%	opr 26%	2%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
ANY OF THESE	2417	1119	1268	243	491	797	852	126	176	291	1165	721	668	410	515	2008	217	124	68
	81%	80%	82%	83%	84%	85%	77%	65%	70%	80%	92%	90%	87%	81%	70%	81%	80%	83%	76%
		46%	52%	10%	20%	33%	35%	5%	7%	12%	48%	30%	28%	17%	21%	83%	9%	5%	3%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
BBC iPlayer	1933	247	291	171	156	164	140	140	91	217	1634	299	1231	665	1086	847
	64%	69%	67%	68%	71%	58%	67%	58%	69%	60%	63%	72%	71%	59%	73%	56%
		egi	eg	egi	egi		eg		egi		j		m		o	
		13%	15%	9%	8%	8%	7%	7%	5%	11%	85%	15%	64%	34%	56%	44%
ITV Hub or STV Player (free)	1484	166	214	135	119	127	112	114	66	176	1257	228	942	516	817	667
	49%	46%	49%	54%	54%	45%	53%	48%	50%	49%	49%	55%	54%	46%	55%	44%
				e	ae		e				j		m		o	
		11%	14%	9%	8%	9%	8%	8%	4%	12%	85%	15%	63%	35%	55%	45%
All4 (free)	1240	152	184	117	108	98	82	104	50	143	1057	183	827	396	661	579
	41%	42%	42%	46%	49%	35%	39%	43%	38%	39%	41%	44%	47%	35%	44%	38%
		e	e	eh	efhi			e					m		o	
		12%	15%	9%	9%	8%	7%	8%	4%	12%	85%	15%	67%	32%	53%	47%
YouTube channels	1215	171	172	95	93	112	79	92	55	132	1077	138	809	378	556	659
	41%	48%	39%	38%	42%	40%	38%	38%	42%	36%	42%	34%	46%	33%	37%	44%
		bcefgi									k		m		n	
		14%	14%	8%	8%	9%	7%	8%	5%	11%	89%	11%	67%	31%	46%	54%
My5	754	68	124	83	64	63	44	72	33	86	627	127	467	269	421	332
	25%	19%	29%	33%	29%	22%	21%	30%	25%	24%	24%	31%	27%	24%	28%	22%
			af	aefhi	af			aef				j	m		o	
		9%	17%	11%	8%	8%	6%	9%	4%	11%	83%	17%	62%	36%	56%	44%
Sky on Demand or Sky Go	546	54	87	38	40	46	40	38	31	60	473	72	391	144	311	235
	18%	15%	20%	15%	18%	16%	19%	16%	24%	17%	18%	18%	22%	13%	21%	16%
									acegi				m		o	
		10%	16%	7%	7%	8%	7%	7%	6%	11%	87%	13%	72%	26%	57%	43%
Virgin TV Catch-up or Virgin Media Go	268	33	34	18	19	28	23	18	14	38	262	6	171	94	132	137
	9%	9%	8%	7%	9%	10%	11%	7%	11%	10%	10%	2%	10%	8%	9%	9%
		12%	13%	7%	7%	10%	8%	7%	5%	14%	98%	2%	64%	35%	49%	51%
UKTV Play	251	19	40	29	23	26	14	21	10	32	214	37	149	96	127	124
	8%	5%	9%	11%	10%	9%	7%	9%	8%	9%	8%	9%	9%	8%	9%	8%
			af	a												
		8%	16%	11%	9%	11%	6%	8%	4%	13%	85%	15%	59%	38%	51%	49%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Discovery+ (formerly Dplay)	130	7	23	11	12	10	7	11	8	16	108	22	87	41	72	58
	4%	2%	5%	4%	5%	4%	3%	5%	6%	4%	4%	5%	5%	4%	5%	4%
		a	a	a	a	a	a	a	a	a						
		5%	18%	8%	9%	8%	5%	9%	6%	12%	83%	17%	67%	32%	55%	45%
ITV Hub+ (premium paid service with no adverts)	83	10	11	5	7	9	6	7	6	11	75	8	57	24	32	51
	3%	3%	2%	2%	3%	3%	3%	3%	4%	3%	3%	2%	3%	2%	2%	3%
													m			n
		12%	13%	5%	8%	11%	7%	8%	7%	13%	91%	9%	69%	29%	38%	62%
All4+ (premium paid service with no adverts)	66	1	16	5	9	7	4	4	2	10	59	8	45	19	35	32
	2%	*%	4%	2%	4%	2%	2%	1%	1%	3%	2%	2%	3%	2%	2%	2%
		a	a	a	agh	a	a	a	a	a						
		1%	24%	8%	13%	11%	6%	5%	3%	16%	88%	12%	67%	28%	53%	47%
S4C Clic (Welsh language service)	34	-	4	2	2	1	1	1	1	8	29	5	20	12	14	20
	1%	-%	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
										a						
		-%	11%	6%	5%	3%	4%	4%	2%	23%	85%	15%	61%	36%	41%	59%
None of these	451	48	61	39	24	50	23	41	17	68	400	51	184	236	175	276
	15%	13%	14%	16%	11%	18%	11%	17%	13%	19%	15%	12%	11%	21%	12%	18%
						df		df		dfh			l		n	
		11%	13%	9%	5%	11%	5%	9%	4%	15%	89%	11%	41%	52%	39%	61%
Don't know	124	7	20	12	3	18	10	16	4	14	109	15	40	54	54	70
	4%	2%	5%	5%	1%	6%	5%	7%	3%	4%	4%	4%	2%	5%	4%	5%
			ad	d		ad	ad	ad		d			l			
		6%	16%	10%	2%	15%	8%	13%	4%	12%	88%	12%	32%	44%	43%	57%
NOT ANSWERED [POSTAL ONLY]	8	2	-	-	-	2	-	1	-	2	8	*	1	4	2	7
	*%	*%	-%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%
		20%	-%	-%	-%	18%	-%	12%	-%	21%	97%	3%	16%	51%	20%	80%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
ANY OF THESE	2417	302	354	201	193	212	175	182	111	278	2071	346	1519	837	1258	1158
	81%	84%	81%	80%	88%	75%	84%	76%	84%	77%	80%	84%	87%	74%	85%	77%
		egi			bcegi		egi		egi		j		m		o	
		12%	15%	8%	8%	9%	7%	8%	5%	11%	86%	14%	63%	35%	52%	48%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
BBC iPlayer	1933	1026	969	1933	1649	921	1933
	64%	74%	76%	87%	74%	76%	68%
		f	df	abdef	f	f	
		53%	50%	100%	85%	48%	100%
ITV Hub or STV Player (free)	1484	783	757	1484	1295	756	1484
	49%	56%	60%	67%	58%	62%	52%
		f	af	abdef	f	adf	
		53%	51%	100%	87%	51%	100%
All4 (free)	1240	602	659	1240	1100	669	1240
	41%	43%	52%	56%	49%	55%	44%
			af	abdf	af	adf	
		49%	53%	100%	89%	54%	100%
YouTube channels	1215	582	542	1034	1076	1215	1215
	41%	42%	43%	46%	48%	100%	43%
				abf	abf	abcdf	
		48%	45%	85%	89%	100%	100%
My5	754	377	439	754	644	408	754
	25%	27%	35%	34%	29%	34%	27%
			adf	adf		adf	
		50%	58%	100%	85%	54%	100%
Sky on Demand or Sky Go	546	511	135	546	505	268	546
	18%	37%	11%	25%	23%	22%	19%
		bcdef		bf	bf	bf	b
		94%	25%	100%	93%	49%	100%
Virgin TV Catch-up or Virgin Media Go	268	263	73	268	234	128	268
	9%	19%	6%	12%	10%	10%	9%
		bcdef		bf	b	b	b
		98%	27%	100%	87%	48%	100%
UKTV Play	251	131	156	251	219	154	251
	8%	9%	12%	11%	10%	13%	9%
			adf	af		adf	
		52%	62%	100%	87%	61%	100%

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



QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Discovery+ (formerly Dplay)	130	105	55	130	119	86	130
	4%	8%	4%	6%	5%	7%	5%
		bcd		bf		bdf	
		81%	43%	100%	92%	66%	100%
ITV Hub+ (premium paid service with no adverts)	83	57	31	79	83	40	83
	3%	4%	2%	4%	4%	3%	3%
		bf		b			
		69%	38%	95%	100%	48%	100%
All4+ (premium paid service with no adverts)	66	40	30	63	66	42	66
	2%	3%	2%	3%	3%	3%	2%
						f	
		61%	45%	95%	100%	63%	100%
S4C Clic (Welsh language service)	34	20	17	34	27	18	34
	1%	1%	1%	2%	1%	1%	1%
		60%	51%	100%	79%	53%	100%
None of these	451	99	149	-	181	-	338
	15%	7%	12%	-%	8%	-%	12%
		ce	acde		ce		acde
		22%	33%	-%	40%	-%	75%
Don't know	124	38	27	-	29	-	72
	4%	3%	2%	-%	1%	-%	3%
		cde	cde		ce		cde
		31%	21%	-%	24%	-%	58%
NOT ANSWERED [POSTAL ONLY]	8	2	4	-	1	-	6
	*%	*%	*%	-%	*%	-%	*%
		c	cde				c
		27%	43%	-%	8%	-%	67%

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

QH87AB. Which – if any – of these other TV services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
ANY OF THESE	2417	1256	1090	2228	2033	1215	2417
	81%	90%	86%	100%	91%	100%	85%
		bf		abdf	bf	abdf	
		52%	45%	92%	84%	50%	100%

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Netflix	1969 66%	889 64%	1058 69%	247 85%	483 82%	691 74%	528 48%	97 50%	121 48%	232 64%	1003 79%	594 74%	583 76%	337 66%	383 52%	1611 65%	194 72%	103 69%	60 67%
			a 45%	ef 13%	ef 25%	f 35%	f 27%	g 5%	h 6%	gh 12%	ghi 51%	mn 30%	mn 30%	n 17%	n 19%	o 82%	p 10%	q 5%	r 3%
Amazon Prime Video	1596 53%	749 54%	834 54%	189 65%	386 66%	567 60%	443 40%	68 35%	100 40%	186 51%	862 68%	510 64%	483 63%	284 56%	270 37%	1323 53%	152 56%	82 54%	40 44%
				f 12%	ef 24%	f 36%	f 28%	g 4%	h 6%	gh 12%	ghi 54%	mn 32%	mn 30%	n 18%	n 17%	r 83%	r 10%	r 5%	r 2%
Disney+	800 27%	341 24%	453 29%	138 47%	256 44%	303 32%	98 9%	40 20%	59 24%	92 25%	436 34%	225 28%	271 35%	128 25%	150 21%	656 26%	72 27%	47 32%	24 27%
			a 43%	ef 17%	ef 32%	f 38%	f 12%	g 5%	h 7%	gh 11%	ghi 55%	n 28%	kmn 34%	n 16%	n 19%	o 82%	p 9%	q 6%	r 3%
NOW TV Entertainment Pass or NOW TV Cinema Pass	266 9%	121 9%	145 9%	29 10%	80 14%	100 11%	55 5%	12 6%	22 9%	38 10%	146 12%	78 10%	89 12%	47 9%	48 7%	230 9%	18 7%	13 9%	5 6%
				f 11%	ef 30%	f 37%	f 21%	g 4%	h 8%	gh 14%	g 55%	n 29%	n 34%	n 18%	n 18%	r 86%	r 7%	r 5%	r 2%
Apple TV+	222 7%	114 8%	107 7%	30 10%	54 9%	98 10%	38 3%	6 3%	10 4%	26 7%	143 11%	84 11%	76 10%	30 6%	23 3%	187 8%	21 8%	8 5%	7 7%
				f 13%	f 24%	f 44%	f 17%	g 3%	h 4%	gh 12%	ghi 64%	mn 38%	mn 34%	n 14%	n 10%	r 84%	r 9%	r 3%	r 3%
Britbox	72 2%	40 3%	32 2%	12 4%	16 3%	17 2%	27 2%	6 3%	7 3%	13 4%	31 2%	25 3%	23 3%	11 2%	11 2%	63 3%	6 2%	2 2%	1 1%
				e 17%	e 23%	e 23%	e 37%	g 8%	h 9%	gh 18%	ghi 42%	mn 34%	mn 31%	n 15%	n 15%	r 87%	r 8%	r 3%	r 2%
Acorn TV	12 *%	6 *%	6 *%	1 *%	3 1%	5 1%	3 *%	1 1%	1 1%	4 1%	4 *%	4 *%	1 *%	3 1%	3 *%	11 *%	- -%	* *%	* *%
										j 34%	gh 31%	mn 34%	mn 5%	n 25%	n 23%	r 96%	r -%	r 1%	r 3%
None of these	670 22%	328 24%	325 21%	21 7%	49 8%	141 15%	430 39%	79 41%	95 38%	80 22%	154 12%	134 17%	120 16%	100 20%	253 35%	561 23%	58 21%	29 19%	22 25%
						cd 21%	cde 64%	ij 12%	ij 14%	j 12%	gh 23%	mn 20%	mn 18%	n 15%	n 38%	r 84%	r 9%	r 4%	r 3%

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Don't know	85	37	25	12	20	21	16	2	1	9	5	4	7	13	24	76	3	3	3
	3%	3%	2%	4%	3%	2%	1%	1%	1%	2%	1%	1%	1%	2%	3%	3%	1%	2%	4%
		b		ef	f					hj				kl	kl	p			p
		44%	30%	15%	24%	25%	19%	3%	1%	10%	5%	5%	9%	15%	28%	90%	3%	3%	4%
NOT ANSWERED [POSTAL ONLY]	13	7	6	-	-	-	7	2	4	-	1	*	3	1	4	11	-	2	*
	1%	1%	1%	0%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%
							de	ij	ij					k				op	
		54%	46%	0%	0%	0%	54%	15%	34%	0%	9%	1%	20%	6%	34%	84%	0%	14%	2%
ANY OF THESE	2232	1023	1186	259	517	776	657	111	151	274	1109	659	642	394	451	1843	209	116	64
	74%	73%	77%	89%	88%	83%	59%	57%	60%	76%	87%	83%	83%	78%	62%	74%	77%	78%	71%
			a	ef	ef	f				gh	ghi	mn	mn	n				r	
		46%	53%	12%	23%	35%	29%	5%	7%	12%	50%	30%	29%	18%	20%	83%	9%	5%	3%

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Netflix	1969	270	266	154	142	178	133	152	89	228	1716	253	1354	571	968	1001
	66%	75%	61%	61%	65%	63%	64%	63%	68%	63%	66%	61%	78%	51%	65%	66%
		bcdefghi									k		m			
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	69%	29%	49%	51%
Amazon Prime Video	1596	213	217	133	125	128	128	127	64	189	1379	217	1115	460	829	767
	53%	59%	50%	53%	57%	45%	61%	53%	49%	52%	53%	53%	64%	41%	56%	51%
		beh			eh		bceghi						m		o	
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	29%	52%	48%
Disney+	800	94	109	64	63	67	60	64	41	94	714	86	598	193	367	433
	27%	26%	25%	25%	29%	24%	29%	26%	31%	26%	28%	21%	34%	17%	25%	29%
									e		k		m		n	
		12%	14%	8%	8%	8%	8%	8%	5%	12%	89%	11%	75%	24%	46%	54%
NOW TV Entertainment Pass or NOW TV Cinema Pass	266	29	39	32	18	32	22	15	12	31	239	27	203	59	123	143
	9%	8%	9%	13%	8%	12%	11%	6%	9%	9%	9%	7%	12%	5%	8%	9%
				g		g	g				k		m			
		11%	15%	12%	7%	12%	8%	5%	5%	12%	90%	10%	76%	22%	46%	54%
Apple TV+	222	27	41	20	15	22	13	18	6	25	194	28	167	52	127	96
	7%	7%	9%	8%	7%	8%	6%	8%	5%	7%	8%	7%	10%	5%	8%	6%
			h										m		o	
		12%	18%	9%	7%	10%	6%	8%	3%	11%	87%	13%	75%	23%	57%	43%
Britbox	72	5	7	10	3	5	5	6	2	19	65	7	38	33	43	29
	2%	1%	2%	4%	1%	2%	2%	3%	2%	5%	3%	2%	2%	3%	3%	2%
				a						abdeh						
		7%	9%	13%	4%	8%	7%	9%	3%	26%	90%	10%	53%	45%	60%	40%
Acorn TV	12	-	3	1	1	-	1	1	-	5	10	2	7	4	4	8
	*%	-%	1%	*%	*%	-%	*%	1%	-%	1%	*%	*%	*%	*%	*%	1%
										ae						
		-%	26%	8%	7%	-%	6%	11%	-%	39%	84%	16%	62%	35%	30%	70%
None of these	670	58	105	61	58	64	38	60	29	88	560	110	223	411	335	335
	22%	16%	24%	24%	26%	23%	18%	25%	22%	24%	22%	27%	13%	36%	23%	22%
			af	a	af	a		af		af		j		l		
		9%	16%	9%	9%	10%	6%	9%	4%	13%	84%	16%	33%	61%	50%	50%

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Don't know	85	8	18	8	1	13	8	6	3	12	79	6	21	29	35	50
	3%	2%	4%	3%	1%	4%	4%	2%	2%	3%	3%	1%	1%	3%	2%	3%
			d	d		d	d	d		d	k			l		
		9%	21%	9%	1%	15%	9%	7%	3%	15%	93%	7%	25%	35%	41%	59%
NOT ANSWERED [POSTAL ONLY]	13	2	4	1	-	1	*	-	-	3	11	1	1	9	6	7
	*%	*%	1%	1%	-%	*%	*%	-%	-%	1%	*%	*%	*%	1%	*%	*%
														l		
		13%	29%	12%	-%	6%	2%	-%	-%	22%	88%	12%	5%	71%	45%	55%
ANY OF THESE	2232	292	308	182	161	204	163	174	100	258	1937	295	1499	682	1113	1119
	74%	81%	71%	72%	73%	72%	78%	72%	76%	71%	75%	72%	86%	60%	75%	74%
		bcdegi					bi						m			
		13%	14%	8%	7%	9%	7%	8%	4%	12%	87%	13%	67%	31%	50%	50%

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Netflix	1969	1037	769	1658	1969	971	1969
	66%	74%	61%	74%	88%	80%	70%
		bf	bf	abcef	abcf	b	
		53%	39%	84%	100%	49%	100%
Amazon Prime Video	1596	859	641	1394	1596	807	1596
	53%	62%	50%	63%	71%	66%	56%
		bf	bf	abcef	abcf	b	
		54%	40%	87%	100%	51%	100%
Disney+	800	436	288	717	800	460	800
	27%	31%	23%	32%	36%	38%	28%
		bf	bf	abcf	abcf	b	
		54%	36%	90%	100%	57%	100%
NOW TV Entertainment Pass or NOW TV Cinema Pass	266	114	141	250	266	142	266
	9%	8%	11%	11%	12%	12%	9%
			a	af	af	af	
		43%	53%	94%	100%	53%	100%
Apple TV+	222	133	87	206	222	135	222
	7%	10%	7%	9%	10%	11%	8%
		bf	b	bf	bf		
		60%	39%	93%	100%	61%	100%
Britbox	72	39	41	65	72	43	72
	2%	3%	3%	3%	3%	4%	3%
		54%	57%	91%	100%	59%	100%
Acorn TV	12	7	9	8	12	7	12
	*%	1%	1%	*%	1%	1%	*%
		64%	73%	70%	100%	59%	100%
None of these	670	212	340	337	11	138	562
	22%	15%	27%	15%	*%	11%	20%
		de	acdef	de		d	acde
		32%	51%	50%	2%	21%	84%

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

QH87AC. Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Don't know	85	12	14	9	-	4	27
	3%	1%	1%	*%	-%	*%	1%
		cde	cde	d		d	cde
		15%	17%	11%	-%	5%	32%
NOT ANSWERED [POSTAL ONLY]	13	6	4	5	-	-	10
	*%	*%	*%	*%	-%	-%	*%
		de	de	d			de
		45%	34%	40%	-%	-%	78%
ANY OF THESE	2232	1166	910	1876	2232	1073	2232
	74%	84%	72%	84%	100%	88%	79%
		bf	bf	bf	abcef	abcf	b
		52%	41%	84%	100%	48%	100%

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



SUMMARY OF TV SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
PAID TRADITIONAL TV	1396	645	741	110	228	485	555	64	112	176	659	409	335	262	330	1134	143	78	41
	47%	46%	48%	38%	39%	52%	50%	33%	44%	49%	52%	51%	43%	52%	45%	46%	53%	52%	46%
		46%	53%	8%	16%	35%	40%	5%	8%	13%	47%	29%	24%	19%	24%	81%	10%	6%	3%
FREE TRADITIONAL TV	1269	622	631	89	183	364	608	79	109	175	553	382	307	216	305	1079	100	54	37
	42%	45%	41%	31%	31%	39%	55%	41%	44%	48%	44%	48%	40%	43%	42%	43%	37%	36%	41%
		b				cd	cde					ln				pq			
		49%	50%	7%	14%	29%	48%	6%	9%	14%	44%	30%	24%	17%	24%	85%	8%	4%	3%
FREE CATCH-UP	2228	1026	1176	204	422	738	831	106	152	269	1106	698	602	378	462	1852	198	117	60
	74%	74%	76%	70%	72%	79%	75%	55%	61%	74%	87%	88%	78%	74%	63%	74%	73%	78%	67%
						cdf				gh	ghi	lmn	n	n		r	r	r	
		46%	53%	9%	19%	33%	37%	5%	7%	12%	50%	31%	27%	17%	21%	83%	9%	5%	3%
SVOD	2243	1026	1194	259	518	778	664	112	154	275	1112	660	644	395	457	1849	213	116	65
	75%	74%	77%	89%	88%	83%	60%	58%	62%	76%	88%	83%	83%	78%	62%	74%	79%	78%	72%
		a		ef	ef	f				gh	ghi	mn	mn	n			r		
		46%	53%	12%	23%	35%	30%	5%	7%	12%	50%	29%	29%	18%	20%	82%	9%	5%	3%
YOUTUBE SERVICES	1215	609	586	173	297	414	315	71	96	151	586	325	370	208	262	1000	117	61	37
	41%	44%	38%	59%	51%	44%	28%	37%	38%	42%	46%	41%	48%	41%	36%	40%	44%	41%	41%
		b		def	ef	f					gh	n	kmn						
		50%	48%	14%	24%	34%	26%	6%	8%	12%	48%	27%	30%	17%	22%	82%	10%	5%	3%
ANY SERVICES	2832	1325	1470	274	551	904	1053	171	236	354	1261	780	750	489	673	2349	257	142	84
	94%	95%	95%	94%	94%	96%	95%	88%	94%	98%	99%	98%	97%	96%	92%	94%	95%	95%	93%
						cd			g	gh	ghi	n	n	n					
		47%	52%	10%	19%	32%	37%	6%	8%	12%	45%	28%	26%	17%	24%	83%	9%	5%	3%

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

SUMMARY OF TV SERVICES

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
PAID TRADITIONAL TV	1396	138	207	109	102	135	101	101	68	172	1198	198	893	470	758	638
	47%	38%	48%	43%	46%	48%	49%	42%	52%	48%	46%	48%	51%	42%	51%	42%
		10%	15%	8%	7%	10%	7%	7%	5%	12%	86%	14%	64%	34%	54%	46%
FREE TRADITIONAL TV	1269	143	184	126	95	106	83	117	57	167	1058	211	694	544	698	571
	42%	40%	42%	50%	43%	38%	40%	49%	44%	46%	41%	51%	40%	48%	47%	38%
		11%	14%	10%	7%	8%	7%	9%	5%	13%	83%	17%	55%	43%	55%	45%
FREE CATCH-UP	2228	263	334	190	180	192	163	169	104	257	1898	330	1409	770	1201	1026
	74%	73%	77%	76%	82%	68%	78%	70%	79%	71%	73%	80%	81%	68%	81%	68%
		12%	15%	9%	8%	9%	7%	8%	5%	12%	85%	15%	63%	35%	54%	46%
SVOD	2243	292	309	183	161	205	164	174	100	260	1946	298	1503	689	1117	1126
	75%	81%	71%	73%	73%	73%	78%	73%	76%	72%	75%	72%	86%	61%	75%	75%
		13%	14%	8%	7%	9%	7%	8%	4%	12%	87%	13%	67%	31%	50%	50%
YOUTUBE SERVICES	1215	171	172	95	93	112	79	92	55	132	1077	138	809	378	556	659
	41%	48%	39%	38%	42%	40%	38%	38%	42%	36%	42%	34%	46%	33%	37%	44%
		14%	14%	8%	8%	9%	7%	8%	5%	11%	89%	11%	67%	31%	46%	54%
ANY SERVICES	2832	342	406	240	216	258	198	221	125	342	2434	398	1695	1056	1433	1399
	94%	95%	93%	95%	98%	92%	95%	92%	95%	95%	94%	96%	97%	93%	96%	93%
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	51%	49%

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

SUMMARY OF TV SERVICES

Base : All respondents

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
PAID TRADITIONAL TV	1396	1396	325	1214	1174	582	1396
	47%	100%	26%	55%	52%	48%	49%
		bcdef		bef	bef	b	b
		100%	23%	87%	84%	42%	100%
FREE TRADITIONAL TV	1269	325	1269	1045	913	542	1269
	42%	23%	100%	47%	41%	45%	45%
			acdef	ad	a	ad	ad
		26%	100%	82%	72%	43%	100%
FREE CATCH-UP	2228	1214	1045	2228	1886	1034	2228
	74%	87%	82%	100%	84%	85%	79%
		bdf	f	abdef	f	bf	
		55%	47%	100%	85%	46%	100%
SVOD	2243	1174	913	1886	2243	1076	2243
	75%	84%	72%	85%	100%	89%	79%
		bf		bf	abcef	abcf	b
		52%	41%	84%	100%	48%	100%
YOUTUBE SERVICES	1215	582	542	1034	1076	1215	1215
	41%	42%	43%	46%	48%	100%	43%
				abf	abf	abcdf	
		48%	45%	85%	89%	100%	100%
ANY SERVICES	2832	1396	1269	2228	2243	1215	2832
	94%	100%	100%	100%	100%	100%	100%
		49%	45%	79%	79%	43%	100%

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
Amazon Fire TV (plug in stick, plug in box or cube)	711 24%	323 23%	384 25%	72 25%	140 24%	264 28%	228 21%	34 17%	59 24%	88 24%	350 28%	189 24%	189 24%	143 28%	157 21%	560 22%	80 30%	46 31%	25 28%
						df				g	g			n			o	o	o
		45%	54%	10%	20%	37%	32%	5%	8%	12%	49%	27%	27%	20%	22%	79%	11%	7%	4%
Apps you can use on your TV set to stream programmes on-demand	420 14%	233 17%	185 12%	45 15%	102 17%	162 17%	110 10%	17 9%	25 10%	56 16%	244 19%	141 18%	136 18%	69 14%	59 8%	341 14%	48 18%	20 14%	12 13%
		b		f	f	f				gh	gh	n	n	n					
		55%	44%	11%	24%	39%	26%	4%	6%	13%	58%	34%	32%	16%	14%	81%	11%	5%	3%
Google Chromecast	270 9%	140 10%	127 8%	31 11%	79 13%	89 10%	68 6%	12 6%	21 8%	27 7%	141 11%	82 10%	86 11%	41 8%	51 7%	220 9%	29 11%	8 5%	13 15%
				f	ef	f					gi	n	n		q	q		oq	
				52%	47%	11%	29%	4%	8%	10%	52%	30%	32%	15%	19%	81%	11%	3%	5%
NOW TV Smart Stick	132 4%	61 4%	70 5%	11 4%	34 6%	50 5%	35 3%	8 4%	14 5%	18 5%	63 5%	30 4%	34 4%	33 6%	32 4%	115 5%	6 2%	8 5%	3 4%
				f	f	f					gh	gh	lmn	n	k				
				46%	53%	8%	26%	6%	10%	14%	48%	23%	26%	25%	24%	87%	5%	6%	2%
Apple TV box	126 4%	69 5%	56 4%	15 5%	31 5%	55 6%	24 2%	4 2%	4 2%	19 5%	73 6%	56 7%	29 4%	19 4%	15 2%	102 4%	12 4%	6 4%	5 6%
				f	f	f					gh	gh	lmn	n					
				55%	44%	12%	25%	3%	3%	15%	58%	45%	23%	15%	12%	81%	9%	5%	4%
Roku	123 4%	60 4%	59 4%	17 6%	28 5%	51 5%	25 2%	7 4%	8 3%	20 5%	53 4%	27 3%	38 5%	25 5%	26 3%	103 4%	12 4%	6 4%	3 3%
				f	f	f													
				49%	48%	14%	23%	6%	7%	16%	44%	22%	31%	20%	21%	84%	9%	5%	2%
Facebook Watch	41 1%	21 1%	20 1%	10 3%	14 2%	13 1%	5 *	5 3%	3 1%	11 3%	14 1%	9 1%	9 1%	7 1%	14 2%	36 1%	2 1%	2 1%	1 1%
				ef	f	f		j		j									
				50%	49%	23%	34%	13%	8%	26%	33%	21%	22%	18%	34%	87%	6%	5%	2%
Twitter	27 1%	16 1%	10 1%	6 2%	5 1%	11 1%	5 *	2 1%	- -	6 2%	13 1%	6 1%	4 1%	8 2%	7 1%	25 1%	* *	1 1%	1 1%
				f						h				l					
				59%	38%	21%	19%	6%	-	21%	48%	22%	15%	31%	25%	94%	1%	3%	2%

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
None of these	1476	672	775	118	259	402	661	123	139	172	561	398	356	234	407	1242	126	69	39
	49%	48%	50%	41%	44%	43%	60%	64%	55%	47%	44%	50%	46%	46%	56%	50%	47%	46%	43%
		46%	53%	8%	18%	27%	45%	8%	9%	12%	38%	27%	24%	16%	28%	84%	9%	5%	3%
Don't know	142	61	62	24	22	44	38	5	3	19	18	19	20	23	41	122	9	5	6
	5%	4%	4%	8%	4%	5%	3%	3%	1%	5%	1%	2%	3%	5%	6%	5%	3%	3%	6%
				def						hj				kl	kl				q
		43%	44%	17%	16%	31%	27%	4%	2%	14%	13%	13%	14%	16%	29%	86%	6%	4%	4%
NOT ANSWERED [POSTAL ONLY]	17	7	10	-	-	*	9	3	2	*	2	*	2	1	8	14	*	2	*
	1%	*%	1%	-%	-%	*%	1%	2%	1%	*%	*%	*%	*%	*%	1%	1%	*%	2%	*%
		41%	59%	-%	-%	2%	55%	20%	15%	2%	10%	2%	10%	6%	48%	83%	1%	14%	1%
ANY OF THESE	1366	656	695	150	306	491	401	62	106	171	687	380	394	249	275	1112	135	74	45
	46%	47%	45%	51%	52%	52%	36%	32%	42%	47%	54%	48%	51%	49%	38%	45%	50%	49%	50%
		48%	51%	11%	22%	36%	29%	5%	8%	13%	50%	28%	29%	18%	20%	81%	10%	5%	3%

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Amazon Fire TV (plug in stick, plug in box or cube)	711	63	97	49	61	61	53	51	32	93	609	102	474	222	358	353
	24%	18%	22%	20%	28%	22%	25%	21%	24%	26%	24%	25%	27%	20%	24%	23%
		9%	14%	7%	9%	9%	7%	7%	5%	13%	86%	14%	67%	31%	50%	50%
Apps you can use on your TV set to stream programmes on-demand	420	56	58	37	26	37	38	35	20	34	372	49	307	104	217	204
	14%	16%	13%	15%	12%	13%	18%	14%	15%	9%	14%	12%	18%	9%	15%	13%
		i	i	i	ac	ac	di	i	i	a	a	a	m	m		
		13%	14%	9%	6%	9%	9%	8%	5%	8%	88%	12%	73%	25%	52%	48%
Google Chromecast	270	49	32	21	17	28	18	15	6	34	235	35	194	71	130	140
	9%	14%	7%	8%	8%	10%	9%	6%	5%	9%	9%	8%	11%	6%	9%	9%
		bcd	h	h	h	h	h	h	h	h	h	h	m	m		
		18%	12%	8%	6%	10%	7%	6%	2%	13%	87%	13%	72%	26%	48%	52%
NOW TV Smart Stick	132	8	21	14	9	21	9	8	4	23	118	14	95	33	64	69
	4%	2%	5%	5%	4%	7%	4%	3%	3%	6%	5%	3%	5%	3%	4%	5%
		6%	16%	10%	7%	16%	6%	6%	3%	17%	89%	11%	72%	25%	48%	52%
Apple TV box	126	16	24	13	9	9	9	7	2	13	111	15	95	28	69	57
	4%	4%	5%	5%	4%	3%	4%	3%	2%	4%	4%	4%	5%	2%	5%	4%
		13%	19%	10%	7%	7%	7%	6%	2%	10%	88%	12%	75%	22%	55%	45%
Roku	123	6	28	12	10	8	8	10	6	14	106	17	87	31	45	78
	4%	2%	6%	5%	5%	3%	4%	4%	4%	4%	4%	4%	5%	3%	3%	5%
		5%	ae	a	a	a	a	a	a	a	a	a	m	m	n	n
			22%	10%	8%	7%	7%	9%	4%	12%	86%	14%	71%	25%	36%	64%
Facebook Watch	41	-	5	3	4	4	4	2	2	12	37	4	23	16	12	29
	1%	-%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%	1%	1%	1%	2%
			a	a	a	a	a	a	a	ag	ag	ag	ag	ag	n	n
		-%	13%	7%	9%	9%	9%	5%	6%	28%	90%	10%	56%	39%	30%	70%

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Twitter	27	2	4	2	3	3	1	1	2	8	24	3	17	9	14	13
	1%	*%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%
		6%	13%	6%	12%	12%	4%	4%	7%	29%	87%	13%	63%	32%	52%	48%
None of these	1476	182	221	131	107	133	100	124	63	182	1259	217	763	663	743	733
	49%	51%	51%	52%	49%	47%	48%	52%	48%	50%	49%	53%	44%	59%	50%	48%
		12%	15%	9%	7%	9%	7%	8%	4%	12%	85%	15%	52%	45%	50%	50%
Don't know	142	15	23	11	8	20	9	13	7	16	128	13	52	55	61	80
	5%	4%	5%	4%	3%	7%	4%	5%	5%	5%	5%	3%	3%	5%	4%	5%
		11%	16%	8%	5%	14%	6%	9%	5%	12%	91%	9%	37%	39%	43%	57%
NOT ANSWERED [POSTAL ONLY]	17	3	2	1	-	2	*	1	1	4	16	*	2	12	5	11
	1%	1%	1%	*%	-%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%
		16%	14%	4%	-%	14%	2%	4%	3%	26%	98%	2%	11%	71%	33%	67%
ANY OF THESE	1366	159	188	110	105	126	100	103	61	159	1184	182	928	402	679	687
	46%	44%	43%	44%	48%	45%	48%	43%	47%	44%	46%	44%	53%	35%	46%	45%
		12%	14%	8%	8%	9%	7%	8%	4%	12%	87%	13%	68%	29%	50%	50%

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

QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
Amazon Fire TV (plug in stick, plug in box or cube)	711	408	312	632	682	355	709
	24%	29%	25%	28%	30%	29%	25%
		bf	bf	bf	bf	bf	
		57%	44%	89%	96%	50%	100%
Apps you can use on your TV set to stream programmes on-demand	420	227	216	391	405	278	420
	14%	16%	17%	18%	18%	23%	15%
			f	f	f	abcdf	
		54%	51%	93%	96%	66%	100%
Google Chromecast	270	138	122	239	257	163	270
	9%	10%	10%	11%	11%	13%	10%
				f	f	abcf	
		51%	45%	88%	95%	60%	100%
NOW TV Smart Stick	132	62	75	117	127	59	131
	4%	4%	6%	5%	6%	5%	5%
		47%	57%	88%	96%	45%	99%
Apple TV box	126	80	47	119	121	69	126
	4%	6%	4%	5%	5%	6%	4%
		bf	b	b	b	b	
		64%	38%	94%	96%	55%	100%
Roku	123	49	65	108	112	68	121
	4%	4%	5%	5%	5%	6%	4%
			a	a	a	af	
		40%	53%	88%	91%	55%	98%
Facebook Watch	41	23	21	30	34	25	40
	1%	2%	2%	1%	2%	2%	1%
		56%	51%	71%	82%	60%	96%
Twitter	27	17	15	21	24	18	26
	1%	1%	1%	1%	1%	2%	1%
		64%	55%	78%	90%	68%	95%

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



QH87AD. Which – if any – of these are used in your household to watch programmes, shows or films? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
None of these	1476	630	607	959	895	473	1370
	49%	45%	48%	43%	40%	39%	48%
		de	cde	de			acde
		43%	41%	65%	61%	32%	93%
Don't know	142	41	35	56	59	25	90
	5%	3%	3%	2%	3%	2%	3%
							e
		29%	25%	39%	42%	18%	63%
NOT ANSWERED [POSTAL ONLY]	17	9	4	7	3	1	13
	1%	1%	*%	*%	*%	*%	*%
		de					de
		52%	23%	41%	15%	6%	79%
ANY OF THESE	1366	716	623	1206	1287	717	1359
	46%	51%	49%	54%	57%	59%	48%
		f		bf	abcf	abcf	
		52%	46%	88%	94%	52%	100%

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Amazon Prime Video	679	372	303	59	158	246	215	20	39	83	381	246	194	112	107	573	54	34	18
	25%	29%	22%	20%	27%	27%	24%	14%	19%	25%	31%	32%	26%	24%	18%	25%	22%	25%	22%
		b		c	c					g	ghi	lmn	n	n					
		55%	45%	9%	23%	36%	32%	3%	6%	12%	56%	36%	29%	17%	16%	84%	8%	5%	3%
Sky Sports channels or Sky Sports Pass from NOW TV	555	301	252	51	118	190	193	19	27	65	316	200	147	102	92	464	48	29	15
	20%	24%	18%	18%	20%	21%	21%	13%	13%	20%	26%	26%	20%	22%	15%	21%	19%	21%	18%
		b				gh	ghi			gh	ghi	ln	n	n					
		54%	45%	9%	21%	34%	35%	3%	5%	12%	57%	36%	27%	18%	17%	84%	9%	5%	3%
BT Sport channels or BT Sport Monthly Pass	412	229	181	34	92	123	160	13	27	50	223	148	111	75	68	337	43	21	11
	15%	18%	13%	12%	16%	13%	18%	9%	13%	15%	18%	19%	15%	16%	11%	15%	17%	16%	14%
		b		ce		g	gh			gh	ln	n	n						
		56%	44%	8%	22%	30%	39%	3%	6%	12%	54%	36%	27%	18%	16%	82%	10%	5%	3%
Eurosport monthly or annual pass	54	36	18	5	13	19	16	2	2	9	31	19	12	14	5	46	5	2	1
	2%	3%	1%	2%	2%	2%	2%	1%	1%	3%	2%	3%	2%	3%	1%	2%	2%	1%	1%
		b		n		n				n		n							
		67%	33%	9%	24%	36%	30%	3%	4%	16%	57%	36%	23%	26%	10%	86%	9%	3%	2%
Twitch	39	26	13	14	19	6	1	3	3	7	21	11	11	11	5	36	2	2	*
	1%	2%	1%	5%	3%	1%	*%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	*%
		b		ef	ef	f							n			r			
		67%	33%	34%	49%	15%	2%	8%	8%	17%	54%	28%	28%	28%	14%	91%	4%	4%	1%
Pick TV	25	18	6	2	4	9	9	3	2	7	6	4	3	8	7	22	2	1	1
	1%	1%	*%	1%	1%	1%	1%	2%	1%	2%	1%	*%	*%	2%	1%	1%	1%	1%	1%
		b		j		j				j				kl	l				
		74%	26%	10%	18%	35%	37%	11%	8%	27%	25%	15%	13%	32%	30%	87%	7%	4%	3%
UFC Fight Pass	25	16	9	7	12	5	*	1	*	8	9	3	6	8	5	23	1	-	1
	1%	1%	1%	3%	2%	1%	*%	1%	*%	3%	1%	*%	1%	2%	1%	1%	*%	-%	1%
				ef	ef	f				hj				k		q			q
		64%	36%	30%	49%	21%	1%	5%	1%	34%	37%	13%	24%	32%	19%	94%	3%	-%	4%
NBA pass	16	7	7	4	7	4	*	2	2	4	4	2	2	6	5	15	*	-	1
	1%	1%	1%	2%	1%	*%	*%	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	-%	1%
				ef	f	f				j				kl					
		47%	45%	27%	43%	25%	1%	12%	16%	25%	22%	10%	11%	36%	32%	93%	2%	-%	4%

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
None of these	1526	658	837	156	332	510	508	102	131	181	642	390	420	266	378	1259	145	77	46
	56%	52%	60%	54%	57%	56%	56%	70%	63%	55%	52%	51%	57%	57%	62%	56%	58%	57%	57%
		a						ij	ij			k	k	kl					
		43%	55%	10%	22%	33%	33%	7%	9%	12%	42%	26%	28%	17%	25%	82%	10%	5%	3%
Don't know	155	61	74	36	27	45	29	9	7	15	29	19	31	21	44	128	15	7	5
	6%	5%	5%	13%	5%	5%	3%	6%	3%	4%	2%	3%	4%	5%	7%	6%	6%	5%	7%
				def		f		j		j			k	k	kl				
		39%	48%	23%	17%	29%	19%	6%	4%	9%	19%	12%	20%	14%	28%	82%	10%	5%	3%
ANY OF THESE	1045	550	490	95	224	357	364	35	69	134	557	362	286	177	190	875	89	51	30
	38%	43%	35%	33%	38%	39%	40%	24%	33%	41%	45%	47%	39%	38%	31%	39%	36%	38%	37%
		b				c	c		g	g	gh	lmn	n	n					
		53%	47%	9%	21%	34%	35%	3%	7%	13%	53%	35%	27%	17%	18%	84%	8%	5%	3%

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Amazon Prime Video	679	91	81	53	51	63	51	52	36	95	580	99	483	193	378	301
	25%	27%	21%	24%	25%	25%	27%	24%	29%	30%	25%	27%	28%	21%	28%	22%
		13%	12%	8%	8%	9%	8%	8%	5%	14%	85%	15%	71%	28%	56%	44%
Sky Sports channels or Sky Sports Pass from NOW TV	555	76	79	36	45	52	38	39	31	67	482	73	388	159	340	215
	20%	22%	20%	16%	22%	21%	20%	18%	26%	21%	20%	20%	23%	17%	25%	16%
		14%	14%	6%	8%	9%	7%	7%	6%	12%	87%	13%	70%	29%	61%	39%
BT Sport channels or BT Sport Monthly Pass	412	51	54	42	33	28	32	20	15	63	349	63	285	123	248	164
	15%	15%	14%	19%	16%	11%	16%	9%	12%	20%	15%	17%	17%	13%	18%	12%
		g		egh	g		eg			begh			m		o	
		12%	13%	10%	8%	7%	8%	5%	4%	15%	85%	15%	69%	30%	60%	40%
Eurosport monthly or annual pass	54	5	12	5	3	5	1	5	1	9	51	3	36	16	26	28
	2%	1%	3%	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	2%	2%	2%
			f	f						f						
		9%	23%	10%	6%	8%	2%	8%	3%	17%	94%	6%	67%	30%	48%	52%
Twitch	39	4	6	2	1	6	3	4	1	9	36	4	24	14	14	25
	1%	1%	2%	1%	1%	2%	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%
		9%	16%	6%	3%	14%	8%	10%	3%	22%	90%	10%	62%	37%	36%	64%
Pick TV	25	2	3	5	1	1	2	1	2	6	23	2	13	11	8	16
	1%	1%	1%	2%	*%	*%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%
		7%	12%	20%	2%	2%	7%	3%	8%	25%	92%	8%	51%	44%	33%	67%
UFC Fight Pass	25	2	2	2	3	2	-	3	1	8	23	2	17	7	8	17
	1%	1%	1%	1%	1%	1%	-%	1%	1%	3%	1%	1%	1%	1%	1%	1%
		8%	9%	7%	13%	6%	-%	11%	6%	34%	92%	8%	69%	28%	32%	68%

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
NBA pass	16	4	1	1	*	1	1	-	-	6	15	1	7	8	3	13
	1%	1%	*%	1%	*%	1%	1%	-%	-%	2%	1%	*%	*%	1%	*%	1%
		23%	7%	9%	3%	9%	7%	-%	-%	37%	93%	7%	45%	50%	20%	80%
None of these	1526	197	223	122	121	138	104	131	65	158	1320	207	924	547	700	826
	56%	58%	57%	55%	58%	55%	54%	61%	53%	50%	56%	56%	54%	59%	52%	60%
		i	i	i	i	i	i	i	i	i	i	i	i	i	i	i
		13%	15%	8%	8%	9%	7%	9%	4%	10%	86%	14%	61%	36%	46%	54%
Don't know	155	20	22	12	7	22	11	10	4	21	141	14	65	59	62	93
	6%	6%	6%	5%	4%	9%	6%	5%	3%	7%	6%	4%	4%	6%	5%	7%
		13%	14%	8%	5%	14%	7%	6%	2%	13%	91%	9%	42%	38%	40%	60%
ANY OF THESE	1045	124	143	88	80	93	78	75	53	141	895	151	706	326	592	454
	38%	36%	37%	40%	38%	37%	41%	35%	44%	44%	38%	41%	42%	35%	44%	33%
		12%	14%	8%	8%	9%	7%	7%	5%	13%	86%	14%	68%	31%	57%	43%

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Amazon Prime Video	679	425	290	634	674	353	679
	25%	33%	26%	30%	31%	30%	26%
		bf	bf	bf	bf	bf	bf
		63%	43%	93%	99%	52%	100%
Sky Sports channels or Sky Sports Pass from NOW TV	555	477	164	521	512	264	555
	20%	37%	15%	25%	24%	22%	21%
		bcdef	bf	bf	bf	b	b
		86%	29%	94%	92%	48%	100%
BT Sport channels or BT Sport Monthly Pass	412	346	151	385	376	194	412
	15%	27%	14%	18%	17%	16%	16%
		bcdef	bf	bf	b	b	b
		84%	37%	93%	91%	47%	100%
Eurosport monthly or annual pass	54	33	28	52	52	29	54
	2%	3%	3%	2%	2%	2%	2%
		60%	52%	96%	97%	54%	100%
Twitch	39	23	14	30	39	21	39
	1%	2%	1%	1%	2%	2%	2%
		58%	37%	76%	99%	54%	100%
Pick TV	25	11	20	21	20	14	25
	1%	1%	2%	1%	1%	1%	1%
			acdf				
		45%	81%	87%	82%	55%	100%
UFC Fight Pass	25	16	14	21	25	17	25
	1%	1%	1%	1%	1%	1%	1%
		64%	58%	86%	100%	70%	100%
NBA pass	16	10	9	15	16	9	16
	1%	1%	1%	1%	1%	1%	1%
		62%	55%	96%	98%	55%	100%

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

QH87AE. Which – if any – of these are used in your household to watch sports? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	4805	2292	1983	3752	3860	2105	4617	
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193	
Total	2727	1297	1118	2110	2174	1176	2595	
		48%	41%	77%	80%	43%	95%	
None of these	1526	532	670	1084	1114	633	1447	
	56%	41%	60%	51%	51%	54%	56%	
			acdef	a	a	a	acd	
		35%	44%	71%	73%	41%	95%	
Don't know	155	40	38	69	81	41	103	
	6%	3%	3%	3%	4%	3%	4%	
		26%	24%	44%	52%	26%	67%	
ANY OF THESE	1045	725	410	957	979	502	1045	
	38%	56%	37%	45%	45%	43%	40%	
		bcdef		bf	bf	b	b	
		69%	39%	92%	94%	48%	100%	

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

QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE)

Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1395	661	726	105	243	556	480	60	98	183	696	431	432	180	313	803	180	229	183
Effective Weighted Sample	922	430	487	68	169	373	305	42	61	121	470	300	295	126	215	669	96	158	154
Total	737	350 48%	383 52%	48 6%	138 19%	286 39%	259 35%	31 **	49 **	89 12%	380 52%	236 32%	172 23%	140 19%	167 23%	579 79%	78 11%	56 8%	23 3%
Yes – Sky +	201 27%	93 26%	108 28%	11 22%	24 17%	74 26%	91 35%	** **	** **	27 30%	95 25%	65 27%	45 26%	35 25%	49 30%	163 28%	22 28%	10 18%	6 26%
		46%	54%	5%	12%	d 37%	cde 45%	**	**	13%	47%	32%	22%	17%	25%	q 81%	11%	5%	3%
Yes – Sky Q	343 47%	162 46%	179 47%	19 39%	66 48%	153 53%	102 39%	** **	** **	33 38%	194 51%	111 47%	78 45%	71 50%	73 44%	255 44%	41 52%	34 62%	13 54%
		47%	52%	5%	19%	cf 45%	30%	**	**	10%	57%	32%	23%	21%	21%	74%	12%	10%	4%
Yes – both Sky+ and Sky Q	105 14%	55 16%	51 13%	8 16%	25 18%	34 12%	37 14%	** **	** **	14 16%	59 16%	41 17%	24 14%	18 13%	20 12%	85 15%	11 14%	7 13%	2 9%
		52%	48%	7%	24%	32%	35%	**	**	13%	56%	39%	23%	17%	19%	81%	10%	7%	2%
Yes – not sure which	26 4%	10 3%	16 4%	4 9%	9 6%	6 2%	7 3%	** **	** **	3 3%	7 2%	5 2%	9 5%	5 4%	6 4%	22 4%	2 3%	1 1%	1 5%
		38%	60%	16%	33%	24%	28%	**	**	10%	28%	19%	34%	19%	23%	84%	9%	3%	5%
No	52 7%	26 7%	26 7%	4 9%	13 9%	14 5%	20 8%	** **	** **	11 12%	21 6%	14 6%	15 8%	8 6%	14 9%	46 8%	2 3%	3 5%	1 4%
		50%	50%	8%	25%	e 27%	38%	**	**	21%	41%	27%	28%	15%	28%	88%	4%	5%	2%
Don't know	9 1%	5 2%	4 1%	2 4%	1 1%	5 2%	2 1%	** **	** **	1 1%	2 1%	1 *%	1 1%	4 3%	3 2%	8 1%	* *%	* 1%	* 2%
		57%	43%	22%	8%	df 51%	18%	**	**	13%	26%	9%	14%	41%	36%	89%	2%	5%	4%

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



QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE)

Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS										URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	1395	73	118	73	94	81	92	95	95	82	981	414	888	476	782	613	
Effective Weighted Sample	922	65	109	65	86	70	84	85	85	73	746	178	596	313	513	410	
Total	737	69	109	51	57	63	53	56	36	85	606	130	506	216	424	313	
		**	15%	**	**	**	**	**	**	**	82%	18%	69%	29%	58%	42%	
Yes – Sky +	201	**	37	**	**	**	**	**	**	**	165	37	128	69	118	83	
	27%	**	34%	**	**	**	**	**	**	**	27%	28%	25%	32%	28%	27%	
		**	18%	**	**	**	**	**	**	**	82%	18%	64%	34%	58%	42%	
Yes – Sky Q	343	**	51	**	**	**	**	**	**	**	275	68	245	90	203	139	
	47%	**	47%	**	**	**	**	**	**	**	45%	52%	48%	42%	48%	45%	
		**	15%	**	**	**	**	**	**	**	80%	20%	71%	26%	59%	41%	
Yes – both Sky+ and Sky Q	105	**	15	**	**	**	**	**	**	**	89	17	75	30	60	45	
	14%	**	14%	**	**	**	**	**	**	**	15%	13%	15%	14%	14%	14%	
		**	14%	**	**	**	**	**	**	**	84%	16%	71%	28%	57%	43%	
Yes – not sure which	26	**	1	**	**	**	**	**	**	**	22	4	19	7	13	14	
	4%	**	1%	**	**	**	**	**	**	**	4%	3%	4%	3%	3%	4%	
		**	3%	**	**	**	**	**	**	**	84%	16%	71%	26%	48%	52%	
No	52	**	6	**	**	**	**	**	**	**	48	4	35	16	26	26	
	7%	**	5%	**	**	**	**	**	**	**	8%	3%	7%	7%	6%	8%	
		**	11%	**	**	**	**	**	**	**	92%	8%	67%	31%	49%	51%	
Don't know	9	**	-	**	**	**	**	**	**	**	8	1	5	4	5	5	
	1%	**	-%	**	**	**	**	**	**	**	1%	1%	1%	2%	1%	2%	
		**	-%	**	**	**	**	**	**	**	87%	13%	51%	45%	48%	52%	

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

QR1A. Does your household have Sky+ or Sky Q? (Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.) (SINGLE CODE)

Base : Those with Sky satellite TV (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1395	1395	267	1214	1225	609	1395
Effective Weighted Sample	922	922	179	802	808	411	922
Total	737	737	144	637	643	323	737
		100%	20%	86%	87%	44%	100%
Yes – Sky +	201	201	55	166	160	72	201
	27%	27%	38%	26%	25%	22%	27%
		e	acdef				e
		100%	28%	82%	79%	36%	100%
Yes – Sky Q	343	343	53	308	312	153	343
	47%	47%	37%	48%	49%	47%	47%
		b		b	b	b	b
		100%	15%	90%	91%	45%	100%
Yes – both Sky+ and Sky Q	105	105	14	97	99	54	105
	14%	14%	10%	15%	15%	17%	14%
						b	
		100%	14%	92%	94%	51%	100%
Yes – not sure which	26	26	3	20	23	14	26
	4%	4%	2%	3%	4%	4%	4%
		100%	12%	78%	89%	52%	100%
No	52	52	17	40	41	26	52
	7%	7%	11%	6%	6%	8%	7%
			acdf				
		100%	32%	77%	79%	50%	100%
Don't know	9	9	2	5	8	5	9
	1%	1%	1%	1%	1%	2%	1%
		100%	16%	57%	82%	53%	100%

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

QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1120	529	586	97	231	468	318	39	63	147	605	362	357	147	228	627	152	187	154
Effective Weighted Sample	738	344	391	63	160	314	198	27	39	100	406	253	240	101	160	525	81	132	131
Total	584	276	307	45	131	239	166	22	29	70	328	196	141	113	121	452	66	47	19
		47%	53%	**	22%	41%	28%	**	**	12%	56%	33%	24%	19%	21%	77%	11%	8%	3%
Pay Netflix direct	307	156	150	**	74	132	72	**	**	38	185	102	83	63	54	237	32	27	11
	53%	56%	49%	**	57%	55%	43%	**	**	54%	56%	52%	59%	56%	44%	53%	48%	57%	56%
		b			f	f							n						
		51%	49%	**	24%	43%	23%	**	**	12%	60%	33%	27%	20%	18%	77%	10%	9%	4%
Pay Sky TV to receive Netflix	166	75	91	**	41	76	42	**	**	19	93	62	34	29	35	127	18	16	5
	28%	27%	30%	**	31%	32%	25%	**	**	28%	28%	31%	24%	26%	29%	28%	27%	34%	27%
		45%	55%	**	25%	46%	25%	**	**	12%	56%	37%	20%	18%	21%	76%	11%	10%	3%
Pay mobile phone provider to receive Netflix	1	1	1	**	-	-	1	**	**	*	-	*	*	-	1	1	*	-	-
	*%	*%	*%	**	-%	-%	1%	**	**	*%	-%	*%	*%	-%	1%	*%	*%	-%	-%
		41%	59%	**	-%	-%	82%	**	**	10%	-%	32%	18%	-%	50%	90%	10%	-%	-%
We share someone else's Netflix login	81	33	49	**	13	22	40	**	**	10	41	22	20	15	23	60	14	3	3
	14%	12%	16%	**	10%	9%	24%	**	**	15%	13%	11%	14%	13%	19%	13%	22%	7%	16%
					de		de						k				oq		q
		40%	60%	**	15%	26%	50%	**	**	13%	51%	27%	24%	18%	28%	74%	18%	4%	4%
Something else	3	2	1	**	1	-	*	**	**	1	-	*	1	1	1	3	*	-	-
	1%	1%	*%	**	1%	-%	*%	**	**	2%	-%	*%	1%	1%	1%	1%	*%	-%	-%
		55%	45%	**	23%	-%	3%	**	**	33%	-%	3%	28%	23%	45%	97%	3%	-%	-%
Don't know	25	10	15	**	3	9	10	**	**	1	9	10	2	5	7	23	2	1	*
	4%	4%	5%	**	2%	4%	6%	**	**	1%	3%	5%	2%	4%	6%	5%	2%	1%	1%
		40%	60%	**	11%	38%	42%	**	**	4%	34%	40%	9%	20%	27%	90%	6%	3%	1%

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

QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1120	58	94	56	71	58	77	77	75	61	796	324	757	342	616	504
Effective Weighted Sample	738	52	87	50	66	49	71	70	67	54	602	139	505	226	403	337
Total	584	56	85	39	43	46	45	46	29	62	489	95	421	154	328	256
		**	**	**	**	**	**	**	**	**	84%	16%	72%	26%	56%	44%
Pay Netflix direct	307	**	**	**	**	**	**	**	**	**	250	57	236	68	166	140
	53%	**	**	**	**	**	**	**	**	**	51%	60%	56%	44%	51%	55%
		**	**	**	**	**	**	**	**	**	82%	18%	77%	22%	54%	46%
Pay Sky TV to receive Netflix	166	**	**	**	**	**	**	**	**	**	141	26	122	43	96	71
	28%	**	**	**	**	**	**	**	**	**	29%	27%	29%	28%	29%	28%
		**	**	**	**	**	**	**	**	**	85%	15%	73%	26%	58%	42%
Pay mobile phone provider to receive Netflix	1	**	**	**	**	**	**	**	**	**	1	1	-	1	1	1
	*%	**	**	**	**	**	**	**	**	**	*%	1%	-%	1%	*%	*%
		**	**	**	**	**	**	**	**	**	59%	41%	-%	100%	41%	59%
We share someone else's Netflix login	81	**	**	**	**	**	**	**	**	**	73	8	48	31	49	33
	14%	**	**	**	**	**	**	**	**	**	15%	9%	11%	20%	15%	13%
		**	**	**	**	**	**	**	**	**	k	90%	10%	59%	39%	60%
Something else	3	**	**	**	**	**	**	**	**	**	3	*	2	1	-	3
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	1%	-%	1%
		**	**	**	**	**	**	**	**	**	97%	3%	55%	45%	-%	100%
Don't know	25	**	**	**	**	**	**	**	**	**	22	3	14	10	17	8
	4%	**	**	**	**	**	**	**	**	**	4%	4%	3%	6%	5%	3%
		**	**	**	**	**	**	**	**	**	86%	14%	57%	39%	66%	34%

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

QH88. Your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Sky satellite TV and Netflix (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1120	1120	206	1018	1120	525	1120
Effective Weighted Sample	738	738	137	672	738	352	738
Total	584	584	108	530	584	276	584
		100%	19%	91%	100%	47%	100%
Pay Netflix direct	307	307	58	278	307	155	307
	53%	53%	54%	52%	53%	56%	53%
		100%	19%	90%	100%	50%	100%
Pay Sky TV to receive Netflix	166	166	23	158	166	81	166
	28%	28%	21%	30%	28%	29%	28%
			b				
		100%	14%	95%	100%	49%	100%
Pay mobile phone provider to receive Netflix	1	1	1	1	1	1	1
	*%	*%	1%	*%	*%	*%	*%
		100%	41%	100%	100%	50%	100%
We share someone else's Netflix login	81	81	21	74	81	28	81
	14%	14%	19%	14%	14%	10%	14%
			e				
		100%	26%	91%	100%	35%	100%
Something else	3	3	2	2	3	1	3
	1%	1%	2%	*%	1%	*%	1%
		100%	64%	77%	100%	28%	100%
Don't know	25	25	4	17	25	10	25
	4%	4%	3%	3%	4%	4%	4%
		100%	15%	69%	100%	39%	100%

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

QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	460	208	250	58	86	169	146	26	24	55	230	130	159	62	92	325	46	30	59
Effective Weighted Sample	336	150	185	35	67	122	112	20	19	38	174	103	120	46	71	268	37	23	51
Total	301	132	168	36	64	106	95	14	17	35	153	93	79	56	60	247	37	9	8
		44%	56%	**	**	35%	32%	**	**	**	51%	31%	26%	**	**	82%	**	**	**
Pay Netflix direct	223	101	120	**	**	85	60	**	**	**	124	77	60	**	**	187	**	**	**
	74%	77%	72%	**	**	80%	63%	**	**	**	81%	83%	76%	**	**	76%	**	**	**
		45%	54%	**	**	38%	27%	**	**	**	56%	35%	27%	**	**	84%	**	**	**
Pay Virgin Media TV to receive Netflix	19	9	11	**	**	7	10	**	**	**	7	4	3	**	**	16	**	**	**
	6%	6%	6%	**	**	7%	11%	**	**	**	5%	4%	4%	**	**	7%	**	**	**
		44%	56%	**	**	38%	52%	**	**	**	38%	21%	16%	**	**	84%	**	**	**
We share someone else's Netflix login	41	16	25	**	**	9	20	**	**	**	15	9	12	**	**	29	**	**	**
	14%	13%	15%	**	**	9%	21%	**	**	**	10%	9%	15%	**	**	12%	**	**	**
		40%	60%	**	**	22%	48%	**	**	**	36%	21%	29%	**	**	71%	**	**	**
Something else	4	-	4	**	**	2	1	**	**	**	2	1	-	**	**	4	**	**	**
	1%	-%	3%	**	**	2%	1%	**	**	**	1%	1%	-%	**	**	2%	**	**	**
		-%	100%	**	**	42%	15%	**	**	**	46%	15%	-%	**	**	100%	**	**	**
Don't know	13	6	8	**	**	3	4	**	**	**	5	2	4	**	**	10	**	**	**
	4%	4%	5%	**	**	3%	4%	**	**	**	3%	3%	5%	**	**	4%	**	**	**
		42%	58%	**	**	22%	31%	**	**	**	35%	18%	29%	**	**	76%	**	**	**

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

QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o	
Unweighted total	460	41	38	28	31	40	38	34	41	34	432	28	303	151	203	257	
Effective Weighted Sample	336	38	33	26	28	35	35	30	34	31	324	14	223	112	147	191	
Total	301	46	36	20	20	33	21	20	17	34	293	9	212	86	140	161	
		**	**	**	**	**	**	**	**	**	97%	**	70%	29%	47%	53%	
Pay Netflix direct	223	**	**	**	**	**	**	**	**	**	217	**	168	53	101	122	
	74%	**	**	**	**	**	**	**	**	**	74%	**	80%	61%	72%	76%	
		**	**	**	**	**	**	**	**	**	97%	**	m	76%	24%	45%	55%
Pay Virgin Media TV to receive Netflix	19	**	**	**	**	**	**	**	**	**	19	**	9	10	10	9	
	6%	**	**	**	**	**	**	**	**	**	7%	**	4%	11%	7%	6%	
		**	**	**	**	**	**	**	**	**	100%	**	48%	49%	53%	47%	
We share someone else's Netflix login	41	**	**	**	**	**	**	**	**	**	40	**	26	14	19	23	
	14%	**	**	**	**	**	**	**	**	**	14%	**	12%	16%	13%	14%	
		**	**	**	**	**	**	**	**	**	96%	**	64%	34%	45%	55%	
Something else	4	**	**	**	**	**	**	**	**	**	4	**	4	1	2	2	
	1%	**	**	**	**	**	**	**	**	**	1%	**	2%	1%	1%	1%	
		**	**	**	**	**	**	**	**	**	85%	**	88%	12%	46%	54%	
Don't know	13	**	**	**	**	**	**	**	**	**	13	**	4	9	8	5	
	4%	**	**	**	**	**	**	**	**	**	4%	**	2%	11%	6%	3%	
		**	**	**	**	**	**	**	**	**	100%	**	30%	70%	65%	35%	

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

QH89. Your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV and Netflix (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	460	460	84	431	460	230	460
Effective Weighted Sample	336	336	61	319	336	170	336
Total	301	301	64	286	301	157	301
		100%	**	95%	100%	52%	100%
Pay Netflix direct	223	223	**	215	223	123	223
	74%	74%	**	75%	74%	78%	74%
		100%	**	96%	100%	55%	100%
Pay Virgin Media TV to receive Netflix	19	19	**	18	19	10	19
	6%	6%	**	6%	6%	7%	6%
		100%	**	94%	100%	53%	100%
We share someone else's Netflix login	41	41	**	37	41	19	41
	14%	14%	**	13%	14%	12%	14%
		100%	**	90%	100%	47%	100%
Something else	4	4	**	3	4	1	4
	1%	1%	**	1%	1%	*%	1%
		100%	**	58%	100%	15%	100%
Don't know	13	13	**	13	13	4	13
	4%	4%	**	4%	4%	3%	4%
		100%	**	97%	100%	31%	100%

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



QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2765	1319	1419	364	611	1015	759	130	173	334	1468	848	1028	333	476	1792	322	339	312
Effective Weighted Sample	1930	904	1009	252	453	714	504	92	120	233	1050	617	759	242	337	1505	188	235	267
Total	1574	737	823	188	386	563	428	65	99	183	855	506	478	277	263	1304	149	81	39
		47%	52%	12%	25%	36%	27%	4%	6%	12%	54%	32%	30%	18%	17%	83%	9%	5%	2%
Pay Amazon direct	1330	631	688	142	312	507	362	49	84	149	748	444	399	238	213	1098	129	72	32
	85%	86%	84%	75%	81%	90%	85%	76%	85%	81%	88%	88%	83%	86%	81%	84%	86%	89%	81%
		47%	52%	11%	23%	38%	27%	4%	6%	11%	56%	33%	30%	18%	16%	83%	10%	5%	2%
Pay Virgin Media TV to receive Amazon Prime Video	6	3	3	-	2	1	3	1	-	1	4	4	2	-	-	6	-	-	*
	*%	*%	*%	-%	1%	*%	1%	2%	-%	1%	*%	1%	*%	-%	-%	*%	-%	-%	*%
		44%	56%	-%	36%	12%	52%	19%	-%	19%	63%	70%	30%	-%	-%	98%	-%	-%	2%
Pay mobile phone provider to receive Amazon Prime	22	10	12	5	7	6	5	4	3	6	5	4	6	5	6	18	2	1	1
	1%	1%	1%	2%	2%	1%	1%	6%	3%	3%	1%	1%	1%	2%	2%	1%	2%	1%	2%
		45%	53%	20%	31%	28%	21%	16%	13%	28%	20%	19%	28%	24%	25%	82%	10%	4%	4%
We share someone else's Amazon Prime login	137	58	79	20	48	26	42	6	9	19	69	31	45	24	31	116	12	5	4
	9%	8%	10%	11%	12%	5%	10%	10%	9%	10%	8%	6%	9%	9%	12%	9%	8%	6%	10%
		42%	57%	15%	35%	19%	31%	5%	7%	14%	51%	23%	33%	17%	23%	85%	9%	4%	3%
Something else	33	15	18	6	13	8	6	2	1	4	17	13	11	4	3	28	3	1	1
	2%	2%	2%	3%	3%	1%	1%	3%	1%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%
		45%	54%	18%	38%	24%	18%	6%	4%	13%	53%	41%	33%	11%	10%	85%	10%	2%	3%
Don't know	46	21	24	16	4	14	10	2	2	3	12	9	15	6	10	39	3	3	2
	3%	3%	3%	8%	1%	3%	2%	4%	2%	2%	1%	2%	3%	2%	4%	3%	2%	3%	4%
		45%	52%	34%	9%	31%	22%	5%	4%	7%	25%	19%	33%	14%	22%	83%	7%	6%	4%

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

QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2765	212	239	184	199	170	226	209	168	185	2131	634	1817	909	1448	1317
Effective Weighted Sample	1930	190	217	169	181	150	206	189	147	165	1646	286	1297	619	978	953
Total	1574	212	213	128	123	128	128	124	63	184	1359	215	1104	448	817	756
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	28%	52%	48%
Pay Amazon direct	1330	179	181	117	105	98	111	108	54	146	1139	191	952	361	708	621
	85%	85%	85%	91%	85%	76%	87%	87%	85%	79%	84%	89%	86%	81%	87%	82%
			e	ei	e		ei	e				j	m		o	
		13%	14%	9%	8%	7%	8%	8%	4%	11%	86%	14%	72%	27%	53%	47%
Pay Virgin Media TV to receive Amazon Prime Video	6	-	2	1	-	1	-	-	-	3	6	-	4	2	5	1
	*%	-%	1%	*%	-%	1%	-%	-%	-%	1%	*%	-%	*%	*%	1%	*%
		-%	32%	11%	-%	12%	-%	-%	-%	43%	100%	-%	72%	28%	81%	19%
Pay mobile phone provider to receive Amazon Prime	22	1	1	*	1	4	1	2	1	7	20	2	14	7	8	14
	1%	*%	*%	*%	1%	3%	1%	2%	2%	4%	1%	1%	1%	2%	1%	2%
						abc				abc						
		2%	3%	1%	5%	19%	5%	10%	6%	29%	90%	10%	64%	34%	37%	63%
We share someone else's Amazon Prime login	137	21	16	8	10	15	12	12	2	21	125	12	90	45	68	69
	9%	10%	7%	6%	8%	11%	9%	9%	4%	11%	9%	6%	8%	10%	8%	9%
		h				h	h	h		h	k					
		15%	12%	6%	7%	11%	9%	9%	2%	15%	91%	9%	66%	33%	49%	51%
Something else	33	7	7	1	4	1	1	2	1	5	28	5	19	13	13	20
	2%	3%	3%	1%	3%	1%	1%	1%	1%	3%	2%	2%	2%	3%	2%	3%
		f														
		22%	21%	3%	12%	2%	2%	5%	2%	16%	84%	16%	60%	40%	39%	61%
Don't know	46	5	7	2	4	10	3	1	5	4	41	5	24	20	15	31
	3%	2%	3%	1%	3%	8%	2%	1%	8%	2%	3%	2%	2%	4%	2%	4%
						acfgi			acfgi					l		n
		10%	15%	4%	8%	21%	5%	2%	11%	8%	90%	10%	53%	43%	33%	67%

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

QH90. Your household has Amazon Prime Video. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Amazon Prime Video (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2765	1474	1105	2404	2765	1427	2765
Effective Weighted Sample	1930	1013	763	1681	1930	995	1930
Total	1574	842	629	1375	1574	800	1574
		53%	40%	87%	100%	51%	100%
Pay Amazon direct	1330	739	529	1178	1330	675	1330
	85%	88%	84%	86%	85%	84%	85%
		bdef					
		56%	40%	89%	100%	51%	100%
Pay Virgin Media TV to receive Amazon Prime Video	6	6	1	5	6	3	6
	*%	1%	*%	*%	*%	*%	*%
		100%	19%	83%	100%	47%	100%
Pay mobile phone provider to receive Amazon Prime	22	17	8	22	22	9	22
	1%	2%	1%	2%	1%	1%	1%
		77%	34%	97%	100%	39%	100%
We share someone else's Amazon Prime login	137	56	62	115	137	71	137
	9%	7%	10%	8%	9%	9%	9%
		a					
		41%	45%	84%	100%	52%	100%
Something else	33	6	11	24	33	24	33
	2%	1%	2%	2%	2%	3%	2%
		a	a	a	a	ac	a
		20%	34%	75%	100%	73%	100%
Don't know	46	17	18	31	46	18	46
	3%	2%	3%	2%	3%	2%	3%
		38%	40%	68%	100%	39%	100%

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

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269 47%	1401 51%	288 11%	583 21%	912 33%	901 33%	146 5%	208 8%	330 12%	1229 45%	772 28%	737 27%	463 17%	612 22%	2261 83%	249 9%	135 5%	81 3%
BBC iPlayer	399 15%	193 15%	203 14%	42 14%	70 12%	152 17%	134 15%	13 9%	24 12%	49 15%	216 18%	134 17%	116 16%	74 16%	69 11%	335 15%	34 14%	23 17%	8 10%
		48%	51%	10%	17%	38%	34%	3%	6%	12%	54%	34%	29%	18%	17%	84%	8%	6%	2%
Amazon Prime Video	279 10%	157 12%	121 9%	26 9%	64 11%	101 11%	88 10%	8 6%	17 8%	37 11%	140 11%	95 12%	62 8%	62 13%	54 9%	244 11%	17 7%	13 9%	5 6%
		56%	43%	9%	23%	36%	31%	3%	6%	13%	50%	34%	22%	22%	19%	88%	6%	5%	2%
YouTube	196 7%	109 9%	85 6%	40 14%	45 8%	72 8%	37 4%	11 7%	15 7%	27 8%	91 7%	45 6%	58 8%	40 9%	46 8%	159 7%	21 9%	11 8%	4 5%
		56%	43%	20%	23%	37%	19%	6%	8%	14%	46%	23%	30%	21%	24%	81%	11%	6%	2%
ITV Hub or STV Player	193 7%	87 7%	106 8%	20 7%	36 6%	68 7%	68 8%	10 7%	16 8%	30 9%	96 8%	51 7%	44 6%	49 11%	46 8%	157 7%	17 7%	14 11%	4 5%
		45%	55%	11%	19%	35%	35%	5%	8%	16%	50%	27%	23%	25%	24%	82%	9%	7%	2%
All 4	153 6%	71 6%	81 6%	21 7%	32 6%	56 6%	44 5%	7 5%	11 5%	23 7%	84 7%	54 7%	40 5%	25 5%	32 5%	131 6%	10 4%	9 7%	3 3%
		47%	53%	13%	21%	37%	29%	5%	7%	15%	55%	35%	26%	17%	21%	86%	6%	6%	2%
BT TV (including BT Sport)	126 5%	79 6%	47 3%	10 3%	20 3%	36 4%	60 7%	3 2%	7 4%	12 4%	70 6%	52 7%	27 4%	25 5%	19 3%	107 5%	12 5%	5 4%	2 2%
		63%	37%	8%	16%	29%	48%	3%	6%	9%	55%	41%	21%	20%	15%	85%	10%	4%	1%
My 5	82 3%	38 3%	43 3%	6 2%	10 2%	33 4%	32 4%	7 4%	8 4%	13 4%	37 3%	22 3%	16 2%	18 4%	24 4%	65 3%	7 3%	7 5%	2 2%
		47%	52%	8%	12%	41%	39%	8%	10%	16%	45%	28%	20%	22%	29%	80%	9%	9%	2%
NOW TV	28 1%	14 1%	14 1%	* *%	6 1%	13 1%	9 1%	1 *%	2 1%	5 1%	12 1%	5 1%	8 1%	9 2%	6 1%	25 1%	* *%	2 1%	1 1%
		50%	50%	1%	22%	44%	32%	2%	9%	16%	43%	18%	28%	31%	21%	89%	2%	7%	3%

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

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4805	2271	2449	537	933	1651	1623	304	357	615	2132	1324	1618	572	1082	3112	520	568	605
Effective Weighted Sample	3295	1546	1702	362	672	1138	1084	209	242	419	1502	949	1185	409	762	2567	304	385	500
Total	2727	1269	1401	288	583	912	901	146	208	330	1229	772	737	463	612	2261	249	135	81
		47%	51%	11%	21%	33%	33%	5%	8%	12%	45%	28%	27%	17%	22%	83%	9%	5%	3%
Facebook/ Facebook Watch	6	3	3	1	2	3	*	-	*	2	3	2	1	1	3	5	*	*	*
	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		47%	53%	16%	31%	48%	5%	-%	2%	28%	54%	27%	12%	14%	47%	82%	5%	7%	5%
Twitter	2	2	-	*	-	2	-	-	-	-	2	1	*	-	1	2	-	*	-
	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	-%
		100%	-%	14%	-%	86%	-%	-%	-%	-%	100%	30%	14%	-%	56%	86%	-%	14%	-%
None of these	2002	912	1039	201	430	651	679	118	161	244	876	554	535	319	469	1652	183	99	68
	73%	72%	74%	70%	74%	71%	75%	81%	78%	74%	71%	72%	73%	69%	77%	73%	74%	73%	83%
		46%	52%	10%	22%	33%	34%	6%	8%	12%	44%	28%	27%	16%	23%	83%	9%	5%	3%
Don't know	41	15	26	4	6	16	14	1	3	4	12	6	12	11	8	34	3	3	1
	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%
		37%	63%	10%	16%	39%	34%	3%	8%	9%	30%	16%	29%	27%	19%	84%	7%	7%	2%

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

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
BBC iPlayer	399	41	67	41	33	33	28	31	19	44	338	61	281	112	225	174
	15%	12%	17%	19%	16%	13%	14%	14%	15%	14%	14%	16%	17%	12%	17%	13%
			a										m		o	
		10%	17%	10%	8%	8%	7%	8%	5%	11%	85%	15%	70%	28%	56%	44%
Amazon Prime Video	279	30	45	22	16	27	24	26	10	43	238	40	200	73	152	126
	10%	9%	12%	10%	8%	11%	13%	12%	9%	13%	10%	11%	12%	8%	11%	9%
							d			d			m			
		11%	16%	8%	6%	10%	9%	9%	4%	15%	86%	14%	72%	26%	55%	45%
YouTube	196	19	35	20	12	19	10	15	6	23	175	20	132	59	85	110
	7%	5%	9%	9%	6%	8%	5%	7%	5%	7%	7%	5%	8%	6%	6%	8%
			h	h												
		9%	18%	10%	6%	10%	5%	8%	3%	12%	90%	10%	67%	30%	44%	56%
ITV Hub or STV Player	193	15	31	26	13	18	13	14	12	16	169	24	129	60	109	84
	7%	4%	8%	12%	6%	7%	7%	7%	10%	5%	7%	6%	8%	6%	8%	6%
				adfgi					ai					o		
		8%	16%	13%	6%	9%	7%	7%	6%	8%	88%	12%	67%	31%	57%	43%
All 4	153	17	29	16	12	8	12	12	11	13	134	19	108	42	82	71
	6%	5%	7%	7%	6%	3%	6%	6%	9%	4%	6%	5%	6%	5%	6%	5%
			e	e					ei				m			
		11%	19%	11%	8%	5%	8%	8%	7%	9%	88%	12%	70%	27%	54%	46%
BT TV (including BT Sport)	126	15	21	17	7	11	8	3	4	22	106	20	85	40	78	48
	5%	4%	5%	7%	3%	4%	4%	1%	3%	7%	5%	5%	5%	4%	6%	3%
		g	g	dgh		g	g			gh					o	
		12%	17%	13%	6%	8%	6%	2%	3%	18%	84%	16%	68%	32%	62%	38%
My 5	82	2	17	10	4	4	5	9	5	9	72	9	52	27	46	36
	3%	1%	4%	5%	2%	1%	3%	4%	4%	3%	3%	2%	3%	3%	3%	3%
			ae	ae				ae	a							
		3%	21%	13%	5%	5%	6%	11%	6%	11%	89%	11%	63%	33%	56%	44%
NOW TV	28	1	6	5	1	7	-	1	1	3	25	3	21	6	14	14
	1%	*%	2%	2%	1%	3%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			f	af		adfg										
		3%	22%	16%	4%	25%	-%	5%	3%	12%	88%	12%	73%	20%	50%	50%

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

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4805	356	424	319	341	327	346	365	314	320	3688	1117	2811	1851	2407	2398
Effective Weighted Sample	3295	315	371	286	306	283	311	321	271	285	2797	505	1968	1266	1591	1706
Total	2727	342	388	222	209	252	193	215	121	320	2355	372	1695	931	1354	1373
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Facebook/ Facebook Watch	6	-	1	2	2	-	-	-	-	1	4	2	4	2	3	3
	*%	-%	*%	1%	1%	-%	-%	-%	-%	*%	*%	1%	*%	*%	*%	*%
		-%	10%	25%	27%	-%	-%	-%	-%	20%	67%	33%	61%	29%	54%	46%
Twitter	2	-	-	-	-	1	-	-	-	1	2	-	2	-	1	2
	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	-%	30%	-%	-%	-%	56%	100%	-%	100%	-%	30%	70%
None of these	2002	270	280	153	146	181	141	159	93	229	1738	264	1202	714	969	1033
	73%	79%	72%	69%	70%	72%	73%	74%	76%	72%	74%	71%	71%	77%	72%	75%
		bcdei											l		n	
		13%	14%	8%	7%	9%	7%	8%	5%	11%	87%	13%	60%	36%	48%	52%
Don't know	41	4	5	2	5	8	3	3	2	3	37	4	24	14	18	23
	1%	1%	1%	1%	2%	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%
		11%	11%	5%	11%	20%	6%	8%	5%	7%	91%	9%	60%	35%	43%	57%

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

QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
BBC iPlayer	399	211	197	399	365	221	399
	15%	16%	18%	19%	17%	19%	15%
				adf		f	
		53%	49%	100%	92%	55%	100%
Amazon Prime Video	279	182	108	253	277	133	278
	10%	14%	10%	12%	13%	11%	11%
		bef		b	bf		
		65%	39%	91%	99%	48%	100%
YouTube	196	98	84	155	180	196	196
	7%	8%	8%	7%	8%	17%	8%
						abcdf	
		50%	43%	79%	92%	100%	100%
ITV Hub or STV Player	193	112	84	192	177	108	193
	7%	9%	8%	9%	8%	9%	7%
				f		f	
		58%	44%	99%	92%	56%	100%
All 4	153	86	71	152	144	88	153
	6%	7%	6%	7%	7%	7%	6%
				f		f	
		57%	46%	100%	94%	58%	100%
BT TV (including BT Sport)	126	114	54	119	117	69	126
	5%	9%	5%	6%	5%	6%	5%
		bcdef					
		90%	43%	95%	92%	55%	100%
My 5	82	42	44	82	75	43	82
	3%	3%	4%	4%	3%	4%	3%
		52%	54%	100%	92%	53%	100%
NOW TV	28	17	14	25	27	15	28
	1%	1%	1%	1%	1%	1%	1%
		59%	49%	87%	95%	53%	100%

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



QH79. Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4805	2292	1983	3752	3860	2105	4617
Effective Weighted Sample	3295	1574	1368	2622	2677	1471	3193
Total	2727	1297	1118	2110	2174	1176	2595
		48%	41%	77%	80%	43%	95%
Facebook/ Facebook Watch	6	4	5	4	6	5	6
	*%	*%	*%	*%	*%	*%	*%
		57%	83%	66%	98%	73%	98%
Twitter	2	2	2	1	2	2	2
	*%	*%	*%	*%	*%	*%	*%
		70%	100%	44%	100%	100%	100%
None of these	2002	894	792	1461	1513	788	1871
	73%	69%	71%	69%	70%	67%	72%
			e				acde
		45%	40%	73%	76%	39%	93%
Don't know	41	18	19	33	36	11	40
	1%	1%	2%	2%	2%	1%	2%
		45%	47%	81%	89%	28%	98%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3519	1624	1854	475	791	1255	964	200	216	442	1727	1009	1274	422	696	2239	391	417	472
Effective Weighted Sample	2423	1114	1283	325	580	866	630	138	148	305	1211	722	932	292	503	1867	231	289	401
Total	1969	889	1058	247	483	691	528	97	121	232	1003	594	583	337	383	1611	194	103	60
		45%	54%	13%	25%	35%	27%	5%	6%	12%	51%	30%	30%	17%	19%	82%	10%	5%	3%

PROMPTED REASONS

To watch exclusive TV content not available elsewhere/ original series made by the provider

1124	512	602	143	287	405	281	40	68	125	640	381	354	185	177	920	117	57	30
57%	58%	57%	58%	59%	59%	53%	42%	57%	54%	64%	64%	61%	55%	46%	57%	60%	56%	49%

	46%	54%	13%	26%	36%	25%	4%	6%	11%	57%	34%	31%	16%	16%	82%	10%	5%	3%
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To watch at a time that suits

914	398	505	121	230	314	240	39	62	97	512	297	282	131	174	750	97	42	24
46%	45%	48%	49%	48%	45%	45%	41%	51%	42%	51%	50%	48%	39%	46%	47%	50%	41%	40%

	44%	55%	13%	25%	34%	26%	4%	7%	11%	56%	32%	31%	14%	19%	82%	11%	5%	3%
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To watch multiple episodes in a row/ to watch box sets

897	381	511	123	238	304	227	40	64	100	500	289	281	131	172	731	100	42	25
46%	43%	48%	50%	49%	44%	43%	42%	53%	43%	50%	49%	48%	39%	45%	45%	51%	40%	41%

	42%	57%	14%	27%	34%	25%	4%	7%	11%	56%	32%	31%	15%	19%	81%	11%	5%	3%
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To watch something different to the programmes on main TV/ broadcast TV

813	349	458	101	183	270	254	27	55	86	463	282	241	120	148	655	94	43	21
41%	39%	43%	41%	38%	39%	48%	28%	46%	37%	46%	47%	41%	36%	39%	41%	48%	41%	35%

	43%	56%	12%	22%	33%	31%	3%	7%	11%	57%	35%	30%	15%	18%	81%	12%	5%	3%
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To watch a specific programme/ series

800	357	437	113	231	276	174	35	52	102	433	242	252	124	163	667	78	32	23
41%	40%	41%	46%	48%	40%	33%	37%	43%	44%	43%	41%	43%	37%	43%	41%	40%	31%	38%

	45%	55%	14%	29%	34%	22%	4%	6%	13%	54%	30%	31%	15%	20%	83%	10%	4%	3%
--	-----	-----	-----	-----	-----	-----	----	----	-----	-----	-----	-----	-----	-----	-----	-----	----	----

To access a back catalogue of films

734	343	383	95	205	246	182	29	46	78	435	249	237	113	111	599	82	34	18
37%	39%	36%	39%	42%	36%	35%	30%	38%	33%	43%	42%	41%	34%	29%	37%	42%	33%	29%

	47%	52%	13%	28%	33%	25%	4%	6%	11%	59%	34%	32%	15%	15%	82%	11%	5%	2%
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Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3519	1624	1854	475	791	1255	964	200	216	442	1727	1009	1274	422	696	2239	391	417	472
Effective Weighted Sample	2423	1114	1283	325	580	866	630	138	148	305	1211	722	932	292	503	1867	231	289	401
Total	1969	889	1058	247	483	691	528	97	121	232	1003	594	583	337	383	1611	194	103	60
		45%	54%	13%	25%	35%	27%	5%	6%	12%	51%	30%	30%	17%	19%	82%	10%	5%	3%
To access a back catalogue of TV programmes	684	324	355	90	202	241	146	29	45	73	413	230	231	97	108	559	72	35	17
	35%	36%	34%	37%	42%	35%	28%	30%	37%	32%	41%	39%	40%	29%	28%	35%	37%	34%	29%
		47%	52%	13%	30%	35%	21%	4%	7%	11%	60%	34%	34%	14%	16%	82%	11%	5%	3%
To access new movie releases	558	251	304	75	133	188	155	27	41	63	298	177	151	100	113	468	48	27	14
	28%	28%	29%	31%	28%	27%	29%	28%	33%	27%	30%	30%	26%	30%	30%	29%	25%	26%	23%
		45%	54%	14%	24%	34%	28%	5%	7%	11%	53%	32%	27%	18%	20%	84%	9%	5%	2%
No advertising breaks in the programmes/shows	512	231	277	77	143	157	133	30	42	63	276	152	169	83	96	413	60	26	13
	26%	26%	26%	31%	30%	23%	25%	31%	34%	27%	28%	26%	29%	25%	25%	26%	31%	26%	22%
		45%	54%	15%	28%	31%	26%	6%	8%	12%	54%	30%	33%	16%	19%	81%	12%	5%	3%
Can watch it when I'm away from home/abroad/ on holiday	422	174	244	80	135	137	68	17	27	47	233	125	146	78	63	346	46	19	10
	21%	20%	23%	32%	28%	20%	13%	17%	22%	20%	23%	21%	25%	23%	16%	22%	24%	19%	17%
		41%	58%	19%	32%	32%	16%	4%	6%	11%	55%	30%	35%	18%	15%	82%	11%	5%	2%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	356	165	185	51	120	118	66	18	25	49	195	101	127	61	58	295	33	17	11
	18%	19%	17%	21%	25%	17%	13%	19%	21%	21%	19%	17%	22%	18%	15%	18%	17%	17%	18%
		46%	52%	14%	34%	33%	19%	5%	7%	14%	55%	28%	36%	17%	16%	83%	9%	5%	3%
Cheaper than buying DVDs	335	158	175	55	92	106	78	20	24	45	164	93	110	53	66	285	25	17	9
	17%	18%	17%	23%	19%	15%	15%	21%	20%	19%	16%	16%	19%	16%	17%	18%	13%	17%	14%
		47%	52%	17%	27%	32%	23%	6%	7%	13%	49%	28%	33%	16%	20%	85%	7%	5%	3%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	3519	1624	1854	475	791	1255	964	200	216	442	1727	1009	1274	422	696	2239	391	417	472
Effective Weighted Sample	2423	1114	1283	325	580	866	630	138	148	305	1211	722	932	292	503	1867	231	289	401
Total	1969	889	1058	247	483	691	528	97	121	232	1003	594	583	337	383	1611	194	103	60
		45%	54%	13%	25%	35%	27%	5%	6%	12%	51%	30%	30%	17%	19%	82%	10%	5%	3%
To take advantage of a free trial or promotional offer	322	149	172	35	66	144	76	22	24	48	157	90	103	55	70	269	24	18	12
	16%	17%	16%	14%	14%	21%	14%	23%	20%	21%	16%	15%	18%	16%	18%	17%	12%	18%	19%
		46%	53%	11%	21%	45%	24%	7%	7%	15%	49%	28%	32%	17%	22%	83%	7%	6%	4%
Recommendation from a friend/ family member	279	121	155	39	59	76	102	18	18	46	125	75	83	46	64	242	18	11	7
	14%	14%	15%	16%	12%	11%	19%	19%	15%	20%	12%	13%	14%	14%	17%	15%	9%	11%	11%
		43%	56%	14%	21%	27%	36%	6%	6%	17%	45%	27%	30%	16%	23%	87%	6%	4%	2%
Got it to watch during lockdown in 2020	163	61	97	23	34	56	45	12	13	25	59	40	34	37	42	136	16	6	5
	8%	7%	9%	9%	7%	8%	9%	12%	10%	11%	6%	7%	6%	11%	11%	8%	8%	6%	9%
		37%	60%	14%	21%	34%	28%	7%	8%	16%	36%	24%	21%	22%	26%	83%	10%	4%	3%
To replace a TV subscription that I/ we cancelled	107	52	54	13	30	44	19	9	7	18	53	25	28	28	24	95	5	4	3
	5%	6%	5%	5%	6%	6%	4%	9%	6%	8%	5%	4%	5%	8%	6%	6%	3%	4%	6%
		48%	50%	12%	28%	41%	18%	8%	6%	17%	50%	24%	26%	26%	23%	88%	5%	4%	3%
I saw it advertised and it looked interesting	89	32	57	13	25	29	21	7	6	11	44	23	26	19	17	74	8	5	3
	5%	4%	5%	5%	5%	4%	4%	7%	5%	5%	4%	4%	4%	6%	5%	5%	4%	4%	5%
		36%	64%	15%	28%	33%	24%	8%	7%	12%	49%	26%	29%	22%	19%	83%	9%	5%	3%
<b>UNPROMPTED REASONS</b>																			
Share subscription with others/ guest login	21	8	12	*	4	1	15	1	2	3	12	7	6	4	3	18	2	*	1
	1%	1%	1%	%	1%	%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	%	1%
		38%	61%	1%	21%	6%	72%	4%	11%	14%	59%	34%	30%	20%	16%	85%	11%	%	3%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3519	1624	1854	475	791	1255	964	200	216	442	1727	1009	1274	422	696	2239	391	417	472
Effective Weighted Sample	2423	1114	1283	325	580	866	630	138	148	305	1211	722	932	292	503	1867	231	289	401
Total	1969	889	1058	247	483	691	528	97	121	232	1003	594	583	337	383	1611	194	103	60
		45%	54%	13%	25%	35%	27%	5%	6%	12%	51%	30%	30%	17%	19%	82%	10%	5%	3%
Initially a gift	5	2	3	-	-	2	3	-	-	-	3	3	*	-	1	4	-	*	-
	*%	*%	*%	-%	-%	*%	1%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	-%
		43%	57%	-%	-%	38%	62%	-%	-%	-%	62%	61%	9%	-%	31%	91%	-%	9%	-%
For children to watch/ children's programmes	4	3	1	-	-	1	3	-	-	-	2	2	*	2	*	4	-	-	*
	*%	*%	*%	-%	-%	*%	1%	-%	-%	-%	*%	*%	*%	1%	*%	*%	-%	-%	*%
		84%	16%	-%	-%	32%	68%	-%	-%	-%	58%	42%	11%	42%	5%	95%	-%	-%	5%
Came with TV package	1	1	*	-	-	*	1	-	-	*	-	-	*	1	*	1	-	*	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%
		60%	40%	-%	-%	16%	84%	-%	-%	40%	-%	-%	24%	60%	16%	60%	-%	24%	16%
Don't know	88	43	43	16	22	27	20	3	3	12	23	19	22	21	15	72	7	6	4
	4%	5%	4%	7%	5%	4%	4%	3%	3%	5%	2%	3%	4%	6%	4%	4%	3%	6%	7%
		49%	49%	18%	25%	31%	23%	3%	4%	13%	27%	21%	25%	24%	17%	81%	8%	7%	5%
NOT ANSWERED [POSTAL ONLY]	12	4	7	*	-	1	10	3	-	1	4	-	2	5	4	10	1	*	*
	1%	1%	1%	*%	-%	*%	2%	3%	-%	*%	*%	-%	*%	2%	1%	1%	1%	*%	1%
		38%	62%	4%	-%	7%	89%	29%	-%	6%	37%	-%	18%	45%	33%	83%	9%	4%	4%
<b>SUMMARY OF PROMPTED REASONS</b>																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	1563	690	859	193	392	556	409	67	100	182	848	502	473	259	286	1279	160	78	46
	79%	78%	81%	78%	81%	80%	77%	70%	83%	78%	85%	85%	81%	77%	75%	79%	82%	76%	75%
		44%	55%	12%	25%	36%	26%	4%	6%	12%	54%	32%	30%	17%	18%	82%	10%	5%	3%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	1359	598	747	179	345	471	352	64	93	147	735	426	411	217	259	1109	146	66	39
	69%	67%	71%	72%	71%	68%	67%	66%	77%	64%	73%	72%	70%	64%	67%	69%	75%	64%	64%
		44%	55%	13%	25%	35%	26%	5%	7%	11%	54%	31%	30%	16%	19%	82%	11%	5%	3%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3519	1624	1854	475	791	1255	964	200	216	442	1727	1009	1274	422	696	2239	391	417	472
Effective Weighted Sample	2423	1114	1283	325	580	866	630	138	148	305	1211	722	932	292	503	1867	231	289	401
Total	1969	889	1058	247	483	691	528	97	121	232	1003	594	583	337	383	1611	194	103	60
		45%	54%	13%	25%	35%	27%	5%	6%	12%	51%	30%	30%	17%	19%	82%	10%	5%	3%
PROMOTION/ MARKETING/ RECOMMENDATION	584 30%	256 29%	324 31%	73 30%	122 25%	214 31%	172 33%	36 38%	35 29%	88 38%	282 28%	168 28%	182 31%	95 28%	124 32%	492 31%	45 23%	30 29%	18 30%
		44%	56%	12%	21%	37%	29%	6%	6%	15%	48%	29%	31%	16%	21%	84%	8%	5%	3%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	570 29%	256 29%	305 29%	88 36%	166 34%	189 27%	122 23%	31 33%	41 34%	74 32%	291 29%	163 27%	186 32%	96 29%	104 27%	475 29%	49 25%	28 27%	17 28%
		45%	54%	15%	29%	33%	21%	6%	7%	13%	51%	29%	33%	17%	18%	83%	9%	5%	3%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3519	279	302	221	233	238	241	261	233	231	2724	795	2261	1182	1729	1790
Effective Weighted Sample	2423	249	274	203	212	210	221	233	204	200	2073	357	1578	820	1149	1277
Total	1969	270	266	154	142	178	133	152	89	228	1716	253	1354	571	968	1001
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	69%	29%	49%	51%
<b>PROMPTED REASONS</b>																
To watch exclusive TV content not available elsewhere/ original series made by the provider	1124	146	175	85	88	94	78	84	46	125	969	154	807	303	579	545
	57%	54%	66%	56%	62%	53%	59%	55%	52%	55%	56%	61%	60%	53%	60%	54%
			aceghi		h								m		o	
		13%	16%	8%	8%	8%	7%	7%	4%	11%	86%	14%	72%	27%	52%	48%
To watch at a time that suits	914	128	129	72	69	74	59	70	40	110	791	123	629	265	455	459
	46%	47%	49%	47%	48%	42%	44%	46%	45%	48%	46%	48%	46%	46%	47%	46%
		14%	14%	8%	8%	8%	6%	8%	4%	12%	87%	13%	69%	29%	50%	50%
To watch multiple episodes in a row/ to watch box sets	897	111	130	70	78	67	58	72	36	108	784	113	618	267	452	445
	46%	41%	49%	45%	55%	38%	43%	47%	41%	47%	46%	45%	46%	47%	47%	44%
			e		acefh			e								
		12%	15%	8%	9%	8%	6%	8%	4%	12%	87%	13%	69%	30%	50%	50%
To watch something different to the programmes on main TV/ broadcast TV	813	102	117	71	55	69	47	67	31	95	700	113	556	245	429	384
	41%	38%	44%	46%	39%	39%	35%	44%	35%	42%	41%	45%	41%	43%	44%	38%
			h	fh				fh							o	
		13%	14%	9%	7%	8%	6%	8%	4%	12%	86%	14%	68%	30%	53%	47%
To watch a specific programme/ series	800	104	117	63	64	74	59	55	39	93	702	98	577	214	384	417
	41%	38%	44%	41%	45%	42%	44%	36%	44%	41%	41%	39%	43%	37%	40%	42%
													m			
		13%	15%	8%	8%	9%	7%	7%	5%	12%	88%	12%	72%	27%	48%	52%
To access a back catalogue of films	734	106	105	59	57	49	48	56	25	93	632	101	522	199	363	370
	37%	39%	40%	38%	40%	28%	36%	37%	28%	41%	37%	40%	39%	35%	37%	37%
		eh	eh	eh	eh			eh		eh						
		14%	14%	8%	8%	7%	7%	8%	3%	13%	86%	14%	71%	27%	49%	51%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3519	279	302	221	233	238	241	261	233	231	2724	795	2261	1182	1729	1790
Effective Weighted Sample	2423	249	274	203	212	210	221	233	204	200	2073	357	1578	820	1149	1277
Total	1969	270	266	154	142	178	133	152	89	228	1716	253	1354	571	968	1001
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	69%	29%	49%	51%
To access a back catalogue of TV programmes	684	98	100	55	56	50	44	51	23	84	594	91	502	174	345	340
	35%	36%	38%	36%	39%	28%	33%	33%	25%	37%	35%	36%	37%	30%	36%	34%
		h	eh	h	eh					h			m			
		14%	15%	8%	8%	7%	6%	7%	3%	12%	87%	13%	73%	25%	50%	50%
To access new movie releases	558	84	77	42	39	53	37	45	21	70	489	68	375	173	278	280
	28%	31%	29%	27%	28%	30%	28%	30%	23%	31%	29%	27%	28%	30%	29%	28%
		15%	14%	8%	7%	9%	7%	8%	4%	12%	88%	12%	67%	31%	50%	50%
No advertising breaks in the programmes/ shows	512	59	70	46	40	41	25	46	18	68	447	66	342	161	235	277
	26%	22%	26%	30%	28%	23%	19%	30%	20%	30%	26%	26%	25%	28%	24%	28%
			f	afh	f			afh		fh						
		12%	14%	9%	8%	8%	5%	9%	4%	13%	87%	13%	67%	32%	46%	54%
Can watch it when I'm away from home/ abroad/ on holiday	422	62	58	28	34	33	23	33	19	57	373	49	314	103	193	229
	21%	23%	22%	18%	24%	19%	17%	22%	21%	25%	22%	19%	23%	18%	20%	23%
										f			m			
		15%	14%	7%	8%	8%	5%	8%	4%	14%	88%	12%	75%	24%	46%	54%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	356	48	51	20	28	31	18	32	17	50	316	40	257	93	166	190
	18%	18%	19%	13%	19%	18%	13%	21%	19%	22%	18%	16%	19%	16%	17%	19%
								cf		cf						
		14%	14%	6%	8%	9%	5%	9%	5%	14%	89%	11%	72%	26%	47%	53%
Cheaper than buying DVDs	335	46	47	28	27	30	16	30	11	50	301	34	218	111	160	175
	17%	17%	18%	18%	19%	17%	12%	20%	12%	22%	18%	14%	16%	19%	17%	18%
					f			fh		fh			l			
		14%	14%	8%	8%	9%	5%	9%	3%	15%	90%	10%	65%	33%	48%	52%

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



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Base : Those with Netflix

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3519	279	302	221	233	238	241	261	233	231	2724	795	2261	1182	1729	1790
Effective Weighted Sample	2423	249	274	203	212	210	221	233	204	200	2073	357	1578	820	1149	1277
Total	1969	270	266	154	142	178	133	152	89	228	1716	253	1354	571	968	1001
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	69%	29%	49%	51%
To take advantage of a free trial or promotional offer	322	38	51	28	22	33	17	24	11	45	277	45	223	94	158	165
	16%	14%	19%	18%	16%	19%	13%	16%	12%	20%	16%	18%	16%	16%	16%	16%
		12%	16%	9%	7%	10%	5%	7%	3%	14%	86%	14%	69%	29%	49%	51%
Recommendation from a friend/ family member	279	38	43	33	20	27	15	16	11	39	240	39	179	94	145	134
	14%	14%	16%	22%	14%	15%	11%	10%	12%	17%	14%	15%	13%	16%	15%	13%
		14%	16%	12%	7%	10%	5%	6%	4%	14%	86%	14%	64%	34%	52%	48%
Got it to watch during lockdown in 2020	163	19	29	15	10	12	10	9	8	26	140	23	96	62	75	88
	8%	7%	11%	9%	7%	7%	7%	6%	9%	11%	8%	9%	7%	11%	8%	9%
		12%	18%	9%	6%	8%	6%	5%	5%	16%	86%	14%	59%	38%	46%	54%
To replace a TV subscription that I/ we cancelled	107	4	18	11	12	7	4	8	4	27	91	16	77	29	55	53
	5%	2%	7%	7%	8%	4%	3%	6%	5%	12%	5%	6%	6%	5%	6%	5%
		4%	17%	10%	11%	6%	3%	8%	4%	25%	85%	15%	71%	27%	51%	49%
I saw it advertised and it looked interesting	89	2	9	13	9	9	9	9	1	14	75	14	62	26	47	43
	5%	1%	3%	9%	6%	5%	6%	6%	2%	6%	4%	6%	5%	4%	5%	4%
		2%	10%	15%	10%	10%	10%	10%	2%	15%	84%	16%	69%	29%	52%	48%
<b>UNPROMPTED REASONS</b>																
Share subscription with others/ guest login	21	1	-	2	1	2	2	2	*	7	14	7	10	10	13	8
	1%	1%	-%	1%	1%	1%	2%	1%	1%	3%	1%	3%	1%	2%	1%	1%
		7%	-%	8%	6%	8%	12%	10%	2%	32%	67%	33%	50%	50%	63%	37%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3519	279	302	221	233	238	241	261	233	231	2724	795	2261	1182	1729	1790
Effective Weighted Sample	2423	249	274	203	212	210	221	233	204	200	2073	357	1578	820	1149	1277
Total	1969	270	266	154	142	178	133	152	89	228	1716	253	1354	571	968	1001
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	69%	29%	49%	51%
Initially a gift	5	-	1	-	-	-	1	*	-	1	2	3	2	3	3	1
	*%	-%	*%	-%	-%	-%	1%	*%	-%	1%	*%	1%	*%	*%	*%	*%
		-%	16%	-%	-%	-%	33%	11%	-%	31%	34%	66%	38%	62%	77%	23%
For children to watch/ children's programmes	4	1	1	-	-	2	-	*	-	-	4	*	3	1	3	1
	*%	*%	*%	-%	-%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		27%	15%	-%	-%	42%	-%	11%	-%	-%	89%	11%	74%	26%	68%	32%
Came with TV package	1	-	-	-	1	-	-	-	-	-	1	-	1	*	*	1
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	-%	-%	60%	-%	-%	-%	-%	-%	100%	-%	76%	24%	24%	76%
Don't know	88	17	4	6	4	10	9	7	5	10	80	8	53	30	37	52
	4%	6%	1%	4%	2%	6%	7%	5%	6%	4%	5%	3%	4%	5%	4%	5%
		b	b	b	b	b	bd	b	b	b						
		19%	4%	7%	4%	11%	10%	8%	6%	11%	91%	9%	61%	34%	41%	59%
NOT ANSWERED [POSTAL ONLY]	12	1	-	-	1	-	-	1	*	6	11	*	7	5	8	4
	1%	*%	-%	-%	1%	-%	-%	1%	1%	2%	1%	*%	*%	1%	1%	*%
		11%	-%	-%	11%	-%	-%	8%	4%	49%	98%	2%	56%	40%	65%	35%
<b>SUMMARY OF PROMPTED REASONS</b>																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	1563	204	231	123	115	140	102	120	69	175	1360	203	1102	438	786	777
	79%	76%	87%	80%	81%	79%	77%	79%	77%	77%	79%	80%	81%	77%	81%	78%
			aefghi										m		o	
		13%	15%	8%	7%	9%	7%	8%	4%	11%	87%	13%	70%	28%	50%	50%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	1359	186	191	104	108	115	86	106	58	154	1177	182	931	401	661	698
	69%	69%	72%	68%	76%	65%	65%	70%	65%	67%	69%	72%	69%	70%	68%	70%
					ceffi											
		14%	14%	8%	8%	8%	6%	8%	4%	11%	87%	13%	69%	30%	49%	51%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3519	279	302	221	233	238	241	261	233	231	2724	795	2261	1182	1729	1790
Effective Weighted Sample	2423	249	274	203	212	210	221	233	204	200	2073	357	1578	820	1149	1277
Total	1969	270	266	154	142	178	133	152	89	228	1716	253	1354	571	968	1001
		14%	13%	8%	7%	9%	7%	8%	5%	12%	87%	13%	69%	29%	49%	51%
PROMOTION/ MARKETING/ RECOMMENDATION	584	74	87	59	41	57	38	39	20	78	503	81	394	178	297	287
	30%	27%	33%	38%	29%	32%	28%	26%	22%	34%	29%	32%	29%	31%	31%	29%
		13%	15%	10%	7%	10%	6%	7%	3%	13%	86%	14%	67%	30%	51%	49%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	570	71	88	43	44	52	24	48	23	83	497	73	383	176	271	299
	29%	26%	33%	28%	31%	29%	18%	32%	25%	36%	29%	29%	28%	31%	28%	30%
		f	f	f	f	f	f	f		afh						
		12%	15%	8%	8%	9%	4%	8%	4%	15%	87%	13%	67%	31%	47%	53%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	TV SERVICES			SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP			
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3519	1854	1363	2947	3519	1742	3519
Effective Weighted Sample	2423	1252	928	2043	2423	1196	2423
Total	1969	1037	769	1658	1969	971	1969
		53%	39%	84%	100%	49%	100%
<b>PROMPTED REASONS</b>							
To watch exclusive TV content not available elsewhere/ original series made by the provider	1124	619	454	994	1124	598	1124
	57%	60%	59%	60%	57%	62%	57%
		55%	40%	88%	100%	53%	100%
To watch at a time that suits	914	431	392	797	914	511	914
	46%	42%	51%	48%	46%	53%	46%
		47%	43%	87%	100%	56%	100%
To watch multiple episodes in a row/ to watch box sets	897	451	395	793	897	515	897
	46%	43%	51%	48%	46%	53%	46%
		50%	44%	88%	100%	57%	100%
To watch something different to the programmes on main TV/ broadcast TV	813	436	385	735	813	449	813
	41%	42%	50%	44%	41%	46%	41%
		54%	47%	90%	100%	55%	100%
To watch a specific programme/ series	800	423	324	689	800	443	800
	41%	41%	42%	42%	41%	46%	41%
		53%	40%	86%	100%	55%	100%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	TV SERVICES			SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP			
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3519	1854	1363	2947	3519	1742	3519
Effective Weighted Sample	2423	1252	928	2043	2423	1196	2423
Total	1969	1037	769	1658	1969	971	1969
		53%	39%	84%	100%	49%	100%
To access a back catalogue of films	734	362	314	646	734	410	734
	37%	35%	41%	39%	37%	42%	37%
			a	a		adf	
		49%	43%	88%	100%	56%	100%
To access a back catalogue of TV programmes	684	343	278	610	684	404	684
	35%	33%	36%	37%	35%	42%	35%
				a		abcdf	
		50%	41%	89%	100%	59%	100%
To access new movie releases	558	297	245	487	558	325	558
	28%	29%	32%	29%	28%	33%	28%
			df			acdf	
		53%	44%	87%	100%	58%	100%
No advertising breaks in the programmes/ shows	512	234	209	440	512	296	512
	26%	23%	27%	27%	26%	30%	26%
			a	a	a	acdf	a
		46%	41%	86%	100%	58%	100%
Can watch it when I'm away from home/ abroad/ on holiday	422	210	160	368	422	264	422
	21%	20%	21%	22%	21%	27%	21%
						abcdf	
		50%	38%	87%	100%	63%	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	356	84	178	293	356	202	356
	18%	8%	23%	18%	18%	21%	18%
			acdf	a	a	acdf	a
		24%	50%	82%	100%	57%	100%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	TV SERVICES			SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP			
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3519	1854	1363	2947	3519	1742	3519
Effective Weighted Sample	2423	1252	928	2043	2423	1196	2423
Total	1969	1037	769	1658	1969	971	1969
		53%	39%	84%	100%	49%	100%
Cheaper than buying DVDs	335	154	150	294	335	204	335
	17%	15%	19%	18%	17%	21%	17%
			a	a		acdf	
		46%	45%	88%	100%	61%	100%
To take advantage of a free trial or promotional offer	322	188	118	275	322	154	322
	16%	18%	15%	17%	16%	16%	16%
		58%	37%	85%	100%	48%	100%
Recommendation from a friend/ family member	279	134	128	236	279	149	279
	14%	13%	17%	14%	14%	15%	14%
			a				
		48%	46%	85%	100%	54%	100%
Got it to watch during lockdown in 2020	163	82	69	132	163	79	163
	8%	8%	9%	8%	8%	8%	8%
		50%	42%	81%	100%	48%	100%
To replace a TV subscription that I/ we cancelled	107	24	51	88	107	65	107
	5%	2%	7%	5%	5%	7%	5%
			a	a	a	a	a
		23%	47%	82%	100%	61%	100%
I saw it advertised and it looked interesting	89	48	36	79	89	54	89
	5%	5%	5%	5%	5%	6%	5%
		54%	40%	89%	100%	60%	100%
<b>UNPROMPTED REASONS</b>							
Share subscription with others/ guest login	21	12	13	19	21	10	21
	1%	1%	2%	1%	1%	1%	1%
		60%	64%	93%	100%	47%	100%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3519	1854	1363	2947	3519	1742	3519
Effective Weighted Sample	2423	1252	928	2043	2423	1196	2423
Total	1969	1037	769	1658	1969	971	1969
		53%	39%	84%	100%	49%	100%
Initially a gift	5	2	3	5	5	1	5
	*%	*%	*%	*%	*%	*%	*%
		38%	62%	100%	100%	32%	100%
For children to watch/ children's programmes	4	3	2	2	4	-	4
	*%	*%	*%	*%	*%	-%	*%
		73%	38%	58%	100%	-%	100%
Came with TV package	1	1	1	1	1	*	1
	*%	*%	*%	*%	*%	*%	*%
		100%	84%	100%	100%	40%	100%
Don't know	88	40	23	61	88	39	88
	4%	4%	3%	4%	4%	4%	4%
		46%	26%	69%	100%	44%	100%
NOT ANSWERED [POSTAL ONLY]	12	8	9	11	12	6	12
	1%	1%	1%	1%	1%	1%	1%
		67%	76%	95%	100%	54%	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	1563	843	633	1351	1563	821	1563
	79%	81%	82%	81%	79%	84%	79%
						acdf	
		54%	40%	86%	100%	53%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	1359	675	567	1169	1359	714	1359
	69%	65%	74%	70%	69%	74%	69%
			adf	a	a	adf	a
		50%	42%	86%	100%	53%	100%
PROMOTION/ MARKETING/ RECOMMENDATION	584	310	238	500	584	293	584
	30%	30%	31%	30%	30%	30%	30%
		53%	41%	86%	100%	50%	100%

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

QH84A. Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those with Netflix

	TV SERVICES				YOUTUBE	
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Total	a	b	c	d	e	f
Significance Level: 95%						
Unweighted total	3519	1854	1363	2947	3519	1742
Effective Weighted Sample	2423	1252	928	2043	2423	1196
Total	1969	1037	769	1658	1969	971
		53%	39%	84%	100%	49%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	570	205	269	480	570	327
	29%	20%	35%	29%	29%	34%
			acdf	a	a	acdf
		36%	47%	84%	100%	57%

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



QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2807	1340	1440	366	611	1022	789	136	177	340	1482	857	1040	342	488	1819	327	343	318
Effective Weighted Sample	1959	920	1023	254	453	719	525	96	121	237	1059	624	767	248	345	1528	191	238	272
Total	1596	749 47%	834 52%	189 12%	386 24%	567 36%	443 28%	68 4%	100 6%	186 12%	862 54%	510 32%	483 30%	284 18%	270 17%	1323 83%	152 10%	82 5%	40 2%
<b>PROMPTED REASONS</b>																			
To obtain free delivery	1218 76%	578 77%	629 75%	133 70%	292 76%	446 79%	341 77%	49 72%	80 80%	135 73%	690 80%	398 78%	367 76%	215 76%	200 74%	1017 77%	112 74%	61 75%	28 70%
		47%	52%	11%	24%	37%	28%	4%	7%	11%	57%	33%	30%	18%	16%	83%	9%	5%	2%
To watch exclusive TV content not available elsewhere/ original series made by the provider	685 43%	345 46%	335 40%	79 42%	171 44%	230 41%	203 46%	24 36%	46 46%	88 47%	372 43%	217 43%	201 42%	140 49%	111 41%	573 43%	62 41%	34 42%	16 41%
		b 50%	49%	11%	25%	34%	30%	4%	7%	13%	54%	32%	29%	20%	16%	84%	9%	5%	2%
To watch a specific programme/ series	474 30%	238 32%	234 28%	64 34%	137 35%	148 26%	123 28%	16 23%	33 33%	64 35%	261 30%	138 27%	151 31%	92 32%	86 32%	402 30%	41 27%	19 23%	12 29%
		50%	49%	13%	29%	31%	26%	3%	7%	14%	55%	29%	32%	19%	18%	85%	9%	4%	2%
To watch at a time that suits	467 29%	229 31%	236 28%	45 24%	105 27%	157 28%	159 36%	16 23%	39 39%	62 33%	253 29%	150 29%	137 28%	87 31%	85 32%	385 29%	49 32%	22 27%	11 27%
		49%	51%	10%	22%	34%	34%	3%	8%	13%	54%	32%	29%	19%	18%	82%	11%	5%	2%
To watch multiple episodes in a row/ to watch box sets	432 27%	209 28%	222 27%	41 22%	99 26%	150 26%	141 32%	14 21%	38 38%	55 30%	246 29%	142 28%	127 26%	81 28%	76 28%	351 27%	50 33%	20 25%	10 26%
		48%	51%	9%	23%	35%	33%	3%	9%	13%	57%	33%	29%	19%	18%	81%	12%	5%	2%
To watch something different to the programmes on main TV/ broadcast TV	418 26%	210 28%	207 25%	42 22%	83 22%	136 24%	156 35%	15 21%	33 33%	53 29%	231 27%	152 30%	113 24%	75 27%	73 27%	345 26%	46 30%	19 23%	8 21%
		50%	50%	10%	20%	33%	37%	4%	8%	13%	55%	36%	27%	18%	18%	83%	11%	4%	2%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2807	1340	1440	366	611	1022	789	136	177	340	1482	857	1040	342	488	1819	327	343	318
Effective Weighted Sample	1959	920	1023	254	453	719	525	96	121	237	1059	624	767	248	345	1528	191	238	272
Total	1596	749 47%	834 52%	189 12%	386 24%	567 36%	443 28%	68 4%	100 6%	186 12%	862 54%	510 32%	483 30%	284 18%	270 17%	1323 83%	152 10%	82 5%	40 2%
To access a back catalogue of films	411 26%	219 29%	189 23%	48 25%	102 26%	139 25%	120 27%	15 23%	31 31%	52 28%	239 28%	143 28%	127 26%	77 27%	57 21%	346 26%	39 26%	18 22%	8 20%
		b 53%										n 35%			r 84%				
To take advantage of a free trial or promotional offer	391 24%	181 24%	208 25%	61 32%	100 26%	126 22%	103 23%	22 33%	22 22%	60 32%	201 23%	119 23%	134 28%	73 26%	58 22%	322 24%	36 24%	22 26%	11 27%
				ef 16%				j 6%		hj 15%		n 34%							
To access a back catalogue of TV programmes	389 24%	209 28%	178 21%	41 22%	104 27%	141 25%	100 23%	18 26%	32 32%	48 26%	222 26%	126 25%	119 25%	76 27%	61 23%	326 25%	38 25%	17 21%	8 21%
		b 54%																	
To access new movie releases	330 21%	169 23%	160 19%	37 19%	80 21%	111 20%	101 23%	19 28%	26 26%	39 21%	175 20%	97 19%	97 20%	71 25%	62 23%	280 21%	28 19%	15 18%	8 19%
													k 29%						
No advertising breaks in the programmes/shows	216 14%	118 16%	97 12%	23 12%	60 15%	66 12%	67 15%	14 21%	16 16%	31 17%	113 13%	65 13%	69 14%	46 16%	33 12%	183 14%	19 12%	10 12%	4 11%
		b 55%						j 7%											
Cheaper than buying DVDs	167 10%	82 11%	84 10%	22 11%	48 13%	47 8%	50 11%	9 13%	19 19%	25 14%	75 9%	47 9%	47 10%	36 13%	36 13%	140 11%	13 9%	11 13%	3 8%
				e 13%					j 11%	j 15%									
Can watch it when I'm away from home/abroad/ on holiday	166 10%	77 10%	88 11%	23 12%	52 13%	49 9%	42 9%	8 12%	14 14%	26 14%	90 10%	49 10%	57 12%	34 12%	25 9%	140 11%	16 10%	7 8%	4 9%
				ef 14%															

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2807	1340	1440	366	611	1022	789	136	177	340	1482	857	1040	342	488	1819	327	343	318
Effective Weighted Sample	1959	920	1023	254	453	719	525	96	121	237	1059	624	767	248	345	1528	191	238	272
Total	1596	749	834	189	386	567	443	68	100	186	862	510	483	284	270	1323	152	82	40
		47%	52%	12%	24%	36%	28%	4%	6%	12%	54%	32%	30%	18%	17%	83%	10%	5%	2%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	151	77	71	20	44	40	47	8	16	21	74	41	50	27	28	127	14	8	3
	9%	10%	8%	11%	11%	7%	11%	12%	16%	12%	9%	8%	10%	10%	10%	10%	9%	9%	7%
		51%	47%	14%	29%	26%	31%	5%	11%	14%	49%	27%	33%	18%	19%	84%	9%	5%	2%
Got it to watch during lockdown in 2020	86	38	48	16	19	22	27	5	11	14	34	23	18	23	20	74	7	3	1
	5%	5%	6%	8%	5%	4%	6%	8%	11%	8%	4%	4%	4%	8%	7%	6%	5%	4%	3%
		44%	55%	19%	23%	26%	31%	6%	13%	16%	40%	27%	21%	27%	23%	86%	9%	4%	1%
Recommendation from a friend/ family member	85	38	46	17	20	18	30	4	4	16	42	26	23	15	19	74	3	5	3
	5%	5%	6%	9%	5%	3%	7%	6%	4%	9%	5%	5%	5%	5%	7%	6%	2%	6%	6%
		45%	54%	19%	23%	22%	36%	5%	5%	19%	49%	31%	27%	17%	22%	87%	4%	6%	3%
I saw it advertised and it looked interesting	57	28	29	14	13	17	13	4	6	9	28	13	17	13	13	51	3	2	1
	4%	4%	3%	7%	3%	3%	3%	5%	6%	5%	3%	3%	3%	5%	5%	4%	2%	2%	3%
		50%	50%	24%	24%	30%	22%	6%	11%	16%	48%	22%	29%	23%	23%	91%	5%	3%	2%
To replace a TV subscription that I/ we cancelled	48	30	18	5	11	16	16	4	6	8	21	13	12	13	9	41	5	1	1
	3%	4%	2%	2%	3%	3%	4%	5%	6%	4%	2%	3%	2%	5%	4%	3%	3%	1%	2%
		62%	37%	10%	24%	34%	33%	8%	12%	17%	44%	27%	25%	28%	20%	86%	11%	2%	1%
<b>UNPROMPTED REASONS</b>																			
Share subscription with others/ guest login	3	*	3	-	-	-	3	*	1	*	1	1	-	-	2	1	1	-	*
	*%	*%	*%	-%	-%	-%	1%	1%	1%	*%	*%	*%	-%	-%	1%	*%	1%	-%	1%
		13%	87%	-%	-%	-%	100%	12%	32%	9%	47%	47%	-%	-%	53%	47%	44%	-%	9%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2807	1340	1440	366	611	1022	789	136	177	340	1482	857	1040	342	488	1819	327	343	318
Effective Weighted Sample	1959	920	1023	254	453	719	525	96	121	237	1059	624	767	248	345	1528	191	238	272
Total	1596	749 47%	834 52%	189 12%	386 24%	567 36%	443 28%	68 4%	100 6%	186 12%	862 54%	510 32%	483 30%	284 18%	270 17%	1323 83%	152 10%	82 5%	40 2%
For children to watch/ children's programmes	2 *% -%	- -%	2 *% 100%	1 1% 70%	- -%	- -%	* *% 30%	- -%	- -%	1 1% 70%	* *% 30%	- -%	* *% 30%	- -%	1 *% 70%	2 *% 100%	- -%	- -%	- -%
Don't need an aerial/ dish	1 *% -%	- -%	1 *% 100%	- -%	- -%	1 *% 100%	- -%	- -%	1 1% 100%	- -%	- -%	- -%	- -%	1 *% 100%	- -%	1 *% 100%	- -%	- -%	- -%
Initially a gift	* *% 100%	* *% -%	- -%	- -%	* *% 100%	- -%	- -%	- -%	* *% 100%	- -%	- -%	- -%	- -%	- -%	* *% 100%	- -%	- -%	* *% 100%	- -%
Other	* *% -%	- -%	* *% 100%	- -%	- -%	- -%	* *% 100%	- -%	- -%	- -%	- -%	- -%	* *% 100%	- -%	- -%	- -%	- -%	- -%	* *% 100%
Don't know	46 3%	18 2%	26 3%	11 6%	12 3%	12 2%	9 2%	4 5%	3 3%	5 3%	9 1%	4 1%	14 3%	13 5%	10 4%	36 3%	5 3%	3 4%	1 3%
NOT ANSWERED [POSTAL ONLY]	* *% -%	- -%	* *% 100%	- -%	- -%	* *% 100%	- -%	- -%	- -%	* *% 100%	- -%	- -%	- -%	* *% 100%	- -%	* *% 100%	- -%	- -%	- -%
<b>SUMMARY OF PROMPTED REASONS</b>																			
FREE SHIPPING	1209 76%	574 77%	625 75%	133 70%	291 75%	443 78%	337 76%	49 72%	80 80%	135 73%	681 79%	391 77%	364 75%	215 76%	200 74%	1009 76%	111 73%	61 75%	27 69%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	931 58%	455 61%	472 57%	110 58%	223 58%	311 55%	281 64%	39 58%	65 65%	116 63%	504 58%	302 59%	271 56%	178 63%	162 60%	777 59%	89 59%	43 53%	22 56%
Columns Tested:		a,b	c,d,e,f	g,h,i,j	k,l,m,n	o,p,q,r													

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2807	1340	1440	366	611	1022	789	136	177	340	1482	857	1040	342	488	1819	327	343	318
Effective Weighted Sample	1959	920	1023	254	453	719	525	96	121	237	1059	624	767	248	345	1528	191	238	272
Total	1596	749	834	189	386	567	443	68	100	186	862	510	483	284	270	1323	152	82	40
		47%	52%	12%	24%	36%	28%	4%	6%	12%	54%	32%	30%	18%	17%	83%	10%	5%	2%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	740	370	365	81	175	243	237	28	62	98	388	235	215	141	133	611	79	33	17
	46%	49%	44%	43%	45%	43%	53%	41%	62%	53%	45%	46%	45%	50%	49%	46%	52%	41%	43%
		b					cde		gj	j							q		
		50%	49%	11%	24%	33%	32%	4%	8%	13%	52%	32%	29%	19%	18%	83%	11%	4%	2%
PROMOTION/ MARKETING/ RECOMMENDATION	455	208	245	71	116	143	124	26	29	68	233	137	151	81	76	379	39	25	12
	28%	28%	29%	37%	30%	25%	28%	38%	29%	37%	27%	27%	31%	28%	28%	29%	25%	30%	31%
		46%	54%	16%	26%	31%	27%	6%	6%	15%	51%	30%	33%	18%	17%	83%	8%	5%	3%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	261	127	131	33	74	73	81	14	28	37	124	76	76	52	51	219	23	14	5
	16%	17%	16%	17%	19%	13%	18%	21%	28%	20%	14%	15%	16%	18%	19%	17%	15%	17%	13%
		49%	50%	13%	28%	28%	31%	5%	11%	14%	48%	29%	29%	20%	20%	84%	9%	5%	2%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2807	213	242	191	202	170	226	213	171	191	2162	645	1834	934	1471	1336
Effective Weighted Sample	1959	191	220	175	184	150	206	193	150	171	1671	290	1310	635	994	967
Total	1596	213	217	133	125	128	128	127	64	189	1379	217	1115	460	829	767
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	29%	52%	48%
<b>PROMPTED REASONS</b>																
To obtain free delivery	1218	162	171	101	99	94	96	95	50	150	1036	182	865	338	652	566
	76%	76%	79%	76%	79%	74%	75%	75%	77%	79%	75%	84%	78%	73%	79%	74%
		13%	14%	8%	8%	8%	8%	8%	4%	12%	85%	15%	71%	28%	54%	46%
To watch exclusive TV content not available elsewhere/ original series made by the provider	685	84	93	49	47	49	60	66	30	95	586	100	474	203	350	335
	43%	39%	43%	37%	38%	38%	47%	52%	47%	50%	42%	46%	43%	44%	42%	44%
		12%	14%	7%	7%	7%	9%	10%	4%	14%	85%	15%	69%	30%	51%	49%
To watch a specific programme/ series	474	58	65	33	34	35	44	41	19	72	415	59	340	129	233	241
	30%	27%	30%	25%	27%	27%	34%	33%	30%	38%	30%	27%	31%	28%	28%	31%
		12%	14%	7%	7%	7%	9%	9%	4%	15%	88%	12%	72%	27%	49%	51%
To watch at a time that suits	467	56	71	38	32	30	37	50	21	51	406	61	322	141	239	229
	29%	26%	33%	28%	25%	23%	29%	39%	32%	27%	29%	28%	29%	31%	29%	30%
		12%	15%	8%	7%	6%	8%	11%	4%	11%	87%	13%	69%	30%	51%	49%
To watch multiple episodes in a row/ to watch box sets	432	49	55	34	32	26	32	47	17	59	376	56	297	131	224	208
	27%	23%	26%	26%	25%	21%	25%	37%	26%	31%	27%	26%	27%	29%	27%	27%
		11%	13%	8%	7%	6%	7%	11%	4%	14%	87%	13%	69%	30%	52%	48%
To watch something different to the programmes on main TV/ broadcast TV	418	48	59	33	29	27	34	43	14	57	354	63	280	136	227	191
	26%	22%	27%	25%	23%	21%	27%	34%	22%	30%	26%	29%	25%	29%	27%	25%
		11%	14%	8%	7%	6%	8%	10%	3%	14%	85%	15%	67%	32%	54%	46%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2807	213	242	191	202	170	226	213	171	191	2162	645	1834	934	1471	1336
Effective Weighted Sample	1959	191	220	175	184	150	206	193	150	171	1671	290	1310	635	994	967
Total	1596	213	217	133	125	128	128	127	64	189	1379	217	1115	460	829	767
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	29%	52%	48%
To access a back catalogue of films	411	57	66	26	29	23	37	42	15	50	353	58	294	114	199	212
	26%	27%	30%	20%	24%	18%	29%	33%	23%	26%	26%	27%	26%	25%	24%	28%
		14%	16%	6%	7%	6%	9%	10%	4%	12%	86%	14%	72%	28%	48%	52%
To take advantage of a free trial or promotional offer	391	54	56	33	26	25	24	34	13	57	342	49	279	108	196	194
	24%	25%	26%	25%	21%	20%	19%	27%	21%	30%	25%	23%	25%	23%	24%	25%
		14%	14%	8%	7%	6%	6%	9%	3%	15%	87%	13%	71%	28%	50%	50%
To access a back catalogue of TV programmes	389	46	56	27	28	26	34	40	15	54	337	53	278	109	193	196
	24%	21%	26%	20%	23%	20%	26%	31%	24%	29%	24%	24%	25%	24%	23%	26%
		12%	14%	7%	7%	7%	9%	10%	4%	14%	86%	14%	71%	28%	50%	50%
To access new movie releases	330	43	51	23	18	20	31	39	13	42	290	41	227	101	162	168
	21%	20%	23%	17%	15%	15%	24%	31%	21%	22%	21%	19%	20%	22%	20%	22%
		13%	15%	7%	6%	6%	9%	12%	4%	13%	88%	12%	69%	31%	49%	51%
No advertising breaks in the programmes/shows	216	15	35	19	16	16	18	23	8	32	185	32	154	61	107	110
	14%	7%	16%	14%	13%	13%	14%	18%	13%	17%	13%	15%	14%	13%	13%	14%
		7%	16%	9%	7%	8%	8%	11%	4%	15%	85%	15%	71%	28%	49%	51%
Cheaper than buying DVDs	167	13	18	14	14	13	10	20	5	33	149	18	108	58	78	89
	10%	6%	8%	11%	11%	10%	8%	16%	8%	17%	11%	8%	10%	13%	9%	12%
		8%	11%	9%	8%	7%	6%	12%	3%	20%	89%	11%	65%	35%	47%	53%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2807	213	242	191	202	170	226	213	171	191	2162	645	1834	934	1471	1336
Effective Weighted Sample	1959	191	220	175	184	150	206	193	150	171	1671	290	1310	635	994	967
Total	1596	213	217	133	125	128	128	127	64	189	1379	217	1115	460	829	767
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	29%	52%	48%
Can watch it when I'm away from home/ abroad/ on holiday	166	17	19	13	13	14	14	20	5	25	148	18	128	38	82	84
	10%	8%	9%	10%	11%	11%	11%	16%	8%	13%	11%	8%	11%	8%	10%	11%
			10%	12%	8%	8%	9%	8%	3%	15%	89%	11%	77%	23%	49%	51%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	151	14	14	12	10	10	14	18	6	28	133	18	96	53	75	75
	9%	6%	7%	9%	8%	8%	11%	14%	10%	15%	10%	8%	9%	11%	9%	10%
		9%	9%	8%	7%	7%	10%	12%	4%	19%	88%	12%	63%	35%	50%	50%
Got it to watch during lockdown in 2020	86	12	17	6	2	6	3	7	5	16	74	12	46	39	36	50
	5%	6%	8%	5%	2%	5%	2%	6%	7%	8%	5%	5%	4%	9%	4%	7%
			df					d	df	df				l		n
		14%	19%	7%	3%	7%	4%	9%	6%	18%	87%	13%	54%	46%	42%	58%
Recommendation from a friend/ family member	85	9	16	11	5	8	3	7	4	11	73	12	59	26	42	43
	5%	4%	7%	8%	4%	6%	2%	6%	6%	6%	5%	6%	5%	6%	5%	6%
			f	f				f								
		11%	18%	13%	6%	9%	3%	9%	5%	13%	86%	14%	70%	30%	49%	51%
I saw it advertised and it looked interesting	57	5	5	6	4	2	4	8	3	14	51	6	40	17	23	34
	4%	2%	2%	5%	4%	1%	3%	7%	4%	8%	4%	3%	4%	4%	3%	4%
								abe		abef						
		9%	9%	11%	8%	3%	7%	15%	4%	25%	90%	10%	70%	30%	41%	59%
To replace a TV subscription that I/ we cancelled	48	-	7	4	1	3	4	7	1	13	41	7	31	16	22	26
	3%	-%	3%	3%	1%	2%	3%	5%	2%	7%	3%	3%	3%	3%	3%	3%
			a	a		a	a	ad	a	adeh						
		-%	15%	9%	3%	6%	8%	14%	3%	28%	86%	14%	65%	33%	46%	54%

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



QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2807	213	242	191	202	170	226	213	171	191	2162	645	1834	934	1471	1336
Effective Weighted Sample	1959	191	220	175	184	150	206	193	150	171	1671	290	1310	635	994	967
Total	1596	213	217	133	125	128	128	127	64	189	1379	217	1115	460	829	767
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	29%	52%	48%
<b>UNPROMPTED REASONS</b>																
Share subscription with others/ guest login	3	-	-	1	-	-	1	-	-	-	3	-	-	3	2	1
	*%	-%	-%	*%	-%	-%	1%	-%	-%	-%	*%	-%	-%	1%	*%	*%
		-%	-%	17%	-%	-%	30%	-%	-%	-%	100%	-%	-%	100%	79%	21%
For children to watch/ children's programmes	2	-	-	-	-	-	-	*	-	1	1	*	-	2	*	1
	*%	-%	-%	-%	-%	-%	-%	*%	-%	1%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	30%	-%	70%	70%	30%	-%	100%	30%	70%
Don't need an aerial/ dish	1	-	-	1	-	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	1%	-%	*%	*%	-%
		-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
Initially a gift	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Other	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
Don't know	46	8	6	2	2	4	5	4	3	1	42	4	24	18	20	25
	3%	4%	3%	2%	2%	3%	4%	3%	4%	1%	3%	2%	2%	4%	2%	3%
		i					i		i				l			
		18%	14%	5%	4%	9%	11%	9%	6%	2%	92%	8%	54%	40%	44%	56%
NOT ANSWERED [POSTAL ONLY]	*	-	-	-	-	-	-	-	*	-	*	-	*	-	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	1%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	100%	-%	-%	100%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2807	213	242	191	202	170	226	213	171	191	2162	645	1834	934	1471	1336
Effective Weighted Sample	1959	191	220	175	184	150	206	193	150	171	1671	290	1310	635	994	967
Total	1596	213	217	133	125	128	128	127	64	189	1379	217	1115	460	829	767
		13%	14%	8%	8%	8%	8%	8%	4%	12%	86%	14%	70%	29%	52%	48%
<b>SUMMARY OF PROMPTED REASONS</b>																
FREE SHIPPING	1209	159	167	101	98	94	96	95	50	150	1027	182	857	337	645	564
	76%	75%	77%	76%	79%	74%	75%	75%	77%	79%	74%	84%	77%	73%	78%	74%
		13%	14%	8%	8%	8%	8%	8%	4%	12%	85%	15%	71%	28%	53%	47%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	931	121	127	76	64	67	78	82	36	125	800	132	637	285	481	450
	58%	57%	59%	57%	52%	53%	61%	65%	56%	66%	58%	61%	57%	62%	58%	59%
		13%	14%	8%	7%	7%	8%	9%	4%	13%	86%	14%	68%	31%	52%	48%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	740	101	103	56	50	52	56	75	29	89	645	95	498	234	365	375
	46%	47%	48%	42%	40%	41%	44%	59%	45%	47%	47%	44%	45%	51%	44%	49%
		14%	14%	8%	7%	7%	8%	10%	4%	12%	87%	13%	67%	32%	49%	51%
PROMOTION/ MARKETING/ RECOMMENDATION	455	60	66	42	32	31	27	39	16	65	397	58	318	132	224	231
	28%	28%	30%	31%	26%	24%	21%	31%	25%	35%	29%	27%	29%	29%	27%	30%
		13%	14%	9%	7%	7%	6%	9%	4%	14%	87%	13%	70%	29%	49%	51%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	261	23	29	25	17	19	19	31	10	46	228	33	165	94	125	136
	16%	11%	13%	19%	14%	15%	15%	25%	16%	24%	17%	15%	15%	20%	15%	18%
		9%	11%	10%	7%	7%	7%	12%	4%	18%	87%	13%	63%	36%	48%	52%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2807	1502	1126	2439	2807	1440	2807
Effective Weighted Sample	1959	1034	779	1706	1959	1005	1959
Total	1596	859	641	1394	1596	807	1596
		54%	40%	87%	100%	51%	100%
<b>PROMPTED REASONS</b>							
To obtain free delivery	1218	659	498	1079	1218	631	1218
	76%	77%	78%	77%	76%	78%	76%
		54%	41%	89%	100%	52%	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	685	392	304	621	685	375	685
	43%	46%	47%	44%	43%	47%	43%
			df				
			57%	44%	91%	100%	55%
			44%	91%	100%	55%	100%
To watch a specific programme/ series	474	256	208	424	474	269	474
	30%	30%	32%	30%	30%	33%	30%
			df			df	
			54%	44%	90%	100%	57%
			44%	90%	100%	57%	100%
To watch at a time that suits	467	237	229	420	467	262	467
	29%	28%	36%	30%	29%	32%	29%
			acdf			a	
			51%	49%	90%	100%	56%
			49%	90%	100%	56%	100%
To watch multiple episodes in a row/ to watch box sets	432	221	213	387	432	248	432
	27%	26%	33%	28%	27%	31%	27%
			acdf			adf	
			51%	49%	90%	100%	57%
			49%	90%	100%	57%	100%
To watch something different to the programmes on main TV/ broadcast TV	418	222	218	384	418	233	418
	26%	26%	34%	28%	26%	29%	26%
			acdef				
			53%	52%	92%	100%	56%
			52%	92%	100%	56%	100%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2807	1502	1126	2439	2807	1440	2807
Effective Weighted Sample	1959	1034	779	1706	1959	1005	1959
Total	1596	859	641	1394	1596	807	1596
		54%	40%	87%	100%	51%	100%
To access a back catalogue of films	411	200	195	365	411	228	411
	26%	23%	30%	26%	26%	28%	26%
			acdf			a	
		49%	47%	89%	100%	56%	100%
To take advantage of a free trial or promotional offer	391	206	167	349	391	222	391
	24%	24%	26%	25%	24%	28%	24%
		53%	43%	89%	100%	57%	100%
To access a back catalogue of TV programmes	389	196	182	351	389	219	389
	24%	23%	28%	25%	24%	27%	24%
			adf			a	
		50%	47%	90%	100%	56%	100%
To access new movie releases	330	174	160	295	330	188	330
	21%	20%	25%	21%	21%	23%	21%
			acdf				
		53%	48%	89%	100%	57%	100%
No advertising breaks in the programmes/ shows	216	103	105	190	216	126	216
	14%	12%	16%	14%	14%	16%	14%
			a			a	
		47%	48%	88%	100%	58%	100%
Cheaper than buying DVDs	167	72	84	147	167	97	167
	10%	8%	13%	11%	10%	12%	10%
			a			a	
		43%	50%	88%	100%	58%	100%
Can watch it when I'm away from home/ abroad/ on holiday	166	84	70	149	166	99	166
	10%	10%	11%	11%	10%	12%	10%
		50%	42%	90%	100%	60%	100%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2807	1502	1126	2439	2807	1440	2807
Effective Weighted Sample	1959	1034	779	1706	1959	1005	1959
Total	1596	859	641	1394	1596	807	1596
		54%	40%	87%	100%	51%	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	151	33	89	124	151	81	151
	9%	4%	14%	9%	9%	10%	9%
			acdef	a	a	a	a
		22%	59%	82%	100%	54%	100%
Got it to watch during lockdown in 2020	86	49	35	76	86	48	86
	5%	6%	6%	5%	5%	6%	5%
		57%	41%	89%	100%	57%	100%
Recommendation from a friend/ family member	85	41	43	76	85	44	85
	5%	5%	7%	5%	5%	6%	5%
		49%	51%	90%	100%	52%	100%
I saw it advertised and it looked interesting	57	28	29	48	57	37	57
	4%	3%	5%	3%	4%	5%	4%
		48%	51%	84%	100%	66%	100%
To replace a TV subscription that I/ we cancelled	48	11	29	39	48	29	48
	3%	1%	5%	3%	3%	4%	3%
			acdf	a	a	a	a
		24%	61%	83%	100%	60%	100%
<b>UNPROMPTED REASONS</b>							
Share subscription with others/ guest login	3	1	1	2	3	*	3
	*%	*%	*%	*%	*%	*%	*%
		30%	41%	59%	100%	12%	100%
For children to watch/ children's programmes	2	2	*	2	2	-	2
	*%	*%	*%	*%	*%	-%	*%
		100%	30%	100%	100%	-%	100%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2807	1502	1126	2439	2807	1440	2807
Effective Weighted Sample	1959	1034	779	1706	1959	1005	1959
Total	1596	859	641	1394	1596	807	1596
		54%	40%	87%	100%	51%	100%
Don't need an aerial/ dish	1	-	-	1	1	-	1
	*%	-%	-%	*%	*%	-%	*%
		-%	-%	100%	100%	-%	100%
Initially a gift	*	*	-	*	*	*	*
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	100%	100%	100%	100%
Other	*	*	-	-	*	-	*
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%
Don't know	46	18	12	35	46	19	46
	3%	2%	2%	2%	3%	2%	3%
		40%	27%	76%	100%	42%	100%
NOT ANSWERED [POSTAL ONLY]	*	-	*	*	*	-	*
	*%	-%	*%	*%	*%	-%	*%
		-%	100%	100%	100%	-%	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
FREE SHIPPING	1209	652	495	1070	1209	625	1209
	76%	76%	77%	77%	76%	77%	76%
		54%	41%	89%	100%	52%	100%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	931	513	410	836	931	502	931
	58%	60%	64%	60%	58%	62%	58%
			df			df	
		55%	44%	90%	100%	54%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	740	384	344	654	740	394	740
	46%	45%	54%	47%	46%	49%	46%
			acdef				
		52%	46%	88%	100%	53%	100%

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

QH84B. Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those with Amazon Prime Video

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	2807	1502	1126	2439	2807	1440	2807	
Effective Weighted Sample	1959	1034	779	1706	1959	1005	1959	
Total	1596	859	641	1394	1596	807	1596	
		54%	40%	87%	100%	51%	100%	
PROMOTION/ MARKETING/ RECOMMENDATION	455	235	199	405	455	255	455	
	28%	27%	31%	29%	28%	32%	28%	
		52%	44%	89%	100%	56%	100%	
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	261	93	141	221	261	148	261	
	16%	11%	22%	16%	16%	18%	16%	
		35%	54%	85%	100%	57%	100%	

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1434	643	779	272	423	552	178	81	105	166	741	364	598	169	260	917	146	184	187
Effective Weighted Sample	1004	443	554	183	303	396	119	58	73	118	532	269	440	117	188	771	91	129	159
Total	800	341 43%	453 57%	138 17%	256 32%	303 38%	98 12%	40 **	59 7%	92 11%	436 55%	225 28%	271 34%	128 16%	150 19%	656 82%	72 9%	47 6%	24 3%
<b>PROMPTED REASONS</b>																			
To watch exclusive TV content not available elsewhere/ original series made by the provider	374 47%	171 50%	199 44%	71 51%	128 50%	137 45%	37 37%	** **	27 45%	41 44%	219 50%	110 49%	135 50%	58 45%	63 42%	308 47%	32 44%	23 49%	11 46%
		46%	53%	19%	34%	37%	10%	**	7%	11%	58%	29%	36%	16%	17%	82%	8%	6%	3%
To watch a specific programme/ series	328 41%	157 46%	168 37%	72 52%	118 46%	110 36%	26 27%	** **	24 41%	29 32%	194 44%	94 42%	121 44%	51 40%	54 36%	272 42%	28 39%	19 40%	9 37%
		b 48%	51%	ef 22%	ef 36%	34%	8%	**	7%	9%	i 59%	29%	37%	16%	17%	83%	9%	6%	3%
To access a back catalogue of films	308 38%	139 41%	168 37%	56 40%	107 42%	116 38%	27 28%	** **	25 42%	29 32%	184 42%	94 42%	100 37%	56 44%	48 32%	254 39%	29 41%	16 35%	8 31%
		45%	55%	f 18%	f 35%	f 38%	9%	**	8%	9%	i 60%	n 30%	n 33%	n 18%	16%	83%	10%	5%	2%
To take advantage of a free trial or promotional offer	283 35%	108 32%	173 38%	43 31%	88 34%	118 39%	34 35%	** **	18 31%	34 37%	160 37%	74 33%	98 36%	55 42%	50 33%	229 35%	28 39%	16 34%	10 40%
		38%	a 61%	15%	31%	42%	12%	**	6%	12%	57%	26%	35%	19%	18%	81%	10%	6%	3%
To access new movie releases	249 31%	101 30%	146 32%	54 39%	84 33%	87 29%	24 25%	** **	26 43%	31 34%	131 30%	66 29%	82 30%	48 38%	48 32%	203 31%	24 33%	16 34%	7 28%
		41%	59%	ef 22%	34%	35%	10%	**	10%	13%	53%	26%	33%	19%	19%	81%	10%	6%	3%
To watch at a time that suits	221 28%	90 26%	129 29%	48 34%	69 27%	82 27%	22 22%	** **	21 35%	26 28%	117 27%	63 28%	69 26%	39 30%	42 28%	178 27%	22 30%	15 31%	6 26%
		41%	59%	f 22%	31%	37%	10%	**	10%	12%	53%	28%	31%	18%	19%	81%	10%	7%	3%

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



QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1434	643	779	272	423	552	178	81	105	166	741	364	598	169	260	917	146	184	187
Effective Weighted Sample	1004	443	554	183	303	396	119	58	73	118	532	269	440	117	188	771	91	129	159
Total	800	341	453	138	256	303	98	40	59	92	436	225	271	128	150	656	72	47	24
		43%	57%	17%	32%	38%	12%	**	7%	11%	55%	28%	34%	16%	19%	82%	9%	6%	3%
To access a back catalogue of TV programmes	212	100	112	47	78	72	14	**	16	20	131	66	70	35	33	175	21	10	6
	27%	29%	25%	34%	30%	24%	14%	**	27%	22%	30%	29%	26%	28%	22%	27%	29%	21%	26%
		47%	53%	ef	f	f	7%	**	8%	10%	62%	31%	33%	17%	16%	82%	10%	5%	3%
To watch multiple episodes in a row/ to watch box sets	173	80	91	40	62	57	13	**	18	22	91	47	58	31	34	136	21	11	4
	22%	24%	20%	29%	24%	19%	14%	**	31%	24%	21%	21%	21%	24%	23%	21%	29%	24%	18%
		47%	53%	ef	f	33%	8%	**	11%	13%	53%	27%	34%	18%	20%	79%	12%	7%	2%
To watch something different to the programmes on main TV/ broadcast TV	166	75	90	38	52	61	14	**	14	13	94	48	50	31	32	137	15	9	5
	21%	22%	20%	28%	20%	20%	15%	**	24%	14%	22%	22%	19%	24%	21%	21%	21%	19%	20%
		45%	54%	ef	31%	37%	9%	**	9%	8%	57%	29%	30%	19%	19%	83%	9%	5%	3%
Got it to watch during lockdown in 2020	151	54	96	30	49	60	12	**	14	18	83	35	57	26	28	123	18	6	4
	19%	16%	21%	21%	19%	20%	13%	**	23%	19%	19%	16%	21%	20%	19%	19%	25%	14%	18%
		35%	63%	a	20%	32%	8%	**	9%	12%	55%	23%	38%	17%	18%	81%	12%	4%	3%
Cheaper than buying DVDs	112	48	63	25	50	29	8	**	11	19	55	28	34	23	24	90	9	10	3
	14%	14%	14%	18%	19%	9%	8%	**	18%	21%	13%	13%	13%	18%	16%	14%	13%	20%	12%
		43%	57%	ef	ef	j	7%	**	10%	17%	49%	25%	30%	20%	21%	81%	8%	9%	3%
No advertising breaks in the programmes/ shows	97	41	55	30	32	27	7	**	9	12	49	19	30	20	23	81	8	6	2
	12%	12%	12%	22%	12%	9%	7%	**	16%	13%	11%	9%	11%	15%	16%	12%	10%	12%	9%
		43%	57%	def	def	k	7%	**	10%	13%	51%	20%	31%	20%	24%	84%	8%	6%	2%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1434	643	779	272	423	552	178	81	105	166	741	364	598	169	260	917	146	184	187
Effective Weighted Sample	1004	443	554	183	303	396	119	58	73	118	532	269	440	117	188	771	91	129	159
Total	800	341	453	138	256	303	98	40	59	92	436	225	271	128	150	656	72	47	24
		43%	57%	17%	32%	38%	12%	**	7%	11%	55%	28%	34%	16%	19%	82%	9%	6%	3%
Can watch it when I'm away from home/abroad/ on holiday	93	35	58	26	38	24	6	**	11	11	47	20	29	25	19	77	9	5	2
	12%	10%	13%	19%	15%	8%	6%	**	18%	11%	11%	9%	11%	19%	12%	12%	12%	11%	9%
		38%	62%	ef	ef	25%	6%	**	11%	11%	50%	22%	31%	27%	20%	83%	9%	5%	2%
Recommendation from a friend/ family member	80	31	48	23	26	18	11	**	2	21	37	19	31	13	15	67	7	3	4
	10%	9%	11%	17%	10%	6%	12%	**	3%	22%	8%	8%	11%	10%	10%	10%	9%	6%	14%
		39%	60%	de	e	23%	14%	**	2%	26%	46%	23%	39%	17%	19%	84%	9%	3%	4%
I saw it advertised and it looked interesting	78	26	52	25	29	20	4	**	6	9	44	19	24	17	13	68	5	4	2
	10%	8%	11%	18%	11%	7%	4%	**	9%	10%	10%	8%	9%	14%	9%	10%	7%	7%	8%
		34%	66%	def	ef	25%	5%	**	7%	12%	56%	24%	31%	22%	17%	87%	6%	5%	2%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	68	34	32	14	32	16	6	**	8	6	36	18	22	14	12	58	5	4	2
	8%	10%	7%	10%	13%	5%	6%	**	14%	7%	8%	8%	8%	11%	8%	9%	6%	8%	6%
		50%	48%	e	ef	23%	9%	**	12%	9%	54%	27%	33%	21%	17%	86%	7%	5%	2%
To replace a TV subscription that I/ we cancelled	20	10	11	6	8	5	1	**	1	5	8	5	7	4	4	19	*	*	1
	3%	3%	2%	5%	3%	2%	1%	**	3%	5%	2%	2%	3%	3%	3%	3%	*%	*%	3%
		47%	53%	e	j	23%	4%	**	7%	24%	38%	23%	36%	20%	20%	94%	1%	1%	4%
<b>UNPROMPTED REASONS</b>																			
For children to watch/ children's programmes	7	4	3	-	2	3	1	**	*	2	4	*	1	4	2	5	1	1	*
	1%	1%	1%	-%	1%	1%	1%	**	1%	2%	1%	*%	1%	3%	1%	1%	2%	3%	1%
		64%	36%	-%	35%	46%	19%	**	4%	22%	62%	5%	20%	53%	22%	65%	16%	17%	2%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1434	643	779	272	423	552	178	81	105	166	741	364	598	169	260	917	146	184	187
Effective Weighted Sample	1004	443	554	183	303	396	119	58	73	118	532	269	440	117	188	771	91	129	159
Total	800	341	453	138	256	303	98	40	59	92	436	225	271	128	150	656	72	47	24
		43%	57%	17%	32%	38%	12%	**	7%	11%	55%	28%	34%	16%	19%	82%	9%	6%	3%
Share subscription with others/ guest login	6	3	3	1	2	1	2	**	1	1	3	1	4	-	2	6	*	-	-
	1%	1%	1%	1%	1%	*%	2%	**	1%	1%	1%	*%	1%	-%	1%	1%	1%	-%	-%
						e													
		47%	53%	16%	36%	13%	35%	**	11%	9%	47%	8%	59%	-%	32%	93%	7%	-%	-%
Came with mobile phone contract	4	1	3	*	1	2	1	**	1	-	2	1	1	*	-	3	1	-	*
	*%	*%	1%	*%	*%	1%	1%	**	2%	-%	*%	1%	*%	*%	-%	*%	1%	-%	1%
		19%	81%	7%	22%	47%	25%	**	32%	-%	53%	32%	31%	5%	-%	75%	17%	-%	7%
Initially a gift	2	*	1	-	-	2	-	**	-	-	1	1	1	-	*	1	-	-	*
	*%	*%	*%	-%	-%	1%	-%	**	-%	-%	*%	*%	*%	-%	*%	*%	-%	-%	1%
		6%	94%	-%	-%	100%	-%	**	-%	-%	63%	54%	37%	-%	9%	85%	-%	-%	15%
Other	*	-	*	-	-	-	*	**	-	-	-	-	*	-	-	-	-	-	*
	*%	-%	*%	-%	-%	-%	*%	**	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
		-%	100%	-%	-%	-%	100%	**	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%
Don't know	22	10	12	4	6	7	5	**	2	2	7	5	9	1	3	19	1	1	1
	3%	3%	3%	3%	2%	2%	5%	**	3%	3%	2%	2%	3%	1%	2%	3%	2%	2%	4%
		44%	56%	17%	26%	32%	23%	**	9%	11%	31%	24%	42%	5%	14%	85%	6%	4%	4%
NOT ANSWERED [POSTAL ONLY]	2	1	1	-	-	1	1	**	-	-	-	-	1	-	1	2	-	-	-
	*%	*%	*%	-%	-%	*%	1%	**	-%	-%	-%	-%	*%	-%	1%	*%	-%	-%	-%
		51%	49%	-%	-%	49%	51%	**	-%	-%	-%	-%	51%	-%	49%	100%	-%	-%	-%

SUMMARY OF PROMPTED REASONS

SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	546	243	298	102	183	206	53	**	42	53	320	156	189	92	95	448	50	33	16
	68%	71%	66%	74%	71%	68%	54%	**	70%	58%	73%	70%	70%	72%	64%	68%	69%	69%	64%
				f	f	f		**			i								
				19%	33%	38%	10%	**	8%	10%	59%	29%	35%	17%	17%	82%	9%	6%	3%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	453	194	256	85	154	171	42	**	35	46	260	128	153	77	80	370	44	27	11
	57%	57%	56%	62%	60%	56%	43%	**	59%	50%	60%	57%	56%	60%	54%	56%	61%	57%	47%
				f	f	f		**								r	r		
				19%	34%	38%	9%	**	8%	10%	57%	28%	34%	17%	18%	82%	10%	6%	3%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	1434	643	779	272	423	552	178	81	105	166	741	364	598	169	260	917	146	184	187
Effective Weighted Sample	1004	443	554	183	303	396	119	58	73	118	532	269	440	117	188	771	91	129	159
Total	800	341	453	138	256	303	98	40	59	92	436	225	271	128	150	656	72	47	24
		43%	57%	17%	32%	38%	12%	**	7%	11%	55%	28%	34%	16%	19%	82%	9%	6%	3%
PROMOTION/ MARKETING/ RECOMMENDATION	369	138	228	68	112	141	47	**	21	54	200	97	129	66	66	303	35	19	12
	46%	41%	50%	49%	44%	47%	48%	**	35%	59%	46%	43%	47%	51%	44%	46%	49%	40%	50%
			a					**		hj									
		37%	62%	18%	30%	38%	13%	**	6%	15%	54%	26%	35%	18%	18%	82%	10%	5%	3%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	146	62	82	32	63	39	11	**	14	23	74	34	47	30	30	120	10	11	4
	18%	18%	18%	23%	25%	13%	12%	**	23%	25%	17%	15%	17%	23%	20%	18%	14%	24%	15%
				ef	ef			**		j								r	
		42%	56%	22%	44%	27%	8%	**	10%	16%	51%	24%	32%	21%	21%	83%	7%	8%	2%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	~c	d	~e	f	g	h	~i	j	k	l	m	n	o
Unweighted total	1434	98	124	90	106	87	106	109	106	91	1148	286	1004	411	646	788
Effective Weighted Sample	1004	88	112	82	96	78	96	98	93	83	886	120	719	278	442	564
Total	800	94	109	64	63	67	60	64	41	94	714	86	598	193	367	433
		**	14%	**	8%	**	8%	8%	5%	**	89%	11%	75%	24%	46%	54%
<b>PROMPTED REASONS</b>																
To watch exclusive TV content not available elsewhere/ original series made by the provider	374	**	56	**	30	**	27	31	15	**	329	45	285	87	177	197
	47%	**	52%	**	47%	**	46%	49%	37%	**	46%	52%	48%	45%	48%	46%
		**	h	**	8%	**	7%	8%	4%	**	88%	12%	76%	23%	47%	53%
To watch a specific programme/ series	328	**	49	**	25	**	20	24	16	**	297	31	245	82	142	187
	41%	**	45%	**	39%	**	33%	38%	40%	**	42%	36%	41%	42%	39%	43%
		**	15%	**	8%	**	6%	7%	5%	**	90%	10%	75%	25%	43%	57%
To access a back catalogue of films	308	**	47	**	26	**	25	24	13	**	271	37	235	70	138	169
	38%	**	43%	**	41%	**	41%	37%	31%	**	38%	42%	39%	36%	38%	39%
		**	15%	**	8%	**	8%	8%	4%	**	88%	12%	76%	23%	45%	55%
To take advantage of a free trial or promotional offer	283	**	45	**	20	**	20	25	14	**	257	26	213	67	129	154
	35%	**	41%	**	32%	**	34%	40%	33%	**	36%	30%	36%	35%	35%	36%
		**	16%	**	7%	**	7%	9%	5%	**	91%	9%	75%	24%	46%	54%
To access new movie releases	249	**	37	**	20	**	22	21	12	**	222	27	183	63	108	141
	31%	**	34%	**	32%	**	37%	32%	28%	**	31%	31%	31%	33%	29%	33%
		**	15%	**	8%	**	9%	8%	5%	**	89%	11%	74%	25%	43%	57%
To watch at a time that suits	221	**	34	**	17	**	16	19	9	**	198	23	158	61	98	123
	28%	**	32%	**	27%	**	27%	29%	22%	**	28%	27%	26%	32%	27%	28%
		**	16%	**	8%	**	7%	8%	4%	**	90%	10%	72%	28%	45%	55%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	d	~e	f	g	h	~i	j	k	l	m	n	o
Unweighted total	1434	98	124	90	106	87	106	109	106	91	1148	286	1004	411	646	788
Effective Weighted Sample	1004	88	112	82	96	78	96	98	93	83	886	120	719	278	442	564
Total	800	94	109	64	63	67	60	64	41	94	714	86	598	193	367	433
		**	14%	**	8%	**	8%	8%	5%	**	89%	11%	75%	24%	46%	54%
To access a back catalogue of TV programmes	212	**	35	**	14	**	16	17	8	**	192	20	158	53	94	119
	27%	**	32%	**	23%	**	27%	26%	20%	**	27%	23%	26%	27%	26%	27%
		**	16%	**	7%	**	8%	8%	4%	**	90%	10%	74%	25%	44%	56%
To watch multiple episodes in a row/ to watch box sets	173	**	22	**	11	**	7	17	7	**	156	17	126	46	68	105
	22%	**	20%	**	17%	**	11%	26%	17%	**	22%	20%	21%	24%	18%	24%
		**	13%	**	6%	**	4%	10%	4%	**	90%	10%	73%	27%	39%	61%
To watch something different to the programmes on main TV/ broadcast TV	166	**	29	**	8	**	13	14	7	**	150	16	120	43	74	92
	21%	**	27%	**	13%	**	21%	22%	17%	**	21%	18%	20%	22%	20%	21%
		**	18%	**	5%	**	8%	8%	4%	**	91%	9%	72%	26%	44%	56%
Got it to watch during lockdown in 2020	151	**	26	**	14	**	5	11	7	**	137	14	112	38	63	88
	19%	**	24%	**	22%	**	9%	18%	17%	**	19%	16%	19%	20%	17%	20%
		**	17%	**	9%	**	3%	7%	5%	**	91%	9%	74%	25%	42%	58%
Cheaper than buying DVDs	112	**	17	**	7	**	5	10	5	**	103	9	83	29	40	72
	14%	**	16%	**	10%	**	8%	15%	13%	**	14%	10%	14%	15%	11%	17%
		**	16%	**	6%	**	4%	9%	5%	**	92%	8%	74%	26%	35%	65%
No advertising breaks in the programmes/ shows	97	**	17	**	9	**	5	9	5	**	83	14	62	34	39	58
	12%	**	16%	**	14%	**	8%	15%	13%	**	12%	16%	10%	17%	11%	13%
		**	18%	**	9%	**	5%	10%	5%	**	86%	14%	65%	35%	40%	60%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	~c	d	~e	f	g	h	~i	j	k	l	m	n	o
Unweighted total	1434	98	124	90	106	87	106	109	106	91	1148	286	1004	411	646	788
Effective Weighted Sample	1004	88	112	82	96	78	96	98	93	83	886	120	719	278	442	564
Total	800	94	109	64	63	67	60	64	41	94	714	86	598	193	367	433
		**	14%	**	8%	**	8%	8%	5%	**	89%	11%	75%	24%	46%	54%
Can watch it when I'm away from home/ abroad/ on holiday	93	**	16	**	8	**	4	8	5	**	80	13	72	21	41	52
	12%	**	15%	**	13%	**	6%	12%	12%	**	11%	15%	12%	11%	11%	12%
		**	f 17%	**	9%	**	4%	8%	5%	**	86%	14%	77%	23%	44%	56%
Recommendation from a friend/ family member	80	**	11	**	4	**	2	6	4	**	71	9	57	22	36	43
	10%	**	10%	**	6%	**	4%	10%	9%	**	10%	11%	10%	11%	10%	10%
		**	14%	**	5%	**	3%	8%	5%	**	89%	11%	72%	28%	46%	54%
I saw it advertised and it looked interesting	78	**	10	**	6	**	5	7	5	**	71	7	56	19	34	44
	10%	**	9%	**	10%	**	9%	10%	11%	**	10%	8%	9%	10%	9%	10%
		**	13%	**	8%	**	7%	8%	6%	**	91%	9%	71%	24%	43%	57%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	68	**	9	**	3	**	5	6	3	**	65	3	51	17	27	41
	8%	**	8%	**	5%	**	8%	10%	7%	**	9%	3%	8%	9%	7%	9%
		**	13%	**	5%	**	7%	10%	4%	**	k 96%	4%	75%	25%	40%	60%
To replace a TV subscription that I/ we cancelled	20	**	2	**	1	**	-	2	1	**	19	1	17	3	8	12
	3%	**	2%	**	1%	**	-%	3%	3%	**	3%	1%	3%	1%	2%	3%
		**	11%	**	4%	**	-%	9%	7%	**	94%	6%	86%	14%	38%	62%
<b>UNPROMPTED REASONS</b>																
For children to watch/ children's programmes	7	**	1	**	*	**	-	*	1	**	6	1	6	1	3	4
	1%	**	1%	**	1%	**	-%	1%	3%	**	1%	1%	1%	1%	1%	1%
		**	20%	**	5%	**	-%	6%	16%	**	89%	11%	82%	18%	38%	62%
Share subscription with others/ guest login	6	**	-	**	1	**	-	1	*	**	5	1	3	4	1	5
	1%	**	-%	**	1%	**	-%	1%	1%	**	1%	1%	*%	2%	*%	1%
		**	-%	**	11%	**	-%	14%	5%	**	88%	12%	42%	58%	10%	90%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	~c	d	~e	f	g	h	~i	j	k	l	m	n	o
Unweighted total	1434	98	124	90	106	87	106	109	106	91	1148	286	1004	411	646	788
Effective Weighted Sample	1004	88	112	82	96	78	96	98	93	83	886	120	719	278	442	564
Total	800	94	109	64	63	67	60	64	41	94	714	86	598	193	367	433
		**	14%	**	8%	**	8%	8%	5%	**	89%	11%	75%	24%	46%	54%
Came with mobile phone contract	4	**	-	**	-	**	-	1	*	**	4	-	2	2	2	2
	*%	**	-%	**	-%	**	-%	1%	1%	**	1%	-%	*%	1%	1%	*%
		**	-%	**	-%	**	-%	14%	7%	**	100%	-%	43%	57%	57%	43%
Initially a gift	2	**	-	**	-	**	1	-	-	**	1	1	2	-	2	-
	*%	**	-%	**	-%	**	1%	-%	-%	**	*%	1%	*%	-%	*%	-%
		**	-%	**	-%	**	48%	-%	-%	**	37%	63%	100%	-%	100%	-%
Other	*	**	-	**	-	**	-	-	-	**	-	*	-	*	*	-
	*%	**	-%	**	-%	**	-%	-%	-%	**	-%	*%	-%	*%	*%	-%
		**	-%	**	-%	**	-%	-%	-%	**	-%	100%	-%	100%	100%	-%
Don't know	22	**	4	**	1	**	3	2	1	**	20	2	15	6	11	11
	3%	**	4%	**	2%	**	4%	3%	2%	**	3%	2%	2%	3%	3%	2%
		**	19%	**	5%	**	12%	8%	4%	**	90%	10%	68%	26%	52%	48%
NOT ANSWERED [POSTAL ONLY]	2	**	-	**	1	**	-	-	-	**	2	-	2	-	1	1
	*%	**	-%	**	1%	**	-%	-%	-%	**	*%	-%	*%	-%	*%	*%
		**	-%	**	49%	**	-%	-%	-%	**	100%	-%	100%	-%	51%	49%
<b>SUMMARY OF PROMPTED REASONS</b>																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	546	**	81	**	47	**	42	46	26	**	488	58	416	127	246	300
	68%	**	74%	**	75%	**	70%	72%	63%	**	68%	68%	70%	66%	67%	69%
		**	15%	**	9%	**	8%	8%	5%	**	89%	11%	76%	23%	45%	55%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	453	**	73	**	36	**	31	32	22	**	403	49	339	109	195	258
	57%	**	67%	**	57%	**	52%	50%	54%	**	57%	57%	57%	57%	53%	59%
		**	fg	**	8%	**	7%	7%	5%	**	89%	11%	75%	24%	43%	57%
PROMOTION/ MARKETING/ RECOMMENDATION	369	**	57	**	27	**	24	32	19	**	332	37	272	92	170	199
	46%	**	52%	**	43%	**	40%	50%	46%	**	47%	43%	45%	48%	46%	46%
		**	15%	**	7%	**	7%	9%	5%	**	90%	10%	74%	25%	46%	54%

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



QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	d	~e	f	g	h	~i	j	k	l	m	n	o
Unweighted total	1434	98	124	90	106	87	106	109	106	91	1148	286	1004	411	646	788
Effective Weighted Sample	1004	88	112	82	96	78	96	98	93	83	886	120	719	278	442	564
Total	800	94	109	64	63	67	60	64	41	94	714	86	598	193	367	433
		**	14%	**	8%	**	8%	8%	5%	**	89%	11%	75%	24%	46%	54%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	146	**	20	**	10	**	7	13	8	**	134	12	108	38	52	94
	18%	**	19%	**	15%	**	12%	21%	19%	**	19%	14%	18%	20%	14%	22%
		**	14%	**	7%	**	5%	9%	5%	**	92%	8%	74%	26%	35%	65%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	1434	787	517	1264	1434	840	1434	
Effective Weighted Sample	1004	545	357	892	1004	584	1004	
Total	800	436	288	717	800	460	800	
		54%	36%	90%	100%	57%	100%	
<b>PROMPTED REASONS</b>								
To watch exclusive TV content not available elsewhere/ original series made by the provider	374	205	137	341	374	229	374	
	47%	47%	47%	48%	47%	50%	47%	
		55%	36%	91%	100%	61%	100%	
To watch a specific programme/ series	328	171	121	302	328	210	328	
	41%	39%	42%	42%	41%	46%	41%	
		52%	37%	92%	100%	64%	100%	
To access a back catalogue of films	308	165	117	279	308	184	308	
	38%	38%	41%	39%	38%	40%	38%	
		54%	38%	91%	100%	60%	100%	
To take advantage of a free trial or promotional offer	283	152	99	261	283	178	283	
	35%	35%	34%	36%	35%	39%	35%	
		54%	35%	92%	100%	63%	100%	
To access new movie releases	249	134	97	227	249	154	249	
	31%	31%	34%	32%	31%	33%	31%	
		54%	39%	91%	100%	62%	100%	
To watch at a time that suits	221	112	79	197	221	141	221	
	28%	26%	27%	28%	28%	31%	28%	
		51%	36%	89%	100%	64%	100%	

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1434	787	517	1264	1434	840	1434
Effective Weighted Sample	1004	545	357	892	1004	584	1004
Total	800	436	288	717	800	460	800
		54%	36%	90%	100%	57%	100%
To access a back catalogue of TV programmes	212	115	74	192	212	136	212
	27%	26%	26%	27%	27%	30%	27%
		54%	35%	90%	100%	64%	100%
To watch multiple episodes in a row/ to watch box sets	173	86	69	153	173	116	173
	22%	20%	24%	21%	22%	25%	22%
						a	
		50%	40%	89%	100%	67%	100%
To watch something different to the programmes on main TV/ broadcast TV	166	84	72	156	166	105	166
	21%	19%	25%	22%	21%	23%	21%
			a				
		51%	43%	94%	100%	63%	100%
Got it to watch during lockdown in 2020	151	80	52	136	151	92	151
	19%	18%	18%	19%	19%	20%	19%
		53%	34%	90%	100%	61%	100%
Cheaper than buying DVDs	112	55	47	101	112	78	112
	14%	13%	16%	14%	14%	17%	14%
						a	
		49%	42%	90%	100%	70%	100%
No advertising breaks in the programmes/ shows	97	42	40	88	97	70	97
	12%	10%	14%	12%	12%	15%	12%
			a			a	
		43%	42%	91%	100%	73%	100%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1434	787	517	1264	1434	840	1434
Effective Weighted Sample	1004	545	357	892	1004	584	1004
Total	800	436	288	717	800	460	800
		54%	36%	90%	100%	57%	100%
Can watch it when I'm away from home/ abroad/ on holiday	93	51	35	85	93	68	93
	12%	12%	12%	12%	12%	15%	12%
		54%	37%	91%	100%	73%	100%
Recommendation from a friend/ family member	80	40	33	70	80	52	80
	10%	9%	11%	10%	10%	11%	10%
		50%	41%	88%	100%	65%	100%
I saw it advertised and it looked interesting	78	44	30	72	78	55	78
	10%	10%	11%	10%	10%	12%	10%
		56%	39%	93%	100%	70%	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	68	19	29	55	68	44	68
	8%	4%	10%	8%	8%	10%	8%
			a	a	a	a	a
		28%	43%	81%	100%	65%	100%
To replace a TV subscription that I/ we cancelled	20	7	9	17	20	15	20
	3%	2%	3%	2%	3%	3%	3%
		33%	46%	87%	100%	75%	100%
<b>UNPROMPTED REASONS</b>							
For children to watch/ children's programmes	7	5	3	7	7	3	7
	1%	1%	1%	1%	1%	1%	1%
		67%	45%	100%	100%	47%	100%
Share subscription with others/ guest login	6	1	4	5	6	3	6
	1%	*	1%	1%	1%	1%	1%
			a				
		17%	63%	88%	100%	50%	100%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1434	787	517	1264	1434	840	1434
Effective Weighted Sample	1004	545	357	892	1004	584	1004
Total	800	436	288	717	800	460	800
		54%	36%	90%	100%	57%	100%
Came with mobile phone contract	4	2	1	3	4	2	4
	*%	*%	*%	*%	*%	*%	*%
		53%	29%	68%	100%	58%	100%
Initially a gift	2	*	1	2	2	1	2
	*%	*%	*%	*%	*%	*%	*%
		15%	85%	100%	100%	37%	100%
Other	*	*	-	-	*	-	*
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%
Don't know	22	13	3	17	22	9	22
	3%	3%	1%	2%	3%	2%	3%
		58%	14%	79%	100%	40%	100%
NOT ANSWERED [POSTAL ONLY]	2	1	2	2	2	-	2
	*%	*%	1%	*%	*%	-%	*%
		51%	100%	100%	100%	-%	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	546	301	202	493	546	323	546
	68%	69%	70%	69%	68%	70%	68%
		55%	37%	90%	100%	59%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	453	241	161	406	453	265	453
	57%	55%	56%	57%	57%	58%	57%
		53%	36%	90%	100%	59%	100%
PROMOTION/ MARKETING/ RECOMMENDATION	369	199	134	337	369	229	369
	46%	46%	46%	47%	46%	50%	46%
		54%	36%	91%	100%	62%	100%

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

QH84C. Which, if any, of these are reasons why your household took out a subscription to Disney+? (MULTI CODE)

Base : Those with Disney+

	TV SERVICES				YOUTUBE	
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Total	a	b	c	d	e	f
Significance Level: 95%						
Unweighted total	1434	787	517	1264	1434	840
Effective Weighted Sample	1004	545	357	892	1004	584
Total	800	436	288	717	800	460
		54%	36%	90%	100%	57%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	146	61	60	127	146	97
	18%	14%	21%	18%	18%	21%
		a	a	a	a	a
		42%	41%	87%	100%	66%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	455	212	241	58	121	174	101	21	35	68	234	126	177	58	85	313	47	57	38
Effective Weighted Sample	330	151	179	46	92	130	66	14	24	50	177	96	136	40	66	268	28	39	33
Total	266	121	145	29	80	100	55	12	22	38	146	78	89	47	48	230	18	13	5
		45%	55%	**	30%	37%	21%	**	**	**	55%	29%	34%	**	**	86%	**	**	**
<b>PROMPTED REASONS</b>																			
To watch a specific programme/ series	113	49	64	**	36	41	21	**	**	**	67	36	41	**	**	100	**	**	**
	43%	41%	44%	**	45%	41%	38%	**	**	**	46%	47%	46%	**	**	43%	**	**	**
		44%	56%	**	32%	36%	19%	**	**	**	59%	32%	36%	**	**	88%	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	107	51	56	**	31	42	23	**	**	**	65	37	35	**	**	95	**	**	**
	40%	42%	38%	**	38%	42%	41%	**	**	**	44%	48%	40%	**	**	41%	**	**	**
		48%	52%	**	29%	39%	21%	**	**	**	61%	35%	33%	**	**	89%	**	**	**
To take advantage of a free trial or promotional offer	102	45	58	**	32	42	18	**	**	**	58	30	39	**	**	88	**	**	**
	39%	37%	40%	**	40%	42%	33%	**	**	**	40%	39%	44%	**	**	38%	**	**	**
		44%	56%	**	31%	41%	18%	**	**	**	56%	29%	38%	**	**	86%	**	**	**
To watch at a time that suits	68	34	34	**	22	25	14	**	**	**	32	21	20	**	**	60	**	**	**
	26%	28%	24%	**	27%	25%	25%	**	**	**	22%	27%	23%	**	**	26%	**	**	**
		49%	50%	**	32%	37%	20%	**	**	**	47%	31%	30%	**	**	88%	**	**	**
To access new movie releases	61	27	35	**	22	18	11	**	**	**	28	13	21	**	**	53	**	**	**
	23%	22%	24%	**	28%	18%	20%	**	**	**	19%	17%	24%	**	**	23%	**	**	**
		44%	56%	**	36%	30%	18%	**	**	**	45%	22%	35%	**	**	86%	**	**	**
To access a back catalogue of TV programmes	61	27	33	**	25	22	7	**	**	**	32	21	20	**	**	53	**	**	**
	23%	23%	23%	**	31%	22%	13%	**	**	**	22%	27%	22%	**	**	23%	**	**	**
		45%	55%	**	41%	36%	12%	**	**	**	52%	34%	32%	**	**	86%	**	**	**

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	455	212	241	58	121	174	101	21	35	68	234	126	177	58	85	313	47	57	38
Effective Weighted Sample	330	151	179	46	92	130	66	14	24	50	177	96	136	40	66	268	28	39	33
Total	266	121	145	29	80	100	55	12	22	38	146	78	89	47	48	230	18	13	5
		45%	55%	**	30%	37%	21%	**	**	**	55%	29%	34%	**	**	86%	**	**	**
To watch multiple episodes in a row/ to watch box sets	60	25	35	**	22	17	12	**	**	**	28	17	21	**	**	53	**	**	**
	23%	21%	24%	**	28%	17%	22%	**	**	**	19%	21%	23%	**	**	23%	**	**	**
		42%	57%	**	37%	28%	21%	**	**	**	47%	28%	34%	**	**	87%	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	56	25	32	**	19	18	14	**	**	**	27	20	13	**	**	51	**	**	**
	21%	20%	22%	**	24%	18%	26%	**	**	**	19%	26%	15%	**	**	22%	**	**	**
		44%	56%	**	34%	31%	26%	**	**	**	49%	36%	24%	**	**	90%	**	**	**
To access a back catalogue of films	56	27	30	**	23	18	9	**	**	**	26	15	19	**	**	47	**	**	**
	21%	22%	21%	**	28%	18%	15%	**	**	**	18%	19%	21%	**	**	20%	**	**	**
		47%	53%	**	41%	32%	15%	**	**	**	47%	26%	33%	**	**	84%	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	53	28	25	**	20	18	10	**	**	**	29	19	15	**	**	48	**	**	**
	20%	23%	17%	**	25%	18%	18%	**	**	**	20%	24%	17%	**	**	21%	**	**	**
		53%	47%	**	37%	34%	19%	**	**	**	54%	35%	28%	**	**	91%	**	**	**
Cheaper than buying DVDs	30	15	15	**	11	10	3	**	**	**	11	7	8	**	**	29	**	**	**
	11%	12%	11%	**	13%	10%	5%	**	**	**	8%	9%	9%	**	**	12%	**	**	**
		49%	51%	**	36%	33%	9%	**	**	**	37%	25%	28%	**	**	96%	**	**	**
No advertising breaks in the programmes/ shows	24	12	12	**	9	6	4	**	**	**	12	6	10	**	**	21	**	**	**
	9%	10%	8%	**	11%	6%	7%	**	**	**	8%	8%	11%	**	**	9%	**	**	**
		51%	49%	**	35%	24%	17%	**	**	**	48%	24%	40%	**	**	89%	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	21	12	9	**	9	5	2	**	**	**	8	5	9	**	**	19	**	**	**
	8%	10%	6%	**	11%	5%	4%	**	**	**	5%	6%	10%	**	**	8%	**	**	**
		58%	42%	**	41%	24%	10%	**	**	**	36%	22%	41%	**	**	90%	**	**	**

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



QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	455	212	241	58	121	174	101	21	35	68	234	126	177	58	85	313	47	57	38
Effective Weighted Sample	330	151	179	46	92	130	66	14	24	50	177	96	136	40	66	268	28	39	33
Total	266	121	145	29	80	100	55	12	22	38	146	78	89	47	48	230	18	13	5
		45%	55%	**	30%	37%	21%	**	**	**	55%	29%	34%	**	**	86%	**	**	**
Recommendation from a friend/ family member	21	13	8	**	13	3	2	**	**	**	8	6	5	**	**	20	**	**	**
	8%	11%	5%	**	16%	3%	4%	**	**	**	5%	7%	6%	**	**	9%	**	**	**
		62%	38%	**	59%	15%	11%	**	**	**	36%	26%	23%	**	**	93%	**	**	**
I saw it advertised and it looked interesting	19	12	7	**	7	4	4	**	**	**	6	5	5	**	**	19	**	**	**
	7%	10%	5%	**	8%	4%	7%	**	**	**	4%	6%	6%	**	**	8%	**	**	**
		64%	36%	**	35%	21%	21%	**	**	**	32%	26%	28%	**	**	97%	**	**	**
To replace a TV subscription that I/ we cancelled	18	9	9	**	5	7	4	**	**	**	6	5	6	**	**	17	**	**	**
	7%	7%	6%	**	6%	7%	8%	**	**	**	4%	6%	6%	**	**	7%	**	**	**
		50%	50%	**	27%	40%	23%	**	**	**	36%	26%	31%	**	**	91%	**	**	**
Got it to watch during lockdown in 2020	17	9	8	**	7	4	2	**	**	**	6	5	3	**	**	15	**	**	**
	6%	7%	6%	**	9%	4%	4%	**	**	**	4%	7%	3%	**	**	6%	**	**	**
		52%	48%	**	43%	26%	13%	**	**	**	33%	31%	15%	**	**	89%	**	**	**
<b>UNPROMPTED REASONS</b>																			
Came with TV package	3	1	1	**	-	2	1	**	**	**	2	2	1	**	**	3	**	**	**
	1%	1%	1%	**	-%	2%	1%	**	**	**	1%	2%	1%	**	**	1%	**	**	**
		52%	48%	**	-%	80%	20%	**	**	**	78%	73%	27%	**	**	100%	**	**	**
Share subscription with others/ guest login	1	-	1	**	-	-	1	**	**	**	-	-	-	**	**	-	**	**	**
	*%	-%	1%	**	-%	-%	2%	**	**	**	-%	-%	-%	**	**	-%	**	**	**
		-%	100%	**	-%	-%	100%	**	**	**	-%	-%	-%	**	**	-%	**	**	**
Other	1	1	-	**	-	1	-	**	**	**	-	-	-	**	**	1	**	**	**
	*%	1%	-%	**	-%	1%	-%	**	**	**	-%	-%	-%	**	**	*%	**	**	**
		100%	-%	**	-%	100%	-%	**	**	**	-%	-%	-%	**	**	100%	**	**	**
Don't know	12	5	7	**	5	2	1	**	**	**	4	3	4	**	**	9	**	**	**
	4%	4%	5%	**	6%	2%	1%	**	**	**	3%	4%	4%	**	**	4%	**	**	**
		42%	58%	**	44%	21%	7%	**	**	**	37%	29%	32%	**	**	80%	**	**	**

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	455	212	241	58	121	174	101	21	35	68	234	126	177	58	85	313	47	57	38
Effective Weighted Sample	330	151	179	46	92	130	66	14	24	50	177	96	136	40	66	268	28	39	33
Total	266	121	145	29	80	100	55	12	22	38	146	78	89	47	48	230	18	13	5
		45%	55%	**	30%	37%	21%	**	**	**	55%	29%	34%	**	**	86%	**	**	**
NOT ANSWERED [POSTAL ONLY]	1	*	1	**	-	-	1	**	**	**	-	-	-	**	**	1	**	**	**
	1%	*%	1%	**	-%	-%	3%	**	**	**	-%	-%	-%	**	**	1%	**	**	**
		35%	65%	**	-%	-%	100%	**	**	**	-%	-%	-%	**	**	100%	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT																			
	183	85	97	**	55	67	40	**	**	**	109	58	67	**	**	160	**	**	**
	69%	71%	67%	**	68%	67%	72%	**	**	**	75%	75%	75%	**	**	69%	**	**	**
		47%	53%	**	30%	36%	22%	**	**	**	60%	32%	37%	**	**	87%	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION																			
	122	57	65	**	41	43	23	**	**	**	66	34	45	**	**	108	**	**	**
	46%	48%	44%	**	52%	44%	42%	**	**	**	45%	44%	50%	**	**	47%	**	**	**
		47%	53%	**	34%	36%	19%	**	**	**	54%	28%	36%	**	**	88%	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE																			
	122	54	68	**	41	42	23	**	**	**	63	38	39	**	**	106	**	**	**
	46%	45%	47%	**	52%	42%	42%	**	**	**	43%	49%	44%	**	**	46%	**	**	**
		44%	56%	**	34%	34%	19%	**	**	**	52%	31%	32%	**	**	87%	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV																			
	70	34	36	**	23	27	12	**	**	**	34	23	20	**	**	65	**	**	**
	26%	28%	25%	**	28%	27%	22%	**	**	**	23%	30%	22%	**	**	28%	**	**	**
		48%	52%	**	32%	38%	17%	**	**	**	49%	33%	28%	**	**	92%	**	**	**

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	455	28	45	46	29	43	37	27	27	31	372	83	318	127	215	240
Effective Weighted Sample	330	24	42	43	27	39	33	25	25	27	296	35	238	89	150	181
Total	266	29	39	32	18	32	22	15	12	31	239	27	203	59	123	143
		**	**	**	**	**	**	**	**	**	90%	**	76%	22%	46%	54%
<b>PROMPTED REASONS</b>																
To watch a specific programme/ series	113	**	**	**	**	**	**	**	**	**	107	**	88	24	49	64
	43%	**	**	**	**	**	**	**	**	**	45%	**	43%	40%	40%	45%
		**	**	**	**	**	**	**	**	**	95%	**	78%	21%	43%	57%
To watch exclusive TV content not available elsewhere/ original series made by the provider	107	**	**	**	**	**	**	**	**	**	94	**	85	21	53	54
	40%	**	**	**	**	**	**	**	**	**	39%	**	42%	36%	43%	38%
		**	**	**	**	**	**	**	**	**	88%	**	80%	20%	50%	50%
To take advantage of a free trial or promotional offer	102	**	**	**	**	**	**	**	**	**	96	**	81	19	46	57
	39%	**	**	**	**	**	**	**	**	**	40%	**	40%	33%	37%	40%
		**	**	**	**	**	**	**	**	**	94%	**	79%	19%	45%	55%
To watch at a time that suits	68	**	**	**	**	**	**	**	**	**	64	**	50	17	28	40
	26%	**	**	**	**	**	**	**	**	**	27%	**	25%	29%	23%	28%
		**	**	**	**	**	**	**	**	**	94%	**	74%	25%	41%	59%
To access new movie releases	61	**	**	**	**	**	**	**	**	**	58	**	48	12	25	37
	23%	**	**	**	**	**	**	**	**	**	24%	**	24%	20%	20%	26%
		**	**	**	**	**	**	**	**	**	95%	**	79%	19%	40%	60%
To access a back catalogue of TV programmes	61	**	**	**	**	**	**	**	**	**	57	**	49	11	24	37
	23%	**	**	**	**	**	**	**	**	**	24%	**	24%	19%	20%	26%
		**	**	**	**	**	**	**	**	**	93%	**	81%	19%	40%	60%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	455	28	45	46	29	43	37	27	27	31	372	83	318	127	215	240
Effective Weighted Sample	330	24	42	43	27	39	33	25	25	27	296	35	238	89	150	181
Total	266	29	39	32	18	32	22	15	12	31	239	27	203	59	123	143
		**	**	**	**	**	**	**	**	**	90%	**	76%	22%	46%	54%
To watch multiple episodes in a row/ to watch box sets	60	**	**	**	**	**	**	**	**	**	55	**	46	13	25	36
	23%	**	**	**	**	**	**	**	**	**	23%	**	23%	22%	20%	25%
		**	**	**	**	**	**	**	**	**	91%	**	77%	22%	41%	59%
To watch something different to the programmes on main TV/ broadcast TV	56	**	**	**	**	**	**	**	**	**	49	**	43	13	25	31
	21%	**	**	**	**	**	**	**	**	**	21%	**	21%	21%	20%	22%
		**	**	**	**	**	**	**	**	**	88%	**	77%	23%	45%	55%
To access a back catalogue of films	56	**	**	**	**	**	**	**	**	**	52	**	46	10	23	34
	21%	**	**	**	**	**	**	**	**	**	22%	**	23%	16%	18%	24%
		**	**	**	**	**	**	**	**	**	92%	**	82%	17%	40%	60%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	53	**	**	**	**	**	**	**	**	**	48	**	40	13	31	22
	20%	**	**	**	**	**	**	**	**	**	20%	**	20%	23%	25%	16%
		**	**	**	**	**	**	**	**	**	89%	**	74%	25%	58%	42%
Cheaper than buying DVDs	30	**	**	**	**	**	**	**	**	**	27	**	22	7	14	16
	11%	**	**	**	**	**	**	**	**	**	11%	**	11%	11%	11%	11%
		**	**	**	**	**	**	**	**	**	91%	**	73%	23%	46%	54%
No advertising breaks in the programmes/ shows	24	**	**	**	**	**	**	**	**	**	22	**	17	7	11	13
	9%	**	**	**	**	**	**	**	**	**	9%	**	8%	12%	9%	9%
		**	**	**	**	**	**	**	**	**	92%	**	70%	30%	47%	53%
Can watch it when I'm away from home/ abroad/ on holiday	21	**	**	**	**	**	**	**	**	**	19	**	16	4	9	12
	8%	**	**	**	**	**	**	**	**	**	8%	**	8%	7%	7%	9%
		**	**	**	**	**	**	**	**	**	92%	**	78%	19%	42%	58%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	455	28	45	46	29	43	37	27	27	31	372	83	318	127	215	240
Effective Weighted Sample	330	24	42	43	27	39	33	25	25	27	296	35	238	89	150	181
Total	266	29	39	32	18	32	22	15	12	31	239	27	203	59	123	143
		**	**	**	**	**	**	**	**	**	90%	**	76%	22%	46%	54%
Recommendation from a friend/ family member	21	**	**	**	**	**	**	**	**	**	20	**	17	4	9	12
	8%	**	**	**	**	**	**	**	**	**	8%	**	8%	7%	7%	8%
		**	**	**	**	**	**	**	**	**	94%	**	81%	19%	44%	56%
I saw it advertised and it looked interesting	19	**	**	**	**	**	**	**	**	**	18	**	13	6	9	10
	7%	**	**	**	**	**	**	**	**	**	7%	**	7%	9%	7%	7%
		**	**	**	**	**	**	**	**	**	93%	**	69%	29%	48%	52%
To replace a TV subscription that I/ we cancelled	18	**	**	**	**	**	**	**	**	**	15	**	13	4	10	8
	7%	**	**	**	**	**	**	**	**	**	6%	**	6%	7%	8%	6%
		**	**	**	**	**	**	**	**	**	83%	**	72%	24%	55%	45%
Got it to watch during lockdown in 2020	17	**	**	**	**	**	**	**	**	**	16	**	11	5	5	12
	6%	**	**	**	**	**	**	**	**	**	7%	**	6%	8%	4%	8%
		**	**	**	**	**	**	**	**	**	93%	**	68%	29%	31%	69%
<b>UNPROMPTED REASONS</b>																
Came with TV package	3	**	**	**	**	**	**	**	**	**	1	**	2	1	3	-
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	1%	2%	-%
		**	**	**	**	**	**	**	**	**	58%	**	80%	20%	100%	-%
Share subscription with others/ guest login	1	**	**	**	**	**	**	**	**	**	1	**	-	1	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	**	-%	2%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	**	-%	100%	100%	-%
Other	1	**	**	**	**	**	**	**	**	**	1	**	-	-	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	**	-%	-%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	**	-%	-%	-%	100%
Don't know	12	**	**	**	**	**	**	**	**	**	11	**	8	4	5	7
	4%	**	**	**	**	**	**	**	**	**	4%	**	4%	6%	4%	5%
		**	**	**	**	**	**	**	**	**	90%	**	66%	31%	40%	60%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	455	28	45	46	29	43	37	27	27	31	372	83	318	127	215	240
Effective Weighted Sample	330	24	42	43	27	39	33	25	25	27	296	35	238	89	150	181
Total	266	29	39	32	18	32	22	15	12	31	239	27	203	59	123	143
		**	**	**	**	**	**	**	**	**	90%	**	76%	22%	46%	54%
NOT ANSWERED [POSTAL ONLY]	1	**	**	**	**	**	**	**	**	**	1	**	-	1	*	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	-%	2%	*%	1%
		**	**	**	**	**	**	**	**	**	100%	**	-%	100%	35%	65%
<b>SUMMARY OF PROMPTED REASONS</b>																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	183	**	**	**	**	**	**	**	**	**	167	**	141	40	83	100
	69%	**	**	**	**	**	**	**	**	**	70%	**	70%	68%	67%	70%
		**	**	**	**	**	**	**	**	**	91%	**	77%	22%	45%	55%
PROMOTION/ MARKETING/ RECOMMENDATION	122	**	**	**	**	**	**	**	**	**	113	**	95	25	56	66
	46%	**	**	**	**	**	**	**	**	**	47%	**	47%	42%	46%	46%
		**	**	**	**	**	**	**	**	**	93%	**	78%	21%	46%	54%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	122	**	**	**	**	**	**	**	**	**	114	**	94	27	48	74
	46%	**	**	**	**	**	**	**	**	**	48%	**	46%	45%	39%	52%
		**	**	**	**	**	**	**	**	**	93%	**	77%	22%	40%	60%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	70	**	**	**	**	**	**	**	**	**	63	**	50	19	38	33
	26%	**	**	**	**	**	**	**	**	**	26%	**	25%	32%	30%	23%
		**	**	**	**	**	**	**	**	**	89%	**	71%	27%	53%	47%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	455	185	236	419	455	241	455
Effective Weighted Sample	330	143	165	310	330	173	330
Total	266	114	141	250	266	142	266
		43%	53%	94%	100%	53%	100%
<b>PROMPTED REASONS</b>							
To watch a specific programme/ series	113	49	60	109	113	66	113
	43%	43%	42%	44%	43%	47%	43%
		43%	53%	97%	100%	59%	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	107	51	61	105	107	59	107
	40%	44%	43%	42%	40%	42%	40%
		47%	57%	98%	100%	55%	100%
To take advantage of a free trial or promotional offer	102	45	53	95	102	57	102
	39%	39%	38%	38%	39%	40%	39%
		44%	52%	92%	100%	56%	100%
To watch at a time that suits	68	25	43	63	68	39	68
	26%	22%	30%	25%	26%	28%	26%
		36%	63%	93%	100%	58%	100%
To access new movie releases	61	27	37	56	61	38	61
	23%	24%	26%	22%	23%	27%	23%
		44%	60%	91%	100%	62%	100%
To access a back catalogue of TV programmes	61	26	33	57	61	34	61
	23%	23%	23%	23%	23%	24%	23%
		43%	54%	94%	100%	55%	100%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	TV SERVICES				YOUTUBE SERV- ICES e	ANY SER- VICES f
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	455	185	236	419	455	241	455
Effective Weighted Sample	330	143	165	310	330	173	330
Total	266	114 43%	141 53%	250 94%	266 100%	142 53%	266 100%
To watch multiple episodes in a row/ to watch box sets	60 23%	24 21% 40%	36 25% 59%	57 23% 94%	60 23% 100%	37 26% 61%	60 23% 100%
To watch something different to the programmes on main TV/ broadcast TV	56 21%	23 20% 40%	35 25% 62%	55 22% 97%	56 21% 100%	31 22% 56%	56 21% 100%
To access a back catalogue of films	56 21%	24 21% 43%	31 22% 54%	50 20% 89%	56 21% 100%	35 25% 62%	56 21% 100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	53 20%	14 12% 25%	37 26% 69%	50 20% 93%	53 20% 100%	34 24% 63%	53 20% 100%
Cheaper than buying DVDs	30 11%	13 12% 44%	22 15% 73%	28 11% 95%	30 11% 100%	21 15% 71%	30 11% 100%
No advertising breaks in the programmes/ shows	24 9%	10 8% 40%	13 9% 55%	23 9% 95%	24 9% 100%	17 12% 70%	24 9% 100%
Can watch it when I'm away from home/ abroad/ on holiday	21 8%	8 7% 36%	13 9% 63%	20 8% 96%	21 8% 100%	16 11% 76%	21 8% 100%

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



QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	455	185	236	419	455	241	455
Effective Weighted Sample	330	143	165	310	330	173	330
Total	266	114	141	250	266	142	266
		43%	53%	94%	100%	53%	100%
Recommendation from a friend/ family member	21	12	10	20	21	14	21
	8%	10%	7%	8%	8%	10%	8%
		56%	49%	97%	100%	67%	100%
I saw it advertised and it looked interesting	19	10	13	18	19	15	19
	7%	9%	9%	7%	7%	10%	7%
		53%	69%	95%	100%	76%	100%
To replace a TV subscription that I/ we cancelled	18	5	16	17	18	13	18
	7%	4%	11%	7%	7%	9%	7%
			a				
		28%	88%	95%	100%	71%	100%
Got it to watch during lockdown in 2020	17	9	11	17	17	11	17
	6%	8%	8%	7%	6%	8%	6%
		55%	67%	99%	100%	66%	100%
<b>UNPROMPTED REASONS</b>							
Came with TV package	3	2	1	3	3	1	3
	1%	2%	1%	1%	1%	*%	1%
		80%	42%	100%	100%	22%	100%
Share subscription with others/ guest login	1	-	1	-	1	-	1
	*%	-%	1%	-%	*%	-%	*%
		-%	100%	-%	100%	-%	100%
Other	1	-	1	1	1	-	1
	*%	-%	*%	*%	*%	-%	*%
		-%	100%	100%	100%	-%	100%
Don't know	12	3	5	12	12	8	12
	4%	3%	3%	5%	4%	6%	4%
		27%	40%	99%	100%	70%	100%

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

QH84D. Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those with NOW TV

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	455	185	236	419	455	241	455
Effective Weighted Sample	330	143	165	310	330	173	330
Total	266	114	141	250	266	142	266
		43%	53%	94%	100%	53%	100%
NOT ANSWERED [POSTAL ONLY]	1	1	*	*	1	*	1
	1%	1%	*%	*%	1%	*%	1%
		65%	35%	35%	100%	35%	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	183	79	101	174	183	104	183
	69%	69%	71%	70%	69%	74%	69%
		43%	55%	95%	100%	57%	100%
PROMOTION/ MARKETING/ RECOMMENDATION	122	54	62	114	122	71	122
	46%	47%	44%	46%	46%	50%	46%
		44%	50%	93%	100%	58%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	122	49	68	114	122	68	122
	46%	43%	48%	46%	46%	48%	46%
		40%	56%	93%	100%	56%	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	70	21	50	65	70	42	70
	26%	19%	35%	26%	26%	30%	26%
			acdf			a	
		31%	70%	93%	100%	60%	100%

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	148	70	78	24	34	53	35	13	13	22	60	40	49	23	28	97	13	17	21
Effective Weighted Sample	102	49	53	17	22	38	25	9	11	14	43	29	32	18	21	81	8	11	18
Total	83	41	42	12	21	30	19	5	10	13	36	21	22	20	15	70	6	4	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>PROMPTED REASONS</b>																			
To watch a specific programme/ series	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	148	70	78	24	34	53	35	13	13	22	60	40	49	23	28	97	13	17	21
Effective Weighted Sample	102	49	53	17	22	38	25	9	11	14	43	29	32	18	21	81	8	11	18
Total	83	41	42	12	21	30	19	5	10	13	36	21	22	20	15	70	6	4	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Got it to watch during lockdown in 2020	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than buying DVDs	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	148	70	78	24	34	53	35	13	13	22	60	40	49	23	28	97	13	17	21
Effective Weighted Sample	102	49	53	17	22	38	25	9	11	14	43	29	32	18	21	81	8	11	18
Total	83	41	42	12	21	30	19	5	10	13	36	21	22	20	15	70	6	4	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																			
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	148	11	12	7	10	12	10	12	13	10	118	30	93	50	63	85
Effective Weighted Sample	102	10	11	5	9	11	10	10	11	9	90	14	65	35	41	61
Total	83	10	11	5	7	9	6	7	6	11	75	8	57	24	32	51
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
<b>PROMPTED REASONS</b>																
To watch a specific programme/ series	25	**	**	**	**	**	**	**	**	**	23	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	31%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	94%	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	23	**	**	**	**	**	**	**	**	**	20	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	26%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	85%	**	**	**	**	**
To watch at a time that suits	22	**	**	**	**	**	**	**	**	**	21	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	28%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**
No advertising breaks in the programmes/ shows	19	**	**	**	**	**	**	**	**	**	19	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	25%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	97%	**	**	**	**	**
To access a back catalogue of TV programmes	17	**	**	**	**	**	**	**	**	**	17	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	23%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	98%	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	16	**	**	**	**	**	**	**	**	**	15	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	96%	**	**	**	**	**

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	148	11	12	7	10	12	10	12	13	10	118	30	93	50	63	85
Effective Weighted Sample	102	10	11	5	9	11	10	10	11	9	90	14	65	35	41	61
Total	83	10	11	5	7	9	6	7	6	11	75	8	57	24	32	51
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
To take advantage of a free trial or promotional offer	15	**	**	**	**	**	**	**	**	**	14	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	18%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**
To access a back catalogue of films	14	**	**	**	**	**	**	**	**	**	14	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	18%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	96%	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	11	**	**	**	**	**	**	**	**	**	11	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11	**	**	**	**	**	**	**	**	**	11	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	99%	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	11	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**
To access new movie releases	10	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	13%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	94%	**	**	**	**	**
Got it to watch during lockdown in 2020	9	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	97%	**	**	**	**	**

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	148	11	12	7	10	12	10	12	13	10	118	30	93	50	63	85
Effective Weighted Sample	102	10	11	5	9	11	10	10	11	9	90	14	65	35	41	61
Total	83	10	11	5	7	9	6	7	6	11	75	8	57	24	32	51
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
Cheaper than buying DVDs	9	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	11%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	99%	**	**	**	**	**
Recommendation from a friend/ family member	7	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	94%	**	**	**	**	**
I saw it advertised and it looked interesting	7	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	96%	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	5	**	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	99%	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**	**	19	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	25%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	93%	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	1	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	44	**	**	**	**	**	**	**	**	**	42	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	56%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	37	**	**	**	**	**	**	**	**	**	33	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	45%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**

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



QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	148	11	12	7	10	12	10	12	13	10	118	30	93	50	63	85
Effective Weighted Sample	102	10	11	5	9	11	10	10	11	9	90	14	65	35	41	61
Total	83	10	11	5	7	9	6	7	6	11	75	8	57	24	32	51
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	18	**	**	**	**	**	**	**	**	**	16	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	89%	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	12	**	**	**	**	**	**	**	**	**	12	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	99%	**	**	**	**	**

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	148	104	54	140	148	71	148
Effective Weighted Sample	102	70	38	97	102	47	102
Total	83	57 69%	31 **	79 95%	83 100%	40 **	83 100%
<b>PROMPTED REASONS</b>							
To watch a specific programme/ series	25 30%	16 28% 66%	** ** **	24 31% 98%	25 30% 100%	** ** **	25 30% 100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	23 28%	16 27% 68%	** ** **	22 28% 95%	23 28% 100%	** ** **	23 28% 100%
To watch at a time that suits	22 26%	14 25% 65%	** ** **	22 28% 100%	22 26% 100%	** ** **	22 26% 100%
No advertising breaks in the programmes/ shows	19 23%	12 20% 60%	** ** **	19 24% 100%	19 23% 100%	** ** **	19 23% 100%
To access a back catalogue of TV programmes	17 21%	14 24% 79%	** ** **	16 21% 95%	17 21% 100%	** ** **	17 21% 100%
To watch multiple episodes in a row/ to watch box sets	16 19%	9 15% 55%	** ** **	15 20% 97%	16 19% 100%	** ** **	16 19% 100%

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	148	104	54	140	148	71	148
Effective Weighted Sample	102	70	38	97	102	47	102
Total	83	57 69%	31 **	79 95%	83 100%	40 **	83 100%
To take advantage of a free trial or promotional offer	15 18%	10 17% 66%	** ** **	14 18% 95%	15 18% 100%	** ** **	15 18% 100%
To access a back catalogue of films	14 17%	10 17% 68%	** ** **	13 17% 92%	14 17% 100%	** ** **	14 17% 100%
To watch something different to the programmes on main TV/ broadcast TV	11 14%	6 11% 55%	** ** **	11 14% 100%	11 14% 100%	** ** **	11 14% 100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11 13%	5 9% 45%	** ** **	10 12% 89%	11 13% 100%	** ** **	11 13% 100%
Can watch it when I'm away from home/ abroad/ on holiday	11 13%	7 12% 65%	** ** **	11 14% 100%	11 13% 100%	** ** **	11 13% 100%
To access new movie releases	10 13%	7 11% 62%	** ** **	10 13% 100%	10 13% 100%	** ** **	10 13% 100%
Got it to watch during lockdown in 2020	9 11%	6 11% 67%	** ** **	9 12% 100%	9 11% 100%	** ** **	9 11% 100%

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	~b	c	d	~e	f
Unweighted total	148	104	54	140	148	71	148
Effective Weighted Sample	102	70	38	97	102	47	102
Total	83	57	31	79	83	40	83
		69%	**	95%	100%	**	100%
Cheaper than buying DVDs	9	5	**	9	9	**	9
	10%	8%	**	11%	10%	**	10%
		54%	**	100%	100%	**	100%
Recommendation from a friend/ family member	7	5	**	7	7	**	7
	9%	8%	**	9%	9%	**	9%
		63%	**	93%	100%	**	100%
I saw it advertised and it looked interesting	7	5	**	7	7	**	7
	9%	8%	**	9%	9%	**	9%
		66%	**	100%	100%	**	100%
To replace a TV subscription that I/ we cancelled	5	3	**	5	5	**	5
	6%	5%	**	7%	6%	**	6%
		57%	**	100%	100%	**	100%
Don't know	20	12	**	20	20	**	20
	25%	22%	**	26%	25%	**	25%
		61%	**	100%	100%	**	100%
NOT ANSWERED [POSTAL ONLY]	1	1	**	1	1	**	1
	1%	1%	**	1%	1%	**	1%
		100%	**	100%	100%	**	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	44	32	**	42	44	**	44
	53%	55%	**	53%	53%	**	53%
		72%	**	94%	100%	**	100%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	37	25	**	36	37	**	37
	45%	43%	**	45%	45%	**	45%
		67%	**	96%	100%	**	100%

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

QH84E. Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those with ITV Hub+

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	~b	c	d	~e	f
Unweighted total	148	104	54	140	148	71	148
Effective Weighted Sample	102	70	38	97	102	47	102
Total	83	57	31	79	83	40	83
		69%	**	95%	100%	**	100%
PROMOTION/ MARKETING/ RECOMMENDATION	18	12	**	17	18	**	18
	21%	21%	**	21%	21%	**	21%
		68%	**	93%	100%	**	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	12	5	**	11	12	**	12
	14%	9%	**	13%	14%	**	14%
		45%	**	90%	100%	**	100%

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	131	67	63	20	23	39	49	9	12	19	57	44	45	12	25	91	18	11	11
Effective Weighted Sample	91	46	46	16	16	25	36	6	9	12	44	34	33	8	17	74	11	7	9
Total	72	40	32	12	16	17	27	6	7	13	31	25	23	11	11	63	6	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>PROMPTED REASONS</b>																			
To take advantage of a free trial or promotional offer	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	131	67	63	20	23	39	49	9	12	19	57	44	45	12	25	91	18	11	11
Effective Weighted Sample	91	46	46	16	16	25	36	6	9	12	44	34	33	8	17	74	11	7	9
Total	72	40	32	12	16	17	27	6	7	13	31	25	23	11	11	63	6	2	1
To access a back catalogue of films	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
15%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Got it to watch during lockdown in 2020	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	131	67	63	20	23	39	49	9	12	19	57	44	45	12	25	91	18	11	11
Effective Weighted Sample	91	46	46	16	16	25	36	6	9	12	44	34	33	8	17	74	11	7	9
Total	72	40	32	12	16	17	27	6	7	13	31	25	23	11	11	63	6	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than buying DVDs	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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



QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	131	67	63	20	23	39	49	9	12	19	57	44	45	12	25	91	18	11	11
Effective Weighted Sample	91	46	46	16	16	25	36	6	9	12	44	34	33	8	17	74	11	7	9
Total	72	40	32	12	16	17	27	6	7	13	31	25	23	11	11	63	6	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	131	5	8	17	5	7	11	13	7	18	103	28	66	61	75	56
Effective Weighted Sample	91	5	8	15	5	7	11	12	7	16	79	15	44	46	58	34
Total	72	5	7	10	3	5	5	6	2	19	65	7	38	33	43	29
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**
<b>PROMPTED REASONS</b>																
To take advantage of a free trial or promotional offer	36	**	**	**	**	**	**	**	**	**	32	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	49%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	89%	**	**	**	**	**
To access a back catalogue of TV programmes	34	**	**	**	**	**	**	**	**	**	33	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	50%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	97%	**	**	**	**	**
To watch a specific programme/ series	28	**	**	**	**	**	**	**	**	**	27	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	42%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	26	**	**	**	**	**	**	**	**	**	24	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	37%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	20	**	**	**	**	**	**	**	**	**	19	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	30%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	98%	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	15	**	**	**	**	**	**	**	**	**	14	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	22%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	131	5	8	17	5	7	11	13	7	18	103	28	66	61	75	56
Effective Weighted Sample	91	5	8	15	5	7	11	12	7	16	79	15	44	46	58	34
Total	72	5	7	10	3	5	5	6	2	19	65	7	38	33	43	29
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**
To access a back catalogue of films	14	**	**	**	**	**	**	**	**	**	13	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	19%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
No advertising breaks in the programmes/shows	12	**	**	**	**	**	**	**	**	**	11	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
To watch at a time that suits	11	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	15%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	89%	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11	**	**	**	**	**	**	**	**	**	11	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	97%	**	**	**	**	**
Got it to watch during lockdown in 2020	10	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
To access new movie releases	7	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	11%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	98%	**	**	**	**	**
I saw it advertised and it looked interesting	7	**	**	**	**	**	**	**	**	**	6	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	10%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	96%	**	**	**	**	**
To replace a TV subscription that I/we cancelled	6	**	**	**	**	**	**	**	**	**	6	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	131	5	8	17	5	7	11	13	7	18	103	28	66	61	75	56
Effective Weighted Sample	91	5	8	15	5	7	11	12	7	16	79	15	44	46	58	34
Total	72	5	7	10	3	5	5	6	2	19	65	7	38	33	43	29
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**
Cheaper than buying DVDs	6	**	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	8%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	**
Recommendation from a friend/ family member	5	**	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	97%	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	4	**	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	1	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	42	**	**	**	**	**	**	**	**	**	40	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	61%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	94%	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	40	**	**	**	**	**	**	**	**	**	36	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	56%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	37	**	**	**	**	**	**	**	**	**	33	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	51%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	131	5	8	17	5	7	11	13	7	18	103	28	66	61	75	56
Effective Weighted Sample	91	5	8	15	5	7	11	12	7	16	79	15	44	46	58	34
Total	72	5	7	10	3	5	5	6	2	19	65	7	38	33	43	29
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	13	**	**	**	**	**	**	**	**	**	12	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	19%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	96%	**	**	**	**	**

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV ~a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	131	72	71	120	131	73	131
Effective Weighted Sample	91	51	48	83	91	50	91
Total	72	39	41	65	72	43	72
		**	**	91%	100%	**	100%
<b>PROMPTED REASONS</b>							
To take advantage of a free trial or promotional offer	36	**	**	34	36	**	36
	49%	**	**	51%	49%	**	49%
		**	**	94%	100%	**	100%
To access a back catalogue of TV programmes	34	**	**	30	34	**	34
	47%	**	**	46%	47%	**	47%
		**	**	89%	100%	**	100%
To watch a specific programme/ series	28	**	**	27	28	**	28
	39%	**	**	41%	39%	**	39%
		**	**	94%	100%	**	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	26	**	**	24	26	**	26
	36%	**	**	37%	36%	**	36%
		**	**	95%	100%	**	100%
To watch multiple episodes in a row/ to watch box sets	20	**	**	18	20	**	20
	27%	**	**	28%	27%	**	27%
		**	**	91%	100%	**	100%
To watch something different to the programmes on main TV/ broadcast TV	15	**	**	13	15	**	15
	21%	**	**	20%	21%	**	21%
		**	**	88%	100%	**	100%

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV ~a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	131	72	71	120	131	73	131
Effective Weighted Sample	91	51	48	83	91	50	91
Total	72	39	41	65	72	43	72
		**	**	91%	100%	**	100%
To access a back catalogue of films	14	**	**	13	14	**	14
	19%	**	**	20%	19%	**	19%
		**	**	95%	100%	**	100%
No advertising breaks in the programmes/ shows	12	**	**	11	12	**	12
	16%	**	**	17%	16%	**	16%
		**	**	94%	100%	**	100%
To watch at a time that suits	11	**	**	9	11	**	11
	16%	**	**	14%	16%	**	16%
		**	**	83%	100%	**	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11	**	**	9	11	**	11
	15%	**	**	14%	15%	**	15%
		**	**	83%	100%	**	100%
Got it to watch during lockdown in 2020	10	**	**	10	10	**	10
	14%	**	**	15%	14%	**	14%
		**	**	100%	100%	**	100%
To access new movie releases	7	**	**	5	7	**	7
	10%	**	**	8%	10%	**	10%
		**	**	74%	100%	**	100%
I saw it advertised and it looked interesting	7	**	**	7	7	**	7
	9%	**	**	10%	9%	**	9%
		**	**	100%	100%	**	100%
To replace a TV subscription that I/ we cancelled	6	**	**	6	6	**	6
	8%	**	**	9%	8%	**	8%
		**	**	100%	100%	**	100%

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

QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV ~a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	131	72	71	120	131	73	131
Effective Weighted Sample	91	51	48	83	91	50	91
Total	72	**	**	91%	100%	**	100%
Cheaper than buying DVDs	6 8%	**	**	5 8%	6 8%	**	6 8%
		**	**	88%	100%	**	100%
Recommendation from a friend/ family member	5 6%	**	**	4 6%	5 6%	**	5 6%
		**	**	85%	100%	**	100%
Can watch it when I'm away from home/ abroad/ on holiday	4 6%	**	**	4 6%	4 6%	**	4 6%
		**	**	92%	100%	**	100%
Don't know	3 5%	**	**	3 4%	3 5%	**	3 5%
		**	**	80%	100%	**	100%
NOT ANSWERED [POSTAL ONLY]	1 1%	**	**	1 1%	1 1%	**	1 1%
		**	**	100%	100%	**	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	42 58%	**	**	38 59%	42 58%	**	42 58%
		**	**	91%	100%	**	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	40 55%	**	**	36 54%	40 55%	**	40 55%
		**	**	90%	100%	**	100%
PROMOTION/ MARKETING/ RECOMMENDATION	37 52%	**	**	34 53%	37 52%	**	37 52%
		**	**	92%	100%	**	100%

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



QH84F. Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those with Britbox

	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	c	d	~e	f
Unweighted total	131	72	71	120	131	73	131
Effective Weighted Sample	91	51	48	83	91	50	91
Total	72	39	41	65	72	43	72
		**	**	91%	100%	**	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	13	**	**	11	13	**	13
	18%	**	**	17%	18%	**	18%
		**	**	86%	100%	**	100%

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	112	54	57	17	32	33	25	11	8	19	47	41	30	13	22	76	12	9	15
Effective Weighted Sample	77	37	41	14	20	26	17	7	7	13	33	32	23	9	17	62	8	6	13
Total	66	35	31	8	21	22	14	4	5	13	31	24	14	13	13	57	5	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>PROMPTED REASONS</b>																			
To watch a specific programme/ series	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	112	54	57	17	32	33	25	11	8	19	47	41	30	13	22	76	12	9	15
Effective Weighted Sample	77	37	41	14	20	26	17	7	7	13	33	32	23	9	17	62	8	6	13
Total	66	35	31	8	21	22	14	4	5	13	31	24	14	13	13	57	5	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	112	54	57	17	32	33	25	11	8	19	47	41	30	13	22	76	12	9	15
Effective Weighted Sample	77	37	41	14	20	26	17	7	7	13	33	32	23	9	17	62	8	6	13
Total	66	35	31	8	21	22	14	4	5	13	31	24	14	13	13	57	5	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than buying DVDs	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Got it to watch during lockdown in 2020	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																			
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE																			
	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT																			
	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION																			
	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	112	54	57	17	32	33	25	11	8	19	47	41	30	13	22	76	12	9	15
Effective Weighted Sample	77	37	41	14	20	26	17	7	7	13	33	32	23	9	17	62	8	6	13
Total	66	35	31	8	21	22	14	4	5	13	31	24	14	13	13	57	5	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	112	1	16	8	13	10	8	7	4	9	90	22	63	41	61	51
Effective Weighted Sample	77	1	13	8	12	9	7	6	4	8	67	11	45	32	41	37
Total	66	1	16	5	9	7	4	4	2	10	59	8	45	19	35	32
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>PROMPTED REASONS</b>																
To watch a specific programme/ series	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	112	1	16	8	13	10	8	7	4	9	90	22	63	41	61	51
Effective Weighted Sample	77	1	13	8	12	9	7	6	4	8	67	11	45	32	41	37
Total	66	1	16	5	9	7	4	4	2	10	59	8	45	19	35	32
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	112	1	16	8	13	10	8	7	4	9	90	22	63	41	61	51
Effective Weighted Sample	77	1	13	8	12	9	7	6	4	8	67	11	45	32	41	37
Total	66	1	16	5	9	7	4	4	2	10	59	8	45	19	35	32
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than buying DVDs	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Got it to watch during lockdown in 2020	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED [POSTAL ONLY]	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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



QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	112	1	16	8	13	10	8	7	4	9	90	22	63	41	61	51
Effective Weighted Sample	77	1	13	8	12	9	7	6	4	8	67	11	45	32	41	37
Total	66	1	16	5	9	7	4	4	2	10	59	8	45	19	35	32
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV ~a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	112	67	48	105	112	63	112
Effective Weighted Sample	77	44	33	72	77	43	77
Total	66	40	30	63	66	42	66
		**	**	95%	100%	**	100%
<b>PROMPTED REASONS</b>							
To watch a specific programme/ series	25	**	**	24	25	**	25
	37%	**	**	38%	37%	**	37%
		**	**	98%	100%	**	100%
No advertising breaks in the programmes/ shows	21	**	**	21	21	**	21
	31%	**	**	33%	31%	**	31%
		**	**	100%	100%	**	100%
To access a back catalogue of TV programmes	19	**	**	19	19	**	19
	29%	**	**	30%	29%	**	29%
		**	**	99%	100%	**	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	19	**	**	18	19	**	19
	28%	**	**	28%	28%	**	28%
		**	**	95%	100%	**	100%
To watch at a time that suits	17	**	**	17	17	**	17
	26%	**	**	27%	26%	**	26%
		**	**	100%	100%	**	100%
To access a back catalogue of films	16	**	**	14	16	**	16
	23%	**	**	22%	23%	**	23%
		**	**	87%	100%	**	100%
To watch multiple episodes in a row/ to watch box sets	15	**	**	15	15	**	15
	22%	**	**	23%	22%	**	22%
		**	**	100%	100%	**	100%

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

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	TV SERVICES				YOUTUBE SERV- ICES ~e	ANY SER- VICES f
		PAID TRAD TV ~a	FREE TRAD TV ~b	FREE CATCH-UP c	SVOD d		
Significance Level: 95%							
Unweighted total	112	67	48	105	112	63	112
Effective Weighted Sample	77	44	33	72	77	43	77
Total	66	40	30	63	66	42	66
		**	**	95%	100%	**	100%
To take advantage of a free trial or promotional offer	14	**	**	14	14	**	14
	22%	**	**	22%	22%	**	22%
		**	**	97%	100%	**	100%
To access new movie releases	12	**	**	12	12	**	12
	18%	**	**	19%	18%	**	18%
		**	**	100%	100%	**	100%
To watch something different to the programmes on main TV/ broadcast TV	10	**	**	10	10	**	10
	15%	**	**	16%	15%	**	15%
		**	**	100%	100%	**	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	10	**	**	9	10	**	10
	15%	**	**	14%	15%	**	15%
		**	**	90%	100%	**	100%
I saw it advertised and it looked interesting	9	**	**	8	9	**	9
	13%	**	**	12%	13%	**	13%
		**	**	88%	100%	**	100%
Recommendation from a friend/ family member	8	**	**	8	8	**	8
	12%	**	**	12%	12%	**	12%
		**	**	99%	100%	**	100%
Can watch it when I'm away from home/ abroad/ on holiday	7	**	**	7	7	**	7
	11%	**	**	11%	11%	**	11%
		**	**	100%	100%	**	100%

Columns Tested: a,b,c,d,e,f

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	~b	c	d	~e	f
Unweighted total	112	67	48	105	112	63	112
Effective Weighted Sample	77	44	33	72	77	43	77
Total	66	40	30	63	66	42	66
		**	**	95%	100%	**	100%
To replace a TV subscription that I/we cancelled	7	**	**	7	7	**	7
	11%	**	**	11%	11%	**	11%
		**	**	100%	100%	**	100%
Cheaper than buying DVDs	6	**	**	6	6	**	6
	10%	**	**	10%	10%	**	10%
		**	**	100%	100%	**	100%
Got it to watch during lockdown in 2020	6	**	**	6	6	**	6
	10%	**	**	9%	10%	**	10%
		**	**	92%	100%	**	100%
Don't know	13	**	**	13	13	**	13
	20%	**	**	21%	20%	**	20%
		**	**	100%	100%	**	100%
NOT ANSWERED [POSTAL ONLY]	*	**	**	*	*	**	*
	*%	**	**	*%	*%	**	*%
		**	**	100%	100%	**	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	38	**	**	35	38	**	38
	57%	**	**	56%	57%	**	57%
		**	**	94%	100%	**	100%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	32	**	**	31	32	**	32
	48%	**	**	49%	48%	**	48%
		**	**	95%	100%	**	100%
PROMOTION/ MARKETING/ RECOMMENDATION	20	**	**	18	20	**	20
	30%	**	**	29%	30%	**	30%
		**	**	92%	100%	**	100%

Columns Tested: a,b,c,d,e,f

QH84G. Which, if any, of these are reasons why your household took out a subscription to All4+? (MULTI CODE)

Base : Those with All4+

	TV SERVICES						ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	
Significance Level: 95%		~a	~b	c	d	~e	f
Unweighted total	112	67	48	105	112	63	112
Effective Weighted Sample	77	44	33	72	77	43	77
Total	66	40	30	63	66	42	66
		**	**	95%	100%	**	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	11	**	**	10	11	**	11
	16%	**	**	15%	16%	**	16%
		**	**	91%	100%	**	100%

Columns Tested: a,b,c,d,e,f

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	380	197	180	59	81	164	71	12	15	40	233	134	153	33	43	260	43	27	50
Effective Weighted Sample	279	146	132	43	58	124	53	7	11	29	175	99	119	26	32	223	27	20	44
Total	222	114	107	30	54	98	38	6	10	26	143	84	76	30	23	187	21	8	7
		51%	48%	**	**	44%	**	**	**	**	64%	38%	34%	**	**	84%	**	**	**
<b>PROMPTED REASONS</b>																			
To take advantage of a free trial or promotional offer	134	71	62	**	**	62	**	**	**	**	88	55	43	**	**	110	**	**	**
	60%	63%	58%	**	**	63%	**	**	**	**	62%	66%	56%	**	**	59%	**	**	**
		53%	46%	**	**	46%	**	**	**	**	66%	41%	32%	**	**	82%	**	**	**
Got it free when I bought an Apple device	63	32	30	**	**	28	**	**	**	**	43	18	24	**	**	52	**	**	**
	28%	28%	28%	**	**	29%	**	**	**	**	30%	22%	31%	**	**	28%	**	**	**
		52%	48%	**	**	45%	**	**	**	**	68%	29%	38%	**	**	83%	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	55	32	23	**	**	29	**	**	**	**	37	25	17	**	**	45	**	**	**
	25%	28%	21%	**	**	29%	**	**	**	**	26%	29%	22%	**	**	24%	**	**	**
		58%	42%	**	**	53%	**	**	**	**	67%	45%	31%	**	**	83%	**	**	**
To watch a specific programme/ series	42	23	19	**	**	25	**	**	**	**	30	20	13	**	**	35	**	**	**
	19%	20%	18%	**	**	25%	**	**	**	**	21%	23%	17%	**	**	19%	**	**	**
		54%	46%	**	**	59%	**	**	**	**	72%	47%	31%	**	**	84%	**	**	**
To watch at a time that suits	29	16	13	**	**	15	**	**	**	**	19	13	7	**	**	25	**	**	**
	13%	14%	12%	**	**	16%	**	**	**	**	13%	16%	9%	**	**	14%	**	**	**
		57%	43%	**	**	53%	**	**	**	**	65%	46%	25%	**	**	87%	**	**	**
To access a back catalogue of TV programmes	26	15	11	**	**	13	**	**	**	**	17	13	7	**	**	24	**	**	**
	12%	14%	10%	**	**	13%	**	**	**	**	12%	15%	9%	**	**	13%	**	**	**
		59%	41%	**	**	48%	**	**	**	**	64%	50%	27%	**	**	92%	**	**	**
To access a back catalogue of films	24	12	11	**	**	12	**	**	**	**	16	13	5	**	**	22	**	**	**
	11%	11%	11%	**	**	12%	**	**	**	**	11%	16%	7%	**	**	12%	**	**	**
		52%	48%	**	**	51%	**	**	**	**	68%	55%	23%	**	**	92%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	380	197	180	59	81	164	71	12	15	40	233	134	153	33	43	260	43	27	50
Effective Weighted Sample	279	146	132	43	58	124	53	7	11	29	175	99	119	26	32	223	27	20	44
Total	222	114	107	30	54	98	38	6	10	26	143	84	76	30	23	187	21	8	7
		51%	48%	**	**	44%	**	**	**	**	64%	38%	34%	**	**	84%	**	**	**
To access new movie releases	23	12	11	**	**	13	**	**	**	**	15	12	5	**	**	21	**	**	**
	10%	10%	10%	**	**	14%	**	**	**	**	10%	15%	7%	**	**	11%	**	**	**
		52%	48%	**	**	60%	**	**	**	**	65%	55%	23%	**	**	92%	**	**	**
To watch multiple episodes in a row/ to watch box sets	22	13	8	**	**	11	**	**	**	**	14	9	5	**	**	17	**	**	**
	10%	12%	8%	**	**	11%	**	**	**	**	10%	11%	7%	**	**	9%	**	**	**
		62%	38%	**	**	49%	**	**	**	**	63%	42%	25%	**	**	80%	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	20	11	9	**	**	10	**	**	**	**	14	10	5	**	**	16	**	**	**
	9%	10%	9%	**	**	10%	**	**	**	**	10%	12%	6%	**	**	9%	**	**	**
		55%	45%	**	**	48%	**	**	**	**	69%	51%	22%	**	**	80%	**	**	**
No advertising breaks in the programmes/ shows	17	10	7	**	**	7	**	**	**	**	10	5	6	**	**	13	**	**	**
	8%	8%	7%	**	**	7%	**	**	**	**	7%	6%	8%	**	**	7%	**	**	**
		58%	42%	**	**	41%	**	**	**	**	57%	32%	35%	**	**	81%	**	**	**
Got it to watch during lockdown in 2020	14	6	8	**	**	4	**	**	**	**	5	3	4	**	**	14	**	**	**
	6%	5%	8%	**	**	4%	**	**	**	**	4%	4%	5%	**	**	8%	**	**	**
		41%	59%	**	**	27%	**	**	**	**	35%	23%	25%	**	**	99%	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	10	6	5	**	**	5	**	**	**	**	5	3	4	**	**	7	**	**	**
	5%	5%	5%	**	**	5%	**	**	**	**	4%	3%	5%	**	**	4%	**	**	**
		53%	47%	**	**	45%	**	**	**	**	51%	28%	34%	**	**	68%	**	**	**
I saw it advertised and it looked interesting	10	8	2	**	**	5	**	**	**	**	5	5	2	**	**	10	**	**	**
	5%	7%	2%	**	**	5%	**	**	**	**	3%	6%	2%	**	**	6%	**	**	**
		b		**	**		**	**	**	**				**	**		**	**	**
		79%	21%	**	**	46%	**	**	**	**	44%	50%	15%	**	**	100%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ ~f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	380	197	180	59	81	164	71	12	15	40	233	134	153	33	43	260	43	27	50
Effective Weighted Sample	279	146	132	43	58	124	53	7	11	29	175	99	119	26	32	223	27	20	44
Total	222	114	107	30	54	98	38	6	10	26	143	84	76	30	23	187	21	8	7
		51%	48%	**	**	44%	**	**	**	**	64%	38%	34%	**	**	84%	**	**	**
Cheaper than buying DVDs	10	7	3	**	**	2	**	**	**	**	2	2	2	**	**	9	**	**	**
	5%	6%	3%	**	**	2%	**	**	**	**	1%	2%	2%	**	**	5%	**	**	**
		73%	27%	**	**	23%	**	**	**	**	15%	16%	17%	**	**	94%	**	**	**
Recommendation from a friend/ family member	10	7	3	**	**	2	**	**	**	**	3	2	3	**	**	9	**	**	**
	4%	6%	2%	**	**	2%	**	**	**	**	2%	3%	3%	**	**	5%	**	**	**
		72%	28%	**	**	25%	**	**	**	**	29%	23%	28%	**	**	98%	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	9	5	4	**	**	4	**	**	**	**	5	4	2	**	**	9	**	**	**
	4%	5%	3%	**	**	4%	**	**	**	**	3%	4%	3%	**	**	5%	**	**	**
		60%	40%	**	**	39%	**	**	**	**	53%	40%	27%	**	**	98%	**	**	**
To replace a TV subscription that I/ we cancelled	6	4	3	**	**	2	**	**	**	**	2	2	1	**	**	6	**	**	**
	3%	3%	3%	**	**	2%	**	**	**	**	1%	3%	1%	**	**	3%	**	**	**
		58%	42%	**	**	29%	**	**	**	**	30%	36%	11%	**	**	99%	**	**	**
Don't know	8	4	4	**	**	3	**	**	**	**	3	2	4	**	**	7	**	**	**
	4%	4%	4%	**	**	3%	**	**	**	**	2%	3%	5%	**	**	4%	**	**	**
		52%	48%	**	**	39%	**	**	**	**	37%	26%	45%	**	**	89%	**	**	**
NOT ANSWERED [POSTAL ONLY]	2	*	1	**	**	-	**	**	**	**	-	-	2	**	**	2	**	**	**
	1%	*%	1%	**	**	-%	**	**	**	**	-%	-%	2%	**	**	1%	**	**	**
		28%	72%	**	**	-%	**	**	**	**	-%	-%	100%	**	**	100%	**	**	**
<b>SUMMARY OF PROMPTED REASONS</b>																			
PROMOTION/ MARKETING/ RECOMMENDATION	172	89	82	**	**	77	**	**	**	**	113	68	55	**	**	142	**	**	**
	77%	78%	76%	**	**	79%	**	**	**	**	79%	81%	72%	**	**	76%	**	**	**
		52%	48%	**	**	45%	**	**	**	**	66%	40%	32%	**	**	83%	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	72	37	35	**	**	40	**	**	**	**	48	31	22	**	**	61	**	**	**
	32%	32%	33%	**	**	41%	**	**	**	**	34%	37%	29%	**	**	32%	**	**	**
		51%	49%	**	**	55%	**	**	**	**	67%	43%	30%	**	**	84%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	380	197	180	59	81	164	71	12	15	40	233	134	153	33	43	260	43	27	50
Effective Weighted Sample	279	146	132	43	58	124	53	7	11	29	175	99	119	26	32	223	27	20	44
Total	222	114	107	30	54	98	38	6	10	26	143	84	76	30	23	187	21	8	7
		51%	48%	**	**	44%	**	**	**	**	64%	38%	34%	**	**	84%	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	49	24	25	**	**	23	**	**	**	**	29	19	12	**	**	42	**	**	**
	22%	21%	23%	**	**	24%	**	**	**	**	20%	22%	15%	**	**	23%	**	**	**
		49%	51%	**	**	48%	**	**	**	**	60%	39%	24%	**	**	87%	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	16	9	7	**	**	5	**	**	**	**	6	4	3	**	**	16	**	**	**
	7%	8%	7%	**	**	5%	**	**	**	**	4%	5%	4%	**	**	8%	**	**	**
		56%	44%	**	**	32%	**	**	**	**	34%	25%	21%	**	**	96%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	380	28	45	30	24	29	26	32	18	28	308	72	266	108	214	166
Effective Weighted Sample	279	26	43	26	22	25	25	30	17	24	240	40	199	79	156	124
Total	222	27	41	20	15	22	13	18	6	25	194	28	167	52	127	96
		**	**	**	**	**	**	**	**	**	87%	**	75%	23%	57%	43%
<b>PROMPTED REASONS</b>																
To take advantage of a free trial or promotional offer	134	**	**	**	**	**	**	**	**	**	123	**	106	27	75	59
	60%	**	**	**	**	**	**	**	**	**	63%	**	64%	51%	59%	62%
		**	**	**	**	**	**	**	**	**	91%	**	79%	20%	56%	44%
Got it free when I bought an Apple device	63	**	**	**	**	**	**	**	**	**	57	**	47	15	35	27
	28%	**	**	**	**	**	**	**	**	**	30%	**	28%	29%	28%	29%
		**	**	**	**	**	**	**	**	**	91%	**	75%	24%	56%	44%
To watch exclusive TV content not available elsewhere/ original series made by the provider	55	**	**	**	**	**	**	**	**	**	45	**	42	12	34	21
	25%	**	**	**	**	**	**	**	**	**	23%	**	25%	23%	27%	22%
		**	**	**	**	**	**	**	**	**	83%	**	77%	22%	61%	39%
To watch a specific programme/ series	42	**	**	**	**	**	**	**	**	**	38	**	35	6	23	19
	19%	**	**	**	**	**	**	**	**	**	20%	**	21%	12%	18%	19%
		**	**	**	**	**	**	**	**	**	92%	**	84%	15%	55%	45%
To watch at a time that suits	29	**	**	**	**	**	**	**	**	**	26	**	22	6	15	14
	13%	**	**	**	**	**	**	**	**	**	13%	**	13%	11%	12%	14%
		**	**	**	**	**	**	**	**	**	89%	**	77%	21%	53%	47%
To access a back catalogue of TV programmes	26	**	**	**	**	**	**	**	**	**	23	**	23	4	16	11
	12%	**	**	**	**	**	**	**	**	**	12%	**	14%	7%	12%	11%
		**	**	**	**	**	**	**	**	**	88%	**	86%	14%	60%	40%
To access a back catalogue of films	24	**	**	**	**	**	**	**	**	**	19	**	20	4	15	9
	11%	**	**	**	**	**	**	**	**	**	10%	**	12%	7%	12%	9%
		**	**	**	**	**	**	**	**	**	78%	**	84%	16%	62%	38%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	380	28	45	30	24	29	26	32	18	28	308	72	266	108	214	166
Effective Weighted Sample	279	26	43	26	22	25	25	30	17	24	240	40	199	79	156	124
Total	222	27	41	20	15	22	13	18	6	25	194	28	167	52	127	96
		**	**	**	**	**	**	**	**	**	87%	**	75%	23%	57%	43%
To access new movie releases	23	**	**	**	**	**	**	**	**	**	19	**	20	3	15	7
	10%	**	**	**	**	**	**	**	**	**	10%	**	12%	5%	12%	8%
		**	**	**	**	**	**	**	**	**	84%	**	89%	11%	68%	32%
To watch multiple episodes in a row/ to watch box sets	22	**	**	**	**	**	**	**	**	**	21	**	18	3	11	10
	10%	**	**	**	**	**	**	**	**	**	11%	**	11%	5%	9%	11%
		**	**	**	**	**	**	**	**	**	96%	**	85%	12%	53%	47%
To watch something different to the programmes on main TV/ broadcast TV	20	**	**	**	**	**	**	**	**	**	19	**	14	6	12	9
	9%	**	**	**	**	**	**	**	**	**	10%	**	9%	12%	9%	9%
		**	**	**	**	**	**	**	**	**	94%	**	70%	30%	57%	43%
No advertising breaks in the programmes/ shows	17	**	**	**	**	**	**	**	**	**	15	**	13	4	8	9
	8%	**	**	**	**	**	**	**	**	**	8%	**	8%	7%	6%	9%
		**	**	**	**	**	**	**	**	**	91%	**	77%	23%	47%	53%
Got it to watch during lockdown in 2020	14	**	**	**	**	**	**	**	**	**	14	**	11	3	7	8
	6%	**	**	**	**	**	**	**	**	**	7%	**	7%	6%	5%	8%
		**	**	**	**	**	**	**	**	**	99%	**	79%	21%	46%	54%
Can watch it when I'm away from home/ abroad/ on holiday	10	**	**	**	**	**	**	**	**	**	10	**	8	3	5	5
	5%	**	**	**	**	**	**	**	**	**	5%	**	5%	5%	4%	6%
		**	**	**	**	**	**	**	**	**	98%	**	76%	24%	49%	51%
I saw it advertised and it looked interesting	10	**	**	**	**	**	**	**	**	**	10	**	10	-	7	4
	5%	**	**	**	**	**	**	**	**	**	5%	**	6%	-%	5%	4%
		**	**	**	**	**	**	**	**	**	92%	**	m	100%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o	
Unweighted total	380	28	45	30	24	29	26	32	18	28	308	72	266	108	214	166	
Effective Weighted Sample	279	26	43	26	22	25	25	30	17	24	240	40	199	79	156	124	
Total	222	27	41	20	15	22	13	18	6	25	194	28	167	52	127	96	
		**	**	**	**	**	**	**	**	**	87%	**	75%	23%	57%	43%	
Cheaper than buying DVDs	10	**	**	**	**	**	**	**	**	**	10	**	8	2	2	8	
	5%	**	**	**	**	**	**	**	**	**	5%	**	5%	4%	2%	8%	
		**	**	**	**	**	**	**	**	**	99%	**	75%	18%	23%	77%	
Recommendation from a friend/ family member	10	**	**	**	**	**	**	**	**	**	9	**	8	1	4	6	
	4%	**	**	**	**	**	**	**	**	**	5%	**	5%	2%	3%	6%	
		**	**	**	**	**	**	**	**	**	92%	**	88%	12%	38%	62%	
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	9	**	**	**	**	**	**	**	**	**	9	**	8	1	6	3	
	4%	**	**	**	**	**	**	**	**	**	5%	**	5%	2%	5%	3%	
		**	**	**	**	**	**	**	**	**	99%	**	87%	13%	67%	33%	
To replace a TV subscription that I/ we cancelled	6	**	**	**	**	**	**	**	**	**	6	**	5	2	3	3	
	3%	**	**	**	**	**	**	**	**	**	3%	**	3%	3%	2%	4%	
		**	**	**	**	**	**	**	**	**	99%	**	74%	26%	47%	53%	
Don't know	8	**	**	**	**	**	**	**	**	**	6	**	5	3	6	2	
	4%	**	**	**	**	**	**	**	**	**	3%	**	3%	6%	5%	2%	
		**	**	**	**	**	**	**	**	**	75%	**	64%	36%	74%	26%	
NOT ANSWERED [POSTAL ONLY]	2	**	**	**	**	**	**	**	**	**	1	**	*	1	1	1	
	1%	**	**	**	**	**	**	**	**	**	1%	**	*%	1%	1%	1%	
		**	**	**	**	**	**	**	**	**	59%	**	28%	32%	41%	59%	
<b>SUMMARY OF PROMPTED REASONS</b>																	
PROMOTION/ MARKETING/ RECOMMENDATION	172	**	**	**	**	**	**	**	**	**	155	**	135	35	97	74	
	77%	**	**	**	**	**	**	**	**	**	80%	**	81%	68%	77%	78%	
		**	**	**	**	**	**	**	**	**	90%	**	m	79%	21%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	380	28	45	30	24	29	26	32	18	28	308	72	266	108	214	166
Effective Weighted Sample	279	26	43	26	22	25	25	30	17	24	240	40	199	79	156	124
Total	222	27	41	20	15	22	13	18	6	25	194	28	167	52	127	96
		**	**	**	**	**	**	**	**	**	87%	**	75%	23%	57%	43%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	72	**	**	**	**	**	**	**	**	**	61	**	54	17	40	32
	32%	**	**	**	**	**	**	**	**	**	32%	**	32%	33%	31%	34%
		**	**	**	**	**	**	**	**	**	85%	**	75%	24%	55%	45%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	49	**	**	**	**	**	**	**	**	**	42	**	35	13	25	23
	22%	**	**	**	**	**	**	**	**	**	22%	**	21%	24%	20%	24%
		**	**	**	**	**	**	**	**	**	87%	**	73%	26%	52%	48%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	16	**	**	**	**	**	**	**	**	**	16	**	12	4	6	10
	7%	**	**	**	**	**	**	**	**	**	8%	**	7%	7%	5%	10%
		**	**	**	**	**	**	**	**	**	100%	**	72%	23%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	380	225	150	345	380	228	380
Effective Weighted Sample	279	166	109	259	279	169	279
Total	222	133	87	206	222	135	222
		60%	39%	93%	100%	61%	100%
<b>PROMPTED REASONS</b>							
To take advantage of a free trial or promotional offer	134	82	53	124	134	84	134
	60%	61%	61%	60%	60%	62%	60%
		61%	40%	93%	100%	62%	100%
Got it free when I bought an Apple device	63	32	28	59	63	43	63
	28%	24%	32%	29%	28%	32%	28%
		51%	44%	95%	100%	68%	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	55	36	18	54	55	34	55
	25%	27%	20%	26%	25%	25%	25%
		66%	32%	98%	100%	62%	100%
To watch a specific programme/ series	42	23	17	42	42	25	42
	19%	17%	20%	20%	19%	19%	19%
		54%	41%	100%	100%	60%	100%
To watch at a time that suits	29	15	13	26	29	14	29
	13%	11%	14%	13%	13%	11%	13%
		52%	43%	90%	100%	50%	100%
To access a back catalogue of TV programmes	26	17	13	24	26	15	26
	12%	13%	14%	12%	12%	11%	12%
		66%	48%	91%	100%	57%	100%
To access a back catalogue of films	24	14	11	22	24	15	24
	11%	11%	13%	11%	11%	11%	11%
		60%	47%	92%	100%	62%	100%

Columns Tested: a,b,c,d,e,f

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	380	225	150	345	380	228	380
Effective Weighted Sample	279	166	109	259	279	169	279
Total	222	133	87	206	222	135	222
		60%	39%	93%	100%	61%	100%
To access new movie releases	23	13	11	22	23	15	23
	10%	9%	13%	11%	10%	11%	10%
		56%	50%	96%	100%	65%	100%
To watch multiple episodes in a row/ to watch box sets	22	11	11	21	22	12	22
	10%	8%	12%	10%	10%	9%	10%
		51%	50%	95%	100%	57%	100%
To watch something different to the programmes on main TV/ broadcast TV	20	8	10	20	20	11	20
	9%	6%	12%	10%	9%	8%	9%
		39%	50%	99%	100%	52%	100%
No advertising breaks in the programmes/ shows	17	10	8	16	17	10	17
	8%	7%	10%	8%	8%	8%	8%
		59%	50%	94%	100%	62%	100%
Got it to watch during lockdown in 2020	14	10	6	12	14	10	14
	6%	8%	6%	6%	6%	7%	6%
		72%	40%	87%	100%	70%	100%
Can watch it when I'm away from home/ abroad/ on holiday	10	3	7	10	10	5	10
	5%	3%	8%	5%	5%	4%	5%
			a				
		32%	68%	100%	100%	52%	100%
I saw it advertised and it looked interesting	10	5	9	10	10	7	10
	5%	4%	10%	5%	5%	5%	5%
			a				
		50%	84%	100%	100%	65%	100%

Columns Tested: a,b,c,d,e,f

QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	380	225	150	345	380	228	380
Effective Weighted Sample	279	166	109	259	279	169	279
Total	222	133	87	206	222	135	222
		60%	39%	93%	100%	61%	100%
Cheaper than buying DVDs	10	9	6	9	10	8	10
	5%	7%	7%	4%	5%	6%	5%
		92%	62%	90%	100%	77%	100%
Recommendation from a friend/ family member	10	7	7	10	10	8	10
	4%	5%	8%	5%	4%	6%	4%
		73%	75%	100%	100%	80%	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	9	3	7	9	9	5	9
	4%	2%	8%	4%	4%	4%	4%
		a					
		32%	80%	99%	100%	52%	100%
To replace a TV subscription that // we cancelled	6	4	5	6	6	4	6
	3%	3%	6%	3%	3%	3%	3%
		70%	76%	100%	100%	68%	100%
Don't know	8	4	2	6	8	5	8
	4%	3%	2%	3%	4%	4%	4%
		54%	24%	76%	100%	61%	100%
NOT ANSWERED [POSTAL ONLY]	2	1	2	2	2	1	2
	1%	*%	2%	1%	1%	*%	1%
		32%	100%	100%	100%	32%	100%
<b>SUMMARY OF PROMPTED REASONS</b>							
PROMOTION/ MARKETING/ RECOMMENDATION	172	101	70	160	172	108	172
	77%	76%	80%	78%	77%	80%	77%
		59%	41%	93%	100%	63%	100%

Columns Tested: a,b,c,d,e,f



QH84H. Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those with Apple TV+

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	380	225	150	345	380	228	380
Effective Weighted Sample	279	166	109	259	279	169	279
Total	222	133	87	206	222	135	222
		60%	39%	93%	100%	61%	100%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	72	43	26	70	72	41	72
	32%	33%	29%	34%	32%	31%	32%
		60%	36%	97%	100%	58%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	49	30	21	45	49	27	49
	22%	23%	24%	22%	22%	20%	22%
		62%	43%	92%	100%	55%	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	16	10	10	15	16	9	16
	7%	8%	11%	7%	7%	7%	7%
		62%	60%	93%	100%	55%	100%

Columns Tested: a,b,c,d,e,f

QH62. Are any of your TV sets 'Smart TVs'? It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4839	2291	2487	447	832	1599	1885	314	386	635	2110	1314	1542	604	1161	3124	527	583	605
Effective Weighted Sample	3288	1549	1700	305	603	1105	1231	207	255	429	1465	938	1118	420	814	2555	306	390	498
Total	2762	1286 47%	1437 52%	237 9%	516 19%	879 32%	1076 39%	166 6%	232 8%	341 12%	1216 44%	757 27%	702 25%	478 17%	671 24%	2289 83%	251 9%	140 5%	82 3%
Yes, and the TV is connected to the home broadband	1864 68%	875 68%	970 67%	146 62%	366 71%	639 73%	695 65%	77 46%	140 60%	237 69%	937 77%	597 79%	467 67%	342 72%	383 57%	1544 67%	172 68%	96 68%	53 65%
					cf	cf			g	gh	ghi	lmn	n	n					
		47%	52%	8%	20%	34%	37%	4%	8%	13%	50%	32%	25%	18%	21%	83%	9%	5%	3%
Yes, but the TV is not connected to home broadband	151 5%	70 5%	79 6%	14 6%	27 5%	35 4%	71 7%	23 14%	19 8%	20 6%	46 4%	21 3%	29 4%	36 8%	58 9%	124 5%	14 5%	6 4%	7 8%
							e	ij	j				kl	kl					oq
		47%	52%	10%	18%	23%	47%	15%	12%	13%	31%	14%	19%	24%	39%	82%	9%	4%	4%
No, do not have a smart TV	595 22%	280 22%	304 21%	50 21%	99 19%	162 18%	261 24%	59 36%	61 26%	65 19%	200 16%	113 15%	173 25%	79 17%	180 27%	485 21%	61 24%	31 22%	18 22%
							de	hij	ij			km	km						
		47%	51%	8%	17%	27%	44%	10%	10%	11%	34%	19%	29%	13%	30%	82%	10%	5%	3%
Don't know	137 5%	54 4%	77 5%	26 11%	23 5%	41 5%	40 4%	7 4%	8 4%	16 5%	33 3%	24 3%	31 4%	19 4%	42 6%	126 5%	3 1%	5 4%	3 4%
				def						j				k	p				p
		39%	56%	19%	17%	30%	30%	5%	6%	12%	24%	18%	23%	14%	31%	92%	2%	4%	2%
NOT ANSWERED [POSTAL ONLY]	15 1%	7 1%	8 1%	- -%	1 *%	1 *%	9 1%	* *%	4 2%	2 1%	- -%	1 *%	1 *%	1 *%	8 1%	11 *%	1 *%	2 2%	1 1%
					e				j	j				kl				o	
		48%	52%	-%	10%	5%	59%	1%	28%	16%	-%	8%	8%	6%	53%	74%	7%	14%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH62. Are any of your TV sets 'Smart TVs'? It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4839	321	438	332	341	331	349	367	311	334	3679	1160	2718	1988	2508	2331
Effective Weighted Sample	3288	284	382	296	305	287	314	318	269	290	2772	522	1894	1322	1647	1643
Total	2762	312	408	233	207	254	194	221	122	337	2369	393	1634	1042	1419	1343
		11%	15%	8%	8%	9%	7%	8%	4%	12%	86%	14%	59%	38%	51%	49%
Yes, and the TV is connected to the home broadband	1864	217	270	164	136	158	135	153	88	223	1585	280	1214	612	1003	862
	68%	70%	66%	70%	66%	62%	69%	69%	72%	66%	67%	71%	74%	59%	71%	64%
		12%	14%	9%	7%	8%	7%	8%	5%	12%	85%	15%	65%	33%	54%	46%
Yes, but the TV is not connected to home broadband	151	14	24	15	12	15	11	9	7	17	131	20	69	77	63	88
	5%	5%	6%	6%	6%	6%	6%	4%	6%	5%	6%	5%	4%	7%	4%	7%
		9%	16%	10%	8%	10%	7%	6%	4%	11%	87%	13%	46%	51%	42%	58%
No, do not have a smart TV	595	70	95	45	43	55	37	47	19	74	520	75	287	284	287	307
	22%	22%	23%	19%	21%	22%	19%	21%	15%	22%	22%	19%	18%	27%	20%	23%
		h	h											l		n
		12%	16%	8%	7%	9%	6%	8%	3%	12%	87%	13%	48%	48%	48%	52%
Don't know	137	10	18	9	16	22	11	10	8	22	119	18	62	58	60	77
	5%	3%	4%	4%	8%	9%	6%	4%	6%	6%	5%	5%	4%	6%	4%	6%
		8%	13%	7%	12%	16%	8%	7%	6%	16%	87%	13%	46%	43%	44%	56%
NOT ANSWERED [POSTAL ONLY]	15	-	1	-	-	5	-	3	*	2	14	*	1	11	6	9
	1%	-%	*%	-%	-%	2%	-%	1%	*%	1%	1%	*%	*%	1%	*%	1%
						ab		cd						l		n
		-%	5%	-%	-%	34%	-%	20%	3%	13%	98%	2%	4%	72%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH62. Are any of your TV sets 'Smart TVs'? It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. (SINGLE CODE)

Base : Those with any working TV sets used by anyone in the household to watch TV programmes or films

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4839	2461	2214	3870	3768	2040	4739
Effective Weighted Sample	3288	1661	1497	2675	2594	1403	3226
Total	2762	1396	1269	2174	2124	1146	2689
		51%	46%	79%	77%	41%	97%
Yes, and the TV is connected to the home broadband	1864	1037	843	1601	1604	885	1850
	68%	74%	66%	74%	76%	77%	69%
		bf	bf	bf	bf	bcf	
		56%	45%	86%	86%	47%	99%
Yes, but the TV is not connected to home broadband	151	70	84	99	81	51	149
	5%	5%	7%	5%	4%	4%	6%
			cde				d
		47%	56%	65%	54%	34%	99%
No, do not have a smart TV	595	215	288	393	355	172	558
	22%	15%	23%	18%	17%	15%	21%
			acde	ae			acde
		36%	48%	66%	60%	29%	94%
Don't know	137	70	45	80	83	35	121
	5%	5%	4%	4%	4%	3%	4%
		bce					e
		51%	33%	58%	60%	26%	88%
NOT ANSWERED [POSTAL ONLY]	15	4	9	2	1	2	11
	1%	*%	1%	*%	*%	*%	*%
		d	cde				cd
		28%	60%	13%	8%	15%	76%

Columns Tested: a,b,c,d,e,f

QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%
TV set	2468 82%	1147 82%	1292 84%	179 61%	440 75%	784 84%	1021 92%	142 73%	204 81%	301 83%	1149 91%	716 90%	633 82%	422 83%	577 79%	2038 82%	233 86%	126 84%	71 79%
					c	cd	cde		g	g	ghi	lmn					or		
		46%	52%	7%	18%	32%	41%	6%	8%	12%	47%	29%	26%	17%	23%	83%	9%	5%	3%
Laptop/ computer/ netbook	1058 35%	497 36%	544 35%	159 55%	245 42%	355 38%	291 26%	45 23%	69 27%	116 32%	561 44%	357 45%	375 49%	120 24%	171 23%	885 36%	97 36%	46 31%	30 34%
				def	f	f				g	ghi	mn	mn		q				
		47%	51%	15%	23%	34%	27%	4%	7%	11%	53%	34%	35%	11%	16%	84%	9%	4%	3%
Smartphone	1003 33%	470 34%	520 34%	149 51%	259 44%	398 42%	187 17%	48 25%	78 31%	109 30%	533 42%	301 38%	301 39%	171 34%	201 27%	833 33%	96 36%	45 30%	29 32%
				def	f	f					ghi	n	mn	n					
		47%	52%	15%	26%	40%	19%	5%	8%	11%	53%	30%	30%	17%	20%	83%	10%	4%	3%
Tablet computer (e.g. iPad)	825 27%	386 28%	434 28%	66 23%	147 25%	335 36%	271 24%	26 14%	54 22%	87 24%	463 37%	315 40%	230 30%	123 24%	139 19%	674 27%	89 33%	39 26%	22 25%
						cdf				g	g	ghi	lmn	mn	n		oqr		
		47%	53%	8%	18%	41%	33%	3%	7%	10%	56%	38%	28%	15%	17%	82%	11%	5%	3%
None of these	209 7%	91 6%	94 6%	28 10%	57 10%	54 6%	44 4%	25 13%	19 8%	17 5%	28 2%	23 3%	33 4%	39 8%	67 9%	173 7%	15 6%	13 9%	8 9%
				ef	ef	f		hij	j	j				kl	kl				
		43%	45%	14%	28%	26%	21%	12%	9%	8%	14%	11%	16%	19%	32%	83%	7%	6%	4%
Don't know	72 2%	39 3%	28 2%	18 6%	13 2%	23 2%	13 1%	5 2%	4 1%	10 3%	7 1%	5 1%	14 2%	12 2%	26 4%	63 3%	4 1%	3 2%	2 3%
				def		f		j		j			k	k	kl				
		54%	39%	25%	18%	32%	18%	6%	5%	14%	9%	6%	19%	17%	36%	87%	5%	4%	3%
NOT ANSWERED [POSTAL ONLY]	1 *%	1 *%	- -%	- -%	- -%	1 *%	* *%	- -%	- -%	1 *%	- -%	* *%	- -%	1 *%	- -%	1 *%	- -%	- -%	* *%
		100%	-%	-%	-%	79%	21%	-%	-%	79%	-%	21%	-%	79%	-%	79%	-%	-%	21%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
TV set	2468	274	366	214	184	215	177	198	110	301	2107	361	1486	920	1306	1162
	82%	76%	84%	85%	84%	76%	85%	83%	84%	83%	81%	88%	85%	81%	88%	77%
			ae	ae	ae	ae	ae	ae	ae	ae		j	m		o	
		11%	15%	9%	7%	9%	7%	8%	4%	12%	85%	15%	60%	37%	53%	47%
Laptop/ computer/ netbook	1058	169	165	90	81	72	68	77	39	124	919	139	708	327	511	547
	35%	47%	38%	36%	37%	26%	33%	32%	29%	34%	36%	34%	41%	29%	34%	36%
		bcdefghi	eh	e	e		e		e				m			
		16%	16%	9%	8%	7%	6%	7%	4%	12%	87%	13%	67%	31%	48%	52%
Smartphone	1003	138	138	76	75	98	75	80	41	112	880	123	723	262	459	544
	33%	38%	32%	30%	34%	35%	36%	33%	31%	31%	34%	30%	41%	23%	31%	36%
		ci											m		n	
		14%	14%	8%	7%	10%	7%	8%	4%	11%	88%	12%	72%	26%	46%	54%
Tablet computer (e.g. iPad)	825	108	142	67	55	63	62	62	35	80	693	132	580	232	451	374
	27%	30%	33%	26%	25%	22%	30%	26%	27%	22%	27%	32%	33%	21%	30%	25%
		ei	degi				ei					j	m		o	
		13%	17%	8%	7%	8%	8%	7%	4%	10%	84%	16%	70%	28%	55%	45%
None of these	209	25	28	17	14	28	8	20	8	24	190	19	88	84	74	136
	7%	7%	6%	7%	6%	10%	4%	8%	6%	7%	7%	4%	5%	7%	5%	9%
						f		f			k			l		n
		12%	13%	8%	7%	13%	4%	10%	4%	11%	91%	9%	42%	40%	35%	65%
Don't know	72	7	11	5	1	17	6	4	4	8	65	7	28	29	29	44
	2%	2%	2%	2%	1%	6%	3%	1%	3%	2%	3%	2%	2%	3%	2%	3%
			d			abcdgi	d		d							
		10%	15%	7%	2%	23%	9%	5%	6%	11%	90%	10%	39%	39%	40%	60%
NOT ANSWERED [POSTAL ONLY]	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	79%	-%	100%	-%	100%	-%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH95. Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services. (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
TV set	2468	1296	1156	2017	1932	1045	2425
	82%	93%	91%	91%	86%	86%	86%
		cdef	def	def			
		53%	47%	82%	78%	42%	98%
Laptop/ computer/ netbook	1058	476	458	903	937	579	1050
	35%	34%	36%	41%	42%	48%	37%
				abf	abf	abcdf	a
		45%	43%	85%	89%	55%	99%
Smartphone	1003	539	403	857	907	604	994
	33%	39%	32%	38%	40%	50%	35%
		bf	bf	bf	bf	abcdf	b
		54%	40%	85%	90%	60%	99%
Tablet computer (e.g. iPad)	825	444	390	752	736	434	822
	27%	32%	31%	34%	33%	36%	29%
		f	bf	f	f	abf	
		54%	47%	91%	89%	53%	100%
None of these	209	29	38	48	77	45	118
	7%	2%	3%	2%	3%	4%	4%
					ac	ac	ac
		14%	18%	23%	37%	22%	56%
Don't know	72	17	18	19	30	10	47
	2%	1%	1%	1%	1%	1%	2%
							ce
		23%	25%	26%	41%	13%	64%
NOT ANSWERED [POSTAL ONLY]	1	1	1	1	1	-	1
	*%	*%	*%	*%	*%	-%	*%
		79%	79%	100%	79%	-%	100%

Columns Tested: a,b,c,d,e,f

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3955	1887	2025	338	710	1389	1485	207	279	511	1930	1191	1321	480	831	2541	449	480	485
Effective Weighted Sample	2740	1299	1414	228	520	969	1000	143	190	361	1362	854	966	346	585	2126	263	329	405
Total	2227	1036	1166	176	439	761	831	104	164	270	1110	691	601	386	469	1837	214	112	64
		47%	52%	8%	20%	34%	37%	5%	7%	12%	50%	31%	27%	17%	21%	82%	10%	5%	3%
Using TV apps or services on your smart TV's home screen to stream programmes	990	501	478	84	233	365	301	34	70	115	559	356	277	162	169	816	95	53	26
	44%	48%	41%	48%	53%	48%	36%	33%	43%	42%	50%	52%	46%	42%	36%	44%	45%	47%	40%
		b		f	f	f				g	ghi	lmn	n						
		51%	48%	9%	23%	37%	30%	3%	7%	12%	56%	36%	28%	16%	17%	82%	10%	5%	3%
A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services	785	381	398	50	125	300	304	31	54	92	422	272	191	144	157	624	97	43	20
	35%	37%	34%	29%	28%	39%	37%	30%	33%	34%	38%	39%	32%	37%	33%	34%	45%	38%	32%
						cd	cd					ln						or	
		49%	51%	6%	16%	38%	39%	4%	7%	12%	54%	35%	24%	18%	20%	80%	12%	5%	3%
A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV	652	325	319	51	135	255	203	23	50	81	358	200	195	121	120	521	73	39	20
	29%	31%	27%	29%	31%	33%	24%	22%	30%	30%	32%	29%	32%	31%	25%	28%	34%	34%	32%
		b		f	f	f				g		n						o	
		50%	49%	8%	21%	39%	31%	4%	8%	12%	55%	31%	30%	19%	18%	80%	11%	6%	3%
A laptop/ computer/ netbook connected to your TV	323	159	161	47	82	104	87	20	17	36	177	114	116	37	51	267	33	14	8
	14%	15%	14%	27%	19%	14%	10%	19%	11%	13%	16%	16%	19%	10%	11%	15%	16%	13%	13%
				def	ef	f		h				mn	mn						
		49%	50%	15%	25%	32%	27%	6%	5%	11%	55%	35%	36%	12%	16%	83%	10%	4%	3%
A smartphone connected to your TV	303	157	142	34	89	118	59	14	28	39	162	93	85	64	52	254	24	14	10
	14%	15%	12%	19%	20%	15%	7%	14%	17%	15%	15%	13%	14%	17%	11%	14%	11%	13%	15%
		b		f	ef	f							n						
		52%	47%	11%	29%	39%	20%	5%	9%	13%	53%	31%	28%	21%	17%	84%	8%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3955	1887	2025	338	710	1389	1485	207	279	511	1930	1191	1321	480	831	2541	449	480	485
Effective Weighted Sample	2740	1299	1414	228	520	969	1000	143	190	361	1362	854	966	346	585	2126	263	329	405
Total	2227	1036	1166	176	439	761	831	104	164	270	1110	691	601	386	469	1837	214	112	64
		47%	52%	8%	20%	34%	37%	5%	7%	12%	50%	31%	27%	17%	21%	82%	10%	5%	3%
Games console connected to your TV	277	148	125	43	86	124	22	13	25	44	150	59	87	63	59	224	31	13	9
	12%	14%	11%	25%	20%	16%	3%	12%	15%	16%	13%	9%	15%	16%	13%	12%	14%	12%	14%
		b		ef	f	f							k	k	k				
		53%	45%	16%	31%	45%	8%	5%	9%	16%	54%	21%	32%	23%	21%	81%	11%	5%	3%
A tablet computer (e.g. iPad) connected to your TV	186	96	89	11	40	80	52	4	13	27	99	69	48	35	31	152	19	9	6
	8%	9%	8%	7%	9%	11%	6%	4%	8%	10%	9%	10%	8%	9%	7%	8%	9%	8%	9%
					f	f				g	g	n							
		52%	48%	6%	22%	43%	28%	2%	7%	14%	53%	37%	26%	19%	17%	82%	10%	5%	3%
None of these	378	162	213	17	54	96	206	29	39	49	151	109	86	57	104	311	38	17	13
	17%	16%	18%	10%	12%	13%	25%	28%	24%	18%	14%	16%	14%	15%	22%	17%	18%	15%	20%
							cde	ij	j	j				klm					
		43%	56%	5%	14%	25%	54%	8%	10%	13%	40%	29%	23%	15%	27%	82%	10%	5%	3%
Don't know	87	25	60	10	11	25	41	1	3	7	28	24	21	14	20	73	7	4	4
	4%	2%	5%	6%	2%	3%	5%	1%	2%	3%	2%	3%	3%	4%	4%	4%	3%	4%	6%
			a	d		d													
		29%	69%	12%	12%	28%	47%	1%	4%	8%	32%	27%	24%	16%	22%	83%	8%	5%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3955	261	360	273	285	249	286	300	263	264	2995	960	2396	1480	2130	1825
Effective Weighted Sample	2740	231	327	247	259	221	260	269	227	236	2301	443	1695	1004	1432	1309
Total	2227	258	325	187	173	190	161	177	103	264	1900	327	1440	739	1184	1043
		12%	15%	8%	8%	9%	7%	8%	5%	12%	85%	15%	65%	33%	53%	47%
Using TV apps or services on your smart TV's home screen to stream programmes	990	123	158	76	66	87	77	83	39	107	845	146	703	273	536	454
	44%	48%	49%	41%	38%	46%	48%	47%	38%	41%	44%	44%	49%	37%	45%	44%
		dh	dh				dh	dh					m			
		12%	16%	8%	7%	9%	8%	8%	4%	11%	85%	15%	71%	28%	54%	46%
A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services	785	78	123	64	62	70	62	55	34	77	660	124	529	243	454	331
	35%	30%	38%	34%	36%	37%	38%	31%	33%	29%	35%	38%	37%	33%	38%	32%
			i				i						m		o	
		10%	16%	8%	8%	9%	8%	7%	4%	10%	84%	16%	67%	31%	58%	42%
A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV	652	71	98	54	48	59	42	43	25	79	561	91	464	174	343	309
	29%	28%	30%	29%	28%	31%	26%	25%	25%	30%	30%	28%	32%	24%	29%	30%
													m			
		11%	15%	8%	7%	9%	6%	7%	4%	12%	86%	14%	71%	27%	53%	47%
A laptop/ computer/ netbook connected to your TV	323	46	57	29	22	21	25	21	11	34	282	40	217	103	160	162
	14%	18%	18%	15%	13%	11%	15%	12%	10%	13%	15%	12%	15%	14%	14%	16%
		eh	eh													
		14%	18%	9%	7%	6%	8%	7%	3%	11%	87%	13%	67%	32%	50%	50%
A smartphone connected to your TV	303	41	51	25	23	37	23	16	13	27	271	31	231	69	126	176
	14%	16%	16%	13%	13%	19%	14%	9%	12%	10%	14%	10%	16%	9%	11%	17%
		g	g			ghi					k		m		n	
		14%	17%	8%	8%	12%	8%	5%	4%	9%	90%	10%	76%	23%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3955	261	360	273	285	249	286	300	263	264	2995	960	2396	1480	2130	1825
Effective Weighted Sample	2740	231	327	247	259	221	260	269	227	236	2301	443	1695	1004	1432	1309
Total	2227	258	325	187	173	190	161	177	103	264	1900	327	1440	739	1184	1043
		12%	15%	8%	8%	9%	7%	8%	5%	12%	85%	15%	65%	33%	53%	47%
Games console connected to your TV	277	25	43	25	21	26	17	29	15	23	252	25	209	63	115	162
	12%	10%	13%	13%	12%	14%	11%	16%	15%	9%	13%	8%	14%	9%	10%	16%
		9%	16%	9%	7%	9%	6%	10%	5%	8%	91%	9%	75%	23%	42%	58%
A tablet computer (e.g. iPad) connected to your TV	186	23	37	17	10	13	11	11	8	22	156	30	136	49	96	90
	8%	9%	11%	9%	6%	7%	7%	6%	8%	8%	8%	9%	9%	7%	8%	9%
		12%	20%	9%	6%	7%	6%	6%	4%	12%	84%	16%	73%	27%	52%	48%
None of these	378	39	47	37	28	32	26	30	19	53	316	62	201	170	205	173
	17%	15%	14%	20%	16%	17%	16%	17%	18%	20%	17%	19%	14%	23%	17%	17%
		10%	12%	10%	8%	8%	7%	8%	5%	14%	84%	16%	53%	45%	54%	46%
Don't know	87	11	11	9	5	6	3	7	6	13	78	9	40	39	40	47
	4%	4%	3%	5%	3%	3%	2%	4%	6%	5%	4%	3%	3%	5%	3%	4%
		13%	13%	11%	6%	7%	4%	8%	7%	15%	89%	11%	45%	45%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3955	2126	1797	3385	3309	1800	3919
Effective Weighted Sample	2740	1462	1250	2365	2292	1256	2715
Total	2227	1200	1016	1906	1866	1009	2203
		54%	46%	86%	84%	45%	99%
Using TV apps or services on your smart TV's home screen to stream programmes	990	541	469	913	922	550	985
	44%	45%	46%	48%	49%	55%	45%
		55%	47%	f	af	abcdef	99%
				92%	93%	56%	
A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services	785	725	234	734	700	367	784
	35%	60%	23%	39%	38%	36%	36%
		bcdef		bf	b	b	b
		92%	30%	94%	89%	47%	100%
A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV	652	330	332	609	623	371	650
	29%	28%	33%	32%	33%	37%	30%
		51%	af	a	af	abcdef	
			51%	93%	96%	57%	100%
A laptop/ computer/ netbook connected to your TV	323	155	152	295	291	197	322
	14%	13%	15%	15%	16%	20%	15%
		48%	47%	a	a	abcdef	
				92%	90%	61%	100%
A smartphone connected to your TV	303	178	130	276	282	212	302
	14%	15%	13%	14%	15%	21%	14%
		59%	43%	91%	93%	abcdef	
						70%	100%

Columns Tested: a,b,c,d,e,f

QH96. Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services via your TV screen? (MULTI CODE)

Base : Those in a household where a TV set is used to watch programmes, sport or films (excluding those completing a paper questionnaire)

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	3955	2126	1797	3385	3309	1800	3919	
Effective Weighted Sample	2740	1462	1250	2365	2292	1256	2715	
Total	2227	1200	1016	1906	1866	1009	2203	
		54%	46%	86%	84%	45%	99%	
Games console connected to your TV	277	157	117	244	270	182	277	
	12%	13%	12%	13%	14%	18%	13%	
					bf	abcdf		
		57%	42%	88%	97%	66%	100%	
A tablet computer (e.g. iPad) connected to your TV	186	112	101	169	169	126	186	
	8%	9%	10%	9%	9%	12%	8%	
						abcdf		
		60%	55%	91%	91%	68%	100%	
None of these	378	123	203	249	218	96	364	
	17%	10%	20%	13%	12%	10%	17%	
			acdef	ae			acde	
		33%	54%	66%	58%	25%	96%	
Don't know	87	52	30	66	70	21	85	
	4%	4%	3%	3%	4%	2%	4%	
		e		e	e		e	
		60%	35%	76%	80%	24%	98%	

Columns Tested: a,b,c,d,e,f

QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI r
Significance Level: 95%																			
Unweighted total	553	271	274	67	95	221	166	37	38	89	241	143	195	74	117	-	-	-	553
Effective Weighted Sample	459	222	232	57	82	189	137	31	32	76	209	130	180	67	105	-	-	-	459
Total	74	34 46%	38 52%	9 **	15 **	25 34%	24 32%	6 **	6 **	14 **	28 38%	17 24%	18 24%	14 **	21 28%	- **	- **	- **	74 100%
Every day	5 7%	3 8%	2 6%	** **	** **	1 4%	3 12%	** **	** **	** **	3 9%	2 11%	1 6%	** **	1 4%	** **	** **	** **	5 7%
						e													
		54%	46%	**	**	22%	54%	**	**	**	51%	35%	22%	**	16%	**	**	**	100%
At least weekly	9 12%	5 15%	4 10%	** **	** **	3 13%	4 16%	** **	** **	** **	4 14%	2 13%	2 10%	** **	2 11%	** **	** **	** **	9 12%
		57%	43%	**	**	37%	41%	**	**	**	42%	24%	19%	**	25%	**	**	**	100%
At least monthly	6 8%	3 9%	3 7%	** **	** **	2 7%	3 11%	** **	** **	** **	2 8%	2 11%	1 8%	** **	1 4%	** **	** **	** **	6 8%
		53%	47%	**	**	31%	45%	**	**	**	39%	33%	24%	**	16%	**	**	**	100%
Less often than monthly	13 18%	6 16%	7 18%	** **	** **	5 18%	4 15%	** **	** **	** **	5 16%	4 21%	3 16%	** **	4 20%	** **	** **	** **	13 18%
		43%	54%	**	**	36%	27%	**	**	**	34%	27%	22%	**	31%	**	**	**	100%
Never	38 52%	16 47%	21 56%	** **	** **	14 55%	11 44%	** **	** **	** **	14 51%	8 43%	10 59%	** **	12 56%	** **	** **	** **	38 52%
		42%	56%	**	**	36%	28%	**	**	**	38%	20%	27%	**	30%	**	**	**	100%
Don't know	2 3%	1 3%	1 2%	** **	** **	* 1%	1 2%	** **	** **	** **	1 2%	* 1%	* 1%	** **	1 4%	** **	** **	** **	2 3%
		56%	44%	**	**	10%	26%	**	**	**	29%	10%	6%	**	42%	**	**	**	100%
AT LEAST MONTHLY	20 27%	11 32%	9 23%	** **	** **	6 25%	9 38%	** **	** **	** **	9 31%	6 34%	4 24%	** **	4 20%	** **	** **	** **	20 27%
		b				e						ln							
		55%	45%	**	**	31%	45%	**	**	**	44%	29%	21%	**	20%	**	**	**	100%
EVER WATCH	33 45%	17 49%	16 42%	** **	** **	11 43%	13 53%	** **	** **	** **	13 47%	9 55%	7 40%	** **	8 40%	** **	** **	** **	33 45%
		50%	48%	**	**	33%	38%	**	**	**	40%	29%	21%	**	25%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	553	-	-	-	-	-	-	-	-	-	322	231	335	204	304	249
Effective Weighted Sample	459	-	-	-	-	-	-	-	-	-	269	196	279	169	256	204
Total	74	-	-	-	-	-	-	-	-	-	47	27	44	28	39	35
		**	**	**	**	**	**	**	**	**	64%	36%	60%	37%	53%	47%
Every day	5	**	**	**	**	**	**	**	**	**	3	2	3	3	2	3
	7%	**	**	**	**	**	**	**	**	**	7%	8%	6%	9%	6%	8%
		**	**	**	**	**	**	**	**	**	60%	40%	50%	48%	44%	56%
At least weekly	9	**	**	**	**	**	**	**	**	**	6	4	5	4	6	4
	12%	**	**	**	**	**	**	**	**	**	12%	13%	11%	14%	14%	10%
		**	**	**	**	**	**	**	**	**	62%	38%	52%	43%	61%	39%
At least monthly	6	**	**	**	**	**	**	**	**	**	4	2	3	2	3	3
	8%	**	**	**	**	**	**	**	**	**	8%	7%	7%	8%	8%	8%
		**	**	**	**	**	**	**	**	**	67%	33%	57%	40%	54%	46%
Less often than monthly	13	**	**	**	**	**	**	**	**	**	8	6	8	5	8	5
	18%	**	**	**	**	**	**	**	**	**	16%	21%	18%	17%	20%	15%
		**	**	**	**	**	**	**	**	**	58%	42%	60%	36%	61%	39%
Never	38	**	**	**	**	**	**	**	**	**	26	13	24	13	19	19
	52%	**	**	**	**	**	**	**	**	**	55%	47%	55%	47%	49%	55%
		**	**	**	**	**	**	**	**	**	67%	33%	64%	34%	50%	50%
Don't know	2	**	**	**	**	**	**	**	**	**	1	1	1	1	1	1
	3%	**	**	**	**	**	**	**	**	**	2%	4%	2%	4%	2%	3%
		**	**	**	**	**	**	**	**	**	48%	52%	51%	49%	45%	55%
AT LEAST MONTHLY	20	**	**	**	**	**	**	**	**	**	13	7	11	9	11	9
	27%	**	**	**	**	**	**	**	**	**	27%	28%	24%	32%	28%	26%
		**	**	**	**	**	**	**	**	**	63%	37%	53%	43%	55%	45%
EVER WATCH	33	**	**	**	**	**	**	**	**	**	20	13	19	13	19	14
	45%	**	**	**	**	**	**	**	**	**	43%	48%	42%	49%	48%	41%
		**	**	**	**	**	**	**	**	**	61%	39%	56%	40%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH65A. How frequently, if at all, do you watch each of these channels - RTE 1 (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	553	279	253	441	455	264	543
Effective Weighted Sample	459	231	210	372	385	224	452
Total	74	37	33	58	59	34	72
		50%	45%	78%	80%	46%	97%
Every day	5	2	3	4	4	1	5
	7%	7%	8%	7%	7%	4%	7%
			e				
		47%	54%	79%	75%	24%	95%
At least weekly	9	5	5	8	7	5	9
	12%	14%	16%	14%	12%	14%	13%
		58%	57%	90%	75%	51%	99%
At least monthly	6	4	2	5	5	2	6
	8%	10%	7%	9%	9%	7%	8%
		67%	39%	89%	88%	41%	100%
Less often than monthly	13	8	6	11	11	7	13
	18%	20%	17%	19%	18%	20%	18%
		58%	43%	81%	82%	52%	97%
Never	38	17	17	28	31	17	37
	52%	45%	50%	49%	52%	52%	52%
		44%	43%	73%	80%	46%	97%
Don't know	2	1	1	1	1	1	2
	3%	3%	2%	2%	2%	3%	3%
		57%	37%	60%	65%	52%	100%
AT LEAST MONTHLY	20	12	10	17	16	8	20
	27%	31%	31%	30%	27%	24%	27%
		57%	51%	87%	79%	41%	98%
EVER WATCH	33	19	16	28	27	15	33
	45%	51%	48%	49%	45%	45%	45%
		58%	48%	85%	80%	45%	98%

Columns Tested: a,b,c,d,e,f



QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI r
Significance Level: 95%																			
Unweighted total	553	271	274	67	95	221	166	37	38	89	241	143	195	74	117	-	-	-	553
Effective Weighted Sample	459	222	232	57	82	189	137	31	32	76	209	130	180	67	105	-	-	-	459
Total	74	34 46%	38 52%	9 **	15 **	25 34%	24 32%	6 **	6 **	14 **	28 38%	17 24%	18 24%	14 **	21 28%	- **	- **	- **	74 100%
Every day	3 4%	1 4%	2 4%	** **	** **	1 3%	1 6%	** **	** **	** **	1 5%	1 8%	* 2%	** **	* 2%	** **	** **	** **	3 4%
At least weekly	9 12%	6 16%	3 9%	** **	** **	3 13%	4 17%	** **	** **	** **	4 13%	2 11%	2 10%	** **	2 11%	** **	** **	** **	9 12%
At least monthly	6 8%	3 8%	3 8%	** **	** **	2 8%	2 7%	** **	** **	** **	2 8%	2 10%	1 8%	** **	1 6%	** **	** **	** **	6 8%
Less often than monthly	14 18%	7 19%	7 17%	** **	** **	4 17%	4 17%	** **	** **	** **	5 17%	4 22%	3 15%	** **	4 20%	** **	** **	** **	14 18%
Never	40 55%	17 49%	23 60%	** **	** **	15 58%	11 48%	** **	** **	** **	16 55%	8 47%	11 64%	** **	11 56%	** **	** **	** **	40 55%
Don't know	2 3%	1 3%	1 2%	** **	** **	* %	1 4%	** **	** **	** **	* 2%	* 2%	* 1%	** **	1 5%	** **	** **	** **	2 3%
AT LEAST MONTHLY	18 24%	10 28%	8 21%	** **	** **	6 24%	7 31%	** **	** **	** **	7 26%	5 29%	4 20%	** **	4 19%	** **	** **	** **	18 24%
EVER WATCH	31 42%	16 48%	14 38%	** **	** **	10 41%	11 48%	** **	** **	** **	12 43%	9 50%	6 35%	** **	8 39%	** **	** **	** **	31 42%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	553	-	-	-	-	-	-	-	-	-	322	231	335	204	304	249
Effective Weighted Sample	459	-	-	-	-	-	-	-	-	-	269	196	279	169	256	204
Total	74	-	-	-	-	-	-	-	-	-	47	27	44	28	39	35
		**	**	**	**	**	**	**	**	**	64%	36%	60%	37%	53%	47%
Every day	3	**	**	**	**	**	**	**	**	**	2	1	2	1	1	2
	4%	**	**	**	**	**	**	**	**	**	3%	5%	4%	4%	2%	6%
		**	**	**	**	**	**	**	**	**	55%	45%	58%	42%	29%	71%
At least weekly	9	**	**	**	**	**	**	**	**	**	6	3	4	4	5	3
	12%	**	**	**	**	**	**	**	**	**	12%	12%	9%	16%	14%	10%
		**	**	**	**	**	**	**	**	**	63%	37%	46%	49%	61%	39%
At least monthly	6	**	**	**	**	**	**	**	**	**	4	2	4	2	3	3
	8%	**	**	**	**	**	**	**	**	**	8%	7%	8%	7%	7%	9%
		**	**	**	**	**	**	**	**	**	67%	33%	63%	33%	44%	56%
Less often than monthly	14	**	**	**	**	**	**	**	**	**	8	6	8	5	9	5
	18%	**	**	**	**	**	**	**	**	**	17%	21%	18%	18%	22%	14%
		**	**	**	**	**	**	**	**	**	59%	41%	59%	37%	65%	35%
Never	40	**	**	**	**	**	**	**	**	**	27	14	26	14	21	20
	55%	**	**	**	**	**	**	**	**	**	57%	51%	58%	50%	53%	56%
		**	**	**	**	**	**	**	**	**	66%	34%	64%	34%	52%	48%
Don't know	2	**	**	**	**	**	**	**	**	**	1	1	1	1	1	1
	3%	**	**	**	**	**	**	**	**	**	2%	3%	2%	5%	2%	3%
		**	**	**	**	**	**	**	**	**	53%	47%	35%	65%	38%	62%
AT LEAST MONTHLY	18	**	**	**	**	**	**	**	**	**	11	7	9	8	9	9
	24%	**	**	**	**	**	**	**	**	**	24%	24%	21%	27%	23%	25%
		**	**	**	**	**	**	**	**	**	63%	37%	54%	43%	50%	50%
EVER WATCH	31	**	**	**	**	**	**	**	**	**	19	12	18	13	18	14
	42%	**	**	**	**	**	**	**	**	**	41%	45%	40%	45%	45%	39%
		**	**	**	**	**	**	**	**	**	61%	39%	56%	40%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH65b. How frequently, if at all, do you watch each of these channels - RTE 2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	553	279	253	441	455	264	543
Effective Weighted Sample	459	231	210	372	385	224	452
Total	74	37	33	58	59	34	72
		50%	45%	78%	80%	46%	97%
Every day	3	2	1	2	2	1	3
	4%	4%	4%	4%	3%	2%	4%
		54%	51%	78%	68%	18%	95%
At least weekly	9	5	5	8	7	5	9
	12%	12%	16%	13%	11%	14%	12%
		52%	59%	87%	76%	54%	98%
At least monthly	6	4	3	5	5	3	6
	8%	10%	8%	9%	9%	8%	8%
		62%	44%	86%	87%	46%	98%
Less often than monthly	14	8	6	11	11	6	13
	18%	22%	17%	19%	18%	19%	18%
		59%	41%	82%	80%	47%	97%
Never	40	18	17	30	33	18	39
	55%	49%	52%	52%	56%	53%	55%
		45%	43%	74%	81%	44%	97%
Don't know	2	1	1	1	1	1	2
	3%	3%	3%	2%	2%	4%	3%
		51%	58%	56%	64%	66%	100%
AT LEAST MONTHLY	18	10	9	15	14	8	17
	24%	26%	28%	26%	23%	24%	24%
		55%	53%	85%	78%	45%	98%
EVER WATCH	31	18	15	26	25	14	31
	42%	48%	45%	45%	42%	43%	42%
		57%	48%	84%	79%	46%	98%

Columns Tested: a,b,c,d,e,f

QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI r
Significance Level: 95%																			
Unweighted total	553	271	274	67	95	221	166	37	38	89	241	143	195	74	117	-	-	-	553
Effective Weighted Sample	459	222	232	57	82	189	137	31	32	76	209	130	180	67	105	-	-	-	459
Total	74	34 46%	38 52%	9 **	15 **	25 34%	24 32%	6 **	6 **	14 **	28 38%	17 24%	18 24%	14 **	21 28%	- **	- **	- **	74 100%
Every day	2 3%	1 3%	1 4%	** **	** **	1 5%	1 3%	** **	** **	** **	1 4%	1 5%	1 3%	** **	1 4%	** **	** **	** **	2 3%
		42%	58%	**	**	49%	32%	**	**	**	46%	38%	23%	**	34%	**	**	**	100%
At least weekly	2 3%	1 3%	1 3%	** **	** **	1 3%	1 4%	** **	** **	** **	1 4%	1 3%	* 2%	** **	* 1%	** **	** **	** **	2 3%
		51%	49%	**	**	32%	48%	**	**	**	53%	25%	19%	**	13%	**	**	**	100%
At least monthly	2 3%	1 3%	1 3%	** **	** **	1 2%	1 3%	** **	** **	** **	1 2%	* 2%	* 2%	** **	1 3%	** **	** **	** **	2 3%
		49%	51%	**	**	32%	36%	**	**	**	30%	14%	14%	**	27%	**	**	**	100%
Less often than monthly	4 5%	2 6%	2 5%	** **	** **	1 5%	1 5%	** **	** **	** **	2 6%	1 6%	1 6%	** **	* 2%	** **	** **	** **	4 5%
		52%	44%	**	**	30%	31%	**	**	**	40%	28%	25%	**	10%	**	**	**	100%
Never	59 80%	27 78%	32 82%	** **	** **	21 82%	18 77%	** **	** **	** **	23 81%	13 78%	15 84%	** **	17 85%	** **	** **	** **	59 80%
		45%	53%	**	**	35%	31%	**	**	**	39%	23%	25%	**	29%	**	**	**	100%
Don't know	4 5%	2 6%	2 4%	** **	** **	1 2%	2 7%	** **	** **	** **	1 3%	1 5%	* 2%	** **	1 6%	** **	** **	** **	4 5%
		58%	42%	**	**	15%	45%	**	**	**	21%	26%	12%	**	33%	**	**	**	100%
AT LEAST MONTHLY	7 9%	3 9%	3 9%	** **	** **	2 10%	3 11%	** **	** **	** **	3 10%	2 10%	1 7%	** **	2 8%	** **	** **	** **	7 9%
		47%	53%	**	**	38%	39%	**	**	**	44%	26%	19%	**	25%	**	**	**	100%
EVER WATCH	11 14%	5 15%	5 14%	** **	** **	4 15%	4 16%	** **	** **	** **	5 16%	3 16%	2 13%	** **	2 10%	** **	** **	** **	11 14%
		49%	49%	**	**	35%	36%	**	**	**	43%	27%	21%	**	19%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	553	-	-	-	-	-	-	-	-	-	322	231	335	204	304	249
Effective Weighted Sample	459	-	-	-	-	-	-	-	-	-	269	196	279	169	256	204
Total	74	-	-	-	-	-	-	-	-	-	47	27	44	28	39	35
		**	**	**	**	**	**	**	**	**	64%	36%	60%	37%	53%	47%
Every day	2	**	**	**	**	**	**	**	**	**	2	1	1	1	1	2
	3%	**	**	**	**	**	**	**	**	**	4%	2%	3%	3%	2%	5%
		**	**	**	**	**	**	**	**	**	77%	23%	59%	39%	30%	70%
At least weekly	2	**	**	**	**	**	**	**	**	**	1	2	2	*	1	1
	3%	**	**	**	**	**	**	**	**	**	2%	6%	4%	1%	3%	3%
		**	**	**	**	**	**	**	**	**	32%	68%	85%	15%	49%	51%
At least monthly	2	**	**	**	**	**	**	**	**	**	1	1	1	1	1	1
	3%	**	**	**	**	**	**	**	**	**	3%	2%	3%	3%	2%	4%
		**	**	**	**	**	**	**	**	**	69%	31%	63%	37%	38%	62%
Less often than monthly	4	**	**	**	**	**	**	**	**	**	2	2	2	2	2	2
	5%	**	**	**	**	**	**	**	**	**	4%	9%	5%	7%	6%	5%
		**	**	**	**	**	**	**	**	**	41%	59%	56%	44%	57%	43%
Never	59	**	**	**	**	**	**	**	**	**	39	20	36	22	33	27
	80%	**	**	**	**	**	**	**	**	**	84%	75%	81%	79%	83%	78%
		**	**	**	**	**	**	**	**	**	66%	34%	60%	37%	55%	45%
Don't know	4	**	**	**	**	**	**	**	**	**	2	2	2	2	2	2
	5%	**	**	**	**	**	**	**	**	**	4%	6%	4%	7%	5%	5%
		**	**	**	**	**	**	**	**	**	56%	44%	44%	56%	53%	47%
AT LEAST MONTHLY	7	**	**	**	**	**	**	**	**	**	4	3	5	2	3	4
	9%	**	**	**	**	**	**	**	**	**	8%	10%	10%	7%	6%	12%
		**	**	**	**	**	**	**	**	**	59%	41%	69%	30%	39%	61%
EVER WATCH	11	**	**	**	**	**	**	**	**	**	6	5	7	4	5	6
	14%	**	**	**	**	**	**	**	**	**	12%	19%	15%	14%	12%	17%
		**	**	**	**	**	**	**	**	**	52%	48%	64%	36%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH65C. How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	553	279	253	441	455	264	543
Effective Weighted Sample	459	231	210	372	385	224	452
Total	74	37	33	58	59	34	72
		50%	45%	78%	80%	46%	97%
Every day	2	1	1	2	1	1	2
	3%	3%	2%	3%	2%	2%	3%
		47%	32%	85%	52%	24%	100%
At least weekly	2	1	1	2	2	1	2
	3%	3%	4%	4%	4%	3%	3%
		53%	66%	100%	100%	51%	100%
At least monthly	2	1	1	2	2	1	2
	3%	4%	3%	3%	3%	2%	3%
		70%	48%	94%	81%	36%	100%
Less often than monthly	4	2	2	3	4	1	4
	5%	6%	6%	5%	6%	4%	5%
		51%	47%	75%	89%	35%	97%
Never	59	30	26	46	48	28	58
	80%	80%	79%	80%	81%	82%	80%
		50%	44%	78%	80%	47%	97%
Don't know	4	2	2	2	2	2	3
	5%	5%	6%	4%	4%	6%	5%
		48%	56%	57%	68%	54%	96%
AT LEAST MONTHLY	7	4	3	6	5	2	7
	9%	10%	9%	11%	9%	7%	9%
		56%	48%	93%	77%	37%	100%
EVER WATCH	11	6	5	9	9	4	10
	14%	15%	15%	16%	15%	11%	15%
		54%	48%	86%	82%	36%	99%

Columns Tested: a,b,c,d,e,f

QH65D. How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER 10.4K ~g	10.4K- 15.59K ~h	15.6K- 25.99K ~i	26K+ j	AB k	C1 l	C2 ~m	DE n	ENG LAND ~o	SCOT LAND ~p	WALES ~q	NI r
Significance Level: 95%																			
Unweighted total	553	271	274	67	95	221	166	37	38	89	241	143	195	74	117	-	-	-	553
Effective Weighted Sample	459	222	232	57	82	189	137	31	32	76	209	130	180	67	105	-	-	-	459
Total	74	34 46%	38 52%	9 **	15 **	25 34%	24 32%	6 **	6 **	14 **	28 38%	17 24%	18 24%	14 **	21 28%	- **	- **	- **	74 100%
Every day	2 2%	1 2%	1 2%	** **	** **	* 1%	1 3%	** **	** **	** **	1 3%	1 4%	* 2%	** **	* 1%	** **	** **	** **	2 2%
		40%	60%	**	**	12%	49%	**	**	**	48%	42%	23%	**	11%	**	**	**	100%
At least weekly	4 6%	2 7%	2 5%	** **	** **	1 5%	2 10%	** **	** **	** **	2 6%	1 5%	* 2%	** **	2 9%	** **	** **	** **	4 6%
		54%	46%	**	**	29%	56%	**	**	**	40%	20%	9%	**	40%	**	**	**	100%
At least monthly	5 7%	3 8%	2 6%	** **	** **	2 7%	2 9%	** **	** **	** **	2 5%	1 6%	1 6%	** **	2 8%	** **	** **	** **	5 7%
		55%	45%	**	**	36%	42%	**	**	**	31%	19%	23%	**	32%	**	**	**	100%
Less often than monthly	8 11%	4 12%	4 11%	** **	** **	2 9%	3 12%	** **	** **	** **	4 15%	3 15%	2 11%	** **	2 8%	** **	** **	** **	8 11%
		49%	51%	**	**	27%	37%	**	**	**	54%	32%	25%	**	21%	**	**	**	100%
Never	52 70%	23 67%	28 72%	** **	** **	19 f 37%	15 28%	** **	** **	** **	19 36%	12 23%	13 26%	** **	14 28%	** **	** **	** **	52 70%
Don't know	3 4%	1 4%	1 3%	** **	** **	* 1%	1 3%	** **	** **	** **	1 4%	* 2%	* 2%	** **	1 5%	** **	** **	** **	3 4%
		51%	49%	**	**	14%	26%	**	**	**	39%	14%	12%	**	37%	**	**	**	100%
AT LEAST MONTHLY	11 15%	6 17%	5 14%	** **	** **	3 13%	5 22%	** **	** **	** **	4 14%	3 15%	2 11%	** **	4 17%	** **	** **	** **	11 15%
		52%	48%	**	**	30%	48%	**	**	**	37%	23%	17%	**	32%	**	**	**	100%
EVER WATCH	19 26%	10 28%	9 24%	** **	** **	5 21%	8 35%	** **	** **	** **	8 30%	5 29%	4 22%	** **	5 26%	** **	** **	** **	19 26%
		51%	49%	**	**	28%	44%	**	**	**	44%	27%	20%	**	28%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH65D. How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS & HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/HIGH o
Significance Level: 95%																
Unweighted total	553	-	-	-	-	-	-	-	-	-	322	231	335	204	304	249
Effective Weighted Sample	459	-	-	-	-	-	-	-	-	-	269	196	279	169	256	204
Total	74	-	-	-	-	-	-	-	-	-	47	27	44	28	39	35
		**	**	**	**	**	**	**	**	**	64%	36%	60%	37%	53%	47%
Every day	2	**	**	**	**	**	**	**	**	**	1	1	1	1	*	1
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	2%	1%	4%
		**	**	**	**	**	**	**	**	**	47%	53%	61%	39%	20%	80%
At least weekly	4	**	**	**	**	**	**	**	**	**	2	2	2	2	2	2
	6%	**	**	**	**	**	**	**	**	**	5%	8%	4%	8%	6%	6%
		**	**	**	**	**	**	**	**	**	50%	50%	45%	47%	54%	46%
At least monthly	5	**	**	**	**	**	**	**	**	**	4	1	2	3	2	3
	7%	**	**	**	**	**	**	**	**	**	8%	5%	5%	10%	6%	8%
		**	**	**	**	**	**	**	**	**	75%	25%	47%	53%	44%	56%
Less often than monthly	8	**	**	**	**	**	**	**	**	**	4	4	5	3	5	3
	11%	**	**	**	**	**	**	**	**	**	9%	15%	11%	12%	14%	8%
		**	**	**	**	**	**	**	**	**	51%	49%	58%	40%	67%	33%
Never	52	**	**	**	**	**	**	**	**	**	35	17	33	18	28	24
	70%	**	**	**	**	**	**	**	**	**	74%	64%	74%	64%	70%	70%
		**	**	**	**	**	**	**	**	**	67%	33%	63%	34%	53%	47%
Don't know	3	**	**	**	**	**	**	**	**	**	1	1	1	1	1	1
	4%	**	**	**	**	**	**	**	**	**	3%	5%	3%	4%	3%	4%
		**	**	**	**	**	**	**	**	**	47%	53%	54%	46%	48%	52%
AT LEAST MONTHLY	11	**	**	**	**	**	**	**	**	**	7	4	5	5	5	6
	15%	**	**	**	**	**	**	**	**	**	14%	16%	12%	19%	13%	18%
		**	**	**	**	**	**	**	**	**	61%	39%	48%	48%	45%	55%
EVER WATCH	19	**	**	**	**	**	**	**	**	**	11	8	10	9	10	9
	26%	**	**	**	**	**	**	**	**	**	23%	30%	23%	31%	26%	25%
		**	**	**	**	**	**	**	**	**	57%	43%	52%	45%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



QH65D. How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household (excluding those completing a paper questionnaire)

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	553	279	253	441	455	264	543
Effective Weighted Sample	459	231	210	372	385	224	452
Total	74	37	33	58	59	34	72
		50%	45%	78%	80%	46%	97%
Every day	2	1	1	1	1	*	2
	2%	2%	2%	2%	2%	*%	2%
		41%	35%	85%	66%	8%	100%
At least weekly	4	2	2	4	3	2	4
	6%	6%	7%	7%	6%	6%	6%
		52%	55%	87%	73%	45%	97%
At least monthly	5	3	3	4	4	2	5
	7%	9%	9%	7%	8%	7%	7%
		69%	58%	81%	89%	46%	100%
Less often than monthly	8	4	4	7	6	4	8
	11%	11%	11%	11%	11%	11%	11%
		52%	45%	81%	80%	45%	99%
Never	52	25	23	40	42	24	50
	70%	67%	67%	69%	71%	72%	70%
		48%	44%	77%	81%	47%	97%
Don't know	3	2	1	2	2	1	3
	4%	4%	4%	3%	3%	4%	4%
		58%	45%	67%	64%	47%	95%
AT LEAST MONTHLY	11	6	6	9	9	4	11
	15%	17%	18%	16%	15%	13%	15%
		58%	54%	84%	79%	40%	99%
EVER WATCH	19	11	10	16	15	8	19
	26%	28%	28%	27%	26%	24%	26%
		56%	50%	83%	79%	42%	99%

Columns Tested: a,b,c,d,e,f

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
Significance Level: 95%																				
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661	
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543	
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%	
I have specific programmes I watch regularly	1903 63%	857 61%	1023 66%	162 56%	367 63%	602 64%	739 67%	102 53%	152 61%	251 69%	881 69%	542 68%	527 68%	315 62%	427 58%	1574 63%	171 63%	97 65%	61 68%	
			a 45%	b 54%	c 9%	d 19%	e 32%	f 39%		g 5%	h 8%	gh 13%	gh 46%	mn 28%	mn 28%	17% 22%	83%	9%	5%	3%
I browse through the channels to see what's available	1873 62%	891 64%	962 62%	149 51%	334 57%	586 62%	779 70%	104 54%	158 63%	226 62%	881 69%	557 70%	489 63%	336 66%	414 57%	1557 63%	167 62%	94 63%	55 61%	
			48%	51%	8%	18%	31%	42%	6%	8%	12%	47%	30%	26%	18%	22%	83%	9%	5%	3%
Friends or family recommend things to me	1585 53%	653 47%	917 60%	158 54%	335 57%	520 55%	554 50%	80 42%	130 52%	179 49%	804 63%	484 61%	465 60%	261 51%	321 44%	1299 52%	161 60%	74 49%	52 58%	
			a 41%	b 58%	c 10%	d 21%	e 33%	f 35%	g 5%	h 8%	gh 11%	gh 51%	mn 31%	mn 29%	n 16%	20%	82%	10%	5%	3%
I see it promoted in trailers or adverts or notifications	948 32%	380 27%	564 37%	102 35%	171 29%	322 34%	348 31%	48 25%	73 29%	116 32%	480 38%	286 36%	282 37%	161 32%	190 26%	781 31%	96 35%	42 28%	29 33%	
			a 40%	b 59%	c 11%	d 18%	e 34%	f 37%	g 5%	h 8%	gh 12%	gh 51%	n 30%	n 30%	n 17%	20%	82%	10%	4%	3%
I browse through the options on the on-demand service(s) to see what's available	917 31%	429 31%	481 31%	103 35%	230 39%	325 35%	251 23%	42 22%	51 20%	89 25%	518 41%	304 38%	293 38%	135 27%	159 22%	746 30%	99 37%	47 31%	25 28%	
			47%	52%	11%	25%	35%	27%	5%	6%	10%	56%	33%	32%	15%	17%	81%	11%	5%	3%
Mentions on social media	605 20%	211 15%	388 25%	116 40%	189 32%	221 24%	76 7%	35 18%	43 17%	64 18%	327 26%	158 20%	209 27%	107 21%	118 16%	487 20%	68 25%	28 19%	22 25%	
			a 35%	b 64%	def 19%	ef 31%	f 37%	g 13%	h 6%	gh 7%	gh 11%	gh 54%	n 26%	kmn 35%	n 18%	20%	80%	11%	5%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r	
Significance Level: 95%																				
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661	
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543	
Total	3000	1395 47%	1542 51%	291 10%	586 20%	938 31%	1110 37%	193 6%	251 8%	363 12%	1268 42%	797 27%	771 26%	507 17%	731 24%	2490 83%	270 9%	150 5%	90 3%	
It's discussed or reviewed on TV, radio or in newspapers or magazines	529 18%	228 16%	292 19%	30 10%	74 13%	152 16%	261 23%	26 14%	41 16%	60 17%	294 23%	203 25%	153 20%	67 13%	87 12%	435 17%	53 20%	25 17%	15 17%	
			a 43%	b 55%	c 6%	d 14%	e 29%	f 49%	g 5%	h 8%	i 11%	j 56%	k 38%	l 29%	m 13%	n 17%	o 82%	p 10%	q 5%	r 3%
I look in newspapers or magazines	513 17%	220 16%	289 19%	9 3%	39 7%	92 10%	359 32%	35 18%	59 23%	76 21%	191 15%	164 21%	110 14%	65 13%	143 20%	432 17%	43 16%	24 16%	14 15%	
			a 43%	b 56%	c 2%	d 8%	e 18%	f 70%	g 7%	h 11%	i 15%	j 37%	k 32%	l 21%	m 13%	n 28%	o 84%	p 8%	q 5%	r 3%
If it's in the 'recommended for you' section on the on-demand service	423 14%	170 12%	248 16%	90 31%	125 21%	146 16%	62 6%	18 9%	27 11%	52 14%	236 19%	120 15%	156 20%	72 14%	69 9%	340 14%	49 18%	22 15%	12 13%	
			a 40%	b 59%	c 21%	d 30%	e 34%	f 15%	g 4%	h 6%	i 12%	j 56%	k 28%	l 37%	m 17%	n 16%	o 80%	p 11%	q 5%	r 3%
If it's in the 'recommended for you' section at the top of the on-screen TV guide	346 12%	138 10%	207 13%	55 19%	75 13%	129 14%	86 8%	18 10%	31 12%	46 13%	175 14%	97 12%	105 14%	60 12%	79 11%	285 11%	34 13%	16 11%	11 12%	
			a 40%	b 60%	c 16%	d 22%	e 37%	f 25%	g 5%	h 9%	i 13%	j 51%	k 28%	l 30%	m 17%	n 23%	o 82%	p 10%	q 5%	r 3%
Starts playing automatically/ autoplay	53 2%	30 2%	22 1%	6 2%	16 3%	25 3%	6 *	4 2%	6 3%	5 1%	26 2%	11 1%	16 2%	15 3%	10 1%	44 2%	5 2%	2 1%	1 2%	
			f 56%	g 43%	h 11%	i 30%	j 47%	k 11%	l 9%	m 12%	n 9%	o 50%	p 22%	q 31%	r 29%	s 19%	t 83%	u 10%	v 4%	w 3%
Other	28 1%	18 1%	10 1%	1 *	3 1%	10 1%	12 1%	4 2%	4 2%	1 *	11 1%	7 1%	3 *	5 1%	8 1%	22 1%	3 1%	1 1%	1 1%	
			ij 65%	k 35%	l 2%	m 12%	n 36%	o 45%	p 16%	q 14%	r 4%	s 40%	t 26%	u 9%	v 19%	w 29%	x 81%	y 12%	z 3%	aa 4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3539	1665	1824	368	675	1171	1269	241	277	455	1528	983	1230	442	886	2753	329	413	543
Total	3000	1395	1542	291	586	938	1110	193	251	363	1268	797	771	507	731	2490	270	150	90
		47%	51%	10%	20%	31%	37%	6%	8%	12%	42%	27%	26%	17%	24%	83%	9%	5%	3%
Don't know	206	109	68	41	51	60	31	13	13	15	24	21	36	31	64	180	13	8	5
	7%	8%	4%	14%	9%	6%	3%	7%	5%	4%	2%	3%	5%	6%	9%	7%	5%	5%	6%
		b		def	f	f		j	j	j		k	k	kl					
		53%	33%	20%	25%	29%	15%	7%	6%	7%	12%	10%	17%	15%	31%	88%	6%	4%	2%
NOT ANSWERED [POSTAL ONLY]	10	5	5	-	-	*	4	2	2	-	1	*	1	1	2	9	-	1	*
	*%	*%	*%	-%	-%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%	-%	1%	*%
								ij	j										
		53%	47%	-%	-%	2%	37%	22%	17%	-%	6%	1%	6%	14%	23%	86%	-%	11%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
I have specific programmes I watch regularly	1903	225	283	152	155	173	130	152	83	221	1610	293	1138	716	1000	903
	63%	63%	65%	60%	70%	62%	62%	63%	63%	61%	62%	71%	65%	63%	67%	60%
		12%	15%	8%	8%	9%	7%	8%	4%	12%	85%	15%	60%	38%	53%	47%
I browse through the channels to see what's available	1873	226	293	159	137	162	131	152	79	218	1589	284	1143	689	1001	872
	62%	63%	67%	63%	62%	57%	63%	63%	60%	60%	61%	69%	66%	61%	67%	58%
		12%	16%	8%	7%	9%	7%	8%	4%	12%	85%	15%	61%	37%	53%	47%
Friends or family recommend things to me	1585	207	225	135	111	142	104	125	71	178	1356	229	1032	525	821	764
	53%	58%	52%	54%	51%	50%	50%	52%	54%	49%	52%	56%	59%	46%	55%	51%
		13%	14%	9%	7%	9%	7%	8%	5%	11%	86%	14%	65%	33%	52%	48%
I see it promoted in trailers or adverts or notifications	948	110	137	77	71	91	71	72	38	112	806	142	598	327	499	449
	32%	31%	32%	31%	32%	32%	34%	30%	29%	31%	31%	34%	34%	29%	33%	30%
		12%	15%	8%	7%	10%	8%	8%	4%	12%	85%	15%	63%	35%	53%	47%
I browse through the options on the on-demand service(s) to see what's available	917	126	133	72	74	68	66	74	37	96	785	132	638	263	476	440
	31%	35%	31%	29%	34%	24%	32%	31%	28%	27%	30%	32%	37%	23%	32%	29%
		14%	14%	8%	8%	7%	7%	8%	4%	11%	86%	14%	70%	29%	52%	48%
Mentions on social media	605	90	82	42	42	65	35	40	37	55	540	65	436	160	256	349
	20%	25%	19%	17%	19%	23%	17%	17%	28%	15%	21%	16%	25%	14%	17%	23%
		bcfgi				cfgi			bcdgfi		k		m		n	
		15%	14%	7%	7%	11%	6%	7%	6%	9%	89%	11%	72%	26%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
It's discussed or reviewed on TV, radio or in newspapers or magazines	529	76	81	56	34	41	40	30	14	62	442	87	305	214	307	221
	18%	21%	19%	22%	16%	15%	19%	13%	11%	17%	17%	21%	17%	19%	21%	15%
		egh	gh	degh		gh				h		j			o	
		14%	15%	11%	7%	8%	8%	6%	3%	12%	84%	16%	58%	40%	58%	42%
I look in newspapers or magazines	513	51	86	70	31	48	38	37	14	57	413	100	200	301	318	196
	17%	14%	20%	28%	14%	17%	18%	16%	11%	16%	16%	24%	11%	27%	21%	13%
			adh	abdefghi		h	h				j		l	o		
		10%	17%	14%	6%	9%	7%	7%	3%	11%	81%	19%	39%	59%	62%	38%
If it's in the 'recommended for you' section on the on-demand service	423	60	58	25	34	37	31	25	16	54	387	36	296	121	193	230
	14%	17%	13%	10%	15%	13%	15%	10%	12%	15%	15%	9%	17%	11%	13%	15%
		cg			cg						k		m			
		14%	14%	6%	8%	9%	7%	6%	4%	13%	92%	8%	70%	29%	46%	54%
If it's in the 'recommended for you' section at the top of the on-screen TV guide	346	39	51	30	18	39	23	23	15	47	311	35	232	111	159	188
	12%	11%	12%	12%	8%	14%	11%	9%	11%	13%	12%	8%	13%	10%	11%	12%
						d					k		m			
		11%	15%	9%	5%	11%	7%	7%	4%	14%	90%	10%	67%	32%	46%	54%
Starts playing automatically/ autoplay	53	4	11	2	3	6	4	2	1	9	46	7	41	9	18	34
	2%	1%	2%	1%	1%	2%	2%	1%	1%	3%	2%	2%	2%	1%	1%	2%
													m		n	
		8%	20%	4%	6%	12%	7%	5%	3%	18%	87%	13%	78%	17%	34%	66%
Other	28	3	3	6	2	2	*	2	1	4	22	5	15	11	16	12
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				efh												
		10%	12%	23%	6%	6%	1%	7%	2%	13%	81%	19%	54%	40%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3539	331	399	312	322	311	335	346	289	310	2998	549	2012	1442	1706	1836
Total	3000	359	435	252	220	281	209	240	132	362	2588	412	1744	1131	1489	1511
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	58%	38%	50%	50%
Don't know	206	24	32	13	11	30	18	19	8	23	196	10	74	85	66	140
	7%	7%	7%	5%	5%	11%	9%	8%	6%	6%	8%	2%	4%	7%	4%	9%
		12%	16%	6%	5%	15%	9%	9%	4%	11%	95%	5%	36%	41%	32%	68%
NOT ANSWERED [POSTAL ONLY]	10	2	2	1	-	-	1	-	1	2	9	1	2	6	3	7
	*%	1%	1%	*%	-%	-%	*%	-%	1%	*%	*%	*%	*%	1%	*%	*%
		23%	22%	6%	-%	-%	6%	-%	12%	17%	88%	12%	16%	57%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
I have specific programmes I watch regularly	1903	1000	848	1566	1474	839	1869
	63%	72%	67%	70%	66%	69%	66%
		bdf		bdf		df	
		53%	45%	82%	77%	44%	98%
I browse through the channels to see what's available	1873	1001	884	1548	1476	811	1844
	62%	72%	70%	69%	66%	67%	65%
		def	df	df			
		53%	47%	83%	79%	43%	98%
Friends or family recommend things to me	1585	793	695	1345	1356	783	1564
	53%	57%	55%	60%	60%	64%	55%
				abf	abf	abcdf	
		50%	44%	85%	86%	49%	99%
I see it promoted in trailers or adverts or notifications	948	520	445	821	791	476	939
	32%	37%	35%	37%	35%	39%	33%
		f		f		bdf	
		55%	47%	87%	83%	50%	99%
I browse through the options on the on-demand service(s) to see what's available	917	489	396	822	855	502	917
	31%	35%	31%	37%	38%	41%	32%
		b		bf	abf	abcdf	
		53%	43%	90%	93%	55%	100%
Mentions on social media	605	307	238	525	566	383	601
	20%	22%	19%	24%	25%	31%	21%
		b		bf	abf	abcdf	b
		51%	39%	87%	94%	63%	99%

Columns Tested: a,b,c,d,e,f



QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413
Total	3000	1396	1269	2228	2243	1215	2832
		47%	42%	74%	75%	41%	94%
If it's discussed or reviewed on TV, radio or in newspapers or magazines	529	248	281	475	417	249	525
	18%	18%	22%	21%	19%	21%	19%
			adf	adf			
		47%	53%	90%	79%	47%	99%
I look in newspapers or magazines	513	218	299	386	284	148	492
	17%	16%	24%	17%	13%	12%	17%
		de	acdef	de			de
		42%	58%	75%	55%	29%	96%
If it's in the 'recommended for you' section on the on-demand service	423	209	172	377	408	264	423
	14%	15%	14%	17%	18%	22%	15%
				bf	abf	abcdf	
		49%	41%	89%	96%	62%	100%
If it's in the 'recommended for you' section at the top of the on-screen TV guide	346	191	154	298	318	203	344
	12%	14%	12%	13%	14%	17%	12%
					f	abcdf	
		55%	45%	86%	92%	59%	99%
Starts playing automatically/ autoplay	53	23	23	39	46	37	52
	2%	2%	2%	2%	2%	3%	2%
						abcdf	
		44%	44%	75%	87%	70%	98%
Other	28	5	5	7	10	11	17
	1%	*%	*%	*%	*%	1%	1%
						ac	
		18%	18%	25%	37%	41%	63%

Columns Tested: a,b,c,d,e,f

QH85. Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix? (MULTI CODE)

Base : All respondents

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD				
Total	a	b	c	d	e	f		
Significance Level: 95%								
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3539	1661	1497	2748	2752	1500	3413	
Total	3000	1396	1269	2228	2243	1215	2832	
		47%	42%	74%	75%	41%	94%	
Don't know	206	37	39	51	73	42	113	
	7%	3%	3%	2%	3%	3%	4%	
				c	c	ac		
		18%	19%	25%	36%	20%	55%	
NOT ANSWERED [POSTAL ONLY]	10	3	2	1	-	-	5	
	*%	*%	*%	*%	-%	-%	*%	
		d				d		
		31%	17%	10%	-%	-%	49%	

Columns Tested: a,b,c,d,e,f

QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4405	2108	2233	317	697	1481	1839	282	349	595	1911	1264	1349	537	1065	2789	490	556	570
Effective Weighted Sample	2974	1417	1520	213	508	1016	1199	184	229	398	1324	903	968	374	734	2292	280	369	474
Total	2492	1170 47%	1282 51%	167 7%	419 17%	814 33%	1040 42%	145 6%	205 8%	323 13%	1092 44%	726 29%	608 24%	426 17%	602 24%	2053 82%	230 9%	132 5%	76 3%
I do	1560 63%	790 68%	757 59%	39 23%	264 63%	525 65%	714 69%	103 71%	145 71%	226 70%	724 66%	489 67%	392 64%	267 63%	355 59%	1283 62%	151 65%	82 62%	45 59%
		b 51%	c 49%	c 3%	c 17%	c 34%	cde 46%					n 31%	n 25%						
Husband/ male partner	557 22%	60 5%	494 39%	11 7%	96 23%	203 25%	243 23%	14 10%	27 13%	63 19%	306 28%	174 24%	132 22%	97 23%	144 24%	467 23%	49 21%	28 21%	14 18%
			a 11%	c 89%	c 2%	c 17%	c 36%			gh 11%	ghi 55%					r 84%			
Wife/ female partner	361 14%	331 28%	27 2%	8 5%	39 9%	127 16%	184 18%	15 11%	24 12%	52 16%	178 16%	112 15%	81 13%	82 19%	76 13%	302 15%	30 13%	22 17%	7 10%
		b 92%		c 2%	c 11%	cd 35%	cd 51%				g 49%		ln 23%			r 84%		r 6%	
Father	80 3%	35 3%	45 4%	45 27%	15 4%	14 2%	6 1%	7 5%	6 3%	3 1%	28 3%	23 3%	22 4%	20 5%	12 2%	65 3%	7 3%	3 3%	5 6%
				def 43%	ef 56%	f 56%		i 8%			n 35%	n 28%	n 27%						opq 6%
Mother	72 3%	30 3%	40 3%	43 26%	13 3%	10 1%	5 1%	4 3%	10 5%	6 2%	16 1%	17 2%	21 3%	9 2%	22 4%	56 3%	6 3%	4 3%	6 8%
				def 42%	ef 56%				ij 14%										opq 8%
Son	36 1%	13 1%	22 2%	* *%	2 1%	7 1%	26 2%	2 1%	11 5%	5 2%	10 1%	6 1%	4 1%	7 2%	19 3%	32 2%	- -%	2 2%	2 3%
							cde 71%		gij 30%					kl 18%		p 89%		p 6%	p 6%
Daughter	21 1%	8 1%	13 1%	2 1%	2 1%	5 1%	11 1%	2 1%	4 2%	2 1%	5 *%	5 1%	2 *%	4 1%	9 1%	17 1%	* *%	2 1%	1 2%
									j 19%					l 18%					p 6%
Male housemate	17 1%	10 1%	6 *%	4 3%	6 1%	5 1%	2 *%	2 1%	3 2%	1 *%	4 *%	1 *%	6 1%	3 1%	5 1%	14 1%	2 1%	1 1%	1 1%
				ef 57%	f 34%				j 20%				k 34%						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4405	2108	2233	317	697	1481	1839	282	349	595	1911	1264	1349	537	1065	2789	490	556	570
Effective Weighted Sample	2974	1417	1520	213	508	1016	1199	184	229	398	1324	903	968	374	734	2292	280	369	474
Total	2492	1170	1282	167	419	814	1040	145	205	323	1092	726	608	426	602	2053	230	132	76
		47%	51%	7%	17%	33%	42%	6%	8%	13%	44%	29%	24%	17%	24%	82%	9%	5%	3%
Female housemate	15	5	10	4	3	6	2	1	3	1	2	1	5	3	4	12	1	1	1
	1%	*%	1%	2%	1%	1%	*%	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	1%
				def					j				k	k	k				
		36%	64%	27%	19%	38%	16%	8%	20%	7%	15%	4%	36%	22%	27%	83%	4%	8%	4%
Someone else in the household	29	14	15	7	9	9	4	1	5	3	8	7	5	3	12	25	1	3	1
	1%	1%	1%	4%	2%	1%	*%	1%	3%	1%	1%	1%	1%	1%	2%	1%	*%	2%	1%
				ef	f	f			j						l				
		46%	49%	23%	30%	31%	13%	4%	18%	11%	26%	24%	17%	11%	42%	84%	3%	10%	4%
Someone else outside of the household	17	5	11	4	4	3	6	2	4	1	4	4	4	1	8	14	-	3	*
	1%	*%	1%	3%	1%	*%	1%	1%	2%	*%	*%	1%	1%	*%	1%	1%	-%	2%	1%
				ef					ij									op	
		31%	63%	26%	25%	16%	34%	10%	26%	6%	26%	23%	25%	6%	47%	82%	-%	15%	3%
Don't know	84	41	43	27	29	16	12	5	4	7	32	13	31	12	18	70	7	5	2
	3%	3%	3%	16%	7%	2%	1%	4%	2%	2%	3%	2%	5%	3%	3%	3%	3%	4%	3%
				def	ef								kn						
		48%	51%	32%	35%	19%	14%	6%	5%	9%	38%	15%	37%	15%	22%	83%	8%	6%	3%
Prefer not to say	164	87	61	8	29	55	52	6	4	10	38	43	31	22	33	134	13	11	6
	7%	7%	5%	5%	7%	7%	5%	4%	2%	3%	3%	6%	5%	5%	5%	7%	6%	9%	8%
		b																	
		53%	37%	5%	18%	34%	32%	4%	2%	6%	23%	26%	19%	13%	20%	81%	8%	7%	4%
NOT ANSWERED [POSTAL ONLY]	12	6	7	-	-	1	8	2	2	2	-	*	*	3	5	10	2	*	*
	*%	*%	1%	-%	-%	*%	1%	1%	1%	1%	-%	*%	*%	1%	1%	1%	1%	*%	*%
						de		j	j	j			kl	kl					
		46%	54%	-%	-%	7%	66%	14%	18%	20%	-%	2%	2%	22%	45%	83%	13%	1%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4405	284	394	312	296	284	313	331	266	309	3293	1112	2457	1831	2369	2036
Effective Weighted Sample	2974	254	347	278	265	245	281	291	230	267	2483	498	1702	1205	1552	1424
Total	2492	277	369	217	181	221	174	196	106	312	2121	370	1464	955	1330	1162
		11%	15%	9%	7%	9%	7%	8%	4%	13%	85%	15%	59%	38%	53%	47%
I do	1560	162	238	142	111	145	107	122	64	191	1323	237	961	570	842	718
	63%	59%	65%	65%	61%	66%	61%	62%	60%	61%	62%	64%	66%	60%	63%	62%
													m			
		10%	15%	9%	7%	9%	7%	8%	4%	12%	85%	15%	62%	37%	54%	46%
Husband/ male partner	557	46	92	51	42	53	48	48	24	64	475	83	334	218	340	217
	22%	17%	25%	24%	23%	24%	27%	24%	22%	20%	22%	22%	23%	23%	26%	19%
			a	a	a	a	a	a							o	
		8%	17%	9%	8%	9%	9%	9%	4%	11%	85%	15%	60%	39%	61%	39%
Wife/ female partner	361	37	59	34	32	30	28	30	13	40	300	61	222	134	213	148
	14%	13%	16%	15%	18%	13%	16%	16%	12%	13%	14%	17%	15%	14%	16%	13%
															o	
		10%	16%	9%	9%	8%	8%	8%	4%	11%	83%	17%	62%	37%	59%	41%
Father	80	11	9	9	8	11	2	4	3	8	69	11	41	37	39	41
	3%	4%	2%	4%	5%	5%	1%	2%	2%	3%	3%	3%	3%	4%	3%	4%
		f	f	f	f	f										
		13%	11%	11%	10%	14%	2%	5%	3%	10%	86%	14%	51%	46%	48%	52%
Mother	72	11	6	6	7	5	5	6	4	6	64	7	37	33	24	48
	3%	4%	2%	3%	4%	2%	3%	3%	3%	2%	3%	2%	3%	3%	2%	4%
															n	
		16%	9%	8%	10%	7%	8%	8%	5%	8%	90%	10%	52%	46%	33%	67%
Son	36	7	3	4	2	3	2	4	1	7	33	3	13	23	12	25
	1%	3%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%
															n	
		20%	9%	10%	6%	8%	5%	11%	2%	18%	92%	8%	36%	64%	32%	68%
Daughter	21	4	1	1	*	2	1	4	3	-	19	2	9	12	5	16
	1%	2%	*%	1%	*%	1%	1%	2%	3%	-%	1%	*%	1%	1%	*%	1%
		i						bdi	bcdi						n	
		21%	5%	6%	1%	10%	6%	20%	15%	-%	93%	7%	41%	57%	22%	78%
Male housemate	17	1	3	2	-	2	-	4	1	1	17	*	8	7	5	12
	1%	*%	1%	1%	-%	1%	-%	2%	1%	*%	1%	*%	1%	1%	*%	1%
								df							n	
		4%	18%	13%	-%	9%	-%	23%	8%	6%	97%	3%	50%	40%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4405	284	394	312	296	284	313	331	266	309	3293	1112	2457	1831	2369	2036
Effective Weighted Sample	2974	254	347	278	265	245	281	291	230	267	2483	498	1702	1205	1552	1424
Total	2492	277	369	217	181	221	174	196	106	312	2121	370	1464	955	1330	1162
		11%	15%	9%	7%	9%	7%	8%	4%	13%	85%	15%	59%	38%	53%	47%
Female housemate	15	-	3	3	1	1	*	1	1	1	15	*	7	6	5	10
	1%	-%	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%	*%	1%
		-%	21%	21%	8%	5%	3%	10%	6%	9%	98%	2%	47%	42%	35%	65%
Someone else in the household	29	4	4	5	1	2	2	5	2	1	25	4	15	13	11	18
	1%	1%	1%	2%	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%	2%
		13%	13%	17%	4%	5%	6%	15%	7%	5%	86%	14%	52%	45%	38%	62%
Someone else outside of the household	17	2	3	3	1	-	-	1	1	4	16	1	7	10	2	16
	1%	1%	1%	1%	1%	-%	-%	*%	1%	1%	1%	*%	*%	1%	*%	1%
		9%	16%	16%	8%	-%	-%	6%	4%	23%	96%	4%	42%	58%	10%	90%
Don't know	84	18	8	3	6	8	9	3	4	11	79	5	45	35	29	56
	3%	6%	2%	1%	4%	4%	5%	1%	4%	3%	4%	1%	3%	4%	2%	5%
		bcg					bcg				k				n	
		21%	10%	4%	8%	10%	11%	3%	5%	12%	94%	6%	53%	41%	34%	66%
Prefer not to say	164	25	20	13	11	10	10	13	8	23	146	18	85	54	86	78
	7%	9%	5%	6%	6%	5%	6%	6%	7%	7%	7%	5%	6%	6%	6%	7%
		e														
		15%	12%	8%	7%	6%	6%	8%	5%	14%	89%	11%	52%	33%	52%	48%
NOT ANSWERED [POSTAL ONLY]	12	4	-	2	-	-	-	3	-	2	12	1	2	7	5	8
	*%	1%	-%	1%	-%	-%	-%	1%	-%	1%	1%	*%	*%	1%	*%	1%
		bf						bf						l		
		31%	-%	14%	-%	-%	-%	23%	-%	16%	95%	5%	19%	57%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4405	2261	1922	3485	3394	1793	4278
Effective Weighted Sample	2974	1526	1288	2405	2325	1231	2896
Total	2492	1290	1098	1956	1896	1004	2408
		52%	44%	78%	76%	40%	97%
I do	1560	806	725	1252	1196	668	1524
	63%	62%	66%	64%	63%	67%	63%
		52%	46%	80%	77%	43%	98%
Husband/ male partner	557	321	242	469	448	204	544
	22%	25%	22%	24%	24%	20%	23%
		e	e	e	e		
		58%	43%	84%	80%	37%	98%
Wife/ female partner	361	205	167	306	283	141	356
	14%	16%	15%	16%	15%	14%	15%
		57%	46%	85%	79%	39%	99%
Father	80	41	36	61	70	47	78
	3%	3%	3%	3%	4%	5%	3%
		51%	44%	76%	87%	59%	97%
Mother	72	43	25	56	64	44	72
	3%	3%	2%	3%	3%	4%	3%
		60%	34%	78%	89%	62%	100%
Son	36	13	21	21	22	14	35
	1%	1%	2%	1%	1%	1%	1%
		37%	58%	58%	60%	38%	96%
Daughter	21	8	6	13	13	6	17
	1%	1%	1%	1%	1%	1%	1%
		38%	29%	62%	64%	31%	82%
Male housemate	17	5	8	9	14	11	17
	1%	*%	1%	*%	1%	1%	1%
		27%	46%	53%	84%	64%	100%
Female housemate	15	7	6	10	11	8	15
	1%	1%	1%	1%	1%	1%	1%
		46%	42%	67%	76%	51%	99%

Columns Tested: a,b,c,d,e,f

QZ18A. Who makes any of the decisions about the landline phone for your household? (MULTI CODE)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4405	2261	1922	3485	3394	1793	4278
Effective Weighted Sample	2974	1526	1288	2405	2325	1231	2896
Total	2492	1290	1098	1956	1896	1004	2408
		52%	44%	78%	76%	40%	97%
Someone else in the household	29	14	12	23	24	17	29
	1%	1%	1%	1%	1%	2%	1%
		49%	40%	77%	83%	57%	100%
Someone else outside of the household	17	3	6	10	11	5	14
	1%	*%	1%	*%	1%	1%	1%
		19%	36%	56%	65%	31%	81%
Don't know	84	33	24	53	66	34	78
	3%	3%	2%	3%	3%	3%	3%
					b		
		40%	28%	63%	78%	40%	92%
Prefer not to say	164	81	56	116	107	46	149
	7%	6%	5%	6%	6%	5%	6%
						e	
		49%	34%	71%	65%	28%	90%
NOT ANSWERED [POSTAL ONLY]	12	5	8	3	2	3	10
	*%	*%	1%	*%	*%	*%	*%
			cd				
		40%	67%	27%	20%	24%	80%

Columns Tested: a,b,c,d,e,f



QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5149	2437	2641	536	932	1688	1914	354	413	674	2195	1371	1682	631	1239	3328	560	615	646
Effective Weighted Sample	3506	1651	1808	363	684	1163	1247	233	277	452	1526	976	1223	440	868	2728	325	410	534
Total	2925	1365	1518	285	576	931	1077	181	246	361	1267	792	765	504	708	2423	267	147	87
		47%	52%	10%	20%	32%	37%	6%	8%	12%	43%	27%	26%	17%	24%	83%	9%	5%	3%
I do	2217	1061	1137	187	473	721	812	140	191	281	1043	639	614	388	494	1836	209	109	63
	76%	78%	75%	66%	82%	77%	75%	77%	78%	78%	82%	81%	80%	77%	70%	76%	78%	74%	73%
		b			cef	c	c				i	n	n	n					
		48%	51%	8%	21%	33%	37%	6%	9%	13%	47%	29%	28%	17%	22%	83%	9%	5%	3%
Husband/ male partner	523	76	443	22	117	190	189	19	27	58	280	148	131	92	136	439	47	25	11
	18%	6%	29%	8%	20%	20%	18%	10%	11%	16%	22%	19%	17%	18%	19%	18%	17%	17%	13%
			a		c	c	c			g	ghi				r				
		15%	85%	4%	22%	36%	36%	4%	5%	11%	54%	28%	25%	18%	26%	84%	9%	5%	2%
Wife/ female partner	403	361	39	13	61	136	189	20	29	56	210	139	81	88	84	340	35	21	7
	14%	26%	3%	5%	11%	15%	18%	11%	12%	15%	17%	18%	11%	17%	12%	14%	13%	15%	8%
		b			c	cd	cde				gh	ln	ln		r	r	r		
		90%	10%	3%	15%	34%	47%	5%	7%	14%	52%	34%	20%	22%	21%	84%	9%	5%	2%
Father	74	34	40	51	10	10	3	6	3	7	22	14	25	20	12	58	9	4	3
	3%	2%	3%	18%	2%	1%	*%	3%	1%	2%	2%	2%	3%	4%	2%	2%	4%	2%	3%
			def		f	f					kn	kn							
		46%	54%	68%	14%	14%	4%	8%	5%	9%	29%	19%	34%	27%	17%	78%	13%	5%	4%
Mother	81	33	47	53	10	11	6	5	7	7	19	15	26	12	25	65	9	3	3
	3%	2%	3%	18%	2%	1%	1%	3%	3%	2%	2%	2%	3%	2%	4%	3%	3%	2%	4%
			def		f								k	k					
		41%	58%	65%	12%	14%	8%	6%	9%	9%	24%	18%	32%	15%	31%	80%	11%	4%	4%
Son	84	35	48	10	5	28	41	5	11	9	34	19	14	21	28	73	4	4	2
	3%	3%	3%	3%	1%	3%	4%	3%	4%	3%	3%	2%	2%	4%	4%	3%	2%	3%	3%
				d		d	d							l	l				
		41%	57%	12%	5%	34%	48%	6%	13%	11%	40%	23%	16%	25%	34%	87%	5%	5%	3%
Daughter	65	27	37	8	3	27	26	4	6	6	25	15	13	13	21	54	4	4	3
	2%	2%	2%	3%	1%	3%	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	3%	3%
				d		d	d							l					
		42%	57%	13%	5%	41%	40%	7%	10%	10%	39%	24%	20%	20%	32%	83%	7%	6%	4%
Male housemate	28	11	15	14	9	4	*	2	5	3	8	3	11	5	8	22	4	1	1
	1%	1%	1%	5%	2%	*%	*%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
				def	ef	f			j				k						
		41%	53%	50%	33%	16%	1%	6%	16%	10%	28%	12%	41%	16%	30%	80%	13%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION								
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r					
Significance Level: 95%																								
Unweighted total	5149	2437	2641	536	932	1688	1914	354	413	674	2195	1371	1682	631	1239	3328	560	615	646					
Effective Weighted Sample	3506	1651	1808	363	684	1163	1247	233	277	452	1526	976	1223	440	868	2728	325	410	534					
Total	2925	1365	1518	285	576	931	1077	181	246	361	1267	792	765	504	708	2423	267	147	87					
		47%	52%	10%	20%	32%	37%	6%	8%	12%	43%	27%	26%	17%	24%	83%	9%	5%	3%					
Female housemate	27	15	12	15	8	2	3	2	3	3	6	3	11	5	9	22	3	1	*					
	1%	1%	1%	5%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%					
				def	ef								k	k										
				53%	45%	54%	29%	7%	11%	6%	12%	10%	23%	10%	41%	17%	31%	82%	11%	5%	2%			
Someone else in the household	33	12	19	14	7	8	2	2	3	3	4	3	8	8	11	27	3	2	1					
	1%	1%	1%	5%	1%	1%	*%	1%	1%	1%	*%	*%	1%	2%	2%	1%	1%	2%	1%					
				def	f	f		j					k	k										
				35%	56%	44%	20%	24%	6%	7%	8%	10%	11%	9%	25%	25%	33%	81%	10%	7%	2%			
Someone else outside of the household	22	9	13	7	3	6	6	1	7	2	2	3	6	3	11	18	2	2	*					
	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	*%	*%	1%	1%	2%	1%	1%	2%	*%					
				def	ij				k									r						
				41%	59%	32%	16%	26%	27%	6%	33%	11%	9%	12%	26%	12%	49%	81%	8%	10%	1%			
Don't know	49	26	23	15	9	14	10	3	2	6	11	6	14	7	12	43	3	3	1					
	2%	2%	2%	5%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%					
				def	k	k																		
				52%	47%	31%	19%	28%	20%	6%	5%	12%	23%	12%	29%	15%	25%	86%	6%	6%	2%			
Prefer not to say	185	95	74	17	32	62	55	9	4	9	39	44	37	25	40	155	12	12	6					
	6%	7%	5%	6%	6%	7%	5%	5%	2%	2%	3%	6%	5%	5%	6%	6%	4%	8%	7%					
		b						h										p						
		51%	40%	9%	17%	33%	30%	5%	2%	5%	21%	24%	20%	14%	22%	84%	6%	6%	3%					
NOT ANSWERED [POSTAL ONLY]	14	5	9	-	1	1	9	1	1	2	1	1	2	1	5	11	1	1	1					
	*%	*%	1%	-%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%		*%	*%	1%	2%					
							e	j		j				k				o						
							37%	63%	-%	7%	5%	66%	11%	7%	16%	8%	7%	14%	10%	38%	76%	6%	8%	10%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5149	371	455	346	358	354	366	395	335	348	3933	1216	2885	2117	2597	2552
Effective Weighted Sample	3506	327	400	310	319	305	328	341	290	303	2970	542	2004	1417	1696	1814
Total	2925	355	416	241	218	276	202	237	130	349	2517	407	1734	1094	1465	1460
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	59%	37%	50%	50%
I do	2217	273	301	186	164	219	151	181	100	261	1907	309	1412	757	1101	1116
	76%	77%	72%	77%	75%	79%	75%	76%	77%	75%	76%	76%	81%	69%	75%	76%
						b							m			
		12%	14%	8%	7%	10%	7%	8%	5%	12%	86%	14%	64%	34%	50%	50%
Husband/ male partner	523	57	75	48	46	54	44	43	24	48	457	65	310	205	292	231
	18%	16%	18%	20%	21%	20%	22%	18%	18%	14%	18%	16%	18%	19%	20%	16%
				i	i		i								o	
		11%	14%	9%	9%	10%	8%	8%	5%	9%	87%	13%	59%	39%	56%	44%
Wife/ female partner	403	48	64	45	30	36	28	30	17	41	347	56	255	140	224	179
	14%	14%	15%	19%	14%	13%	14%	13%	13%	12%	14%	14%	15%	13%	15%	12%
				egi											o	
		12%	16%	11%	7%	9%	7%	8%	4%	10%	86%	14%	63%	35%	56%	44%
Father	74	9	5	8	6	9	3	5	3	10	69	5	34	38	28	47
	3%	3%	1%	3%	3%	3%	2%	2%	2%	3%	3%	1%	2%	4%	2%	3%
											k			l		n
		12%	7%	10%	8%	12%	5%	7%	4%	13%	93%	7%	46%	52%	37%	63%
Mother	81	10	11	8	10	7	4	6	2	7	77	4	31	47	26	55
	3%	3%	3%	3%	5%	3%	2%	2%	1%	2%	3%	1%	2%	4%	2%	4%
					h						k			l		n
		13%	13%	10%	12%	9%	5%	7%	2%	9%	95%	5%	38%	58%	32%	68%
Son	84	11	6	8	8	12	7	7	2	12	75	9	46	36	35	49
	3%	3%	1%	3%	4%	5%	4%	3%	1%	3%	3%	2%	3%	3%	2%	3%
						bh										
		13%	7%	9%	9%	15%	9%	8%	2%	14%	89%	11%	55%	43%	42%	58%
Daughter	65	9	4	5	4	8	6	6	3	8	57	8	38	24	25	40
	2%	3%	1%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%
							b									n
		14%	6%	8%	7%	12%	9%	10%	5%	13%	88%	12%	59%	36%	38%	62%
Male housemate	28	3	2	1	2	3	4	3	*	2	26	2	11	17	6	22
	1%	1%	1%	*%	1%	1%	2%	1%	*%	1%	1%	1%	1%	2%	*%	1%
							h							l		n
		12%	8%	4%	7%	12%	16%	11%	2%	8%	92%	8%	40%	60%	21%	79%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5149	371	455	346	358	354	366	395	335	348	3933	1216	2885	2117	2597	2552
Effective Weighted Sample	3506	327	400	310	319	305	328	341	290	303	2970	542	2004	1417	1696	1814
Total	2925	355	416	241	218	276	202	237	130	349	2517	407	1734	1094	1465	1460
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	59%	37%	50%	50%
Female housemate	27	1	3	1	3	2	5	4	1	3	24	3	11	15	8	19
	1%	*%	1%	*%	2%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%
		5%	10%	3%	13%	6%	20%	14%	3%	10%	89%	11%	41%	55%	30%	70%
Someone else in the household	33	6	4	3	1	3	2	3	1	4	32	1	13	17	10	24
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	2%
		19%	13%	8%	4%	8%	5%	8%	2%	12%	96%	4%	40%	52%	29%	71%
Someone else outside of the household	22	-	2	2	1	2	1	2	-	8	21	1	8	14	2	20
	1%	-%	*%	1%	1%	1%	1%	1%	-%	2%	1%	*%	*%	1%	*%	1%
		-%	7%	9%	6%	8%	5%	11%	-%	36%	95%	5%	37%	63%	8%	92%
Don't know	49	8	11	1	5	4	5	2	2	5	46	3	21	22	16	33
	2%	2%	3%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	2%
		16%	22%	2%	10%	8%	11%	3%	4%	10%	94%	6%	43%	44%	33%	67%
Prefer not to say	185	29	26	16	12	13	11	18	7	22	161	24	92	62	94	92
	6%	8%	6%	7%	6%	5%	6%	7%	6%	6%	6%	6%	5%	6%	6%	6%
		16%	14%	9%	7%	7%	6%	9%	4%	12%	87%	13%	50%	33%	51%	49%
NOT ANSWERED [POSTAL ONLY]	14	3	2	-	-	2	1	1	-	2	12	2	2	7	5	9
	*%	1%	*%	-%	-%	1%	1%	*%	-%	1%	*%	1%	*%	1%	*%	1%
		20%	12%	-%	-%	11%	9%	7%	-%	17%	84%	16%	18%	48%	35%	65%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	5149	2451	2188	3947	3974	2167	4964
Effective Weighted Sample	3506	1655	1481	2737	2739	1500	3388
Total	2925	1390	1246	2214	2233	1211	2800
		48%	43%	76%	76%	41%	96%
I do	2217	1061	968	1732	1748	992	2151
	76%	76%	78%	78%	78%	82%	77%
						abcdf	
		48%	44%	78%	79%	45%	97%
Husband/ male partner	523	267	224	407	415	196	507
	18%	19%	18%	18%	19%	16%	18%
		e			e		
		51%	43%	78%	79%	38%	97%
Wife/ female partner	403	205	183	320	324	169	393
	14%	15%	15%	14%	15%	14%	14%
		51%	45%	79%	80%	42%	98%
Father	74	38	34	58	60	49	71
	3%	3%	3%	3%	3%	4%	3%
						cdf	
		52%	46%	78%	81%	66%	96%
Mother	81	42	33	62	67	49	80
	3%	3%	3%	3%	3%	4%	3%
						bcf	
		52%	41%	76%	83%	61%	98%
Son	84	41	38	56	65	36	81
	3%	3%	3%	3%	3%	3%	3%
		48%	46%	67%	77%	42%	96%
Daughter	65	33	22	49	54	30	61
	2%	2%	2%	2%	2%	2%	2%
		51%	34%	75%	83%	47%	94%
Male housemate	28	8	6	17	24	15	27
	1%	1%	1%	1%	1%	1%	1%
						ab	
		28%	23%	62%	87%	53%	96%
Female housemate	27	7	6	19	21	14	24
	1%	1%	*%	1%	1%	1%	1%
						ab	
		27%	20%	71%	77%	52%	88%

Columns Tested: a,b,c,d,e,f

QZ18B. Who makes any of the decisions about the mobile phone for your household? (MULTI CODE)

Base : Those in a household with any mobile phones

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5149	2451	2188	3947	3974	2167	4964
Effective Weighted Sample	3506	1655	1481	2737	2739	1500	3388
Total	2925	1390	1246	2214	2233	1211	2800
		48%	43%	76%	76%	41%	96%
Someone else in the household	33	14	9	19	21	16	30
	1%	1%	1%	1%	1%	1%	1%
		43%	26%	57%	64%	49%	89%
Someone else outside of the household	22	8	6	9	13	6	18
	1%	1%	*%	*%	1%	1%	1%
		36%	27%	42%	61%	29%	83%
Don't know	49	15	14	30	32	16	44
	2%	1%	1%	1%	1%	1%	2%
		30%	29%	61%	65%	32%	89%
Prefer not to say	185	82	58	116	111	55	158
	6%	6%	5%	5%	5%	5%	6%
		44%	31%	63%	60%	30%	85%
NOT ANSWERED [POSTAL ONLY]	14	5	5	6	4	1	11
	*%	*%	*%	*%	*%	*%	*%
		36%	38%	47%	27%	10%	76%

Columns Tested: a,b,c,d,e,f

QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4756	2271	2426	462	839	1547	1835	312	367	625	2108	1298	1587	576	1100	3071	518	578	589
Effective Weighted Sample	3252	1547	1668	315	617	1079	1201	208	246	425	1471	934	1155	404	771	2525	303	389	487
Total	2697	1269 47%	1391 52%	237 9%	518 19%	849 31%	1039 39%	170 6%	217 8%	330 12%	1219 45%	751 28%	725 27%	459 17%	625 23%	2228 83%	251 9%	139 5%	78 3%
I do	1651 61%	865 68%	776 56%	79 33%	347 67%	557 66%	654 63%	102 60%	143 66%	229 69%	809 66%	502 67%	462 64%	283 62%	346 55%	1361 61%	162 64%	83 59%	46 59%
		b 52%	a 47%	c 5%	c 21%	c 34%	c 40%			g 14%		n 30%	n 28%	n 17%					
Husband/ male partner	639 24%	70 5%	567 41%	27 11%	146 28%	224 26%	236 23%	15 9%	29 13%	63 19%	381 31%	198 26%	172 24%	105 23%	149 24%	538 24%	56 23%	30 22%	14 18%
			a 11%	cf 89%	cf 23%	c 35%	c 37%			g 10%	ghi 60%				r 84%				
Wife/ female partner	352 13%	314 25%	35 2%	12 5%	54 11%	133 16%	151 15%	14 8%	21 10%	49 15%	187 15%	105 14%	88 12%	78 17%	72 12%	292 13%	30 12%	23 17%	6 8%
		b 89%	a 10%	c 4%	c 15%	cd 38%	cd 43%			g 14%	gh 53%		ln 30%		r 22%				
Father	95 4%	42 3%	53 4%	58 24%	18 3%	14 2%	6 1%	6 4%	3 2%	6 2%	35 3%	21 3%	27 4%	27 6%	16 3%	75 3%	11 5%	4 3%	5 6%
				def 44%	ef 56%	f 61%	f 19%							kn 28%					oq 5%
Mother	77 3%	31 2%	44 3%	51 21%	14 3%	10 1%	2 *%	4 2%	9 4%	7 2%	17 1%	14 2%	24 3%	13 3%	20 3%	57 3%	9 4%	4 3%	5 7%
				def 40%	ef 57%	f 66%	f 19%			j 12%			k 32%						oq 7%
Son	39 1%	13 1%	24 2%	1 1%	3 1%	8 1%	26 2%	3 1%	4 2%	6 2%	13 1%	8 1%	4 *%	7 2%	19 3%	34 2%	* *%	3 2%	2 2%
							cde 67%							l 19%	kl 48%			p 8%	p 4%
Daughter	22 1%	4 *%	17 1%	1 *%	4 1%	7 1%	10 1%	2 1%	2 1%	3 1%	5 *%	4 1%	3 *%	4 1%	11 2%	18 1%	1 *%	1 1%	1 2%
			a 20%											kl 51%					
Male housemate	24 1%	12 1%	11 1%	9 4%	8 1%	5 1%	2 *%	2 1%	2 1%	3 1%	8 1%	2 *%	11 1%	3 1%	5 1%	20 1%	1 *%	2 1%	1 1%
				def 51%	f 47%								k 45%						

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4756	2271	2426	462	839	1547	1835	312	367	625	2108	1298	1587	576	1100	3071	518	578	589
Effective Weighted Sample	3252	1547	1668	315	617	1079	1201	208	246	425	1471	934	1155	404	771	2525	303	389	487
Total	2697	1269	1391	237	518	849	1039	170	217	330	1219	751	725	459	625	2228	251	139	78
		47%	52%	9%	19%	31%	39%	6%	8%	12%	45%	28%	27%	17%	23%	83%	9%	5%	3%
Female housemate	24	7	17	13	5	5	*	2	3	1	9	1	16	2	4	20	2	2	*
	1%	1%	1%	5%	1%	1%	*%	1%	1%	*%	1%	*%	2%	*%	1%	1%	1%	1%	*%
			a	def	f	f							kmn						
		27%	73%	55%	23%	22%	*%	8%	11%	6%	36%	4%	65%	8%	16%	82%	9%	8%	1%
Someone else in the household	36	17	18	11	12	8	4	4	3	4	6	6	11	5	12	29	3	3	1
	1%	1%	1%	5%	2%	1%	*%	2%	1%	1%	*%	1%	2%	1%	2%	1%	1%	2%	1%
			ef	ef	ef			j						k					
		49%	50%	31%	34%	22%	11%	11%	8%	10%	16%	16%	32%	14%	33%	83%	7%	7%	3%
Someone else outside of the household	31	12	18	18	6	4	4	5	3	4	8	5	15	-	10	27	2	3	*
	1%	1%	1%	7%	1%	*%	*%	3%	2%	1%	1%	1%	2%	-%	2%	1%	1%	2%	*%
			def	def				j					km	m	r			r	
		38%	56%	56%	18%	13%	12%	16%	10%	12%	26%	17%	48%	-%	32%	85%	7%	9%	*%
Don't know	36	17	18	8	9	8	10	3	2	4	11	7	9	9	9	30	3	2	1
	1%	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
			ef																
		48%	51%	22%	25%	23%	28%	8%	6%	11%	30%	19%	25%	24%	24%	85%	8%	5%	3%
Prefer not to say	159	84	59	10	26	52	51	7	4	8	35	42	37	20	26	133	10	11	5
	6%	7%	4%	4%	5%	6%	5%	4%	2%	3%	3%	6%	5%	4%	4%	6%	4%	8%	6%
		b																p	
		53%	37%	6%	16%	33%	32%	5%	3%	5%	22%	27%	23%	13%	16%	84%	6%	7%	3%
NOT ANSWERED [POSTAL ONLY]	90	45	44	-	*	7	71	22	14	10	8	11	9	8	46	73	8	7	2
	3%	4%	3%	-%	*%	1%	7%	13%	7%	3%	1%	1%	1%	2%	7%	3%	3%	5%	3%
						d	cde	hij	ij	j				klm					
		50%	49%	-%	*%	8%	79%	25%	16%	11%	9%	12%	10%	9%	51%	81%	9%	8%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4756	341	430	324	333	314	347	350	312	320	3636	1120	2699	1931	2446	2310
Effective Weighted Sample	3252	301	379	287	299	275	312	308	268	278	2755	500	1893	1290	1617	1638
Total	2697	325	395	228	203	242	191	207	121	318	2316	381	1619	995	1380	1316
		12%	15%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	51%	49%
I do	1651	202	237	147	122	151	112	127	73	189	1424	227	1064	555	847	805
	61%	62%	60%	64%	60%	63%	59%	62%	61%	59%	61%	60%	66%	56%	61%	61%
													m			
		12%	14%	9%	7%	9%	7%	8%	4%	11%	86%	14%	64%	34%	51%	49%
Husband/ male partner	639	67	101	56	53	60	53	51	29	68	554	85	414	217	371	268
	24%	21%	26%	24%	26%	25%	28%	25%	24%	21%	24%	22%	26%	22%	27%	20%
							a						m		o	
		10%	16%	9%	8%	9%	8%	8%	5%	11%	87%	13%	65%	34%	58%	42%
Wife/ female partner	352	39	57	34	29	29	23	27	14	39	295	57	235	111	199	154
	13%	12%	15%	15%	14%	12%	12%	13%	11%	12%	13%	15%	15%	11%	14%	12%
													m		o	
		11%	16%	10%	8%	8%	7%	8%	4%	11%	84%	16%	67%	31%	56%	44%
Father	95	14	11	6	10	12	2	5	2	12	83	12	51	42	45	50
	4%	4%	3%	3%	5%	5%	1%	3%	2%	4%	4%	3%	3%	4%	3%	4%
		fh			fh	fh				f						
		15%	12%	7%	10%	13%	2%	6%	2%	12%	87%	13%	54%	45%	47%	53%
Mother	77	11	8	3	7	8	4	5	3	9	71	5	37	39	22	55
	3%	3%	2%	1%	3%	3%	2%	2%	2%	3%	3%	1%	2%	4%	2%	4%
											k		l		n	
		14%	10%	4%	9%	10%	5%	7%	3%	12%	93%	7%	49%	51%	29%	71%
Son	39	5	4	1	4	8	1	3	1	7	34	5	18	20	11	28
	1%	1%	1%	*%	2%	3%	*%	2%	1%	2%	1%	1%	1%	2%	1%	2%
						bcf								l		n
		12%	10%	3%	10%	21%	2%	8%	3%	17%	87%	13%	48%	52%	27%	73%
Daughter	22	3	1	*	1	4	2	3	2	2	19	3	13	9	4	18
	1%	1%	*%	*%	*%	2%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%
									c						n	
		12%	6%	1%	4%	17%	10%	12%	9%	11%	86%	14%	60%	40%	17%	83%
Male housemate	24	2	6	-	2	1	1	5	2	1	22	2	10	12	8	16
	1%	1%	1%	-%	1%	*%	*%	2%	2%	*%	1%	*%	1%	1%	1%	1%
			c				cfi		c						n	
		11%	24%	-%	10%	5%	4%	20%	8%	5%	92%	8%	43%	50%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4756	341	430	324	333	314	347	350	312	320	3636	1120	2699	1931	2446	2310
Effective Weighted Sample	3252	301	379	287	299	275	312	308	268	278	2755	500	1893	1290	1617	1638
Total	2697	325	395	228	203	242	191	207	121	318	2316	381	1619	995	1380	1316
		12%	15%	8%	8%	9%	7%	8%	4%	12%	86%	14%	60%	37%	51%	49%
Female housemate	24	2	5	*	3	1	2	1	1	5	23	1	10	12	4	20
	1%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%
		7%	19%	1%	12%	5%	6%	5%	6%	20%	97%	3%	42%	50%	17%	83%
Someone else in the household	36	8	6	-	2	3	3	3	2	2	33	2	13	20	10	26
	1%	3%	1%	-%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%
		c	c				c	c	c					l		n
		23%	16%	-%	6%	8%	7%	10%	7%	6%	94%	6%	38%	56%	27%	73%
Someone else outside of the household	31	1	8	1	4	1	5	2	3	2	28	4	12	19	8	24
	1%	*%	2%	*%	2%	*%	3%	1%	2%	1%	1%	1%	1%	2%	1%	2%
			e				ace		ae					l		n
		3%	25%	4%	13%	2%	15%	7%	9%	7%	88%	12%	38%	61%	24%	76%
Don't know	36	5	5	1	4	6	4	*	3	2	31	5	15	18	11	25
	1%	1%	1%	1%	2%	3%	2%	*%	2%	1%	1%	1%	1%	2%	1%	2%
			g		g	cg	g		g					l		n
		13%	13%	3%	13%	18%	10%	1%	7%	7%	87%	13%	42%	49%	30%	70%
Prefer not to say	159	30	22	17	11	7	11	12	5	17	139	20	87	43	86	73
	6%	9%	6%	8%	6%	3%	6%	6%	4%	5%	6%	5%	5%	4%	6%	6%
		eh		e												
		19%	14%	11%	7%	5%	7%	7%	3%	11%	87%	13%	55%	27%	54%	46%
NOT ANSWERED [POSTAL ONLY]	90	9	16	10	1	11	8	5	3	11	77	13	9	71	35	55
	3%	3%	4%	4%	1%	4%	4%	2%	2%	4%	3%	4%	1%	7%	3%	4%
			d	d		d	d			d				l		n
		10%	17%	11%	2%	12%	8%	5%	3%	13%	85%	15%	10%	79%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4756	2314	2064	3735	3723	2034	4626
Effective Weighted Sample	3252	1568	1403	2599	2578	1409	3173
Total	2697	1303	1184	2094	2091	1141	2609
		48%	44%	78%	78%	42%	97%
I do	1651	805	740	1321	1332	760	1616
	61%	62%	62%	63%	64%	67%	62%
						abcf	
		49%	45%	80%	81%	46%	98%
Husband/ male partner	639	346	270	534	539	250	627
	24%	27%	23%	26%	26%	22%	24%
		be	e	be	be		
		54%	42%	84%	84%	39%	98%
Wife/ female partner	352	186	153	299	292	148	348
	13%	14%	13%	14%	14%	13%	13%
		53%	43%	85%	83%	42%	99%
Father	95	48	48	78	81	61	93
	4%	4%	4%	4%	4%	5%	4%
						acdf	
		50%	50%	82%	85%	65%	98%
Mother	77	46	28	62	68	47	77
	3%	4%	2%	3%	3%	4%	3%
						bef	
		60%	37%	80%	88%	61%	100%
Son	39	17	18	25	27	18	37
	1%	1%	2%	1%	1%	2%	1%
		45%	48%	66%	69%	45%	97%
Daughter	22	10	8	17	17	8	21
	1%	1%	1%	1%	1%	1%	1%
		46%	37%	80%	79%	37%	95%
Male housemate	24	6	7	15	20	15	24
	1%	*%	1%	1%	1%	1%	1%
						ab	
		28%	29%	64%	86%	64%	100%
Female housemate	24	7	6	18	21	15	23
	1%	1%	*%	1%	1%	1%	1%
						ab	
		28%	23%	77%	87%	62%	96%

Columns Tested: a,b,c,d,e,f

QZ18C. Who makes any of the decisions about the fixed broadband for your household? (MULTI CODE)

Base : Those in a household with a fixed broadband service - and all completing a paper questionnaire

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4756	2314	2064	3735	3723	2034	4626
Effective Weighted Sample	3252	1568	1403	2599	2578	1409	3173
Total	2697	1303	1184	2094	2091	1141	2609
		48%	44%	78%	78%	42%	97%
Someone else in the household	36	15	12	25	31	22	36
	1%	1%	1%	1%	2%	2%	1%
		41%	35%	71%	88%	62%	100%
Someone else outside of the household	31	6	12	22	28	18	29
	1%	*%	1%	1%	1%	2%	1%
				a	a	a	a
		19%	39%	71%	91%	57%	93%
Don't know	36	13	10	22	23	12	32
	1%	1%	1%	1%	1%	1%	1%
		35%	29%	62%	63%	35%	89%
Prefer not to say	159	77	52	109	99	50	142
	6%	6%	4%	5%	5%	4%	5%
		48%	33%	68%	62%	31%	90%
NOT ANSWERED [POSTAL ONLY]	90	11	60	20	7	6	74
	3%	1%	5%	1%	*%	1%	3%
		d	acdef	d			acde
		13%	66%	22%	8%	7%	82%

Columns Tested: a,b,c,d,e,f

QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION							
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI				
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r				
Significance Level: 95%																							
Unweighted total	4374	2033	2286	506	861	1504	1449	257	323	564	2023	1214	1501	544	944	2824	468	530	552				
Effective Weighted Sample	3001	1381	1583	348	630	1041	951	176	219	384	1419	868	1096	383	668	2336	271	363	459				
Total	2465	1130	1307	262	527	824	817	126	189	300	1171	709	681	437	531	2040	225	127	73				
		46%	53%	11%	21%	33%	33%	5%	8%	12%	47%	29%	28%	18%	22%	83%	9%	5%	3%				
I do	1517	751	754	103	362	536	506	80	130	202	783	476	426	284	286	1249	151	76	41				
	62%	66%	58%	39%	69%	65%	62%	64%	69%	67%	67%	67%	63%	65%	54%	61%	67%	60%	56%				
		b			cf	c	c					ln	n	n		r							
		50%	50%	7%	24%	35%	33%	5%	9%	13%	52%	31%	28%	19%	19%	82%	10%	5%	3%				
Husband/ male partner	577	63	511	28	138	223	184	13	25	62	348	179	155	100	128	487	46	32	12				
	23%	6%	39%	11%	26%	27%	23%	10%	13%	21%	30%	25%	23%	23%	24%	24%	20%	25%	16%				
			a		c	cf	c			gh	ghi				r			r					
			11%	89%	5%	24%	39%	2%	4%	11%	60%	31%	27%	17%	22%	84%	8%	5%	2%				
Wife/ female partner	360	327	30	13	68	142	135	15	21	53	203	117	93	79	64	302	28	23	7				
	15%	29%	2%	5%	13%	17%	16%	12%	11%	18%	17%	17%	14%	18%	12%	15%	12%	18%	9%				
		b			c	cd	cd			h	h	n		ln		r		pr					
		91%	8%	4%	19%	39%	37%	4%	6%	15%	56%	33%	26%	22%	18%	84%	8%	6%	2%				
Father	79	36	43	55	15	7	2	4	3	3	34	20	27	18	11	62	9	3	5				
	3%	3%	3%	21%	3%	1%	*%	3%	2%	1%	3%	3%	4%	4%	2%	3%	4%	2%	7%				
				def	ef					i			n	n				oq					
				45%	55%	70%	19%	9%	2%	5%	4%	4%	43%	25%	34%	23%	13%	79%	12%	4%	6%		
Mother	88	36	51	61	15	11	2	5	6	10	23	14	32	13	22	68	9	5	6				
	4%	3%	4%	23%	3%	1%	*%	4%	3%	3%	2%	2%	5%	3%	4%	3%	4%	4%	8%				
				def	ef	f		j					k	k				opq					
				41%	57%	69%	17%	12%	2%	6%	7%	11%	26%	16%	36%	15%	25%	77%	10%	6%	6%		
Son	46	21	25	3	2	19	22	3	3	6	22	14	5	11	16	40	1	4	2				
	2%	2%	2%	1%	*%	2%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	*%	3%	2%				
						d	d					l		l	l			p	p				
						45%	55%	7%	4%	41%	47%	6%	6%	14%	48%	31%	11%	23%	35%	85%	2%	9%	3%
Daughter	40	18	22	2	4	18	17	1	3	4	18	10	9	9	10	35	2	2	2				
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%				
						d	d																
						43%	55%	4%	9%	44%	43%	3%	8%	11%	44%	24%	23%	23%	26%	86%	5%	5%	4%
Male housemate	23	9	11	13	5	4	*	3	3	2	8	2	13	2	5	18	2	2	1				
	1%	1%	1%	5%	1%	1%	*%	2%	2%	1%	1%	*%	2%	1%	1%	1%	1%	2%	1%				
				def	f	f							k										
				41%	50%	56%	24%	19%	1%	11%	14%	10%	34%	8%	59%	11%	20%	78%	9%	9%	4%		

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4374	2033	2286	506	861	1504	1449	257	323	564	2023	1214	1501	544	944	2824	468	530	552
Effective Weighted Sample	3001	1381	1583	348	630	1041	951	176	219	384	1419	868	1096	383	668	2336	271	363	459
Total	2465	1130	1307	262	527	824	817	126	189	300	1171	709	681	437	531	2040	225	127	73
		46%	53%	11%	21%	33%	33%	5%	8%	12%	47%	29%	28%	18%	22%	83%	9%	5%	3%
Female housemate	20	6	14	12	6	2	*	2	3	2	8	*	13	4	2	16	2	2	*
	1%	1%	1%	5%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
				def	ef								kn	k				r	
		31%	69%	59%	31%	9%	1%	10%	14%	9%	42%	2%	67%	20%	10%	82%	9%	8%	1%
Someone else in the household	36	13	21	11	13	8	2	2	3	4	7	8	10	5	10	28	5	2	1
	1%	1%	2%	4%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%
				ef	ef	f													
		38%	58%	32%	36%	22%	5%	6%	7%	12%	20%	22%	28%	13%	28%	77%	13%	7%	3%
Someone else outside of the household	22	9	13	12	5	2	4	2	3	2	5	1	9	3	9	16	3	3	1
	1%	1%	1%	4%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
				def				j	j				k	k				o	
		41%	57%	53%	21%	10%	16%	10%	14%	7%	24%	6%	40%	13%	40%	73%	12%	12%	4%
Don't know	103	46	56	23	23	16	38	8	6	11	35	20	33	14	28	83	12	5	2
	4%	4%	4%	9%	4%	2%	5%	6%	3%	4%	3%	3%	5%	3%	5%	4%	5%	4%	3%
				def	e		e	j					k	k					
		45%	55%	23%	23%	16%	37%	8%	6%	11%	34%	19%	33%	13%	27%	81%	12%	5%	2%
Prefer not to say	164	86	71	16	27	54	52	7	3	9	44	50	37	24	24	134	14	11	6
	7%	8%	5%	6%	5%	7%	6%	6%	2%	3%	4%	7%	5%	6%	5%	7%	6%	9%	8%
		b						h				n							
		52%	43%	9%	17%	33%	32%	4%	2%	6%	27%	30%	23%	15%	15%	82%	8%	7%	3%
NOT ANSWERED [POSTAL ONLY]	29	11	17	*	*	3	23	2	5	6	4	2	7	3	12	26	1	1	2
	1%	1%	1%	1%	1%	1%	3%	1%	3%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%
							cde		j	j				kl					p
		39%	58%	1%	1%	10%	80%	5%	17%	22%	12%	8%	24%	11%	42%	88%	2%	4%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4374	321	383	293	302	296	316	330	291	292	3362	1012	2643	1621	2207	2167
Effective Weighted Sample	3001	285	343	267	273	259	286	293	253	254	2554	452	1849	1097	1459	1547
Total	2465	310	348	204	182	224	175	193	112	292	2128	337	1592	809	1246	1219
		13%	14%	8%	7%	9%	7%	8%	5%	12%	86%	14%	65%	33%	51%	49%
I do	1517	187	213	131	114	140	104	116	68	176	1314	203	1050	440	760	757
	62%	60%	61%	64%	63%	62%	59%	60%	61%	60%	62%	60%	66%	54%	61%	62%
		12%	14%	9%	8%	9%	7%	8%	4%	12%	87%	13%	69%	29%	50%	50%
Husband/ male partner	577	66	84	50	43	55	51	47	24	66	505	71	396	171	330	246
	23%	21%	24%	25%	24%	24%	29%	25%	22%	22%	24%	21%	25%	21%	26%	20%
		11%	15%	9%	7%	10%	9%	8%	4%	11%	88%	12%	69%	30%	57%	43%
Wife/ female partner	360	43	56	37	31	30	23	32	13	38	305	55	259	94	196	164
	15%	14%	16%	18%	17%	13%	13%	16%	12%	13%	14%	16%	16%	12%	16%	13%
		12%	15%	10%	9%	8%	7%	9%	4%	10%	85%	15%	72%	26%	54%	46%
Father	79	13	9	6	10	8	2	6	3	4	69	10	43	34	37	42
	3%	4%	3%	3%	6%	4%	1%	3%	2%	2%	3%	3%	3%	4%	3%	3%
		f			fi									l		
		17%	12%	7%	13%	10%	3%	8%	3%	6%	88%	12%	55%	43%	47%	53%
Mother	88	13	7	7	6	9	5	7	4	10	82	7	39	47	28	61
	4%	4%	2%	4%	3%	4%	3%	4%	3%	3%	4%	2%	2%	6%	2%	5%
		15%	8%	8%	7%	10%	6%	8%	4%	12%	92%	8%	44%	53%	31%	69%
Son	46	3	3	4	4	10	2	3	1	11	38	8	33	14	23	24
	2%	1%	1%	2%	2%	4%	1%	1%	1%	4%	2%	2%	2%	2%	2%	2%
						abfgh				abfh						
		6%	6%	9%	9%	21%	4%	5%	2%	23%	83%	17%	71%	29%	49%	51%
Daughter	40	3	3	1	1	9	3	2	3	10	34	7	27	12	18	22
	2%	1%	1%	*%	1%	4%	2%	1%	2%	4%	2%	2%	2%	1%	1%	2%
						abcdg				abcd						
		7%	7%	2%	3%	22%	7%	6%	7%	26%	83%	17%	68%	29%	45%	55%
Male housemate	23	3	3	-	2	2	1	4	1	2	22	1	10	12	4	18
	1%	1%	1%	-%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	*%	2%
								c					l		n	
		15%	13%	-%	10%	8%	5%	16%	3%	8%	98%	2%	44%	53%	19%	81%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4374	321	383	293	302	296	316	330	291	292	3362	1012	2643	1621	2207	2167
Effective Weighted Sample	3001	285	343	267	273	259	286	293	253	254	2554	452	1849	1097	1459	1547
Total	2465	310	348	204	182	224	175	193	112	292	2128	337	1592	809	1246	1219
		13%	14%	8%	7%	9%	7%	8%	5%	12%	86%	14%	65%	33%	51%	49%
Female housemate	20	-	3	1	3	1	3	2	1	3	18	2	12	8	4	16
	1%	-%	1%	*%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	*%	1%
					a		a									n
		-%	17%	3%	13%	4%	15%	11%	4%	15%	91%	9%	59%	41%	20%	80%
Someone else in the household	36	7	4	1	2	3	3	3	2	3	33	3	17	16	13	23
	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%
													l			
		19%	11%	3%	7%	8%	8%	9%	5%	7%	91%	9%	48%	44%	37%	63%
Someone else outside of the household	22	2	3	1	2	-	2	2	2	1	20	2	10	12	7	15
	1%	1%	1%	*%	1%	-%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%
									e				l			
		11%	12%	4%	11%	-%	9%	11%	8%	6%	90%	10%	46%	54%	33%	67%
Don't know	103	25	13	4	8	10	7	6	3	9	90	13	49	50	38	65
	4%	8%	4%	2%	4%	4%	4%	3%	3%	3%	4%	4%	3%	6%	3%	5%
		bcghi											l			n
		24%	12%	4%	8%	10%	7%	6%	3%	8%	87%	13%	48%	49%	37%	63%
Prefer not to say	164	27	23	17	9	7	13	12	7	18	143	21	94	52	88	76
	7%	9%	7%	8%	5%	3%	8%	6%	6%	6%	7%	6%	6%	6%	7%	6%
		e		e			e									
		16%	14%	10%	6%	4%	8%	8%	4%	11%	87%	13%	57%	31%	54%	46%
NOT ANSWERED [POSTAL ONLY]	29	*	5	5	1	5	1	2	1	7	26	3	4	22	19	10
	1%	*%	1%	2%	*%	2%	*%	1%	1%	2%	1%	1%	*%	3%	2%	1%
				af		af				af			l			
		1%	17%	16%	3%	18%	2%	6%	2%	23%	90%	10%	13%	76%	66%	34%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	4374	2461	1687	3583	3991	1990	4374
Effective Weighted Sample	3001	1661	1153	2479	2752	1371	3001
Total	2465	1396	957	2020	2243	1111	2465
		57%	39%	82%	91%	45%	100%
I do	1517	852	618	1269	1407	739	1517
	62%	61%	65%	63%	63%	67%	62%
						acdf	
		56%	41%	84%	93%	49%	100%
Husband/ male partner	577	357	220	495	539	240	577
	23%	26%	23%	24%	24%	22%	23%
		e	e	e			
		62%	38%	86%	93%	42%	100%
Wife/ female partner	360	212	147	304	335	162	360
	15%	15%	15%	15%	15%	15%	15%
		59%	41%	84%	93%	45%	100%
Father	79	47	34	68	78	56	79
	3%	3%	4%	3%	3%	5%	3%
						acdf	
		60%	42%	86%	98%	71%	100%
Mother	88	51	33	73	84	57	88
	4%	4%	3%	4%	4%	5%	4%
						abcdf	
		57%	37%	83%	95%	65%	100%
Son	46	24	25	39	46	25	46
	2%	2%	3%	2%	2%	2%	2%
		52%	55%	84%	100%	54%	100%
Daughter	40	20	19	36	38	17	40
	2%	1%	2%	2%	2%	2%	2%
		50%	48%	90%	95%	42%	100%
Male housemate	23	7	3	14	21	15	23
	1%	*%	*%	1%	1%	1%	1%
					b	ab	
		30%	14%	64%	95%	66%	100%
Female housemate	20	5	5	17	20	12	20
	1%	*%	1%	1%	1%	1%	1%
					a	a	
		26%	25%	88%	100%	62%	100%

Columns Tested: a,b,c,d,e,f

QZ18D. Who makes any of the decisions about the Pay TV service for your household? (MULTI CODE)

Base : Those in a household with a paid TV or on-demand service

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4374	2461	1687	3583	3991	1990	4374
Effective Weighted Sample	3001	1661	1153	2479	2752	1371	3001
Total	2465	1396	957	2020	2243	1111	2465
		57%	39%	82%	91%	45%	100%
Someone else in the household	36	18	10	27	33	19	36
	1%	1%	1%	1%	1%	2%	1%
		52%	27%	75%	93%	53%	100%
Someone else outside of the household	22	3	8	16	21	14	22
	1%	*%	1%	1%	1%	1%	1%
			a	a	a	a	a
		14%	36%	75%	97%	63%	100%
Don't know	103	39	33	67	91	39	103
	4%	3%	3%	3%	4%	4%	4%
					a	a	a
		38%	32%	65%	89%	38%	100%
Prefer not to say	164	93	54	124	128	54	164
	7%	7%	6%	6%	6%	5%	7%
		e	e	e	e	e	e
		57%	33%	75%	78%	33%	100%
NOT ANSWERED [POSTAL ONLY]	29	20	11	17	14	5	29
	1%	1%	1%	1%	1%	*%	1%
		de	de	de	de	de	de
		70%	37%	60%	48%	17%	100%

Columns Tested: a,b,c,d,e,f

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	3648	1778	1844	276	721	1296	1338	369	412	669	2198	1059	1235	470	824	2347	387	447	467
Effective Weighted Sample	2490	1204	1270	191	529	897	866	241	274	449	1528	765	903	322	564	1934	224	304	388
Total	2066	992	1064	151	437	712	756	193	247	357	1268	625	569	362	468	1711	184	109	62
		48%	52%	7%	21%	34%	37%	9%	12%	17%	61%	30%	28%	18%	23%	83%	9%	5%	3%
Most Financially Vulnerable	348	146	200	49	71	130	93	193	46	71	37	31	67	69	165	276	31	27	14
	17%	15%	19%	33%	16%	18%	12%	100%	19%	20%	3%	5%	12%	19%	35%	16%	17%	25%	23%
			a	def	f	f		hij	j	j			k	kl	klm			op	o
		42%	58%	14%	20%	37%	27%	56%	13%	20%	11%	9%	19%	20%	47%	79%	9%	8%	4%
Potentially Financially Vulnerable	897	421	470	66	154	254	420	-	200	286	411	174	232	198	270	746	75	45	30
	43%	42%	44%	44%	35%	36%	56%	-%	81%	80%	32%	28%	41%	55%	58%	44%	41%	42%	49%
				de			cde		gj	gj	g		k	kl	kl				
		47%	52%	7%	17%	28%	47%	-%	22%	32%	46%	19%	26%	22%	30%	83%	8%	5%	3%
Least Financially Vulnerable	820	425	393	36	213	327	242	-	-	-	820	420	271	95	33	689	77	36	18
	40%	43%	37%	24%	49%	46%	32%	-%	-%	-%	65%	67%	48%	26%	7%	40%	42%	33%	28%
		b			cf	cf	c				ghi	lmn	mn	n		qr	qr		
		52%	48%	4%	26%	40%	30%	-%	-%	-%	100%	51%	33%	12%	4%	84%	9%	4%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3648	241	333	266	250	229	250	301	237	240	2766	882	2299	1319	1848	1800
Effective Weighted Sample	2490	215	294	239	225	200	229	264	203	208	2094	399	1603	873	1215	1278
Total	2066	231	309	187	154	176	139	177	93	244	1766	300	1371	680	1047	1018
		11%	15%	9%	7%	9%	7%	9%	5%	12%	85%	15%	66%	33%	51%	49%
Most Financially Vulnerable	348	35	47	29	24	39	19	25	23	37	313	36	154	186	111	237
	17%	15%	15%	15%	16%	22%	14%	14%	24%	15%	18%	12%	11%	27%	11%	23%
		10%	13%	8%	7%	11%	5%	7%	6%	11%	90%	10%	44%	53%	32%	68%
Potentially Financially Vulnerable	897	59	134	88	73	80	60	84	44	125	769	128	534	359	420	477
	43%	26%	43%	47%	48%	45%	43%	47%	47%	51%	44%	43%	39%	53%	40%	47%
		7%	15%	10%	8%	9%	7%	9%	5%	14%	86%	14%	59%	40%	47%	53%
Least Financially Vulnerable	820	137	129	71	57	57	60	69	27	83	684	136	683	135	516	304
	40%	59%	42%	38%	37%	33%	43%	39%	29%	34%	39%	45%	50%	20%	49%	30%
		bcdefghi	eh	h			ehi	h			83%	j	m		o	
		17%	16%	9%	7%	7%	7%	8%	3%	10%	83%	17%	83%	17%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	TV SERVICES						
	Total	PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d	YOUTUBE SERV-ICES e	ANY SER-VICES f
Significance Level: 95%							
Unweighted total	3648	1783	1591	2897	2933	1597	3560
Effective Weighted Sample	2490	1216	1073	2032	2043	1111	2440
Total	2066	1008	909	1630	1652	904	2012
		49%	44%	79%	80%	44%	97%
Most Financially Vulnerable	348	148	130	218	249	148	324
	17%	15%	14%	13%	15%	16%	16%
						c	c
		42%	37%	62%	71%	42%	93%
Potentially Financially Vulnerable	897	445	422	684	680	377	871
	43%	44%	46%	42%	41%	42%	43%
			cde				
		50%	47%	76%	76%	42%	97%
Least Financially Vulnerable	820	415	357	729	724	379	817
	40%	41%	39%	45%	44%	42%	41%
				abf	bf		
		51%	43%	89%	88%	46%	100%

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r		
Significance Level: 95%																					
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661		
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505		
Total	3000	1400 47%	1536 51%	309 10%	626 21%	982 33%	1022 34%	179 6%	237 8%	358 12%	1321 44%	830 28%	798 27%	501 17%	697 23%	2486 83%	273 9%	152 5%	89 3%		
Base for %	2954	1381 47%	1511 51%	295 10%	614 21%	970 33%	1016 34%	176 6%	236 8%	357 12%	1308 44%	819 28%	782 26%	493 17%	689 23%	2445 83%	271 9%	151 5%	88 3%		
LANDLINE AND BROADBAND	1078 36%	523 38%	541 36%	82 28%	221 36%	398 41%	368 36%	45 25%	84 36%	129 36%	544 42%	341 42%	295 38%	180 37%	227 33%	890 36%	97 36%	55 36%	36 41%		
					c	cdf	c		g	g	gi	n	n						o		
				8%	20%	37%	34%	4%	8%	12%	50%	32%	27%	17%	21%	83%	9%	5%	3%		
LANDLINE, BROADBAND AND PAY TV	686 23%	315 23%	367 24%	34 12%	128 21%	255 26%	264 26%	31 17%	47 20%	87 24%	349 27%	220 27%	165 21%	129 26%	154 22%	549 22%	83 31%	36 24%	19 21%		
					c	cd	cd		g	gh	ln	l					or				
				5%	19%	37%	39%	4%	7%	13%	51%	32%	24%	19%	22%	80%	12%	5%	3%		
LANDLINE, MOBILE AND BROADBAND	204 7%	99 7%	98 6%	11 4%	26 4%	53 5%	111 11%	14 8%	16 7%	36 10%	79 6%	65 8%	52 7%	32 6%	45 7%	169 7%	17 6%	14 9%	5 5%		
							cde		j									r			
				5%	13%	26%	54%	7%	8%	18%	39%	32%	25%	16%	22%	83%	8%	7%	2%		
LANDLINE, BROADBAND, MOBILE AND PAY TV	160 5%	79 6%	82 5%	11 4%	18 3%	56 6%	74 7%	9 5%	11 5%	24 7%	68 5%	50 6%	45 6%	24 5%	33 5%	130 5%	15 6%	13 8%	3 3%		
						d	cd									r		or			
				49%	51%	7%	11%	35%	46%	6%	7%	15%	42%	31%	28%	15%	21%	81%	9%	8%	2%
BROADBAND AND PAY TV	84 3%	34 2%	49 3%	23 8%	21 3%	26 3%	12 1%	4 2%	7 3%	7 2%	46 4%	17 2%	32 4%	15 3%	19 3%	72 3%	4 1%	4 3%	4 5%		
					def	f	f						k						op		
				40%	58%	28%	25%	31%	15%	4%	8%	9%	55%	20%	38%	18%	23%	86%	5%	5%	5%
MOBILE AND BROADBAND	74 3%	32 2%	41 3%	13 4%	16 3%	24 2%	21 2%	7 4%	9 4%	9 2%	36 3%	15 2%	29 4%	13 3%	16 2%	63 3%	8 3%	2 2%	2 2%		
					f								k								
				42%	55%	17%	22%	32%	28%	10%	12%	12%	48%	20%	38%	18%	21%	84%	10%	3%	3%
LANDLINE AND PAY TV	46 2%	19 1%	27 2%	5 2%	6 1%	15 2%	18 2%	4 2%	4 2%	5 2%	11 1%	11 1%	6 1%	9 2%	14 2%	40 2%	3 1%	1 *	2 2%		
								j					l	l					q		
				41%	59%	11%	13%	33%	38%	9%	9%	12%	24%	24%	12%	20%	31%	87%	7%	1%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505
Total	3000	1400 47%	1536 51%	309 10%	626 21%	982 33%	1022 34%	179 6%	237 8%	358 12%	1321 44%	830 28%	798 27%	501 17%	697 23%	2486 83%	273 9%	152 5%	89 3%
MOBILE AND PAY TV	28 1%	12 1%	15 1%	1 *%	2 *%	12 1%	12 1%	* *%	1 1%	3 1%	11 1%	8 1%	5 1%	5 1%	8 1%	21 1%	4 1%	1 1%	1 1%
		42%	55%	3%	9%	42%	44%	1%	5%	13%	41%	29%	18%	19%	30%	77%	14%	5%	4%
LANDLINE AND MOBILE	15 1%	7 1%	8 1%	3 1%	2 *%	5 *%	5 1%	2 1%	2 1%	5 1%	* *%	1 *%	3 *%	4 k	5 k	12 *%	1 *%	2 o	* *%
		45%	54%	19%	16%	30%	35%	13%	11%	34%	3%	4%	21%	23%	34%	76%	8%	13%	3%
MOBILE, BROADBAND AND PAY TV	12 *%	5 *%	8 1%	1 *%	2 *%	4 *%	5 *%	1 *%	1 *%	2 *%	3 *%	6 1%	4 1%	1 *%	* *%	11 *%	1 *%	1 *%	1 1%
		39%	61%	10%	18%	31%	40%	4%	6%	13%	28%	45%	32%	10%	3%	84%	4%	4%	7%
LANDLINE, MOBILE AND PAY TV	7 *%	1 *%	6 *%	1 *%	- -%	5 1%	1 *%	1 *%	1 *%	- -%	2 *%	1 *%	1 *%	2 *%	3 *%	6 *%	1 *%	- -%	- -%
		15%	85%	10%	-%	74%	17%	9%	14%	-%	26%	13%	11%	34%	42%	82%	18%	-%	-%
NO BUNDLE	599 20%	271 20%	295 20%	112 38%	173 28%	134 14%	143 14%	60 34%	58 24%	54 15%	175 13%	97 12%	156 20%	85 17%	174 25%	517 21%	42 15%	23 16%	16 18%
		45%	49%	19%	29%	22%	24%	10%	10%	9%	29%	16%	26%	14%	29%	86%	7%	4%	3%
DON'T KNOW FOR ANY PROVIDER	45	20	25	14	12	13	6	3	1	1	13	10	16	8	8	41	2	1	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL			
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o		
Significance Level: 95%																		
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610		
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730		
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518		
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%		
Base for %	2954	363	426	239	218	281	206	235	129	348	2550	404	1796	1042	1463	1491		
		12%	14%	8%	7%	10%	7%	8%	4%	12%	86%	14%	61%	35%	50%	50%		
LANDLINE AND BROADBAND	1078	123	155	107	89	86	69	94	43	122	887	190	688	363	579	499		
	36%	34%	36%	45%	41%	31%	34%	40%	34%	35%	35%	47%	38%	35%	40%	33%		
				abefhi	e			e				j	m		o			
				11%	14%	10%	8%	8%	6%	9%	4%	11%	82%	18%	64%	34%	54%	46%
LANDLINE, BROADBAND AND PAY TV	686	61	104	51	53	62	52	43	31	90	606	80	478	200	356	330		
	23%	17%	24%	22%	24%	22%	25%	18%	24%	26%	24%	20%	27%	19%	24%	22%		
			ag	a	ag	a	ag	a	ag	m								
			9%	15%	8%	8%	9%	8%	6%	5%	13%	88%	12%	70%	29%	52%	48%	
LANDLINE, MOBILE AND BROADBAND	204	33	26	16	15	15	15	13	9	25	164	40	118	79	128	76		
	7%	9%	6%	7%	7%	5%	8%	6%	7%	7%	6%	10%	7%	8%	9%	5%		
												j			o			
				16%	13%	8%	7%	7%	8%	7%	5%	12%	80%	20%	58%	39%	63%	37%
LANDLINE, BROADBAND, MOBILE AND PAY TV	160	20	20	15	7	15	13	13	7	20	146	14	98	57	98	62		
	5%	6%	5%	6%	3%	5%	6%	5%	5%	6%	6%	3%	5%	5%	7%	4%		
											k				o			
				12%	13%	10%	4%	9%	8%	8%	4%	13%	91%	9%	61%	36%	61%	39%
BROADBAND AND PAY TV	84	14	10	2	9	10	8	7	7	5	72	12	56	27	39	45		
	3%	4%	2%	1%	4%	3%	4%	3%	6%	2%	3%	3%	3%	3%	3%	3%		
		c			c	c	c		bci									
		17%	11%	2%	11%	12%	10%	8%	9%	6%	86%	14%	67%	32%	47%	53%		
MOBILE AND BROADBAND	74	12	13	5	6	6	8	4	4	5	65	9	44	28	36	39		
	3%	3%	3%	2%	3%	2%	4%	2%	3%	1%	3%	2%	2%	3%	2%	3%		
				16%	18%	7%	8%	8%	11%	5%	6%	6%	87%	13%	59%	38%	48%	52%
LANDLINE AND PAY TV	46	8	10	3	1	7	2	*	2	7	43	3	24	22	23	23		
	2%	2%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%		
		g	g			g				g								
		17%	21%	6%	2%	15%	5%	1%	4%	16%	94%	6%	53%	47%	51%	49%		

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%
MOBILE AND PAY TV	28	1	5	-	1	2	2	4	2	5	23	5	16	10	17	11
	1%	*%	1%	-%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
		2%	18%	-%	5%	7%	6%	14%	8%	17%	83%	17%	59%	38%	61%	39%
LANDLINE AND MOBILE	15	-	1	-	1	5	1	3	1	1	15	1	4	11	12	3
	1%	-%	*%	-%	*%	2%	1%	1%	*%	*%	1%	*%	*%	1%	1%	*%
		-%	5%	-%	3%	30%	10%	18%	4%	6%	97%	3%	24%	72%	78%	22%
MOBILE, BROADBAND AND PAY TV	12	2	2	-	1	1	2	1	1	1	11	2	6	6	7	5
	*%	1%	1%	-%	1%	*%	1%	*%	1%	*%	*%	*%	*%	1%	1%	*%
		19%	18%	-%	9%	5%	12%	5%	10%	6%	87%	13%	49%	51%	59%	41%
LANDLINE, MOBILE AND PAY TV	7	3	1	1	*	-	*	-	-	-	7	*	2	4	1	7
	*%	1%	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		47%	14%	9%	6%	-%	6%	-%	-%	-%	99%	1%	24%	60%	8%	92%
NO BUNDLE	599	85	87	38	35	79	36	59	25	73	545	54	282	254	198	400
	20%	24%	20%	16%	16%	28%	18%	25%	19%	21%	21%	13%	16%	24%	14%	27%
		cd				bcdghi		cdf			k		l		n	
		14%	14%	6%	6%	13%	6%	10%	4%	12%	91%	9%	47%	42%	33%	67%
DON'T KNOW FOR ANY PROVIDER	45	7	5	4	6	2	5	2	4	7	41	4	26	19	18	27

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226
Total	3000	1400	1243	2269	2330	1260	2836
		47%	41%	76%	78%	42%	95%
Base for %	2954	1395	1225	2244	2295	1241	2792
		47%	41%	76%	78%	42%	95%
LANDLINE AND BROADBAND	1078	269	591	854	867	489	1044
	36%	19%	48%	38%	38%	39%	37%
			acdef	a	a	a	a
		25%	55%	79%	80%	45%	97%
LANDLINE, BROADBAND AND PAY TV	686	686	164	621	611	290	686
	23%	49%	13%	28%	27%	23%	25%
		bcdef		bef	be	b	b
		100%	24%	91%	89%	42%	100%
LANDLINE, MOBILE AND BROADBAND	204	38	135	168	150	87	200
	7%	3%	11%	7%	7%	7%	7%
			acdef	a	a	a	a
		19%	66%	82%	73%	42%	98%
LANDLINE, BROADBAND, MOBILE AND PAY TV	160	160	33	152	142	73	160
	5%	11%	3%	7%	6%	6%	6%
		bcdef		b	b	b	b
		100%	21%	95%	89%	45%	100%
BROADBAND AND PAY TV	84	84	16	80	81	49	84
	3%	6%	1%	4%	4%	4%	3%
		bcdef		b	b	b	b
		100%	19%	95%	96%	58%	100%
MOBILE AND BROADBAND	74	19	30	55	58	31	70
	3%	1%	2%	2%	3%	2%	2%
			a	a	a	a	a
		26%	41%	73%	78%	42%	94%
LANDLINE AND PAY TV	46	46	6	37	32	13	46
	2%	3%	*%	2%	1%	1%	2%
		bcdef		b	b	b	b
		100%	13%	81%	71%	28%	100%

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226
Total	3000	1400	1243	2269	2330	1260	2836
		47%	41%	76%	78%	42%	95%
MOBILE AND PAY TV	28	28	5	20	18	10	28
	1%	2%	*%	1%	1%	1%	1%
		bcdef					
		100%	19%	72%	66%	35%	100%
LANDLINE AND MOBILE	15	4	10	6	6	1	14
	1%	*%	1%	*%	*%	*%	1%
			cde				e
		28%	66%	38%	37%	8%	91%
MOBILE, BROADBAND AND PAY TV	12	12	4	11	9	6	12
	*%	1%	*%	1%	*%	*%	*%
		bd					
		100%	32%	92%	68%	46%	100%
LANDLINE, MOBILE AND PAY TV	7	7	2	5	6	1	7
	*%	1%	*%	*%	*%	*%	*%
		100%	24%	76%	78%	20%	100%
NO BUNDLE	599	74	242	262	340	201	480
	20%	5%	20%	12%	15%	16%	17%
			acdef	a	ac	ac	acd
		12%	40%	44%	57%	34%	80%
DON'T KNOW FOR ANY PROVIDER	45	5	18	25	35	20	44

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505
Total	3000	1400	1536	309	626	982	1022	179	237	358	1321	830	798	501	697	2486	273	152	89
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	27%	17%	23%	83%	9%	5%	3%
Base for %	2954	1381	1511	295	614	970	1016	176	236	357	1308	819	782	493	689	2445	271	151	88
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	26%	17%	23%	83%	9%	5%	3%
DOUBLE PLAY	1296	614	664	126	268	466	423	61	106	158	632	382	361	222	284	1074	113	64	45
	44%	44%	44%	43%	44%	48%	42%	34%	45%	44%	48%	47%	46%	45%	41%	44%	42%	43%	51%
					f				g	g	g	n	n					opq	
		47%	51%	10%	21%	36%	33%	5%	8%	12%	49%	30%	28%	17%	22%	83%	9%	5%	3%
TRIPLE PLAY	910	420	478	47	155	317	381	46	64	124	433	291	221	165	203	734	101	51	24
	31%	30%	32%	16%	25%	33%	38%	26%	27%	35%	33%	36%	28%	33%	29%	30%	37%	34%	27%
				c	cd	cde				gh	g	ln	l				or		
		46%	53%	5%	17%	35%	42%	5%	7%	14%	48%	32%	24%	18%	22%	81%	11%	6%	3%
QUAD PLAY	160	79	82	11	18	56	74	9	11	24	68	50	45	24	33	130	15	13	3
	5%	6%	5%	4%	3%	6%	7%	5%	5%	7%	5%	6%	6%	5%	5%	5%	6%	8%	3%
				d	cd											r		or	
		49%	51%	7%	11%	35%	46%	6%	7%	15%	42%	31%	28%	15%	21%	81%	9%	8%	2%
NO BUNDLE	599	271	295	112	173	134	143	60	58	54	175	97	156	85	174	517	42	23	16
	20%	20%	20%	38%	28%	14%	14%	34%	24%	15%	13%	12%	20%	17%	25%	21%	15%	16%	18%
				def	ef			hij	ij				k	k	klm	pq			
		45%	49%	19%	29%	22%	24%	10%	10%	9%	29%	16%	26%	14%	29%	86%	7%	4%	3%
DON'T KNOW FOR ANY PROVIDER	45	20	25	14	12	13	6	3	1	1	13	10	16	8	8	41	2	1	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518
Base for %	2954	363	426	239	218	281	206	235	129	348	2550	404	1796	1042	1463	1491
		12%	14%	8%	7%	10%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%
DOUBLE PLAY	1296	157	186	117	105	114	88	109	55	142	1080	215	816	449	684	612
	44%	43%	44%	49%	48%	41%	42%	46%	43%	41%	42%	53%	45%	43%	47%	41%
				ei								j			o	
		12%	14%	9%	8%	9%	7%	8%	4%	11%	83%	17%	63%	35%	53%	47%
TRIPLE PLAY	910	100	134	69	70	78	70	57	42	116	788	122	604	289	492	418
	31%	28%	31%	29%	32%	28%	34%	24%	33%	33%	31%	30%	34%	28%	34%	28%
			g		g		g		g	g			m		o	
		11%	15%	8%	8%	9%	8%	6%	5%	13%	87%	13%	66%	32%	54%	46%
QUAD PLAY	160	20	20	15	7	15	13	13	7	20	146	14	98	57	98	62
	5%	6%	5%	6%	3%	5%	6%	5%	5%	6%	6%	3%	5%	5%	7%	4%
											k				o	
		12%	13%	10%	4%	9%	8%	8%	4%	13%	91%	9%	61%	36%	61%	39%
NO BUNDLE	599	85	87	38	35	79	36	59	25	73	545	54	282	254	198	400
	20%	24%	20%	16%	16%	28%	18%	25%	19%	21%	21%	13%	16%	24%	14%	27%
		cd				bcdghi		cd			k		l		n	
		14%	14%	6%	6%	13%	6%	10%	4%	12%	91%	9%	47%	42%	33%	67%
DON'T KNOW FOR ANY PROVIDER	45	7	5	4	6	2	5	2	4	7	41	4	26	19	18	27

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226	
Total	3000	1400 47%	1243 41%	2269 76%	2330 78%	1260 42%	2836 95%	
Base for %	2954	1395 47%	1225 41%	2244 76%	2295 78%	1241 42%	2792 95%	
DOUBLE PLAY	1296 44%	421 30%	651 53%	1027 46%	1039 45%	584 47%	1256 45%	
		32%	50%	79%	80%	45%	97%	
TRIPLE PLAY	910 31%	744 53%	305 25%	806 36%	775 34%	384 31%	906 32%	
		82%	34%	89%	85%	42%	100%	
QUAD PLAY	160 5%	160 11%	33 3%	152 7%	142 6%	73 6%	160 6%	
		100%	21%	95%	89%	45%	100%	
NO BUNDLE	599 20%	74 5%	242 20%	262 12%	340 15%	201 16%	480 17%	
		12%	40%	44%	57%	34%	80%	
DON'T KNOW FOR ANY PROVIDER	45	5	18	25	35	20	44	

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	4081	1949	2084	326	687	1432	1594	231	313	553	1880	1196	1313	507	918	2576	462	519	524
Effective Weighted Sample	2714	1284	1398	213	499	986	992	149	202	363	1300	841	934	340	611	2085	259	347	424
Total	2365	1112	1223	183	442	839	878	116	182	307	1132	722	627	411	520	1937	229	128	72
		47%	52%	8%	19%	35%	37%	5%	8%	13%	48%	31%	27%	17%	22%	82%	10%	5%	3%
Base for %	2365	1112	1223	183	442	839	878	116	182	307	1132	722	627	411	520	1937	229	128	72
		47%	52%	8%	19%	35%	37%	5%	8%	13%	48%	31%	27%	17%	22%	82%	10%	5%	3%
LANDLINE AND BROADBAND	1078	523	541	82	221	398	368	45	84	129	544	341	295	180	227	890	97	55	36
	46%	47%	44%	45%	50%	47%	42%	39%	46%	42%	48%	47%	47%	44%	44%	46%	42%	43%	50%
					f	f					gi							pq	
				8%	20%	37%	34%	4%	8%	12%	50%	32%	27%	17%	21%	83%	9%	5%	3%
LANDLINE, BROADBAND AND PAY TV	686	315	367	34	128	255	264	31	47	87	349	220	165	129	154	549	83	36	19
	29%	28%	30%	19%	29%	30%	30%	26%	26%	28%	31%	30%	26%	31%	30%	28%	36%	28%	26%
					c	c	c										oqr		
		46%	53%	5%	19%	37%	39%	4%	7%	13%	51%	32%	24%	19%	22%	80%	12%	5%	3%
LANDLINE, MOBILE AND BROADBAND	204	99	98	11	26	53	111	14	16	36	79	65	52	32	45	169	17	14	5
	9%	9%	8%	6%	6%	6%	13%	12%	9%	12%	7%	9%	8%	8%	9%	9%	7%	11%	6%
							cde	j		j								r	
		48%	48%	5%	13%	26%	54%	7%	8%	18%	39%	32%	25%	16%	22%	83%	8%	7%	2%
LANDLINE, BROADBAND, MOBILE AND PAY TV	160	79	82	11	18	56	74	9	11	24	68	50	45	24	33	130	15	13	3
	7%	7%	7%	6%	4%	7%	8%	8%	6%	8%	6%	7%	7%	6%	6%	7%	7%	10%	4%
						d	d									r		or	
		49%	51%	7%	11%	35%	46%	6%	7%	15%	42%	31%	28%	15%	21%	81%	9%	8%	2%
BROADBAND AND PAY TV	84	34	49	23	21	26	12	4	7	7	46	17	32	15	19	72	4	4	4
	4%	3%	4%	13%	5%	3%	1%	3%	4%	2%	4%	2%	5%	4%	4%	4%	2%	3%	6%
				def	f	f							k						op
		40%	58%	28%	25%	31%	15%	4%	8%	9%	55%	20%	38%	18%	23%	86%	5%	5%	5%
MOBILE AND BROADBAND	74	32	41	13	16	24	21	7	9	9	36	15	29	13	16	63	8	2	2
	3%	3%	3%	7%	4%	3%	2%	6%	5%	3%	3%	2%	5%	3%	3%	3%	3%	2%	3%
				def									k						
		42%	55%	17%	22%	32%	28%	10%	12%	12%	48%	20%	38%	18%	21%	84%	10%	3%	3%
LANDLINE AND PAY TV	46	19	27	5	6	15	18	4	4	5	11	11	6	9	14	40	3	1	2
	2%	2%	2%	3%	1%	2%	2%	4%	2%	2%	1%	2%	1%	2%	3%	2%	1%	1%	3%
								j						l		q			q
		41%	59%	11%	13%	33%	38%	9%	9%	12%	24%	24%	12%	20%	31%	87%	7%	1%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	4081	1949	2084	326	687	1432	1594	231	313	553	1880	1196	1313	507	918	2576	462	519	524
Effective Weighted Sample	2714	1284	1398	213	499	986	992	149	202	363	1300	841	934	340	611	2085	259	347	424
Total	2365	1112	1223	183	442	839	878	116	182	307	1132	722	627	411	520	1937	229	128	72
		47%	52%	8%	19%	35%	37%	5%	8%	13%	48%	31%	27%	17%	22%	82%	10%	5%	3%
MOBILE AND PAY TV	28	12	15	1	2	12	12	*	1	3	11	8	5	5	8	21	4	1	1
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%
		42%	55%	3%	9%	42%	44%	1%	5%	13%	41%	29%	18%	19%	30%	77%	14%	5%	4%
LANDLINE AND MOBILE	15	7	8	3	2	5	5	2	2	5	*	1	3	4	5	12	1	2	*
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	*%	*%	1%	1%	1%	1%	1%	2%	1%
		45%	54%	19%	16%	30%	35%	13%	11%	34%	3%	4%	21%	23%	34%	76%	8%	13%	3%
MOBILE, BROADBAND AND PAY TV	12	5	8	1	2	4	5	1	1	2	3	6	4	1	*	11	1	1	1
	1%	*%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	1%	*%	*%	1%	*%	*%	1%
		39%	61%	10%	18%	31%	40%	4%	6%	13%	28%	45%	32%	10%	3%	84%	4%	4%	7%
LANDLINE, MOBILE AND PAY TV	7	1	6	1	-	5	1	1	1	-	2	1	1	2	3	6	1	-	-
	*%	*%	*%	*%	-%	1%	*%	1%	1%	-%	*%	*%	*%	1%	1%	*%	1%	-%	-%
		15%	85%	10%	-%	74%	17%	9%	14%	-%	26%	13%	11%	34%	42%	82%	18%	-%	-%
NO BUNDLE	10	3	7	-	*	4	4	-	3	4	-	-	1	2	5	9	*	*	-
	*%	*%	1%	-%	*%	*%	*%	-%	2%	1%	-%	-%	*%	1%	1%	*%	*%	*%	-%
		27%	73%	-%	1%	39%	44%	-%	36%	40%	-%	-%	10%	24%	47%	97%	1%	2%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	4081	269	361	284	281	254	297	297	257	276	3071	1010	2408	1580	2199	1882	
Effective Weighted Sample	2714	235	316	248	251	218	260	253	218	234	2275	444	1665	1001	1422	1295	
Total	2365	277	340	201	182	207	170	178	104	278	2014	351	1517	795	1273	1092	
Base for %	2365	12%	14%	8%	8%	9%	7%	8%	4%	12%	85%	15%	64%	34%	54%	46%	
LANDLINE AND BROADBAND	1078	123	155	107	89	86	69	94	43	122	887	190	688	363	579	499	
	46%	44%	46%	53%	49%	41%	41%	53%	42%	44%	44%	54%	45%	46%	45%	46%	
		11%	14%	aefhi	10%	8%	8%	6%	9%	4%	11%	j	18%	64%	34%	54%	46%
LANDLINE, BROADBAND AND PAY TV	686	61	104	51	53	62	52	43	31	90	606	80	478	200	356	330	
	29%	22%	31%	26%	29%	30%	31%	24%	30%	32%	30%	23%	32%	25%	28%	30%	
		9%	a	15%	8%	8%	9%	8%	6%	5%	13%	88%	12%	70%	29%	52%	48%
LANDLINE, MOBILE AND BROADBAND	204	33	26	16	15	15	15	13	9	25	164	40	118	79	128	76	
	9%	12%	8%	8%	8%	7%	9%	8%	9%	9%	8%	11%	8%	10%	10%	7%	
		16%	13%	8%	7%	7%	8%	7%	5%	12%	80%	j	20%	58%	39%	63%	37%
LANDLINE, BROADBAND, MOBILE AND PAY TV	160	20	20	15	7	15	13	13	7	20	146	14	98	57	98	62	
	7%	7%	6%	8%	4%	7%	7%	7%	6%	7%	7%	4%	6%	7%	8%	6%	
		12%	13%	10%	4%	9%	8%	8%	4%	13%	k	9%	61%	36%	61%	39%	
BROADBAND AND PAY TV	84	14	10	2	9	10	8	7	7	5	72	12	56	27	39	45	
	4%	5%	3%	1%	5%	5%	5%	4%	7%	2%	4%	3%	4%	3%	3%	4%	
		c	17%	11%	2%	11%	12%	10%	8%	9%	6%	86%	14%	67%	32%	47%	53%
MOBILE AND BROADBAND	74	12	13	5	6	6	8	4	4	5	65	9	44	28	36	39	
	3%	4%	4%	3%	3%	3%	5%	2%	4%	2%	3%	3%	3%	4%	3%	4%	
		16%	18%	7%	8%	8%	11%	5%	6%	6%	87%	13%	59%	38%	48%	52%	
LANDLINE AND PAY TV	46	8	10	3	1	7	2	*	2	7	43	3	24	22	23	23	
	2%	3%	3%	1%	1%	3%	1%	*%	2%	3%	2%	1%	2%	3%	2%	2%	
		g	dg			dg				g	k		l				
		17%	21%	6%	2%	15%	5%	1%	4%	16%	94%	6%	53%	47%	51%	49%	

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4081	269	361	284	281	254	297	297	257	276	3071	1010	2408	1580	2199	1882
Effective Weighted Sample	2714	235	316	248	251	218	260	253	218	234	2275	444	1665	1001	1422	1295
Total	2365	277	340	201	182	207	170	178	104	278	2014	351	1517	795	1273	1092
		12%	14%	8%	8%	9%	7%	8%	4%	12%	85%	15%	64%	34%	54%	46%
MOBILE AND PAY TV	28	1	5	-	1	2	2	4	2	5	23	5	16	10	17	11
	1%	*%	1%	-%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
		2%	18%	-%	5%	7%	6%	14%	8%	17%	83%	17%	59%	38%	61%	39%
LANDLINE AND MOBILE	15	-	1	-	1	5	1	3	1	1	15	1	4	11	12	3
	1%	-%	*%	-%	*%	2%	1%	2%	1%	*%	1%	*%	*%	1%	1%	*%
		-%	5%	-%	3%	30%	10%	18%	4%	6%	97%	3%	24%	72%	78%	22%
MOBILE, BROADBAND AND PAY TV	12	2	2	-	1	1	2	1	1	1	11	2	6	6	7	5
	1%	1%	1%	-%	1%	*%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%
		19%	18%	-%	9%	5%	12%	5%	10%	6%	87%	13%	49%	51%	59%	41%
LANDLINE, MOBILE AND PAY TV	7	3	1	1	*	-	*	-	-	-	7	*	2	4	1	7
	*%	1%	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	1%	*%	1%
		47%	14%	9%	6%	-%	6%	-%	-%	-%	99%	1%	24%	60%	8%	92%
NO BUNDLE	10	-	-	-	-	5	-	2	-	2	9	*	2	7	9	1
	*%	-%	-%	-%	-%	3%	-%	1%	-%	1%	*%	*%	*%	1%	1%	*%
		-%	-%	-%	-%	54%	-%	18%	-%	24%	97%	3%	24%	76%	90%	10%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4081	2281	1683	3379	3319	1763	4009
Effective Weighted Sample	2714	1493	1127	2288	2247	1208	2668
Total	2365	1324	989	1985	1955	1040	2321
		56%	42%	84%	83%	44%	98%
Base for %	2365	1324	989	1985	1955	1040	2321
		56%	42%	84%	83%	44%	98%
LANDLINE AND BROADBAND	1078	269	591	854	867	489	1044
	46%	20%	60%	43%	44%	47%	45%
			acdef	a	a	ac	a
		25%	55%	79%	80%	45%	97%
LANDLINE, BROADBAND AND PAY TV	686	686	164	621	611	290	686
	29%	52%	17%	31%	31%	28%	30%
		bcdef		be	be	b	b
		100%	24%	91%	89%	42%	100%
LANDLINE, MOBILE AND BROADBAND	204	38	135	168	150	87	200
	9%	3%	14%	8%	8%	8%	9%
			acdef	a	a	a	a
		19%	66%	82%	73%	42%	98%
LANDLINE, BROADBAND, MOBILE AND PAY TV	160	160	33	152	142	73	160
	7%	12%	3%	8%	7%	7%	7%
		bcdef		b	b	b	b
		100%	21%	95%	89%	45%	100%
BROADBAND AND PAY TV	84	84	16	80	81	49	84
	4%	6%	2%	4%	4%	5%	4%
		bcdf		b	b	b	b
		100%	19%	95%	96%	58%	100%
MOBILE AND BROADBAND	74	19	30	55	58	31	70
	3%	1%	3%	3%	3%	3%	3%
			a	a	a	a	a
		26%	41%	73%	78%	42%	94%
LANDLINE AND PAY TV	46	46	6	37	32	13	46
	2%	3%	1%	2%	2%	1%	2%
		bcdef		b	b		b
		100%	13%	81%	71%	28%	100%

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE**

Base : Those using the same supplier for two or more services

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4081	2281	1683	3379	3319	1763	4009
Effective Weighted Sample	2714	1493	1127	2288	2247	1208	2668
Total	2365	1324	989	1985	1955	1040	2321
		56%	42%	84%	83%	44%	98%
MOBILE AND PAY TV	28	28	5	20	18	10	28
	1%	2%	1%	1%	1%	1%	1%
		bcdef					
		100%	19%	72%	66%	35%	100%
LANDLINE AND MOBILE	15	4	10	6	6	1	14
	1%	*%	1%	*%	*%	*%	1%
			acde				e
		28%	66%	38%	37%	8%	91%
MOBILE, BROADBAND AND PAY TV	12	12	4	11	9	6	12
	1%	1%	*%	1%	*%	1%	1%
		100%	32%	92%	68%	46%	100%
LANDLINE, MOBILE AND PAY TV	7	7	2	5	6	1	7
	*%	1%	*%	*%	*%	*%	*%
		100%	24%	76%	78%	20%	100%
NO BUNDLE	10	3	6	3	*	*	10
	*%	*%	1%	*%	*%	*%	*%
		d	cde				de
		32%	67%	30%	1%	1%	100%

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4081	1949	2084	326	687	1432	1594	231	313	553	1880	1196	1313	507	918	2576	462	519	524
Effective Weighted Sample	2714	1284	1398	213	499	986	992	149	202	363	1300	841	934	340	611	2085	259	347	424
Total	2365	1112	1223	183	442	839	878	116	182	307	1132	722	627	411	520	1937	229	128	72
		47%	52%	8%	19%	35%	37%	5%	8%	13%	48%	31%	27%	17%	22%	82%	10%	5%	3%
Base for %	2365	1112	1223	183	442	839	878	116	182	307	1132	722	627	411	520	1937	229	128	72
		47%	52%	8%	19%	35%	37%	5%	8%	13%	48%	31%	27%	17%	22%	82%	10%	5%	3%
DOUBLE PLAY	1296	614	664	126	268	466	423	61	106	158	632	382	361	222	284	1074	113	64	45
	55%	55%	54%	69%	61%	56%	48%	52%	58%	52%	56%	53%	58%	54%	55%	55%	49%	50%	62%
				def	f	f													opq
		47%	51%	10%	21%	36%	33%	5%	8%	12%	49%	30%	28%	17%	22%	83%	9%	5%	3%
TRIPLE PLAY	910	420	478	47	155	317	381	46	64	124	433	291	221	165	203	734	101	51	24
	38%	38%	39%	26%	35%	38%	43%	40%	35%	41%	38%	40%	35%	40%	39%	38%	44%	40%	34%
				c	c	c	cde					l					r		
		46%	53%	5%	17%	35%	42%	5%	7%	14%	48%	32%	24%	18%	22%	81%	11%	6%	3%
QUAD PLAY	160	79	82	11	18	56	74	9	11	24	68	50	45	24	33	130	15	13	3
	7%	7%	7%	6%	4%	7%	8%	8%	6%	8%	6%	7%	7%	6%	6%	7%	7%	10%	4%
				d	d	d	d									r		or	
		49%	51%	7%	11%	35%	46%	6%	7%	15%	42%	31%	28%	15%	21%	81%	9%	8%	2%
NO BUNDLE	10	3	7	-	*	4	4	-	3	4	-	-	1	2	5	9	*	*	-
	*%	*%	1%	-%	*%	*%	*%	-%	2%	1%	-%	-%	*%	1%	1%	*%	*%	*%	-%
									j	j			k	kl					
		27%	73%	-%	1%	39%	44%	-%	36%	40%	-%	-%	10%	24%	47%	97%	1%	2%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4081	269	361	284	281	254	297	297	257	276	3071	1010	2408	1580	2199	1882
Effective Weighted Sample	2714	235	316	248	251	218	260	253	218	234	2275	444	1665	1001	1422	1295
Total	2365	277	340	201	182	207	170	178	104	278	2014	351	1517	795	1273	1092
Base for %	2365	12%	14%	8%	8%	9%	7%	8%	4%	12%	85%	15%	64%	34%	54%	46%
DOUBLE PLAY	1296	157	186	117	105	114	88	109	55	142	1080	215	816	449	684	612
	55%	57%	55%	58%	58%	55%	52%	61%	53%	51%	54%	61%	54%	56%	54%	56%
		12%	14%	9%	8%	9%	7%	8%	4%	11%	83%	17%	63%	35%	53%	47%
TRIPLE PLAY	910	100	134	69	70	78	70	57	42	116	788	122	604	289	492	418
	38%	36%	39%	34%	38%	38%	41%	32%	40%	42%	39%	35%	40%	36%	39%	38%
		11%	15%	8%	8%	9%	8%	6%	5%	13%	87%	13%	66%	32%	54%	46%
QUAD PLAY	160	20	20	15	7	15	13	13	7	20	146	14	98	57	98	62
	7%	7%	6%	8%	4%	7%	7%	7%	6%	7%	7%	4%	6%	7%	8%	6%
		12%	13%	10%	4%	9%	8%	8%	4%	13%	91%	9%	61%	36%	61%	39%
NO BUNDLE	10	-	-	-	-	5	-	2	-	2	9	*	2	7	9	1
	*%	-%	-%	-%	-%	3%	-%	1%	-%	1%	*%	*%	*%	1%	1%	*%
		-%	-%	-%	-%	abcdfh	-%	18%	-%	24%	97%	3%	24%	76%	90%	10%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES**

Base : Those using the same supplier for two or more services

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	4081	2281	1683	3379	3319	1763	4009	
Effective Weighted Sample	2714	1493	1127	2288	2247	1208	2668	
Total	2365	1324	989	1985	1955	1040	2321	
		56%	42%	84%	83%	44%	98%	
Base for %	2365	1324	989	1985	1955	1040	2321	
		56%	42%	84%	83%	44%	98%	
DOUBLE PLAY	1296	421	651	1027	1039	584	1256	
	55%	32%	66%	52%	53%	56%	54%	
			acdef	a	a	ac	a	
		32%	50%	79%	80%	45%	97%	
TRIPLE PLAY	910	744	305	806	775	384	906	
	38%	56%	31%	41%	40%	37%	39%	
		bcdef		be	b	b	b	
		82%	34%	89%	85%	42%	100%	
QUAD PLAY	160	160	33	152	142	73	160	
	7%	12%	3%	8%	7%	7%	7%	
		bcdef		b	b	b	b	
		100%	21%	95%	89%	45%	100%	
NO BUNDLE	10	3	6	3	*	*	10	
	*%	*%	1%	*%	*%	*%	*%	
		d	cde				de	
		32%	67%	30%	1%	1%	100%	

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4328	2069	2207	454	833	1499	1507	247	307	562	2042	1243	1511	514	914	2798	474	523	533
Effective Weighted Sample	3013	1430	1547	309	613	1046	1019	176	212	389	1445	900	1111	371	647	2344	279	362	446
Total	2597	1224	1341	250	551	882	889	132	186	319	1264	777	740	445	541	2143	247	133	74
		47%	52%	10%	21%	34%	34%	5%	7%	12%	49%	30%	28%	17%	21%	83%	10%	5%	3%
Base for %	2543	1200	1313	235	535	870	880	127	184	317	1248	763	719	438	534	2095	243	132	73
		47%	52%	9%	21%	34%	35%	5%	7%	12%	49%	30%	28%	17%	21%	82%	10%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	292	136	154	68	112	70	39	20	15	28	146	62	115	50	50	254	24	9	5
	11%	11%	12%	29%	21%	8%	4%	16%	8%	9%	12%	8%	16%	11%	9%	12%	10%	7%	7%
				def	ef	f		hi					kmn			qr			
		46%	53%	23%	38%	24%	13%	7%	5%	10%	50%	21%	39%	17%	17%	87%	8%	3%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	2251	1064	1159	167	423	799	841	106	169	288	1103	701	603	388	483	1841	219	123	68
	89%	89%	88%	71%	79%	92%	96%	84%	92%	91%	88%	92%	84%	89%	91%	88%	90%	93%	93%
				c	cd	cde		g	g			l		l	l			o	o
		47%	51%	7%	19%	36%	37%	5%	8%	13%	49%	31%	27%	17%	21%	82%	10%	5%	3%
DON'T KNOW AT ANY SERVICE	54	24	28	15	17	12	9	6	3	2	16	14	21	7	7	48	4	1	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4328	322	389	289	313	281	317	315	289	283	3322	1006	2612	1620	2230	2098
Effective Weighted Sample	3013	284	353	262	283	247	288	284	250	255	2560	456	1850	1118	1505	1511
Total	2597	329	373	212	205	228	187	195	119	295	2232	365	1683	852	1334	1262
Base for %	2543	322	367	207	199	223	182	191	115	287	2182	361	1650	832	1315	1228
		13%	14%	8%	8%	9%	7%	8%	5%	11%	86%	14%	65%	33%	51%	49%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	292	63	39	18	24	34	16	21	13	24	270	22	188	94	94	199
	11%	20%	11%	9%	12%	15%	9%	11%	12%	8%	12%	6%	11%	11%	7%	16%
		bcdfghi				cfi					k				n	
		22%	13%	6%	8%	12%	6%	7%	5%	8%	92%	8%	64%	32%	32%	68%
SAME PROVIDER FOR ANY OTHER SERVICE	2251	259	329	189	175	189	165	170	102	264	1912	339	1462	738	1221	1030
	89%	80%	89%	91%	88%	85%	91%	89%	88%	92%	88%	94%	89%	89%	93%	84%
			a	ae	a		ae	a	a	ae		j			o	
		12%	15%	8%	8%	8%	7%	8%	5%	12%	85%	15%	65%	33%	54%	46%
DON'T KNOW AT ANY SERVICE	54	7	5	4	6	5	5	4	3	8	50	3	33	20	20	34

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : Those with fixed broadband at home (excluding those completing a paper questionnaire)

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	4328	2145	1833	3521	3592	1967	4239	
Effective Weighted Sample	3013	1481	1274	2473	2503	1379	2954	
Total	2597	1291	1107	2118	2167	1181	2543	
		50%	43%	82%	83%	45%	98%	
Base for %	2543	1278	1090	2085	2125	1158	2492	
		50%	43%	82%	84%	46%	98%	
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	292	34	130	181	248	156	281	
	11%	3%	12%	9%	12%	13%	11%	
			ac	a	ac	acf	ac	
		12%	45%	62%	85%	53%	96%	
SAME PROVIDER FOR ANY OTHER SERVICE	2251	1244	960	1904	1877	1001	2210	
	89%	97%	88%	91%	88%	87%	89%	
		bcdef		bdef			e	
		55%	43%	85%	83%	44%	98%	
DON'T KNOW AT ANY SERVICE	54	13	17	33	42	23	51	

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505
Total	3000	1400	1536	309	626	982	1022	179	237	358	1321	830	798	501	697	2486	273	152	89
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	27%	17%	23%	83%	9%	5%	3%
Base for %	2946	1376	1508	294	610	971	1013	173	235	356	1305	816	777	494	690	2438	269	151	88
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	26%	17%	23%	83%	9%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	292	136	154	68	112	70	39	20	15	28	146	62	115	50	50	254	24	9	5
	10%	10%	10%	23%	18%	7%	4%	12%	6%	8%	11%	8%	15%	10%	7%	10%	9%	6%	6%
				ef	ef	f		h			h		kmn			qr			
		46%	53%	23%	38%	24%	13%	7%	5%	10%	50%	21%	39%	17%	17%	87%	8%	3%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	2251	1064	1159	167	423	799	841	106	169	288	1103	701	603	388	483	1841	219	123	68
	76%	77%	77%	57%	69%	82%	83%	61%	72%	81%	84%	86%	78%	79%	70%	75%	82%	81%	77%
				c	cd	cd	cd	g	gh	gh	gh	lmn	n	n		o	o	o	
		47%	51%	7%	19%	36%	37%	5%	8%	13%	49%	31%	27%	17%	21%	82%	10%	5%	3%
DON'T KNOW AT ANY SERVICE	54	24	28	15	17	12	9	6	3	2	16	14	21	7	7	48	4	1	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518
Base for %	2946	363	426	238	217	278	206	233	129	347	2541	405	1790	1041	1462	1484
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	292	63	39	18	24	34	16	21	13	24	270	22	188	94	94	199
	10%	17%	9%	8%	11%	12%	8%	9%	10%	7%	11%	5%	10%	9%	6%	13%
		bcdg	h	i	j	k	l	m	n	o	p	q	r	s	t	u
		22%	13%	6%	8%	12%	6%	7%	5%	8%	92%	8%	64%	32%	32%	68%
SAME PROVIDER FOR ANY OTHER SERVICE	2251	259	329	189	175	189	165	170	102	264	1912	339	1462	738	1221	1030
	76%	71%	77%	79%	81%	68%	80%	73%	79%	76%	75%	84%	82%	71%	84%	69%
			e	ae	aeg		aeg		ae	e		j	m		o	
		12%	15%	8%	8%	8%	7%	8%	5%	12%	85%	15%	65%	33%	54%	46%
DON'T KNOW AT ANY SERVICE	54	7	5	4	6	5	5	4	3	8	50	3	33	20	20	34

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES**

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5233	2461	2214	3966	3991	2172	5004	
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226	
Total	3000	1400	1243	2269	2330	1260	2836	
		47%	41%	76%	78%	42%	95%	
Base for %	2946	1387	1226	2236	2288	1237	2785	
		47%	42%	76%	78%	42%	95%	
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	292	34	130	181	248	156	281	
	10%	2%	11%	8%	11%	13%	10%	
			ac	a	ac	acf	ac	
		12%	45%	62%	85%	53%	96%	
SAME PROVIDER FOR ANY OTHER SERVICE	2251	1244	960	1904	1877	1001	2210	
	76%	90%	78%	85%	82%	81%	79%	
		bcdef		bdef	bf			
		55%	43%	85%	83%	44%	98%	
DON'T KNOW AT ANY SERVICE	54	13	17	33	42	23	51	

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	4405	2108	2233	317	697	1481	1839	282	349	595	1911	1264	1349	537	1065	2789	490	556	570
Effective Weighted Sample	2795	1334	1425	210	506	998	1053	162	202	369	1300	873	928	349	652	2154	264	347	438
Total	2477	1171	1267	178	447	854	960	136	192	317	1133	755	624	419	571	2038	231	134	74
		47%	51%	7%	18%	34%	39%	5%	8%	13%	46%	30%	25%	17%	23%	82%	9%	5%	3%
Base for %	2391	1131	1230	162	430	833	936	129	185	312	1121	737	604	406	549	1962	226	131	72
		47%	51%	7%	18%	35%	39%	5%	8%	13%	47%	31%	25%	17%	23%	82%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	123	64	58	13	11	33	67	8	16	17	42	36	20	18	43	106	6	6	5
	5%	6%	5%	8%	2%	4%	7%	6%	8%	6%	4%	5%	3%	5%	8%	5%	3%	4%	7%
				de			de		j					klm				p	
		52%	47%	10%	9%	27%	54%	6%	13%	14%	34%	29%	16%	15%	35%	86%	5%	5%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	2185	1037	1122	143	399	784	838	105	165	286	1052	685	565	380	479	1785	216	120	64
	91%	92%	91%	88%	93%	94%	90%	81%	89%	92%	94%	93%	94%	94%	87%	91%	96%	91%	90%
		47%	51%	7%	18%	36%	38%	5%	8%	13%	48%	31%	26%	17%	22%	82%	10%	5%	3%
				cf	cf	gh	n	n	n	oqr									
DON'T KNOW AT ANY SERVICE	86	40	38	15	17	21	24	7	7	5	12	18	20	13	22	76	5	2	2

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	4405	284	394	312	296	284	313	331	266	309	3293	1112	2457	1831	2369	2036
Effective Weighted Sample	2795	242	325	258	251	232	261	267	214	252	2337	463	1671	1065	1461	1335
Total	2477	284	362	210	183	223	174	191	106	305	2109	368	1528	887	1320	1157
		11%	15%	8%	7%	9%	7%	8%	4%	12%	85%	15%	62%	36%	53%	47%
Base for %	2391	276	353	205	176	211	171	183	101	287	2035	357	1491	843	1283	1108
		12%	15%	9%	7%	9%	7%	8%	4%	12%	85%	15%	62%	35%	54%	46%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	123	19	17	8	8	12	13	10	6	12	102	21	55	65	65	59
	5%	7%	5%	4%	5%	6%	8%	5%	6%	4%	5%	6%	4%	8%	5%	5%
		16%	14%	6%	7%	9%	10%	8%	5%	10%	83%	17%	45%	53%	52%	48%
SAME PROVIDER FOR ANY OTHER SERVICE	2185	247	318	194	166	186	153	166	92	264	1858	328	1408	729	1192	993
	91%	89%	90%	95%	94%	88%	90%	91%	92%	92%	91%	92%	94%	86%	93%	90%
		11%	15%	9%	8%	9%	7%	8%	4%	12%	85%	15%	64%	33%	55%	45%
DON'T KNOW AT ANY SERVICE	86	8	9	6	6	13	3	8	5	17	75	11	37	44	37	49

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	TV SERVICES						
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	4405	2261	1922	3485	3394	1793	4278
Effective Weighted Sample	2795	1446	1197	2294	2259	1209	2725
Total	2477	1289	1072	1984	1962	1039	2399
		52%	43%	80%	79%	42%	97%
Base for %	2391	1267	1042	1947	1918	1017	2330
		53%	44%	81%	80%	43%	97%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	123	43	63	79	74	48	113
	5%	3%	6%	4%	4%	5%	5%
			acd				a
		35%	51%	64%	60%	39%	92%
SAME PROVIDER FOR ANY OTHER SERVICE	2185	1202	941	1833	1804	951	2147
	91%	95%	90%	94%	94%	93%	92%
		bf	bf	bf	bf	b	
		55%	43%	84%	83%	44%	98%
DON'T KNOW AT ANY SERVICE	86	23	30	37	45	22	69
Columns Tested: a,b,c,d,e,f							



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505
Total	3000	1400	1536	309	626	982	1022	179	237	358	1321	830	798	501	697	2486	273	152	89
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	27%	17%	23%	83%	9%	5%	3%
Base for %	2914	1360	1498	294	609	962	998	172	230	353	1309	812	778	488	675	2410	267	150	87
		47%	51%	10%	21%	33%	34%	6%	8%	12%	45%	28%	27%	17%	23%	83%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	123	64	58	13	11	33	67	8	16	17	42	36	20	18	43	106	6	6	5
	4%	5%	4%	4%	2%	3%	7%	5%	7%	5%	3%	4%	3%	4%	6%	4%	2%	4%	6%
				d	d	d	de		j			l		l					p
		52%	47%	10%	9%	27%	54%	6%	13%	14%	34%	29%	16%	15%	35%	86%	5%	5%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	2185	1037	1122	143	399	784	838	105	165	286	1052	685	565	380	479	1785	216	120	64
	75%	76%	75%	49%	66%	82%	84%	61%	71%	81%	80%	84%	73%	78%	71%	74%	81%	80%	74%
		47%	51%	7%	18%	36%	38%	5%	8%	13%	48%	31%	26%	17%	22%	82%	10%	5%	3%
				c	cd	cd	cd		g	gh	gh	lmn		ln			or	or	
DON'T KNOW AT ANY SERVICE	86	40	38	15	17	21	24	7	7	5	12	18	20	13	22	76	5	2	2

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%
Base for %	2914	362	422	237	217	270	208	229	127	338	2516	397	1786	1017	1444	1469
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	50%	50%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	123	19	17	8	8	12	13	10	6	12	102	21	55	65	65	59
	4%	5%	4%	3%	4%	4%	6%	4%	5%	4%	4%	5%	3%	6%	4%	4%
		16%	14%	6%	7%	9%	10%	8%	5%	10%	83%	17%	45%	53%	52%	48%
SAME PROVIDER FOR ANY OTHER SERVICE	2185	247	318	194	166	186	153	166	92	264	1858	328	1408	729	1192	993
	75%	68%	75%	82%	76%	69%	74%	73%	73%	78%	74%	83%	79%	72%	83%	68%
		11%	15%	9%	8%	9%	7%	8%	4%	12%	85%	15%	64%	33%	55%	45%
DON'T KNOW AT ANY SERVICE	86	8	9	6	6	13	3	8	5	17	75	11	37	44	37	49

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)**

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226
Total	3000	1400	1243	2269	2330	1260	2836
		47%	41%	76%	78%	42%	95%
Base for %	2914	1378	1213	2232	2285	1239	2767
		47%	42%	77%	78%	43%	95%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	123	43	63	79	74	48	113
	4%	3%	5%	4%	3%	4%	4%
			acd				
		35%	51%	64%	60%	39%	92%
SAME PROVIDER FOR ANY OTHER SERVICE	2185	1202	941	1833	1804	951	2147
	75%	87%	78%	82%	79%	77%	78%
		bcdef		bdef			
		55%	43%	84%	83%	44%	98%
DON'T KNOW AT ANY SERVICE	86	23	30	37	45	22	69
Columns Tested: a,b,c,d,e,f							

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5075	2401	2604	534	927	1673	1865	350	403	661	2186	1363	1664	626	1205	3278	555	603	639
Effective Weighted Sample	3286	1553	1690	361	678	1132	1082	204	245	417	1499	943	1174	411	764	2554	306	388	494
Total	2893	1359 47%	1493 52%	299 10%	612 21%	968 33%	972 34%	164 6%	224 8%	353 12%	1318 46%	822 28%	787 27%	494 17%	656 23%	2391 83%	269 9%	148 5%	85 3%
Base for %	2796	1315 47%	1445 52%	276 10%	588 21%	943 34%	954 34%	155 6%	215 8%	348 12%	1300 46%	801 29%	758 27%	481 17%	633 23%	2305 82%	264 9%	146 5%	83 3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2301 82%	1085 83%	1189 82%	236 85%	522 89%	786 83%	728 76%	121 78%	175 81%	268 77%	1100 85%	659 82%	621 82%	399 83%	524 83%	1900 82%	217 82%	113 77%	71 86%
				f 10%	ef 23%	f 34%					gi 48%				q 83%				q 3%
SAME PROVIDER FOR ANY OTHER SERVICE	496 18%	230 17%	256 18%	40 15%	66 11%	157 17%	226 24%	34 22%	40 19%	80 23%	200 15%	142 18%	137 18%	82 17%	109 17%	405 18%	46 18%	33 23%	12 14%
						d 32%	cde 46%	j 7%		j 16%								or 7%	
DON'T KNOW AT ANY SERVICE	96	44	48	24	24	25	18	8	8	5	18	21	29	13	23	87	5	2	2

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5075	367	447	340	356	350	353	389	332	344	3881	1194	2878	2057	2562	2513
Effective Weighted Sample	3286	311	375	284	303	285	300	314	270	285	2789	502	1970	1247	1597	1691
Total	2893	364	408	230	221	273	199	231	129	335	2493	400	1807	998	1445	1448
		13%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	62%	34%	50%	50%
Base for %	2796	351	401	224	212	259	193	221	123	321	2405	391	1757	955	1404	1393
		13%	14%	8%	8%	9%	7%	8%	4%	11%	86%	14%	63%	34%	50%	50%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2301	280	333	186	180	217	152	184	99	267	1979	321	1471	761	1108	1193
	82%	80%	83%	83%	85%	84%	79%	83%	81%	83%	82%	82%	84%	80%	79%	86%
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	64%	33%	48%	52%
SAME PROVIDER FOR ANY OTHER SERVICE	496	71	68	38	31	41	41	37	24	54	426	70	286	194	296	200
	18%	20%	17%	17%	15%	16%	21%	17%	19%	17%	18%	18%	16%	20%	21%	14%
		14%	14%	8%	6%	8%	8%	7%	5%	11%	86%	14%	58%	39%	60%	40%
DON'T KNOW AT ANY SERVICE	96	13	8	6	9	15	6	10	6	15	88	9	50	42	41	55

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : Those who personally use a mobile phone

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	5075	2427	2152	3917	3952	2153	4901	
Effective Weighted Sample	3286	1563	1371	2606	2655	1464	3182	
Total	2893	1384	1211	2247	2311	1254	2785	
		48%	42%	78%	80%	43%	96%	
Base for %	2796	1359	1183	2198	2250	1223	2700	
		49%	42%	79%	80%	44%	97%	
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2301	1094	963	1782	1863	1015	2213	
	82%	80%	81%	81%	83%	83%	82%	
		48%	42%	77%	81%	44%	96%	
SAME PROVIDER FOR ANY OTHER SERVICE	496	265	220	417	387	208	487	
	18%	20%	19%	19%	17%	17%	18%	
		53%	44%	84%	78%	42%	98%	
DON'T KNOW AT ANY SERVICE	96	25	28	49	61	32	85	

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER 10.4K g	10.4K- 15.59K h	15.6K- 25.99K i	26K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505
Total	3000	1400 47%	1536 51%	309 10%	626 21%	982 33%	1022 34%	179 6%	237 8%	358 12%	1321 44%	830 28%	798 27%	501 17%	697 23%	2486 83%	273 9%	152 5%	89 3%
Base for %	2903	1356 47%	1488 51%	285 10%	603 21%	957 33%	1004 35%	171 6%	229 8%	353 12%	1303 45%	809 28%	770 27%	488 17%	674 23%	2399 83%	267 9%	150 5%	87 3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2301 79%	1085 80%	1189 80%	236 83%	522 87%	786 82%	728 73%	121 71%	175 76%	268 76%	1100 84%	659 81%	621 81%	399 82%	524 78%	1900 79%	217 81%	113 75%	71 82%
				f 10%	ef 23%	f 34%	f 32%				ghi 48%					83%	9%	5%	q 3%
SAME PROVIDER FOR ANY OTHER SERVICE	496 17%	230 17%	256 17%	40 14%	66 11%	157 16%	226 23%	34 20%	40 18%	80 23%	200 15%	142 18%	137 18%	82 17%	109 16%	405 17%	46 17%	33 22%	12 14%
						d 32%	cde 46%			j 16%						82%	9%	7%	or 2%
DON'T KNOW AT ANY SERVICE	96	44	48	24	24	25	18	8	8	5	18	21	29	13	23	87	5	2	2

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%
Base for %	2903	357	423	236	214	268	205	228	127	341	2503	400	1773	1019	1440	1463
		12%	15%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	50%	50%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2301	280	333	186	180	217	152	184	99	267	1979	321	1471	761	1108	1193
	79%	78%	79%	79%	84%	81%	74%	81%	79%	78%	79%	80%	83%	75%	77%	82%
		12%	14%	8%	8%	9%	7%	8%	4%	12%	86%	14%	64%	33%	48%	52%
SAME PROVIDER FOR ANY OTHER SERVICE	496	71	68	38	31	41	41	37	24	54	426	70	286	194	296	200
	17%	20%	16%	16%	15%	15%	20%	16%	19%	16%	17%	18%	16%	19%	21%	14%
		14%	14%	8%	6%	8%	8%	7%	5%	11%	86%	14%	58%	39%	60%	40%
DON'T KNOW AT ANY SERVICE	96	13	8	6	9	15	6	10	6	15	88	9	50	42	41	55

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o



Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES**

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226
Total	3000	1400	1243	2269	2330	1260	2836
		47%	41%	76%	78%	42%	95%
Base for %	2903	1375	1215	2220	2268	1229	2751
		47%	42%	76%	78%	42%	95%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2301	1094	963	1782	1863	1015	2213
	79%	80%	79%	80%	82%	83%	80%
		48%	42%	77%	81%	44%	96%
SAME PROVIDER FOR ANY OTHER SERVICE	496	265	220	417	387	208	487
	17%	19%	18%	19%	17%	17%	18%
		53%	44%	84%	78%	42%	98%
DON'T KNOW AT ANY SERVICE	96	25	28	49	61	32	85

Columns Tested: a,b,c,d,e,f

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : Those with a Pay TV service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	2461	1146	1298	206	375	888	966	119	190	335	1144	705	765	331	569	1547	289	320	305
Effective Weighted Sample	1579	728	840	132	267	606	564	77	113	211	774	492	523	211	365	1202	158	212	233
Total	1400	650	741	115	243	510	518	64	106	174	677	428	346	254	317	1135	145	80	40
		46%	53%	8%	17%	36%	37%	5%	8%	12%	48%	31%	25%	18%	23%	81%	10%	6%	3%
Base for %	1375	637	729	108	240	502	510	62	102	172	674	422	341	251	311	1112	143	80	40
		46%	53%	8%	17%	37%	37%	5%	7%	13%	49%	31%	25%	18%	23%	81%	10%	6%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	366	181	182	36	64	133	129	14	30	44	185	114	85	66	82	296	35	25	10
	27%	28%	25%	34%	26%	26%	25%	22%	30%	26%	27%	27%	25%	26%	27%	27%	24%	31%	26%
		49%	50%	10%	17%	36%	35%	4%	8%	12%	51%	31%	23%	18%	23%	81%	9%	7%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1008	456	547	72	177	369	381	48	71	128	489	308	255	185	229	815	109	55	30
	73%	72%	75%	66%	74%	74%	75%	78%	70%	74%	73%	73%	75%	74%	73%	73%	76%	69%	74%
		45%	54%	7%	18%	37%	38%	5%	7%	13%	48%	31%	25%	18%	23%	81%	11%	5%	3%
DON'T KNOW AT ANY SERVICE	25	13	12	7	3	7	8	2	4	2	3	6	5	4	6	23	2	*	*

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : Those with a Pay TV service

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2461	140	216	153	170	173	185	167	175	168	1874	587	1475	928	1312	1149
Effective Weighted Sample	1579	122	182	127	149	143	158	135	146	135	1339	242	997	558	825	756
Total	1400	145	207	106	106	135	103	97	70	164	1202	198	926	445	759	641
Base for %	1375	142	205	103	104	129	103	95	70	160	1181	194	916	431	747	628
		10%	15%	8%	8%	9%	8%	7%	5%	12%	86%	14%	67%	31%	54%	46%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	366	35	54	32	31	37	24	28	20	35	287	79	240	114	213	153
	27%	25%	26%	31%	30%	29%	24%	30%	29%	22%	24%	41%	26%	27%	28%	24%
		10%	15%	9%	8%	10%	7%	8%	6%	10%	78%	22%	66%	31%	58%	42%
SAME PROVIDER FOR ANY OTHER SERVICE	1008	107	152	71	73	92	79	67	50	125	894	115	675	317	534	474
	73%	75%	74%	69%	70%	71%	76%	70%	71%	78%	76%	59%	74%	73%	72%	76%
		11%	15%	7%	7%	9%	8%	7%	5%	12%	89%	11%	67%	31%	53%	47%
DON'T KNOW AT ANY SERVICE	25	3	2	3	2	6	-	3	-	4	22	4	11	14	12	13

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : Those with a Pay TV service

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	2461	2461	553	2142	2078	1015	2461	
Effective Weighted Sample	1579	1579	355	1404	1378	684	1579	
Total	1400	1400	325	1237	1214	604	1400	
		100%	23%	88%	87%	43%	100%	
Base for %	1375	1375	323	1218	1196	597	1375	
		100%	23%	89%	87%	43%	100%	
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	366	366	93	303	309	159	366	
	27%	27%	29%	25%	26%	27%	27%	
		100%	25%	83%	84%	43%	100%	
SAME PROVIDER FOR ANY OTHER SERVICE	1008	1008	229	915	887	437	1008	
	73%	73%	71%	75%	74%	73%	73%	
		100%	23%	91%	88%	43%	100%	
DON'T KNOW AT ANY SERVICE	25	25	2	19	18	7	25	
Columns Tested: a,b,c,d,e,f								

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	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	5233	2473	2668	545	939	1699	1951	369	417	678	2198	1379	1694	634	1268	3385	564	623	661
Effective Weighted Sample	3337	1570	1721	364	670	1147	1115	213	249	424	1503	952	1189	414	792	2595	311	390	505
Total	3000	1400	1536	309	626	982	1022	179	237	358	1321	830	798	501	697	2486	273	152	89
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	27%	17%	23%	83%	9%	5%	3%
Base for %	2974	1387	1524	302	624	975	1014	177	233	356	1317	824	793	498	691	2463	271	152	89
		47%	51%	10%	21%	33%	34%	6%	8%	12%	44%	28%	27%	17%	23%	83%	9%	5%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	366	181	182	36	64	133	129	14	30	44	185	114	85	66	82	296	35	25	10
	12%	13%	12%	12%	10%	14%	13%	8%	13%	12%	14%	14%	11%	13%	12%	12%	13%	16%	12%
		49%	50%	10%	17%	36%	35%	4%	8%	12%	51%	31%	23%	18%	23%	81%	9%	7%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1008	456	547	72	177	369	381	48	71	128	489	308	255	185	229	815	109	55	30
	34%	33%	36%	24%	28%	38%	38%	27%	31%	36%	37%	37%	32%	37%	33%	33%	40%	36%	34%
		45%	54%	7%	18%	37%	38%	5%	7%	13%	48%	31%	25%	18%	23%	81%	11%	5%	3%
DON'T KNOW AT ANY SERVICE	25	13	12	7	3	7	8	2	4	2	3	6	5	4	6	23	2	*	*

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	5233	375	465	354	361	360	376	400	337	357	4002	1231	2898	2162	2623	2610
Effective Weighted Sample	3337	318	375	288	306	292	312	322	271	293	2832	513	1978	1288	1609	1730
Total	3000	370	431	243	223	283	211	237	132	356	2591	408	1823	1061	1481	1518
Base for %	2974	367	430	240	221	277	211	234	132	351	2570	404	1812	1047	1469	1505
		12%	14%	8%	7%	9%	7%	8%	4%	12%	86%	14%	61%	35%	49%	51%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	366	35	54	32	31	37	24	28	20	35	287	79	240	114	213	153
	12%	10%	13%	13%	14%	13%	12%	12%	15%	10%	11%	20%	13%	11%	14%	10%
		10%	15%	9%	8%	10%	7%	8%	6%	10%	78%	22%	66%	31%	58%	42%
SAME PROVIDER FOR ANY OTHER SERVICE	1008	107	152	71	73	92	79	67	50	125	894	115	675	317	534	474
	34%	29%	35%	30%	33%	33%	37%	28%	38%	35%	35%	28%	37%	30%	36%	32%
		11%	15%	7%	7%	9%	8%	7%	5%	12%	89%	11%	67%	31%	53%	47%
DON'T KNOW AT ANY SERVICE	25	3	2	3	2	6	-	3	-	4	22	4	11	14	12	13

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

Weighting is modified for reporting on bundled services to allow for missing data on paper questionnaires

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES**

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	5233	2461	2214	3966	3991	2172	5004
Effective Weighted Sample	3337	1579	1396	2630	2680	1472	3226
Total	3000	1400	1243	2269	2330	1260	2836
		47%	41%	76%	78%	42%	95%
Base for %	2974	1375	1241	2250	2312	1253	2811
		46%	42%	76%	78%	42%	95%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	366	366	93	303	309	159	366
	12%	27%	8%	13%	13%	13%	13%
		bcdef		b	b	b	b
		100%	25%	83%	84%	43%	100%
SAME PROVIDER FOR ANY OTHER SERVICE	1008	1008	229	915	887	437	1008
	34%	73%	18%	41%	38%	35%	36%
		bcdef		bef	bef	b	b
		100%	23%	91%	88%	43%	100%
DON'T KNOW AT ANY SERVICE	25	25	2	19	18	7	25

Columns Tested: a,b,c,d,e,f